

India Gaming Conference 2021

GAMING FOR GOOD – Build in India, Build for the World

1 March – 12 March 2021 | CII Hive Virtual Platform

A G E N D A



1 March 2021 (Monday)	
1500 - 1545 Hrs (IST)	Panel Discussion: “Gaming for Good – Aatmanirbhar Bharat”
1600 - 1630 Hrs (IST)	Fireside Chat: “Gaming for Success: Key Learnings from Successful Indian Games”
2 March 2021 (Tuesday)	
1500 - 1545 Hrs (IST)	Panel Discussion: “Catalyst for Change: Role of State and Regulators in the Gaming Industry”
1645 - 1715 Hrs (IST)	Corporate Talk: “Networking and Gaming” by Vinay Shetty, Regional Head–India & South Asia, ASUS Technology Pvt. Ltd
3 March 2021 (Wednesday)	
1500 - 1545 Hrs (IST)	Panel Discussion: “Carving a Niche in the Global Gaming Map: Gaming Industry in India”
1600 - 1630 Hrs (IST)	Fireside Chat: “Leveraging the Gaming Value Chain: Global Case Studies and the Indian Context”
1645 - 1715 Hrs (IST)	Corporate Talk: “S.A.F.E (Simple, Affordable, Family, Entertainment)” by Sumeet Aggarwal, Managing Director - MENA & South Asia, Intellivision
4 March 2021 (Thursday)	
1500 - 1545 Hrs (IST)	Panel Discussion: “Cracking the Monetization Code”
1600 - 1630 Hrs (IST)	Fireside Chat: “The Next Frontier: Cloud Gaming”
1645 - 1715 Hrs (IST)	Corporate Talk: “Breaking the Ceiling for PC Gaming in India” by Jaganathan Chelliah, Director - Marketing, Western Digital India
5 March 2021 (Friday)	
1500 - 1545 Hrs (IST)	Investor Track: “Lumikai, Krafton, Play Ventures, Nexus Ventures”
1600 - 1630 Hrs (IST)	Fireside Chat: “Fund Raising for Gaming Startups - Decoding the Secrets”
1645 - 1730 Hrs (IST)	Panel Discussion: “Advertising in Gaming: A Bankable Opportunity”

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8 March 2021 (Monday)	
1500 - 1545 Hrs (IST)	Panel Discussion: “Decoding the Rise of eSports in India”
1600 - 1630 Hrs (IST)	Fireside Chat: “New Frontiers in Gaming – VR, AR, and AI”
1645 - 1715 Hrs (IST)	Corporate Talk: “YouTube for Gaming” by Shilpa Keswani, Manager, Content Partnerships YouTube
9 March 2021 (Tuesday)	
1500 - 1545 Hrs (IST)	Panel Discussion: “Navigating the Regulatory Landscape of Gaming in India”
1600 - 1630 Hrs (IST)	Fireside Chat: “Making Learning Fun: Gaming in EdTech”
1645 - 1715 Hrs (IST)	Corporate Talk
10 March 2021 (Wednesday)	
1500 - 1545 Hrs (IST)	Panel Discussion: “Understanding the Indian Gamer - Consumer Behavior Evolution and the Indian Gamer Profile”
1600 - 1630 Hrs (IST)	Fireside Chat: “Evolution of Video Streaming”
1645 - 1715 Hrs (IST)	Corporate Talk: “Improving Gaming App Discoverability” by Aman Grover, Head-AppDev Sales India, Google
11 March 2021 (Thursday)	
1500 - 1545 Hrs (IST)	Panel Discussion: “Introducing Gollywood”
1600 - 1630 Hrs (IST)	Fireside Chat: “Bollywood and Gaming: The Consumer Perspective”
1645 - 1715 Hrs (IST)	Corporate Talk: “Firebase: Measurement & Analysis” by Miso Kwan, Product specialist, Google
12 March 2021 (Friday)	
1500 - 1545 Hrs (IST)	Panel Discussion: “Responsible Gaming in India”
1600 - 1700 Hrs (IST)	Investor Track

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4 March 2021 | 1500 - 1715 Hrs (IST)

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1500 - 1545 Hrs (IST)	Panel Discussion: “Cracking the Monetization Code”
<i>The key focus areas for the discussion will be on how developers and publishers can crack the monetization code in India, the gap that India has w.r.t other countries in terms of ARPU and ARPPUs, why conversions rates to paid users are low and how the same can be bridged along with a discussion on some of the innovative pricing models globally that we can take learnings from.</i>	
Moderator	Girish Menon Partner and Head – Media & Entertainment KPMG India
Panelists	Manav Sethi Chief Marketing Officer Octro
	Sharan Tulsiani Business Development Google Play Games and Apps
	Sabyasachi Biswas Games Marketing Head JetSynthesys Pvt. Ltd.
1600 - 1630 Hrs (IST)	Fireside Chat: “The Next Frontier: Cloud Gaming”
<i>This topic will focus on cloud gaming evolution across the world, how it can revolutionize the adoption of gaming across emerging countries, especially mid-core and AAA games, and what are trends in cloud gaming being seen globally.</i>	
Moderator	Mitesh Agarwal , Director - Customer Engineering, Google Cloud India
Expert	Simon Donovan , Director and Game Lord, Google Cloud
1645 - 1715 Hrs (IST)	Corporate Talk
Western Digital India	“Breaking the Ceiling for PC Gaming in India” by Jaganathan Chelliah , Director - Marketing, Western Digital India
JetSynthesys	“Co-creating a product for India with an International Partner” by Deeptha Vijayan , Head of Partnership & Co-Development Projects & Ashutosh Rawat , Associate Director-Performance Marketing, JetSynthesys Pvt. Ltd.

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