



20th Infotech Forum 2022

5th August 2022, New Delhi



Technology is Getting Advanced



About 11th edition of the Brand Book

VARINDIA brings the annual BRAND BOOK on technology Industry to reach out to the Government and enterprise buyers in the country. Every year Brand Book is unveiled over a large customer event (Infotech Forum).

Technology is all around us and it is true that Today brands are getting personalized and the 20th edition of the Infotech Forum is going to witness 500 Technologists to join from across the country.

- Provides technology know-hows and implements news to those who evaluate, invest, and manage IT infrastructure of organizations.
- Business and social becomes personalised, starting from Spotify to Netflix and Amazon, we're surrounded by extreme personalization every day.
- This year's Brand Book is focused on how the marketers are strongly focusing on personalisation on their technology brands and leadership.
- Marketers have been using the traditional four Ps in their marketing mix - Product, Price, Promotion, and Place. But to succeed in today's highly crowded and competitive market, they need to focus on one more P – personalisation.



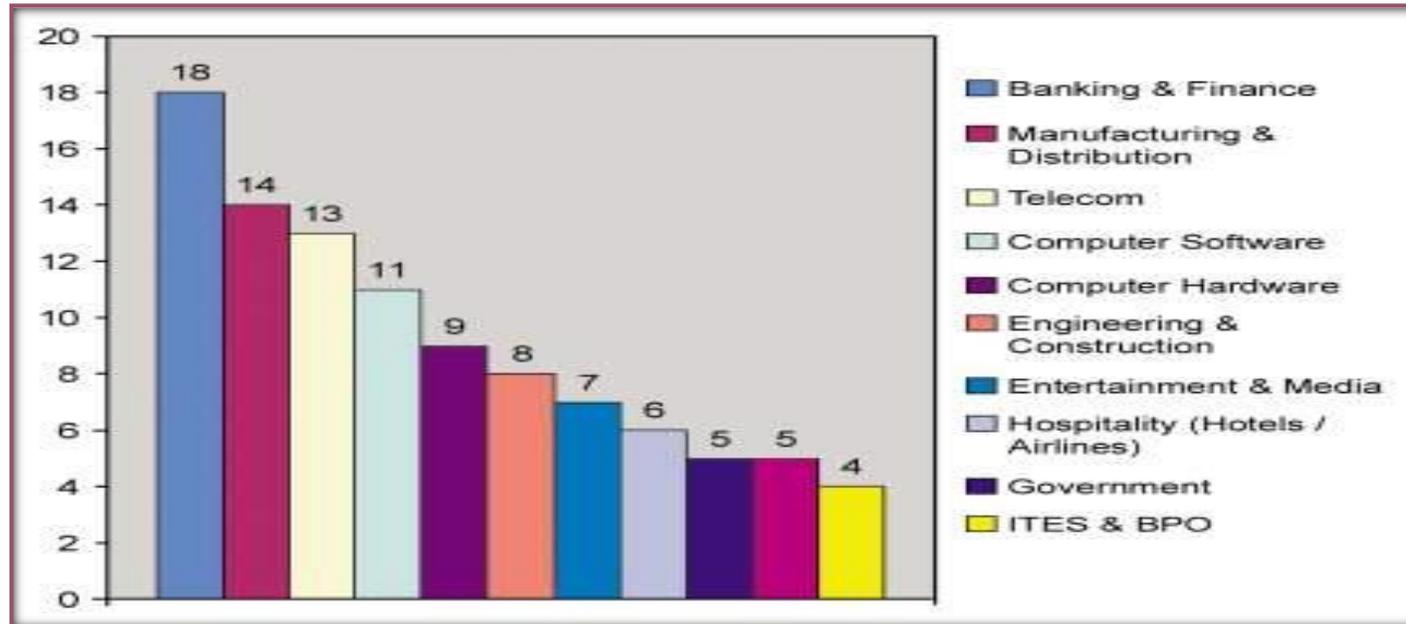
Key Differentiators of this 11th edition

- Personalisation can reduce customer acquisition cost, increase revenues, improve return on investment and has many other benefits.
- This year Brand book will reach out to 10 key segments including IT/ITeS, Telecommunications, BFSI, Hospital/Hospitality, Government/Public Sector Undertakings, Automotive & Aviation, Drone/Anti-drone technologies, 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 20th edition will publish the vision of 50 CMOs, who are working strongly towards personalisation.



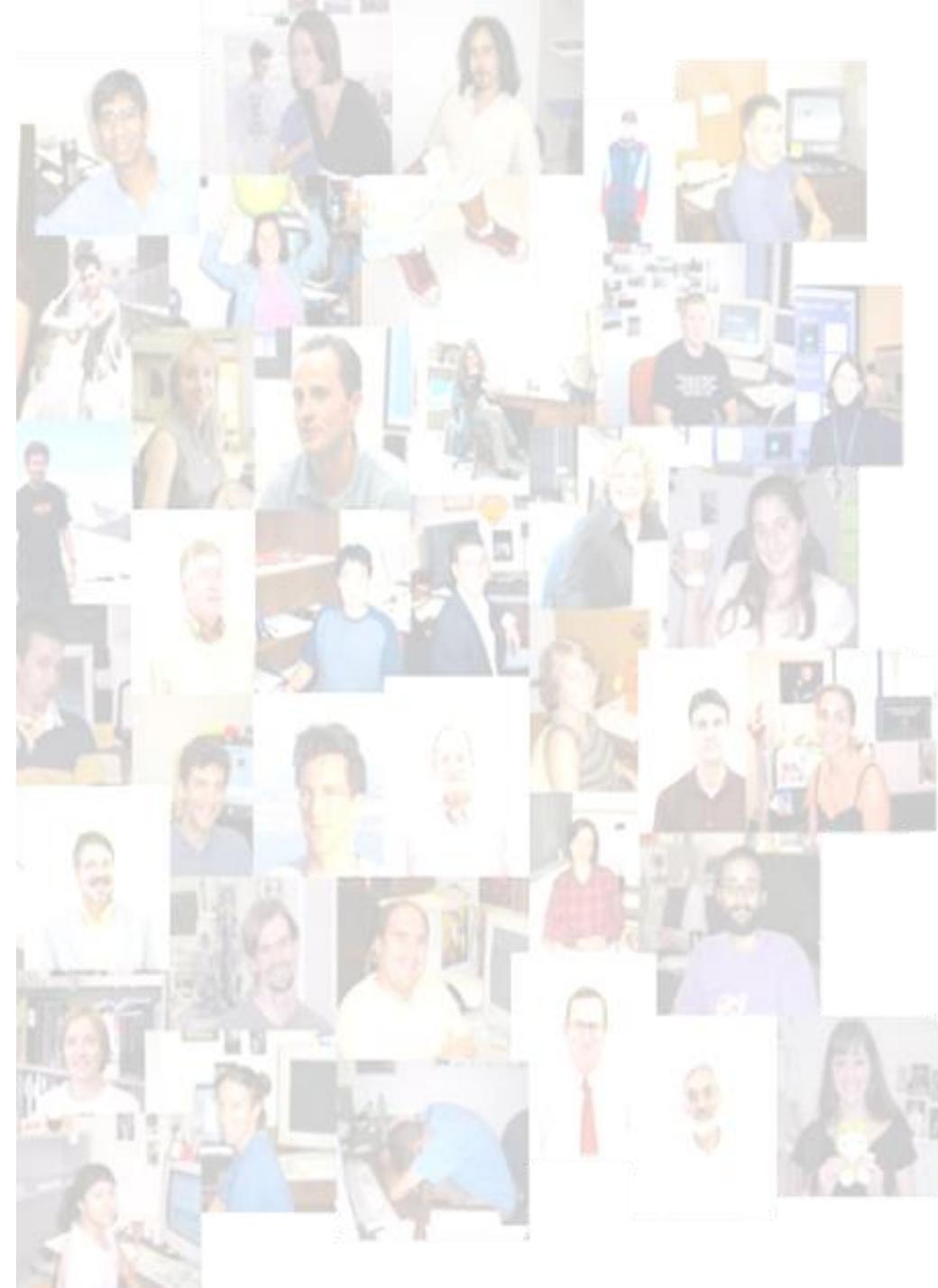


Information Needs

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

Fact Sheet

- **Subscriber Base –10,000 Print run (Print) and millions of digital copies**
- **Penetration - Over 30 cities across India**
- **Target Readership – CXOs – Primary: CIOs, CTOs, CISOs, CEOs, CFOs among others**
- The 11th edition of the Brand Book unveiled over a coveted event (Infotech Forum organised by VARINDIA), Where 800 CEO/CIO had attended from across the country over the virtual event. For more visit:
https://www.varindia.com/Gallery/part/18th%20IT%20Forum%202020_76





Verticals focused with Distribution Break-ups





About the 11th Edition of Brand Book

The Eleventh 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.

With privacy issues making headlines this year, this IT advancement is more in-demand than ever. Computers are increasingly faster, more portable, and higher-powered than ever before. With all of these revolutions, technology has also made our lives easier, faster, better, and more fun.

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 customers which has resulted in the increase of sales volume. Continuous branding & visibility is necessary to stay ahead of the competition.

ALL ABOUT BRANDING & BUILDING THE BRAND





Digital transformation is redefined to Modern Marketer



We are now at the era of digital disruption. We are living in an era that is driven by technology. From smartphones to smart cars, everything can be done through the tip of our fingers. In fact, 2022 has become a testament to how far our society has come in terms of technology and digitization. Digital transformation has helped businesses on their way to success by providing key information and data every step of the way.

CIOs disrupt IT operating models to align with digital business

- Companies struggle to cultivate digital strategies
- Your digital initiatives biggest test may be measuring its success
- Digital transformation: Utmost important to your organization
- CMOs more likely than CIOs to lead digital transformation



The year 2022 To Focus On Mouth Marketing

As the Competition is fierce, winning nowadays requires strategy and squeezing the most out of every opportunity. Word of mouth marketing (WOMM), also called word of mouth advertising, is the social media era's version of simple word of mouth. Brand Book helps to create the bridge and helps as the alternate medium to reach the target audiences.

We've seen ecommerce brands blow up by developing a Facebook Group, having YouTube influencers talk about them, and by getting on podcasts. And while this all happens online, this is still WOM advertising. Word of mouth marketing happens in 2 ways: organically and through the use of marketing and advertising campaigns.

The two have inherent overlaps and over a good WOM marketing strategy will cause increased organic WOM. Vice versa, if you already have a decent amount of organic WOM, your WOMM campaigns will be much more successful.

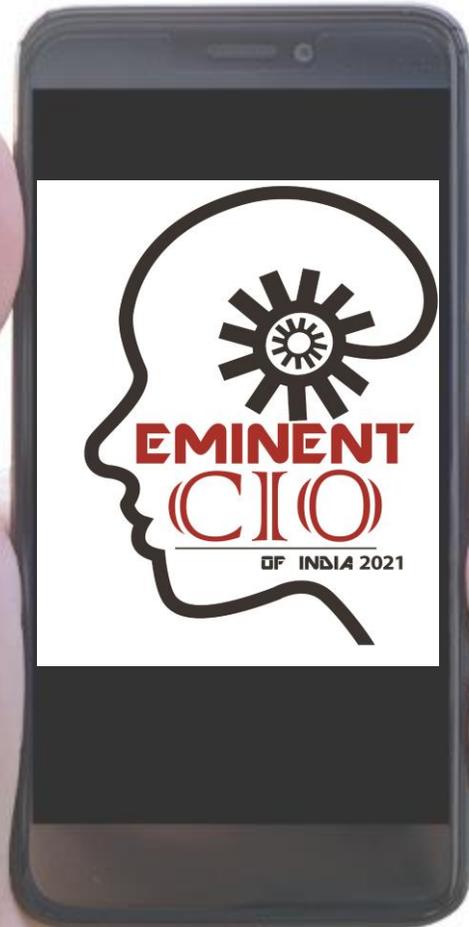
The chief marketing officer (CMO) helps drive the customer experience, and much like shifting customer dynamics and journeys, the role of the CMO is also undergoing a transformation given the customer engagement imperative.





Handbook for major technology 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 puts the use of the internet to conclude contracts through electronic means



Digitization and technological disruptions are changing the role of CIOs/CTOs in the organisation to stay ahead of the competitions. 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 can help drive this change?

Customers want to be informed about everything, even the brand they engage with. With most of the information readily available on the internet, customers expect brands to be transparent about their services as well. And for brands, transparency is a crucial step in building a loyal customer base. Therefore the Brand Book provides a platform for brands to freely interact with their customers and offer information on their products and services.



Marketing leaders are now part of the C-suite

The 11th edition of the Brand Book is focused on 2C techniques - Content & Communication, which is the branding secret to help businesses and entrepreneurs to develop their brands that grow into enduring and profitable enterprises. Our analysis reveals that a marketing organization's ability to drive growth depends heavily on the strength of the partnerships the CMO can forge across the organization. We call these CMOs Unifiers.

Newer technologies are shaping the future of digital transformation. Digital transformation is no longer an inward tactic used to reform an organisation's operations; it's now a necessary undertaking sought out by CIOs and IT leaders. Recent developments have pushed organisations to embrace digitisation, causing the fourth industrial revolution and technologies such as artificial intelligence to go mainstream.



Brand Book is now part of the C-suite

The 11th edition of the Brand Book was unveiled over a large customer event, where 600 CIO/CTO and CISOs attended and shared their best practices. The summery of the event is - there is need of “The new age of Personalised Marketing”

The prime target of the Brand Book is the C-level, also called the C-suite, a term used to describe high-ranking executive including chief executive officer and chief operating officer. Our survey, after unveiling the Brand Book, 1000 CIOs/CTOs felt that, 83 percent of global CEOs say that marketing can be a major driver of growth. The second target audience of the Brand Book are the the CMO who have a crucial role to play in driving organizations towards this vision, and the stakes are high.

The corporates are listed in an alphabetical order.

1. 100 corporates spoke about their best practices and GTM strategy
2. We selected 100 CIOs/CTOs vision and best practices adopted by them **(Under the section of Eminent CIOs Of India (ECIO))**
3. The Brand Book release witnessed Five different tracks of Panel discussion sessions and thought leaders shared their view points.
4. The Infotech Forum witnessed various award categories **(OEM, Women in technology leadership and CMO leadership awards etc.)**

Distribution (Brand Book)

10,000 Copies
Through Postal and Courier

Circulation

In Metro, A and B class cities

Brand Book is the only book in the technology industry that publishes market Scape, Industry insights, Success mantra of the tech companies and ranking of the companies made on the basics of the information received from the customers.



2022-2023

11th EDITION

INDIA'S
**BEST
BRANDS**
BRAND BOOK: 2019

FRONT COVER

BACK COVER

50 MOST TRUSTED BRANDS CHOSEN BY THE CUSTOMERS

www.mybrandbook.co.in

Mechanical Specifications

SPINE	Full Page 24 x 34 cm	Full Double Page 48 x 34 cm	Book Mark 5 x 18
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Rate Card 2021-22

Full Page: Rs. 6.00 Lakh	Presented By : Rs. 20.00 Lakh(Logo)
Double Page: Rs. 10.00 Lakh	Spine Branding : Rs. 5.00 Lakh(Logo)
Book Mark: Rs. 2.00 Lakh	False Cover Branding : Rs. 10.00 Lakh
Powered By : Rs. 20.00 Lakh	(Back Cover - Half Page)

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Print media is more trustworthy because once the news is published, it cannot be modified or deleted. The advantage of print media over digital media is with the print advertisement, we offer Digital and social media as the value addition.

A survey says that, even people from the older generation, while they increasingly shop online, are much more likely to trust information in print media than information published in digital formats.

We witness that physical events are always better than the virtual events. However, hybrid event is going to continue for some more time, it's naturally costs more than in-person or virtual events alone.



ON-LINE EDITION

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LOCATION	Dimension		Rate (in INR)
	W	H	
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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