

voot
kids

Presents



THE KIDS CONTENT SUMMIT

19 FEB, 2020 | KIDZANIA MUMBAI

at **KidZania**

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AGENDA

Kids content 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 apps that make kids learning more entertaining, kids as a genre is here to stay and grow in leaps and bound.

The summit intends to bring together the custodians, creators, marketers, influencers under one roof to discuss current and future trends of kids content in India. From CEOs, CMOs and COOs to innovative content creators, marketers and media professionals: the best in kids business comes under one roof.

9:30AM - 10:50AM	REGISTRATION & BREAKFAST ☕	
10:50AM - 10:55AM	INTRODUCTION TO SUMMIT	SIDDHARTHA LAIK Founder & Editor-in-Chief: IWMBuzz.com
10:55AM - 11:00AM	WELCOME NOTE	SANJEEV KUMAR Director & CEO, KidZania India
11:00AM - 11:15AM	KEYNOTE ADDRESS Digital Safety for Kids	SAUGATO BHOWMIK Business Head, VOOT Kids

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11:15AM - 11:55AM

PANEL DISCUSSION

Let's Discuss: Importance of
Experiential Marketing for Kids

In conversation with

RON CRASTO

Vice President, BBC Studios

Joined by

VINIT KARNIK

Business Head - Entertainment,
Sports and Live Events, Group M ESP

SUBHA SREENIVASAN IYER

Vice-President/Head - Media Services,
Godrej Consumer Products Ltd.

ALBERT ALMEIDA

COO - Live Entertainment, BookMyShow

SAURABH VARMA

CMO, INOX Leisure Limited

11:55PM - 12:35PM

PANEL DISCUSSION

THE RISE OF KIDS
ENTERTAINMENT IN INDIA

In conversation with

PARTHODASGUPTA

President - The Advertising Club and
EX CEO, BARC India

Joined by

ANU SIKKA

Head - Creative, Content & Research,
Kids Entertainment Cluster, Viacom18

MANDAR NATEKAR

Chief Business Officer,
KidZania India

ATIT MEHTA

CMO, BYJU'S

SATISH VEERAPPA

CEO, Kokuyo Camlin Ltd.

12:35PM - 12:55PM

KNOWLEDGE SESSION

Understanding TV Viewing Behaviour of Kids

RUSHABH MEHTA

Vice President and Head (West),
Partnerships & Business Development, BARC India

12:55PM - 02:00PM

LUNCH BREAK 🍴👁️

BON APPÉTIT

02:00PM - 02:40PM

PANEL DISCUSSION

Kids Content: Money and Masti

In conversation with

V UMANATH

Editor-in-Chief,
Medianews4.com

Joined by

UTTAM PAL SINGH

Head, Discovery Kids,
Discovery Communications

		<p>SUJATA DWIBEDY Group Trading Director, Amplifi, Dentsu Aegis Network</p> <p>PREETI VYAS President, Amar Chitra Katha Pvt. Ltd.</p> <p>SMITA MAROO Sr. VP - Animation, Kids & L&M, Shemaroo Entertainment Ltd.</p>
02:40PM - 02:55PM	<p>PRESENTATION</p> <p>Need for Eve: Safety First</p>	<p>PERCY MASTER General Manager - B2C (North & West), Godrej Security Solutions</p>
02:55PM - 03:45PM	<p>PANEL DISCUSSION</p> <p>Building Immersive Marketing Campaigns for Kids</p>	<p><i>In conversation with</i></p> <p>SHAVETA BHARDWAJ Senior Executive Director, Insights Division, Kantar</p> <p>Joined by</p> <p>KRISHNARAO BUDDHA Senior Category Head, Marketing, Parle Products</p> <p>VEDNARAYAN SIRDESHAPANDE Head of Marketing, Discovery Communications India</p> <p>PRACHI MOHAPATRA CMO, FBB, Future Retail</p> <p>PUNIT DHARAMSI Vice President, Marketing and Investor Education, AMFI</p>
03:45PM - 04:15PM	<p>TEA BREAK ☕</p>	
04:15PM - 04:35PM	<p>FIRESIDE CHAT</p> <p>The Challenges and Opportunities as a Kid Influencer</p>	<p>TARANDEEP SINGH SEKHON Marketing Director, KidZania India</p> <p><i>In conversation with</i></p> <p>ANANYA ANAND Kids Content Creator</p> <p>ARJUN SAHU Founder, ShrutiArjunAnand Digital Media</p>
04:35PM - 05:00PM	<p>VALEDICTORY SESSION</p> <p>Importance of Role-Play Activities in Child's Growth</p>	<p>SIDDHARTH KANNAN TV-Radio Host/ Father Blogger/ Digital Sensation, Owner of Pink Parrot Kids</p> <p><i>With Daughter</i></p> <p>ADHIRA KANNAN Toddler Influencer</p>
05:00PM - 06:00PM	<p>KIDZANIA ROLE-PLAY ACTIVITIES</p>	


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24 MARCH 2020
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From the creators of:



For Partnerships, Call Ashish Banka: 98673 53745
For Registrations, Call Devyani: 98191 30107

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