



**FICCI FRAMES 2017**  
**21<sup>st</sup>– 23<sup>rd</sup> March 2017**  
**Hotel Renaissance, Mumbai, India**

**“Theme – Digital: Divide or Dividend?”**

**Day I: March 21<sup>st</sup>, 2017**

0900 – 1030 hrs	Registration
1030-1035 hrs	<b><u>INAUGURAL SESSION:</u></b> <i>Lighting of lamp by leading Bollywood celebrity Ms. Jacqueline Fernandez along with dignitaries on dais</i>
1035- 1040 hrs	<b><u>Welcome Address:</u></b> Mr. Pankaj R. Patel, President, FICCI and Chairman and Managing Director, Cadila Healthcare Ltd.
1040-1050 hrs	<b><u>Theme Address:</u></b> Mr. Uday Shankar, Chairman, FICCI Media & Entertainment Committee and Chairman & CEO, Star India
1050- 1100 hrs	<b><u>Address by Guest of Honour:</u></b> H.E. Mr. Nadir Patel, High Commissioner for Canada to India H.E. Mr. John Tory, Mayor of Toronto, Canada
1100-1105 hrs	<i>Release of:</i> <i>FICCI-KPMG Report</i>
1105-1115 hrs	<b><u>Remarks by:</u></b> Mr. Sudhanshu Pandey, Joint Secretary, Department of Commerce, Ministry of Commerce and Industry, Government of India
1115-1125 hrs	<b><u>Inaugural Address:</u></b> Mr. Ajay Mittal, Secretary, Ministry of Information & Broadcasting
1125 -1130 hrs.	<b><u>Vote of thanks</u></b> Mr. Rakeysh Omprakash Mehra, Chairman, FICCI Film Forum, Director and Founder, Romp Pvt Ltd.  <b><u>Session Moderated by:</u></b> Dr. A. Didar Singh, Secretary General, FICCI
Ball Rooms 1 , 2 & 3 (March 21 <sup>st</sup> , 2017)	



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1130 -1200 hrs	<p><b><u>FICCI KPMG Media &amp; Entertainment Report</u></b></p> <p><b>In conversation with</b> Mr. Girish Menon, Director – Media and Entertainment, KPMG India</p> <p>Moderated by Mr. Amit Khanna, Industry Veteran</p>
1200 -1230 hrs	<p><b><u>The Content Trap: A Strategist’s Guide to Digital Change</u></b></p> <p>“Content” vs. “Connecting people” is the billion dollar question facing media and entertainment industry today. Dr. Bharat Anand has attempted a definitive answer to this question in his seminal work titled: “The Content Trap: A Strategist’s Guide to Digital Change”. He tries to prove through case studies that in a hyper-connected world creating sharing platforms for people trumps content. Is focusing on content really a trap? Can a balance between content quality and delivery mechanisms be established? Is there light at the end of the digital tunnel for the M&amp;E industry? Two giants of digital business strategy will come together in this brainstorming session and enlighten us on the subject.</p> <p><b><i>In conversation with</i></b> Prof. Bharat Anand, Henry R. Byers Professor of Business Administration, Harvard Business School</p> <p><b><u>Moderated by</u></b> Mr. Ajit Mohan, CEO, Hotstar</p>
Ball Rooms 1 & 2 (March 21 <sup>st</sup> , 2017)	
1230–1330 hrs	<p><b><u>Do the Lions Still Roar- A reality check for Media and Entertainment Industry &amp; its contribution</u></b></p> <p>The M&amp;E industry has been a steady contributor to national revenues, employment growth and socio-economic development; it has shown a trajectory of growth over the past 15 years, been at the real cusp of "Make in India" while promoting Indian culture and its soft power globally. And yet it is largely dismissed as a glamour hub rather than a serious economic nerve centre. Of late, the industry has seen a battle of wits between stakeholders and the Government, thus preventing the sector from realizing its full potential. The narrative of Indian media and entertainment thus needs to encapsulate both sides of the spectrum. Has the industry done enough to highlight its own story? Have the players in the content ecosystem have done their part to address the industry's shortcomings or has the plot got lost in translation? Doyens gather for a reality check and discuss why it takes them a</p>



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	<p>'scream' to attract regulatory attention while other industries manage with just about a “sneeze”.</p> <p><b><u>Special Address :</u></b>          Mr. Ajay Mittal, Secretary, Ministry of Information &amp; Broadcasting</p> <p><b><u>Moderator:</u></b>          Mr. Nalin Mehta, Consulting Editor, The Times of India And Senior Fellow, IDF &amp; Editor, South Asian History and Culture (Routledge)</p> <p><b><u>Panelists :</u></b>          Mr. Sudhanshu Pandey, Joint Secretary, Department of Commerce, Ministry of Commerce and Industry, Government of India          Mr. Siddharth Roy Kapur, Leading Film Producer and President, The Film and Television Producers Guild of India          Ms. Anuradha Prasad, Chairperson and Managing Director, BAG Films &amp; Media Ltd.          Mr. Bharat Anand, Henry R. Byers Professor of Business Administration, Harvard Business School          Mr. Raj Nayak, CEO, Colors – Viacom 18          Mr. Harit Nagpal, Managing Director &amp; CEO, Tata Sky          Mr. Kapil Agarwal, Jt. Managing Director, UFO Moviez India Ltd.</p>
1330–1415 hrs	Lunch
Ball Rooms 1 & 2 (March 21 <sup>st</sup> , 2017)	
1415-1515hrs	<p><b><u>Own, Convert, Protect! Intellectual Property as a Driver of Innovation &amp; Growth</u></b></p> <p>The National IPR Policy is a healthy policy prescription for the creative industry that seeks to provide an enabling framework for monetization, protection, and enforcement of copyright. However, the creative industry’s own lack of understanding of the value of IPR combined with inadequate enforcement mechanisms and an inconsistent regulatory framework stand in the way of the industry’s growth aspirations. Leading lights of the industry elucidate on the blueprint for translating policy into practice.</p> <p><b><u>Special Address:</u></b>          Dr. S. Rama Rao, Senior Advisor, Intellectual Property, Technology Transfer and International Relations, Solstrat Solutions</p> <p><b><u>Moderator:</u></b></p>

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	<p>Mr. Ameet Datta, Senior Partner, Saikrishna &amp; Associates</p> <p><b>Panelists:</b>          Mr. Hank Baker, Vice President, Government Affairs, Asia Pacific, MPA          Mr. Benoît Ginisty, Chief Representative, FIAPF          Mr. Thomas L. Vajda, US Consul General to Mumbai          Mr. Shridhar Subramaniam, President - India and Middle East, Sony Music Entertainment, Inc.</p>
Powai Rooms 1 & 2 (March 21 <sup>st</sup> , 2017)	
1415-1515hrs	<p><b><u>Design Led Content Creation – The Future</u></b></p> <p>The success of the Indian content creation industry is largely driven by changing tastes and commercial success tends to be one of happenstance! Be it the dependence on superstars or on a tried and tested “masala formula”, this industry is searching for innovation and fresh thinking. Indians are famed for our “jugaad”, but does this work when high stakes are involved in a creative sphere? The need of the hour lies in introducing a "systemic thinking process" to infuse a much needed vitality into the industry. This process is informed by the key tenets of “design thinking”, a concept working wonders across so many industries today. The panel comprises several distinguished “design thinking” evangelists who will share their perspectives and insights as to how design thinking could provide a boost to the media and entertainment industry.</p> <p><b>Moderator:</b>          Mr. Biren Ghose, Country Head – India, Technicolor</p> <p><b>Panelists:</b>          Mr. Anirban Bhattacharya, Founder – The Painted Sky and Design Thinking evangelist          Mr. Girish Prabhu, Director, Srishti Labs          Mr. Vinay Dixit, Head of Experience Design, Adobe          Mr. Resul Pookutty, Sound Designer</p>
Ball Rooms 1 & 2 (March 21 <sup>st</sup> , 2017)	
1515–1615hrs	<p><b><u>Decoding the pirate economy in interconnected world: From Noise to Action</u></b></p> <p>The growth of the Internet has created new benefits and opportunities with respect to both, the society at large, as well as the creative industry. However, such a scenario has also led to the growth of online copyright infringement,</p>



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	<p>which has facilitated the emergence of a pirate economy. According to estimates, rogue/pirate sites earned 35% more than the revenues of the Indian Film Industry in 2016. Protection and enforcement of Copyright continues to remain a challenge for M&amp;E businesses operating in the digital realm. Experts from Government and Industry will deliberate on unique enforcement models and strategies that need to be implemented to counter the underground pirate economy.</p> <p><b><u>Special Address:</u></b>          Mr. Brijesh Singh, Inspector General of Police (Cyber), Maharashtra Police</p> <p><b><u>Keynote:</u></b>          Mr. Rajiv Aggarwal IAS , Joint Secretary, DIPP</p> <p><b><u>Moderator:</u></b>          Mr. Uday Singh, Managing Director, Motion Pictures Association India</p> <p><b><u>Panelists:</u></b>          Mr. Raj Kumar Akella, Chairman, Anti-video Piracy Cell, Telugu Film Chamber of Commerce          Mr. Surender Mann, Senior Vice-President, Legal, Star India Private Limited          Mr. Bharat Dube, CEO, Strategic IP Information Pte. Ltd.          Mr. Sujeet Jain, Group General Counsel, Viacom18          Mr. Kulmeet Makkar, Chief Executive Officer, The Film and Television Producers Guild of India Limited</p>
Ball Room 3 (March 21 <sup>st</sup> , 2017)	
1515—1615hrs	<p><b><u>Partnership in Progress: Indo- Canadian Co-Productions</u></b></p> <p>This session illuminates some of the mysteries associated with co-production and provides an overview of what Canada has to offer as a co-production partner. No matter what the preferred partnership approach for carrying out your project, Canada has a great deal to offer. Learn more about who can apply; certification process; eligibility criteria; requirements and procedures; and, determine whether co-production is right for you.</p> <p><b><i>Why co-produce with Canada?</i></b></p> <ul style="list-style-type: none"> <li>• The Canada-India co-production treaty entered into force on July 1st, 2014</li> <li>• Variety of financing sources across the country, including federal and provincial tax credits</li> <li>• A large pool of internationally recognized creators and technicians</li> </ul>



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	<ul style="list-style-type: none"> <li>• High-standard, full-service production and post-production facilities</li> <li>• Four seasons and a multitude of locations and landscapes</li> <li>• The opportunity to work in either English or French, Canada’s official languages</li> </ul> <p><b><u>Moderator:</u></b> Mr. Mark Jones, Chair, School of Creative Arts and Animation, Seneca College</p> <p><b><u>Panelists:</u></b> Mr. Stéphane Cardin, VP Industry and Public Affairs, Canada Media Fund Mr. Zaib Shaikh, Film Commissioner &amp; Director of Entertainment Industries, City of Toronto Mr. Sergio Navarretta, Producer, S.N.A.P. Films Inc Mr. Jonathan Ahee, President, Nabet 700-M Unifor Ms. Saniya Ansari, Producer, QEW Films Inc Mr. Nishith Takia, Founder &amp; CEO, Bioscopewala Pictures <b>Mr. A. K. Madhavan, Founder &amp; CEO, Assemblage Entertainment*</b></p>
Powai Rooms 1 & 2 (March 21 <sup>st</sup> , 2017)	
1515 – 1615 hrs	<p><b><u>Stories Save The World: how culture can fight climate change and save the planet</u></b></p> <p>We need to tell a new story about climate change. Tales of looming apocalypse, indecipherable graphs and sad polar bears have made too many switch off. But we can’t afford to have people disengaged: we are the first generation to truly understand the implications of climate change and the last generation that can do something about it. Please join us to discuss the powerful role storytellers and culture makers can play in driving impact on climate change and the environment.</p> <p><b><u>Moderator:</u></b> Mr. Colin Burrows, CEO, Special Treats Production</p> <p><b><u>Panelists:</u></b> Iris Andrews, Senior Strategist, Purpose Climate Lab Melanie Dicks, Producer - The Bridge Films &amp; CEO, Greenshoot - Sustainability Consultancy</p>
Ball Rooms 1 & 2 (March 21 <sup>st</sup> , 2017)	
1615-1715hrs	<p><b><u>Connecting the Unconnected - Upgrading technology and infrastructure to the last mile</u></b></p>



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	<p>4G has finally been launched in India and has changed the market dynamics in the telecom sector. However, there have been multiple challenges in terms of pricing, connectivity, spectrum, among other matters. On the other hand, multiple initiatives too have formed around 4G by Google, Facebook, Microsoft etc. The government's initiatives are also focused on connecting India within itself with the Digital India campaign, Railtel etc. even though sometimes the initiatives have been efforts towards pushing agendas through. The idea however has been to provide empowerment, information, services, jobs, e-governance etc.</p> <p>In this panel, we look at the status of digital infrastructure &amp; connectivity in India, the challenges, the learnings and focus on the way ahead. The journey of transforming content to adapt to various 4 G platforms will only come from overcoming the odds.</p> <p><b><u>Keynote Speaker:</u></b>  Mr. J.S. Deepak, India’s Ambassador designate to WTO</p> <p><b><u>Moderator:</u></b> Mr. Neeraj Roy, Managing Director &amp;CEO, Hungama Digital Media Entertainment Pvt Ltd.</p> <p><b><u>Panelists:</u></b>  Mr. Anuj Gandhi, Group CEO, India CastMedia Distribution Pvt Ltd  Mr. Rajan S. Mathews, Director General, Cellular Operators Association of India  Ms. Ranjana Narawane, Industry Capacity Lead for Communication Media &amp; Technology, Accenture Technology</p>
Ball Room 3 (March 21 <sup>st</sup> , 2017)	
1615-1715hrs	<p><b><u>The Woman is the Big Story – Breaking the Glass Ceiling of Misogyny in Indian M&amp; E</u></b></p> <p>Is Bollywood finally doing greater justice to its woman artists? There is enough evidence around us that a movement is growing; scripts are becoming progressive and free of bias and finally Bollywood in its true sense is moving beyond plain old love stories. Films like <i>Pink</i>, <i>Sarabjit</i>, <i>Kahaani 2</i>, <i>Neerja</i> and the more recent <i>Dear Zindagi</i> and <i>Dangal</i> are celebrating the power and will of the ordinary women of India and their not- so-common stories. And yet there are many miles to go till we can break the barriers of misogyny and declare ourselves truly gender neutral.</p>



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	<p><b><u>Moderator:</u></b> Mr. Imtiaz Ali, Filmmaker</p> <p><b><u>Panelist:</u></b> Professor Geraldine Forbes, Author Ms. Tannishtha Chatterjee, Actor Ms. Richa Chadha, Actor Ms. Vani Tripathi Tikoo, Former National Secretary, BJP, Indian Actor, Member CBFC Ms. Juhi Chaturvedi, Writer Ms. Sona Mohapatra, Music Producer, Vocalist, Performing Artist Mr. Ajit Andhare, COO, Viacom18 Motion Pictures Ms. Monica Tata, COO, BTVi</p>
Ball Rooms 1 & 2(March 21 <sup>st</sup> , 2017)	
1715- 1815hrs	<p><b><u>In conversation Ms. Deepa Mehta and Mr. John Tory, Mayor of Toronto, Canada</u></b></p> <p>Internationally acclaimed transnational artist, screenwriter, director, and producer Ms. Deepa Mehta in conversation with Mr. John Tory, Mayor of Toronto, Canada who is well known for his successful career as a lawyer, political strategist, and businessman prior to his role as the Mayor of Toronto.</p> <p><b>Moderated by</b> Mr. Bobby Bedi, Founder, Kaleidoscope Entertainment</p>
Ballroom 3 (March 21 <sup>st</sup> , 2017)	
1715- 1815hrs	<p><b><u>Digital Dreams for the Independent and Regional Content Makers</u></b></p> <p>Independent Cinema is suddenly back in the media and entertainment fray with edgier scripts, polished acting and straight to digital distribution. Let us understand the immense hard work and meticulousness of craft and planning which go into making them.</p> <p><b><u>Moderator:</u></b> Mr. Ram Veerapaneni, Managing Director, Whacked Out ® Media Pvt. Ltd.</p> <p><b><u>Panelist:</u></b> Ms. Tisca Chopra, Actor &amp; Producer Mr. Raghav Diwan, Actor &amp; Writer, Chaistories Films Ms. Paula McGlynn, Co-Founder, Bharatiya Digital Productions Mr. Vivek Kajaria, Director &amp; Producer, Holy Basil Productions Private Limited</p>





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Powai Rooms 1 & 2 (March 21 <sup>st</sup> , 2017)	
1715- 1815hrs	<p><b><u>Finding Sustainable Solutions: Advent of Green Filmmaking</u></b></p> <p>Repairing and preserving the environment is the need of the hour – how can film-making become a sustainable environment preserving endeavor? How do we make films responsibly?</p> <p><b><u>Moderator:</u></b> Ms. Helena Mackenzie, Head, Inward Investment &amp; Business Development, Film London</p> <p><b><u>Panelists:</u></b> Ms. Melanie Dicks, Producer - The Bridge Films &amp; CEO, Greenshoot - Sustainability Consultancy Mr. Adrian Wootton, CEO, British Film Commission and Film London</p>
1915 hrs	<b>Entertainment Evening &amp; Gala Dinner hosted by Canada</b>

**Day II: 22<sup>nd</sup> March, 2017**

Ball Rooms 1 & 2 (March 22 <sup>nd</sup> , 2017)	
1030-1130 hrs	<p><b><u>Grammar of the new TV content</u></b></p> <p>Not only did television change the world but even in the age of the internet, Facebook, and YouTube, it remains the most powerful generator of our collective memories, the most seductive and shocking mirror of society, and the most virulent incubator of social trends. Its critics categorise it into "good television", "bad television" and "too much television" but the reality is that there is no escape from television! However, of late, the ground beneath TV has been changing rapidly due to the evolution of both technologies and audience tastes. The experts on the panel discuss what really is the grammar of TV content which could withstand the pulls and pressures of the time we live in.</p> <p><b><u>Keynote:</u></b> Ms. Ekta Kapoor, Joint Managing Director and Creative Director, Balaji Telefilms</p>

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	<p><b><u>Moderator:</u></b>  Mr. Gaurav Banerjee, President &amp; Head of Content Studio, Star India</p> <p><b><u>Panelist:</u></b>  Mr. Gary Pudney, Head Asia, Keshet International  Ms. Robin Humbert, Senior Producer, Trailer Park  Mr. Ryan Shiotani, Vice President - Content, BBC Worldwide Asia  Mr. Karan Bajaj, GM/Head of South Asia, Discovery Networks International  Mr. Pankaj Pachauri, Editor-in-chief &amp; Founder, GoNews  Mr. Ravish Kumar, Business Head – Bangla, Kannada &amp; Odia, Viacom18</p>
Powai Rooms 1 & 2 (March 22 <sup>nd</sup> , 2017)	
1030-1130 hrs	<p><b><u>Canada 360</u></b></p> <p>What challenges and benefits do filmmakers face while shooting in Canada? What do international companies need to know about the Canadian treaties and funding system? We take an in-depth look into the working of a successful international song sequence shot in Canada, highlighting production credits, tax credit programs, financial incentives, locations and logistics services, production infrastructure, talent and labour, and funding. We'll focus on opportunities in the three Canadian provinces that are home to the vibrant production centres of Montreal, Toronto, and Vancouver. Across the country, there are a comprehensive range of development studios and support services such as middleware, quality assurance and testing, motion capture, audio services, acting and voice-over, animation and interactive design.</p> <p><b><u>Welcome Address:</u></b>  Mr. Jordan Reeves, Consul General of Canada in Mumbai</p> <p><b><u>Moderator:</u></b>  Mr. Stéphane Cardin, VP Industry and Public Affairs, Canada Media Fund</p> <p><b><u>Panelists:</u></b>  Mr. Zaib Shaikh, Film Commissioner &amp; Director of Entertainment Industries, City of Toronto  Mr. Arjun Sablok, British Columbia Film Envoy to India  Ms. Valérie Boissonneault, Trade Adviser, Ministère de l'Économie, de la Science et de l'Innovation, Québec  Mr. Jason James, President, Resonance Films Inc  Mr. Serge Laforest, President, Audio Z  Mr. Ralph Holt, Producer, Hill100 Productions Inc</p>

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	Mr. Vikas Bhalla, Chief Executive Officer, Rat Race Media Inc Mr. Jonathan Ahee, President, Nabet 700-M Unifor
1130-1230 hrs	<p><b><u>Canadian work permit /visa information</u></b></p> <p>This session will provide an overview of the International Mobility Program (IMP) administered by the Ministry of Immigration, Refugees and Citizenship Canada (IRCC) and the New Exemptions for the Television and Film Sector to assist film or television production crews to shoot and produce in Canada. The Immigration Section of the Consulate General of Canada in Bengaluru will run through a step-by-step guide for employers to follow before a foreign national can obtain an employer-specific work permit.</p> <p><b><u>Panelists:</u></b> Ms. Maude Brais, Vice Consul (Immigration), Consulate General of Canada in Bengaluru</p>
Powai Room 3 (March 22 <sup>nd</sup> , 2017)	
1030-1130hrs	<p><b><u>Become a YouTube Jedi: A YouTube Workshop</u></b></p> <p>The YouTube Jedi workshop will help you if you are a production house, or an individual script writer, or if you are a copywriter in an ad agency, or even if you are an existing YouTube Creator or Partner. As part of the workshop we will present some powerful tips and tricks that can help you get started on YouTube or help you scale faster if you are already on the platform. If you have a movie script, or are thinking of a web series idea or an interesting show format - this workshop is a must for you. We will also have some cool YouTubers who will share their experiences and insights on their amazing journey. Sign up for this workshop and the Force will be with you.</p>
Ball Rooms 1 & 2 (March 22 <sup>nd</sup> , 2017)	
1130-1200hrs	<p><b><u>The Video Revolution</u></b></p> <p>There is no denying the fact that online video today has hit massive scale and is expected to see continued growth. It has occupied the pride of place in the hearts of viewers across India in a relatively short time. Creators are bursting onto the scene creating amazing content to satiate these viewers. And advertisers are experimenting with great ideas to reach these viewers. In this hyper-competitive environment there are few who have unlocked the growth and continue to scale. In this session, Ajay Vidyasagar will unmask the growth hackers and winning strategies for both creators and marketers to make the</p>

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	<p>most of online video opportunity, keeping the viewer in focus, followed by a session with leading content companies to analyse emerging trends, growth opportunities and what lies ahead.</p> <p><b><u>Keynote:</u></b>          Mr. Ajay Vidyasagar, Regional Director – Asia Pacific, Google</p>
Ball Rooms 1 & 2 (March 22 <sup>nd</sup> , 2017)	
1200 -1230 hrs	<p><b><u>The Changing Face of News</u></b></p> <p>Keynote by Mr. Arnab Goswami, Founder &amp; Editor in chief, Republic</p>
Ball Rooms 1 & 2 (March 22 <sup>nd</sup> , 2017)	
1230-1330 hrs	<p><b><u>Director’s Masterclass with Ms. Deepa Mehta</u></b></p> <p>Canada's internationally renowned Indian filmmaker who's courageous &amp; breathtaking work has been internationally acclaimed. A Director's Masterclass with the maker of the <i>Elements Trilogy, Fire, Earth &amp; Water</i>.</p>
Ball Room 3 (March 22 <sup>nd</sup> , 2017)	
1230-1330 hrs	<p><b><u>Indo – UK Year of Culture</u></b></p> <p>This session will highlight 2017's significance as the Indo-UK Year of Culture in a rare example of an Indo-UK coproduction and an interesting mix of government and private investment. The focus is on adapting Shakespeare (and in this, TITUS ANDRONICUS, a particularly gory Shakespeare play) into an India setting. Also worthwhile is the fact that its director is Bornila Chatterjee is a woman. While the West has been obsessed with finding female directors, India has had them in droves! (And interestingly, an American version of the play, TITUS, was also directed by a woman, Julie Taymor).</p> <p><b><u>Moderator:</u></b>          Mr. Colin Burrows, CEO, Special Treats Production</p> <p><b><u>Panelist:</u></b>          Ms. Deborah Sathe, Director-International Operations, Cinestaan Film Company          Mr. Adrian Wootton, CEO, British Film Commission and Film London          Mr. Rohit Khattar, Film Producer &amp; Chairman of Cinestaan Film Company</p>

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Ball Rooms 1 & 2 (March 22 <sup>nd</sup> , 2017)	
1430-1530hrs	<p><b><u>Chasing viewership in a digital paradigm</u></b></p> <p>The online video and TV market has become hyper-competitive as the demand for content grows exponentially and viewership gets fragmented. Despite all the hype around new media, monetization continues to be a challenge due to poor infrastructure, high data costs and low time spends. As a result, linear TV still takes home the lion's share of ad and subscription revenues. So how real is the threat of online video to traditional TV? Or is TV here to stay with online video continuing to be a catch-up or adjacent offering to consumers? In this session, leading heads of EDGE providers and VODs analyze emerging trends on entertainment consumption habits and ensuing monetizing opportunities.</p> <p><b><u>Moderator:</u></b> Mr. Vikram Oza, Consulting Editor, BTVi Reuters</p> <p><b><u>Panelists:</u></b> Mr. Gaurav Gandhi, COO, Viacom18 Digital Ventures Mr. Jamie Kenny, Business Head – Digital, BARC India Ms. Archana Anand, Head, Digital – India, Z5 Business Mr. Uday Sodhi, EVP and Head - Digital Business, Sony Pictures Networks India Mr. Manish Maheshwari, CEO Network18 Digital Mr. Nitesh Kripalani, Director and Country Head, Amazon</p>
Ball Room3 (March 22 <sup>nd</sup> , 2017)	
1430-1530hrs	<p><b><u>Case Study on Sairat : Method or Miracle</u></b></p> <p>Marathi cinema has seen a meteoric rise in the last few years. Just a few years ago, a 10-crore collection was a measure of success. And then last year <i>Natsamrat</i> touched 50 crores. This year it has surpassed all expectations and a miracle of sorts has happened: <i>Sairat</i> touched 100 crores!! The team behind this mega blockbuster will address the key question - Is <i>Sairat</i> a one-off miracle or is there a method behind this miracle?</p> <p><b><u>Moderator</u></b> Mr. Munjal Shroff, Co-Chairman, FICCI - Animation Gaming VFX &amp; Comics &amp; Co-founder, Director &amp; COO, Graphiti Multimedia Pvt. Ltd</p>

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	<p><b><u>Panelist</u></b>          Mr. Nikhil Sane, Producer/Business Head, Zee Studios          Mr. Nagraj Manjule, Director          Mr. Akash Thosar, Actor          Mr. Ajay- Atul, Music Directors</p>
Ball Rooms 1 & 2 (March 22 <sup>nd</sup> , 2017)	
1530-1630hrs	<p><b><u>Making Film Co-Productions work between India &amp; the World</u></b></p> <p>Film co-productions have been increasingly utilized to create content for a global market reflecting socio economic &amp; cultural integration of on a global scale and provide a means to pool financial, creative and technical resources from participating countries. The panel would shed some light on the potential to tap talent pool across borders via co-productions.</p> <p><b><u>Moderator:</u></b></p> <p>Ms. Apoorva Bakshi, Head, OriginSambaal Productions &amp; Partnerships, FilmKaravan</p> <p><b><u>Panelist:</u></b></p> <p>Mr. Kilian Kerwin, President of Production, IvanhoePictures          Mr. Ajit Thakur, CEO at Trinity Pictures, Eros International          Mr. Kabir Khan, Film Maker</p>
Ball Room 3 (March 22 <sup>nd</sup> , 2017)	
1530 -1630 hrs	<p><b><u>The 'Free To Air' growth story – Short Term Gain or Long Term pain?</u></b></p> <p>With rural India turning measureable and the continued uptake of DD FreeDish services in non-digitized markets; Free-to-Air (FTA) channels have had sustained success in terms of ratings and advertiser spends in 2016. Content windowing between primary channels and FTA channels has become blurred. While this has helped industry growth, does this augur well for the industry from a subscription point of view? While broadcasters are gaining in the short term from increased advertising revenues, is this enough to offset the shortfall in subscription revenues as more consumers may choose DD FreeDish as opposed to Pay TV?</p>

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	<p><b><u>Moderator:</u></b> Mr. Vynsley Fernandes, Executive Director, Castle Media Pvt. Ltd.</p> <p><b><u>Panelists:</u></b>          Mr. G. Sambasivan, CFO, Tata Sky          Mr. Amit Arora, Executive Vice President-Head Affiliate Sales, Indiacast Media Distribution Pvt Ltd          Mr. Amit Shah, EVP – Distribution Strategy, Star India          Mr. VD Wadhwa, Executive Director &amp; CEO, Siti Networks Limited          Mr. Achint Setia, Head – Corporate Strategy &amp; Business Development, Viacom18</p>
Powai Room 3 (March 22 <sup>nd</sup> , 2017)	
1530 -1830 hrs	<p><b><u>Making of The Jungle Book</u></b></p> <p><i>The Jungle Book</i> indeed deserved the Academy Award for best for the visual effect category this year. The technical &amp; creative team takes you through the journey that made the movie special with spectacular VFX, digital jungles &amp; computer generated creatures.</p> <p>Ms. Payal Dani, Head Of Department-RotoPrep, MPC Film- Bangalore          Ms. Shajy Thomas, Head of Technology, MPC Film- Bangalore          Mr. Prashant Nair, Head Of Department, Assets HOD, MPC Film- Bangalore          Mr. Amit Sharma, Head Of Department-COMP, MPC Film- Bangalore          Mr. Kabir Verma, Head Of Department-MM/RA, MPC Film- Bangalore          Ms. Phani Madhav, Head of Software, MPC Film- Bangalore          Mr. Lincoln Savio Fernandes, Asset Site Supervisor, MPC Film - Bangalore</p>
Ball Rooms 1 & 2 (March 22 <sup>nd</sup> , 2017)	
1630 -1730hrs	<p><b><u>Censorship Woes: M&amp;E’s Battle Against Thousand Cuts</u></b></p> <p>The Media and Entertainment (M&amp;E) industry is unique in the sense that it is subjected to constant “cultural criticism”. While it is true that the M&amp;E sector has the onerous responsibility of shaping and influencing public opinion, there remains the frustrating debate of “Certification vs. Censorship” which is yet to reach a conclusion. Repeatedly, questions are also being raised upon the functioning of CBFC. Even though the self-regulatory mechanisms to regulate TV content has been in place but the Government has not yet given a statutory recognition raising serious questions on their credibility. Given these challenges how does the industry evolve, in order to satisfy the expectations of aficionados, audiences, investors and regulators?</p>

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	<p><b><u>Special Address :</u></b>  Mr. Shyam Benegal, Director and Screenwriter</p> <p><b><u>Moderator :</u></b> Mr. Tanmay Bhat, Standup Comedian &amp; Co- Founder, AIB</p> <p><b><u>Panelists :</u></b>  Mr. Anupam Sharma, Producer/Director/Actor, Advisor Indian Cinema &amp; Media Sectors, An Australia Day Ambassador  Mr. Hansal Mehta, Director  Mr. Avnindra Mohan, President-Legal &amp; Regulatory, Zee Network Ltd.  Mr. Vishesh Bhatt, Writer, Producer, Director and MD, Vishesh Film</p>
Ball Room3 (March 22 <sup>nd</sup> , 2017)	
1630 - 1730hrs	<p><b><u>Media &amp; Entertainment Workforce : Bridging the talent gap</u></b></p> <p>The Indian Media and Entertainment industry is on the cusp of a strong phase of growth driven by evolution of multiple platforms and new technologies. The industry offers immense scope of work calling for sophistication in both hard and soft skillsets. However, there is an urgent need to provide Indian youth with tailor-made and industry-vetted educational courses that bridge the gap between academia and the typical requirements of the sector. The experts in the panel share their experience on the state of the media curriculum in the country and the way to address the demand and supply gap.</p> <p><b><u>Moderator :</u></b>  Ms. Meghna Ghai Puri, President, Whistling Woods International</p> <p><b><u>Panelists :</u></b>  Prof Ramola Kumar, Dean, Delhi School of Communication  Mr. Vikrant Pande, Academician, Teamlease Skills University  Dr. Sanjay V Deshmukh, Vice Chancellor, University of Mumbai  Mr. Ramesh Sippy, Film director and Producer  Mr. Abhinav Chopra, Chief Human Resource Officer, Viacom18  Mr. R K Selvamani, Pre sident, FEFSI*</p>
Powai Rooms1 & 2 (March 22 <sup>nd</sup> , 2017)	
1630-1730 hrs	<p><b><u>The Spectacle of the Future: Storytelling with the advent of VR/AR</u></b></p> <p>Immersive media including its constituents Virtual Reality and Augmented Reality are becoming common terminologies in the content lexicon of the day.</p>





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	<p>As the global media and entertainment sector continues to push the boundaries of creativity and engagement creating more immersive experiences, artists and technologists have an immense opportunity to participate in one of the most dramatic turning points in the history story telling. The year ahead will be a critical inflection point for VR/AR since devices are proliferating the landscape and there is a race for a seamless experience. An increasing number of content creators in storytelling for entertainment and brands are experimenting with this medium to convey their message. This panel explores the state of the art &amp; possibilities of where the immersive content experience is today; the challenges that remain and will showcase pioneering examples of the projects that have leveraged these path-breaking mediums in 2016-17.</p> <p><b><u>Moderator:</u></b>          Mr. Biren Ghose, Country Head, Technicolor India</p> <p><b><u>Panelist:</u></b>          Mr. Quentin StaesPolet, Director- Business Development, Unity3D          Mr. Uday Dasari, VR Evangelist and Curator, VRCollective          Mr. Shridhar Garge, Head - Strategy, Planning &amp; Programs, NVIDIA          Mr. Bobby Bedi, Founder, Kaleidoscope Entertainment          Mr. Ravi Velhal, Technology Policy and Standards, Intel Research</p>
Ball Rooms 1 & 2 (March 22 <sup>nd</sup> , 2017)	
1730 -1830hrs	<p><b><u>The Changing face of Indian Sports</u></b></p> <p>The global sports sector is estimated to be worth anywhere between \$480-620 billion. But in India sport is yet to be recognized as an economic sector, as there has been little or no comprehensive study done on the industry's size, potential, and on the available opportunities that are on offer. After the success of the Indian Premier League in cricket, there have been numerous leagues across different sports thereby indicating that India has tremendous business potential, especially in the fields of broadcasting, marketing, management, sponsorship, merchandise, sports medicine, and tourism. Will professional leagues change Indian sports for the better? How likely is India to emerge as a force to reckon with in the international sporting arena? Do the recent judicial pronouncements have ramifications? The connoisseurs of sports in the panel discuss the road ahead for the development of sports in India.</p> <p><b><u>Special Address:</u></b></p>

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	<p>Mr. Ravi Shastri, Former Indian cricketer</p> <p><b><u>Moderator :</u></b>          Mr. Ayaz Memon, Eminent sports columnist &amp; journalist</p> <p><b><u>Panelists :</u></b>          Mr. Udit Sheth, Founder and (Infrastructure Developer) Managing Director of TransStadia          Mr. Srinivas Sreeramaneni, Owner, Telugu Titans, Pro Kabbadi League          Mr. Sanjog Gupta, SVP-Cricket, Star Sports          Mr. Vinit Karnik, Business Head-Entertainment, Sports &amp; Live Events, Group M Media India Pvt Ltd.          Mr. John Abraham, Renowned Actor and co-owner, Indian Super League, NorthEast United FC*</p>
Ball Room 3 (March 22 <sup>nd</sup> , 2017)	
1730 -1830 hrs	<p><b><u>Using International Partnerships to Bridge the Talent Gap</u></b></p> <p>“Learning is experience. Everything else is just information.”          Canadian universities and colleges have built world-renowned media and film programs, producing some of the most highly skilled graduates in the industry. The marriage of art and technology, be it in VFX, animation, virtual reality, or through the lens, form the essence of learning. Listen to how these specialized programs combine hands-on, real-world experience backed by theoretical learning in various aspects of the industry.</p> <p>This session will not only explore today’s media education landscape, but will discuss concrete ideas for bridging the talent gap and how Canada can support the industry’s growth in India.</p> <p><b><u>Moderator:</u></b>          Mr. Ravi Gupta – Dean and Director, Whistling Woods International</p> <p><b><u>Panelists:</u></b>          Mr. Mohamed Lachemi, President and CEO, Ryerson University          Mr. Mark Jones, Chair, School of Creative Arts and Animation, Seneca College          Ms. Maija Saari, Associate Dean (Film, TV and Journalism), Sheridan College          Mr. Diwakar Gandhi, Director, International Strategy &amp; BD, Vancouver Film School          Ms. Tanvi Kulkarni, Joint Managing Director, DSK International Campus          Mr. Pankaj Saran, VP - Strategic Initiatives, EMPI Business School*</p>



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	Mr. Hanif Mohammed, Founder, Aiga Institute Mr. Pankaj Chandra, Vice Chancellor & Chairman, Board of Management, Ahmedabad University*
Powai Rooms 1 & 2 (March 22 <sup>nd</sup> , 2017)	
1730 -1830 hrs	<p><b><u>'India in a Day' – Google funded Ridley Scott Initiative</u></b></p> <p>In conversation with the crew of 'India In A Day': Google's Crowdsourced Documentary on India capturing the essence of India across 24 hours.</p> <p>Mr. Richie Mehta, Director Mr. Jack Arbuthnot, CEO, Scottfree Productions Mr. Samit Malkani, Brand Lead, Google India Mr. Anurag Kashyap, Film maker</p> <p><b><u>Anchored by</u></b> Mr. Nikhil Naz, Anchor &amp; Consultant, NDTV</p>
1900 hrs	<b><u>BAF Awards</u></b>

**Day III: 23<sup>rd</sup> March, 2017**

Ball Rooms 1 & 2 (March 23 <sup>rd</sup> , 2017)	
1030 - 1130 hrs	<p><b><u>In Conversation with Madhuri Dixit Nene and Sriram Nene</u></b></p> <p>She has been the most celebrated dancing diva and queen of Bollywood with the famous thousand watt smile. He is the reputed cardiovascular NRI surgeon from USA. And together they are the power couple that is merging creativity and technology that is making the world dance and stay true to fitness goals. Presenting to you, the beautiful Madhuri Dixit and the very dapper Sriram Nene.</p> <p><i>In conversation with Mr. Vikram Chandra, Consulting Editor, NDTV</i></p>
Powai Rooms 1 & 2 (March 23 <sup>rd</sup> , 2017)	



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1030-1130 hrs	<p><b><u>Hit Bull's Eye in Your Outreach: Learning to Leverage the Phenomenon of Facebook</u></b></p> <p>In this session, we will take you through the products and best practices for engaging with your audience and to growing your presence on Facebook. We will delve into the various case studies of successful growth and talk about Newsfeed, the primary discovery mechanism on Facebook. With this workshop, we hope to help content creators understand and leverage the Facebook platform for their goals.</p> <p>By Mr. Kinshu Sinha, Head- Media Growth Partnerships, Facebook India</p>
Ball Rooms 1 & 2 (March 23 <sup>rd</sup> , 2017)	
1130-1230 hrs	<p><b><u>Democratization of Content– In conversation with filmmakers who released worldwide on premium digital platforms</u></b></p> <p>Keeping with the context and mood of the times, these are those mavericks who have gone straight to the internet and released full-length movies. Did they hit or miss? Let us find out from their experiences.</p> <p><b><u>Moderator:</u></b> Mr. Naman Ramachandran (Variety)</p> <p><b><u>Panelists:</u></b>          Mr. Abhay Kumar (d. Placebo)          Mr. Pulkit (d. Maroon)          Mr. Brahmanand Singh (d. Kaagaz Ki Kashti)          Mr. Payal Sethi (d. Leeches)          Mr. Richie Mehta (d. India in a Day)          Mr. Qaushiq Mukherjee (d. Brahman Naman)</p>
Ball Room 3 (March 23 <sup>rd</sup> , 2017)	
1130-1230hrs	<p><b><u>Storm in a Teacup - Radio Phase 3 Auctions</u></b></p> <p>The Radio Phase 3 auctions were expected to significantly expand Radio's reach and market size. However, the results have been lopsided with only major cities seeing success while a number of licenses in smaller centers remained unsold.</p> <p><b><u>Moderator:</u></b></p>

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	<p>Mr. Salil Acharya, Radio Jockey, Actor, VJ</p> <p><b>Panelists:</b>          Mr. Tarun Katial, CEO, Reliance Broadcast Network Limited          Mr. Abraham Thomas, Chief Executive Officer, Music Broadcast Pvt. Ltd (Radio City)          Mr. Gautam Radia, Founder and CEO at Millennium Broadcast Pvt Ltd (Hit FM)          Mr. Harrish M Bhatia, CEO, DB Corp. (My FM)          Mr. Prashant Panday, CEO, Entertainment Network(India)Ltd (Radio Mirchi)</p>
Powai Rooms 1 & 2(March 23 <sup>rd</sup> , 2017)	
1130-1230 hrs	<p><b><u>India Needs a DD Kids' Channel</u></b></p> <p>Are we creating sensible children programmes? Kids' channels in India are roughly about 3% of the total number of channels with limited Indian content. Programming for children for television is a responsible job; sensible and responsible children's programming has the objective of making youngsters imbibe a sense of responsibility &amp; morality.</p> <p>To strengthen the kids' content industry and bring about sustainability, stability and growth to the artist community and other stakeholders in the industry, India needs a Free-to-Air Terrestrial Kids' Channel. The panel would shed light on the needs &amp; opportunities.</p> <p><b><u>Moderator:</u></b> Mr. Ashish Kulkarni, Chairman, FICCI AVGC Forum, Founder, Punnaryug ArtVision</p> <p><b><u>Panelists:</u></b>          Mr. Munjal Shroff          Ms. Supriya Sahu, Director General, Doordarshan          Mr. P Jayakumar, CEO, Toonz Animation          Mr. Rajiv Chilaka, Founder &amp; Green Gold Animation          Mr. Gautam Talwar, Founding Director, Culture Chaat Inc.          Mr. Ketan Mehta, Owner, Maya Movies Pvt. Ltd          Ms. Shukla Das, Film Maker          Mr. Munjal Shroff, Co-Chairman, FICCI - Animation Gaming VFX &amp; Comics &amp;Co-founder, Director &amp; COO, Graphiti Multimedia Pvt. Ltd</p>
Ball Room 1 & 2 (March 23 <sup>rd</sup> , 2017)	
1230-1330 hrs	<p><b><u>Bollywood in trouble? Will Hollywood and Regional take over? Is Indian Cinema in any kind of trouble?</u></b></p>

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	<p>Bollywood box office performance has been flattening in the face of inconsistent content. Unviable movie economics are making major studios take a hard look at their strategies and movie pipelines. Would we see Hollywood and regional content step up to take advantage of this gap?</p> <p><b><u>Moderator:</u></b> Mr. Vijay Singh, CEO, Fox Star Studios</p> <p><b><u>Panelists:</u></b> Mr. Sameer Nair, Group CEO of Balaji Telefilms Mr. Venky Mysore, CEO, Red Chillies Entertainment Mr. Ajit Andhare, Chief Operating Officer at Viacom 18 Motion Pictures Mr. Jack Arbuthnott, CEO, Scottfree Productions Mr. Suresh Babu, President, Telugu Film Chamber of Commerce</p>
Ball Rooms 3 (March 23 <sup>rd</sup> , 2017)	
1230-1330 hrs	<p><b><u>The Digital Rat Race: Strategies for Survival</u></b></p> <p>As consumption moves towards digital means, organizations are looking at building digital models to reach consumers. However, digital models are early in their evolution and operate on very different economic structures as compared to traditional models. This has resulted in a push and pull between subscribers, revenues, profitability, and cash flows. Let us examine strategies which are all still very nascent and yet have the potential to become game changers.</p> <p><b><u>Moderator:</u></b> Mr. Salil Kapoor, Managing Director, HOOQ</p> <p><b><u>Panelist:</u></b> Mr. Gurmit Singh, Managing Director, Yahoo India Mr. Saurabh Doshi, Head Media Partnerships, Facebook India Mr. Sidharth Bhatia, Founding Editor, The Wire Mr. Vijay Kolli, Head - Mobile Strategy and Market Development, Akamai Technologies</p>
Powai Rooms 1 & 2 (March 23 <sup>rd</sup> , 2017)	
1230-1330 hrs	<p><b><u>Masterclass with Dheeraj Verma- How to make great comics?</u></b></p> <p>There is a big gap in between Bollywood and comics and that's the reason we aren't able to produce movies like Avengers which made 1.52 billion USD on a</p>

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	<p>budget of 220 million USD. Even in the 90s, superstar Amitabh Bachchan had a comic-based superhero version of himself - Supremo - written by none other than Gulzar Sahab and illustrated by the amazing Pratap Mullick. Comics are a huge part of pop culture and a sure-shot way of reaching large audiences. In a nutshell, why do we wait for the West; why not make movies similar to Hollywood in the comics genre?</p>
1330-1430 hrs	<b><u>Lunch</u></b>
Ball Rooms 1 & 2 (March 23 <sup>rd</sup> , 2017)	
1430-1530 hrs	<p><b><u>Cold, Factual Reportage or Dominating Opinion: Is there even a middle road?</u></b></p> <p>In the post-truth world that we inhabit currently, truth seems to have become a casualty in news reportage. Dramatic rhetoric clouded by opinion has crept into the various narratives of news. Can we really let our age-old messengers of truth, those who "should tell us like it is" and those who need to hold up the mirror to society be swayed by the power of plain opinion? An array of newspeople examines a complex question in this session.</p> <p><b>Moderator:</b>  Mr. Alex Travelli, News Editor Asia, The Economist</p> <p><b>Panelists:</b>  Mr. Raj Chengappa, Group Editorial Director, India Today  Mr. Bhupendra Chaubey, Executive Editor, CNN News18  Mr. Sreenivasan Jain, Managing Editor, NDTV  Ms. Suhasini Haidar, Foreign Affairs Editor, The Hindu  Mr. Derek Thomson, Editor-in-chief, France 24 Observers</p>
Powai Rooms 1 & 2 (March 23 <sup>rd</sup> , 2017)	
1430- 1530 hrs	<p><b><u>The Ramola Method, Project FUEL Talk</u></b></p> <p><b><u>Key Note - Deepak Ramola, UN Young Leader, Award Winning Lyricist, Two Time TED TALK Speaker</u></b></p>
Powai Room 3 (March 23 <sup>rd</sup> , 2017)	
1430- 1530 hrs	<b><u>Canadian capabilities in VFX, Animation and Post Production</u></b>



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	<p>This session will focus on Canada's cutting-edge skills in the VFX and animation and will provide an overview of what Canada has to offer and the innovative trends in post-production. This will be a learning ground to share knowledge, expertise and opportunities for collaboration and growth in this specialized sector.</p> <p><b><u>Moderator:</u></b>          Mr. Ashish Kulkarni, Chairman, FICCI AVGC Forum, Founder, Punnaryug ArtVision</p> <p><b><u>Panelists:</u></b>          Mr. Sergio Navarretta, Producer, S.N.A.P. Films Inc          Mr. Jonathan Ahee, President, Nabet 700-M Unifor          Ms. Mark Jones, Chair, School of Creative Arts and Animation, Seneca College          Mr. Anand Ramaya, Producer, Karma Films Inc.          Mr. Sean O'Reilly - CEO, Arcana Studio Inc.</p>
Ball Rooms 1 & 2 (March 23 <sup>rd</sup> , 2017)	
1530-1630 hrs	<p><b><u>Indian Print - Looking inward to profitability</u></b></p> <p>The Indian print growth story continues to be strong as compared to global markets. However, over the last few years, growth rates have started to slow down due to saturation and digitization. Print companies are now looking inwards towards operational efficiencies to not only improve bottomlines but to also operate in an increasingly digitized environment.</p> <p><b><u>Moderating:</u></b>          Mr. Pradyuman Maheshwari, Editor-in-Chief &amp; CEO, MxMindiapvt Ltd</p> <p><b><u>Panelists:</u></b>          Mr. Sanjay Gupta, CEO, Jagran          Mr. Rishi Darda, Editorial&amp; Jt. Managing Director, Lokmat          Mr. Ashish Pherwani, Partner, Advisory Services - Ernst &amp; Young          Ms. Anupriya Acharya, CEO, Publicis Media</p>
Ball Room 3 (March 23 <sup>rd</sup> , 2017)	
1530-1630 hrs	<p><b><u>Brave Voices: Screenwriters who are changing the game!</u></b></p>



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	<p>2015-16 has seen a whole host of films based on stories that would've been considered unviable and impossible to make earlier. Piku, Aligarh, Neerja, Dear Zindagi, Nil Battey Sannata, even Kapoor &amp; Sons, Dum LagaaKe.. etc. The whole definition of what is commercial is evolving rapidly, and mutating from time to time, opening up space for brave voices to tell newer kinds of stories, in newer ways. The industry is eagerly waiting for these, provided of course that the script is good. Producers are beginning to bet on well written scripts, even if they are based on 'risky' stories, unconventional themes, disturbing grey characters. Are we finally headed towards writing stories that can cross over? Is Indian cinema finally gearing up to tell strong non formulae stories?</p> <p><b><u>Moderator:</u></b>  Mr. Anjum Rajabali, Screenwriter (Raajneeti)</p> <p><b><u>Speakers:</u></b>  Ms. Rucha Pathak, Chief Creative Officer, Fox Star Studios  Ms. Alankrita Shrivastava, Writer-Director, Lipstick Under My Burkha  Ms. Sanyuktha Chawla Shaikh, Writer, Neerja  Ms. Atika Chohan, Writer, Margarita with a Straw &amp; Waiting  Ms. Gauri Shinde, Writer-Director, Dear Zindagi*</p>
Powai Rooms 1 & 2 (March 23 <sup>rd</sup> , 2017)	
1530-1630 hrs	<p><b><u>Immersive-Interactive-Experiential: The next level of Consumer Engagement</u></b></p> <p>Be it Advertising, Marketing &amp; events, E commerce, In store Experience or Online to Virtual, or even after sales CRM, the entire life cycle of a Brand's engagement with the consumer is getting more immersive, interactive &amp; experiential. Technologies such as Virtual &amp; Augmented Reality, Computer Vision, AI, Deep Learning &amp; IoT are coming together to deliver that next level. This panel immerses right in and shares some current case studies and some of what's coming soon in the near future.</p> <p><b><u>Moderator:</u></b>  Mr. Anand Gurnani, Founder, vamrr™</p> <p><b><u>Panelist:</u></b>  Mr. Arnav Ghosh, Managing Director, Blippar India  Ms. Preet Sahil Singh, Managing Partner, ZED Interactive  Mr. Saurav Bhaik, Founder &amp; CEO, Tagbin  Mr. Avinash Jhangiani, Chief Innovation Officer, Omnicom Media Group  Mr. Rajiv Srivastava, CEO &amp; Founder, Nextgen Shopping Pte. Ltd</p>

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Ball Rooms 1 & 2 (March 23 <sup>rd</sup> , 2017)	
1630 – 1730 hrs	<p><b><u>The Making &amp; Magic of Daddy – Story of Arun Gawli</u></b></p> <p><i>In conversation with Mr. Arjun Rampal, Actor &amp; Producer &amp; Mr. Ashim Ahluwalia, Film Director &amp; Screenwriter</i></p> <p><i>Anchored by Ms. Pooja Kohli, MD &amp; CEO, FilmKaravan</i></p>
Ball Room 3 (March 23 <sup>rd</sup> , 2017)	
1630 – 1730 hrs	<p><b><u>Demystifying GST</u></b></p> <p>India is at the brink of introducing the largest tax reform since the time of Independence with the possible introduction of the Goods &amp; Services Tax ('GST') with effect from 1 July 2017. This session aims to demystify the mystery surrounding the model GST legislation and its impact on the film industry in India. Join us for keen insights from indirect tax experts on the impact of the proposed GST legislation on the film industry specifically covering key points such as entertainment tax under GST, eligibility of credits, place of supply provisions and compliances and other nuances expected under the GST legislation.</p> <p>With Mr. Utkarsh Sanghvi, Partner, Ernst &amp; Young</p> <p><b>Moderated by</b> Mr. Kulmeet Makkar, Chief Executive Officer, The Film and Television Producers Guild of India Limited</p>
Powai Rooms 1 & 2 (March 23 <sup>rd</sup> , 2017)	
1630 – 1730 hrs	<p><b><u>Where's the money, baby? Trend-casting by VC in the entertainment business</u></b></p> <p>Why are some venture capitalists investing big money in the digital entertainment space? And why are some absolutely ignoring it? Is there a deal or isn't there?</p> <p><b>Moderator:</b>  Mr. Madhav Narayanan, Tech and Startup Columnist, EX- Hindustan Times Info Edge India Ltd</p> <p><b>Panelists:</b>  Mr. Anirudh Suri, Founding Partner, India Internet Fund  Mr. Sanjeev Bikhchandani, Co-Founder, Info Edge India Ltd</p>



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	Mr. Alok Goel, Partner, Saif Partner
Powai Room 3 (March 23 <sup>rd</sup> , 2017)	
1630 – 1730 hrs	<p><b><u>Virtual &amp; Augmented Reality: New Paradigms across the M&amp;E Spectrum</u></b></p> <p>From immersing right in the middle of action of Spectacular Sports &amp; Concerts to disrupting movie production and post; From creating new story telling mediums for the telling of which the language is still evolving, to creating edutainment that compels. Virtual &amp; Augmented Reality are hitting the homeruns across the Media Entertainment Spectrum! This panel takes a look!</p> <p><b><u>Moderator:</u></b> Mr. Arijit Bhattacharya Founder &amp; CEO, Virtual Infocomm</p> <p><b><u>Panelists:</u></b> Mr. Rajat Ojha, Founder, TAGS Mr. Sairam Sagiraju, Co-founder, Meraki Studio Mr. Pankaj Raut, Founder &amp; CEO, Dimensions NXG Mr. Satya Prasad, Business Head, Augment Works Ms. Helena H. Lario, Executive Producer &amp; Business Development, Stratostorm</p>
Ball Rooms 1 & 2 (March 23 <sup>rd</sup> , 2017)	
1730-1830 hrs	<p><b><u>Visionaries of the industry speak</u></b></p> <p>As a grand finale, listen to the M &amp; E thought leaders as they map the way ahead with caution, wisdom, and innovation.</p> <p>Mr. Ronnie Screwvala, Founder Trustee, Swades Foundation, Unilazer Ventures Mr. Raghav Bahl, Founder, Quintillion Media Pvt Ltd</p> <p><b><u>In conversation with:</u></b> Mr. Sudhanshu Vats, CEO, Viacom18*</p> <hr/> <p><b><u>Closing Remarks:</u></b> Mr. Sudhanshu Vats, CEO, Viacom18*</p>