



#MDBrandoftheyear

Celebrating Visionary Brands,
Shaping the
Future of Excellence

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Marketing's
New Paradigm:

Relationships *Over* Transactions

Today's consumers don't just buy products, they invest in relationships. That's why in an era of instant gratification and endless choice, brands can't afford to simply sell; they need to engage, anticipate, and resonate. The old marketing playbook? Rewritten. Now, it's about crafting seamless, personalized journeys that feel less like transactions and more like partnerships.

Consumers today expect brands to speak their language intuitively, relevantly, and in real time. Every digital interaction - whether a search, a like, or a scroll is a valuable insight, a chance to deepen engagement. It thus comes as no surprise to see that the most successful brands don't just collect data; they turn it into meaningful dialogue, creating experiences so tailored they feel effortless.

In this new digital landscape, data is the new storytelling enabler. Every click is a conversation. Every scroll is a story. Today, consumers are becoming co-creators of brand experiences, transforming the way companies understand, connect, and evolve. Each digital interaction is like a secret handshake between brands and their audience - a moment of pure, unfiltered insight that can turn any brand new-age or legacy, into a consumer champion that's beloved.

Imagine each online search, social media like, or website visit as a tiny piece of a larger puzzle. Great brands understand intuitively how to piece it all together. The very best of them see the bigger picture that goes beyond this, which can play out in many ways. From recommending the perfect product to anticipating needs before they're even expressed, these brands are rewriting the rules of connection. This isn't marketing of old, it's a new form of brand empathy.

The *Empathy* Edge in *Modern* Marketing

Team Marksmen's upcoming edition of **BRAND OF THE YEAR** edition, we will celebrate those visionary brands that have successfully navigated the complex intersection of technological innovation and consumer trust. These exceptional brands demonstrate that true marketing excellence transcends invasive tracking. By developing nuanced approaches that respect consumer data while delivering personalized experiences, they have carved distinctive, meaningful connections in the consumer's mind.

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



Market Disruption
& Growth
Trajectory



Smart Use of
Technology
(AI & Beyond)



Uniqueness and
Innovation

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?*

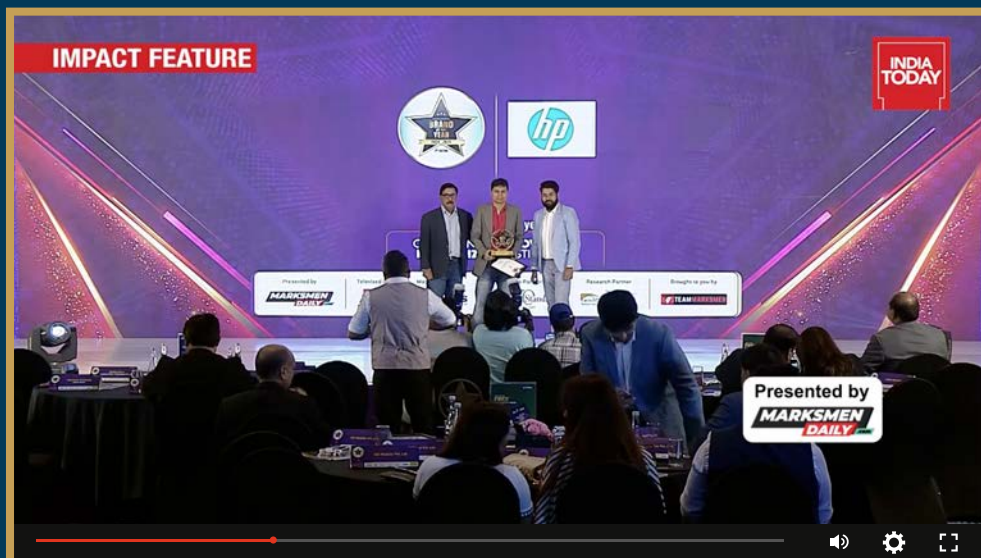


- Gain actionable **BRANDING STRATEGIES** from top industry experts to **TRANSFORM YOUR MARKETING** approach.
- Explore **INNOVATIVE BRAND** campaigns that redefine market leadership and **CREATIVE COMMUNICATION**.
- Connect with a **POWERFUL NETWORK** of marketing professionals and **POTENTIAL INDUSTRY** collaborators.
- Discover **CUTTING-EDGE TRENDS** shaping the future of **BRAND ENGAGEMENT AND DIGITAL MARKETING**.
- **DEVELOP ADVANCED SKILLS** that provide immediate, tangible value to your **ORGANIZATION'S BRAND STRATEGY**.

MEDIA COVERAGE

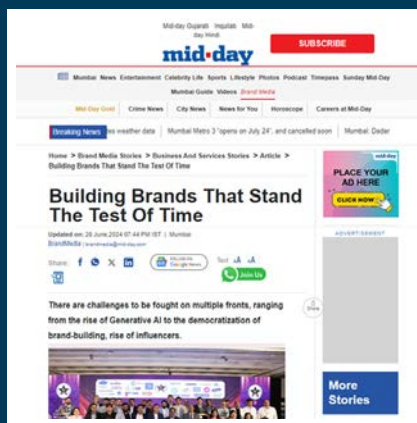
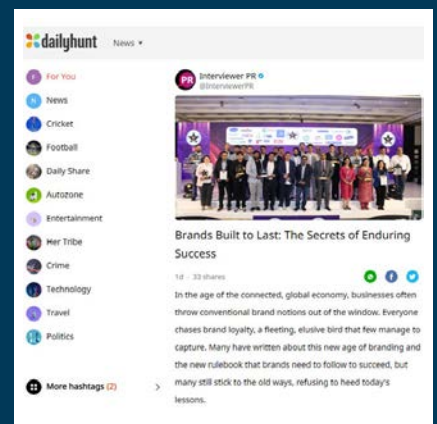
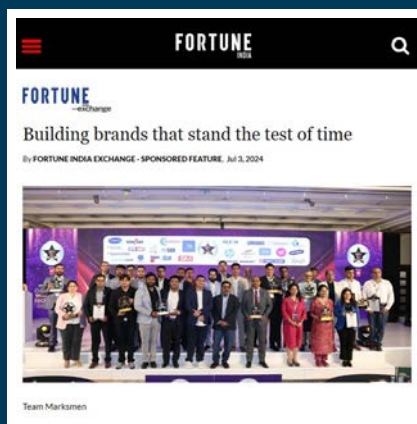
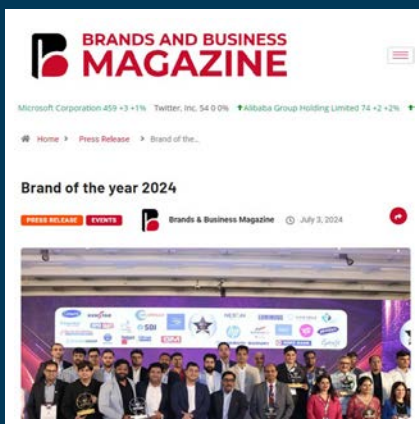
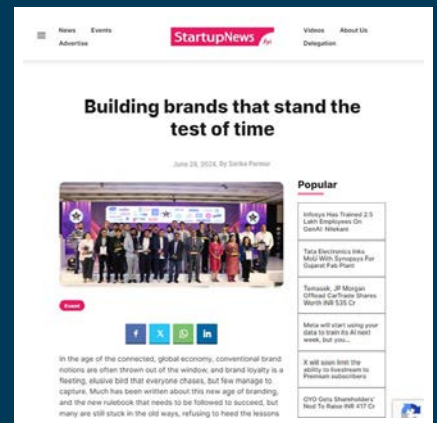
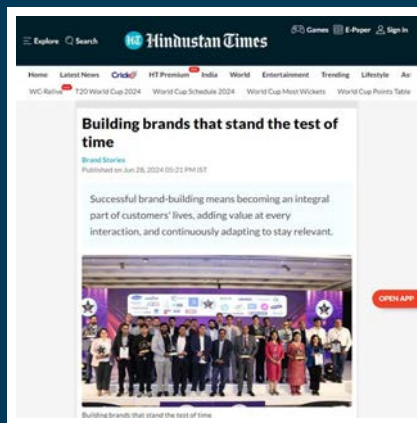
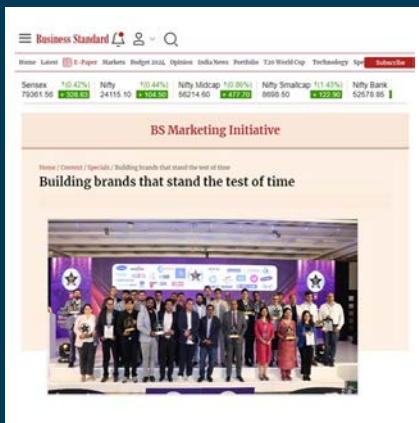
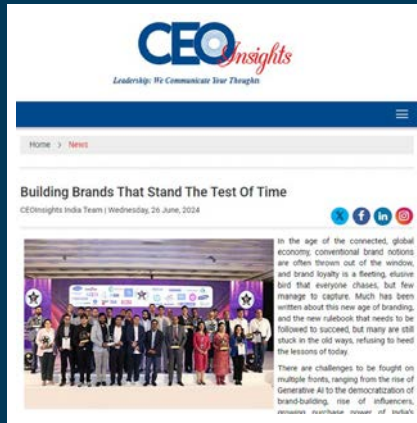
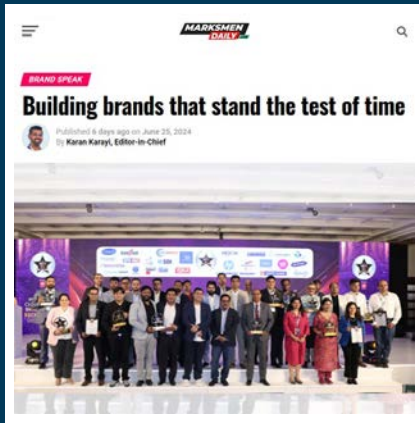


TELEVISED ON **INDIA TODAY**
(2023 EDITION)



TELEVISED ON **INDIA TODAY**
(2024 EDITION)

DIGITAL COVERAGE : PRESS RELEASES



Business Standard WEDNESDAY, 28 AUGUST 2024

CRAFTING NEW-AGE BRAND NARRATIVES

BS MARKETING INITIATIVE

THE SCIENCE AND PSYCHOLOGY OF HUMAN BEHAVIOUR

> Yuvraj Singh Zala, CFAO and Head HR and Administration, Anant National University, offers a template for harnessing behavioural science and nudge theory to design effective workplace environments and policies

Creating a positive, conducive and healthy work environment is crucial to fostering productivity and well-being, leading to higher performance and lower absenteeism. But an environment influenced by behavioural science and nudge theory can be designed to influence employee behaviour in a positive way, leading to higher productivity and lower absenteeism. Yuvraj Singh Zala, CFAO and Head HR and Administration, Anant National University, offers a template for harnessing behavioural science and nudge theory to design effective workplace environments and policies.

Behavioural science provides insights into how people make decisions and how they are influenced by their environment. By understanding the science of human behaviour, organisations can design work environments that encourage positive behaviours and discourage negative ones. This can be achieved through a variety of strategies, including:
 - Designing workspaces that promote collaboration and communication.
 - Implementing policies that encourage work-life balance.
 - Providing training and development opportunities.
 - Encouraging a culture of continuous learning and improvement.
 - Using nudge theory to influence employee behaviour in a positive way.

By harnessing the power of behavioural science and nudge theory, organisations can create a work environment that is conducive to productivity and well-being, leading to higher performance and lower absenteeism.

One practical application is the use of nudge theory to influence employee behaviour in a positive way.

CRAFTING NEW-AGE BRAND NARRATIVES

> Beyond the tried and trusted, there is a brave new world of brand-building waiting to be explored, as demonstrated by those forming the cohort of Brand of the Year 2024

Marketers changed in the past few years, and among them, the cohort of 'Brand of the Year 2024' stands out. These brands have not only survived but thrived in a highly competitive market. They have shown a deep understanding of their customers and a willingness to innovate. They have also demonstrated a strong commitment to social responsibility and sustainability. These brands are the ones that have truly captured the hearts of their customers and are deserving of the 'Brand of the Year' title.

STRATEGIC INITIATIVES, CREATING MEANINGFUL IMPACT

> Niranjani Kirooskar, Managing Director, Fleetguard Filters Private Limited, expounds on how the brand integrates purpose or social impact initiatives into overall brand strategy

Established in 1987, Fleetguard Filters Limited (FFL) is a market leader in filtration solutions for various industries. Since its inception, the organisation has had a strong impact on the world. FFL has been instrumental in providing filtration solutions to various industries, including automotive, industrial, and agricultural. FFL has also been a leader in innovation, developing new filtration technologies and products. FFL's commitment to social responsibility and sustainability is a key part of its brand strategy. FFL has implemented various initiatives to reduce its carbon footprint and promote sustainable practices. FFL has also been involved in social impact initiatives, such as providing filtration solutions to underserved communities and supporting local development projects.

GOING GREEN TO CREATE A SUSTAINABLE ADVANTAGE

> Dilip Agarwal - Managing Director, Super Shakti Limited, weighs in on the brand's environmental stewardship and sustainable values

At Super Shakti, sustainability and environmental responsibility are integral to our business. We are committed to creating a sustainable advantage for our customers and the environment. We have implemented various initiatives to reduce our carbon footprint and promote sustainable practices. We have also been involved in social impact initiatives, such as providing sustainable products to underserved communities and supporting local development projects. Our commitment to sustainability is a key part of our brand strategy and is what sets us apart from our competitors.

STRENGTHENING LEADERSHIP IN INNOVATION

> Sushmita Nag, CMO, Fenesta, peers into the future of the brand

For 21 years of excellence, Fenesta has established itself as India's leading brand for home automation solutions. Fenesta has been instrumental in providing home automation solutions to various industries, including residential, commercial, and industrial. Fenesta has also been a leader in innovation, developing new home automation technologies and products. Fenesta's commitment to social responsibility and sustainability is a key part of its brand strategy. Fenesta has implemented various initiatives to reduce its carbon footprint and promote sustainable practices. Fenesta has also been involved in social impact initiatives, such as providing home automation solutions to underserved communities and supporting local development projects.

Business Standard WEDNESDAY, 28 AUGUST 2024

CRAFTING NEW-AGE BRAND NARRATIVES

BS MARKETING INITIATIVE

MERIL: INNOVATING FOR A HEALTHIER TOMORROW

> Meril, innovation drives everything we do. Our commitment to cutting-edge technology, comprehensive patient awareness, and agile marketing enables us to improve patient outcomes. These principles open avenues for expanding our offerings, enhancing our brand, and solidifying our leadership in the healthcare industry

Liveesh Shah, CEO, Meril Group

As a leading company Meril stands at the forefront of healthcare innovation, driving breakthroughs in patient care, diagnostics, and medical devices. Meril's commitment to innovation is what sets us apart from our competitors. We are constantly investing in research and development to develop new products and services that improve patient outcomes. We are also committed to providing comprehensive patient awareness and agile marketing to ensure that our products and services are reaching the right people at the right time.

HOW COMPLIANCE FUELS INNOVATION AT RUPEEREDEE

> Ajay Chaurasia, Vice President Marketing, Product & Business, RupeeRedee, chalks out a strategy to stride the line between compliance and innovation, all while delivering exceptional customer experiences

RupeeRedee is a leading provider of compliance solutions for various industries. We are committed to providing comprehensive compliance solutions that are innovative and effective. We are also committed to providing exceptional customer experiences. Our commitment to compliance and innovation is what sets us apart from our competitors. We are constantly investing in research and development to develop new compliance solutions and services that improve customer experiences. We are also committed to providing comprehensive customer awareness and agile marketing to ensure that our products and services are reaching the right people at the right time.

CETAPHIL, GALDERMA INDIA: A SKINCARE SUCCESS STORY, WINNING AWARDS AND CONSUMER HEARTS

> Raghavendra Sadasivhu, Managing Director India & South Asia, Galderma, delves into the success factors for Cetaphil in the burgeoning Dermatology market

Cetaphil is a leading provider of skincare solutions for various industries. We are committed to providing comprehensive skincare solutions that are innovative and effective. We are also committed to providing exceptional customer experiences. Our commitment to skincare and innovation is what sets us apart from our competitors. We are constantly investing in research and development to develop new skincare solutions and services that improve customer experiences. We are also committed to providing comprehensive customer awareness and agile marketing to ensure that our products and services are reaching the right people at the right time.

DRIVEN BY INNOVATION, IMMERSIVE IN THE EXPERIMENTAL

> Jayanth Jain, CEO & MD, Modular, elaborates on the brand's endeavour to provide a seamless experience across all touchpoints

Modular is a leading provider of modular solutions for various industries. We are committed to providing comprehensive modular solutions that are innovative and effective. We are also committed to providing exceptional customer experiences. Our commitment to modular and innovation is what sets us apart from our competitors. We are constantly investing in research and development to develop new modular solutions and services that improve customer experiences. We are also committed to providing comprehensive customer awareness and agile marketing to ensure that our products and services are reaching the right people at the right time.

THOSE RECOGNISED FOR THEIR ACHIEVEMENTS AS A PART OF THE GLITTERING CEREMONY INCLUDED

Cetaphil **KENSTAR** **APLAPOLLO** **NEXON** **LUMINOUS** **vistara** **Meril** **Yoga** **McVities**

Fenesta **Bajaj Capital** **SBI** **HP** **India's Life** **Jindal** **KENSTAR** **LUMINOUS** **MARUTI SUZUKI** **HDFC BANK** **Episoft**

Beumer Group **Super Shakti** **Episoft** **Fenesta** **Fleetguard** **Filtrum** **GM**

AASOKA **APLAPOLLO** **BAJAJ CAPITAL** **BEUMER GROUP** **Cetaphil** **Episoft** **Fenesta** **Fleetguard** **Filtrum** **GM**

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NEXON **NYATI** **Rupee** **SBI** **SUPER SHAKTI** **vistara** **Yoga** **and more...**

Super Shakti **Episoft** **Fenesta** **Fleetguard** **Filtrum** **GM**

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GLIMPSES OF 2024



ABOUT **TEAM MARKSMEN**

At **TEAM MARKSMEN NETWORK**, our mission is to lead from the front as trailblazers in the B2B media landscape. We are India's fastest growing B2B media firm also recognized by DPIIT. We create impactful platforms that inspire thought leadership, foster collaboration, and spark innovation across industries. Driven by a relentless commitment to excellence, we aim to amplify stories of resilience, innovation, and transformation, shaping narratives that empower leaders and drive meaningful progress in India and beyond.



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.

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