

JULY 2026  
MUMBAI



#MDBrandoftheyear

**Intelligent by Design**  
**Creating Experiences That Anticipate**  
*Celebrating Visionary Brands,*  
*Shaping the Future of Excellence*

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Marketing's  
*New Paradigm:*

# Predictive Engagement *Over* Personalization

Today's consumers don't just buy products they invest in experiences, relevance, and meaningful brand connections. In an era defined by instant access and infinite choice, brands can no longer rely on traditional engagement models. The shift is clear: from personalization to predictive, real-time connection.

Consumers today expect brands to understand them intuitively and respond instantly. **Over 75% of consumers expect real-time personalized experiences**, while nearly **70% are likely to switch brands after a single poor interaction**. This evolution is pushing brands to move beyond campaigns and into **continuous, intelligent engagement ecosystems**.

Every digital interaction whether a search, a click, or a scroll has become a powerful signal. The most successful brands are those that transform this data into meaningful conversations, delivering experiences that feel seamless, relevant, and effortless.

In this new digital landscape, data is the new storytelling engine. Every interaction represents an opportunity to build deeper connections, turning consumers into active participants and co-creators of brand journeys.

Imagine each online interaction as a piece of a larger puzzle. Leading brands don't just collect these pieces they connect them to anticipate needs, recommend solutions, and deliver value even before it is explicitly demanded. This is not traditional marketing; it is intelligent, empathy-driven engagement at scale.

# The *Empathy* Edge in *Modern* Marketing

The upcoming edition of **Brand of the Year 2026–2027** by Team Marksmen Network will celebrate organizations that have successfully balanced **technology, data intelligence, and human connection**.

These visionary brands demonstrate that true marketing excellence lies not in aggressive targeting, but in creating lasting consumer relevance. By leveraging advanced technologies like AI while maintaining authenticity and purpose, they have built meaningful and differentiated brand experiences.

## *Brand of the Year 2026–2027*

Marksmen daily proudly presents the **5<sup>th</sup> Edition of Brand of the Year 2026–2027** in association with its media partners, **India Today** and **Business Standard**, a flagship platform dedicated to recognizing organizations that have excelled in innovation, consumer engagement, and brand excellence.

This initiative honours brands across industries that go beyond traditional marketing to create impactful, differentiated, and future-ready experiences. It serves as a benchmark for excellence, bringing together industry leaders, innovators, and changemakers shaping the next era of marketing.



## *The Legacy of Brand of the Year*

Over the years, **Brand of the Year** has evolved into one of the country's most authoritative and respected brand recognition platforms, consistently spotlighting organizations that have built strong consumer connect and market credibility.

Across its editions, the platform has hosted **40+ influential leaders** including Prahlad Kakkar, Josy Paul, Harish Bijoor, and Alok Aggarwal, offering sharp insights on brand perception, consumer engagement, and leadership.

The initiative has recognised **250+ leading brands** and witnessed participation from **500+ organizations**, reflecting its scale and industry-wide credibility.

With a strong national media presence in the past across leading platforms such as Times Now, India Today, CNBC-TV18, and Dailyhunt, the platform has become a **definitive benchmark for brand excellence and consumer perception in India**.

## Shaped by *In-depth* Research

This prestigious recognition is backed by a comprehensive, multi-layered research methodology, evaluating brands across the following parameters:



Personalised  
Customer  
Experiences



Authenticity and  
Purpose



Brand  
Storytelling



Market Disruption  
& Growth  
Trajectory



Smart Use of  
Technology (AI &  
Beyond)



Uniqueness and  
Innovation

# Who Should *Attend*

- Chief Marketing Officers (CMOs)
- Marketing & Brand Leaders
- CXOs & Business Heads
- Digital & Growth Leaders
- Customer Experience & Strategy Heads



# Why *Attend?*



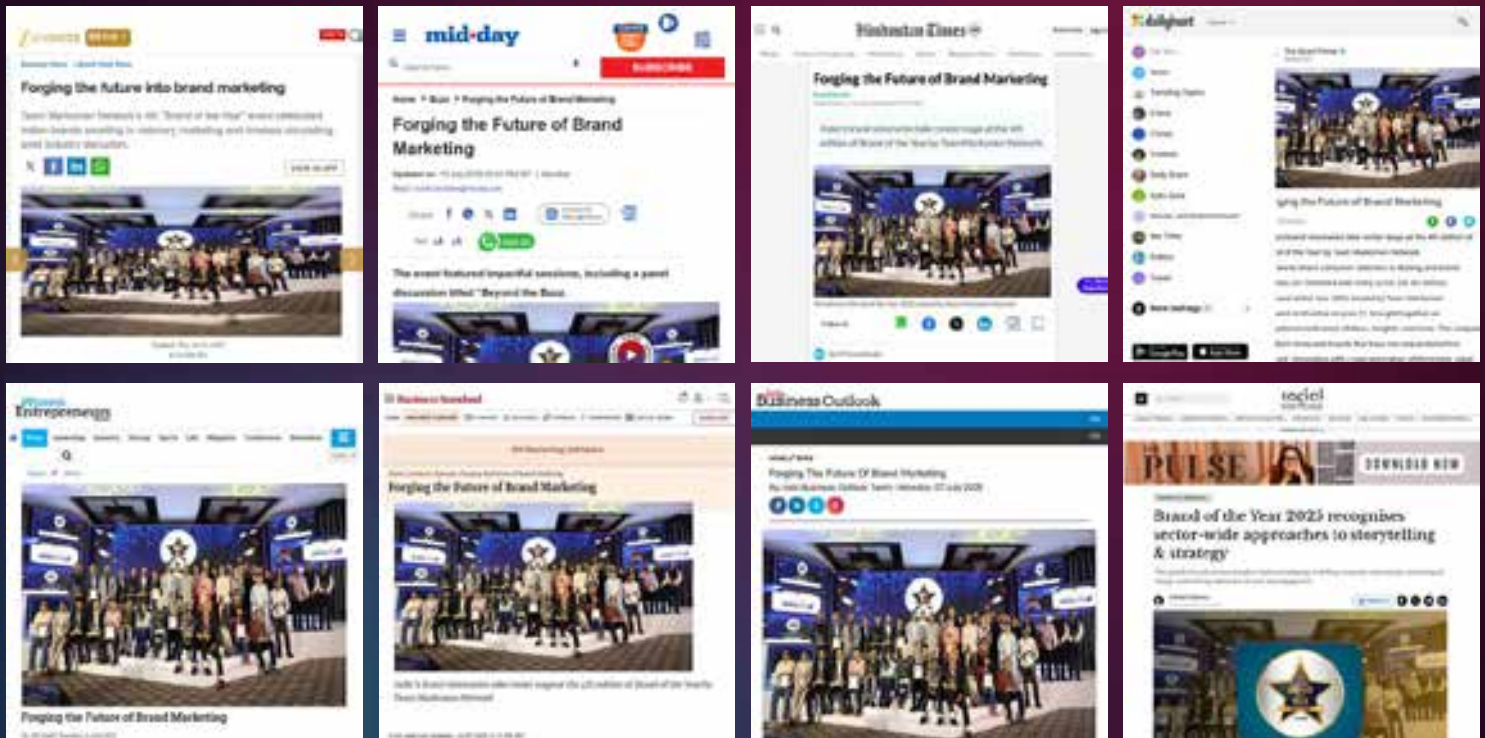
- Gain actionable **insights from top industry leaders to transform your marketing and branding strategies**
- Explore **breakthrough campaigns** that are redefining **consumer engagement and brand leadership**
- Connect with a **powerful network of CXOs, marketing heads, and decision-makers**
- Discover **emerging trends** shaping the future of **brand experience and digital ecosystems**
- **Build future-ready** capabilities that deliver measurable impact on **brand growth and perception**

# Agenda

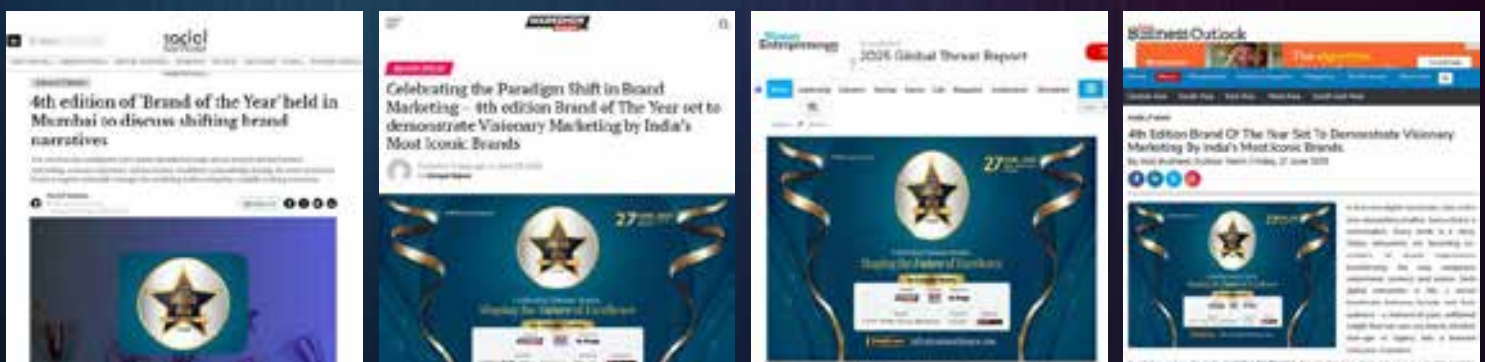
10.00 – 11.00 am	<b>Registration &amp; Hi Tea</b>
11.00 – 11.10 am	<b>Welcome Address &amp; Opening Remarks</b>
11.10 – 11.30 am	<b>Keynote Address:</b> Building Enduring Brands in an Algorithmic World: From Consumer Attention to Consumer Obsession
11.30 – 12.15 pm	<b>Panel Discussion:</b> Engineering Brand Desire: Designing Intelligent, Seamless Experiences That Shape the Next Decade of Consumer Engagement and Brand Leadership  <b>Key Discussion Points:</b> <ul style="list-style-type: none"><li>• Data to foresight: predicting and anticipating evolving consumer needs</li><li>• Seamless omnichannel journeys delivering consistent, unified brand experiences</li><li>• Human-centric intelligence balancing technology with empathy-driven engagement</li><li>• Real-time responsiveness adapting instantly to changing consumer behaviours</li><li>• Driving growth through experience-led loyalty and long-term brand value</li></ul>
12.15 – 12.30 pm	<b>Guest of Honor Address:</b> “India’s Digital Consumer Revolution: Powering the Next Decade of Brand Innovation”
12.30 – 01.00 pm	<b>Felicitations</b>
01.00 pm onwards	<b>Networking Lunch</b>

# Media Coverage 2025 Edition

## Post-Event - Press Release



## Pre-Event - Press Release



# Media Coverage

## 2025 Edition

## Print Coverage



## Telecast



4<sup>th</sup> edition of **Brand of the year 2025** in collaboration with Times Now

# Logo *Amplification*



And More...

# Glimpses



# 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.

**[WWW.MARKSMENDAILY.COM](http://WWW.MARKSMENDAILY.COM)**



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