



#MDBrandoftheyear  
**CELEBRATING  
VISIONARY BRANDS,**  
SHAPING THE **FUTURE** OF EXCELLENCE

BS MARKETING INITIATIVE

# TRUST: THE CORNERSTONE OF ALL GREAT BRANDS

In an age where consumers are bombarded with choices, only a few brands rise above mere transactions to create deep, meaningful connections. Brand of the Year recognises these rare organisations that don't just sell products but craft experiences, build communities, and shape culture. In celebrating these brands, we are acknowledging the power of trust, innovation, and authenticity in building relevance that lasts.

Today, success demands more than market share – it requires mindshare and heartshare. These are the brands that have mastered both, becoming household names, trendsetters, and beacons of purpose. This initiative reminds us that brands aren't just economic assets – they're emotional anchors that define how we live, work, and dream.



## Those recognised on this landmark occasion included:

- Bajaj Broking – Next-Gen Investing Brand of the Year
  - BHARAT PETROLEUM CORPORATION LIMITED
  - Bisleri Vedica Himalayan Spring Water
  - Campus Activewear Ltd
  - CELLO WORLD LIMITED
  - Cetaphil
  - Chitale Bandhu Mithaiwale
  - Fenesta
  - GM Modular Pvt. Ltd.
  - Godrej Interio (Part of Godrej Enterprises Group)
  - Haier Appliances India Pvt. Ltd.
- Himalaya BabyCare
  - IKEA India
  - InSolare Energy Limited
  - JKMaxx Paints
  - KAFF Appliances
  - Kaya Clinic
  - LA SHIELD
  - Purple Finance
  - RUBBER KING TYRE PVT. LTD.
  - SEW.AI (Smart Energy Water)
  - TATA Tiscon
  - U.S. Polo Assn.
  - Unimoni India
  - VistaPrint

# FORGING INDIA'S FUTURE WITH SMARTER STEEL

> **S Karthik Narayanan, Chief of Marketing & Sales, Tiscon Retail, explains how technological innovation has been integral to cementing Tata Tiscon's leadership**

When Tata Tiscon entered the Indian market in 2000, it introduced a breakthrough in the form of TMT (Thermo-Mechanically Treated) rebars, developed in collaboration with Morgan, USA. This introduction marked a pivotal shift in construction practices across India. TMT rebars quickly became the benchmark for modern construction due to their superior strength, ductility, and ability to withstand seismic and dynamic loads.

Since then, Tata Tiscon has continuously evolved its products and services through a deliberate focus on technology, innovation, and consumer-centricity. The brand's trajectory from Fe415 to Fe550SD represents more than a grade upgrade—it reflects the engineering innovation tailored to meet evolving construction challenges in India, particularly in earthquake-prone zones. Fe550SD rebars offer enhanced strength-to-weight ratio and ductility, which translates to reduced steel consumption without compromising on safety.

Beyond material innovation, Tata Tiscon introduced Tiscon Superlinks—factory-fabricated stirrups that come pre-bent to precise specifications. These not only improve build quality and reduce construction time but also minimise on-site fabrication errors that could compromise safety. With its improved bonding capability, thanks to uniform rib patterns, the structural integrity of buildings is significantly enhanced.

Transparency has been another cornerstone of Tata Tiscon's innovation. Recognising widespread issues of weight manipulation and fraud in the rebar market, Tata Tiscon pioneered the per-piece selling model in India. Unlike traditional players who sell by weight—leaving room for misrepresentation—Tata Tiscon's model ensures that consumers get exactly what they pay for, with fixed dimensions, weights, and quality certifications.

Digital transformation has also been at the forefront. The Tata Aashiyana platform is a significant innovation that brings the homebuilding experience online. It offers cost estimation tools, connects users to verified service providers, and provides access to certified Tata Steel products. Through the Aashiyana app, customers can estimate steel quantities, budget expenses, locate dealers, and even receive cashback or loyalty offers—all from a smartphone.

Another innovative service layer is the AskExpert program, where Tata Tiscon-certified engineers visit construction sites and offer practical advice on steel usage, quality checks, and structural planning. This bridges

the knowledge gap for individual homebuilders and ensures that superior-grade materials are used optimally.

On the sustainability front, Tata Tiscon manufactures its rebars in Tata Steel's Jamshedpur facility—the first in India to be certified under the global ResponsibleSteel™ standard. This recognition reflects a rigorous commitment to environmental responsibility, labour rights, carbon footprint reduction, and community engagement. Tata Tiscon's flagship product, Fe550SD, is also GreenPro certified—an industry-recognised mark for eco-friendly construction materials.

Each rebar is backed by BIS compliance and test certificates that verify mechanical properties like UTS/YS ratio (≥1.15) and elongation (≥14.5%). Furthermore, Tata Tiscon uses virgin iron ore instead of scrap metal, which improves material consistency and reduces contamination risk. These aspects ensure that every structure built with Tata Tiscon steel is not just strong, but also reliable in the long run.

Consumer loyalty programs have also been woven into Tata Tiscon's tech-driven ecosystem. Initiatives like the Golden Home Consumer (GHC) and Tata Basera reward purchases of 1–3 tonnes or more with benefits of up to ₹76,000, including discounts on Tata Pravesh doors, Tata Solar installations, and other Tata Group offerings. These programs are not mere marketing gimmicks—they are designed to genuinely support and celebrate individual homebuilders.

Importantly, Tata Tiscon's approach to innovation is holistic. It touches not only product development and manufacturing, but also the consumer journey, delivery logistics, and post-sale engagement. Whether it's reducing steel wastage, improving earthquake resistance, or offering digital support, Tata Tiscon's innovation is measured by its ability to solve real-world problems.

Looking ahead, Tata Tiscon is exploring next-generation products like Fe600-grade rebars for more demanding infrastructure needs, and AI-driven tools that help consumers and engineers optimise rebar placement and usage. These forward-looking efforts are aligned with India's Smart City mission and the evolving expectations of a digitally literate consumer base.

Ultimately, what sets Tata Tiscon apart is that every innovation is deeply purposeful. From factory to foundation, Tata Tiscon combines cutting-edge metallurgy, digital access, and transparent practices to deliver steel that stands the test


of time, not just structurally, but reputationally. With over two decades of leadership, 5 lakh+ customers served annually, and a roadmap grounded in sustainability and digital evolution, Tata Tiscon remains India's most innovative and dependable rebar brand.

This consistent trajectory of innovation is deeply embedded in Tata Tiscon's operational philosophy, which integrates upstream technology investments with downstream consumer needs. A prime example is the application of automation and AI in process control, enabling real-time monitoring of parameters like tensile strength and elongation. This results in precise quality control and reduced variability—critical for high-stakes construction projects. Furthermore, the adoption of RFID tagging on bundles enhances traceability from plant to site, supporting efficient inventory and accountability at each step.

Beyond production, Tata Tiscon also focuses on ecosystem-wide impact. It collaborates with structural engineers, architects, and contractors to educate them about the engineering nuances of using high-grade rebars. This knowledge-sharing fosters innovation at the point of application, ensuring that design efficiency is coupled with material optimisation. The company's technical webinars, onsite demonstrations, and virtual training modules have reached thousands of professionals, creating a ripple effect of awareness and upskilling.

Tata Tiscon has also pioneered sustainable packaging and logistics innovations, using recyclable materials for rebar bundling and optimising truckloads to reduce carbon emissions. These efforts align with the larger Tata Group ethos of environmental responsibility.

Through these combined efforts—cutting-edge manufacturing, field-level training, digital enablement, and environmental stewardship—Tata Tiscon continues to elevate the standard of steel usage in India. It is not just meeting market demands, but anticipating future needs and setting benchmarks for an entire industry. This proactive approach is what solidifies its reputation as India's most forward-thinking rebar brand.



JOY OF BUILDING



We have been awarded the prestigious Brand of the Year title for the second consecutive year, cementing our position as a leader in design-driven electrical products - like switches, home automation, fans, LED lighting, wires, pipes, home appliances, and music & mobile accessories. The recognition affirms us as a lifestyle and design-led brand that continues to set new benchmarks and elevate consumer expectations across the electrical industry.

This award validates our vision of reimagining everyday electrical products as sophisticated lifestyle statements. Our robust Research & Development team functions as lifestyle anthropologists, constantly studying evolving consumer behaviour and emerging design trends to create

# SURGING AHEAD BY CHANNELLING INNOVATION AND DESIGN

> **Jayanth Jain, CEO & MD, GM Modular, takes us through how the brand transforms everyday electrical essentials into inspiring lifestyle experiences**

products that seamlessly integrate into modern living spaces.

Our strategic focus on the smart urban consumer has driven consistent product launches that address real lifestyle needs. From sleek modular systems that adapt to changing spaces to smart-enabled products that integrate with connected homes, with a focus on aesthetics, our designs consistently serve as statement-making highlights.

Market response has been overwhelmingly positive, with industry professionals, design experts, and consumers embracing our vision of electrical products as essential design elements.

We actively participate in exhibitions across the country, receiving enthusiastic feedback from

visitors who describe our products as “great innovative products,” and “products making luxury statements.”

To support our growing market presence, we are setting up 4 major factories & warehouses across 3 states, strengthening our manufacturing and distribution capabilities nationwide.

In the region of Mumbai, two state-of-the-art factories are coming up in Pelhar, spread across 4,00,000 sq. ft. Hyderabad will house two advanced facilities spanning over 5,00,000 sq. ft., while the upcoming Vijayawada unit will cover 1,00,000 sq. ft.

With innovation at our core and design as the language, we continue to transform everyday electrical essentials into inspiring lifestyle experiences - redefining how India lives, works, and connects.

# A CLEAR VIEW ON BUILDING TRUSTED WIN-WIN RELATIONSHIPS

> **Viju Nair, Business Unit Director, Galderma India Pvt Ltd., sheds light on how the brand embeds science, empathy, and trust into its branding and innovation strategy**

Our products are the outcome of our purpose of **Advancing Dermatology for Every Skin Story**. Through regular interactions with dermatologists and consumers across various channels, we are committed to advancing skin health and reinforcing healthcare professionals' and consumers' trust in the brand.

Cetaphil is a No. 1 Dermatologist Recommended brand – and it delivers. It offers science backed range which caters especially to Sensitive Skin. Backed by this confidence, we keep on innovating and adding products to our portfolio for every skin concern for sensitive skin - whether it be hydration, acne protection, brightness, or simple cleansing or moisturization.

Consumers today are **more informed than ever**, and skincare has evolved beyond aesthetics to a key component of wellness. Every skin has a story; Even within small groups, skincare needs vary based on type, climate, concerns, and age – thus requiring personalized skincare for the individual.

We partner with dermatologists to create formulations<sup>1</sup> that provide effective results while remaining gentle on the skin. Each of our Cetaphil variants is developed to defend against 5 signs of skin sensitivity,<sup>2</sup> dryness, irritation, roughness, tightness, and a weakened skin barrier, boosting all 15 Ceramide classes<sup>3</sup>.

Over the years, we have developed and launched a wide range of products in the Indian market across categories. E.g. for babies and their delicate skin, we have Cetaphil Baby. For Brightness seekers with sensitive

skin, we have Cetaphil Bright healthy radiance range, and for those seeking skin hydration solutions, we have Cetaphil Optimal Hydration, and most recently we have launched our SA range that has SA as its core ingredient. While these products address specific consumer needs, the focus remains on solving every requirement for sensitive skin.

Cetaphil's reputation and consumer's trust in Cetaphil continues to play a significant role in our substantial growth in the Indian market. This trust is a key factor in building our consumers' loyalty and their choice to incorporate Cetaphil into their daily skincare routines. It truly fills us with pride and confidence that consumers have chosen Cetaphil as Brand of the Year 2025 for the third straight year.

Skin health awareness is accelerating rapidly in India, creating a dynamic and promising market landscape. Industry projections indicate that the Indian skin health market will reach \$28–\$30 billion by 2029–2030, growing at a robust CAGR of 10–12%. This presents a significant opportunity for global dermatology players.

Galderma is uniquely positioned to lead this transformation. With a strong dermatology legacy of 44 years and an impressive CAGR of over last five years, we are not just witnessing the growth of the category, we are shaping it.

Galderma is more than a skincare company. Its mission in India is clear: to become the number one dermatology company, delivering



innovative, science-backed solutions across the full spectrum of skin health.

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Boat 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](http://www.marksmendaily.com)





# HOW PURPOSE-BUILT AI IS POWERING GLOBAL ENERGY AND WATER FUTURE

> **Mashal Dhawan, CEO – Asia, SEW.AI,** outlines how innovation and purpose can together be powerful catalysts of change

Energy and water are the quiet constants of our lives. We don't often notice them — until they fail. A blackout. A dry tap. A rising bill.

These moments remind us: access isn't guaranteed.

At SEW.AI, we've spent over a decade solving this with AI platforms and a clear philosophy: **people first, intelligence everywhere**. We build AI not merely to automate energy and utility processes, but to amplify their positive impact—helping providers serve better, enabling households to live smarter, and giving our planet a chance to breathe easier.

Because in a connected world, managing energy and water isn't just a technical challenge; it's a human one.

### WHY ENERGY AND WATER?

Because **nothing matters more**.

Picture this: a farmer in Maharashtra checking service updates for solar installation through a mobile app. A family in Delhi reducing their power bill using AI-driven insights. A field technician in Tamil Nadu resolving an outage, guided by predictive analytics.

This is the new face of world's energy and water journey. And at SEW.AI, we're helping make it real — by combining human need with intelligent AI platforms. Despite progress, millions still lack access, and billions more interact with them through outdated, impersonal systems.

At the same time, the industry faces seismic challenges: aging infrastructure, rising electrification, EV adoption, and decarbonization. New technologies like AI and cloud computing are reshaping demand with data centres becoming one of the fastest-growing electricity consumers



technology together with the human clarity, care, and decision-making only people can offer.

We call this **People + AI**. And it's at the core of everything we build.

### EMPOWERING PEOPLE WITH VERTICAL AI PLATFORM

From intuitive mobile apps to personalized insights, we're enabling billions of people to take control of their energy and water like never before. Whether it's understanding a high bill, reporting a leak, or optimizing energy use with real-time recommendations — SEW.AI's platform makes these decisions simpler, smarter, and faster. Because we believe convenience isn't a luxury — it's a necessity.

And in a world of rising costs, climate pressure, and digital noise, clarity is power. When people are equipped with the right tools, they don't just interact with utilities. They become part of the solution.

### OUR VISION. OUR LEGACY. OUR IMPACT

From day one, SEW.AI has stood for transformation with purpose. We've spent over a decade building the world's most trusted AI foundation for energy and utilities. Today, we partner with 450+ utilities, serve over 1.4 billion people across 45+ countries, and are working to reach 4 billion people by 2027.

But we're most proud of this: we've shown that when technology is guided by human values, it creates more than just efficiency. It creates equity, opportunity, and empowerment.

And when we put People + AI at the center of energy and water — we don't just power an intelligent, sustainable world. We create a better one.

globally.

Addressing these interconnected challenges calls for a new kind of intelligence—one built from the ground up for this sector.

That's where SEW.AI comes in.

### VERTICAL AI: BUILT FOR THE REALITIES OF UTILITIES

At SEW.AI, we didn't adapt AI to fit this space. We built AI for this industry.

Our **Vertical AI** models are trained on real-world utility data — from outage histories and rate plans to service workflows and meter reads. These aren't generic algorithms. They understand a billing dispute, a transformer failure, or a leak alert — and can act accordingly.

AI delivers what this moment needs:

- The ability to process billions of data points instantly
- To personalize experiences for every customer, field operations, grid intelligence
- To empower people to take control of their usage, spend, and sustainability

This is what sets us apart.

### PEOPLE + AI: THE HEART OF OUR PHILOSOPHY

We don't believe AI is here to replace people. We believe it's here to empower them.

Because at the end of every meter reading, every outage notification, every mobile app interaction — there is a person. Someone trying to understand their usage, lower their bill, and make smarter choices for their home, business, or community.

That's why we see Vertical AI as a **force multiplier** — bringing the scale, speed, and automation of intelligent

# BAJAJ BROKING: MARRYING TRUST AND VALUE TO CREATE A UNIQUE VALUE PROPOSITION

> **By taking an investor-centric view, a Bajaj Broking spokesperson reveals how the brand stands out in a crowded investment space**



In today's crowded investment tech landscape, value often gets conflated with low costs or flashy features. But true value is rooted in outcomes that are long-term, consistent, and investor-centric. Trust, on the other hand, must be earned through transparency, reliability, and the assurance that a platform will act in the investor's best interest. At Bajaj Broking, we see trust as the foundation — and value as the result of delivering on that trust every single day.

The Indian capital markets have witnessed significant growth since the pandemic, with lakhs of first-time investors entering the ecosystem. Digital access, financial awareness,

and regulatory reforms have propelled this expansion. Yet, the journey has just begun — India's investor penetration still trails global averages, leaving ample headroom for growth.

This opportunity for growth brings with it the responsibility to serve new and seasoned investors alike with platforms that they can rely on. For many, investing means entrusting their hard-earned money to a partner — and that requires someone who is not just efficient, but also dependable.

Bajaj Broking fills that gap by offering an investment platform that is not only intuitive and inclusive, but is also backed by the credibility of the Bajaj Group. This is a broker you can trust — to simplify your investing

experience and to grow your wealth.

Whether you're starting your financial journey or managing complex portfolios, we meet you where you are with our omnipresence strategy — across web, app, and 44 locations — with products that span equities, mutual funds, F&O, bonds, IPOs, and more.

In a competitive space, our strength lies in execution, trust, and a long-term commitment to making investing simpler, more transparent, and truly inclusive. We believe this is how trust and value come together — and how Bajaj Broking will carve a unique and scalable niche in the years to come.

just a few clicks away.

Vistaprint uniquely enables small businesses to leverage personalization through intuitive online design tools that let customers effortlessly customize products without any prior design experience. This user-friendly and accessible approach empowers users to transform everyday items into impactful, personalized expressions of identity, brand pride, and thoughtfulness.

The personalization-driven strategy also helps small businesses distinguish themselves in crowded markets. For non-customized products, there could be tons of market offerings similar to each other. However, the moment you personalize the same, it instantly becomes, unique, and stands out. In addition to this, the perceived value of the personalized product also increases owing to its exclusivity.

Thus, Vistaprint is helping small businesses craft a unique professional identity and build an enduring brand. By simplifying the personalization process, offering quality results at scale, and keeping it accessible through flexible order sizes and pricing, Vistaprint empowers brands to look their best, connect meaningfully, and create personalised impressions.

connections. Vistaprint empowers these businesses to stand apart and create lasting impressions through the power of personalization.

Personalization, as the name suggests, involves adding something 'personal' to a product or service, making it unique and memorable. Vistaprint is a leading brand for personalization in India, offering its customers high-quality products with single or low-unit customization at affordable prices—all ordered from the convenience of their home or office. It's a one-stop shop for small businesses, with offerings like Visiting Cards, Custom Apparel, Stationery, Signs and Posters, Flyers, Pens, Mugs, Photo Albums, and more. At the heart of the Vistaprint experience lies simple, accessible personalization—



# KAYA SKIN CLINIC: WHERE SCIENCE MEETS CARE AND TRANSFORMATION

> **Nishant Nayyar, Vice President and Head of Marketing, Kaya Limited,** explains how Kaya delivers trusted dermatological care with authentic, incredible results

Our clinical credibility shines through real, visible transformations — authentic before-and-after images powered by **cutting-edge dermatological technology**. Every treatment is grounded in medical precision, delivered by a team of **highly specialized doctors** with years of expertise.

But Kaya goes beyond procedures. We prioritize your **well-being and privacy**, creating a safe, welcoming space that nurtures trust and comfort from the very first consultation.

With a 4.5+ star rating on Google Reviews across clinics, our clients' words speak volumes. Their stories of confidence restored, and skin

transformed fuel our commitment to continually enhance our care. Our strong feedback system ensures, every experience helps us raise the bar.

Rooted deeply in local culture, Kaya builds trust through meaningful collaborations — with **regional celebrities, local key opinion leaders and influencers**, and **community voices** that reflect your aspirations. Our **hyperlocal approach** ensures each clinic, treatment, and experience is thoughtfully tailored to your values and lifestyle.

At Kaya, every story is personal. Every transformation is real.



Because when **clinical excellence meets emotional care**, the results go far beyond skin deep.



# WHAT DOES BRAND TRUST LOOK LIKE IN THE SOLAR SECTOR - AND HOW DO YOU BUILD IT?

> **Pratik Bhatt, Head – Sales & Marketing, InSolare Energy,** outlines the countours of all things brands trust

In a sector like solar, where the life of a project spans over 25 years and the investments are significant, brand trust is everything. It's the invisible thread that binds clients, partners, investors, and regulators — the assurance that the promises made today will stand the test of time, technology, and market dynamics.

At InSolare Energy, we define brand trust as a combination of performance consistency, transparency, technical integrity, and long-term partnership mindset. Over the past 16+ years, we've built our brand not just through marketing campaigns, but through every kilowatt-hour generated by the plants we've delivered — now totaling more than 600+ MWp across India.

So, how do we build this trust?

First, through our proven execution track record. We've successfully delivered turnkey EPC projects for Commercial & Industrial (C&I) clients, developers, and institutional investors

— often in challenging geographies and under demanding timelines. When clients see our ability to deliver high-performance, compliant, and cost-optimized systems repeatedly, trust follows naturally.

Second, we focus heavily on transparency and ethical conduct. In an industry where delays, overpromises, or lack of post-commissioning support can damage reputations, we have made it a practice to communicate openly — whether it's about project timelines, policy risks, or plant performance. Clients value honesty over sugarcoating, and this has been a key reason for long-term repeat business.

Third, trust is built by being invested in the client's outcome. We don't just engineer plants — we co-create solutions that align with the client's business case. From reducing Levelized Cost of Energy (LCOE) to enabling Open Access procurement



and navigating net metering rules, we act as a trusted advisor — not just a vendor.

Lastly, we invest in relationships beyond the project lifecycle. Our dedicated O&M and client success teams ensure that systems continue to perform as designed, and we remain accountable long after handover. In a sector where many players exit post-commissioning, our continued presence has made a strong difference.

In summary, brand trust in solar is not built overnight — it's earned over years of doing the right things consistently. For us at InSolare, it means being technically sound, ethically driven, client-focused, and future-ready. And we believe that's what makes us not just a solar EPC player — but a trusted Net Zero partner for India's C&I sector and beyond.

# BUILDING TRUST WITH COLOUR AND LEGACY



> **Amandeep Malhari, Head of Marketing at JK Maxx Paints,** sketches out how the brand leverages heritage to gain consumer trust swiftly

JK Maxx Paints is quickly making its mark in India's competitive paints market, underscored by its Brand of the Year 2025 nomination. Our strategy goes beyond selling paint; it's about providing complete home beautification solutions.

**LEVERAGING A CENTURY OF TRUST: THE JK LEGACY** Our greatest strength lies in our foundation - The 140-year legacy of the JK Organization. This heritage instills deep trust, reinforced by the market leadership of JK WallMaxx Putty, a product synonymous with quality. This equity translates directly into powerful first impressions and consumer confidence for JK Maxx Paints. Our #SingleBrandSharmaJI campaign highlights how the two decades of trust in JK WallMaxX Wall Putty for beautiful walls now extends to

JKMaxx Paints, making us a complete home beautification solution provider.

**STRATEGIC ENTRY AND MARKET UNDERSTANDING:** Launched in April 2023, JK Maxx Paints entered a dynamic Indian market, projected to grow from INR 62,000 Cr. in 2024 to INR 100,000 Cr. by 2030. Factors like urbanization, rising disposable incomes and reducing painting cycles are fuelling the paints demand.

**INNOVATION AND CUSTOMER-CENTRIC APPROACH:** Our core strategy has been around innovation and a proactive, customer-centric mindset. This means agile product development driven by deep consumer insights which has resulted in a comprehensive portfolio spanning across emulsions, distempers, enamels, primers, textures, wood



finishes, and waterproofing solutions.

**GAINING TRACTION AND MEETING DIVERSE NEEDS** We are seeing significant growth in our core Hindi Speaking Markets (HSM). Our understanding of both urban as well as semi-urban consumer behavior which values trust and affordability, guides our strategy and is crucial to our expansion. So far, we've expanded across 21 states, tailoring offerings to combine quality with practicality.

In essence, JK Maxx Paints is building unwavering trust and preference by leveraging its legacy, navigating the market with agility and deeply understanding consumer needs. Our Brand of the Year 2025 nomination affirms our commitment to excellence, quality and value that we offer to our customers.

# POWER-PACKED PERFORMANCE REplete WITH TRUST

> **Devin Gawarvala, Entrepreneurial Founder and Owner, Rubber King Tyre,** reveals the myriad pillars of the brand's success

Rubber King Tyre Pvt. Ltd., a trusted name in manufacturing since 1981, is rapidly expanding its global footprint. With four advanced manufacturing units in Gujarat and exports to over 90 countries, the company is emerging as a major player in both B2B and B2C markets.

At LogiMAT India 2025, Rubber King unveiled its new pneumatic tyre series engineered for high-load industrial applications. These tyres feature enhanced superior grip, and

longer life, making them ideal for ports, warehouses, and heavy-duty vehicles.

Certified with ISO 9001, 14001, and IATF standards, the company stands out for quality, innovation, and sustainability. REACH-compliant materials and agricultural tyre expansion further strengthen its market reach.

By combining technical excellence with customer-centric service and a strong export network, Rubber King is



building lasting brand resonance worldwide—delivering performance you can trust.

