

An Initiative by

**IWM
BUZZ**
LIVE

THE KIDS CONTENT SUMMIT

WED, 9 APRIL '25 | KIDZANIA MUMBAI

CO POWERED BY



POWERED BY



AGENDA

AGENDA: INDIA KIDS SUMMIT SEASON 6

Kids economy in India has seen an encouraging, impactful, impressive rise in terms of content creation, innovation and engagement. From animation, to fiction, non-fiction to educational apps which make kids learning more entertaining, kids as a genre is here to stay and grow in leaps and bounds. IWMBuzz.com's India Kids Summit, over the years, has emerged as a marquee property bringing together the best from the kids' content, business and advertising space. In its 6th year, the summit brings together the custodians, creators, marketers, influencers under one roof to discuss current and future trends of kids' entertainment/content business in India.

9:30AM-10:30AM	REGISTRATION & BREAKFAST	REFRESHMENTS AND EXPERIENCE KIDZANIA ROLE-PLAY ACTIVITIES
10:45AM-11:00AM	INTRODUCTION TO SUMMIT	SIDDHARTHA LAIK Founder & Editor-in-Chief IWMBuzz Media
11:10AM-11:25AM	OPENING KEYNOTE ADDRESS	SANJEEV KUMAR Chairman KidZania India
11:30AM-12:10PM	PANEL DISCUSSION Crystal Grazing: Advertising Trends In India In Kids Genre	<u>In Conversation With:</u> SOUMINI SRIDHARA PAUL Senior Vice President Hungama Digital Media Entertainment Private Limited <u>Joined By:</u> SANATKUMAR MISHRA EVP & National Marketing & Research Head, Radio City RASIKA PRASHANT CMO- Soufull Tata Consumer Products Ltd ALAMJIT SINGH SEKHON General Manager South East Asia - Bel Group JANARDAN PANDEY Founder, Nett Value Media & Director Metier Media SOHAIL MIR Business Head, PunToon Kids VP - Digital Content, VidUnit Media Pvt Ltd

RADIO PARTNER



SUPPORT PARTNER



OUTDOOR PARTNER



12:15PM-12:55PM

PANEL DISCUSSION

Empowering Youth Through Innovation

In Conversation With:

KETAN K BHARATI
Brand & Marketing Consultant

Joined By:

VIMAL SUMBLY
Head Business - Premium
TVS Motor Company

HUSSAINE KESURY
Chief Business Officer
Pepperfry

MEGHA TATA
Strategic Advisor
Independent Director

JYOTI KUMAR BANSAL
Chief-Brand & Communications
Tata Power

GUSTAVO ROMAN
Global Commercial Head
KidZania

1:05PM-1:50PM

LUNCH 🍴

REFRESHMENTS AND EXPERIENCE
KIDZANIA ROLE-PLAY ACTIVITIES

2:00PM-2:40PM

PANEL DISCUSSION

Luring Customers: New Marketing Strategies to Lookout For

In Conversation With:

RON CRASTO
Founder
Redfox Media Corp

Joined By:

TARAK BHATTACHARYA
Executive Director & CEO
Mad Over Donuts

SONAM PRADHAN
Head Media & Digital Marketing
South Asia, Kellanova

PRASHANT PATIL
Co Founder
ORACURA

DIPIKA BALKRISHNA GAVANKAR
Head of Marketing
Pressto India

2:45PM-3:05PM

FIRESIDE CHAT

Taarak Mehta Ka Ooltah Chashmah: Betting Big In Kids Genre

In Conversation With:

SIDDHARTHA LAIK
Founder & Editor-in-Chief
IWMBuzz Media

Joined By:

ASIT KUMARR MODI
Founder, Neela Film Productions &
Neela Mediatech

3:10PM-3:55PM

PANEL DISCUSSION

Branded Content and Kids
Entertainment: A Win-Win Formula?

In Conversation With:

SOUMINI SRIDHARA PAUL

Senior Vice President, Hungama Digital
Media Entertainment Private Limited

Joined By:

SAUMITRA PRASAD

Chief Marketing Officer
DOMS Industries Limited

PREETI VYAS

President & CEO
Amar Chitra Katha Pvt Ltd

SANJEEV DUBEY

Founder
ExtraChildhood

DR RAJEEV RASTOGI

Founder & Managing Director
White Apple

TANUJA GOMES

Co-Founder & Co CEO
Furtados School of Music

NEHA MADHANI

Category Head
Piramal Consumer Healthcare

4:00PM-4:45PM

PANEL DISCUSSION

Power of Experiential Marketing
In New Age Advertising

In Conversation With:

TARANDEEP SINGH SEKHON

Chief Business Officer, KidZania India

Joined By:

ASHISH CHABLANI

Asst Vice President - Head Marketing
MMR Region, Runwal Realty

NITIN PANDEY

Chief Operations Officer
Timezone Entertainment Pvt Ltd - (TEEG India)

ABHISHEK BAHETI

Founder,
WatchOut Wearables

4:50PM-5:30PM

PANEL DISCUSSION

Influencer Marketing As
Marketing Strategy: What Next?

In Conversation With:

PRATIK GAUR

Founder & CEO, CELEBISTAAN

Joined By:

SNEHALATA JAIN

Travel Mom blogger
Parenting blogger

DR NIMARTA BINDRA

Dentist, Owner (Bindra Dental Hub)
Digital Content Creator & Mom Influencer

HIMANI DAWDA

CS, Lawyer & Content Creator
AKA "Mummalearns"

DRASHTI BHANUSHALI

Actor & Social Media Personality

5:35PM-6:30PM REFRESHMENTS AND EXPERIENCE KIDZANIA ROLE-PLAY ACTIVITIES

Download the IWMBuzz App



मनोरंजन
news.com

IWM
BUZZ
.COM

IWM
BUZZ
ENGAGE

IWM
BUZZ
SOCIAL

IWM
BUZZ
STUDIOS

IWM
BUZZ
.COM

IWM Publishing and Communication Pvt. Ltd. | /iwmbuzz

Log on to www.indiakidssummit.com | www.iwmbuzz.com