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CHAMPIONING INNOVATION,  
RECOGNIZING DISTINCTION

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# KEEPING UP AS CHANGE GAINS PACE

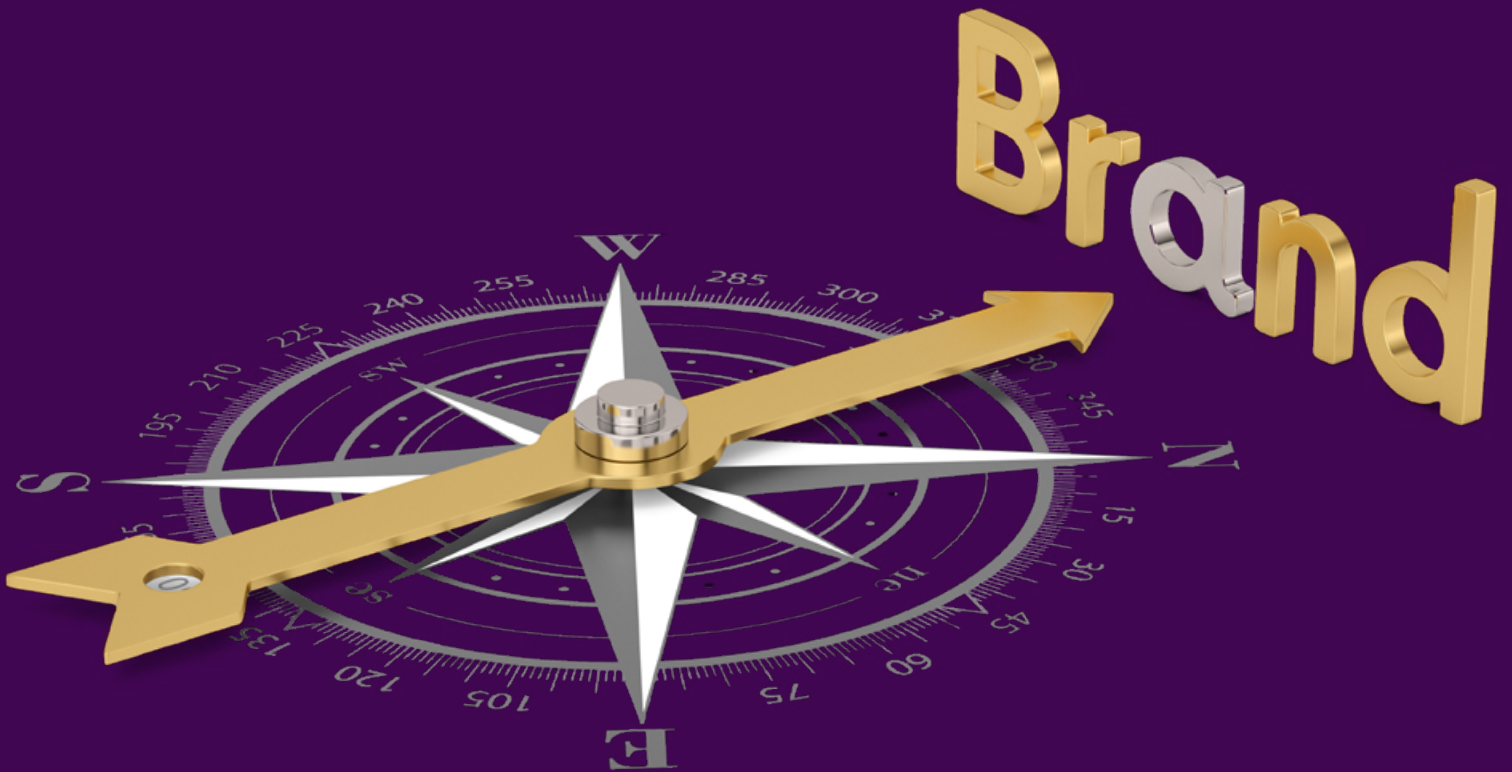


We live in an age where change is the sole constant, and technology is one of the major driving forces behind the evolution we see brewing all around us. No one is left untouched by the swirling winds of change, be it age-old legacy brands, or new-age upstarts seeking to upend the well-entrenched apple carts of the incumbents.

With new demands thrust upon brands by a new breed of savvy, worldly-wise, and discerning consumers, it is now a case of having to adapt to stay relevant. And it's not just buying behaviour either, but entire value systems and worldviews that are changing. No longer is it enough for a product or service to satisfy a narrow need. Progressive thinking is now the norm, with a sense of elevated purpose and demands bundled along with it. Balancing these many demands is a challenging act, but a few brands are doing so admirably.



# RECALIBRATING THE **BRAND** COMPASS



Studies conducted over the course of 2023 threw up some fascinating patterns. **46% of consumers** polled by a major research agency indicating that they would tend to pay more when purchasing from a trusted brand, and a staggering **94% of consumers** would heartily recommend brands they connect with emotionally, be it a known or unknown one.

As consumer spending is set to expand in India in the months to come, it would be prudent for brand barons (and baronesses) to fully understand the permanence of the nature of changes we have witnessed. It is an imperative for brand leaders to gain a deeper understanding of the psyche of the modern consumers, and then craft a purposeful narrative around the brand that has a certain emotional resonance to it. In this way, they can build stronger relationships with their audience.

A few brands have understood this better than most, and in doing so are often a step ahead in growing and retaining their customer base and ensuring loyalty to their brands. This is the cohort that will gain acclaim as **Brand of the Year 2024**, who have built their success stories by crafting relationships that have withstood the test of time, as opposed to building their brand on something more transient or merely flirtatious.

This unique industry platform showcases brands that remember that the consumer is king, and that serving them in new, sometimes unexpected ways is vital if they are to thrive in today's competitive marketplace. Just as brand leaders hope customers stay loyal to them, brands must stay loyal to the philosophy of consistently delivering what their customers desire. It is one of the few constants in an age of flux.

**Brand of the Year 2024** will see some of the industry's leading lights offer insights into the DNA of successful brands, the building blocks of creative thinking, and the new growth edicts that have stood others in great stead, with the evening culminating in a celebratory ceremony that recognises these industry doyens.

## 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:



Personalised  
Customer  
Experiences



Authenticity  
and Purpose



Brand  
Storytelling



Customer  
Engagement



Leveraging AI



Uniqueness and  
Innovation

*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.*



# SOME OF THE **CATEGORIES**

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



## WHY **ATTEND?**



Learn **PRACTICAL TIPS** and strategies for **BRANDING SUCCESS.**



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**NETWORKING OPPORTUNITIES** with industry **PROFESSIONALS.**



Gain insights into **LATEST TRENDS** and best **PRACTICES IN BRAND MARKETING.**

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News

## The Gold Standard of Branding

By siliconindia | Tuesday, 27 June 2023, 04:29:47 PM IST



**ON THE DECK**

**siliconindia**

**VANAPRASHA RESORTS**  
Luxury in the Lap of Nature

**BLOGGERS**  
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Share Your Travel Experiences As A Blog  
By Professionals, For Professionals

Tweets from @SINewsUpdates

Step into the world of excellence with the 2<sup>nd</sup> 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

**MARKSMEN DAILY**

BRAND SPEAK

## The gold standard of branding

BRAND SPEAK LIFESTYLE  
Wespun continues to design the coveted tennis for the 2023 Wimbledon Championships

BRAND SPEAK  
Future of Workplaces: Blending Tradition and Innovation

BRAND SPEAK  
Key Workplace Trends: Shaping the Industry over the next few years


BRAND SPEAK  
"People before PLF (Plant Load Factor)"

BRAND SPEAK  
Enhancing style across every space: Starlite Electric

BRAND SPEAK  
Innovations & Sustainability: Balancing Profitability And Environmental Impact

BRAND SPEAK BUSINESS  
Anuj Mittal, Shark Tank India judge, responds to claims of delayed funding

BRAND SPEAK  
Aarti Manukhiani, Head of People Experience, Volvo Car India



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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.

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## The gold standard of branding



### THE GOLD STANDARD OF BRANDING


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**PANEL DISCUSSION**  
From Brand Strategy to Social Branding to Hyper Personalization: Navigating with new channels and evolving technologies



**Business Standard**


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Sensex ↑ (1.26%) Nifty ↑ (1.14%) Nifty Smallcap ↑ (0.93%) Nifty Midcap ↑ (0.66%) Nifty E

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## The gold standard of branding



4 mins read Last Updated : Jul 01 2023 | 8:59 PM IST

## THE BRAND PLAYBOOK, REFRAMED

Hindustan Times Media Marketing Initiative | Monday, 31 July 2023

### BUILDING BREAKTHROUGH BRANDS

The 2<sup>nd</sup> Edition of Brand of the Year 2023 celebrates the creme de la creme that set the gold standard of branding



Are you brand of the year? Don't say you're not until you've been named so. In essence, the most renowned brand is one that has a clear vision, a strong mission, and a clear purpose. It is a brand that is not just a name, but a promise. It is a brand that is not just a logo, but a story. It is a brand that is not just a product, but a way of life. It is a brand that is not just a company, but a community. It is a brand that is not just a name, but a legacy. It is a brand that is not just a logo, but a promise. It is a brand that is not just a product, but a way of life. It is a brand that is not just a company, but a community. It is a brand that is not just a name, but a legacy.

- The brands recognised as part of this research-driven initiative include:
- AdaniComex
  - Bhutani Infra
  - White
  - Campan
  - Canva
  - Caratlane - A Tanishq Partnership
  - Cetaphil
  - Clear Premium Water
  - Colgate-Palmolive (India), Ltd.
  - CP Plus
  - DURASHINE™ by Tata BlueScope
  - Steel
  - EV Global Delivery Services
  - Fenesta Building Systems
  - Godrej Interio
  - Key Beauty
  - Kross Bikes
  - Livpure
  - Loosie Philippe
  - Lovechid by Masaba
  - LUX COZI
  - Oreo
  - Parmalat Wire and Cables
  - Somany Bathware
  - Sastry by Sony Leone
  - Sturite Electric Private Limited
  - Swisse Wellness
  - TATA Kool
  - TATA Structura
  - TATA Wilson
  - TTK Prestige
  - Volkswagen

### A JOURNEY OF RELENTLESS GROWTH

Aditya Khemka, Managing Director, CP PLUS, shares his insights into the brand's playbook for creating an industry benchmark

CP PLUS, India's leading surveillance brand, is setting the way to make India a global B2B. We have the most advanced security solutions and a robust infrastructure to serve the needs of the Indian market. We are committed to providing the best products and services to our customers. We are committed to providing the best products and services to our customers. We are committed to providing the best products and services to our customers.

### FROM THE CO-FOUNDER'S DESK

Rajesh Khurshchandani, Akash Tiwari, and Sharad Gupta share their insights into the brand's journey

Building a robust brand is not just about creating a logo or a name. It is about creating a story. It is about creating a community. It is about creating a legacy. It is about creating a brand that is not just a name, but a promise. It is about creating a brand that is not just a logo, but a story. It is about creating a brand that is not just a product, but a way of life. It is about creating a brand that is not just a company, but a community. It is about creating a brand that is not just a name, but a legacy.

### ACCELERATING INNOVATION IN SKINCARE

Roghendra Sushankh, Managing Director - South Asia, Gulderma India, highlights how the brand provides solutions backed by science-based technology

Gulderma India is a dynamic and ever-evolving skin care brand. We are committed to providing the best products and services to our customers. We are committed to providing the best products and services to our customers. We are committed to providing the best products and services to our customers.

### 4 HEALTH & WELLNESS GROWTH AREAS, IDENTIFIED

Akash Bedi, Interim CEO and Chief Strategy & Operations Officer, H&H Group, decodes the major growth opportunities across the consumer health & wellness space

The consumer health & wellness space is a dynamic and ever-evolving market. We are committed to providing the best products and services to our customers. We are committed to providing the best products and services to our customers. We are committed to providing the best products and services to our customers.

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Hindustan Times Media Marketing Initiative Monday, 31 July 2023

### GLOBAL MARKETING TRENDS TO WATCH OUT FOR

With unique opportunities emerging for growth, brand custodians must be prepared to step into the unknown as they stride into tomorrow

The brand custodians are those who are in the middle of a global market, such as geopolitical conflicts, economic challenges, and energy insecurity. The brand custodians are those who are in the middle of a global market, such as geopolitical conflicts, economic challenges, and energy insecurity. The brand custodians are those who are in the middle of a global market, such as geopolitical conflicts, economic challenges, and energy insecurity.

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### A TRANSFORMATIVE GROWTH STORY

Suman Bhujani, Head of Marketing Communications, Godrej Interio, pinpoints the opportunities in the e-gifting

The furniture market in India valued at 1.3 lakh crore is poised for remarkable growth. The furniture market in India valued at 1.3 lakh crore is poised for remarkable growth. The furniture market in India valued at 1.3 lakh crore is poised for remarkable growth.

### ACCELERATING GROWTH

Gaurav Manoj, Managing Director, Kross Bikes, outlines how the brand meets consumer needs and preferences in a fast-growing market

In a robust market like that of the Bicycle industry with its diversified interests, we at Kross Bikes employ several strategies to effectively meet consumer needs and preferences. In a robust market like that of the Bicycle industry with its diversified interests, we at Kross Bikes employ several strategies to effectively meet consumer needs and preferences.

### HARNESSING INNOVATION TO THE FULLEST

Susmita Nigam, CMO, Fenesta, talks about how brands must put innovation first and centre in all they do

Innovation is the foundation of a brand's competitive advantage. Innovation is the foundation of a brand's competitive advantage. Innovation is the foundation of a brand's competitive advantage.

### LASER-LIKE FOCUS ON INNOVATIVE EXCELLENCE

Ritu Mittal, Head of Marketing & Digital, Beger Consumer Health, India, underlines the key growth factors that are driving the brand's seamless growth

Beger Consumer Health, an Indian multinational health care company, is a dynamic and ever-evolving brand. Beger Consumer Health, an Indian multinational health care company, is a dynamic and ever-evolving brand.

### A FOCUS ON DELIVERING EXCELLENCE

Rakesh Kaul, Managing Director, Lipure, highlights the key drivers for the brand's growth journey

Lipure has always been a consumer-centric brand, keeping the needs and requirements of the consumer at the heart of its growth journey. Lipure has always been a consumer-centric brand, keeping the needs and requirements of the consumer at the heart of its growth journey.

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# 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.



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