



FICCI - FRAMES 2009
17 – 19 February 2009
Hotel Renaissance, Mumbai

Programme

Day I : 17th February, 2009

0830 – 0930 hrs	Registration
0930 – 1115 hrs	Inaugural Session : Ball Rooms 1, 2 and 3
	<i>Lighting of Lamp by</i> Shri Anand Sharma, Hon'ble Minister of State for Information & Broadcasting and External Affairs, Govt of India and other dignitaries on the dais and Deepika Padukone, Actor, India
	<i>Invocation by</i> Artiste Bhawani Shankar
	<i>Welcome Address</i> Harsh Pati Singhania, President, FICCI & MD, JK Paper Ltd.
	<i>Special Addresses</i> <ul style="list-style-type: none"> • Yash Chopra, Chairman, FICCI Entertainment Committee & Yashraj Films Pvt Ltd • Kunal Dasgupta, Co-Chairman, FICCI Entertainment Committee & CEO, Sony Entertainment Network • Sushma Singh, Secretary, Ministry of Information & Broadcasting, Govt. of India • Amit Khanna, Chairman, Reliance Entertainment Pvt. Ltd.



	<p><i>Address by</i> Leader of US Delegation: Donald M Whiteside, VP, Legal & Corporate Affairs & Director, Global Public Policy, Intel Corporation</p>
	<p>Release of FICCI – KPMG Report on Indian Entertainment Industry Presentation by Rajesh Jain, Head-Information, Communication, Entertainment, KPMG</p>
	<p>Release of FICCI Amarchand & Mangaldas Lawbook</p>
	<p><i>Inaugural Address</i> Shri Anand Sharma, Hon'ble Minister of State for Information & Broadcasting and External Affairs, Govt of India</p>
	<p><i>Vote of Thanks</i> Dr Amit Mitra, Secretary General, FICCI</p>

1115 – 1130 hrs	Tea Break
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Ball Rooms 1, 2 & 3	
1130 – 1315 hrs	<p>Footprints & Future: Media & Entertainment Industry Stalwarts share their success stories</p>
	<p><i>Keynote 1:</i></p> <ul style="list-style-type: none"> • Aroon Purie, Chairman & Editor-in-chief, India Today Group
	<p><i>Keynote 2:</i></p> <ul style="list-style-type: none"> • Anand G. Mahindra, Vice Chairman & MD, Mahindra & Mahindra Ltd
	<p><i>Keynote 3:</i></p> <ul style="list-style-type: none"> • Shobhana Bhartia, Chairperson, HT Media
	<p><i>Moderated by</i> Dr Amit Mitra, Secretary General, FICCI</p>

1315 – 1415 hrs	Lunch
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Ball Rooms I & 2	
1415 – 1530 hrs	<p>Return on Investments in the Indian M&E Industry</p> <p>Financing the entertainment business is booming, with corporate houses, both national and international, jumping into the bandwagon and conglomerates getting listed even in the London Stock Exchange. How do foreigners view the Indian market? How do Indian investors, with a ringside view of the ground reality, view their investments?</p>
	<p><i>Moderator</i> Shivnath Thukral, Managing Editor, NDTV Profit</p>
	<p><i>Panel</i></p> <ul style="list-style-type: none"> • Peter Smith, President, NBC Universal International , UK • G Krishnan, Executive Director & CEO, TV Today Networks Ltd • Rajesh Kamat, CEO, Colors • Shardul S. Shroff, Managing Partner, Amarchand & Mangaldas & Suresh A Shroff & Co. India • Monica Tata, DGM & VP–Entertainment, South Asia, Turner International India Private Limited • Bhaskar Majumdar, Chairman & Managing Principal, Heath Ventures, UK

Ball Room 3	
1415 – 1530 hrs	<p>Copy, Cut, Paste to Indian Taste: Films in India</p> <p>There is increasingly a trend of lifting entire films frame by frame from international films. Do we have a dearth of creative talent in our country? Let us discuss the way our scripts are headed.</p>
	<p><i>Moderator</i> Kaveree Bamzai, Executive Editor, India Today</p>
	<p><i>Panel</i></p> <ul style="list-style-type: none"> • Mahesh Bhatt, Film-maker • Imtiaz Ali, Film-maker • Kabir Khan, Film-maker • Rohan Sippy, Film Director & Producer • Dibakar Banerjee, Film-maker



Powai Room	
1415 – 1530 hrs	<p>The Innovation Trilogy: IP creation, protection & life cycle</p> <p>These three components are key to maintaining animation IP; this session would discuss their various dynamics including the burning issue of outsourcing. While work from foreign shores help in generating revenue, does it take away the animator's focus from creating local content and creating his own IP?</p>
	<p><i>Moderator</i></p> <p>Ashish Kulkarni, CEO, Big Animation (I) Ltd</p>
	<p><i>Panel</i></p> <ul style="list-style-type: none"> • Dr. Ajay Batra, Researcher & Author • Biren Ghose, Executive Director, Eros Pictures-India, CEO, Kahani Inc • T Suresh, Senior Partner, King & Partridge • Gotham Chopra, Co-founder, Liquid Comics, Writer & Film-maker

Ball Rooms I & 2	
1530 – 1645 hrs	<p>TV Ratings: Evolution of television audience measurement systems</p> <p>How effective are the television audience measurement systems in India? Has the measurement technique adapted itself to the changing patterns in consumer taste and viewership along with changing technologies? Let's discuss....</p>
	<p><i>Moderator</i></p> <p>Paritosh Joshi, President, New ventures, Star</p>
	<p><i>Panel</i></p> <ul style="list-style-type: none"> • Chintamani Rao, CEO, Times Global Broadcasting co. Ltd & Chairman, BARC • L V Krishnan, CEO, TAM Media Research Pvt. Ltd. • Praveen Tripathi, CEO, Hansa Consulting • Sam Balsara, Chairman & Managing Director, Madison World



Ball Room 3	
1530 – 1645 hrs	<p>US-India: Overcoming obstacles to doing business in the two largest global film markets</p> <p>The United States and India are home to the two largest film industries in the world. More than ever before, these two markets are converging through film co-productions, television joint ventures and infrastructure investment. Yet there remain significant obstacles to doing business in each of these markets such as prohibitive taxation, market access restrictions, labour strife and intellectual property challenges. Panelists will give their views on key challenges and opportunities in each market.</p> <p><i>Keynote</i> Sushma Singh, Secretary, Ministry of Information & Broadcasting, Govt of India</p> <p><i>Moderator</i> Mike Ellis, President, Motion Pictures Association of America</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Holly Vineyard, Deputy Assistant Secretary of Commerce, USA • Anadil Hossain, Co-producer, Namesake and Darjeeling Limited • Elizabeth M Daley, Dean, USC School of Cinematic Arts • Farokh T Balsara, Advisory Services Leader- Technology, Communications & Entertainment, Ernst & Young, India
1700 hrs	<p>USIBC Press conference on Partnership with FICCI FRAMES 09 in Ball Room 3</p>

Powai Room	
1530 – 1645 hrs	<p>Not a Child's Play Anymore: Gaming gets serious</p> <p>A critical appraisal and current status of the worldwide gaming sector (PC, Console & Online) by leading industry experts. Online/PC or console games fare better if they have an exciting storyboard to goad the player on. How does one hold the player's attention?</p> <p><i>Moderator</i> Vishal Gondal, Founder & CEO, Indiagames</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Fred Hasson, Chairman, European, Games Developers Federation & Executive Director, RedBedLam, UK • Atindriya Bose, Country Manager, Sony Computer Entertainment • Jaspreet Bindra, Regional Director: Entertainment & Devices, Microsoft Corporation India Pvt. Ltd • Rohit Sharma, COO, Zapak Digital Entertainment • Viral Oza, Head, Media and Online marketing, Nokia, India



1645 – 1700 hrs	Tea Break
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Powai Room	
1700 – 1815 hrs.	<p>Is the Indian Media & Entertainment Industry a Male Bastion?</p> <p>Has the Media & Entertainment industry truly evolved to give equal space and pace to women? A strong panel of women achievers in media and entertainment express their views.</p>
	<p><i>Moderator</i> Prahlad Kakar, Advertising Film Director, Genesis Films Pvt Ltd</p>
	<p><i>Panel</i></p> <ul style="list-style-type: none"> • Anuradha Prasad, Chairperson & MD, B.A.G Films & Media Ltd • Preity Zinta, Actor • Apurva Purohit, CEO, Radio City • Indrani Mukerjea, Founder & CEO, INX Media • Lynn de Souza, Chairman & CEO, Lintas Media Group • Poonam Dhillon, Actor

Ballrooms 1 & 2	
1700 – 1815 hrs	<p>VFX: Bridging the missing global links</p> <p>What can take our films to the next level of cinema? A good film not only needs a strong script but in the current age of technology, there is ought to be imaginative visual effects as well. Let's talk to the experts.</p>
	<p><i>Moderator</i> John Labrie, Founder & CEO, GEON Studios</p>
	<p><i>Keynote</i> Barrie M Osborne, Producer, Hollywood & Vice Chairman, GEON Studios</p>
	<p><i>Panel</i></p> <ul style="list-style-type: none"> • Barrie M Osborne, Producer, Hollywood & Vice Chairman, GEON Studios • Michael Peyser, Director, GEON Studios • Apurva Shah, VFX Supervisor, Pixar Animation Studios, USA • Charles Darby, VFX Director, EyeQube Studios

1830 hrs onwards	<p>Entertainment Night</p> <p><i>Performance by</i> Pt Shivkumar Sharma & Rahul Sharma</p>
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Cocktails & Dinner sponsored by
USIBC



Day II : 18th February, 2009

Ball Rooms 1, 2 & 3	
0930 – 1100 hrs	The Next Big Thing ...in Film & Television
	<i>Moderator</i> Dr Amit Mitra, Secretary General, FICCI
	<i>Keynotes</i> <ul style="list-style-type: none">• Shekhar Kapur, World-renowned Film Director• Ronnie Screwvala, Chairman & CEO, UTV Group• Karan Johar, Film-maker & TV Personality

Powai Room	
0930 – 1100 hrs	Personalised Media Platforms: Widgets, user generated media, blogs & podcasts Wherein lies the real future of entertainment ---- amidst user-generated or traditional media? This is a question entertainment, media and advertising executives are asking themselves. Blogs and social networking sites have become the new media networks. Are these fads or the only way ahead? In this session we will explore user-generated media as a phenomenon, a business and a communications and entertainment tool.
	<i>Moderator</i> Anurag Batra, CEO, Exchange4media.com



	<p><i>Keynote:</i></p> <ul style="list-style-type: none"> • Sung Lee, VP, Asia Operations, MySpace <p><i>Panel</i></p> <ul style="list-style-type: none"> • Shailesh Rao, MD, Google India • Hugh L. Stephens, Senior Vice President, International Relations and Public Policy (Asia Pacific and Canada), Time Warner Inc. • Francisco Cordero, General Manager, Australia & New Zealand, Bebo • Ankit Maheshwari, CEO, Instablog Networks • Raghuvesh Sarup, Director, Portfolio Mgmt, Mktg Planning & Insights, Nokia • Gopal Krishna, Vice President & Head of Audience – Emerging Markets, Yahoo!
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Ball Rooms 1 & 2

1100 – 1215 hrs	Drawing from Experiences Around the World: Case studies in radio
	Anil Srivatsa, COO, Radio Today Broadcasting Ltd.
	<p><i>In conversation with,</i></p> <p>Clive Dickens, CEO, Absolute Radio, UK <i>and</i> Monica Desai, Chief, Media Bureau, Federal Communications Commission, USA</p>

Ball Room 3

1100 – 1215 hrs	UK and India Film Co-production treaty: the gateway to success in the international marketplace?
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	<p>A panel of top industry practitioners will discuss the benefits of the new treaty and questions such as how can working with the UK help increase the international value of a film? What financing opportunities are available in the UK? Who are the partners in the UK for your project? This session would explore the stories we can tell each other about creative partnerships between UK and India.</p> <p><i>Moderator:</i> Jonathan Olsberg, Olsberg SPI</p> <p><i>Panel:</i></p> <p>Shekhar Kapur, Renowned Film-maker</p> <p>Shri V B Pyarelal, Joint Secretary, Films, Ministry of I & B, Govt of India</p> <p>David Thompson, Origin Pictures, former Head of BBC Films,</p> <p>Dina Dattani, Consultant,</p> <p>Vijay Singh, CEO, Fox Star Studios India Pvt. Ltd.</p> <p>Isabel Davis, UK Film Council</p>
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Powai Room	
<p>1100 – 1215 hrs</p>	<p>Mobile Entertainment & Mobile Advertising: experiences around the world</p> <p>This session will discuss the various strands of entertainment and advertising in the mobile landscape as well as future trends in mobile TV which is going to revolutionize our markets very soon.</p> <p><i>Moderator</i> Pankaj Sethi, President- Corporate Strategy & Services, Tata Teleservices Ltd.</p>



	<p><i>Panel</i></p> <ul style="list-style-type: none"> • Ross Pollack, Senior Vice President, Distribution, Asia, Sony Pictures Television International • Ringo Chan, VP, Wireless, Interactive Content Development and Distribution, Asia Pacific, & Vice President, Greater China, Turner International Asia Pacific • Hari Krishan, Country Manager, My Space India • Ferhan Cook, President, Any Screen Productions Ltd. • Mahesh Prasad, President - Mobile Data, Content Services & BIG TV*
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Ball Room 3	
1215 – 1330 hrs	<p>Convergence All Over: Technology in the M & E Sector</p> <p>It is technology alone which will propel media and entertainment into the future. Lets review how technology is poised currently all over this field.</p>
	<p><i>Moderator</i> Vikram Chandra, CEO, NDTV Networks</p>
	<p>Panel:</p> <ul style="list-style-type: none"> • Vineet Taneja, Marketing Director, Nokia, India • SK Sim, Director & GM, Workstations Business Unit, Asia Pac & Japan, Hewlett Packard Company • Sab Kanaujia, VP, Digital Products & Strategy, NBC Universal • Jeff Lawrence, Director, Global Content Policy, Intel • Richard Craig-McFeely , VP Sales, Quantel, India

Ball Room 1 & 2	
1215 – 1330 hrs	<p>The Satyajit Ray Legacy: Has Indian cinema measured up?</p> <p>Ray was India’s first film-maker to have put Indian cinema squarely on the world map. His creative genius pioneered an entire technique of film-making for future generations. Are we carrying on the legacy in our film creativity?</p>
	<p><i>Moderator</i> Govind Nihalani, Film-maker</p>



	<p>Panel:</p> <ul style="list-style-type: none"> • Javed Akhtar, Poet & Screenwriter & Lyricist • Sharmila Tagore, Chairperson, Censor Board of Film Certification, India • Rachel Dwyer, Professor, Indian Culture and Cinema, SOAS, London
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Powai Room	
1215 – 1330 hrs	<p>Challenges facing the Animation & Gaming Industry: Managing in turbulent times</p> <p>Is the animation industry losing sight of utopia? The euphoric era of the bubble economy is probably over and society seems headed for uncertainty. Reflecting on the production and distribution challenges faced by the industry in these turbulent times are leading experts from animation (education, financing, production, broadcast and distribution).</p> <p><i>Moderator</i> Tapaas Chakravarti – Chairman and CEO - DQ Entertainment</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Yashodhara Raje Scindia, Member of Parliament • Mathew John - Chief General Manager - Exim Bank • Nicole Keeb, Head, ZDF • Vishnu Athreya, Director, Programming Acquisitions & Development, Turner Entertainment Networks Asia, Inc • Alison Porter, Head, Emerging Markets, Think London, UK

1330 – 1430 hrs	Lunch
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Ball Rooms 1 & 2	
1430 - 1600 hrs	<p>Indian TV Industry: Transition from adolescence to maturity</p> <p>The two foundations of the television industry - content and distribution platforms — have a strong, symbiotic relationship. Each feeds into the other. With changing viewership patterns, mushrooming of niche channels (lifestyle, real estate, travel and living etc) as well as availability of newer technologies such as broadband, mobile TV, cable, IPTV, DTH etc., can we say that Indian television has entered a matured phase?</p> <p><i>Keynote</i> Sameer Nair, CEO, NDTV Imagine</p> <p><i>Moderator</i> Sunil Lulla, Director, Real Global Broadcasting Pvt. Ltd.</p> <p>Panel:</p>



	<ul style="list-style-type: none"> • Zohra Chatterji, Joint Secretary (Broadcast), Ministry of Information & Broadcasting, Govt. Of India • Todd Miller, Executive Vice President and Managing Director, Asia, Sony Pictures Television International • Jagi Mangat Panda, Director Ortel Communications Ltd. • Sudhir Agarwal, CEO, Wire & Wireless (I) Ltd. • Tarun Katial, COO, Big92.7 FM
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Ball Room 3	
1430 - 1600 hrs	<p>The Business of Film-making in 2008: agony or ecstasy?</p> <p>Dozens of companies are investing into the business of film-making, distribution and exhibition. And yet the industry has just been through its worst year ever. How does one explain this downturn?</p>
	<p><i>Moderator</i> Rajeev Masand, Entertainment Editor, CNN IBN</p>
	<p><i>Panel</i></p> <ul style="list-style-type: none"> • Goldie Behl, Film-maker • Vishesh Bhatt, Founder, Paper Boat Productions, Film-maker & Director, Vishesh Entertainment • Sunir Kheterpal, COO, Big Pictures • Vikas Bahl, COO, UTV Spotboy • Vishal Kapur – COO Fun Multiplex Pvt Ltd • Sridhar V, MD, Celebrity Films Pvt Ltd

Powai Room	
1430 - 1600 hrs	<p>The Great Indian Talent Bazaar</p> <p>Through the lens of international animation studios, we look at the various genres of Indian talent in animation and discuss their experiences in this regard.</p>



	<p><i>Moderator:</i></p> <p>Greg Acuna, Pala Flicks Pvt. Ltd.</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Joe Gareri, General Manager, Imageworks India, • Vijay Sinha, Head, HR, Big Animation (I) Ltd. • Sharad Devarajan, Gotham Entertainment Group* • Samir Hoon, VFX Director, Prana Studios • Jai Natarajan, Maya Entertainment
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Ball Rooms 1 & 2 & 3	
1600 - 1700 hrs	<p>Recession and the Entertainment Industry</p> <p>The entertainment industry too is reeling under the shock of the economic recession worldwide. Companies have cut down ad budgets, lifelines of the media business. Let's look at the future prospects with the experts.</p> <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Dr Amit Mitra, Secretary General, FICCI <p><i>Panel</i></p> <ul style="list-style-type: none"> • Swaminathan A. Aiyar, Economist and Author • Uday Kumar Varma, Additional Secretary, Ministry of I & B, Govt. of India* • Rajesh Jain, Head-Information, Communication, Entertainment, KPMG • Rajesh Sawhney, President, Reliance Entertainment • Punitha Arumugam, CEO, Madison Communications • Ramamurthy Sivakumar, Country Manager (South Asia), Intel Technology India Pvt. Ltd.

Powai Room	
1600 – 1700 Hrs	<p>Indo-German Co-production</p> <ul style="list-style-type: none"> • Kirsten Niehuus, Managing Director Medienboard Berlin-Brandenburg • Claus Boje, Producer • Benny Drechse, Producer • Johannes Rexin, Producer • Uli Putz, Producer • Amitabh Kumar, Director, Films, Ministry of I & B, Govt of India*



Ball Rooms 1 & 2 & 3

1700 – 1800 hrs	Sensationalism vs Journalism: TRP Zindabad!
	A conversation between leading journalists and channel heads, this session would keep you riveted.
	<p><i>Panel</i></p> <ul style="list-style-type: none"> • Vir Sanghvi, Editorial Director, Hindustan Times • Arnab Goswami, Editor-in-chief, Times Now • Rajat Sharma, Chairman & Editor-in-chief, India TV • Ajay Kumar, Executive Producer, Aajtak

Powai Room

1700 -1745 hrs	<ul style="list-style-type: none"> • Keynote: Donald M Whiteside, VP, Legal & Corporate Affairs Director, Global Public Policy, Intel Corporation • Amit Khanna, Chairman, FICCI, Convergence Committee in conversation with Donald M Whiteside, VP, Legal & Corporate Affairs Director, Global Public Policy, Intel Corporation
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1830 hrs onwards -	Cocktails
	<p>FICCI BAF Awards 2009</p> <p><i>Presentation sponsored by</i> Autodesk</p> <p><i>Fashion Show by</i> Manish Malhotra</p> <p>Followed by cocktails & dinner</p>

Day III: 19th February, 2009

Ball Rooms 3

1000 - 1115 hrs	De-risking the Cinema Business
	<p>The Indian cinema business has witnessed some dramatic transformation in the last one decade. Newer formats of film production, distribution, exhibition, technological progress etc have given rise to various innovative business models. What are the elements that have evolved in the last ten years to de-risk our cinema business and what more needs to be done?</p>
	<p><i>Moderator</i> Bobby Bedi, MD, Kaleidoscope Entertainment</p>



	<p><i>Panel</i></p> <ul style="list-style-type: none"> • Uday Singh, CEO, PVR Pictures • Harish Dayani, Head-Entertainment, Moser Baer • Madhu Mantena, Film Producer • Vijay Singh, CEO, Fox Star Studios India Pvt. Ltd. • Ramesh Sippy, Film-maker • Sheetal V Talwar, Business Director & CEO, WSG Pictures
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Ball Rooms 1 & 2	
1000 - 1115 hrs	<p>The Dynamics of Cross Media Ownership</p> <p>In the existing Indian media scenario, with multiplicity in stakeholders, there is no real fear of a single-player monopoly. Is there then need for additional legislation in cross media ownership or are existing laws adequate?</p> <p><i>Moderator</i> AP Parigi, MD, ENIL</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • N Parmesawaran, Principal Advisor, TRAI* • Pallavi Shroff, Partner, Dispute Resolution & Litigation, Amarchand & Mangaldas & Suresh A. Shroff & Co • Shantonu Aditya, Executive Director, UTV Global Broadcasting Ltd • Monica Desai, Chief, Media Bureau, Federal Communications Commission, USA

Powai Room	
1000 – 1115 hrs	Case Study on the making of Ratatouille by Apurva Shah, VFX Supervisor, Pixar Animation Studios

1115 - 1130 hrs	Tea Break
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Ball Rooms 1 & 2	
1130 - 1300 hrs	<p>FOCUS SOUTH: Keynote by South Indian Film Personality</p> <p>Has the Southern film industry opened its doors to outside investors or are they happy within the comfortable frameworks of their conventional and age-old structures? Here is a keynote from a stalwart from down south.</p> <p><i>Keynote</i> Kamal Haasan, Film Personality</p>

Ball Room 3	
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1130 - 1300 hrs	<p>Print: Emerging successful from the digital storm</p> <p>When the electronic revolution began years ago, soothsayers predicted that the print medium would get wiped out. Not only has print remained rock-steady and strong, it has grown as a sector in the past decade. Let us talk to the stalwarts and find out how print emerged triumphant, despite rising competition from many media platforms.</p>
	<p>Moderator: Sevanti Ninan, Columnist & Author</p>
	<p><i>Panel</i></p> <ul style="list-style-type: none"> • Dr Bhaskar Das, Executive President, Bennet & Coleman & Company • Rajiv Jaitly, President- Ad Sales & Marketing, Dainik Bhaskar Group Ltd • Suprio Guha Thakurta, MD, The Economist, India

Powai Room	
1130 – 1300 hrs	<p>Developing Animation Content: Can local content go global?</p> <p>Indian animation is evolving and moving up the value chain, from outsourcing to developing content. Indian studios are investing into IP. The real challenge ahead is for these properties to be accepted by a global audience. What are the considerations while developing an animated show that aspires to charm children across the globe? What lessons can Indian creators learn from their counterparts in evolved animation economies such as UK? And finally can local content truly become global?</p>
	<p><i>Moderator</i> Munjal Shroff, Director & COO, Graphiti</p>
	<ul style="list-style-type: none"> • Carey Fitzgerald, High Point Films & TV Ltd • Nina Elavia Jaipuria, Sr. VP & GM, Nick India, Viacom 18 Media Pvt. Ltd • George Walton, Hot Animation, UK • E Suresh, Creative Director, Famous House of Animation

1300 – 1415 hrs	Lunch
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Ball Rooms 1, 2 & 3	
1415 - 1530 hrs	<p>Globalisation of Indian Cinema</p> <p>This panel will trace the overwhelming journey of Indian films into the global arena, which has happened largely over the past decade.</p>



	<p><i>Panel</i></p> <ul style="list-style-type: none"> • Jill Gwen, Senior V.P, Finance & Operations, Fox Searchlight Pictures (Distributor, <i>Slumdog Millionaire</i>) • Pritish Nandy, Founder & MD, PNC Ltd • Rahul Bose, Actor & Filmmaker • Carey Fitzgerald, High Point Films & TV Ltd
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1530 - 1545 hrs	Tea Break
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Ball Rooms 1 & 2	
1545 - 1700 hrs	Role of Media in Sports Promotion: Does it really support forms other than cricket?
	<p><i>Moderator</i> Sonali Chander, Sports Editor & Anchor, NDTV</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Abhinav Bindra, Olympic Gold Medallist • Mahesh Bhupathi, Sportsperson and acclaimed tennis player • Harsha Bhogle, Sports Commentator, Anchor and Columnist • Rukin Kizilbash, General Manager, Taj Television (I) Pvt. Ltd.(Ten Sports) • Jaideep Sahni, Screenwriter, <i>Chak De</i>

Ball Room 3	
1545 - 1700 hrs	Indian Content on the move
	<p>This session will focus extensively on Indian entertainment content which is being exported worldwide.</p> <p><i>Moderator</i> Anil Wanvari, Founder, CEO & Editor-in-chief, Indiantelevision.com</p>



	<p><i>Panel</i></p> <ul style="list-style-type: none"> • Sabbas Joseph, Founder Director, Wizcraft International Entertainment Pvt. Ltd. • Ted Baracos, Director, Digital Media, Reed Midem • Rajjat A Barjatya, MD, Rajshri Media Pvt Ltd • Radhika Chinai, CEO - Content Localisation, Words Infocom Private Limited • Varsha Tagare, Director, Intel Capital
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Powai Room	
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1545 - 1700 hrs	<p>Does Bollywood Set Lifestyle Trends?</p> <ul style="list-style-type: none"> • Ness Wadia, JT MD, The Bombay Dyeing & Mfg.Co. Ltd & Chairman, FICCI Lifestyle Forum • Mehul Choksi, Chairman & CEO, Gitanjali Group, & Co-chair, FICCI Lifestyle Forum • Jacqueline Lundquist, Fashion Designer & Entrepreneur, USA • Neeta Lulla, Designer • Atul Kasbekar, Chairman & Managing Director, Bling! Entertainment Solutions Pvt. Ltd • Vispi Patel, Group Director, LVMH, India • Manish Malhotra, Designer
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Ball Rooms 1, 2 & 3	
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1700 - 1800 hrs	<p>Valedictory Session</p> <p><i>Valedictory Address</i></p> <p>Subhash Chandra, Chairman, ZEE Network (Essel Group)</p>
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1830 hrs onwards	<p>FICCI Living Legend Awards to Sharmila Tagore & Shashi Kapoor</p> <p>Entertainment Night and Dinner</p> <p>Performance by singer KK</p>
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