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#### **KEYNOTE: The Influence of Radio in Emerging India**

The radio industry brings far-reaching effects to the society. It's low-cost nature and rapid dissemination of information across the country makes it the perfect source of news and entertainment. In today's vibrant media landscape, radio is presented in many forms, be it online, digital, satellite, mobile, syndicated or even through podcast.

Come hear how radio can continue to capture attention and ultimately, increase revenue, in a highly competitive and ever-changing economic environment.

Santosh Desai, Managing Director & CEO, Futurebrands India



<http://www.big927fm.com>

#### **India Radio: Sharing Radio's Growth**

The rapid proliferation of devices has given rise to a new multiplatform audience, one that accesses information and entertainment through a combination of devices and traditional sources. While radio broadcasters have re-invented themselves to meet the changing needs of the audience, there is still a need for innovative methods and increased attention to continuously connect with and engage the listeners. Progressive innovation like iTunes, iPads and other mp3 players have all bundled radio as a feature application. Is a convergence with the other media formats a positive or negative effect on radio? As the use of social media on smart phones continues to rise, how do broadcasters engage with the audience while keeping radio a dominant force in the media market space?

Join our panel of industry leaders as they share their views on new opportunities for revenue and growth to the industry.

Moderator: Santosh Desai, Managing Director & CEO, Futurebrands India

Panelists: Apurva Purohit, CEO, Radio City  
 Ashwin Padmanabhan, Business Head, Big FM  
 George Sebastian, Mathrubhumi Printing & Publishing, Senior GM - Marketing  
 Nisha Narayanan, COO, Red FM  
 Prashant Panday, Executive Director & CEO, Radio Mirchi



<http://www.rcs.in/en/>



#### **Listen & Engage**

The benefits of using radio for advertising are many, ranging from its effectiveness to its low cost. Radio offers considerable opportunities to command a larger share of voice and to become an integral medium in the overall marketing mix.

Hear advertiser insights from key clients, media buyers and planners on how radio plays a critical role in meeting new market challenges and the opportunity it can still present in this digital age.

Moderator: Tarun Katial, CEO, Reliance Broadcast Network

Panelists: Ajit Varghese, Managing Director - South Asia, Maxus  
 Jasmin Sohrabji, CEO, Omnicon Media Group  
 Mayank Shah, Group Product Head, Parle Products  
 Manisha Lath Gupta, Chief Marketing Officer, Axis Bank

#### **Using Radio in Your Media Campaign: The Advertisers' Perspective**

Radio can be your consumer's most consistent companion. Leveraging on radio's tremendous power to evoke emotions is an effective and efficient media tactic to reach the listener. However, while planning your radio strategy, it is important to consider if radio is the right fit for your marketing objectives.

Learn how Habib Nizamudin, Chief Growth Officer of Lodestar UM and Kartik Sharma, Managing Partner of Maxus effectively used the power of radio, and what factors ensured the success of their media campaign.

Habib Nizamudin, Chief Growth Officer, Lodestar UM

Kartik Sharma, Managing Partner, Maxus

#### **The Future of Radio - Digital**

No longer a one-way street, radio now connects with the wider audience through various means, as a result of advancements in digital technology. As the radio platform moves rapidly into the digital era and connects with audiences on the move, it's important to understand the implications for the industry.

Our panel of experts will discuss the impact of going digital and how radio can take advantage of new opportunities for future growth.

Moderator: Prashant Panday, Executive Director & CEO, Radio Mirchi  
Panelists: Neeraj Roy, Managing Director & CEO,  
Hungama Digital Media Entertainment  
Shridhar Subramaniam, President, Sony India & Middle East  
Vehrnnon Ibrahim, Radio Consultant, [www.vehrnon.com](http://www.vehrnon.com)

**The Radio Pitch Challenge**

Back for it's third successful year, top teams from this year's Excellence In Radio Awards competition will be presenting their submission for the 'Most Outstanding Use of Radio in an Ad Campaign'. Teams, of no more than 3 members, will be given time to prepare and are judged by their creativity in presenting their media planning pitch for a product or service. Each pitch - which can incorporate talking, demonstrations and acting - must be within 6 minutes and must end with an audio clip. The winning team will be awarded a Radio Pitch Winners' Trophy and tickets worth over INR100,000 to the 2013 Singapore Formula 1 Grand Prix. All participating teams will be awarded certificates.