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KidZania

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THE KIDS CONTENT SUMMIT

5 APRIL, 2023 | 9:30am to 5pm



AGENDA

Kids business 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 4th 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.

KEY THEME: All About Kids Business: Current & Future Trends

9:30AM to 10:30AM	REGISTRATION & BREAKFAST	
10:35AM to 10:45AM	INTRODUCTION TO SUMMIT	SIDDHARTHA LAIK Founder & Editor-in-Chief: IWMBuzz.com
10:50AM to 11:05AM	WELCOME NOTE	RAHUL DHAMDHARE Chief Marketing Officer, KidZania India
11:10AM to 11:30AM	KEYNOTE ADDRESS India: Booming Market For Kids Business	STEEN LAUGE KOKKENBORG General Manager LEGO India
11:35AM to 12:05PM	PANEL DISCUSSION Physical Experiential Marketing VS Metaverse	In conversation with PRERNA UPPAL Chief Partnership Officer, KidZania India Joined by DEEPAK SALVI Co Founder & COO, Chingari SONALI BHATTACHARYA Head of Marketing, Kids TV Network, Viacom18 NEETA THAKARE Head, Distribution, QYou Media India ALAMJIT SINGH SEKHON Commercial Director, Bel India

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12:10PM to 12:40PM

PANEL DISCUSSION

Looking Ahead: Advertisement Spending In Kids Genre And What Are Brands Betting On

In conversation with

RON CRASTO
Founder, RedFox Mediacorp

Joined by

ATIT MEHTA
Marketing Head, BYJU'S

SAKKET V RAO
Dr. Vaidya's, RPSG Group

SHAILJA SARASWATI VARGHESE
Chief Content Officer, Omnicom Media Group India

VARUN MOHAN
Head of Revenue & Growth, MIO Digital

12:45PM to 1:00PM

FIRESIDE CHAT

Decoding: The Business Of Kids Content in India

In conversation with

SAPNA ARORA
Chief Client Officer, dentsu India

Joined by

DR ANNURAG BATRA
Chairman & Editor in Chief,
BW Businessworld, Founder Exchange4media

1:00PM to 2:00PM

LUNCH BREAK

2:10PM to 2:40PM

PANEL DISCUSSION

Marketing Trends To Look Out For in 2023

In conversation with

RAHUL DHAMHERE
Chief Marketing Officer,
KidZania India

Joined by

UDIT MITTAL
DGM, Head Media, Research and Analytics,
Corporate Branding and Associations, Tata Motors

MOHIT AHUJA
President, GOZDOP Group

TARAK BHATTACHARYA
Executive Director, Mad Over Donuts

RAJE SUNEET JAIN
Senior Category Marketing Lead, Orion India

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2:45PM to 3:00 PM

FIRESIDE CHAT

**Taarak Mehta Ka Oolah Chashmah's
Kids Centric Future Plans**

In conversation with
SIDDHARTHA LAIK
Founder and Editor in Chief, IIMBuzz Media

Joined by

ASIT KUMARR MODI
Director, Neela Film Productions Pvt Ltd

3:05PM to 3:20PM

FIRESIDE CHAT

**Future Gazing: What's Next For The
Indian Animation Industry?**

In conversation with
AJAY KAKAR
Brand and Marketing Strategist

Joined by

MEGHA TATA
CEO, Cosmos Maya India Private Limited

3:25PM to 3:55PM

PANEL DISCUSSION

**Influencer Marketing, Brands and Kids
Entertainment: Trends To Look Out For**

In conversation with
VINEET KANABAR
Host, Story Tellers & Story Sellers Podcast

Joined by

KUNAL SAWANT
Business Head, INCA
CHHAVI MITTAL
Co Founder Shilly Ideas Trending,
Founder, Being Woman
GAURAV BALANI
Deputy General Manager, Marketing, Infiniti Mall
SOURABH KUMAR
Founder & CEO, PanToon Kids & VidUnit

4:00PM to 4:30pm

PANEL DISCUSSION

**Branded Content In Kids Entertainment:
Have We Cracked The Code?**

In conversation with
SAPNA ARORA
Chief Client Officer, dentsu India

Joined by

SOUMINI SRIDHARA PAUL
Senior Vice President,
Hungama Digital Media Entertainment
BRIAN D'COSTA
AVP, Content & Strategy, Gubbare
VISHAL SHAH
Managing Partner, EssenceMedia.com India
UTKARSH SINGH
SVP and Business Head, Rainshine Entertainment
NUPUR SAXENA
Head Sales- Youth, Music, English &
Kids Entertainment, Viacom18

4:30PM to 5:00PM

KNOWLEDGE SESSION

Value Based Education For Kids

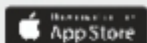
NITYANAND CHARAN DAS
Leadership & Mindfulness Coach

5:00PM: CLOSING NOTE

OUR PROPERTIES



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