



## Media Coverage

| Country | Date | Publication     |
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| India   | 2011 | Press Clippings |

### 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.

**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 wield 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.

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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.

The Superbrands India Council:

The Superbrands Council comprises individuals who have shown exceptional aptitude in business and who have a thorough knowledge of the market and proven skills in brand development and management. To be voted as a Superbrand by the Council is a powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand's exceptional status.

- 1. Gautam S. Adani, Executive Chairman & Founder, the Adani Group
- 2. Mahendra Mohan Gupta, Member of Parliament (Rajya Sabha) Chairman & Managing Editor, Jagran Prakashan
- 3. Prithvi Haldea, Chairman & Managing Director, PRIME Database
- 4. Anil Khanna, Managing Director, Blue Dart Express
- 5. S Ravichandran, Managing Director, TTK Prestige
- 6. Preetha Reddy, Managing Director, Apollo Hospitals
- 7. R S Sharma, Chairman & Managing Director, NTPC
- 8. Raghupati Singhani, Vice Chairman & Managing Director, JK Tyre & Industries
- 9. Tulsi R Tanti, Chairman & Managing Director, Suzlon Energy

### Business Superbrands 2011:

|                      |                              |                                |
|----------------------|------------------------------|--------------------------------|
| 1. ACC               | 18. Godrej Appliances        | 34. KEI                        |
| 2. Adani             | 19. Godrej Consumer Products | 35. L&T Power                  |
| 3. Amadeus           | 20. Goodyear                 | 36. Life Insurance Corporation |
| 4. Anchor            | 21. HCL                      | 37. Maruti Suzuki              |
| 5. Apollo Hospitals  | 22. Infosystems              | 38. MCX                        |
| 6. Bharat Petroleum  | 23. HDFC Life                | 39. MindTree                   |
| 7. BILT              | 24. Hindalco                 | 40. Nirma                      |
| 8. Birla White       | 25. HSBC                     | 41. Philips                    |
| 9. Blue Dart         | 26. HSIL                     | 42. Suzlon                     |
| 10. Blue Star        | 27. IDBI Bank                | 43. Symantec                   |
| 11. Cairn            | 28. IDFC                     | 44. Tata Steel                 |
| 12. Crompton Greaves | 29. IndianOil                | 45. Tetra Pak                  |
| 13. Dainik Bhaskar   | 30. Infosys                  | 46. UFLEX                      |
| 14. DHL              | 31. Jagran                   | 47. UltraTech                  |
| 15. Edelweiss        | 32. Jaquar                   | 48. UTI Mutual Fund            |
| 16. Essar            | 33. Jindal Steel & Power     | 49. Voltas                     |
| 17. Eureka Forbes    | 34. Kajaria                  | 50. Zee Network                |

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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)

## KEI Industries Ltd honoured with the ‘Business Superbrands’ recognition

Written on 17 Nov, 2011 at 7:35

September, 2011



KEI Industries Ltd has reached yet another milestone by being recognised as a Business Superbrand in the 3rd edition of the prestigious Superbrand Program. This internationally renowned program recognizes those exemplary achievers in the Indian industry who have consistently been delighting consumers with their world-class products and services, and have risen to become strong brands of contemporary India.

Mr. Anil Gupta, CMD, KEI Industries Ltd was presented with the honour during a ceremony which was held at The Grand Hotel, Vasant Kunj in New Delhi. A total of 50 brands from across sectors were also recognised with the honour and the event witnessed a congregation of some renowned business owners from the industry.

In an elaborate selection process, KEI Industries stood out as one of the foremost brands from amongst 1223 brands that were initially shortlisted for this globally respected certification. KEI secured a place amongst the top ten percent of brands across all categories and was duly invited to be a part of the Superbrand Program for being one of leading brands in its sector.

On the proud occasion, Mr. Anil Gupta, CMD, KEI Industries Ltd, said, “Being one of the leading manufacturers in the wires and cables industry in India, it is an honour to be chosen for the ‘Business Superbrand’ recognition. A



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comprehensive spectrum of high-quality products, stringent quality control measures and a consistent focus product innovation have contributed towards making KEI one of the most reliable companies amongst the customers in India and abroad today. At KEI, we strongly believe in fostering long-lasting partnerships with customers, suppliers and stakeholders alike. This honour supports the company's constant endeavour to keep providing products with outstanding quality to customers. As leaders in this industry, we hope to conquer new heights and continue to receive more such accolades in the future."

<http://www.wirecable.in/2011/11/kei-industries-ltd-honoured-with-the-business-superbrands-recognition/>

## HDFC Life selected 'Business Superbrand India 2010-11'

byEVENTFAQS Bureau | </news/corporate-brand-marketing> | August 5, 2011 | [Press Release](#)

Mumbai, August 5, 2011: HDFC Life, one of India's leading private life insurance companies, has been conferred with 'Business Superbrand India 2010-11' title by Business Superbrands Council. HDFC Life is ranked amongst the top quarter of all brands across all segments and all categories in India.

Commenting on the honour, Sanjay Tripathy, EVP & Head - Marketing & Direct Channels at HDFC Life said, "I am extremely delighted with this achievement. Business Superbrands in India has become a definitive statement for brand success. This recognition has helped us take the brand 'HDFC Life' to the next level as a strong entity and further restates HDFC Life's credibility in the market. I would like to thank every stakeholder associated with HDFC Life for their faith and continued support in establishing the brand. This further reaffirms my belief that we are on the right path as far as the brand and our marketing initiatives are concerned."

Over the last eight years. Superbrands in India has become a definitive statement for brand success. More than 135 companies have used the Superbrands logo to either distinguish themselves from competition and extract mileage from this status or simply derive value from the fact that peers have recognised them as a distinct brand.

Business Superbrands Council as an organisation started in 1993 in the UK to showcase case studies of exceptional brands and companies. Since then it has been replicated in 86 countries across six continents. So far 10,000 case studies and over 1 million copies of its books have

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already been published. The Indian operations started in 2003 and have so far released six volumes; three editions of Consumer Superbrands with 283 case studies in all and three editions of Business Superbrands with 184 case studies in all.

Business Superbrands Council Members, consisting of eminent business heads of very large organisations, short-listed only 197 brands from an original list of 1223 through a scrutiny of audiences. HDFC Life received a score of 6.50 out of 10 and is ranked amongst the top 25% nationally (also ranked amongst the top quarter of all brands across all segments and all categories).

<https://www.eventfaqs.com/news/ef-06647/hdfc-life-selected-business-s-1312533264591>