









12th CII Big Picture Summit

The Al Era – Bridging Creativity and Commerce 1-2 December 2025 | JW Marriott Juhu | Mumbai

Draft Programme Outline

as on 3 November 2025

Day 1 Schedule

Time	Session
0900 hrs onwards	Registration
1030 - 1130 hrs	Inaugural Session: Big Picture Summit Setting the tone for India's Media & Entertainment transformation in the AI decade. Leaders from industry and government outline the opportunity ahead for the Big Reset.
1130 - 1200 hrs	PowerTalk I: The Al Edge: Designing the path towards \$1 trillion media economy @ 2047 As India's Media & Entertainment sector stands at the cusp of an Al-powered transformative leap, his PowerTalk will spotlight how Al is reshaping content creation, distribution, and monetization, and what strategic shifts are needed to unlock a \$1 trillion media economy by 2047
1200 - 1245 hrs	Plenary I: Draft M & E Policy: Regulatory Reform & Roadmap towards the \$100bn vision Importance of regulatory clarity, public-private alignment and streamlined policies for accelerating the sector's growth, Can Regulatory Corrections and Policy Reforms in Media and Entertainment unleash 1-2% GDP of Indian Economy
1245 – 1300 hrs	PowerTalk II: The Al Disruption: Rethinking Traditional Media Models The session will delve into how disruption is driving innovation, agility, and new paradigms for storytelling and monetization in India's evolving media landscape











1300- 1400 hrs	Networking Lunch
	Dispose II. Deideing the Funding Con. Helesting Investment for Indials M9.F. Conton
	Plenary II: Bridging the Funding Gap: Unlocking Investment for India's M&E Sector
1400 - 1445 hrs	Exploring the evolving investment landscape of India's Media and Entertainment sector—spanning film, digital, television and emerging IP-led ventures. Industry leaders and investors decode growth drivers and the strategic flows of capital shaping the future of content and distribution.
	Plenary III: Cinema Infrastructure: Building India's Screen Density
1445 - 1530 hrs	Expanding India's screen count with emphasis on Little Cinema and Modern Cinema
	Infrastructure to create equitable entertainment access
	Plenary IV: The Digital Media Explosion: India's Next Growth Story
1530 - 1615 hrs	Tierlary IV. The Digital Media Explosion. India 3 Next Growth Geory
1550 - 16151118	Visionaries, technologists and entrepreneurs discuss how digital ventures are redefining
	content creation, distribution and audience engagement for the future.
	Power Ministerial Session
1615 1715 bro	
1615 - 1715 hrs	Chief Ministers from select states share insights on the success of progressive policies,
	incentives, plans and more that has fueled growth in their regions.
1715 - 1745 hrs	PowerTalk III: Ministerial Session: The Bharat Story
	Plenary V: India to the World: Expanding India's Creative Footprint
1745 – 1845 hrs	
101011113	India's next big export could be stories. How can Indian creators and platforms amplify global reach?











1845 – 1930 hrs.	Celebrating Decadal Achievements of India's Media & Entertainment Icons
	A special ceremony honouring landmark contributions across films, platforms, studios, and programs that have transformed the landscape of India's Media & Entertainment sector.
1930 hrs onwards	Networking Evening and Gala Dinner

** END OF DAY 1 **

Day 2 Schedule

Time	Session
0900 - 1000 hrs	Registration, Recap of Day 1 and Setting the Stage
1000 - 1045 hrs	Al Masterclass by International Expert
	Plenary VI: Celebrating Piyush Pandey: The Soul of Indian Advertising and Its Journey to the World
1045 - 1130 hrs	Honouring Piyush Pandey's legacy as the architect of India's creative voice in advertising, while exploring how his principles of authenticity, cultural insight, and emotional
	Plenary VII: Building the Talent Pipeline: Creating an IPL-Style Innovation for Entertainment
1130 - 1215 hrs	Discussing how structured pipelines, immersive academies, and collaborative platforms can unlock the next generation of storytellers, performers, and innovators to build India's creative bench strength.
	Plenary VIII: Content, Commerce and Communities – The New Digital Entertainment and Streaming Playbook
1215 - 1300 hrs	This session dives into the emerging playbook that's reshaping how content is created, monetized, and consumed. Industry leaders and innovators will explore new business models, community-driven platforms, and the fusion of storytelling with commerce.
1300 – 1400 hrs	Networking Lunch











1400- 1445 hrs	Session on e-Sports and Social Gaming
	Plenary IX : Responsible Al and the New Frontiers of Storytelling: Is there a Lakshman Rekha?
1500 – 1545 hrs	As technology reshapes the creative process, this session brings together some of India's most acclaimed storytellers to explore how human imagination and cultural depth continue to define cinema in an era of artificial intelligence
	Plenary X: The Southern Cinema Explosion
1545 – 1630 hrs	South India's cinema has emerged as the driving force behind India's global entertainment identity — blending cultural depth with world-class storytelling, visionary direction and unmatched star power. The session will redefine Scale, Storytelling and Stardom for a Global Audience
1630 hrs	Close of the program
