



PRESENTS




THE BEST IN TV  
BUSINESS COME  
TOGETHER

WED, 12 MARCH, 2025  
WESTIN, GOREGAON, MUMBAI  
10:00 AM TO 5:00 PM

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SRI ADHIKARI BROTHERS

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	BREAKFAST & REGISTRATION ☕	
10:00AM	ANCHOR INTRODUCTION	
10:05AM-10:25AM	INTRODUCTION TO SUMMIT	SIDDHARTHA LAIK Founder & Editor-in-Chief: IWMBuzz Media
10:30AM-10:50AM	KEYNOTE ADDRESS Cracking the Code: Understanding and Targeting TV Viewers	SHASHI SINHA CEO – India, IPG Mediabrands

**ZEE NEWS**

PRESENTS

**IWM  
BUZZ**

# TV SUMMIT™

4<sup>TH</sup> EDITION

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## THE BEST IN TV BUSINESS COME TOGETHER

PARTNERS



**10:55AM-11:40AM**

### PANEL DISCUSSION

Re-Imagining the Power of  
TV Advertising

In conversation with

**TARANDEEP SINGH SEKHON**

Chief Business Officer, KidZania India

Joined by

**JANARDAN PANDEY**

Founder, Nett Value Media & Director Metier Media

**SUBHAMAY MUKHOPADHYAY**

Managing Partner, T&Pm (GroupM)

**DIVYA DIXIT**

Chief Growth Officer, One Health Assist

**SHRUTISH MAHARAJ**

Network Revenue Head - Branded Content & IP  
Business, Zee Media Corporation Limited

**11:45AM-12:15PM**

### SPECIAL KEYNOTE ADDRESS

Making TV Advertising Entertaining  
and Meaningful Again

**KUNDAN JOSHEE**

MD, Havas Creative India

**12:20PM-12:45PM**

### FIRESIDE CHAT

Disruption In Connected TV

In conversation with

**SIDDHARTHA LAIK**

Founder & Editor-in-Chief: IWMBuzz Media

Joined by

**ANUJ GANDHI**

Founder & CEO, Streambox Media

**1:00PM-1:45PM**

**LUNCH BREAK** 🍴📺

**2:00PM-2:20PM**

### SPECIAL ADDRESS

The Big Picture: The Vivid Future  
of Broadcasting Business In India

**KAILASHNATH ADHIKARI**

Managing Director, Sri Adhikari Brothers

# THE BEST IN TV BUSINESS COME TOGETHER

2:25PM-3:05PM

## PANEL DISCUSSION

TV Formats to Engage with  
Consumer 2.0

In conversation with

**VIKAS GUPTA**

Managing Director, Lost Boys Productions

**Joined by**

**SUKESH MOTWANI**

Co-Founder & Director, Bodhitree Multimedia Limited

**AANAND GORADIYA**

Actor & Content Creator

**RANJEET THAKUR**

Co- Founder, Frames Production Company Pvt Ltd

**RAJAN SHAHI**

Producer & Director, Directors Kut Production

**YUBARAJ BHATTACHARYA**

Consultant TV & OTT- Juggernaut Productions  
(IN10 Media Network)

3:15PM-3:55PM

## PANEL DISCUSSION

TV Vs Digital - Marketers' Take

In conversation with

**RON CRASTO**

Founder, Red Fox Mediacorp

**Joined by**

**KETAN K BHARATI**

Brand & Marketing Consultant

**ABHISHEK JOSHI**

Industry Observer & Expert

**AAKSHAYE D VYASS**

Vini Cosmetics Media

**ABHISHEK KUMAR SRIVASTAVA**

Vice-President, Marketing  
Piramal Consumer Healthcare

**SONAM PRADHAN**

Head - Media & Digital Marketing,  
South Asia Kellanova

4:00PM-4:20PM

## FIRESIDE CHAT

Changing Dynamics Of TV Industry:  
How Actors Can Be Proactive

In conversation with

**SUBHOJIT GHOSH**

Anchor, Emcee, & Youtube Content Creator

**Joined by**

**SUDHANSHU PANDEY**

Actor Singer Producer & Part Time Poet

4:40PM

CLOSING NOTE

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