

VIACOM 18

Presents

INDIA
WEB
FEST
SEASON 4

OTplay

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**IWM
BUZZ**
LIVE

INDIA'S BIGGEST WEB ENTERTAINMENT CONCLAVE

24 AUG, 2022 | WESTIN, 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 4 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 | REGISTRATION & BREAKFAST ☕ | |
| 9:30AM | ANCHOR INTRODUCTION | |
| 9:45AM-10:00AM | INTRODUCTION TO SUMMIT | SIDDHARTHA LAIK Founder & Editor-in-Chief: IWMBuzz.com |
| 10:00AM-10:40AM | PANEL DISCUSSION The Digital Content Ecosystem In India And Its Impact On Indian Economy | <p>In conversation with</p> <p>DR ANNURAG BATRA Chairman & Editor In Chief, BW Businessworld, Founder Exchange4media</p> <p>Joined by</p> <p>AMIN LAKHANI CEO, Mindshare South Asia</p> <p>PRIYANKA KHANEJA GANDHI Associate Director, Integrated Marketing Communication & Ecommerce Marketing, Colgate Palmolive</p> <p>RAHUL RAJ SINGH Head, Telco & Channel Strategy, Edgio - India & SAARC</p> <p>VIVEK MALHOTRA Group CMO and COO Consumer Revenue, India Today Group</p> <p>SAKET JHA SAURABH Director - Entertainment, Sports & Music Partnerships, India at Meta</p> |



TITLE PARTNER

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10:45AM-11:15AM

PANEL DISCUSSION

**Brands and Entertainment:
The Secret Sauce To Success**

In conversation with

SOUMINI SRIDHARA PAUL

Senior Vice President, Hungama Digital Media Entertainment

Joined by

GURPREET SINGH

Co Founder, One Digital Entertainment

SHAILJA SARASWATI

Chief Content Officer, Omnicom Media Group India

AMIT WADHWA

CEO, Dentsu Creative India

VIVEK MOHAN SHARMA

Head, Branded Content, Viacom18 Network

11:20AM-11:50AM

PANEL DISCUSSION

**Framing The Female Forward Narrative -
Prime Video Ft Team Hush Hush**

In conversation with

PRIYANKA SINHA JHA

Co-Founder, Talkative Content Creators,
Author and Columnist

Joined by

APARNA PUROHIT

Head of India Originals, Prime Video

VIKRAM MALHOTRA

Founder & CEO, Abundantia Entertainment

TANUJA CHANDRA

Director & Writer

SOHA ALI KHAN

Indian Actress

11:55AM-12:30PM

PANEL DISCUSSION

**Meet The Cast Of
Saas Bahu Achaar Pvt. Ltd.**

In conversation with

MANSI DARBAR

Media and Entertainment Advisor

Joined by

ANUP SONI

Indian Actor & Anchor

AMRUTA SUBHASH

Indian Actress

ANJANA SUKHANI

Indian Film Actress & Model

YAMINI DAS

Indian Film Actress

12:35PM-1:05PM

PANEL DISCUSSION

Digital Marketing Trends To Look Out For

In conversation with

RADHIKA NIHALANI

Founder & CEO, Think Ink Communications
& Think Talkies

Joined by

VARUN GUPTA

Founder Director, Max Marketing

GIRISH DWIBHASHYAM

VP, Strategy, DocuBay

ARPIT JAIN

Asst VP, Marketing, UFO Moviez India Ltd

SAMRIDHI KATYAL

CEO, Founder, Fandrum

1:05PM-1:50PM

LUNCH BREAK 🍴🕒

1:50PM-2:00PM

INTRODUCTION TO OTTPLAY

BY ZAFAR SAWANT

Product Head, OTTplay

2:00PM-2:30PM

PANEL DISCUSSION

What's Going To Drive Growth
In OTT Streaming?

In conversation with

RON CRASTO

Senior Media Consultant

Joined by

PRASOON GARG

Chief Business Officer, Applause Entertainment

RABINDRA NARAYAN

MD & President, PTC Network

ZAFAR SAWANT

Product Head, OTTplay

SAMAR KHAN

CEO, Juggernaut Productions (OTT)

NAMIT SHARMA

CEO, Dreamers & Doers Co.

CHANDNI AHLAWAT DABAS

Business Head, Originals & Special Projects,
Editorial, India Today TV

Session Powered By:



2:35PM-3:05PM

PANEL DISCUSSION

How To Go Disruptive In
Influencer Marketing?

In conversation with

SUDEEP LAHIRI

VP, Content & Strategy, One Digital Entertainment

Joined by

PRAJAKTA KOLI

Content Creator & Actor

ANAND CHAKRAVARTHY

Marketing & Media Specialist

VINAY PILLAI

SVP, Clout Pocket Aces

DIGBIJOY CHAKRABORTY

GM Marketing (Head of Marketing), Capital Foods

3:10PM-3:40PM

PANEL DISCUSSION

Why The World Watches Crime Dramas:
Delhi Crime and Beyond

In conversation with

RAM KAMAL MUKHERJEE

Journalist, Author, Biographer, Columnist & Filmmaker

Joined by

TANYA BAMI

Series Head, Netflix India

TANUJ CHOPRA

Director, Delhi Crime S2

SHEFALI VIPUL SHAH

Actress, Delhi Crime S2

3:45PM-4:15PM

PANEL DISCUSSION

Future Gazing: The World Of Web 3.0

In conversation with

EKALAVYA BHATTACHARYA

Web3 Evangelist and Podcaster, Future-Proofing! /
FusedBulb/ Blakomi

Joined by

SOURJYA MOHANTY

COO, EPIC ON & Stream Sense

DEEPAK SALVI

Co Founder and COO, Chingari App

PRATIK GAURI

Founder & CEO, 5ire

SHABIR MOMIN

Managing Director, New Media Holding

4:20PM-4:50PM

FIRESIDE CHAT

Adapting and Evolving As
An Actor In Changing Times

In conversation with

RAM KAMAL MUKHERJEE

Journalist, Author, Biographer, Columnist & Filmmaker

Joined by

VIDYA BALAN

Actress

5:00PM: Closing Note Followed By Cocktail & Networking

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