



*ACE'ing the  
Brand Experience*

*Authenticity, Credibility and Expertise*

*22<sup>nd</sup> March 2024 | Mumbai*

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# Trust

A key *driver*  
of *value*

*Brands transcend being mere logos or promoters of products and services; they have the power to establish profound emotional connections with their customers. Going beyond the transactional nature of promoting offerings, a strong brand connection is about forging emotional bonds that resonate on a deep level with the target audience. In the realm of successful branding, it's the ability to evoke emotion and establish meaningful connections that sets a brand apart, contributing to a customer's enduring affinity.*



*In today's competitive scenario, gaining customer's complete trust requires marketers to consistently work on their brand building efforts. Greater access to brands, product options across categories, and a surfeit of information have made consumers savvier than ever. As a result, even legacy brands are finding it challenging to gain consumer trust in the long run. Brands need to find new and creative ways to engage continuously with consumers if they want to cut through the noise. Even the slightest hint of complacency can result in a decline in consumer trust, with even the most reliable and established brands capable of encountering challenges that spring a surprise.*

*To establish enduring trust, brands must stay attuned to the evolving preferences of successive generations of consumers. On one side, there exists a segment of customers for whom trust remains deeply rooted in a brand's legacy and the experiences they have grown accustomed to over time. These consumers, often loyal to traditional brands, exhibit a hesitancy to venture into uncharted territory. On the other hand, the emergence of Generation Z signals a paradigm shift. According to the Edelman Trust Barometer 2023, a comprehensive study spanning 14 countries, India's Generation Z makes purchasing decisions influenced by a brand's engagement. This demographic goes beyond evaluating a brand solely on its products and services; they prioritize brands that not only deliver excellent products but also contribute to social good. This dichotomy in consumer attitudes underscores the evolving dynamics within the market, challenging brands to navigate the delicate balance between legacy and innovation to meet the diverse needs of their audience.*



*Trust*  
**leaders**  
*that stand*  
*differentiated*



2024 - 2025

TM

*In light of this, the upcoming **4<sup>th</sup> edition of the Most Trusted Brands of India** is poised to bring together marketers for in-depth discussions on the evolving landscape of brand trust. The event will feature illuminating case studies that showcase the dedicated efforts each brand makes to nurture enduring loyalty. This gathering will spotlight visionary brands that are at the forefront of driving impactful change within the industry.*

# Parameters

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



*Adaptability  
and resilience*



*Holistic Customer  
Experience*



*Reliability and  
consistency*



*Sustainability  
Efforts*



*Social  
Responsibility*



*Transparency and  
ethicality*

# Why *Attend?*

- ***GAIN INSIGHTS FROM LEADERS:*** *Acquire valuable perspectives from industry experts.*
- ***NETWORK WITH PEERS AND EXPERTS:*** *Connect with peers and industry experts to expand your professional network.*
- ***ENGAGE IN DISCUSSIONS:*** *Participate in dynamic and engaging discussions on the latest trends and strategies in brand development.*
- ***LEARN FROM USE CASES:*** *Extract lessons from case studies around the creation of exceptional brand experiences.*



# *Industries* **Covered**

- *Manufacturing*
  - *Real Estate & Building Material & Tiles*
  - *Consumer Goods (FMCG)*
  - *Construction & Infrastructure*
  - *Telecommunication*
  - *Education*
  - *Healthcare*
  - *Garments & Textile*
  - *IT & ITES*
  - *Hospitality*
  - *Business Services*
  - *Automobile & Auto Components*
  - *Logistics & Transport*
  - *Mining*
  - *Electronics*
  - *Agriculture & Agro-processing*
  - *Gems & Jewellery*
  - *Civil Aviation*
  - *Food & Beverage*
  - *Retail & E-commerce*
  - *Travel & Tourism*
  - *Banking, Financial Services & Insurance (BFSI)*
- & more .....*



# Media Coverage

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TELEVISION



# Print Coverage

# THE ECONOMIC TIMES



**BRANDS EMBRACING NEW GROWTH LEVERS**

Friday, 28 April 2023



**BRANDS EMBRACING NEW GROWTH LEVERS**

Friday, 28 April 2023

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### RADICALLY REIMAGINING BRANDING

With the brand landscape evolving dramatically, the **Most Trusted Brands of India 2023** celebrates a new era of brand leadership.

As the brand landscape evolves dramatically, the **Most Trusted Brands of India 2023** celebrates a new era of brand leadership. The report is based on a survey of 100,000 consumers across India, highlighting the brands that have successfully navigated the challenges of the past few years. The report is based on a survey of 100,000 consumers across India, highlighting the brands that have successfully navigated the challenges of the past few years.

**CP PLUS**

### BUILDING SOLUTIONS FOR A BETTER PLANET

At CP PLUS, the leaders have the brand has devised solutions for lowering emissions, embracing technology and breakthrough innovations.

**CP PLUS**

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### CO-FOUNDERS DESK: INDUSTRY VIEWPOINT

**BALESH LENCICHANDAN**, **ANASHTIWAR**, **SHARAD GUPTA**

Industry insights and perspectives from leading executives.

### BRAND EDICTS

Key brand news and updates.

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### A FORMULA FOR SUCCESS

Insights on leadership and business growth.

### DIGITAL TECH TO BOOST THE FUTURE OF PAINTS

Exploring the role of technology in the paint industry.



**BRANDS EMBRACING NEW GROWTH LEVERS**

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### A TRANSFORMATIVE GROWTH STORY

**Dr. Arvind Prasad Chigamsetti**, Chairman and CEO, Granules India, speaks of his journey, initiatives, and confidence in execution that the granulators for sustained growth.

**GRANULES**

### LABELLING IT THE RIGHT WAY! THROUGH INNOVATION & SUSTAINABILITY

**Sandeep Agarwal**, Vice President & General Manager, Label & Packaging Materials, Sanku Asia, says, Innovation, Growth & new-age innovation has outshined growth.

**SANKU ASIA**

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### COMMITTED TO CUSTOMER-CENTRIC INNOVATION

**Anish Agarwal**, Chief Marketing and Customer Experience Officer, Orient Electric, credits his innovation and customer-centricity has driven the brand's growth.

**ORIENT ELECTRIC**

### A TECH-FORWARD TAKE ON TRANSFORMATION

**Sandeep Nag**, Marketing Head, Freshdesk India, says the brand has built a strong organisation on the strength of digital transformation and enhanced CX.

**FRESHDESK**

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### SMART SOLUTIONS FOR THE MODERN ERA

**Anil Ganesan**, Managing Director, Hilti, says, Hilti has been able to leverage its smart solutions to drive growth.

**HILTI**

### SOLUTIONS POWERED BY TECHNOLOGY

**Sandeep Agarwal**, Vice President & General Manager, Label & Packaging Materials, Sanku Asia, says, Innovation, Growth & new-age innovation has outshined growth.

**SANKU ASIA**

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### SUSTAINABILITY AS A DRIVING FORCE

**Shanku Asia**, Hilti, says, Hilti has been able to leverage its smart solutions to drive growth.

**HILTI**

### BESPOKE SOLUTIONS FOR BETTER OUTCOMES

**Sandeep Agarwal**, Vice President & General Manager, Label & Packaging Materials, Sanku Asia, says, Innovation, Growth & new-age innovation has outshined growth.

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### THE CASE FOR AUTHENTIC BRANDING

**Mohamed Agaj, Chairman, CEO**, says, Authentic branding is the key to long-term success.

**AGAJ**

### ENHANCING INDIA'S ENERGY SECURITY

**Nayara Energy**, says, India's energy security is a top priority.

**NAYARA**

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### STEEL TO SUCCEED

**Pravin Chhabra**, Chief Marketing Officer, Steel, says, Steel is the backbone of the Indian economy.

**STEEL**

### DELIVER RIGHT EVERY DAY AND IN EVERY CUSTOMER INTERACTION

**Anish Agarwal**, Chief Marketing and Customer Experience Officer, Orient Electric, credits his innovation and customer-centricity has driven the brand's growth.

**ORIENT ELECTRIC**

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### ENROUTE TO EMPLOYEE EXCELLENCE

**Anand Ramakrishnan**, Managing Director, FID, says, Employee excellence is the key to business success.

**FID**

### MULTI-FACETED INNOVATION TO THE FORE

**Sandeep Agarwal**, Vice President & General Manager, Label & Packaging Materials, Sanku Asia, says, Innovation, Growth & new-age innovation has outshined growth.

**SANKU ASIA**

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### THE FOUNDATIONS OF A BETTER TOMORROW

**Shanku Asia**, Hilti, says, Hilti has been able to leverage its smart solutions to drive growth.

**HILTI**

### A PREMIUM BUSINESS, LEADERSHIP, & LIFESTYLE MAGAZINE

**In Focus**, says, In Focus is a leading lifestyle magazine.

**IN FOCUS**

**28 JUNE 2023**

**FAST-TRACK TO THE FUTURE OF WORK**

Discover the latest trends in business and technology.

**IN FOCUS**

**dailyhunt**

**News Patrolling**



### Creating value through differentiation

130

By taking the road less travelled, a few select brands have created value and sparked customer delight. In the process being recognised as the Most Trusted Brands of India 2023

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By taking the road less travelled, a few select brands have created value and sparked customer delight, in the process being recognised as the Most Trusted Brands of India 2023

**Women Entrepreneur**

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By taking the road less travelled, a few select brands have created value and sparked customer delight, in the process being recognised as the Most Trusted Brands of India 2023

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From Startup

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**INDIA TODAY**

### Creating value through differentiation

They can deliver on promises, create unparalleled consumer experiences, and provide value to customers proactively, that has seen them earn this one-of-a-kind accolade

India Today Web Desk | New Delhi, 14/05/2023, 10:16 AM IST



**Business Standard**

Monday, April 10, 2023 | 10:19 AM IST | 1000

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# GLIMPSES OF PAST EDITION



# BRANDS THAT TRUST US



& more...

# PROMOTIONS BY CLIENTS



Mediabrief article snippet showing a group of people on a stage receiving an award.



# 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 **45 events** with **1500+** domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.*



SOCIAL  
MEDIA



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TELEVISION




BESPOKE  
EXPERIENCES



**LETS DISCUSS !!**

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