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Indian brands are going places and no one knows this better than Abhimanyu Ghosh, CEO and chief editor of Marcom Publishers, who released his coffee table book Indian Power Brands to a rousing reception in London this past week.

The book has 186 pages of research- loaded profiles of the countryâ€™s 82 leading companies, which, according to Ghosh, are rewriting the rules of international business.

Historically, India has been known for its diversity and culture. It is high time Indian companies become well known globally. Marcom Publishers, a subsidiary of Marcom Enterprise, is the consulting arm of the Indian Institute of Planning and Management (IIPM).

Ghosh says Indian Power Brands will now be an annual publication designed to promote Indian companies around the world. â€œ Next year, the global launch will be held in New York in October. The annual event will also put pressure on the corporate houses listed in the book, and those that are not, to perform better.

Plans are also afoot to turn the launch into an event of the scale and with the glamour quotient of the annual International Indian Film Academy (IIFA) awards to gain more mileage for the book. Either a global business leader or a film star will be roped in as brand ambassador.

With its growing economy, India may be one of the most dynamic markets in the world, but the resource pool for sourcing information on Indian companies for academic purposes is still very limited. MBA students find it difficult to access information about companies and how they are doing. The bits of information coming out through the media pertain to quarterly performance indicators. Quality management education can be acquired only through experience and exposure. It is not theories on advertising that give candidates the cutting edge, but street smartness.

Prospective employers look at how up- to- date and well informed their potential managers are. These qualities determine the understanding managers of the future have of the business environment and the economy. Candidates are also judged by their ability to take quick decisions and think like entrepreneurs, and of course, their sincerity. The information overload, though, can be counter- productive.

It can make youngsters just give up or slow down in their quest to acquire knowledge. Thatâ€™s one serious mistake to make. How much knowledge job- seekers have eventually defines how much they will eventually earn. Having studied 82 top companies closely, he should know this better than most.

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