



October 1, 2019



## OUR LEGACY

### CELEBRATING SERIES OF BRAND EXCELLENCE...

Measuring any brand's success is always a tricky affair. It is especially so in the contemporary digitized economy where people increasingly believe in interacting with a brand. This interaction does not occur just before they make a purchase decision, but continues even after. Part of this is because customers now have an emotional connect with the products and services that they acquire.

Therefore, The Economic Times, through its series of Best Brands, attempts to put forth brands that have gained customers' confidence and maintained their positions even in the difficult times.

## BACKGROUND

The Economic Times, through its series of Best Brands, endeavors to highlight brands that have gained customers' confidence and maintained their positions even in the difficult times. The Economic Times Best Brands series has already made its mark across different segments such as Banking & Finance, Education, Infrastructure, Technology, Corporate, Real Estate, Healthcare, Infrastructure as well as Plastics & Polymers.

<http://www.et-bestbrands.com/>

## METAL CUTTING INDUSTRY

The Metal Cutting Industry plays a crucial role in the growth and development of the Indian manufacturing Sector. From machine tools to cutting tools, from saw blades to laser machines, from plasma cutters to water jet cutters, from accessories and metrology equipment to lubricants and everything in between, the metal cutting industry is a very complex and comprehensive segment. While imported supplies used to be the dominant source in this till the recent times, the last decade has seen the rise of the domestic suppliers to a great extent.

## CHOOSING THE BEST

The Indian manufacturing industry today has a variety of options when it comes to choosing its metal cutting partners. However, with a gamut of Indian and international players competing in the market, how can the industry know which is the best brand for it? Therefore, in the best interest of the Indian manufacturing industry, The Economic Times is introducing the first listing of the Best Brands in the Indian Metal Cutting Industry 2018 through a coffee table book in continuation of its Best Brands series. Worldwide Media Pvt. Ltd (WWM) will be editorially driving this initiative through The Machinist magazine.

This coffee table book will highlight the key players from the Indian metal cutting industry by analyzing their performance on the basis of their offerings, market presence and Brand Recall. The leading companies will be shortlisted and made to go through an analysis of the overall performance of the company based on publicly available data before they finally make it to the list.



### Knowledge Partner

Breakthrough Management Group International (<http://www.BMGIndia.com>) is the Knowledge Partner for this initiative.

## WHO WILL BE INCLUDED?

To be a part of 'The Economic Times Best Brands in Metal Cutting Industry 2019 Initiative', companies will have to fulfil the following criteria:

- Should be currently serving the Indian metal cutting industry.
- Should have considerable presence across the country.
- Should have some presence in the international market.
- Should be focussed on Innovation, Technology and Service.
- Should have positive and consistent business performance.
- Should have significant amount of publicly available data about the Brand.

## INDUSTRY SECTORS TO BE CONSIDERED

- A. Machines Tools: Including Turning machines, Machining centers, Milling machines, Drilling machines, Grinding machines, Gear Cutting machines & so on.
- B. Cutting Tools / Saw blades
- C. Laser, plasma and water jet cutters
- D. Metrology equipment.
- E. Oils & lubricants
- F. Robotics & Automation
- G. IT in Manufacturing / CAD & CAM
- H. Other auxiliary segments like chucks, collets, grippers, turning tables, servo drives, cables and so on.

## PARTICIPATION PACKAGE

- Two-page feature for your brand in ‘The Economic Times Best Brands in Metal Cutting 2019’ Coffee Table Book
- Logo licensing rights of the ‘The Economic Times Best Brands in Metal Cutting 2019’ in all your marketing communications for one year
- Online promotion of the felicitation ceremony on all social media platforms integrated with our website
- Three Complimentary Copies of the ‘The Economic Times Best Brands in Metal Cutting 2019’ Coffee Table Book
- Post event coverage: Get your brand featured in the The Machinist magazine
- Two Complimentary passes for the Felicitation Night & Dinner

Investment: INR 5 lakh + tax as applicable

Event Date: October 1, 2019

Location: Bengaluru, Karnataka

### Contacts

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An Economic Times Initiative