



## Intelligent by Design Creating Experiences That Anticipate Celebrating Visionary Brands, Shaping the Future of Excellence

### BS MARKETING INITIATIVE

## GREAT BRANDS COME ALIVE AT BRAND OF THE YEAR 2026

> *India's marketing leaders convene to define what enduring brand excellence truly means*

There is a version of marketing that shouts. It buys reach, optimises clicks, chases trending audio, and calls it a strategy. And then there is the other kind: quieter, more confident, more considered. The kind that earns a consumer's trust so completely that they come back without being asked, recommend without being incentivised, and stay loyal through price hikes and product misfires alike.

That second kind of brand is harder to build. It requires the intelligence to anticipate rather than merely react, the courage to prioritise long-term relevance over short-term performance, and the discipline to stay human even when the tools

available are anything but.

It was this harder, better version of brand building that the 5th Edition of Brand of the Year 2026-27 gathered to celebrate. Held at Novotel Mumbai International Airport and presented by Team Marksmen Network alongside India Today and Business Standard, the evening drew over 150 of India's sharpest marketing minds into one room, under the theme "Intelligent by Design: Creating Experiences That Anticipate." What unfolded was not just a night of recognition. It was a conversation about what India's most enduring brands are quietly getting right.



Presented by  
**MARKSMEN DAILY**

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## FROM THE MANAGEMENT'S DESK



Brand of the Year lauds India's brand community, and is a platform rigorous enough to stand apart from the madding crowd. Every edition, we see leaders arrive and leave re-energised, reminded that excellence is not accidental. It is chosen, sustained, and worth celebrating loudly. Excellence of that calibre is worth applauding and highlighting, as it has been across five editions.

### ◀ RAJESH KHUBCHANDANI

Co-Founder & Managing Director, **Team Marksmen Network**



The most rewarding part of Brand of the Year is what happens around the periphery of it: the benchmarking conversations it triggers, the internal standards it raises, the quiet pressure it puts on organisations to be better than they were last year. A recognition platform that makes entire industries more ambitious is an ecosystem driver, and a harbinger for something greater than everything that preceded it.

### ◀ AKASH TIWARI

Co-Founder & Managing Director, **Team Marksmen Network**



India has never lacked brilliant brands. What it has sometimes lacked is a stage credible enough to make their recognition truly count. Brand of the Year exists to be that stage. Not a popularity contest, not a pay-to-play platform, but a genuine salute to organisations that have done the hard, unglamorous work of earning consumer trust and then held onto it.

### ◀ SHARAD GUPTA

Co-Founder & Managing Director, **Team Marksmen Network**

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MALAYSIA

## YOUR BRAND HAS BUILT THE STORY NOW, MAKE IT OFFICIAL

Step into the spotlight and let **Asia** recognise  
the journey behind your brand

**GET IN TOUCH**

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## THE BRANDS INDIA TRUSTED THIS YEAR

Brand love is something very, very ephemeral, and very deeply coveted. At Brand of the Year, twenty-three organisations walked away with something more valuable than a trophy: it was the ringing endorsement of a platform that has spent five editions holding brand excellence to world-class standards.

### The organisations felicitated included:

- AMBA SHAKTI SD TMT
- Aveeno Baby India
- Bajaj General Insurance
- BookMyShow
- Dunlop Tyres
- Episoft AC
- HDFC Life

- HP Lubricants
- Kissan
- Mahindra XUV 7XO
- Mahindra Electric Origin SUVs
- Mahindra Insurance Brokers Ltd.
- Mee Mee
- Mitsubishi Electric
- Mr.DIY India

- National Stock Exchange of India Ltd.
- Niconi (Tan Removal Category)
- Switch Mobility
- Tata Motors Commercial Vehicles
- ToneTag
- VIVA Composite Panel Private Limited
- VTP Realty
- UNIQLO

These recognitions reflected the diversity and strength of India's brand ecosystem, from legacy enterprises to emerging category leaders highlighting organizations that continue to build enduring consumer trust through innovation, quality, purpose-driven leadership, and exceptional customer experiences.

## VIEW FROM THE TOP

"At MR.DIY, every decision starts with one question: how do we deliver better value to our customers? Whether it is a household essential or a lifestyle product, our customers should never have to choose between quality and affordability. We achieve this through stringent quality standards, trusted supplier partnerships, and an efficient supply chain that allows us to leverage our scale. Rather than passing efficiencies to the bottom line, we pass them on to our customers. That is the philosophy behind our 'Always Low Prices' promise and how we consistently deliver value across 10,000+ products & ten categories."



VIKAS GUPTA, GROUP CEO, MR. DIY

## MODERNISING ENGAGEMENT FOR SUSTAINED FUTURE GROWTH

> *HP Lubricants' efforts to deepen relationship with key stakeholders is a cornerstone of its sustained success*

At HP Lubricants, we view mechanics not just as service providers but as technical partners critical to the automotive ecosystem. A cornerstone of this partnership is our "Racer Station" initiative, which transforms independent workshops into authorized, professional service points. By providing standardized infrastructure and branding, we elevate their business stature and customer trust. Crucially, this program goes beyond physical branding to offer graded social security benefits, ensuring that as a mechanic's relationship with us deepens, their family's long-term welfare and stability are secured.

To keep pace with changing technology, we have introduced "Tool se Taal," a unique engagement program built on three pillars: Engagement, Education, and Entertainment. Recognizing the hard work mechanics put in daily, this initiative centers on musical evenings that blend entertainment with education. Through these fun, interactive sessions, we impart critical knowledge about general lubrication and HP Lubricants' specific technologies, ensuring learning happens in a relaxed, memorable environment.

### HP LUBRICANTS POWER TO PERFORM

Customers visiting our vast network of Retail Outlets can access our full range of premium lubricants, backed by a trained workforce. These skilled professionals are on hand to provide expert



advice, check oil levels, and perform quick changes, ensuring that customers receive the right product and service seamlessly during their refueling stops.

On the digital front, we have streamlined financial empowerment through Hungama 3.0, our loyalty platform, and the HP Pay app. These tools ensure instant reward redemption and seamless digital payments, creating a transparent, tech-enabled ecosystem that supports our partners' financial growth alongside their technical evolution.

### Futur-X: Ultra-Synthetic Performance for the Modern Era

Is your high-performance vehicle truly delivering the thrill it was built for, or is hidden friction silently robbing you of power and efficiency?

In the world of modern motoring, "good enough" is no longer acceptable. Today's engines—whether in turbocharged sedans, high-revving superbikes, or heavy-duty trucks—are marvels of engineering that demand equally advanced protection. Using standard lubricants in these machines is like putting low-grade fuel in a rocket; you compromise the very performance you paid for.

Enter **HP Lubricants Futur-X**, the definitive range of **Ultra Synthetic Premium Engine Oils** designed to unlock your engine's true potential. Futur-X is not just about lubrication; it is about preservation and power.

Formulated with cutting-edge synthetic technology, it creates

an impenetrable shield against heat and wear, ensuring that every drop of fuel translates into raw performance.

We understand that every driver seeks a different kind of joy. That's why Futur-X offers specialized precision:

- **HP Neosynth Futur-X** for premium cars, delivering whisper-quiet power and rapid start-up protection.
- **HP Racer Futur-X** for motorcycles, ensuring high-RPM agility and shear stability.
- **HP Milcy Futur-X** for commercial vehicles, providing rugged durability for the long haul.

At HPCL, our philosophy of 'Delivering Happiness' is rooted in the reliability of your journey. Happiness is a smooth drive, a responsive engine, and the peace of mind that comes from superior protection. Don't compromise on your drive. Visit your nearest HP Retail Outlet or authorized distributor today, and experience the future of engine performance.

## MAKING THE SWITCH TO GREEN MOBILITY

> *Ganesh Mani, CEO, Switch Mobility, explains how future-ready green mobility framework is one tailor made for the needs of Indian and global markets*

India's electric commercial vehicle market is entering a breakout phase, with EV penetration in buses and LCVs poised for exponential growth. Over the next five years, I foresee India's electric mobility ecosystem shifting from regulatory-driven pilots to mainstream, commercial scale.

In the bus segment, EV penetration is projected to scale from nearly 4% to around 10% in FY28, supported by a massive national ambition to replace 8 lakh diesel buses by 2030. As retail fleet operators begin replacing ageing vehicles, bus segment's dependence on split between government and retail demand is expected to change.

At the same time, the eLCV segment is witnessing a clear shift towards higher

tonnage categories, whose share is projected to grow from under 1% in FY24-25 and which has already crossed 4.5%+ in Q1 of FY 26-27; In EV subsidy states like Delhi and Maharashtra, it is already nearing 10% mark and expected to grow to 20% penetration by FY28. Evolution is fundamentally anchored in unit economics, duty cycles and fleet utilization. Electric LCVs already offer up to 40% lower running costs compared to diesel, insulating fleet operators from fuel volatility.

We are also seeing demand for refrigerated vehicles, sanitation vehicles, road-cleaning applications, utility vehicles, mobile service vans and specialized municipal applications. We currently offer 17 variants catering to different use cases.

## SWITCH



By leveraging the manufacturing prowess of our group's ecosystem, we are not just supplying clean, smart, and efficient vehicles; we are delivering a reliable, 98% uptime-backed green mobility framework for India and global markets.