

"THE MOST POWERFUL BRAND IN ANY BUSINESS IS THE LEADER BEHIND IT."



# RETAIL GROWTH ACCELERATOR

Driving **Growth** Beyond Stores and Channels

## FIREBRAND ACCELERATOR FOOTPRINT



**16**

Years of Impact

**12**

Countries Transformed

**5000+**

Leaders Developed

**175+**

Clients Transformed





THE FOUR AUTHORITY ENABLERS

# THE RETAIL GROWTH ECOSYSTEM

*From Retail Operator to Industry Growth Leader*

## GROWTH ACCELERATOR



### Retail Growth Accelerator

A two-day immersive experience designed to strengthen retail leadership, customer-centric growth strategies, omnichannel excellence, AI readiness for retail leaders.

#### KEY AREAS

- Brand & Customer Value creation
- Strategic Decision Making
- Market Leadership

#### TRANSFORMATION:

*From Retail Operator to Growth Leader.*

## CEOs, CXOs PANEL



### CEOs, CXOs Panel Podcast

A leadership platform designed to showcase retail success stories, customer innovation, market trends, and executive perspectives shaping the future of retail.

#### KEY AREAS

- Retail Growth Narratives
- Consumer Behaviour Insights
- Omnichannel Success Stories
- Brand Building Strategies
- Future Retail Perspectives

#### TRANSFORMATION:

*From Internal Leader to Industry Voice.*

## NETWORKING CONCLAVE



### Networking Conclave

An exclusive platform connecting retail leaders, brand owners, investors, technology partners, and industry influencers to foster collaboration and growth opportunities.

#### KEY AREAS

- Retail Leadership Networking
- Strategic Partnerships
- Industry Collaboration
- Investor & Ecosystem Access
- Peer Learning
- Business Growth Opportunities

#### TRANSFORMATION:

*From Professional Network to Growth Network.*

## PERSONA & AUTHORITY AUDIT



### Persona & Authority Audit

A comprehensive assessment designed to evaluate growth readiness, customer experience maturity and future retail preparedness.

#### KEY AREAS

- Leadership Authority
- Executive Presence
- Industry Credibility
- Market Positioning
- Visibility & Influence
- Trust & Reputation

#### TRANSFORMATION:

*From Assumed Growth to Measured Growth Excellence.*



## THE FOUR BUSINESS IMPERATIVES

# OUTCOMES – FROM RETAIL GROWTH TO MARKET DOMINANCE



### GLOBAL INFLUENCE



#### Increase Influence Across Customers & Markets

**Business Need:** Retail organizations operate in highly competitive markets where customer attention, brand preference, and market visibility drive growth.

#### OUTCOME:

- Increase brand visibility
- Strengthen customer preference
- Expand market presence

#### MESSAGE:

*Elevate your brand's influence in a competitive retail landscape.*

### STRATEGIC CAPABILITY



#### Position the Organization as a Strategic Retail Leader

**Business Need:** Retail organizations that combine customer understanding, operational excellence, and innovation are better positioned to drive long-term growth.

#### OUTCOME:

- Strengthen strategic positioning
- Build confidence among stakeholders
- Expand growth opportunities

#### MESSAGE:

*Position your organization as a strategic leader in modern retail.*

### THOUGHT LEADERSHIP



#### Build Industry Authority & Market Influence

**Business Need:** Retail organizations compete fiercely for customer attention, market share, talent, and industry recognition.

#### OUTCOME:

- Establish a trusted industry voice
- Strengthen market credibility
- Influence customers and stakeholders

#### MESSAGE:

*Establish authority that drives trust and influence.*

### GLOBAL READINESS



#### Prepare Leaders for Global Retail Excellence

**Business Need:** Retail leaders must navigate changing consumer expectations, digital disruption, global competition, and evolving business models.

#### OUTCOME:

- Lead retail transformation initiatives
- Build future-ready leadership capabilities
- Accelerate sustainable business growth

#### MESSAGE:

*Prepare leaders to succeed on a global stage.*



THE SIX SHIFTS

# THE **GROWTH** ADVANTAGE FOR RETAIL LEADERS

*From Retail Operator to Industry Growth Leader*



## Global Visibility

Become known beyond your stores and regions.



## Bigger Roles

Prepare for regional and global leadership.



## Brand Credibility

Build trust with customers, partners, and the market.



## Strategic Influence

Lead conversations that drive growth and transformation.



## Influence Without Authority

Shape decisions across customers, partners, and stakeholders.



## Industry Voice

Represent the future of retail and customer experience.

## IDEAL FOR

• Retail CEOs • Business Heads • Retail Directors • Store Operations Leaders • Brand Leaders • Customer Experience Leaders



# THE FIREBRAND VOICE OF INDIA



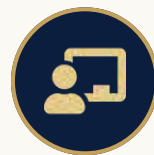
**DR ASHA KAUL**  
EX PROFESSOR, IIM  
AHMEDABAD



**VASANTH KUMAR**  
EX CEO & MD,  
LANDMARK



**PRIYANKA DAS**  
CEO, LAUREATE  
GLOBAL



Thought  
Leadership



Global  
Perspectives



Powerful  
Networks



Business  
Opportunities



Lasting  
Impact



*Led by Vision. Driven by Purpose.*

**RAHUL DEV PHARASI**

Curator of the Firebrand Ecosystem

Architect of the Global India Readiness Mission

## C SUITE REPRESENTATION



adani



accenture



FOR MORE DETAILS, CONTACT

**Anamika Mallick — Head, Programs & Partnerships**

• 9353000402 • 9880048609 • 9880032545 • 6361908080 • [connect@firebrandtrust.com](mailto:connect@firebrandtrust.com) • [www.firebrandtrust.com](http://www.firebrandtrust.com)