



MEDIA & ENTERTAINMENT BUSINESS CONCLAVE
MEBC - SOUTH CONNECT
21-22 February 2025
ITC Grand Chola, Chennai

Theme: Regional to Global: Shaping India's Creative Narratives

AGENDA DAY – 2 22 FEBRUARY	
0900 - 1000	Registration
SESSION 1	
1015 – 1100 Hrs	<p>Role of Entertainment in Economy building</p> <p>Entertainment is a key economic driver, contributing to GDP growth, job creation, tourism, and innovation. Industries like gaming, film, music, and digital media attract investments, generate employment, and boost exports. Major events and platforms enhance national branding and cultural influence, while digital advancements create new revenue streams. By merging creativity with commerce, entertainment fuels economic expansion, technological progress, and global competitiveness.</p> <p>Moderator: Mr. Machaiah Kelangada, GDAI</p> <p>Speakers: Mr. S. Dhanu, Indian film producer and director (Asuran, Kabali) Mr. Munjal Shroff, Co-Chair, FICCI AVGC-XR Forum and Director-COO, Graphiti Multimedia Pvt Ltd Mr. Ashish Kulkarni, Chair, FICCI AVGC-XR Forum and Founder, Punaryug Artvision Ms. Tanu Banerjee, Partner, Khaitan & Co Mr. Bhupesh Nagarajan, Co-Chair FICCI Tamil Nadu Council and Chairman and Director of Indira Projects</p>
1100 – 1145 Hrs	<p>Transmedia Revolution: Why Gaming, Movies, and Music Are the New Storytelling Powerhouses</p>



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	<p>In today’s entertainment landscape, storytelling is no longer confined to a single medium. Games, movies, and music are converging like never before, creating immersive, interconnected narratives that captivate audiences across multiple platforms. This panel brings together industry pioneers from gaming, film, and music to explore how transmedia storytelling is reshaping engagement, creativity, and business models. From AAA game adaptations to blockbuster-inspired soundtracks and interactive experiences that bridge cinema and gaming, the discussion will dive into the future of narrative-driven entertainment. What are the challenges and opportunities in creating cross-media IPs?</p> <p>Moderator: Mr. Mario Royston, Co-Founder and MD, Weloadin</p> <p>Speakers:</p> <ul style="list-style-type: none">● Ms. Vanitha Venugopal, Chief Executive Officer, Tamil Nadu Technology Hub (iTNT)● Mr. Vaibhav Chavan, Founder-CEO, UnderDogs Studio● Mr. Jakes Bejoy, Musician● Mr. Bejoy Arputharaj, CEO, Phantom-FX● Mr. Vinay Rai, Actor
SESSION 2	
1145 – 1230 Hrs	<p>Unlocking Potential: How Gaming, AR, and VR Are Shaping the Future of Entertainment</p> <p>The world of education and skill development is being transformed by the fusion of gaming, augmented reality (AR), and virtual reality (VR). This session will explore how gamification, alongside AR and VR technologies, is revolutionizing the way we learn and acquire new skills. From immersive learning experiences to real-time skill assessments, discover how these technologies are creating interactive, engaging, and impactful education models across industries. With insights from leading experts, this discussion will showcase how gaming, AR, and VR are setting the stage for the future of learning.</p> <p>Moderator: Ms. Pavithra Sridhar, Game Developer</p>



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	Speakers: Mr. Jainarssh BC , Director Immersive tech, Cavin Infotech Mr. Jeno Manickam , Co-Founder, Highbrow Interactive Mr. Anand Ramachandran , Head of Design, Hit Wicket Mr. Sumit Mehra , Co-founder, MXHP
SESSION 3	
1230 – 1315 Hrs	The Future of Digital Entertainment: Esports, Streaming, and the New Age of Media Esports and streaming have become transformative forces in the world of entertainment, creating new opportunities for monetization, employment, and community-driven experiences. This session will explore the booming economic potential of esports and streaming, from emerging monetization models to growth trends, and how these industries are reshaping digital lifestyles. We'll dive into how these platforms have cultivated a new entertainment culture, blended gaming, media, and fan engagement while influencing youth culture and revolutionizing traditional media consumption habits. Join industry leaders and insiders as they discuss the dynamic impact of esports and streaming on entertainment and digital culture. Moderator: Mr. Harish Chengaiah , CEO, Outlier Games Speakers: Mr. Shiva Nandy , CEO, Skyesports Mr. Asarudheen (aka) Vaadhiyaar , CEO, Team TAMILAS (Streamer) Mr. Nimish Raut , Global Head Esports (Partnerships & Special Projects), Nodwin Gaming
1315 – 1415 Hrs	LUNCH BREAK
SESSION 4	
1415 – 1530 Hrs	Skilling for Success: India's Role in the Global M&E Revolution



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	<p>As the global Media & Entertainment industry undergoes rapid transformation, India stands at the forefront of this revolution—not just as a content powerhouse, but as a skills hub. With a vast talent pool, emerging skilling initiatives, and world-class media education institutions, how can India bridge the industry-academia gap to create a globally competitive workforce? This session will bring together leaders from academia and industry to discuss the evolving skill demands in film, animation, VFX, gaming, and digital media.</p> <p>Moderator: Mr. Mohit Soni, CEO, MESC</p> <p>Speakers:</p> <ul style="list-style-type: none">● Ms. Ketki Pandit, Film Producer● Mr. Raghava Srinivasan Balakrishnan, Associate Vice President, ICT Academy● Mr. Subba Rao Vedula, Vice Chancellor, Young India Skills University
SESSION 5	
1515 – 1600 Hrs	<p>Can Mind Sports Propel India to Global Leadership in Esports, Entertainment, and Business?</p> <p>The rise of mind sports is reshaping the sporting landscape, where intellect, strategy, and technology merge to define the next evolution of sports. Chess, bridge, esports, and card games are gaining prominence worldwide, driven by artificial intelligence, immersive media, and real-time analytics. These advancements are not only transforming gameplay but also reshaping entertainment, fuelling the growth of live streaming, interactive content, and new digital revenue models. As mind sports capture mainstream attention, brands, governments, and media houses are recognizing their potential as a dynamic sector within the global sports economy.</p> <p>India, with its deep-rooted strategic gaming culture and a rapidly expanding digital infrastructure, is uniquely positioned to lead this transformation. With esports and chess securing their place in the Olympic Esports Games, the country has an unprecedented opportunity to shape global policy, cultivate world-class talent, and become a premier destination for international tournaments. This session will explore how India can harness the power of mind sports to drive its leadership across esports, entertainment, and business, paving the way for new forms of digital engagement, content innovation, and economic growth.</p>



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	<p>Moderator: Ms. Uditia Dutta, Veteran Sports Journalist and Founder-Director, Artsmith Concepts & Visions</p>
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Speakers:

Mr. Sibtain Baqri, CEO, Skillhub Online Games Federation (SOGF)

Mr. Nimish Raut, Global Head Esports (Partnerships & Special Projects), Nodwin Gaming

Ms. Sumedha Mahajan, Head of Marketing- India, AmpVerse

Mr. Sreekar Channapragada, Co-Founder, MGD1