



CONTENT MARKETING
SUMMIT & AWARDS

9:00 AM REGISTRATION

Venue SALCETTE I & II

GUEST OF HONOR : ESHA DEOL TAKHTANI

ANCHOR : AMIT KAPOOR, Associate Director, Content & Social Media Marketing, Cigniti Technologies

10:00 AM - 10:30 AM KEYNOTE I : KUMAR DEB SINHA, Executive Vice President & Country Head, The Story Lab, Dentsu Aegis Network Pvt. Ltd. **Topic:** "Content Marketing - What have we learned in 2019."

10:30 AM - 11:00 AM KEYNOTE II : RAJITTA HEMWAANI, Senior VP - 9X Media & Chief Content & Operating Officer Spotlampe, 9X MEDIA **Topic:** "Launching Talent & New Content With Out Of The Box Ideas."

11:00 AM - 11:15 AM NETWORKING TEA BREAK

11:15 AM - 11:45 AM PANEL DISCUSSION - I

TOPIC: "CAN TECHNOLOGY BOOST YOUR CONTENT MARKETING EFFORTS ?"

MODERATOR: RENETA KRIPALANI, Lead - Branded Content Strategy & Sales, News18 Indian Languages, Network18 Media and Investments Ltd.

- **DISHA PANDEY**, Head- Product Content and Communication, Round Glass
- **GAYATRI SUNDARAM MUNDLYE**, Content Specialist, KidZania USA
- **MARIA BILKIS**, Head of Content & Creative (Brand Marketing), Arvind Fashion Ltd.
- **SAUGATA BAGCHI**, Head - Global Content Marketing, Tata Communications Ltd.
- **SHERRY GERA**, Content Marketing Director - IBM Services, IBM INDIA

11:45 AM - 12:15 PM PANEL DISCUSSION - II

TOPIC: "EFFECTIVENESS OF CONTENT MARKETING"

MODERATOR: RAPTI GUPTA, Content Marketing Head, Instamojo

- **MADHAVI IRANI**, Chief Officer - Content, Nykaa.com
- **FIONA NANAYAKKARA**, Director, News Publisher Lanka (Pvt) Ltd.
- **JANHAVI SAMANT**, Group Head Content Marketing, Adfactors PR
- **MANISHA ISRANI**, Network Head/Director, HBN India/Telebrands India
- **SAMEEN HUSAIN**, Senior Manager, Content and Public Relations, Hour

12:15 PM - 01:00 PM PANEL DISCUSSION III

TOPIC: "CONTENT MANAGEMENT STRATEGIES"

MODERATOR: ESHA PANDA, Marketing Manager - Brand Content, [24]7.aip

- **BHAVYA DOSHI**, Founder and Chief Creativeologist, The Doodle Desk
- **OLHA AFONINA-ANSARI**, Founder, Bharat Film LLC
- **RIDDHI SHARMA**, Chief Executive Officer, Thought In A Dot
- **AMBARISH SENGUPTA**, Manager-Marketing & Content Strategy-Non-Fiction, The Viral Fever
- **BHAWANA VERMA**, CEO and Founder, Failing It Up
- **SAIMA AHMAD**, Writer, Star TV

01:00 PM - 02:00 PM LUNCH BREAK

02:00 PM - 02:45 PM PANEL DISCUSSION IV

TOPIC: "WEB ENTERTAINMENT NOW & NEXT"

MODERATOR: PEEUSH TOMAR, Founder, Brands Invincible

- **DIVYA DIXIT**, Senior Vice-President and Head Marketing, ALTBalaji
- **MANAV SETHI**, Group Chief Marketing Officer, Eros Now
- **PAULA MCGLYNN**, CEO + Founding Director, Gulbadan Talkies Pvt. Ltd., Bharatiya Digital Productions Pvt. Ltd.
- **SSUMIER S PASRICHA**, Actor, Web Content Creator, Producer, Internet Sensation
- **RAM KAMAL MUKHERJEE**, Filmmaker and Author, Assorted Motion Pictures
- **KAMIYA JANI**, Founder & Editor-in-chief, Curly Tales

02:45 PM - 03:30 PM AWARD CEREMONY



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MOST INFLUENTIAL

CONTENT MARKETING
PROFESSIONAL