

**21** JUNE  
2023  
HOTEL SAHARA STAR, MUMBAI



A REWIRING FOR  
**BALANCED GROWTH**  
IN BFSI



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# THE INDIA EQUATION

India's banking and financial services sector has undergone a radical change owing to rapid digitalization, increased mobility, and burgeoning competition, with new-age FinTech firms offering services that are more customer-centric, customisable, efficient, and cost-effective continue to challenge the traditional methods of banking.

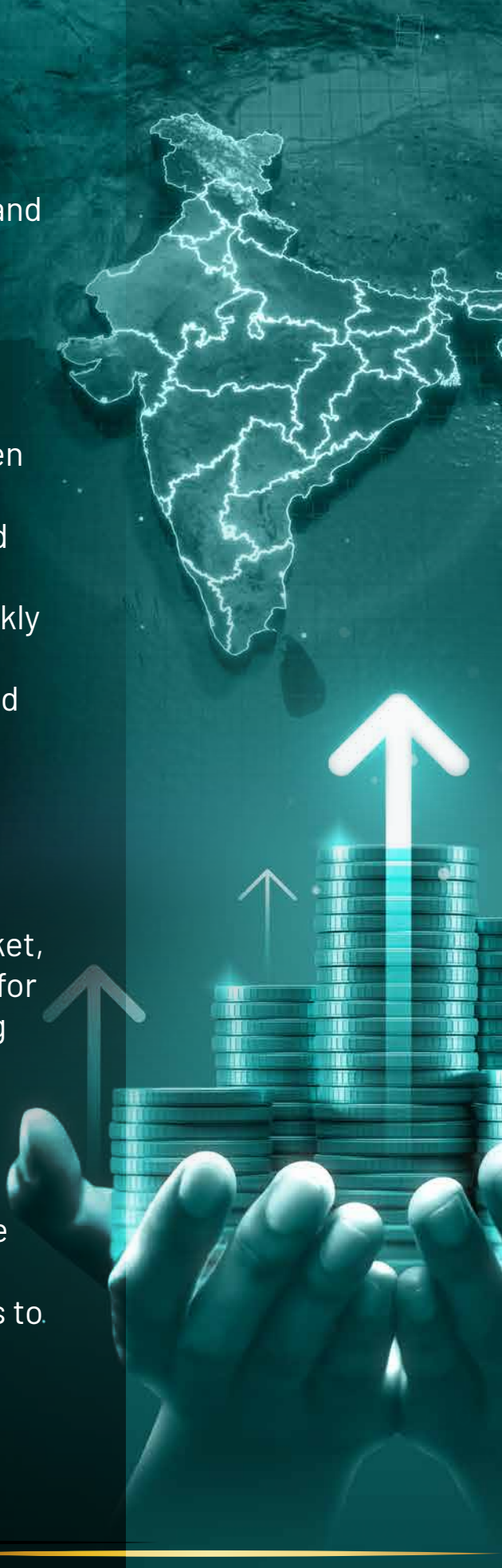


The global economy is in a fractious state, with the IMF forecasting growth to fall from **3.4% in 2022** to **2.8% in 2023**, before settling at **3% in 2024**. However, India and China represent two bright spots, accounting for half of the global economic growth this year, with **India expected to grow at 6.8% this year**, and **China at 5.2%**. A multitude of factors will likely affect how and what banks do to collectively support and engage with economic actors and agents globally.



Additionally, a fundamental shift in consumer behaviour and expectations has put additional strain on BFSI's conventional marketing models. Face-to-face interactions have fallen to the wayside, with trust today predicated on how well, consistently, and quickly the customer experience is delivered across channels.

With the number of banking and financial service providers increasing in the market, consumers are spoilt for choice while selecting and comparing the financial products. Hence, it's also important for organisations to come up with tailormade products and services to stay competitive and build consumer trust.



# THE NEW PARADIGM OF TRUST



While it can be difficult for businesses to keep up with the changing needs of a new generation of customers and to navigate data protection concerns, some brands have risen to the occasion and, in doing so, have earned a place in the exclusive pantheon of the **Most Trusted BFSI Brands 2023**.

The **2nd Edition of Most Trusted BFSI Brands** of India promises to be an exclusive gathering of the brands within this sector that are revered and have over the years garnered consumer trust. They represent a new paradigm of trust and excellence, which will be recognised in a gala ceremony in Mumbai that celebrates their successes.





# KEY HIGHLIGHTS



**5+** TOP  
SESSIONS

Interactive and engaging industry presentations, exclusive fireside chats, and panel discussions by industry experts

**EMINENT  
SPEAKERS**

**15+**

Network and connect with industry speakers across BFSI industry deliberating on key trends.



**120+** INDUSTRY  
LEADERS

Meet industry's leaders, decision makers and solution providers come together to discuss the latest trends and innovations in BFSI.

# 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:



RELATIVE IMPORTANCE



BRAND AFFINITY



PERCEIVED POPULARITY



INNOVATION



QUALITY & CONSISTENCY



PRIVACY



VALUE DELIVERED



AFFLUENCE



UNIQUENESS



ADVOCACY

# WHO SHOULD ATTEND?

**CMOs, CIOs, CTOs, CDOs**, Marketing and Brand Custodians from the BFSI sector that comprises of:



**COMMERCIAL BANKS**



**INSURANCE COMPANIES**



**NON-BANKING FINANCIAL COMPANIES**



**SMALL AND MICROFINANCE**



**FINTECH**

**AND MORE...**

# BRANDS THAT TRUST US

A galaxy of eminent brands graced the occasion.  
This included



AND MORE...



# MEDIA COVERAGE

2021 - TELEVISED ON **NDTV**



EPISODE

## PRESS RELEASE



## EXTERNAL COVERAGE



AND MORE...

# GLIMPSES OF PAST EDITION



# ABOUT TEAM MARKSMEN

Team Marksmen's mission is to help organisations and leaders from across sectors create impactful change that matters. Our work stems from a holistic understanding of every client's personalised context, unique requirements, sector dynamics, and macroeconomic environment. This allows us to create brand solutions and bespoke industry-centric knowledge platforms that resonate with audiences, thereby helping advance the practice of management.

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