



**TIMES
NETWORK**
NOW OR NOTHING

Presents



TV

SUMMIT
2023

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**THE BEST IN TV
BUSINESS COME
TOGETHER**

TUE, 12 DECEMBER 2023
COURTYARD BY MARRIOTT, MUMBAI
10:00 am to 5:00 pm

AGENDA

The Indian television industry has seen a massive change in the last few years in terms of content play. While the fiction space has attempted to experiment, old cookies have, time and again, tasted delicious. News as a segment is still popular, yet facing a challenge from social media, pertaining to immediacy of information. The web entertainment mushrooming has also impacted content consumption patterns. Sports, of course, has dominated viewership across.

The Indian TV industry is at the threshold of a paradigm shift in the way content is being disseminated and consumed in India. In such a scenario, how will the medium evolve? How well will it straddle the imminent changes and face up to challenges, to stride into a future where it is still the de facto leader in the realm of Indian entertainment? What content will work in the future? The best in the TV business come together to discuss and debate.

8:30AM-10:00AM	REGISTRATION & BREAKFAST ☕	
10:05AM -10:15AM	ANCHOR INTRODUCTION TO TV SUMMIT	
10:20AM -10:30AM	WELCOME NOTE	SIDDHARTHA LAIK Founder & Editor-in-Chief: IWMBuzz.com



10:35AM-11:00AM

FIRESIDE CHAT

Advertising Trends To Look Out
For In TV Business

In conversation with

SIDDHARTHA LAIK
Founder, IWM Buzz Media

Joined by

HARSHA RAZDAN
CEO, South Asia, dentsu

11:05AM-11:45AM

PANEL DISCUSSION

Branded Content and Prime Time Shows:
Innovation 2.0

In conversation with

NEETA THAKARE
Senior Vice President, QYou Media India

Joined by

SACHIN RUPAREL
CMO, KDM India, TEDx Speaker

NILESH MALANI
Executive President & CMO, Polycab India Ltd

DIGBIJOY CHAKRABORTY
GM Marketing, Capital Foods Pvt Ltd

GAURAV BALANI
Deputy General Manager, Marketing Infiniti Mall

VIVEK MOHAN SHARMA
Head, Branded Content, Viacom 18

11:50AM-12:10PM

FIRESIDE CHAT

Decoding Cricket Economy in India

In conversation with

RON CRASTO
Founder, RedFox Mediacorp

Joined by

KINGSHUK MITRA
Head, Ad Sales, Sports Vertical, Disney Star

12:15PM-1:00PM

PANEL DISCUSSION

Linear TV and Impact Advertising:
Best Bet for Brands?

In conversation with

TARANDEEP SINGH SEKHON
Chief Business Officer, BOUNCE Inc India

Joined by

LALITA NAYAK
In Charge-Marketing, NPCI

RABINDRA NARAYAN
MD & President, PTC Network

SANDEEP GUPTA
COO, Broadcasting Business,
Shemaroo Entertainment Ltd.

PUNIT DHARAMSI
Senior Vice President, Marketing &
Investor Education, AMFI

GAURAV DHAWAN
Chief Revenue Officer, Times Network

1:00PM - 2:00PM	LUNCH BREAK 🍴👁️	BON APPÉTIT
2:00PM-2:20PM	KEYNOTE ADDRESS TV Business in India: Bird's Eye View	SHASHI SINHA CEO India, IPG Mediabrands
2:25PM-3:05PM	PANEL DISCUSSION Storytelling On TV: Genres To Look Out For	In conversation with MANSI DARBAR Media & Entertainment Advisor Joined by AJAY BHALWANKAR Business Head, Sony Marathi, Sony Pictures Networks India ZAMA HABIB Writer & Founder, Qissago Telefilms LLP GAUTAM HEGDE Script Writer FAZILA ALLANA Founder & Managing Director, Sol Production Pvt Ltd SUDHIR SHARMA Creator, Director and Founder Sunshine Productions.
3:10PM- 3:30PM	FIRESIDE CHAT The Power of Taarak Mehta Ka Ooltah Chashmah: The Iconic IP	In conversation with SUBHOJIT GHOSH Anchor/Emcee & YouTube Content Creator Joined by HARJEET CHHABRA CEO, Neela Film Productions Pvt Ltd
3:40PM- 4:10PM	PANEL DISCUSSION The Rise of Connected TV: Challenges & Opportunities for Marketers	In conversation with RON CRASTO Founder, Redfox Media Corp Joined by SUBHAMAY MUKHOPADHYAY Managing Partner, mSix&Partners, India JOLENE FERNANDES SOLANKI COO, Madison Media Ultra GEET LULLA Vice President, Sales & Head, Asia Pacific-Comscore VEDANG JAIN Director Digital Media, Prachar Communications Pvt Ltd AKSHAT SINGHAL Digital Head, Dangal TV
4:15PM-4:35PM	FIRESIDE CHAT Evolution Of An Actor In Changing Times	In conversation with SIDDHARTHA LAIK Founder, IWMBuzz Media Joined by MANAV GOHIL Actor
4:40PM	Closing Note	

From the Creators of:



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