



POST SHOW REPORT

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THE GOLD STANDARD OF BRANDING

*Step into the world of excellence with the **2nd Edition of Brand of the Year 2023**, where the unparalleled success stories of brands making a difference came to the fore*

The nature of brand-building as we know it has gone through a renaissance over the past 10 years, but while much has changed, there is likely much more change still to come.

As we transition into a period of economic uncertainty that will test the resolve of brand builders, brands must evolve into a multi-dimensional experience, a tapestry interwoven with emotions, aspirations, and storytelling. In this era, branding must transcend the realm of products and services to embrace the essence of the human experience.



BRANDS BREAKING THROUGH THE CLUTTER

Through resilience and quick-thinking, a few elite brands have recognised these essential home truths and tempered their plans to stand the tough tests that lie in the offing. Their feats are admirable, and they are being given the grand stage they deserve today, being recognised as a **Brand of the Year 2023**. By getting the basic building blocks of branding right and adding a layer of innovative thinking in line with the demands of the current consumer, these are the brands that have cut out the hyperbole and demonstrated hyper-growth.

These exceptional brands have redefined what it means to scale the pinnacle of achievement. Through an unwavering commitment to quality, a relentless pursuit of innovation, and an unwavering dedication to customer satisfaction, they have emerged as beacons of inspiration and aspiration. Truly, they have set the gold standard in their fields.

THE BRANDS RECOGNISED INCLUDE



and more...

PAST SPEAKERS

2023



JAYANT JAIN

Vice President - Marketing
& Customer Services, Head
Loyalty & Shopper Insights
Reliance Retail Ltd



**KV SRIDHAR
aka POPS**

Chief Creative Officer
Global
Nihilent Limited



MAFLA MUDGAL

Associate Director - Retail
Marketing
Colgate-Palmolive
(India), Ltd.



PRATEEK SINHA

Partner & Leader - Design and
Experience Consulting
PwC



**SHWETA
SRIVASTAVA**

Chief Customer
Experience Officer
Tata CLiQ



SYEDA MEHER TAJ

Director, Global Head Brand
and External Communication
EY Global Delivery Services



SUDEEP CHAWLA

VP - Marketing
Pidilite Industries Ltd.



VAIBHAV RAO

Regional Director for Patient
and Healthcare Experience (CX)
Pfizer Asia

2022



ARIJIT SENGUPTA

Chief Marketing &
Communications Officer
NSE



**KAUSHIK
MUKHERJEE**

Co-founder
SUGAR Cosmetics



KRUNAL DESAI

Director Marketing
ZEE5 Global



MAYANK KUMAR

Co-founder & MD
upGrad



PARIKSHIT PAWAR

Chief Marketing Officer
Shapoorji Pallonji Real
Estate



PRAHLAD KAKAR

Founder
Genesis Film Productions

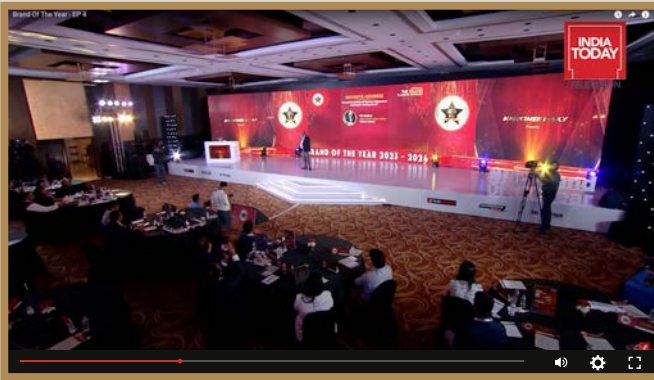


SANDEEP SHARMA

Chief GM (CC & Branding)
IndianOil

MEDIA COVERAGE

TELEVISED ON INDIA TODAY 2023

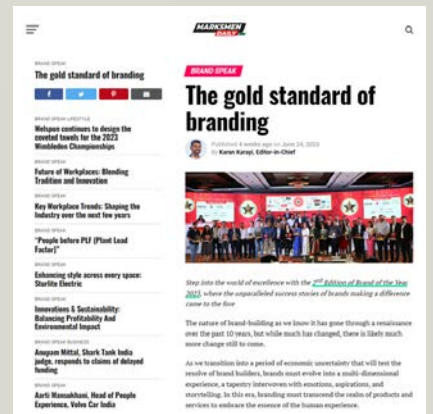
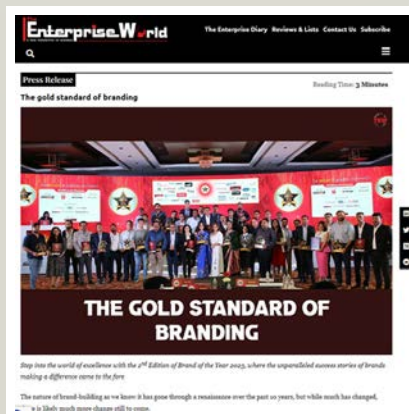
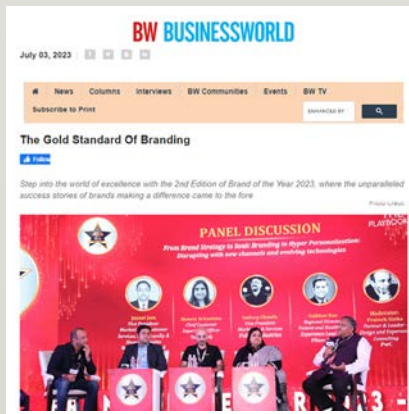
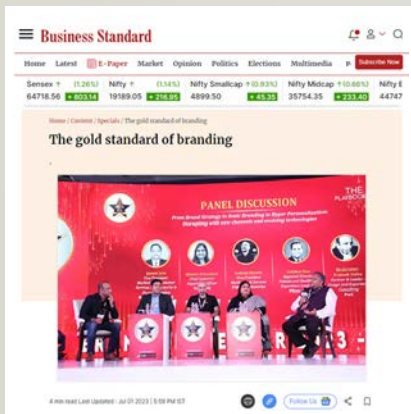


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PRESS RELEASES

PRESS RELEASE 2023



Business Standard
Brands Heading a Greater Calling
 While the essence of a brand might be timeless, the nature of branding as we know it is constantly evolving. Think of some of the greatest brands that come to your mind, and chances are you can chart its journey as it emerges from every nook or cranny.

BW BUSINESSWORLD
Brands heading a greater calling
 There were insights aplenty on offer at Brands Of The Year 2022 through fireside chats, keynote addresses, and panel discussions.

FORTUNE
Brands Heading a Greater Calling
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INDIA TODAY
Brands heading a greater calling
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MARKSMEN DAILY
Brands Heading A Greater Calling
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The CEO Magazine
Brands Heading a Greater Calling
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PRINT PUBLICATION

PRINT 2023 – HINDUSTAN TIMES

THE BRAND PLAYBOOK, REFRAMED

BUILDING BREAKTHROUGH BRANDS
 The 2nd Edition of Brand of the Year 2023 celebrates the crème de la crème that set the gold standard of branding.

CP PLUS is a leading name in the Indian market. The brand has been successful in creating a strong brand identity and has been able to build a loyal customer base. This is a testament to the brand's ability to adapt to changing consumer expectations and to create a strong brand identity.

FROM THE CO-FOUNDER'S DESK
 Rajesh Khurchandani, Co-founder of CP PLUS, shares his insights into the brand's success and the challenges it has faced.

ACCELERATING INNOVATION IN SKINCARE
 Raghavendra Soudashina, Managing Director - South Asia, Galderma India, highlights how the brand provides solutions backed by science-backed technology.

4 HEALTH & WELLNESS GROWTH AREAS, IDENTIFIED
 Ansh Bahi, Interim CEO and Chief Strategy & Operations Officer, H&M Group, discusses the major growth opportunities across the consumer health & wellness space.

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THE BRAND PLAYBOOK, REFRAMED

GLOBAL MARKETING TRENDS TO WATCH OUT FOR
 With unique opportunities emerging for growth, brand custodians must be prepared to tap into the unknown as they stride into tomorrow.

ACCELERATING GROWTH
 Gaurav Manglik, Managing Director, Kovos Bikes, outlines how the brand meets consumer needs and preferences in a fast-growing market.

A TRANSFORMATIVE GROWTH STORY
 Sunil Hattori, Head of Marketing Communications, Godrej Interio, pinpoints the opportunities in the offering.

HARNESSING INNOVATION TO THE FULLEST
 Sumeeti Nayg, CMO, Freshtel, talks about how brands must put innovation front and center in all they do.

A LASER-LIKE FOCUS ON INNOVATION & EXCELLENCE
 Ritu Mittal, Head of Marketing & Digital, Bayer Consumer Health, underlines the key growth levers that are driving the brand's success.

MARKSMEN DAILY INNOVATIVE COMPANIES OF INDIA 2023

A FOCUS ON DELIVERING EXCELLENCE
 Rakesh Khat, Managing Director, Lipture, highlights the key drivers for the brand's growth journey.

MARKSMEN DAILY INNOVATIVE COMPANIES OF INDIA 2023

HARNESSING INNOVATION FOR ECONOMIC GROWTH
 Recognising India's most innovative companies who shatter stereotypes and outperform the norm.

Brands in the ascendant

By epitomising the gold standard for the industry, Brand of the Year 2022 has set a lofty benchmark for others to aspire to

It is the epitome of excellence, the gold standard for the industry, Brand of the Year 2022 has set a lofty benchmark for others to aspire to. The award, which is the most prestigious in the industry, is given to the brand that has demonstrated exceptional performance in its category over the past year. The award is given to the brand that has demonstrated exceptional performance in its category over the past year.

Myriad brands were recognised by Team Marketers at this gala function, including

- Laxmi Narayan
• Anand Narayan
• Anand Narayan
• Anand Narayan
• Anand Narayan
• Anand Narayan
• Anand Narayan
• Anand Narayan
• Anand Narayan
• Anand Narayan

Industry Perspectives

Industry Perspectives: A collection of articles and insights from industry experts. Topics include market trends, challenges, and opportunities. The section provides a comprehensive overview of the current state of the industry and offers valuable perspectives on the future.

Iconic Insights

Iconic Insights: A collection of articles and insights from industry experts. Topics include market trends, challenges, and opportunities. The section provides a comprehensive overview of the current state of the industry and offers valuable perspectives on the future.

Moving the World

Moving the World: A collection of articles and insights from industry experts. Topics include market trends, challenges, and opportunities. The section provides a comprehensive overview of the current state of the industry and offers valuable perspectives on the future.

Creating a Better Tomorrow

Creating a Better Tomorrow: A collection of articles and insights from industry experts. Topics include market trends, challenges, and opportunities. The section provides a comprehensive overview of the current state of the industry and offers valuable perspectives on the future.

The Many Hues of Excellence

The Many Hues of Excellence: A collection of articles and insights from industry experts. Topics include market trends, challenges, and opportunities. The section provides a comprehensive overview of the current state of the industry and offers valuable perspectives on the future.

A Tale of Tech Transformation

A Tale of Tech Transformation: A collection of articles and insights from industry experts. Topics include market trends, challenges, and opportunities. The section provides a comprehensive overview of the current state of the industry and offers valuable perspectives on the future.

A Sharp Focus on Purpose

Rajendra Pawar, Chairman, Baramati Agro, scrutinises the DNA of the brand's success

With a business that has been in existence for over 50 years, Baramati Agro has a rich history of success. The company's success is attributed to its sharp focus on purpose and its commitment to excellence. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

Building on core strengths

Silachya Sarani, Country Head India, Figaro Olive Oil - Deveshi India, pinpoints the brand's success mantra and future growth path

Figaro Olive Oil has built a strong reputation in the market for its high-quality products. The company's success is attributed to its core strengths and its commitment to excellence. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

A Total Commitment to Quality

Devraj Garg, MD, Sany India & South Asia, explains how focusing on quality has helped the brand surge ahead

Sany India & South Asia has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values. The company's success is attributed to its total commitment to quality and its focus on excellence. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

The Aroma of Success

Praveen Jalparia, CEO, Continental Coffee, CCL India Products Ltd, highlights consumer trends and how to tap into them

Continental Coffee has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values. The company's success is attributed to its focus on consumer trends and its ability to tap into them. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

A Mercurial Growth Story

Anil Khosla, Managing Director, Bopara Industries Limited, profiles a commitment to your ever higher

Bopara Industries Limited has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values. The company's success is attributed to its mercurial growth and its commitment to excellence. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

A Promise for Power

Narech Chander Oberoi, CMD, Powerica Limited, outlines his focus to continue shaping the brand's journey

Powerica Limited has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values. The company's success is attributed to its focus on power and its commitment to excellence. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

Deepening Financial Inclusion

Govind Singh, MD & CEO, Vikram Small Finance Bank, puts forth the power of responsible banking

Vikram Small Finance Bank has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values. The company's success is attributed to its focus on financial inclusion and its commitment to responsible banking. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

Consumer centricity at every step

Vishal Bhatnagar, VP - Enterprise Marketing, Paytm Payment Solutions, offers insight into the brand's success story

Paytm Payment Solutions has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values. The company's success is attributed to its consumer centricity and its focus on excellence. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

Navigating Volatility

Mehar Thapar, VP - South Asia, Middle East & Africa, Cx, Robinson, Navigating how the brand overcomes challenges

Robinson has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values. The company's success is attributed to its ability to navigate volatility and its focus on excellence. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

Traditional Craftsmanship, Exceptional Quality

Rohit Puri, Chairman of IIT, Baramati Agro, outlines his focus to continue shaping the brand's journey

Baramati Agro has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values. The company's success is attributed to its traditional craftsmanship and its focus on exceptional quality. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

The Building Blocks of Growth

Anand Narayan, Founder & Managing Director, LEAP India, shares his insights on the building blocks of growth

LEAP India has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values. The company's success is attributed to its focus on building blocks of growth and its commitment to excellence. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

Building a Better Planet

Soumya Mathur, Founder & Managing Director, LEAP India, shares his insights on building a better planet

LEAP India has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values. The company's success is attributed to its focus on building a better planet and its commitment to excellence. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

One Destination, Start to end Home Solutions

Mahesh A, CEO, Healthy Way, explores the value of being a single source of solutions for all things home furniture and decor

Healthy Way has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values. The company's success is attributed to its focus on providing one destination for all things home furniture and decor. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

Growing with Trust

Jan S, CEO, Cushman & Wakefield, shares his insights on growing with trust

Cushman & Wakefield has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values. The company's success is attributed to its focus on growing with trust and its commitment to excellence. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

Delivering Highest Quality products and services, Globally

Mahesh Narayan, MD, Rajendra Specialities, shares his insights on delivering highest quality products and services globally

Rajendra Specialities has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values. The company's success is attributed to its focus on delivering highest quality products and services globally. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

Linen Club - An iconic linen brand

Satyajit Chakrabarti, CEO, Sany India & South Asia, shares his insights on Linen Club - An iconic linen brand

Sany India & South Asia has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values. The company's success is attributed to its focus on Linen Club - An iconic linen brand. The company has achieved a number of milestones over the years, and its success is a testament to its dedication to its customers and its commitment to its values.

GLIMPSES OF 2023



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

LETS DISCUSS !!



contact@teammarksmen.com



www.teammarksmen.com

308, Evershine Business Complex, Above Evershine Mall, Mindspace
Chincholi Bunder Road, Malad (West), Mumbai – 400064.

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