

# Superbrands

## Media Coverage

Country	Date	Publication
India	2017	Press Clippings

## Business Standard

### Superbrands winners to carry seal for 18 months

Delhi, March 26, 2017- Superbrands India today said its winners for 2017 will have the privilege of carrying the Superbrands award seal for 18 months.

In a statement, it said the brand development stories of the winners are captured in a coffee table book that will help facilitate a deeper understanding of why and how brands succeed - and why many fall by the wayside.

Anmol Dar, MD of Superbrands India Pvt, said, "This year, we have seen the emergence of several service sector companies in India as Superbrands. These winners are not necessarily the highest-selling brands, but those that have worked hard to win consumer trust.

Link- [http://www.business-standard.com/article/pti-stories/superbrands-winners-to-carry-seal-for-18-months-117032600618\\_1.html](http://www.business-standard.com/article/pti-stories/superbrands-winners-to-carry-seal-for-18-months-117032600618_1.html)



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[https://www.indiaonline.com/article/news/super-brands-honours-indias-most-powerful-business-brands-5210333359\\_1.html](https://www.indiaonline.com/article/news/super-brands-honours-indias-most-powerful-business-brands-5210333359_1.html)



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### Super brands Honours India's Most Powerful Business Brands

India Infoline News Service | Mumbai |

The Superbrands logo has been used in press and TV advertising; on billboards, annual reports, product literature, tags and stickers on products, stationery, packaging, even red herring documents.



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**Superbrands**, the independent authority and arbiter of branding hosted a Tribute Evening to honour for their achievements and excellence in branding India's Most Powerful brands at The Grand, New Delhi, yesterday. Amongst an august gathering of corporate honchos, brand superpowers and marketing excellence, Superbrands also unveiled the 2011 Superbrands book featuring the story of 50 of India's strongest brands

In the near-nine years since it was instituted in India, Superbrands has earned the proud distinction of being the one award that brands consistently use as a symbol of exceptional achievement and credibility. The Superbrands logo has been used in press and TV advertising; on billboards, annual reports, product literature, tags and stickers on products, stationery, packaging, even red herring documents.

Speaking about the event, Montek Singh Ahluwalia, CEO, Superbrands Worldwide Limited said, "As economies grow the role that brands discharge becomes very profound. Today, we are witnessing the arrival of not just powerful brands but those which truly yield extraordinary influence on the lives of entire families and on the choices people make. While India is still an emerging market there is no doubt that these Superbrands that we are honouring today will play an exceptional role as the Indian economic juggernaut gains greater momentum. I am delighted that this very special internationally recognised project is now nearing ten years in India and is playing a leading part in driving better brand management practices."

Anmol Dar, Managing Director, Superbrands India, and chairperson, Superbrands India Council: "It's easy to see that as the benefits of liberation percolate downward more people will dig deeper into their pockets preferring the more expensive but the unyielding promise of better quality that branded products offer to the vagaries of unbranded ones" He further added that, "the greater the reach brands achieve, the greater, it may be reasoned, is the economic freedom her people enjoy. One look at the developed markets and this equation becomes an inescapable reality."

Hundreds of leading Indian brands were evaluated first by a very knowledgeable group of brand-savvy citizens and then by the Superbrands Council which comprised some of the country's most outstanding marketing minds. Only brands that achieved a very high level of recognition were invited to participate in the Business Superbrands book. This compendium traces the history and achievements of each of the brands and shows why every one of them is deserving of a Superbrands status.

Superbrands began in the UK in 1994 as a radio show on GLR (now BBC Radio London). The show aimed at give ordinary consumers an insight into the significant brands that touched upon their lives. After the spectacular success of the radio programme, the Superbrands organisation was founded in 1995 to focus on promoting the discipline of branding and identifying and paying tribute to exceptional brands.

In 2002, India became the 25th country to officially join the nations running Superbrands programmes. Today, nearly nine years later the Superbrands logo is one of the most sought after marketing awards in India and a regular adornment on the advertising of several national brands. The 2011 Superbrands Tribute Event was a true celebration of many of the country's highest profile brands, and lived up to its global reputation of being the Oscars of Branding.

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Superbrands India unveiled the fifth edition of 'Business Superbrands' on March 24. As many as 1,100 brands were screened against its proprietary six-point mark on a scale of 1-10.

Superbrands India Private Limited, the Indian partner of London-headquartered Superbrands Worldwide, awarded the winners for 2017. Superbrands is internationally recognised as the Oscar's of Branding in over 90 countries. The winning brands, whose stories are captured in a coffee table book – Business Superbrands – will have the privilege of using the Superbrands award seal, as a mark of distinction in all its communications for the next 18 months.

<http://www.millenniumpost.in/business/yes-bank-indian-oil-among-business-superbrands-winners-for-2017-222040>

In a departure from the norm, when a senior minister from the central cabinet usually gave away the award, this time in keeping with the Prime Minister's initiative of taking the entire country along, the awards were presented by SOS Children's Villages, to the heads of 33 important organisations in India.

<http://www.millenniumpost.in/business/yes-bank-indian-oil-among-business-superbrands-winners-for-2017-222040>

Among the many winners in Business Superbrands 2017 were Yes Bank, Sify, Apollo Hospitals, Vodafone, Adani Ports, American Express, Eureka Forbes, Indian Oil, Ultra Tech, the Bird group, Orient Electric, IFFCO, HDFC life and Blue Dart. Speaking on the occasion of honouring the winners today, Mr Anmol Dar, Managing Director of Superbrands India Private Limited, said, "Superbrands provides tremendous service to the cause of brand development by identifying those that have maintained the highest standards of product integrity and brand and category development."

<http://www.millenniumpost.in/business/yes-bank-indian-oil-among-business-superbrands-winners-for-2017-222040>



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As many as 33 Indian companies have won this year's Superbrands awards. These include Yes Bank, Apollo Hospitals, Vodafone and Adani Ports. The winners have been picked after screening of over 1,100 brands.

Superbrands India is the Indian partner of London-based Superbrands Worldwide, which is internationally recognised as the "Oscar's of branding" in over 90 countries across the world. The winning brands will have the privilege of using the Superbrands award seal as a mark of distinction in all their communications for the next 18 months.

Other prominent winners include the American Express, Eureka Forbes, Indian Oil, Ultra Tech, the Bird group, Orient Electric, IFFCO, HDFC life and Blue Dart.

Speaking to this newspaper, Anmol Dar, MD of Superbrands India, said: "Out of 1,100 brands, 650 fell in the first stage of the study. The remaining 450 brands were sent to members of the Superbrands Council comprising Arnab Goswami (senior journalist formerly with Times Now), Getamber Anand (president, Credai), Harish Badami (MD, ACC Cements), Pawan Agarwal (director, Dainik Bhaskar), Rajiv Agarwal (CEO, Essar Shipping & Ports), Raman Roy (CMD, Quattro Global Services), Suresh Goklaney (Vice Chairman, Eureka Forbes) and Vipin Sondhi (MD, JCB India). The council finally shortlisted 33 brands."

"This year we saw the participation of several new brands like Bird Group, HR Johnson, IFFCO, IMRB, M P Tourism, S. Chand, SAP, Tata Wiron, TCI Express and Yes Bank. Twenty-one brands have retained their position as Business Superbrands," he added.

Superbrands is an internationally recognised organisation headquartered in London. The organisation has operations in 92



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countries across the world. In India, Superbrands has been operating since 2002.

### Faircent awarded 'SuperStartUps' India by SuperBrands

ET Online|

Updated: Apr 13, 2017, 04:51 PM IST

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### Brands fall short in providing excellence, notes Superbrands India Study

23 Mar,2017

By [www.mxmindia.com](http://www.mxmindia.com)

As Superbrands India gets set for the fifth edition of Business Superbrands tomorrow (March 24), as many as 1008 brands have fallen by the way side in its proprietary six-point mark on a scale of 1-10, notes a communique. This two-step process takes into account the views and experiences of marketing professionals and an evaluation of the brands that passed this scrutiny by the independent Superbrands India Council. The six-point marks are the foundation of branding excellence for any brand.

According to Anmol Dar, Managing Director and Chairman, Superbrands India, "This year's edition is special since it sees the participation of several new brands. Amongst them are the Bird Group, H R Johnson, IFFCO, IMRB, M P Tourism, S Chand, SAP, Tata Wiron, TCI Express and Yes Bank. American Express and Sify have made a comeback after ten years. Twenty-one brands have retained their position as Business Superbrands by paying close attention to their evolving customers and committing themselves to providing exceptional value."

"Of the 1100 brands we started with 650 fell in the first stage of the study, the remaining 450 brands were sent to members of the Superbrands Council comprising Arnab Goswami, former President News Times Network; Getamber Anand, President Credai National and Chairman & Managing Director ATS Infrastructure; Harish Badami, Managing Director, ACC Cements; Pawan Agarwal, Director Dainik Bhaskar; Rajiv Agarwal, Chief Executive Officer Essar Shipping & Ports; Raman Roy, Chairman & Managing Director Quattro Global Services; Suresh Goklaney, Vice Chairman Eureka Forbes and Vipin Sondhi, Managing Director, JCB India," said Dar.



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Further, Dar added, "155 brands out of 450 were shortlisted by the council. Most brands that failed to make the cut were possibly aberrant in their customer response or simply failed to hear the customer. Both absolutely sinful and unforgivable reactions to a market straining at the leash to get ahead."