

Post Show Report



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Building Brands *That Stand The Test Of Time*

In the age of the connected, global economy, conventional brand notions are often thrown out of the window, and brand loyalty is a fleeting, elusive bird that everyone chases, but few manage to capture. Much has been written about this new age of branding, and the new rulebook that needs to be followed to succeed, but many are

still stuck in the old ways, refusing to heed the lessons of today.

There are challenges to be fought on multiple fronts, ranging from the rise of Generative AI to the democratization of brand-building, rise of influencers, growing purchase power of India's hinterland, and much more.

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 in a world of atypical trends. It's not just buying behaviours, 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, after having finely honed their understanding of who today's consumers are, what they desire most, and how to best shepherd them into their fold. These are the coterie of brands that were held aloft as shining exemplars of excellence at the third edition of Team Marksmen's **Brand of the Year 2024**.

The **galaxy of brands represented in this unique cohort** came from across industries, who have built their brand proposition in keeping the demands of today, with an eye on tomorrow, and a deep-rooted respect for the journey that has brought them to this point in time. Those recognized as **Brand of the Year 2024** in a **gala ceremony** include:





And More...



Past *Speakers*



Pawan Jagnik

Head of Marketing - India
Pladis Global



Charu Malhotra

Chief Brand Officer &
Group Head of Marketing
APL Apollo Tubes Ltd.



Deepti Sampat

Vice President Marketing
Vistara - TATA SIA
Airlines Ltd.



Neelima Burra

Chief Strategy
Transformation and
Marketing Officer
Luminous Power



Niranjan Kirloskar

Managing Director
Fleetguard Filters
Private Limited



Prateek Sinha

Partner and Leader
Experience Consulting
PwC India



Shashank Srivastava

Member - Executive
Committee
Maruti Suzuki



Aabhinna Suresh Khare

Chief Digital & Marketing
Officer
Bajaj Capital Ltd.



Alok Lall

Executive Director and
National Head of
Advertising
McCann Worldgroup



Vaibhav Rao

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



Syeda Meher Taj

Director, Global Head
Brand and External
Communication
EY Global Delivery



Sudeep Chawla

VP - Marketing
Pidilite Industries Ltd.



Shweta Srivastava

Chief Customer
Experience Officer
Tata CLiQ



Prateek Sinha

Partner & Leader -
Design and Experience
Consulting
PwC



Mafra Mudgal

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

Past *Speakers*



Jayant Jain

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



KV Sridhar aka Pops

Chief Creative Officer
Global
Nihilent Limited



Sandeep Sharma

Chief GM (CC & Branding)
IndianOil



Prahlad Kakar

Founder
Genesis Film
Productions



Arijit Sengupta

Chief Marketing &
Communications Officer
NSE



Krunal Desai

Director Marketing
ZEE5



Kaushik Mukherjee

Co-founder
SUGAR Cosmetics



Mayank Kumar

Co-founder & MD
upGrad



Parikshit Pawar

Chief Marketing Officer
Shapoorji Pallonji Real
Estate

And More...



Media *Coverage*

Televised on India Today 2024



Televised on India Today 2023



Televised on India Today 2022



Print Publication

Business **50** Standard
Years of Insight



Print Publication



Press Release

Post Event Press Release



Pre-Event Press Release



Client Coverage





Glimpses of 2024



Glimpses of 2023



Glimpses of 2022



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.



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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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