MADRAS MMA MANAGEMENT ASSOCIATION Salem Chapter

KONRAD ADENAUER STIFTUNG

TALK ON

How Strong Brands Drive Long Term Business Value



Tuesday, 8 December 2026
5:00 pm to 6:15 pm

SONA SCHOOL OF BUSINESS AND MANAGEMENT
SONA COLLEGE OF TECHNOLOGY, SALEM

PROGRAMME

04:30 PM	Registration & Tea	
05:00 PM	Welcome Address	**Gp Capt Dr R Venkataraman (Retd)** General Manager, MMA
05:05 PM	Chairman's Opening Remarks	**Mr Thyagu Valliappa** Chairman, MMA Salem Chapter & Vice Chairman, Sona Group of Institutions
05:15 PM	Introduction of the Speaker	**Mr T Soundararajan** Co-Chairman, MMA Salem Chapter
05:20 PM	Address by the Speaker	**Mr S Shriram** Harvard Alumnus | Retail Industry veteran | Renowned Speaker on Brands
06:00 PM	Q & A	
06:10 PM	Vote of Thanks	**Dr P K Anjani** Co-Chairman, MMA Salem Chapter

SPEAKER



S SHRIRAM

Mr S Shriram is a distinguished retail strategist, entrepreneur and industry thought leader with nearly three decades of experience in India's retail sector. Beginning his professional journey with Baskin Robbins in Chennai in 1997, he subsequently held key roles at RPG Retail's Musicworld and Foodworld, Central Malls and United Colors of Benetton.

Widely recognised as a pioneer of airport retailing in India, he played a pivotal role in establishing India's first greenfield airport retail ecosystem at Bangalore International Airport, introducing renowned brands such as Shoppers Stop, Nuance Duty Free and HMSHost. He also pioneered an innovative passenger-linked revenue-sharing model.

His leadership experience extends to expanding Cafe Coffee Day outlets, doubling Royal Enfield's dealer network and driving business growth at Levista Coffee and Specsmakers.

In 2014, he founded Miles2Go Consulting Services, which advises leading consumer brands on business strategy, growth and scalability.

As Editor-in-Chief of Retail Updates, he has authored over 1,500 articles and addressed more than 100 international conferences. Through his entrepreneurial vision, extensive industry knowledge and passion for retail innovation, he continues to inspire professionals and contribute significantly to India's evolving retail landscape.

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