



# THE BRAND PLAYBOOK, REFRAMED

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## BUILDING BREAKTHROUGH BRANDS

> *The 2<sup>nd</sup> Edition of Brand of the Year 2023 celebrates the crème de la crème that set the gold standard of branding*



### Have you heard of the Choluteca Bridge?

Chances are you haven't. But don't worry, you're not alone. This writer hadn't heard of it either until not so long ago.

In a nutshell, it's a 484-metre-long bridge over the river Choluteca in Honduras, in Central America, situated in a region notorious for its fierce storms and hurricanes.

Having had enough of nature's wrath, the local authorities enlisted the services of a Japanese firm to build a new bridge in 1996, one that would withstand extreme weather conditions. And so, the contractors got to work, and they built a bridge that could stand up to Mother Nature herself. The new Choluteca bridge - opened to the public in 1998 - was a modern-day engineering and design marvel, and the pride and joy of all of Choluteca when completed.

That joy was short-lived though. In October that year, Hurricane Mitch hit Honduras. There were 75 inches of rain in four days - the equivalent of what they receive in six months. It was devastating; the river Choluteca swelled and flooded the entire region. 7000 people lost their lives. All the bridges in Honduras were destroyed. All, except one. You guessed it; the new Choluteca bridge remained unaffected. It had achieved exactly what it was built for.

But there was a problem. While the bridge was intact, the road leading to it and the road leaving it were both swept away. There was no trace of there having been a road at all.

There's more. The flooding forced the river to change course, creating a new channel. In essence, the river now flowed beside the bridge. So while the bridge was strong enough to survive the hurricane, it became a bridge over nothing. A bridge to nowhere, shorn of its purpose

All of this happened some 25 years ago. But the lesson from the Choluteca bridge is more relevant today than ever before. The world is changing in ways we may have never imagined. And the bridge is a terrific metaphor for what can happen to brands as the world around us gets transformed. Adapt to change. Or else, you too could be left with a superb bridge, over nothing, to nowhere.

The challenge for brand-builders is that they all too often focus on creating the best solution to a given problem. But what if the problem itself might change? In the quest to build the strongest, most sophisticated product or service, we forget that the need itself might vanish, or change entirely. 'Built to Last' is as apt a business mantra as ever, but 'Build to Adapt' seems to be the modern imperative.

A handful of brands have recognised this essential home truth and tempered their plans to stand the tough tests that lie in the offing. Their feats are admirable, and they are the ones recognised as a Brand of the Year 2023 in a dazzling ceremony by Team Marksmen. By getting the basic building blocks of branding right and adding a layer of innovative thinking in line with the changing demands of the current consumer, these are the brands that have cut out the hyperbole and demonstrated hyper-growth, in the process standing the test of time.

The brands recognised as part of this research-driven initiative include:

- AdaniConneX
- Bhutani Infra
- Birla White
- Campus
- Canesten
- Caratlane - A Tanishq Patnership
- Cetaphil
- Clear Premium Water
- Colgate-Palmolive (India), Ltd.
- CP Plus
- DURASHINE® by Tata BlueScope Steel
- EY Global Delivery Services
- Fenesta Building Systems
- Godrej Interio
- kay Beauty
- Kross Bikes
- Livpure
- Louis Philippe
- Lovechild by Masaba
- LUX Cozi
- Oreo
- Paramount Wires & Cables
- Somany Bathware
- Starstruck by Sunny Leone
- Sturlite Electric Private Limited
- Swisse Wellness
- TATA Kosh
- TATA Structura
- TATA Wiron
- Tech Mahindra
- TTK Prestige
- Volvo Cars



## A JOURNEY OF RELENTLESS GROWTH

> *Aditya Khemka, Managing Director, CP Plus, offers his insights into the brand's playbook for creating an industry benchmark*

CP PLUS, India's leading surveillance brand, is also leading the way to make India a global R&D Hub, where the most advanced security solutions are produced indigenously within India to cater to the surveillance and security needs of the entire world. Since the brand's inception 18 years ago, CP PLUS has been a dominant player in introducing more relevant technologies to the Asian market.

CP PLUS has also been the first and foremost player in the surveillance industry to produce security solutions and products locally in India through the brand's manufacturing facilities in Andhra Pradesh.

Introducing the new range of high-performing, stand-alone security cameras ViDu, CP PLUS aims to disseminate new cutting-edge technology to every town in the country. Moreover, these cameras will be manufactured with 100% localisation of the manufacturing process. Every component from software, mechanical, PCB, source code, to hardware, and even driver security will be produced in India for the world.

Completely designed, developed, controlled, and managed in India, CP PLUS is also producing cameras with their own chipsets especially crafted for CP PLUS, considering the specific requirements of the Asian and Indian markets.

Furthermore, CP PLUS has plans in motion to invest heavily in R&D in India in the upcoming 3-5 years. where the brand will be investing more than Rs. 300 crores with the mission of making India truly Atmanirbhar as soon as possible by continuously developing technology, innovations and products in India.

Harnessing the power of cloud computing and storage, CP PLUS is integrating more and more of its products and solutions with IoT to offer a multitude of features and benefits in a single solution. Catering to the varied project requirements for the Government of India and law enforcement agencies, CP PLUS is continuously developing solutions with

more and more integrated features to perform solely in the place of multiple cameras.

With its own IoT and Cloud platforms, CP PLUS is ready to provide a more unified and seamless experience where all the brand's products from different categories will come under one umbrella as dozens of different types of security solutions can now be operated from a single mobile app. CP PLUS has developed one common mobile app to operate and control all its products, making the entire process more hassle-free, futuristic, and user-friendly.

The brand's aim is not to revolutionize technology for the Indian surveillance industry but also for reliable security seekers around the globe. And so, CP PLUS is now developing solutions with a myriad of features provided in one camera to enable people with tomorrow's technology today. With this in mind and considering the accelerated global growth scenario, CP PLUS has invested heavily to build the world's 3rd Largest manufacturing facility for surveillance products in India.

Integrating artificial intelligence and machine learning into its cameras, CP PLUS is now offering the advantages of cloud recording and intelligent video analytics in solutions that also have the capacity to improve their own accuracy over a period of time.

Made for sustainable use, these new cameras are being developed to cater to the government's needs as the perfect, indigenized surveillance solution that has the capability and the hardware to serve alone in place of a set of multiple cameras. Integrating more and more solutions with advanced technologies such as IoT and AI, CP PLUS is flooding the Indian market with newer and better solutions every month.

Now, with the production commencing in its new manufacturing facility in Kadapa in May, CP PLUS is becoming the Largest Manufacturer of Surveillance products and devices in the world anywhere outside of China. And as the largest Indian player making surveillance more accessible for the global



population, CP PLUS is also expanding a lot more on the R&D side to meet the vision of the Hon'ble Prime Minister.

After winning over most of the Asian market, CP PLUS has also begun its global quest, where the brand is making huge investments and opening offices to extend its reach to the US and Canada, countries in Europe, Middle-East, Africa, and even Australia. With a growing global outreach and an indigenized and dedicated R&D Hub at home, CP PLUS is well on its path to becoming the most trusted surveillance partner for the entire world, delivering much more than security; an enhanced living experience.



## FROM THE CO-FOUNDER'S DESK



RAJESH KHUBCHANDANI

Brands have historically drawn on three pillars to fortify their market standing: these are science and analytics, for the insights it provides; imagination, to ideate creative solutions and interpretations; and craft, for skillful execution of a given idea. These pillars have stood the test of time, even in times of rapid flux as we know it today, and brands that focused on these robust foundations have consistently delivered inspiring brand experiences across all touchpoints. These are the doyens we recognised as **Brand of the Year 2023**, and we hope others are similarly inspired to drive both brand perception and business performance.



AKASH TIWARI

Building a robust brand is not just about creating a recognisable logo or catchy tagline; it is about establishing a deep-rooted connection with our customers. Brands are the foundation upon which organisations build trust, loyalty, and long-term relationships. In a crowded marketplace, a strong brand is a key differentiator, attracting customers who resonate with its vision and purpose. The brands recognised as **Brand of the Year 2023** have understood those, and created a superstructure that allows them to steer through challenges, fuelling growth while ensuring relevance in a rapidly evolving world.



SHARAD GUPTA

Branding in the modern era is no longer a choice; it is an imperative for businesses to thrive. In a sea of choices, a strong brand acts as a guiding star, attracting and resonating with customers. It is not just about a logo or catchy tagline; it is the embodiment of your organisation's values, purpose, and promise. Branding crafts a compelling narrative that engages hearts and minds, forging lasting connections. It is an ongoing journey of authenticity, innovation, and adaptation. Those recognised as **Brand of the Year 2023** understand the power of branding as a compass for strategic decisions, empowering teams to deliver exceptional experiences, and fostering unwavering loyalty in a fast-changing marketplace.

## ACCELERATING INNOVATION IN SKINCARE

> *Raghavendra Sadashiva, Managing Director - South Asia, Galderma India, highlights how the brand provides solutions backed by science-based technology*

The dermatological market is a dynamic and ever-evolving field, driven by innovations and changing consumer trends. At Galderma, we recognize the importance of staying ahead of the curve and meeting the growing needs of our Dermatologists, Patients, Customers, and Consumers.

Innovation is a cornerstone of our commitment. Galderma stands out as one of the few companies capable of inventing, developing, and bringing to market truly innovative dermatological solutions for consumer and patient needs. This is how we deliver a synergistic portfolio, supported by science-based product differentiation of flagship brands, such as Cetaphil, spanning the full spectrum of the fast-growing dermatology market.

Our purpose is ADVANCING DERMATOLOGY FOR EVERY SKIN STORY. Everyone's skin is unique, and we each have our own skin story. At Galderma, we embrace these differences and offer cutting-edge, premium brands that fit people's individual needs, across the full spectrum of dermatology through Aesthetics, Consumer Care, and Prescription Medicine.

Our flagship brand, Cetaphil, which has received the prestigious Brand of the Year 2023-24 award, has a 75-year legacy and stands to defend against 5-signs of skin sensitivity<sup>1</sup>, dryness, irritation, roughness, tightness, and a weakened skin barrier, while delivering effective results. Today consumers have different needs, be it hydration, acne prevention, brightness, or gentle cleansing. Within Cetaphil, we have a wide range of products that are developed with dermatologists to deliver for all these different consumer's needs, while being truly gentle on their sensitive skin.



This is one of the key reasons for consumers being loyal towards us and considering adding Cetaphil as a must-have product in their daily skincare routine. We are truly grateful to our Consumers and Patients for voting for us for the Brand of the Year 2023-24 award.

References - Galderma Data on File [MKG001]



## 4 HEALTH & WELLNESS GROWTH AREAS, IDENTIFIED

> *Akash Bedi, Interim CEO and Chief Strategy & Operations Officer, H&H Group, decodes the major growth opportunities across the consumer health & wellness space*

### NUTRICOSMETICS

There is a rising demand for products that promote healthy skin, hair, and nails from within. Companies can develop and market beauty nutrition supplements that contain ingredients like collagen, antioxidants, vitamins, and minerals, which are known to support skin health and beauty. For example, Swisse India now offers a range of Beauty From Within supplements, including best-selling Swisse Beauty Collagen+ Hyaluronic Acid, which improves skin elasticity and reduces the appearance of wrinkles.

### RIISING DEMAND FOR NATURAL AND HERBAL PRODUCTS

Indian consumers have shown a preference for natural and herbal products and are more inclined towards products that are perceived as organic, plant-based, and free from artificial ingredients. At Swisse, we use handpicked ingredients from trusted suppliers across the world to ensure that our products deliver the best results. We pride ourselves on the development and manufacturing of scientifically validated products, while playing a key role in supporting evidence-based health and wellness solutions.

### CONVENIENCE AND PACKAGING

An emerging trend is for VMS products that are easy to consume, such as capsules, gummies, or powdered formulations. Consumers also appreciate packaging that is convenient and travel friendly. For instance, Swisse India offers a range of convenient, on-the-go, gummies made with natural ingredients with scientifically proven formulations such as the SwisseMe Biotin Gummies to promote healthy hair, SwisseMe Kids Multivitamin Gummies to support healthy growth and development of children, and SwisseMe Apple

Cider Vinegar Gummies to support healthy weight management, digestive health and maintain healthy cholesterol levels.

### SUSTAINABILITY

This is a global trend that is emerging in India across all categories. We are committed to working towards reducing our footprint on the planet and making a positive impact on society, through promoting the story of good health to help make people healthier and happier. At Swisse, we leverage H&H Group's global research and development centres in order to remain at the forefront of consumer needs and trends. In our research and development centres, naturality and sustainability are at the heart of our innovation process, to provide and build healthy and ethical consumer solutions.





# GLOBAL MARKETING TRENDS TO WATCH OUT FOR

> *With unique opportunities emerging for growth, brand custodians must be prepared to tap into the unknown as they stride into tomorrow*

The brand landscape as we know it is roiled by the winds of change. A glut of external factors, such as geopolitical conflicts, economic instability, climate change, and energy insecurity (to name but a few) are combining to create a challenging obstacle course for brands to navigate.

And yet, in adversity lies opportunity. By understanding the nature of this change, one can be better prepared to stay on top of the beast, before it consumes one wholly.

Deloitte's 2023 Global Marketing Trends report saw them converse with brand leaders to discern how they've managed to stimulate growth and capture their thinking as they plan for the coming year. This culminated in four trends that could help marketers elevate their contributions to brand success, and guide CMOs as they set 2023 priorities.

Here they are, in a nutshell.

## ANSWER ECONOMIC INSTABILITY WITH MARKETING INVESTMENTS

Marketing has gone through a renaissance over the past decade, but much more is to come as the introduction of technology and data has changed the rules of engagement. Today, marketing is a driver of accountable growth, and with economic headwinds expected, Chief Marketing Officers (CMOs) are uniquely positioned to lead the charge and drive impact beyond cutting costs. The CMOs surveyed mentioned prioritising new technologies, expanding markets, and customer personalisation to help their brands endure—and thrive—in uncertain times. By pioneering entirely new offerings and doubling down on customer engagement, CMOs can reduce costs and deliver greater value.

## DRIVING GROWTH THROUGH INTERNAL SUSTAINABILITY EFFORTS

It's no secret; sustainability is a major societal and industrial concern, and customers are gravitating towards brands that demonstrate a sense of responsibility for their communities and the planet.

With brand choices depending on it, marketers are placing equity and environmental impact front and centre. The top 3 priorities among CMOs surveyed were improving the sustainability of internal marketing practices, promoting more sustainable product and

service offerings, and establishing long-term sustainability commitments. Together, these help establish the authenticity of a brand's marketing initiatives—building trust with consumers—while simultaneously helping the brand build a more secure, sustainable future for itself in the face of heightened global uncertainties.

## CREATIVITY AS A FORCE FOR GROWTH

Increasingly, technology has taken centre stage for marketers, with data and analytics a holy grail that brand builders often turn to. Taking the road mapped out by analytics can offer a means to make incremental improvements, but creativity and ingenuity are fundamental aspects of the human experience, and these traits still hold value.

Creativity goes beyond simply crafting breakthrough communication or innovative campaigns too. High-performance brands are thinking outside the box to change conventional approaches to designing systems, cross-functional collaboration with all stakeholders, and taking risks where warranted. CMOs must be the champion of identifying and activating these ideas across the enterprise.

## RISING TECHNOLOGIES FOR MARKETERS TO WATCH

Technology is evolving at a dizzying pace, making it all the more challenging for CMOs to distinguish between overhyped tripe and the real McCoy. While ignoring the hottest ticket in town that everyone is talking about is near impossible, CMOs must hold the line against over-investing in the latest trends, while being ready to dive in head first should the opportunity arise.

By fully understanding how emerging tech can serve the business, sector, or customer, CMOs can lead the charge on leveraging it fully. Of particular interest to marketers surveyed were Web3 technologies, with the metaverse and blockchain viewed as particularly promising.



# A TRANSFORMATIVE GROWTH STORY

> *Sumeet Bhojani, Head of Marketing Communications, Godrej Interio, pinpoints the opportunities in the offing*

The furniture market in India (valued at Rs. 1.3 lakh Cr) is poised for remarkable growth and is projected to double by 2027. This upward trajectory signifies the increasing awareness and value placed by consumers on creating personalised and comfortable living spaces.

Our studies show that over 60% of sales (both online and offline) in this category today are influenced by consumers researching online. Thus, an engaging online presence is critical for driving brand awareness and consideration for both online and offline purchases. Tailoring seamless omnichannel journeys, combined with enhanced customer experience at each stage, is the key to market success since the customer is no longer bound by linear shopping journeys any more.

There is an ongoing and significant shift of consumers from the unorganised to organised space. As more consumers make this transition, demand for timeless designs that are durable, long-lasting, and visually appealing will always endure.

However, furniture designed with a distinctive style providing thoughtful, multifunctional features that keep the consumers' usage context in mind, hold great promise for brands to differentiate. The market is very large, and it is important to be extremely clear about the consumer demand spaces that one operates in and tailor the whole go-to-market approach to win in those space.



# HARNESSING INNOVATION TO THE FULLEST

> *Susmita Nag, CMO, Fenesta, talks about how brands must put innovation front and centre in all they do*

Innovation is the foundation of a brand's continuous improvement and success. At Fenesta, we prioritise fostering a culture of creativity and forward thinking to continuously innovate our products, services, and customer experiences.

Innovating our product range involves leveraging the best-in-class technologies, sustainable materials, and customised designs that cater to evolving customer needs. Through proper research into the customer needs and with innovations in new product developments, we ensure that our windows and doors not only provide protection against external elements, but also contribute to energy efficiency and enhance the aesthetics.

Innovation in service and customer experience is equally vital. We invest heavily in setting up streamlined installation

processes, which are driven by trained professionals, offering personalised consultations, and enhancing the after-sales support. Innovative tools like AR App, VR Walkthrough, and AI chat bots enhances the customer buying experience.

Ultimately, the shift in mindset necessitates a culture that fosters creativity, open communication, and risk-taking. Empowering our employees to think disruptively and learn from failures has been pivotal in fostering an innovation-driven organization.

We firmly believe that cultivating a passion for innovation across every touchpoint enables brands to remain pioneers, inspiring progress, and make a meaningful impact on society.



# A FOCUS ON DELIVERING EXCELLENCE

> *Rakesh Kaul, Managing Director, Livpure, highlights the key drivers for the brand's growth journey*

Livpure has always been a consumer-centric brand, keeping their needs and requirements at the forefront. We looked at getting the product right and understood what our customers wanted in their homes. As we went about understanding the consumer more, we innovated our product, launched High Recovery ROs, Smart Air Coolers, and invested more in R&D.

We at Livpure, continuously strive to deliver exceptional products that meet customer needs and exceed expectations. We invest in research and development to innovate and improve our offerings. By staying at the forefront of technological advancements and incorporating customer feedback, we ensure that our products are of the highest quality and provide effective solutions for health and wellness. This commitment to product excellence and innovation establishes trust and loyalty among customers, making Livpure a brand worthy of adulation.

Moreover, we are continuously working on enhancing the customer experience by providing prompt and helpful support. Whether it's addressing customer inquiries, resolving issues, or providing guidance, Livpure is committed to ensuring customer satisfaction. By going above and beyond to meet customer needs, we foster strong relationships and generates positive word-of-mouth recommendations, further solidifying our position as a brand deserving of trust.



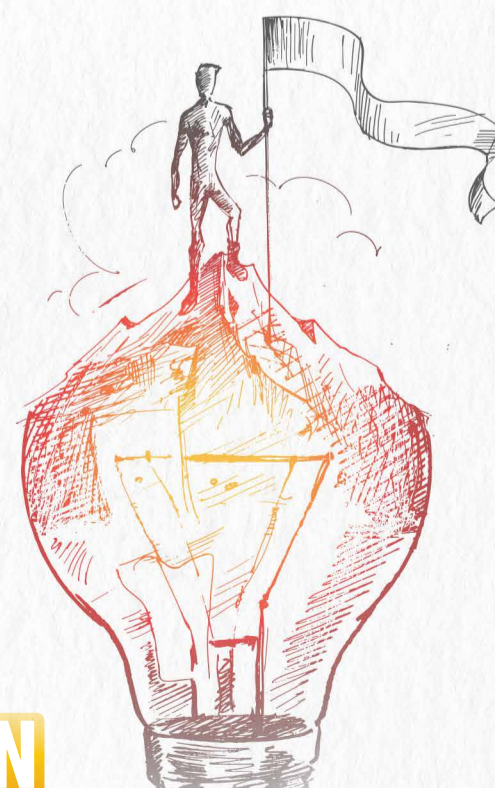
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## HON'BLE CM SHRI Y.S. JAGAN MOHAN REDDY INAUGURATES THE WORLD'S LARGEST & STATE-OF-THE-ART CP PLUS MANUFACTURING UNIT FOR SURVEILLANCE SOLUTIONS IN ANDHRA PRADESH

Becoming the largest manufacturer of surveillance products, CP PLUS is set to export security solutions made in India, to overseas markets.

CP PLUS, India's leading CCTV brand, began producing surveillance devices locally in India in its Manufacturing facility in Tirupati, Andhra Pradesh 6 years ago. And since then, the brand has climbed up amongst the TOP 3 Largest Manufacturers of Surveillance Equipment globally!

Now to meet the growing demand, CP PLUS has inaugurated another manufacturing unit in Kadapa District, Andhra Pradesh. With production commencing in May 2023, CP PLUS has tripled its production capacity. This new facility now produces 3Mn Surveillance units per month, making it the World's Largest Manufacturing Unit for Surveillance Products, outside China and 3rd largest in the entire world when including China.

Mr. Aditya Khemka, Managing Director of CP PLUS conveyed his determination to make India truly self-reliant, "Continuously expanding on our capabilities, we are set to turn India into a powerhouse for the world, where soon enough we can cater to the global demands and needs with solutions developed indigenously in India. Moving ahead, we are also investing heavily to create R&D Hubs and Offshore Development Centers across the country to flood the overseas markets with made in India products".

The growth and popularity CP PLUS has witnessed every step of the way successfully placed the brand at the forefront of the surveillance industry, so much so that now CP PLUS is not just India's No. 1 surveillance equipment manufacturer but also has the largest production facility for security and surveillance products anywhere outside of China in the whole world.

# ACCELERATING GROWTH

> *Gaurav Munjal, Managing Director, Kross Bikes, outlines how the brand meets consumer needs and preferences in a fast-growing market*

In a robust market like that of the Bicycle industry, with its diversified interests, we at Kross Bicycles employ several strategies to effectively meet consumer needs and preferences. To achieve this, we focus on continuous product innovation and development. We invest in research and development to create cutting-edge designs, advanced technologies, and high-quality components. This allows us to offer a wide range of bicycles with varied frames, functionalities, and performance capabilities.

In this ever-growing market, we understand the importance of being present across various channels to reach consumers effectively. We maintain a strong omni-channel presence, combining traditional retail channels, e-commerce platforms, and social media engagement. This allows consumers to discover, research, and purchase our bicycles through their preferred channels, providing convenience and accessibility.

We prioritise building long-term relationships with our customers by fostering engagement and providing exceptional support. Through various touchpoints, including social media, customer service channels, and events, we actively engage with our consumers, addressing their inquiries, concerns, and feedback promptly. By actively listening and responding to their needs, we foster trust and loyalty, ensuring that they feel valued and supported throughout their cycling journey.



# A LASER-LIKE FOCUS ON INNOVATIVE EXCELLENCE

> *Ritu Mittal, Head of Marketing & Digital, Bayer Consumer Health, India, underlines the key growth levers that are driving the brand's ceaseless growth*

At Bayer Consumer Health, we are dedicated to making self-care accessible through innovative solutions and leveraging global brand expertise. In 2022, we conducted a skin survey to understand the discomfort young women experience with skin fungal issues. Many resorted to ineffective solutions like talcum powder due to a lack of awareness. Thus, we relaunched Canesten®, our global anti-fungal leader.

In 2023, the unconventional campaign 'Dimaa Lagao, Rash pe Canesten Lagao' entered its second successful year, empowering young women to tackle skin health with Canesten's expert 5-in-1 anti-fungal powder. Leveraging technology, we now use weather-based targeting to communicate with consumers

based on temperature and humidity, delivering timely messages when they are most susceptible to skin fungal issues.

The 'Pudcha Paul' consumer education event in Maharashtra connected 1000+ women with women leaders from diverse industries, discussing personal hygiene, women empowerment, and growth. Canesten® maintains a strong social media presence through influencers, sparking light-hearted conversations about skin fungal infections. Our commitment to innovation and consumer understanding keeps us at the forefront of the industry, empowering women to embrace their skin health confidently.

