

15TH EDITION



BRAND BOOK
ON ICT INDUSTRY

24th INFOTECH FORUM 2026



Theme: Growth Through Alliances
in a Transformative Era

3rd July 2026 | Hyatt Regency, New Delhi



BRAND BOOK- 15TH EDITION

India's premier technology publication launches the 15th edition of BRAND BOOK, delivering an in-depth look at the Indian tech ecosystem—spotlighting trends like AI agents, blockchain trust frameworks, and IoT ecosystems amid 2026's digital power shifts.

In today's fast-changing business landscape, innovation is no longer optional—it is essential. The year 2026 to witness, rapid AI-driven advances and shifting consumer expectations are making traditional models obsolete. Brands that succeed are those that move beyond transactions to build meaningful, emotional connections with people and their evolving needs.

In a hyper-competitive landscape, brands must personalize deeply—using AI analytics, adaptive marketing, and omnichannel narratives—to forge emotional connections and fuel FY 2026-27 growth.

Unveiled at the 24th Infotech Forum, the Brand Book celebrates people-first innovation. It empowers corporates to showcase R&D breakthroughs, predictive strategies, and AI personalization—building trust, attracting talent, and securing premium positioning.

A strong brand identity clarifies mission and values, amplifying marketing ROI while driving long-term success in AI's agentic era.



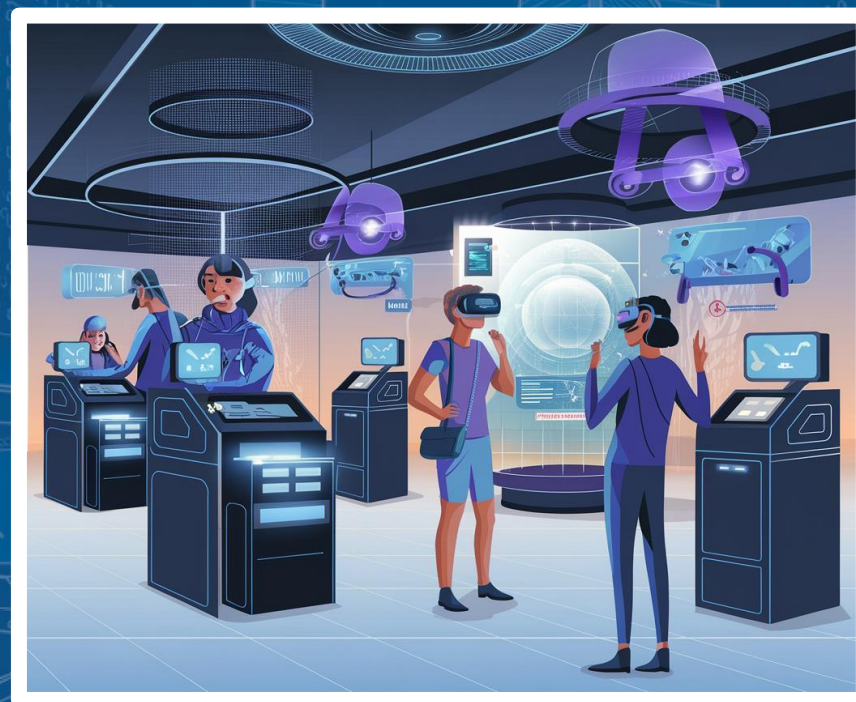
Redefining Customer Experience with Digital Innovation



The Brand Book is a practical, high-value resource for technology leaders, managers, and marketers navigating today's evolving business environment.

It showcases how organizations are embracing digital transformation as a business imperative—driving higher profitability by reimagining processes, culture, and customer experience, not just adopting technology.

By turning customer insights into actionable, data-driven strategies, the Brand Book helps businesses build deeper connections, enhance satisfaction, and create impactful, tech-enabled brands that thrive in a dynamic marketplace.





The Defining Strength of Brand Book 2026



The **Brand Book** plays a strategic role in supporting new product launches—an increasingly critical priority in a fast-moving market defined by shorter product life cycles and rapidly evolving consumer behavior.

Rising consumption trends and a growing base of first-time buyers across categories have intensified the demand for continuous innovation. As new segments emerge, brands have a unique opportunity to respond to shifting consumer expectations while expanding their market footprint.

The **15th edition** of the Brand Book showcases how successful brands distinguish themselves by redefining industries and anticipating the needs of the modern consumer. Their leadership is driven by a consistent ability to introduce breakthrough products that not only meet market demands but exceed them, establishing new benchmarks within their categories.

Anchored in insights from leading business and marketing leaders, the Brand Book serves as a practical, strategic reference for brand custodians and marketers preparing for their next product launch.





New Product Launches Power Revenue and Multiple Business Objectives



50%

Estimated share of annual company revenues derived from new products launched within the past two years (average across sectors)



New product launches matter more than ever amid shorter life cycles, eager consumers, and intensifying competition

SHORTENING PRODUCT LIFE-CYCLE

Accelerating tech disruption, upgrade-driven lifestyles, and evolving consumer expectations are redefining product life cycles in India.

CONSUMERS' GROWING CONSUMPTION AND WILLINGNESS TO TRY NEW PRODUCTS

India's Gen Z is redefining brand loyalty, with 70% willing to buy from lesser-known brands, even as aspirational products are set to capture nearly 25% of incremental consumer spend by 2030.

EMERGENCE OF NEW BRANDS ACROSS CATEGORIES

Digital-first models have reduced entry barriers, fueling rapid growth in new brands across categories.



What's New: Key Highlights of 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 DigitalEmpowered PSUs in India
- # Top 100 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**)
- # Technology Icons of India
- # Brand Icons in Technology Industry(Technology Marketers in India)
- # Women Leadership in Technology
- # An in-depth market overview and analysis of ICT trends and forecasts across IT hardware, software, telecom, mobile devices, e-commerce vs. quick commerce, AI/GenAI, data centers, data privacy, cybersecurity, and the payments ecosystem.

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, DPOs among others**
- The 15th edition of the Brand Book will be unveiled over a coveted event (Infotech Forum organised by VARINDIA), where 300 CEO/CIO will attend from across the country.

For more information - <https://varindia.com/gallery/it-forum-2025>





24th INFOTECH FORUM 2026

Hotel Hyatt Regency, New Delhi



Automation, AI, and data analytics are accelerating digital transformation by streamlining operations, boosting efficiency, and creating competitive advantage. The 2026 Brand Book examines how marketers are evolving their strategies to meet these demands, with a strong focus on personalized technology branding and leadership.

With a powerful digital reach of over 1 million readers, the Brand Book engages a diverse audience spanning SMEs, startups, government bodies, BFSI, and enterprises across India.

Unique Positioning:

The Brand Book 2026 is an essential guide for marketers navigating the era of personalization. By spotlighting emerging trends and actionable strategies, it helps brands build deeper connections and achieve sustainable growth.





Readership : Brand Book



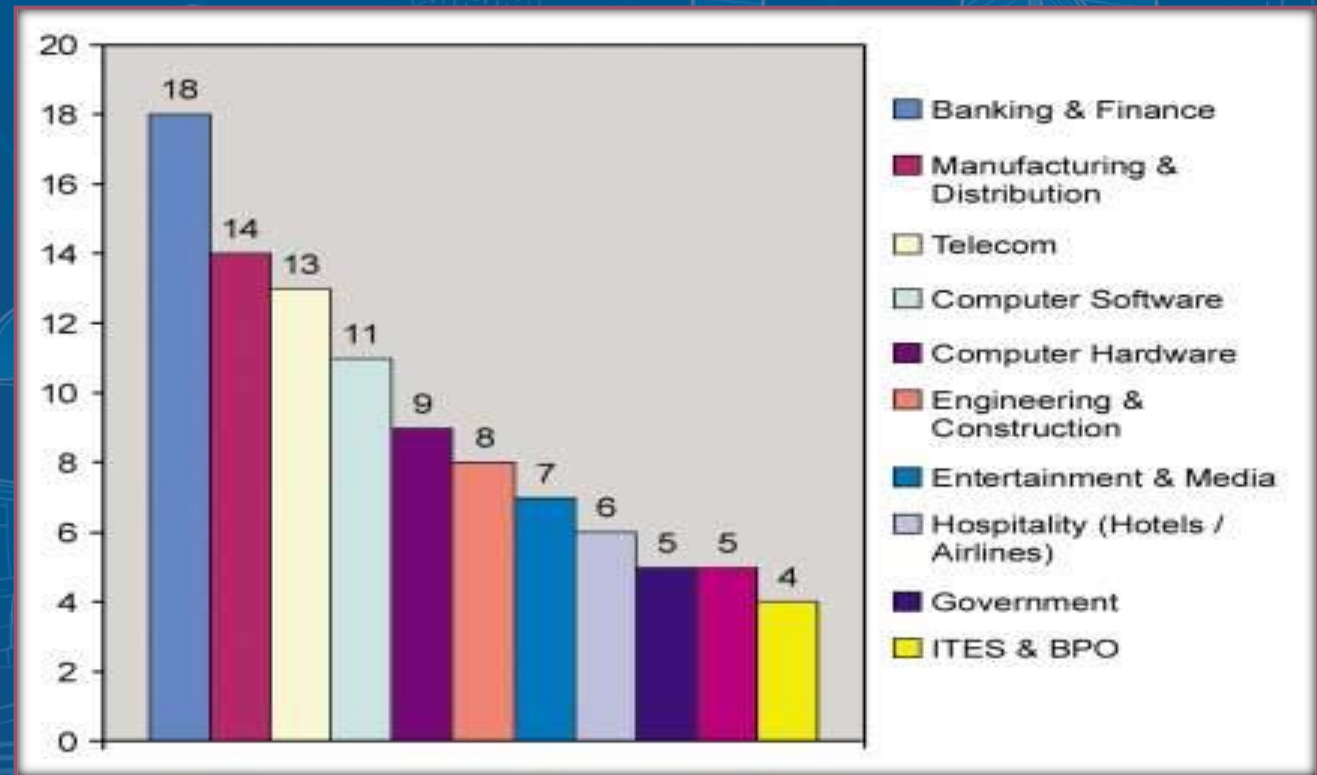
The Brand Book primarily reaches professionals aged 25–55, with over 75% of its readership drawn from senior and middle management across industries in India's metropolitan markets.

These readers are key IT decision-makers or influential stakeholders.

The core audience includes CIOs, CTOs, and CISOs from large enterprises, along with asset managers, data center leaders, and IT investment decision-makers.

The secondary audience spans other CXOs—CEOs, COOs, CFOs, and CMOs—covering both established and emerging leaders.

In its 15th edition, the Brand Book will feature insights from 50 visionary CMOs driving personalization initiatives, offering strategic perspectives for today's business and technology leaders.

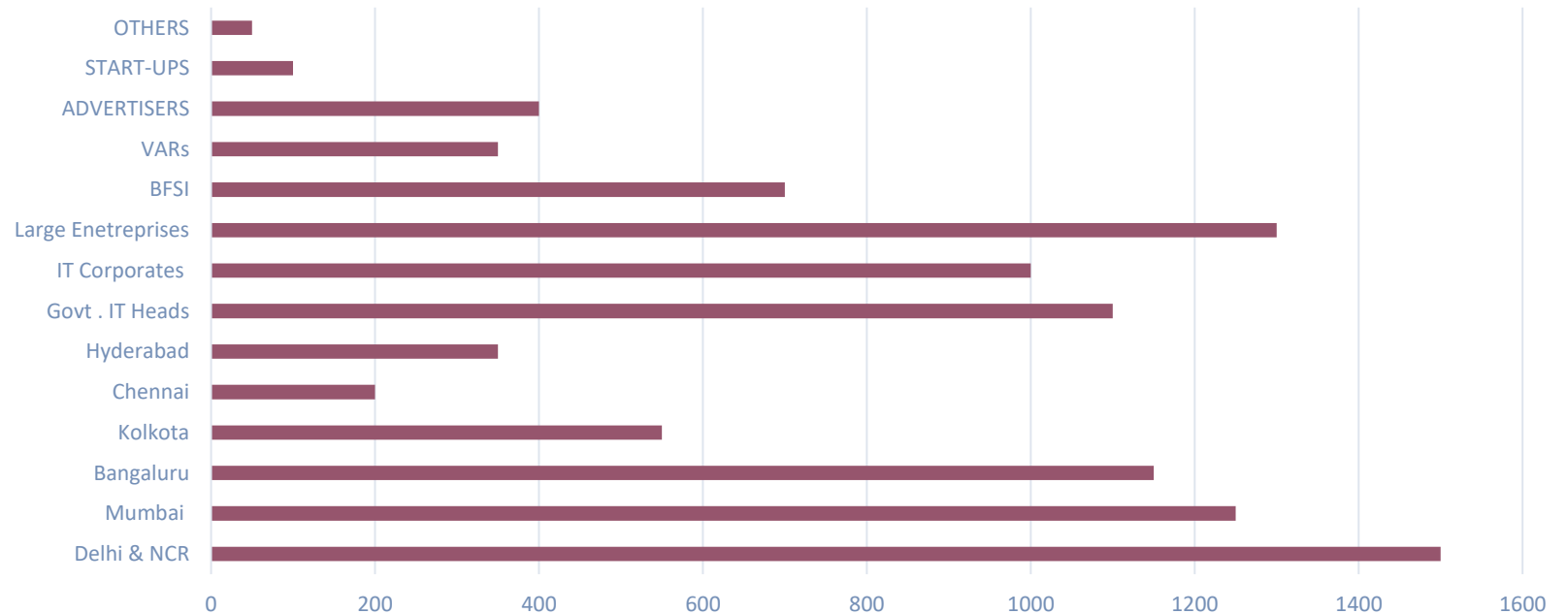


Circulation & Distribution



The Brand Book reaches to the Metro, A and B class cities in the country, which comprises of 50 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: The Definitive Guide for Technology Investment Leaders



India is harnessing technology to accelerate economic growth, cut emissions, and transform sectors such as BFSI, healthcare, and manufacturing, while its widespread adoption is reshaping society and empowering a new generation of digital natives.

Technologies like Industry 4.0 and digital supply chains are poised to drive economic development by 2026. 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.

This prestigious program honors organizations and their teams for leveraging IT innovation to create competitive advantage, streamline operations, and drive sustainable business growth.





Brand Book is now part of the C-suite



The 15th edition of the Brand Book will be unveiled over a large customer event, where 300 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

10,000 Copies

Through Postal and Courier

Circulation

In Metro, A and B class cities

The **Brand Book** is a unique publication in the technology industry, profiling leading corporates, enterprises, and technology leaders in India and globally, with company rankings based on direct feedback and insights from customers.



ratecard



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 2023-24

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
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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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