



Recognising Those Crafting

Elevated Brand Experiences

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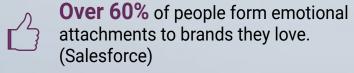


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TRANSFORMATIVE THINKING, Exceptional Growth

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.



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 KRISHNANDirector - 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



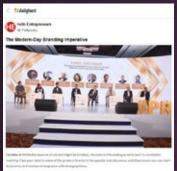
PRINT COVERAGE





PRESS RELEASE

20**21 -** 20**22**













MYRIAD **BRANDS** WERE **RECOGNISED** DURING A GALA **CEREMONY,** INCLUDING:



gioy interio

































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.



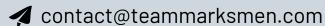


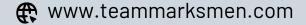




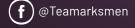


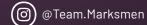
For event enquiry email us at:

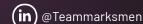




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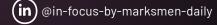
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This initiative has been brought to you by Team Marksmen. We help organisations and leaders from across sectors create impactful change that matters through unique brand solutions that resonate with audiences.





Telecast partner





