



7th INDIA DIGITAL SUMMIT 2012

“Creating the World’s Largest Free Market Digital Economy”

16-17, January 2013 · New Delhi

Theme of the Summit

951 million mobile users with 448 million mobile data subscribers; 137 million Internet users and rural Internet growing 7x in the last two years make India one of the top three digital markets in the world. One of only top two at this scale with free market economy democratic polity; and the only one where there is still headroom for growth. The time to invest in Digital India is now.

By 2020 riding on a government investment of 4 billion USD [roughly 10 billion USD on PPP terms] Internet users is expected to be 600 million; and mobile would possibly penetrate 100% of rural India creating the largest free economy digital market in the world.

The Digital Opportunity now and in the next 5 years in India is explosive. And the need to create a Digital Economy on scale is a developmental necessity. The opportunity, however, lies in addressing the current challenges of the ability to provide: low cost connectivity, universal access, usable content, secure networks, affordable devices and enabling policy.

*Building on the theme of “Creating the World’s Largest Free Market Digital Economy” the 7th India Digital Summit will focus on five tracks: **Infrastructure, Regulatory Frameworks, Services & Content, Entrepreneurship / Innovation and Business 3.0.***

Day 1: 16 January 2013

Time	Main Hall	Track Room
0900 hrs	Gates Open	
0900-1000 hrs	Collection of Conference Pass over Tea	
1000-1040 hrs	Inaugural	
1000-1010 hrs	Welcome address Hitesh Oberoi , Chairman, IAMAI & Co-Founder and Chief Executive Officer, Info Edge India Limited[C]	
1010-1030 hrs	Address by Chief Guest	
1030-1040 hrs	Vote of Thanks Dhruv Shringi , Vice Chairman, IAMAI and Co-Founder & Chief Executve Officer, Yatra.com a	

1040-1100 hrs	Networking Break	
1100-1130 hrs	Keynote Address by Sam Pitroda, [Invited] Topic “Bharat Broadband [NOFN]: Going extra mile with public investment” <i>Interaction with:</i>	
1130-1135 hrs	Change over	
1135-1240 hrs	Plenary Session 1: 1000 digital startups a year: How to make it happen? Discussion points: Policy, Innovation, Infrastructure, Social Support and Funding <i>Session Chair and presenter:</i> Subrata Mitra , Partner, Accel Partners India <i>Presenter: [10 mins each]</i> Mahesh Murthy , Founder, Pinstorm and Co-founder, Seedfund [C] Pranay Gupta , Joint CEO, Centre for Innovation [C] Rajesh Sawhney , Founder, GSF Accelerator & Superangels [C] Mukund Mohan , CEO in Residence, Microsoft Startup Accelerator [C]	Track 1: Business track- Microsoft Topic: Importance of Creativity to Digital Advertising 11:35 – 1140 hrs: Session Chair and presenter Neville Taraporewalla , Country Director, Advertising and Online, Microsoft© 1140 – 1220 hrs: Discussion: <ul style="list-style-type: none"> ● Vineet Gupta, Managing Partner, 22feet Communications© ● Arun Sharma, VP Marketing - Head Media & Rural, Bharti Airtel© ● Vikas Tandon, Managing Director, Indigo Consulting ● Kamal Basu, Head Marketing, Skoda Auto ● Anjali Hegde, Chief Executive Officer, Reprise Media©
1135-1145 hrs		
1145-1225 hrs		
1225-1240 hrs	Audience Interaction	1220 – 1240 hrs: Audience Interaction
1240-1340 hrs	Networking Lunch	
1340-1410 hrs	Keynote Address by Lars Boilesen , Chief Executive Officer, Opera Software [C] Topic “Lowering the barrier for mobile web - for both operators and users” Interaction with: Mouli Raman, Co-founder and Managing Director, OnMobile [Invited]	
1410-1415 hrs	Change Over	

1415-1520 hrs	Plenary Session 2: Cloud – Leveraging the Cloud for Business Efficiency	Track 2: Email Marketing Roundtable with juvlon (By Invitation Only)
1415-1425 hrs	<i>Discussion points: Security, policy, standards as tools for market development</i>	
1425-1505 hrs	Session Chair and presenter: [10 mins] Bhaskar Pramanik , Chairman, Microsoft India [Invited]	
1505-1520 hrs	Proponents:[10 mins each] Sarad Sanghi , Managing Director and Chief Executive Officer, Netmagic Vikram Gulati , Chief Executive Officer and Managing Director, happiest mind VSS Mani , Founder and Chief Executive Officer, Justdial Sridhar Vembu , Chief Executive Officer, Zoho Corp Ravi Shankar , Chief Executive Officer, Nevaless Networks[C] Srivibhavan Balaram , Founder and Chief Executive Officer, Cloudbyte	
	Audience Interaction with the proponents	
1520-1535 hrs	Networking Break	
1535-1605 hrs	Keynote Address by: Topic: “Media after internet – Coping with the new normal” Interaction with “to be decided”	
1605-1610 hrs	Change Over	
1610-1640 hrs	Keynote Address by Nandan Nilekani, Chairman, UAIDI [C]. Topic “ Unique Identity and Its Positive Externalities for Inclusiveness ” Interaction With:	
1640-1745 hrs	Plenary Session 3: Social media – Freedom, moderation or regulation	Track 3: CXOs closed door roundtable on Digital marketing – What marketers

1640-1645 hrs	Discussion points: limitation of users, Right to express views, monitoring and the right regulation.	want? (By Invitation Only)
1645-1730 hrs	Session Chair and Moderator Dilip Cherian [Invited]	
1730-1745 hrs	Rajesh Kalra , Chief Editor, Times Internet [C] R Sukumar , Managing Editor, Mint[C] Shivam Vij , Kafila.org[C] Sunil Abraham , Executive Director, The Centre for Internet and Society[C] Rishi Jaitley , India Market Development, Twitter, Inc	
	Audience Interaction with the proponents	

Day 2: 17 January 2013

Time	Main Hall	Track Room
0900 hrs	Gates Open	
0900-1000 hrs	Collection of Conference Pass	
1000-1030 hrs	Keynote Address by Ilja Laurs , Founder and Chairman, GetJar [C] <i>Topic: "Future of Apps and their Monetization"</i> <i>Interaction with "TBD"</i>	
1030-1035 hrs	Change Over	
1035-1145 hrs	Plenary Session 4: Mobile Internet as a game changer <i>Discussion points: first time users coming from mobile, new users with new demands from rural India, new synergies between stakeholders</i>	Track 4: CXOs Closed door roundtable on Local Language – The Killer App (By Invitation Only)
1035-1045 hrs	Session Chair and Presenter: [10 mins] Jonathan Bill , Senior Vice President, Business	

1045-1125 hrs	Development and Innovation, Vodafone India [C] Presenter: <i>[10 mins each]</i> Neeraj Roy , Managing Director and CEO, Hungama [C] Vishwanath Alluri , Chairman, Chief Executive Officer and Founder, IMI Mobile Harish Thawani , Chief Executive Officer, Nimbus Umesh Kulkarni , Founder, Newshunt [C] Anil Mathews , Founder & Chief Executive Officer, AdNear Vijay Shekhar Sharma , Founder and Chief Executive Officer, One97 [C]	
1125-1140 hrs	Audience Interaction with the proponents	
1140-1200 hrs	Networking Break	
1200-1230 hrs	Keynote Address by Ian Chin, Chief Operating Officer, BesTV [C] Topic: “ Entertainment and IPTV ” Interaction with: “TBD”	
1230-1235 hrs	Change Over	
1235-1305 hrs	Keynote Address 6: To be decided To be decided Interaction with: To be decided	
1305-1405 hrs	Networking Lunch	
1405-1515 hrs	Plenary Session 5: Discussion on e-Commerce 2.0– Emerging trend <i>Discussion points: New users, New Devices and New Business Models</i>	Track 5: Sponsored Session (By Invitation Only)
1405-1410 hrs	<i>Session Chair</i> Avnish Bajaj , Managing Director, Matrix Partners	
1410-1500 hrs	Sachin Bansal , Co-founder & CEO, Flipkart[C] Alok Mittal , Managing Director, Canaan Patners India[C]	

1500-1515 hrs	<p>Sundeep Malhotra, Chief Executive Officer, HomeShop18 [C] Muralikrishnan B, Country Manager, eBay[C] Mukesh Bansal, Founder, Myntra.com[C] Ankur Warikoo, Chief Executive Officer, Groupon India[C]</p> <p>Audience Interaction</p>	
1515-1520 hrs	Change Over	
1520-1550 hrs	<p>Keynote Address by “ To be decided” To be decided</p> <p>Interaction with: To be decided</p>	
1550-1605 hrs	Change Over	
1605-1645 hrs	<p>Plenary session 6: Interaction: Attracting and retaining talent for Digital Industry</p> <p>Discussion points:</p> <ul style="list-style-type: none"> • Building culture in a start up; • Staying motivated thru tough times • Putting together a motivated team <p>Interaction between Industry leaders and Student/Entrepreneurs</p> <p>Industry Leaders: Deep Kalra, Founder and Chief Executive Officer, Makemytrip [C] Anupam Mittal, Founder and Chief Executive Officer, People Group[C] Arun Tadanki, Managing Director (India & Southeast Asia), Yahoo! Dinesh Agarwal, Founder and Chief Executive Officer, IndiaMART [C]</p> <p>Student Entrepreneurs: To be nominated</p>	
1645-1700 hrs	Change Over	
1700-1730 hrs	<p>Keynote Address 9: To be decided</p> <p>To be decided</p>	



	Interaction with: To be decided
1730-1750 hrs	Networking Break
1750 hrs	India Digital Award Ceremony