



#MDBrandoftheyear

Celebrating Visionary Brands,
Shaping the
Future of Excellence

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MUMBAI

Presented by



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Marketing's
New Paradigm:

Relationships *Over* Transactions

Today's consumers don't just buy products, they invest in relationships. That's why in an era of instant gratification and endless choice, brands can't afford to simply sell; they need to engage, anticipate, and resonate. The old marketing playbook? Rewritten. Now, it's about crafting seamless, personalized journeys that feel less like transactions and more like partnerships.

Consumers today expect brands to speak their language intuitively, relevantly, and in real time. Every digital interaction - whether a search, a like, or a scroll is a valuable insight, a chance to deepen engagement. It thus comes as no surprise to see that the most successful brands don't just collect data; they turn it into meaningful dialogue, creating experiences so tailored they feel effortless.

In this new digital landscape, data is the new storytelling enabler. Every click is a conversation. Every scroll is a story. Today, consumers are becoming co-creators of brand experiences, transforming the way companies understand, connect, and evolve. Each digital interaction is like a secret handshake between brands and their audience - a moment of pure, unfiltered insight that can turn any brand new-age or legacy, into a consumer champion that's beloved.

Imagine each online search, social media like, or website visit as a tiny piece of a larger puzzle. Great brands understand intuitively how to piece it all together. The very best of them see the bigger picture that goes beyond this, which can play out in many ways. From recommending the perfect product to anticipating needs before they're even expressed, these brands are rewriting the rules of connection. This isn't marketing of old, it's a new form of brand empathy.

The *Empathy* Edge in *Modern* Marketing

Team Marksmen's upcoming edition of **BRAND OF THE YEAR** edition, we will celebrate those visionary brands that have successfully navigated the complex intersection of technological innovation and consumer trust. These exceptional brands demonstrate that true marketing excellence transcends invasive tracking. By developing nuanced approaches that respect consumer data while delivering personalized experiences, they have carved distinctive, meaningful connections in the consumer's mind.

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:



Personalised
Customer
Experiences



Authenticity and
Purpose



Brand
Storytelling



Market Disruption
& Growth
Trajectory



Smart Use of
Technology
(AI & Beyond)



Some of the *Categories*

- Retail and E-Commerce
- QSR
- Consumer Durables
- BFSI
- FMCG
- Healthcare
- Automobile and Auto Ancillary
- Apparels and accessories
- Home Décor
- and more...



Why *Attend?*



- Gain actionable **BRANDING STRATEGIES** from top industry experts to **TRANSFORM YOUR MARKETING** approach.
- Explore **INNOVATIVE BRAND** campaigns that redefine market leadership and **CREATIVE COMMUNICATION**.
- Connect with a **POWERFUL NETWORK** of marketing professionals and **POTENTIAL INDUSTRY** collaborators.
- Discover **CUTTING-EDGE TRENDS** shaping the future of **BRAND ENGAGEMENT AND DIGITAL MARKETING**.
- **DEVELOP ADVANCED SKILLS** that provide immediate, tangible value to your **ORGANIZATION'S BRAND STRATEGY**.

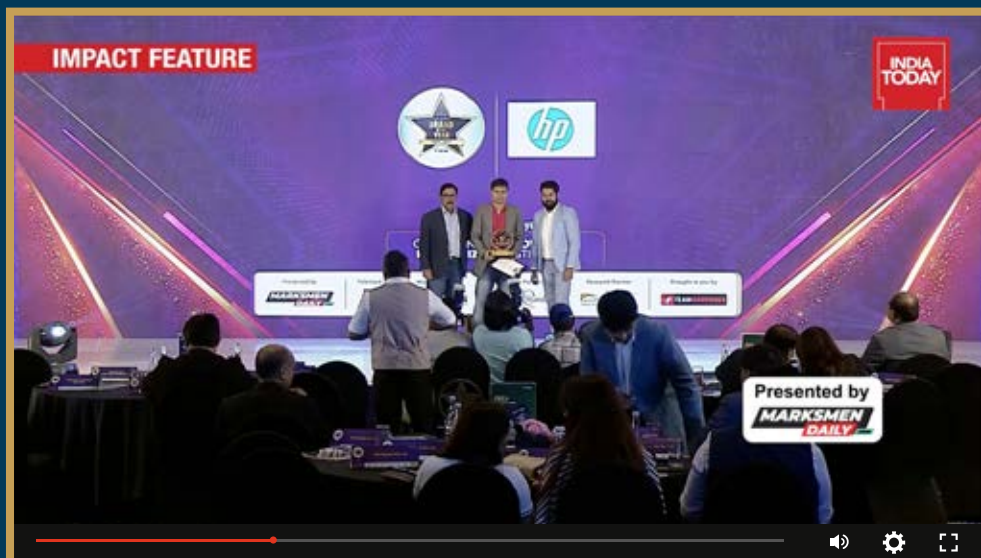
AGENDA

09:30 am – 10:00 am	Registrations
10:00 am – 10:05 am	Welcome Address <i>Senior Representative</i> , Team Marksmen Network
10:05 am – 10:20 am	Chief Guest Address
10:20 am – 10:50 am	Blast from the Past Step back in time with our interactive brand recognition game! Participants will be treated to a curated selection of iconic advertising content spanning decades—from catchy jingles that defined generations, to memorable print advertisements and classic video commercials. Put your brand knowledge to the test as you compete to identify these marketing classics from mere snippets of creative content. This engaging session combines nostalgia with marketing expertise, offering both entertainment and insights into the lasting power of exceptional brand campaigns.
10:50 am – 11:20 am	Fire-side Chat: Beyond the Buzz: What Media Mix Actually Moves the Needle Today? Forget the channel wars. The modern CMO's battlefield isn't Print vs. TV vs. Digital. It's attention, credibility, and conversion. In a time where print is regaining trust, digital is drowning in clutter, and TV is transforming into a streaming playground, the smartest brands are rewriting the media playbook. This fireside chat will dive into what actually works in today's fragmented attention economy. From unexpected media comebacks to digital fatigue and the underestimated emotional resonance of traditional formats, we will unpack what top CMOs are really investing in, and why.
11:20 am – 12:00 pm	The Brand Story Olympics: Watch the Greats Sprint to Impact In an age of short attention spans, brands must speak volumes, fast. The Visual Sprint is a storytelling experience where top marketers take the stage with 20 powerful visuals, each shown for just 20 seconds, to craft emotionally rich, fast-paced brand stories that resonate and stick. This high-impact format reveals how leading brands are using sharp narratives and strong imagery to cut through the noise, spark emotional engagement, and build deep, lasting connections with their audiences. Walk away with real-world examples and fresh inspiration on how to make every second, and every story, count in today's cluttered media landscape.
12:00 pm – 12:15 pm	Guest of Honor Address
12:15 pm – 13:00 pm	Felicitation of Brands of the Year 2025

MEDIA COVERAGE

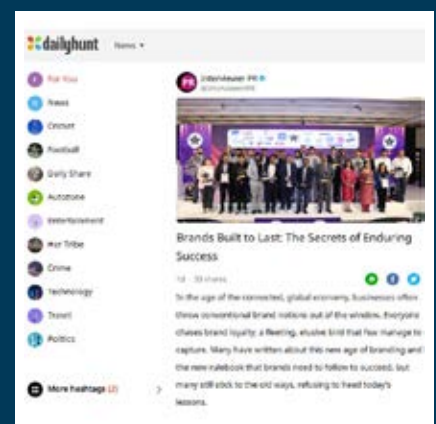
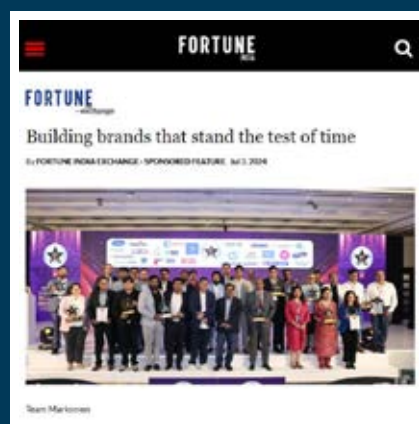
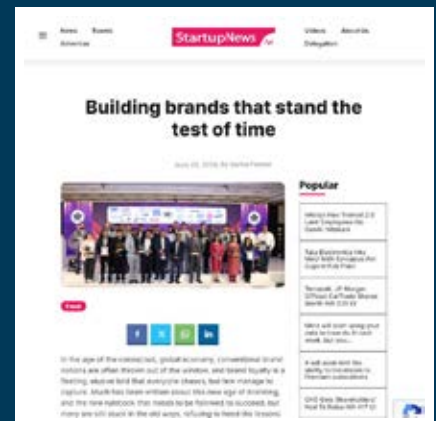
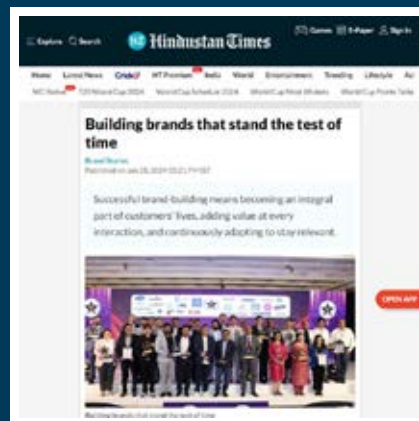
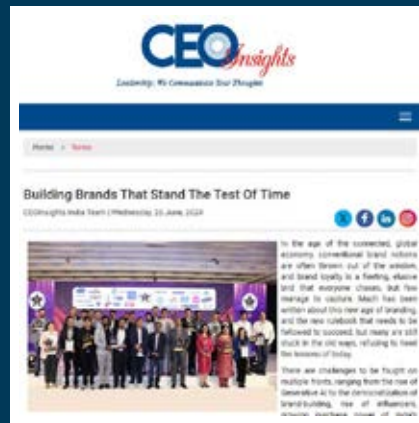


TELEVISED ON **INDIA TODAY**
(2023 EDITION)



TELEVISED ON **INDIA TODAY**
(2024 EDITION)

DIGITAL COVERAGE : PRESS RELEASES



CRAFTING NEW-AGE BRAND NARRATIVES

THE SCIENCE AND PSYCHOLOGY OF HUMAN BEHAVIOUR

BS MARKETING INITIATIVE

Naveenjit Zia, CMO and Head HR and Administration, Anant National University, offers a template for harnessing behavioural science and nudging strategy to design effective workplace environment and policies

Creating a positive workplace environment is essential to ensure employee productivity and retention. Naveenjit Zia, CMO and Head HR and Administration, Anant National University, offers a template for harnessing behavioural science and nudging strategy to design effective workplace environment and policies. He discusses the importance of understanding human behaviour and how it can be leveraged to create a more productive and engaging work environment. He also shares insights on how to use nudging strategies to influence employee behaviour and improve performance.

CRAFTING NEW-AGE BRAND NARRATIVES

Way to the end and beyond, there is a brave new world of brand-building waiting to be explored, as demonstrated by those forming the cohort of Brand of the Year 2024

The Brand of the Year 2024 award ceremony was held in a grand ceremony at the Anant National University. The event was attended by industry leaders and brand managers. The award was presented to the winners of the competition, who were recognized for their exceptional brand-building efforts. The winners were announced in a grand ceremony, and the winners were presented with their awards. The winners were recognized for their exceptional brand-building efforts, and the winners were presented with their awards.

STRATEGIC INITIATIVES, CREATING MEANINGFUL IMPACT

Arunjit Kishore, Managing Director, Fleetguard Filters Private Limited, expounds on how the brand integrates purpose or social impact initiatives into overall brand strategy

Arunjit Kishore, Managing Director, Fleetguard Filters Private Limited, expounds on how the brand integrates purpose or social impact initiatives into overall brand strategy. He discusses the importance of integrating social impact initiatives into the overall brand strategy and how it can be leveraged to create a more meaningful and impactful brand. He also shares insights on how to use social impact initiatives to improve the brand's reputation and create a more positive impact on society.

GOING GREEN TO CREATE A SUSTAINABLE ADVANTAGE

Dilip Agarwal - Managing Director, Super Shakti Limited, insights on the brand's environmental sustainability and sustainable values

Dilip Agarwal - Managing Director, Super Shakti Limited, insights on the brand's environmental sustainability and sustainable values. He discusses the importance of environmental sustainability and how it can be leveraged to create a sustainable advantage for the brand. He also shares insights on how to use environmental sustainability to improve the brand's reputation and create a more positive impact on the environment.

STRENGTHENING LEADERSHIP IN INNOVATION

Saashita Rieg, CMO, Fenesta, joins into the future

Saashita Rieg, CMO, Fenesta, joins into the future. She discusses the importance of leadership in innovation and how it can be leveraged to create a more innovative and successful brand. She also shares insights on how to use leadership in innovation to improve the brand's reputation and create a more positive impact on the industry.

DRIVEN BY INNOVATION, IMMERSIVE IN THE EXPERIENTIAL

Jayesh Jain, CEO & MD, GM Modular, elaborates on the brand's innovation to provide a disruptive experience across all touchpoints

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CRAFTING NEW-AGE BRAND NARRATIVES

MERIL: INNOVATING FOR A HEALTHIER TOMORROW

BS MARKETING INITIATIVE

Meril, innovation drives everything we do. Our commitment to cutting-edge technology, comprehensive product ecosystem, and agile marketing enables us to improve patient outcomes. These principles open new avenues for expanding our offerings, enhancing our brand, and solidifying our leadership in the Healthcare industry

Shree Shree, CEO, Meril Group

Shree Shree, CEO, Meril Group, discusses the importance of innovation and how it can be leveraged to create a more innovative and successful brand. He also shares insights on how to use innovation to improve the brand's reputation and create a more positive impact on the industry.

HOW COMPLIANCE FUELS INNOVATION AT RUPEERDEE

Rajeev Chaudhary, Vice President Marketing, Product & Business, RupeeRedee, illustrates the fine line between compliance and innovation, all while delivering exceptional customer experiences

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CETAPHIL, GALDERMA INDIA: A SKINCARE SUCCESS STORY, WINNING AWARDS AND CONSUMER HEARTS

Raghavendra Reddy, Managing Director India & South Asia, Galderma, delivers the success factors for Cetaphil in the burgeoning Dermatology market

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THOSE RECOGNISED FOR THEIR ACHIEVEMENTS
AS A PART OF THE GLITTERING CEREMONY INCLUDED



and more...

GLIMPSES OF 2024



Team Marksmen Network

Advisory Board

***Dr. Tayeb
Kamali***

Chairman of the Board
Abu Dhabi School
of Management



***CP
Gurnani***

Co-founder and Executive
Vice Chairman, AlonOS &
Former CEO of Tech Mahindra



***Datin Seri Sunita
Rajakumar***

Founder, **Climate Governance
Malaysia** & Independent Director
on **Multiple Boards**



***Shri Suresh
Prabhu***

Former Union Cabinet Minister
(held 10 portfolios),
Chancellor of Rishihood University



Dr. Ajay Dua

Chairman/ Board Director/ Senior
Advisor of **various companies** & Former
Secretary, **Union Ministry of Commerce
& Industry, Government of India**



ABOUT **TEAM MARKSMEN**

At **TEAM MARKSMEN NETWORK**, our mission is to lead from the front as trailblazers in the B2B media landscape. We are India's fastest growing B2B media firm also recognized by DPIIT. We create impactful platforms that inspire thought leadership, foster collaboration, and spark innovation across industries. Driven by a relentless commitment to excellence, we aim to amplify stories of resilience, innovation, and transformation, shaping narratives that empower leaders and drive meaningful progress in India and beyond.



SOCIAL
MEDIA



DIGITAL



PRINT



TELEVISION



BESPOKE
EXPERIENCES

ABOUT **MARKSMEN DAILY**

MARKSMEN DAILY is a leading and fastest growing digital knowledge platform committed to showcasing stories that engage, inspire, and captivate the imagination. Through crisp, bite-sized information, this new-age website breaks down the world around us by uncovering the latest business happenings, highlights trends to keep an eye on, and demystifies all things complex.

MarksmenDaily.com has been very well-received and gets over 175,000 visitors a month and is already very well received by industry executives and general populace.

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*This initiative has been brought to you by **Team Marksmen**. We help organisations and leaders from across sectors create impactful change that matters through unique brand solutions that resonate with audiences.*