

EPIC BRAND INSTITUTE

BRAND FOUNDRY

An Advanced Management Programme
in Venture Building for the Next-Gen in Family Business

COHORT: JULY - DECEMBER 2026

Hybrid · 6 Months · Part-Time · Practitioner-Led · Invite-Only

*“Intelligence and capability are not enough. There must be the joy
of doing something beautiful.”*

Dr. Govindappa Venkataswamy
Founder, Aravind Eye Care

A Word Before We Begin

One generation built India.

They built it with borrowed capital and unshakeable conviction. With relationships forged over decades and sacrifices that never made it into any annual report. That generation created businesses, jobs, wealth and an economy the world now watches with genuine respect.

That is extraordinary. And it deserves to be honoured, not by preserving it, but by taking it further.

We created Brand Foundry because we kept asking ourselves the same question: what will it take for the next generation of Indian family businesses to build something the world truly recognises? Not a regional success story. Not a national champion. A brand that stands anywhere, speaks to anyone, and earns its place without apology.

The answer wasn't more capital. India has capital. It wasn't talent, India has that too.

What we found, again and again, was a gap in thinking. In the structured, disciplined, creative practice of building a brand from its very foundations. In the ability to say, with clarity and conviction: this is what we stand for. This is who we serve. This is what we promise and why we keep it.

That is a learnable thing. We have spent our careers learning it, teaching it, doing it. And we have seen what happens when a next-generation leader internalises it, not just as knowledge, but as conviction.

Brand Foundry is our attempt to make that happen. With urgency. Because India's moment in the world is not coming, it is here. The brands that will carry India's name into the next chapter of global business are being built right now, or they are not being built at all.

We did not create this programme to produce graduates. We created it to produce builders, people who don't just inherit a business, but choose to build a brand. One that carries their values, their vision & their generation's ambition into a world that is finally ready for it.

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One generation brought India this far. The next must take it somewhere the world has not yet seen from us.

That is why Brand Foundry exists.

Kanika Mathur · Dr. S. Arunachalam · Saurabh Uboweja

Programme Faculty, Brand Foundry

How the Programme Works

The programme runs across seven thematic modules, each paired with an immersion in a city chosen because it teaches what a classroom cannot. Seven milestones anchor your progress — each one a real strategic output tied to your venture (the eventual outcome). By the end of the programme, every participant has a live brand in market.

Stage	Theme	Immersion City	City & Dates	Milestone
01	Where to Play	Pune	2-4 Jul 2026	Select Playing Field
02	How to Win	Chandigarh	6-8 Aug 2026	Sharpen Your “How to Win” Strategy
03	The Soul of Your Brand	Madurai	19-21 Sept 2026	Decide Guiding Pillars
04	Capital Allocation, Revenue & Earnings	Mumbai	8 Oct 2026	Finalise Business Model and Business Plan
05	How Your Brand Looks, Interacts and Feels	Mumbai	9-10 Oct 2026	Develop Brand Identity & Experiences
06	How to Take Your Brand to the Market	Bengaluru	19-21 Nov 2026	Build GTM & Execution Plan
07	Running Your Brand as Business	New Delhi	10-12 Dec 2026	Brand Launch — Go-Live with First Customers
08	FINAL REVIEW & AWARDING OF DIPLOMA			

“When you're surrounded by people who share a passionate commitment around a common purpose, anything is possible.”

HOWARD SCHULTZ
Former CEO, Starbucks

MODULE
01**WHERE TO PLAY**Family Business Dynamics · EPIC Brand Map™ · Innovation · Positioning
Madurai · July 2026

The programme begins in Pune— the intersection of learning and enterprise. Before you can decide how to win, you must decide where to play. This module dismantles comfortable assumptions and replaces instinct with insight. On Day One, you begin building your personal EPIC Brand Map™ — the strategic framework that will guide every decision you make over the next six months.

Session	What You Will Learn	Faculty & Details
The Beginning of Building: Entering Brand Foundry & Understanding Structures <i>Opening Session — Pune</i>	A structured walkthrough of your Foundry journey, unpacking the six-month roadmap, key milestones, resources, and execution rhythms. Alignment on expectations, defining how to engage with faculty and peers, and ensuring you know exactly how to use the ecosystem to sustain meaningful progress.	Faculty / Speaker: Mr. Saurabh Uboweja, Ms. Kanika Mathur, Dr. S Arunachalam Date: 2 Jul 2026 Venue: Pune
The EPIC Brand Map — Strategic Foundations <i>Framework Session — Pune</i>	The strategic framework that guides every decision over six months — introduced and anchored to each participant's venture.	Faculty / Speaker: Mr. Saurabh Uboweja Date: 2 Jul 2026 Venue: Pune
Decoding the Realities of Family Businesses in India <i>Strategy Session — Pune</i>	A grounded view of the family business ecosystem in India — how it has evolved and where generational gaps in decision-making exist. The session builds appreciation for the financial, social, and emotional wealth created, and focuses on developing stewardship, preserving relationships while adding your own chapter.	Faculty / Speaker: Dr. Nupur Pavan Bang (Former Director, ISB's Thomas Schmidheiny Centre for Family Enterprise), Ms. Kanika Mathur Date: 3 Jul 2026 Venue: Pune
Defining Your Playing Field: Unmet Needs & Whitespace <i>Immersion — Pune*</i>	Consumer and market insights that reveal where real opportunities lie — and how to decide where to compete, and where not to.	Faculty / Speaker: Dr. S. Arunachalam Date: 3 Jul 2026 Venue: Pune
From Idea to Market Reality: Iteration, Constraints & Feedback <i>Immersion — Pune*</i>	95% of innovations fail — not because of bad ideas, but because the journey from idea to market breaks down. Studied through the real story of the Ventilator Project: how innovation is shaped by iteration, constraints, and market feedback.	Faculty / Speaker: Prof. Srikant Sastri (Chairman, Geospatial Data Promotion & Development Committee, Author, The Ventilator Project), Ms. Kanika Mathur Date: 4 Jul 2026 Venue: Pune

Defining Your Playing Field: Working Session	Translate your initial hypothesis into a structured market plan to attain market insights and turn them into a sharp, defensible playing field for your own brand. Define your category, customer, and competitive context you want to explore.	Faculty / Speaker: Dr. S Arunachalam, Saurabh Uboweja Date: 4 Jul 2026 Venue: Pune
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MILESTONE 01	Select Your Playing Field <i>Identify category, customer, and competitive context — define where to operate and where not to.</i>
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MODULE
02**HOW TO WIN**Positioning · Product-Market Fit · Customer Definition · Design Thinking
Chandigarh · August 2026

You will step inside a ₹500 crore brand built on a single, sharply positioned product. You will engage with the creator of Tiivra, who has built a new category using design thinking. You will learn from one of the world's most precise last-mile systems how customer obsession translates into execution. And a professor from Georgia Tech will join to sharpen how you understand the customer to take you closer to building your own winning strategy.

Session	What You Will Learn	Faculty & Details
Cracking Product–Market Fit & Positioning: shape product, price, audience, and context to achieve a sharp, differentiated position in the market <i>Immersion — Lahori Zeera</i>	At the Lahori Zeera facility — a ₹500 crore brand built on one clearly positioned beverage — participants study how sharp positioning and product-market fits are identified, built, and scaled. Shape product, price, audience, and context to achieve a differentiated position the market responds to.	Faculty / Speaker: Mr. Nikhil Doda * (Co-Founder, Lahori Zeera) with Mr. Saurabh Uboweja Date: 6 Aug 2026 Venue: Rupnagar, Punjab
Using Design Thinking as a Strategic Lever to Create New Categories	This session explores how new categories are created by deeply understanding unmet needs, rethinking existing solutions, and using design thinking as a strategic lever.	Faculty / Speaker: Ms. Alpana Parida (Founder, Tiivra) Date: 7 Aug 2026 Venue: Chandigarh
Working Session: Defining your Strategic Positioning & Product Market Fit <i>City Immersion — Chandigarh</i>	Work with the global brand strategist to define your strategic positioning that sits at the top of your brand and business strategy; understand how to create and test a product-market fit	Faculty / Speaker: Mr. Saurabh Uboweja Date: 7 Aug 2026 Venue: Chandigarh
Design Your Business Around the Consumer	How a 130-year-old operation achieves near-zero error rates through consumer-first systems, purpose, and trust — what modern ventures can learn from the most studied last-mile network in the world.	Faculty / Speaker: Dr. Pawan Agarwal * (CEO, Mumbai Dabbawala Association) with Ms. Kanika Mathur Date: 8 Aug 2026 Venue: To Be Decided
From Customer Insight to Organisational Action: Building a Truly Customer-Oriented Enterprise <i>Online Masterclass *</i>	How the world's leading academic research on customer centricity translates into actionable strategy — what truly customer-centric organisations do differently, and why most get it wrong.	Faculty / Speaker: Dr. Ajay K. Kohli * (Regents' Professor, Georgia Tech / Former Editor-in-Chief, Journal of Marketing) with Dr. S Arunachalam Date: August 2026 Venue: Online

MILESTONE
02
Sharpen Your “How to Win” Strategy
Lock strategic positioning, product-market fit, customer definition, and brand promise.

MODULE
03
THE SOUL OF YOUR BRAND — Embedding Purpose as a Business Advantage
Core Values · Purpose · Vision · Mission
Madurai · September 2026

Step into the World’s Largest Eye Care System that performs over 7 lac eye surgeries every year. Over three days, you will see how that purpose drives everything at Aravind Eye Care, from pricing to scale to outreach, including at a village eye camp where it comes alive on the ground. And it will force you to answer a question you cannot skip: What does your brand fundamentally stand for?

Session	What You Will Learn	Faculty & Details
<p>Purpose at Scale: Lessons from One of the World’s Most Mission-Driven Enterprises <i>3-Day Residential Immersion — Aravind Eye Care, Madurai *</i></p>	<p>Aravind Eye Care: a system where mission decides everything — pricing, scale, hiring, outreach, and growth. Planted as a seed 50+ years ago and studied worldwide including at Harvard. What your brand fundamentally stands for gets defined here.</p>	<p>Faculty / Speaker: Dr. G. Natchiar (Founding Member, Aravind Eye Care System), Mr. Thulasiraj (Director-Operations, Aravind Eye Care) with Mr. Saurabh Uboweja Date: 19 Sep 2026 Venue: Aravind Eye Care, Madurai</p>
<p>Working Session: Defining Brand Purpose, Vision & Guiding Pillars <i>3-Day Residential Immersion — Aravind Eye Care, Madurai *</i></p>	<p>Work with mentors to articulate your brand’s guiding pillars, understand how your guiding pillars impact your hiring, business model, operations, GTM decisions.</p>	<p>Faculty / Speaker: Mr. Saurabh Uboweja Date: 20 Sep 2026 Venue: Aravind Eye Care, Madurai</p>
<p>Purpose at Scale — Continued: Observing Purpose In Action at Aravind’s Eye Camp <i>3-Day Residential Immersion — Aravind Eye Care, Madurai *</i></p>	<p>Deep dive into how an innovative Go-To-Market strategy works at scale where Aravind reaches patients at grassroot level by observing first hand the challenges, conditions, and SOPs around building your GTM.</p>	<p>Faculty / Speaker: Mr. Saurabh Uboweja Date: 21 Sep 2026 Venue: Aravind Eye Care, Madurai</p>

MILESTONE
03
Define Brand Guiding Pillars and Translate It into Business Decisions
Articulate brand purpose, stress-test it against the business model, and define the guiding pillars that will drive every decision ahead.

MODULE
04**CAPITAL ALLOCATION, REVENUE & EARNINGS**Business Model · Revenue Engine · Investor Positioning · Business Planning
Mumbai · October 2026

Mumbai is India's financial capital. One day. Two conversations that will reshape how you think about the financial architecture of your venture. From investors who back brands to a family business heir who built his own chapter — this module is about what makes a brand worth building, backing, and scaling.

Session	What You Will Learn	Faculty & Details
Creating Brands That Attract Capital <i>Investor Session — Mumbai *</i>	How investors look at a business: the market, the founder, the positioning, the model, and the ability to scale.	Faculty / Speaker: Mr. Abhay Pandey * (General Partner, A91 Partners) with Mr. Saurabh Uboweja Date: 8 Oct 2026 Venue: Mumbai
Business Plan from a Family Business Heir Who Created His Own Identity <i>Strategy Session — Mumbai *</i>	A business plan where your idea meets reality. What makes a plan ambitious enough to excite an investor and realistic enough to execute.	Faculty / Speaker: Mr. Rishabh Mariwala * (Founder, Sharrp Ventures) with Mr. Saurabh Uboweja Date: 8 Oct 2026 Venue: Mumbai
Working Session: Building a Business Plan That Balances Ambition & Execution <i>Strategy Session — Mumbai *</i>	Using AI tools and experts, finalise your business model, revenue engines, unit economics, and a working draft of your business plan that evolves as you grow	Faculty / Speaker: Mr. Saurabh Uboweja Date: 8 Oct 2026 Venue: Mumbai

MILESTONE
04**Finalise Business Model and Business Plan**

Define the business model and revenue engine supporting brand strategy. Establish capital readiness and investor positioning.

MODULE
05**HOW YOUR BRAND LOOKS, INTERACTS AND FEELS**Brand Identity · Visual & Verbal Systems · Brand Experience
Mumbai · October 2026

Two days in Mumbai dedicated entirely to working with some of the sharpest designers, writers, and AI, you will bring your brand to life; as something the world can see, hear, and experience. Get your creative juices flowing at Khar Social where you'll learn that the most creative businesses use creativity not for advertising but for the business model itself

Session	What You Will Learn	Faculty & Details
Visual & Verbal Identity Systems: Training the Eye and Ear <i>Strategy Session — Mumbai *</i>	Developing the eye and ear to evaluate what makes an identity strong, weak, confusing, premium, mass, or forgettable. How colors, typography, language, and touchpoints communicate strategic clarity.	Faculty / Speaker: Mr. Kabir Tambe* (Art Director, Jio), Ms. Divya Rathore* (Group Creative Director, Brands of Desire) with Ms. Kanika Mathur Date: 9 Oct 2026 Venue: Mumbai
Working Session: Creating your Brand Identity Brief & Brand Manifestations Using AI <i>Craft Session — Mumbai *</i>	Using AI & experts, translate your strategy into identity systems, learn how to create strong briefs for creative agencies, and design your brand's identity manifestations on your own.	Faculty / Speaker: Ms. Kanika Mathur, Mr. Saurabh Uboweja Date: 9 Oct 2026 Venue: Mumbai
Creative Partners: From Vendors to Co-Creators <i>Masterclass — Mumbai*</i>	How to choose the right creative partner, evaluate creative work, and get the best from agencies — from someone who has been on both sides of the table.	Faculty / Speaker: Ms. Kanika Mathur Date: 10 Oct 2026 Venue: Mumbai
How to Make Any Business Creative <i>Immersion — Khar Social, Mumbai *</i>	Inside Khar Social — how creativity is applied not to advertising but to the business model, the format, the space, and the experience.	Faculty / Speaker: Mr. Riyaz Amlani* (Managing Director, Impresario / Social) with Ms. Kanika Mathur Date: 10 Oct 2026 Venue: Khar Social, Mumbai

MILESTONE
05**Develop Brand Identity & Experiences**

Build your visual identity, verbal identity, and brand personality. Design the experiences your brand will create at every touchpoint.

MODULE
06**HOW TO TAKE YOUR BRAND TO THE MARKET**Brand Architecture · GTM Strategy · Brand Experience · Scale
Bengaluru · November 2026

Bengaluru is the place where your brand stops being an idea & starts rolling. You will learn how portfolios like Titan are built and how Starbucks & Apple Stores turn positioning into experience. Alongside, you will build your own go-to-market and AI-led business systems with practitioners behind brands like Uber, JioHotstar, Pepsi, Oracle, Godrej, and Meta.

Session	What You Will Learn	Faculty & Details
Designing AI-Ready Business System <i>Strategy Session — Bengaluru *</i>	<p>A grounded view of AI beyond the hype, applied to your business. Understand where AI can create real advantage across customer experience, operations, and decision-making and what it takes to make it work in your venture.</p>	<p>Faculty / Speaker: Mr. David Zakkam (VP Analytics & Data Strategy, JioHotstar) Date: 19 Nov 2026 Venue: Bengaluru</p>
Who Gets a New Brand and Who Doesn't: The Art of Building Brand Portfolios <i>Strategy Session — Bengaluru *</i>	<p>How brand architecture decisions are made — when to launch a new brand, when to extend an existing one, and how portfolios like Titan's are built and managed.</p>	<p>Faculty / Speaker: Mr. Bhaskar Bhat * (Former MD, Titan) with Mr. Saurabh Uboweja Date: 20 Nov 2026 Venue: Bengaluru</p>
Build Your Go-to-Market Strategy <i>Strategy Session — Bengaluru *</i>	<p>How go-to-market decisions are made across integrated marketing ecosystems — before a product ever reaches the customer.</p>	<p>Faculty / Speaker: Ms. Kanika Mathur Date: 20 Nov 2026 Venue: Bengaluru</p>
Every Touchpoint Tells a Story <i>Live Immersion — Starbucks + Apple, Bengaluru</i>	<p>Customers don't experience your strategy. They experience what you make them see, hear, touch, and feel. A live walk through how positioning becomes experience.</p>	<p>Faculty / Speaker: Mr. Saurabh Uboweja Date: 20 Nov 2026 Venue: Starbucks + Apple Store, Bengaluru</p>
From Presence to Performance: Building a Demand Flywheel <i>Strategy Session — Bengaluru *</i>	<p>Translate your go-to-market strategy into platform execution on Meta. Understand how audiences, signals, and creative drive reach, engagement, and scale.</p>	<p>Faculty / Speaker: Ms. Shweta Bajpai (Group Director, Meta) Date: 21 Nov 2026 Venue: Bengaluru</p>

<p>Channels & Distribution Choices: Ensuring your brand reaches the market with the right channel partners <i>Strategy Session — Bengaluru *</i></p>	<p>How businesses grow through distributors, dealers, and channel partners — structuring margins, managing territories, and building partner networks for scale.</p>	<p>Faculty / Speaker: Mr. Mukesh Mathur (BOD Group, Oracle, Godrej & Boyce) Date: 21 Nov 2026 Venue: Bengaluru</p>
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<p>MILESTONE 06</p>	<p>Build GTM & Execution Plan <i>Map go-to-market strategy, channel, pricing. Build the execution plan that takes your brand to market.</i></p>
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MODULE
07**RUNNING YOUR BRAND AS BUSINESS**Brand in Operations · People · Sales · Marketing · Finance
New Delhi · December 2026

The programme ends where it began — Delhi. But you are not the same person who started here. This module is the transition from strategy to reality: aligning talent, operations, finance, and every process behind what your brand actually promises. By the end of this stage, your brand is live — with real presence and real customers.

Session	What You Will Learn	Faculty & Details
Brand as the Operating System: A Fully Aligned Business Where Every Function Reinforces Brand <i>Strategy Session — New Delhi</i>	Brand implementation is business implementation — aligning every hiring, pricing, product, and customer service decision with what the brand promises.	Faculty / Speaker: Mr. Saurabh Uboweja Date: 10 Dec 2026 Venue: New Delhi
Making Positioning Real through Repeatable Operations <i>Strategy Session — New Delhi *</i>	With experts, assess if your positioning and operations are aligned. Correct alignment across every process and cost structure with what the brand promises in the market.	Faculty / Speaker: Mr. Lav Kush (Former COO, Rally OurBus) with Mr. Saurabh Uboweja Date: 10 Dec 2026 Venue: New Delhi
Choosing People who Carry the Brand <i>Strategy Session — New Delhi *</i>	The first team you build will build your brand — how to hire, what to look for, and how the earliest people shape the company's culture and standards.	Faculty / Speaker: To be decided, EBI Faculty: Dr. S. Arunachalam Date: 11 Dec 2026 Venue: New Delhi
Aligning Financial Decisions with Brand Ambitions <i>Strategy Session — New Delhi</i>	Test your brand-finance alignment across capital allocation, pricing decisions, and financial planning — building a financially coherent business that funds its brand ambitions.	Faculty / Speaker: Mr. Saurabh Uboweja Date: 11 Dec 2026 Venue: New Delhi

Session	What You Will Learn	Faculty & Details
<p>Taking India to International Markets <i>Online Masterclass *</i></p>	<p>How the jump from a strong Indian business to a global company is made — building for global markets, teams, and long-term thinking.</p>	<p>Faculty / Speaker: Dr. Sridhar Vembu * (Founder, Zoho Corporation) with Mr. Saurabh Uboweja Date: 12 December 2026 Venue: Online</p>
<p>Brand Readiness Review: Are You Ready to Launch?</p>	<p>Before you go live, a final diagnostic review of your brand across positioning, operations, team, messaging, and readiness. Real feedback from practitioners.</p>	<p>Faculty / Speaker: Mr. Saurabh Uboweja, Ms. Kanika Mathur, Dr. S Arunachalam Date: 12 Dec 2026 Venue: New Delhi</p>

<p>MILESTONE 07</p>	<p>Brand Launch — Go-Live with First Customers <i>Launch your brand. Align operations, talent, and partnerships. Every participant leaves with a live brand in market.</i></p>
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“Your brand is what other people say about you when you're not in the room.”

JEFF BEZOS
Founder, Amazon

The Final Review— Where It All Comes Together

Over six months, you have built and launched something real. By Stage 07, your brand is live — with real presence and real customers. The final assessment is the moment every element comes together — and you put your launched brand in front of the EBI Faculty panel for review.

BRAND MAP SUBMISSION

Participants submit their complete EPIC Brand Map, covering all seven milestones achieved across the programme, alongside evidence of their live brand launch: real brand presence, real customers, real results.

LIVE PANEL PRESENTATION (REVIEW BY EBI FACULTY)

Each participant presents their launched brand to a live panel of practitioners and industry leaders. Not a plan — a live brand. Real stakes. Real feedback. The programme's defining moment.

What You Leave With

Not a certificate. Not a credential. These are the things you carry out of Brand Foundry — starting with the one that matters most: a live brand.

Your Business Operating System

Ready for immediate deployment. Built for your specific context, not a generic framework.

A Live Brand

Launched in market with real customers. Something you have worked on and built on your own.

A Cohort for Life

That will know your work and back your vision for years to come.

Learn From the Best in Business

<p>Kanika Mathur <i>Programme Director & EBI Faculty</i> Founding Chair, Epic Brand Institute, Former Head of Digital at Dubai Tourism, Former COO, MullenLowe Group Asia Pacific</p>	<p>Saurabh Uboweja <i>EBI Faculty</i> Group Managing Partner, BOD Group & Creator, Epic Brand Map and Adjunct Faculty, IIM Calcutta & EU Business School</p>	<p>Dr. S. Arunachalam <i>EBI Faculty</i> Dean, Badruka School of Management, Former Academic Director, Centre for Innovation at ISB Hyderabad and Professor of Marketing at Texas Tech University, USA</p>	<p>Mukesh Mathur <i>Distribution Partner Strategy</i> Sr. Partner, BOD Group and Former Executive Director & Business Head, Oracle Retail</p>
<p>Prof. Srikant Sastri <i>Innovation & Entrepreneurship</i> Chairman, Geospatial Data Promotion & Development Committee & Adjunct Faculty at IIM Calcutta, IIT Kanpur and Ashoka University, Author, The Ventilator Project</p>	<p>Nikhil Doda * <i>Positioning & PMF</i> Co-Founder & COO, Lahori Zeera</p>	<p>Dr. Nupur Pavan Bang <i>Family Business Dynamics</i> Former Academic Director, Thomas Schmidheiny Centre for Family Enterprise at ISB; Founder & Chief Family Business Navigator of B.A.N.G, Former Director & Dean, ICAI Centre of Excellence, Family Business United Hall of Fame (2022)</p>	<p>Dr. Ajay K. Kohli <i>Building a Truly Customer-Oriented Enterprise</i> Gary T. and Elizabeth R. Jones Chair & Regents' Professor of Marketing at the Scheller College of Business, Georgia Tech, USA, Former Editor-in-Chief of the Journal of Marketing</p>
<p>Dr. G. Natchiar <i>Purpose-Led Organisation</i> Padma Shri and Founding Member Aravind Eye Care System & Aravind's Community Outreach and Paramedical Program</p>	<p>Thulasiraj Ravilla <i>Purpose-Led Organisation</i> Founding Member, Aravind Eye and Executive Director Emeritus at LAICO, Visiting Scholar at University of Michigan, Ann Arbor, USA and University of Pennsylvania, Philadelphia, USA</p>	<p>Abhay Pandey * <i>Investor Perspective</i> General Partner, A91 Partners (ex-MD Sequoia Capital), Managing \$1B in investments</p>	<p>Rishabh Mariwala * <i>Business Planning</i> Founder & Managing Partner, Sharrp Ventures, the Marico Family Office</p>

<p>Dr. Sridhar Vembu * <i>Global Brand Building</i> Padma Shri and Founder & Former CEO, Zoho Corporation</p>	<p>Alpana Parida <i>Defining New Categories</i> Founder, Tiivra and Independent Director, Nestlé India, Brain Behind Nykaa and CaratLane</p>	<p>Kabir Tambe * <i>Visual Identity</i> Art Director, Jio Mobility Marketing</p>	<p>Divya Rathore * <i>Verbal Identity</i> Group Creative Director, Brands of Desire</p>
<p>Riyaz Amlani * <i>Creativity in Business</i> Managing Director, Impresario Handmade Restaurants, Founder of Iconic F&B Brands such as Social, Mocha, Prithvi Cafe</p>	<p>Bhaskar Bhat * <i>Brand Portfolio Management</i> Director on the Board of Tata Sons, Former Managing Director, Titan Company Limited</p>	<p>Shweta Bajpai * <i>Go-to-Market Strategy</i> Group Director, Meta (India), Former Go-to- Market Lead at Google, Ex- Principal at The Boston Consulting Group</p>	<p>David Zakkam <i>Scaling New Businesses</i> Sr. VP, Analytics and Data Strategy at JioHotstar, Former Director of Data Science at Uber, Meta and Swiggy</p>
<p>Lav Kush <i>Operations</i> Former COO, Rally OurBus and Sr. VP Customer Experience at CashKaro</p>	<p>Dr. Pawan Agarwal* <i>Consumer Centricity through Operational Excellence</i> CEO, Mumbai Dabbawala Association</p>		

* Subject to final confirmation

Programme Fee & What is Covered

<p>Investment</p> <p>₹8,25,000</p> <p>Exclusive of GST</p>	<p>WHAT IS COVERED</p> <p>The Learning & Building Experience</p> <ul style="list-style-type: none"> • 6 In-Depth, On-Site Immersions Across India • 20+ world-class faculty & practitioners • All course and reference materials across all phases • Office hours with EBI faculty for ongoing guidance and review • Digital Brand Companion <p>The Immersions, Fully Managed</p> <ul style="list-style-type: none"> • All on-ground travel between stay and immersion venues, fully managed across all sessions • All learning venues, interaction venues, sessions, guest interactions, and all meals covered throughout all session days <p>Your Stay & Programme Essentials</p> <ul style="list-style-type: none"> • Accommodation in 4+ Star category hotels during all outstation immersions, on a single occupancy basis • Welcome Kit — stationery, reading materials, book, notepad and programme essentials 	<p>NOT COVERED</p> <ul style="list-style-type: none"> • Intercity travel to and from module locations is not included (Airfare, train travel, and any travel from your city of residence to the programme city). Booking assistance can be provided on request. • Personal upgrades during immersions are not included
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“The people who are crazy enough to think they can change the world are the ones who do.”

STEVE JOBS
Co-Founder, Apple