



# Agentic Commerce Unlocked

Fuel performance, scale,  
and innovate.

**Case Study**



ObserveNow Media, in collaboration with Adobe, hosted an exclusive leadership networking evening titled “Agentic Commerce Unlocked: Fuel Performance, Scale & Innovate” on 21st November 2025 at Suite 105 A & B, Jio Convention Centre, Mumbai.

The evening brought together senior leaders including CXOs, digital commerce heads, marketing strategists, and transformation leaders from leading brands across India for an in-depth discussion on the future of AI-driven commerce and scalable digital experience.

The event commenced with a structured networking session followed by a welcome address delivered jointly by ObserveNow and Adobe representatives, setting the context for a focused and impactful knowledge exchange.

### **Event Highlights**

- Expanded professional networks and industry relationships across retail, ecommerce, FMCG, lifestyle, healthcare, and technology sectors
- Gained insights into Adobe’s latest commerce innovations enabling performance, scalability, and intelligence-led customer experiences
- Interactive discussions and exchange of best practices around digital transformation and profitability-driven commerce strategy
- Knowledge-sharing through panel conversations on emerging trends, AI capabilities, and enterprise growth frameworks
- Curated networking over cocktails and dinner enabling meaningful business dialogue

### **Theme**

**Agentic Commerce Unlocked: Fuel Performance, Scale & Innovate**  
Exploring how Agentic AI, intelligent commerce automation, and phygital experience models are shaping the next evolution of digital commerce.

Agenda

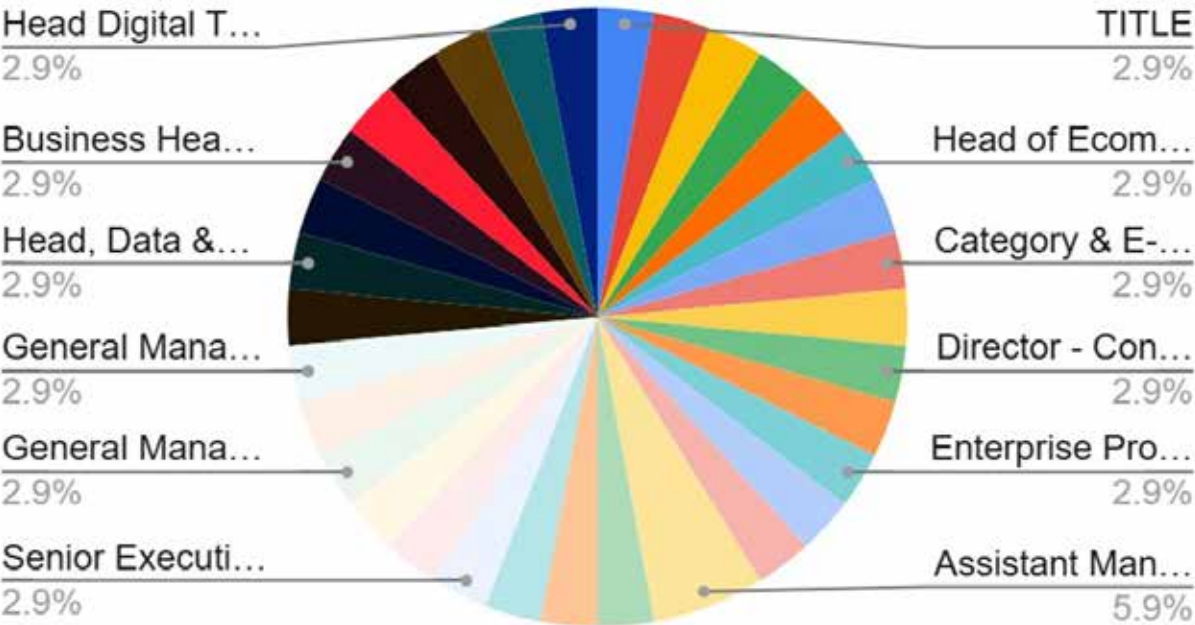
- 6:00 PM – 6:30 PM | Registration and Networking
- 6:30 PM – 6:35 PM | Welcome Address – ObserveNow and Adobe
- 6:35 PM – 6:45 PM | Session: Future of Digital Experience in Retail – Powered by Agentic AI
- 6:45 PM – 7:00 PM | Session: From Phygital to Agentic – The Next Big Commerce Shift
- 7:00 PM – 7:15 PM | Session: Win AI Search with Adobe LLMO
- 7:15 PM – 7:45 PM | Panel Discussion: Accelerating Growth with AI, Scale and Profitability
- 7:45 PM – 8:00 PM | Q&A and Quiz
- 8:00 PM – 8:05 PM | Closing Remarks and Group Photograph
- 8:05 PM Onwards | Networking Dinner and Cocktails

Distinguished Guests

The event was attended by more than 34 senior industry leaders. Key representation included: Deepak Raina – Head Enterprise Greenfield Sales, Adobe India  
Sweta Satpathy, Senior Solutions Consultant, Adobe  
Somina Mehrotra -Senior Marketing Enterprise Growth,India, -Adobe Digital Experience (Moderator)

Confirmed leaders represented leading organizations including:

Leaders who attended



Polycab India, VIP Industries, Skechers, GM Modular, Mondelēz International, Bata Group, Baggit India, Croma (Infiniti Retail), Hafele India, Kaya Ltd., Sanofi, Alembic Pharmaceuticals, Renaissance Global, Welspun Living, Shoppers Stop, AB InBev, Colgate-Palmolive, BIC, Just In Time, Capgemini, and additional sector-leading enterprises.

### **Top Industry leaders at the event :**

- Shubbam Sharrma, Chief Growth Officer, Pepperfry
- Amruta Pawar, Head – Digital Marketing & Marketing Strategy, Hafele India Pvt. Ltd.
- Ankit Agarwal, Head – Data & Digital Centre of Excellence, Mondelēz International
- Mohit Agarwal, Head – Digital Transformation & IT Procurement Governance, Wockhardt Ltd.
- Sushovan Sarkar, Head – Modern Trade & E-Commerce – NAB, AB InBev
- John Bosco, Head – Digital Partnerships, Aditya Birla Capital
- Gaurav Rawat, Digital Transformation & Digital Marketing Head – Product & AI, Alembic Pharmaceuticals Limited
- Divya Gupta, Head – Ecommerce, Baggit India Private Limited
- Sunidhi Mehta, Head – Category & E-Commerce, Stationery & Coloring, BIC
- Nagender Rao M, Head – Retail, Durian Industries Ltd.
- Ashmita Bhattacharya, Head – Ecommerce – APAC, ECU Worldwide
- Saurabh Baluja, Head – E-Commerce (B2B Business), Skechers
- Amit Panchal, Head – IT, Selection Center Sports
- Amit K B, Head of E-Commerce & Q-Commerce, Welspun Living
- Birendra Chauhan, Head Business – Digital – D2C & Marketplaces (Amazon, Flipkart), Quick Heal
- Mini Sood Banerjee, Marketing Director, AMOREPACIFIC
- Kaustubh P., Director – Digital Lead – Digital Customer Experience (DCX), Capgemini
- Badal Choudhary, Director – Consumer-centric Solutions,

- Kartik Shah, Director, Selection Center Sports
- Kusha Garg, General Manager – Strategy & Transformation, Tata Croma (Infiniti Retail Ltd.)
- Adhiraj Sengupta, General Manager – Enterprise Excellence, Tata Croma (Infiniti Retail Ltd.)
- Lokesh A., General Manager – Digital Marketing, Kaya Ltd.
- Sushil Garud, Enterprise Product Manager, Crayon Software Experts India Pvt. Ltd.
- Osden Cerejo, Regional Sales Manager, Crayon Software Experts India Pvt. Ltd.
- Soham Dey Chowdhury, Senior Manager, Colgate-Palmolive
- Shivangi Sinha, Deputy Manager – PR & Corporate Communications, Hafele India
- Ashwini Kamble, Associate Manager – Ecommerce, GM Modular
- Sujitha, Assistant Manager – Retail, Durian Industries Ltd.
- Sneha, Assistant Manager – Retail, Durian Industries Ltd.
- Akhil Mathur, Global General Manager – Retail Transformation, Bata Group
- Mandar Shinde, Senior Executive – Sales & Distribution, GM Modular
- Ankita Santosh Sawant, Senior Executive – Ecommerce, GM Modular
- Yogita Tikone, Digital Marketing, Hafele India

### **Impact and Key Takeaways**

- Real-world understanding of enterprise AI implementation and commerce scaling models
- Actionable insights into profitability enhancement through customer experience optimization
- Frameworks for adopting Agentic and Phygital commerce ecosystems
- Practical exposure to AI-powered search and intelligent automation capabilities
- Enhanced collaboration opportunities among CXO community across diverse industries



## Summary

The event enabled high-value discussions, strategic knowledge exchange, and collaborative networking, reinforcing the increasing momentum surrounding AI-enabled commerce transformation. ObserveNow and Adobe continue to provide leadership platforms that encourage innovation, industry alignment, and growth partnerships.



EVENT GALLERY





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