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DAILY.com

Presents

★ ★ ★
MOST
PREFERRED
HEALTH & WELLNESS
BRANDS 2022 **3RD EDITION** TM

23 DEC.
2022

SAHARA STAR HOTEL, MUMBAI



Presented by

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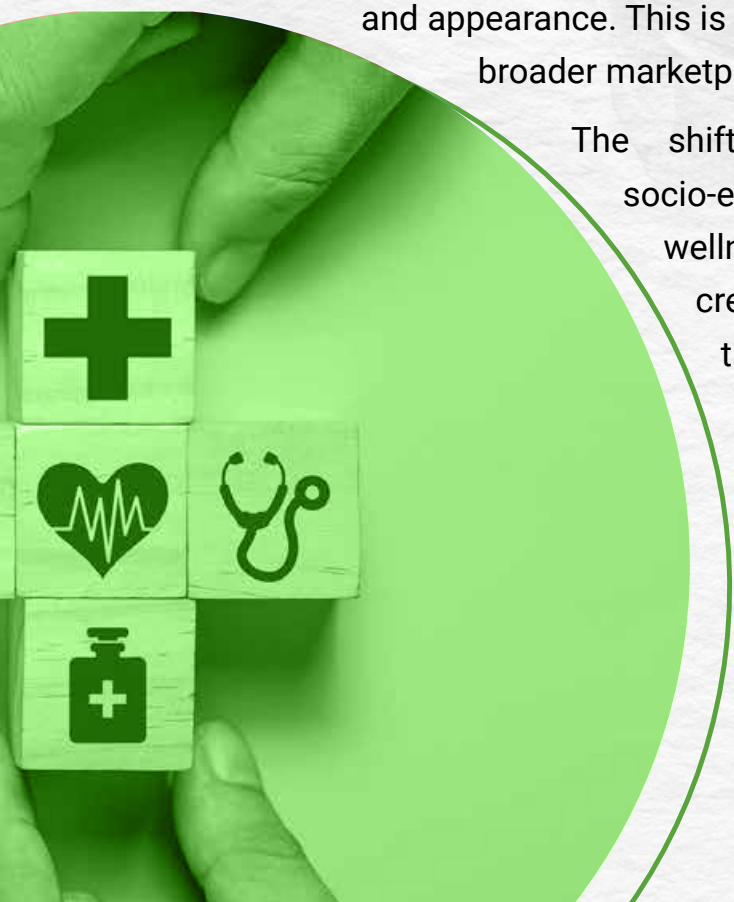
TEAM MARKSMEN

THE MODERN-DAY BRANDING IMPERATIVE

The concept of wellness has been around for a long time in the Indian subconsciousness (think Ayurveda, yoga, and more), but it has become increasingly important in recent years. If FICCI's latest estimates are to go by, the health and wellness industry is valued at a whopping **₹490 BILLION**, and expected to exhibit a CAGR of 5.45% during 2022-2027. Even at a governmental level, the institution of the Ministry of AYUSH (Ayurveda, Yoga, Unani, Siddha, and Homoeopathy) is indicative of this move towards boosting the health and wellness market in India.

Perhaps the most important driver for this shift is the perceptible change in people's attitudes towards health in the wake of a global pandemic. Consumers are beginning to understand the benefits of preventive healthcare and overall well-being, and viewing health and wellness through a much broader and more sophisticated lens, encompassing not just fitness and nutrition, but also overall physical and mental health and appearance. This is also reflected in the choices now available in the broader marketplace.

The shifting sands of consumer preference and socio-economic trends has made the health and wellness industry sit up and take notice, leading to the creation of products and services that encapsulate the true meaning of wellness — self-care for the mind, body, and soul. The **Most Preferred Health & Wellness Brands** shines a spotlight on the brands at the vanguard of this change, and salutes their achievements in an exclusive felicitation ceremony that brings together doyens of the industry.



A RESEARCH-BASED INITIATIVE

This one-of-a-kind initiative draws insights from a study conducted by our partner, Allegiant Market Research, with brands appraised on the following parameters



ADVOCACY



CONSUMER PERCEPTION
AND EXPERIENCE



BRAND APPEAL



INNOVATION



CONSUMER DEMAND
- ONLINE AND OFFLINE



RELIABILITY QUOTIENT



AGENDA

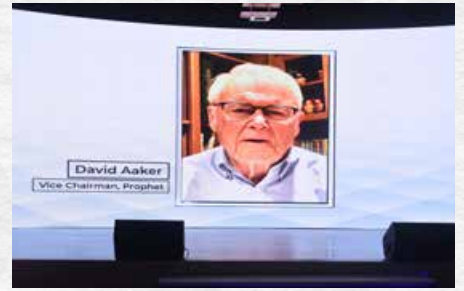
TIME	SESSION
14:45pm	Registrations
15:05pm	Welcome Address
15:10pm	Opening Remarks
15:15pm	<p>NAVIGATING THROUGH ADVERTISING AND MARKETING CHALLENGES ASSOCIATED WITH THE HEALTH AND WELLNESS SECTOR IN INDIA</p> <p>Marketing and advertising with regards to the health and wellness sector are extremely complex. Due to the stringent norms and regulations, marketers may not be able to apply traditional marketing and advertising techniques to promote their brand. We bring together marketing leaders from health and wellness sector to discuss the various challenges faced by them and how they overcome these bottlenecks</p>
15:30pm	<p>SHAPING PATIENT EXPERIENCE TO MAKING YOUR BRAND STAND OUT</p> <p>The Indian health and wellness sector witnesses a fierce competition with the emergence of new players. Patients have become ever more empowered making health and wellness branding ever more important. In this session, we bring together leaders to discuss how organisations can create effective brand strategies to enhance patient experience? How branding builds loyalty at every stage of the patient journey? How can marketers create a differentiation and make the brand stand out?</p>
16:00pm	Recognition of Most Preferred Health and Wellness Brands 2022
16:45pm	Networking and High Tea

PAST EDITION

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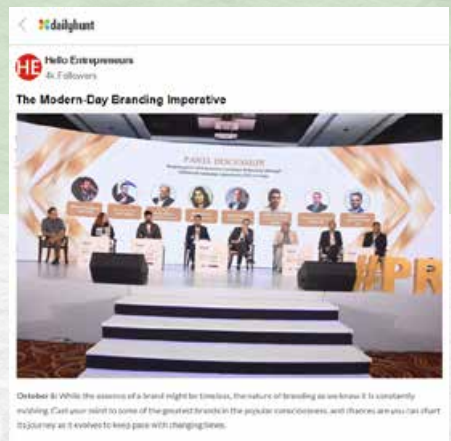
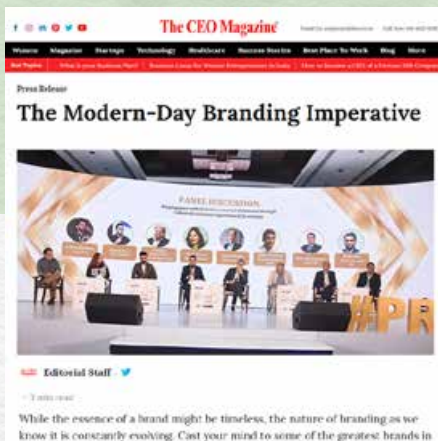
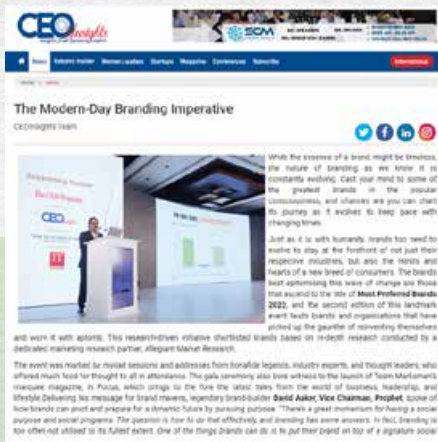
 DESH KI SEHAT DESH KA NAMAK	 edible oils and foods	 BOWEL REGULATOR	 love begins with you.		
		 Sar'utha ke jyo!			
					
	 Always Trusted	 THE COMPLETE LOGISTICS SOLUTIONS Distribution Redefined	 PUNE INSTITUTE OF BUSINESS MANAGEMENT	 energising lives	
		 Better by Design India's No.1 Windows & Doors Brand	 INTEGRATED SOLUTIONS Excellence Every Time		
			 PERSONALISING TECHNOLOGY	 BE THE MOMENT	
	 ARUP RUSTUMJI & CO. LTD. SUSTAINING SUSTAINABILITY			 INDIA KHUSH HUA	
					
	 A PROMISE FOR POWER				
					
					
					

GLIMPSES 2022



POST EVENT COVERAGE

PRESS RELEASE



CANDID CONVERSATION



Ashish Himthani

Head Customer Experience & Quality
Tata CLiQ



Subhra Bardhan

VP & Head - Consumer Insights & User
Research, Kotak Mahindra Bank



Meghna Peer

Chief Marketing Officer - India & South
Asia, Newell Brands



Krunal Desai

Director Marketing, ZEE5 Global



Suraj Dodeja

President, Vashi Integrated Solution



Alok Lall

Executive Director and National Head of Advertising, McCann World Group



Sudhanshu Pandey

India Actor & Singer

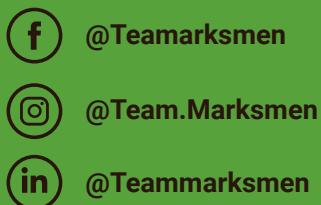
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ABOUT TEAM MARKSMEN

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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