

MARKSMEN
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Presents



Media Partner



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The Lalit Hotel, Mumbai

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Team Marksmen

Team Marksmen has a niche in creating opportunities to bring together thought leaders from across industries to create knowledge hubs to help businesses scale up. With more than 100 domestic and international B2B and B2C brands, we provide opportunities to engage, experience and expand businesses and knowledge via on-ground and virtual experiences.

We engage with leading thinkers from across industries on the most pressing issues facing organizations, governments, and society, and disseminate these learnings through insight-forward, thought provoking content pieces. These diverse perspectives are showcased on our daily news and insights website, marksmendaily.com, which has been showing remarkable growth since its inception.

Concept Note

When customers increasingly regard brands as living, breathing creatures with which they have a relationship, this presents its own set of issues. This increased priority creates more complexity. Brands now have to contend with a slew of new vectors, ranging from ever-present brand messaging to societal considerations like employee and community involvement tactics. Getting this strategy right and continuing to resonate with the demands of a new generation of consumers - where price and quality still matter a lot - is a difficult task. A select few businesses have fully embraced this new reality of a higher purpose, and as a result have ascended to the elite pantheon of Brands of the Year 2022

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Evaluated the Brands on 6 Parameters



Advocacy



Brand Activism



**Consistently Delivers
Good Quality
Product / Service**



**Innovative Marketing
Campaign / Keeps
doing something new**



**Sustainability
Measures**



**Willing To Pay a
Price Premium**

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Categories

Some of the Categories

Apparels, Accessories & Footwear	Automobile & Ancillary
BFSI	Consumer Durables
E - commerce & Retail	FMCG
Health & Nutritional Supplements	Home & Décor
Personal & Baby Care, Hygiene & Grooming	QSR
Real Estate	Travel & Leisure

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Preliminary Agenda

18:30 – 18:50	Registrations
18:50 – 18:55	Opening Remarks by Team Marksmen
18:55 – 19:00	Welcome Remarks
19:00 – 19:20	Fireside Chat: Game Changers - Beyond the Conventional Disruption, the very foundation of a challenger brand is all about intent and not a chance outcome. Brands like Uber, Tesla, Amazon, and Netflix are all great examples of what challenger brands can go on to achieve. However, being a challenger brand comes with its own set of issues. In this session, we see navigate through the journey of one such brand that dared to challenge status quo and go beyond the barriers and made a difference. Mayank Kumar - Co- founder & MD, upGrad
19:20 – 20:10	Panel Discussion: Transforming brand strategies in the face of changing consumer expectations Businesses saw seismic shift in customer expectations, attitude, and trends during the last two years. More and more customers chose sustainability and supported brands that aligned with their values. What does this mean for the brands today? How can brands re- evaluate what value it provides to the consumers? In this session, we explore innovative strategies adopted by brands to enhance customer experience? What other initiatives like loyalty and reward programs can the brands invest in to convert their loyal consumers to brand ambassadors? Arijit Sengupta, Chief Marketing and Communications Officer (CMCO), NSE Jaya Jamrani, Vice President – Marketing, Castrol Parikshit Pawar, Chief Marketing Officer, Shapoorji Pallonji Real Estate Krunal Desai, Director Marketing, ZEE5
20:10 – 20:40	Keynote Address: Brand Resilience – A competitive differentiator? The pandemic proved that complacency for any brand can be harmful. Brands that are able to adapt, navigate through uncertain situations and unchartered territory are the ones that are fit to survive in the long run. In this session, we discuss how brand resilience became one of the most important differentiator. We hear a success story from one such leader on how their brand showed resilience amid the global pandemic? What according to them, makes a brand future ready? What it takes to create a resilient brand? What lessons can be learnt from brands that thrived through the unprecedented crises? Prahlad Kakar, Founder, Genesis Film Productions
20:40 – 21.20	Felicitation Ceremony of Brands of the Year
21.20	Closing Remarks followed by Cocktail and Dinnerz

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