




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



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

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