

TechnoBiz
TRAINING

TechnoBiz Training (Online)

**Marketing & Branding
for the Rubber Business**

10–11 October 2026 (Sat & Sun)
10am–5pm IST (UTC+5:30)



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In today's highly competitive rubber industry, technical excellence alone is no longer enough. Companies need strong marketing strategies, effective branding, and customer-focused business development to differentiate themselves, build trust, and achieve sustainable growth. This practical two-day executive training program is specifically designed for professionals in the rubber industry to develop the knowledge and skills required to market technical products effectively, strengthen their brand, generate new business opportunities, and build long-term customer relationships.

Why Attend?

Participants will learn how to:

- Develop effective marketing strategies for rubber technologies & products
- Build a strong and trusted corporate brand.
- Differentiate products in highly competitive markets.
- Identify and understand customer needs.
- Create compelling value propositions.
- Improve technical sales and business development skills.
- Use digital marketing and AI tools effectively.
- Maximise opportunities through trade exhibitions and I conferences.
- Build strategic industry networks and partnerships.
- Prepare a practical marketing and branding roadmap for business growth.

Training Structure

This executive training program is divided into two days:

- Day 1: Fundamentals of Marketing & Branding
- Day 2: Advanced Marketing & Business Growth Strategies

Participants may register for Day 1 only, Day 2 only, or both days, depending on their learning objectives and professional interests. While each day is designed as a standalone program, attending both days provides a comprehensive understanding of marketing and branding strategies for the rubber business.

Daily Time Schedules

Session 1: 10am–12.30pm

Break: 12.30pm–2pm

Session 2: 2pm–5pm



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COURSE CONTENT

Day 1: Fundamentals of Marketing & Branding for the Rubber Business

- Module 1: Understanding the Rubber Business Landscape
- Module 2: Fundamentals of Industrial Marketing
- Module 3: Understanding Customers and Market Segmentation
- Module 4: Branding Fundamentals
- Module 5: Developing a Competitive Value Proposition
- Module 6: Marketing Communication and Digital Presence
- Practical Workshop: Developing Your Company's Brand Positioning

Day 2: Advanced Marketing & Business Growth Strategies

- Module 7: Strategic Marketing Planning
- Module 8: Product Portfolio & Brand Management
- Module 9: Digital Marketing & AI for Industrial Businesses
- Module 10: Technical Sales & Business Development
- Module 11: Trade Shows, Conferences & Professional Networking
- Module 12: Developing an Integrated Marketing & Branding Strategy
- Final Workshop: Developing Your Marketing & Branding Roadmap

SPEAKER

Peram Prasada Rao, Founder & CEO, TechnoBiz

Peram Prasada Rao is the Founder and CEO of TechnoBiz, an international knowledge and business development organization established in 2005. With over 28 years of professional experience in the polymer industry, he has worked extensively in technical marketing, business development, training, conferences, exhibitions, publications, and consulting. He has trained thousands of professionals and organized hundreds of specialized industry events across Asia and beyond. His expertise includes marketing and branding for industrial businesses, strategic business development, professional networking, and knowledge commercialization for the rubber, polymer, tyre, latex, and polyurethane industries.



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Delegate Registration Fee (per Person)

	Live Session	Recorded Session
Day 1 : Fundamentals of Marketing & Branding for the Rubber Business	Rs. 10,000 US\$ 250	Rs. 18,000 US\$ 400
Day 2: Advanced Marketing & Business Growth Strategies	Rs. 15,000 US\$ 350	Rs. 25,000 US\$ 500
Both Days	Rs. 20,000 US\$ 400	Rs. 35,000 US\$ 700

Remarks: The above registration fees are exclusive of applicable taxes. The fee structure in Indian Rupees (Rs) is applicable to delegates from organizations based in India, while the fee structure in US Dollars (US\$) applies to delegates from organizations based outside India.

Interested in an In-House Training Program?

This executive training program can also be delivered as a 2-day in-house course at your organization's premises on mutually agreed dates. The training fee is INR 150,000 or US\$2,000 per program, excluding applicable taxes. Travel, accommodation, and local transportation for the trainer are not included in the course fee and should be arranged or reimbursed by the host organization. If your organization is interested in conducting this training, please contact Peram Prasada Rao at peram@technobiz.org for further information and scheduling.

Need Dedicated Marketing & Branding Consulting for Your Rubber Business?

Beyond training, TechnoBiz offers a dedicated Marketing & Branding Consulting Service exclusively for companies in the rubber industry seeking long-term business growth and stronger market positioning. This customized consulting program is designed for a minimum engagement period of two years, allowing us to work closely with your management team to develop and implement effective marketing strategies, strengthen your brand, increase market visibility, generate new business opportunities, and expand into new markets. The consulting scope is tailored to your organization's specific needs and may include strategic marketing planning, corporate and product branding, digital marketing, trade exhibition and conference strategies, business development, customer engagement, and international market expansion. For more information, please contact Peram Prasada Rao at peram@technobiz.org.

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Registration Form



Contact Information

Sirinthip Boonlom, Director, TechnoBiz

Email: sirinthip.technobiz@gmail.com

WhatsApp: +91 63005 44718, +66-89-489 0525

Instagram: [technobiz_official](https://www.instagram.com/technobiz_official)

Web: <https://events.technobiz.org>

