

MARKSMEN DAILY

**MOST INNOVATIVE COMPANIES OF INDIA 2023**

**27**  
SEPT. 2023

THE WESTIN  
MUMBAI GARDEN  
CITY, MUMBAI

**INNOVATION**  
**UNBOUND**  
*Unlocking  
Breakthrough  
Growth*



Presented by



Magazine Partner



Supporting media partner



Research partner



Brought to you by



# HARNESSING INNOVATION

## *for* ECONOMIC GROWTH

In today's rapidly evolving global landscape, innovation has become the cornerstone of economic growth and development. India, with its vast pool of talent and a burgeoning entrepreneurial ecosystem, is poised to leverage innovation as a key driver of its economic growth. As per the **Global Innovation Index (GII) 2022** rankings released by World Intellectual Property Organization (WIPO), India ranked 40<sup>th</sup> marking progress from being 81<sup>st</sup> in 2018. This is because of the increase in research and development spending, which has grown from **6.45 per cent of GDP** in 2018 to **8.68 per cent** in 2021.







The **Government of India's** unwavering commitment to fostering innovation and entrepreneurship is exemplified through its initiatives like **Startup India, Digital India, and Make in India**. These proactive measures underscore the government's dedication to propelling India's innovation-led growth. Over the past two decades, these initiatives have successfully enticed multinational corporations to establish research and development centres and other innovation-driven ventures within the country's borders. These endeavours have played a pivotal role in bolstering India's innovation landscape and attracting global investments.





# INNOVATION

## AN ORGANISATIONAL IMPERATIVE

For Indian organisations, innovation has become a critical driver of growth, competitiveness, and sustainability. The business environment is constantly evolving, with technological advancements, market shifts, and changing consumer expectations. Organizations that focus on innovation are better equipped to adapt and thrive amidst these changes. By fostering a culture of innovation, companies become more agile and responsive, allowing them to pivot their strategies, embrace new technologies, and capitalize on emerging trends.

The Indian business ecosystem is teeming with remarkable companies that exemplify the spirit of innovation. From pioneering conglomerates to disruptive startups, these organizations are driving change, leveraging technology, and creating value for all its stakeholders. **Marksman Daily's** inaugural edition of the **Most Innovative Companies of India 2023-24** will laud these organizations that have been pushing boundaries, inspiring change, and redefining industries.



# WHO SHOULD ATTEND?

- 👤 CXOs
- 👤 Founders
- 👤 Entrepreneurs
- 👤 Chief Innovation Officers
- 👤 Managing Directors
- 👤 Presidents
- 👤 Planning and Strategy Heads
- 👤 R&D Heads

## WHY ATTEND?



Get insights into cutting-edge innovations and strategies



Network with industry leaders from diverse sectors who are passionate about innovation



Get inspired by success stories and experiences of companies that have achieved remarkable growth through innovation



Get inspired by success stories and experiences of companies that have achieved remarkable growth through innovation

AREAS OF

# INNOVATION



Product



Service



Process



Technological



Business model



Marketing



Architectural



Social



# SHAPED BY **IN-DEPTH** RESEARCH

This unique initiative has been **shaped by insights** gleaned from an industry-wide study conducted by LeadCap Ventures, with organizations appraised on the following parameters:



**INNOVATION MINDSET AND CULTURE:** Does the organization promote a start-up-like culture? Do they have the best talent for innovation? Is an innovative mindset part of the company culture?



**BREAKTHROUGH PERFORMANCE:** Are new pathbreaking innovative products / services launched consistently? Can they move seamlessly from ideation to market? Have they been widely accepted by the target market?



**ORGANISATIONAL AGILITY:** How committed are they when it comes to executing their innovation strategy? Are the roles clear for everyone? Is decision making taken correctly, and in a timely and speedy manner?



**SCALABILITY:** Have the innovative solutions scaled over the last 3 years, and impacted a large populace? Have they touched significant market segmentation and generally disrupted ecosystems?



**SUSTAINABILITY:** How have these products impacted the environment? Were the processes or measures undertaken by the company environment friendly and sustainable in the long-term?

# 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 20 events with 300+ 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

## FOLLOW US ON OUR SOCIAL MEDIA NETWORK



 @Teammarksmen

 @Team.Marksmen

 @Teammarksmen



 @MarksmenDaily

 @MarksmenDaily

 @Marksmen Daily

For more information, contact us  +91 99607 30059  [www.teammarksmen.com](http://www.teammarksmen.com)

Presented by



Magazine Partner



Supporting media partner



Research partner



Brought to you by

