


## Programme

Time in IST	
08:30	<b>Delegates and Speakers Registration</b> <i>Venue: Konkan Room, Level B, Taj Lands End, Mumbai</i>
09:20	<b>Welcome Remarks</b> <b>Anjan Mitra</b> , India Consultant, <b>AVIA</b>
09:30	<b>Opening Remarks</b> <b>Louis Boswell</b> , CEO, <b>AVIA</b>
09:35	<b>Opening Keynote Conversation: Policies to Make India a Global Content and Technical Hub</b> <b>Shri Apurva Chandra</b> , Secretary, <b>Ministry of Information and Broadcasting (MIB)</b> <i>With Clare Bloomfield</i> , Acting Chief Policy Officer, <b>AVIA</b>
10:00	<b>In Conversation: The Rise of OTT in India - The Catalyst for Change in India's Storytelling Ecosystem</b> In this session, we will discuss the role OTT has played in changing reach, scale and audiences and how streaming services are creating ecosystems of excellence and providing a level playing field for content creators and talent, both new and established. We will also explore the role of OTT in expanding the market for Indian content and creating new revenue streams for the Indian film industry. <b>Sushant Sreeram</b> , Country Director, <b>Prime Video India</b> <i>With Vanita Kohli-Khandekar</i> , Consulting Editor, <b>Business Standard</b>
10:25	<b>Monetisation Models: How Can More Revenue Be Generated?</b> Monetisation is a big challenge for OTTs, especially as content costs are rising sharply. India currently has ~ 102 million SVOD subscribers and this number is estimated to increase at a CAGR of 17% to reach 224 million by 2026, according to a 2022 report by Deloitte. But there is still a large number of consumers who do not want to pay for content. So how do streaming platforms capture this group of consumers? How has the Indian SVOD market trend changed over the last 24 months? How will Netflix's new ad supported tier shake up the streaming landscape in India? Profitability, ARPU, sustainable monetisation models – how are mindsets different today and what can organisations do to generate more revenue?  <u>Panelists:</u> <b>Kaushik Moitra</b> , Partner, <b>Bharucha &amp; Partners</b> <b>Arghya Chakravarty</b> , COO, <b>Shemaroo Entertainment</b> <b>Praveen Chaudhury</b> , Director, Retention, Engagement & Growth Strategy, DTC Marketing, <b>Warner Bros Discovery, APAC</b>  <i>With Divya Dixit</i> , Advisor - Business Strategy & Growth

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11:00	<p><b>In Conversation: Disney+ Hotstar's Playbook for Content, Viewership and Growth</b></p> <p>After witnessing rapid growth in recent years, the OTT market in India has entered a transformational phase which calls for an ingenious approach to the manner in which streaming platforms need to innovate for growth. In this session, Sajith Sivanandan will share his view of what the Indian streaming market looks like and what Disney+ Hotstar's regional strategy and priorities are for growth in the coming year.</p> <p><b>Sajith Sivanandan, Head, Disney+ Hotstar India</b></p> <p><i>With Louis Boswell, CEO, AVIA</i></p>
11:25	<b>Coffee Break</b>
11:50	<p><b>In Conversation: Retooling Linear Distribution for New Age</b></p> <p>In this session, we will look at what the present status is of linear cable distribution. With only 90mn broadband penetration, why haven't MSOs and cable operators been able to effectively increase subscriber numbers? What are the monetisation options for video distributors in the face of competition from OTT platforms? Is the bundling of apps by MSOs a way forward to increase revenue?</p> <p><b>Vynsley Fernandes, Whole time Director, Hinduja Global Solutions, CEO, NXTDIGITAL</b></p> <p><i>With Karan Taurani, SVP, Elara Capital</i></p>
12:15	<p><b>Tech Leaders Talk: What Keeps Them Awake at Night?</b></p> <p>What is keeping the Tech Leaders of today up at night? What are the key issues they are worrying about when it comes to the video industry? In this session, we will speak with one of the largest streaming platforms in India to explore topics from the changing nature of the role of the Technology Officer itself to the challenges of running a video streaming service today. Hear more about which technologies you should be investing more time and money in, and where the video industry is headed to in the future.</p> <p><b>Manish Verma, Head of Technology for SonyLIV, Sony Pictures Networks India</b></p> <p><i>With Mitesh Jain, Country Manager – India &amp; SAARC, Akamai Technologies</i></p>
12:40	<b>Lunch Break</b>
13:45	<p><b>In Conversation: Linear vs Streaming – Does it Even Matter?</b></p> <p>Even as Viacom18 has announced it will be a digital-first media company – though still straddling both the linear and digital landscape – what does it mean? For so long we have contrasted and compared the worlds of linear and streaming, but is this still a useful lens through which to view the industry? Both share (almost) the same business models revolving around subscription and advertising, and, more importantly, both share similar premium video content. So, is having synergies and similarities the new mantra? Or is that too simplistic a way to describe the complex India M&amp;E industry? We try to decode the new strategy of Viacom18 with CEO Jyoti Deshpande, who oversees both the linear digital businesses of the organization.</p> <p><b>Jyoti Deshpande, CEO, Viacom18</b></p> <p><i>With Louis Boswell, CEO, AVIA</i></p>

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14:10	<p><b>In Conversation: How has the Indian Content Landscape Changed in the Age of Streaming?</b></p> <p>With the rise of streaming, there has been more focus than ever before on the choice of content each platform is acquiring and producing. What is this doing to content costs and for both volume and costs of production? What's next for regional content, as the pressure to create content for global audiences intensifies? How does a content media studio decide between a theatrical or streaming platform release? What does life look like from the view of a content producer - is this the golden age of production? Are budgets bigger and creative voices stronger or is the pressure simply higher while budgets remain squeezed?</p> <p><b>Sameer Nair</b>, Managing Director, <b>Applause Entertainment</b></p> <p><i>With Anuj Gandhi</i>, Founder, <b>Plug and Play Entertainment</b></p>
14:35	<p><b>Content Leaders Talk: Making the Right Play</b></p> <p>According to market estimates, top OTT players have spent between \$600mn and \$700mn in 2022 on producing original shows in various languages, including Hindi. This amount excludes movies and sports content, which account for a big chunk of the OTT content expenditure. Notwithstanding the fact that revenues are under pressure due to inflation and a global economic slowdown, will we see Indian OTT platforms continue to double down on content investments to fuel business growth in 2023? How are they sustaining it? How do they decide what type of content will work and in which language? Are there any fixed yardsticks for green-lighting content? Is it originals vs exclusives? Is there a place for specialization in content, by genre or geography?</p> <p><u>Panelists:</u></p> <p><b>Dimple Kharbanda</b>, Producer/Executive Director, <b>Kangra Talkies</b>  <b>Vikram Sahay</b>, Joint Secretary (Policy &amp; Administration), <b>Ministry of Information and Broadcasting (MIB)</b>  <b>Gautam Talwar</b>, Chief Content Officer, <b>MX Player</b>  <b>Shrishti Behl</b>, CEO, <b>Phantom Studios</b>  <b>Nikhil Madhok</b>, Head of Hindi Originals, <b>Prime Video, India</b></p> <p><i>With Anuj Gandhi</i>, Founder, <b>Plug and Play Entertainment</b></p> <p>Session brought to you by:</p> <p>  <b>bharucha &amp; partners</b>  <small>Advocates &amp; Solicitors</small></p>

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15:20	<p><b>Content Monetization - Transforming Linear TV Inventory to CTV Inventory – The Role of the Operator</b></p> <p>With Connected TV (CTV) ad spends slowly growing in regions like India and APAC, there is also a transformation that Linear TV Inventory is undergoing, with the advent and rapid deployments of Hybrid STBs. These Connected STBs provide a significant opportunity of pure play Digital Advertising on Traditional Linear TV Streams, providing the much needed unfragmented reach - with minimal changes to the backend infrastructure of the Pay TV operator. The role of the operator is important in enabling this change. This panel will discuss these changes and the role the operators are playing in this transformation.</p> <p><u>Panelists:</u>  <b>Ajit Singh</b>, VP of Engineering, <b>Airtel Xstream</b>  <b>Prasad Sanagavarapu</b>, Chief Business Officer, <b>INVIDI</b></p> <p><i>With</i> <b>Deepti Khutal</b>, Senior Director, International Operations, <b>INVIDI</b></p> <p>Session brought to you by:</p> 
15:40	<b>Coffee Break</b>
16:00	<p><b>Leveraging the Power of the Screen</b></p> <p>One of the things that is central to the 'streaming wars' is the battle of the TV interface or Operating System. As TVs get smarter, with easier navigation, enhanced capabilities and a more personalised experience, consumers not only expect Smart TVs to provide access to great apps and content, but to also make them more discoverable. OEMs have a unique position in the market to see holistic viewing behaviours across their screens and have become a gateway to hardware, content and advertising experiences. In this session, Prabhvir Sahmey, Senior Director at Samsung Ads India, will discuss three key trends and how brands can leverage the power of the screen to create deeper opportunities to engage audiences.</p> <p><b>Prabhvir Sahmey</b>, Senior Director, <b>Samsung Ads India</b></p>
16:10	<p><b>Unleashing the Potential of Advertising on OTT</b></p> <p>In India, AVOD generates way more revenue than SVOD. AVOD platforms are expected to continue to pull in more revenue than SVOD in the coming years, increasing from the current revenue generation of US\$1.1 billion in 2021 to US\$2.4 billion in 2026, according to a 2022 report by Deloitte. How will AVOD open doors to more opportunities for marketers to advertise on a premium OTT platform? Programmatic is a game changer but for OTT streamers, is it only for remnant inventory with preference still being given to direct deals in the hope of capturing maximum value? Do OTT platforms approach the market more from a TV pedigree? What will change with the arrival of Netflix's ad-tier plans?</p> <p><u>Panelists:</u>  <b>Gavin Buxton</b>, MD Asia, <b>Magnite</b>  <b>Prabhvir Sahmey</b>, Senior Director, <b>Samsung Ads India</b>  <b>Ranjana Mangla</b>, SVP and Head of Ad Revenue, SonyLIV, <b>Sony Pictures Networks India</b></p> <p><i>With</i> <b>Akila Jayaraman</b>, Head of Sales Strategy, <b>Reliance Jio</b></p> <p>Session brought to you by:</p> <p><b>SAMSUNG Ads</b></p>

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16:45	<p><b>New Innovations to Monetise Inventory and Deliver Higher Performance Across CTV/OTT</b></p> <p>Online video streaming consumption is at an all-time high due to changing viewing habits. This has created opportunities for publishers and advertisers, yet programmatic inventory remains limited. To overcome the challenges of just selling inventory using traditional methods, we will explore new innovations that could help CTV/OTT publishers unlock new revenue opportunities across all channels, formats, devices and screens. We will also dive into how these solutions can help publishers create flexibility for new demand while maximizing yield and gain control over their advertising business.</p> <p><u>Panelists:</u>  <b>Dina D'Souza</b>, SVP - Direct Business and OTT AVOD, <b>MX Player</b>  <b>John Martin</b>, Senior Director, OpenWrap, <b>PubMatic</b></p> <p><i>With Akshat Raizada</i>, National lead — Digital Trading and Investments, <b>GroupM</b></p>
17:10	<p><b>The State of Female Representation in the Indian Film and Video Sectors</b></p> <p>The state of female representation in the Indian film and video sectors remains extremely low and should act as a wake-up call for the industry. According to a recent study led by Ormax Media and Film Companion, women in India hold just 10% of HOD positions across key divisions. In this panel, we will discuss ways to address the evident imbalance. How can streaming further lead the charge on diversity, equity and inclusivity in the Indian M&amp;E sector?</p> <p><u>Panelists:</u>  <b>Megha Tata</b>, CEO, <b>Cosmos Maya India</b>  <b>Minakshi Achan</b>, Head – Network Brand &amp; Creative Communications, <b>Disney Star</b>  <b>Supriya Sobti Gupta</b>, Founder, <b>MOW Productions</b>  <b>Smriti Mehra</b>, CEO – Business News, <b>Network18</b></p> <p><i>With Keerat Grewal</i>, Partner, <b>Ormax Media</b></p>
17:40	<p><b>Shifting Sands in India's Video Marketplace: Consumption, Distribution and Monetisation</b></p> <p>With television and digital media on equal footing, shifts in distribution infrastructure will play a key role in shaping user experience, revealing consumption habits, and opening new avenues of monetisation. This closing session will explore the latest trends amidst global macro-economic challenges, regulatory developments, competition, and consolidation.</p> <p><b>Mihir Shah</b>, VP, India, <b>Media Partners Asia (MPA)</b></p>
18:10	<p><b>Closing Remarks Followed by Cocktail Networking</b></p>



## Speaker Profiles

	<p><b>Shri Apurva Chandra, Secretary, Ministry of Information and Broadcasting (MIB)</b></p> <p>Apurva Chandra took over as MIB Secretary in August 2021. Since then, he has spearheaded key policy issues relating to outreach, broadcasting, stakeholder partnership, digital content rules and collaboration with M&amp;E sector. Earlier, Chandra has held senior leadership positions in the Indian federal and State governments, including at Ministry of Petroleum &amp; Natural Gas, Ministry of Defense and Ministry of Labour &amp; Employment. A 1988 batch of Indian Administrative Service, Chandra is a trained civil engineer, having obtained Bachelor's degree in Civil Engineering and Masters in Structural Engineering from IIT Delhi.</p>
	<p><b>Vikram Sahay, Joint Secretary (Policy &amp; Administration), Ministry of Information and Broadcasting (MIB)</b></p> <p>A1992 batch of Indian Revenue Service, Sahay holds a Masters in Economics from Delhi School of Economics and an MBA in Public Services from the University of Birmingham. He has held several important positions in Central Board of Direct Taxes and Ministry of HRD. Since May 2018, Sahay has been with Ministry of Information and Broadcasting handling policy matters relating to print media, information sector, and broadcast and digital content.</p>
	<p><b>Ajit Singh, VP of Engineering, Airtel Xstream</b></p> <p>Ajit leads engineering for XStream Video, XStream Connected Box and Airtel Ads. He has over 15 years of experience in working on the consumer products and Video products. For Airtel, Ajit's focus is on Ad monetization and Subscription charter for Video. Under his leadership, Airtel launched XStream Premium which is a bundled offering for content from leading OTT partners. Prior to Airtel, Ajit has contributed at Nimbuzz messenger &amp; Aricent in various leadership capacities.</p>
	<p><b>Mitesh Jain, Country Manager – India &amp; SAARC, Akamai Technologies</b></p> <p>Mitesh Jain is the Country Manager for India region at Akamai Technologies. In his role, he is responsible for accelerating growth of the business in India and SAARC countries. With a sales career spanning over 20+ years, Mitesh has worked with leading companies including Oracle, Micro Focus, Subex and Adobe, driving enterprise account strategies as well as helping orchestrate business transformation for organisations across industry segments.</p> <p>Mitesh holds a bachelor's degree in Business Management and an Executive MBA from Indian Institute of Management and truly loves his golf.</p>

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	<p><b>Sameer Nair, CEO, Applause Entertainment</b></p> <p>Sameer Nair is the Managing Director of Applause Entertainment, known for producing breakthrough series such as Scam 1992, Rudra: The Edge of Darkness, and Criminal Justice. Sameer began his career in the advertising industry before joining Star Network in 1994, where he became the CEO in 2006. Sameer is credited with revolutionizing Indian television with shows like Kaun Banega Crorepati. He continues to push boundaries with upcoming projects such as a biopic series on Mahatma Gandhi and a global animation series based on ACK's comic series. Applause's recent theatrical release, Zwigato received critical acclaim and much audience love.</p>
	<p><b>Louis Boswell, CEO, Asia Video Industry Association (AVIA)</b></p> <p>Louis Boswell is the Chief Executive Officer of Asia Video Industry Association (AVIA). As CEO, his remit is to lead the industry through championing all broad based initiatives that result in a more vibrant and healthy video ecosystem. This includes being at the forefront of industry research, supporting evolving business models, understanding the role of technology, representing the industry in conversations with regulators and taking a leading role in eliminating piracy.</p>
	<p><b>Clare Bloomfield, Acting Chief Policy Officer, Asia Video Industry Association (AVIA)</b></p> <p>As AVIA's Acting Chief Policy Officer, Clare represents the combined positions of our members and engages in constructive dialogue with governments so they may better understand the curated video industry and foster an environment of support for the growth of the industry. In consultation with and on behalf of AVIA member companies, she will also develop and execute policy initiatives relevant to the video industry. Clare joined AVIA in September 2017 having previously worked as a UK diplomat at the British Consulate-General, Hong Kong, as well as in Washington DC and Pakistan.</p>
	<p><b>Kaushik Moitra, Partner, Bharucha &amp; Partners</b></p> <p>With his rich experience in technology, media and telecommunications, intellectual property, and private equity, Kaushik brings to the table domain knowledge and acute legal acumen. Kaushik advises international and domestic clients on mandates ranging across policy advisory, compliance and regulations, and media and technology-related documentation including licensing, distribution, and revenue sharing agreements. He is closely engaged with the Entrepreneurship and Start-up Practice of the Firm.</p>





## **Vanita Kohli-Khandekar, Consulting Editor, Business Standard**

Vanita Kohli-Khandekar has been tracking the Indian media and entertainment business for almost two decades. Currently she is a columnist and writer for one of India's leading financial dailies, Business Standard and Singapore-based Content Asia. Her earlier stints include one at Businessworld and EY. A Cambridge University fellow (2000), Vanita has taught at some of the top media schools in India. Her first book, The Indian Media Business (Sage), is in its fourth edition. The second, The Making of Star India (Penguin), was released in August 2019.



## **Megha Tata, CEO, Cosmos-Maya India**

Megha Tata is the Chief Executive Officer of Cosmos-Maya where she will oversee the company's operations and lead the animation studio into its next phase of growth. Tata comes with over three decades of experience in the management of television networks in the media and entertainment industry. Prior to Cosmos-Maya, Tata was a Managing Director at Discovery Communications India. She has held leadership positions across other eminent broadcasters such as BTVI, HBO, Turner International India, and Star India.



## **Minakshi Achan, Head - Network Brand & Creative Communications, Disney Star**

Minakshi is Head - Network Brand & Creative Communications at Disney Star India. In this role, she leads brand strategy and creative communications across entertainment, sports, distribution for Star, Disney India, and Disney+ Hotstar. Minakshi is also shaping the diversity, equity, inclusion and sustainability agenda for the network brand.





Prior to Disney Star, she was Chief Creative Officer at Rediffusion Young and Rubicam, House of Anita Dongre (a General Atlantic company), Creative Director at J Walter Thompson and Leo Burnett. Minakshi was also co-founder of Salt Brand solutions.






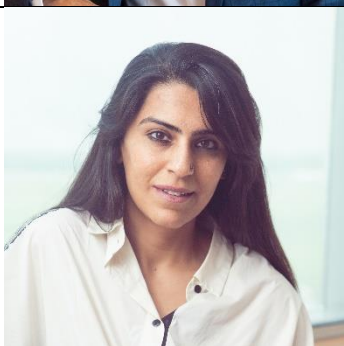
## **Sajith Sivanandan, Head, Disney+ Hotstar India**

Sajith leads Disney+ Hotstar and is responsible for the streaming service's growth, revenue and product strategy. In this role, he works closely with the Disney+ teams in other parts of the world. Prior to joining Disney+ Hotstar, Sajith was Managing Director and Business Head of Google Pay where he was responsible for growing GPay into one of the most successful digital payment platforms in India.



	<p><b>Karan Taurani, SVP, Elara Capital</b></p> <p>Karan has been involved in institutional equity research for more than 15 years now; focusing on the media, entertainment, consumer and internet sectors. Karan advises multiple large domestic and FII funds on investments in these industries. He is ranked #1 analyst for the Indian media and entertainment sector as per AsiaMoney Brokers Poll (Across all geographies) in 2021/2022. He is regularly featured on marquee business TV channels and across print, digital media for sharing his views/outlook on various sectors.</p>
	<p><b>Akshat Raizada, National Lead — Digital Trading and Investments, GroupM</b></p>
	<p><b>Prasad Sanagavarapu, Chief Business Officer, INVIDI</b></p> <p>Prasad is a business leader and technologist with a career spanning over two decades in the fields of content distribution, advertising, security, and media appliances. Currently he is the Chief Business Officer at Invidi, where his role includes driving Cross Platform Content monetization at various Distributors and Content Programmers Globally with Invidi Product Line. In his previous roles, Prasad worked in Senior Roles at Motorola, Sun Microsystems, Intertrust and further provided strategy consulting to various payTV operators across APAC and Africa, with a particular focus on cross screen monetization.</p>
	<p><b>Deepti Khutal, Senior Director, International Operations, INVIDI</b></p> <p>Deepti Khutal is the Senior Director, International Operations at INVIDI responsible for deployment of the advanced advertising solutions in the India, APAC and Africa markets. Deepti has around 18 years of experience in the Content Industry, with particular focus on OVPs, Audience Management, and Ad monetization of Content. Before being part of Invidi, she held several leadership roles at Ooyala, VideoPlaza and TCS.</p>





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	<p><b>Dimple Kharbanda, Producer/ Executive Director, Kangra Talkies</b></p> <p>Dimple Kharbanda started her career as a reporter with Plus Channel. She worked with various organisations in different capacities before venturing on her own as an independent Director/producer. Bollywood was always a dream and the journey began with Say Salaam India, an indie cricket based film released in 2008. The journey with Kangra Talkies as a Producer/ Executive Director has been special with the success of Madam Chief Minister and Maharani (season 1&amp;2) being one of the most successful webshows on Indian OTT streaming on Sony LIV.</p>
	<p><b>Gavin Buxton, MD Asia, Magnite</b></p> <p>Gavin currently leads the growth of Magnite Asia, where he is focused on helping media owners and brands win across every channel and format. Gavin has over 19 years' global experience in the digital advertising space, having worked in leadership roles at tech and publishing companies, including Microsoft, Turner Broadcasting and LinkedIn, with the last ten years based in Asia building businesses. His working knowledge spans television, digital, search, programmatic, mobile, content marketing and social media.</p>
	<p><b>Mihir Shah, Vice President, India, Media Partners Asia (MPA)</b></p> <p>With more than 15 years of experience in evaluating trends in India's media, telecommunications, and entertainment industries, Mihir leads Media Partners Asia's (MPA) Mumbai-based team in research and consulting. At MPA, Mihir has led numerous market research, strategy, IPO, due diligence and M&amp;A engagements for global and domestic clients, including – Airtel, Comcast, CJ, Discovery, Disney, Liberty Global, Saban, Sony, Sumitomo, Warner Media, Zee and others.</p>
	<p><b>Supriya Sobti Gupta, Founder, MOW Productions</b></p> <p>Supriya Sobti Gupta began her career working in current affairs at the BBC in London. Since then, she has developed, produced and directed news programmes, series and feature length documentaries for a large number of award-winning production companies, global news networks and international streamers. Her work revolves around issues of social relevance in India.</p> <p>In 2010, Supriya founded MOW Productions - a boutique film production house and line production company that focuses on telling unique and access driven stories from India, stories that have an impact.</p>



	<p><b>Gautam Talwar, Chief Content Officer, MX Player</b></p> <p>Gautam brings to the table over 20 years of experience in the content, advertising and entertainment. In his role as the Chief Content Officer at MX Player - he is responsible for bringing viewers compelling content - backed by gripping narratives and associations with powerhouse writers, directors and talent for its MX Original Series', across genres and languages.</p>
	<p><b>Dina D'Souza, SVP - Direct Business and OTT AVOD, MX Player</b></p> <p>Dina brings with her 20 years of experience across print, digital, ad tech, gaming, and commerce industries. In her current role as SVP at MX Player, she heads the Direct and OTT AVOD business for the organization. Prior to MX Player, she was the VP and Head of ad monetisation for Trell. She held other leadership and sales roles at Flipkart Ads, POKKT, 9X Media, Microsoft, Yahoo!, and Bennett Coleman &amp; Co.</p>
	<p><b>Smriti Mehra, CEO, Business News, Network18</b></p> <p>Smriti drives the cluster that includes CNBC-TV18, CNBC Awaaz and CNBC Bajar. She is an experienced revenue head with a demonstrated history of working in the media industry across mediums. She is skilled in customer relationship management, market research, marketing and management, and business development. In her previous roles at Network18, Smriti has led significant deal closures, both on campaign sponsorships and traditional FCT advertising. She has also done stints at media companies like Arre, Turner Broadcasting and Discovery India.</p>
	<p><b>Vynsley Fernandes, Whole time Director, Hinduja Global Solutions, CEO, NXTDIGITAL</b></p> <p>Vynsley Fernandes is the Whole time Director at Hinduja Global Solutions Limited (HGSL) and Chief Executive Officer of its digital media division, NXTDIGITAL. Vynsley is a veteran media executive and one of India's foremost technocrats with three decades of experience in delivering and managing assignments globally including DTH (Direct-to-Home) &amp; HITS (Headend-In-The-Sky) platforms; digital cable networks; and news &amp; entertainment channels. With an academic background in Mass Communications and Media, Vynsley is considered a thought leader in the media &amp; entertainment space.</p>



	<p><b>Keerat Grewal, Partner, Ormax Media</b></p> <p>Keerat joined Ormax Media in 2009 and has been instrumental in driving the company's growth since its early years. In her current role, she's in charge of business development and account servicing for key business partners in the television, streaming, print, radio and branded content categories. Keerat has more than 20 years of experience in the Indian Media &amp; Entertainment industry. Before Ormax Media, she was associated with the Times Group, Filmy and Reliance Entertainment.</p>
	<p><b>Shrishti Behl, CEO, Phantom Studios</b></p> <p>Srishti Behl is a seasoned producer with over three decades of experience. She co-founded Rose Audiovisuals in 2002, a film and television production house that produces several films and thousands of hours of television in both scripted and unscripted content. In 2018, she took on the role of Head of Original Films at Netflix India where she launched 35 titles over 3 years. She has recently taken on the role of CEO at Phantom Studios where she intends to carry forward its remarkable legacy and build out local contents to greater heights both in India and around the world.</p>
	<p><b>Anuj Gandhi, Founder, Plug and Play Entertainment</b></p> <p>Anuj Gandhi has more than 28 years' worth of experience in the media and digital entertainment industry. He is currently Founder of Media Tech venture – Plug &amp; Play Entertainment where Anuj headed a team of professionals for Content Monetisation in both traditional and Digital platform businesses. Anuj held other senior leadership roles including Head of Content Acquisition at Reliance - Jio, CEO at DEN Networks and President of Set Discovery. Anuj was also a member of the Digitization Committee set up by the Indian Government/Regulator.</p>
	<p><b>Sushant Sreeram, Country Director, Prime Video India</b></p> <p>Sushant is entrusted with strengthening Prime Video's goal of being India's most loved video-subscription service, by scaling the SVOD business, marketplace offerings (Prime Video Channels &amp; Movie Rentals), and sports. Sushant's role operates across long-term product and content strategy, accelerating customer adoption by catering to India's diverse entertainment needs, and delivering a compelling Prime membership to customers. Over a career of more than 19 years, Sushant has operated across multiple industries including Consumer Goods, eCommerce, Travel &amp; Tourism, among others.</p>

	<p><b>Nikhil Madhok, Head of Hindi Originals, Prime Video India</b></p> <p>Nikhil is fascinated by the confluence of content and technology and the exciting possibilities ahead. At Prime Video India, he leads the development and launch of Hindi originals. This includes the upcoming seasons of award-winning shows like Mirzapur, The Family Man, Made in Heaven, Paatal Lok, and several new franchises. In his previous stint, Nikhil conceptualized and set up the entire original content initiative for Disney+Hotstar. A post graduate from IIM Bangalore, Nikhil started his career as a marketing professional at Hindustan Unilever.</p>
	<p><b>John Martin, Senior Director, OpenWrap, PubMatic</b></p> <p>John is the Senior Director, OpenWrap at PubMatic. In his role, John oversees the global commercial strategy for the platform across all formats. He is responsible for OpenWrap's "Go to Market" execution, product market development and regional sales teams. Prior to joining the team at PubMatic, John spent 7 years with Playwire working closely with the Publisher and App Developer community to better monetize their assets. Before falling into AdTech, John began his career in Enterprise Software with SAP where he worked on sustainable supply chain solutions.</p>
	<p><b>Akila Jayaraman, Head of Sales Strategy, Reliance Jio</b></p> <p>Akila Jayaraman is currently the Head of Sales Strategy for Reliance Jio where she works towards building the narrative on Jio platforms to make it a leading digital media advertising platform. Prior to Reliance Jio, Jayaraman was the VP of Cheil India where she led a team of 40+ digital first professionals towards enhancing the digital media, data and technology capabilities for Samsung in India. She held other positions at Essence, Madhouse, Comviva Technologies, Ericsson India and Feedback Business Consulting.</p>
	<p><b>Prabhvir Sahnay, Senior Director, Samsung Ads India</b></p> <p>Prabhvir Sahnay (Prabh) is currently a Senior Director at Samsung Ads. His remit is to setup the Samsung Ads business in India by pioneering the arena of Connected TV. Prior to Samsung, Prabh pioneered Programmatic Advertising at Google, Search advertising at GroupM and e-education with Tata Interactive Systems. Over years, Prabh has been identified as a domain expert for all things online, go-getter, calm, and goal-oriented individual who encourages collaboration across various teams to achieve the business goal.</p>



	<p><b>Arghya Chakravarty, COO, Shemaroo Entertainment</b></p> <p>Arghya Chakravarty joined Shemaroo Entertainment as the Chief Operating Officer in July 2022. As the COO, he has been driving the overall business strategies and operations for the growth and success of the brand.</p> <p>In his stint of 30+ years, he has held leadership positions across a gamut of reputed organizations including Times Innovative Media, PepsiCo, and Asian Paints. Prior to Shemaroo, Arghya spearheaded the entertainment business and Ad sales for Disney Star India as the EVP.</p>
	<p><b>Manish Verma, Head of technology for SonyLIV, Sony Pictures Networks India</b></p> <p>Manish Verma is Head of Technology, SonyLIV at Sony Pictures India Limited where he is responsible for building global OTT platform. He has more than 20 years of experience in the media and entertainment industry.</p> <p>Prior to SonyLIV, he was the Global CTO at Zee entertainment where he has led global engineering, development and technology operations teams to build global digital media and OTT products. He held other leadership roles at Network18 Media, Hungama, Yahoo, Rediff, Reliance entertainment and Hughes.</p>
	<p><b>Ranjana Mangla, SVP and Head of Ad Revenue, SonyLIV, Sony Pictures Networks India</b></p> <p>Ranjana Mangla is the Sr. Vice President, Head of Ad Revenue, SonyLIV at Sony Pictures Networks India since 2020, and is responsible for SonyLIV's Digital Advertising Sales Strategy and Revenue for India Market. With a career spanning nearly 2 decades, Ranjana possesses rich and varied skills in revenue strategy, show/film launches, market relations across broadcasting products. Before joining SPN, she was Vice President, India Head- Impact Revenue at Disney+Hotstar and has also worked in leadership roles in companies like Discovery Inc, Viacom, NDTV Imagine amongst others.</p>
	<p><b>Jyoti Deshpande, CEO, Viacom18</b></p> <p>Jyoti Deshpande is an industry veteran with over 3 decades of experience in the media and entertainment business. On September 30, 2021, Jyoti was appointed as CEO of Viacom18 to drive its transition into a truly integrated media company across broadcast, OTT and content studio businesses spanning general entertainment, movies, kids and sports across languages. This makes her the first woman leader to be named CEO of a Big 4 media company in India. She also serves on the boards of Network18, Balaji Telefilms and JioSaavn.</p>





**Praveen Chaudhury, Director, Retention, Engagement & Growth Strategy, DTC Marketing, Warner Bros. Discovery, APAC**

Praveen Chaudhary is an experienced media industry professional with over a decade of experience of having worked with leading media companies such as Zee Entertainment and Times Group. He currently leads Subscriber Acquisitions, Partnerships, Pricing & Packaging for Warner Bros. Discovery for streaming products in APAC.

He started his OTT journey with discovery+ where he has managed and led various roles including Growth Strategy, Revenue, Analytics, Subscription, and Partnership. Prior to joining discovery+, Praveen worked in the Corporate Strategy and Investor Relations team for Zee Entertainment.



**Divya Dixit, Advisor - Business Strategy & Growth**

Divya has 20+ years of experience in marketing and brand building across industries — digital, broadcast, telecom, and music. With an impeccable record of launching brands in the sector of broadcast, telecom, music, and OTT; rejuvenation of brands, consumer lifetime value journeys, creating revenue opportunities, product designing, and designing sales currencies through consumer insights across industries, she has helped create sustainable businesses. Prior to joining ALTBalaji, Divya has been in leadership positions at organizations of the likes of ZEE5, Sony, UTV, Tata Docomo, Barista, to name a few.

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