

Superbrands

Media Coverage

Country	Date	Publication
UK	2013	Press Clippings

Marmum Recognised As Uae'S Favourite Choice In Dairy Products By Superbrands

Dubai-UAE: 05 June, 2013 – Marmum Dairy Farm, a subsidiary of Dubai Investments (DI) and a leading dairy brand in the UAE, has received the widely acclaimed ‘Superbrand’ status for 2013, accorded by the UAE chapter of the global, independent authority and arbiter of branding excellence, the Superbrands Council.

The commendation was presented to Waeel Barhaji, Deputy General Manager, Marmum Dairy Farm, by Mike English, Director at Superbrands Middle East and Chairman of the Superbrands Council, at an official awards ceremony held on 4 June 2013 at the Intercontinental Hotel, Dubai.

The Superbrands organisation, which was established in 1994, analyses the history and strength of different brands in over 40 countries and is universally commended for identifying exceptional brand status. The Superbrands Council members produce a shortlist of candidate brands from a list provided by in-house researchers, and then invite the CEO and Marketing Directors of the shortlisted brands to vote online for the best among them.

In this process, Marmum Dairy Farm emerged as a top scoring brand in the UAE for the third consecutive year for delivering a strong product portfolio and demonstrating high brand awareness and credibility while engaging in effective corporate social responsibility programmes. Marmum Dairy Farm has also been recognised for superiority in market dominance, quality, longevity, accounting practices, goodwill, customer loyalty and market acceptance.

Barhaji said: “Superbrands is not just an award extended for promotion and branding excellence. It essentially places a value on products that offer consumers relatively high satisfaction over competitors through giving them what they want and are ready to pay a premium for.

“At Marmum Dairy Farm, we recognise the importance of fulfilling customer needs. Towards this end, we have invested considerably to improve the taste and look of our dairy products and fruit juices. We have also continually ensured that our choices are widely available across the country. Most importantly, we have maintained the highest level of nutritional value, quality and hygiene in every stage of production.”

Established in 1984, Marmum Dairy Farm boasts a substantial local and regional market share, and has consistently received recognition for maintaining high standards of technology and output. Additionally, Marmum Dairy Farm has undergone the Hazard Analysis Critical Control Points (HACCP) audit, and holds the food safety certification from Dubai Municipality.

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About Marmum Dairy Farm:

Managed by Dubai Investments Industries under Dubai Investments PJSC, Marmum Dairy Farm is one of the largest dairy farms in the UAE, with an annual production in excess of 20 million litres. Marmum has a diverse product range that includes fresh milk, yoghurt, laban, and fruit juices, which are available in more than 3,000 outlets across the UAE. Committed to maintaining strict hygiene standards and high quality in every step of its operation, Marmum makes continued investments in high-quality breeding stock and in cutting-edge technology and machinery to step up its production capacity and to satisfactorily meet the increasing demand for its products.

http://www.dubaicityinfo.com/cityguide/press_news_19279.aspx

Eros Group Voted Super Brand For The Third Time

24-Dec-2013

[Forbes Middle East](#)



December 24, 2013 (archive): Eros Group, the sole distributor of world-renowned brands Samsung, Hitachi, Candy & TCL, has been voted the

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SuperBrand for the third consecutive time by the SuperBrands Council UAE – the independent authority and arbiter of branding.

The annual tribute event by SuperBrands was held on June 4, 2013 at the Intercontinental Hotel in Dubai Festival City to honour UAE's strongest brands. The brand that received the highest score amongst all the SuperBrands was declared the highly anticipated 'Brand of the Year'.

Mr. Deepak Babani, CEO and Mr. Niranjana Gidwani, Deputy CEO, Eros Group accepted the recognition on behalf of the entire Eros team. They said, "We feel highly honored to be bestowed with the SuperBrand recognition for the third time. It is a proud moment that we are a part of the Oscars of Branding. This appreciation is the result of the hard work of our huge team and this will go a long way in encouraging everybody at Eros to keep up the good work. We would also like to take this moment to thank everyone who has made this recognition possible for Eros Group."

After rigorous selection criteria, set by the SuperBrands Council, over 2,500 professionals were invited to vote for candidate brands. More than 1,415 leading UAE brands were scored by the SuperBrands Council and through the online poll and the highest scoring brands were designated as SuperBrands. Only brands that achieve the level of recognition set by the independent SuperBrands Council are eligible for inclusion in the SuperBrands UAE book, which traces the history and achievements of each of the brands. Eros Group, which, from humble origins in 1967 in a small store in Deira, is today standing tall as an organisation with over AED 3.6 bn in revenues, 33 retail stores across UAE, 15 world-class brands in its portfolio, and industry recognized awards. Eros Group is one of the leading players in consumer electronics, telecom, and allied multi-products in the Middle East. Eros Group aims to achieve No.1 position in marketing, distribution and retailing of consumer electronics, home appliances, telecom, IT and engineering goods and services by the year 2015.

<https://www.forbesmiddleeast.com/en/eros-group-voted-superbrand-for-the-third-time/>

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JOYALUKKAS IS SUPERBRAND FOR FOURTH TIME



Press Release
June 10, 2013
Muscat -

Joyalukkas has been recognised as a Superbrand for the fourth time. The jewellery retail chain is the only jeweller to have been awarded this status for four consecutive years – 2010, 2011, 2012 & 2013. The announcement was made at the Superbrands Tribute Event, a high profile, premier marketing occasion attended by the media and peers alike.

The award was accepted by John Paul Joy Alukkas, executive director on behalf of the Joyalukkas Group. The brand will also once again be featured in the 2013 edition of the Superbrands UAE book. The Superbrands organisation is acclaimed worldwide as being an independent authority and arbiter of branding excellence and is committed to paying tribute to exceptional brands and promoting the discipline of branding.

Superbrands

Media Coverage

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Only brands that achieve the level of recognition set by the independent Superbrands Council are eligible for inclusion in the Superbrands UAE book, which traces the history, achievements and acceptance of each of the brands. "We are honoured to be recognised with the Superbrand status for the fourth time.

This only means we are continuing to meet our valued customer expectation and delight them at all times. I take this opportunity to convey our sincere gratitude to our customers for their patronage, my fantastic team for their commitment and effort and also Superbrand and its esteemed panel of judges for this recognition.

Our valued customer is what keeps us going and me and my team will continue to take every effort in delighting them at every occasion," said Joy Alukkas, chairman & M D, Joyalukkas Group. From its inception with a single jewellery showroom to its current status of a multi-billion dollar global conglomerate with 85 jewellery showrooms worldwide, Joyalukkas has revolutionized the jewellery retail industry through innovative schemes as well as a distinct offering.

In the short span of around two decades, Joyalukkas has transformed the way the world looks at jewellery and made itself a household name. Today the global retail chain operates across nine countries and has a loyal customer base of over 10mn customers

<http://www.muscatdaily.com/Archive/Oman/Joyalukkas-is-Superbrand-for-fourth-time-2boe>

Joyalukkas: Superbrand for the fourth time

Joyalukkas, one of the world's favorite jewellers, has been recognized as a Superbrand for the fourth time.



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Superbrands

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Joyalukkas, one of the world's favorite jewellers, has been recognized as a Superbrand for the fourth time. The world renowned jewelry retail chain is the only jeweller to have been awarded this status for four consecutive years — in 2010, 2011, 2012 and 2013.

The announcement was made at the prestigious Superbrands Tribute Event, a high profile, premier-marketing occasion attended by the media and peers alike. The award was accepted by John Paul Joy Alukkas, Executive Director on behalf of the Joyalukkas Group. The brand will also once again be featured in the 2013 edition of the Superbrands UAE book.

The Superbrands organization is acclaimed worldwide as being an independent authority and arbiter of branding excellence and is committed to paying tribute to exceptional brands and promoting the discipline of branding. Only brands that achieve the level of recognition set by the independent Superbrands Council are eligible for inclusion in the Superbrands UAE book, which traces the history, achievements and acceptance of each brand.

"We are honored to be recognized with the Superbrand status for the 4th time. This only means we are continuing to meet our valued customers' expectation and delight them at all times. I take this opportunity to convey our sincere gratitude to our customers for their valued patronage, my fantastic team for their commitment and effort and also Superbrand and its esteemed panel of judges for this recognition. Our valued customer is what keeps us going and I and my team will continue to take every effort in delighting them at every occasion," said Joy Alukkas, Chairman & MD, Joyalukkas Group.

From its inception with a single jewelry showroom to its current status of a multi-billion dollar global conglomerate with 85 jewelry showrooms world-wide, Joyalukkas has revolutionized the jewelry retail industry through innovative schemes as well as a distinct offering. In the short span of around two decades, Joyalukkas has transformed the way the world looks at jewelry and made itself a household name. Today the global

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retail chain operates across nine countries and has a loyal customer base of over 10 million customers.

Joyalukkas has set a benchmark in jewelry, by offering customers a wide range of contemporary, ethno-contemporary and ethnic jewelry in all types of jewelry i.e. gold, diamonds, precious stones, platinum and pearls. Customers get to chose from over one million designs in branded and generic versions at Joyalukkas.

John Paul Joy Alukkas, Executive Director of Joyalukkas Group, said: “We are the first and only jeweller to receive this recognition four years in a row; this only means we take this recognition as motivation to strive harder to meet each and every expectation of our valued customers. I once again take this recognition as inspiration to reach higher and greater goals and ensure we consistently innovate in terms of products and services to meet all the needs and desires of our customers at all times. On behalf of the Joyalukkas Group I would like to thank all our valued customers and the prestigious Superbrand body for this valuable recognition”

A global conglomerate, Joyalukkas’s current business interest includes jewelry, fashion and silks, money exchange, luxury air charter, malls and realty. The jewelry business of Joyalukkas is one of the most awarded and recognized jewelry retailing chain. – SG

<http://saudigazette.com.sa/article/48053/Joyalukkas-Superbrand-for-the-fourth-time>