

MARKSMEN DAILY
BUSINESS
ICONS OF INDIA 2023™
2ND EDITION

24 MARCH
2023

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THE INDIA GROWTH OPPORTUNITY

There is an almost imperceptible shifting in the sands across India's business landscape, with multiple factors at play. To name but a few, these are the ripple effects of a once-in-a-generation pandemic, the existential threat of climate change, socio-economic and geopolitical strife roiling societies and economies, and severe inflationary pressures in some quarters. Together, these driving forces are reshaping the perspectives of India Inc.'s leaders and rewriting the playbook for corporate success in the 21st century.

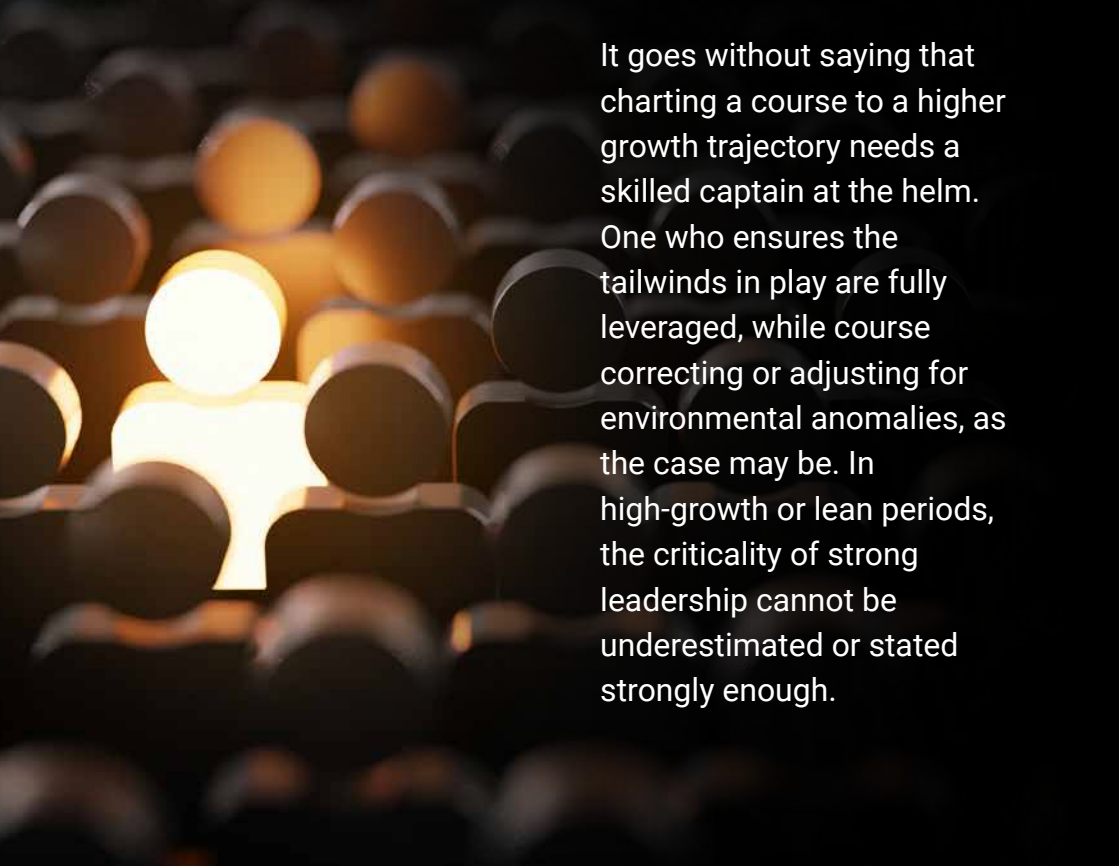
And yet, where uncertainty looms large, there are opportunities to be unearthed too. Industries and sectors that might have previously flown under the radar now start to grab the spotlight, offering growth opportunities for savvy leaders and organisations to sow best-laid plans for the future, and reap the rewards of this

foresight. Indeed, even as a slowdown has hamstrung economies the world over, the India growth story remains strong, with the country on track to become the world's third largest economy by 2027, surpassing Japan and Germany. India is already the fastest-growing economy in the world, having clocked **5.5%** average **GDP growth** over the past decade. IN particular, three megatrends—global offshoring, digitalisation, and energy transition—are setting the scene for unprecedented economic growth in the country of more than 1 billion people.

Inevitably, the eyes of industries and organisations the world over then turn to India as a once-in-a-generation opportunity starts to take shape.

LEADERSHIP

A CRITICAL SUCCESS INGREDIENT

A crowd of people is shown from behind, with one person in the center glowing brightly, symbolizing leadership. The background is dark, and the crowd is composed of many silhouettes, with the central figure being the only one illuminated.

It goes without saying that charting a course to a higher growth trajectory needs a skilled captain at the helm. One who ensures the tailwinds in play are fully leveraged, while course correcting or adjusting for environmental anomalies, as the case may be. In high-growth or lean periods, the criticality of strong leadership cannot be underestimated or stated strongly enough.

This is where the importance of the C-suite comes to the fore. Modern leaders have a critical role to play in co-creating meaningful value with and for all stakeholders and society, creating a win-win situation that ensures growth is sustainable and inclusive, leaving no one behind. The many hats a modern leader must wear - that of a visionary, a growth architect, a coach, or a catalyst - make them a critical driving force for good.

Studies reveal that the C-suite's moves account for as much as 45% of a company's performance, but scaling the leadership summit can often be a Herculean, thankless task. Just three in five newly appointed CEOs live up to performance expectations in their first 18 months on the job, perhaps a consequence of the high standards and widespread expectations of a swathe of stakeholders ranging from directors, shareholders, customers, society, and employees. This brings every move that the leader makes under intense scrutiny, something that can make or break the organisational, industrial, or social fabric.

In this changing milieu, a cross-section of leaders from across India's corridors of power have stepped up and revised not just their organisational priorities, but also their organisational purpose. In a period of rapid change and glorious uncertainty, the **Business Icons of India** have provided a sense of direction, as the most influential voices of industry shaping a new wave of growth. Rather than being confined by traditional styles of leadership, these trailblazers have unlocked value by being in service of diverse stakeholders, acting as a strategic, cognitive, and emotional bellwether for their flock.

These are the leaders that embody an altogether new vanguard, demonstrating not just a commitment to growth, but also empathy, compassion, collaboration, innovation, and a holistic self-awareness that has served them well. The achievements of the **Business Icons of India** are commendable, and fundamental to the accomplishment of greater objectives for the greater good. We believe that their feats will serve as markers for what companies need to do to confidently navigate towards, and conquer, the next frontier of growth.

SHAPED BY RIGOROUS RESEARCH

This unique initiative has been shaped by insights gleaned from an industry-wide consumer study conducted by **LeadCap Ventures**, with leaders appraised on the following parameters:



Vision & mission



Organisation performance



Adaptability



Stakeholder reviews



Innovative thinking



Leadership capabilities



Peer network influence



Personal imagery and perception



Employee engagement



Future outlook

AGENDA

10:00am	Registrations
10:30am	Welcome Address
10:40am	Opening Remarks
10:45am	<p>Fire-side Chat: Tales from the Start-up Trenches</p> <p>The year 2022 proved to be a year of market correction for the Indian start-up ecosystem, which was reeling from macroeconomic headwinds. Investors became wary due to the global economic slowdown and high inflation, resulting in the onset of a funding winter. When compared to the previous year, total funding for Indian start-ups fell by 38.4% in 2022. Despite a funding shortfall, layoffs, and shutdowns, the country produced 21 unicorns in 2022, breaking the 100 unicorn barrier. In this session, we will have a candid conversation with founders and investors to understand the current fund-raising scenario, the challenges opportunities, and trends for 2023. We will also discuss:</p> <ul style="list-style-type: none">• Importance of value creation over valuation for long term sustainability of the business.• Potential checklist any entrepreneur should be working through as they take the big leap of starting their own business.• What are the investors betting on following a difficult year for the start-ups?• Managing the founder and investor expectations
11:15am	<p>Empathy: A modern leaders' imperative</p> <p>More often than not, it is the top management that set the tone for how employees get treated in the organisation. And, in order to keep the workforce engaged, productive and motivated in the workplace, it is important that the senior leadership demonstrates empathy. In this session we bring senior leaders from various industries to discuss the importance of empathy in the modern workplace. How easy is it to practice and develop empathy in an organisation? How can leaders embed empathy within the culture of the organisation? How can leaders strike the right balance between empathy and accountability in today's ever evolving workplace?</p>
12:15pm	<p>Keynote Address: India: The new business destination for the world</p> <p>According to the World Bank Group's Ease of Doing Business (EoDB) Index, India ranks 63rd out of the 190 countries considered. Although India has improved significantly since ranking 142nd in 2014, much more needs to be done to make it one of the most appealing destinations not only for investments but also for doing business. In this session, we will talk about the government's EoDB initiatives, which help to create a favourable business environment in the country.</p>
12:30pm	<p>Felicitation Ceremony: Business Icons of India 2023</p>
13:30pm	Lunch and Networking

MEDIA COVERAGE

TELEVISED ON ZEE BUSINESS



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PRESS RELEASE

NEWSHOUR

BUSINESS ICONS OF INDIA 2022

Iconic, indomitable, innovators: Business Icons of India 2022

Effective leadership is what separates the boys from the men. Without a dependable and resourceful captain at the helm, the most talented organisations, like COVID pandemic, risk a major blow that brought out the best of us. Needless to say the 'winners' of all inventors and innovators, but it has also highlighted the resilience and capabilities of India's business leaders.

A paradigm shift in thought and work culture has presented a unique situation. The business sector is at a critical juncture which will determine the future of not only work but business opportunities and avenues for growth.

A select group of leaders have proved their mettle, standing tall and acting as beacons for us. Let their examples be, become as work ethics for the pandemic, or to come by going ahead their business hierarchy on the work adapting to the emerging conditions that have reached the right to be recognised as icons in their own right.

New initiatives, in partnership with Commerzify and Zee Business, has announced the accomplishments of these trailblazers with the Business Icons of India 2022 Awards. The trailblazers honoured with the awards included:

Business frontmen and women prove their heavy mettle

Business icons of India, 2022 offered business leaders an era of a world platform that gave the trailblazing efforts of their industry the stage it deserves.

PANEL DISCUSSION
"Navigating the Storms of Leadership"

The changes wrought by the pandemic might have been born out of necessity, but it has equally defined innovation and corporate responses that have shown great promise and led us to a new era. These are changes that we see in, but a July is a time to celebrate opportunity, to reaffirm business, and embrace the very future and source of leadership.

A few select leaders across industries have acted the go-to expert opportunities, presented by the circumstances facing us, among their mettle and emerging as icons of their respective domains. For upcoming executives, the accomplishments of these new-age leaders were celebrated and lauded in Business Icons of India 2022, a gala event that revealed the heroes in which they have walked conviction and resilience, the way to success.

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A business spirit of a champion, always willing to try to be the best, their business, means great is a business, a leader is always the result and shape of change needed. The leaders recognized for strong change, and supporting it, included:

BW BUSINESSWORLD

There is Excitement For New-Age Businesses

Chief AMC and Space World Group deliberate on key industry trends and what lies ahead in 2022

The Indian electronics manufacturing industry has grown by leaps and bounds. Last year we witnessed over 1,000 new models worth over USD 10 bn, nearly 50% of the value of India's total in 2021.

Also there has a deep market for smart devices, growth, IoT and smart investments. There is a potential for new-age businesses to emerge and flourish in the Indian market. To that, we have extensive investments in the field of AI, it is a key to success. It is a key to success. It is a key to success.

Some new-age business models will allow the industry to grow and continue to be a market leading.

Electronic devices are changing, with many industries providing a high-end experience in many countries. The industry will continue to grow, and we will continue to be a market leader. We have seen a lot of new-age businesses, and we will continue to be a market leader.

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GLIMPSES OF PAST EDITION



ABOUT TEAM MARKSMEN

Team Marksmen's mission is to help organisations and leaders from across sectors create impactful change that matters. Our work stems from a holistic understanding of every client's personalised context, unique requirements, sector dynamics, and macroeconomic environment. This allows us to create brand solutions and bespoke industry-centric knowledge platforms that resonate with audiences, thereby helping advance the practice of management.

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