



THE AI ERA BRIDGING CREATIVITY & COMMERCE

1-2 DECEMBER 2025; MUMBAI

12th CII Big Picture Summit

The AI Era – Bridging Creativity and Commerce
1-2 December 2025 | JW Marriott Juhu | Mumbai

as on: 13-11-25

Day 1

For External Circulation

*Invited

1030– 1130 hrs. Inaugural Session *Setting the tone for India's Media & Entertainment transformation in the AI decade. Leaders from industry and government outline the opportunity ahead for the Big Reset.*

(Ballroom)

**Ft. Shri Sanjay Jaju (MoIB), Mr Gaurav Banerjee (Sony),
Mr Rajan Navani (JetSynthesys), Ms Gunjan Soni (YouTube)**

1130– 1215 hrs. PowerTalk I: AI transforming the Media & Entertainment Sector

(Ballroom)

**Ft. International Speaker
from Google AI (USA)**

1130 hrs onwards Commencement of Investor Meet & WAVES Bazaar

(Enigma)

1145-1230 hrs IICT Workshop

(Kaveri)

1215– 1300 hrs. Plenary I: Draft M & E Policy: Regulatory Reform & Roadmap towards the \$100bn vision

Importance of regulatory clarity, public-private alignment and streamlined policies for accelerating the sector's growth, Can Regulatory Corrections and Policy Reforms in Media and Entertainment unleash 1-2% GDP of Indian Economy

(Ballroom)

Ft. Shri Sanjay Jaju (MoIB), Mr Gaurav Banerjee (Sony), Mr Avinash Pandey (IBDF)

1300- 1400 hrs Networking Lunch

1400– 1500 hrs. Plenary II: Bridging the Funding Gap: Unlocking Investment for India's M&E Sector



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This session explores the evolving investment landscape of India's Media and Entertainment sector—spanning film, digital, television and emerging IP-led ventures. Industry leaders and investors decode growth drivers and the strategic flows of capital shaping the future of content and distribution.

(Ballroom) Ft. Mr Shibashish Sarkar (Reliance), Mr Nicolas Granatino (STEM AI)

1500– 1545 hrs. Plenary III: Cinema Infrastructure: Building India's Screen Density

Expanding India's screen count with emphasis on Little Cinema and Modern Cinema Infrastructure to create equitable entertainment access

(Ballroom) Ft. Dr Ajay Nagabhushan (JS-Films, MoIB), Ms Amrapali Kata (APTDC)

1545– 1630 hrs. Plenary IV: The Digital Media Explosion: India's Next Growth Story

Visionaries, technologists and entrepreneurs discuss how digital ventures are redefining content creation, distribution and audience engagement for the future.

(Ballroom) Ft. Ms Gunjan Soni (YouTube)
Mr LV Krishnan (TAM)

1430– 1630 hrs. Indian Institute of Creative Technology (IICT)

Board Meeting

&

Annual General Meeting

(Kaveri)

1630– 1700 hrs. ScreenSense I: The Mahavatar Narasimha Blueprint

Success insights on how 4,000-year-old Hindu scriptures (Vishnu Purana, Narasimha Purana, Shrimad Bhagavat Purana) were reimagined with cutting-edge 3D animation, photorealistic VFX, and storytelling depth for audiences.

(Ballroom) Ft. Mr Ashwin Kumar and Ms Shilpa Dhawan (Director & Producer Mahavatar Narsimha)

1700– 1730 hrs. ScreenSense II: How Kurukshetra re-imagined Mahabharata for modern audiences



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(Ballroom) Ft. Mr Ashish Thapar (CEO Hi-Tech Animation & Producer, Kurukshetra)

1730– 1815 hrs. PowerTalk II:

(Ballroom) Ft. Ms Monika Shergill
(VP-Content, Netflix India)

**1730– 1830 hrs. Masterclass: GameForge–
Level Up India**

(Kaveri)

1815– 1900 hrs. Plenary V: India to the World: Expanding India's Creative Footprint

India's next big export could be stories. How can Indian creators and platforms amplify global reach?

(Ballroom) Ft. Ms Jyoti Deshpande (JioStudios)

1900– 1930 hrs. Celebrating Iconic Achievements of India

A special ceremony honouring landmark contributions across films and sports that has transformed the landscape of entertainment.

(Ballroom) Followed by an in-conversation session with the distinguished guests

1930 hrs onwards **Networking Evening and Gala Dinner**

End of day 1



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Day 2

0900– 1000 hrs. Registration, Recap of Day 1 and Setting the Stage

1000– 1045 hrs. Plenary VI: New Driver of Reinvention: Generative AI

(Ballroom) *Is Technology changing the face of the Gaming industry?*

**1045– 1130 hrs. Plenary VII:
Celebrating Piyush Pandey:
The Soul of Indian Advertising
and Its Journey to the World**

This session honours Pandey's legacy as the architect of India's creative voice in advertising, while exploring how his principles of authenticity, cultural insight, and emotional storytelling can propel Indian brands onto the global stage.

(Ballroom) Ft. Ms Hephzibah Pathak (Ogilvy)

1100– 1300 hrs Workshop on AI

(Kaveri)

**1130– 1215 hrs. Plenary VIII: Building the Talent Pipeline:
Creating an IPL-Style Innovation for Entertainment**

Discussing how structured pipelines, immersive academies, and collaborative platforms can unlock the next generation of storytellers, performers, and innovators to build India's creative bench strength.

(Ballroom) Ft. Mr Rajan Navani (JetSynthesys), Dr Vishwas Deoskar (IICT), Ms Lillete Dubey

**1215– 1300 hrs. Plenary IX: Content, Commerce and Communities – The New Digital
Entertainment and Streaming Playbook**

This session dives into the emerging playbook that's reshaping how content is created, monetized, and consumed. Industry leaders and innovators will



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explore new business models, community-driven platforms, and the fusion of storytelling with commerce.

(Ballroom)

(YouTube)

1300- 1400 hrs Networking Lunch

1400 – 1445 hrs Plenary X: Building India's Competitive Edge

(Ballroom)

1500 – 1545 hrs. Plenary XI: Responsible AI and the New Frontiers of Storytelling: Is there a Lakshman Rekha?

As technology reshapes the creative process, this session brings together some of India's most acclaimed storytellers to explore how human imagination and cultural depth continue to define cinema in an era of artificial intelligence.

(Ballroom)

Ft. Mr Sudhir Misra, Mr Anand Neelkanthan

1545 – 1615 hrs. PowerTalk VI: Blockbusters and Boardrooms: Reinventing the legacy of Celluloid

(Ballroom)

1615– 1700 hrs. Plenary XII: The Southern Cinema Explosion

Blending cultural depth with world-class storytelling, visionary direction and unmatched star power, the session will redefine scale, Storytelling and Stardom for a Global Audience

(Ballroom)

1700 hrs. Hi Tea and Close of Program