

# AGENDA

AN INITIATIVE BY:

**IWM**  
**BUZZ**  
LIVE

## THE KIDS CONTENT SUMMIT



PRESENTS



At

**KidZania**

POWERED BY



IN ASSOCIATION WITH



Kids economy in India has seen an encouraging, impactful and impressive rise in terms of content creation, innovation and engagement. From animation to fiction, non-fiction to apps which make kids learning more entertaining. Kids as a genre is here to stay and grow in leaps and bounds.

The summit intends to bring together the custodians, creators, marketer, and influencers under one roof to discuss current and future trends in kids content in India.

PARTNERS



8:30AM-10:00AM	REGISTRATION & BREAKFAST 	
10:15AM	KIDZANIA WELCOME	
10:20AM-10:30AM	INTRODUCTION TO INDIA KIDS SUMMIT	<p><b>SIDDHARTHA LAIK</b>          Founder &amp; Editor-in-Chief, IWMBuzz Media</p>
10:35AM-11:00AM	<p><b>FIRESIDE CONVERSATION</b></p> <p>Winning The Next Generation:          Trust, Experience &amp;          The Future Of Young India</p>	<p><b>MEGHA TATA</b>          Strategic Advisor, Independent Director</p> <p>With</p> <p><b>SANJEEV KUMAR</b>          Chairman, KidZania India</p>
11:05AM-11:45AM	<p><b>PANEL DISCUSSION</b></p> <p>Gen Alpha &amp; The Family Economy:          Who Really Drives The Purchase Decision?</p>	<p>In Conversation With</p> <p><b>RON CRASTO</b>          Founder, RedFox Mediarcop</p> <p>Joined By</p> <p><b>PUNIT DHARAMSI</b>          Senior VP, Marketing &amp; Investor Education,          Association of Mutual Funds in India (AMFI)</p> <p><b>MAHADEVAN VENKATAKRISHNAN (MAHA)</b>          Head - School Education Business Unit, TCS ION</p> <p><b>JAYDEEP SINGH</b>          General Manager India, Kaspersky</p> <p><b>SHOBHA KAPOOR</b>          Head - Partnerships and Corporate Communication,          National Book Trust, India (Ministry of Education)</p> <p><b>MANIKA JUNEJA</b>          Chief Operating Officer, Dentsu Creative Isobar</p>
11:50AM-12:30PM	<p><b>PANEL DISCUSSION</b></p> <p>The Power Of Branded Content In          Kids Entertainment</p>	<p>In Conversation With</p> <p><b>RADHIKA NIHALANI</b>          Founder &amp; CEO, Think Ink Communications &amp; Think Talks</p> <p>Joined By</p> <p><b>SOURABH KUMAR</b>          Founder &amp; CEO, PunToon Kids</p> <p><b>HEMANG VASANI</b>          Head - Licensed Consumer Products,          APAC &amp; MENA, Hasbro</p> <p><b>DHRUV SAYANI</b>          Founder &amp; Director, KT Kids</p> <p><b>NEHA MADHANI</b>          Category Head, Piramal Consumer Healthcare</p> <p><b>NIKKI ARORA SINGH</b>          Co-Founder, Blue Tribe Foods &amp; Klaw Snacks</p>

12:35PM-1:15PM

PANEL DISCUSSION

Power Of Animation In Storytelling

In Conversation With

**RITAM CHAKRABARTY**

Founder, The Alt Lens

Joined By

**DR. RAJEEV RASTOGI**

Founder, Managing Director, White Apple Studios

**ASHISH THAPAR**

CEO - HiTech Animation Studio

**MUNJAL B. SHROFF**

Co-Founder, Graphiti Studios, Chairman FICCI AVGC-XR

**CHAITANYA CHINCHLIKAR**

Vice President, Business Head, CTO & Emerging Media Head, Whistling Woods International

**CHANDAN KHANDELWAL**

Business Head, KidZ - ZEE5

1:15PM-2:15PM

LUNCH BREAK 🍴

2:15PM-2:30PM

FIRESIDE CHAT

Are Learning Apps Making Kids Smarter Or Just More Dependent On Screens?

In Conversation With

**SUBHOJIT GHOSH**

Anchor, Talk Show Host

Joined By

**HARJEET CHHABRA**

CEO, Neela Mediatech

2:30PM-3:10PM

PANEL DISCUSSION

Building For The Next Billion Kids: The Future Of Experiential Learning In India

In Conversation With

**RON CRASTO**

Founder, RedFox Mediacorp

Joined By

**HUSSAINE KESURY**

Chief Business Officer, Pepperfry

**SAUMITRA PRASAD**

Chief Marketing Officer, DOMS

**RAHUL PURI**

Managing Director, Mukta Arts Ltd & Director of Academics, Whistling Woods International

**SIDDHARTH SULE**

Head, Global Marketing, International Gemological Institute (IGI)

**SRIRAM RAMDAS**

Founder & Chief Executive Officer, The Little Gym

3:15PM-3:55PM

PANEL DISCUSSION

Kidfluencers & The Trust Economy: Influence, Regulation & Responsibility

In Conversation With

**SOUMINI SRIDHARA PAUL**

Founder & CEO, Gatsvy Media LLP

Joined By

**PRATIK GAUR**

Founder & CEO, Celebistaan

**AKSHIT CHAUDHARY**

Co-Founder, BabyBillion

**SNEHALATA SHAH**

Parenting & Travel Blogger

**AMAIRA SHAHNAWAZ**

Digital Content Creator & Influencer

**PRITI KARANDIKAR**

Global Marketing and Communications Head, Magic Bus India Foundation

**GUNIT BANGA**

Actor & Influencer

4:00PM-4:45PM

PANEL DISCUSSION

The Inner World Of Parenting

TARANDEEP SINGH SEKHON

Chief Business Officer, KidZania India

JANKEE MEHTA

Vocalist, Co-Founder @theindianparentpod

NAKUUL MEHTA

Actor, Co-Founder @theindianparentpod

4:50PM

Thank You Sponsors,  
Closing Note Followed by Refreshments

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