

THE ECONOMIC TIMES



BEST
METAL
FORMING
BRANDS

2019

October 1, 2019

 **Edge**

An Economic Times Initiative



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 and Metal Cutting.

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



METAL FORMING INDUSTRY

The Metal Forming Industry plays an important role in the growth and development of the Indian manufacturing sector. From presses to plasma machines, from accessories and metrology equipment to lubricants and everything the forming industry is a very comprehensive segment. For quite some time now, this segment is dominated by imports. However, lately we have seen the change of scenario, domestic players have been consistent in supplying indigenously developed quality solutions.

CHOOSING THE BEST

The customers in the Indian manufacturing industry are offered plethora of products by metal forming partners. However, the question always arises which brand is the best? 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 Forming Industry 2019 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 forming 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 Forming Industry 2019 Initiative', companies will have to fulfil the following criteria:

- Should be currently serving the Indian metal forming 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. Presses & Sheet metal cutting machines
- B. Laser & plasma machines
- C. Die casting
- D. Forging
- E. Casting and Foundry
- F. Heat treatment
- G. Automation
- H. Oil & lubricants
- I. Software
- J. Auxiliary

PARTICIPATION PACKAGE

- Two-page feature for your brand in 'The Economic Times Best Brands in Metal Forming 2019' Coffee Table Book
- Logo licensing rights of the 'The Economic Times Best Brands in Metal Forming 2018' 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 Forming 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

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