



# Brands with Vision Celebrating Purpose-Led Excellence

## BS MARKETING INITIATIVE

AHMEDABAD, BENGALURU, BHOPAL, BHUBANESWAR,  
CHANDIGARH, CHENNAI, HYDERABAD, KOCHI, KOLKATA,  
LUCKNOW, MUMBAI, NEW DELHI AND PUNE

## MOST PREFERRED BRANDS 2024-25: WHERE PURPOSE MEETS PERFORMANCE

The culmination of the Most Preferred Brands 2024-25 initiative marked a watershed moment in the evolution of brand-consumer relationships. Now in its fourth edition, this prestigious recognition spotlighted organisations that have masterfully transformed market challenges into opportunities for meaningful connection.

In an era where consumer expectations transcend traditional product offerings, this year's recognised brands have demonstrated exceptional ability to forge authentic connections with their audiences. Those held aloft as exemplars showcased how purpose-driven strategies can create lasting impact, moving beyond

conventional metrics to establish emotional resonance with consumers.

What sets these brands apart is their innovative approach to storytelling and commitment to transparency. In a marketplace saturated with choices, they have successfully differentiated themselves by aligning their values with their customers' aspirations. The recognised brands have proven that success stems not just from what they sell, but from how they contribute to society's broader narrative.

This year's initiative has revealed a crucial insight: brand preference is increasingly tied to an organisation's

ability to demonstrate authentic purpose. The winners have shown remarkable adaptability in meeting evolving consumer expectations while maintaining unwavering commitment to their core values.

As we celebrate these achievements, it's clear that the Most Preferred Brands initiative has become more than an industry platform – it's a barometer for excellence in modern brand building. The lessons learned from these success stories will undoubtedly shape the future of brand-consumer relationships, setting new standards for authenticity, purpose, and meaningful engagement in the years to come.

### Those that grabbed the spotlight included:

- Ajanta Pharma Limited
- Blue Tribe Foods
- Candid Dusting Powder - Glenmark Pharmaceuticals Ltd
- Digene
- DURASHINE® by Tata BlueScope Steel
- Fenesta

- Freedom Sunflower Oil
- Haier Appliances India
- KENT RO SYSTEMS LTD
- MAHA CEMENT
- MAK LUBRICANTS
- Nutrela
- Patanjali Foods Ltd.
- Parryware



## CANDID POWDER: A LEGACY OF CARE AND PROTECTION FOR YOUR SKIN

> **Alok Malik, President and Business Head of India Formulations, at Glenmark, details what makes Candid Powder a daily skin-care essential**

In today's fast-paced world, we often overlook one of our body's most important needs: skin health. Our skin faces daily challenges from sweat, friction, humidity, and environmental stressors, making protection and care more crucial than ever. That's where Candid Powder, backed by Glenmark Pharmaceuticals, steps in as a simple yet powerful solution for healthier, protected skin.

a clinically proven antifungal ingredient, targets fungal infections at their source. It proactively combats and curbs fungal growth, making it the go-to choice for families seeking effective care. Candid Powder also relieves the discomfort of itchy, cracked and moist skin. This makes Candid Powder the ultimate companion for anyone serious about skin health.

For over four decades, Candid Powder has been a trusted name in India, offering relief from fungal infections and skin discomfort. This iconic anti-fungal product delivers comprehensive care. Whether it's irritation from sweat, friction, or moisture, Candid Powder has quietly served as a hero, offering lasting relief and skin protection.

What truly sets Candid Powder apart is its versatility. Not only is it ideal for managing skin fungal infections, but it also serves as a daily skin-care essential. The non-greasy, fast-absorbing formula ensures your skin stays breathable and dry all day, especially in areas prone to sweat and friction—like underarms, thighs, and feet.

Candid Powder's formulation, powered by Clotrimazole (1%),

the market speaks volumes about its trusted reputation. Holding



55.1% market share in the antifungal dusting powder category (IQVIA MAT December 2024), it is recommended by over 16,000 doctors across India.

As Candid Powder celebrates over 40 years of care, Glenmark Pharmaceuticals remains committed to providing high-quality, innovative solutions for future generations. Candid Powder is not just a product; it's a legacy of skin health and protection that continues to empower your confidence.

## ADAPTING STRATEGIES TO MEET EVOLVING CONSUMER NEEDS

> **Sumit Bhatia, Vice President & Head-Marketing & Communications, Finolex Pipes & Fittings, describes how the brand strikes a balance between respecting tradition & pursuing innovation in marketing & communication**

At Finolex Pipes & Fittings, we balance tradition and innovation in Marketing & Communications by effectively combining traditional methods like print advertisements, billboards, retail branding, and festive campaigns with innovative approaches such as social media campaigns, influencer collaborations, performance marketing campaigns in digital mediums and AI-driven content marketing. We understand the importance of maintaining strong customer, influencer, and channel partner relationships through reliable, traditional, time-tested methods while also embracing the dynamic nature of modern and innovative marketing to stay relevant and competitive in today's fast-paced environment.

Our communication strategy seamlessly integrates traditional values of reliability and craftsmanship with contemporary narratives around sustainability, improved infrastructure, and digital transformation. By honouring our heritage through engaging visual storytelling and leveraging modern media platforms, we reaffirm our commitment to quality while connecting with younger, new-age audiences.

Recent initiatives include AI in content marketing for digital campaigns like Ganapati and Navratri, enhancing engagement through creative storytelling. Our Diwali campaign, featuring a female plumber as Goddess Laxmi, highlighted themes of hope, transformation, and empowerment,



promoting women empowerment and challenging gender roles. Campaigns like "Peedhiyan Badlengi, Pipe Nahin" and emotional storytelling reinforce core values. Additionally, influencer marketing, in-film integrations, cinema hall advertising, and 360-degree campaigns like Wari and Rath Yatra diversify our strategies, ensuring impactful messaging across platforms.

This approach reflects how we, as a heritage brand, stay relevant by continuously adapting our communication strategies to align with technological advancements and evolving consumer expectations. By maintaining this balance, we ensure Finolex remains a trusted, forward-looking name in the industrial manufacturing sector.

## FROM THE CO-FOUNDERS DESK



“ Brand preference isn't bought with advertising dollars - it's earned through thousands of moments where you choose to deliver more than what's expected. This is what we witnessed come to the fore at Most Preferred Brands. We hope their spirit of outperformance inspires others as well.

**RAJESH KHUBCHANDANI,**  
TEAM MARKSMEN NETWORK



“ As someone once said, your brand isn't what you put in your mission statement - it's what customers say about you when you're not in the room. Build something worth talking about, and watch the brand love start to pay off handsomely in the long run.

**AKASH TIWARI,**  
TEAM MARKSMEN NETWORK



“ The strongest brands are built from the inside out. When your employees genuinely believe in your purpose, customers can feel it in every interaction, and then it becomes a self-fulfilling truth that repeats itself on a regular basis.

**SHARAD GUPTA,**  
TEAM MARKSMEN NETWORK

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## THE POWER AND POTENTIAL OF AUTHENTIC BRAND-BUILDING

> **G.P. Srivastava, Vice President - Sales & Marketing, PPIN Private Limited (Pilot Pens India), chalks out the pathway for turning customers into brand advocates**

Brand Advocates are a Brand's primary Ambassadors to the World. They have the potential to spread the brand message among their family and friends, who then further spread and eventually creating a massive opportunity for customer engagement. This wouldn't be possible by only conventional Advertisement and communications.

Pilot Pens being an influential brand, we always sought to moving a customer through the multiple stages of a sales funnel – awareness, attention, choice, purchase, and loyalty.

Today, the possibility and power of advocacy have reached new heights. Advocacy works because it is truthful and authentic. Advocates take a special stake in a brand through their word-of-mouth endorsement, and it is because of this genuine enthusiasm that others trust it and pay more attention. Pilot Pen advocates are those customers who actively champion and inspire other people to engage with our brand.

Brand advocacy is powerful because it has the potential for exponential growth of a Brand. At a time when paid advertising seems like the only way to achieve significant growth on social media, brand advocacy generates organic growth without heavy budget allocation.

We at Pilot believe that Emotionally connected consumers are twice as valuable as highly satisfied customers. A sensitive connect can be built only if brands understand the customers, their key drivers, and what resonates with them. Motivations vary across brands, demographics, industries, and the customer's position in the purchase cycle. We understand that insights and in-depth data analytics will work well for brand Pilot to get an understanding of their customers' motivations.

We do communicate and encourage our customers to speak their minds out. Prompting them to talk about everything – from improving customer experience, look and feel of the website to enhancing the products/services.

We are working out Loyalty programs, which shall work well and give actual value to our customers, drive them home a sense of privilege and keep them engaged. The loyalty programs will focus towards brand PILOT to be active with consumer engagement activities like promotions, exciting content, and contests.

We clearly understand that Brand advocacy is a profitable way of reaching the customer's psyche and taking the brand's message forward. PILOT shall be investing in nurturing relationships with customers. Pilot is keen to invest in building long-lasting relationships with consumers, centred around trust, and rendering unparalleled value to our consumers.

Today the customer is not only affected by a great product but also associates with a brand that has a clear sense of purpose.

At Pilot Pens we create an effective customer engagement through various activities like having direct interactions with Students at Schools and Institutions, wherein we organize numerous programs, which encourage them to feel and connected with the Brand. These Students are vocal about Brands they love. They are active on social media and forums and like to comment on and share posts. We find out the feedback after interacting with Customers directly and ask happy customers what they love about Pilot Pens and what they think their friend will like about the Brand. We listen to what they have to say and build relationships through online and offline with them.

Pilot Pen believes in addressing the customers at personal level who are passionate about the Brand by setting up mail campaign, resolving queries and solving their issues on a regular basis. This helps us in getting appreciation from the Customers who in turn share the positive feedback with their friends and families.

We have created an eco-system with short questionnaire about Pilot Products and services from customers, so they know they are heard, respected, and valued. The more the Companies hear about their customers' experiences firsthand, the better they'll understand how to turn them into advocates. We are keeping our finger on the pulse of what's being said about Pilot online and monitor the online behavior of new customers to see what Products interest them. We follow up the comments on social posts and respond to them. We track on the customer's like and dislike about the brand experience.

It's much easier to retain existing customers than acquire new ones. We encourage the customers to buy Pilot Pens again and again by continuously using Print and other communication tools to retain the top of the mind recall. Various Pilot Display stands at countertop of the Stores provide the customers a sense of connectivity with the Brand.

Pilot Pens have been engaged to create brand advocates



through a seamless experience, friendly website navigation and ensuring availability of Products through various E-Com platforms like Amazon, Bigbasket, Blinkit and Zepto besides Modern trade and regular retail shops.

We at Pilot Pen believe in authenticity as it is important for the customers which brands they like and support. In every instance of customer engagement, brands must remain true to their values and mission. We are keeping PPIN values at the forefront of every marketing activity, and make sure to uphold brand promises. "Writing is Emotion" is the tagline we propagate across all our Marketing communications with authenticity. Brand advocacy is trust, and trust comes from authenticity.

In a saturated and competitive market, Brand Pilot stands out and enjoys a leadership position in the mid premium category. We believe in building long term relationships with customers that are centered around trust and providing unique value, which is key to encouraging advocates to speak on Brand Pilot.



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# EMBEDDING SUSTAINABILITY IN ORGANISATIONAL DNA

> **K Vijay Vardhan Rao, Senior President Marketing, Maha Cement,** highlights the unique steps taken to weave sustainability into the brand fabric

Sustainability has become a cornerstone of modern business, and Maha Cement has seamlessly integrated it into its brand story through innovative and impactful initiatives. By adopting practices that reduce environmental impact while promoting resource efficiency, Maha Cement has positioned itself as a responsible leader in the cement industry. Here are the unique approaches Maha Cement has undertaken.

### Harnessing Renewable Energy

Maha Cement leverages renewable energy sources, such as solar power, to reduce its carbon footprint. By installing solar panels at its manufacturing units and other facilities, the company significantly cuts down on non-renewable energy consumption. This transition to cleaner energy sources not only reduces greenhouse gas emissions but also reflects Maha Cement's commitment to sustainable practices, showcasing its leadership in environmentally friendly production.

### Wastewater Treatment and Reuse

Sustainability at Maha Cement extends beyond production processes to include effective water management. Wastewater generated at the plants is treated meticulously to meet safety and quality standards before being repurposed for farming and other non-potable uses. This initiative not only conserves water but also supports local agricultural

communities, contributing to a circular water economy while building goodwill among stakeholders.

### Reducing Waste and Recycling Materials

Minimising waste is a key priority for Maha Cement. The company has implemented advanced technologies to ensure efficient production with minimal material wastage. Additionally, by recycling industrial debris and byproducts, Maha Cement has pioneered the creation of eco-concrete — an innovative product that embodies sustainability without compromising strength and durability. This approach not only diverts waste from landfills but also reinforces the brand's message of turning challenges into opportunities.

### Tree Plantation Drives

Recognising the importance of reforestation in combating climate change, Maha Cement regularly conducts tree plantation drives in and around its facilities. These efforts improve air quality, restore biodiversity and contribute to carbon sequestration. The green spaces created through these initiatives reflect the brand's ethos of building a better future both for communities and the environment.

### Sustainable Construction Practices

Maha Cement actively promotes sustainable construction

methods by working closely with builders and contractors to adopt environmentally friendly practices. By offering products that are durable and require minimal maintenance, the brand reduces the overall environmental impact of construction projects. This approach ensures that sustainability is not just an internal priority but also a value shared across its entire ecosystem.

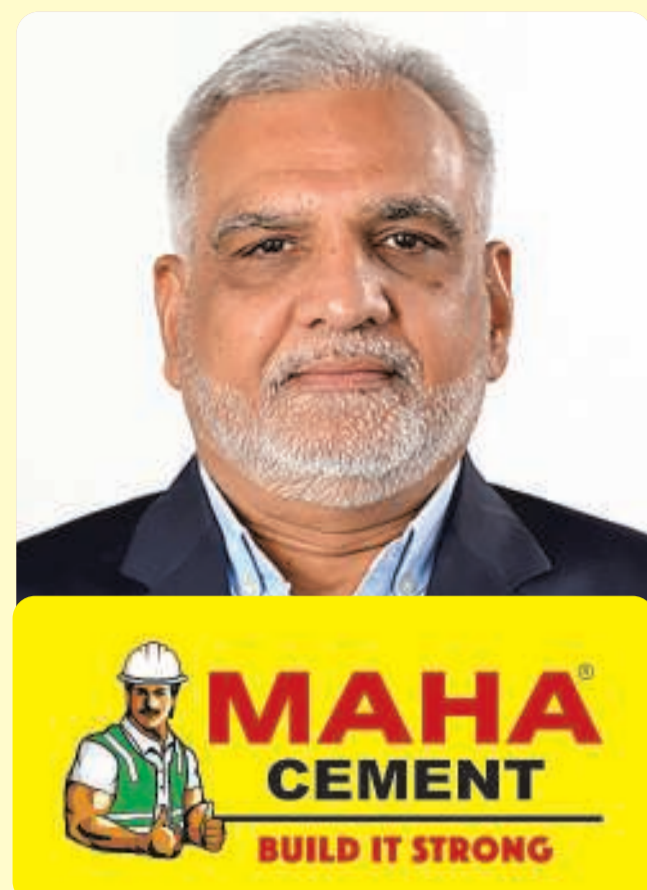
### Communicating Sustainability through Stories

Maha Cement doesn't just practice sustainability; it shares its journey through compelling storytelling. By highlighting these initiatives in marketing campaigns, customer communications and stakeholder engagements, the brand creates awareness and inspires others to adopt sustainable practices. This transparency fosters trust and positions Maha Cement as a thought leader in sustainability.

### Impact Beyond the Industry

Maha Cement's sustainability efforts extend to community development and education. From teaching local farmers about wastewater reuse for irrigation to involving communities in tree plantation drives, the brand ensures that its initiatives have a ripple effect. By empowering people with knowledge and resources, Maha Cement creates a legacy of sustainability that goes beyond its operations.

Sustainability is seamlessly integrated into Maha Cement's identity, reflecting its commitment to responsible growth. The brand's actions inspire a collective journey towards a greener, more resilient future.



# A HOME IMPROVEMENT JOURNEY THAT DELIGHTS—THE FENESTA WAY

> **Sushmita Nag, Chief Marketing Officer, Fenesta,** outlines how Fenesta delights consumers on their home improvement journeys

At Fenesta, we understand that home improvement is more than just a functional upgrade - it's a reflection of the occupants, a source of pride, and a testament to their aspirations. Whether it's an individual homeowner envisioning a beautiful, secure space or a builder and developer managing a large-scale project, our end-to-end service capabilities ensure ease, transparency, and delight at every touchpoint.

### Understanding Diverse Needs

Our journey begins with in-depth market research to decode evolving customer preferences. Homeowners seek aesthetic elegance, superior performance, and hassle-free installation, while builders, developers and architects demand quality, timely delivery, and seamless project management. Fenesta aligns its product innovations and services to meet these expectations, offering soundproofing, energy efficiency, automation, and modern designs that

enhance not just spaces, but also the pride of ownership.

### Convenience and Control at Your Fingertips

Our mobile-first website and extensive showroom network allow homeowners to explore products effortlessly, supported by AR & VR tools for enhanced visualization. For project customers, the Fenesta Project Management System (FPMS) offers end-to-end control over each touchpoint—ensuring meticulous planning, real-time updates, and seamless coordination from design to installation.

### Tailored Solutions and Flawless Execution

Every Fenesta journey is unique. Expert consultations help homeowners and project partners select solutions tailored to architectural needs and climate conditions. Our proprietary quote-making software guarantees



transparency, while factory-finished products ensure precision installation by trained professionals—delivering flawless results that adds to the customer delight.

### A Seamless Post-Installation Experience

Fenesta's commitment extends beyond installation with final quality audits, comprehensive maintenance training, complimentary cleaning kits, and robust after-sales support. Additionally, its streamlined and seamless execution capabilities make Fenesta the trusted partner for both individual homes and large-scale developments.

From the first click to project handover, Fenesta transforms every journey into a delightful experience—effortless, exciting, and a matter of pride.

# FORGING EVERLASTING CUSTOMER CONNECTIONS

> **Santosh Manjaramkar, Sr. VP - Sivanesan Company, SS Premier,** expounds on how the brand leverages cutting-edge tech to deliver world-class experiences

We strongly emphasise harnessing the power of data and technology to enhance our customer relationships, ensuring that every interaction reflects our commitment to excellence. One of the ways we achieve this is through our digitised warranty registration system, which simplifies the process for customers by enabling seamless registration and hassle-free claims. This innovation not only accelerates service resolution but also ensures a smooth post-purchase experience, building long-term trust and satisfaction with our brand.

Our approach to personalisation is powered by data-driven insights. By analysing customer preferences, pain points, usage patterns, social media and market trends we identify their needs and tailor our offerings accordingly. This includes providing personalised product recommendations based on their culinary preferences and designing innovative cookware solutions and Kitchen Appliances that cater to diverse cooking styles and dietary habits.

To make customer interactions even more accessible and meaningful, we've integrated WhatsApp customer care support into our services. This platform allows customers to effortlessly locate nearby stores, request service appointments, browse products, and even receive personalised assistance, all within a familiar and convenient communication channel. This ensures that customers can connect with us at their convenience, making their experience with our brand intuitive and satisfying.

Our use of technology extends to creating interactive online tools that help customers explore and understand our products better. These tools guide them in making informed decisions, ensuring they find products that perfectly match their needs. Furthermore, our personalised communication strategies, including targeted offers and proactive support, ensure that we stay connected with our customers in meaningful ways.

By combining these efforts, we create a seamless, personalised journey that resonates with our customers and reinforces our position as a trusted and innovative cookware and Kitchen Appliance brand.



# FREEDOM SUNFLOWER OIL: SUSTAINABILITY AT THE HEART OF OUR BRAND

> **Freedom Sunflower Oil's commitment to sustainability and community welfare has earned them the trust of generations of consumers**



At Freedom Sunflower Oil, we believe that making healthier choices should extend beyond personal well-being to the well-being of our society. This belief is rooted in our philosophy, encapsulated by our tagline: "Freedom to Eat, Freedom to Enjoy." Our unwavering commitment to sustainability ensures that our products not only nourish lives but also safeguard the environment for future generations that's we encourage consumers to cook more with less oil.

### Eco-Friendly Production Practices

We are proud to lead with responsible production practices that minimise environmental impact. Our manufacturing facilities are designed to achieve zero groundwater discharge, ensuring every drop of water used is treated and reused. This approach conserves precious resources, reducing

our ecological footprint while upholding the highest quality standards.

### Sustainable Packaging Solutions

As part of our commitment to a healthier planet, we have transitioned to recyclable packaging for our products, with adherence to packaging norms issued by concerned authority with an active focus on exploring biodegradable alternatives. These efforts empower consumers to make environmentally conscious choices without compromising the quality and trust associated with Freedom Sunflower Oil.

### Inspiring a Greener Lifestyle

For years, Freedom Sunflower Oil has inspired families to adopt healthier eating habits. From encouraging mindful cooking to cooking more with less oil for a healthier lifestyle. Also, GEF India remains deeply committed to

sustainability and community welfare through its ongoing CSR initiatives. The recent launch of the Freedom Park and Lake rejuvenation initiative, focused on promoting green spaces and environmental stewardship, exemplifies the company's dedication to ecological well-being. Looking ahead, GEF India will continue to develop and support impactful projects that nurture the environment and benefit the society. These efforts are not only designed to create lasting change today but also to ensure a healthier, more sustainable ecosystem for the future generations.

By embedding sustainability into every aspect of our brand, Freedom Sunflower Oil ensures that each pack represents health, trust, and care. Together, we can embrace the freedom to choose a better tomorrow—one thoughtful action at a time.

# BUILDING BRANDS THAT PEOPLE LOVE AND TRUST, INSPIRED BY REAL INSIGHTS

> **Swati Dalal, Managing Director, Abbott India Limited,** highlights the strategies employed to fortify brand resonance



For over 80 years, Abbott's Digene has been synonymous with acidity relief in India. Today, Digene is a household name in the country. This longevity has been made possible by insight-based brand storytelling which is essential for maintaining relevance across generations, trends, and new channels. We keep people at the heart of everything we do.

unique characteristics that set us apart based on what consumers need. By crafting a clear and concise narrative, we laid the foundation for authentic and impactful storytelling around a condition that affects almost two-thirds of the population. This led to deeply connecting with our audiences, through themes that tap into local insights, creating emotions that continue to help Digene remain relevant.

The "#ControlKar campaign", is a key example of impactful storytelling as it helped transform the brand's narrative from functional to emotional. The campaign encouraged people to take control of their acidity rather than letting it control them. By using the hashtag #ControlKar, Digene invited consumers to share their stories of managing acidity and how Digene helped them. The campaign engaged consumers in key micro-moments,

allowing them to interact with the brand at pivotal points in their journey.

This resulted in the campaign driving engagement and brand loyalty, ultimately leading to brand growth. Additionally, we are also consistently supporting HCP education on effective gut health management and enabling them to help their patients follow treatment plans regularly. This dual approach has helped shape an authentic and compelling brand narrative that keeps Digene relevant to consumers, while creating awareness for our solutions that help people get and stay healthy.

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SAHARA STAR HOTEL, MUMBAI

## THE ACT IMPERATIVE

**AUTHENTICITY, CONSISTENCY, AND TRANSPARENCY**

Step into the spotlight!  
Celebrate the trust you've built.

**YOUR BRAND'S JOURNEY TO GREATNESS STARTS HERE.**

THOSE RECOGNISED FOR THEIR ACHIEVEMENTS AS PART OF A GLITTERING CEREMONY OF MOST TRUSTED BRANDS 2024-25 INCLUDED:

apsara	AMUL	AMUL	BIRLA HIL PIPES	Chola MS	CHAMUNDA	DONEAR
duroshine	interio	gyproc	Hettich	INDOSPACE	MYTEAM	
JOHNSON'S	KAFF	PODAR	recykol	Sharekhan		
SPRINGIT	TATA MOTORS	TATA STRUCTURE	TATA IRON	thrive		
turtle	TVS	TATA TISCON				

And More...

**DON'T MISS YOUR CHANCE TO BE PART OF THIS GAME-CHANGING EVENT!**

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