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Mumbai

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An Economic Times Initiative

Promising Brand

The global business space is in an explosive mode. Rapidly increasing income levels, technology hurtling towards better production systems and smarter market insights have ensured that all brands get visibility. In a dynamic country like India, where the growth curve is decidedly bullish, business has broken the limits of conventional wisdom and demographics. The 65% of Indian population below the age of 35 is the fuel for this fire to succeed.

People are taking greater risks, testing new channels and embracing entrepreneurship to the core. But the challenge for a new product is not about getting a visible launch or making a mark. The question is, how many are able to sustain the tempo of their launch.

To meet the demands of a precariously choosy market, extremely dynamic technology innovations and hence changes, and of course, an increasingly aware and discerning customer, they need to be doing something very right! The winners are those that can constantly innovate, in terms of product, pricing, solutions, business models, packaging, delivery, placement and more.

- **What sets these brands apart?**
- **What creates niche identity in the mind of consumers and enhances recall value?**
- **What are the latest innovations that have left a lasting imprint on consumers' mind?**
- **What makes the leading brands the best brands and vice versa?**
- **Why does the market emulate these brands and follow their benchmarks- even when they are not in the room?**

Attributes (DNA) of Promising brands

Pedigree

Background of
Directors/
Advisory board/
Promoters

Values

The brand objective
that it clearly gives
to the market

Innovativeness

Agile response to
market situations

Uniqueness

of business model

Your brand is what other people
say about you when you are not
in the room....

Jeff Bezos, Amazon.com

The Economic Times Promising Brands Initiative:

The Economic Times conducted an extensive survey and shortlisted 200 top brands after considering the parameters of innovation, brand value, brand recall, consumer satisfaction, customer service & quality. These brands were collated in a Brand book which was launched in an extremely successful event and received acclamation from across the industry in 2017.

Building on the success of this, we are now pleased to launch Economic Times Promising Brands 2018.

The Economic Times Promising Brands 2018 is a coffee table collection, a book that is the result of an endeavor to get the top promising brands that have shown the muscle to survive and thrive, even expand. In this brand book, we study the very genetic fiber of these Promising Brands. What sets these brands apart? What creates niche identity in the mind of consumers and enhances recall value? What are the latest innovations that have left a lasting imprint on consumers mind? What makes these brands...Promising Brands?

The significant point is, the book does not showcase only established brands, but those that show promise of growth. Some of the brands which are featured in the Brand Book, find a mention here as they have challenged the status quo. They have shown the grit and gumption to affect change and be relevant to the current market context. These are also new brands- with smart new business models which did not exist earlier.

Forum Features

1

Interactive panel discussion

The business leaders from leading technology brands share their viewpoints on specific pressing topics, followed by Q&A from the audience

2

Keynote Presentation

The most influential and important thought leaders from the industry share their vision of a resilient, thriving brand strategy

3

Felicitation ceremony

The book will be launched in a glittering ceremony at Mumbai onThe leading business heads from these brands will be felicitated by Senior Government officials and industry veterans

4

Gala Cocktail and Dinner

The coffee table book unveiling ceremony will be followed by an exclusive and gala "invite only" dinner and cocktails.

Program Schedule

18:00 - 18:30	Registration for "Most Promising Brands" book unveiling
18:30 - 18:40	Opening Remarks from Deepak Lamba, President, TCL - BCCL
18:40 - 19:00	Opening Keynote Address: Digital media - The Final Frontier for Brands?
19:00 - 20:15	Discussion: Brand muscle in the time of Minute-Memories
20:15 - 20:35	Coffee Table Book launch and Felicitation Ceremony
20.35 Onwards	Closing and Gala Dinner Reception

Who Should Attend

- CEO
- ACADEMICIANS
- BRAND MANAGERS

- CMOs
- MEDIA BUYERS
- BRAND CONSULTENTS

- DIGITAL MARKETING HEADS
- PRODUCT HEADS

Sectors



Retail



Infrastructure



Digital



Automobile



FMCG



Telecom



Apparel



Pharma



Consumer



Durables



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