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http://sagarmediainc.wordpress.com/2012/12/07/superbrands-honours-indias-strongest-consumer-brands/

SUPERBRANDS HONOURS INDIA’S STRONGEST CONSUMER BRANDS

7th December 2012

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Speaking about the recognition, Mr. Steve Smith, Chairman & Managing Director, Superbrands Worldwide Limited said, “Consumer Superbrands recognised worldwide as the Oscars of Branding has helped companies and brands create a discerning identity in the market. We are delighted to celebrate the success of India’s strongest brands which are increasingly gaining an international following. I understand that more than 140 companies have so far used the Superbrands logo to distance themselves from competitors and gain a decisive marketing edge in the only place that finally matters – the market place.”

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United Bharat
Lucknow, Kanpur
8th December 2012
स्वतंत्र भारत ने कंजुमर ब्रांडों को सम्मानित किया
नई दिशी। स्वतंत्र भारत ने भारत के सबसे दमदार कंजुमर ब्रांडों को उनकी उपलब्धियों और उत्कृष्ट ब्रांडिंग के लिए सम्मानित किया है।
लुकायन जगत के कार्जन नेटवर्क, मीडिया जगत, हेल्थकेयर और फार्मास्यूटिकल्स में अपेक्षाकृत झुकाव और सर्वोत्तम, एफएमसीजी की दुनिया में दिशा और मदद रेसीपी, परिवहन उद्योग में हक्कुलस और
बोएसए साइकिल, बॉक्स में सीटी बैंक, हॉस्पिटलिटी में आईटीसी होटल्स;
कंजुमर इंडस्ट्रियल्स में एक गार्ड, प्रेस्टिज, हिंदुस्तान सैनिटरी और एक्स्प्रेस
मोटर्स को स्वतंत्र भारत घोषित किया गया। इनके अलावा अलग-अलग केटेगरी के कई ब्रांडों को सुपरब्रांड का दर्जा दिया गया।
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<td>1.</td>
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Launches 4th Edition of Consumer Superbrands

(As 10th December, 2012)
Indian business post

http://nareshsagar.wordpress.com/

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http://pitchonnet.com/blog/2012/12/07/86-brands-in-superbrands-india-2012-list/

86 brands in Superbrands India 2012 list
7th December 2012

In its 10th edition, Superbrand India, has awarded the Superbrands status to 86 brands, of which six are media brands – Cartoon Network, Dainik Bhaskar, Dainik Jagran, Infomedia Yellow Pages, Star Entertainment, and Times Now.

Some other prominent brands that have got the recognition include Apollo Hospitals and Saridon in healthcare and pharmaceuticals, Cinthol and Mother’s Recipe in FMCG, Hercules and BSA Cycles in transport, Citibank, LIC and IDBI in the BSFI sector, ITC Hotels in hospitality.

Superbrands, the arbiter of branding also released the 2012-2013 Superbrands book featuring the story of the 86 brands that made to the list this year.

Anmol Dar, Managing Director, Superbrands India, and Chairperson, Superbrands India Council, told Pitch that there were almost 3,000 brands that were put online for voting by consumers. “Any brand that got a score below 7 out of 10 got eliminated. About 500 brands finally went to the voting by the Council,” he said.

The Superbrands India Council for 2012 comprised: Vineet Agarwal, Executive Director, Transport Corporation of India, Amar Babu, Managing Director, Lenovo India, Ashish Dikshit, President, Madura Fashion & Lifestyle, Punit Goenka, Managing Director & CEO, Zee Entertainment, Kuldip Kaura, CEO & MD, ACC, RM Malla, Chairman & MD, IDBI Bank, BS Nagesh, Vice Chairman, Shoppers Stop, Sundeep Sikka, CEO, Reliance Capital Asset Management, and N Thiruambalam, Former Chairman & MD, Heinz India.

Dainik Jagran awarded Superbrand title for third consecutive year
7th December 2012

World’s most read newspaper, Dainik Jagran, has been bestowed the title of Superbrand for the third consecutive year. With this coveted title Dainik Jagran has once again proved that it has achieved new height of success due to its strong base among the masses.

It is worth mentioning that Indian Readership Survey (IRS) has announced Dainik Jagran as the most read newspaper for 23 consecutive times with more than 5.63 crores readers. The BBC and Reuters in a survey have also hailed it as the most reliable source of news information.

In a grand show organised at the Grand Hotel in Vasant Vihar, Basant Rathore, national brand manager of Dainik Jagran, received the award. He was accompanied by the deputy national brand manager Vinod Srivastava.

Corporate Affairs Minister Sachin Pilot and Managing Director of Superbrands India, Anmol Dar gave this award to Basant Rathore.

Speaking on the occasion, Sachin Pilot said that it took lots of effort and hard work to become a Superbrand.

Pilot said, “The days are gone when consumers were ready to read anything they were given, now they are aware and know the quality of the product. The companies who are being awarded with the Superbrand award today undoubtedly have the great combination of quality and energy.”

The Superbrands organization is an independent arbiter on branding. The Superbrand identifies outstanding products, do quality assessments and then award them in more than 55 countries.

More than 60 thousand people and companies participate in this competition and are allotted marks by over 10 lakh people. Products obtaining more than 6.5 marks stand for the final competition.
Superbrands Honours India’s Strongest Consumer Brands
7th December 2012

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In 2002, India became the 25th country to officially join the nations running Superbrands programmes. Today, ten years to the T, the consumer Superbrands logo is one of the most sought after marketing accolades in India. The 2012 Superbrands Tribute Event held in New Delhi was the culmination of sixteen months’ effort and is a true celebration of the outstanding success brands in India have achieved.

The Superbrands India Council for 2012 comprised:

- Vineet Agarwal, Executive Director, Transport Corporation of India
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(L-R) Mr. Stephen Smith, Managing Director, Superbrands Worldwide Limited, Mr. Sachin Pilot, Hon'ble Minister of State for Corporate Affairs, Anmol Dar, Managing Director, Superbrands India Pvt. Ltd

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Nav Duniya
Bhopal
10th December 2012
लगातार तीसरे वर्ष दैनिक जागरण बना सुपरब्रांड

नई दिल्ली में बृहस्पतिवार को आयोजित एक समारोह में दैनिक जागरण को लगातार तीसरे वर्ष सुपरब्रांड की उपाधि से सम्मानित किया गया। कॉर्पोरेट मामलों के राज्य मंत्री (स्वतंत्र प्रभार) सचिन पायलट से पुरस्कार ग्रहण करते दैनिक जागरण के नेशनल ब्रांड मैनेजर वसंत राठोर। साथ में सुपरब्रांड इंडिया के प्रबंध निदेशक अनमोल घर।
Dainik Jagran
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7th December 2012

लगातार तीसरे वर्ष दैनिक जागरण बना सुपरब्रांड

ब्रांडिंग क्षेत्र के स्वतंत्र प्रतिष्ठित रूप से वर्षों से सुपरब्रांड की उपाधि से सम्बन्धित हो रही थी। जन्मता संगठित नई दिल्ली: वित्त के संगठित पढ़े जाने वाले समाचार पत्र ‘दैनिक जागरण’ को लगातार तीसरे वर्ष भी सुपरब्रांड की उपाधि से सम्बन्धित किया गया। ब्रांडिंग की दुनिया के स्वतंत्र प्रतिष्ठित एवं निर्माणक संबंधित सूची सुपरब्रांड्स के नाम दैनिक जागरण को यह उपाधि दी गई थी। ब्रांडिंग को देख घुड़ी के साथ साथ रूपरेखा का अहम मुकाम हस्ताक्षर कर सकता है।

ब्रांडिंग के दौरान इनके दूर विश्व में आयोजित समारोहों में दैनिक जागरण की ओर से यथार्थ व पूरक जागरण के नेशनल ब्रांड मैनेजर वस्त्र पहनने ने उपाधि के लिए प्रमाण किया। उनके साथ नेशनल हिटिंग ब्रांड मैनेजर विनोद श्यामलल भी मौजूद थे।

कोरप्सपेट व्यक्तियों के आयुक्त उद्देश्य ब्रांडिंग का वाधाधार पत्र ओवर पार्ट तथा सुपरब्रांड इंडिया के प्रबंध निदेशक व सुपरब्रांड्स इंडिया काउंसिल के अध्यक्ष अभिज्ञ भर ने यह पुस्तक प्रदान किया। यह पुस्तक के देश के सबसे दमदार कंपनियों को उनकी उपलब्धियों और उनके ब्रांडिंग के लिए हिस्सा बनाने का आयोजन किया।

रोम पुस्तक 2 काल 1 वर
सुपरब्रॉंड ने ब्रांडों को सम्मानित किया

भाष्य

मई दिन के दिन। सुपर ब्रांड, ब्रांडिंग की मूल्यिका के उच्चतम प्रति-क्रियाकलाप एवं निर्गोष्ठ, ने भारत के सबसे दमदार कंजुमर ब्रांडों को उनकी उम्मीदों और उनकी ब्रांडिंग के लिए सम्मानित किया है। मनोरंजन जगत के कार्यकर्ता ने, नींदिया जगत के दैनिक भाषा, दैनिक जागरण, स्टार रिपोर्ट, एंड टाइम्स दृष्टि, हैल्थकेयर, और फ़ामोस्टिक्स में अनोखी और सीरीज, एक्सप्रेस्स और साइंटिस्ट, कंजुमर जीवन के दृष्टि में सिंहल और मदर से भी रेती, सरकार अडोर्न में एक्स्क्लूजिव और ब्रिज्सेंटल, सबसे दमदार कंजुमर ब्रांडों की सफलता की दासता है। इस साल पहले भारत में आरोह सुपरब्रॉंड ने एक विशेष समारोह के रूप में पहचान कराई है जिसमें सभी ब्रांड अन्वेषक उनके सभी गुणवत्ता के दृष्टिकोण के रूप में बड़े से बड़े से इतिहास किया गया। सुपरब्रॉंड इन्फो-मार्केटिंग और साहित्यविद्या का प्रतीक है।

कंजुमर सुपरब्रॉंड के लोगों को प्लेटफॉर्मों और टीवी में अपने मोबाइलों, विदेशों, वाहिका रिपोर्ट, लोग, रिपोर्टों, ट्रेब और टिक्किस, ट्रेडिंग और फैक्टरिंग समेत रहा होंगे। प्रोमोक्स्ट के बीच भी मान्यता की गया जिसमें भारत के 86