



INDIA WEB FEST
2019

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THE BIGGEST
WEB ENTERTAINMENT CONCLAVE

21ST AUGUST
THE WESTIN, MUMBAI

AGENDA

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

At season 2 of India Web Fest, we bring the best from the Media and Entertainment space to debate, discuss, deliberate over the rise and rise of web entertainment business in India.

8:00AM - 09:45AM	REGISTRATION & BREAKFAST	
9:45AM - 09:50AM	INTRODUCTION TO INDIA WEB FEST	SSUMIER S PASRICHA Actor & Host
9:50AM - 09:55AM	WELCOME NOTE	SIDDHARTHA LAIK Founder & Editor-in-Chief: IWMBuzz.com
9:55AM - 10:20AM	KEYNOTE CONVERSATION The Digital Content Space: India vs Global	ANUJ GANDHI Group CEO, Indiacast Media Distribution <i>In conversation with</i> SAMEER NAIR CEO, Applause Entertainment
10:20AM - 10:35AM	SPECIAL ADDRESS The USER Dominant Story In The New Economy	AKASH BANERJI Head - AVOD Business, VOOT
10:35AM - 11:10AM	PANEL DISCUSSION Let's Decode: Building Content For The Next Generation Of Viewers	<i>In conversation with</i> SAMAR KAGALWALLA Executive Vice President, Marketing, Yes Bank Joined by ANIRUDH PANDITA Founder, Pocket Aces - FilterCopy, Dice Media, Gobble and Loco SAMEER SAXENA Chief Content Officer and Head, TVF Originals, The Viral Fever DEEPAK SEGAL Head of Content, Applause Entertainment ATIT MEHTA Head of Marketing, BYJU's SAGAR GOKHALE COO, Qyuki Digital

11:30AM - 12:15PM

PANEL DISCUSSION

**View From The Top: Web Entertainment
Now And Next**

In conversation with

SAMIR BANGARA

Co-Founder and Managing Director, Qyuki Digital

Joined by

RAJ NAYAK

Ex-COO, Viacom 18

ASHISH BHASIN

CEO Greater South and Chairman & CEO India,
Dentsu Aegis Network

SATYA RAGHAVAN

Director, YouTube Content Partnerships, India

TARUN KATIAL

CEO, ZEE5 India

12:15PM - 12:25PM

KNOWLEDGE SESSION

One Tool To Rule Them All: Creator Studio

ROXANNE CHINYO

Partner Solutions Manager – Creators, Facebook India

12:25PM - 12:55PM

FIRESIDE CHAT

**Distinctness In Your Digital Storytelling:
To Build A Retentive Audience**

ROXANNE CHINYO

Partner Solutions Manager – Creators, Facebook India

Joined by

CHHAVI MITTAL & MOHIT HUSSEIN

Founders, Shitty Ideas Trending

12:55PM - 01:45PM

LUNCH BREAK

BON APPÉTIT

01:45PM - 02:15PM

PANEL DISCUSSION

**Music As An Original
Video Content Strategy**

In conversation with

NIRMIKA SINGH

Executive Editor, Rolling Stone India

Joined by

RITU AGARWAL

Singer

JONITA GANDHI

Singer

GAJENDRA VERMA

Singer

AKRITI KAKKAR

Singer

PALASH SEN

Singer

02:15PM - 02:45PM

FIRESIDE CHAT

Likes, Camera, Action: Life Of An Influencer

In conversation with

SUDEEP LAHIRI

VP Content & Strategies, One Digital Entertainment

Joined by

PRAJAKTA KOLI

Influencer

ASHISH CHANCLANI

Influencer

02:45PM - 03:15PM

PANEL DISCUSSION

The Rise And Rise Of Regional

In conversation with

VIJAY VISHWANATH
 Founder & CEO, Medianews4u.com

Joined by

PINAKIN THAKKAR

CEO, Nirvana Digital

ANIL PALLALA

Founder/CEO, Silly Monks Entertainment

MADHURA BACHAL

Influencer

RAHUL BHATIA

Founder and CEO, Business of Languages (BOL)

ALLEN ERIC

Senior General Manager - Marketing, Emami Limited

03:15PM - 03:30PM

CASE STUDY

Storytelling With Branded Video Content In B2B Space

PARAG MURUDKAR

Group Executive Vice President – Marketing at Yes Bank

03:30PM - 04:00PM

PANEL DISCUSSION

The Power Of Creativity And Influence: The Apt Brand Storytelling

In conversation with

SUJIT PATIL

Vice President and Head Corporate Brand and Communications, Godrej Industries Limited

Joined by

GURPREET SINGH

Co-Founder and COO, One Digital Entertainment

SIDDHARTHA ROY

COO, Hungama Digital Media Entertainment

ANAND PATHAK

Director - Sales and Marketing, Netmeds.com

SHARAN SAIKUMAR

Creative Director, Arre

ASHOK CHERIAN

Head, Marketing and Revenue, Applause Entertainment

04:00PM - 04:15PM

TEA BREAK

04:15PM - 04:45PM

PANEL DISCUSSION

Cutting Through The Clutter: Building Immersive Marketing Campaigns For OTT

In conversation with

VINEET KANABAR

Head, Content Partnerships (W), Wavemaker

Joined by

DIVYA DIXIT

Senior Vice-President & Head Marketing, ALTBalaji

MANAV SETHI

Group Chief Marketing Officer, Eros International PLC

ABHISHEK JOSHI

Head of Marketing & Business Partnerships, MX Player

AMOGH DUSAD

Head - Content, Partnerships, New Initiatives - Digital Business, Sony Pictures Networks India

NIRAV SHAH

Digital Marketing Head, Syska Group

04:45PM - 04:55PM	<p>CASE STUDY</p> <p>Memes: The Road Less Travelled By Marketeers</p>	<p>NIKHIL JERATH Co-Founder, Idiomatic Media</p>
05:15PM - 06:00PM	<p>PANEL DISCUSSION</p> <p>Performing For The Web: Opportunities And Challenges</p>	<p>In conversation with PRIYANKA SINHA JHA Author and Group Editor (Entertainment) Network18</p> <p>Joined by</p> <p>GAUZHAR KHAN Actor</p> <p>AMOL PARASHAR Actor</p> <p>NAVEEN KASTURIA Actor</p> <p>VEER RAJWANT SINGH Actor</p> <p>ANUPRIYA GOENKA Actor</p> <p>SAYANI GUPTA Actor</p>
06:00PM - 06:20PM	<p>FIRESIDE CHAT</p>	<p>RAM KAMAL MUKHERJEE Author & Filmmaker</p> <p>In conversation with DIA MIRZA Actor</p>
06:20PM - 06:45PM	<p>FIRESIDE CHAT</p>	<p>RAM KAMAL MUKHERJEE Author & Filmmaker</p> <p>In conversation with SHEFALI SHAH Actor</p>
06:45PM	<p>NETWORKING & COCKTAILS 🍸</p>	



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