

**11TH DECEMBER
2025**
Novotel Mumbai International Airport

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MARKSMEN DAILY
**MOST
PREFERRED**
BRANDS 2025-26
5th EDITION TM

#MDPreferredBrands

THE EXPERIENCE ECONOMY

PERSONALIZATION INNOVATION
BELONGING

Presented by



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PERSONALIZATION AS THE NEW PREFERENCE

In today's hyper-digital and hyper-competitive marketplace, the rules of brand engagement have been completely redefined. Consumers no longer view products and services in isolation; they expect **experiences that reflect their individuality, aspirations, and values**. Every interaction, whether it's a click, a purchase, or a conversation, must feel **relevant, seamless, and rooted in trust**.

This shift has given rise to the **Experience Economy**, where personalization, innovation, and belonging are the true differentiators of brand success. Technology has empowered consumers with unprecedented choice, but it has also raised expectations. Today's buyers want brands that not only understand their needs but also anticipate them. From hyper-personalized recommendations and curated shopping journeys to meaningful storytelling and authentic brand purpose, personalization is no longer a luxury, it's the baseline for building lasting relationships.

But personalization goes beyond algorithms and data. At its core, it is about **human connection**. Brands that rise above the noise are those that transform transactions into stories and customers into communities. They do this by crafting journeys that spark emotion, foster loyalty, and create a sense of belonging. When consumers feel seen and valued, they don't just remain customers; they become **advocates, ambassadors, and co-creators of the brand's journey**.

The most admired brands of today and tomorrow will be those that embed personalization at the heart of their strategies. They will leverage technology to deliver convenience, creativity to deliver relevance, and purpose to deliver meaning. In an age of endless options, the power lies with brands that **go beyond selling to truly shaping experiences**, brands that don't just earn preference but command enduring trust.



THE 5TH EDITION PROMISE: CELEBRATING THE FUTURE-READY

The **5th Edition of Team Marksmen's Most Preferred Brands 2025** marks a significant milestone in this journey. This year, the spotlight shines on brands that have embraced the Experience Economy, demonstrating how **technology, creativity, and authenticity** can be leveraged to deliver extraordinary consumer value.

This edition is more than just recognition - it is a platform to showcase how visionary brands are shaping industries, **driving cultural influence, and defining the standards of tomorrow.**



SHAPED BY CONSUMER INTELLIGENCE & RESEARCH

Backed by deep insights from an industry-wide consumer study conducted by **Leadcap Ventures**, this initiative evaluates brands on dimensions that matter most to today's consumer:



- ★ Brand Purpose & Impact
- ★ Customer Experience & Personalization
- ★ Innovation & Uniqueness
- ★ Value Proposition
- ★ Transparency & Authenticity
- ★ Advocacy & Trust

CATEGORIES

- ★ Retail & E-Commerce
- ★ QSR & FoodTech
- ★ Consumer Durables
- ★ BFSI & FinTech
- ★ Healthcare & Wellness
- ★ Automobile & Auto Ancillary
- ★ Apparels, Fashion & Accessories
- ★ Home Décor & Lifestyle
- ★ FMCG & D2C Innovators
- ★ Emerging Tech-Enabled Brands

And more...

KEY DISCUSSION POINTS

- ★ Personalization as the New Preference
- ★ From Transactions to Belonging
- ★ Innovation as a Differentiator
- ★ Brand Advocacy in the Digital Age
- ★ The Next Decade of Brand Building



WHY ATTEND

★ **Celebrate Excellence**

Witness the recognition of brands that are redefining success through purpose, personalization, and innovation.

★ **Gain Actionable Insights**

Learn from consumer research and industry leaders on what drives preference and advocacy in today's marketplace.

★ **Stay Ahead of the Curve**

Understand how technology, sustainability, and cultural shifts are shaping the next decade of brand building.

★ **Network with Industry Leaders**

Connect with decision-makers, innovators, and changemakers across diverse sectors.

★ **Be Part of the Conversation**

Join a platform that doesn't just recognize preference, but celebrates influence, trust, and transformation.



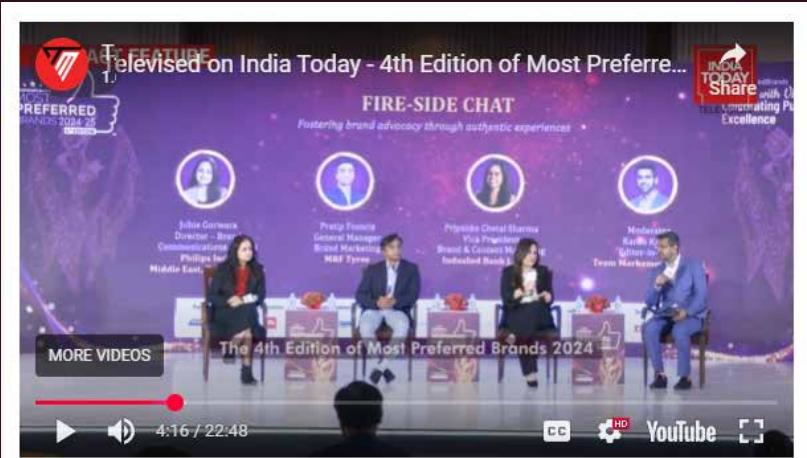
MEDIA COVERAGE

PRINT PUBLICATION **Business Standard**
50 Years of Insight



And more...

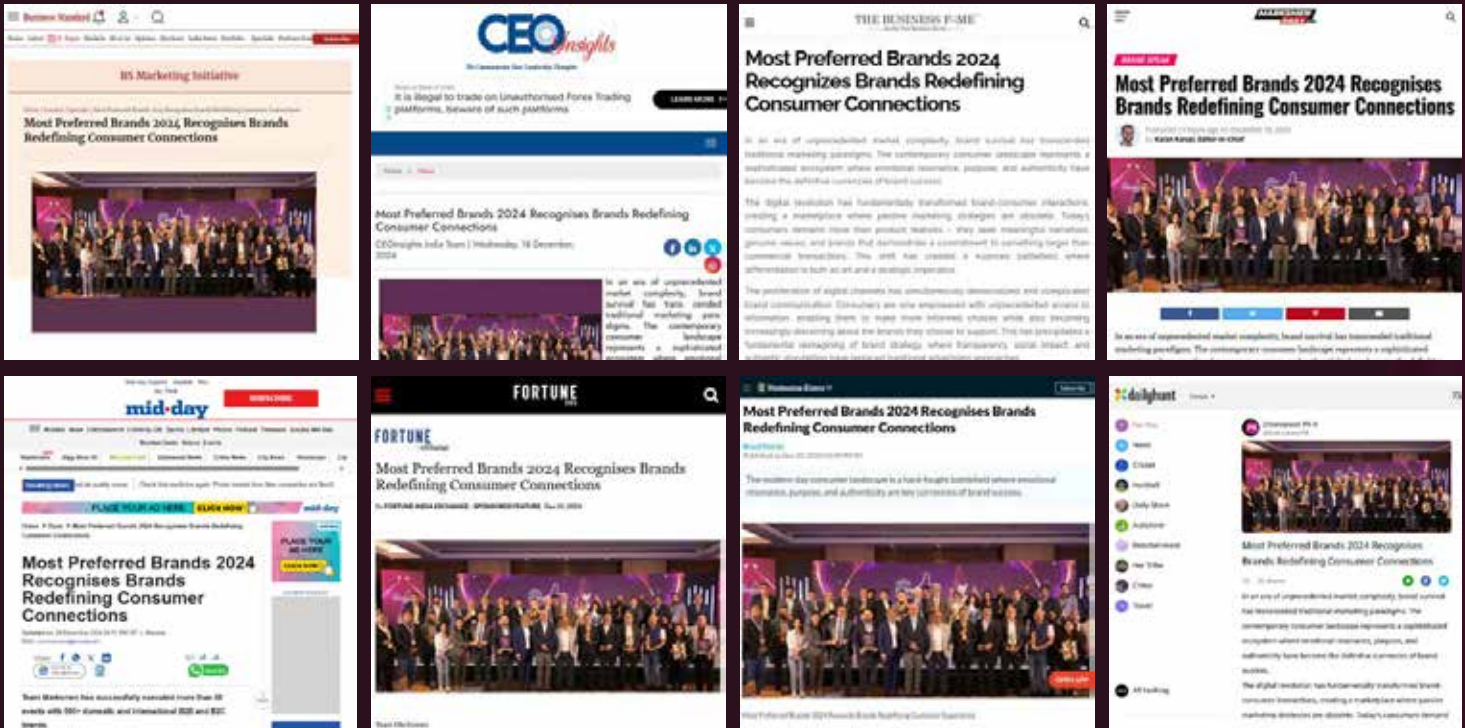
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MEDIA COVERAGE

PRESS RELEASE



And more...

CLIENT COVERAGE



And more...

GLIMPSES 2024



And more...

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.

www.marksmendaily.com

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