

India-UK Createch Summit 2018

February 6 2018,
Taj Lands End & Gardens,
Mumbai, India



#IndiaUKCreatech

www.great.gov.uk

GREAT *for* **COLLABORATION**
BRITAIN & NORTHERN IRELAND



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Foreword



**Baroness Rona
Fairhead CBE**

Minister of
State for Trade
and Export
Promotion, UK
Department for
International
Trade

Dear Delegates,

It is a great pleasure to welcome you to the India-UK Createch Summit 2018 – the first conference dedicated to Createch to be held in India.

This summit takes place at an exciting time. A new wave of innovation is building at the interface of the technology and creative industries. Virtual and augmented reality, robotics and artificial intelligence are increasingly commonplace, and are redefining how we live. They affect our experience of entertainment, and are improving all aspects of life, from healthcare to transport.

Createch is in its infancy, and the work of defining and quantifying it has barely begun. It is not hard to imagine a future in which Createch will lead to the development of new products and businesses, and have an impact on every part of the economy. To date, however, such conversations have been fragmented and often siloed. We are therefore extremely excited to be hosting this summit, convening many sectors under one roof to bring greater visibility to an important industry of the future, and to begin exploring the opportunities and challenges Createch presents.

Nearly 100 UK companies will travel to India during the course of the month of February and many are present today. These businesses represent some of the most innovative British firms, who are embracing pioneering technologies in new and creative ways.

Our healthcare delegation is also celebrating 70 years of the UK's National Health Service. Its founder, Aneurin Bevan, has described the NHS as the "single greatest experiment in social service that the world has ever seen undertaken". It is an experiment which has stood the test of time with remarkable and sustained success. At this forum, we will be discussing the exciting opportunities for collaboration between our two countries as we harness technology to innovate and transform the future of healthcare in India.

Please take the opportunity to meet with our visiting delegation at today, hear from them regarding their visions of the future, and explore potential ways in which to partner and work together.

Baroness Rona Fairhead CBE

Minister of State for Trade and Export Promotion,
UK Department for International Trade



Beta-blockers

What is Createch?

In Partnership with



Createch is the umbrella term used to cover the emerging genre of activities in which technology enables creativity to produce new, value-added products, services or experiences.

Createch differs from established uses of technology to automate processes or handle large volumes of data.

Unlike in these contexts, in Createch, a creative element - such as the use of design, storytelling, audio visual material or performance - is the key constituent alongside the tech component in achieving the final output and its desired benefits.

Createch fields include augmented reality, virtual reality, programmatic branding, creative robotics, and the application of interactivity to performance and experiential markets.

Createch has great potential to contribute to economic growth and job creation, based on the size of the global underlying technology

base and the expected wide applicability of Createch innovations to different sectors and contexts.

Createch has obvious attractions for the entertainment, retail, culture, design, and marketing sectors. It also has relevance to categories as varied as health, transport, travel and financial services.

For example in the UK, according to analysis of official data:

- *43.5 per cent of the creative industries GVA or approximately £36bn in 2014 can be attributed to 'Createch' occupations;*
 - *27.3 per cent of creative workers worked in 'Createch' occupations in 2014.*
-



An overview of **The UK's creative industries**

One of the UK's economic success stories lies within its creative sector - the fastest growing part of the UK's economy.

In 2016, the UK's Department for Digital, Culture Media and Sport (DCMS) figures showed that the creative industries contributed £92 billion in Gross Value Added (GVA), an increase of eight per cent compared to 2015 and from 2010-2016 grew by 45 per cent.

Leading jobs sector

According to PwC, creative has four times the GVA of the automotive industry, six times as much as life sciences and nearly 10 times that of aerospace.

The UK is the third-largest exporter of cultural goods and services in the world - just behind China and the USA. From 2011 to 2015 the sector created three times more jobs than the economy as a whole.

£35.9 Billion

in exports

In 2015 creative services and goods exports totalled £35.9 billion, according to DCMS.

44%

increase in service exports

Services exports were up by 9 per cent compared to 2014 and up by 44 per cent since 2010.

39%

increase in goods exports

Goods exports, which DCMS has published for the first time this year, were up by 21 per cent compared to 2014 and 39 per cent since 2010.

6%

of UK jobs

In 2016 (source: DCMS), the UK creative industries sector employed 1,958,000 people - six per cent of UK jobs. This was an increase of five per cent compared to 2015 and of 25 per cent compared to 2011.



Film

Film continues to be a success story for the UK. In 2016, according to the British Film Commission, total spend on film production in the UK topped £1.6 billion, a 13 per cent increase on the previous year and the highest figure since our records began 20 years. Last year also saw all records smashed for inward investment to the UK from film and TV production.



TV

According to the Producers Alliance for Cinema and Television (Pact), international sales of UK TV programmes and associated activities totalled £1.3 billion in 2015/16.



Games

With games being played in seven out of 10 households, they are an increasingly integral part of UK culture and society. £3 billion worth of sales in 2016 generated more revenue for games than video and music combined. The UK is home to the largest game developer community in Europe, almost all of whom export.

A major catalyst for inward investment success has been through the industry taking advantage of the seven creative tax reliefs, which include those for film, high-end TV, children's TV, video games and animation. This has made the difference in many cases of convincing companies to bring productions to the UK.

Programme

Morning

Time	Title	Location
09:30 - 10:00	Inaugural Session: Opening speeches	pages 8-9
	Session One: Creating the Future - Createch in Business	pages 10-17
10:00 - 10:20	Man and the Machine Professor Dr Ralf Speth	Main room
10:20 - 10:25	Comments Special Guest	Main room
10:25 - 10:45	Designing the Future Jeremy White	Main room
10:45 - 11:15	Panel Discussion - Imagining 2030: Transport and Healthcare	Main room
11:15 - 11:45	Coffee and tea break	
	Session Two: Break out into sector-specific parallel sessions	pages 18-30
11:45 - 13:15	Grand Finale of the 4th TECH Rocketship Awards	Main room
	Healthcare	Garden View
	Industrial Design	Konkan
	Gaming, Film and Immersive Tech	Salcette I & II
	Music Exchange	Malabar



Programme

Afternoon

Time	Title	Location
13:15 - 14:30	Lunch and networking	
	Session Three: The changing dynamics of brand development - Createch in Advertising	pages 32-37
14:30 - 15:00	New Ways of Adding Value to Brands Guy Murphy	Main room
15:00 - 15:40	Panel discussion Building India's Biggest Brands	Main room
15:40 - 16:10	Coffee and tea break	
	Session Four: Harnessing technology to redefine storytelling - Createch in Film Making	pages 38-42
16:10 - 16:40	The Framestore Story Mike McGee	Main room
16:40 - 17:20	Panel discussion Creating new worlds and characters in film	Main room
17:20 - 17:30	Closing comments	
17:30 - 19:00	Move to drinks and networking	

Main stage:

Inaugural Session

Welcome to the inaugural India-UK Createch Summit 2018 – the first conference dedicated to Createch to be held in India.

This session will launch the summit, setting the scene for the day and provide context to why Createch and why now.

It will feature speeches by Baroness Rona Fairhead CBE and Crispin Simon CBE. The session will be introduced by Syna Dehnugara.

At a glance:

Time	Content
09:30 - 10:00	Opening Speeches

Opening Speeches:

09:30 - 10:00

Baroness Rona Fairhead CBE

Minister of State for Trade and Export Promotion
UK Department for International Trade

As a former Business Ambassador for UK Trade and Investment (UKTI) with a strong background in global business, Baroness Fairhead brings a wealth of business and economic experience to the department.

Rona was chairman of the BBC Trust from 2014 to 2017. Prior to this, she was chairman and CEO of the Financial Times Group from 2006 to 2013. She also led Pearson professional education. She had previously been CFO of Pearson plc from 2002.

Crispin Simon CBE

British Deputy High Commissioner for Western India and the Director General
Department for International Trade, India and South Asia

Based in Mumbai, Mr Simon has responsibility for all aspects of diplomatic engagement in Maharashtra, Madhya Pradesh and Goa.

As Director General of the Department for International Trade, he leads on delivering a strong and vibrant trade and investment relationship across India and the rest of South Asia.

Crispin Simon comes to India from the UK with extensive leadership and commercial



Department for International Trade

Prior to Pearson, Rona held senior executive roles in ICI plc and Bombardier Inc. primarily with Shorts in Northern Ireland. Her early career began in the 1980s with Bain and Company.

In 2012 she received a CBE for Services to Industry. Rona's non-executive roles include HSBC Holdings plc from 2004 to 2016 and PepsiCo from 2014 until her ministerial appointment.

In her other public service role, she served as a non-executive director of the UK Cabinet Office. Rona was educated in state schools in the north of England before attending St Catharine's College, Cambridge, graduating with a double first in Law. She later obtained a Masters in Business Administration from Harvard Business School. Rona is married with three children.



Department for International Trade

experience across both the private and public sectors. After initial spells with NM Rothschild, McKinsey, Bowater and Smith and Nephew, Mr Simon spent 20 years as Chief Executive of medical technology companies operating in the fields of cardiology, cancer and neurological rehabilitation.

He was formerly a non-executive director of two NHS organisations: Trust Development Authority and Imperial College Healthcare NHS Trust. Mr Simon has also

been a trustee of Alive and Kicking, a registered charity manufacturing and donating footballs in Africa.

He has a degree in Politics and Economics from Lincoln College, University of Oxford. He is married to Georgina Brown, renowned writer and theatre critic. They have two children.

Main stage:

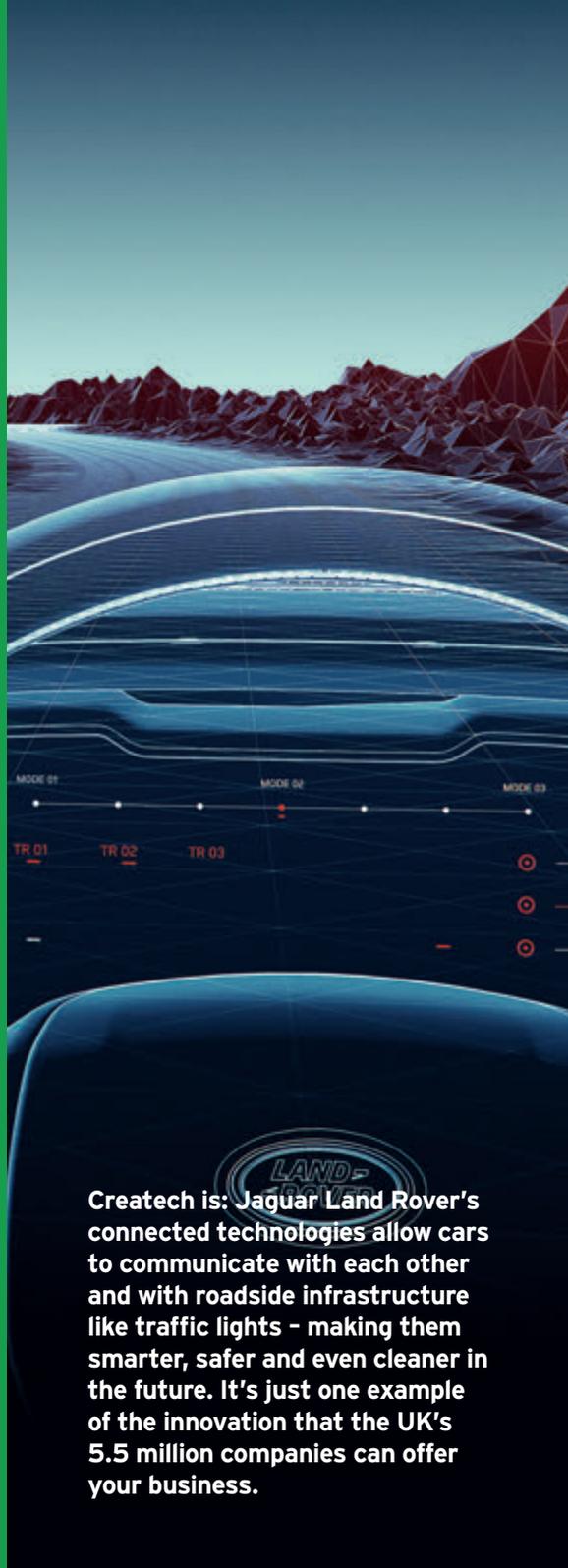
Session One

Creating the future – Createch in Business

Find out what impact Createch has on the wider economy with top specialists in transport and healthcare. This session will unpack the challenges and opportunities for how we will live, work and play in the future.

At a glance:

Time	Name of Seminar
10:00 - 10:20	Man and the Machine
10:20 - 10:25	Special Guest
10:25 - 10:45	Designing the Future
10:45 - 11:15	Panel Discussion: Imagining 2030: Transport and Healthcare



Createch is: Jaguar Land Rover's connected technologies allow cars to communicate with each other and with roadside infrastructure like traffic lights - making them smarter, safer and even cleaner in the future. It's just one example of the innovation that the UK's 5.5 million companies can offer your business.

Man and the Machine

10:00 - 10:20

The merging of creativity with technology allows us not only to develop new products but has a fundamental impact on society and how we get about.

In the UK, the invention of the steam engine gave workers freedom of mobility thus starting the industrial revolution, mobility of labour and capitalism. Later, the invention of the jet engine sparked global trade and tourism. We are the cusp of a new revolution - some call it the 4th Industrial Revolution. Professor Dr Speth will look at the impact of Createch on JLR and the opportunities it offers for the future.

Professor Doctor Ralf Speth

CEO

Jaguar Land Rover

Professor Dr Ralf Speth has been Chief Executive Officer of Jaguar Land Rover since February 2010 and has overseen a remarkable period in the firm's history.



Previously he was Vice President of Land Rover when BMW owned the brand and was Head of Global Operations at the German international industrial gases and engineering company Linde Group, before moving to Jaguar Land Rover.

Following a degree in Economics Engineering from Rosenheim University, Germany, Ralf earned a Doctorate of Engineering. He is also an Industrial Professor at the University of Warwick.

Special Guest

10:20 - 10:25

**HRH The Prince Edward,
Earl of Wessex KG GCVO**

The Earl of Wessex was born on 10 March 1964 at Buckingham Palace, the third son and fourth and youngest child of The Queen and The Duke of Edinburgh.



Baptised Edward Antony Richard Louis in the Private Chapel at Windsor Castle, His Royal Highness was known as Prince Edward until his marriage in 1999, when he became The Earl of Wessex and Viscount Severn. The last person known as 'Earl of Wessex' was Harold Godwinson, prior to his accession to the English throne as King Harold II in 1066.

The Earl of Wessex carries out a full schedule of royal duties on behalf of The Queen. His Royal Highness is involved with 79 organisations and holds eight military appointments.

The Earl plays a very active role in The Duke of Edinburgh's Award both as a UK and International Trustee, and as Chairman of the International Council, the operating authority which controls the programme and standards in 140 countries.

In 1999 he established the International Special Projects Group to provide a capital fund to broaden the reach of the Award by supporting young people at risk around the world.

Createch is: How an industrial design firm uses virtual reality to create a 3D space where designers, modellers & engineers can sketch using more than just pen and paper.

Designing the Future

10:25 - 10:45

Think how much our lives have changed in the last ten years. How we work, how we relax, how we communicate with one another. If you had known what 2017 was going to be like ten years ago, you could have planned for it. In the next decade retail, transportation, autonomous technology, robotics, and predictive service will have changed dramatically. But how will this change us and our relationship with technology? How will this affect how we live and behave in the future? These topics will be explored, unpacked and illustrated with examples and anecdotes to demonstrate how human-centred design, innovation and visionary thinking can allow businesses to think further ahead and form the future for themselves.

Jeremy White

Transport Director
Seymourpowell

Jeremy has over 20 years' experience working on world-leading transport design projects addressing everything from passenger environments and aircraft and train interiors, to branding, wayfinding and digital passenger experiences.



The team he leads at Seymourpowell is constantly challenging existing product and service paradigms in their quest to define the future of transportation for road, rail and air.

A consistent theme underpinning his work is how transport brands and experiences can succeed in creating genuine emotional connections with passengers.

Main stage:

Panel Session:

Imagining 2030: Transport and Healthcare

Using the transport and healthcare sectors as examples, this panel will future gaze and explore how we might experience these in 2030.

On the next 4 pages are further information about the panel session members.

Time	Name of Panel
10:45 - 11:15	Panel Discussion: Imagining 2030: Transport and Healthcare



Createch is: The UK offers state-of-the-art 4D scanning technology that delivers world-class diagnosis. Choose the UK for improved patient outcomes.

Session One:

Panelists:

10:45 - 11:15



Mridu Bhandhari
(Chair)

Editor - Special Projects
Network 18

Mridu Bhandhari has 13 years of experience in conceptualising, anchoring/moderating and producing television shows across multiple formats.

She leads many flagship projects across diverse genres on various Network 18 platforms like CNBC-TV18, CNBC Awaaz, CNN-News18, News18 India and Moneycontrol.

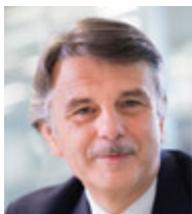
She moderates business as well as general news discussions on subjects like personal finance, wealth management, entrepreneurship, smart cities, sustainability, governance, SMEs, healthcare, technology etc.

Mridu has interviewed CEOs, Chief Ministers and other policy makers, small-scale entrepreneurs, doctors, financial experts and many others across a plethora of subjects. She also hosts the Network's marquee conclaves and award shows.

Session One:

Panelists:

10:45 - 11:15



Professor Doctor Ralf Speth

CEO
Jaguar Land Rover

Professor Dr Ralf Speth has been Chief Executive Officer of Jaguar Land Rover since February 2010 and has overseen a remarkable period in the firm's history.

Previously he was Vice President of Land Rover when BMW owned the brand and was Head of Global Operations at the German international industrial gases and engineering company Linde Group, before moving to Jaguar Land Rover.

Following a degree in Economics Engineering from Rosenheim University, Germany, Ralf earned a Doctorate of Engineering. He is also an Industrial Professor at the University of Warwick.



Sir Malcolm Grant CBE

Chairman
NHS England

Sir Malcolm has been the non-executive Chairman of NHS England since 2011, which holds the budget for the national health service in England and is, in partnership with Ministers, responsible and accountable for its strategic leadership and operational delivery.

The NHS, founded almost 70 years ago, is a unique world-leading model of universal healthcare, free to all at the point of clinical need.

Sir Malcolm is a barrister, and a Bencher of Middle Temple. He served as President and Provost of UCL (University College London) from 2003 to 2013, having been previously Professor of Land Economy at Cambridge, where he also served as Pro-Vice Chancellor. He is a Fellow of the Academy of Social Sciences and has been awarded honorary degrees by Otago, UCL and Cambridge.

He holds Honorary Fellowships of Clare College Cambridge, the Royal College of Physicians, the Royal Town Planning Institute and the Royal Institution of Chartered Surveyors.

Session One:

Panelists:

10:45 - 11:15

Jeremy White

Transport Director
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The team he leads at Seymourpowell is constantly challenging existing product and service paradigms in their quest to define the future of transportation for road, rail and air.

A consistent theme underpinning his work is how transport brands and experiences can succeed in creating genuine emotional connections with passengers.



Udayant Malhoutra

CEO & Managing Director
Dynamatic Technologies

Udayant is the CEO & Managing Director of Dynamatic Technologies Limited, a world-class design, engineering and manufacturing company which designs and builds highly engineered products for hydraulic, automotive, aeronautic and security applications.

Dynamatic Technologies Limited is a leading private R&D organisation with numerous patents and inventions to its credit, and partners with marquee customers like Airbus, Boeing, Bell Helicopter, BMW, Audi, Daimler, Mercedes, John Deere and Cummins on a single source basis. He has been associated with Dynamatic Technologies for over 30 years and drives the leadership team of the company, transforming it into a knowledge-based organisation. He is also the Chairman of Eisenwerk Erla GmbH, Germany, and Dynamatic Limited, UK. Udayant is also the Chairman of the National Sector Skills Council for Strategic Manufacturing and a member of CII National Council. In the past he has chaired the CII National Committee on Technology (2002-2003) and has been a member of the board of governors, IIT Kanpur (1997-2001). He has been a member of the Young Presidents' Organization & World Presidents' Organization (YPO-WPO) since 1995, having served as chairman for India & South Asian area 2002-2004 and as a member of the international board of directors from 2006-2009.

Various locations:

Session Two

Break out into sector-specific parallel sessions

This session sees the summit break into a series of bespoke, industry-focused workshops, with additional speakers and panel discussions taking forward the key themes of Createch. The main stage will host the Grand Finale of the 4th TECH Rocketship Awards.

At a glance:

Time	Sector
11:45 - 13:00	Grand Finale of the 4th TECH Rocketship Awards
11:30 - 15:00	Healthcare
11:45 - 13:00	Industrial Design
11:45 - 17:30	Music
11:30 - 13:30	Gaming, Film and Immersive Tech

11:45 - 17:30



Music

Location: Malabar

The Exchange: Making Music together

The music industry is growing rapidly in India, a country with its own unique style and music culture that is increasingly consuming international music and developing its association with the international music business.

This one-day conference within a conference will act as a catalyst for collaboration between our two great music industries, through B2B meetings, the sharing of best practice and the showcasing of our strengths.

@TheExchangeIn

THE EXCHANGE

11:30 - 13:30

Gaming, Film and Immersive Tech

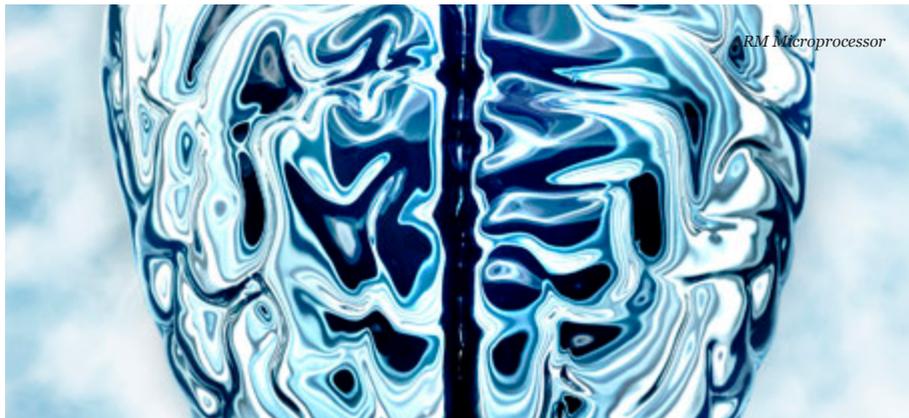
Location: Salcette I & II

New Worlds: Technology in gaming, film and immersive

New technologies in gaming, film and immersive are transforming delivery, content and the user interface, creating whole new worlds of experience.

These technologies are developing and being adopted at an exponential rate. Not only will they change the entertainment and gaming industries forever, they will also have fascinating applications across sectors from medicine to transport and design.

This session will explore the latest technologies and the opportunities for the UK and India to work together.

11:45 - 15:00

Healthcare

Location: Garden View

New models for healthcare

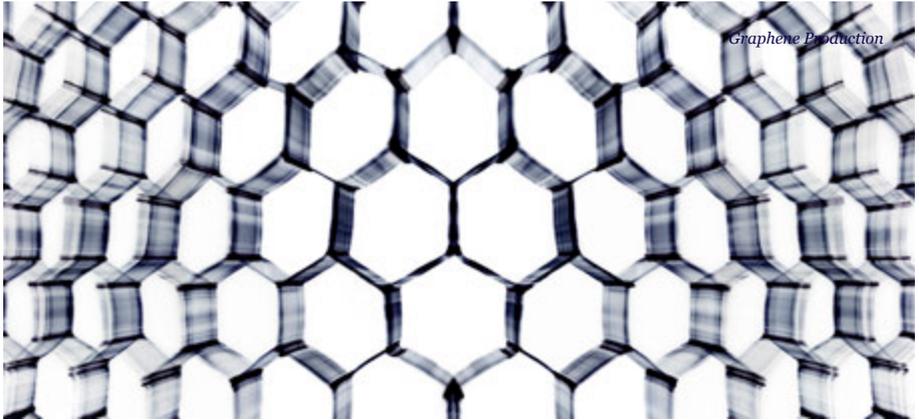
This session will begin with a keynote from Sir Malcolm Grant, Chairman, NHS England. As the UK National Health Service (NHS) celebrates its 70th Birthday we will hear how it is meeting the challenge of an ageing population and limits on public funding of healthcare.

He will share NHS England's vision for healthcare for the next five years and how new models of care and care systems, led by 50 vanguard organisations, will create new ways of providing hospital and primary care.

There will be an additional keynote by Dr Deepak Sawant, Honourable Health Minister of Maharashtra, who will speak about the plans for the health reforms in Maharashtra.

Following the keynote, there will be a panel discussion that will focus on the challenges and digital tools available to healthcare organisations and to patients to improve health and increase the efficiency and effectiveness of healthcare services.

Using real life examples from the UK and in India, it will examine the unique contribution of digital healthcare to transform the healthcare of the future.

11:45 - 13:00

Industrial Design

Location: Konkan

Designing the future: India-UK working in collaboration

Think how much our lives have changed in the last ten years. How we work, how we relax, how we communicate with one another.

If you'd known what 2017 was going to be like ten years ago, then you could have planned for it. In the next decade, retail, transportation, autonomous technology, robotics, and predictive services will have changed dramatically. But how will this change us and our relationship with technology?

How will this affect the way we live and behave in the future? How much responsibility lies with the private sector to design and manufacture the means to do this?

In this session, we will focus on the appetite for collaboration between India and the UK to deliver the future. Whether design innovation will be led by engineering companies or IT majors?

Where is the market - auto, aero, consumer electronics, food and drink, packaging, med-tech? Export from India? Will it meet only captive requirements or could there be a future for standalone design houses? Does India have the right mix of skills? How good is the Indian ecosystem? Can the UK offer what India needs?

Ballroom:

Session Two: Tech Rocketship Awards

On the next 9 pages are further information about the panelists and judges.

At a glance:

Time	Sector
11:45	Welcome address by Amo Kalar
11:48	Introductory words by Baroness Rona Fairhead CBE
11:51	Introductory words by Sir Dominic Asquith KCMG
11:55	Three-minute pitches by the seven finalists
12:30	Awards presented by HRH The Prince Edward, Earl of Wessex KG GCMG and Baroness Rona Fairhead CBE
12:45	Closing remarks by Mohandas Pai

11:45 - 13:15



Grand Finale of the 4th TECH Rocketship Awards

Location: Ballroom

The Tech Rocketship Awards is a key event in DIT India's calendar.

Established 4 years ago, it connects the brightest of India's tech start-ups/ scale-ups to both Indian and UK investors, encouraging them to internationalise their businesses via the UK.

Last year's competition was launched by TRH The Duke and Duchess of Cambridge and concluded during the Tech Summit, which was inaugurated by both Prime Minister Theresa May and Indian Prime Minister Narendra Modi. £1m of investment was made during the 2017 final, and a number of winners have now set up in the UK.

TECH Rocketship Awards

Moderated by:



Amo Kalar

**Deputy Director
Investment**
DIT

Amo Kalar works on bilateral commercial issues, particularly technology entrepreneurship and inward investment.

He was a key part of the team that delivered the successful India-UK Technology Summit, attended by PM's Modi and May. Amo has led the British High Commission's FDI effort in India since the beginning of 2016.

He leads a top class national team working with Indian companies to ensure the UK remains Europe's foremost destination for investment.

He has a specific policy interest in start-up India and entrepreneurship, including through the popular Tech Rocketship Awards initiative.

Previous to this Amo led the UK Governments global network of business delivery partners providing advice to more than 20,000 companies annually.

His particular expertise relates to national security, trade promotion and policy/ programme delivery across the private or public sectors. He has also developed a research consultancy and chaired one of the U.K.'s foremost mental health charities. In his spare time Amo enjoys running- both for leisure and looking after a boisterous three year old son.



Syna Dehnugara

Features Editor
CNBC-TV18

Syna Dehnugara is CNBC-TV18's Features Editor and the co-author of Young Turks - Inspiring Stories of Tech Entrepreneurs (Random House, 2014).

Associated with business news channels for a decade now, her big focus over the last few years has been co-producing Young Turks, India's longest running show on entrepreneurship, on air for 16 years now.

The show keeps her optimistic and inspired. Her other work includes producing long form shows that interpret the impact of economic and social policies on livelihood, education and healthcare. Some of her notable work in this area includes: Heart of Business, Ministers of Change, Inside India - Ideas for Inclusive Growth, Capitalism in Crisis & What Women Really Want.

TECH Rocketship Awards

Judged by:

11:45 - 13:15**Baroness Rona Fairhead CBE****Minister of State for Trade and Export Promotion**
UK Department for International Trade

As a former Business Ambassador for UK Trade and Investment (UKTI) with a strong background in global business, Baroness Fairhead brings a wealth of business and economic experience to the department.

Rona was chairman of the BBC Trust from 2014 to 2017. Prior to this, she was chairman and CEO of the Financial Times Group from 2006 to 2013. She also led Pearson professional education. She had previously been CFO of Pearson plc from 2002.

Prior to Pearson, Rona held senior executive roles in ICI plc and Bombardier Inc. primarily with Shorts in Northern Ireland. Her early career began in the 1980s with Bain and Company.

In 2012 she received a CBE for Services to Industry. Rona's non-executive roles include HSBC Holdings plc from 2004 to 2016 and PepsiCo from 2014 until her ministerial appointment.

In her other public service role, she served as a non-executive director of the UK Cabinet Office. Rona was educated in state schools in the north of England before attending St Catharine's College, Cambridge, graduating with a double first in Law. She later obtained a Masters in Business Administration from Harvard Business School. Rona is married with three children.

**Sir Dominic Asquith KCMG****British High Commissioner to the Republic of India**

Sir Dominic Asquith KCMG is a British career diplomat and former Ambassador to Iraq, Egypt, and Libya. He is currently the British High Commissioner to the Republic of India.

Sir Dominic has held a succession of high-level diplomatic posts in the Middle East. In 2001, he became deputy head of mission in Saudi Arabia, after which he moved to Iraq issues, serving as deputy UK special representative in Baghdad, director for Iraq at the Foreign Office in London and ambassador to Iraq from 2006 to 2007.

He served as ambassador to Egypt from 2007 to 2011 and then as ambassador to Libya prior to leaving the diplomatic service in 2013. His early experience in the British Diplomatic Service focused on Syria and Oman. Before beginning his diplomatic career, Sir Dominic worked in the Middle East as a teacher, researcher, journalist and political analyst.

After spending a few years in the private sector, Sir Dominic returned to Diplomatic life, taking charge as the British High Commissioner, to India.

TECH Rocketship Awards

Judged by:

11:45 - 13:15



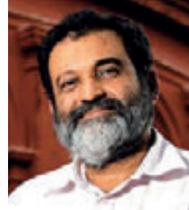
Mohan Reddy

Founding Director
T-Hub

B.V.R. Mohan Reddy, established Cyient (formerly Infotech Enterprises) in 1991.

Cyient contributed cumulative exports in excess of US \$2 billion to fortune 100 customers like Airbus, Boeing, Pratt & Whitney, Philips, Caterpillar, etc. and created direct employment for over 15,000 engineering professionals with operations in more than 38 global locations.

Mohan Reddy has also served as chairman of NASSCOM and has been a member of the Executive Council since 2003. He is also a founding director of T-Hub, the largest incubation centre in India for start-ups by Government of Telangana.



Mohandas Pai

Managing Director
Aarin Capital

T. V. Mohandas Pai is the Chairperson of the Board of Manipal Global Education Services Private Limited and Advisor to the Manipal Education and Medical Group.

Mohandas is a co-founder, managing director, partner, and chairman of Aarin Capital, funding operational support in technology, e-commerce, healthcare and life sciences.

Mohandas joined Infosys in 1994 and was elevated to a member of the board in 2000. Mohan is currently the chairman of SEBI Primary Markets Advisory Committee (PMAC).

TECH Rocketship Awards

Judged by:

11:45 - 13:15

Dr. Saurabh Srivastava

Founding Member
Indian Angel Network

Saurabh Srivastava has co-founded and chaired key institutions focused on entrepreneurship, including NASSCOM (the Indian IT Industry Association), Indian Venture Capital Association, TiE and the Indian Angel Network.

After a successful stint in the US and India with IBM and Unisys, he turned to entrepreneurship and founded the first successful private sector VC Fund plus several successful IT companies - one ranked amongst the top 20 Indian software companies.

He has been involved in investing in around 100 start-ups and has mentored hundreds of entrepreneurs. He is a co-founder of Ashoka University, served on the advisory board of Imperial College Business School, London and was professor of entrepreneurship at IIT Mumbai. He has a Masters from Harvard University and a B Tech from IIT Kanpur.



Arvind Gupta

National President
Bharatiya Janata
Party IT Cell

Since 2010 Arvind Gupta has been the national head for information and technology at the Bharatiya Janata Party, based in New Delhi.

The National Information and Technology cell in the BJP Central Office works on technology for the political mobilisation, outreach and internal modernisation of the party, as well as data analytics, social media branding, engagement, policy and governance issues.

He spearheaded the Digital and Social Media campaign for Prime Minister Modi during the 2014 elections for which he was awarded the digital leader of the year and PathBreaker award and has been covered in leading PR, trade publications including WSJ, FT, Gartner, PRWeek. He also heads the Digital India Foundation which focuses on digital inclusion, internet governance and smart cities.

Mr. Gupta has over 20 years of experience in leadership, policy and entrepreneurial roles, both in Silicon Valley and in India. He is an Eisenhower fellow for Innovation and an active member of Industry Forums NASSCOM, TiE and Founding Member of ISPIRT (Indian Software Products Industry Round table).

TECH Rocketship Awards

Judged by:

11:45 - 13:15



Alok Vajpeyi

Chairman
Rainmaking Innovation

Alok Vajpeyi is Chairman, Rainmaking Innovation (holding company of Startupbootcamp) - India, External Adviser to DIT (UK Government's Department of International Trade) in India on FinTech Partner with Aventus in a leading Indian alternative investment fund.

He has held senior management positions over a span of 30 years in leading Financial Services companies in the UK, Asia and India. Alok graduated from the LSE and is an ACA from the Institute of Chartered Accountants, England and Wales.

TECH Rocketship Awards

Panelists:

11:45 - 13:15

Srinivas Kollipara

Founder and Chief Operating Officer
T-Hub

Srinivas is the Founder & Chief Operating Officer of T-Hub, India's fastest growing start-up engine which catalyses innovation, scale and deal flow.

He has successfully built a strong community that includes startups, incubators and accelerators, seed funds, angel networks and VCs, central and state government organizations, and other start-up ecosystem players. In partnership with the Telangana State Government, T-Hub in Hyderabad has emerged as a strong force within the Indian start-up ecosystem.

T-Hub operates India's largest incubator, housing over 140 startups in a state-of-the-art 70,000 sq. ft. building called Catalyst. It also runs corporate innovation programs for companies like Intel, Qualcomm, Samsung, UTC and Yes Bank.

T-Hub has powerful market access programs for growth-stage start-ups looking to enter the Indian market, or looking to access international markets in key geographies.



Harish Mehta

Founder
Onward Group

Harish Mehta is a founder of Onward Group, an engineering design services, IT services and solutions company.

Onward has a global footprint with offices in USA, UK, Germany and engineering excellence and development centres located in Mumbai, Chennai and Pune. Mr. Mehta is a board member of Gujarat Venture Finance Ltd (GVFL), an angel member and managing committee member of India Angel Network (IAN), as well as a governing council member of the College of Engineering, Pune.

He is also co-promoter of Infinity Venture Fund, an institutionalized angel fund aimed at promoting IT entrepreneurs. Mr. Mehta was a deputy chairman & managing director of Onward Novell Software (I) Ltd. (1993-2005), a 50:50 partnership between Onward and Novell Inc. He was one of the Chief Architects for realizing the Hinditron - Digital Joint Venture in India.

Mr. Mehta has been a founder member of NASSCOM (National Association of Software & Service Companies) and former chairman and member of the executive council. He is a trustee of Nasscom foundation.

TECH Rocketship Awards

Panelists:

11:45 - 13:15



Padmaja Ruparel

**Co-founder and
President**
Indian Angel Network

Padmaja Ruparel is nationally recognised as a key player in the Indian entrepreneurial ecosystem and has helped co found many of the relevant institutions, besides being an active angel investor herself.

Her operating experience spans large corporates, mergers and acquisitions, and start-ups. She is co-founder & president of the Indian Angel Network (IAN), India's first group of business angels, comprising the who's who of successful entrepreneurs and dynamic CEOs from India and overseas.

She built IAN from inception and within 10 years turned it into a unique global institution, with over 450 investors across 10 countries and a portfolio of 120+ companies in 7 countries, spanning 17 sectors. She has based IAN's international operations in London - making it the only angel group in the world to set up operations outside of its home country. Padmaja is co-chair of the Global Business Angel Network (GBAN).



Karan Mohla

**Executive Director and
Head of Consumer Media &
Technology Sector**
IDG Ventures India Advisors

Karan heads the sector focus and strategy on consumer media and technology investments.

He has been investing in Indian companies since 2009 and has over 12 years' experience in the technology industry across India and the US. Prior to IDG Ventures, Karan worked with QVT Finance LP, a US based hedge fund and was a founding member of their Asia-Pacific practice.

He earlier worked in the technology banking group at Jefferies & Company (formerly Broadview International) in Silicon Valley, where he advised several internet, mobile and enterprise software technology companies on capital raising, mergers and acquisitions, and strategic partnerships.

TECH Rocketship Awards

Panelists:

11:45 - 13:15

Anmol Nayyar

Partner
DMI Finance

Anmol is an entrepreneur and investor with 15 years' experience specifically related to India.

He is currently a partner at DMI Finance, a large diversified financial services firm headquartered in Delhi. Prior to this he was a founding partner of several financial services platforms, including IC2 Capital and INDEU Capital in private equity, and Bryan Garnier India in investment banking. He has originated, advised and managed over 5 billion USD of assets during this period. He started his career as a lawyer at Ashurst in London where he helped build a globally leading India practice.

Anmol has had roles as an investor, board member and advisor with many businesses in India and the UK including Talsecure (Homeland Security, Cyber Security and Defense Technology), Coinmen (Financial Services) and GTL. He also represents the UK Government as their Entrepreneur in Residence in India for their Global Entrepreneur Programme through which he helps to advise high-value companies on 'going global' through the UK.



Ravi Tyagi

Managing Director and CEO
Company SIDBI
Venture Capital Ltd

Ravi Tyagi is Managing Director and CEO of SIDBI Venture capital Ltd, one of the leading SME VC asset management companies in the country having 7 funds under management.

He has more than 25 years of experience in the industry. He was instrumental in introducing and growing several successful credit and risk capital products and managing fund of fund operations in SIDBI. He was founding head of 'Emerge', the SME Exchange of National Stock Exchange (NSE).



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Main stage:

Session Three

The changing dynamics of brand development - Createch in Advertising

This session will focus on the challenges and explore the tools available to Indian brands to grow their businesses, drawing on real life experiences of some of India's biggest brands. It will examine what makes modern brands distinctive and how technology is impacting brand development.

At a glance:

Time	Name of Seminar
14:30 - 15:00	New ways of adding value to brands
15:00 - 15:40	Panel discussion - Building India's biggest brands

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lyser::getFrontalFace(img, face_landmarks);  
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    for (string path : image_paths) {  
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        img = imread(path);  
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        faceProportions(img, proportions); // add  
  
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    }  
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Createch is: The Next Rembrandt:

ING, a Dutch multinational banking group, was looking for a way to innovate and stand out amongst its competitors. Because ING is a longtime supporter of Dutch arts and culture – a world that's steeped in tradition – "art" became the natural playground for the brand's venture into innovation.

New ways of adding value to brands

14:30 - 15:00

As technology advances, business models are changing and the importance of brands is shifting - 21st Century businesses are finding new ways to attract consumers.

Guy will discuss how he is seeing different clients around the world tackle these new opportunities to build brand value.

Guy Murphy

Chief Strategy Officer

J. Walter Thompson

Guy is responsible for the quality of JWT's strategic product. He works directly with many of their global clients and is a strategic hand for the direction of the Agency's business and brand.



For over 25 years he has worked across multiple categories, agencies (DDB, BBH, JWT) and lived in different parts of the world (Europe, SE Asia, Japan).

J Walter Thompson's clients include Hindustan Unilever, Nestle, Kellogg's, PepsiCo, Airtel, Hero Moto Corp, Aditya Birla Group, and Exide.

Main stage:

Panel Session:

Building brand value

In the 21st Century digital age, the dynamics of brand development are changing with many brands now having a direct connection with their customers.

Competition is now increasingly on the basis of tangible product and service offerings rather than brand personality. The focus of the panel discussion will be on exploring how some of India's biggest brands are adjusting to this new dynamic.

On the next 4 pages are further information about the panel session members.

Time	Name of Panel
15:00 - 15:40	<p>Panel Discussion - Building India's biggest brands</p> <p>This panel will be moderated by Mridu Bhandhari</p>



Createch is: McLaren combines lightweight carbon fibre technology, aerodynamic design and British craftsmanship to offer day-to-day usability and outstanding performance.

Session Three:

Panelists:

15:00 - 15:40



Sundar Raman

CEO - Sports
Reliance Industries

Sundar Raman is a Sports Administrator and Management professional with over two decades of formidable professional and leadership experience across Sports, Advertising, Sponsorship and Media Management.

He was with the Board of Control for Cricket in India (BCCI) and was the Chief Operating Officer of the highly successful Indian Premier League (IPL) from its inception in 2008 to 2015. He was also the Chief Executive of Champions League T20 (CLT20).

He joined Reliance Industries to head the group's sports ambitions as its Chief Executive Officer in November 2015. He also serves as the Director of Reliance Foundation Youth Sports (RFYS) aimed at building a sustained grassroot sports ecosystem in India.

RIL is involved in multiple sports, including cricket, football, basketball, tennis and golf - directly or through joint ventures. Sundar Raman is responsible for consolidation and integration of RIL's sport portfolio, including its Foundation activities in sports. In addition to the existing sports properties of RIL, he will be driving newer avenues of growth in sports.

Session Three:

Panelists:

15:00 - 15:40



Guy Murphy

Chief Strategy Officer
J. Walter Thompson

Guy is responsible for the quality of JWT's strategic product. He works directly with many of their global clients and is a strategic hand for the direction of the Agency's business and brand.

For over 25 years he has worked across multiple categories, agencies (DDB, BBH, JWT) and lived in different parts of the world (Europe, SE Asia, Japan).

J Walter Thompson's clients include Hindustan Unilever, Nestle, Kellogg's, PepsiCo, Airtel, Hero Moto Corp, Aditya Birla Group, and Exide.



Harish Bhat

Brand Custodian
Tata Sons

Harish Bhat joined the Tata Group in 1987, as an officer in the Tata Administrative Service. He is chairman of Tata Coffee Ltd.

He is also a director on the boards of several other Tata Companies, including Tata Global Beverages Ltd., Titan Company Ltd., Trent Ltd., Tata Starbucks Pvt. Ltd., Infiniti Retail Ltd., Tata Unistore Ltd. and Tata AIA Life Insurance Company.

During his career of 31 years with the Tata Group, Mr. Bhat has served in several senior roles. These include stints as managing director of Tata Global Beverages Ltd., chief operating officer of the watches and jewellery businesses of Titan Company, and also in the telecom business of the group.

He has played a key role in several strategic moves over the past two decades, including the launch and nurturing of many iconic brands of the Tata Group, the successful turnaround of the jewellery business, as well as the acquisition of Tetley.

Session Three:

Panelists:

15:00 - 15:40



Ruzbeh Irani

**President (Group
Communication & Ethics)
and Chief Brand Officer**
Mahindra & Mahindra

Ruzbeh joined the Mahindra Group in 2007, as Executive Vice President - Corporate Strategy, heading the Group's Strategy function.

He subsequently also became the Chief Brand Officer of the Group, during which time he spearheaded Mahindra's entry into racing, and led the development of the Group's brand position and core purpose, 'Rise'. He then moved onto head International Operations for the Automotive and Farm Equipment Sectors of M&M.

Since April 2015, Ruzbeh has been leading the Corporate Brand, Communications, PR, Ethics, Racing and Culture functions of the Mahindra Group, as President (Group Communications and Ethics) and Chief Brand Officer. Ruzbeh is a member of Mahindra's Group Executive Board.

Ruzbeh completed his bachelor's degree in commerce from Bombay University in 1983. He went on to receive his masters in management studies from the Jamnalal Bajaj Institute of Management Studies, Mumbai in 1985. He is also an alumnus of the Advanced Management Program at the Harvard Business School.

Main stage:

Session Four

Harnessing technology to redefine storytelling - Createch in Film Making and Advertising

This session will explore how innovations in virtual and augmented reality, and high-tech motion capture cameras, are producing creative new post-production content for films and marketing campaigns.

At a glance:

Time	Name of Seminar
16:10 - 16:40	The Framestore Story
16:40 - 17:20	Panel discussion - Creating new worlds and characters in film

A close-up, high-quality image of Rocket Raccoon from the Guardians of the Galaxy franchise. He is shown from the chest up, wearing his signature black tactical harness with various straps and buckles. His fur is a mix of brown, tan, and grey, and he has a white patch on his muzzle. He is looking slightly to the right of the camera with a neutral expression. The background is dark and out of focus, suggesting he is in a cockpit or a similar environment.

Framestore combines award-winning talent with cutting-edge technology to create out-of-this-world experiences. Employing over 1,500 visionaries around the globe, they have made extraordinary images for everything from big screen to mobile phones. It's just one example of the innovation that the UK's 5.5 million companies can offer your business.

The Framestore Story

16:10 - 16:40

Mike will showcase how Framestore, an Oscar-winning creative studio, has used revolutionary technology in film and advertising to bring to life characters like Paddington Bear, Audrey Hepburn in the iconic Galaxy chocolate advert, and Dobby in the Harry Potter films, as well as VR experiences such as the 'Field trip to Mars experience' and the Game of Thrones 'Defend the wall experience'.

Mike McGee

Chief Operating Officer and Co-founder
Framestore

Mike McGee is a co-founder and Chief Creative Officer of Oscar-winning creative studio, Framestore.

Mike co-founded the company with four other visionaries in London in 1986. Today the company has global offices, with over 2,400 employees in offices across London, NY, LA, Chicago, Montréal, Beijing and Mumbai.

Mike's credits as a Director and VFX Supervisor are welded to an exceptional understanding and heritage in visual effects, with past work including films Your Highness, Nanny McPhee and Thunderbirds.

Mike has supervised television projects such as the BBC award-winning series Walking with Dinosaurs and the Disney produced mini-series Dinotopia.

Mike also directs for some of the UK's most well-known brands, such as the BBC, Next, Speedo and Robinsons. Mike's recent creative work include VR experiences for Gucci and Google. Having worked in the industry for over 30 years, Mike is highly awarded in his field which include three Emmy's for VFX.



Main stage:

Panel Session:

Creating new worlds and characters in film

Creators of some of the biggest blockbusters in India and the world will discuss how the innovative use of technology is changing storytelling, bringing new worlds and characters to life in a way hitherto thought impossible.

The session will conclude with predictions about what the future has in store.

On the next 4 pages are further information about the panel session members.

Time	Name of Panel
16:40 - 17:20	Panel Discussion: Creating new worlds and characters in film

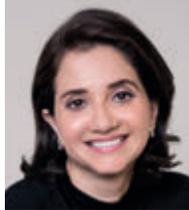


Createch is: the creation of multiple galaxies in the UK, from Star Wars to Gravity to Black Mirror, harnessing the best of the UK's talent, technology and imagination.

Session Four:

Panelists:

16:40 - 17:20



Anupama Chopra (Chair)

Director
Film Companion and
Mumbai Film Festival

Anupama Chopra is a film critic, television anchor, book author and director of the Jio MAMI Mumbai Film Festival with Star.

She is also the founder and editor of the digital platform Film Companion which offers a curated look at cinema.

She has been writing about Bollywood since 1993. Her work has appeared in publications such as The New York Times, Hindustan Times, The Los Angeles Times and Vogue India.

Session Four:

Panelists:

16:40 - 17:20



Mike McGee

**Chief Operating Officer
and co-founder**
Framestore

Emmy award-winning, Mike McGee, COO and Co-Founder of Framestore also joins us in this panel session.

Mike co-founded the company with four other visionaries in London in 1986. Today the company has global offices, with over 2,400 employees in offices across London, NY, LA, Chicago, Montréal, Beijing and Mumbai.

Mike's credits as a Director and VFX Supervisor are welded to an exceptional understanding and heritage in visual effects, with past work including films Your Highness, Nanny McPhee and Thunderbirds.

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Shobu Yarlagadda

CEO and co-founder
Arka Mediaworks

Shobu Yarlagadda is the CEO and co-founder of Arka Mediaworks, a leading film and television production house in India.

Arka Mediaworks has produced several successful and critically acclaimed films, among which are Vedam, Maryada Ramanna, and most recently, S.S Rajamouli's two-part epic, Baahubali.

Shobu has been instrumental in growing the Baahubali brand beyond films, making it India's largest tent-pole franchise, comprising of an animated series, a novel trilogy, graphic novels, virtual reality, a mobile game and merchandise, among others.

An avid trekker, Shobu pursues his culinary interests and time with his family as a way of unwinding.



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CIRCUS WEST VILLAGE, the first phase, is now home to over 1,000 residents following one of the most successful sales launches in the capital. A selection of restaurants, shops, bars and cafes are now open and the MBNA Thames Clippers River Bus service has put Battersea within 15 minutes of the West End and under 40 minutes from Canary Wharf.

NOW IS THE TIME to be part of this exciting new future for London as a selection of stunning apartments become available to purchase in the highly anticipated next phase. Battersea Roof Gardens, designed by renowned British architects Foster + Partners and Prospect Place, Frank Gehry's only residential address in the UK, have now been released.

DESIGNED TO THE HIGHEST STANDARDS these beautiful residences will boast some of the most magnificent views in London, with many directly overlooking the iconic Power Station as well as the River Thames and the famous London skyline. Shops, restaurants and cafes line the streets below, while a new hotel will make this a landmark address for the capital.

GARDENS IN THE SKY span over a quarter of a kilometre with breathtaking views over the city. Designed by the team behind the famous New York 'High Line', this stunning outside space stretches across the entire roof of the Fosters' building.

THESE SOUGHT AFTER APARTMENTS will be ready in 2021 and will benefit from significantly enhanced transport connections with two new Zone one underground stations opening at the same time. Battersea Power Station is well on its way to becoming one of the most well connected parts of the capital and is undoubtedly one of London's most exciting new destinations in which to live, work, visit and invest.

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You will have seen communications from the Createch Team on how to register and set up meetings. Registrations for this have now closed. For those of you that have taken up this opportunity, please see further information below.

Room: Salcette I & II

Time: 14:30 - 17:30

You can view your meetings via the B2Match website:
www.india-uk-createch-summit-2018.b2match.io/signup

Contact Us

After the conference you'll be able to tell us what you thought via a survey.

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Notes



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