MADRAS MANAGEMENT ASSOCIATION — ESTD. 1956

70 YEARS CELEBRATION

timeLINKs

GOLDEN EDGE series

TIMELESS PRINCIPLES of INSPIRED LEADERSHIP



Invitation

BRAND RAJINIKANTH:

LESSONS IN LONGEVITY, POSITIONING, AND MASS APPEAL



TALK BY

MR S SHRIRAM

HARVARD ALUMNUS | RETAIL INDUSTRY VETERAN | RENOWNED SPEAKER ON BRANDS



Mr S Shriram is an accomplished retail strategist and entrepreneur with nearly three decades of experience in India's retail industry. Beginning his career with Baskin Robbins in 1997, he subsequently held key positions at RPG Retail, Central Malls and United Colors of Benetton. Widely recognised as a pioneer of airport retailing in India, he established India's first greenfield airport retail ecosystem at Bangalore International Airport, introducing leading retail brands and an innovative passenger-linked revenue-sharing model. His leadership also contributed to the expansion of Cafe Coffee Day, Royal Enfield, Levista Coffee and Specsmakers. In 2014, he founded Miles2Go Consulting Services, advising consumer brands on strategy and business growth. As Editor-in-Chief of Retail Updates, he has authored over 1,500 articles and addressed more than 100 international conferences, sharing his extensive industry expertise and inspiring retail professionals and entrepreneurs.

DEC 12 2026

SATURDAY

6:15 pm - 7:30 pm

TANISHQ

Old No.AA3, New, 10,
2nd Ave, Anna Nagar, Chennai

Route Map to the Venue - Click to view

Synopsis

In a world where brands struggle to remain relevant amid changing consumer preferences, Superstar Rajinikanth stands as an extraordinary example of enduring brand power. His remarkable journey from humble beginnings to becoming a cultural icon offers invaluable lessons in personal branding, authenticity, differentiation and sustained mass appeal.

This engaging session will explore how Brand Rajinikanth has successfully transcended generations, geographical boundaries and evolving market dynamics while retaining its unique identity and emotional connection with millions. Drawing parallels between his extraordinary career and contemporary business practices, the discussion will highlight the importance of consistent brand positioning, reinvention, customer loyalty, simplicity and trust.

The session will offer management professionals, entrepreneurs and aspiring leaders valuable insights into building timeless brands, sustaining relevance and creating an enduring legacy in an increasingly competitive and rapidly changing world.

Programme

6:00 PM	Tea/Coffee/Networking
6:15 PM	Welcome Address & Introduction of the Speaker
6.20 PM	Address by the Speaker **Mr S Shriram** Harvard Alumnus | Retail Industry veteran | Renowned Speaker on Brands
7:05 PM	Q&A
7:20 PM	Vote of Thanks

For Registration, mail to **stephy@rvinds.com**
or contact **Ms Stephy on 97915 27507**

CONNECT WITH MMA

CLICK TO KNOW MORE ABOUT US

MADRAS MANAGEMENT ASSOCIATION ESTD. 1956

timeLINKs