



 [infotechforum2022](https://twitter.com/infotechforum2022)

INFOTECH FORUM

2022

OPTIMIZING THE WORLD OF REMOTE WORK

05 AUGUST 2022 | HOTEL SHANGRI-LA, NEW DELHI

Previous Year Event- 2021



About Infotech Forum

India's leading technology publication house bringing its 11th edition of the BRAND BOOK on the technology Industry to reach out to the enterprise buyers. The Brand Book is going to be unveiled over a large customer event (Infotech Forum). The 20th edition of the Infotech Forum is going to witness 500 Technologists from across the country to join.



The Infotech Forum in its 20th edition provides technology know-hows and implements news to those who evaluate, invest, and manage IT infrastructure of organizations. Business and Social becomes personalised, from algorithms on Instagram and Facebook to Spotify, extreme levels of personalization consume our communication and entertainment tools.

The Brand Book will speak on how you promote brand recall for your organisation. It is all about building the right associations between your company and your customers. There is a clear direction to the marketing leaders for the market development with a strategic step taken by a company to develop the existing market rather than looking for a new market. The company looks for new buyers to pitch the product to a different segment of consumers in an effort to increase sales.

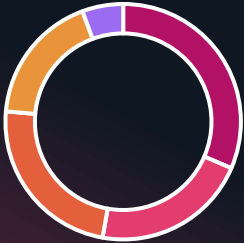
End customers and VARs to attend Infotech Forum

VARINDIA events are the benchmark among IT Companies and partners (**VARs**) for creating a single platform for discussing & introducing new technologies and sharing feedback to bridge the gap between vendors and channels.

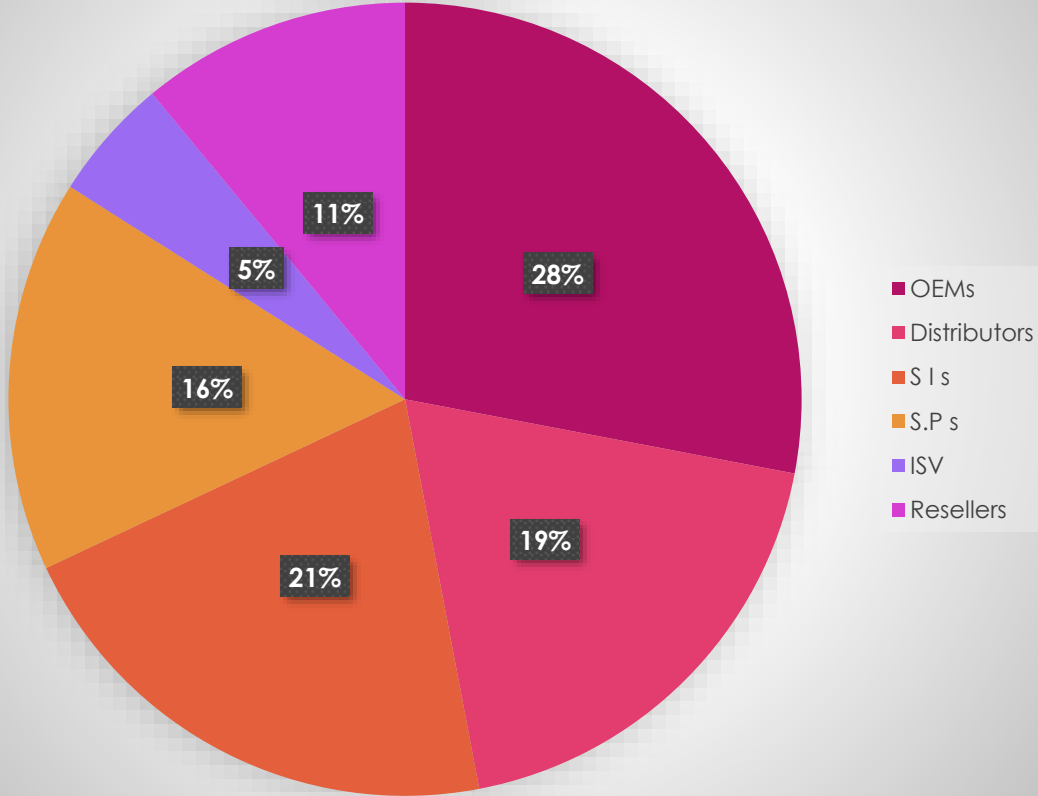
As businesses grapple with the acute disruption brought on by COVID-19, the lessons of chronic disruption like digital transformation are proving useful.

End Customers

CIO	32%
CTO	18%
CISO	30%
HEAD-IT	13%
CEO	7%



OEMs & Partners



Fact Sheet- Infotech Forum

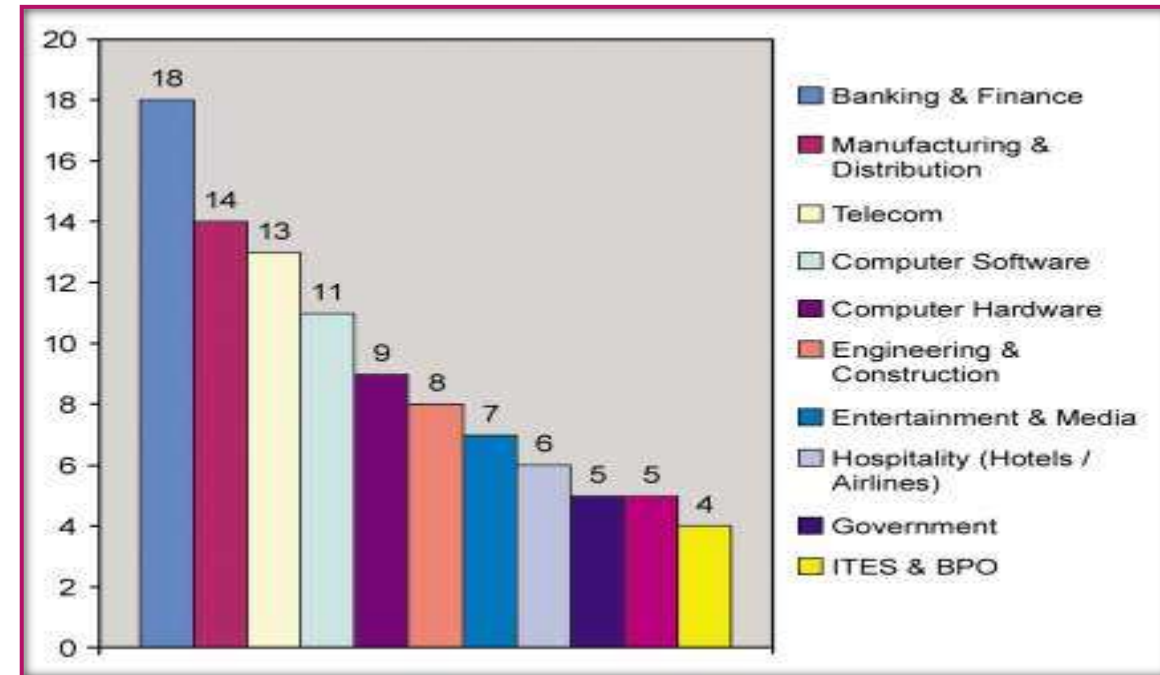
- Latest trends in Branding & Marketing know-how
- Resources (Case Studies, Whitepapers, Annual report)
- Research Material (Statistic's, Surveys, Market Data)
- Industry Views/opinions from CIO/CMO & Peer group experiences
- Insights on successful deployments, Improving ROI and Reducing TCO

- **Subscriber Base –Over 20000 Active Subscribers**
- **Penetration** - Over **50** cities across India
- **Target Readership** – CXOs – Primary: CIOs, CTOs, CISOs, CEOs, CFOs among others
- 11th edition of the Brand Book unveiled over a coveted event(Infotech Forum organised by VARINDIA), Where 500 CEO/CIO had attended from across the country over the virtual event.



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 10th edition will publish the vision of 50 CMOs, who are working strongly towards personalisation.





The year 2022 to focus on Modern Marketing

A recent report says that where the CMO and CIO work together, the enterprise is 76 percent more likely to outperform in terms of revenues and profitability. Modern marketing is about customer experience at every touchpoint, building relationships with customers, adapting continuously the new digital landscapes, and marketing across multiple channels to reach different consumers.

Another study says that CMOs increasingly are owning the digital strategy - the CIO or Technology Chief highlighting marketing's growing technology role. The fact is, unless you have got a huge budget, it's difficult to get your brand noticed. In light of these findings, there is a need for CMOs and CIOs to partner, which is critical than ever to achieve shared goals. Modern marketing understands that buyers have changed as most of the things are getting personalised and in some cases it'll through Hybrid.

Most of the CMOs also agree that when it comes to choosing, purchasing and implementing marketing and digital technologies in their organizations, marketing is taking a much bigger lead.

great minds don't always
think alike





From across
20 Cities in
India

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

550 +
Delegates

EVENT SUMMARY

27th August, 2021

Venue: Virtual

Top Award Categories

Eminent CIO's Of India
Most Admired Brand
Most Trusted Company
Brand Icons Of India
Women In Technology Leadership

Previous year Partners



VARINDIA

27 AUGUST 2021
1:00 PM - 07:50 PM



19TH IT FORUM SUMMIT 2021

VIRTUAL CONFERENCE

AWARDS

Principal Partner

HITACHI
Inspire the Next

Cyber Security Partner

SOPHOS

kaspersky

Gold Partners

DELL
Technologies



FORTINET

Redington
SEAMLESS PARTNERSHIPS

Display Partner

ViewSonic
See the difference™

Networking Partners

VEEAM

VMRAY

Crayon

TeamViewer

Data Cloud Partner

snowflake

Media Partner

VARINDIA



SPO INDIA

Virtual Partner

vmeets

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