14th Edition Of The
BRAND BOOK

Brand
14th EDITION
Book
2025-2026

4th July 2025

23rd INFOTECH FORUM 2025

INFOTECH FORUM
23rd
INDIA'S FRONTLINE IT MAGAZINE
VARINDIA
THE ULTIMATE Voice OF INDIAN VALUE ADDED RESELLERS
2025

Theme:
Balancing Innovation and Sustainability

Hotel Hyatt Regency, New Delhi

BRAND BOOK- 14TH EDITION

The Brand Book is dedicated to helping brands carve out a distinctive identity and position themselves effectively in today's crowded, tech-driven landscape.

India's leading technology publication presents the 14th edition of BRAND BOOK, an in-depth overview of the Indian tech industry, covering the latest trends, innovations, and key players. This essential resource is the go-to guide for anyone seeking insights into the dynamic Indian tech landscape.

In today's rapidly evolving world, innovation is no longer optional for businesses; it's essential for survival and growth. We believe brands thrive by understanding and connecting with people on a deeper level, recognizing their needs, desires, and aspirations. Personalization is key; without it, a brand loses its purpose. This philosophy is embodied in the annual unveiling of the Brand Book at the 23rd Infotech Forum, celebrating innovation and customer-centricity.

The Brand Book remains the ultimate platform for corporates to showcase their innovation & offerings, standing out as a powerful media vehicle. With a focus on people, it reflects a unique identity through careful design and impactful messaging, embodying connection and trust.

In today's fiercely competitive market, a strong brand identity supports effective marketing strategies, enabling businesses to communicate their values and mission clearly. This clarity attracts top talent, commands premium pricing, and ultimately contributes to long-term success.

The Brand Book is a valuable resource for technology leaders and corporate professionals, highlighting tools that foster deeper customer connections.

The Brand Book guides organizations towards success by uncovering proven strategies for digital transformation. By leveraging automation, AI, and other technologies, businesses can enhance operational efficiency, foster innovation, and maximize ROI while aligning digital initiatives with their overall business goals.

The Brand Book guides businesses in leveraging customer insights for actionable strategies, elevating satisfaction and fostering lasting relationships through data-driven decision-making.

The Brand Book is the ultimate guide for professionals seeking to create impactful, tech-enabled brands. It empowers organizations to harness technology to refine their branding strategies and thrive in a dynamic landscape.
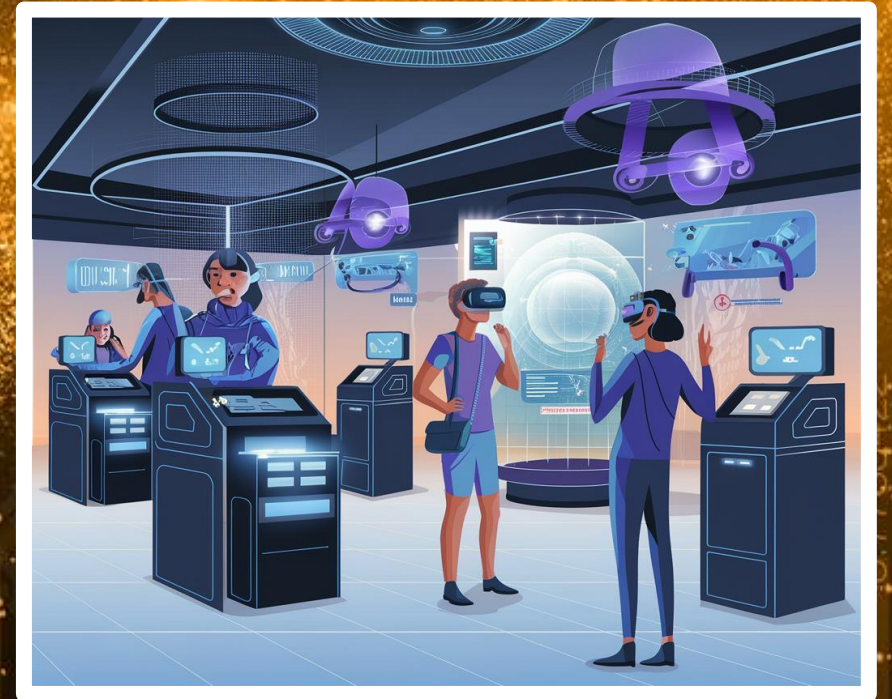
The **Brand Book** supports new product launches, which have become increasingly critical in today's fast-paced market with shorter product life cycles and evolving consumer behaviors.

Rising consumption patterns and the surge of first-time buyers across categories have amplified the demand for innovation. As new categories emerge, brands have a unique opportunity to address shifting consumer needs and expand their presence.

This Brand Book highlights how the successful brands excel by reshaping industries and addressing the evolving needs of modern consumers. Their success hinges on consistently introducing innovative products that not only meet but surpass market expectations, setting new standards in their categories.

Drawing from insights of top business and marketing leaders, it serves as a practical guide for brand managers and marketers planning their next launch.

NEW PRODUCT LAUNCHES ARE A SIGNIFICANT SOURCE OF REVENUE FOR COMPANIES, AND CATER TO MULTIPLE OBJECTIVES

Grow Market Share / Sales

Prolong Product Life-Cycle

New Product Launches

Strategic replacement

Fill-up whitespaces

Expand customer base

50%

Estimated share of annual company revenues[1] derived from **new products launched within the past three years** (average across sectors)

NEW PRODUCT LAUNCHES HAVE BECOME EVEN MORE IMPORTANT TODAY GIVEN SHORTENING PRODUCT LIFE-CYCLE, CUSTOMERS' WILLINGNESS TO TRY NEW PRODUCTS, AND GROWING COMPETITION

SHORTENING PRODUCT LIFE-CYCLE

Faster technology disruption leading to products becoming obsolete faster

Shorter ownership period caused by fast upgrading lifestyle of Indian consumers

Growing customer demand for **newer product experience**

CONSUMERS' GROWING CONSUMPTION AND WILLINGNESS TO TRY NEW PRODUCTS

70% of adult Gen Z in India expressed willingness to purchase products from a **lesser-known brand.**[1]

Nearly **25%** of the incremental consumer spends by 2030, will be for buying **aspirational products** in India2

EMERGENCE OF NEW BRANDS ACROSS CATEGORIES

With rise of **digital-first brands**, the number of new brands across categories with lower barriers to entry has **grown** significantly

WHAT'S NEW IN THE BRAND BOOK?

Profiling of 100 Technology Companies 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 Progressive PSUs in India

\# Top 50 Digital transformation Partners In the country- Top VARs/Tech Partners help in bridging 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 Leadership in Technology

\# State of the Market and review of ICT market trends and forecasts on IT Hardware, Software, Telecom, Mobile Phone, E-Commerce Vs Instant Commerce , AI/Gen AI, Data Center, Data Privacy , Cyber Security and Payment Industry.

The book will be unveiled over a large customer event, on 4ᵗʰ July 2025 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 14th edition of the Brand Book will be unveiled over a coveted event (Infotech Forum organised by VARINDIA), where 500 CEO/CIO will attend from across the country.

For more information - https://www.varindia.com/lpages/22nd-infotech-forum-2024

Automation, AI, and data analytics are driving digital transformation, streamlining operations, increasing efficiency, and providing businesses with a competitive edge. This year's Brand Book explores how marketers are refining their strategies to align with these expectations, focusing on the personalization of technology branding and leadership approaches.

Boasting a robust digital footprint, the Brand Book connects with 1 million digital readers, including SMEs, startups, government bodies, BFSI institutions, and both large and small business enterprises across the nation.

Unique Positioning :

The Brand Book 2025 serves as an indispensable guide for marketers navigating the dynamic world of personalization. By identifying emerging trends and adopting targeted strategies, brands can foster stronger audience relationships and drive lasting growth.

The Brand Book predominantly engages readers aged 25-55

Strong representation from senior and middle management professionals across various industries in metropolitan cities—accounting for over 75% of the audience.

These readers are often IT decision-makers or influencers.

The primary target audience includes CIOs, CTOs, and CISOs from large enterprises, as well as asset managers, data centre heads, and IT investment decision-makers.

The secondary audience comprises other CXOs, including CEOs, COOs, CFOs, and CMOs, encompassing both current and aspiring leaders.

In its 14th edition, the Brand Book will showcase the visionary insights of 50 CMOs who are spearheading efforts in personalization, offering valuable perspectives for industry leaders.

Bar chart legend:
- Banking & Finance — 18
- Manufacturing & Distribution — 14
- Telecom — 13
- Computer Software — 11
- Computer Hardware — 9
- Engineering & Construction — 8
- Entertainment & Media — 7
- Hospitality (Hotels / Airlines) — 6
- Government — 5
- ITES & BPO — 5, 4
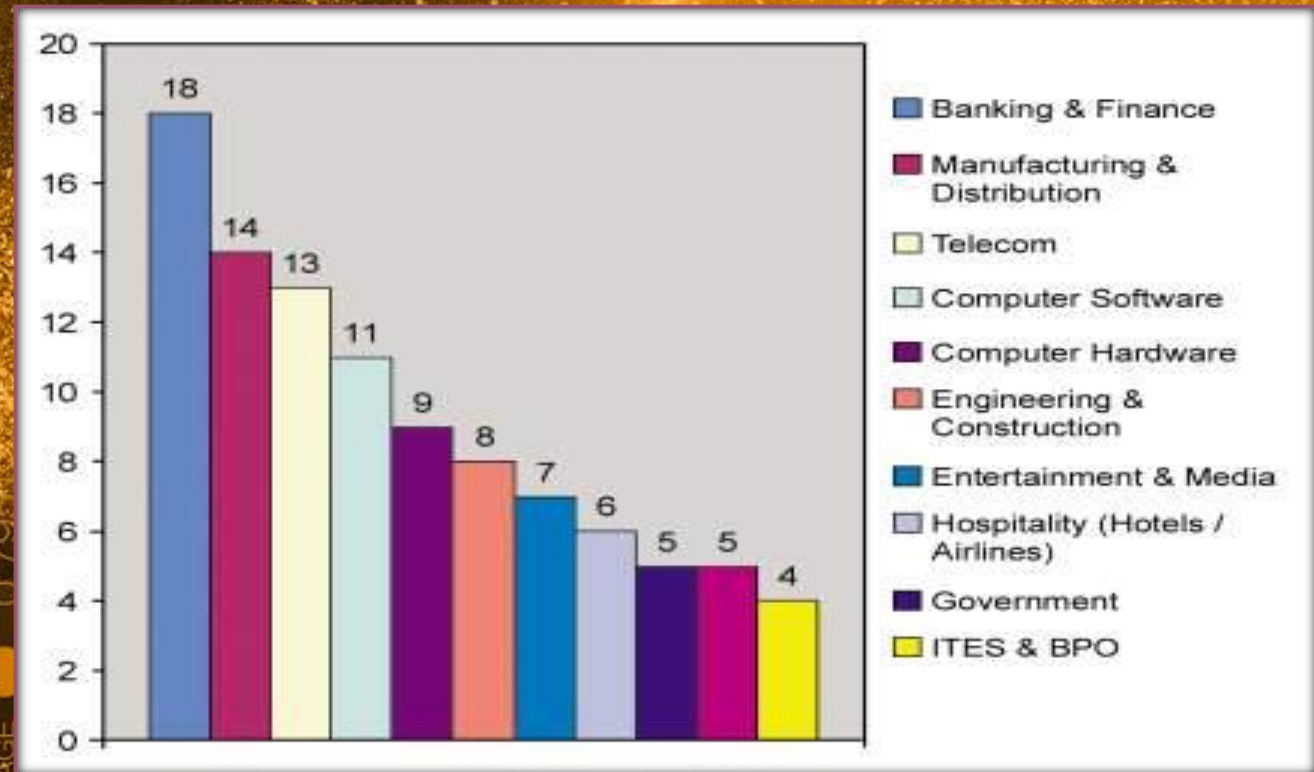
Circulation & Distribution

The Brand Book reaches to the Metro, A and B class cities in the country, which comprises of 58 cities in the country.
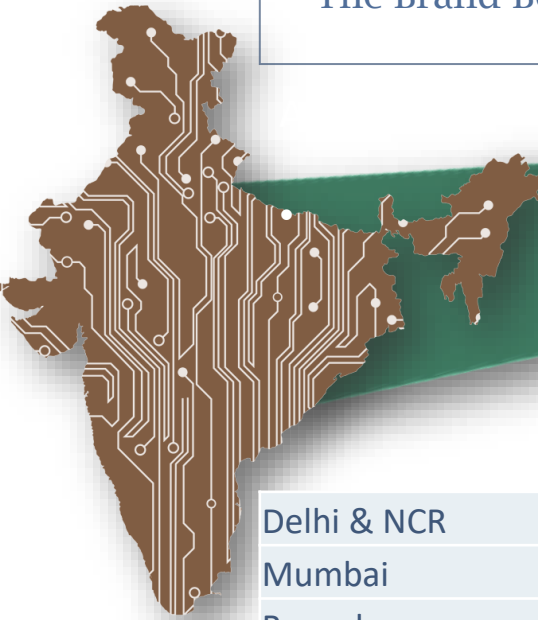
Delhi & NCR	1500
Mumbai	1250
Bengaluru	1150
Kolkota	550
Chennai	200
Hyderabad	350
Govt . IT Heads	1100
IT Corporates	1000
Large Enetreprises	1300
BFSI	700
VARs	350
ADVERTISERS	400
START-UPS	100
OTHERS	50

Brand Book- Distribution
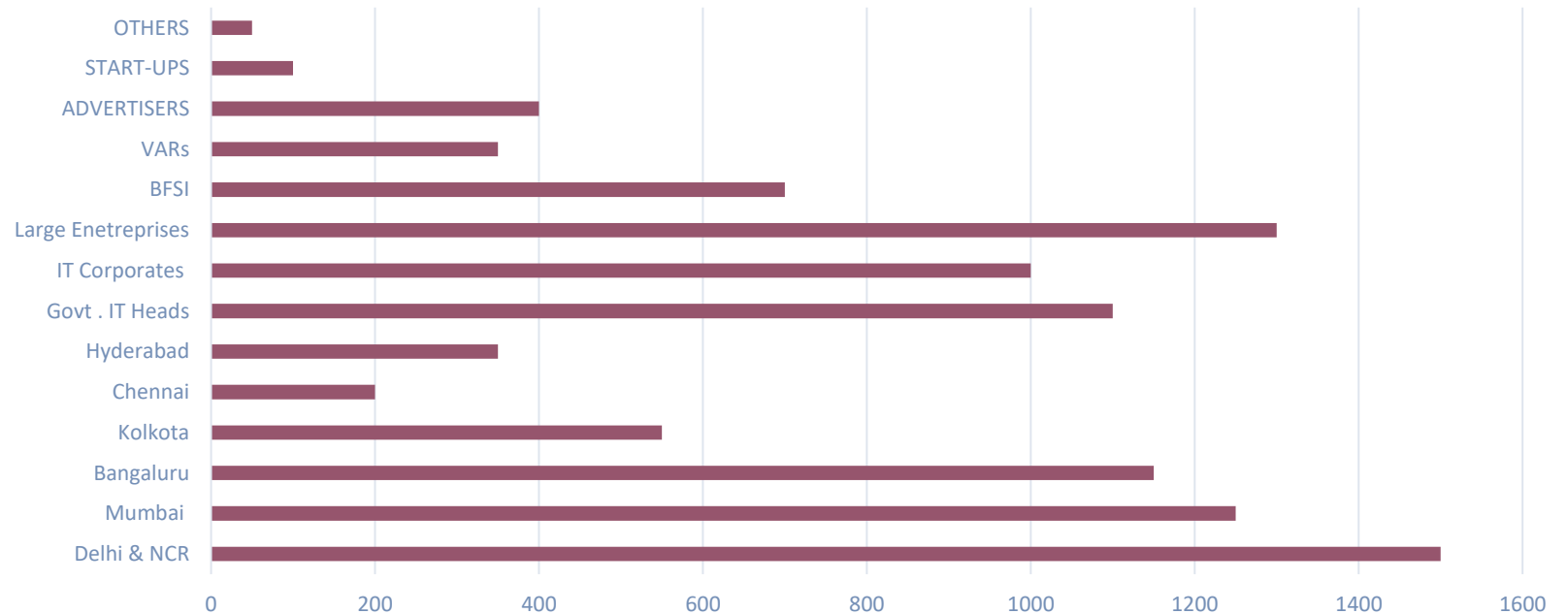
India is leveraging technology to drive economic growth, reduce emissions, and transform sectors like BFSI, healthcare, and manufacturing. The widespread adoption of technology has deeply integrated itself into Indian society, particularly influencing the rise of digital natives.

Technologies like Industry 4.0 and digital supply chains are poised to drive economic development by 2025. Forward-thinking organizations are capitalizing on these technologies to gain a competitive edge by embracing transformative journeys.

This year, we are proud to honor the 100 Eminent CIOs of India for 2025-26, celebrating their outstanding leadership, innovative use of technology, and the significant business value they deliver.

The recipients are evaluated based on their exceptional leadership qualities, commitment to leveraging technology for business impact, the scale and complexity of their responsibilities, and their active involvement in industry and community initiatives.

Brand Book is now part of the C-suite

The 14th edition of the Brand Book will be unveiled over a large customer event, where 500 CIO/CTO and CISOs will attend and share their best practices. The summary 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. 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   **Circulation**
10,000 Copies   In Metro, A and B class cities
Through Postal and Courier

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

Mechanical Specifications

SPINE	Full Page 24 x 34 cm	Full Double Page 48 x 34 cm	Book Mark 5 x 18
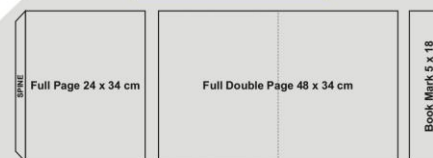
Rate Card 2025-2026

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)
Back Cover Branding : Rs. 10.00 Lakh

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

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Back Cover

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INDIA'S BEST BRANDS BRAND BOOK 2019

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ON-LINE EDITION

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

Let's Talk?

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