

Mr. Dawinder Pal, Head of Marketing, Bikanervala Foods Pvt Ltd receives Marketing Professional of the Year Award 2020

• Mr Dawinder Pal, Marketing head at Bikano bags the Marketing Professional of the Year award • The award is given by CMO Asia, a premium forum bringing marketers and advertisers together • The award was given at a virtual event on 14th October 2020



New Delhi, Nov 1, 2020 ([Issuewire.com](https://www.issuewire.com)) - Mr Dawinder Pal, the Marketing Head of Bikanervala Foods has been conferred with the Marketing Professional of the Year Award for this year. Organized by CMO Asia at the prestigious National Awards for Marketing Excellence 2020, the award marks another milestone in what has been a fairly long and eventful journey for Mr Pal as a marketing professional. The award was given at a virtual event held on Oct 14th, 2020.

A veteran behind several campaigns, Mr Pal's 'Barson se Bikano' campaign – portraying not only larger-than-life imagery for the brand but also that touched a heartfelt chord with the consumers – was particularly instrumental in earning this most coveted award for him. The recognition is a strong testimony to Mr Pal's keen and instinctive sense of marketing and branding in an extremely competitive space today.

"In recent years, marketing & innovation has become the need for every business. With too many options available with the consumer in every category; the consumer is becoming more-fickle minded and shifting preference more often. Creating & sustaining strong brand recall in consumer's mind & making brand visible has become imperative and is the only key to success". In times of such fluidity, to be recognized as the Marketing Professional of the Year has been deeply humbling and satisfying. This recognition is also a tribute to the resilient spirit that the entire Team Bikano has been able to inspire and

display without whose efforts and collaboration, I wouldn't have achieved this prestigious award. At the same time, I would also like to record my most sincere gratitude to the patrons of Bikano whose continued affirmation of trust in brand Bikano and its products has what kept us really going. We hope to continue to serve them with the same sincerity of purpose as well as with our top-quality offerings," **said Mr. Dawinder Pal, Head of Marketing, Bikanervala Foods Pvt Ltd.**

An MBA from the Birla Institute of Management Technology, Mr Dawinder Pal has served in various capacities at some of the top food and beverage companies in the country. From Dharampal Satyapal Group to Catch Salts & Spices to Shriram Group to Mawana Sugars Ltd to OZONE Group, Mr Pal has served as category head at several such companies. Displaying his signature creativity and enterprise, he revamped the NOMARKS brand from an ordinary problem solution provider to a daily use product while even successfully changing the consumer mindset in the process. Then as marketing head at Bonn Group of Industries, Mr Pal revolutionized the very concept of branding by way of developing and elevating brand AMERICANA to the premium biscuit category in addition to the first-of-its-kind initiative on the bread portfolio through BONN NUHEALTH.

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