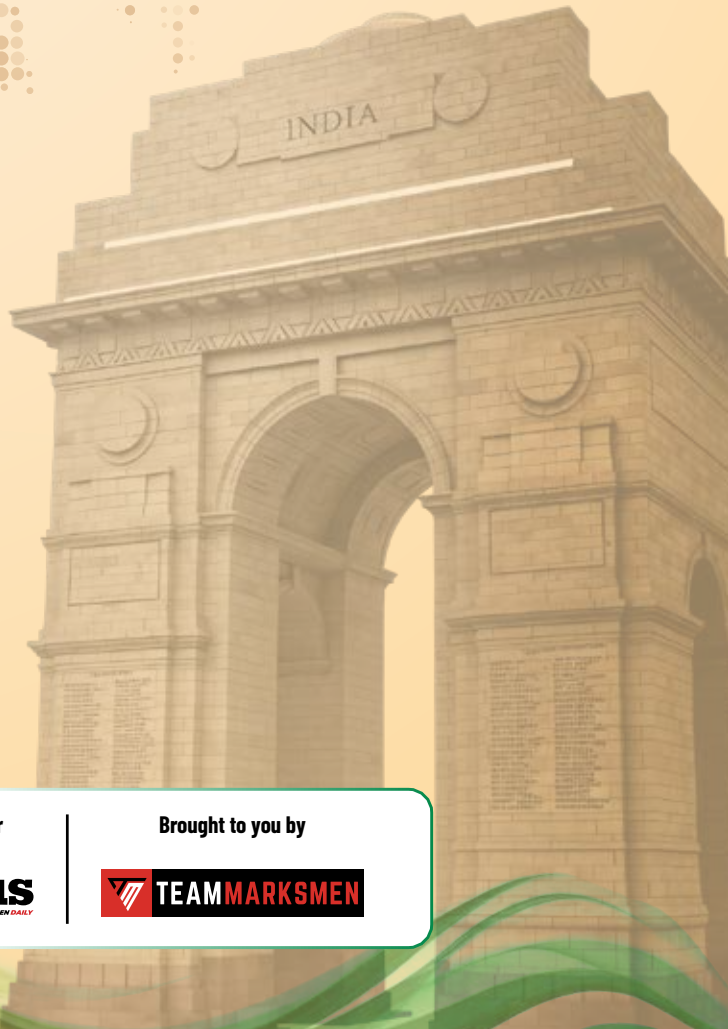




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वही जो
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 **TEAM MARKSMEN**

BHARAT BADAL RAHA HAI, AUR BRANDS BHI

India is shopping differently.

The consumer who once waited for a brand to arrive in a neighbourhood store is today discovering it on Instagram, comparing it on YouTube, ordering it on a phone, and recommending it in a family WhatsApp group. The distinction between metro and non-metro is getting blurrier by the day.

And increasingly, India's non-metro cities are the ones driving growth. Nearly one in three urban Indians aged (15–55) now lives in Urban Bharat, and the affluence of these cities has grown by 76% over the past six years. That spending power is now visible. **In FY26, Tier 2 and Tier 3 cities** are expected to contribute nearly **66% of new D2C orders**, a sign of just how decisively consumption is moving beyond India's biggest cities.

The digital story is equally striking. Rural India already has more internet users than urban India, with rural users growing twice as fast as their urban counterparts.



And then there is the everyday marketplace. Rural FMCG consumption has outpaced urban consumption for eight consecutive quarters, according to NielsenIQ.

In other words, Bharat is no longer waiting for brands to tell it what to love. Bharat is making its choices.

But what makes one brand apna while another remains merely available? Kuch brands sirf kharide jaate hain.

“

Kuch brands yaad rehte hain. Aur kuch aise hote hain jo logon ki zindagi ka hissa ban jaate hain.

They become the biscuit in the chai, the bike outside the house, the masala in the kitchen, the piping hot snack on a rainy day, the saree in the wedding photograph, or the name a parent recommends to a child.

**BHARAT KE LOKPRIYA BRANDS
IS ABOUT UNDERSTANDING
THAT MAGIC.**



JAB BRAND BAN JAAYE APNA

Popularity is easy to measure. Affection, however, is harder.

A brand can have distribution, advertising, visibility, and market share, yet still fail to become part of people's lives. The truly beloved brands do something more.

Woh connections aur customers, dono banate hain.

They understand the local consumer fully. They know that aspiration exists everywhere, but it does not look the same everywhere. They recognise that India does not have one consumer, one culture, or one definition of value. That is particularly important as the centre of India's consumption story moves beyond the metros.

The next generation of brand growth will increasingly be shaped by Tier 2, Tier 3, emerging cities, and the hinterland. Small-town consumers are becoming more digitally connected, more brand-conscious, and more willing to experiment. At the same time, traditional channels remain deeply important, creating an unusually Indian combination of kirana, commerce, community, content, and convenience.



SO, WHAT DOES IT TAKE TO WIN BHARAT'S HEART?

Bharat ke Lokpriya Brands brings together the brands that have managed to answer that question, and the people behind them.

This one-of-a-kind platform will explore how popular brands are built, how consumer affection is earned, how relevance is sustained, and how brands can grow without losing the very thing that made them loved in the first place.

Because ultimately,
brand ki asli jeet tab hai,
jab customer bole,
"Yeh humara brand hai."



DIL KI BAAT, DATA KE SAATH

Popularity cannot be reduced to a mere contest.

Bharat ke Lokpriya Brands have been shortlisted after an exhaustive study, conducted in conjunction with our research partners **LeadCap Ventures**. This has been done by combining quantitative research, consumer insights, market intelligence, and qualitative understanding to identify the brands that have built genuine resonance across India's diverse consumer landscape.

The methodology will look beyond visibility and advertising recall to understand why consumers choose, remember, recommend, and emotionally connect with brands



BHARAT JISE KEHTA HAI “APNA”

The research framework evaluated brands across key parameters:



Dil Mein Jagah

Consumer affinity, emotional connection, familiarity, and brand affection.



Pucca Bharosa

Trust, consistency, reliability, and the ability to deliver on the brand promise.



Har Jagah, Har Bazaar, Har Dil

Accessibility, distribution, availability, and penetration across markets



Value ka Vaada

Perceived value for money, affordability, and the ability to meet evolving consumer expectations.



Bharat ki Samajh

Local relevance, cultural understanding, regional sensitivity, and consumer insight.



Badalte Bharat ke Saath

Innovation, adaptability, digital relevance, and ability to evolve with changing consumer behaviour.



Dil ki Baat

Word of mouth, advocacy, recommendation, social conversation, and consumer-led influence.

The study will seek representation across metros, Tier 1, Tier 2, Tier 3 cities, and emerging markets, with category-specific benchmarks wherever relevant.

The objective is to identify not just the biggest brands, but those that have become meaningful to people. By going beyond the numbers of what India buys, our research helps us understand what India chooses to love.

WHO SHOULD ATTEND?

Bharat ke Lokpriya Brands is designed for people who understand that the next phase of India's consumption story will be won not just through reach, but through relevance.

The event will bring together:



Brand Leaders

CMOs, brand heads, marketing leaders, consumer strategists, and communications professionals shaping India's most recognisable brands.



Business Leaders

Founders, CEOs, CXOs, and business heads looking to understand the forces reshaping India's consumer economy.



Retail & Distribution Leaders

Retailers, distributors, channel partners, and commerce leaders who sit closest to the consumer.



Digital & D2C Disruptors

Emerging brands and founders building the next generation of India's consumer businesses.



Regional Business Champions

Entrepreneurs and business leaders from Tier 2, Tier 3, and emerging markets who understand the Bharat opportunity from the ground up.



Media & Creators

People shaping the conversations, culture, and stories that influence what India discovers, discusses, and ultimately chooses.

“

Ultimately, this platform is for anyone who wants to understand where India's next generation of beloved brands will come from, and what it will take to build one.

Because in the new India,

brand banana alag baat hai.
Brand ko apna banana mein
asli kamaal hai.

”



ABOUT TEAM MARKSMEN NETWORK

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.



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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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