



SHAPING PERCEPTION TO  
**POWER**  
**PERFORMANCE**

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# OVERVIEW



PERCEPTION  
IS THE NEW  
PERFORMANCE  
INDICATOR - IGNORE  
IT, AND THE MARKET  
IGNORES YOU.

Today, 81% of purchase decisions in India are shaped by perception (Edelman 2024), and the stakes have never been higher. With India becoming the world's third-largest consumer market by 2027 and digital influence touching nearly 90% of urban purchase journeys, brands are navigating a landscape defined by shifting narratives, cultural complexity, and instantaneous public judgement.

The winners? Brands that shape perception with precision.

Those who excel on meaning, difference, and salience deliver 3x stronger brand power and higher pricing advantage (Kantar BrandZ), while over 60% of Indian consumers reward brands aligned with their values (McKinsey).



Over the years, the Most Trusted Brands of India has evolved into one of the country's most authoritative and respected brand recognition platforms, consistently spotlighting organisations that have built enduring trust with consumers.

Across its editions, the platform has hosted 40+ influential leaders including Prahlad Kakkar, Josy Paul (BBDO India), Harish Bijoor, Alok Aggarwal, CEO, Muthoot Homefin (India) Ltd., offering sharp insights on trust, perception, and brand leadership. The initiative has recognised over 250 brands and witnessed 500+ brand participations, reflecting its scale and credibility. Backed by strong national media presence across Times Now, India Today, CNBC-TV18, and Dailyhunt, the platform has become a definitive benchmark for trust-led brand excellence in India.

**Most Trusted Brands of India 2026**, under the theme "Shaping Perception to Power Performance" convenes brand custodians redefining how stories, experiences, and data-driven insight translate into measurable business outcomes.

# KEY HIGHLIGHTS



6<sup>th</sup> Edition of Most Trusted  
Brands of India 2026



Exclusive platform  
spotlighting trust-led brand  
excellence



Senior CXO insights on  
perception, reputation, and  
performance



Strategic conversations  
shaping consumer confidence  
in a digital-first era



Recognition of brands  
building enduring trust and  
market leadership



Curated networking  
with India's leading  
brand custodians



# WHY **ATTEND**

- Decode the perception economy - understand how meaning, memory, and cultural context now influence over 80% of consumer decisions.
- Learn how India's top CMOs are engineering perception using data, behavioural science, content ecosystems, and technology.
- Get exclusive insights into brand resilience, reputation strategy, consumer sentiment shifts, and the real cost of mismanaged perception.
- Hear how leading brands are turning perception into measurable performance outcomes: revenue lift, category expansion, pricing power, and advocacy.
- Network with India's most influential brand custodians, strategists, storytellers, and decision-makers shaping the next decade of marketing.

# WHO SHOULD **ATTEND**

CMOs, CBOs, CSOs & CXOs driving brand and business strategy

Senior leaders across Marketing, Digital, Consumer Insights & Reputation

Heads of Brand, Content, Experience, Public Relations & Communications

Founders & Growth Leaders of high-velocity consumer and digital-first brands

Agencies, consultancies, and creative leaders building India's next brand icons



# EVALUATION **PARAMETERS**

## TOP 1,000 MOST TRUSTED BRANDS

### **AUTHENTICITY:**

Truthful claims, genuine brand purpose, credibility cues

### **CONSISTENCY:**

Consistent delivery across touchpoints and time

### **TRANSPARENCY:**

Communication clarity, disclosures, pricing/terms openness

### **CUSTOMER EXPERIENCE:**

Service quality, resolution, support effectiveness

### **RELIABILITY & QUALITY:**

Product/service performance vs promise

### **ETHICS & GOVERNANCE:**

Responsible conduct, compliance, fairness cues

### **SUSTAINABILITY & SOCIAL RESPONSIBILITY:**

Meaningful initiatives and outcomes

### **ADAPTABILITY & RESILIENCE:**

Handling disruptions, continuity, responsiveness

### **BRAND REPUTATION SIGNALS:**

Awards, certifications, trust marks, endorsements



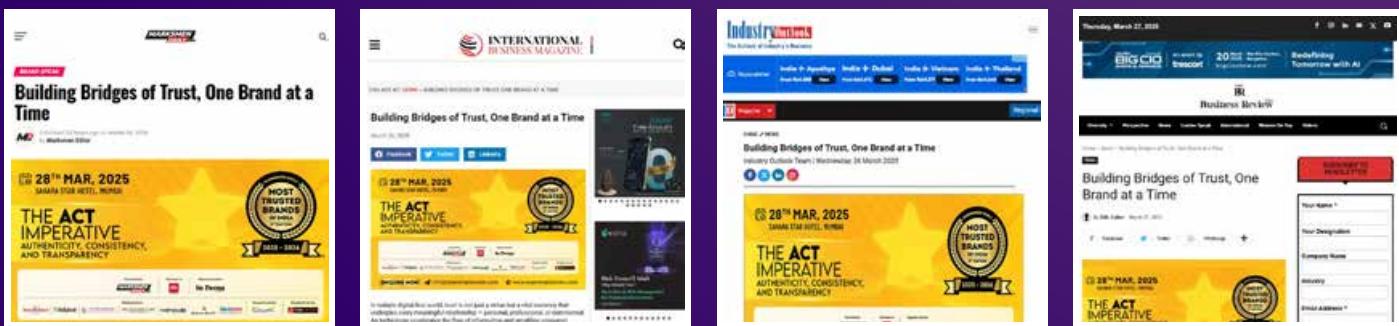
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# MEDIA COVERAGE

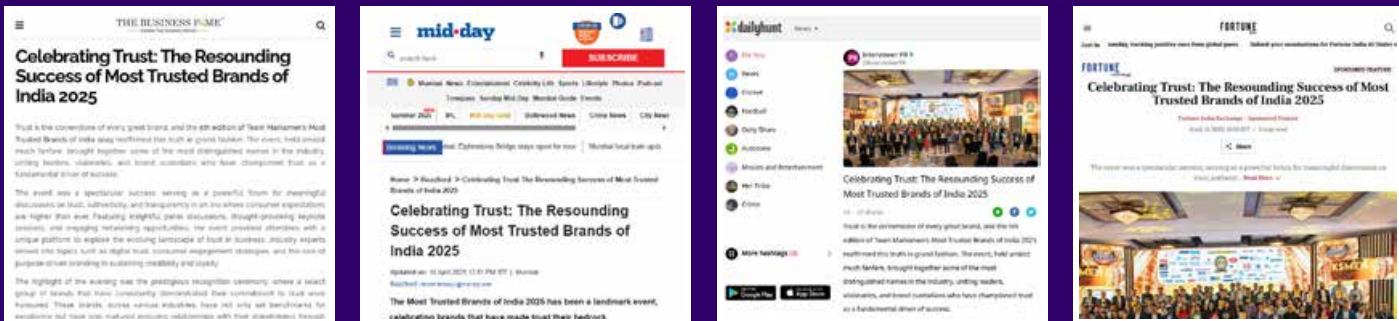
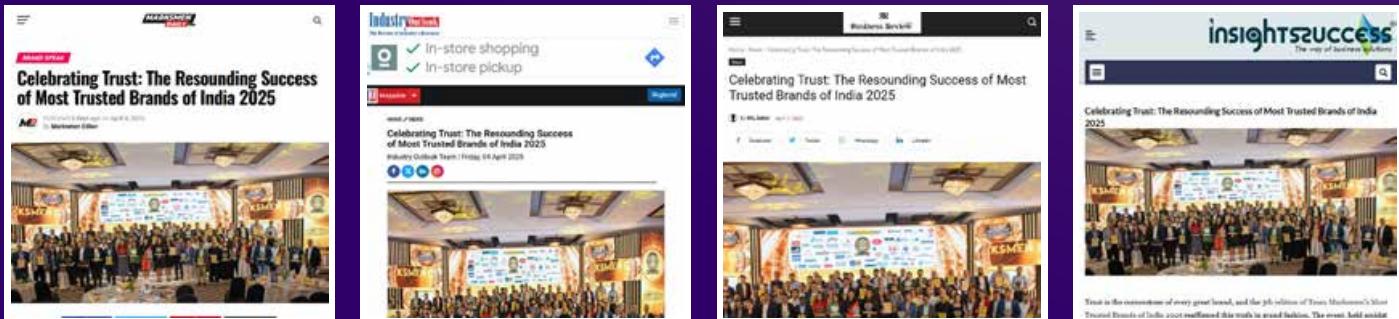
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PRE EVENT PRESS RELEASE



POST EVENT PRESS RELEASE



## GLIMPSES OF PAST EDITION



## CLIENT COVERAGE



## THOSE THAT GRABBED THE SPOTLIGHT AT THE MOST TRUSTED BRANDS OF INDIA 2025 INCLUDED:

LINEN CLUB PASSIONATE LIKE YOU	LIC India's oldest life & general insurance company	Godrej	apsara	BERGNER	Hettich	CooperVision*
Fenesta Better by Design	LUMINOUS	Haier More Creation, More Possibilities	Haldiram's	OneAssist™	SINCE 1919 BABYCARE	Indiabank India's first bank, by men, for men, YOUR OWN BANK, ALWAYS WITH YOU.
IndusInd Bank	JAI RAJ The Legacy of Taste & Goodness	KENSTAR	KENT Mineral RO HOUSE OF PURITY	KHIMJI	kishti	KONE Elevators & Escalators
KONICA MINOLTA	LACTO CALAMINE	L.G.	TAPS & LEOFITTINGS The One You Deserve	allied digital A managed marketplace	FRIENDS ADULT DIAPERS	susten by mahindra
MAK LUBRICANTS	MSP	muthoot FINCORP	N+S-D-C Innovation in Service	niva Health Insurance	OKAYA	Chitale BANARAS
onsitego	Saffola Honey	SHALIMAR The Art of Perfume	SSE Sheld Gas Electronics Ltd.	SIDDHAYU <sup>®</sup> A Whole Company of Reliance Retail	TATA CLIQ	TATA MOTORS INTRA GOLD PICKUPS
NEW INDIA ASSURANCE It's always a better life with Reli�s The New India Assurance Co. Ltd.	tp-link.	Traya.	TVS green New Zealand	TVS	USHA SHIRRAM	OUTL SOLAR

And More...

# AGENDA

TIME	TOPIC
5:00 PM – 6:00 PM	Registrations and Networking Hi-Tea
6:00 PM – 6:10 PM	Opening Remarks/Welcome Address
6:10 PM – 6:40 PM	<p><b>Power Keynote – The Perception Advantage: Turning Meaning Into Market Leadership</b></p> <p>A future-facing keynote on how brands can use emotion, culture, and insight to build advantage in an attention-fragmented world.</p>
6:40 PM – 7:20 PM	<p><b>Panel Discussion: Reputation, Relevance &amp; Reinvention – The New Rules of Consumer Perception</b></p> <p><b>Discussion Points:</b></p> <ul style="list-style-type: none"> <li>• Why perception drives 3x brand power and pricing advantage</li> <li>• Culture, community &amp; creator ecosystems as new reputation engines</li> <li>• The rise of purpose and value-based buying</li> <li>• Managing perception through disruption, trends, and controversy</li> <li>• Brand fatigue, consumer scepticism &amp; the demand for authenticity</li> </ul>
7:20 PM – 7:40 PM	<p><b>Fireside Chat - Sentiment to Sales: Designing Experiences That Shift Consumer Behaviour</b></p> <p>A deep dive into how experience design, data, and behavioural science shape perception at every touchpoint.</p>
7:40 PM – 8:20 PM	<p><b>Guest of Honor Address - Brand Building in the Age of Noise: Cutting Through Clutter with Precision &amp; Insight</b></p>
8:20 PM – 8:50 PM	<p><b>Felicitations of Most Trusted Brands of India</b></p>
8:50 PM Onwards	<p><b>Networking Dinner &amp; Cocktails</b></p>

# LETS **DISCUSS !!**



info@teammarksmen.com



www.teammarksmen.com