

An Initiative by

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LIVE



THE KIDS CONTENT SUMMIT

7 MAY, 2024 | WESTIN, GOREGAON, MUMBAI

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AGENDA

INDIA KIDS SUMMIT SEASON 5

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 5th 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.

9:30AM - 11:00AM	REGISTRATION & BREAKFAST	
11:15AM - 11:30AM	INTRODUCTION TO SUMMIT	SIDDHARTHA LAIK Founder & Editor-in-Chief, IWMBuzz Media
11:35AM - 12:15PM	PANEL DISCUSSION Importance Of IPs In Kids Entertainment	<p>In Conversation With:</p> <p>TARANDEEP SINGH SEKHON Chief Business Officer, Bounce Inc India</p> <p>Joined By:</p> <p>SANATKUMAR MISHRA Executive Vice President & National Marketing Head, Radio City India</p> <p>RIDHIMAA BHASIN Head, International Business, IP & Brand Licensing, Neela Film Productions Pvt Ltd</p> <p>DR RAJEEV RASTOGI VFX Head / VFX Producer, Excel Entertainment Pvt Ltd</p> <p>SATYABRATA DAS Chief Alliance Officer, Laqshya Media Group & Start Up Investor</p> <p>TABASSUM MODI Founder, Victor Tango Entertainment Pvt Ltd</p>



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PARTNERS



<p>12:20PM - 12:40PM</p>	<p>FIRESIDE CHAT</p> <p>Animation And Its Growing Influence On Young Minds</p>	<p><u>In Conversation With:</u> SIDDHARTHA LAIK Founder & Editor-in-Chief IWMBuzz Media</p> <p><u>Joined By:</u> RAJIV CHILAKA Founder & CEO, Greengold Animation</p>
<p>12:50PM - 1:45PM</p>	<p>LUNCH 🍴</p>	
<p>1:50PM - 2:35PM</p>	<p>PANEL DISCUSSION</p> <p>Kidfluencers - The New Emerging Trend</p>	<p><u>In Conversation With:</u> TARANDEEP SINGH SEKHON Chief Business Officer, Bounce Inc India</p> <p><u>Joined By:</u> PRATIK GAUR Founder & CEO, CELEBISTAAN Pvt Ltd</p> <p>MYRA SINGH Actor/Influencer</p> <p>ANNGAD RAAJ Actor/Influencer</p> <p>RASHI SHINDE Influencer</p> <p>HEMANG VASANI Head, Licensed Consumer Products India, Mena & North Asia, Hasbro</p>
<p>2:40PM - 3:20PM</p>	<p>PANEL DISCUSSION</p> <p>Key Trends That Will Shape The Kids Entertainment Scene</p>	<p><u>In Conversation With:</u> SOUMINI SRIDHARA PAUL Senior Vice President, Hungama Digital Media Entertainment</p> <p><u>Joined By:</u> SHAILJA SARASWATI Chief Content Officer, Omnicom Media Group India</p> <p>SONAM PRADHAN Head Media & Digital Marketing South Asia, Kellanova</p> <p>AVANI BHANCHAWAT Vice President & Head, Revenue KC Global Media</p> <p>SOURABH KUMAR Founder & CEO, Puntoon Kids & Vidunit Media Pvt Ltd</p> <p>PREETI VYAS President, CEO & Chief Storyteller Amar Chitra Katha Pvt. Ltd.</p>



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3:25PM - 4:10PM

PANEL DISCUSSION

Shift From Traditional TV To Online/Digital: Tapping The Changes Of Marketing Spends

In Conversation With:

RON CRASTO
Founder, Redfox Mediacorp

Joined By:

TARAK BHATTACHARYA
Executive Director & Ceo,
Mad Over Donuts

PUNIT DHARAMSI
Senior Vice President, Marketing
& Investor Education, Association
Of Mutual Funds In India

JANARDAN PANDEY
Founder, Nett Value Media &
Director - Metier Media

MOHIT AHUJA
President, Gozoop Group

GAURAV BALANI
Deputy General Manager
(DGM) - Marketing,
Infiniti Mall

4:15PM - 4:30PM

VALEDICTORY KEYNOTE ADDRESS

Decoding Kids Entertainment In India

BY DR ANNURAG BATRA,
Chairman & Editor-in-chief
BW Businessworld,
Founder Exchange4media

REFRESHMENTS AND NETWORKING

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