

PANEL DISCUSSION ON REVERSE LOGISTICS

3rd March, 2017

10 AM - 1:30 PM

Venue:

AC3 LT Indian School of Business, Hyderabad Campus

www.isb.edu/workshop-reverse-logistics



"In an ideal world, reverse logistics would not exist." - Jim Whalen!

In this far from ideal world, reverse logistics has a major role to play in completing the supply chain loop. Off late, the increasing popularity of eCommerce practices in India has made managing reverse logistics an important element of supply chain management and, in some cases, a profit generating function. This function is subject to a large number of bottlenecks and hurdles that prevent optimal efficiency in execution. The Indian School of Business intends to conduct a panel discussion on 'refurbishment practices' and 'managing product returns' to identify and examine current practices and impediments. The panel discussion, to be held on 3rd March at ISB Hyderabad Campus is expected to throw up issues that may seed further research on the subject and bring out positive action points for all stakeholders.

Panel discussions will be conducted on two topics mentioned below:



MANAGING PRODUCT RETURNS IN INDIA

Retailers have to cope with all kinds of returns—from apparel that just didn't suit the customer, to expired products that are no longer saleable, to recalls endangering public safety. Retailers are devoting more attention and resources to reverse logistics as they seek to extract as much value as possible from returned goods.



FUTURE OF REFURBISHING IN INDIA

Refurbished market in India is not a new concept. It has always existed as an inferior market for years in an unorganized manner. Today the refurbished electronics market is being looked at as a flourishing category that has emerged between the brand new and second-hand product markets.

MODERATORS



Ahmed Timoumi
Assistant Professor of Marketing
Indian School of Business



Narendra Singh
Assistant Professor of Operations Mgt
Indian School of Business

PANELISTS

Alex Souter
CEO, Overcart

Devesh Tanna
CEO, VeeDee Enterprises

Raghu Ramachandran
Founding Partner, 13 Global Colony

Sharique Hussain
Flipkart

RishiRaj Singh
CEO, UsedYetNew.com

Yudhish Kalluri
Amazon