



## **INDIA DIGITAL FORUM 2011 COMES TO AN END - PRESS RELEASE**

**The Digital Convergence Revolution - Collision of Web, Mobile, Community and Media**

**29/07/2011**

**India Habitat Centre, New Delhi**

**30 Jul 2011**

The conference **India Digital Forum** (<http://www.indiadigitalforum.com>) organized by CellStrat ended successfully in India Habitat Centre, New Delhi.

This conference saw an unending barrage of interest from audience from all over India in addition to the host city Delhi. CellStrat team kept getting calls even on event day until afternoon to enquire about registrations.

Most delegates came on time for the very first keynote on “The Digital Convergence Revolution” by Mr. Annurag Batra, Chairman, Exchange4Media and an industry stalwart in media industry. The event received great reviews from all – speakers, audience as well as a small number of apps exhibitors that attended the event.

Post keynote address, The India Digital forum morning session began with a panel discussion on “The digital media takeover - Media and Content gone Digital”. To begin the session, session’s moderator Mr. Anurag Gambhir (Technology Evangelist) addressed the fact that - digital content firstly needs to be more simplified for consumers. He backed his statement with certain stats showcasing how more than half the Digital Content does not reach its audience. 2<sup>nd</sup> speakers Mr. Kall Ramanathan (EVP, Port Indigo) - highlighted the drawbacks of traditional media. He touched upon the reason in decline of print publication and increase in online publication. 3<sup>rd</sup> speaker Mr. Mohit Rampal (MD-South Asia, Motricity) spoke about how digital media has reached beyond just mobile. Why we need to focus more on identifying customer needs and delivering it and therefore increasing our ROI. He also mentioned that today out of total mobile population above 90% is pre-paid, and soon this should also be getting more involved in electronic and mobile commerce. Last speaker for the session was Mr. Vikram Tanna (VP-Sales, Star TV). He brought to notice the fact that how the digital media, precisely the chat room conversation helped develop alone like love Net which was an instant hit. He also said that its time we focus on more recycling the old ones.

The panel discussion was followed by an aggressive Q&A round. All in all a session that enlightened about the changing trend in the content going Digital.

Atul Satija (VP & MD, APAC, InMobi) took an individual session on Immersive advertising and innovations in media. It was highly appreciated by the audience and made lot of audience very inquisitive on how and what InMobi does.

Second panel discussion was moderated by Mr. Rajiv Kumar, CEO of Rocketalk. Theme of the discussion was “The digital convergence revolution –collusion of web mobile community and media.” Mr. Alope Bajpai Founder and CEO, iXigo .com spoke about the pre-requisites and the importance of social media in current business scenario. According to Mr. Bajpai experimentation, customer engagement and social community in social media network are the three most important aspects now a day’s. He further advocated the need of the presence of Brands on social media is the need of time. Mr. Naveen Chandani, MD, Marketing Services, Experion India elaborated about the three main elements of the internet:

1. Search
2. Social media
3. Email

According to Mr. Naveen even though search is still one of the most important element of internet, social media is also emerging as one of the most dynamic and developing aspects of internet practices adding to his view points, Mr. Uday Sodhi , CEO ,headhonchos.com started by stating that the success of e-commerce lies in ensuring the customer interactions using digital media platform . Mr .Siddharth Lal MD Bruce Clay, India further emphasized on the importance of driving user traffic to the web site, He further elaborated the technical aspects like SEO, SEM, SMO and SAO (Seach Analytics Optimization) etc. He said that SAO is very important these days as Goole has changed it’s algorithm almost 500 time in past one year thus effecting brand’s search rankings. Mr. Badri Sanjeevi, COO, Mauj Mobile said that social media is platform to Enable the user to search and customize the contents which actually caters his or her interest with example of Shadi .com. He elaborated on how customer engagement holds the key of successes in social media. The session was further followed by Ques. And Answer slot, which enabled the audience to clarify there their doubts and queries about the some.

Ashish Trivedi, Head - Strategic Partnerships, Asia, NAVTEQ Media Solutions showed some interesting videos and examples on how maps from Navteq are helping brands worldwide in serving and engaging their end consumers in more meaningful sense.

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The India Digital Forum saw registrations from Brands, Media, C-Suite audience, consultants from companies like Deloitte, PWC, EnY, Developers and Mid-level Managers from several dozen large and small firms.

CellStrat will provide the photos soon. So, for those who could not make it to the India Digital Forum – stay tuned.

Almost two dozen high profile speakers are confirmed to speak in this conference. This list includes :

- \* Annurag Batra, Serial Entrepreneur, Chairman & Editor-in-Chief, Exchange4media
- \* Valeri Rozycki, CEO, Zipdial
- \* Vikram Tanna, Vice President, STAR Digital
- \* Kall Ramanathan, Executive Vice President & Country Head, Port Indigo
- \* Mohit Rampal, MD - South Asia, Motricity
- \* Debadutta Upadhyaya, Vice President - India, Vdopia
- \* Badri Sanjeevi, COO, Mauj Mobile
- \* Rajiv Kumar, CEO and Founder, RockeTalk
- \* Atul Satija, VP and MD - APAC, InMobi
- \* Vikram Malhi, GM - India, Expedia.com
- \* Navin Chandani, Managing Director - Marketing Services, Experian India
- \* Badri Sanjeevi, COO, Mauj Mobile
- \* Alope Bajpai CEO, iXiGO.com
- \* Manoj Verma, CTO, TechAhead Software
- \* Uday Sodhi, CEO, HeadHonchos.com
- \* Mukul Arora, Associate, Saif Partners
- \* Siddharth Lal, MD, Bruce Clay India
- \* Anil Kaushik, MD, Lotus Telekom Pvt. Ltd.
- \* Karan Mohla, Investment Professional, IDG Ventures
- \* Ashish Trivedi, Head - Strategic Partnerships, Asia, NAVTEQ Media Solutions
- \* Arvind Mohan, Founder, Religious
- \* Vishal Singhal, CMO, CellStrat

In the associated Expo which CellStrat organized, along with the India Digital Forum, the list of firms exhibiting included Aapna Infotheek, authorStream, Manipal University, Mobivite etc.

Over all the epitome of the forum can be described as the fruitful, interactive and enlightening about the depth of social and digital media

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