

AGENDA

An Initiative By:

IWM
BUZZ
LIVE

DISCUSSING CONTENT & COMMERCE

SWASTIK STORIES

PRESENTS

IWM
BUZZ **MEDIA
SUMMIT**
— 2ND EDITION —

POWERED BY



IN ASSOCIATION WITH



PARTNERS



DECALOGUE



In a world where every click tells a story and every brand wants to generate buzz competing for its share of voice, IWMBuzz Media Summit 2025, the second edition, brings together the brightest minds in brand marketing, advertising, media, entertainment, and storytelling from Kolkata.

Media Summit intends to explore how media and advertising alignments are born, how narratives influence culture, how creativity and technology together shape the future of marketing communication and cinema too.

From visionary brand builders to filmmakers and digital pioneers, this is where the next chapter of media innovation unfolds.



8:30AM

REGISTRATION & BREAKFAST 

10:00AM

ANCHOR INTRODUCTION

10:00AM-10:10AM

INTRODUCTION TO SUMMIT

SIDDHARTHA LAIK

Founder & Editor-in-Chief: IWMBuzz.com

10:30AM-10:50AM

FIRESIDE CHAT

**Bird's Eye View: Latest Trends Guiding
Innovation in Advertising**

In conversation with

SIDDHARTHA LAIK

Founder & Editor-in-Chief: IWMBuzz.com

Joined By

UDAY MOHAN

COO, Havas Media India and Havas Play

10:55AM-11:40AM

PANEL DISCUSSION

**Branded Content 2.0:
When Creativity Meets Data**

In conversation with

SAMRAT SENGUPTA

VP- Brand Building (Marketing), UltraTech Cement

Joined By

JANARDAN PANDEY

Founder, Nett Value Media Pvt Ltd &
Director- Metier Media Pvt Ltd

SHANTANU BANERJEE

General Manager- Marcom, Dollar Industries Ltd

PRACHI NARAYAN

Managing Partner, Havas Play India

DEBOJIT SAHA

Creative Director & Producer, Ice Media Lab

SANJAY SEN

Founder & Principal Partner, Sen & Associates, PLLC

R RAMAKRISHNAN

National Head, Zee Media

11:45AM-12:00PM

KEYNOTE ADDRESS

**Decoding Changing
Media Landscape in India**

DR. ANNURAG BATRA

Chairman & Editor-in-Chief, BW Businessworld Media &
Founder, Exchange4Media Group



12:05PM-12:45PM

PANEL DISCUSSION

**AI in Media:
Decoding Pros & Cons**

In conversation with

DR. MADHUPA BAKSHI

Dean & Professor of Media Science,
The Heritage Academy, Kolkata

Joined By

ARUNAVA MUKHERJEE

CTO, Workmates, Core2Cloud Solution Pvt Ltd

ASHISH THAPAR

CEO, HiTech Animation Studio

DR. RAJEEV RASTOGI

Founder, Managing Director, White Apple Studios

RIINGO BANERJEE

Director, Cinematographer, Editor,
Writer and Music Composer

ANGSHUMAN BHATTACHARYA

AI/ML Entrepreneur

12:45PM-1:45PM

LUNCH BREAK ☕

2:00 PM-2:20PM

FIRESIDE CHAT

**Telling Stories of India
to The World**

In conversation with

SIDDHARTHA LAIK

Founder & Editor-in-Chief: IWMBuzz.com

Joined By

SIDDHARTH K. TEWARY

Founder & Chief Storyteller, Swastik Stories

2:20PM-3:00PM

PANEL DISCUSSION

**Inclusive Marketing: Building Brands for
New Age Audience**

In conversation with

SANCHITA ROY

Chief Strategy Officer, Havas Media India

Joined By

AYAN BHATTACHARYA

Senior Marketing Manager, MYK LATICRETE India Pvt Ltd

ADITYA SHARMA

Head Media & Digital, Piramal Consumer Healthcare

SAMRAT SENGUPTA

VP- Brand Building (Marketing), UltraTech Cement

SUDEEIP SHARMA

Founder & Director, Dough As You Like

SWATI CHAKRABARTY

Founder, StoryNest Communications

SANJOY BANDYOPADHYAY

Entrepreneur, Public Policy Strategist & Policy Advocate



3:00PM-3:40PM

PANEL DISCUSSION

**AI in Advertising:
Decoding New Age Marketing Trends**

In conversation with

SHANTANU BANERJEE

General Manager- Marcom, Dollar Industries Ltd.

Joined By

SARFRAZ AKHTER

Senior Media Manager, ITC Ltd

AAKASH MISHRA

AVP, Group Brand Marketing, Donear Group

ABHISHEK PRATAP SINGH

Founder & CEO, Digital Abhiyan Pvt. Ltd.

PROF. UJJWAL K CHOWDHURY

Principal Adviser, Techno India University,
VP Global Media Education Council

DEBARSHI CHAKRAVORTI

VP Business, Interactive Avenues (IPG Mediabrands India)

INDRANIL MITRA

Executive Director & East Head, MullenLowe Lintas Group

3:45PM-4:20PM

PANEL DISCUSSION

**The Power of Influence:
Of Culture, Content & Collaboration**

In conversation with

RANA BASU THAKUR

Chief Mentor Marketing | PR | Actor | Producer
Just Lateral ThinknK Solutions

Joined By

PREETI SARKAR

Creator, Actor & Designer

L MURLIKRISHNAN

CMO & Co-Founder, Wow! Momo

SUBHRO SARKAR

Head of Brand & Communications, Ambuja Neotia Group

PROMITA SAHA

VP, Karukrit Advertising Pvt Ltd

ADOLINA GANGULY

Founder, Institute of Personality &
Image Management (IPIIM)

SUPARNA MUCADUM

Head of Marketing & Brand Custodian, Keventer Agro Ltd

4:25PM-5:10PM

PANEL DISCUSSION

**Cinema vs Streaming:
Competition or Collaboration?**

In conversation with

RAJA CHANDA

Indian Film Director, Raja Chanda Films

Joined By

SRIJIT MUKHERJI

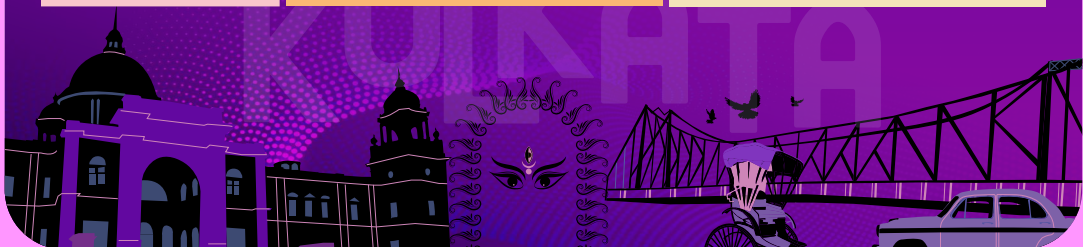
Filmmaker, Screenwriter, Editor, Actor & Lyricist

AVIJIT SEN

Senior Vice President Programing Head Non Fiction
Zee Bangla, Indian Film & Television Director

MONAMI GHOSH

Actor, Dancer, Fashion Icon & Producer



5:15PM

Closing Note and Refreshments

OUR PROPERTIES



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awards



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