

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>SIDDHARTHA LAIK Founder & Editor-in-Chief: IWMBuzz.com</p>
10:35AM-11:00AM	<p>FIRESIDE CONVERSATION</p> <p>Winning the Next Generation: Trust, Experience & the Future of Young India</p>	<p>In conversation with</p> <p>MEGHA TATA Strategic Advisor, Independent Director</p> <p>Joined By</p> <p>SANJEEV KUMAR Chairman, KidZania India</p>
11:05AM-11:45AM	<p>PANEL DISCUSSION</p> <p>Gen Alpha & The Family Economy: Who Really Drives the Purchase Decision?</p>	<p>In conversation with</p> <p>RON CRASTO Founder, RedFox Mediacorp</p> <p>Joined By</p> <p>VIMAL SUMBLY Head Business - Premium TVS Motor Company</p> <p>PUNIT DHARAMSI Senior VP, Marketing & Investor Education, Association of Mutual Funds in India (AMFI)</p> <p>MAHADEVAN VENKATAKRISHNAN (MAHA) Head - School Education Business Unit, TCS iON</p> <p>JAYDEEP SINGH General Manager India, Kaspersky</p> <p>SHOBHA KAPOOR Head - Partnerships and Corporate Communication, National Book Trust, India (Ministry of Education)</p> <p>SAHIL SHAH CEO, Dentsu Creative Isobar</p>
11:50AM-12:30PM	<p>PANEL DISCUSSION</p> <p>The Power of Branded Content in Kids Entertainment</p>	<p>In conversation with</p> <p>RADHIKA NIHALANI Founder & CEO, Think Ink Communications & Think Talks</p> <p>Joined By</p> <p>SOURABH KUMAR Founder & CEO, PunToon Kids</p> <p>HEMANG VASANI Head - Licensed Consumer Products, APAC & MENA, Hasbro</p> <p>DHRUV SAYANI Founder & Director, KT Kids</p> <p>NEHA MADHANI Category Head, Piramal Consumer Healthcare</p> <p>NIKKI ARORA SINGH Co-Founder, Blue Tribe Foods & 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 

2:25PM-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)

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

4:00PM-4:45PM

PANEL DISCUSSION

The Inner World Of Parenting

In conversation with

TARANDEEP SINGH SEKHON
Chief Business Officer, KidZania India

Joined By

JANKEE MEHTA
Vocalist, Co-Founder @theindianparentpod

NAKUUL MEHTA
Actor, Co-Founder @theindianparentpod

4:50PM

Thank You Sponsor/s,
Closing Note Followed by Refreshments

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