



BRANDS EMBRACING NEW GROWTH LEVERS



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RADICALLY REIMAGINING BRANDING

With the brand landscape evolving dramatically, the **Most Trusted Brands of India 2023** epitomise a new vanguard of brand leadership

In recent years, as consumers looking to adopt brands that resonate with their own personal values and sense of purpose, building a differentiated brand has taken on greater importance than ever before.

A clutch of eminent brands have realised this shifting of the sands, and reshaped their core proposition to build authentic, credible, and trustworthy brands. These are the Most Trusted Brands of India 2023, reigning supreme in the hearts and minds of consumers and embodying the spirit of brand purpose.

This research-based industry initiative by Team Marksmen celebrated brands worthy of this accolade by using multiple parameters, with an exclusive galaxy of brands recognised.

- AkzoNobel India (Dulux)
- Amulya Mica
- Avery Dennison India
- BIRLA HIL PIPES
- Clear
- CP PLUS
- Dr. Ortho
- Duroflex
- East West Pharma
- Enamor
- EQ India
- Fenesta Building Systems
- Fossil
- Gemini oil
- Granules India Limited
- GreatWhite Electricals
- Haier Appliances (India)
- Hettich India Private Limited
- Hitachi Energy
- IIFL Finance
- Indian Bank
- Intervalve Poonawalla
- Kaya Limited
- Kisan
- KONE Elevators India
- Kotak Mahindra Bank
- Listerine
- LUX COZI
- Macmillan Education India
- Motorola



BUILDING SOLUTIONS FOR A BETTER PLANET

Aditya Khemka, MD, CP PLUS, elucidates how the brand has devised solutions by leveraging progressive technologies and breakthrough innovations



THE DEMOCRATISATION OF SECURITY AND SURVEILLANCE

Surveillance and effective security were once deemed a luxury that only the rich and privileged could afford. Not even 15 years ago when we started out, adding a set of 4-8 CCTV Cameras to your property meant spending lakhs. Being so expensive, they delivered the freedom of security only to a handful.

Recognizing that surveillance and effective security were soon to be the necessity of the masses, I built CP PLUS with the foundation of making security more and more accessible. Over the years, we have accomplished a great deal in developing CCTV cameras that have the most advanced features and still are cost-effective. Adding value for money, we have been determined on flooding the Indian market with stand-alone cameras that have been integrated with multitude of advantageous services and functions. Our home security product line is being designed using the Internet-of-



Things, which has the power to revolutionize the entire industry.

We are rapidly strengthening the capabilities of our products to deliver much more than expected. One camera or just a Video Doorbell can make your home smarter now. Reducing false alarms, we are focused on introducing technologies that keep you alert only when the need occurs so you can enjoy unparalleled security in your home or be in total control of your home even when you are away.

Moreover, empowering Indians everywhere with a sense of security they can depend upon, CP PLUS is a pioneer Indian brand, working to provide not just physical safety but an enhanced standard of living to the global population.

Recognizing that people from all walks of life require a security system they can rely upon, CP PLUS stands committed to keep on developing better, more advanced, and yet more economical solutions to cater to the needs of Indians everywhere.

FOCUSED FUTURE GROWTH AREAS

Under the guidance of the Hon'ble Prime Minister, India is flourishing and we are not just witnessing growth but rapid infrastructural development. The move towards developing sustainable infra and creating smart cities is also stimulating the surveillance and security industry. Not just physical security, the need for automation is emerging even in the remotest corners of the country.

Understanding that only an Indian brand can truly cater to the varied Indian requirements, CP PLUS carries the trust of many national institutes and agencies including the Indian Railways, Navy, & Law Enforcement Agencies. From providing security at critical locations to enabling the public with better, smarter living in their homes and offices, there are many projects in the pipeline through which CP PLUS aims to grow hand in hand with the community.

We are also eager to reap the benefits of IoT and AI-powered solutions which have the potential to reshape the way we live and do business. These emerging technologies have huge potential to enable the middle class to enhance their standard of living. And we are focused on penetrating deep into the real Bharat to ensure that Indians everywhere have the access to technology that can transform their lives.

Moving in the direction of making India completely Atmanirbhar, we are also building alliances with Western chipset makers to produce special chipsets for CP PLUS under an ODM relationship with the long-term goal of packaging chipsets locally in India only.

Moreover, with our in-house R&D and production under the Make-in-India initiative, we aim to generate more and more employment opportunities to help India become truly self-reliant. While, at the same time, helping to improve the quality of the Indian workforce through conducting regular training programs across the country.

With the spreading awareness about revolutionary solutions such as advanced floodlight cameras, IoT Cloud-based Wi-Fi Video Doorbell, Sensors integrated with AI-based human, etc. filtering that we are producing, people from every walk of life have started to realize that the dependability of an efficient security system stands unmatched. And that is another big driver of growth for us.

BRAND EDICTS



JEAN-CHRISTOPHE GOUGEON
Director and Chief Marketing Officer, Sharekhan by BNP Paribas

At the first instance, when someone buys a product, when you buy a service, or open an account, at the minimum a brand needs to ensure that what you deliver is in line with what you say. It seems to be obvious, but nowadays, we see many brands speaking loud and clear, but in fact, consumers are often disappointed at the beginning as their expectations are not met. This is a very important topic to get right, even in 2023.

People are often looking for meaning, not brands. They want authentic messages, brands, and interactive communication that allows them to get involved. It's not just about Big Data, it's also about emotional data. Today, we speak a lot about insights, but for me the true data is the data of the soul, that no one is telling you, and large research companies can't get to. The truth is, when you go to the absolute bottom of the ocean of human emotions, we are all the same.



JOSY PAUL
Chairman and Chief Creative Officer, BBDO India

CO-FOUNDERS DESK: INDUSTRY VIEWPOINT



RAJESH KHUBCHANDANI



AKASH TIWARI



SHARAD GUPTA

India's branding landscape has thrown up fascinating perspectives on the importance of sustained marketing investments, adopting technology, pursuing purpose, and so much more. Together, these factors can be a catalyst for brands to deliver business success in 2023, even amid global headwinds. The Most Trusted Brands of India 2023 represent a new wave of change of brands that are smartly investing in their future while understanding what it takes to fortify their position today. Their successes speak for themselves, and we are delighted to celebrate their achievements.

Brands are so much more than a collection of features and benefits. They are a critical part of our lives and cultural fabric, and as the marketplace gets crowded and competition becomes fierce, custodians have realised that trust is a key differentiating factor that can build a moat around the brand's bottom line. The brands recognised as Most Trusted Brands of India 2023 understand and epitomise this fully. Their ability to deliver on promises, create unparalleled consumer experiences, and provide value to customers consistently has seen them earn this one-of-a-kind accolade.

The year ahead serves as something of an infection point for brands seeks to deepen their standing in the Indian market. By striking a balance between investing in measures that drive the more long-term strategic goals and embracing more experimental, engaging experiences that lay the groundwork for that bright future, The Most Trusted Brands of India 2023 have created a blueprint of success for others to follow and aspire to. We salute their spirit of resilience and progressiveness.

A FORMULA FOR LEADERSHIP SUCCESS

Yohan Poonawalla, Managing Director, Poonawalla Group, talks about how the brand has driven growth through diverse initiatives, as he looks to future horizons

We believe in continuous improvements so as to match latest market trends and be in line with global standards while fulfilling customer requirements.



This year 2023-24 shall be an exciting year for us as we shall be moving many miles further by adding our new manufacturing facility. Management and key department heads are working together in sync on common organisational goals. Our aim as a company is to jointly work towards our goals. Our team is determined and positive which is the most important aspect of our achievement.

For The Poonawalla Engineering Group, giving back to society is equally important, for many years the group has supported and provided growth to the Leprosy Committee by outsourcing the manufacture of some of Intervalve Poonawalla's components creating a skill set for the people to uplift their livelihood beside other charities such as schools, gardens and hospitals.

"We make a Living by what we get, But we make a life by what we Give"



The Poonawalla Engineering companies, viz. Intervalve Poonawalla and Elomatic, are committed to maximising customer satisfaction by providing quality products, services, delivery and an environment that has an impact on our society as well as on the business. We continuously strive for the growth of our customers, employees, and society with passion, perfection, and performance.

Our endeavour is to exceed customer expectations in terms of solutions to Oil & Gas, Refineries, Petro-chemicals, Minerals, Metal & Mining, Steel, Power, Pharmaceuticals, Paints, Fertilizers, Specialty Chemicals, Water treatment segment, and other key process industries throughout the globe.

We have enhanced our new ranges with certifications and manufacturing capabilities.

DIGITAL TECH TO BOOST THE FUTURE OF PAINTS

Rajiv Rajgopal, MD, AkzoNobel India, outlines how collaborative innovation, disruption and digitalization will be the key to success



At AkzoNobel, we supply the sustainable and innovative paints and coatings that our customers, communities – and the environment – are increasingly relying on. With innovation being our DNA since two centuries, our world class portfolio of brands, including Dulux in the decorative paints segment, is trusted by consumers in more than 150 countries.

While young demographics and rising urbanization are driving the growth in India – one of the biggest decorative paints markets globally - increasing number of internet users are transforming the way brands are delighting their consumers with the power of digital tech. At Dulux, we know that a fresh coat of paint renews more than just walls. It empowers people to flourish through colour. Homes are no longer just living spaces, but an expression of self-identity and creativity.

Embracing expectations of modern consumers, a digital-first approach is driving communication on our water-

proofing range. Similarly, making purchase simpler and more convenient for our millennial consumers, Dulux Simply Refresh (a disruptive range of Do-It-Yourself paint solutions) was first launched on e-commerce. Not just externally, digital tech is enhancing the experience for our painters and channel partners while empowering them with real time tools.

The reality is that whatever industry you are in, the biggest change will most likely come from outside. Collaborative innovation, disruption and digitalization will be the key to success. With India's startup ecosystem being the third largest in the world, we launched Paint the Future – the first in industry collaborative innovation challenge with Indian startups by AkzoNobel. In partnership with our two winning startups, we are already developing solutions to accelerate digital CX that will further boost the magic of Dulux and unearth new value for Indian paint consumers. A digital future awaits us. In turn, Dulux is ready to paint the future.

A TRANSFORMATIVE GROWTH STORY

> **Dr. Krishna Prasad Chigurupati, Chairman and MD, Granules India, speaks of how persistence, innovation, and excellence in execution laid the groundwork for sustained growth**

THE BRAND STORY, AND STRATEGIC GROWTH LEVERS

Healthcare is a noble profession and Granules is helping solve healthcare challenges of humanity. Sector wise, healthcare is assumed to be of secular growth; however, pricing remains a concern. Generic players, like Granules India, help solve such affordability issues by providing inexpensive medicines. New geographies, new products, new solutions are the drivers for our growth.

Granules is a leading pharmaceutical manufacturing company known for quality products and innovation. We have a global presence and are a fully integrated pharma manufacturer. Our success is based on manufacturing excellence and cost leadership, built around our molecules, and we have a solid track record on quality, compliance, and EH&S.

We are now ready to turn a new leaf in our journey and set to transform our business and take it to the next level. Our strategy going forward focuses on three strategic levers.

The first one is **strengthening the core** by building on our efforts around efficiency, cost leadership, mitigating supply chain risks, growing market share, and moving up in the value chain across select markets.

The second strategic lever is **innovation and R&D** across our entire value chain from finished **formulations, API**, and going all the way back to **chemical intermediates** by reimagining chemistry through innovative technology platforms that we are building.

The **third part** is to create a **strategic lever through a sustainability** play through our partnership by Greenko for Green Pharmaceutical Products, a one-of-its-kind initiative. The initiative aims to

achieve the twin goals of **healthy people and a healthy planet** by using green energy, **green energy** enabled **industrial feedstocks** and creating a **circular economy around our products**.

LEVERAGING TRANSFORMATIVE INNOVATIONS

The last two years taught us to work even harder towards creating consistent value for our stakeholders.

The pandemic-induced disruptions tested our mettle and only those organizations that have strong fundamentals, resources and focused and far-sighted planning thrived through the challenge. Technology has played one of the most crucial roles in the overall advancement of the drug manufacturing process.

We are undergoing transformation to achieve excellence in science, technology, and innovation. Our approach aims to develop technological platforms in chemistry and biotransformation to boost the innovation engine and bring innovative offerings for our customers.

We are also leveraging our technology alliances to achieve backward integration for some of the key raw materials, including PAP and DCDA, employing innovative routes and process technologies, and focusing on manufacturing quality with sustainability at the forefront by using novel approaches and procedures.

We will be using technology platforms, coupled with innovation in reuse and recycle of by products, with almost no generation of waste, reimagined manufacturing platform using minimum resources of energy, development of "eco-green" process development.

LABELLING IT THE RIGHT WAY! THROUGH INNOVATION & SUSTAINABILITY

> **Saurabh Agarwal, Vice President & General Manager - Label & Packaging Materials, South Asia, Avery Dennison, identifies how savvy innovation has catalysed growth**

Avery Dennison is a global materials science company that has been at the forefront of innovation in its industry for many years. During our journey in India, we have been creating possibilities in several areas to innovate and trigger the next wave of change. A few of them are:

INTELLIGENT LABELS: These labels use radio frequency identification (RFID) technology and sensors to track products through lifecycle. From start to end. This technology allows the brands to gain real-time insights while enabling track & trace, supply chain efficiency, brand security and customer engagement. These can be used in various applications, including food and beverage, healthcare, and retail.

SUSTAINABLE MATERIALS: Our organization has been heavily investing in creating more sustainable materials to reduce the environmental impact of the industry products. We have been focusing on using thinner materials without any performance impact overall. We are focused towards developing label materials that are made of recycled content and other sustainable alternatives.

Additionally, our sustainability led product portfolios, Cleanflake & Wash Off solutions, help promote circularity within industry. We also consciously make an effort to promote FSC certified material sources in our range of products.

DIGITAL PRINTING LABEL SOLUTIONS: To cater to new age small batch, niche packaging needs, we have crafted an exclusive portfolio for catering to faster turnaround times and brands' customization needs. It also adds to our sustainability goal by using fewer resources than traditional printing methods.

At our newest manufacturing site in YEIDA, Greater Noida, we have adopted **Industry 4.0 automation**. This has resulted in higher production capabilities for us thereby giving us a significant headway in serving the Indian market in the best way.

Additionally, we are also leveraging technology in our employee practices too. For the last two years, we have been using a virtual assistant to gather employee sentiments and capturing feedback to further improve our employee engagement levels. All these progressive adoptions and many more in the making is what creates a stronger foothold for us in the market and enable us to serve our customers better in all aspects.



COMMITTED TO CUSTOMER-CENTRIC INNOVATION

> **Anika Agarwal, Chief Marketing and Customer Experience Officer, Orient Electric, reveals how investing in innovation and customer-centricity has driven the brand's growth**



With consumer needs and preferences changing fast, it is a brand's ability to listen to and engage with consumers which helps it to become and remain relevant and competitive. As a consumer-centric brand, we endeavour not just to adapt but to unravel and surface the latent consumer needs and meet them with apt solutions which make life simpler and experiences better. Our sustained focus on customer-centricity has enabled us to develop and deliver differentiated, first-to-market products in the recent times, such as EyeLuv series of health-centric lighting, energy-efficient fans & air coolers, silent Aeroseries fans, and MCBs with SDB technology, among others. A recent testament to our commitment to customer-centric innovation is Cloud 3 cooling fan with Cloudchill technology which can bring down air temperature by up to 12 degrees. This one-of-a-kind product has been much appreciated by the consumers. All these innovations are an upshot of our sustained investments in R&D and consumer insights.

We believe that the demand for energy efficient products will grow significantly in the future on the back of increasing consumer awareness and the Government's push for energy conservation. In this regard, we are continuously working towards bringing energy-efficient and cost-effective solutions for Indian consumers. Take for example our Lighting business, which is credited with many firsts in the industry, from being at the forefront of LED transition in the country, to being the first to receive BEE 5-star rating for LED bulbs. Similarly in Fans, we carry an extensive range of energy saving BLDC fans which promise up to 50 per cent savings on electricity bills for consumers. We also have a complete lineup of energy efficient air coolers and water heaters. Our product portfolio is centred around energy efficiency, and we will continue to expand it.

A TECH-FORWARD TAKE ON TRANSFORMATION

> **Susmita Nag, Marketing Head, Fenesta sheds light on how the brand has built a winning organisation on the strength of digital transformation and enhanced CX**

As Fenesta celebrates 20 years of window excellence it is heartening to see how the windows & doors landscape has changed since its inception. Fenesta is the pioneer in uPVC windows and doors in the country and over the years has also expanded its product offering in Aluminium windows & Doors and Solid Panel Door categories. The brand's continuous efforts and its innovative approach towards customer experience and personalisation, has helped shape the industry as it stands now.

One of the key areas where Fenesta has excelled is the use of digital to improve the consumer experience. Fenesta has invested heavily in technology and analytics to better understand consumer behaviour and preferences. This has enabled Fenesta to offer personalised recommendations to prospective customers and to design products that are tailored to their needs and geography.

Fenesta's digital marketing efforts have also been highly effective. The company has leveraged various channels such as social media, performance marketing, search engine optimisation, hyperlocal marketing and email marketing to reach out to customers and prospects. Fenesta has also created a highly engaging and interactive website on the "Mobile First Philosophy" that provides consumers with all the information they need to make an informed decision about their fenestration requirements. In addition, Fenesta has a tailor-made software for the manufacturing and CRM that further helps in enhancing the customer experience.

Another area where Fenesta has innovated is in the area of personalisation. The company offers a wide range of customisation options for its windows and doors, allowing

consumers to choose everything from the colour and finish to the type of glass and hardware. This level of personalisation has helped Fenesta to stand out in a primarily unorganized market and has been a key driver of its success. Also, Fenesta has integrated the WhatsApp for Business with its CRM system for making it easy for customers to connect with Fenesta's support team.

Fenesta has also developed an AR enabled mobile app that allows consumers to visualise how their windows and doors will look in their homes before making a purchase and a 360 VR walkthrough of signature studio to virtually preview the design. This not only helps the consumer to make an informed decisions but also makes the buying process more convenient for them.

Overall, Fenesta's innovative approach towards data, customer experience, personalisation, and digital marketing has helped the company to stay ahead of the curve in a highly competitive market. As the company continues to invest in new technologies and tools, it is well-positioned to continue its growth and success in the years ahead.



SMART SOLUTIONS FOR THE MODERN ERA

> **Amit Gossain, Managing Director, KONE Elevators India, pinpoints the intelligent and sustainable solutions that help provide a better quality of urban life**

KONE, a leading elevator and escalator company in India, has been investing heavily in technology centers in Chennai and Pune to focus on digitalization and IoT. KONE uses IoT technology for 24/7 monitoring and preventive maintenance to prevent system failures and entrapments. Our brand also emphasizes energy efficiency and sustainability, by introducing machine room-less and gearless elevators that save up to 80% energy consumption. At KONE, we are exploring the use of solar energy as an alternative power source for the elevators.



KONE India has installed the world's largest passenger elevator at Jio World Convention Centre - an epitome of our technology advancements. KONE heavily invests in after-sales service and maintenance, training technicians in Chennai, Pune, Gurgaon, and in collaboration with Chitkara University. We have formed a Technology and Innovation unit, combining Research & Development and IT functions and have partnered with IBM to use Watson IoT Cloud Platform and organized hackathon events to encourage new ideas and solutions.

SOLUTIONS POWERED BY TECHNOLOGY

> **Archit Gupta, Founder & CEO, Clear, highlights how technology has catalysed a paradigm shift in GST compliance**

The GST system is a dynamic law that has constantly evolved since its implementation in 2017. It has brought transparency to transactions and allowed the government to monitor and curb tax evasion at the source.

However, it created fresh challenges for taxpayers, such as reconciling GSTR-2B with the books of accounts to lodge eligible Input Tax Credit (ITC) claims, and nudging non-

compliant sellers to report invoices in time or not pay GST components of invoice unless the seller reported it.

Actions such as these take a huge amount of time and effort if done manually or using conventional methods such as Excel sheets. With our advanced end-to-end GST and MaxITC solution, taxpayers can perform advanced reconciliations between GSTR-2A or GSTR-2B, GSTR-3B and books at 3x speed. One can sort invoices at the seller level and use in-built communication tools to nudge sellers. Further, we enable auto-population of Table-4 of GSTR-3B based on the reconciliation of GSTR-2B with books, providing detailed calculations and documentation.

Clear solutions have a record of saving 24 person-days per GSTIN per year. Clear GST solution allows a business to save up to 2-7% in taxes with smart reconciliation and reports. You can claim 100% ITC every time to save an average of 4% GST.



SUSTAINABILITY AS A DRIVING FORCE

> **Manashwi Banerjee, Head of Communications, India and South Asia, Hitachi Energy, expounds on the strategic nature of sustainability, and how it lies at the heart of the brand's purpose**

Hitachi Energy has placed sustainability at the heart of its Purpose - advancing a sustainable energy future for all. As electricity becomes the backbone of the future energy system, our technologies will be central in accelerating the green energy transition. Today, 30% of green power in India flows through Hitachi Energy technologies, and with greater electrification of industries, transport & infra this will only grow.

In keeping with our identity, we target 100% carbon-neutral operations by 2030 and towards this end power 100% of our shopfloors & offices with fossil-free electricity. Furthermore, we have taken various initiatives for water conservation to reduce freshwater consumption and installed efficient wastewater treatment systems at its manufacturing sites. We are also encouraging and enabling the eco-system around us to commit to sustainability - we are investing in training our suppliers and co-creating eco-efficient product lines with our customers.



BESPOKE SOLUTIONS FOR BETTER OUTCOMES

> **Sabarish Mohankumar, Joint Managing Director, East West Pharma, delves into how the brand has improved access to best-in-class medicines for all**

Manufacturing and marketing pharmaceutical products took on a new meaning in recent years, bringing with it recognition as well as responsibility. East West Pharma, due to its advantage of having its own plant, could tune in to trends and demands many drugs to meet the demands of a changed healthcare scenario.

The therapy group based SBU helped the company to tune the offering to emerging needs for each segment. The wide range of SKUs that the company brings out for each formulation has also been a differentiating factor with clinicians finding it easy to individualize treatment interventions. It is the overwhelming support and feedback of the medical fraternity that has helped the company chart a high growth trajectory.

For us, it has always been a work in progress. A lot needs to be done to help people live healthier lives amidst an alarming increase in non-communicable diseases. The pharmaceutical sector must play a critical role in ensuring that best-in-class products are made available to people, at an affordable cost.



THE CASE FOR AUTHENTIC BRANDING

> **Mohanraj Jagannivasan, CEO, Duroflex, outlines the changing contours of the industry and how the brand has navigated it**

Before we talk about changes in consumer behaviour, it is important to understand the changes in the environment which a consumer is. Today, the market is more cluttered than ever; There are multiple brands for each product, there are multiple channels to shop from, and there is information available at fingertips. Hence, the consumers have started searching for authenticity. To them, what a brand stands for matters as much as how good a product is.

More specific to our category, health and an active lifestyle weren't considered as important a decade ago as they are now. And because of that, sleep is getting its due importance. The medical community, gym trainers, dieticians – everyone we consult for better health – is throwing light on the importance of sleep. And that's how it's catching momentum.

However, there is a lot of information available on the internet and no way to filter authentic, real information. A lot of myths are making the rounds. But at Duroflex, along with world-class sleep solutions, we are also working towards spreading authentic information around sleep. As a sleep expert – it's our mission to spread awareness about sleep with authentic sleep facts and knowledge.



ENHANCING INDIA'S ENERGY SECURITY

> **Madhur Taneja, Chief Marketing Officer, Nayara Energy, underlines the key growth levers creating a long-term advantage for the brand**

Nayara's retail design philosophy is what sets the brand apart from its competitors. As a relatively young brand in the Indian fuel retail industry, Nayara has introduced several industry-first initiatives, such as Fleet Plus - India's first fully digital fleet loyalty program, free nitrogen services, and clean toilets, which were a first in the industry. The company takes pride in prioritizing clean and hygienic toilets, which has become an essential amenity for customers during their highway journeys. Nayara's philosophy meets international standards, ensuring that customers have a quick and convenient fueling experience.

Nayara is dedicated to enhancing India's energy security. Our refinery in Vadinar, Gujarat, is the second-largest single-site refinery in India, responsible for processing 8% of the country's crude oil. Nayara's extensive network of retail outlets provides customers with top-quality products.

With over 6,000 retail outlets, we are the largest network of private fuel stations in India, and we are set to grow by 50% and take our network to 9000 RO's by 2030.

The company's commitment to trust and exceptional customer service has been the cornerstone of its success. Nayara has consistently delivered on this promise through its strong network of channel partners. The company's fully automated network ensures that customers receive the highest quality and quantity of products every time they visit.

Nayara benchmarks its service standards against leading retailers across different industries to provide the best possible service to its customers. The ultimate goal is for Nayara to become India's most preferred retail network and the most trusted brand, and the company is dedicated to achieving this vision.



PURSUING A GROWTH MINDSET

> **Manmohan Awasthi, Group President - (Finance), Shirdi Sai Electricals Ltd. (SSE), highlights what were the opportunities used by SSE over the past few years, to revisit its business model or offerings?**

We are a leading player in transformer manufacturing and EPC services and have been expanding our product offerings to include energy-efficient technologies, such as Amorphous Metal Distribution Transformers, Large Power Transformers and High Voltage Distribution Systems. We have been recognized for our contribution to energy conservation, receiving the National Energy Conservative Award twice by President of India.

We have pursued inorganic expansion through strategic acquisitions, acquiring the manufacturing facilities of high-efficiency transformers and reactors from GE T&D India Limited and Prolec GE International to enhance the product offerings from 66 KV to 400 KV thereby strengthening the company's competitive position.

We have diversified into Smart Grids & Digitization technology for deployment smart meters renewable energy segment and our subsidiary, Indosol Solar Pvt. Ltd., has successfully bid for setting up a fully integrated 10 GW solar module manufacturing facility as part of the Production Linked Incentive scheme.

Our journey from a traditional transformer manufacturer to a major player in the energy sector is a testament of our founder MD Mr. VisweswaraReddy Narreddy's vision to become a national player in energy sector.



STEELED TO SUCCEED

> **Praveen Shrivastava, Chief of Marketing & Sales, Branded Products & Retail - FP-Tata Steel Ltd., breaks down the brand's journey**

Tata Shaktee, a flagship brand of Tata Steel, established in 2000, is India's leading brand in the roofing industry. Being an undisputed market leader, Tata Shaktee owes its success to innovative products and services, continuous nurturing of the distribution channel, and sharply focused and effective brand communication.

Tata Shaktee GC sheets gives more value for money and are the best choice for anyone looking for a product that will perform year after year. Additionally, the brand has been revolutionary for introducing trends in the industry like selling per piece, recommended consumer Pricing, first brand to print sheet thickness and the zinc coating in Grams per Square Meter (GSM) on the sheet.

Tata Shaktee is trying to maximize its reach and consumer convenience through use of multiple digital platforms. Tata Steel Aashiyana provides a digital avenue for consumers looking to buy roofing sheets online. Online booking counters assists consumers in remote regions where dealer stores are not available. Digital collaborations, digital influencer loyalty program, and social media marketing is now complementing the ATL marketing strategies for Tata Shaktee.



DELIVER RIGHT EVERY DAY AND IN EVERY CUSTOMER INTERACTION

> **Jaideep Arora, CEO, Sharekhan, explains what factors have consistently built the brand and the business over 2 decades**

As a full service stockbroker, Sharekhan offers customers an omnichannel approach, they can leverage the experience of our Relationship Managers to invest & trade or do it themselves. So from the get go since we built the business we were clear that for the brand to be successful we needed to have 2 pillars in place - having a clear core philosophy and ensuring that this is delivered across all our customer channels every day.

Sharekhan has been built and grown over 23+ years on a simple but important core philosophy of "what's not good for a customer will never be good for business". This philosophy applies far more in financial services than any other category, due to a customer's hard-earned money being involved. Delivering this everyday through our full-service broking avenues of Research, Relationship Managers, Branches and Trading platforms (Website, App, and Trade Tiger) is what helps us build customer satisfaction and thereby their trust in our brand.



ENROUTE TO EMPLOYEE EXCELLENCE

> **Anand Ramakrishnan, Managing Director, EQ India, details the brand's journey to becoming the fintech employer of choice**

Over the past few decades, India has built a strong reputation as a global talent hub for IT / ITES and EQ India also followed on the same lines. Today, EQ India is an indispensable part of EQ Group providing critical fintech services to the US and UK, and has grown by leaps and bounds over the last few years.

In order to continue this growth, we look at three indicators.

The first KPI is to look at EQ India's contribution to the EQ Group, beyond just labor arbitrage. EQ India has to deliver competencies, manage processes and drive efficiency & innovation, rather than just being a support center. Further, if we build competencies that are fungible across countries, we can provide interesting careers for our teams.

The second KPI is to act on the "Voice" of our Colleagues; our work environment should be a magnet to get us to work every day. To this end, we use a platform called Peakon, which captures the voices of our colleagues every month and is confidential. Peakon scores are part of every Manager's KPI and we continue to get better at ensuring our colleagues get the best they want out of EQ India

The third KPI is to deliver on our core values – namely Commercial, Collaborate, Improve, and Trusted. These are simple, yet powerful drivers.

In my opinion, we will continue to grow as a talent hub, as long as we do simple things right. And the above KPIs will help us do just that.



MULTI-FACETED INNOVATION TO THE FORE

> **Sambeet Das, President Sales & Marketing, MSP Steel, elaborates the brand innovations that ensure it stays at the cutting edge**

Over the last couple of years, MSP has rolled out multiple initiatives in line with its Core value of Innovation to aggregate incremental Brand equity.

- The introduction of an aggregate product basket of TMT bars, structural sections, and pipes under one roof enables our channel partners to cater to the respective markets through a single window operation
- We have rolled out product innovations in the TMT Bars segment, such as introduction of CRS Bars exclusively for the infra project segment and the Power Flex 550D DIAMOND CUT Bars for the premium home builder segments
- Our product innovations in the structurals segment includes new sections in the light, medium, and heavy segments catering to multiple industry segments. This takes our offering to above 50 sections, a significant feat in the segment
- Bonding programs for the Channel as well as the influencer segments focused on lifetime reward validities coupled with engagement and skill development modules
- We have adopted a 360° approach to communications, with award winning campaigns and one of the highest follower bases in the digital segment
- A shift from a product-based market offering to a service and delivery oriented market offering enables mutually beneficial association among key stakeholders in the sales funnel

Innovation is at the core of all our initiatives, and we aspire to drive a strong sense of customer focus at every strata of our organisation.



THE FOUNDATIONS OF A BETTER TOMORROW

> **Shrivallabh Goyal, CEO & Whole Time Director, Reliance MET City, sheds insights on the key innovations embraced by the integrated township**

Reliance MET City is gold rated by Indian Green Building Council (IGBC) for sustainable urban development. Multiple uses of technology are being done as part of its development e.g.; LED lights for streets with NB-IoT technology, integrated command & control centre to manage safety and surveillance of the city and hosting smart solutions for disaster management, water Treatment with UF Based Technology and Smart Metering. MET City is committed to environment and promote sustainable development. 27% of our annual energy requirement are met through Solar Power. We are also developing Miyawaki forest in the city creating biodiversity and restoring balance in environment and encouraging various species of the fauna to thrive within the city.



22 JUNE 2023
THE SAHARA STAR

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In recent years, workplace norms and practices have been reimagined. Right from a flattening of hierarchies, to prioritising purpose, pursuing performance through people, being flexible, interacting with customers digitally, and much more, changes that seemed impossible have become commonplace. A few forward-thinking organisations have epitomised this, and are poised to shape new growth narratives. Taking a rigorous research-based approach, the 3rd edition of Most Preferred Workplace recognises and celebrates these changemakers.



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LOCUS OF LEADERSHIP

> *The Business Icons of India 2023 represents a clutch of extraordinary individuals at the vanguard of new-age leadership*



India Inc. stands at a critical inflection point, with a perfect storm in the offing that will test even the most skilled of industry leaders helming the organisational ship. Fast-changing macroeconomic environments, unprecedented supply chain pressures, geopolitical pressures, and the changing nature of the workplace as well as our relationship with it are just some of the distinct forces reshaping our understanding of industry and society.

For leaders to be effective in the near, medium, or long-term, we need a new cadre of leaders who can take on the unprecedented challenge of building resilient, future-ready organisations across India.

The Business Icons of India 2023 is a shortlist of this exclusive ilk of change-makers. Those setting new benchmarks of excellence include:

- Alok Tandon, Co-CEO, PVR Ltd.
- Amit Chopra, MD India and South Asia, Thermo Fisher Scientific
- Amit Gossain, MD, KONE Elevators India
- Ashok Ramachandran, President & CEO – India & South Asia, Schindler
- Bhargav Dasgupta, MD & CEO, ICICI Lombard
- Colonel Chandhoke, MD, Victorinox India
- Dheeraj Arora, CEO, Hygienic Research Institute Pvt Ltd.
- Dinesh Aggarwal, CEO, RR Kabel
- Dr. Arika Bansal, MD, Eugenix Hair Sciences
- Dr. Pradeep Sethi, Chairman, Eugenix Hair Sciences
- Gautam Boda, Vice Chairman & MD, J.B. Boda Group
- Gautam Khanna, CEO, P.D. Hinduja Hospital
- Girish Kousgi, MD & CEO, PNB Housing Finance Limited
- Jayashree Vaidhyanathan, CEO, BCT Digital
- K. Narender Reddy, CEO, Natural Remedies
- Lingraju Sawkar, President, Kyndryl India
- Manish Jha, MD, Briisk Ltd.
- Ramesh Kumar Mutha, MD, Mohan Mutha Exports Pvt. Ltd.
- Priyavrata Mafatlal, Vice Chairman, Arvind Mafatlal Group
- Sahil Jain, CEO – Hirschvogel Components India and Vice President, Hirschvogel Group
- Sanjay Koul, Chairman & MD, Timken India Ltd.
- Sanjeev Juneja, Founder, SBS Group of Companies
- Sanjiv Navangul, MD & CEO, Bharat Serums & Vaccines Ltd.
- Shivam Puri, CEO and Whole Time Director, Cipla Health
- Shri Shyam Sunder Beriwal, Chairman Emeritus, Shyam Steel Industries Limited
- Sridhar Dharmarajan, Executive VP & MD, Hexagon Manufacturing Intelligence India
- Supriya Badve, Executive Director, Belrise Industries Limited
- Vijay Chandok, MD & CEO, ICICI Securities
- Vikram Utamsingh, MD & India Leader, Alvarez & Marsal
- Vipul Mathur, MD & CEO, Welspun Corp Ltd.
- Vivek Kopparthi, Co-founder & CEO, NeoLight

SIGNATURE TRAITS OF MODERN LEADERS

> *Dheeraj Arora, CEO, Hygienic Research Institute, identifies the key mantras modern leaders must embrace to thrive*

As the business landscape continues to evolve rapidly, executives must stay ahead of the curve and adapt to the latest trends and strategies in leadership. When executives ask for advice on leadership these days, several key areas can help guide their approach.

Firstly, leaders must prioritize communication. Effective communication is key to building a high-performing team that can work together towards common goals. Leaders should focus on developing clear and concise communication skills that allow them to articulate their vision, provide feedback, and offer support to team members.

Secondly, leaders must embrace a growth mindset. Executives must encourage a culture of continuous learning and development within their organization. A growth mindset enables leaders to be agile and adaptable in the face of uncertainty, as they can quickly pivot and innovate to meet changing demands.

Thirdly, leaders must prioritize emotional intelligence. Emotional intelligence involves the ability to understand and manage one's own emotions, as well as those of others.

Fourthly, leaders must embrace diversity, equity, and inclusion (DEI) principles. As the world becomes more diverse, leaders must prioritize DEI efforts to create a more inclusive work environment.

Lastly, leaders must prioritize their own well-being. The demands of leadership can be intense and all-consuming, leading to burnout and other negative consequences. Leaders must prioritize self-care, which can involve setting boundaries, taking breaks, and seeking support from colleagues or mental health professionals.



CONNECTING THE LEADERSHIP DOTS

> *Gautam Boda, Group Vice Chairman, J. B. Boda Group, identify some of the key growth enablers leveraged for growth*

We believe that innovation and agility are critical enablers for growth in any industry, but particularly in insurance and reinsurance where customer needs and market dynamics can change rapidly. To this end, we have invested heavily in developing cutting-edge technology solutions and in fostering a culture of experimentation and adaptability. This has allowed us to quickly pivot and adjust our strategies in response to changing market conditions and customer demands.

We also recognize that our people are our most valuable asset, and we have worked hard to attract and retain the best talent in the industry. We have a strong focus on employee engagement, training and development, and creating a positive work environment that fosters collaboration and creativity. We believe that investing in our people not only leads to better business outcomes, but also helps us to build a strong and resilient organizational culture that can weather any storm.

Another key enabler for our growth has been our focus on customer-centricity. We understand that insurance and reinsurance can be complex and intimidating for many people, and so we have made it our mission to simplify the customer experience and to build trust and transparency in all our interactions. We have invested in digital channels and tools, like our recently launched web portal 'Walnut - Aap Ka Bima', to make it easy for customers to research, purchase and manage their various insurance policies, and we have implemented rigorous customer feedback mechanisms to ensure that we are continuously improving the end-user experience.

We have been able to drive and sustain growth in uncertain domestic and global scenario by focusing on innovation and agility, investing in our people, prioritizing customer-centricity, and forming strategic partnerships and collaborations. While we are proud of our achievements to date, we know that the world is constantly changing, and we remain committed to evolving and adapting our strategies to meet the needs of our customers and stakeholders.



INSPIRING A WAVE OF CHANGE

> *Dr. Pradeep Sethi, Chairman, Eugenix Hair Sciences and Dr. Arika Bansal, MD, Eugenix Hair Sciences, decode the central tenets of leadership*

Leadership is not about power or authority. It's about inspiring and empowering others to achieve their full potential. It's about setting a vision and direction, and then working collaboratively to achieve it. It's about creating a culture of trust, respect, and accountability, where everyone feels valued and supported.

Effective leadership requires a deep understanding of yourself, your team, and your environment. You need to be self-aware, empathetic, and adaptable. You need to be able to communicate clearly and listen actively. You need to be able to make tough decisions and take calculated risks. And you need to be able to learn from your mistakes and constantly improve.

Leadership is not easy, but it is rewarding. When you lead with integrity and purpose, you can inspire others to do the same. You can create a ripple effect that spreads beyond your immediate sphere of influence. You can make a difference in the lives of those around you, and ultimately, in the world at large.

So I challenge you today to embrace your leadership potential. Whether you are leading a team at work, volunteering in your community, or simply setting an example for your friends and family, you have the power to make a difference. Take ownership of your leadership journey, and commit to developing the skills and qualities that will make you an effective and inspiring leader.

Remember, leadership is not a destination, but a journey. It's a journey of self-discovery, growth, and impact. It's a journey that requires courage, perseverance, and humility. But it's also a journey that is filled with joy, fulfillment, and purpose.



THRIVING IN AN AGE OF UNCERTAINTY

> *Priyavrata Mafatlal, Vice Chairman, Arvind Mafatlal Group, underlines the criticality of fostering resilience while caring for human capital*

The biggest marker of success impacting longevity for an organization is its resilience, especially in the face of unexpected challenges. At the Arvind Mafatlal Group, it has been our constant endeavour to maintain that resilience by driving agility and change, investing in talent, encouraging a culture of innovation and continuous learning, and providing engaged leadership to our employees. While there will always be a push towards diversification in order to remain relevant in changing times and environments, we believe that our employees are our greatest asset and the foundation of our company.

It is our responsibility to ensure we not only have the right human capital but also keep them motivated and highly driven in order to be able to deliver that resilience. The training and development programs that are provided for the employees across all levels, not only gives them the technical skills and knowledge they need to keep growing, but also make them more competent and better-equipped at handling unforeseen challenges. That leads to engaged leadership creating a sense of purpose, empowerment, trust, and well-being among employees.



RESILIENCE, A KEY SUCCESS INGREDIENT

> *Jaya Vaidhyanathan, CEO, BCT Digital, stresses the importance of resilience in overcoming ceaseless disruptions and crises*



The last few years have offered a wake-up call; to thrive in the next decade will call for leaders and organisations to embody a few key traits, perhaps none more important than demonstrating resilience.

Even though it is easy to say and hard to define, resilience will be key to the future, because you see that the micro and macroeconomic environment around the world has been changing quite a bit. Hence, the organisations that will survive this change are the ones that are highly resilient. This essentially means that can you innovate and perform to your optimal level when the world around you is shifting. That is going to be the key to survival.

As an uncertain future looms, with changes that come at you thick and fast, leaders must steel themselves and look beyond short-term performance and basic organisational health. This will be essential to emerging on the other side stronger.

EXPERT SPEAK

We are living in what is called a VUCA world. Leaders in today's world are faced with varying challenges arising out of uncertain and ever-evolving economic & operating environments. In any organization, the first thing a leader must do is to create an environment that fosters teamwork and collaboration. Nothing kills progress like working in silos. Teamwork and collaboration are the easiest, sure-shot way to achieving success. It is important for leaders to create a culture that values experimentation, collaboration, and sharing where all team members, regardless of position or department, are given the opportunity to present ideas and pursue new innovative opportunities.



SANJAY KOUL
President - India and South East Asia and Managing Director - India, Timken

3 FOCUS AREAS FOR MODERN LEADERS

> *Shri Shyam Sunder Beriwal, Chairman Emeritus, Shyam Steel Industries Limited, identifies key areas leaders must focus on for success*



Businesses are bullish in causing disruption and taking calculative steps in order to further their agenda. Good leaders understand the importance of every step and strategise on the maximum utilisation. Considering the contemporary business scenario, there are three main areas where a leader should focus. Firstly, this includes the adoption of new age technologies. Businesses are now moving to digital formats and automation and digitisation will not only make each process easier, but also cost effective and less time consuming. Adoption of technologies like IOT, Quantum Computing, as well as Artificial Intelligence will help in further business expansion.

Human Resource is the backbone of any organisation, and therefore the second major focus should be investing in upskilling and reskilling of the workforce. This will not only help them in adopting to the fast-moving work environment post the Covid-19 era, but also instill confidence amongst them to overcome new challenges and take up new opportunities. Thirdly, leaders should also focus on shaping business strategies by keeping innovation at the core with an intention to meet the evolving and changing demands of the customers and make them feel related to the brand by tapping into consumer trends.



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