

AGENDA

AN INITIATIVE BY:

**IWM
BUZZ**
LIVE

THE BEST IN TV BUSINESS
COME TOGETHER



PRESENTS

**IWM
BUZZ**

TV SUMMIT™

5TH EDITION

POWERED BY



In a world where every click tells a story and every brand wants to generate buzz competing for its share of voice, IWMBuzz TV Summit 2026, the fifth edition, brings together the brightest minds from brand marketing, advertising, media, content, entertainment, and storytelling.

TV summit intends to explore how media and advertising alignments are born in the television ecosystem today, how narratives influence culture, how creativity and technology together shape the future of TV business in India.

From visionary brand builders to storytellers and digital pioneers, this is where the next chapter of media innovation unfolds.

PARTNERS



8:30AM

REGISTRATION & BREAKFAST 

10:00AM

ANCHOR INTRODUCTION

10:00AM-10:10AM

INTRODUCTION TO SUMMIT

SIDDHARTHA LAIK

Founder & Editor-in-Chief: IWMBuzz.com

10:30AM-10:50AM

FIRESIDE CHAT

Decoding Future
TV Business in India

In conversation with

SIDDHARTHA LAIK

Founder & Editor-in-Chief: IWMBuzz.com

Joined By

SHASHI SINHA

Strategic Advisor, Omnicom Media India

11:00AM-11:30AM

PANEL DISCUSSION

Is TV Still Relevant for
Advertisers?

In conversation with

RON CRASTO

Founder, RedFox Media Corp

Joined By

SONAL JADHAV

Managing Partner, West, Havas Media India

YATNESH PANDEY

VP-Marketing, Greenply Industries Ltd

RABINDRA NARAYAN

Founder, MD & President, GTC Network

KAILASNATH ADHIKARI

MD, Sri Adhikari Brothers

11:35AM-12:05PM

FIRESIDE CHAT

Bird's Eye View: Entertainment
Business in India

In conversation with

SIDDHARTHA LAIK

Founder & Editor-in-Chief: IWMBuzz.com

Joined By

YOSUKE MURAI

Head - India, dentsu Sports & Entertainment

12:10PM-12:50PM

PANEL DISCUSSION

Content That Matters Today

In conversation with

NAMIT SHARMA

Chief Executive Officer, Arre Studio

Joined By

SHUBHANGI ATRÉ

Indian Actress

PRATEEK SHARMA

Writer, Producer/ Studio LSD

RISHI NEGI

Group Chief Operating Officer,
Banijay Asia & EndemolShine India

AMIT TYAGI

Senior Executive Editor, India Today Group

ZAMA HABIB

Indian Television Writer & Lyricist

RAHUL KUMAR TEWARY

Producer, Director

12:55PM: 1:10PM

FIRESIDE CHAT

**Kal, Aaj Aur Kal:
Decoding Eternal Success of
Taarak Mehta Ka Ooltah Chashmah**

In conversation with

AMIT TYAGI

Senior Executive Editor, India Today Group

Joined By

ASIT KUMARR MODI

Managing Director, Neela Film Productions

1:15PM-2:00PM

LUNCH BREAK 🍴

2:00PM-2:15PM

FIRESIDE CHAT

**TV Advertising, Donear and
Brand Building**

In conversation with

AAKASH MISHRA

AVP, Group Brand Marketing, Donear Group

Joined By

AJAY AGARWAL

Executive Director & Mentor, Donear Group

2:20PM-2:50PM

PANEL DISCUSSION

**Innovative Marketing Trends in
TV Business**

In conversation with

TARANDEEP SINGH SEKHON

Chief Business Officer, KidZania India

Joined By

JANARDAN PANDEY

Founder, Nett Value Media & Director, Metier Media-

SANAT MISHRA

Managing Partner, Dazzle Consultancy

SONALI SINGH

Head Marketing, Switch Mobility

MANOJ GUPTA

Head - Branding & Communication NBC Bearings,
CKA Birla Group

RAJEEV RASTOGI

Founder, Managing Director, White Apple Studios

2:55PM-3:25PM

KNOWLEDGE SESSION

**The Split-Screen Nation:
Programming Sports for TV Loyalists
and Digital Natives**

In conversation with

SUBHAMOY DAS

National Director,
WPP Media Entertainment & Sports Partnerships (ESP)

Joined By

RAJEESH RAJAGOPALAN

General Manager- Media & Content,
Hygienic Research Institute (HRIPL)

SHISHIR GUPTA

SVP and Head - Content Acquisition, Licensing,
Programming Strategy & Insights -
Sports, Sony Pictures Networks India

3:30PM-4:00PM

PANEL DISCUSSION

The Power of Connected TV Universe

In conversation with

RON CRASTO

Founder, RedFox Media Corp

Joined By

NEETA THAKARE

Strategic Media Leader

AAKSHAYE D VYASS

Vini Cosmetics Media

KAUSHAL MODI

Business Head – JioTV,

Head - Content & Partnerships, Jio Platforms Limited

PANKAJ KRISHNA

Founder & CEO, Chrome Data Analytics & Media

SOURJYA MOHANTY

Chief Operating Officer, Epic On & DocuBay

4:05PM

Closing Note

OUR PROPERTIES

DIGITAL AWARDS

HOLI CELEB BASH

INDIA GAMING AWARDS

Bengal's Most Stylish

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