

Greetings from Avid Learning!

**Avid Learning**, in collaboration with **Literature Live! & Hachette India**, presents '**Breached**', an insightful panel discussion on Music and Video Piracy. This discussion will feature some of the biggest names from this industry: **Amrita Chowdhury**, author of *Breach*, a newly launched cybercrime thriller; **Neeraj Roy**, MD and CEO of Hungama Digital; **Sumeli Chatterjee**, Head of Marketing Media and Insights at MTV India; and moderated by **Arjun Singh Ravi**, Editor of *Indecision* and Co-Founder of NH-7 Weekender.

### **Breached: A discussion on Music and Video Piracy**

With the advancement of technology and the popularity of the internet, everything is more accessible with a mere click of a button, altering methods of trade and business, methods of transactions and means of committing criminal activities!

With millions of people from all over the world browsing the internet, each one of us has now become vulnerable to Cybercrime, Phishing and IP Espionage. People have walls, fences and doors to keep safe from physical invasion, but how protected are you online?

Cybercrime, today has affected many netizens, with incidents of misappropriations of funds, credit card fraud, misguided investments and has hugely affected Cinema and Music industry. Music and Video Piracy has crippled the Media industry. Despite there have been many global reforms and steps taken to curb illegal sharing, there is far more needs to be done to make a significant impact to the effort.

This Thursday, the biggest names in Music Industry : **MTV, Hungama Digital and NH7 Weekender** will be on one Dias to discuss effects of Cybercrime, Music Piracy and Video Piracy on the Music Industry and the fans.

**Avid Learning** in collaboration with **Literature Live!** and **Hachette India** presents '**Breached**' A discussion with **Amrita Chowdhury**, author of recently launched Cybercrime Thriller '*Breached*', **Neeraj Roy**, MD and CEO of *Hungama Digital*, **Sumeli Chatterjee**, Head of Marketing Media and Insights at *MTV India* in conversation with **Arjun Singh Ravi**, Editor of *Indecision* and Co-Founder of *NH-7 Weekender*.

#### **Details :**

Date : Thursday, 18<sup>th</sup> December, 2014.

Time : 6:00 PM onwards registration

6:30 PM to 8:00 PM Discussion

Venue : Tilt All Day, Kamla Mills Compound, Lower Parel.

#### **To Register :**

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E: [register@avidedu.in](mailto:register@avidedu.in)

## **About Speakers**

### **Amrita Verma Chowdhury**

*Author of Cybercrime Thriller 'Breached'*

Amrita is the author of 'Faking It', an art crime thriller about fake modern and contemporary Indian art, and 'Breach' a cyber thriller. She holds engineering degrees from IIT Kanpur and UC Berkeley, where she was a Jane Lewis Fellow, and an MBA from Carnegie Mellon- Tepper Business School. Her work as an engineer in Silicon Valley led to seven US patents for semi-conductor fabrication- something to show for those bad-haired days. She has done Strategy Consulting and Board Effectiveness work in the US and Australia and has spent long nights fitting five-syllable words inside two-by-two squares. She has worked in the rarefied bastions of Ivy League education bringing together ideas and people. She currently works in publishing. Amrita lives in Mumbai with her husband Sumit, their two children Shoumik and Aishani, and an assortment of pets including a cocker spaniel, a guinea pig and two turtles. She loves travelling, baking cupcakes with her daughter and hearing from her readers.

### **Arjun S Ravi**

*Editor of Indecision and Co –Founder of NH-7 Weekender*

Arjun is editor of one the influential music and alternative lifestyle magazine that has a finger on the pulse of what's new and exciting in urban Indian counterculture. He has been a music journalist for over a decade and has written for several national and international publications, including a long-standing, authoritative column with The Sunday Guardian. NH7.in is a part of Only Much Louder, the music and alternative lifestyle firm behind some of the country's best known live and content properties like the Bacardi NH7 Weekender (described by The Guardian as "India's answer to Glastonbury), the TV series The Dewarists, A Summer's Day (headlined by Norah Jones), and the Invasion festival (headlined by the likes of The Prodigy and David Guetta). Arjun is a director at OML, where he manages the content development side of operations with the firm's other partners.

### **Neeraj Roy,**

*MD & CEO of Hungama Digital*

Neeraj Roy is the Managing Director and Chief Executive Officer of Hungama Digital Media. Under his leadership, Hungama today is the largest Digital Media Company in South Asia. Neeraj was recently voted amongst the 'Top Ten mobiThinkers' and '50 Most influential People in Mobile Entertainment' globally. Known as an innovator, and sought for his vision in the digital and mobile media and entertainment industry, Neeraj leads a team of highly motivated professionals at Hungama. A serial entrepreneur, Neeraj has incubated several businesses such as Hungama.com, which is South Asia's largest Digital Entertainment service with over 20 million active consumers offering an integrated needs of the world's youngest nation as it embraces the mobile internet.

### **Sumeli Chatterjee**

*Head of Marketing Media and Insights at MTV India*

Sumeli Chatterjee, head of marketing, media and insights for MTV India and MTV Indies, loves to sport this fashion in style. A marketing and strategy specialist (MBA) from Indian Institute of Management, Indore, she started her career with Coca-Cola India where she has managed leading beverage brands - Thums Up and Maaza; and had also been a part of the core team responsible for New Product Development and Innovations. She stepped into the entertainment industry in 2010 with MTV India. She has been a part of the core team driving MTV's transition from a reality TV to a multidimensional brand and with a multiplatform presence. At MTV India, she has been instrumental in driving MTV's brand equity through several new properties/shows, award winning marketing concepts and the recent launch of Pepsi MTV Indies as a platform to showcase independent sub-cultures. Thus, making MTV one of the most followed brand by youth. She has also co-authored several MTV Insights Publications including MTV Power of One, MTV Age of Sinocence and most recently, MTV The Curious Minds studies. An avid reader and a foodie, she loves to shake a leg the moment there's some foot stomping music being played – which owing to her job at

