

Superbrands

Media Coverage

Country	Date	Publication
UAE	2015	Press Clippings



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Executives of Eros Group winning the 'Brand of the Year' award, and right, Malabar Gold & Diamond executives receiving the Superbrand award at the 11th annual Superbrands event held in Dubai on Monday. - Supplied photos

55 companies honoured with Superbrand status

Staff Report

DUBAI - Fifty-five brands were awarded Superbrands status while Eros Group won the 'Brand of the Year' award at the 11th annual event held in Dubai on Monday.

The year, the Board Council and online voting chose the winners. The voting base has been expanded to 1,500 senior managers and marketing professionals.

With over 1,000 leading brands in the UAE vying for the Superbrands title, only 55 were declared Superbrands by the Board Council.

"This year, it is heartening to see so many local home grown brands and some new entrants in the market make it into the Super-

brands UAE list in addition to international brands," said Mike English, director, Superbrands Middle East.

Eros Group has been named Superbrands five years in a row. The Group's success stems from its five trade channels which include power retailers, independent retailers, mass markets, system integrators, multi-line and co-operators.

"Accepting the award on behalf of Eros Group, Nishwan Ghalwan, deputy CEO, said, "As a brand, we have always understood the importance of marketing and in having a meaningful relationship with our customers, our suppliers and our employees. This award reflects our efforts over the past three decades and reaffirms our commitment to achieve our vision of 2014."

Malabar Gold & Diamonds, one of the leading jewellery retailers with a strong network of 134 outlets spread across nine countries, achieved the Superbrand status this time in a row.

Musaid Alsharif, managing director - International operations of Malabar Gold & Diamonds, said: "This is a great collective achievement for us. It's a big opportunity to thank our customers, franchisees and partners with whom we've had a mutual supportive relationship that would not have been possible."

The award winners include: Aqaf Alkhalifa Finance, Adhco, Dubai Station, Alsharqiyah, Africart + Furniture, Al Ain Dairy, Al Ahsan Exchange, Al Burjaha, Al Investment Group, AlJa, All About

Watches, Ameyah, Beaufort, Calli Spring, CDF's, Coffa Plaster, G&B Home Decorators, Corporate Business Solutions, Dubai Duty Free, Dubai Firm, Debon, EMG&H, Eros, Eros Group, Fawc, Gigacon, Home UAE, Homeart, Master's Common, Hight, Hightland, King Man Chain, Kinneth City, La Bracha, Life Pharmacy, Malabar Gold & Diamonds, Madani, Muzoon Station, New West, NMC Healthcare, Rainbow Quality Mills, Rak Greenline, Saudi P&L, Sharp-ITL, Cosmos, Hachera, Tefaco, The Children's Place, YARA, Yoo Diamond, Zanyar, Zilgen, UAE Exchange, United National Bank, United Finances, United Office Systems, Yassini Optician and more.

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AWARDS

EROS GROUP has won the 'Brand of the Year' award at the 11th annual Superbrands event, which was held at the Intercontinental Hotel in Dubai Festival City.

Since it started in 1967, electronic goods retailer Eros Group has grown to represent more than 14 global brands, it operates 33 stores and has eight service centres in the UAE. Fifty-five leading brands from the UAE were awarded Superbrands status at the event.

The Superbrands foundation also launched a book at the event which includes company profiles and the history of the organisation.