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Indian start-ups to get Superbrands status

According to Nasscom, number of start-ups grew 40% to 4,200 in 2015 and are projected to cross 11,500 by 2020

[Arnab Dutta](#) | New Delhi Last Updated at October 10, 2016 23:27 IST

Superbrands, the coveted multinational brand endorser, will be endorsing the most significant start-up brands in this country.

SuperStartUps, this project for new businesses in India, will also offer all the associated facilities like profiling of the firm in its annual book and to be able to use the 'Superbrand' status for a year in all its communications.

According to a report from Nasscom, apex association of the software sector, the year 2015 saw the number of [start-ups](#) in India grow 40 per cent over a year before, to 4,200. The number is projected to cross 11,500 by 2020.

"India is fast rising as the start-up destination in the world. With the burgeoning of more than 700 brands each year, it has become extremely important to differentiate, with credibility, and understand from users themselves," said Anmol Dar, chairman, [Superbrands](#) India.

At present, hardly any project recognises and rates Indian [start-ups](#). In most cases, their position in the market is determined by their valuation. Which is based on the funding they have from various investors, from time to time. Another measure of the size of such entities is on the basis of their sales, in terms of gross merchandise value.

SuperStartUps, an initiative by ad guru Shivjeet Kullar, in association with [Superbrands](#) India, aims to fill this gap. "Although [start-ups](#) are the talk of town, we realised there is a need for recognition. Apart from validating the power of their brands, the firms can use these ratings to secure funding as well," Khullar said.

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According to him, results of the first edition, for year 2016, will come up by early 2017. The process involves four stages – registration, screening, test and confirmation.

“We have chosen to partner with Shivjeet in this eco-system as he not only understands brands and their architecture but is also an entrepreneur in the start-up world himself, keenly aware of the challenges and nuances of being in the eco-system”, Dar said.

Dar and adman Prahlad Kakkar, Valerie Pinto, chief executive officer (CEO) of Weber Shandwick; Sanjeev Bikhchandani, founder of Info Edge, and Deep Kalra, founder and CEO of [MakeMyTrip](#) are in charge of the monitoring council of the project.

[Superbrands](#) publishes its ratings for 90 countries and has offices in 55 nations. It was founded by advertising executive Marcel Knobil in London in 1994. The first edition of their booklet was published a year later, after it started its journey as a radio show in [BBC Radio](#). Apart from the [Superbrands](#) rating, it also comes up with CoolBrands, Sport BrandLeaders, and [eSuperbrands](#) in several countries.

http://www.business-standard.com/article/companies/indian-start-ups-to-get-superbrands-status-116101000751_1.html

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Superbrands Announces SuperStartUps for India



CHINMAY BIDKAR OCTOBER 6, 2016

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6 October 2016, India :

After being the highest accolade for over 20 years for top brands across the world, Superbrands now announces SuperStartUps for India. Superbrands invites entries from startups in India to be part of the SuperStartUp honour.

This initiative will enable startups to differentiate their brands from an idea perspective and engage users in their brand journey. Startup brands can aim to stand a class apart by being recognized not just for their idea, but also presentation, execution and user satisfaction.

Speaking on the launch of the initiative Anmol Dar Chairman Superbrands India said, “India is fast rising as the Startup destination in the world. With the burgeoning of more than 700 brands each year it has become extremely important to differentiate, with credibility and understand from users themselves. We have chosen to partner with Shivjeet in this ecosystem as he not only understands brands and their architecture but is also an entrepreneur in the startup world himself who is keenly aware of the challenges and nuances of being in the ecosystem”.

Commenting on the initiative and launch in India Shivjeet Kullar stated, “We are truly excited with the opportunity to bring SuperStartUps to India. Superbrands simply put, sets the standards for trust, respect and breakout performance. We aim to work with netizens from

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across the country who will shortlist and score startup brands. Letting consumers be the true judge”.

The SuperStartUp Council in India will be led by legendary brand builder turned online entrepreneur, Shivjeet Kullar who has over 100 national and international awards to his credit. It will also feature names like Prahalad Kakkar India's top Ad Film Maker, Deep Kalra, Founder, Make My Trip, Sanjiv Bikchandani, the poster boy of the Internet world, Valerie Pinto, CEO, Weber Shandwick and Anmol Dar, Founder, Superbrands India – to name a few.

For more information and to enter go to www.superstartupsindia.com. Entry for the first stage is free – all you need is self-belief and ambition. Image- Business World

<https://techstory.in/06102016-superbrands-announces-superstartups-india/>

Wills Lifestyle is Consumer Superbrand of 2015

06

Feb '16

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ITC's premium fashion brand, Wills Lifestyle has been awarded the winner of 'Consumer Superbrand of 2015', the company said in a press release.

Superbrands India is an autonomous body honouring the most successful Indian consumer brands, based on detailed analysis of brands. The group has selected a few brands and felicitated by judging them as Superbrands in their respective categories in which Wills Lifestyle has secured the top position against other brands vying for the prestigious title.

"We are thrilled to be named the Consumer Superbrand of the year. The greatest accolade is that the hard work of our teams has been recognised to receive this coveted award. We at Wills Lifestyle have led fashion trends for the last 15 years. Characterised by innovative offerings and an impressive product portfolio, we have always aimed at introducing fresh concepts in the country. We are happy that the public has time and again reaffirmed their confidence in us," said Atul Chand, divisional chief executive, ITC Lifestyle retailing.

Wills Lifestyle recognised as a premium, high fashion brand, has been focusing on the fashion needs of Indian consumer by offering products for every wardrobe. (NA)

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<http://www.fibre2fashion.com/news/apparel-news/wills-lifestyle-is-consumer-superbrand-of-2015-177493-newsdetails.htm>