



SCMPro Forums

5th Demand Planning And Forecasting Forum & Awards 2019

14th & 15th June
REPORT

POWERED BY



Demand Planning Academy

Institute of Supply Chain Management

Strategic Shift – Forecasting, Demand Planning and Integrated Business Planning

5th Edition

**Demand Planning Forecasting Forum
and Awards 2019 | Mumbai**

 **Radisson Hotel, Andheri**  **15 June 2019**

INTRODUCTION

On 15th June, 90 of India's elite demand planners from across the industry spectrum came together at the 5th Demand Planning and Forecasting Forum (DPFF). DPFF is the premier forecasting conference in India. The theme of the Forum was - ***"Strategic Shift –Forecasting, Demand Planning and IBP"***

The 5th DPFF was preceded by a Leadership Retreat On Demand Planning, Forecasting & Integrated Business Planning, on 14th June, Powered by The Demand Planning Academy of the Institute of Supply Chain Management. Designed for Senior Managers, the program focused on creation of a one company—One plan agenda, respond with speed and agility to changes in demand and explore the critical link between strategy and current reality. Around 30+ Senior Managers attended this Retreat.

The entire combined gathering during the event was around 120+ Senior Managers. The day ended with the 5th Demand Planning & Forecasting Awards, presented by JDA Software.

PROGRAM & SPEAKERS

The 5th Demand Planning and Forecasting Forum showcased 30 thought leaders from the Indian Demand Planning and S&OP community, who shared their views and the demand planning processes in their companies. Selected companies who qualified for the Awards presented their S&OP as well as Demand Planning Processes and Practices, as a part of the Best Practices Presentation Segment. The thought leaders who shared their views are listed in the section below. ([Speakers List on Page 5](#))

PROFILE OF ATTENDEES

The attendees at the 5th DPFF were from all senior professionals, with a diverse experience profiles including:

- | | |
|---------------------------------|--|
| ○ Chief Supply Chain Officers | ○ Heads of Demand Planning & Forecasting |
| ○ Head of Supply Chain Planning | ○ Head of Sales and Operations Planning |
| ○ IBP Leaders | ○ Head of Analytics |
| ○ Demand Planners | ○ Forecasting Professionals |

MARKETING, MEDIA & PROMOTION

- The Event was promoted using a mix of conventional marketing mix and social media.
- ISCM created a dedicated website for the event—www.dpffindia.com, where ISCM posted constant updates on the event.
- These updates were shared on the LinkedIn pages of the institute, and all ISCM professionals. An average of 1500 plus individual procurement professionals read these posts.
- The ISCM outreach touched close to 5,000 procurement professionals from the country.
- The event was open only to the Heads of Procurement.
- A series of specific promotions were undertaken on LinkedIn for each panel and speaker topic, generating additional interest in the event.
- Conventional marketing included tele calling by a team of two dedicated ISCM staff, and supplemented by the event marketing team.
- Post event, ISCM hosted these videos on YouTube.



AGENDA WITH SPEAKERS

Building A Tech and Data Driven Organization: A New Framework for Demand Planning	Dr. Rakesh Singh
Is Forecasting Dead? - Key Note Panel	Pavan Mundada, Giridhar Kotian, Thamin Rashid, Avinash Dhagat, Sahil Verma, Dr. Rakesh Singh
Tea Break	
How Machine Learning is Transforming the Demand Planning Process—(JDA)	Vinod Mathur
Getting Numbers to Talk—Forecasting in the Age of Deep Learning	Kunal Gupta, Vinod Mathur, Gaurav Bhatia, Viswanathan Rajamanickam, Sreenivas Rao Nandigam, Shekhar Tiwari, Girish VS.
Integrated Planning - Ecosystem, Enablers & Effects - A FMCG Perspective - (Dabur India)	Sahil Verma
Lunch	
Tales from the Tails - Measuring Forecast Performance	Shashank Raodeo, Vickram Srivastava, Vikas Kumar, Dr. Pankaj Aher, Virendra Sharma, Manvendra Singh, Calvin D'Souza.
ABFRL Inventory & SnOP Process (Best Practise Presentation)	Sivasankar (Aditya Birla Fashion Retail Limited)
Tea Break	
Challenges faced by SnOP in a VUCA World (Best Practise Presentation)	Vinay Purohit (Mondelez India)
Strategic Shift - Preparing for IBP	Abhishek Thaore, Vaibhav Agrawal, Ramandeep Singh, Rajasekhara Reddy, Anand R, Abbey Thomas.

5th Edition

Demand Planning & Forecasting Forum

June 15, 2019 | Radisson Hotel, Andheri East

THOUGHT LEADERS AT THE FORUM



Dr. Rakesh Singh
ISCM



Pavan Mundada
General Mills



Somnath Das
Beiersdorf - Nivea



Thamin Rashid
HCL Infosystems



Sahil Verma
Dabur India Limited



Shashank Raodeo
Mahindra



Viswanathan
Rajamanickam
Henkel



Gaurav Bhatia
Cipla



Ramandeep Singh
Valvoline Inc.



Sreenivas R. Nandigam
Sun Pharma



Dr. Pankaj Aher
Schneider Electric



Vaibhav Agrawal
*Fonterra Future
Dairy Partners*



Vickram Srivastava
Zydus Group



Vikas Kumar
Coca-Cola



Girish VS
ISCM



Abbey Thomas
*Kellogg India
Pvt. Ltd.*



Manvendra Singh
Davidoff



Kunal Gupta
*Bateel
International*



Abhishek Thaore
Pidilite Industries Limited



Anand R
*Future Consumer
Limited*



Giridhar Kotian
GSK



Avinash Dhagat
L'Oreal



Dr. Rakesh Sinha
*Godrej Consumer
Products Limited*



Vinod Mathur
JDA Software



Shekhar Tiwari
Accenture



Virendra Sharma
Jockey



Rajasekhara Reddy
*Glenmark
Pharmaceuticals*



Calvin D'Souza
Capgemini



Vinay Purohit
Mondelez International



Sivasankar Selvan
*Aditya Birla
Fashion Retail Ltd.*

5TH DEMAND PLANNING & FORECASTING AWARDS 2019



The Fifth Edition of SCMPRO Forums' Demand Planning & Forecasting Awards 2019 was an effort to recognize the best practises that firms in India have adopted and celebrated successes of firm in Demand Planning & Forecasting. The Awards were a defining moment in the Indian Industrial Sector - recognizing the achievements of Demand Planning & Forecasting functions and Sales & Operations Planning.

Over the past five years, DPF Awards have become the hallmark of a best in class demand planning and forecasting function in Indian Companies. Over the years, some of the best companies in India have won these awards.

An international jury selected the winners. For a complete list of winners, please visit our website at www.dpffindia.com.

WINNERS

CORPORATE AWARDS

Best Sales and Operations Planning Practise in Pharmaceuticals

GlaxoSmithKline Pharmaceuticals Limited

Best Sales and Operations Planning Practice in Manufacturing

UltraTech Cement Limited

Best IBP Process (Apparels)

Aditya Birla Fashion Retail Pvt. Ltd.

Best Forecasting Approach

Janssen Pharmaceuticals

Best Forecasting & Demand Planning Consultancy

Spotflock

Best Demand Planning & Forecasting Suite

Anamind

Best Demand Planning in FMCG

Dabur India

Best IBP Company of the Year - 2019

Mondelez Foods India Private Limited

WINNERS

INDIVIDUAL AWARDS

Young Demand Planning & Forecasting Leader

Gaurav Bhatia (Associate Director—Supply Chain) at Cipla

Young S&OP Leader

Ramandeep Singh (Head—Sales & Operations Planning, Asia, Middle East & Africa at Valvoline, Inc.)

Young Emerging Leader

Pavan Mundada (Sr. Manager - Demand Planning at General Mills Pvt. Ltd.)

Young Transformational Leader

Sahil Verma (Head - Demand Planning at Dabur India)

Outstanding Demand Planning & Forecasting Leader

Somnath Das (Director - Supply Chain at Beiersdorf—Nivea)

COMPANIES IN ATTENDANCE



COMPANIES IN ATTENDANCE

Mahindra
Rise.

KION
GROUP
KION India

SKF

SSI
SCHAFFER

Infosys

Cadila
Healthcare Ltd.

scJohnson
A family company
at work for a better world

IBM

D
DANAHER

TATA MOTORS

TATA STEEL

tcs | TATA
CONSULTANCY
SERVICES

Roche

Capgemini

JUBILANT
LIFE SCIENCES

Pfizer

ORACLE

ADITYA BIRLA
FASHION & RETAIL

BRITANNIA

pepsi

PARLE

BOROSIL

Whirlpool
CORPORATION

WELSPUN

VOLTAS
A TATA Enterprise

TITAN
COMPANY

IFB
Set yourself free

orient
electric

G Crompton
Greaves

BLUE STAR

Red Bull

Del Monte
Quality

DIAGEO

PARRYS

COLGATE-PALMOLIVE

bajaj CONSUMER CARE

marico

DIEBOLD

sas

SUTHERLAND

TESTIMONIALS

"I thoroughly enjoyed interacting with the fellow professionals and interacting with them. The quality of the interactions were very good. Such a thing would not be possible without careful planning and execution. I can imagine the hard work you would put in behind the curtains for the same and thank you for the same."

-
Girikanth Avadhanula, Director, SAP India Pvt. Ltd.

"The Demand Planning & Forecasting Forum was an excellent event. The day was well spent - both in terms of knowledge sharing and networking. The forum provided an opportunity to interact with the best in the industry. A big thank you to ISCM for arranging this event. I have attended all four editions of DPFF. This is an event I will not like to miss."

-
Deepak Bartwal, Lead Demand Planning, SC Johnson Pvt. Ltd.

"Over the past couple of years, the yearly demand planning event has grown to become a huge success with an improved format year on year. ISCM has provided the much needed platform to young and expert professionals to share their achievements, and has crafted the event, regular workshops and certifications in a way to open up cross industry interactions. As a team, we have always looked forward to this event to get insights of best practices and new technologies across various industry sectors."

-
Swarna Murthy, AGM Demand Planning, Unilever

"The 4th Annual DPFF was excellent both in terms of themes and speakers. The Speakers, panellists and delegates were participative and maintained their energy levels till the end. The topics covered included current as well as emerging aspects of demand planning & forecasting. Topics such as Forecasting in a digital world, Evolution of S&OP and Future Trends, demand planning and Omni-channel challenges were interesting. Look forward to the next years forum."

-
Vijay Wadhwani, Asst. Vice President (SCM), Relaxo Footwears

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