

13<sup>th</sup> Edition of the  
**BRAND BOOK**



Friday, 5<sup>th</sup> July 2024

# 22<sup>nd</sup> INFOTECH FORUM 2024



Hotel Le-Meridien, Ashoka Road, New Delhi



# BRAND BOOK- 13<sup>TH</sup> EDITION



India's leading technology publication house brings the 13<sup>th</sup> edition of the BRAND BOOK. It is an annual publication that provides a comprehensive overview of the Indian technology industry, including the latest trends, technologies, and companies. It is considered an essential resource for anyone who wants to stay up-to-date on the Indian tech scene.

**Our strong belief is, A brand is about understanding people—grasping their needs, desires, and dreams—and aligning them with the values and promises of the brand.**

**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/PSUs/ SME and Start-ups to position their products and service offerings to the desired end-customers. Through this book, we aim to showcase Brand Book's unique identity and its profound impact as a powerful media vehicle in the industry.

Every aspect of our brand, from carefully chosen logo to the colours, voice, personality and thoughtfully selected power words is deeply rooted in the essence of who we are. At the core of our existence lies our unwavering focus on people.

**In this dynamic landscape where the competition is fierce, building a strong brand identity is crucial for staying relevant and standing out from the crowd.**



# BRAND BOOK: BRIDGING THE GAP



Industry 4.0 revolves around the seamless integration of Information Technology (IT) and Operational Technology (OT). This convergence of IT and OT is crucial for unlocking the full potential of digital advancements in manufacturing and other industrial sectors.

Breaking down silos and fostering collaboration between IT and OT teams requires cultural shifts within organizations. With increasing internet usage and online transactions, data security and privacy are becoming major concerns.

Secondly, Artificial intelligence and machine learning are transforming various sectors in India, from healthcare and education to agriculture and finance. The TECH TREND section discusses the potential of these technologies and how they can be leveraged for social good.





# USP OF THE BRAND BOOK 2024



#The Brand Book covers a wide range of industries, from technology and healthcare to finance and education.

#This year's brand book will speak on how brands are standing out today, it must move away from the Unique Selling Proposition (USP) and adopt a Unique Point of Difference (UPD).

## **Differentiating Points :**

As useful as the concept of the USP was in its day, its relevance has expired. The simple fact is nobody wants to be sold to. Today's consumers must be fascinated and intrigued. Their shopping journey is activated by the thrill of discovery. Engaging consumer curiosity activates the journey and then making a purchase satisfies this most compelling human emotion.







# UNIQUE DIFFERENTIATION

The 13<sup>th</sup> 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.

## To Place the Brand Book Cover of 2024



Digital transformations also tend to be wide in scope. The net global spending on digital transformation is expected to increase to more than \$3.4 trillion by 2026. 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 the process of defining your strategy and marketing to determine how you want to be perceived by your customers.



# WHAT'S NEW IN THE BRAND BOOK?



- # Profiling of 100 ICT companies in India as the Most Admired Brands in India  
**(Segment wise: Hardware/Software/Services etc.)**
- # Top 25 Most Trusted Brands in India.
- # Best 50 Most Admired Brands in India
- # Top 20 Digital PSUs in India
- # Top 50 Digital transformation Partners In the country- Many organizations are skipping security in their digital transformation; we explore on how Solution Partners' can help bridge that gap.
- # Forward thinking of the Top 100 CIO/CTO/CISOs of the Industry **(Eminent CIOs of India)**
- # Icons of India
- # Brand Icons in Technology Industry( Technology Marketers in India)
- # Women power in Technology
- # State of the Market and review of ICT market trends and forecasts on IT Hardware, Software, Services, Telecom Services, Mobile Phone, E-Commerce, after Market Services and Payment Industry.

**The book will be unveiled over a large customer event, on 5<sup>th</sup> July in New Delhi, where 500 CIO/CTO/CDOs will join the day long sessions.**



# 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 13th edition of the Brand Book will be unveiled over a coveted event (Infotech Forum organised by VARINDIA), where 600 CEO/CIO will attend from across the country.

For more information - visit: <https://varindia.com/2022/ITforum/index.php>





# 21<sup>ST</sup> INFOTECH FORUM 2023

## Hotel Le-Meridien, New Delhi

With the increasing intertwining of business and social spheres, personalization has become an omnipresent force. Consumers now expect brands to cater to their individual needs and preferences, and this is especially true in the realm of technology. This year's Brand Book delves into how marketers are strategically personalizing their approach to both technology brands and leadership.

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.

### Unique Positioning :

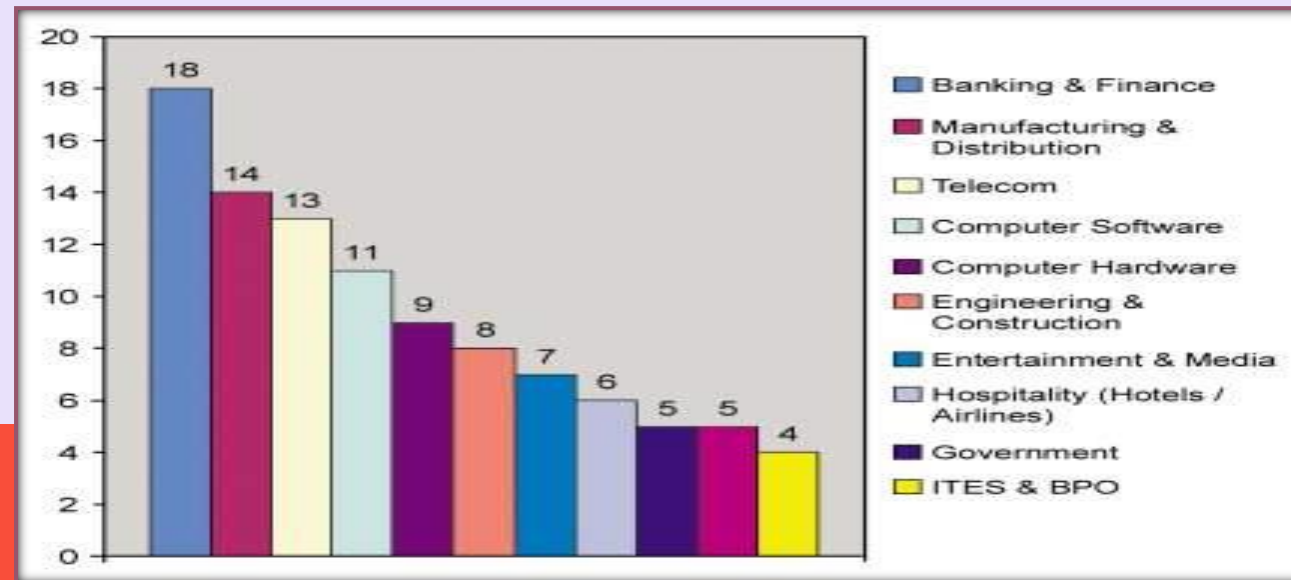
The Brand Book 2024 promises to be a valuable resource for marketers looking to navigate the ever-evolving landscape of personalization. By understanding these key trends and implementing effective strategies, brands can create deeper connections with their audiences and achieve sustainable growth.





# Reader's Profile: Brand Book

- 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 13th edition of Brand Book will publish the vision of 50 CMOs, who are working strongly towards personalisation.

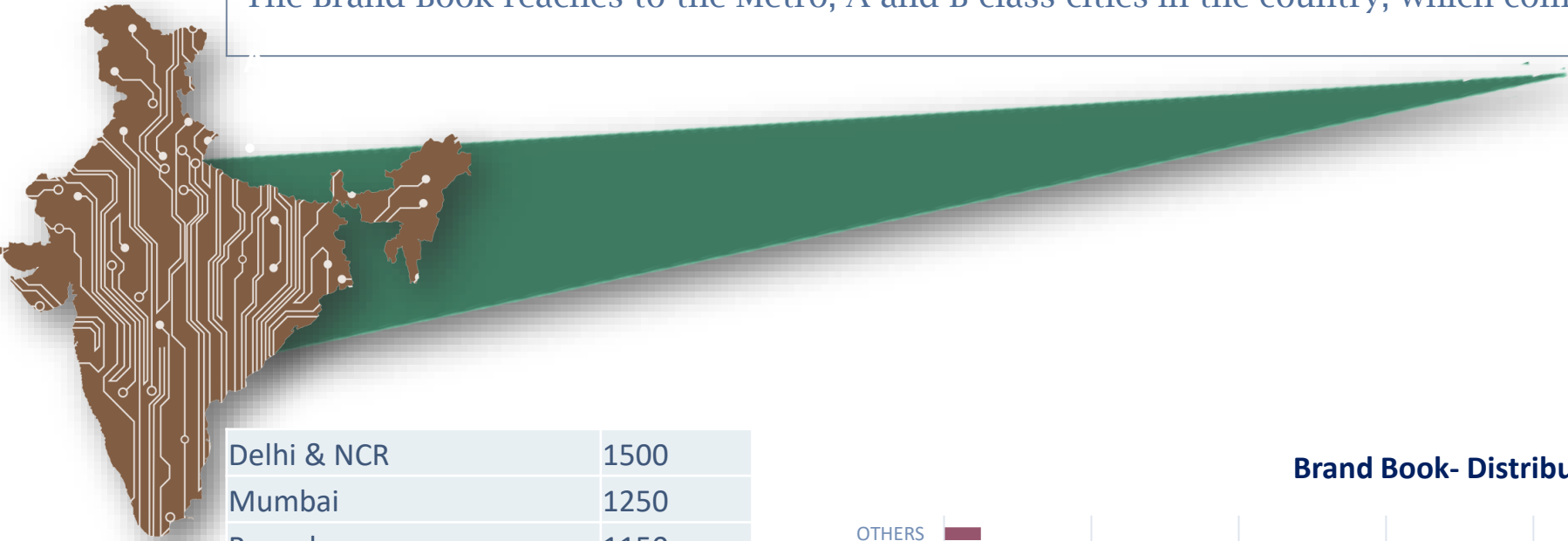


# Verticals focused with Distribution Break-ups

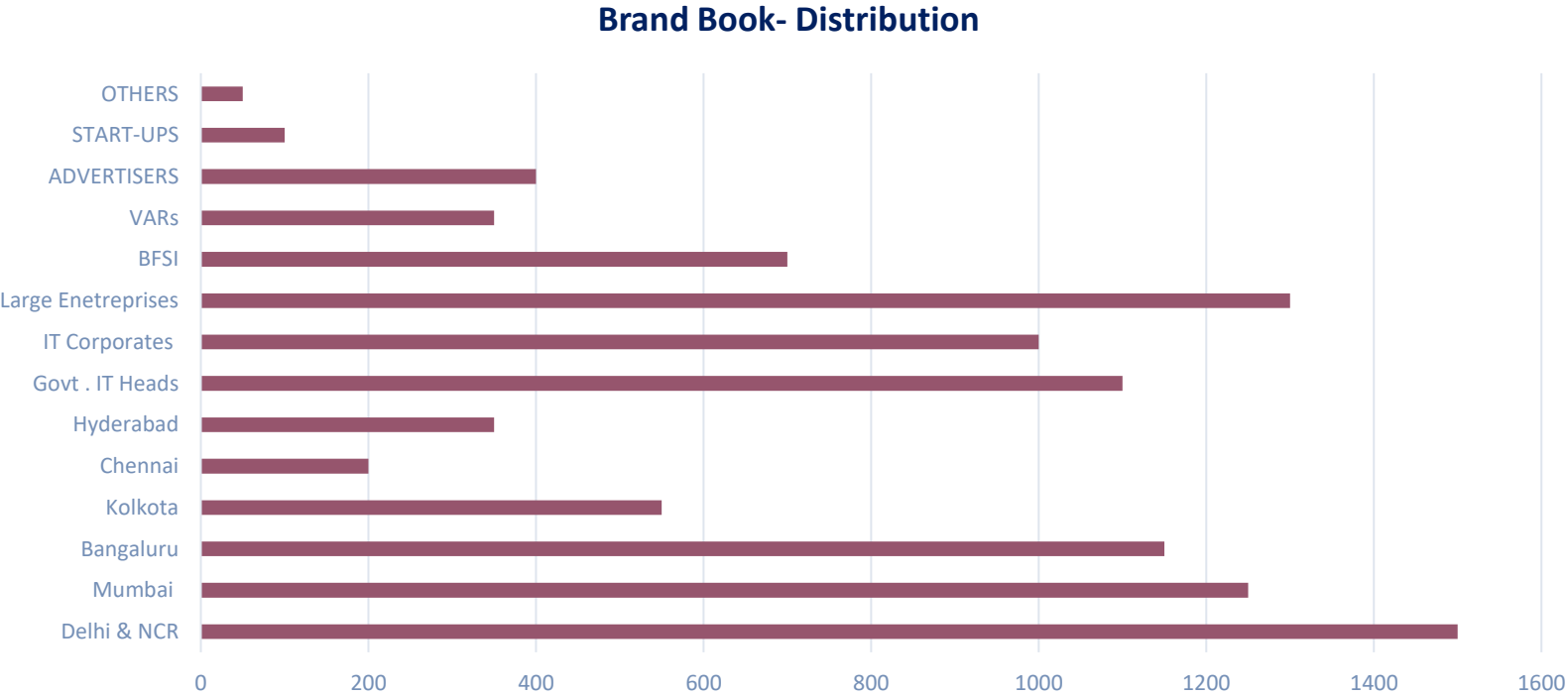


# Circulation & Distribution

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





# Brand Book for the technology investment decision makers



Technology has turned the world into a global village in terms of connecting people from 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 that 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 will be 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 13<sup>th</sup> 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”.

Metrics have become a fact of life and in order to see your Brand Book's **previous year performance**, we recommend you to visit the brand book's home page - [mybrandbook.co.in](http://mybrandbook.co.in). There you will find how the corporates have been featured segment wise and in alphabetical order.

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



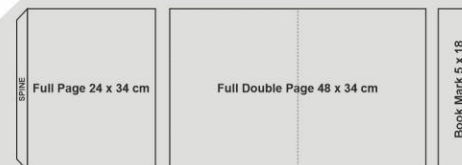
Front Cover



Back Cover



#### Mechanical Specifications



#### Rate Card 2024-25

Full Page: Rs. 6.00 Lakh  
Double Page: Rs. 10.00 Lakh  
Book Mark: Rs. 2.00 Lakh  
Powered By : Rs. 20.00 Lakh

Presented By : Rs. 20.00 Lakh(Logo)  
Spine Branding : Rs. 5.00 Lakh(Logo)  
False Cover Branding : Rs. 10.00 Lakh  
(Back Cover - Half Page)

(For more information please visit us: [www.mybrandbook.co.in](http://www.mybrandbook.co.in) )

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ON-LINE EDITION

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LOCATION	Dimension W	In Pixel H	Rate (in INR)
Monster Banner	728	90	1.00Lakh/month
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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