

# Superbrands

## Media Coverage

Country	Date	Publication
UAE	2016	Press Clippings

## Revealed: UAE's best brands for 2016 are....

62 companies receive Superbrand award

By Staff

Published Tuesday, May 31, 2016



Winners of the Superbrand award for 2016 (Supplied)

Superbrands, an arbiter of branding, on Tuesday announced that 62 companies have been awarded the Superbrand for 2016.

Malabar Gold and Diamonds Group won the 'Brand of the Year' award.

Mike English, Director, Superbrands Middle East said Malabar Gold has been voted 'Brand of the Year' for 2016 because it enjoyed a reputable position as one of the most trusted brands in India and GCC in the jewellery segment.

Malabar Gold And Diamonds scored the highest points amongst all the brands.

With an annual turnover of \$4 billion, the company currently ranks among the world's top five jewellery retailers in terms of annual turnover.

With over 2,000 leading brands in the UAE vying for the Superbrands title, only sixty-two scored more than 80% of the total possible mark.

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"This year it is heartening to see so many local home grown brands and some new entrants in the market make it into the Superbrands UAE book in addition to internationally recognised brands. To be voted a Superbrand is a powerful endorsement and is evidence for existing customers, potential customers, media, suppliers, investors and employees of each brand's exceptional status," English added.

<https://www.emirates247.com/business/economy-finance/revealed-uae-s-best-brands-for-2016-are-2016-05-31-1.631669>

## 62 Brands in the UAE to receive

## Superbrands title at Annual Tribute Event

MAY 23, 2016

Superbrands, the independent authority and arbiter of branding, announced it will host its annual tribute event to honour and recognize 62 of UAE's strongest brands on May 30, 2016 at the Intercontinental Hotel in Dubai Festival City. The highly awaited 'Brand of the Year' award will be announced at the event and the 12<sup>th</sup> edition of the much sought-after Superbrands book, which includes a two-page profile of each of the Superbrands will be unveiled.



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In its 12<sup>th</sup> edition, the Superbrands tribute event is considered the ‘Oscars of Branding’ by the corporate world and speaking about the event, Mr. Mike English, Director, Superbrands Middle East, said, “This year has seen an unprecedented number of local brands making it to the Superbrands list with a few new entrants in the market, in addition to internationally recognized brands. Participation in the Superbrands book is by invitation only and acknowledges the inherent strength of the organisation and its brand value. This event is a true celebration of many of the country’s highest profile brands.”

After carefully filtering through the selection list set by the Superbrands Council, over 2,000 senior managers and marketing professionals were invited to vote for candidate brands. More than 2000 leading brands in the UAE were scored by the Superbrands Council members and through an online poll. The highest scoring brands have been chosen as Superbrands and only the brands that achieve the level of recognition set by the independent Superbrands Council are eligible for inclusion in the Superbrands UAE book, which traces the history and achievements of each of the brands.

Speaking on the stringent selection and voting process, Mr. English added, “A strong brand has to engage with its customers, make customers feel a sense of ownership and instill trust but above all it must always deliver on its promises, so getting onto the Superbrands list is both a prestigious accolade and an arduous task as all these criteria need to be met. The brands also have to be voted for by our distinguished brand council members as well as by marketing professionals, who have voted through an online poll and the brand which scores the highest points will be adjourned the top honour of ‘Brand of the Year’ which we will announce at the tribute event.”

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

<http://inbusiness.ae/2016/05/23/62-brands-in-the-uae-to-receive-superbrands-title-at-annual-tribute-event/>

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07/02/16



Karcher, the world leader in innovative cleaning technology solutions have been voted, for the first time in any Arab country as a Superbrand for 2016 by the Superbrand organisation in the UAE. The Superbrands UAE branch has been recognising outstanding brands for the past 11 years. "We are thrilled to have been voted as a UAE Superbrand for 2016. It is gratifying to know that our efforts in continuous improvement in our sales and after sales services, customer and partner relationships is recognized through our brand. The Superbrand status is an endorsement of the quality and innovation we strive for in our products as well as our people, and proof of our commitment to all our customers in the UAE," said Mr. Richard Nourira, MD of Karcher ME. The Superbrand organisation set up in London in 1994, is globally acclaimed as being a premier independent authority and arbiter on branding excellence. The organisation is committed to paying tribute to exceptional brands and promoting branding discipline. To do this brands are evaluated on a yearly basis increasing the value of the title while also helping brands continuously develop. Karcher, which has been in the cleaning technology industry since 1935 has grown to a AED 8.5bn (EUR 2.12bn) globally recognized brand. In a span of 80 years, Karcher has reached the leadership position in cleaning solutions with its 100 subsidiaries and 40,000 distributors, all of whom contributed to the sale of 12.72 million machines in 2014. Karcher, which owns over 1,500 patents places high value on innovation and quality, as a result the high standards are transferred into how Karcher's products function. Operating both home and professional lines, Karcher will continue improve upon their products to meet both customer requirements and market trends.

<https://www.kaercher.com/ae/inside-kaercher/company/articles/2294-karcher-awarded-prestigious-uae-superbrand-2016-uae-choice.html>

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## 'Brand of the Year' 2016 by Superbrands

*Malabar Gold And Diamonds Group wins 'Brand of the Year' 2016 by Superbrands. 62 brands receive Superbrands recognition at the Gala Event.*

May 31, 2016

[Superbrands](#), the independent authority and arbiter of branding, announced that '**Malabar Gold And Diamonds Group**' has won the coveted 'Brand of the Year' award at the 12<sup>th</sup> annual [Superbrands](#) tribute event, which was held at the Intercontinental Hotel in Dubai Festival City. Sixty-two leading brands from the UAE were awarded [Superbrands](#) status and the

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2016 [Superbrands](#) book was unveiled at the event, also dubbed the 'Oscars of Branding', where the UAE's strongest brands were honoured.

Speaking on the well-deserved win by the [Malabar Gold And Diamonds](#) Group, Mr. Mike English, Director, [Superbrands](#) Middle East said, "We are thrilled to announce that [Malabar Gold And Diamonds](#) has been voted Brand of the Year for 2016 by [Superbrands](#). The Brand has, over the years, enjoyed a reputable position as one of the most trusted brands in India and GCC in the jewellery segment. [Malabar Gold And Diamonds](#) scored the highest points amongst all the brands and we would like to congratulate them and wish them continued success as they continue to keep their obligation to consumers as well as to society."

Established in 1993 in South Indian state of Kerala, [Malabar Gold And Diamonds](#) today has a strong retail network of 150 outlets spread across nine countries, ten wholesale units in addition to offices, design centres and factories spread across India, Middle East and Far East. With an annual turnover of \$4 billion, the company currently ranks among the world's top five jewellery retailers in terms of annual turnover. [Malabar Gold And Diamonds](#) is vertically integrated right from bullion sourcing, product designing, manufacturing, wholesaling and finally to retailing, operating the largest jewellery store in Dubai at Gold Souk, Deira and the largest jewellery store in Middle East at Hamdan Street, Abu Dhabi..

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62 brands receive Superbrands recognition at the Gala Event  
With over 2,000 leading brands in the UAE vying for the coveted [Superbrands](#) title, only sixty-two scored more than 80% of the total possible mark and were declared [Superbrands](#) by the Brand Council. Winning this accolade is a powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand's exceptional status. This year, Superbrands were voted not only by the brand council but also by online voting, which has expanded the voting base to almost 2,000 senior managers and marketing professionals.

The [Superbrands](#) programme acknowledges and rewards the highest standards of branding. Over the years, the [Superbrands](#) organisation has achieved international acclaim for being the independent authority and arbiter of branding excellence. The organisation is committed to the cause of promoting exceptional brands and the discipline of branding in the region.

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The 2016 [Superbrands](#) book is a coffee table book, which includes a two-page profile of each Superbrand tracing the foundation and development of the brand and a 'Things You Didn't Know' section highlighting interesting facts about the brand and its unique achievements was also unveiled at the Tribute Event.

"This year it is heartening to see so many local home grown brands and some new entrants in the market make it into the [Superbrands](#) UAE book in addition to internationally recognized brands. To be voted a Superbrand is a powerful endorsement and is evidence for existing customers, potential customers, media, suppliers, investors and employees of each brand's exceptional status," Mr. English concluded.

<https://www.bahrainthisweek.com/brand-year-2016-superbrands/>

### **Karcher secures the UAE Superbrand 2016 award**

by Alexander Pieri on Feb 9, 2016



Richard Nouira, MD of Karcher ME.

**Karcher was recently voted as a *Superbrand for 2016* by the Superbrand organisation in the UAE.**

The cleaning technology provider was recognised for a number of factors, which include brand recognition, as well as achieving top standards across its 1,500 patented designs.

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Recognising brands for the past 11 years, the Superbrands UAE branch is part of from the London-based group of the same name that was originally conceived in 1994. Evaluating brands on an annual basis, the Superbrand organisation is a global authority and arbiter on branding practices.

Richard Nouira, MD of Karcher ME, shared: "We are thrilled to have been voted as a UAE Superbrand for 2016. It is gratifying to know that our efforts in continuous improvement in our sales and after sales services, customer and partner relationships is recognized through our brand."

He added: "The Superbrand status is an endorsement of the quality and innovation we strive for in our products as well as our people, and proof of our commitment to all our customers in the UAE."

Incepted back in 1935, Karcher has established itself as a reputable cleaning technology provider, growing into the \$2.3bn (AED 8.5bn) it is today. The company's network includes over 100 subsidiaries and 40,000 distributors. In 2014 alone, Karcher's network contributed to the sale of 12.72mn machines.

<http://www.constructionweekonline.com/article-37415-karcher-secures-the-uae-superbrand-2016-award/>

## MALABAR GOLD AND DIAMONDS WINS BRAND OF THE YEAR AT SUPERBRANDS

EVENTS AND AWARDS  
MAY 31, 2016



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Malabar Gold And Diamonds Group wins Brand of the Year from Superbrands, the independent authority and arbiter of branding. The 12th annual Superbrands tribute event was held at the Intercontinental Hotel in Dubai Festival City on May 30. At the event, 62 brands from the UAE were awarded Superbrands status.

Speaking on the well-deserved win by the Malabar Gold And Diamonds Group, Mike English, director of Superbrands Middle East says in a press statement: "We are thrilled to announce that Malabar Gold And Diamonds has been voted Brand of the Year for 2016 by Superbrands. The Brand has, over the years, enjoyed a reputable position as one of the most trusted brands in India and GCC in the jewellery segment. Malabar Gold And Diamonds scored the highest points amongst all the brands and we would like to congratulate them and wish them continued success as they continue to keep their obligation to consumers as well as to society."

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<https://gulfmarketingreview.com/events-and-awards/malabra-gold-and-diamonds-wins-brand-of-the-year-at-superbrands/>

### Al Ansari Exchange wins 11th UAE Superbrand trophy in a row

Thursday, 09 June 2016



Recognition manifests company's commitment to offer innovative remittance solutions & value added services to valuable customers

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Al Ansari Exchange, the UAE-based foreign exchange and worldwide money transfer company, has been voted as a 'UAE Superbrand' for the 11th consecutive year by the UAE Superbrand Council, an internationally acclaimed independent authority of branding excellence. Ali Al Najjar, Assistant General Manager and Head of Operations Department at Al Ansari Exchange received the Superbrand trophy at the gala night of the prestigious Superbrands Tribute Event to recognize the country's robust brands hosted recently at the InterContinental Dubai Festival City in Dubai.

Ali Al Najjar, Assistant General Manager and Head of Operations Department at Al Ansari Exchange, said: "It is indeed a great honour to be named a Superbrand for the 11th year in a row, as it reinforces Al Ansari Exchange as one of the leading remittance and foreign exchange service providers in the UAE. Aside from being a remarkable recognition, it is also a reflection of our commitment to provide attractive remittances solutions and value added services to our customers. We would like to extend our thanks to the UAE Superbrand Council for rewarding our relentless efforts and sincere dedication to achieve excellence and meet international standards."

<http://www.alansariexchange.com/en/news/superbrands.eleven.aspx>