21st Infotech Forum 2023

Hotel Leela Palace
Chanakyapuri, New Delhi

Friday, 21st July 2023

THEME

5G Driving The Next Growth Wave For Digital India

About The Brand Book

India's leading technology publication house brings the 12th edition of the BRAND BOOK on Indian ICT Industry to reach out to the end customers in the country. A well-defined brand can clearly communicate the unique value that your business offers and create a positive perception in the minds of your target audience.

Our strong believe is, if brands don't personalize, they don't have any reason to exist. Every year the Brand Book is unveiled over a large customer event (Infotech Forum)

The Brand book has once again been chosen as the ultimate vehicle for the corporates/Digital PSUs/ Start-ups to position their products and service offerings to the desired end customers. There is a huge paradigm shift and that shift has challenged the overall functionality of startups.

The 21st edition of the Infotech Forum is going to witness 500 Technologists from across the country to join.

It is a valuable resource for anyone involved in creating or managing the company's brand, including designers, marketers, and executives.

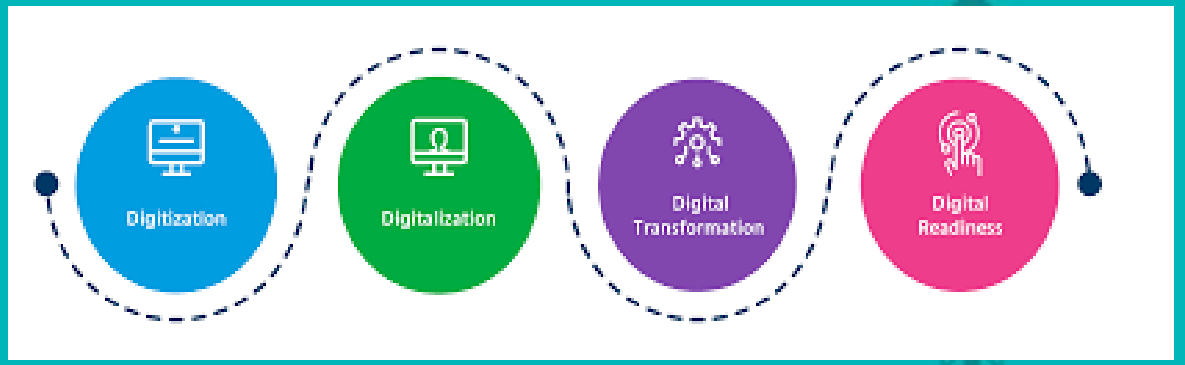
The Government of India's push to manufacturing through the "Make in India" initiative has garnered considerable attention from the industry and brought the spotlight back on the manufacturing sector.

USP of the Brand Book 2023

India has been successful in catering to the boom in new age fields like Machine Learning, Artificial Intelligence, Robotics among others and service the demand globally

The Information Technology (IT) revolution opened up new possibilities of economic and social transformation in India. IT and IT-enabled business process outsourcing services continue to be on a robust growth path.

Marketing is an important part of branding, even though it is not the only building block of the process. Brand management will be viewed as a process that begins from within the organization.



The Brand Book has a print circulation of 10,000 copies a year. Out of this 7,500 copies go to the CIO/CTO and CDO, 1,000 copies go to the System Integrators and Solution Partners, 500 copies to the corporates who have been featured and advertised in the Brand Book and rest 1000 copies are being sold to the subscribers.

It also has a strong digital presence by reaching to 1 Million (Digital copies) customers (SME and Start-ups) in the country, and to most of the Government, BFSI, Large and SME business houses in the country.

21st Infotech Forum 2023, Hotel Leela Palace, New Delhi

Infotech Forum provides technology know-hows and implements news to those who evaluate, invest, and manage IT infrastructure of organizations. As business and social become personalised, we are surrounded by extreme personalization every day.

It is a fact that brands have changed along with the times and economic climate. The change requires companies to shift their thinking of brands from a marketing-oriented function to a guiding principle that involves every aspect of the organization. This year the Brand Book is focused on how the marketers are strongly focusing on personalisation on their technology brands and leadership.

Each year, **BRAND BOOK** publishes it's flagship report – Indian Market Scape – that is considered the bible for the technology industry. This year's edition focuses on the theme **"Think Digital Think India"** and explores how the industry will maximize tech innovation and impact and build on future readiness with the Digital Next priority of the industry.

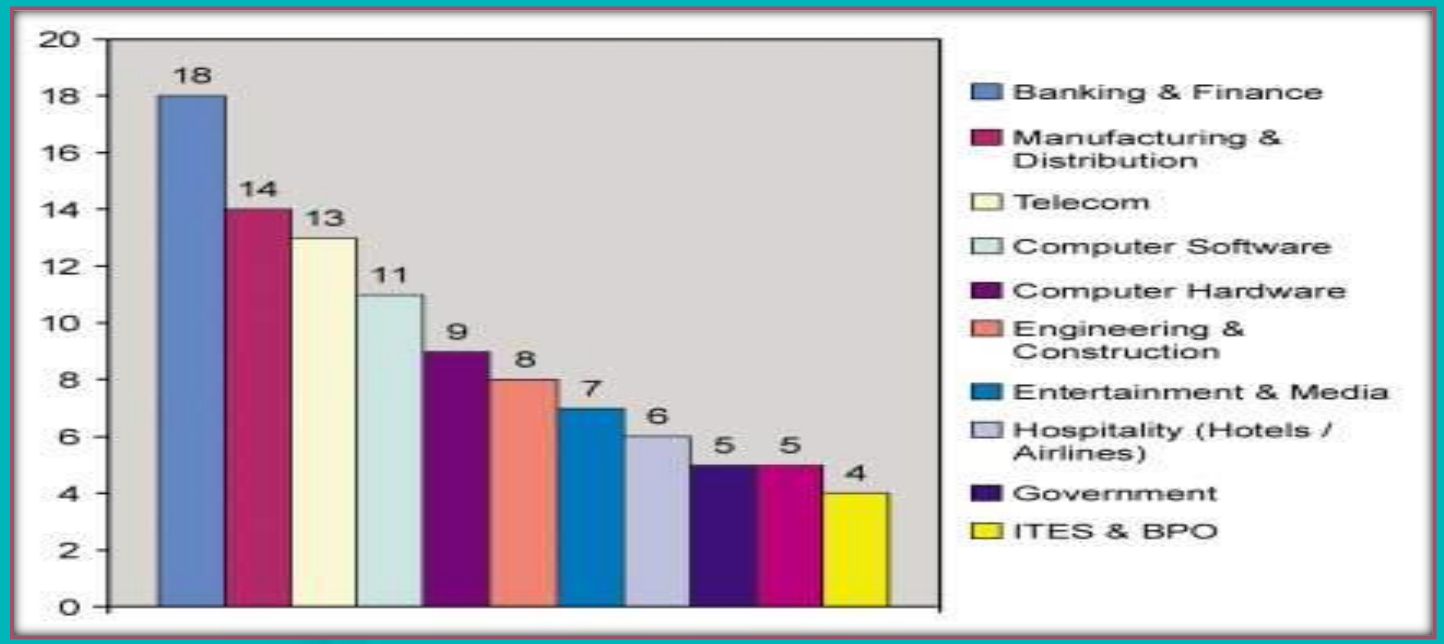
Unique Positioning :

Brand Book is an essential tool for any company that wants to build a strong, consistent brand identity. It helps to align everyone involved in creating and managing the brand and ensures that the brand remains recognizable and memorable to its target audience.

The Brand book is targeted towards high usage of technology users in 10 key segments including IT/ITeS, Telecommunications, BFSI, Hospital/Hospitality, Government/Public Sector Undertakings, Automotive, Aerospace, Healthcare, manufacturing and media-entertainment Industry.

Audience Profile

- Predominantly male and female readers are of the age group of 25-55 years
- Represents the senior management & middle management across the industry verticals in the metropolitan cities (Over 75%), either an IT decision maker or a decision influencer
- Primary TA includes CIOs/CTOs/CISOs of large enterprises, Asset Managers/Data Centre Heads of large enterprises, IT Heads/IT investment decision makers
- Secondary TA - Other CXOs viz CEOs, COOs, CFOs, CMOs etc.(TA includes both existing as well as aspiring)
- The 12th edition will publish the vision of 50 CMOs, who are working strongly towards personalisation.



Information Needs

- Latest trends in Branding & Marketing know-how
- Resources (Case Studies, Whitepapers, Annual report)
- Research Material (Statistics, Surveys, Market Data)
- Industry Views/opinions from CIOs/CMOs & Peer group experiences
- Insights on successful deployments, Improving ROI and Reducing TCO

Fact Files

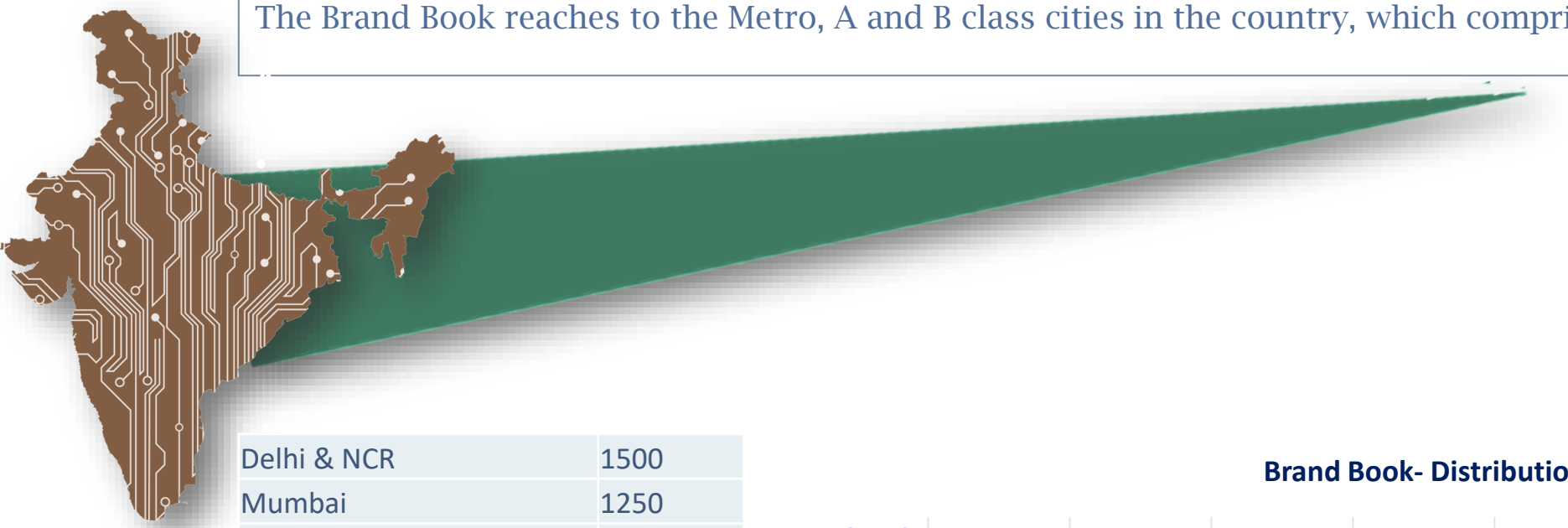
- **Subscriber Base – Over 10,000 Active Subscribers**
- **Penetration -** Over **50** cities across India
- **Target Readership –** CXOs – Primary: CIOs, CTOs, CISOs, CEOs, CFOs among others
- The 12th edition of the Brand Book to be unveiled over a coveted event (Infotech Forum organised by VARINDIA), where 600 CEO/CIO will attend from across the country over the physical and virtual event.

  For more visit: https://varindia.com/2022/ITforum/index.php

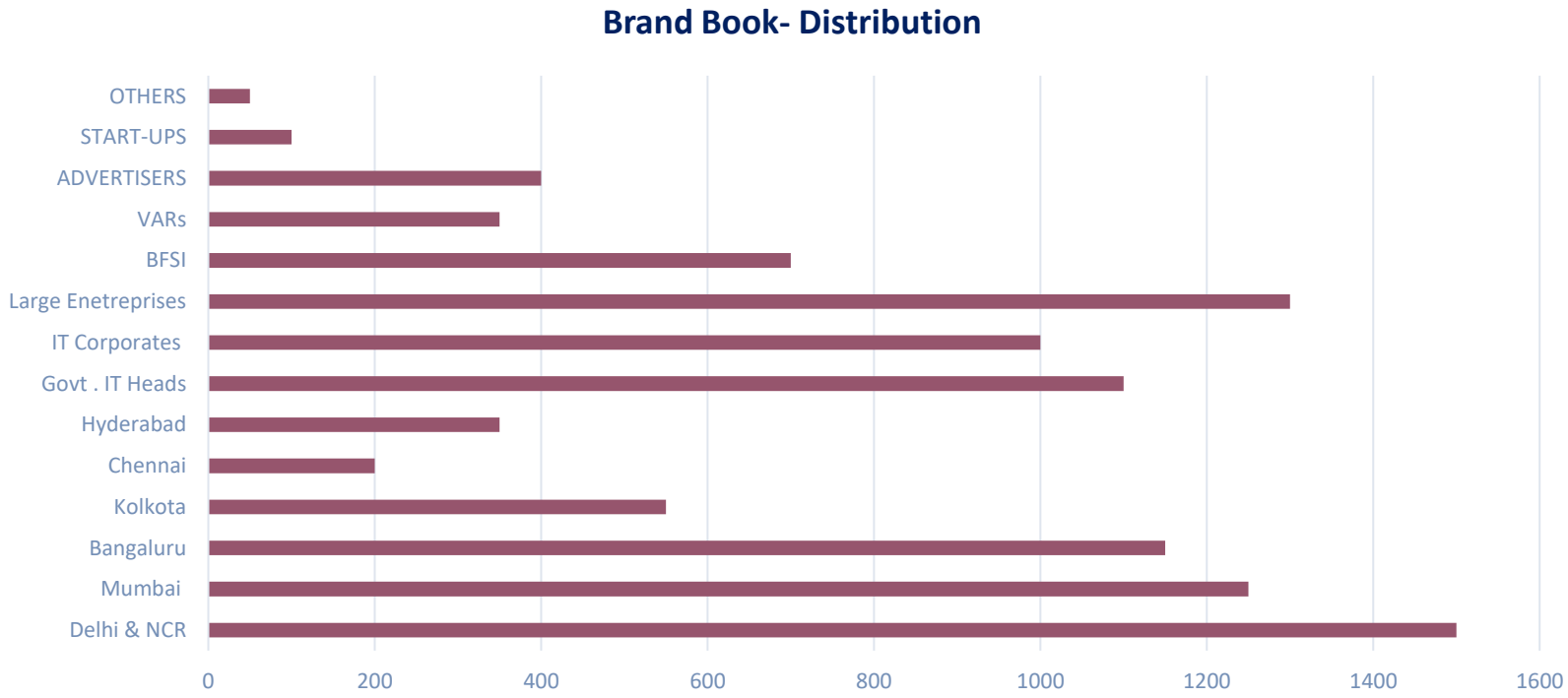
Verticals focused with Distribution Break-ups

Circulation & Distribution

The Brand Book reaches to the Metro, A and B class cities in the country, which comprises of 58 cities in the country.



Delhi & NCR	1500
Mumbai	1250
Bangaluru	1150
Kolkota	550
Chennai	200
Hyderabad	350
Govt . IT Heads	1100
IT Corporates	1000
Large Enetreprises	1300
BFSI	700
VARs	350
ADVERTISERS	400
START-UPS	100
OTHERS	50



About the 12th Edition of Brand Book

The 12th edition of the Brand Book will feature on how digital transformation is forcing companies to change their business models and adapt to the new market reality.

Digital transformations also tend to be wide in scope. The net global spending on digital transformation **is expected to increase to more than $2.3 trillion by 2023**. Additionally, the adoption of technologies plays an important role across digital transformations.

The Brand Book is a research-driven coffee table book for the users of IT & Telecom products/ solutions that reaches to the elite customers who are looking forward for the alternate product and services to consider.

We can't deny the fact that there is a strong emotional connect between the brand and customer, which has resulted in the increase of sales volumes. Continuous branding & visibility is necessary to stay ahead of the competition.

IT IS ALL ABOUT BRANDING & BUILDING THE BRAND …..

Brand Book for the technology investment decision makers

Technology has turned the world into a global village in terms of connecting people from all different countries & cultures and the term "e-commerce" simply put is the use of the internet to conclude contracts through electronic means

Digitalization and technological disruption are changing the role of CIOs/CTOs in the organisation to stay ahead of the competition. At the same time, current market, economic, and social conditions indicate this is the time for transformational, not incremental, change—and who better than technology leaders to help drive this change?

We are bringing this year 100 Eminent CIOs of India 2023-24. They have been recognized for their exceptional leadership, technological innovations, and overall business value they bring to the table.

Finalists and winners are selected by an independent peer review process led by the editorial board of VARINDIA and the Brand Book.

The winners of Eminent CIOs of India are evaluated in the areas of leadership as well as the hard work and dedication for bringing business value created by technological innovation, size and scope of their respective responsibilities, and their engagement in local industry and community endeavors.

Brand Book is now part of the C-suite

The 12th edition of the Brand Book will be unveiled over a large customer event ,where 600 CIO/CTO and CISOs will attend and share their best practices. The summery of the event is "The new age of Personalised Marketing Is Required".

Metrics have become a fact of life and in order to see your Brand Book's **previous year performance**, we recommend you visit your brandbook's home page on mybrandbook.co.in. There you will find on how the corporates been featured segment and alphabetical wise.

1. 100 corporates spoke about their best practices and GTM strategy
2. 100 CIO and tech leaders spoke about their business models for entrepreneurial ventures

Distribution
10,000 Copies
Through Postal and Courier

Circulation
In Metro, A and B class cities

The Brand Book is the only book in the technology industry that publishes information about the corporates, enterprises and leaders in the technology in India and abroad. The Ranking of the companies are made on the basis of the information received from the customers.

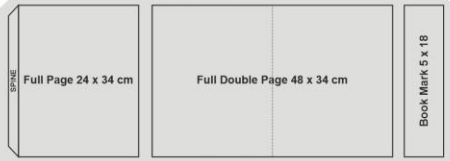
ratecard

Front Cover

INDIA'S BEST BRANDS BRAND BOOK

Back Cover

Mechanical Specifications



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False Cover Branding : Rs. 10.00 Lakh (Back Cover - Half Page)

(For more information please visit us: **www.mybrandbook.co.in**)

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Island Banner	300	250	75,000/month
Daily Newswire (VNS)	728	90	50,000/month
Popup AD (Brandbook Website)	500	500	75,000/month
EDM Shoot	850	1200	50,000/shoot

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