

voot
kids

Presents



THE KIDS CONTENT SUMMIT

14 JULY 2021

10am to 6pm

with **KidZania**

Powered by



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 which make kids learning more entertaining, kids as a genre is here to stay and grow in leaps and bounds.

The summit brings 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.

10:00AM	ANCHOR INTRODUCTION	
10:15AM - 10:30AM	INTRODUCTION TO SUMMIT	SIDDHARTHA LAIK Founder & Editor-in-Chief: IWMBuzz.com
10:35AM - 11:35AM	PANEL DISCUSSION Screentime For Kids: Pros and Cons	IN CONVERSATION WITH: VARUN DUGGIRALA Co-Founder - The Glitch, Podcaster & Content Creator Joined by ANAND BHADKAMKAR CEO, Dentsu India PRERNA UPPAL Chief Partnership Officer, KidZania India UTTAM PAL SINGH Head, Discovery Kids ATIT MEHTA Marketing Head, Think & Learn Pvt. Ltd. BYJU'S VISHAL CHINCHANKAR CEO, Madison Digital & Media Ultra



11:40AM - 11:55AM	KNOWLEDGE SESSION Understanding Kids Viewership Trends on TV	AADITYA PATHAK Head, Client Partnership & Revenue Function, BARC India
12:00PM - 12:30PM	PANEL DISCUSSION Kids Entertainment: Then, Now And Future	<u>In conversation with</u> PRADYUMAN MAHESHWARI Founder, MXM India Joined by ANU SIKKA Head, Creative, Content and Research, Kids TV Network, at Viacom 18 RAJIV CHILAKA Founder & CEO, Green Gold Animation VINCENT NORONHA Chief Marketing & Business Head, Hamvor Ice Creams
12:35PM - 1:05PM	PANEL DISCUSSION Monitor What They Watch: Kids Safety On Internet	<u>In conversation with</u> KALPANA RAVI Bureau Chief, MediaNews4U Joined by AARTI GARAMPALLI Principal- Indira National School PRASAD SHEJALE Founder & CEO, Logicserve Digital AKSHAY GURNANI Co-Founder & CEO, Schbang SUJATA DWIBEDY Group Trading Director, Amplifi India, Dentsu SUHAS BEDEKAR Director The Learning Curve
1:05PM - 1:35PM	LUNCH BREAK 🍴🕒	BON APPÉTIT
1:35PM - 1:50PM	FIRESIDE CHAT	<u>In conversation with</u> AAYUSH TIWARI VP - Talent Management & Music Business, Monk Entertainment Joined by PARI'S LIFESTYLE aka Sanskruti Gaikwad YouTuber



Virtual Event Partner



Kids Activity Partner



Media Partner



1:55PM - 2:25PM

PANEL DISCUSSION

**Innovative Marketing Campaigns For Kids:
The Right Connect**

In conversation with

TARANDEEP SINGH SEKHON

Marketing Director, KidZania India

Joined by

SONALI BHATTACHARYA

Head Of Marketing, Kids TV Network, Viacom 18

AZMAT JAGMAG

Head - Marketing & Corporate
Communications, Discovery Communications India

LOKESH KATARIA

Head of Marketing & Franchise - India
Mattel Toys (India) Pvt. Ltd.

SUJOY ROY BARDHAN

Head - Marketing and
On Air Promotions - Sony YAY!

2:30PM - 3:00PM

PANEL DISCUSSION

**Kids Entertainment and OTT:
The Right Content Formula**

In conversation with

VINEET KANABAR

Host, Story Tellers & Story Sellers

Joined by

DEEPAK SALVI

Co-Founder and COO, Chingari

SHRENIK GANDHI

Co-Founder & CEO, White Rivers Media

TABASSUM MODI

Director, Victor Tango & Content Head, DIY

RAJEEV KUMAR

VFX Head, Excel Entertainment

SOUMINI SRIDHARA PAUL

Senior Vice President,
Hungama Digital Media Entertainment

3:00PM - 3:15PM

TEA BREAK ☕

3:15PM - 3:45PM

PANEL DISCUSSION

**Brands and Kids Content:
The Evolving Trends**

In conversation with

JOITA BASU

AVP, Social and Engage, IWMBuzz

Joined by

RANJITA RAMAN

CEO, Jaro Education

MANSI DARBAR

Network VP, Corporate Strategy & Development,
IN10 Media Network

SAMAR KAGALWALLA

Marketing Leader & Content Strategist

PROF UJJWAL K CHOWDHURY

Pro Vice Chancellor, Adamas University

SHEKHAR BANERJEE

Chief Client Officer and Head - West at Wavemaker
India

3:50PM - 4:10PM

FIRESIDE CHAT

In conversation with

RAM KAMAL MUKHERJEE

Journalist, Author, Biographer,
Columnist & Filmmaker

Joined by

AMOLE GUPTA

Indian Screenwriter, Actor, and Director



4:15PM - 5:00PM	SESSION BREAK	
5:00PM - 6:00PM	KIDS ENGAGEMENT ACTIVITY	
6:00PM	CLOSING REMARKS	

