

INNOVATION, GENAI, AND SUSTAINABILITY: SHAPING THE FUTURE OF ECOMMERCE SUPPLY CHAINS

[CII Institute of Logistics](#) organized 11th Edition of “Ecommerce Supply Chain” Conference in the theme “Rise of Innovation and GenAI in Ecommerce” on Friday, 24th January at Sheraton Grand at Brigade Gateway, Bengaluru.

The conference focused on key sub-themes such as relentless innovation in e-commerce, strategies for success in a multi-channel world, and how emerging technologies can enable supply chain efficiency and boost operations. It explored cutting-edge e-commerce supply chain models, next-generation fulfilment infrastructure, and regulatory advancements shaping the future of digital commerce. The conference witnessed significant participation, with 210 national and international thought leaders and influential figures from across India contributing their insights and expertise.



L-R **Dr. K. Ganesh**, Member, CII National Committee on Logistics & Partner, McKinsey & Company, **Mr. C S Babu Ganesh**, Joint Director, Visvesvaraya Trade Promotion Centre, Government of Karnataka, **Mr. Abhishek Bansal**, Co-Founder & Chief Executive Officer, Shadowfax, **Mr. Abhishek Prakash**, Chief Executive Officer, BEUMER Group, **Dr Bhanumathi K**, Chief Operating Officer, CII Institute of Logistics.

Mr C S Babu Nagesh, Joint Director, Visvesvaraya Trade Promotion Centre (VTPC), Government of Karnataka, delivered the inaugural address, emphasizing how AI technologies are revolutionizing supply chains, enabling Karnataka to access global markets faster through analytics and automation, contributing to the state’s consistent 10% export growth. Mr. Babu Nagesh also shared VTPC’s initiatives, including integrating AI for global outreach and establishing a Facilitation Cell that leverages real-time insights to help overcome logistical and regulatory challenges effectively. Furthermore, he highlighted the Government of India’s Trade Infrastructure for Export Scheme (TIES), which fosters the development of advanced infrastructure enhancing operational efficiency while maintaining a strong focus on sustainability.

The session also discussed the rapid expansion of e-commerce in India, driven by factors such as increasing market penetration, technological progress, and the

growing middle class, alongside wider internet access and smartphone usage. With predictions suggesting that India's e-commerce industry will reach \$325 billion by 2030, the potential for business growth is substantial. The discussion also highlighted the rising consumer demand for sustainable practices, particularly in packaging, waste management, and transportation costs. These challenges were identified as key areas for innovation, with a focus on making the e-commerce sector more environmentally responsible while continuing its growth.



L-R **Mr. Punit Dutt**, Senior Director, Head of Consumer Sector, SCO, DP World, **Ms. Lavanya Pachisia**, Chief Executive Officer, Zivame, **Mr. Aashutosh Taparia**, Head of Logistics (LMD & Transportation), bigbasket.com, **Mr. Anubhav Agnihotri**, Head Inventory Management and Distribution, Clicktech Retail Pvt Ltd, **Mr. Jagat Pradip Das**, Director Supply Chain Operational Excellence, Flipkart, **Ms. Bhavana Jaiswal**, Head of E Commerce, IKEA India, **Dr. K. Ganesh**, Member, CII National Committee on Logistics & Partner, McKinsey & Company

In Session 1, “RelentlessInnovationinEcommerce” the discussion focused on the future of ecommerce in India, addressing infrastructure gaps and last-mile delivery challenges. Innovations in mobile ecommerce and AI-driven hyper-personalization were explored, enabling brands to analyze data and predict customer behavior. The panel also discussed how data analytics can predict demand fluctuations and optimize inventory, alongside the role of micro-fulfilment centers in enhancing last-mile logistics. Challenges in managing logistics and partnerships to strengthen ecommerce were examined, with an emphasis on the long-term growth potential of quick commerce, profitability, and reducing operational errors. The session concluded with insights into global B2B ecommerce platforms that enhance reliability and innovative customer service solutions.



L-R **Mr. Pranay Moon**, Associate Director - SCM Planning & Growth, Zepto, **Mr. Ulhas Uday**, Business Head of Ecommerce, Seiko India, **Ms. Stuti Pansari**, Head of Logistics, ONDC, **Mr. Jeyaraj Antony**, Head of Leasing - South, Horizon Industrial Park, **Mr. Neelanchal Panda**, Head of Supply Chain, Himalaya Wellness Company, **Mr. Deven Pabaru**, Chief Business Officer, CEVA Logistics

In Session 2 “Strategies for Success in a Multi-Channel World” discussed recent trends in e-commerce supply chains, focusing on new technologies and standards that improve sustainability and efficiency. The session highlighted innovations in omnichannel retail, demonstrating how customer experience is evolving through the seamless integration of multiple platforms. The importance of collaboration in a multi-channel environment and the increasing need for sustainability standards. The session concluded with a discussion on the growth of new categories and how multi-channel strategies are shaping the future.



L-R **Mr. Deepak Jain**, Director, Argon & Co, **Mr. Kamlesh Kumar**, Vice President of Supply Chain, Jumbotail, **Ms. Manvi Dhawan**, Product Manager – Software,

Armstrong Dematic, **Ms. Ashwini Chavan**, Associate Vice President of Supply Chain, Orkla India, **Mr. Ankur Goyal**, Client Partner – Industrial Sector, IBM, **Mr. Nitin Manchanda**, Head of Supply Chain, Amazon Fresh, Amazon

In Session 3 “HowCanEmergingTechnologiesEnableSupplyChaintoBoostOperations” the panel discussed the impact of technology and AI on improving operational productivity and enhancing customer experience. The session focused on two key areas where technology plays a vital role: faster decision-making using digital twins and AI-driven predictive analytics for real-time insights. The panel highlighted situations where AI should be avoided, such as when data quality is poor or in highly sensitive decisions. They also emphasized the importance of balancing technology use to avoid over-reliance and skill gaps and discussed the necessary data security measures for safe AI implementation.