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Present

# **BLS BUSINESS LEADERSHIP**

• SUMMIT 2024 •

# LEADING WITH PURPOSE, INSPIRING WITH VISION

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# INDIA'S RISE ON THE GLOBAL STAGE



India, endowed with immense potential and a burgeoning economy, stands at a pivotal juncture. As the nation aspires to become the **WORLD'S THIRD-LARGEST ECONOMY BY 2030**, business leaders are crucial in transforming this vision into reality. It's the prerogative of the changemakers to nurture an ecosystem that champions innovation, sustainability, and inclusive growth, all while dovetailing with policymakers to ensure robust infrastructure development, regulatory reforms, and comprehensive skill enhancement to ensure the workforce is primed for the demands of the modern global economy.

The **INDIAN GOVERNMENT** is actively fostering a **BUSINESS-FRIENDLY ENVIRONMENT** through sweeping reforms designed to enhance ease of doing business and elevate global competitiveness. Bold initiatives such as the Startup India program, which ignites innovation, and the Skill India mission, which boosts workforce competencies, are pivotal strides towards this ambitious goal. Through these concerted efforts, India Inc. is poised to **drive sustainable economic growth**, propelling the nation towards its vision of becoming a global economic powerhouse.



THE  
**LEADERSHIP**  
CONUNDRUM:  
CUTTING  
THROUGH  
**COMPLEXITY**

Today's leaders face a multitude of challenges whose duelling demands they must balance, ranging from rapid technological advancements, climate change, geopolitical tensions, and evolving economic demands, to much more. Navigating this calls for leaders who are strategic and innovative, while also being resilient and adaptable. Complex as this operating environment is, it demands a leader with clarity of vision, who can inspire and align the entire organisation towards a common goal. Without this total alignment and visionary leadership, achieving success will remain an elusive dream.

With this in mind, **TEAM MARKSMEN NETWORK'S BUSINESS LEADERSHIP CONCLAVE 2024** emerges as a critical platform to address these unique challenges and opportunities. **THE BUSINESS LEADERSHIP SUMMIT 2024**, a day-long conference, will bring together industry stalwarts, policy - makers, and thought leaders to deliberate on economic policies, business strategies, and innovative practices that can catalyse growth.

# LAUDING THE INFLUENTIAL LEADERS OF INDIA

Even in India's vibrant social tapestry, certain individuals stand out as paragons of leadership brilliance. These are the Influential Leaders of India, a distinguished group of leaders who transcend boundaries and inspire future generations through their remarkable journeys. They exemplify how a blend of passion, resilience, and a global perspective can propel one to the forefront of leadership.



The **4<sup>TH</sup> EDITION OF INFLUENTIAL LEADERS OF INDIA** sees us amplify the voices of these leaders from across domains. Against a backdrop of unprecedented change, this edition explores the nuances of leadership in times of tumult. Through thought-provoking discussions, insightful keynotes, and interactive sessions, the event serves as a platform for exchanging ideas, forging partnerships, and charting pathways towards a brighter tomorrow.

Today's era sees leadership hold unprecedented significance, and these influential figures serve as beacons of inspiration for others. Their stories ignite a fire within, urging us to redefine boundaries, and leave an indelible mark on the global stage.

# REASONS TO ATTEND



Engage in networking sessions with a diverse array of C-suite professionals.



Participate in insightful discussions addressing critical challenges encountered by business leaders across various sectors.



Discover innovative strategies for decision-making, change management, and fostering organisational growth.



Gain inspiration from thought leaders and forward-thinking visionaries.



Collaborate with fellow leaders, exchanging best practices to facilitate business transformation.

# WHO SHOULD ATTEND?

- Business Leaders: CEOs, CFOs, COOs, and other senior executives.
- Entrepreneurs and Innovators: Founders of startups and innovators.
- Policymakers and Regulators: Government officials and policymakers.
- Investors and Venture Capitalists: Individuals and firms looking to invest in promising businesses.



# SHAPED BY **RIGOROUS RESEARCH**

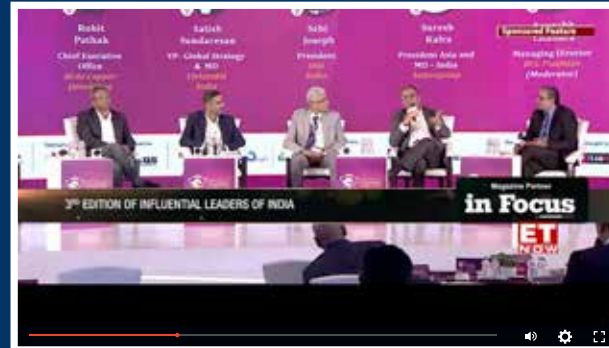
This unique initiative has been shaped by insights gleaned from an industry-wide study conducted by **LeadCap Ventures**, with leaders appraised on the following parameters:



- **Strategic Execution** (Focusing on beating the odds by defining what it takes to win)
- **Growth Mindset** (How they've looked at the big picture, with growth metrics for established and up and coming players)
- **Organisational and Social Purpose** (Purpose matters, for organisations and society)
- **Stakeholder Capitalism** (How they manage boards and external and internal stakeholders by valuing everyone's needs and objectives)
- **Adaptability and Resilience** (To see if they've created something that can outlast the storm)
- **Agility and Innovation** (To see whether they've embedded an agile mindset, regardless of organisational size)
- **Transparency & Accountability** (Being honest and transparent in all dealings)

# MEDIA COVERAGE

Televised  
on **ETNow**  
(2023 Edition)



Televised  
on **India Today**  
(2022 Edition)



Televised  
on **CNN News 18**  
(2021 Edition)





# PRINT COVERAGE

## BRANDS AND LEADERS

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### Bold moves for a bold new era

To win big, organisations and leaders must back bold ambitions with equally bold actions

**A**chieving a bold new era requires bold moves. To win big, organisations and leaders must back bold ambitions with equally bold actions. This is the message from the Economic Times Brands and Leaders award winners, who were recognised for their exceptional leadership and strategic vision. The award ceremony, held in Mumbai, celebrated the achievements of these leaders in various industries, highlighting their commitment to innovation and growth.

**Whitex Gupta, Founder and Managing Partner, TopCap Ventures Advisors Pvt Ltd.**

**Muzakb Kassar, Co-founder and MD, TopCap**

### Tapping into the spirit of innovation

Small General, Director, Strategic Technology India, represents the spirit of innovation in the Indian technology sector.

**T**apping into the spirit of innovation is crucial for organisations to stay competitive in a rapidly changing market. This involves embracing new technologies, fostering a culture of innovation, and encouraging employees to think outside the box. The award winners exemplify this spirit through their innovative solutions and strategic leadership.

**5 pillars of modern leadership**

**Mahesh Kumar Agarwal, Co-founder & CEO, Airtronic, recipient of one of the most important qualities modern-day leaders must possess**

**Managing the change journey**

**Mahendra Shah, Chairman & MD, V-Trans India, highlights four critical approaches are essential to executing a vision and changing it on the fly**

**A problem-solving mindset for a dynamic era**

**Kishore Kumar Paulson, MD & CEO, IBI General Insurance, elucidates on the qualities he deems as key to navigate challenges and progress in prosperity**

**Embracing growth paradigms in apparel manufacturing**

**Pooja Sethi, Vice Chairman, Pooja Setai Industries, outlines what it takes to create a culture of sustained success**

### Bridging critical gaps

Srikanth Natarajan, President, Quinte Healthco Technologies, explains how he cracks the code of key challenges.

**B**ridging critical gaps is essential for organisations to overcome challenges and achieve their goals. This involves identifying the root causes of the gaps, developing effective strategies, and implementing them with precision. The award winners demonstrate this through their innovative solutions and strategic leadership.

**Balancing the duality of short and long-term**

**Sushita Das, Co-founder & Director, TIC Solutions, shares her approach to marrying short-term goals and long-term vision in her leadership decisions**

**Crafting a model of excellence**

**Priyesh Chatterjee, Co-founder & Managing Director, Sereva Auto Comps. Pvt. Ltd., highlights the practices leaders must adhere to in order to create the best from good to great**

**A contemporary view of holistic growth**

**Suresh Kulkarni, Managing Director India and President Asia, Subgroups, emphasises the importance of embracing holistic employee well-being**

**Leadership lessons to learn**

**Sudesh Sankaranarayanan, VP-Global Strategy and Managing Director, Elektrofit India, sheds light on the leadership practices that have served him well**

**A recipe for putting innovation first**

**Sudhir Gupta, Managing Director, Pooja Shiro, Pvt. Ltd. opines on the key drivers of successful innovation in today's competitive landscape**

### Decoding the future of health and wellness

Ajay Khanna, Senior Vice President and Managing Director, HealthLife Nutrition India, profiles his vision on the way forward for Indian healthtech.

**A**jay Khanna, Senior Vice President and Managing Director, HealthLife Nutrition India, profiles his vision on the way forward for Indian healthtech. He discusses the challenges and opportunities in the healthtech industry and shares his insights on how to navigate the future of health and wellness.

**Driving holistic impact**

**Sudhakar Rao, CEO, Balya Harmon Chakras, outlines his approach to ensuring holistic growth and success**

**Winds of change: Riding a growth wave**

**S. Ananthanayagam, Founder and Managing Director, Windshore India Pvt. Ltd. sheds light on the strategies used to identify new growth pathways**

**Customer Centricity - Key to Excellent Customer Experiences**

**Vincent Arora, Chief Operating Officer, HFC Ltd, emphasises the importance of great experiences as a strategic differentiator in a competitive industry arena**

EDITION (2023)

THE ECONOMIC TIMES



# GLIMPSES OF **PAST EDITION**



# ABOUT TEAM MARKSMEN

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

Team Marksmen has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 45 events with 1500+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.



## ABOUT MARKSMEN DAILY

Marksmen Daily is a leading and fastest growing digital knowledge platform committed to showcasing stories that engage, inspire, and captivate the imagination. Through crisp, bite-sized information, this new-age website breaks down the world around us by uncovering the latest business happenings, highlights trends to keep an eye on, and demystifies all things complex.

MarksmenDaily.com has been very well-received and gets over 175,000 visitors a month and is already very well received by industry executives and general populace.

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