

EPIC BRAND INSTITUTE

BRAND FOUNDRY

— WHERE FOUNDERS BECOME BRAND BUILDERS



A build-it-for-real programme for the next generation of family business leaders building their own brands or transforming their family businesses into brand-led enterprises.

PROGRAMME PROSPECTUS · COHORT I · 2026–2027

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THE INSTITUTE

The institution for **brand-first** business thinking.



WHY WE EXIST

Epic Brand Institute was created with the belief that brand-building is not a marketing exercise. It is the discipline of building businesses that people continue to **trust, choose, and remember** over time.

At EBI, brand is treated not as communication layered onto a business, but as the system through which the business itself is designed, operated, experienced, and scaled.

AN ECOSYSTEM, NOT A COURSE

Through frameworks, applied research, venture-building programmes, immersive learning environments, and practitioner-led education, EBI is building an ecosystem for the next generation of enduring brands from India.

Brand Foundry is the flagship programme at the centre of that ecosystem.

ABOUT BRAND FOUNDRY

Build a new brand. Or transform your family business into one.

A six-month immersive programme for next-generation family business leaders who want to build brands with long-term relevance and competitive strength.

Family businesses are the backbone of the Indian economy — resilient, enduring, built over generations. But in volatile, digitalised, interconnected markets, the next generation must do more than sustain what they inherit. They must build brands that earn relevance on their own terms.

Brand Foundry equips them to do exactly that — moving from opportunity to a live, market-ready brand over six structured months. **Your brand becomes the curriculum.**

DURATION

**3 days a month
for 6 months**

DESIGNED FOR

Next-generation
family business leaders



WHY BRAND FOUNDRY

India has no shortage of businesses. What it lacks is enduring brands.

There is no shortage of enterprise in India. Decades of building have produced thousands of successful businesses across manufacturing, trading, services, and consumer goods. They employ millions. They sustain families. They have made India the economy it is.

And yet, India has produced remarkably few brands the world recognises on their own terms — not because the businesses were not good enough, but because building a business and building a brand-led business are two genuinely different disciplines.

Brand Foundry exists for that next chapter — for builders ready to turn enterprises into brands that last.



75%+

of India's GDP comes from family-owned businesses — projected to rise to 80–85% by 2047.

Source: McKinsey

89%

of Indian family businesses plan to expand across Asia-Pacific.

Source: Deloitte

88%

of Indian entrepreneurs trust the next generation's capability — yet 45% do not expect their children to take over the business.

Source: HSBC

7%

only — the share of Indian heirs who feel obligated to join the family business.

Source: HSBC

THE DISCIPLINE OF BUILDING

Most programmes teach management. Brand Foundry is built around the discipline of building.

Most family business programmes focus on governance, succession, administration, and management frameworks. They produce well-informed executives.

Brand Foundry focuses on something more specific: the actual craft of building an enduring brand — from positioning and product-market fit to identity, customer experience, systems, operations, and market deployment.

Participants do not study other brands. They build their own.



Not theory. Not simulation. Real execution.

TWO PARTICIPANT PATHS

One programme. Two ways in. Three Days a Month.

Whether you are starting something new or elevating something your family has built, Brand Foundry meets you where you are — and takes you to a live, market-ready brand.



PATH I

Building a new brand from scratch

You have an idea, a product, or a category you want to enter. Over six months, you move from opportunity identification through positioning, product-market fit, brand identity, and go-to-market — ending with a live brand already earning its first customers.



PATH II

Transforming your family business into a brand-led enterprise

Your family has built something real over decades — a business with revenue, relationships, and reputation. Now you elevate it from a known business into a brand with a sharper identity, a differentiated position, and the ability to earn the next generation of customers and markets.

FACULTY & MENTORS

The people in the room have **built the real thing.**

Brand strategists, operators, investors, identity designers, and academics working at the highest level of brand-building in India and internationally. Their role is not to deliver sessions — but to advance your brand.

**PROGRAMME DIRECTOR****Kanika Mathur**

Founding Chair, Epic Brand Institute; Former Head of Digital at Dubai Tourism; Former COO, MullenLowe Group Asia Pacific

**EBI FACULTY****Saurabh Uboweja**

Group Managing Partner, BOD Group; Creator, EPIC Brand Map; Adjunct Faculty, IIM Calcutta & EU Business School

**EBI FACULTY****Dr. S. Arunachalam**

Former Dean, Badruka School of Management; Former Academic Director, Centre for Innovation at ISB Hyderabad; Professor of Marketing, Texas Tech University, USA

**DISTRIBUTION PARTNER STRATEGY****Mukesh Mathur**

Sr. Partner, BOD Group; Former Executive Director & Business Head, Oracle Retail

**INNOVATION & ENTREPRENEURSHIP****Prof. Srikant Sastri**

Chairman, Geospatial Data Promotion & Development Committee; Adjunct Faculty at IIM Calcutta, IIT Kanpur & Ashoka University; Author, The Ventilator Project

**POSITIONING & PRODUCT-MARKET FIT****Nikhil Doda**

Co-Founder & COO, Lahori Zeera; Entrepreneur 35 under 35

**FAMILY BUSINESS DYNAMICS****Dr. Nupur Pavan Bang**

Former Academic Director, Thomas Schmidheiny Centre for Family Enterprise at ISB; Founder & Chief Family Business Navigator, B.A.N.G.; Former Director & Dean, ICAI Centre of Excellence; Family Business United Hall of Fame (2022)

**BUILDING CUSTOMER-ORIENTED ENTERPRISES****Dr. Ajay K. Kohli**

Gary T. and Elizabeth R. Jones Chair & Regents' Professor of Marketing, Scheller College of Business, Georgia Tech, USA; Former Editor-in-Chief, Journal of Marketing

**PURPOSE-LED ORGANISATION****Dr. G. Natchiar**

Padma Shri Awardee 2024; Founding Member, Aravind Eye Care System & Aravind's Community Outreach and Paramedical Program

**PURPOSE-LED ORGANISATION****Thulasiraj Ravilla**

Founding Member, Aravind Eye; Executive Director Emeritus at LAICO; Visiting Scholar at University of Michigan, Ann Arbor & University of Pennsylvania, Philadelphia, USA

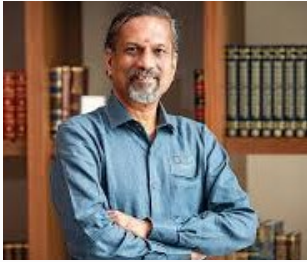
**INVESTOR PERSPECTIVE****Abhay Pandey ***

General Partner, A91 Partners (ex-MD Sequoia Capital); Managing \$1B in investments

**BUSINESS PLANNING****Rishabh Mariwala ***

Founder & Managing Partner, Sharrp Ventures; The Marico Family Office

FACULTY & MENTORS — CONTINUED

Practitioners, operators & **builders.****GLOBAL BRAND BUILDING****Dr. Sridhar Vembu ***

Padma Shri; Founder & Former CEO, Zoho Corporation

**DEFINING NEW CATEGORIES****Alpina Parida**

Founder, Tiivra; Independent Director, Nestlé India; Brain Behind Nykaa and CaratLane

**VISUAL IDENTITY****Kabir Tambe**

Art Director, Jio Mobility Marketing

**VERBAL IDENTITY****Divya Rathore**

Group Creative Director, Brands of Desire

**CREATIVITY IN BUSINESS****Riyaaz Amlani ***

Managing Director, Impresario Handmade Restaurants; Founder of Social, Mocha & Prithvi Cafe

**CREATIVITY IN BUSINESS****Divya Aggarwal ***

Chief Growth Officer, Impresario Handmade Restaurants; ex-Nestlé, Jubilant & Twitter

**GO-TO-MARKET STRATEGY****Shweta Bajpai**

Group Director, Meta (India); Former Go-to-Market Lead at Google; ex-Principal, The Boston Consulting Group

**SCALING NEW BUSINESSES****David Zakkam**

Sr. VP, Analytics and Data Strategy at JioHotstar; Former Director of Data Science at Uber, Meta & Swiggy

**BRAND IN OPERATIONS****Lav Kush**

Chief Transformation Officer, D.P. Jewellers; Former COO, Rally OurBus; Sr. VP Customer Experience at CashKaro

**BUILDING WITH CONSTRAINTS****Tarun Malkani**

Former Director & COO, Rio Tinto; Former Managing Director, Alcan India & SOLUTIA

* Subject to final confirmation

FACULTY SPEAK

In their own words.



"We believe the future belongs to organisations that understand brand not as marketing, but as the operating system that aligns every business decision. Glad to be a part of Epic Brand Institute and joining the global movement of brand equals business."

Saurabh Uboweja

Creator, EPIC Brand Map™ · Group Managing Partner, BOD Group



"Epic Brand Institute is building an ecosystem where ambitious leaders learn to create businesses that are strategically sharp, globally relevant, and deeply meaningful."

Kanika Mathur

Programme Director · Founding Chair, Epic Brand Institute



"Building enduring brands requires disciplined market understanding, customer insight, and strategic clarity — the kind of thinking Epic Brand Institute is trying to institutionalise for the next generation."

Dr. S. Arunachalam

Former Dean, Badruka School of Management · Professor of Marketing, Texas Tech University



"The next chapter of Indian family business will be written by successors who choose to build with identity, conviction, and long-term vision — something Epic Brand Institute deeply recognises."

Dr. Nupur Pavan Bang

Founder & Chief Family Business Navigator, B.A.N.G · Former Academic Director, ISB

MEET YOUR COHORT

You do not **build alone.**

A cohort of ten — small enough that every participant receives genuine faculty attention. Participants come from different industries and scales, united by a serious commitment to building something that lasts. A representative profile:

BY INDUSTRY

Manufacturing		26%
Trading / Wholesale		12%
Services		9%
Infrastructure		7%
Pharma / Healthcare		8%
Automobiles / FMCG		5%
Others		24%

BY AGE GROUP

26–30 years		59%
20–25 years		28%
31–35 years		13%

BY WORK EXPERIENCE

0–2 years		33%
2–3 years		21%
3–4 years		22%
4–6 years		19%
6+ years		5%

Representative cohort profile shown for illustration; actual composition varies by intake.

THE BRAND-BUILDING JOURNEY

Ten stages. One complete journey.

By the end, participants do not present ideas. They present brands already tested, refined, and deployed. Each stage maps to a real strategic decision. In sequence. No shortcuts.

01

Shape the Opportunity Space

Identifying where the business can create meaningful long-term relevance.

02

Defining Relevance, Positioning & Product-Market Fit

Clarifying what the brand stands for, who it serves, and why it matters.

03

Refining the Product Through Real Customer Validation

Improving the offering through direct customer feedback and iteration.

04

Define the Brand's Long-Term Direction

Defining the principles and direction shaping long-term decisions.

05

Define the Commercial Engine Behind the Brand

Building the commercial and operational foundation behind the brand.

06

Designing & Upgrading the Brand Identity System

Translating strategy into a clear visual and verbal identity.

07

Manifesting the Brand Across Experiences

Bringing the brand to life across customer interactions and touchpoints.

08

Building and Aligning Operations, Teams & Internal Systems

Aligning people, systems, and execution behind the brand promise.

09

Building the Go-to-Market Plan & Execution System

Preparing the brand for disciplined market execution and growth.

10

Brand Deployment, Market Readiness & Final Review

Bringing the brand into the market as a refined operating business.

PEDAGOGY

Three days a month with us. The rest of the month, **in your own business.**

Brand Foundry is not a six-month, full-time commitment. You spend three intensive residential days each month with us, in a new city. The rest of the month you carry on running your own venture or family business as usual — only now you do it with a fresh, brand-conscious lens, applying what each module unlocks to the business you are already building.

Three Days a Month

Focused residential modules — the only fixed time commitment the programme asks of you.

Built Into Your Day Job

Progress happens inside your own business, not on top of it — no parallel project to maintain.

Personalised Mentorship

Learn directly from builders who have launched, repositioned, and scaled real brands.

Real-Market Decisions

Every framework is tested against your actual customers, not a case study.

Your Brand is **Your Curriculum.**

APPLIED LEARNING THROUGH IMMERSIONS

Each city teaches what a classroom cannot.

Residential modules, each held in a city chosen for what it contains. Each is designed around the strategic decision you are navigating at that point in the journey.



I • PUNE

The Ventilator Project

How a team built a life-saving product from zero in weeks — innovation forged under extreme constraint and urgency.



II • PUNE

Venture Center

Inside India's leading deep-science incubator — how rigorous R&D and IP become commercially viable ventures.



III • CHANDIGARH

Lahori Zeera

How razor-sharp positioning and distribution turned a regional drink into a ₹500 Cr challenger brand.



IV • MADURAI

Aravind Eye Care

How a clear, unwavering purpose becomes the operating model — scale, quality, and access designed as one system.



V • MUMBAI

Tiivra

Constructing the Feeling of a Brand — how design, identity, experience, and touchpoints come together to shape what people feel and remember.



VI • MUMBAI

Khar Social

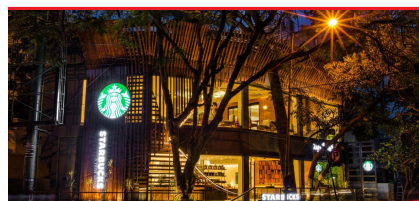
Creativity in business — how a distinctive idea and atmosphere turn a space into a brand people return to.



VII • BENGALURU

Apple

Inside the flagship store — how every detail of experience and retail design reinforces a single brand promise.



VIII • BENGALURU

Starbucks

How a global brand localises without losing itself — consistency and ritual built into every customer encounter.



IX • NEW DELHI

Running the Brand

Operating the business behind the brand — the systems, teams, and discipline that keep a promise alive at scale.

Real brands. Real builders. **Lessons a classroom can't teach.**

BUILD WEEKS

Where the brand actually **gets built.**

**01****Personalised Mentorship**

Apply every framework directly to your own brand; assess across strategy, operations, finance, and market, under expert mentorship.

02**Goal-Led Modules**

Each module is built around a clear outcome, so every session moves your brand from classroom discussion to sharper business decisions.

03**Working Immersions**

Immersions are not visits for exposure alone. You experience how real brands work and bring those lessons back into your own build.

04**Peer Building Circle**

Build alongside a selective peer group that challenges your thinking, shares feedback, and becomes part of your long-term brand-building journey.

PROGRAMME CALENDAR · COHORT I

Seven modules. Six cities. Three Days A Month.

MOD	THEME	CITY	DATES
01	Where to Play	PUNE	5 – 7 Sep 2026
02	How to Win	CHANDIGARH	8 – 10 Oct 2026
03	The Soul of Your Brand	MADURAI	13 – 15 Nov 2026
04	Capital, Revenue & the Business Model	MUMBAI	17 Dec 2026
05	How Your Brand Looks, Feels & Behaves	MUMBAI	18 – 19 Dec 2026
06	Taking Your Brand to Market	BENGALURU	21 – 23 Jan 2027
07	Running Your Brand as a Business	NEW DELHI	18 – 20 Feb 2027
★	Final Review & Awarding of Diploma	NEW DELHI	20 Feb 2027

10

Participants per cohort.

8+

Immersions. Each designed around your brand's journey.

6

Months of applied, real-market brand building.

20+

Practitioners, builders and mentors supporting each one of you excel.

OUTCOMES & NETWORK

Most programmes end with a presentation. Brand Foundry ends with your **brand ready to make a mark in the market.**

The final review is not a ceremony. It is a rigorous assessment of positioning, customer understanding, systems, identity, business architecture, and market execution — built over six months of real work.



- i.* Sharper positioning and clearer strategic direction.
- ii.* A tested business model and the commercial architecture behind it.
- iii.* A complete brand system — strategy, identity, experience, and operations.
- iv.* The experience of having actually built.

PROGRAMME AT A GLANCE

Cohort **at a glance.**

DURATION

6 months

September 2026 to February 2027

FORMAT

Hybrid — three residential days per month across six cities, plus virtual masterclasses.

COHORT SIZE

10 only

Invitation and application-based.

CITIES

Pune · Chandigarh ·
Madurai · Mumbai ·
Bengaluru · New Delhi

WHAT YOU BUILD

A live brand — positioned, designed and deployed.

ADMISSIONS

Your journey **starts here.**

Selection is rigorous and selective by design — we accept ten participants per cohort. What matters is not the strength of the idea alone, but the seriousness of the person building it. We look for **HAT-D, that is, Humility, Aspiration, Tenacity and Drive.**

WHO SHOULD APPLY

- Next-generation family business leaders ready to build, not only inherit
- Founders defining a new brand or category, or looking to transform their family business into a brand-led enterprise
- No formal design or marketing background required

HOW TO APPLY

- 01.** Submit your written application at epicbrandinstitute.org/apply-for-brand-foundry/
- 02.** If shortlisted, you will be invited for a conversation with programme faculty
- 03.** Admission decisions are communicated within 5 days of the faculty conversation

INVESTMENT

₹8,25,000

Exclusive of GST · Cohort I

WHAT'S INCLUDED

- All residential modules
- Accommodation during outstation sessions
- Meals throughout
- Full faculty access
- Immersions
- Guided brand reviews across every phase





EPIC BRAND INSTITUTE

Build something worthy of becoming a brand.

APPLICATIONS FOR COHORT I ARE NOW OPEN

APPLY

epicbrandinstitute.org/apply-for-brand-foundry/

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CONNECT

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