

REPUBLIC®

MARKSMEN  
DAILY.com

Present

MOST  
PREFERRED  
**WORKPLACE**  
FOR **WOMEN**  
**2024-2025**  
CERTIFIED

TM

# EMPOWERING WOMEN, POWERING BUSINESS GROWTH

In recent years, there has been a noticeable transformation in India's workforce, with the number of women in the workforce growing from **21%** of the workforce in 2021 to **26%** of the workforce in 2023. This progress presents a strategic opportunity to unlock economic potential and harness our demographic dividend, with the working-age population projected to reach nearly **70%** by 2030.

Increasing women's participation in the workforce is not only a social or industrial imperative, but also an economic one. According to the World Bank, India's GDP could grow by **1%** if the female labour force participation rate increased to **50%**. As India moves towards becoming the world's third-largest economy by 2030, achieving gender parity in the workforce will be instrumental in realizing its full potential.

In recognition of the vital importance of gender diversity in the workplace, **Team Marksmen Network Limited** is shifting the spotlight to **Most Preferred Workplaces for Women**. This initiative celebrates organizations that prioritize women's welfare and create supportive, equitable environments for their female employees. By recognizing and promoting such exemplary workplaces, **Team Marksmen Network** aims to accelerate the positive trends in women's workforce participation and contribute to India's economic advancement.

# EVENT COVERAGE

## EXCEPTIONAL ORGANISATIONS, UNPARALLELED EXPERIENCES

Taking challenges head-on and turning them into opportunities, these standout organisations were recognised at **Most Preferred Workplace series** in a celebratory ceremony that lauded them for their remarkable growth journeys. This landmark event delved into the stories of these remarkable organisations, exploring the strategies, practices, and values that enabled them to create workplaces worthy of adulation and emulation.

## ORGANISATIONS THAT WERE CHOSEN AS MOST PREFERRED WORKPLACE

	 Your Growth. Our Priority.		 Touching Lives over 100 years
	  India's First DesignX University		 The Care Continues...
		 Growing with trust	
 Better by Design			 Gujarat Fluorochemicals Limited An INOXGFL Group Company
 Hindustan Unilever Limited	 INDIAN IMMUNOLOGICALS LIMITED		 live your dream
 Visibly Brilliant since 1939	 THE LEELA PALACES AND HOTELS		
	 More to Life		
			 NYATI

				
				
				
				
				
				
				
				
				
				<p>And More...</p>



# PAST SPEAKERS



**Aarti Srivastava**  
CHRO - India  
Capgemini



**Akaash Chatterjee**  
Managing Director &  
Partner  
BCG India



**Akhila Ananth**  
Vice President Human  
Resources  
Kotak Mahindra General  
Insurance Company  
Limited



**Akhilesh Guleria**  
Chief Human Resources  
Officer  
Reliance General  
Insurance



**Amit Kumar**  
Product Manager - India  
Market  
Phenom



**Anand Mishra**  
Sr. Vice President  
Human Resources  
HDFC ERGO



**Anand Dhruv**  
Associate Director -  
HR | Head Talent  
Development & Early  
Careers  
NTT Limited



**Anoop Kamat**  
Head HR  
Takeda  
Pharmaceuticals



**Atul Joshi**  
Chief - HR & Adminis-  
tration  
Mahindra & Mahindra  
Financial Services



**Bhasker Bhandary**  
Senior Director  
Human Resources  
Acer India



**Bhuvaneshwar Naik**  
CHRO  
Lentra



**Calvin Lyngdoh**  
Vice President Human  
Resources  
Bajaj Auto Limited



**Chetan Deshpande**  
Group CHRO  
Sanjay Ghodawat Group



**Chithra Arun**  
Senior Director - HR  
Partner Leader  
Capgemini



**Mr. C S Krishnakumar**  
Sr. VP & CHRO  
Essar Power



**Dhanashree Thakkar**  
Head Human  
Resources  
Bharti AXA Life  
Insurance



**Dinesh Aggarwal**  
CEO  
RR Kabel



**Divya Jha**  
HR Director India,  
Johnson Controls



**Dr. Deepak Deshpande**  
Senior Director  
NTT Global Data Centers  
& Cloud Infrastructure



**Dr. Vishalli Dongrie**  
Head People &  
Change Advisory  
KPMG India

# PAST SPEAKERS



**Dr. Hemchandra Panjkar**  
Group HR Head  
Meril Life Sciences  
India Pvt Ltd.



**Dr. C. Jayakumar**  
Executive Vice  
President & Head -  
Corporate Human  
Resources (CHRO)  
Larsen & Toubro



**Gaurish Wagh**  
Global Talent Manage-  
ment & Change Leader  
Global Invest Bank



**Himanshu Misra**  
Head Human Resources  
Axis AMC



**Jagdeep Chauhan**  
HR - Director  
P. D. Hinduja National  
Hospital & Medical  
Research Centre



**Loly Vadassery**  
Chief Human  
Resources Officer  
Datamatics Business  
Solutions Limited



**Madhuri Mhamankar**  
Head Human Resources  
Yotta Infrastructure  
Solutions



**Mainak Dhar**  
CEO & Bestselling  
Author



**Mandar Dani**  
Associate Director  
KPMG India



**Manisha Kelkar**  
Chief Human  
Resources Officer  
Nuvoco Vistas  
Corporation Limited



**Manoj Chaudhary**  
Head - Human  
Resources  
Edelweiss MF



**Minhye Seo**  
Head Human Resources  
South Asia, BD



**Mishti Verma**  
Founder & Director,  
Inner katha  
Interventions



**M Lakshmanan**  
Chief Human  
Resources Officer  
L&T Technology  
Services



**Mohit Saxena**  
Head Human  
Resources  
Bajaj Energy



**Mohit Kumar**  
President HR - Head of  
Learning Talent, OE and  
HO - HR  
Hindalco Industries



**Moonmoon Roy**  
Associate SVP & Head -  
Human Resource  
Development  
Mahindra Home Finance



**Mukul Pachisia**  
Global Operations  
Leader  
EY GDS



**Neetu Chitkara**  
Managing Director  
and Partner  
BCG



**Nidhi Prasad**  
Director - Human  
Resource &  
Compliance  
Ather Energy



# PAST SPEAKERS



**Nikita Rana**

Spotlight & PRpro.ai



**Nilesh Dange**

Chief Human Resource  
Officer  
L&T Finance



**Pooja Bansal**

Chief Human Resource  
Officer  
Piaggio Vehicles Pvt Ltd,  
India



**Prasanth Nair**

Chief Human  
Resource Officer  
Crompton Greaves  
Consumer Electricals  
Limited



**Pravin Sawant**

Sr. Vice President &  
CHRO  
63 moons  
technologies limited



**Puneet Khurana**

Head – Human  
Resources  
Policybazaar.com



**Radhika Gordhandas**

Head HR  
Axis Finance Limited



**Rajat Raheja**

Divisional President  
Amdocs India



**Rajiv Burman**

Global People Partner  
S & P Global



**Rajorshi Ganguli**

President and Global  
HR Head  
Alkem Laboratories  
Ltd



**Saba Adil**

Chief Human Resource  
Officer  
Edelweiss Tokio Life  
Insurance



**Sabyasachi Ray**

Vice President HR  
Bajaj Auto Ltd



**Sahil Jain**

CEO  
Hirschvogel  
Components India



**Sahil Nayar**

Senior Associate  
Director – HR,  
KPMG in India



**Santanu Ghoshal**

CHRO  
Schaeffler India Ltd



**Shailesh Vilankar**

Sr. Vice President – HR  
Schindler India



**Shankar Jadhav**

Managing Director  
BSE Investments &  
Head-Strategy BSE



**Shantanu Das**

Senior Vice President -  
Human Resources  
Zydus Wellness



**Sharmishtha Bhadra**

Head – CoE (OD,  
Talent, L&D and  
Performance  
Future Generali India  
Life Insurance



**Shivakumar**

Group Executive President  
Corporate Strategy &  
Business Development  
Aditya Birla Group

# PAST SPEAKERS



**Sital Kumar**  
Executive Director (HR),  
NTPC Limited



**Sohan Tulpule**  
Business Consulting -  
People & change  
advisory  
KPMG India Services  
LLP



**Srinivas Pindi**  
Executive Director HR &  
TA  
Phenom



**Mr. Sumantra Mitra**  
Sr. Vice President -  
Human Resources  
Glenmark Life  
Sciences Ltd



**Sumnesh Joshi**  
Deputy Director General  
(Joint Secretary Level)  
Ministry of Communications  
and IT Government of India



**Vaibhav Goel**  
Sr. Vice President &  
Head - HR, E&P  
Business  
Reliance Industries Ltd.,  
India



**Yeshwinder Patial**  
Senior Director Human  
Resources  
MG Motor India



**Yogi Sriram**  
Consultant to CEO & MD,  
Group HR  
Larsen & Toubro Ltd



**Mahendra Inge**  
Head - Human  
Resources  
Serum Institute of India



**Dipankar Ghosh**  
CHRO  
Bajaj Consumer Care Ltd



**Dr. Ritu Anand**  
Chief Leadership &  
Diversity Officer  
Tata Consultancy  
Services



**Harshvendra Soin**  
Global Chief People  
Officer & Head  
Marketing  
Tech Mahindra



**Jaya Virwani**  
Diversity, Equity, &  
Inclusiveness & Ethics  
Leader  
EY GDS



**Manish Chaudhari**  
President & Chief of  
Staff  
Poonawalla Fincorp  
Limited



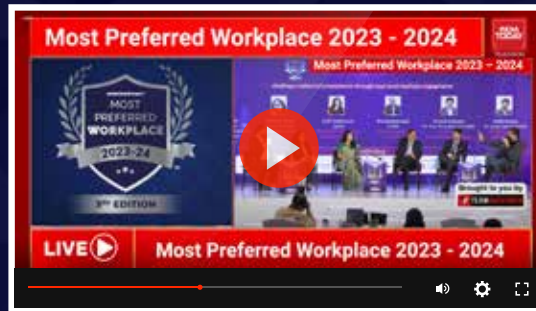
**Pankaj Khanna**  
EVP, Revenue Assurance  
& Head HR, BPS  
Coforge

And More...



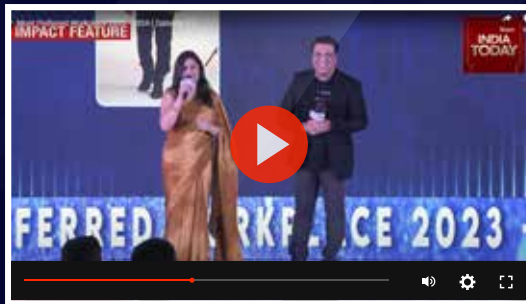
# MEDIA COVERAGE

Televised on **India Today Most Preferred Workplace 2023 - 2024**

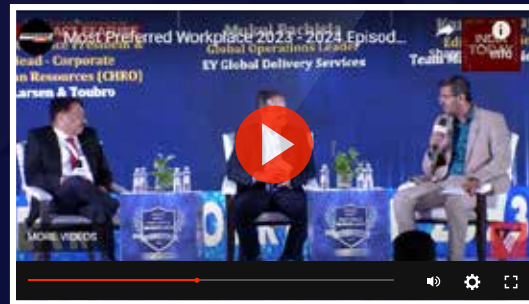


IT & ITES Edition | Manufacturing Edition | BFSI Edition

Televised on **India Today Most Preferred Workplace 2023 - 2024**



Episode 1



Episode 2

Televised on **India Today Most Preferred Workplace 2022- 2023**



Episode 1



Episode 2

IT & ITES Edition | Manufacturing Edition | BFSI Edition | Health & Wellness Edition

Televised on **India Today Most Preferred Workplace 2022- 2023**



Episode 1



Episode 2

# PRESS RELEASE

Most Preferred Workplace 2024 - 2025 (4<sup>th</sup> Edition)



And More...



# PRESS RELEASE

## Most Preferred Workplace 2023 - 2024

### Manufacturing Edition 2023-2024



### BFSI Edition 2023-2024

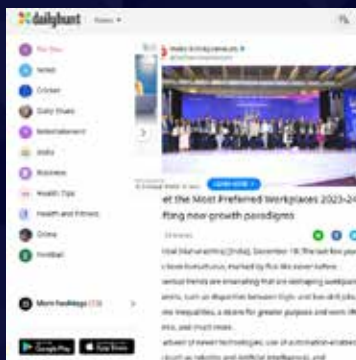
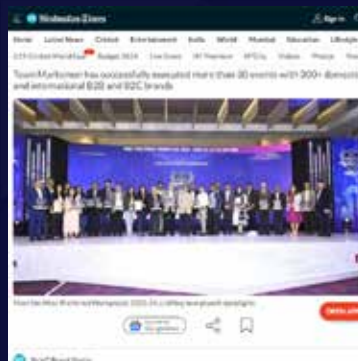




# PRESS RELEASE

## Most Preferred Workplace 2023 - 2024

### IT & ITES Edition 2023-2024



And More...



# PRESS RELEASE

## Most Preferred Workplace 2023 - 2024 (3rd Edition)



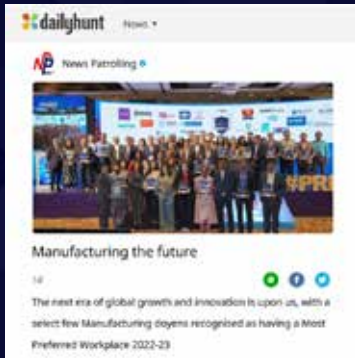
## Most Preferred Workplace 2022 - 2023 (Health & Wellness Edition)





# PRESS RELEASE

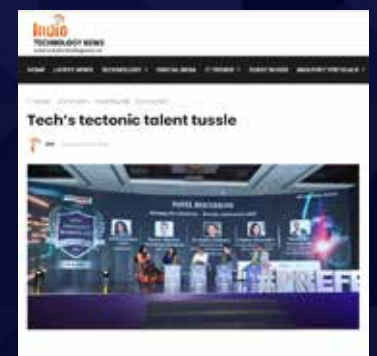
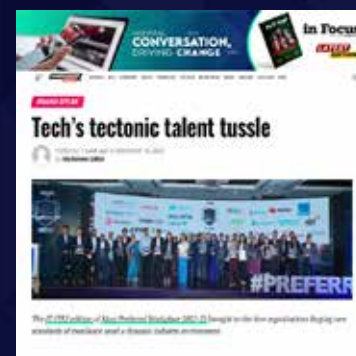
## Most Preferred Workplace 2022 - 2023 (Manufacturing Edition)



## Most Preferred Workplace 2022 - 2023 (BFSI Edition)



## Most Preferred Workplace 2022 - 2023 (IT & ITES Edition)





# PRESS RELEASE

Most Preferred Workplace 2022 - 2023



And More...

# PRINT PUBLICATION

## Business Standard Most Preferred Workplace 2024 - 2025

20

### SC quashes plea seeking review of Jan 3 verdict

GenZ prefers personal loans, millennials go for credit cards



**TECH DIGEST**

Apple offers AI to competitors iPhone, iPad

Apple's AI features are a competitive edge for iPhone, iPad

Apple's AI features are a competitive edge for iPhone, iPad

ECONOMY & PUBLIC AFFAIRS 7

### Climate-resistant seeds may cover 25% kharif paddy area

STRONG MONSOON BOOSTS KHWAR SOWING

Delhi-based Velmenni wins grant to develop submarine communication

Wazir Miri takes charge as India's new foreign secretary

S. Dinesh D & Shivakumar's petition challenging CBI FIR

## Business Standard Most Preferred Workplace 2023 - 2024 (It & Ite's Edition)

2

### DRIVING PERFORMANCE THROUGH PEOPLE

### CREATING A CULTURE OF INCLUSIVE GROWTH

THOSE RECOGNISED IN A GLITTERING RECOGNITION CEREMONY INCLUDED



### CREATING INCREDIBLE EMPLOYEE EXPERIENCES

### INNOVATING THE WAYS OF WORK STRATEGY

### BUILDING A SENSE OF BELONGING



18

### Unlock the premium edge

REIMAGINING THE FUTURE OF THE WORKPLACE AND WORKFORCE



# PRINT PUBLICATION

Business Standard  
Insight Out

## Business Standard Most Preferred Workplace 2023 - 2024 (BFSI Edition)

**BUILDING EFFECTIVE BRANDS AND ORGANISATIONS** | **BS MARKETING INITIATIVE** | 05 February 2024

### TOWARDS NEW WORKPLACE PARADIGMS

Functional skills in the workplace of modern work have changed. Paradigms that will have long-term implications on the fabric of society.

**THOSE RECOGNISED AS A QUALIFIED LEADER**

**LEADERSHIP INCLUDES:**

- Industry Visionary
- Chief Executive Officer
- Chief Financial Officer
- Chief Marketing Officer
- Chief Operating Officer
- Chief Technology Officer
- Chief Human Resources Officer
- Chief Information Officer
- Chief Compliance Officer
- Chief Sustainability Officer
- Chief Legal Officer
- Chief Risk Officer
- Chief Security Officer
- Chief Procurement Officer
- Chief Customer Officer
- Chief Innovation Officer
- Chief Data Officer
- Chief Analytics Officer
- Chief Digital Officer
- Chief Experience Officer
- Chief Transformation Officer
- Chief Strategy Officer
- Chief Business Development Officer
- Chief Partnerships Officer
- Chief Government Affairs Officer
- Chief Public Affairs Officer
- Chief Communications Officer
- Chief Investor Relations Officer
- Chief Sustainability Reporting Officer
- Chief ESG Officer
- Chief Diversity, Equity & Inclusion Officer
- Chief Social Impact Officer
- Chief Philanthropy Officer
- Chief Corporate Governance Officer
- Chief Ethics Officer
- Chief Risk Management Officer
- Chief Crisis Management Officer
- Chief Business Continuity Officer
- Chief Information Security Officer
- Chief Cybersecurity Officer
- Chief Privacy Officer
- Chief Data Protection Officer
- Chief AI Officer
- Chief Quantum Computing Officer
- Chief Blockchain Officer
- Chief Metaverse Officer
- Chief Virtual Reality Officer
- Chief Augmented Reality Officer
- Chief Smart City Officer
- Chief Smart Infrastructure Officer
- Chief Smart Mobility Officer
- Chief Smart Energy Officer
- Chief Smart Manufacturing Officer
- Chief Smart Agriculture Officer
- Chief Smart Healthcare Officer
- Chief Smart Education Officer
- Chief Smart Transportation Officer
- Chief Smart Retail Officer
- Chief Smart Services Officer
- Chief Smart Entertainment Officer
- Chief Smart Media Officer
- Chief Smart Advertising Officer
- Chief Smart Marketing Officer
- Chief Smart Sales Officer
- Chief Smart Customer Support Officer
- Chief Smart HR Officer
- Chief Smart Learning Officer
- Chief Smart Performance Officer
- Chief Smart Innovation Officer
- Chief Smart Research Officer
- Chief Smart Development Officer
- Chief Smart Operations Officer
- Chief Smart Logistics Officer
- Chief Smart Supply Chain Officer
- Chief Smart Procurement Officer
- Chief Smart Finance Officer
- Chief Smart Accounting Officer
- Chief Smart Tax Officer
- Chief Smart Legal Officer
- Chief Smart Compliance Officer
- Chief Smart Risk Officer
- Chief Smart Security Officer
- Chief Smart Privacy Officer
- Chief Smart Ethics Officer
- Chief Smart Governance Officer
- Chief Smart Sustainability Officer
- Chief Smart ESG Officer
- Chief Smart Diversity Officer
- Chief Smart Inclusion Officer
- Chief Smart Social Officer
- Chief Smart Impact Officer
- Chief Smart Philanthropy Officer
- Chief Smart Governance Officer
- Chief Smart Ethics Officer
- Chief Smart Risk Officer
- Chief Smart Security Officer
- Chief Smart Privacy Officer
- Chief Smart Ethics Officer
- Chief Smart Governance Officer
- Chief Smart Sustainability Officer
- Chief Smart ESG Officer
- Chief Smart Diversity Officer
- Chief Smart Inclusion Officer
- Chief Smart Social Officer
- Chief Smart Impact Officer
- Chief Smart Philanthropy Officer

### STRATEGIC HR AS A CATALYST FOR BUSINESS SUCCESS

HR is the backbone of any organisation. It is the engine that drives the business forward. Strategic HR is the key to success in the 21st century.



**L&T Finance**

**Unlock the premium edge**

Subscribe to Insight Out or attend BS Premium membership and get a chance to win a great prize worth ₹1,00,000 for the BS BFSI Insight Summit.

**BS BFSI Premium**

**REIMAGINING THE FUTURE OF THE WORKPLACE AND WORKFORCE**

BS BFSI Premium

## Business Standard Most Preferred Workplace 2023 - 2024 (Manufacturing)

**BUILDING EFFECTIVE BRANDS AND ORGANISATIONS** | **BS MARKETING INITIATIVE** | 05 February 2024

### NURTURING GREEN GROWTH

Building a progressive organisational culture.

### ATHER

### BUILDING A PROGRESSIVE ORGANISATIONAL CULTURE

### AN EYE ON FUTURE GROWTH HORIZONS

### CRAFTING WORKPLACE EXPERIENCES THAT AMAZE

### CREATING GROWTH PATHWAYS FOR EMPLOYEES

### LEVERAGING TWIN DRIVERS OF SUCCESS

**Chinese arrivals in Maldives rose to third spot in 2023**

SpiceJet plans flights to Lakshadweep, Ayodhya

**Unlock the premium edge**

Subscribe to Insight Out or attend BS Premium membership and get a chance to win a great prize worth ₹1,00,000 for the BS BFSI Insight Summit.

**BS BFSI Premium**

**REIMAGINING THE FUTURE OF THE WORKPLACE AND WORKFORCE**

BS BFSI Premium

**Unlock the premium edge**

Subscribe to Insight Out or attend BS Premium membership and get a chance to win a great prize worth ₹1,00,000 for the BS BFSI Insight Summit.

**BS BFSI Premium**

**REIMAGINING THE FUTURE OF THE WORKPLACE AND WORKFORCE**

BS BFSI Premium



# PRINT PUBLICATION

Business Standard  
Insight Out

Business Standard Most Preferred Workplace 2023 - 2024



The Economic Times Most Preferred Workplace 2022 - 2023

## THE ECONOMIC TIMES



And More...



# PROMOTION BY CLIENTS

**Kulraj's Post**

At Xebia, we are proud to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Xebia**

**Mukul Pachauri's Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Johnnies Contracts Asia Pacific's Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Shree Ramkrishna Exports Pvt. Ltd.'s Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Sanglier Movers Limited's Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Whisper Group's Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Vedana Global's Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**State Bank of India's Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Safeway Private Limited's Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Purnavalli Financial's Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Baxter Healthcare India's Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**ATPC United's Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**VA TECH WINNIB LTD.'s Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**ENHANCING THE POTENTIAL OF HUMAN CAPITAL**

**Larsen & Toubro's Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Taxent's Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Feetguard Filter Pvt. Ltd.'s Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Teleperformance's Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Teleperformance in India**  
Recognized as one of the **Most Preferred Workplaces**


**LET Technology Services (ITTS) Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Enepro's Post**

It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Aradocs' Post**

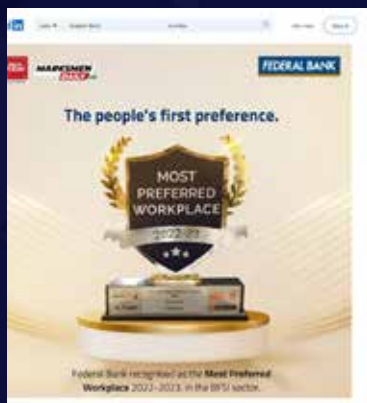
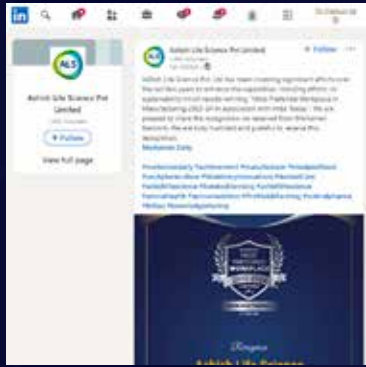
It's a great honor to be recognized as one of the Most Preferred Workplaces 2023-24 by the Times Group. This award is a testament to our commitment to providing a supportive and inclusive work environment for our employees.



**Rajat Roheja**  
Divisional President, Aradocs India  
received the award

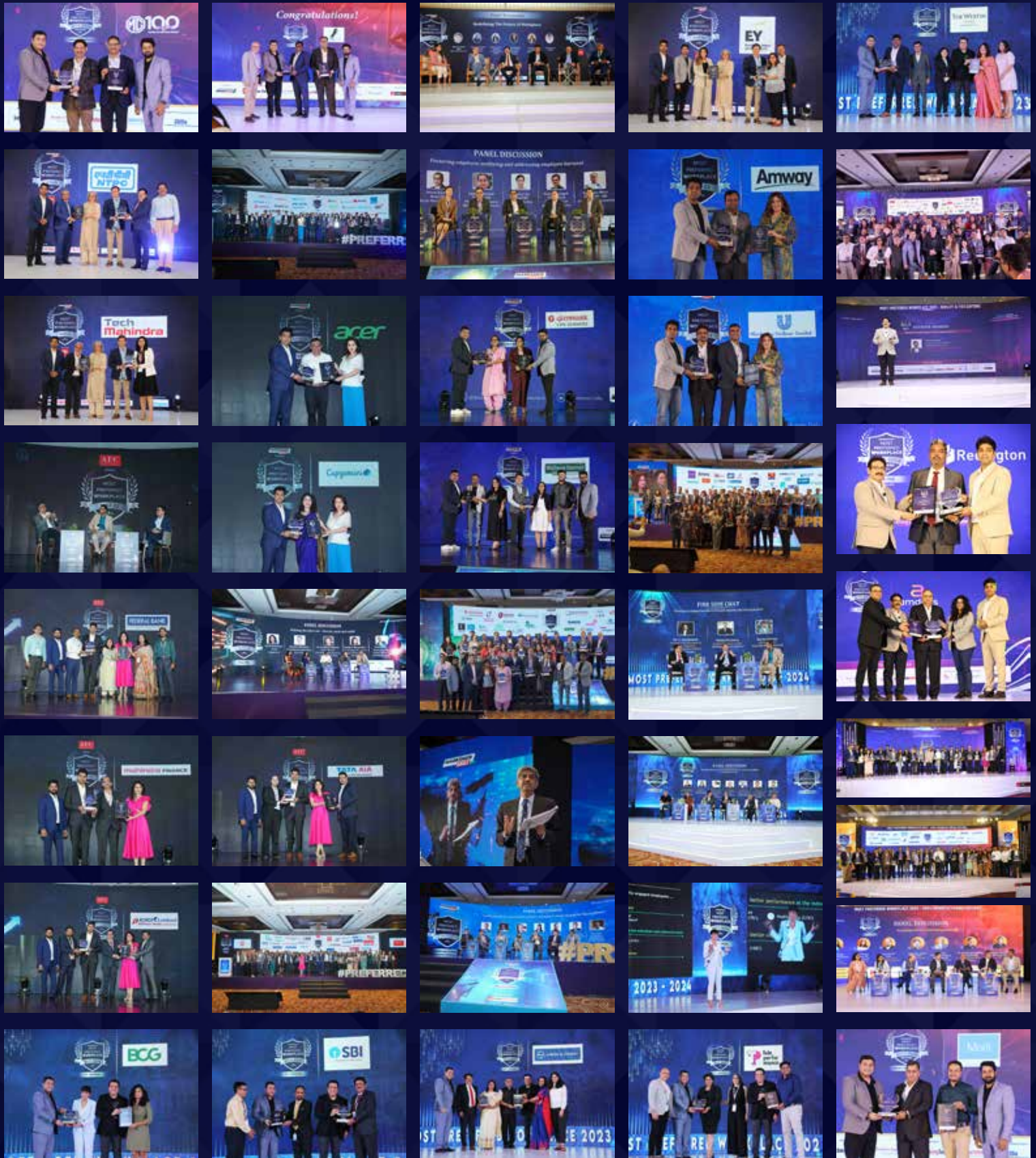


# PROMOTION BY CLIENTS





# GLIMPSES 2023 - 2024



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 over 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**


For event enquiry email us at:


 [contact@teammarksmen.com](mailto:contact@teammarksmen.com)

 [www.teammarksmen.com](http://www.teammarksmen.com)

**FOLLOW US ON  
SOCIAL MEDIA**

 @Teammarksmen


 @Team.Marksmen


 @Teammarksmen


 @MarksmenDaily

 @MarksmenDaily

 @MarksmenDaily

 @InFocus-By-Marksmen-Daily

 @infocus\_ind

 @in-focus-by-marksmen-daily

This initiative has been brought to you by Team Marksmen. We help organisations and leaders from across sectors create impactful change that matters through unique brand solutions that resonate with audiences.