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MARKSMEN DAILY
MOST
PREFERRED
BRANDS 2026-27
6th EDITION TM

THE POWER OF
PREFERENCE

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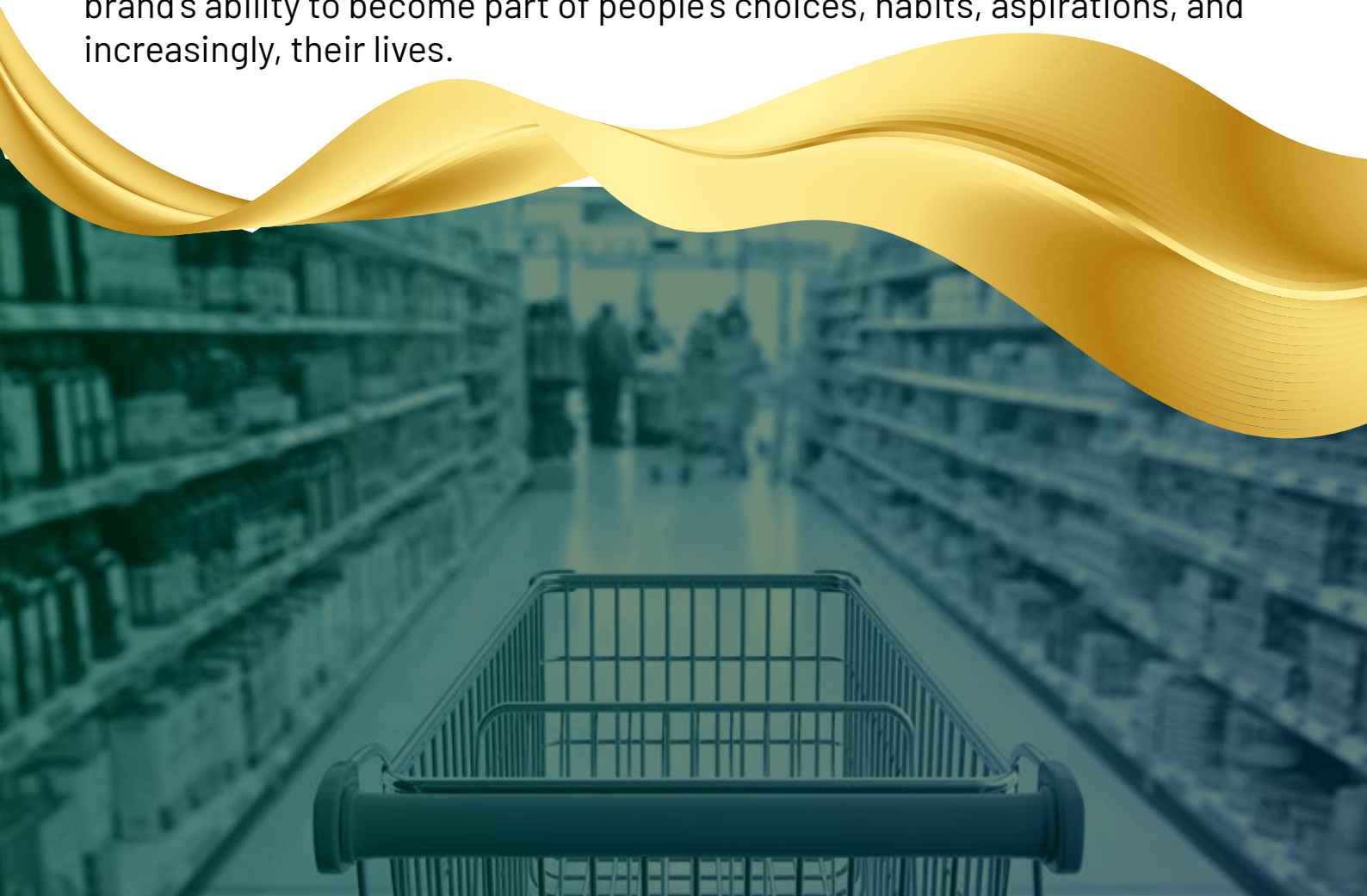


THE NEW RULES OF BRAND CHOICE

A brand can be seen everywhere and still mean very little. In a marketplace where consumers can compare prices, switch platforms, discover alternatives, and increasingly use AI to make choices, familiarity alone is no longer enough. In so many ways, preference has become harder to earn and easier to lose.

India's consumer economy is entering precisely this phase. Estimated at US\$ 2.1 trillion, it is being reshaped by digital adoption, AI-assisted discovery, convenience, transparency, and personalisation. At the same time, consumers are becoming more discerning about the value they receive. EY's Future Consumer Index found that 52% of Indian consumers were switching to private labels, while Deloitte's 2026 Consumer Signals research points to a more selective consumer who continues to spend, but increasingly weighs value and experience.

In such an environment, being preferred is a powerful distinction. It reflects something deeper than awareness or reach: it epitomises a brand's ability to become part of people's choices, habits, aspirations, and increasingly, their lives.



CELEBRATING THE BRANDS WE CHOOSE

This idea lies at the heart of the **6th Edition of Most Preferred Brands 2026-27**: an industry platform created to understand, recognise, and celebrate the brands that have successfully carved a place in our hearts and minds.

Presented by Marksmen Daily, Most Preferred Brands brings together the people shaping India's brand landscape to examine what makes preference endure. Because today's consumer is surrounded by choice, the brands that stand apart are those that understand what people value, deliver consistently on their promise, remain relevant as expectations evolve, and create experiences that people remember.

The platform therefore goes beyond celebrating brand visibility. It explores the deeper forces behind preference: **trust, relevance, experience, value, innovation, and emotional connection.**





WHERE INDIA'S BRAND CONVERGE

From legacy names that have earned generations of loyalty to newer brands challenging established categories, Most Preferred Brands creates a common stage for the stories, strategies, and ideas behind consumer preference. Those recognised in previous editions gone by include such stellar names as **HP Lubricants, TVS Jupiter, Bajaj General Insurance Limited, Chola MS General Insurance, CRIF India, Fenesta, Haier Appliances India, Lenovo India, Livguard, Marks & Spencer, National Insurance Company, Tira Beauty, and many more.**

At the heart of it all is a simple proposition: the most meaningful measure of a brand is the place it occupies in people's lives.



GROUNDED IN RESEARCH

Most Preferred Brands 2026-27 is a research-driven recognition platform presented by **Marksmen Daily**, with in-depth research undertaken by **LeadCap Ventures**.

The research seeks to look beyond conventional measures of brand visibility and examine the multiple dimensions that influence preference in today's marketplace. This is particularly relevant as consumers increasingly evaluate brands through a combination of functional value, experience, trust, relevance, and emotional resonance.

The research framework for Most Preferred Brands will examine six broad parameters:



Brand Advocacy



Consistency of
Experience



Value Perception



Innovation Impact



Emotive Connect



Consumer
Relevance

Together, these parameters are designed to create a more rounded understanding of why certain brands move from being known to being chosen, remembered, and preferred.

WHERE INDIA'S BRAND LEADERS CONVERGE

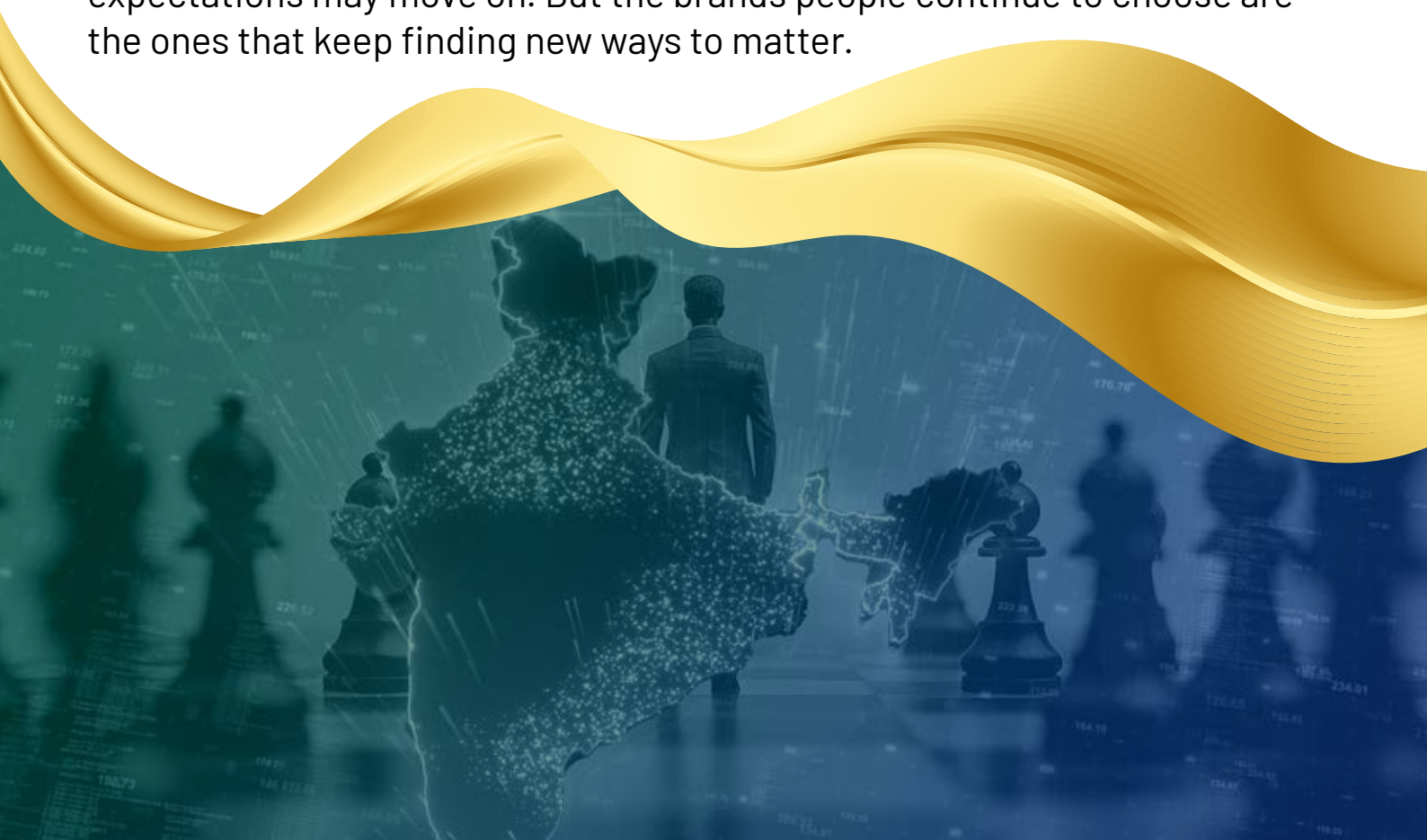
Most Preferred Brands 2026-27 will culminate in an evening that brings together the people who create, shape, influence, and steward India's most significant brands.

The gathering will bring together **CMOs, brand heads, marketing leaders, CXOs, founders, business leaders, consumer strategists, category heads, communication professionals, and senior decision-makers** from across industries.

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Beyond the recognition itself, the platform will create a space for meaningful conversations around the future of brand-building in India: how preference is changing, how technology is transforming discovery, how trust is earned in an increasingly transparent marketplace, and how brands can remain culturally and commercially relevant.

Because markets may change, technologies may evolve, and consumer expectations may move on. But the brands people continue to choose are the ones that keep finding new ways to matter.



MEDIA COVERAGE

Print Publication in
Business Standard
Insight Out



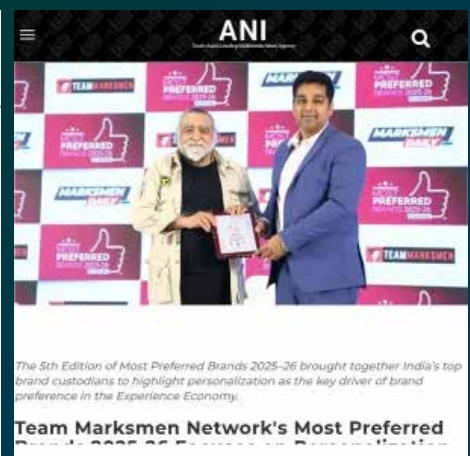
Most Preferred Brands 2025-26

Televised on



MEDIA COVERAGE

Press Release



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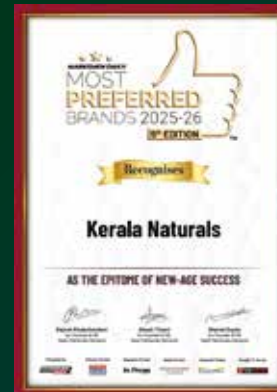
Hindustan Times

mid-day

GLIMPSES 2025



CLIENT COVERAGE



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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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PRINT



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**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.

MarksmanDaily.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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