



# FICCI FRAMES 2023

Inspire. Innovate. Immerse.

3-5 MAY | Westin, Powai MUMBAI



Day-3	
Ballroom 1-2	
May 5 <sup>th</sup> 2023 1100-1200 hrs	<p><b>One Nation: Many Cinematic Voices</b></p> <p>Now that the term ‘regional cinema’ is behind us and ‘Indian cinema’ is here, we seek to learn from true blue Indian cinema practitioners if changing nomenclature is enough. What can be done to make cinema in all languages survive? What push do the ones thriving need to flourish? Is it only up to the government or can the industry do something for itself? Most importantly, how can we keep going global without losing our identity, diversity and richness?</p> <p><b>Moderator: Ms. Latha Srinivasan</b>, Senior Journalist</p> <p><b>Panelist:</b></p> <p><b>Mr. Swwapnil Joshi</b>, Actor, Marathi  <b>Ms. Ratna Pathak Shah</b>, Actor, Hindi, Gujarati  <b>Mr. Mautik Tolia</b>, Founder, Bodhi Tree Multimedia  <b>Shri. Vikram Sahay</b>, Joint Secretary, Ministry of Information &amp; Broadcasting, Govt of India  <b>Ms. Sargun Mehta</b>, Actor  <b>Ms. Renuka Shahane</b>, Actor, Director  <b>Ms. Manasi Parekh Gohil</b>, Actor Gujarati  <b>Mr. Mahendra Soni</b>, Co-Founder, Hoichoi   SVF  <b>Mr. Rajat Agrawal</b>, Director, Ultra Media &amp; Entertainment Group &amp; Head Content &amp; Acquisition &amp; Syndication of Ultra Jhakaas  <b>Mr. Yuvraj Padole</b>, Deputy director films and event Madhya Pradesh tourism board</p>
Ballroom 1-2	
May 5 <sup>th</sup> 2023 1200-1300 hrs	<p><b>Changing Business of Content: How big is the shift and how long is it to stay?</b></p> <p>While content is king we ask the kingmakers, the producers, the studios and the exhibitors to give us their side of the story. What are they dodging and tackling on a daily basis today? How are they coping with the changing times? Who is the producer of the future? What about the business inspires them to keep it going. What about the business they hope the creative minds understand. From 101 to an in-depth chat with the risk takers.</p> <p><b>Moderator: Mr. Ashish Pherwani</b>, Partner, M&amp;E, EY</p> <p><b>Panelists:</b></p> <p><b>Mr. Rohit Jain</b>, Managing Director, Lions Gate  <b>Mr. Aashish Singh</b>, Producer, Lyca Productions  <b>Ms. Aradhana Bhola Sirohi</b>, Managing Director, Fremantle India</p>



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	<p><b>Mr. Pablo Ren Baolu, Film Producer and Distributor</b> , China  <b>Mr. Shariq Patel, Chief Business Officer, Zee Studios</b></p>
<b>Ballroom 3</b>	
<p>May 5<sup>th</sup>, 2023 1200-1300 hrs</p>	<p><b>Impact of Generative AI on M&amp; E</b>  <b>Microsoft Technology workshop by: Mr. Sandeep Alur</b></p>
<b>Lunch</b>	
<b>Ballroom 1-2</b>	
<p>May 5<sup>th</sup> 2023 1400 – 1500 hrs</p>	<p><b>Masterclass: How to pitch &amp; write for the web series: Celebrating 11 years of TVF</b></p> <p><b>Mr. Arunabh Kumar</b>, Founder &amp; CEO, The Viral Fever (TVF) and his team</p> <p><b>Ms. Prerna Sharma</b>, Creative Producer: Kota factory, Saas Bahu Achar Pvt Ltd, Girls hostel and the Director of Audible Permanent Roommates</p> <p><b>Mr. Vipul Mayank</b>, Creative Producer - Gullak S3 and Panchayat S2. (The creative mind behind: Jassi Jaisi Koi Nahi, Sarabhai Vs Sarabhai, Instant Khichdi)</p> <p><b>Mr. Vivek Kumar</b>, Associate Creative Producer, Tripling 03, Gullak 03, Pitchers 02</p> <p><b>Moderated by: Mr. Saurabh Varma</b>, Film Maker &amp; Chief Creative Officer, Content Engineers</p>
<b>Ballroom 1-2</b>	
<p>May 5<sup>th</sup>, 2023 1500 – 1600 hrs</p>	<p><b>"The Art of Bringing 'Guillermo del Toro's Pinocchio to Life"</b>  <b>Masterclass by MPC - a Technicolor Creative Studio</b></p> <p>Guillermo del Toro's Pinocchio is a dark, adult retelling of the classic fairy tale, following the adventures of a wooden puppet who dreams of becoming a real boy. The film features the voices of Tilda Swinton, Ewan McGregor, Christoph Waltz, David Bradley, and Ron Perlman. One of the key contributors to the film's success was the Moving Picture Company (MPC)- the visual effects studio that created the film's animation and visual effects. MPC's team of talented animators and artists helped bring Guillermo del Toro's Pinocchio's world to life with their intricate visual effects work to support the filmmaker's vision for the environment and match the stop-motion, adding depth and dimension. Join MPC as they unveil the VFX and animation magic behind this Oscar-winning feature.</p> <p><b>Masterclass by:</b></p> <p><b>Mr. Vinay Thakur</b>, Supervisor, MPC India  <b>Mr. Inigo Vimal Roy</b>, CG Supervisor, MPC India</p>



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Ballroom 3	
May 5 <sup>th</sup> , 2023 1500 – 1600 hrs	<p><b>Celebrating Diversity on OTT- Unravelling the codes of regional content</b></p> <p><b>OTT is celebrating diversity - Unravelling the codes of regional content.</b> Regional OTT and the phenomenal growth potential with storytelling winning across Bharat, within the language, and beyond. How culturally nuanced stories, folklores, and true crime from the region are able to cut through a larger spectrum? Are language markets capable of sustaining the ecosystem of OTT production to help bolster business?</p> <p><b>Moderator: Mr. Baradwaj Rangan</b> - Indian film critic</p> <p><b>Panelist:</b></p> <ul style="list-style-type: none"><li>● Muthu Kumar- Director</li><li>● Radhika Sarathkumar- Actor and Producer</li><li>● Indranil Roychowdhury- Director &amp; Screenwriter</li><li>● Siju Prabhakaran, Chief Cluster Officer, South- ZEE5</li></ul>