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 time 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.

Infotech Forum Will Have Live Tech Sessions

AI is Pushing boundaries for Innovation

The vision of Digital India has set a new global benchmark for leveraging digital technologies for inclusive growth, good governance, and empowerment. Artificial intelligence (AI) and the innovations surrounding it have significantly altered the way that industries, consumers, and businesses operate nowadays.

Governments and organizations around the world are investing in and focusing heavily on AI. India, with over 700 million internet subscribers, generates massive amounts of data daily. These put India at the forefront of the AI revolution, where the commitment to using AI for the common good while addressing privacy and ethical concerns can be addressed suitably.

India offers solutions that are scalable, secure, affordable, sustainable, and replicable on a global scale. India's Digital Public Infrastructure (DPI) initiative is a prime example of such pioneering efforts. Opportunities for empowering society through AI in India are numerous, ranging from agriculture, railways, education, healthcare, finance, energy, and other sectors where it impacts the masses across the nation. Thus, the percolation of AI in different spheres will enable a transformation to create a vibrant economy that is technology-driven, scalable, and adaptable to rapid transitions to the next layer.

Audience Profile

- Predominantly male and female readers at 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.
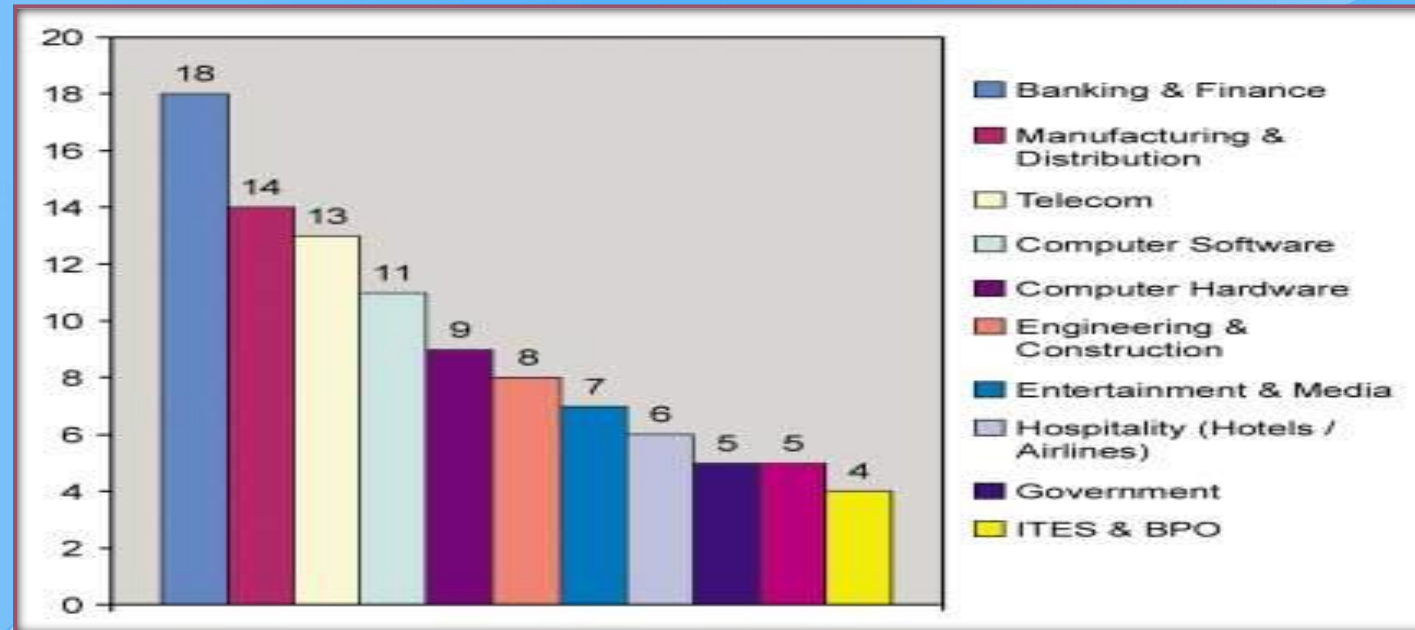
Brand Book is designed to meet the need of technology investment decision makers
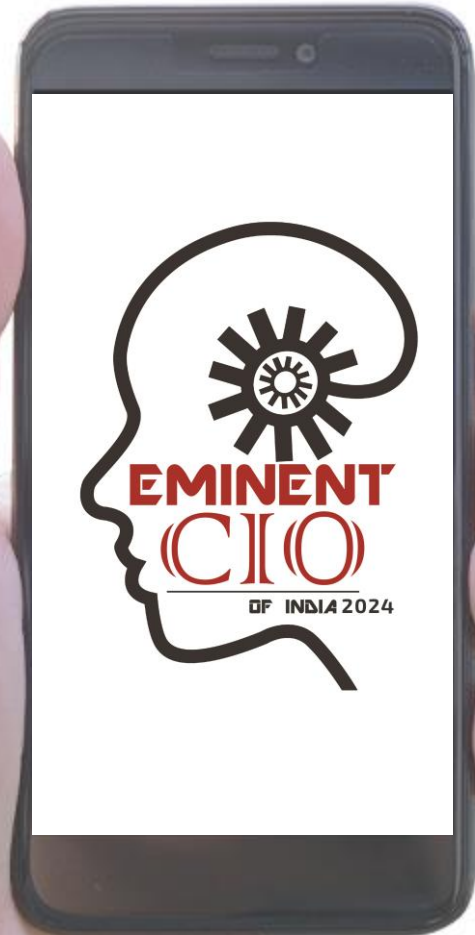
Technology has shrunk the world significantly, fostering connections between people from diverse backgrounds and cultures. Technology and e-commerce have undoubtedly connected the world, fostering cultural exchange and economic opportunities.

However, it's important to be mindful of the challenges and work towards an inclusive and equitable global village powered by responsible technology.

Digitalization and technological disruption are rapidly reshaping the business landscape, forcing organizations to constantly adapt and innovate to stay ahead. This dynamic environment undoubtedly elevates the role of CIOs and CTOs within organizations, demanding significant shifts in their traditional responsibilities.

Recognizing and celebrating the achievements of these 100 Eminent CIOs is a great way to inspire and encourage others in the field. These leaders are playing a crucial role in driving India's digital transformation journey through their exceptional leadership, innovative thinking, and valuable contributions to their organizations.

By evaluating CIOs across these diverse areas, the Eminent CIOs of India awards provide a holistic view of their achievements and contributions. This recognition program not only celebrates individual successes but also inspires others to strive for excellence in the field of technology leadership.

Brand Book is now part of the C-suite

The 13th edition of the Brand Book will be unveiled over a large customer event, where 500 plus CIO/CTO /CDO and CISOs will attend and share their best practices.

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 on 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.

Lamp Lighting Ceremony

(L to R) **Rohit Raman**, Managing Partner & APAC Head- Etek, **Sandeep Sengupta, MD**- ISOEH, **Sanjeev Sinha**, President- IT & Digitisation- India Power Corporation Ltd, Nationalist **Umesh Gopinath Jadhav, CMDE Karanjit Sharma, (Retd.**),CEO-Vaanguard Techsol Pvt. Ltd., **Dr. Deepak Kumar Sahu,** Editor-in-chief, VARINDIA, **Rishi Mehta**, President & CEO- WAISL Limited, **Sanjay Kumar Das,** MD -WEBEL, **S Mohini Ratna**, Editor – VARINDIA, **Berri Tay,** Marketing Manager- Allied Telesis Asia Pacific Pte.Ltd., **Subhashish Gupta**, Country Manager India & SAARC, Allied Telesys, **Manoj Chugh**, Advisory LLP; **Vijay Sethi,** Chairman- Mentorkart and **Pankaj Mittal,** Founder & CEO- Digizen Consulting.

Unveiling of 12th edition of the Brand Book 2023

(L to R): Anita Kukreja, Head - Marketing & Channel Sales – IceWarp India, **Mohit Puri,** Country Manager India/SAARC, SonicWall, **CMDE Karanjit Sharma (Retd.),** CEO-Vaanguard Techsol Pvt. Ltd., **Saurabh Gupta**, Group CDIO - Gujarat Fluorochemicals Ltd., **Prof. Triveni Singh,** IPS- U.P. Police **Dr.Deepak Kumar Sahu**, Editor-in-chief, VARINDIA, **Dr. Pavan Duggal,** Advocate- Supreme Court Of India, **Rahul Dutta**, Country Head- Microsoft Surface and **Venkataraman D,** Exec. Dir. - Sales & Strategy, Crayon Software Experts and **Kaustubh Patki,** Head India Marketing – OpenText.

Awards and Recognition

🏆 **Most Trusted Companies In India- 25**

🏆 **Most Admired Brands In India-50**

🏆 **Brand Icons of the Year 2023-10**

🌐 https://www.flickr.com/photos/181929782@N05/albums/72177720310031517/page1

Recognisation of 100 Eminent CIOs of India 2023

21st edition of Infotech Forum 2023- Summary

From across 18 Cities in India

25 Most Trusted & 50 Most Admired brands recognised in the IT Forum

500 + Delegates in the event and 7,000 delegates attended on-line

EVENT SUMMARY

▶ 21st July 2022

Partners in Infotech Forum 2023

PLATINUM PARTNER
Redington | Microsoft Surface

PRINCIPAL PARTNER
HITACHI Inspire the Next

GOLD PARTNERS
Allied Telesis™   SOPHOS   NUTANIX

SECURITY PARTNER
CP PLUS

GLOBAL MSSP PARTNER
ELE K

CYBER SECURITY PARTNER
kaspersky

NETWORKING PARTNERS
opentext™   Crayor   POLYCAB Telecom Business Smart Connection Zindagi Ka   veeAM

EXHIBIT PARTNERS
SentinelOne®   IRIS GLOBAL   DELL Technologies

MEDIA PARTNERS
VARINDIA   Brand 12 Book 2023   FACEOFF OPINION MATTERS   SPO INDIA Committed for a Better India

Let's Talk?