MAIDEN EDITION

BRANDS THAT INDIA TRUSTS™

2026-2027

CERTIFIED EXCELLENCE

BUILDING **TRUST** POWERING **INFLUENCE** SHAPING **TOMORROW**

19TH JUNE 2026 | **MUMBAI**

Presented by	Print partner	Research Partner	Brought to you by	TV Partner
AET ADENTECH NO LIMITS IN MOTION	Business Standard	COHERENT MARKET INSIGHTS	aet SUMMIT	Z BUSINESS

Where Trust leads, value follows.

IN AN ERA

where consumers are more informed,
vocal, and value-driven than ever before,
trust has become the ultimate currency for brands.

The AET Summit – Brands that India Trusts 2026

(Maiden Edition) is a first-of-its-kind platform that celebrates brands that have gone beyond transactions to build deep-rooted credibility, emotional connection, and long-term loyalty.
This summit brings together visionary leaders, marketers, and decision-makers to decode what it truly takes to build brands that India believes in.

TODAY'S CONSUMERS

Don't just buy products
they buy **Purpose**, **Transparency** and **Consistency.**

The summit explores:

- How trust is built in a hyper-competitive market
- The role of innovation, ethics, and storytelling
- The shift from **Brand Awareness** → **Brand Belief**

THIS
MAIDEN EDITION

Sets the foundation for a
powerful legacy of recognising
trust-led brands in India.

THEME 2026

"Trust as the New BRAND CAPITAL"

A deep dive into how brands can:

- Build Authentic Relationships
- Deliver Consistent Experiences
- Create Meaningful Impact Beyond Business

RECOGNITION

A prestigious recognition honouring brands that excel across key pillars:

- Credibility & Transparency
- Customer Experience Excellence
- Consistency & Reliability
- Innovation & Adaptability
- Purpose & Social Impact
- Sustainability & Responsibility

RESEARCH METHODOLOGY

The recognition is backed by
a robust research-driven approach, combining:

- Consumer perception analysis
- Industry benchmarking
- Market performance indicators

- Brand trust scoring framework

WHO SHOULD ATTEND?

- CXOs & Founders
- Marketing & Brand Leaders
- Strategy & Innovation Heads
- Startups & Growth-stage Companies
- Agencies & Consultants

WHY ATTEND?

Insightful Leadership Conversations :
Learn from India’s top brand builders and decision-makers

High-Value Networking :
Connect with industry leaders, innovators, and peers

Real Case Studies :
Discover how top brands are building trust at scale

Future Trends :
Stay ahead in branding, consumer behaviour and storytelling

Industries REPRESENTED

- FMCG & Consumer Goods
- BFSI
- Technology & Startups
- Healthcare & Pharma
- Retail & E-commerce
- Real Estate & Infrastructure
- Automobile
- Hospitality & Travel
- Manufacturing
- Education & EdTech

& more...

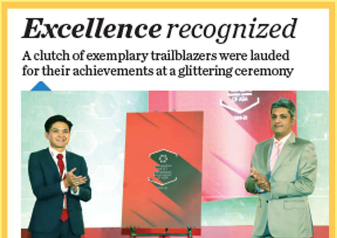
MEDIA & AMPLIFICATION

- Television Coverage
- Digital & Social Media Promotion
- Print & Online Features
- Industry-wide PR visibility

SUMMIT HIGHLIGHTS

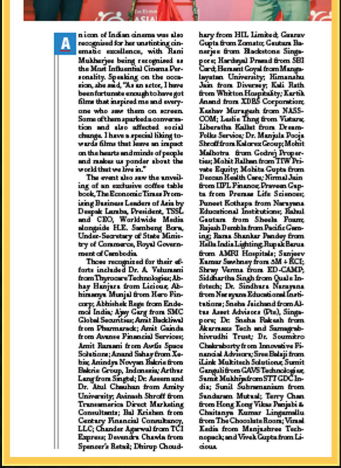
- Power-packed keynote sessions
- CXO panel discussions
- Brand storytelling showcases
- Research insights unveiling
- Awards & recognition ceremony

MEDIA COVERAGE



***Excellence** recognized*

A clutch of exemplary trailblazers were lauded for their achievements at a glittering ceremony

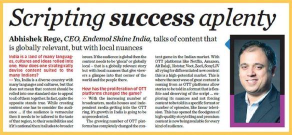


An icon of Indian cinema was also recognised for her unstinting cinematic excellence, with Rani Mukherjee being recognised as the Most Influential Cinema Personality. Speaking on the occasion, she said, "As an actor, I have been fortunate enough to have got films that inspired me and everyone who saw them on screen. Some of them sparked a conversation and also affected social change. I have a special liking towards films that leave an impact on the hearts and minds of people and makes us ponder about the world that we live in."

The event also saw the unveiling of an exclusive coffee table book, The Economic Times Promising Business Leaders of Asia by Deepak Lamba, President, TSSL and CEO, Worldwide Media alongside H.E. Samheng Bora, Under-Secretary of State Ministry of Commerce, Royal Government of Cambodia.

Those recognized for their efforts included Dr. A. Velumani from Thyrocare Technologies; Abhay Hanjura from Licious; Abhimanyu Munjal from Hero Fincorp; Abhishek Rege from Endemol India; Ajay Garg from SMC Global Securities; Amit Backliwal from Pharmarack; Amit Gainda from Avanse Financial Services; Amit Ramani from Awfis Space Solutions; Anand Sahay from Xebia; Anindya Novyan Bakrie from Bakrie Group, Indonesia; Arthur Lang from Singtel; Dr. Aseem and Dr. Atul Chauhan from Amity University; Avinash Shroff from Transamerica Direct Marketing Consultants; Bal Krishen from Century Financial Consultancy, LLC; Chander Agarwal from TCI Express; Devendra Chawla from Spencer's Retail; Dhirup Choudhary from HIL Limited; Gaurav Gupta from Zomato; Gautam Banerjee from Blackstone Singapore; Hardayal Prasad from SBI Card; Hemant Goyal from Mangalayatan University; Himanshu Jain from Diversey; Kali Rath from Whitton Hospitality; Kartik Anand from XDBS Corporation; Keshav Murugesh from NASSCOM; Leslie Thng from Vistara; Liberatha Kallat from DreamFolks Service; Dr. Manjula Pooja Shroff from Kalorex Group; Mohit Malhotra from Godrej Properties; Mohit Ralhan from TIW Private Equity; Mohita Gupta from Deccan Health Care; Nirmal Jain from IIFL Finance; Praveen Gupta from Premas Life Sciences; Puneet Kothapa from Narayana Educational Institutions; Rahul Gautam from Sheela Foam; Rajesh Dembla from Pacific Gaming; Rama Shankar Pandey from Hella India Lighting; Rupak Barua from AMRI Hospitals; Sanjeev Kumar Sawhney from 3M + KCI; Shrey Verma from ED-CAMP; Siddhartha Singh from Quale Infotech; Dr. Sindhura Narayana from Narayana Educational Institutions; Sneha Jaichand from Altus Asset Advisors (Pte), Singapore; Dr. Sneha Rakesh from Akarnaux Tech and Samagrabhivrudhi Trust; Dr. Soumitro Chakraborty from Innovative Financial Advisors; Sree Balaji from iLink Multitech Solutions; Sumit Ganguli from GAVS Technologies; Sumit Mukhija from STT GDC India; Sunil Subramaniam from Sundaram Mutual; Terry Chan from Hong Kong Vikas Punjabi & Chaitanya Kumar Lingamallu from The Chocolate Room; Viral Kedia from Manjushree Technopack; and Vivek Gupta from Licious.

INDIA
GRAND AWARDS



Scripting ***success*** *aplenty*

Abhishek Rege, ***CEO, Endemol Shine India,*** talks of content that is globally relevant, but with local nuances

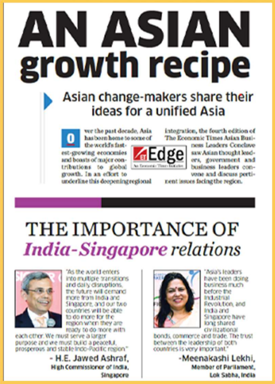
India is a land of many languages, cultures and ideas rolled into one. How does one strategically devise content suited to the many Indians?

>> Yes, India is a diverse country with many languages and cultures, but that does not mean that content should be rolled into one standard size to appeal to all of them together. In fact, quite the opposite stands true. While creating content one has to consider the audience ... if the audience is vernacular then it needs to be tailored to the taste of that region, to their sensibilities and if it's national then it alludes to broader issues. If the audience is global then the content needs to be 'glocal' or globally local – that is a globally relevant story but with local nuances that give viewers a glimpse into that corner of the world and the people there.

How has the proliferation of OTT platforms changed the game?

>> With the increasing number of broadcasters, media houses and independent media getting into the OTT ring, it's growth in India is going to be unprecedented.

The growing number of OTT platforms has completely changed the content game in the Indian market. With OTT platforms like Netflix, Amazon, Alt Balaji, Hotstar, Voot, Zee5, SonyLIV all vying for differentiated new content this is a high-potential market. This is where the next wave of great content is coming from as OTT platforms allow stories to be told in a format that is flexible and deserving of the script ... exploring its nuances and not forcing content to be told in a specific format or number of episodes, like linear television. This has opened the floodgates of high-quality storytelling and premium content is now being available for every kind of audience.



AN ASIAN growth recipe

Asian change-makers share their ideas for a unified Asia

Over the past decade, Asia has been home to some of the world's fastest-growing economies and boasts of major contributions to global growth. In an effort to underline this deepening regional integration, the fourth edition of The Economic Times Asian Business Leaders Conclave saw Asian thought leaders, government and business leaders convene and discuss pertinent issues facing the region.

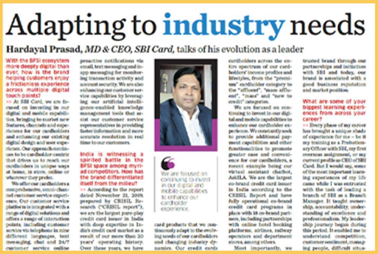
THE IMPORTANCE OF *India-Singapore relations*

"As the world enters into multiple transitions and daily disruptions, the future will demand more from India and Singapore, and our two countries will be able to do more for the region when they are ready to do more with each other. We must serve a larger purpose and we must build a peaceful, prosperous and stable Indo-Pacific region."

- H.E. Jawed Ashraf,
High Commissioner of India, Singapore

"Asia's leaders have been doing business much before the Industrial Revolution, and India and Singapore have long shared civilizational bonds, commerce and trade. The trust between the leadership of both countries is very important."

-Meenakashi Lekhi,
Member of Parliament, Lok Sabha, India



Adapting to **industry** needs

Hardayal Prasad, ***MD & CEO, SBI Card,*** talks of his evolution as a leader

With the BFSI ecosystem more deeply digital than ever, how is the brand helping customers enjoy a frictionless experience across multiple digital touch points?

>> At SBI Card, we are focused on investing in our digital and mobile capabilities, bringing to market new features, channels and experiences for our cardholders and enhancing our existing digital design and user experience. Our approach continues to be cardholder-centric that drives us to reach our cardholders in unique ways at home, in store, online or wherever they prefer.

We offer our cardholders a comprehensive, omni-channel customer service experience. Our customer service platform is integrated with a range of digital solutions and offers a range of interaction points, including customer service via telephone in nine different languages, text messaging, chat and 24/7 customer service online proactive notifications via email, text messaging and in-app messaging for monitoring transaction activity and account security. We are also enhancing our customer service capabilities by leveraging our artificial intelligence-enabled knowledge management tools that assist our customer service representatives in providing faster information and more accurate resolution in real time to our customers.

India is witnessing a spirited battle in the BFSI space among myriad competitors. How has the brand differentiated itself from the milieu?

>> According to the report dated November 21, 2019, prepared by CRISIL Research ("CRISIL report"), we are the largest pure-play credit card issuer in India with deep expertise in India's credit card market as a result of our more than 20 years' operating history. Over these years, we have card products that we continuously adapt to the evolving needs of our cardholders and changing industry dynamics. Our credit cards cardholders across the entire spectrum of our cardholders' income profiles and lifestyles, from the "premium" cardholder category to the "affluent", "mass affluent", "mass" and "new to credit" categories.

> We are focused on continuing to invest in our digital and mobile capabilities to enhance our cardholder experience.

We are focused on continuing to invest in our digital and mobile capabilities to enhance our cardholder experience. We constantly seek to provide additional payment capabilities and other functionalities to promote greater ease and convenience for our cardholders, a recent example being our virtual assistant chatbot, AskILA. We are the largest co-brand credit card issuer in India according to the CRISIL Report and have fully operational co-brand credit card programs in place with 18 co-brand partners, including partnerships with online hotel booking platforms, airlines, railway operators and department stores, among others.

Most importantly, we trusted brand through our partnerships and initiatives with SBI and today, our brand is associated with a good business reputation and market position.

What are some of your biggest learning experiences from across your career?

>> Every phase of my career has brought a unique shade of experience for me – be it my training as a Probationary Officer with SBI, my first overseas assignment, or my current profile as CEO of SBI Card. But I would say, some of the most important learning experiences of my life came while I was entrusted with the task of leading a branch of SBI as a Branch Manager. It taught ownership, accountability, understanding of excellence and professionalism. My leadership journey began during this period. It enabled me to understand competition, customer sentiment, managing people, difficult situa-

BRANDS

that trusts us

Della LUXURY
Fortis
CitiusTech
ICICI Bank
Raunak Group
REGAL SHOES
croma
WOCKHARDT LIFE WINS
ANTARA GOLD & DIAMONDS
Sumit Woods Ltd
NSDL Technology, Trust & Reach
Orange Retail Finance Your Mobility & Livelihood Partner
Building Houses Building Trust® HAWARE
SURAJ AUREVA
British International Investment
BHOOMI CREATING VALUES
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rapport™
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ZEECO® ZEECO BRAND EXPERIENCES PVT. LTD.

& More

ABOUT

AET SUMMIT

A subsidiary of Adentech

A Mumbai-based advertising company that has partnered with over 500 Fortune brands across industries the AET Summit carries forward a legacy of deep market expertise and meaningful industry impact. More than a conventional conference, it is a high-signal platform anchored in four distinct pillars, including intimate, closed-door Conclaves that foster candid, high-value dialogue among leaders. At its core, the AET Summit is Adentech’s initiative to cultivate knowledge-led communities that influence decision-makers and empower them to drive meaningful, lasting impact in India’s evolving business landscape.

LETS DISCUSS!!

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