

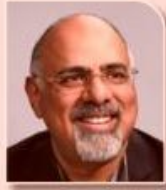
INDUSTRY PERSPECTIVE



ANAND SINGHI

Chief Distribution Officer, Reliance General Insurance

"Building an insurance brand that customers love, is an absolutely amazing feat, and our secret sauce to being one of the best, is constantly building what our customers want. We keep our customers at the centre of our initiatives and build a connect with them at the deepest level."



RAJA RAJAMANNAR

CMO, Mastercard

The essence of our brand can be defined in one word: Priceless. We transformed an ad campaign into an enduring platform that sets us apart from others. From celebrating priceless moments to sparking priceless movements, we're connecting people to their passions and to each other, which is how we've been able to achieve such brand longevity.



ANDRE ECKHOLT

Managing Director, Hettich India

Hettich adopted a disruptive marketing strategy of operating as a B2B2C brand in India vis-a-vis a B2B approach globally. We invested in brand building on a sustained basis, being the first brand in the industry to embrace TV advertising and focus on experiential marketing through Application Centres. The company also invested in indigenous production facilities. A holistic approach to brand building, customer centricity and an uncompromised focus on innovation & product quality has made Hettich the undisputed leader.



SUBODH MEHTA

Sr. VP, Sales and Marketing, B2C, Godrej Interio

In the evolving customer landscape, the customer journey is not as linear as it was earlier. Hence, it is of utmost importance to offer customers a seamless experience. This can be done with the help of information that is gathered through various channels and integrating it in a meaningful way to drive superior and seamless experience.



SUDHIR MALHOTRA

Vice President – Sales & Marketing, Renault India

We are delighted to be recognised as The Economic Times Best Brand 2022, and this accomplishment is a significant milestone for us. Winning this award has been the result of an incredible effort put in by each and every one at Renault along with the unwavering support and trust of our partners, employees and customers. This is a well-deserved recognition for the brand and speaks volumes for our technological prowess along with quality products and services. It is a true reflection of our successful journey in India and a great motivation for us to keep working and contributing towards an exciting tomorrow."



SANJEEV SHAH

Chairman & CEO, Everest Foods Products Pvt. Ltd.

India is young, India is dynamic and India wants to explore the world. Keeping this thought in mind Everest has launched herbs and seasoning products under the brand name, Tasteeto from the house of Everest. This new product series has been created to target the new age consumers that will allow them to create international cuisines right from their own kitchens.