



**Launch of the FICCI-EY M&E Industry Report
&
The BAF Awards Ceremony 2025**

Hotel: Sofitel, BKC, Mumbai
Date: March 27, 2025
Time: 10:00 a.m. to 6:30 p.m.

AGENDA	
0930-1030 Hrs	Registration/ Networking Tea
1030 -1115 Hrs	<p>Inaugural Session:</p> <p>Welcome Address & Industry Address: Mr Kevin Vaz, Chairman, FICCI Media and Entertainment Committee and CEO - Entertainment, JioStar</p> <p>Special Address: Ms Sylvie Forbin, Deputy Director General, Copyright and Creative Industries Sector, World Intellectual Property Organization</p> <p>Keynote Address : Shri Gaurav Dwivedi, CEO, Prasar Bharati</p> <p>Launch of FICCI EY Industry Report with all the dignitaries on the dais Key Findings of the Report:</p> <p>Mr Ashish Pherwani, Partner EY</p> <p>Inaugural Address: Shri Ashish Shelar, Minister of Information Technology & Cultural Affairs, Government of Maharashtra</p> <p>Concluding Remarks: Mr Arjun Nohwar, Co-Chair, FICCI M&E Committee and SVP & Country GM - India & South Asia, Warner Bros. Discovery</p> <p>Moderated by: Mr Munjal Shroff, Co- Chair AVGC-XR & Co- Founder & COO, Graphiti Studios</p>
1130 - 1200 Hrs	<p>Power of curated storytelling in building brands</p> <p>In an era where digital media dominates, professional storytelling on Television and OTT platforms continues to captivate audiences, creating immersive experiences and deep emotional connections. Across genres like Entertainment, Sports, and News, these mediums foster high viewer trust and loyalty, with characters often evolving into national icons.</p> <p>For advertisers, professionally curated content presents a powerful opportunity to maximize engagement, and drive better returns on media investments. This session will explore how brands can harness the power of storytelling and develop innovative strategies to amplify their impact on TV and OTT.</p> <ul style="list-style-type: none"> • Mr. Ajit Varghese - Head of Revenue, Entertainment & International, JioStar • Mr. Prasanth Kumar, CEO - South Asia, GroupM • Mr Ashwin Moorthy, CMO of Godrej Consumer Products Limited

	<ul style="list-style-type: none"> Mr. Ashish Sehgal, Chief Growth Officer, Digital & Broadcast Revenue, Zee Entertainment Enterprise Ltd. <p>Moderated by: Mr. Vikram Sakhuja, Group CEO, Madison Media & OOH</p>
1200 - 1230 Hrs	<p>The Art & Economics of Captivating Content</p> <p>In today’s dynamic media landscape, compelling storytelling isn’t just about artistic vision, it’s also about driving revenue, regional engagement, and brand value. From high-budget blockbusters to viral digital content, the session aims to discover what makes content commercially successful while staying creatively rich. Hear the leader speak about how platforms, audience behavior and evolving monetization models shape the future of captivating content.</p> <p>Fireside Chat</p> <ul style="list-style-type: none"> Mr. Sameer Nair, CEO, Applause Entertainment <p>Moderated by: Mr. Komal Nahta, Film Trade Analyst</p>
1230 – 1300 Hrs	<p>Shape of the Future: Print</p> <p>Print media has survived the changing news consumption patterns brought on by digital media. But will it continue to survive and thrive, or see its audiences continue to shrink? This session looks at the future of news in –and around – print.</p> <p>Fireside Chat</p> <ul style="list-style-type: none"> Mr Sivakumar Sundaram, CEO, Bennett Coleman and Co Ltd. Mr Girish Agarwal, Dainik Bhaskar <p>Moderated by: Mr. Ashish Pherwani, Partner, EY</p>
1300 - 1330 Hrs	<p>Future of Pay TV</p> <p>Pay TV is relevant in India due to cultural habits and bundled affordability. Factors like sports viewership, regional channels, and family-driven consumption patterns support its resilience. As was predicted, the digital medium has failed to cannibalize the linear Pay-tv platforms, as India has showcased itself as an “AND” market rather than a linear or Digital one. The session will delve into the future of television, strategies to protect pay TV, investment in content for television, and the opportunities provided by free and connected TV growth.</p> <ul style="list-style-type: none"> Mr Arjun Nohwar, Co-Chair, FICCI M & E Committee and SVP & Country GM - India & South Asia, Warner Bros. Discovery Mr. Nachiket Pantvaidya, Country Head and General Manager, Sony Pictures International Productions, India Mr. Sumanta Bose, Head of Cluster, Entertainment (Star Plus and Bharat, Bengali, Marathi and Gujarati), JioStar <p>Moderated by: Mr Rajrishi Singhal, Senior Journalist</p>
1330 - 1430 Hrs	<p>Networking Lunch</p>

1445 - 1530 Hrs	<p>The Future of Entertainment in the Evolving Digital Age:</p> <p>As the entertainment landscape globally undergoes rapid transformation, filmmakers and industry leaders must navigate evolving audience preferences. With streaming platforms reshaping Indian storytelling and the audience’s viewing habits, how can the entertainment industry innovate to expand its reach and maximize engagement? This session explores the future of the evolving theatrical and streaming ecosystem, and what it means for studios, creators, and audiences alike.</p> <ul style="list-style-type: none"> • Mr Hansal Mehta, Indian Filmmaker • Ms Monika Shergill, VP, Content, Netflix, India <p>Moderated by: Mr. Saurabh Varma, Content Engineers</p>
1430- 1530 Hrs	<p>Roundtable Shri Uday Samant, Minister Industries and Marathi Language, Govt of Maharashtra -regarding the Maharashtra Policy with stakeholders (M& E) (Closed Door) Venue- Room Dubarry, second floor, Sofitel Hotel</p> <p>Welcome and context setting: Mr. Ashish Kulkarni, Chair FICCI AVGC Forum & Founder, Punnaryug Artvision Pvt Ltd.</p> <p>Opening Remarks: Shri Dr P Anbalagan, Secretary, Department of Industries, Government of Maharashtra*</p> <ul style="list-style-type: none"> • Mr. Neeraj Roy, CEO, Hungama • Mr Munjal Shroff, Co-Chair, AVGC- XR Forum & Co-founder Graphiti Studios • P J Kumar, CEO, Toonz Animation • more
1530 – 1545 Hrs	<p>Break</p>
1600- 1900 Hrs	<p>FICCI BAF Awards Ceremony Introductions</p> <p>Welcome address and Introduction of Awards: Mr. Ashish Kulkarni, Chair FICCI AVGC Forum & Founder, Punnaryug Artvision pvt ltd.</p> <p>Special Address: Dr. P Anbalagan, Secretary, Department of Industries, Government of Maharashtra*</p> <p>Keynote Address: Shri Uday Samant, Minister Industries and Marathi Language, Govt of Maharashtra</p> <p>FICCI BAF Awards Ceremony</p>
1830 Hrs	<p>Vote of Thanks</p>