

Capturing
the Pulse
of...



Leadership
& Innovation

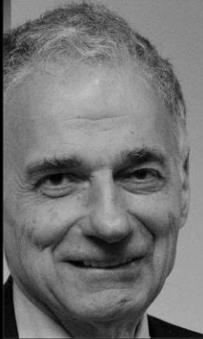
Mentors
& Mavens

Pathbreakers
& Boardroom

Enterprises
& Startups

INDIA
Forbes

From the Leader's Lense



The function of leadership is to produce more leaders, not more followers.

RALPH NADER



When people can see which direction the leaders are going in it becomes easier to motivate them.

LAKSHMI MITTAL



Leadership is about inspiring people to do things they never thought they could.

STEVE JOBS



For those who dare to dream, there is a whole world to win.

**DHIRUBHAI
AMBANI**



As we look ahead to the next century, leaders will be those who empower others.

BILL GATES

AREN'T
BORN,
THEY
ARE
MADE...

Leaders

TRANSLATE VISION
INTO REALITY...

OBEY, INFLUENCE
& EMPOWER



NOT THE CRY, BUT THE FLIGHT OF A WILD
DUCK, LEADS THE FLOCK TO FLY AND FOLLOW.

— ANCIENT PROVERB





Forbes^{INDIA}
**Leadership
Awards** 

Recognising such
Leaders & Leaders
in Making





Forbes India Leadership Awards (FILA)

The epitome of grandest leadership recognition, celebrating trailblazers shaping India's entrepreneurial landscape with vision and integrity.

Envisioning a future defined by tech-driven business, philanthropic leadership, sustainable, and ethical business practices, the legacy of FILA has grown over the years. Championing fair play and ethical entrepreneurship, FILA focusses on India's renaissance forward.



Forbes^{INDIA}
Leadership
Awards 

The Most Momentous Awards for Extraordinary Leaders



Forbes
INDIA
Leadership
Awards

The Most Momentous Awards for Extraordinary Leaders



Forbes
Leadership
Awards



Moments for the Photo Journal



An
Experience
Like No
Other



An Ode to Excellence



Legacy

Creating entrepreneurial
renaissance, since 2011



Recognition

13 years of honoring &
celebrating leaders &
leaders in the making
from diverse genres



Trust

Stringent rules &
methodologies ensuring
a spirit of fair play



FILA Hamlet

Melting pot of India Inc's
brightest minds



Credibility

Independent jury of
industry pioneers,
closely follow the 150-
page FILA docket



Out-Of- The-Box Conversations

With the most prominent
leaders on important subject
matters, focusing on the big
outcomes in the coming year

Glimpse of 2024 Winners



INSTITUTION
BUILDER

UDAY KOTAK
Founder & Director
Kotak Mahindra
Bank



CEO OF THE
YEAR

PRAVEER SINHA
CEO & MD
Tata Power



STAR VALUE
CREATOR

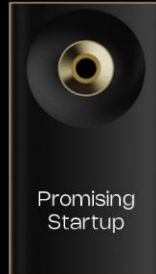
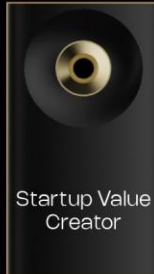
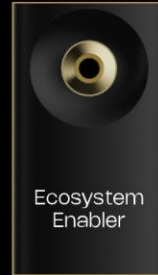
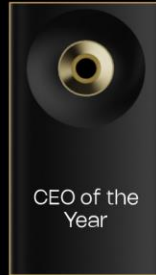
**GHAZAL ALAGH &
VARUN ALAGH**
Mamaearth



ENTREPRENEUR
OF THE YEAR

SUNIL VACHANI
Executive Chairman
Dixon Technologies

Award Categories



The Jury Methodology



Identifying the award categories



Defining objective and qualitative criteria for each category



Curating the initial nominations



Jury meeting for Winner selection



Shortlisting the nominees for each category



ON
GROUND
COLLATERALS



Pre-Function Area



Subtle integrations of the brand logo and presence in collaterals like Media Wall, Standees, Installations and more



Grand Ballroom



Branding throughout the main ballroom and stage, and some of the award giveaways by client leadership

Special Networking Lounge



The 'Leaders-only' access zone where key leaders of the brand can network with the FILA winners in the lounge

5-Course Sit Down Grand Dinner

A specially created menu will be done for the sit-down dinner for the dignitaries.

The Physical Menu card will have the Brand Logo presence





AMPLIFICATION
PLAN

Pre-Event & Event Day

Digital

On forbesindia.com

- ROS Banners
- Roadblocks

Forbes India Digital Edition

- Pre-Event Article

Print & Social

Forbes India Magazine

- Pre-Event advertisement

On forbesindia

- Campaign Promo
- Social Posts on FB, X, IG, LinkedIn
- Trade Mailers
- Event Live Stream

On Ground & Television

- Branding Collaterals for Jury Meet and Award Night
- Pre-Event Promotion
- Astons to tease Event

Post Event

Digital

On forbesindia.com

- Roadblocks

Forbes India Digital Edition

- Post event article capturing the snippets

Print & Social

Forbes India Magazine

- Post-Event highlight coverage

On forbesindia

- Snippet Videos from Event
- Static Posts for Speakers
- Guest Reels
- Trade Mailers

Television

- Episodic Promos
- Event vignettes
- 1 Episode of Event Highlight - 22min



Let's
Discuss!!