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VIACOM 18

PRESENTS

IWM BUZZ

TV SUMMIT 2022

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An Initiative by  
**IWM BUZZ**  
LIVE

THE BEST IN TV  
BUSINESS COME  
TOGETHER

9 DEC, 2022

TAJ, SANTACRUZ, MUMBAI

PARTNERS



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## 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.

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	WELCOME NOTE	<b>SIDDHARTHA LAIK</b> Founder & Editor-in-Chief: IWMBuzz.com
10:20AM-10:40AM	<b>FIRESIDE CHAT</b> Brands, Bigg Boss and Bonanza: Let's Discuss	In conversation with <b>SUBHOJIT GHOSH</b> Journalist, IWMBuzz Media <b>Joined by</b> <b>PAVITHRA KR</b> Head, Revenue, Colors, Viacom18



**10:55AM-11:35AM**

**PANEL DISCUSSION**  
**Re Thinking and Predicting The Future of TV Marketing**

*In conversation with*  
**ARPIT JAIN**  
 Asst. VP- Marketing, UFO Moviez India Ltd.  
**Joined by**  
**PUNIT DHARAMSI**  
 Senior VP, Marketing & Investor Education, AMFI  
**AMIT SETHIYA**  
 Head of Marketing, Syska Group  
**KARTHIK NAGARAJAN**  
 Head of Branded Content, Group M & Chief Content Officer - Wavemaker  
**GIRISH HINGORANI**  
 Senior General Manager & Head-Marketing and Ecommerce, Blue Star Ltd.  
**VIVEK MOHAN SHARMA**  
 Head, Branded Content, Viacom18 Network

**11:40AM-11:55AM**

**SPECIAL ADDRESS**  
**Decoding: Is TV Still The Safest Environment For Brands To Invest?**

**JAYEN MEHTA**  
 COO, GCMMF (AMUL)

**12:00PM-12:30PM**

**PANEL DISCUSSION**  
**View from Top: Future of Television Business**

*In conversation with*  
**RUHAIL AMIN**  
 Sr. Editor BW Businessworld & Exchange4media Group  
**Joined by**  
**KAILASHNATH ADHIKARI**  
 Business Head-Promoter, Shri Adhikari Brothers Group  
**RANA BARUA**  
 Group CEO, Havas Group India  
**LLOYD MATHIAS**  
 Business Strategist & Ind. Director

12:35PM-1:05PM

**PANEL DISCUSSION**

Innovation in Television Programming

In conversation with

**SUKESH MOTWANI**  
Director, Bodhitree Multimedia

Joined by

**NIVEDITA BASU**  
Head Of Content Strategy & Business Alliances,  
Atrangii TV & OTT

**ANOOJ KAPOOR**  
Chief Creative Officer, Enterr10 Television Pvt. Ltd.

**ZAMAN HABIB**  
Writer & Founder, Qissago Telefilms LLP

**SUDHIR SHARMA**  
Founder, Sunshine Productions

1:05PM-1:30PM

**PANEL DISCUSSION**

News, Noise and Numbers: Experts Speak

In conversation with

**RUHAIL AMIN**  
Sr. Editor BW Businessworld &  
Exchange4media Group

Joined by

**UPENDRRA RAI**  
Chairman, MD & Editor-in-Chief,  
Bharat Express News Network

**RAHUL MAHAJAN**  
Senior Journalist

**DEEPALI NAAIR**  
Digital Sales Leader, IBM

1:30PM-2:15PM

**LUNCH BREAK**

2:20PM- 2:50PM

**PANEL DISCUSSION**

TV Advertising In The Post TV World

In conversation with

**RON CRASTO**  
Director, RedFox Media Corp

Joined by

**RABINDRA NARAYAN**  
MD & President, PTC Network

**SHIVAM RANJAN**  
Marketing Head, Motorola

**BHASKER JAISWAL**  
Chief Operating Officer, Media, dentsu India

**NEETA THAKARE**  
Sr. Vice President- Distribution QYou Media India &  
Business Head Q Marathi

**KAVITA SAGAR**  
Head-Revenue (Broadcast), IN10 Media Network

3:00PM-3:20PM	<p align="center"><b>KEYNOTE ADDRESS</b></p> <p align="center">The Power of TV: Decoding Disruptive Innovation To Foster Growth</p>	<p align="center"><b>SHASHI SINHA</b> CEO- INDIA, Mediabrands</p>
3:25PM-3:45PM	<p align="center"><b>FIRESIDE CHAT</b></p> <p align="center">The Rise and Rise Of Tarak Mehta Ka Dollah Chashmah</p>	<p align="center"><i>In conversation with</i> <b>MANSI DARBAR</b> Media and Entertainment Advisor</p> <p align="center"><b>Joined by</b></p> <p align="center"><b>HARJEET CHHABRA</b> CEO, Neela Film Productions Pvt. Ltd.</p>
4:10PM-4:25PM	<p align="center"><b>SPECIAL ADDRESS</b></p> <p align="center">Regional is the new mainstream: Myth or reality?</p>	<p align="center"><b>SANJAY CHHABRIA</b> Founder &amp; CEO, Everest Entertainment</p>
4:25PM-4:50PM	<p align="center"><b>FIRESIDE CHAT</b></p> <p align="center">Evolving As An Actor In Changing Times</p>	<p align="center"><i>In conversation with</i> <b>SIDDHARTH KANNAN</b> Chat Show Host, Emcee &amp; YouTube Sensation</p> <p align="center"><b>Joined by</b></p> <p align="center"><b>NAKUUL MEHTA</b> Actor, Storyteller Producer</p>

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

**OUR PROPERTIES**



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