



FRAMES 2002
“Global Convention on the Business of Entertainment”
15th & 16th March, 2002
Renaissance Mumbai Convention Centre, Powai, Mumbai

PROGRAMME

14th March, 2002

6.00 p.m.
(Three shows of 1 hour each)

Digital Film Screening
Venue : IMAX Adlabs Multiplex, Bhakti Park
Vadala, Mumbai

15th March, 2002

8.30 a.m. – 10.00 a.m

Registration & Coffee

10.00 a.m.

Inaugural Session (Grand Ball Room)
Ms Aishwarya Rai- Lighting of the Lamp
Mr R S Lodha, President, FICCI – Welcome Address
Mr Yash Chopra, Chairman, Entertainment Committee, FICCI –
Opening Observations
Mr Bobby Bedi, Convenor, FRAMES 2002 – Theme of the Convention
Mr P.P. Vora, Chairman & Mg Director, IDBI – “A Year of Film
Financing”
Mr Subrata Roy Sahara, Mg. Worker & Chairman, Sahara India
Pariwar – Special Address
Mr Pawan Chopra, Secretary, Ministry of I&B – Special Address
Mr Kamal Haasan - Special Address
Mr James Murdoch, Chairman & CEO, STAR Group- Keynote Address
Mr Vilasrao Deshmukh, Chief Minister, Maharashtra – Address on State
Policy
Launch of FICCI – NASSCOM – TiE “e-Entertainment Alliance”.
Mrs Sushma Swaraj, Union Minister for Information &
Broadcasting – Inaugural Address

11.30 a.m

Presentation on Status and future of Entertainment Industry
Mr Farokh Balsara, Partner, Andersen.

11.45 a.m.

Discussion

12.30 p.m

Mr Amit Khanna, Chairman, Convergence Committee & National
Executive Committee Member, FICCI – Concluding Observations & Vote
of Thanks



12.45 p.m.- 2.00 p.m

Lunch

Host : Prasar Bharati

2.00 – 3.30 p.m.

2.00 - 3.30 p.m.

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Concurrent Sessions-I

Films : The New Frontiers (*Ball Room 3*)

Chairman : Mr Amit Khanna

Distinguished Speakers:

Mr Subhash Ghai, Chairman, Mukta Arts Ltd – *The emergence of Production Houses*

Mr Vidhu Vinod Chopra – *Indian Films: World Market*

Mr V J Lazarus, President & Mg Director, Universal Music (India) Ltd

Mr Abhik Mitra, Mg Director, Saregama Ltd–*Film Soundtracks – Volumes versus Cost – an analysis*

Mr Karan Johar, Director, Dharma Productions – *Stars equal success – Myth or Reality?*

Mr G Venkateswaran, CMD, GV Films Ltd –*Marketing of Indian films in India and abroad*

Mr Senthil Kumar, Director, Real Image –*Digital Filmmaking –the breakthrough*

Discussion

2.00 - 3.30 p.m.

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Broadcasting – The Importance of Change (*Ball Room 2*)

Chairman : Mr Anil Bajjal, Addl. Secretary, Ministry of I&B

Distinguished Speakers:

Dr Patrick Cross, Mg Director, BBC World – *Content Syndication and Formats*

Mr Kunal Dasgupta, CEO, Sony Entertainment TV– *Pay TV The Subscription Age*

Mr Yoshinori Imai, Director General, Intl. Policy and Broadcasting Deptt, NHK, Japan– *Public Broadcasting in Digital Age*

Mr Saeed Al Muntafiq, CEO, Dubai Media City & Dubai Ideas Oasis &

Mr Abdulhamid Juma, Chief Sales and Marketing officer – *Digital Convergency*

Mr Rajiv Mehrotra, Managing Trustee, Public Service

Broadcasting Trust – *Public Service Broadcasting: Putting the public first*

Discussion



- 2.00 - 3.30 p.m. : **New Media : The Emergence of Convergence (Ball Room 1)**
Chairman : Mr Kiran Karnik, President, NASSCOM
- Distinguished Speakers:**
Mr Arun Arora, President, The Times of India Group – *Music in the age of Convergence*
Dr Will Bratton, Senior Associate, Spectrum Strategy Consultants – *Interactivity : States & Strategy*
Mr Achille Forler, CEO, Silk Road Communications – *Interactive TV and Internet for all*
Mr James Abraham, V.P and Director, BCG- *Future of E/T Commerce*
Dr Jasjit Saini, CEO, NDS (News Corporation Company)
Mr Pradeep Gupta, CEO, Cybermedia Group
- Discussion
- 2.00 - 3.30 p.m. : **Live Entertainment : The Big Ticket (Powai Room 2&3)**
Chairman : Mr T Venkat Vardhan, CMD, DNA Networks Ltd
- Distinguished Speakers:**
Wiz. Sabbas Joseph, Director, Wizcraft– *Event Management emerging as the new communication media*
Mr Suresh Thomas, Mg Director, BMG Crescendo– *Pop Versus Traditional – where does the new market lie in live entertainment*
Mr Michael Menezes, Mg Director, Showtime – *Live entertainment- Are we determined to kill it?*
Mr Gerson Da’Cunha– *Art & Community Sponsorship*
Mr Ameet Hariani, Partner, Andersen Legal – *Key legal issues affecting the live entertainment industry.*
Mr Mohammad Morani - *Indian Star Shows Abroad*
- Discussion
- 2.00 p.m.- 3.30 p.m. : **Cable & The Network : Broadbanding India (Powai Room 1)**
Chairman: Mr Ashok Mansukhani, Executive Vice President, Hinduja TMT
- Distinguished Speakers:**
Mr Kuldip Johal, PACE – *The Digital Set Top Box and address ability*
Mr Naseem Ahmad, CEO, HFCL– *How to share the Consumer Rupee*
Mr A K Sekhar, G.M. Broadband Communication Sector, Motorola (I) Pvt Ltd- *Convergence oversettop*
Mr Neeraj Bhatia Vice President , Hathway Cable– *The need for addressability - The consumer perspective*
Mr Anil Wanvari, CEO, Indian Television.Com. – *Convergence Myth or Realty*



3.30 - 3.45 p.m.

Tea Break

3.45 - 5.30 p.m

3.45 - 5.30 p.m.

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Concurrent Sessions-II

**Marketing : Leveraging and Managing Entertainment Assets
(Ball Room 1)**

Chairman : Mr Sunil Alagh, Mg Director, Britannia Industries Ltd

Distinguished Speakers:

Mr Andrew Wildblood, Sr. International Vice President & Sr. Corporate Director, IMG/TWI – *Sports Sponsorship – Trends & Perception*

Mr Sameer Nair, Executive Vice President, STAR India Ltd – *Building TV programmes as brands, The Indian Perspective*

Ms Jane Gorard, Director Marketing, BBC World

Mr Shridhar Subramaniam, Mg. Director, Sony Music Ltd – *Crossover of Indian Music Abroad*

Mr Brian Tellis, Chairman, Fountainhead – *Event Sponsorship – Ground & on Air*

Discussion

3.45 p.m. – 5.30 p.m.

Technology : Tomorrow Never Comes (Powai Room 1)

Chairman : Mr A K Das, General Manager (India) Snell & Wilcox

Distinguished Speakers :

Mr James P Butler, Mg Director, Ideal Systems Asia Pacific Ltd, Hong Kong – *Designing TV/Broadcast Studios*

Mr Avinash Fotedar, Director, SGI - *Tools for Today's Filmmakers' - New Cameras, Editing Systems, etc*

Mr Raj Tilak, Hon'y Secretary, Film Federation of India - *Digital Technology and future trends*

Mr Ketan Mehta, Maya Entertainment – *I.T Enabled Services in Film Making*

Discussion

3.45 - 5.30 p.m

Panel Discussion on Niche Broadcasting (Powai Room 2&3)

Chairman : Mr Rathikant Basu, Chairman, Broadcast Worldwide Ltd

Distinguished Speakers:

Mr S Y Quraishi, Director General, Doordarshan

Mr Carl Meyer, Mg Director, History Channel

Mr Deepak Shourie, Mg Director, Discovery Communications



Ms Rasa Urmonas, Head- Sales and Marketing, Asia, Tech TV
Mr Manu Sawhney, Mg Director, ESPN Software India Ltd
Ms Parminder Vir, Producer, Policy Advisor, Cultural diversity, Carlton television Ltd

Discussion

3.45 – 5.30 p.m

IPR Protection : Fighting Copyright Theft (Ball Room 2)
Chairman : Mr J F Riberio, Chief Coordinator, IPR, Indian Music Industry

Distinguished Speakers:

Mr Andre Chaubeau, Director General, FIAPF, Paris

Prof. Anil Gupta, IIM, Ahmedabad – *Copyright and Moral Rights – The new dilemma*

Mrs Bela Banerjee, Joint Secretary, Copyrights, Ministry of HRD, Govt. of India – *Enforcement of IPR*

Ms Lucinda Jones, Senior Legal Officer, WIPO – *Defending Digital Rights-How to implement Anti-Piracy Laws*

Mr. Michael C. Ellis, Vice President & Director, Asia Pacific Anti- Piracy operations, Motion Picture Association International.- *Sharing of Regional Experiences.*

Ms Ritu Bhalla, Partner, Amarchand Mangaldas – *Special Courts for Protection of IPR*

Discussion

3.45 – 5.30 p.m

Finance and Legal (Ball Room 3)
Chairman : Bobby Bedi,

Distinguished Speakers:

Mr Shardul Shroff, Mg Partner, Amarchand & Mangaldas – *Financing and Corporatisation Models*

Mr Richard Soames, Chairman, Film Finances, *Completion Bonds*

Mr Ashok Wadhwa, Mg Director, Ambit Corporate Finance Ltd –*Equity Funding*

Mr Saurabh Srivastava, President, Venture Capitalist Association of India

Discussion

6.00 p.m

7.15 p.m

Cocktails

Honouring the Living Legends of the Indian Entertainment Industry

- Ms Lata Mangeshkar

- Mr Dilip Kumar

7.30 p.m.

FICCI-Sahara India Pariwar Gala Entertainment Night & Dinner



16th March, 2002

10.00 a.m. - 11.30 a.m.
10.00 a.m.– 11.30 a.m.

Concurrent Sessions-III
Exhibitions & Distribution : Changing Scene (*Ball Room 1*)
Chairman : Mr Manmohan Shetty, Mg Director,
Adlabs Films Ltd

Distinguished Speakers

Mr Jim Patterson, Vice President, IMAX – *Potential for Special Venue Theatres*

Mr Deepak Asher, Director, Inox Leisure – *Exhibition Infrastructure*

Mr Shravan Shroff, Director, Shringar Films Pvt Ltd – *The reorganisation of traditional distribution territories in India*

Mr Ajjay Bijli, Mg Director, PVR – *The status of the Multiplex in India*

Discussion

10.00 – 11.30 a.m

Session on Programming for Success (*Ball Room 3*)
Chairman: Dr Ramanand Sagar

Distinguished Speakers:

Mr Harish Thawani, CMD, Nimbus Communications Ltd

Mr Manish Popat, COO, UTV TV Division

Ms Neena Gupta

Mr Ravi Chopra, B.R. Films

Mr Sanjay Khan, Numerouno International

Mr Sachin

Discussion

10.00 – 11.30 a.m

Research & Consumer Behaviour (*Powai Room 2&3*)
Chairman : Mr Titoo Ahluwalia, Chairman & Mg Director,
ORG-MARG

Distinguished Speakers

Ms Kamini Banga

Mr L Krishnan, CEO, Tam Media Research

Mr Andre Nair, CEO, Mindshare India Pvt Ltd

Mr Ishmeet Singh, G.M, Customer Marketing, Coca Cola India

Mr Bhuvan Lall, Executive Director, IBF.

Discussion

11.30 - 11.45 a.m

Tea Break



11.45 - 1.00 p.m

11.45 - 1.00 p.m

Concurrent Sessions-IV

India : The Entertainment Hub of the 21st Century (Ball Room 1)

**Chairman : Mr Govind Swarup, Principal Secretary,
Culture, Govt. of Maharashtra**

Distinguished Speakers

Mr D Suresh Babu, Mg Director, Suresh Productions Pvt Ltd– *Feature Film Production Facilities in India*

Mr Amitabh Kumar, Director (Corporate)

Zee TV – Earth Stations & Uplinking

Mr A K Madhavan, Sr Vice President, Crest Communications Ltd –
Animation

Mr Atul Kumar Rai, Director (LC) DDA – *Real Estate for Media*

Mr Ramesh Meer, Chairman, The FX Factory – *Special Effects*

Mr A Suresh Babu, Mg Director, KINFRA Film & Video Park

Discussion

11.45 a.m.- 1.00 p.m.

Finance & Legal (Ball Room 2)

Chairman: Mr Bobby Bedi

Distinguished Speakers:

Mr R S Agarwal, Executive Director, IDBI & **Mr Viney Kumar**, General Manager, IDBI– *Film Financing*

Mr Ken Dearsley, Partner, Denton Wilde Sapte

– *Digital Rights Managements – Classification of Rights*

Ms Jeremy Saunders, Cenrisk Group – *Insurance for Films & Entertainment Industry*

Mr Sanjay Tandon, Director General, Indian Performing Right Society – *The performing rights licensing regime in India.*

Mr Sanjay Sachdev, Mg. Director & CEO , IDBI- Principal Asset Management Company Ltd. – *Attractive funding opportunities for entertainment industry*

Mr Ajit Gupta, United India Assurance.

Discussion

11.45 – 1.00 p.m.

Session on Co-Production (Ball Room 3)

Chairman : Mr Amarjeet Rattan, Consul, Consulate General of Canada, Mumbai

Distinguished Speakers:

Mr Ramesh Sharma, Chairman, Moving Pictures Co.



Mr Anupam Sharma, Director, film & casting TEMPLE Pty Ltd,
Australia

Mr Patrick Madelin, Attache, Embassy of France

Mr Lindsay Allen, Director, Film Industry Policy & Asst. Director,
British Columbia Film Commission

Ms Balji Sangra, President, Viva Mantra Film Inc.

Discussion

11.45 – 1.00 p.m.

Session on Radio Programming (Powai Room 1)

Chairman : Mr Ameen Sayani

Distinguished Panel

Mr A P Parigi, Mg Director, ENIL

Mr John Catlett, CEO, Radio City

Mr M G Chandrasekhar, CEO, Worldspace India

Mr Gautam Radia, CEO, Millennium Broadcast Pvt Ltd

Ms Usha Bhasin, OSD to CEO & Controller of Programmes,
Prasar Bharati

Mr Sunil Sahjwani, Head of Programming, Radio Mirchi

Discussion

11.45 - 1.00 p.m

Education and Manpower Training (Powai Room 2&3)

Chairman: Mr Mahesh Prasad, President, Sahara TV

Distinguished Speakers:

Dr Mohan Agashe, Director FTTI

Prof. Atul Tandon, Director, Mudra Institute for
Communication, Ahmedabad

Prof. Jeroo F Mulla, Sophia College

Ms Olivia Augustine, Whistling Woods Institute for Film, TV &
Media Arts

Mr Paranjay Guha Thakurta, Director – School of Convergence,
International Management Institute

Ms Eileen Hoeter, Director, Film related Studies, Vancouver Film
School

Ms Peg Campbell, Dean of New Media, Emily Carr Institute

Discussion

1.00 - 2.00 p.m

Lunch

Host: Government of Maharashtra



2.00 - 3.30 p.m
2.00 – 3.30 p.m.

Concurrent Sessions - V
Creative Roundtable on
Scripting for Films and Television (Ball Room 1)
Moderator: Mr Shyam Benegal

Distinguished Panel
Mr Javed Akhtar
Mr Aakash Khurana
Ms Ravina Raj Kohli
Mr Ramesh Sippy
Mr Javed Siddiqi
Mr Farrukh Dhondy

Discussion

2.00 – 3.30 p.m.

Film Making : The New Aesthetics of Popular Cinema
(Ball Room 3)
Moderator: Mr Mahesh Bhatt

Distinguished Panel:
Mr Govind Nihalani
Mr Jabbar Patel
Dr Shoma Munshi, University of Pennsylvania
Mr Mahesh Manjerekar
Mr Raajesh Bhatia, Promoter, Ripples Picture Entertainment Pvt Ltd
Mr Farhan Akhtar

Discussion

2.00 – 3.30 p.m.

TV News Gathering (Powai Room 1)
Chairman : Mr Rajat Sharma, Director, Independent News Services
(Aaj Ki Baat)

Distinguished Panel
Mr Satinder Bindra, Bureau Chief, CNN
Mr G Krishnan, Executive Director, TV Today
Mr Rajdeep Sardesai, Political Editor, NDTV
Mr Govindraj Ethiraj, Bureau Chief- CNBC India
Mr Sanjay Pugalia, Executive Editor, Zee News

Discussion



2.00 - 3.30 p.m

Advertising & Entertainment (Powai Room 2&3)
Chairman : Mr Piyush Pandey, Group President, O&M

Distinguished Speakers:

Mr Arun Adhikari, Executive Director, HLL
Mr Pradeep Guha, President, The Times of India Group
Mr Prasoon Pandey
Mr Madhukar Parikh, Mg Director, Pidilite
Mr Deepak Chandani, Mg Director, Yahoo India
Mr Sripad Nadkarni, Senior Vice President, Coca Cola India

Discussion

3.30 – 4.00 p.m

Tea Break

4.00 - 5.30 p.m

Valedictory Session (Grand Ball Room)

Mr Chhagan Bhujbal, Dy. Chief Minister of Maharashtra
Ms Hema Malini, Chairperson NFDC
Mr Michael Connors, Sr. Vice President (Asia Pacific), Motion Pictures Association of America (MPAA)
Mr John Woodward, CEO, British Film Commission
Mr K V Krishnamurthy, Chairman & Mg Director, Bank of India