

International Conference on Total Cost Management

Theme: *Innovating Cost Pathways for sustainable business growth-TCM way*
26 & 27 November 2019: Hotel The Lalit, New Delhi

Draft Programme

Day 1: November 26th, 2019 (Tuesday)

0900 hrs	Registration
1000 – 1100 hrs	Inaugural Session
1100 – 1115 hrs	Health Break
1115 – 1200 hrs	<p>Master Speaking Session I: “Innovating Cost Pathways for sustainable & competitive business-TCM way”</p> <p><i>Market dynamics are here to stay. In some of the established businesses’ most ubiquitous and profitable business models are increasingly being challenged. Outliers are deploying their ‘cost advantages’ in creating ways and thus emerging an epoch era of a new generic strategy – cost innovation.</i></p> <p><i>For businesses to stay ahead and meet customer’s choices - innovating business models, revenue streams, technology applications, disruptive IT, industry 4.0, reach strategies and providing customer solutions are through cost innovation.</i></p> <p><i>Cost innovation - the strategy of deploying the cost advantage in radically new ways to offer customers around the world dramatically more utility for less expenditure - will be key to making the step-change.</i></p>
Anchor: Master Speaker:	Mr. Asim Mukhopadhyay , Head & VP – Business Planning, Tata Motors ISRO* ,
1150 – 1200 hrs	Q & A
1200 – 1300 hrs	<p>CEO Panel Discussion: Theme - “Cost Innovation in Business”</p> <p><i>In a scenario of stressed economy achieving a ‘cost disruptions’ in businesses is a cutting edge. Stakeholders of business are deeply anxious and are in anticipation for quick upturn in both revenues and profit curves. Customer is now a new disruptor in several businesses – obsolescence cycle is spinning fast. Business models, eco-systems, products and business processes are all swiftly reorienting around the new age customer. Businesses now need to gather inputs for constructing futuristic cost structure to perfectly synch with future revenue streams. How does one convert capex into opex costs allow flexibility to change.</i></p>

Theme Paper Presentation:

Mr. A N Raman, Mentor CII National Committee for TCM

Lead Moderator

Mr. Mahendra Singhi, Chairman, Cost Congress 2019 & MD & CEO, Dalmia Bharat Cement Ltd

Panellists:

Mr. Nikhil Nanda*, Chairman & MD, Escorts Group
Mr. Subir Chowdhary*, MD & CEO, JCB India Ltd
Mr. Vijay Kumar*, Finance Commissioner, Indian Railways
Mr. S K Arya*, Group MD, JBM Group
Dr. Mangu Singh*, MD, Delhi Metro

Mr. Sunil Kant Munjal*, Chairman Hero Corporate Services
Mr. Thiagarajan, MD, Bluestar Limited
Lt Gen J.S. Ahluwalia*, President, Institute of Directors
Mr. Kamal Bali, MD, Volvo India Ltd

Concluding Remarks: **Mr. P Thiruvengadam**, Mentor, CII National Committee for TCM

1245 – 1300 hrs Q & A

1300 – 1345 Lunch

1345 – 1445 hrs **Technical Session I: “Building Sustainable Businesses – TCM Way”**

Innovating every segment of business and eventually revolutionize the ‘cost structure’ is more than necessity.

*In the era of business de-growth investing resources in ‘**cost innovation**’ can be a game changer.*

Sustaining business margins against economy swings and head winds is a hygiene factor.

Building TCM architecture in business through business strategy alignment, institutionalizing enterprise cost ownership and course corrections through cost corrections lead to a sustainable business.

Anchor: **Mr. C V Sarma**, EVP (Finance & IT) – ITC Paper Business

Opening Remarks

1345 – 1410 hrs Business Strategy aligned to Cost Strategy
Mr. Girish Wagh*, CEO, Tata Motors CVBU

1410 – 1435 hrs Cost Innovation and business sustenance
Mr. Hemant Malik*, Divisional Chief Executive, ITC Foods

1435 – 1445 hrs Q & A

1445 – 1545 hrs **Technical Session II: “Disruption in business – TCM an enabler”**

*Era of improving ‘costs’ marginally is now passé. Building ‘**disruptive cost structure**’ through cost elimination significantly improves competitive position and eventually emerging businesses as cost leaders. Base for any business delivery, Value for Money is its cost efficiency.*

Anchor: **Mr. Brijesh Mehra**, Head – Corporate, Institutional and Transaction Banking, RBL Bank

1445 – 1450 Opening Remarks

1450 – 1515 hrs Creating cost disruptors
Mr. Hari Marar*, MD & CEO, Bangalore International Airport Ltd

1515 – 1540 hrs TCM Architecture in Disruptive era
Mr. Manoj Sethi, SVP – Finance & IT, Subros Ltd

1540 – 1545 hrs Q & A

1545 – 1600 hrs Tea Break

1600 – 1700 hrs **Technical Session III: “TCM Journey – Shop floor to Board room”**

Most Indian Inc’s cost journey is saddled in the shop floor with a mythical belief of only cost control business option.

Scorching pace of business dynamics and its severity impact on every segment of business imperative need for achieving ‘cost excellence’ in business is now strategic.

Business performance reporting to board now necessitates margin improvement through revolutionised cost structure, cost corrections and cost transformations across business.

Cost structures have tilted towards non shop floor costs which need innovation to stay competitive.

Anchor:	Mr. B B Goyal , Former Chief Advisor – Cost, Government of India
1600 – 1605 hrs	Opening Remarks
1605 – 1630 hrs	Cost Excellence Journey
	Mr. Vikram Kasbekar* , ED Operations (Plants) & CTO, Hero Moto Corp
1630 – 1655 hrs	Cost Vision in Business
	Mr. Ajay Seth* , CFO, Maruti Suzuki Limited
1655 – 1700 hrs	Q & A
1700 – 1715 hrs	Summary of Day 1
1715 hrs	End of Day 1, Mr. Hariharan , Lead Assessor CII TCM Division

Day 2: November 27, 2019 (Wednesday)

1000 – 1045 hrs	Master Speaker 2: ‘Innovating cost pathways in business – TCM Way’
Anchor:	Mr. Thiruvengadam , Mentor, CII TCM Division
Master Speaker:	Mr. Ajay Singh* , Chairman & MD, Spice Jet Limited
1035 – 1045 hrs	Q & A
1045 – 1145 hrs	Technical Session IV: “TCM Journey – Concept and Outcome” (Panel Discussion)
	<i>TCM journey traces its origin way back in the post liberalisation era of India. Contribution of TCM is part of industry connect of CII and also a pioneering philosophy of transforming ‘cost attributes’ in businesses.</i>
	TCM in business heralds a twin objective of growth with profitability against acute business head winds.
	Analogies and best-in-class case studies would be deliberated in the session.
Anchor:	Mr. A N Raman , Mentor CII National Committee for TCM
Panellists:	Mr. Mahendra Singhi , Chairman, Cost Congress 2019, MD & CEO, Dalmia Bharat Cement Ltd
	Mr. Asim Kumar Mukhopadhyay , VP & Head Business Planning-Tata Motors.
1045 – 1135 hrs	Mr. Koshy Alexander, Director – Finance , Bharat Electronics Ltd.
	Mr. Amit Sen* , Director Finance, Steel Authority of India Ltd
	Mr. Amit Ray* , COO, Uflex Ltd
	Mr. Vineet Mittal , VP-Finance, Indigo Airlines
1135 – 1145 hrs	Q & A
1145 – 1200 hrs	Tea Break

1200 – 1300 hrs	<p>Technical Session V: “TCM Architecture – Enabling cost measurement and cost management in businesses’</p> <p><i>Attitude towards ‘costs’ in business has gone a sea change. Painstaking journey from cost accounting to strategic cost perspective is still a work-in-progress across industries. Wholesome TCM architecture provides deeper managerial insights on profit drain points across value chain of business and pre-empt cost corrections for accelerating margins.</i></p>
Anchor	Mr. Pramod Duggal , VP, Subros Ltd
1200 – 1225 hrs	Topic 1: Mr. V Kiran , VP, TVS Motor Co Ltd
1225 – 1250 hrs	Topic 2: Mr. Prasanna Pahade , Chief Strategy Officer, Mahindra Logistics
1250 – 1300 hrs	Q & A
1300 – 1345 hrs	Lunch Break
1345 – 1445 hrs	<p>Technical Session VI: “TCM Maturity Model – Service Sector”</p> <p><i>TCM Maturity Model was conceptualized by CII to calibrate businesses on a 5 level cost hierarchy. A decade journey in the manufacturing sector to migrate more than 100 businesses into the 5 levels has heralded a pioneering journey of cost excellence. Extending the TCM Model to service sector has now made the journey complete.</i></p>
Anchor:	Mr. Rajendra Aphale , Lead Assessor, TCM Division
1345 – 1410 hrs	Mr. Ashok Sethi , Former COO & ED, Tata power & Chairman, Tata Consulting Engineers Ltd
1410 – 1435 hrs	Mr. Dipak Haksar* , Chief Executive, ITC Hotels Ltd
1435 – 1445 hrs	Q & A
1445 – 1540 hrs	<p>Technical Session VII: TCM Maturity Model Session</p> <p><i>CII-TCM division has designed and launched the concept of TCM-Maturity model to appraise, gauge and rate the cost competitiveness of the companies across the spectrum of manufacturing industry. The purpose of developing the model is to evolve certification process administered by CII to make a company more objective, scientific and ultimately a leader in the cost management as it navigates through the stated levels in the TCM maturity model. Further, motivating Indian companies to follow and incorporate best cost management practices from around the world. In this session, we have case studies from companies sharing their experiences on TCM Maturity Model exercises in their units and the journey forward.</i></p>
1445 – 1450 hrs	Opening Remarks: Mr. M Nagesh Babu , Principal Counsellor, CII TCM Division
1450 – 1530 hrs	Purpose of TCM Assessment: Mr. Prasanna sai , Founder Director, Sai Advisory Services Assessed Company 1: Bharat Electronics Ltd Case Study Assessed Company 2: Kennametal India , Case Study
1530 – 1540 hrs	Q & A
1540 – 1600 hrs	Summary of Day-2 Mr. P. Thiruvengadam , Mentor, National Committee for TCM

*Speaker approached and yet to confirm