#MDTrustedBrands BRANDS LEVERAGING THE FULL VALUE OF TRUST

BS MARKETING INITIATIVE

AHMEDABAD, BENGALURU, BHOPAL, BHUBANESWAR, CHANDIGARH, CHENNAI, HYDERABAD, KOCHI, KOLKATA, LUCKNOW, MUMBAI, NEW DELHI AND PUNE

TRUST: THE **CORNERSTONE OF**

Trust isn't just an abstract ideal-it's an economic necessity. Our research confirms this: employees who trust their employers show 260% higher motivation and 50% lower turnover rates. Additionally, 88% of customers who trust a brand become repeat buyers, and trusted companies achieve up to 400% higher market value than competitors.

Yet trust remains fundamentally human and complex, subject to the messiness of human relationships. Today's society faces a significant "trust deficit," where distrust outweighs trust between individuals, creating challenges for both

Truly, trust is the cornerstone of every great brand, and the 5TH EDITION OF **TEAM MARKSMEN'S MOST TRUSTED** BRANDS OF INDIA 2025 reaffirmed this truth in grand fashion. The highlight of the evening was the prestigious recognition ceremony, where a select group of brands that have consistently demonstrated their commitment to trust were honoured for setting new benchmarks for excellence while also nurturing enduring relationships with their stakeholders through transparency, authenticity, and unwavering commitment to their core

Those recognised included:

Enterprises Group

BERGNER INDIA

CooperVision India

Friends Adult Diapers

Haier Appliances India

· KENT RO SYSTEMS LTD

KHIMJI JEWELLERS

KONE Elevators India

LACTO CALAMINE

Konica Minolta Business

Solutions India Pvt. Ltd.

Haldiram Snacks Pvt Ltd

Apsara

Fenesta

· HETTICH

Kenstar

Kissht

Indian Bank

IndusInd Bank

JAIRAJ & CO

TP-LINK INDIA PVT LTD

Chitale Bandhu Mithaiwale

- TEAMMARKSMEN
- · LALJEE GODHOO & CO. "LG" · Himalaya BabyCare · Linen Club
- LEO TAPS AND FITTINGS · Life Insurance Corporation of India Allied Digital Services
- Appliances business of Godrej
 - Luminous Power Technologies
 - · Mahindra Susten Pvt. Ltd. MAK LUBRICANTS
 - · MSP STEEL
 - Muthoot FinCorp Limited
 - · National Skill Development Corporation
 - · Niva Bupa Health Insurance
 - Onsitego
 - OKAYA POWER PRIVATE LIMITED
 - OneAssist Consumer Solutions
 - · Saffola Honey

 - · SHALIMAR PAINTS
 - · Shirdi Sai Electricals Ltd
 - Siddhayu
 - Tata CLiQ
 - · TATA MOTORS INTRA GOLD PICKUPS The New India Assurance Company Ltd
 - Traya
 - · TVS Green
 - · TVS Motor Company
 - · USHA SHRIRAM PVT. LTD.
 - · UTL SOLAR

FROM THE **CO-FOUNDER'S** DESK



Most Trusted Brands recognition celebrates those who've mastered this critical element, transforming customer confidence into market leadership. These brands understand that trust isn't built through marketing alone but through consistent actions that demonstrate reliability.

Rajesh Khubchandani



Trust forms the foundation of every eminent brand. Our research confirms that trust isn't merely aspirationalit's a business imperative driving measurable outcomes. customers trust your brand, 88% become repeat buyers, directly impacting your bottom line. The value of trust is undeniable.

Akash Tiwari



As you develop your business strategy, remember that trust may be your most valuable-yet often unmeasured-asset. Those who prioritize it consistently outperform their competitors by remarkable margins, creating lasting relationships that drive sustainable growth and competitive advantage.

Sharad Gupta

FROM THE **DESK OF THE** CEO



In today's skeptical marketplace, trust has become our most precious currency. The Most Trusted Brands initiative recognizes companies that have transformed trust from an intangible ideal into a strategic advantage. Prioritizing trust creation is not just good ethics, but smart business too.

◀ Rishi Kapoor

personal and professional relationships.

LEVATING CITIES WITH A HUMAN TOUCH

> Amit Gossain, Managing Director India and South Asia, KONE, shares how caring innovation creates trustworthy people flow solutions for our growing urban communities

At KONE, our commitment to safe, sustainable, and effortless People Flow is rooted in our purpose: We shape the future of cities. As urban populations continue to grow and cities become more complex, our mission is to ensure that people move smoothly, safely, and efficiently through urban environments. This commitment is not just a promise-it's embedded in our innovation, operations, and culture.

Safety is our number one priority. From product design to installation and maintenance, every step follows rigorous safety protocols. Our dedicated training centers across India and the world ensure that every KONE professional is equipped with the skills and knowledge to uphold these

Sustainability is built into our business strategy. We operate one of the largest carbon-neutral elevator factories in the world, located in Sriperumbudur, Tamil Nadu, and invest continuously in energy-efficient solutions-like the KONE UltraRope®that reduce carbon footprints in high-rise buildings. Our modernization services help customers upgrade existing equipment with smarter, greener technologies.

Technology also plays a key role. Through Al and loT-enabled predictive maintenance, we can identify and resolve issues before they cause downtime, ensuring smooth and reliable people flow. These solutions are already powering some of India's and the world's most demanding urban

What sets us apart is the trust we've earned through transparency and service. We work closely with customers, architects, and developers to co-create solutions tailored to specific urban needs. Our values-Courage, Care, Collaboration, and Customer-guide us in staying authentic to our vision.

Ultimately, our approach is holistic: a balance of innovation, ethics, and empathy. By combining global expertise with deep local understanding, KONE is uniquely positioned to deliver future-ready, peoplefocused mobility solutions that cities can truly rely on.





LINEN CLUB - INDIA'S PIONEERING LINEN BRAND

> Jasvinder Singh Kataria - CEO, Domestic Textiles, Aditya Birla Group, on Legacy to Leadership - What Keeps Linen Club at the Forefront of Premium Linen Fashion

by Marksmen Daily, Linen club is setting benchmarks in authentic consumer centricity with product excellence, innovations and sustainability. Fashion isn't just about what you wear, it's a reflection of

who you are. Few fabrics capture individuality, refinement, and passion the way linen does. More than just a fabric, linen is a lifestyle, a symbol of sophistication, and a love for the finer things in life. At the heart of this philosophy is Linen Club, India's most iconic and pioneering linen brand.

A LEGACY OF EXCELLENCE

Linen Club is the definitive destination for 100% pure linen fabrics and apparel, curated for discerning consumers across the country. With an extensive retail presence spanning over 240+ exclusive brand outlets and 8,500+ multi-brand fabric outlets, the brand has firmly established itself as the go-to choice for linen connoisseurs.

Crafted with the finest European flax fibres, Linen Club offers the widest range in linen fabrics with over 3000+ fabric styles, curated for every possible palette of colour, texture, and weave. Through Linen Club Studio, an extensive ready-to-wear range brings fashion-forward garments for today's new-age man.

CATEGORY FIRST INNOVATIONS IN LINEN

True to its commitment to elevate the linen experience, Linen Club has introduced several category-first innovations. These include:

- · FabroStretch: Linen fabric with stretch
- SmartCare: Stain-resistant linen fabric · Fabroma: Range of aromatic linen fabrics
- ComfyCool: Thermoregulated linen fabric
- · Uncrushable: Wrinkle-resistant linen range These innovations aim to delight consumers by adding

a new dimension to their clothing experience.

PASSIONATELY BUILDING BRAND ASPIRATIONS

Linen Club's appeal lies in its ability to offer best in class craftsmanship for a luxurious clothing experience. The brand is uniquely positioned to appeal to passionate individuals who want nothing but the finest. We communicate this seamlessly and consistently across all consumer touchpoints, from a distinct store experience to premium messaging across both mass and niche platforms. The brand's recent festive campaigns during Onam and Sankranti in Kerala and Andhra Pradesh were culturally



Recognised as one of the Most Trusted Brands of 2025 resonant and reinforced its regional connect. These hyperlocalised marketing initiatives further established Linen Club's Credibility and emotional bond with the consumers.

A COMMITMENT TO A GREENER FUTURE

Linen is one of the world's most sustainable fibres derived from naturally grown flax plants. The brand integrates eco-conscious practices into every stage of manufacturing.

One such unique initiative is Cavallo by Linen Club, a first of its kind initiative, an elevated expression of mindful fashion that seamlessly blends linen and cotton fibres. Designed with sustainability and sophistication at its core, Cavallo reflects the brand's forward-thinking approach to modern style.

LINEN CLUB: FOR THE PASSIONATE At its heart, Linen Club is not just about making fabrics

or garments, it's about curating a way of life. A life where passion, taste, sustainability, and elegance walk hand in hand. Linen Club is passionate like you.



A CLEAR VIEW ON **BUILDING TRUSTED WIN-WIN RELATIONSHIPS**

& Escalators

> Sameer Agarwal, General Manager, CooperVision India, reveals how forging authentic partnerships strengthens trust with eye care professionals

Our commitment to partnership with the eye care practitioner (ECP's) is very focused. From contact lens eye examinations to sales, we understand that our ECP's have a lot to manage. We take it as our responsibility to help make doing business easier for them. By supporting each practice's business success and helping ECP's boost their overall efficiency. Our ECP's rely on us for full support in handling any customer objections and troubleshooting.





SUPPORTING ECP'S BEYOND THE PRODUCT

Selling and communications skills: Practice management, industry knowledge and trends

Customised product offerings: House brands for India, made-to-order lenses to cater high prescription

We work on strategic marketing collaborations with the ECP's to create joint business planning and co-branded marketing initiatives and region-specific programs tailored to local market needs.

Technology driven services and tools: OptiExpert® and OptiStudent apps to support contact lens power calculations.

TRAINING & EDUCATION **SUPPORT**

CooperVision offers in depth training and knowledge sharing to help ECP's to efficiently manage any consumer queries, through personalised trainings and continued medical education in groups as well.

We follow a transparent practice management:

- CooperVision offers a range of tools and services for learning: Digital platform called e-learning academy that supports the ECP's in various verticals like product communications and soft skills.
- Technical training for the front-of-store staff on product knowledge and contact lens fitting skills.
- Training, tools and programs to support long-term practice retention through OptiExpert® retailer application.

The ECP journey has always been an integral part of our growth and we will continue to grow together with them as integral partners.

ABOUT COOPERVISION

CooperVision, a division of Cooper Companies (Nasdag: COO), is one of the world's leading manufacturers of contact lenses. The company produces a full array of daily disposable, two-week and monthly soft contact lenses that feature advanced materials and optics, and premium rigid gas permeable lenses for orthokeratology and scleral designs. CooperVision has a strong heritage of addressing the toughest vision challenges such as astigmatism, presbyopia, childhood myopia, and highly irregular corneas; and offers the most complete portfolio of spherical, toric and multifocal

Through a combination of innovative products and focused practitioner support, the company brings a refreshing perspective to the marketplace, creating real advantages for customers and wearers. For more information, visit www.coopervision.

products available.

ABOUT COOPERCOMPANIES

CooperCompanies (Nasdaq: COO) is a leading global medical device company focused on helping people experience life's beautiful moments through its two business units, CooperVision and CooperSurgical. CooperVision is a trusted leader in the contact lens industry, helping to improve the way people see each day.

CooperSurgical is a leading fertility and women's healthcare company dedicated to putting time on the side of women, babies, and families at the healthcare moments that matter most. Headquartered in San Ramon, Calif., CooperCompanies has a workforce of more than 16,000, sells products in over 130 countries, and positively impacts over fifty million lives each

For more information, please visit www.coopercos.com

BS MARKETING INITIATIVE

LACTO CALAMINE'S

> Nandini Piramal, Chairperson, Piramal Pharma, reveals how a heritage of science-backed skincare expertise evolves naturally into maintaining authentic relationships

SKINCARE PLAY:

THE POWER OF K

Our power of K is not 'Korean beauty' but stems from the indigenous ingredient of Kaolin Clay which forms the backbone of our key products like Lotion. Sunscreen. Facewash etc which works wonder on consumers with oily skin type. It absorbs excess oil but keeps the essential oil balance of the skin intact - enough to keep the skin clear, bright and spot free.

Lacto Calamine's dominance in oil control isn't just a legacy-it's a Launchpad. In a skincare market buzzing with trends, this heritage brand is stretching into adjacent categories like acne prevention and hydration, all while keeping its core promise of "Oily Skincare Expert" razor-sharp. How? By doubling down

PARTNERSHIPS

> Nimish Agrawal, CMO & EVP, Niva Bupa,

shares how authentic customer advocacy

and comprehensive care solutions create

trusted lifetime health partnerships

BEYOND INSURANCE

HEALTH

POLICIES

Trust isn't just limited to efficiently

managing a hospitalisation case -it's

also about long-term care. Niva Bupa

goes beyond health insurance by

offering wellness programs, preventive

health checkups, and rewards for

healthy living. Our 10,000+ hospital

network offers cashless treatment

to customers, reinforcing reliability

when it matters most. We have

leveraged our customers as brand

spokesperson and have launched

a campaign - Smile Ko Claim kar le

wherein our customers share their

individual claims experience with

Niva Bupa. It is a war cry within and

outside the organization as Niva Bupa

way of celebrating consumer trust.

#TMSupplyChainLogistics

SUSTAINABLE,

OF SUPPLY CHAINS

Join us at the 4th Edition of the SUPPLY CHAIN AND

together industry leaders, innovators, and experts to

redefine the future of supply chains and logistics.

LOGISTICS CONCLAVE 2025, an exclusive event bringing

SEAMLESS,

THE NEXT ERA

SMART

DRIVING THE

NEXT WAVE OF

SUPPLY CHAIN

& LOGISTICS

INNOVATION

on science, transparency, and a consumer-first mind-set.

The strategy is simple but consumer centric: build a holistic portfolio focusing on the brand's DNA. Sunscreens, facewashes, and new launches like gentle cleansers, hydrating serums, and noncomedogenic gel moisturizers don't stray from the oil-control gospelthey amplify it. Research backs every move, linking oil management to smoother texture and fewer breakouts. It's not a pivot; it's a Power

To prove it, Lacto Calamine rolled out trials for lotion loyalists, letting them test-drive these new additions. The verdict? They're hooked-and

The campaign is the largest advocacy

program in the industry with over 75

million+ consumer views at 46%+

We leverage technology to provide

a seamless experience through our

mobile app where customers can

submit and track their claims, book

virtual consultations with doctors

as well as order medicines or

physiotherapy sessions at home, thus

making healthcare access easy and

stress-free. Specific to claims related

concerns, we have a service called

Claims Samadhan which provides a

platform to customer to get their claim

request reviewed by a panel of expert

doctors. These efforts signal a deeper

SUPPLY CHAIN & LOGISTICS



the brand's credibility improves as per product test reports.

In beauty science, education is the key in creating communication for the users- simple, effective, engaging demystifying skincare science-showing why oil control is the foundation for broader needs of having happier skin.

Lacto Calamine is not chasing every skincare fad-it's curating solutions that fit its ethos. The result? A sharp focus that doesn't dilute the brand but deepens its authority. For a business play, it's textbook: leverage what you own, extend with precision, and let authenticity do the heavy lifting.-this is how a legacy brand stays ahead of the curve.

commitment to the customer's overall well-being, not just coverage.

Over time, long-term policyholders benefit from accumulated sum insured value, no-claim bonuses and discounts. on renewal for maintaining a healthy lifestyle-further strengthening the relationship. All of this is supported by consistent, purpose-driven communication and a brand ethos that champions confidence in accessing quality healthcare. In every touchpoint—be it onboarding, claims, or wellness engagement-Niva Bupa demonstrates that they're not just a service provider, but a trusted partner in the customer's health journey.



CUSTOMER-CENTRIC BY DESIGN: ONSITEGO'S BLUEPRINT FOR DEVICE CARE

> In an industry where after-sales service is often overlooked, Kunal Mahipal, CEO, Onsitego, highlights how the brand stands out by making device care seamless, transparent, and genuinely customer-centric

In a landscape where after-sales service is often overlooked, Onsitego is setting a new benchmark by placing customer satisfaction at the heart of

its operations. With a seamless blend of technology, scale, and service empathy, the company is transforming how India experiences device care. With a pan-India presence through 10,000+ retail partners, Onsitego ensures its protection plans and AMC

services are within easy reach of customers. These retail touchpoints act as gateways to hassle-free aftersales support, anchored by a robust service ecosystem. At the core of Onsitego's model

lies a vast network of 1,200+ inhouse engineers and 3,000+ service partners. Engineers with an average experience of 10 years undergo over 40 hours of onboarding training and weekly "Moment of Truth" sessions to reinforce both technical and soft

skills. "Our mission is to deliver fast. reliable service-at the customer's doorstep and convenience," says Kunal Mahipal, Founder and CEO.

Customers can initiate requests via WhatsApp, email, the Onsitego app, or directly through retail outletsno paperwork, no long calls. This frictionless journey is powered by Phoenix, the company's proprietary CRM platform, which connects customers, engineers, and service centers in real time.

Phoenix doesn't just manage tickets-it monitors every touchpoint, flags deviations, ensures SLA compliance, and even predicts failure trends. This empowers OEMs with actionable insights, enabling them to improve product resilience and quality at a granular level.

Through Qdigi Services, Onsitego also operates over 600 authorized repair centers (COCO and FOFO) for



onsiteg

top brands like Amazon, Samsung, Apple, OnePlus, Xiaomi, and Realme

By combining intelligent tech service excellence, and deep operational capabilities, Onsitego is not just solving problems-it's preventing them, emerging as a strategic partner for brands and a trusted peace-of-mind provider for

LUMINOUS: ILLUMINATING A SUSTAINABLE FUTURE THROUGH INNOVATION

> Preeti Bajaj, MD & CEO, Luminous Power Technologies, explains how their legacy of customerfocused innovation naturally aligns with evolving global sustainability demands

At Luminous, our 37-year legacy and motto of delighting customers through innovation and passion, directly fuels our response to global sustainability and efficiency needs. We don't see these as separate goals, but as intrinsically linked.

Our evolution from a distributed energy storage leader with a strong presence in 750 districts to India's only end-to-end Solar Expert demonstrates this commitment in action. We are embedding net-zero ambitions at every level: through sustainable products and business practices, minimizing industrial footprint and actively influencing behaviour within communities.

As a proud 'Make in India'

company, our commitment to sustainability is deeply embedded in our manufacturing ethos. Across our seven plants, we actively offset our carbon footprint through eco-design philosophies in resource optimization, water conservation in stressed areas, and plantation drives. This in-house control over inverter and solar panel production allows us to provide smart and integrated energy solutions that are both efficient and environmentally

For me personally, navigating the dynamic energy landscape demands agility, innovation, and resilience turning volatility into velocity and ambiguity into an opportunity for adaptation. By focusing on speed,

consumer insights, and flexible innovation, we are not just meeting the moment; we are actively shaping a sustainable energy future for India



DESIGNING TRUST THROUGH TAILORED INNOVATION. **GLOBALLY**

> As Sushmita Nag, Chief Marketing Officer of Fenesta tells us, the brand's deep-rooted legacy and commitment to regional customization are key to building customer trust and transforming everyday spaces across borders

Fenesta, India's leading windows and doors brand, maintains customer trust across diverse geographies by combining innovation, regional adaptability, and a transparent service model-all underpinned by the legacy of its parent company, DCM Shriram Ltd., a 136-year-old conglomerate known for integrity and engineering excellence.

As a part of DCM Shriram, Fenesta inherits not just credibility, but a strong foundation of governance, stability, and customer-first values. This legacy inspires confidence among customers across India and international markets like Nepal, Bhutan, and the Maldives.

Fenesta's success lies in its ability to tailor solutions to suit the climatic, architectural, and cultural nuances of each region. Whether it's heatresistant frames for Rajasthan, highmoisture solutions for the Maldives, or insulation-enhancing designs for the hills of Bhutan, Fenesta offers high-performance windows and doors engineered to local realities. Its wide array of profiles, finishes, and configurations ensures aesthetic flexibility that resonates with diverse design preferences.

Trust is further reinforced through Fenesta's end-to-end service modelfrom personalized design consultation and precision manufacturing to expert installation and post-sale support. This vertically integrated ecosystem ensures quality control,

timeline adherence, and transparency throughout the customer journey.

Internally, Fenesta fosters a culture of openness and accountability, reflecting DCM Shriram's values Empowered local teams focus on relationships, not transactionsoffering guidance, not just products.

Ultimately, Fenesta stands apart by delivering not just windows and doors, but an elevated experience—blending art and engineering, tradition and innovation, to transform how people live and connect within their spaces.



India's No.1 Windows & Doors Brand



Expert Perspectives, Diverse Narratives

Follow us for fresh C-Suite Conversations every week, where we catch up with a diverse array of industry leaders and better understand the person behind the leader.



GUPTA

BHARAT NAVEEN BHUSHAN RATHI BHARGAVA BANSAL AHLAWAT SHRIDHAR NAVANGUL Jiedal Steel & Power

Explore transformative ideas, cutting-edge technologies, and global best practices that will shape the industry's future. Network with C-suite executives, decision-makers, and visionaries from leading organizations.

ADVISORY BOARD MEMBERS

MEET THE

DR. AJAY DUA

ADVISORY BOARD MEMBERS

Chairman, Board Director, Servior Advisor of various companies & Former

Secretary, Union Ministry of Commerce & Industry, Government of India

ADVISORY BOARD CHAIR

DON'T MISS YOUR CHANCE TO BE PART OF THIS GAME-CHANGING EVENT!

ENQUIRE NOW / info@teammarksmen.com

or visit us at R www.teammarksmen.com

ILMIHA

BRANDS LEVERAGING THE FULL VALUE OF TRUST

CHITALE BANDHU **MITHAIWALE:** TRADITION MEETS **TRANSFORMATION**

> Chitale Bandhu Mithaiwale's deft blend of tradition and innovation sees them dish out a success story trusted by generations of consumers

At the heart of Chitale Bandhu Mithaiwale's evolution stands the visionary leadership of Mr. Kedar Chitale and Mr. Indraneel Chitale torchbearers of the brand's third generation. Together, they have seamlessly blended legacy with innovation, steering the 75-year-old iconic Indian mithai and namkeen brand into a modern, scalable powerhouse that has today won awards likes 'Most Trusted Brands of India 2025-26' and 'Icons of Food Systems'

Kedar Chitale, with over two decades at the helm, has been instrumental in driving the brand's franchise and retail expansion. With a customer psychology honed from his

early days at the shop floor, he has led growth across Pune and beyond. This not only gave him an in-depth understanding of the customer pulse but also mastery over customer interactions and expectations management.

Indraneel Chitale, an engineer and Harvard Business School has spearheaded modernization across manufacturing, product

Chitale

innovation, and digitalization. Under his leadership, Chitale launched the first of its kind Bingebar - an innovative Namkeen in a bar. He has played a pivotal role in automation, professionalization, and global

Together, the duo has strengthened Chitale's presence through 50+ stores, 2.5+ lakh retail points, and several strategic projects-from large-scale factory expansions to tech-driven supply chains. With their unique synergy of tradition and transformation, they are scripting the next chapter for Chitale Bandhu with Mr. Sachin Tendulkar as the Global



BUILDING TRUST THROUGH AUTHENTICITY AND TRANSPARENCY

> Rootesh Shah, Chief Executive Officer, Khimji Jewellers, expands on the idea of building trust through memorable and exceptional experiences

At Khimji Jewellers, we've believed in one timeless truth since our inception in 1936: true luxury begins with trust-a bond that weaves through every meaningful connection

I'm Rootesh Shah, Chief Executive Officer, and it's my pleasure to share how we are thoughtfully crafting experiences that resonate deeply with our discerning customers—those who seek not just elegance, but authenticity and enduring relationships.

Entering the world of luxury jewellery is often a deeply personal journey, marking life's most cherished milestones. Whether someone is discovering Khimji for the first time or returning as a long-standing friend of our brand, we greet each individual with warmth and sincerity. In our

stores, our team takes the time to gently guide them-unfolding the story behind each creation, from the artisan's touch to the inspiration that brought it to life. We want every customer to feel a sense of ease and connection, knowing their choice reflects their emotions.

From in-store conversations to carefully curated narratives, we welcome our customers into the Khimii family from the very first moment. Outside the store, our dedicated call center ensures a seamless and thoughtful experience—providing attentive care every step of the way.

To us, trust goes beyond certifications-though every piece we offer meets the highest standards. Real trust is built over time, and with 89 years of unwavering commitment, we

take pride in the enduring relationships we nurture-where every customer feels seen, understood, and valued, whether it's their first visit or part of a continued journey with us.

We also hold a deep commitment to the communities we serve. Through events, exhibitions, and initiatives rooted in cultural heritage, we offer experiences that reflect our legacy and our heart. These moments create more than memories-they foster a sense of belonging, tied to something meaningful and enduring.

At Khimji Jewellers, our clientele is never just a customer-they are part of our family. Every interaction is guided by a commitment to trust, authenticity, and creating moments of lasting joy throughout their journey with us.

THE SCIENTIFIC ROUTE TO **BUILDING CREDIBILITY**

> Saloni Anand, Co-founder, Traya, shares the unique combination of Avurveda, dermatology, and nutrition creates personalized solutions that address the root cause of hair loss and build trust through transparent education

The haircare industry is crowded with misleading claims and generic that hair loss affects both physical education-using social media to debunk myths, share scientific insights, and guide people toward informed hair health decisions. We collaborate with thought leaders and infotainers, people who bring real knowledge, credibility, and real-life experiences to the conversation. The brand fosters genuine engagement, individuals encouraging experience the treatments over time before sharing their journeys.

Whether someone is skeptical or already on board, we focus on products. In this environment, trust explaining how hair loss stems from begins with honesty. We understand deeper issues like poor gut health, stress, or nutritional deficiencies. appearance and emotional well- Our Al-powered hair test identifies being. That's why we lead with personalised factors like stress or hormonal imbalances, tailored solutions. Backed by a secure CRM and guided by hair coaches, our method ensures trust and consistency.

> We've also conducted clinical research to back our claims with real data because in a market full of onesize-fits-all promises, evidence is the most powerful tool for building credibility.

Traya.



INDUSTRY PERSPECTIVES



From mainframes to AI, Allied Digital has evolved with the IT industry—transforming from one of India's top IT support pioneers to a global digital transformation architect across 70+ countries.

Our 3S model—Strategic Resources, Streamlined Processes, and Smart Technology—powers innovations like Digital Desk+ and services in cybersecurity, cloud, and smart cities.

Guided by core values of Ethics built on Trust, Relationships, Attitude, Infrastructure, and Capabilities, we ensure outcomes rooted in integrity. At Allied Digital, we don't just adapt to IT evolution—we shape it.



Nehal Shah Wholetime Director Allied Digital Services

Years

In a time when energy solutions

are becoming more complex and

scrutinized, our path remains clear:

trust is our most valuable product. As

we expand our manufacturing footprint

and evolve with the market, we stay

true to the principles that shaped us

serving with integrity, delivering with

precision, and building partnerships

that last.

Every solution reflects our enduring promise: IT Managed. Responsibly.

MAINTAINING TRUST THROUGH INNOVATION, QUALITY AND CUSTOMER CENT tp-link.

> Saniav Sehgal, CEO & Managing Director, TP-Link India, delves into the brand's thoughtful approach to building trust, one connection at a time

At TP-Link India, maintaining in our consistent market leadership the trust that has been built over and strong customer loyalty. a commitment that shapes every decision we make. As a global leader in networking solutions, our legacy is anchored in reliability, performance and forward-thinking. In a dynamic market like India, marked by rapid digital adoption and diverse consumer needs, we have implemented several key measures to sustain and grow this trust across our product portfolio.

First and foremost, we prioritize and follow rigorous quality practises across all product lines. From home routers to enterprise-grade solutions, every product undergoes extensive testing and certification processes to ensure performance, security and durability. commitment to excellence is reflected

Next, we place great importance on localized innovation. Understanding the unique challenges of Indian households and businesses, we have tailored our solutions-from mesh Wi-Fi systems to enterprise networking & surveillance solutions which suits local infrastructure and usage patterns. Our India-based support and service teams ensure quick resolution and assistance, enhancing user confidence in our brand and products.

We also focus heavily on data security and privacy, especially as smart devices become more common. TP-Link products are built with strong security features, regular updates and easy-to-use management tools to keep networks safe from evolving

threats.

Finally, have built trust by working closely with our channel partners. service providers and users. We focus

clear communication, training on and sharing knowledge ensuring that stakeholders are aligned with our vision and product roadmap.

Our goal is not only to keep pace with technological change but to lead it responsibly and reliably. Trust, after all isn't built overnight; it's earned every day, one connection at a time.

POWERING TRUST THROUGH ENERGY EVOLUTION

Manmohan Awasthi, Group President Finance, Shirdi Sai Electricals Group, reveals how quality-focused manufacturing builds enduring customer confidence in a transforming energy landscape

scales its operations and modernizes the field, often under the harshest its manufacturing capabilities, our Chairman and Managing Director Shri Visweswara Reddy's focus remains firmly rooted in the values that shaped our legacy i.e. technology, quality, dependability, and customer-centric service and most favoured Brand award is a testimony to the same.

While we've recently ventured into solar power generation, it is our transformer manufacturing business, the foundation on which our company was built that continues to define how we earn and reinforce trust in a rapidly evolving energy landscape.

Since our inception in 1994, we have been one of a valuable contributor in resolving real-world power challenges for India's utility sectors. From supplying transformers to rural / urban clientele to powering infrastructure across the country, our growth has been powered by a consistent commitment to reliability. This trust has been earned over decades-through product performance, responsive service. and the ability to adapt without compromising on our core values.

As the demand for robust, energyefficient, and grid-ready transformers grows-both domestically and internationally—we are responding with strategic upgrades to our manufacturing infrastructure. As a testimony to this, SSE was awarded National Energy Conservation Award (NECA) twice by Government of India. Our state-of-the-art transformer facilities are equipped with advanced winding, core assembly, and testing systems that meet and exceed national and international quality standards, including BIS, ISO, and IEC.

not define quality. At SSE, we combine advanced equipment with rigorous process discipline and skilled craftsmanship, ensuring everv transformer we produce upholds the standards our customers have come to expect. Each unit undergoes meticulous testing and quality checks-reinforcing our reputation for delivering dependable

As Shirdi Sai Electricals (SSE) products that perform reliably in conditions

> In an industry where equipment failure can lead to major economic losses and service disruption, our customers value one thing above all: peace of mind. We reinforce that confidence not just through manufacturing excellence, but also through transparent communication. post-sales support, and a commitment to lifecycle value.

Our internal systems-rooted in lean manufacturing practices-allow us to continuously improve while keeping lead times competitive and defect rates low. We don't just meet specifications; we build relationships by being dependable long after delivery.





BALANCING LEGACY, STRENGTH, AND **BOLD INNOVATION**

> As Girija Subramanian, Chairman-cum-Managing Director of The New India Assurance Co. Ltd., shares, the insurer's unmatched legacy of financial strength is now powering its bold leap into a digitallydriven, customer-first future

For more than 50 years, New India Assurance (NIACL) has been the leading global general insurance provider in India by carefully balancing financial strength, reliability, and authentic innovation. Its long-term credibility in India and throughout its 25-country presence is based on this

New India Assurance's strong capital base, careful underwriting, and strong risk management framework are the cornerstones of its strategy. In addition to guaranteeing longterm financial stability, these pillars offer the framework for the business to boldly welcome change. The company maintains its focus on sustainable growth despite its global expansion, coordinating its operations and investments with its enduring dedication to policyholder protection.

However, in the ever-changing insurance market of today, financial strength alone is insufficient. Consumers demand individualized, digitally first, and responsive insurance solutions. particularly in a variety of international markets. Through constant innovation, New India Assurance satisfies these demands. It has made investments in digital claim processing, Al-driven underwriting, and user-friendly customer portals that provide real-time policy servicing. The goals of these innovations are to improve customer experience, increase operational efficiency, and broaden outreach across markets and regions rather than just for novelty's sake.

The company's ability to innovate in a genuine way while preserving its legacy is what makes it unique.

The company places the needs and trust of the customer at the center of every change, whether it is creating products tailored to a particular region or streamlining the claims procedure.

New India Assurance effectively manages the delicate balance between tradition and modernity by firmly establishing innovation in its core values of accountability, transparency, and service excellence. Millions of people rely on it as an insurer because of this synergy, which also enables it to continuously adjust to the changing needs of a global clientele.



NEW INDIA ASSURANCE दि न्यु इन्डिया एश्योरन्स कंपनी लिमिटेड The New India Assurance Co. Ltd

However, technology alone does



Strategic Minds

TRANSFORMATIVE INSIGHTS

Team Marksmen Network, a premier industry enterprise devoted to fostering meaningful insights and business intelligence, is proud to announce the formation of its Advisory Board. This strategic move marks a new milestone in its journey, reinforcing its commitment to driving impactful conversations and industry transformation across sectors.

Team Marksmen has consistently provided a dynamic platform for thought leaders, industry experts, and policymakers to engage in insightful discourse. And now, with the establishment of its Advisory Board, the stage is set to further elevate its influence by bringing together distinguished leaders from diverse domains to guide its mission.

Shri Suresh Prabhu

Former Union Cabinet Minister (held 10 portfolios), Chancellor of Rishihood University



CP Gurnani

Co-founder and Executive Vice Chairman, AlonOS & Former CEO of Tech Mahindra



Dr. Tayeb Kamali

Chairman of the Board Abu Dhabi School of Management



Dr. Ajay Dua

Chairman/ Board Director/ Senior
Advisor of various companies & Former
Secretary, Union Ministry of Commerce
& Industry, Government of India



Datin Seri Sunita Rajakumar

Founder, Climate Governance Malaysia & Independent Director on Multiple Boards



✓ info@teammarksmen.com

or visit us at mww.teammarksmen.com



Baat Bharat Ki is an exclusive video series that sees academicians, policymakers, bureaucrats, and thought leaders share their expertise and insights. The conversation revolves around the broader discourse of India's development journey.

SOME OF THE NOTABLE NAMES WE HAVE SAT DOWN WITH INCLUDE:

For more information visit our website www.marksmendaily.com



..and many more.