



#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 ALL GREAT BRANDS

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 personal and professional relationships.

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 values.



Those recognised included:



- Himalaya BabyCare
- Linen Club
- Allied Digital Services
- Appliances business of Godrej Enterprises Group
- TP-LINK INDIA PVT LTD
- Apsara
- BERGNER INDIA
- Chitale Bandhu Mithaiwale
- CooperVision India
- Fenesta
- Friends Adult Diapers
- Haier Appliances India
- Haldiram Snacks Pvt Ltd
- HETTICH
- Indian Bank
- IndusInd Bank
- KENT RO SYSTEMS LTD
- Kenstar
- KHIMJI JEWELLERS
- JAIRAJ & CO
- Kissht
- KONE Elevators India
- Konica Minolta Business Solutions India Pvt. Ltd.
- LACTO CALAMINE
- LALJEE GODHOO & CO. "LG"
- LEO TAPS AND FITTINGS
- Life Insurance Corporation of India
- Luminous Power Technologies
- Mahindra Susten Pvt. Ltd.
- MAK LUBRICANTS
- MSP STEEL
- Muthoot FinCorp Limited
- National Skill Development Corporation (NSDC)
- 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



The 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 aspirational—it's a business imperative driving measurable outcomes. When 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**

ELEVATING 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 standards.

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 AI and IoT-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 infrastructures.

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, people-focused 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

Recognised as one of the Most Trusted Brands of 2025 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

resonant and reinforced its regional connect. These hyper-localised 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

> **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 wearers.

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 (Nasdaq: 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 products available.

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.in.

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 year.

For more information, please visit www.coopercos.com





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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 alumnus, has spearheaded modernization across manufacturing, product

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 outreach.

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 Brand Ambassador.



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 we create.

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 Khimji 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 Ayurveda, 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 products. In this environment, trust begins with honesty. We understand that hair loss affects both physical appearance and emotional well-being. That’s why we lead with 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, encouraging individuals to experience the treatments over time before sharing their journeys.

Whether someone is skeptical or already on board, we focus on explaining how hair loss stems from deeper issues like poor gut health, stress, or nutritional deficiencies. Our AI-powered hair test identifies personalised factors like stress or hormonal imbalances, enabling 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 one-size-fits-all promises, evidence is the most powerful tool for building credibility.



MAINTAINING TRUST THROUGH INNOVATION, QUALITY AND CUSTOMER CENTRICITY

> Sanjay 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 trust that has been built over decades is both a responsibility and 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 R&D, testing and certification processes to ensure performance, security and durability. This commitment to excellence is reflected

in our consistent market leadership and strong customer loyalty.

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, we have built trust by working closely with our channel partners, service providers and users. We focus on clear communication, training 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.



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 digitally-driven, 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 balance.

New India Assurance’s strong capital base, careful underwriting, and strong risk management framework are the cornerstones of its strategy. In addition to guaranteeing long-term 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 more 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, AI-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.



INDUSTRY PERSPECTIVES

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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.

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



Nehal Shah
Wholetime Director
Allied Digital Services

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

As Shirdi Sai Electricals (SSE) scales its operations and modernizes 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, energy-efficient, 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.

However, technology alone does not define quality. At SSE, we combine advanced equipment with rigorous process discipline and skilled craftsmanship, ensuring every 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

products that perform reliably in the field, often under the harshest 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.

While our entry into conductor manufacturing and integrated solar module manufacturing marks a significant step into sustainable energy, it is being approached with the same disciplined ethos that shaped our transformer legacy. With funding secured and discussions underway with strategic investors, our solar plans are aligned to reinforce, not replace, our core mission.





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



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or visit us at  www.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:



...and many more.

For more information visit our website www.marksmendaily.com