



Media Alert

For Immediate Release

March 12, 2014

LA India Film Council Focuses On Key Industry Growth Drivers

Attend key sessions focusing on industry growth:

Session 1: Cuts So Deep: Are We Sacrificing Creativity at the Altar of Morality?

Date: March 12, 2014

Time: 1515-1645 hrs

Venue: Ball Room 3

An in-depth debate on responsible filmmaking, the thoughts and ideas behind censorship guidelines—and what the film fraternity thinks about it...

Panel

Rakesh Kumar, CEO, Central Board of Film Certification
Ramesh Sippy, Co-Chairman, FICCI Media and Entertainment Committee
Ravi Kottarakara, President, Film Federation of India
Mukesh Bhatt, President, Film & TV Producers Guild
Sudhir Mishra, Director and Screenwriter
Kirron Kher, Actor *

Anchor: Anupama Chopra, Journalist and Film Critic *

Session 2: Three Sixty of Film Production: A Producers' Master class

Date: March 12, 2014

Time: 1645-1745 hrs

Venue: Ball Rooms 1 & 2

A film producer is far more than a money man. In this session, we look at how the best creative producers from around the world support the director in achieving his vision whilst still keeping to budget. We hear from producers who originate material themselves, then cast the right director and actors to achieve both creative and financial success, and from producers who have taken on board their filmmakers' vision and

helped them to realize it. How does the process work and where are the boundaries in those relationships?

Panel:

Abhay Deol, Actor and Producer

Andy Paterson, Producer, UK

Guneet Monga, CEO, Sikhya Entertainment, and AKFPL

Anchor: Colin Burrows, CEO, Special Treats

Session 3: Talking Numbers: Hard Facts about M &E's Economic Contribution

Date: March 12, 2014

Time: 17:45-16:30

Venue: Ball Rooms 1 & 2

How much in terms of actual numbers has the media and entertainment industry contributed to the country's GDP in the past 3 years? What are projections? Industry stalwarts discuss an in-depth report and give their opinions.

Launch : MPA and Deloitte Report on Economic Contribution of the Indian Motion Picture and Television Industry

Presentation: Frank Rittman, SVP, MPAA Asia Pacific

Panel

Sudhanshu Vats, Group CEO, Viacom18 Media Pvt. Ltd

Siddharth Roy Kapur, MD, Disney India

Ajay Bijli, Chairman and MD, PVR Ltd

Sanjay Gupta, COO, Star India

Dr Ajit Ranade, Chief Economist, Aditya Birla Group

Anchor: Uday Singh, MD, MPA India

Session 4: Kickstarting Entrepreneurship and Innovation for the Media and Entertainment Industry

Date: March 13, 2014

Time: 1130-1230 hrs

Venue: Ball Room 3

As the media and entertainment sector consolidates itself, there is both the need and scope for entrepreneurial leaps and innovative ventures for the sector to grow exponentially. Whether it is the building of a business destination, private equity, angel investing, crowdsourced funds or reaching out to and engaging audiences in new ways, there are plenty of avenues for us to explore. Let's hear from the experts what they think about it all.

Panel

Arun Rangachari, Chairman, DAR Capital Group

Nicholas Watson, MD, Naseba

Rajesh Sawhney, Founder, GSF Accelerator

Naresh Patwari, Principal, Private Equity, ICICI Venture

Matei Paquin, Head – Project Development, Moment Factory *

Madhusudan Kela, Chief Investment Strategist, Reliance Capital *

Anchor: Jehil Thakkar, Head – Media and Entertainment, KPMG India

Session 5: Small vs Big: Sustainable Business Models for Cinema Today

Date: March 13, 2014

Time: 1615-1715 hrs

Venue: Ball Rooms 1 & 2

What is the fate of small cinema today? Is the battle for eyeballs against star-studded big-budget films unwinnable? Is the made-for-TV model the way to go? What are the alternatives? Filmmakers, broadcasters, studio heads weigh in.

Panel

Ritesh Batra, Director and Screenwriter

Vijay Singh, CEO, Fox Star Studios

Mukesh Bhatt, President, Film & TV Producers Guild

Rohan Sippy, Director and Producer *

Tanuj Garg, CEO, Balaji Motion Pictures *

Nabeel Abbas, Founder, Epigram *

Anchor: Bobby Bedi, Filmmaker, and Treasurer, Media & Entertainment Skills Council

Session 6: Intellectual Property and the Creative Industries -*With the World Economic Forum*

Date: March 14, 2014

Time: 1130-1230 hrs

Venue: Ball Rooms 1 & 2

This session will discuss one of the most crucial catalysts for the sector's overall growth—intellectual property and its dynamics of ownership in an industry becoming rapidly characterized by multiple content distributors over multiple delivery platforms and through methods marked by innovation and technology. What is the best way to reward creativity while balancing the sharing and ownership of creative works in order to realize the full potential of their economic value? Can different stakeholders work together to build trust and transparency in the digital world? Let us seek answers in this session...

Panel

Dr G.R. Raghavender, Registrar of Copyrights, Government of India

Annie Luo, Director, Media, Entertainment and Information Industries, World Economic Forum

Benoit Ginisty, Director General, FIAPF

Deepak Jacob, President & General Counsel, Star India

Sai Krishna, Managing Partner, Sai Krishna Associates

Nandan Kamath, Copyright Integrity International

Anchor: Vishnu Som, Editor & Senior Anchor, NDTV

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About The MPDA: The Motion Picture Dist. Association (India) Pvt. Ltd. (MPDA) is a wholly owned local office of the Motion Picture Association, and represents the interests of the American motion picture industry in India. MPDA works closely with local industry, government, law enforcement authorities and educational institutions to promote and protect the Indian film and television industry. For more information, please visit: www.mpaa-india.org.

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About The MPA: PROMOTING & PROTECTING SCREEN COMMUNITIES IN ASIA PACIFIC

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entry markets benefiting film and television industries in each country including foreign and local filmmakers alike. The organizations act on behalf of the members of the Motion Picture Association of America, Inc. (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations, which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore.

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About FICCI: Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence and its subsequent emergence as one of the most rapidly growing economies globally. FICCI plays a leading role in policy debates that are at the forefront of social, economic and political change. FICCI's stand on policy issues is sought out by think tanks, governments and academia. Its publications are widely read for their in-depth research and policy prescriptions. FICCI has joint business councils with 79 countries around the world. A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry.

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About The FTPGI: The Film and Television Producers Guild of India (FTPGI) is an autonomous non-profit premier film trade body comprising industry stakeholders. It is the principal negotiator with the Government on various critical issues, resolving intra and external trade disputes of the industry, liaising with foreign delegations to provide international exposure for its members, arranging conclaves for the benefits of members. Established in 1954 by the stalwarts of the Indian industry including B.N, Sircar, S. Mukherjee, the FTPGI is today the most progressive body in show business.

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About The FFI: The Film Federation of India was established to promote, protect the interests of the Indian Film Industry and allied industries and trades, including the interests of producers, distributors and-exhibitors of films and of all other persons

connected with the film industry. The Federation also actively works to promote Indian cinema in global markets.

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