




AGENDA

Web entertainment has increased its reach and influence in India considerably with the mushrooming of OTT players and individual content creators using YouTube, Facebook, MCN networks and other platforms to showcase their creativity.

At India Web Fest, we bring together the best of creative and business minds from the web entertainment ecosystem, who will debate, discuss, deliberate, to make the space more vibrant and impactful.

From CEOs, CMOs and COOs to digital content bosses to innovative content creators, marketers and media professionals: the best in web entertainment business comes under one roof.

8:30AM - 9:45AM	REGISTRATION & BREAKFAST ☕	
9:45AM - 9:55AM	INTRODUCTION TO INDIA WEB FEST	SIDDHARTH KANNAN Anchor/ Actor
9:55AM - 10:00AM	WELCOME NOTE	SIDDHARTHA LAIK Founder & Editor-in-Chief: IWMBuzz.com
10:00AM - 10:30AM	KEYNOTE How The Phone Is Eating Television	ANIRUDH PANDITA Founder, Pocket Aces
10:30AM - 11:00AM	SPECIAL ADDRESS Importance Of News In The OTT Ecosystem	ARNAB GOSWAMI Managing Director, Editor-in-Chief & Co-founder, Republic TV
11:00AM - 11:45AM	KEY ADDRESS <div style="background-color: #556b2f; color: white; padding: 5px; text-align: center;"> Let's Talk Business: The Apt Business Model For Web Content </div> Session Powered by 	DR. ANURAG BATRA Chairman & Editor-in-Chief, BW BusinessWorld & Exchange4Media <div style="background-color: #0056b3; color: white; padding: 2px; text-align: center; font-weight: bold;"> Joined by </div> UDAY SODHI Business Head, Digital, Sony Pictures Networks India GURPREET SINGH COO and Co-Founder, One Digital Entertainment SIDDHARTHA ROY COO, Hungama Digital Media SANDEEP REDDY Country Sales Manager, Media, Akamai Technologies KARAN CHAUDHRY COO and President, The Viral Fever (TVF)



11:45AM - 11:55AM	PRESENTATION BY BARC INDIA TV vs Digital or TV & Digital: The Big Debate	ROMIL RAMGARHIA COO, BARC India
11:55AM - 12:25PM	PANEL DISCUSSION Women Creators On Web Entertainment	<u>In conversation with</u> ATIKA FAROOQUI Anchor and Creative Director, Colors / Rishtey Cineplex Joined by NIDHI BISHT Creative Head, Girliyapa ANISHA DIXIT (Rickshawali) Creator ARANYA JOHAR Creator SONALI BHADAURIA Creator NAYANA SHYAM Writer, Director and Actor, FilterCopy, Pocket Aces
12:25PM - 12:55PM	FIRESIDE CHAT	SUDEEP LAHIRI VP, Content & Strategy, One Digital Entertainment <u>In conversation with</u> PRAJAKTA KOLI Creator BHUVAN BAM Creator
12:55PM - 01:00PM	LAUNCH OF SAMSAARA CHANNEL	AURUSHI GOSWAMI
01:00PM - 01:45PM	LUNCH BREAK 🍴	Lunch Powered by 
01:45PM - 02:05PM	KNOWLEDGE SESSION Building Community Around Content On Facebook	BISWAMITRA RAY Head-Creator, TV, Original Content Partnerships, Facebook India
02:05PM - 02:35PM	PANEL DISCUSSION Sex, Cuss and Web: Ganda Hai Par Dhanda Hai?	<u>In conversation with</u> PRIYANKA SINHA JHA Entertainment Editor, Critic, Curator, Author & Co-founder, Talkietive Joined by MONIKA SHERGILL Content Head, Viacom 18 Digital Venture CHINTAN RUPAREL Co-Founder & Chief Content Officer, Terribly Tiny Tales ANAND TIWARI Founder, Still and Still Media Collective BISWAPATI SARKAR Creative Director, The Viral Fever (TVF) NIMISHA PANDEY Head of Content, ALTBalaji PINAKIN THAKKAR CEO, Nirvana Digital



02:35PM - 03:05PM

PANEL DISCUSSION

**Marketing Innovations:
What Lures The Web Audience?**

In conversation with
SAMIR BANGARA
Co-Founder & Managing Director, Qyuki
Joined by
AKASH BANERJI
Head - Marketing and Partnerships,
VOOT - Viacom18 Digital Ventures
MEDINI MANGALA
Senior Manager, Brand Marketing, Pocket Aces
NAMIT SHARMA
Partner/Producer, Big Synergy
VIJAY VISHWANATH
Founder & CEO, tvnews4u.com
NEENA DASGUPTA
CEO, Director, ZIRCA Digital Solutions Pvt. Ltd.

03:05PM - 03:20PM

THOUGHT LEADERSHIP

**How Does Media Education
Change In The Times Of The Web?**

UJJWAL K CHOWDHURY
Head, Pearl Academy - School Of Media
Joined by
DR. BHASKAR DAS
Executive President DB Corp.
SRUSHTI RAO
AVP, Marketing & Communications,
Pearl Academy - School Of Media

03:20PM - 03:50PM

PANEL DISCUSSION

Challenges Of Writing For The Web

In conversation with
DEEPAK SEGAL
Head of Content, Applause Entertainment
Joined by
RESHU NATH
Writer, Director
KARTIK KRISHNAN
Creative Director and Actor, Dice Media, Pocket Aces
SHRUTI MADAN
Writer
SAURABH KHANNA
Creative Director, The Viral Fever
VASANT NATH
Writer, Sacred Games

03:50PM - 04:10PM

TEA BREAK ☕

Tea Powered by

04:10PM - 04:45PM

PANEL DISCUSSION

Bollywood In Web Entertainment

Session Powered by



In conversation with
RAM KAMAL MUKHERJEE
Journalist, Author, Biographer, Columnist & Filmmaker
Joined by
ESHA DEOL TAKHTANI
Actress, Model
SANJAY KAPOOR
Actor
VIBHA GOSHER
Senior Vice President, Digital Business Head and Head
- SpotboyE at 9X Media Pvt Ltd
HANSAL MEHTA
Director, Producer & Writer



<p>04:45PM - 05:30PM</p>	<p>PANEL DISCUSSION</p> <p>Web Entertainment Buzz In India: Hype Or Reality?</p>	<p>In conversation with</p> <p>RAJ NAYAK Chief Operating Officer, Viacom18</p> <p>Joined by</p> <p>SAMEER NAIR CEO, Applause Entertainment</p> <p>ALI HUSSEIN COO, Eros Digital</p> <p>SAMEER SAXENA Chief Content Officer and Head, The Viral Fever Originals</p> <p>AJAY CHACKO Co-Founder & CEO, Arre'</p> <p>AJIT THAKUR Head, In House Studio, Reliance Industry</p>
<p>05:30PM - 05:50PM</p>	<p>TEA BREAK ☕</p>	
<p>05:50PM - 06:20PM</p>	<p>PANEL DISCUSSION</p> <p>What Makes A Video Go Viral?</p>	<p>In conversation with</p> <p>SAMIR BANGARA Co-Founder & Managing Director, Qyuki</p> <p>Joined by</p> <p>CHHAVI MITTAL Indian Film and Television Actress, Co-Founder SIT</p> <p>GAURAV GERA Actor & Comedian</p> <p>DHRUV SEHGAL Creative Director and Actor, Dice Media Pocket Aces</p> <p>NIKUNJ LOTIA (Be YouNick) Creator</p> <p>FARHAN KHAN (Fizuliyat) Creator</p> <p>AJEY NAGAR (CarryMinati) Creator</p>
<p>06:20PM</p>	<p>CLOSING NOTE</p>	<p>ASHISH BANKA Founder & Business Head, IWMBuzz.com</p>
<p>06:30PM</p>	<p>COCKTAILS & NETWORKING 🍸</p>	<p>Cocktails Powered by </p>