



**GAURAV
MEHTA**

**CHIEF MARKETING
OFFICER
OLX SOUTH ASIA**

MEASURING ROI FOR RADIO

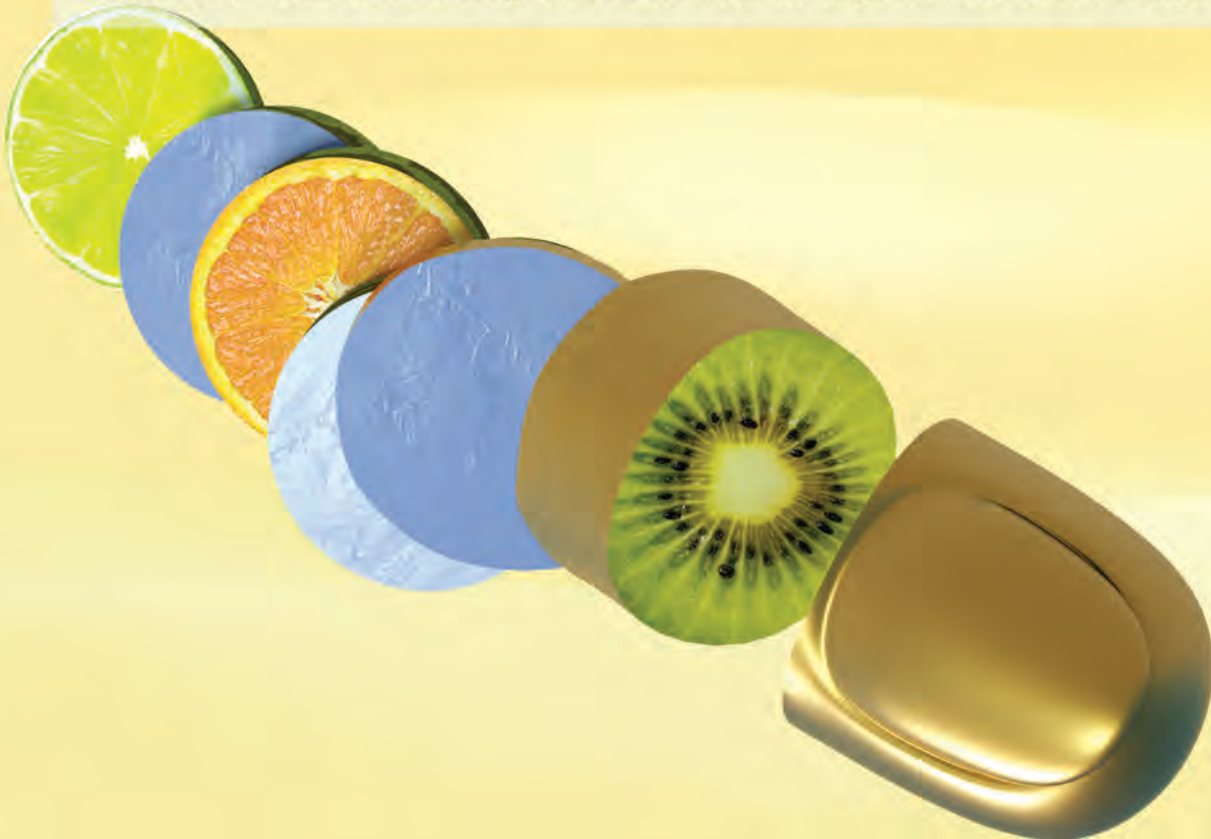
Advertisers and agencies are more challenged than ever in achieving their ROI and sales goals due to the increasingly diversified media landscape and extraneous market challenges.

These issues are shifting planning strategies. In this fantastic session, come hear Gaurav Mehta, Chief Marketing Officer, OLX South Asia focus on using analytics to understand the contribution of Radio spend to business.



BIO:

Gaurav Mehta joined OLX in 2013, and with a forte in branding and marketing he has driven OLX to become among the most trusted and admired brands of the country. He has a post graduate in Brand Management and Media Planning from MICA. An analytics and research driven marketer, Gaurav has been in the mobile marketing space since 2008, and has also showcased his entrepreneurial streak with his company, BrandDNA, a branding and marketing consultancy. He was one of the first few employees to have joined OLX, and has led marketing initiatives that are responsible for OLX becoming a market leader in a short span of time. Through his experience and vision he made the audience believe in the brand's message, making OLX synonymous with selling in India. Under his leadership, OLX emerged as the as India's only online classifieds to be on the top ten searched terms by Google Zeitgeist in 2013 and 2014. He was also felicitated with the 'Marketer of the Year' award at the second edition of Exchange4Media Indian Marketing Awards 2015 in December.





**ASHWIN
PADMANABHAN**

**COO
RELIANCE BROADCAST
NETWORK**

TELLING BRAND STORIES THROUGH EFFECTIVE AND CREATIVE RADIO

Few marketers have been able to leverage the strengths of the radio medium to design effective, creative radio advertising that brings brand stories alive in the minds and life of a radio listener. Most campaigns, are rip-offs from television commercials or print advertisements. However, there are exceptional brands that invest their creative energies in making impactful and effective radio advertising, and have been immensely successful. Come hear from these influential panelists, the DNA of a great radio commercial, as they discuss branded content and share their success stories on radio.

Panelists:

Manish Bhatt, Founder Director, Scarecrow Communications

Manohar Nayak, Managing Director, Lingo India

Sunil Kumaran, Country Head, StoryLab

BIO:

As the Chief Operating Officer, Ashwin Padmanabhan is responsible for the overall operations of the radio and TV business at Reliance Broadcast Network Limited. Ashwin, known for his combination of dynamic technical skills and proficient sales knowledge, operates as Radio Business Head for 92.7 BIG FM as well as oversees the television channels - BIG Magic and BIG Magic Ganga. Ashwin has been a part of the RBNL group since its inception. He joined as Station Head for Hyderabad in 2006 and held many senior positions before taking up the role of Chief Operating Officer on a group level. Ashwin holds an Engineering degree along with Masters in Business Administration from the prestigious Bharathidasan Institute of Management, Tiruchirappalli. He has worked in diverse business sectors including petrochemical, media and other services.

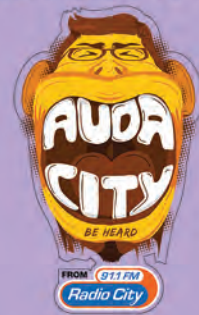




HARI KRISHNAN
MANAGING DIRECTOR
ZENITH OPTIMEDIA
GROUP

HOW CAN RADIO KILL THE VIDEO STAR?

PROUDLY BROUGHT TO YOU BY



In a highly evolved media scenario where personalized devices rule and hyper-proliferation of content that is increasingly visual, where does radio stand in terms of its role and content appeal? While other traditional media like television and print have moved ahead in terms of integrating with digital to enhance brand engagement, is radio lagging behind? The challenges of high cost of entry and legislation around content are barriers that prevail; what breakthroughs could be achieved to overcome these constraints and make radio an indispensable part of a media plan that drives brand stories?

BIO:

Hari Krishnan has been the Managing Director of Zenith Optimedia Group Limited since September 14, 2014. Krishnan served as the Chief Operating Officer of Cheil Worldwide Inc. since January 2013. He is a well-known advertising and communication professional with two decades of experience, where he held senior leadership roles with JWT India, Grey Worldwide and Bates India, among others. He has a proven track record in developing corporate strategy while managing on-going operations and has strength in building teams and people development. Hari joined Cheil from WPP where he was Head of Global Team Ford - a consortium of JWT, Mindshare and Wunderman. He served as the Head of WPP Global Team Ford, where he set up the first co-located office of three different specialist agencies for WPP in the Asia-Pacific Region. He has been a Director of Zenith Optimedia Group Limited since September 14, 2014.





**NISHA
NARAYANAN**

COO
93.5 RED FM

RADIO - SELLING BEYOND FCT

FM brands are today offering a bouquet that can't be matched by all. We all offer radio beyond FCT. Beyond our radio brands, we all know today about Mirchi's Music Awards, Red Live Concerts, RED FM's Tulu and Malayalam Cinema Awards, Big Star Awards & Nilesh Mishra's short stories, Radio City's Freedom Awards & Gulli Cricket, Fever's Radio Drama series like Ramayan, Sai Baba, Voice of Russia capsules, Red FM's Ek Kahani Aisi Bhi book, Suryan FM Pattimandaram or Instore 1 entertainment by Fever and Mall radio by RED FM, T3 Airport radio station etc,

... So why do we have to sell FCT only on radio...let's look beyond!

Panelists:

Vanita Keswani, CEO, Madison Media Sigma

Karthik Lakshminarayan, VP Media Planning & Strategy, Vibrant for Reliance Jio

BIO:

Nisha Narayanan, a prominent name in the radio industry, is currently the COO at 93.5 RED FM. Prior to this appointment, she was the Senior Vice President for Programming and Projects at RED and before that she was heading the FM Projects at South Asia FM for five years. Recently she has won the Impact Top 50 Most Influential Women 2016 Award. During her tenure, she has been instrumental in setting up radio stations across various cities in the country such as Bhubaneswar, Jabalpur, Nasik, Shillong, Varanasi, Jaipur and many more. During her rich 15 years' experience she has dabbled with both TV and radio and has been a part of private as well as public service channels. Her realm of knowledge encompasses areas such as programme planning, presenting, production and management. A Chevening Scholar in Broadcast Journalism, Narayanan began her career with AIR (All India Radio). Her earlier assignments have been with Times FM, RBC radio (Satellite radio), Gyan Vani (Educational Channel) and Radio City. Additionally, Narayanan also has had a stint with Vaishnavi Corporate Communications as the Head of their Audio Visual Programming division. She has also been a part of DW Radio as a Media Consultant and Head of Distribution.



**SUMAN
SRIVASTAVA**

**VICE CHAIRMAN &
CHIEF STRATEGY
OFFICER
FCB ULKA**

IS RADIO RELEVANT IN A MOBILE WORLD?

PROUDLY BROUGHT TO YOU BY

India's Local FM Network

17 Cities | 17 Stations

Radio Division - DB Corp Ltd.



Radio's core strength is the power of words and sound. It is instant and local. However, even with its resilience and reach, are the

advantages of radio its own detriment? Will new innovations in technology enable mobile applications to usurp all the benefits of the traditional broadcast medium? Join us in this dynamic session and hear how today's rapidly evolving technology can revolutionise the radio experience of the future.

Panelists:

Nandini Dias, CEO, Lodestar UM

Tarun Katial, CEO, Reliance Broadcast Network

Sanjay Tripathy, Sr. EVP - Marketing, Product, Digital & E-Commerce, HDFC Life



BIO:

Suman is the Vice Chairman and Chief Strategy Officer of FCB Ulka Group in India. Suman Srivastava enjoys doing new things. A graduate of Delhi University, IIM Ahmedabad and IMD Lausanne, he is an advertising man, strategist, author, marathon runner, teacher, social worker, sportsfan and a creative bartender. Suman has been the CEO of Euro RSCG India (now Havas Worldwide) and also Chief Strategy Officer for Euro RSCG Asia Pacific. Later he started an innovation firm called Marketing Unplugged. He has written a book of the same name which has just been published. Marketing Unplugged is now a part of FCB Ulka Group.





PRASHANT PANDAY

MANAGING DIRECTOR & CEO RADIO MIRCHI (ENIL)

STREAMING MUSIC - THREAT OR OPPORTUNITY FOR FM

Streaming services have been booming for some time now. In the US, Pandora has a MAU base of nearly 75 million. Spotify has more than 20 million subscribers. Apple Music arrived on the scene with a bang. Smart phones sales have been galloping in India for a few years now. There is a forecast that there will be 750 million Indians on the net in the next 3 years, more than half of these on smartphones. In an environment like this, what will happen to the humble FM? It survived the ipod onslaught 15 years back. It appears to be going strong even today, 10 years after the internet became huge and began the "execution" of newspapers. But what about the future. Will it survive the next 10 years? Or collapse! Or, as many believe, will it continue to thrive!

Panelists:

Aditya Swamy, Digital Media & Content Marketing, Flipkart
Shridhar Subramaniam, President - India & Middle East, Sony Music Ent.

BIO:

Prashant Panday is an Engineering graduate in Electronics & Communication and has done his PGDM from IIM Bangalore (1990). Prashant is the Managing Director and Chief Executive Officer of the Company. He has been associated with the Company since August 2000 and has played a key role in bringing in the radio revolution in India. Over the last 14 years, he has played a significant role in making Mirchi the #1 radio brand in the Country in terms of listenership (IRS Q4, 2012: 37.5 million). In 2008, Mirchi was rated the #1 media brand – ahead of The Times of India and Star Plus – in the IMRB- Pitch survey. Prashant has total experience of 25 years in industries ranging from Advertising, Banking, FMCG & Media. Prior to joining the Company, he has worked with Citibank, Pepsi, HUL, Mudra and Modi Revlon. His areas of strength include Marketing & Sales, Analytics & Strategy and People Management. Prashant also served as a member of the Ministry of I&B's committee on fighting piracy.

