# TVF

### PRESENTS

## IWM BUZZ MEDIA SUMMIT 2024

**POWERED BY**

NDTV | DANGAL TV | Workmates Core2Cloud Solution Pvt. Ltd. | Bett Value Media Pvt Ltd

**IN ASSOCIATION WITH**

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**PARTNERS:**

RhYMES | Redington | TC FRAMES | JUST CONTENT TALK | Sitaaro | DECALOGUE

## AGENDA

The Indian Media Industry has seen a massive change in the last decade in terms of content, content creation & distribution.

The Media Summit will discuss the future of content and commerce in the Indian Media Landscape in Kolkata, digital power, rise of OTT, branded content, impact of influencer marketing, growth of AI etc.

The best of the best in the media space come together to discuss and debate.

| Time | | |
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| 8:30AM | TEA & REGISTRATION ☕ | |
| 10:00AM | ANCHOR INTRODUCTION | |
| 10:10AM–10:25AM | **KEYNOTE ADDRESS**<br><br>Decoding: Regional Businesses Defining National Trends | **DR ANNURAG BATRA**<br>Chairman and Editor-in-Chief, BW Businessworld Media Group, Founder-exchange4media Group |
| 10:30AM–10:50AM | **FIRESIDE CHAT**<br><br>COLORS Bangla Cinema Driving Content Narrative In Bangla Cinema Space | **In Conversation With**<br>**SIDDHARTHA LAIK**<br>Founder & Editor-in-Chief: IWMBuzz Media<br>Joined By<br>**VIVEK MODI**<br>Business Head, COLORS Bangla & COLORS Bangla Cinema |

| 10:55AM–11:40AM | PANEL DISCUSSION | In Conversation With |
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| | **Decoding Media Spends In Modern Era** | **MAHESH MOTWANI**<br>Executive VP, Initiative Media India<br><br>Joined By<br><br>**SARFRAZ AKHTER**<br>Sr Media Manager, ITC Limited<br><br>**SAMRAT SENGUPTA**<br>AVP– Brand Building (Marketing), UltraTech Cement<br><br>**SHANTANU BANERJEE**<br>General Manager, Marcom, Dollar Industries Ltd<br><br>**AANTON MOOKHERJEE**<br>Chief Idea Advisor, YUWEUS<br><br>**SHUCHI SINGHAL**<br>AVP–Media, Emami Group |

| 11:45AM–12:25PM | PANEL DISCUSSION | In Conversation With |
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| | **The Future Of TV Advertising: Bird's Eye View** | **RANA BASU THAKUR**<br>Chief Mentor, Just Lateral ThinkInk Solutions Pvt Ltd<br><br>Joined By<br><br>**SUMIT SENGUPTA**<br>Director, Annapurna Swadisht Limited<br><br>**SUBHASHIS DUTT**<br>Business Head, Mohendra Dutt & Sons<br><br>**JANARDAN PANDEY**<br>Founder, Net Value Media & Director Metier Media<br><br>**AYAN BHATTACHARYA**<br>Brand Custodian– Concreto Cement, Nuvoco Vistas Corp Ltd<br><br>**PRIYAM GHOSE**<br>Content Creator & Presenter<br><br>**L MURALIKRISHNAN**<br>CMO & Co–Founder, Wow! Momo |

| 12:30PM–12:50PM | FIRESIDE CHAT | In Conversation With |
|---|---|---|
| | **The Power Of Print Marketing: What Next?** | **SIDDHARTHA LAIK**<br>Founder & Editor–In–Chief, IWMBuzz Media<br><br>Joined By<br><br>**SHOMIK KUMAR MUKERJEE**<br>Executive Director & Chief Commercial Officer, Ei Samay |

| 1:00PM– 1:45PM | LUNCH BREAK 🍽 | |
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| 1:50PM–2:30PM | **PANEL DISCUSSION**<br><br>Branded Content And Influencer Marketing: Talking To GenZ | In Conversation With<br>**PRATIK GAUR**<br>Founder & CEO, CELEBISTAAN<br><br>Joined By<br><br>**SHREYASHI CHAKRABORTY**<br>Territory Head–IPs & Brand Solutions (East), Zee Media Corporation Ltd<br><br>**POULOMI ROY**<br>Chief Marketing Officer, Joy Personal Care (RSH Global)<br><br>**NISHANT DOBHAL**<br>Associate Director Of Brand Partnerships, The Viral Fever (TVF)<br><br>**PAYAL TOSYAN**<br>Content Creator<br><br>**UNMESH GANGULY**<br>Content Creator, Founder, BMS |
| 2:35PM–3:20PM | **PANEL DISCUSSION**<br><br>Tech Fuelling Content: Ushering Growth 2.0 | In Conversation With<br>**RITWIK RAY**<br>Partner Success Manager (India East, South GF ENT & SAARC), Amazon Web Services<br><br>Joined By<br><br>**BASANTA KUMAR RANA**<br>Co–Founder & CEO, Workmates Core2Cloud<br><br>**ALOKE MAJUMDER**<br>VP–Technology, Hoichoi<br><br>**DR. RAJEEV RASTOGI**<br>Founder / Chief Business Officer, White Frames Technology<br><br>**RIINGO BANERJEEE**<br>Director, Cinematographer & Editor |
| 3:25PM–3:45PM | **FIRESIDE CHAT**<br><br>Advertising Trends 2.0: Impact And Innovation | In Conversation With<br>**SIDDHARTHA LAIK**<br>Founder & Editor–In–Chief, IWMBuzz Media<br><br>Joined By<br><br>**MOHIT JOSHI**<br>CEO, Havas Media Network India |

| 3:50PM–4:30PM | **PANEL DISCUSSION**<br><br>The Evolution Of Storytelling: OTT Platforms Pushing The Boundaries Of Traditional Storytelling Format | **In Conversation With**<br><br>**RAM KAMAL MUKHERJEE**<br>National Awarded Filmmaker, Biographer And Author<br><br>Joined By<br><br>**SOUMYA MUKHERJEE**<br>COO, Hoichoi<br><br>**SATYA PAUL**<br>Head of Brand Solutions, The Viral Fever (TVF)<br><br>**SUJOYNEEL BANDYOPADHYAY**<br>TV Host, Content Creator<br><br>**SUNDER VENKETRAMAN**<br>Chief Business Officer, Content & Live Ecosystem, VerSe Innovation<br><br>**PRATIM D GUPTA**<br>Indian Journalist, Film Critic Screenwriter and Film Director |
| 4:35PM–5:15PM | **PANEL DISCUSSION**<br><br>Accessing The Future Of Bengali Cinema | **In Conversation With**<br>**RAJA CHANDA**<br>Indian Film Director, Raja Chanda Films<br><br>Joined By<br>**ABIR CHATTERJEE**<br>Indian Actor<br><br>**SUSMITA CHATTERJEE**<br>Model & Actress<br><br>**JOYDEEP MUKHERJEE**<br>Filmmaker<br><br>**ANKUSH HAZRA**<br>Actor & Producer |

## CLOSING NOTE