

DIGITAL REINVENT 2020 POST-EVENT



WRAP-UP OF DIGITAL REINVENT 2020

APPENDIX 1: WEEKLY E-FLYER

e.g- E-Flyer blast on 6 Jan 2020 – Call for Entries

REINVENT DIGITAL 2020
27 February 2020
Mumbai, India
IN ASSOCIATION WITH PROMAX

OTT & DIGITAL MARKETING INNOVATION AWARDS

The OTT & Digital Marketing Innovation Awards aim to support and recognize quality digital entertainment in India. These Awards celebrate and honour outstanding achievement in talent, promotion, marketing and design.

Calling for Entries!

Deadline 27 Jan

[Check out awards eligibility here](#)

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More details on our website
www.ottdigitalawards.com

The flyer features a dark background with a bokeh effect of light spots. In the center, there is a golden trophy being held by two hands. The text is white and gold, providing a high-contrast look. The overall design is sleek and professional, reflecting the nature of the awards.

DIGITAL REINVENT 2020 POST-EVENT



e.g E-Flyer blast on 3 Feb 2020 – Announcement of first list of speakers

REINVENT DIGIT 2020
DIGITAL REINVENT 2020
CONFERENCE & AWARDS
27 February 2020 | Taj Santacruz, Mumbai
IN ASSOCIATION WITH PROMAX

Register for Conference

Our Speakers

- Rajiv Bakshi**
CEO
Reliance Big Synergy
- Raj Nayak**
Founder & Managing Director
House of Cheer Network
- Karan Bedi**
CEO
MX Player
- Kranti Gada**
COO
Shemaroo Entertainment
- Uday Sodhi**
Digital Strategist
- Gautam Talwar**
Chief Content Officer
MX Player
- Monika Shergill**
Director, International Originals
Netflix, India
- Saugata Mukherjee**
Head of Original Content
SonyLIV
- Raj & DK**
Film Directors - Producers
D2R Filmworks
- Satya Raghavan**
Director, Content Partnerships
Youtube, India

and more to be announced.

[Register Now!](#)

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MXPLAYER

GOLD SPONSOR: **voot**
SESSIONS PARTNER: **PROMAXIndia**
CONTENT PARTNER: **Metapixel studios**
COMMUNICATION PARTNER: **MOES ART**

TRADE ENABLING PARTNER: **2e**
DIGITAL PARTNER: **MM**
MEDIA PARTNERS: **apnews**, **medianews24.com**

For any enquiries, email Yiling (yiling@promaxasia.tv) or call Swarnali (+91 98711 00451)



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e.g E-Flyer blast on 24 Feb 2020 – Updated list of speakers

REINVENT DIGIT 2020
DIGITAL REINVENT 2020 CONFERENCE & AWARDS
27 February 2020 | Taj Santacruz, Mumbai
IN ASSOCIATION WITH PROMAX

3 Days to go! Register Now.

Our Speakers

 Rajiv Bakshi CEO Reliance Big Synergy	 Raj Nayak Founder & Managing Director House of Cheer Network	 Tarun Katial CEO ZEE5 India	 Karan Bedi CEO MX Player
 Aparna Purohit Head of India Originals Amazon Prime Video India	 Monika Shergill Director, International Originals Netflix, India	 Aparna Acharekar Programming Head ZEE5 India	 Gautam Talwar Chief Content Officer MX Player
 Saugata Mukherjee Head of Original Content SonyLIV	 Satya Raghavan Director, Content Partnerships Youtube, India	 Prashant Sharma Industry Head - CPG and Media & Entertainment Facebook India	 Gourav Rakshit COO Viacom18 Digital Ventures
 Raj & DK Film Directors - Producers DZR Filmworks	 Anusha Dandekar VJ, Actress/ Singer	 Richa Chadha Actress	 Nachiket Pantvaldiya Group COO & CEO ALTBalaji
 Vishnu Mohta Co-Founder, Hoichoi Executive Director, SVF	 Kranti Gada COO Shemaroo Entertainment	 Uday Sodhi Digital Strategist Kurate Digital Consulting	Register Now!

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MXPLAYER

CO-SPONSOR TikTok Ads	GOLD SPONSOR voot	SESSIONS PARTNER PROMAXIndia	ASSOCIATE SPONSOR AWARD
CONTENT PARTNER Metapixel studios	COMMUNICATION PARTNER mxm	TRADE ENABLING PARTNER 3i	DIGITAL PARTNER MOM
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apnews	INDIANtelevision	medianews24.com	MEDIA BRIEF

For any enquiries, email Yiling (yiling@promaxasia.tv) or call Swarnali (+91 98711 00451)



APPENDIX 2: MEDIA ATTENTION

ONLINE:

Date: February 2020

Publication

- **MediaNews4U**

<https://www.medianews4u.com/promax-ott-digital-re-invent-conference-awards-2020-reveal-line-up-of-speakers/>

- **Media Brief**

<https://www.mediabrief.com/promax-ott-digital-re-invent-awards-2020/>

- **MediaInfoline**

<https://www.mediainfoline.com/awards/promax-ott-digital-re-invent-conference-awards-2020-2>

Press Release: Promax OTT & Digital Re-Invent Conference & Awards 2020 reveal Line-Up Of Speakers



Promax OTT & Digital Conference & Awards 2020 revealed their first set of speakers. The headliners include Raj Nayak, Founder & Managing Director of House of Cheer Network; Karan Bedi, CEO of MX Player; Monika Shergill, Director of International Originals of Netflix India; Aparna Purohit, Head of India Originals at Amazon Prime Video; Satya Raghavan, Director of Content Partnerships at YouTube India; Kranti Gada, COO of Shemaroo Entertainment Limited Saugata Mukherjee, Head of Original Content of SonyLiv; Prashant Sharma, Industry Head – India | CPG and Media & Entertainment, Facebook amongst others.



“We are enthused by the industry-wide participation which makes the *Promax Reinvent Digital 2020* a must-attend event for every stakeholder in the digital media industry, [from streaming platform executives to creative talent and producers](#). I am equally amazed by the ingenuity in the award entries. A special session on the distinct and spectacular innovations imagined by YouTube, Facebook, TikTok and Tata Sky Binge will be also presented. There is a massive transformation at play and the conference will highlight the path to success across genres, from fiction and non-fiction to Direct-Digital movies”, stated the Conference Chair of the event **Rajiv Bakshi, CEO, Reliance Big Synergy**.

Not only the robust ‘4 Re-Invent Brands Case Studies’ session by the mega brands, but there will also be a powerful discussion on ‘*The Emerging Content Opportunities*’. Digital Programming heads, content creators and creative directors will shed light on how viewers are engaging with different kinds of content, Another not to be missed session scheduled is “*Break the Rules*” moderated by award-winning film director Shonali Bose, who will host the prominent director- duo Raj Nidimoru and DK, of Amazon Prime’s ‘The Family Man’ fame. In this exclusive sit down the directors will talk about the challenges and expectations that come with creating one of the biggest web shows, their superior style and future projects. The session ‘*OTT Visionaries*’ is an ode to the who’s who of the OTT industry, where CEOs and industry stalwarts will look at the biggest issues facing the industry, from programming to measurement, changing consumer preferences and promise a cutting-edge forum of future media fads and the need for path-breaking collaborations.

Rajika Mitra, Country Head (India, Hong Kong, and the Philippines), Promax commented, “The event will provide a deeper understanding of what, where, when and how of the OTT viewers. Attend to hear the experts and digital whizzes as they underline the opportunities and discuss what’s working for the platforms and where the industry is headed, from exploring monetization models, designing distribution roadmaps across platforms and screen sizes and distinct content strategies.”

Date: 28 February 2020

Publication

- **Exchange4Media**

<https://www.exchange4media.com/industry-briefing-news/re-invent-2020-saw-insightful-sessions-by-the-whos-who-of-indian-ott-digital-industry-103018.html>

Press Release: Industry experts share insights on Indian OTT and digital industry

A conference on the Indian OTT and digital industry was recently held in Mumbai with the theme ‘Digital Re-Invent 2020’.

The conference kick-started with a message from the event’s conference chair, Rajiv Bakshi, CEO of Reliance Big Synergy Media.



The sessions included 'Keynote Mastermind', hosted by ZEE5's CEO Tarun Katial, who said: "At every juncture in this industry the opportunity is great but also the responsibility is humungous. How quickly people turn to digital media depends on all of us. Before creating content, we need to understand the market, the consumer, the potential and much more." 'OTT Visionaries - Re-Invent 2020' led by Raj Nayak, Director & MD of House of Cheer Network brought about interesting discussions on monetizing the platforms and their brand USP.

The panel was attended by Karan Bedi, CEO of MX Player, Kranti Gada, COO of Shemaroo Entertainment Limited, Gourav Rakshit, COO of Viacom18 Digital Ventures and Vishnu Mohta, Co-Founder of hoichoi.

The next session, 'The Emerging Content Opportunities' kept everyone engaged with a line-up of programming heads and content savants representing the best OTT brands in the country.

The panelists in this session included Monika Shergill, Director of International Originals at Netflix India; Aparna Acharekar, Programming Head at ZEE5; Gautam Talwar, Chief Content Officer at MX Player; Aparna Purohit, Head of India Originals at Amazon Prime Video and Saugata Mukherjee, Head of Original Content on Sony Liv.

There was also a case study led session 'Top Re-Invent Brand Strategies Showcase' showcasing brand success stories of the leaders of the digital industry - Facebook, YouTube and TikTok presented by Prashant Sharma, Satya Raghavan and Ahteram Uddin respectively.

Date: 28 February 2020

Publication

- **MediaNews4U**

<https://www.medianews4u.com/re-invent-2020-knowledge-inspiration-experience/>

- **IndianTelevision**

<https://www.indiantelevision.com/mam/marketing/mam/re-invent-2020-knowledge-inspiration-experience-200301>

- **Media Brief**

<https://www.mediabrief.com/digital-re-invent-2020-knowledge-inspiration-experience/>

- **LifeandTrendz**

<https://lifeandtrendz.com/re-invent-2020-knowledge-inspiration-experience/>

- **MediaVataar**

<http://mediavataar.com/index.php/news/experimental-marketing/item/14795-re-invent-2020-knowledge-inspiration-experience>



Press Release: Digital Re-Invent 2020: Knowledge, Inspiration & Experience

Mumbai: The esteemed OTT & Digital Marketing Innovation Awards in association with Promax is one proud bunch at this hour. After hosting a successful event today at Taj Santacruz in the presence of speakers & panelists, a room full of content creators, digital experts, innovators, marketing professionals, filmmakers and the who's who from the Indian OTT & digital industry, the event did full justice to its theme for the year – 'Digital Re-Invent 2020'.

The conference kick-started with a welcome message from the event's conference chair, Rajiv Bakshi, CEO of Reliance Big Synergy Media.

Insightful and inspirational panel sessions followed through including 'Keynote Mastermind', hosted by ZEE5's CEO Tarun Katial, who said 'At every juncture in this industry the opportunity is great but also the responsibility is humungous. How quickly people turn to digital media depends on all of us. Before creating content, we need to understand the market, the consumer, the potential and much more'.

'OTT Visionaries – Re-Invent 2020' led by Raj Nayak, Director & MD of House of Cheer Network brought about interesting discussions on monetizing the platforms and their brand USP. The panel was attended by an Karan Bedi, CEO of MX Player, Kranti Gada, COO of Shemaroo Entertainment Limited, Gourav Rakshit, COO of Viacom18 Digital Ventures and Vishnu Mohta, Co-Founder of hoichoi. This session brimmed with substance and imagination in and was remarkably insightful. The next session, 'The Emerging Content Opportunities' kept everyone engaged with an exemplary line- up of programming heads and content savants representing the best OTT brands in the country. The panelists in this fiery session included Monika Shergill, Director of International Originals at Netflix

India, Aparna Acharekar, Programming Head at ZEE5, Gautam Talwar, Chief Content Officer at MX Player, Aparna Purohit, Head of India Originals at Amazon Prime Video and Saugata Mukherjee, Head of Original Content on Sony Liv. The candid talk 'Break the Rules' with director duo Raj & DK hosted by VJ Anusha Dandekar was particularly popular amongst the crowd and received a great response. There was also a power- packed case study led session 'Top Re-Invent Brand Strategies Showcase' showcasing brand success stories of the leaders of the digital industry- Facebook, YouTube and Tik Tok presented by Prashant Sharma, Satya Raghavan and Ahteram Uddin respectively.

The cutting-edge discussions were followed by the much-awaited OTT & Digital Marketing Innovation Awards. Running for the first time this year, the awards acknowledged and celebrated this year's greatest and the most quality-driven teams in the OTT & digital landscape. Netflix and Hotstar were the biggest champions of the evening with a tie at 5 trophies each. Close behind were Amazon Prime Video and ZEE5 who won the popular "Platform of the Year". While Amazon Prime Video's 'The Family Man' swept the award for the 'Best Web Series National', 'Queen' from MX Player was the gold winner in the 'Best Web Series Regional' category. Other notable winners included Nawazuddin Siddique as the 'Best Male Lead of The Year' for Sacred Games, Shefali Shah as the 'Best Female Lead of The Year' for Delhi Crime,, Hotstar for the 'Best Content Marketing by a Brand on a Digital

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Platform' for Game of Thrones and Malishka, who won a gold for 'Best Digital Influencer of The Year'.

Speaking about the enormous success of the event, Rajika Mittra, Country Head, India, Hong Kong and the Philippines of Promax India, said, "We take great pride in setting a standard for innovation and creativity in the industry. This event is a testament to the skill, ingenuity, and vision of content creators and storytellers in the OTT & digital industry across the nation. We are ecstatic we were able to radiate the sheer-hard work and dedication of the deserving winners'

In their debut year this season, OTT & Digital Innovation Awards gave out 16 golds and 16 silvers.

Date: 28 February 2020

Publication

- **Television Post**

<https://www.televisionpost.com/hooq-bags-gold-for-its-first-ever-original-production-bhak-at-promax-reinvent-digital-2020/>

Press Release: Hooq bags gold for its first ever original production 'bhak' at promax reinvent digital 2020

MUMBAI: Hooq, Home of Hollywood in India, won the award for its first Original production 'Bhak' in the category 'Best Small Budget Big Idea Campaign on Digital' at the prestigious 'PROMAX Reinvent Digital 2020,' a platform aimed to support and recognize quality digital entertainment in India. The conference followed by the awards night was held at Taj Santacruz in Mumbai on Thursday, 27th February.

'Bhak', which aired on HOOQ in April 2019, was rewarded for the best creative and ground-breaking launch campaign, #WhatTheBhak, which was executed exceptionally and successfully on a limited budget.

Making it big in Bollywood has been the dream of millions of Indians, but only few ever succeed. The brand used this insight to light up conversations across social media platforms through illustrations, created by Fruitbowl Digital Media Pvt. Ltd. – the brand's social media agency, to showcase the struggle of every Bollywood dreamer. The audience instantly connected with the campaign and shared their own experiences. Despite being on a shoe-string budget, the campaign reached millions, resulting in the successful launch of the show.

Bhak is a colourful dramedy that follows the adventures of two ambitious young filmmakers who, after being pushed around by Bollywood, decide to take matters into their own hands leading to a vicious, yet hilarious roller-coaster ride of frustration, passion, betrayal, and the love of Indian cinema.

Watch all the episodes of award-winning 'Bhak', exclusively on Hooq.



SOCIAL MEDIA:

1. The activities/content shared on the page aimed at spreading awareness for OTT conference & awards show registrations.
2. The target audience for Digital ReInvent conference is niche and exclusive.
3. The aim was to create an excitement for the conference & awards show.
4. Having Tarun Katial, CEO of Zee5 as our keynote speaker was one of the main highlights.

The social media content was aimed at engagement with the audience while giving them more insights about the speakers and what discussions the delegates can look forward to at the panel sessions.

(i) Facebook







Digital Reinvent

Published by Yiling Tham [?] · February 23 at 3:00 AM · 🌐

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#DigitalReinvent2020 is proud to announce a brilliant speaker line-up at India's biggest #OTT Conference & Awards in association with Promax India.
 Limited seats. Register at <http://www.ottdigitalawards.com/>
 Meet the Speakers:... [See More](#)



DIGITAL REINVENT 2020
CONFERENCE & AWARDS

27 February 2020 | Taj Santacruz, Mumbai

IN ASSOCIATION WITH PROMAX

Have you registered?

Our Speakers

 Rajiv Bakshi <small>CEO Reliance Big Synergy</small>	 Raj Nayak <small>Founder & Managing Director House of Choice Network</small>	 Tarun Kotial <small>CEO ZEE5 India</small>	 Karan Bedi <small>CEO MX Player</small>	 Aparna Parrohit <small>Head of India Originals Amazon Prime Video India</small>
 Monika Shergill <small>Director, International Originals Netflix, India</small>	 Aparna Acharekar <small>Programming Head ZEE5 India</small>	 Gautam Talwar <small>Chief Content Officer MX Player</small>	 Saugata Mukherjee <small>Head of Original Content SonyLIV</small>	 Satya Raghavan <small>Director, Content Partnerships YouTube, India</small>
 Prashant Sharma <small>Industry Head - OTT and Media & Entertainment Facebook India</small>	 Gourav Rakshit <small>COO Viacom18 Digital Ventures</small>	 Raj & DK <small>Film Directors - Producers DOR Filmworks</small>	 Anusha Dandekar <small>VJ/ Actress/ Singer</small>	 Richa Chadha <small>Actress</small>
 Nachiket Pantvaideya <small>Group COO & CEO ALTBalaji</small>	 Vishnu Mohita <small>Co-Founder, Head of Executive Director, SVF</small>	 Kranti Gada <small>COO Sherano Entertainment</small>	 Uday Sodhi <small>Digital Strategist Kurake Digital Consulting</small>	

915
People Reached

172
Engagements

[Boost Post](#)

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(ii) LinkedIn

Digital Reinvent India
India's OTT & Digital Conference & Awards
2w • 6

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#DigitalReinvent2020 is proud to announce a brilliant speaker line-up at India's biggest #OTT Conference & Awards in association with Promax India. Limited seats. Register at <https://lnkd.in/f-nmxnk>

Meet the Speakers:

Rajiv Bakshi, [Reliance Big Synergy](#)
 Tarun Katial, [ZEE5](#)
 Raj Nayak, House of Cheer Network
 Karan Bedi, [MX Player](#)
 Kranti Gada, [Shemaroo Entertainment Ltd.](#)
 Vishnu Mohta, [SVF Entertainment/ Hoichoi TV](#)
 Gourav Rakshit, [Viacom18 Media Private Limited](#)
 Nachiket Pantvaidya, [ALTBalaji](#)
 Uday Sodhi, Kurate Digital Consulting
 Aparna Purohit, [Amazon Prime Video India](#)
 Aparna Acharekar, [ZEE5](#)
 Gautam Talwar, [MX Player](#)
 Monika Shergill, [Netflix India](#)
 Saugata Mukherjee, [Sony Pictures Networks India](#)
 Satya Raghavan, [YouTube India](#)
 Prashant Sharma, [Facebook India](#)
 Raj & DK, D2R Filmworks
 Richa Chadha, Actress
 Anusha Dandekar, VJ/Actress/Singer

Have you registered?

Our Speakers

 Rajiv Bakshi <small>Director, Big Synergy</small>	 Raj Nayak <small>Head of Network TV, House of Cheer Network</small>	 Tarun Katial <small>CEO, ZEE5</small>	 Karan Bedi <small>CEO, MX Player</small>
 Aparna Purohit <small>Head of India Originals, Amazon Prime Video India</small>	 Monika Shergill <small>Executive, International, Netflix India</small>	 Aparna Acharekar <small>Programs, ZEE5</small>	 Gautam Talwar <small>Chairman, MX Player</small>
 Saugata Mukherjee <small>Head of Original Content, Sony TV</small>	 Satya Raghavan <small>Senior, Content, YouTube India</small>	 Prashant Sharma <small>Senior Head, Content, Facebook India</small>	 Gourav Rakshit <small>CEO, Viacom18 Media Private Limited</small>
 Raj & DK <small>Partnerships, D2R Filmworks</small>	 Anusha Dandekar <small>VJ, Actress, Singer</small>	 Richa Chadha <small>Actress</small>	 Nachiket Pantvaidya <small>Senior, CEO, ALTBalaji</small>
 Vishnu Mohta <small>Co-Founder, SVF Entertainment</small>	 Kranti Gada <small>CEO, Shemaroo Entertainment</small>	 Uday Sodhi <small>Digital Marketing, Kurate Digital Consulting</small>	Register Now

12 • 1 Comment

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(iii) Instagram

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27 February 2020 | Taj Santacruz, Mumbai

Conference Chair
Rajiv Bakshi
CEO
Reliance Big Synergy

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4 likes
FEBRUARY 23

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DIGITAL REINVENT 2020 CONFERENCE & AWARDS
27 February 2020 | Taj Santacruz, Mumbai

Have you registered?

OTT Visionaries- Re-Invent 2020
This panel of industry leaders and CEOs will present the biggest issues and top trends we need to leverage now and into next year. From programming to measurement, changing consumer preferences and game-changing innovation, this conversation will set the stage for our BIG OTT experience.

Session

- Raj Nayak, Founder & Managing Director, House of Cheer Network
- Karan Bedi, CEO, MX Player
- Kranti Gada, COO, Shemaroo Entertainment
- Mihet Pantvaldiya, Group COO & CEO, ALTBalaji
- Gourav Rakshit, COO, Viacom18 Digital Ventures
- Vishnu Mohta, Co-Founder, Founder, Founder, Executive Director, SYF

Liked by shemarooent and 1 other
FEBRUARY 26



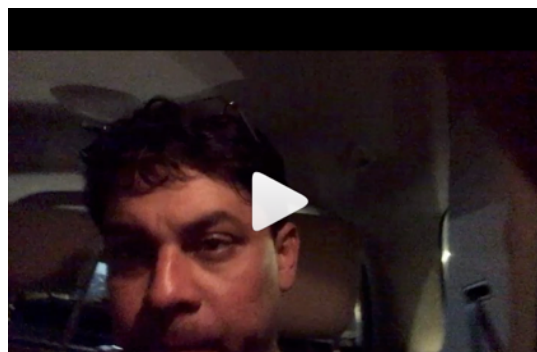
digitalreinvent2020
Hotel Taj Santacruz Near Domestic Airport

digitalreinvent2020 Here's how you can meet the graceful @goofwoman in person! Gunjan will be gracing the #DigitalReinvent2020 as our Conference Host. Come join us on 27 Feb at the Taj Santacruz, Mumbai for a full day of inspiring sessions!

1w

24 views
FEBRUARY 26

Add a comment... Post



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digitalreinvent2020 Look who is going to be our Awards Host for #DigitalReinvent2020! It sure is going to be a night of fun and excitement with @boredbrocha #ott #digital #media #awards

1w

22 views
FEBRUARY 27

APPENDIX 3: PHOTOS FROM DIGITAL REINVENT 2020

27 FEB 2020 @ TAJ SANTACRUZ, MUMBAI



The conference kickstarted with an opening from our conference chair, Rajiv Bakshi, CEO of Reliance Big Synergy.



Keynote Speaker Tarun Katial, CEO of Zee5, greets the audience and is joined by Rajiv Bakshi for a discussion on where the power lies in the OTT industry.



Our OTT Visionaries led by Raj Nayak (centre) discusses on the opportunities, challenges and emerging strategies to create the best consumer experience in the OTT and digital space. Together with Raj are (from left) Vishnu Mohta, Karan Bedi, Gourav Rakshit, Kranti Gada and Nachiket Pantvaidya.

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Uday Sodhi (centre) led the panel discussion on The Emerging Content Opportunities and was joined by (from left) Saugata Mukherjee, Aparna Acharekar, Aparna Purohit, Monika Shergill and Gautam Talwar



Coffee Break proudly sponsored by VOOT is served and enjoyed by all.



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Delegates pose and take photos at our photo wall.



Satya Raghavan starts the second part of the conference with his session showcasing Youtube India's brand strategies.



Prashant Sharma is next to take the stage as he explains to the audience Facebook India's take on how to best showcase and market their brand.

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Ahteram Uddin from TikTok shares what their strategies are as he concludes the session on the Top Re-Invent Brand Strategies Showcase.



Anusha Dandekar (leftmost) interviews Raj & DK on how they “break the rules” and created the popular series “The Family Man”



Awards host Cyrus Broacha had the audience in stitches as he introduced the categories at the first OTT & Digital Marketing Innovation Awards.

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Congratulations to all winners! Hope to see you next year!



THANK YOU!