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The Lalit Hotel, Delhi

★★★
MARKSMEN DAILY
MOST
PREFERRED
BRANDS 2024-25
4th EDITION™

Televised on



#MDPreferredBrands

Brands with Vision
Celebrating Purpose-Led
Excellence

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Rising Above **Age-Old Rules**

In today's hyper-connected world, consumers are no longer satisfied with passive brand interactions. They crave authentic, meaningful relationships with the brands they choose to support. This shift has fundamentally altered the landscape of marketing and brand management, requiring companies to move beyond traditional advertising and embrace a more holistic, purpose-driven and relationship-focused approach. Purpose-driven brands enjoy stronger customer loyalty, increased advocacy, and greater resilience in the face of market challenges.

Today, new age brands are disrupting traditional markets with unique value propositions, leveraging novel channels to connect with diverse consumer segments. This shift has created a highly competitive landscape where established brands must continually reinvent themselves to maintain relevance. Simultaneously, consumers face an unprecedented array of choices, with myriad products available across various price points, leading to a cluttered market where standing out has become increasingly challenging.

By articulating and living up to a clear purpose, brands can differentiate themselves and create emotional connections that transcend mere transactions. Modern consumers increasingly make purchasing decisions based on a brand's values and social impact. These consumers seek out brands that stand for something beyond profit, by embracing brands that are transparent about their practices and actively making a difference. By aligning with causes and values that resonate with their target audience, brands can foster a sense of community and belonging among their customers.

Transforming Mundaneness into Magnificence

The 4th edition of Team Marksmen's Most Preferred Brands 2024-25 aims to spotlight successful brands that have mastered the art of resonating with consumers in meaningful ways. This event will explore how these brands have navigated the cluttered market to forge genuine connections with their audience.

Shaped by In-depth Research



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

- ★ Brand Purpose
- ★ Customer Experience
- ★ Uniqueness
- ★ Value Proposition
- ★ Transparency and Authenticity
- ★ Brand Advocacy

Categories

- ★ Retail and E-Commerce
- ★ QSR
- ★ Consumer Durables
- ★ BFSI
- ★ FMCG
- ★ Healthcare
- ★ Automobile and Auto Ancillary
- ★ Apparels and accessories
- ★ Home Décor

And more...

Media Coverage



Most Preferred Brands in association with Times Now

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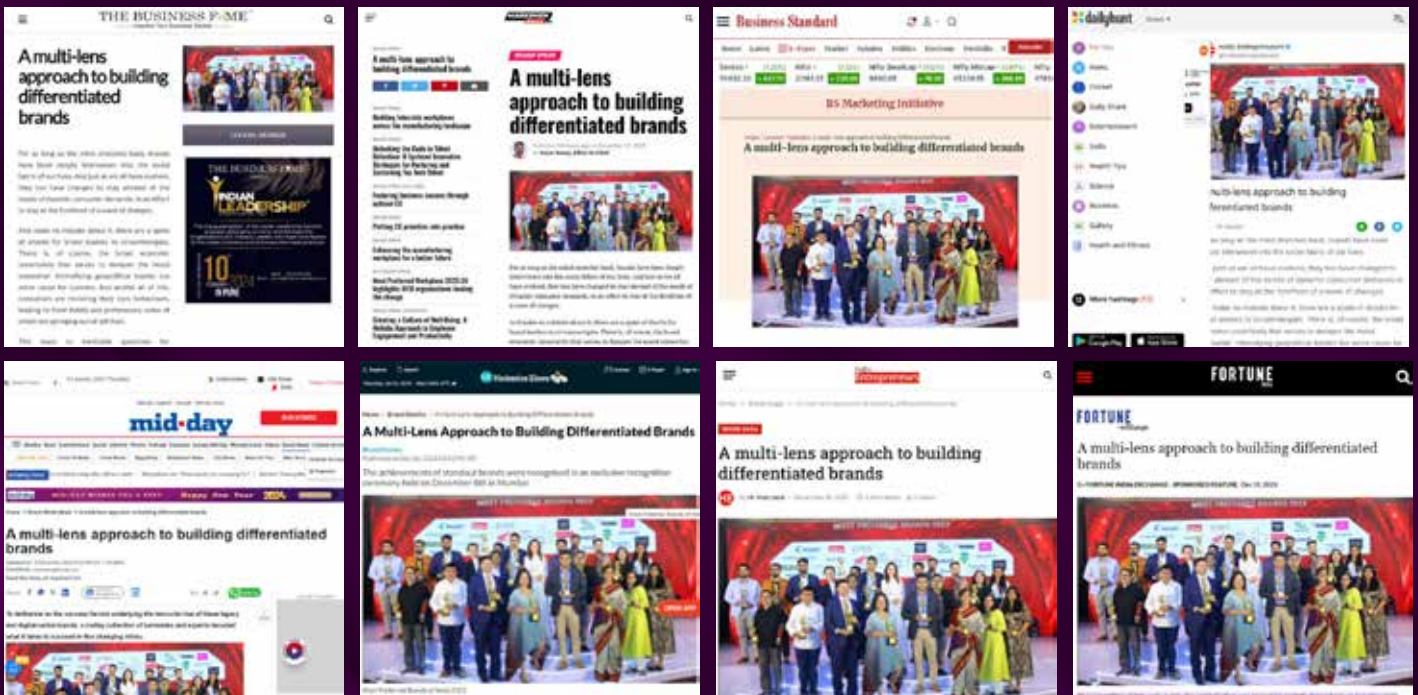
TIMES NOW

Most Preferred Brands in association with Times Now

Telecast Partner



Press Release



And more...

Glimpses 2023



And more...

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.



SOCIAL
MEDIA



DIGITAL



PRINT



TELEVISION



BESPOKE
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.

WWW.MARKSMENDAILY.COM

LETS DISCUSS !!



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