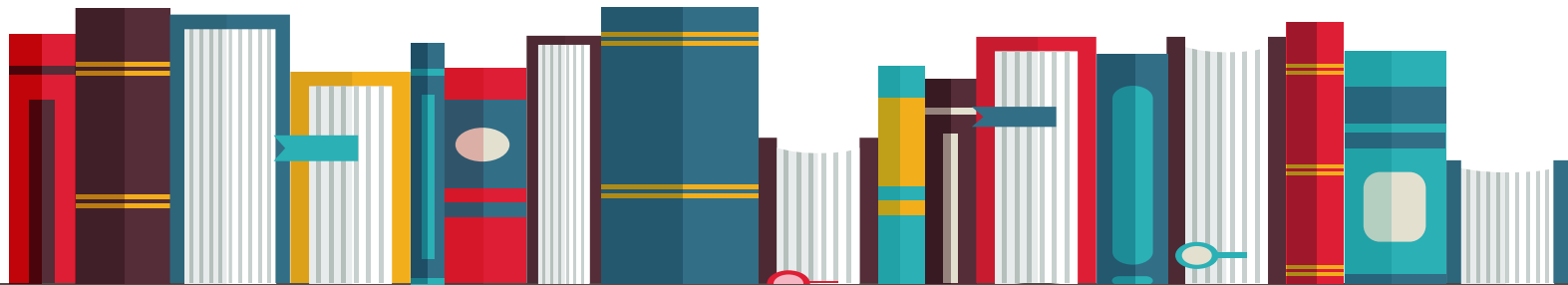




Meet your next favorite book



Dear Sir,

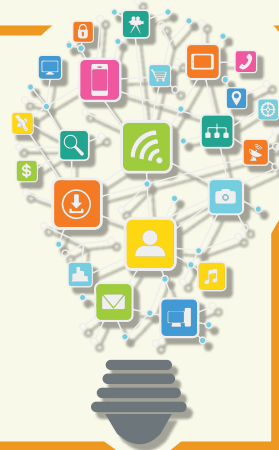
While we are in a process of compilation of seventh edition of the Brand Book. This year Brand Book focus on how Indian ICT (Information & Communications Technology) industry is evolving and the importance of digitization in supply chains is growing by leaps and bounds to compete with the global economy. To address the newer challenges, corporates are coming out with innovative approach by creating specialised products and services to meet the demand. Focused branding and awareness is must to reach the target audience.

India IT spending is projected to total \$87.1 billion in 2018, an increase of 9.2 percent from 2017 estimated spending of \$79.7 billion, according to the latest forecast by Gartner, Inc. IT security is becoming a priority; Organizations are spending more on security as a result of regulations, shifting buyer mindset, awareness of emerging threats and the evolution to a digital business strategy. There is a need to align security strategy with business functions. Brand Book is the ultimate book for the technology investment decision makers in the Industry (CIO/CTO/CISO) community in the Industry and across the vertical.



Highlights of the Brand Book

- 50,000 copies circulated Nationally (Across the vertical)
- Reaches to 5,000 CXO(CIO/CTO) in the country as the complimentary copy.
- Profiling of 100 ICT companies in India
- Experience cell of Top 100 CIO/CTO/ CISOs of the Industry (Eminent CIOs of India).
- Market Scape and in-depth analysis on IT Hardware, Software, Services, Telecom Services, Mobile Phone, E-Commerce, after Market Services and payment industry.
- www.mybrandbook.co.in reaches 2 million hits in a month



Organizations must change internally to change externally. People who are collaborative, agile, analytical, innovative and creative where the network effect technologies transform the CIO's work from making tactical technology decisions into building strategic platforms. Brand Book is the ultimate solution, where all successful brand Icons and leaders come together under one platform and share their uniqueness, have featured in the Coffee Table Book. It also recognises the brand power of the corporates.

Lastly, this issue will disclose some interesting facts about this year's top ICT brands (Top 25) with you all.

For more information,
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