

3:45PM - 4:15PM	PANEL DISCUSSION Breaking Clutter in The Indian Branded Content Space	<u>In conversation with</u> VIJAY KOSHY President, The Viral Fever (TVF) <u>Joined by</u> KEVAL BHANUSHALI Co-Founder and CEO, 1 Finance MOHIT RAINA Marketing Communications Manager, IKEA AMBRISH VERMA Writer, Director, Actor AHSAAS CHANNA Actor
4:20PM - 4:50PM	PANEL DISCUSSION Storytelling in the Streaming Era: Creating Successful Series Narratives	<u>In conversation with</u> HRISHIKESH KANNAN (HRISHI K) National Brand Head, RadioOne Network <u>Joined by</u> TANYA BAMI Series Head, Netflix India KARAN ANSHUMAN Writer, Director, Producer MRUNMAYEE LAGOO WAIKUL Writer and Creator KRISHNA DK Director, Producer & Writer
5PM	VALEDICTORY SESSION (Followed by Cocktails & Appetizers)	<u>In conversation with</u> RAM KAMAL MUKHERJEE Filmmaker, Author, Former Editor Stardust & Producer <u>Joined by</u> AKSHAY BARDAPURKAR Head & Founder, Planet Marathi ABHAYANAND SINGH Co Founder and Group CEO, Vistas Media Capital

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OTT & WEB ENTERTAINMENT CONCLAVE

22 AUG, 2023 | WESTIN, GOREGAON, MUMBAI

10:00 am to 5:00 pm

AGENDA

It's a new economy, content creation and consumption patterns are evolving at breakneck pace which means challenges and opportunities both.

At Season 5 of India Web Fest, we bring the best from the Media & Entertainment space to debate, discuss, deliberate over the rise and rise of digital entertainment business in India.

8:30AM	BREAKFAST & REGISTRATION ☕	
9:30AM	ANCHOR INTRODUCTION	
9:45AM-10:00AM	INTRODUCTION TO SUMMIT	SIDDHARTHA LAIK Founder & Editor-in-Chief: IWMBuzz Media
10:00AM-10:15AM	SPECIAL KEYNOTE ADDRESS OTT Disrupted Linear TV. What Will Disrupt OTT?	NARAYAN DEVANATHAN Group Chief Strategic Advisor, Dentsu India
10:20AM-10:50AM	PANEL DISCUSSION Economics of OTT: SVOD VS AVOD and The Rise of Regional Content	<u>In conversation with</u> NAMIT SHARMA CEO, Dreamers & Doers Co <u>Joined by</u> RABINDRA NARAYAN MD & President, PTC Network KAILASHNATH ADHIKARI Business Head, Sri Adhikari Brothers PRASOON GARG Chief Business Officer, Applause Entertainment VISHNU MOHTA Co-Founder, Hoichoi SIDDHARTHA ROY CEO, Hungama Digital Media DIVYA DIXIT Business Strategy and Growth Advisor

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10:55AM - 11:25AM	PANEL DISCUSSION The Art of Creating Impactful Stories On OTT	<p>In conversation with RAM KAMAL MUKHERJEE Filmmaker, Author, Former Editor Stardust & Producer</p> <p>Joined by TEJKARRAN SINGH BAJAJ Head-Originals, Jio Studios</p> <p>PIYUSH JHA Film Director, Series Creator, Screenwriter, Author & Co-Founder of Talkietive Content Creators Pvt. Ltd.</p> <p>GOLDIE BEHL Producer, Director & Creative Visionary In The Entertainment Industry</p> <p>SEHER BEDI Producer, Director & Head of Josh Studios, Verse Innovation</p> <p>DEEPAK SEGAL Chief Creative Officer, Applause Entertainment</p> <p>RANJEET THAKUR Co-Founder, Frames Production Company Pvt Ltd.</p>
11:30AM - 11:45AM	FIRESIDE CHAT Future Gazing: The Changing Dynamics of OTT Business in India	<p>In conversation with PRIYANKA SINHA JHA Content Creator, Journalist, Author & Co-Founder of Talkietive Content Creators Pvt Ltd</p> <p>Joined by MANISH KALRA Chief Business Officer, ZEE5 India</p>
11:50AM - 12:20PM	PANEL DISCUSSION Significance of The Rising Regional Content & Films In The OTT Space	<p>In conversation with PRATHAMESH JADHAV Senior Editor/Associate Producer, Planet Marathi</p> <p>Joined by SHASHANK KETKAR Actor</p> <p>KRANTI REDKAR Director, Actress</p> <p>SONALEE KULKARNI Actress</p>
12:25PM - 12:55PM	PANEL DISCUSSION Vipul Amrutlal Shah On Creating a Successful Commando Multiverse	<p>In conversation with AMIT TYAGI Executive Editor, Aajtak, India Today Group</p> <p>Joined by PREM PARRIJAA Actor</p> <p>VIPUL AMRUTLAL SHAH Creator, Director & Producer</p>

Partners		
1:00PM - 1:30PM	LUNCH BREAK	
1:35PM - 2:05PM	PANEL DISCUSSION Marketing Trends To Look Out For In OTT	<p>In conversation with PARUL MENGHANI Entrepreneur</p> <p>Joined by DIGBIJOY CHAKRABORTY Head Marketing, Capital Foods Pvt Ltd</p> <p>APOORVA MAHESHWARI Head Marketing, Bestseller</p> <p>SONAM PRADHAN Head, Integrated Media & Agency Relations, Mahindra Rise (Automotive Division)</p> <p>NIKHIL MATHUR Head Marketing & Strategic Partnerships, TV9</p>
2:10PM - 2:40PM	PANEL DISCUSSION Influencers and Its Impact On Marketing	<p>In conversation with SUDEEP LAHIRI VP, Content & Strategy, One Digital Entertainment</p> <p>Joined by RAJIT DESAI Senior Vice President – Client Leadership, Mindshare India</p> <p>NEEL SALEKAR Content Creator</p> <p>ANMOL SACHAR Content Creator</p>
2:45PM - 3:05PM	FIRESIDE CHAT Video Streaming: A Catalyst for Change	<p>In conversation with SIDDHARTHA LAIK Founder & Editor-in-Chief: IWMBuzz Media</p> <p>Joined by NIKHIL MADHOK Head - Hindi Originals, Prime Video, India</p>
3:10PM - 3:40PM	PANEL DISCUSSION The Journey Of Tatlubaaz: The Show: An EpicOn Original	<p>In conversation with SOURJYA MOHANTY COO, EpicOn</p> <p>Joined by DHEERAJ DHOOPAR Actor</p> <p>DIVYA AGARWAL Actress</p> <p>KARISHMA MODI Actress</p> <p>BALJIT CHADDA Founder and MD, 9pm Films</p> <p>NARGIS FAKHRI Actress</p>