

08 DEC
2023
MUMBAI

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MARKSMEN DAILY
MOST
PREFERRED
BRANDS 2023
3rd EDITION



*Recognising
Those Crafting*

Elevated Brand Experiences

Presented by



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TRANSFORMATIVE THINKING, *Exceptional Growth*

Slowly, but surely, brands have become deeply interwoven into the social fabric of our lives. And just as we all have evolved, they too have changed to stay abreast of the needs of dynamic consumer demands, in an effort to stay at the summit. We all have our preferred brands, and studies have proven the stickiness of these bonds.



Over 60% of people form emotional attachments to brands they love. (Salesforce)



Almost 90% of customers value the authenticity of brands when choosing where to shop. (BusinessWire)



Almost 80% of consumers would choose not to purchase from brands based on where the company is based. (Edelman)



77% of consumers buy from brands they follow before buying from other stores and brands. (Sprout Social)

Ergo, in this changing milieu, it is critical that brands remain at the forefront of a consumer's imagination by reigning their hearts, as much as their wallets. It is this pitched battle for the head and heart that is the battleground for brands big and small, and conquering it is no mean feat.



Celebrating Brands with Enduring Impact

Following the resounding success of the 2nd edition of **Most Preferred Brands 2022** which saw brands like **Colgate-Palmolive (India) Limited, Nescafe, Big Basket, Bharat Petroleum Corporation Ltd., Center Fresh, Godrej Interio, HDFC Life, Kotak Mahindra Bank, LUX Cozi, Mahindra and Mahindra, SBI General, Maggi, Bath & Body Works, SUGAR Cosmetics, Swiggy & many more**, the 3rd edition of this flagship initiative will honour brands across industries that are loved and revered.



PARAMETERS

This one-of-a-kind initiative draws insights from a study conducted by our partner, **LeadCap Ventures**, with brands appraised on the following parameters.



CUSTOMER ENGAGEMENT



RELIABILITY QUOTIENT



GLOCAL PRESENCE



DISTINCTIVENESS



BRAND INTIMACY

PAST SPEAKERS



ASHISH HIMTHANI

Head Customer Service
Experience & Quality,

Tata CLiQ



AMIYA SWARUP

Partner
EY



ALOK LALL

Executive Director and
National Head of
Advertising

McCann Worldgroup



DAVID A. AAKER

Vice-Chairman
Prophet



DEEPA KRISHNAN

Director - Marketing,
Category, Loyalty and
Digital

Tata Starbucks Pvt. Ltd.



KRUNAL DESAI

Director Marketing
ZEE 5



K V DIPU

Senior President
**Bajaj Allianz General
Insurance Company**



**KV SRIDHAR (AKA
POPS)**

Chief Creative Officer
Global

Nihilent Limited



MEGHNA PEER

Chief Marketing Officer
India
& South Asia,

Newell Brands



SUBHRA BARDHAN

VP & Head - Consumer
Insights &
User Research,

Kotak Mahindra Bank



SUPRATIK SENGUPTA

Head Marketing of
Consumer Healthcare

Lupin Limited



SUBODH MEHTA

Sr Vice President

Godrej Interio (B2C)

MEDIA COVERAGE

TELECAST

TELEvised
ON
TIMES NOW 2022



TELEvised
ON
ZEE BUSINESS 2021



PRINT COVERAGE



PRESS RELEASE

2021 - 2022



MYRIAD BRANDS WERE RECOGNISED DURING A GALA CEREMONY, INCLUDING:



& more...

GLIMPSES



ABOUT

TEAM MARKSMEN

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

Team Marksmen has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 45 events with over 1500 domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.



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For event enquiry email us at:


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 www.teammarksmen.com

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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.

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