



India 100 2022

The annual report on the most valuable and strongest Indian brands
May 2022

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About Brand Finance.

Brand Finance is the world's leading brand valuation consultancy.

We bridge the gap between marketing and finance

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For 25 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We quantify the financial value of brands

We put 5,000 of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish nearly 100 reports annually.

We offer a unique combination of expertise

Our teams have experience across a wide range of disciplines from marketing and market research, to brand strategy and visual identity, to tax and accounting.

We pride ourselves on technical credibility

Brand Finance is a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, and the first brand valuation consultancy to join the International Valuation Standards Council.

Our experts helped craft the internationally recognised standards on Brand Valuation – ISO 10668 and Brand Evaluation – ISO 20671. Our methodology has been certified by global independent auditors – Austrian Standards – as compliant with both, and received the official approval of the Marketing Accountability Standards Board.



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A Brand Value Report provides a complete breakdown of the assumptions, data sources, and calculations used to arrive at your brand's value.

Each report includes expert recommendations for growing brand value to drive performance and offers a cost-effective way to gaining a better understanding of your position against peers.

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Brand Valuation Summary



Brand Strength Tracking



Royalty Rates



Cost of Capital Analysis



Customer Research Findings



Competitor Benchmarking

Contents



Communication



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Brand Finance Group.



Brand Finance[®]
Institute

Brand Finance Institute

Brand Finance Institute is the educational division of Brand Finance, whose purpose is to create and foster a professional environment for knowledge-sharing and networking among practitioners and experts in the market. BFI organises events, in-company training, and corporate educational initiatives around the world. In the quest for marketing excellence and with the purpose to equip the brand valuation and strategy practitioners with the necessary skills and tools, we have developed a wide range of programmes and certifications in collaboration with the most coveted business schools, universities and thought leaders in the field.

Brand Dialogue[®]



Brand Dialogue

Brand Dialogue is a public relations agency developing communications strategies to create dialogue that drives brand value. Brand Dialogue has over 25 years of experience in delivering campaigns driven by research, measurement, and strategic thinking for a variety of clients, with a strong background in geographic branding, including supporting nation brands and brands with a geographical indication (GI). Brand Dialogue manages communications activities across Brand Finance Group's companies and network.

vi360

VI360

VI360 is a brand identity management consultancy working for clients of all sizes on brand compliance, brand transition, and brand identity management. VI360 provide straightforward and practical brand management that results in tangible benefits for your business.

Brand Finance®



Global Brand Equity Monitor

- Original market research on over **5,000 brands**
- **36 countries** and **29 sectors** covered
- Over **100,000 respondents** surveyed annually
- We are now **in our 6th consecutive year** conducting the study

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Foreword.



David Haigh
Chairman & CEO,
Brand Finance

What is the purpose of a strong brand: to attract customers, to build loyalty, to motivate staff? All true, but for a commercial brand at least, the first answer must always be 'to make money'.

Huge investments are made in the design, launch, and ongoing promotion of brands. Given their potential financial value, this makes sense. Unfortunately, most organisations fail to go beyond that, missing huge opportunities to effectively make use of what are often their most important assets. Monitoring of brand performance should be the next step, but is often sporadic. Where it does take place, it frequently lacks financial rigour and is heavily reliant on qualitative measures, poorly understood by non-marketers.

As a result, marketing teams struggle to communicate the value of their work and boards then underestimate the significance of their brands to the business. Sceptical finance teams, unconvinced by what they perceive as marketing mumbo jumbo, may fail to agree necessary investments. What marketing spend there is, can end up poorly directed as marketers are left to operate with insufficient financial guidance or accountability. The end result can be a slow but steady downward spiral of poor communication, wasted resources, and a negative impact on the bottom line.

Brand Finance bridges the gap between marketing and finance. Our teams have experience across a wide range of disciplines from market research and visual identity, to tax and accounting. We understand the importance of design, advertising, and marketing, but we also believe that the ultimate and overriding purpose of brands is to make money. That is why we connect brands to the bottom line.

By valuing brands, we provide a mutually intelligible language for marketing and finance teams. Marketers then have the ability to communicate the significance of what they do, and boards can use the information to chart a course that maximises profits. Without knowing the precise, financial value of an asset, how can you know if you are maximising your returns? If you are intending to license a brand, how can you know you are getting a fair price? If you are intending to sell, how do you know what the right time is? How do you decide which brands to discontinue, whether to rebrand and how to arrange your brand architecture? Brand Finance has conducted thousands of brand and branded business valuations to help answer these questions.

Brand Finance's research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

Acknowledging and managing a company's intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

The team and I look forward to continuing the conversation with you.

Foreword.



Ajimon Francis
Managing Director,
Brand Finance India

The 17th iteration of the annual guide that focusses on India's brand landscape is being launched. The objective of publishing the Brand Finance India 100 2022 report is to provide our readers with a comprehensive analysis of top performing Indian brands, and this year, specifically assess how they have braved the pandemic and are facing both internal as well as external changes which affect their overall growth.

The economic impact of the rise in Omicron variant of the coronavirus in early 2022 appeared limited. However, there were also concerns relating to the global economic outlook with the rise in COVID cases, supply chain disruptions and rising inflation pressures. For India, with a strong growth in agricultural output in 2021-22, going forward, adequate policy support for investment and consumer spending is expected to strengthen the momentum in the economy. The scenario, however, has been reshaped by the Russia-Ukraine war, the economic fallout of which has affected the overall global growth and price conditions sharply.

Presenting a comprehensive study spanning across many sectors including information technology (IT), hospitality, automobiles require robust data. To do so, we tap into the latest available audited financials of companies and combine that with a thorough brand strength analysis using primary and secondary research covering both B2C and B2B brands.

In order to attain accuracy Brand Finance also reached out to brands to obtain non-confidential data that was not already available in the public domain. This comprehensive analysis is the definitive annual guide to India's most valuable brands.

It has a variety of applications such as competition analysis, measuring brand performance, growth in their brand value, brand strength analysis etc. Companies also often publish their brand value and brand strength results in their annual reports for their stakeholders that wish to evaluate a brand's performance and growth potential.

We find that a higher number of boardrooms are seeking to understand their brand value better and to use it as a measure of performance. This has led to an increase in brand building accountability, and this is where Brand Finance steps in; we bridge the gap between marketing and finance.

Our teams have experience across a wide range of disciplines from brand valuation, brand strategy, market research, analytics to public relations amplification. Understanding how and what drives brand value is critical for a business to survive in these uncertain times. Hence, a brand value report can provide you a detailed analysis.

Economic Outlook:

According to Asia Development Bank (ADB), April releases, 'India is likely to maintain its position as the fastest-growing major economy with the ADB outlook projecting a growth rate of 7.5% for 2022-23 on strong investment prospects, with public investment helping crowd-in private investment and growth in the next fiscal year 2023-24 will accelerate further to 8%.' However, the report flagged inflation as a major issue mainly on account of a rise in prices of commodities in wake of the ongoing Russia-Ukraine war.'

Another primary concern is the widening gap between the haves and have-nots. The lockdown and gradual opening of economy is yet to bring the daily wage workers to their full earning levels. Ever looming uncertainty continues to put pressure on the back-to-office or hybrid work models being followed by most Indian corporates. 'The great resignation' in sectors like IT and emergence of the metaverse, digital cryptocurrencies, and NFTs, are creating a churn among the young professionals who have integrated technology deeply into their daily lives and are questioning the status quo.

The Reserve Bank of India in its article on the 'State of the Economy' published in April 2022, says 'India faces global challenges from position of strength.'

Brand India has shown its strength in Brand Finance's Global Soft Power Index 2022 study retaining its 7th rank. Brands from India have shown resilience amid challenges by emerging as leading brands in global rankings across sectors like IT services, hospitality, tyres, banking, dairy etc. This report celebrates the strong resolve of brands during pandemic, as they took care for their employees, community engagements, and their ability to embrace technological advancements as 2022 progresses. These rankings are a reflection of the strength of the top Indian brands.

Top Indian brands show resilience in post-pandemic business conditions.

- + **TATA Group** retains top position as most valuable Indian brand at US\$24 billion
- + **Taj** is the strongest brand in the nation with AAA Brand Strength rating
- + Banking, IT services and telecoms brands achieve high brand value growth post pandemic
- + **Infosys** becomes second most valuable Indian brand, overtaking LIC
- + **Reliance** brand value grows marginally to retain fourth place, while SBI is most valuable bank brand in South Asia

A stack of papers is shown in a grayscale, slightly blurred perspective. A dark blue rectangular overlay is positioned in the upper left quadrant, containing the text "Executive Summary." in a bold, white, sans-serif font. The papers in the background are stacked and slightly offset, creating a sense of depth and volume.

Executive Summary.

Brand Value & Brand Strength Analysis.



TATA Group retains top position as most valuable Indian brand at US\$24 billion

TATA Group (brand value up 12% to US\$24 billion) continues to be the most valuable brand in India. The brand retains its top position as it led by example through the COVID-19 crisis by innovating using technology to reach the masses. The brand strengthened its strategic business and leadership initiatives with brand building activities across the globe. The brand's growth with sustainable and inclusive actions at its core is the driving force behind brand TATA.

Taj is the strongest brand in the nation with AAA Brand Strength rating

In addition to brand value, Brand Finance determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance. Compliant with ISO 20671, Brand Finance's assessment of stakeholder equity incorporates original market research data from over 100,000 respondents in

more than 35 countries and across nearly 30 sectors. **Taj Hotels** (brand value up 6% to US\$314 million) is the strongest brand in the ranking with a Brand Strength Index (BSI) score of 88.9 out of 100 and a corresponding AAA brand rating.

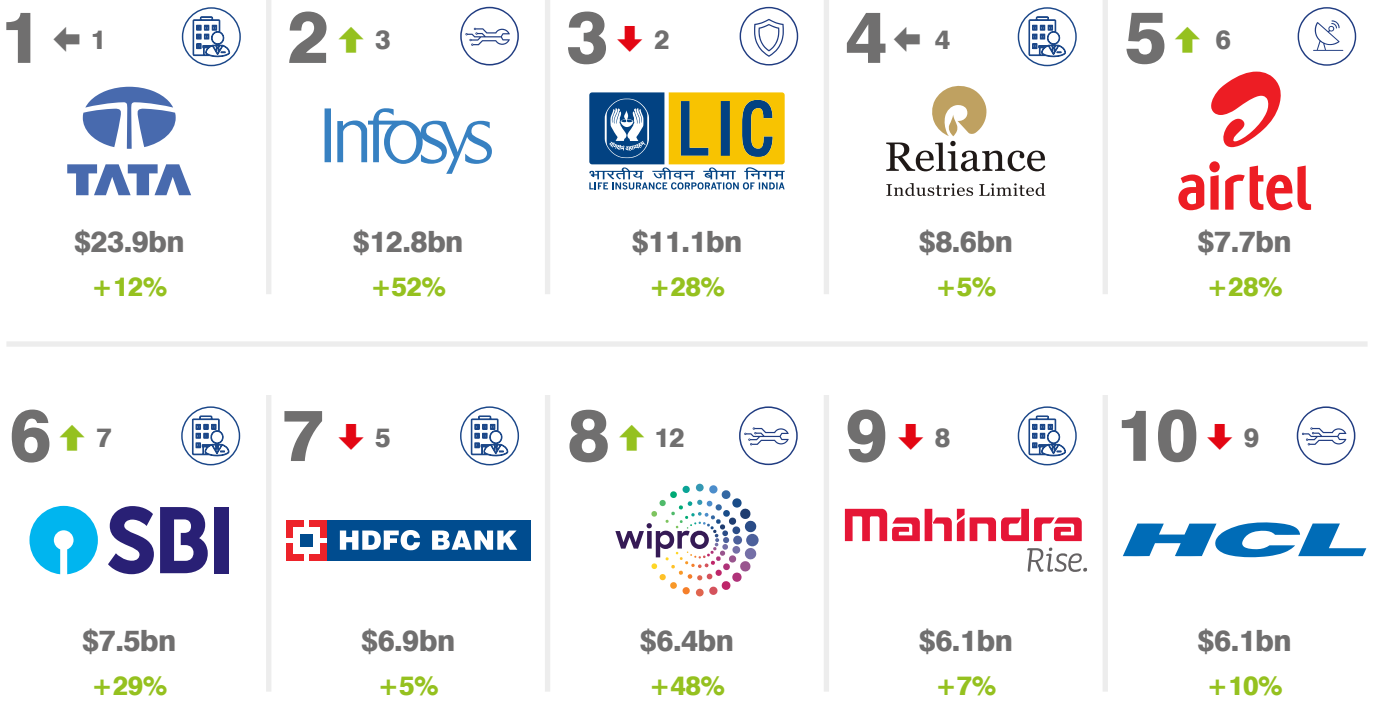
The pandemic and subsequent national lockdowns hit the hospitality sector the most, brands had to reinvent their strategies to remain relevant to the need of tourists. Taj was at the forefront of this with agility and strategic initiatives – offering support to the healthcare sector. The hospitality industry is recovering as five-star business hotels in metropolitan cities across the country have seen occupancy reach 75% to 80% in the past month.

Banking, IT services and telecoms brands achieve high brand value growth post pandemic

Brands in the banking (brand value up 16%), IT services (brand value up 15%) and telecoms (brand value up 7%) sectors in India achieve high brand value as the economy is recovering from the impact of COVID-19.

Top 10 Most Valuable Indian Brands

© Brand Finance Plc 2022



The Indian banking sector is led by **State Bank of India (SBI)**, the brand is the top banking brand in South Asia with a 29% growth in brand value, valued at US\$7.5 billion and is 6th most valuable brand in India and is among the top 100 valuable brands in India.

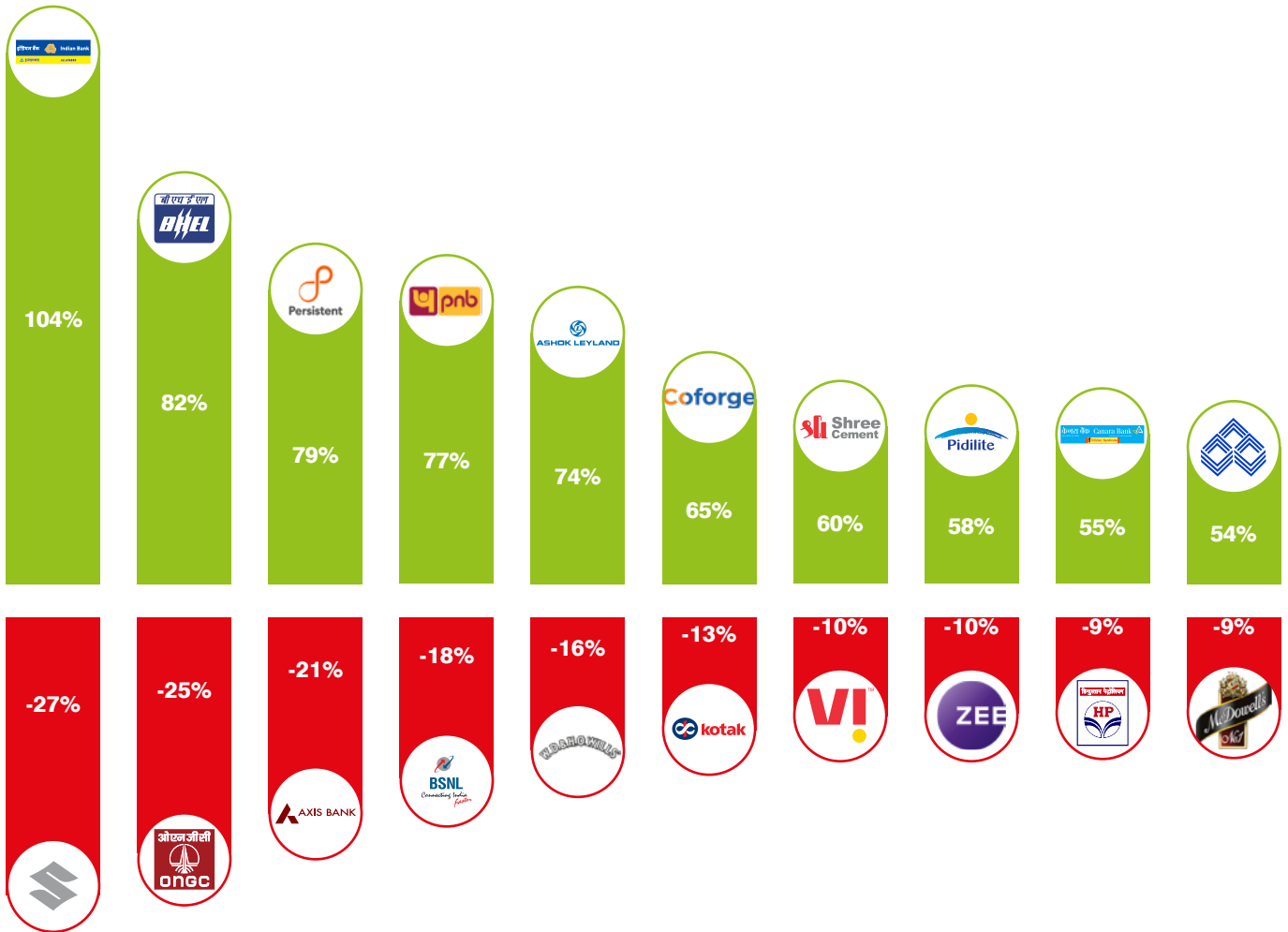
2022 is a tipping point for the Indian IT services industry – the year in which the industry crossed US\$200 billion in total revenue and 5 million in total workforce. Indian IT brands are truly global today, **TCS** (brand value up 12% to US\$16.7 billion) and **Infosys** (brand value up 52% to US\$12.8 billion) are among the top 3 most valuable brands globally at the 2nd and 3rd spot respectively – behind Accenture (brand value up 39% to US\$36.2 billion), **Wipro** (brand value up 48% to US\$6.4 billion), **HCL** (brand value up 10% to US\$6.1 billion) and **Tech Mahindra** (brand value up 30% to US\$3.0 billion) feature in the top 15 most valuable IT services brands globally.

The Indian telecommunications industry is making its mark globally, India is the world’s second-largest telecommunications market with a subscriber base of 1.16 billion users and has registered strong growth in the last decade. **Airtel** (brand value of US\$7.7 billion) ranks No.1 in telecommunication sector in India with an impressive 28% growth in brand value.



Brand Value Change 2021-2022 (%)

© Brand Finance Plc 2022



At second position, **Jio** (brand value up 5% to US\$5.1 billion) shows gains in growth followed by **VI** (brand value of US\$767 million) which continues to be resilient despite its numerous business challenges.

Infosys becomes second most valuable Indian brand, overtaking LIC

Infosys (brand value up 52% to US\$12.8 billion) has overtaken **LIC** (brand value up 28% to US\$11.1 billion) to become the second most valuable Indian brand this year. The value of the Infosys brand has boomed during the pandemic, with its brand value skyrocketing from just under US\$7.1 billion prior to the pandemic, up 80% to its current value.

The Infosys brand has benefited significantly from global demand for online digital corporate services,

and Infosys has built a very valuable brand based upon helping enterprises to evolve and execute strategies for virtual-physical interconnections globally.

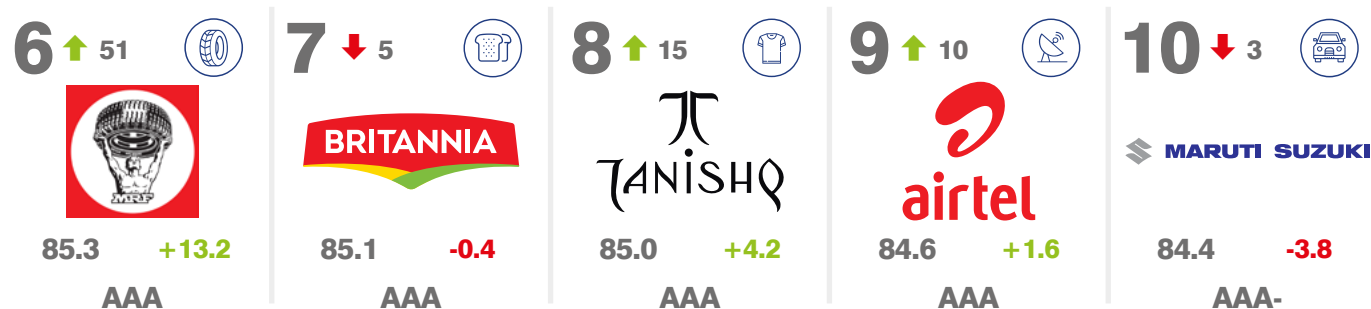
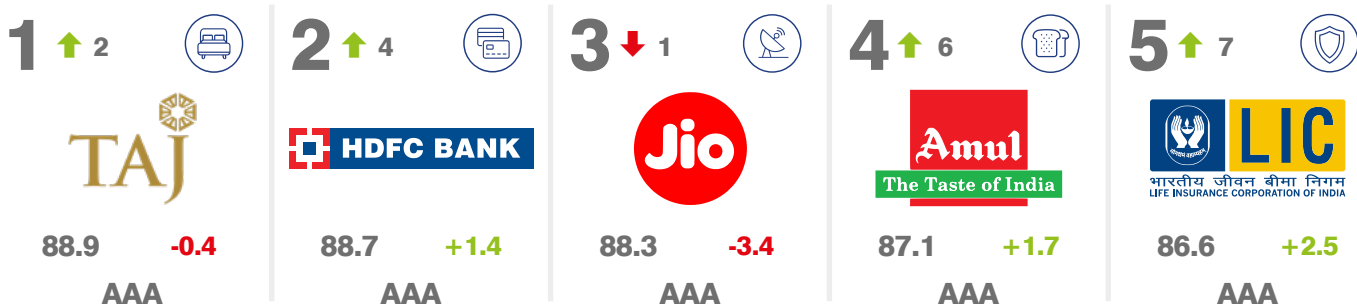
Reliance brand value grows marginally to retain fourth place, while SBI is most valuable bank brand in South Asia

Reliance (brand value up 5% to US\$8.6 billion) achieved some marginal brand value growth to retain fourth position, while the State Bank of India (brand value up 29% to US\$7.5 billion) improved one ranking position to increase from 7th to 6th.

The State Bank of India has benefited from broader financial recovery in India as the nation recovers well from the last wave of COVID-19.

Top 10 Strongest Indian Brands

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Brand Value by Sector

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Sector	Brand Value (USD bn)	% of total	Number of Brands
Conglomerates	48.4	25.5%	9
Banking	30.3	15.9%	17
IT Services	29.1	15.3%	10
Telecoms	13.9	7.3%	4
Oil & Gas	11.4	6.0%	4
Insurance	11.1	5.8%	1
Other	46.1	24.2%	55
Total	190.3	100.0%	100

Brand Value & Brand Strength Analysis.

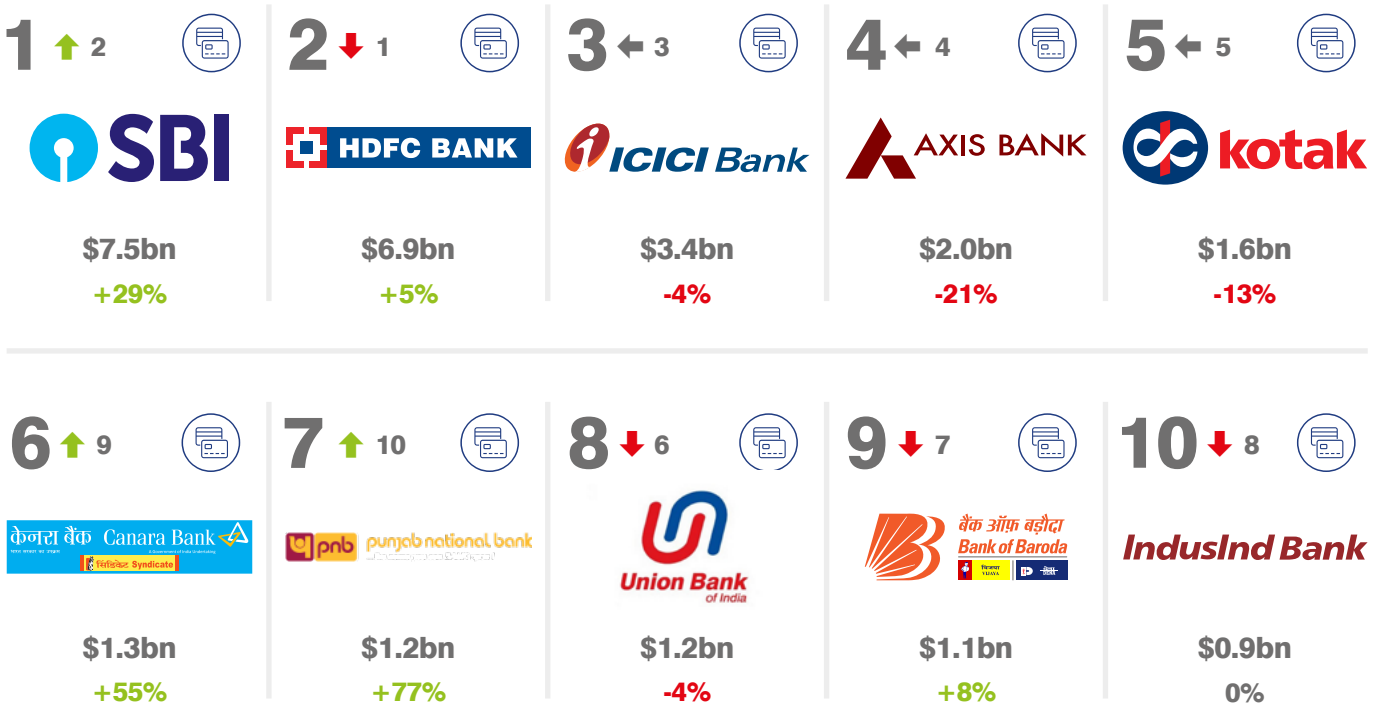
Banking

The banking sector had a better year as compared to 2021, the improved parameters partly reflect regulatory relief provided to banks during COVID-19 as well as fiscal guarantees and financial support given by the Indian government to tackle economic issues caused by the pandemic. In the past few years, banks have been making conscious efforts to build a well-balanced loan book, by focusing on retail banking. Banks have also realised that they need to connect with customers both digitally apart from the physical branches and the pandemic accelerated that.

State Bank of India (SBI) is number #1 banking brand in South Asia with a 29% growth in brand value, valued at US\$7.5 billion and is 6th most valuable brand in India and is among the top 100 valuable brands in India. Other key brands that have shown remarkable growth are **Punjab National Bank** (brand value up 77% to US\$1.2 billion), **Canara Bank** (brand value up 55% to US\$1.3 billion) and the fastest growing brand among banking brands is **Indian Bank** climbing to 12th most valuable brand brand with a 104% growth year-on-year, valued at US\$475 million.

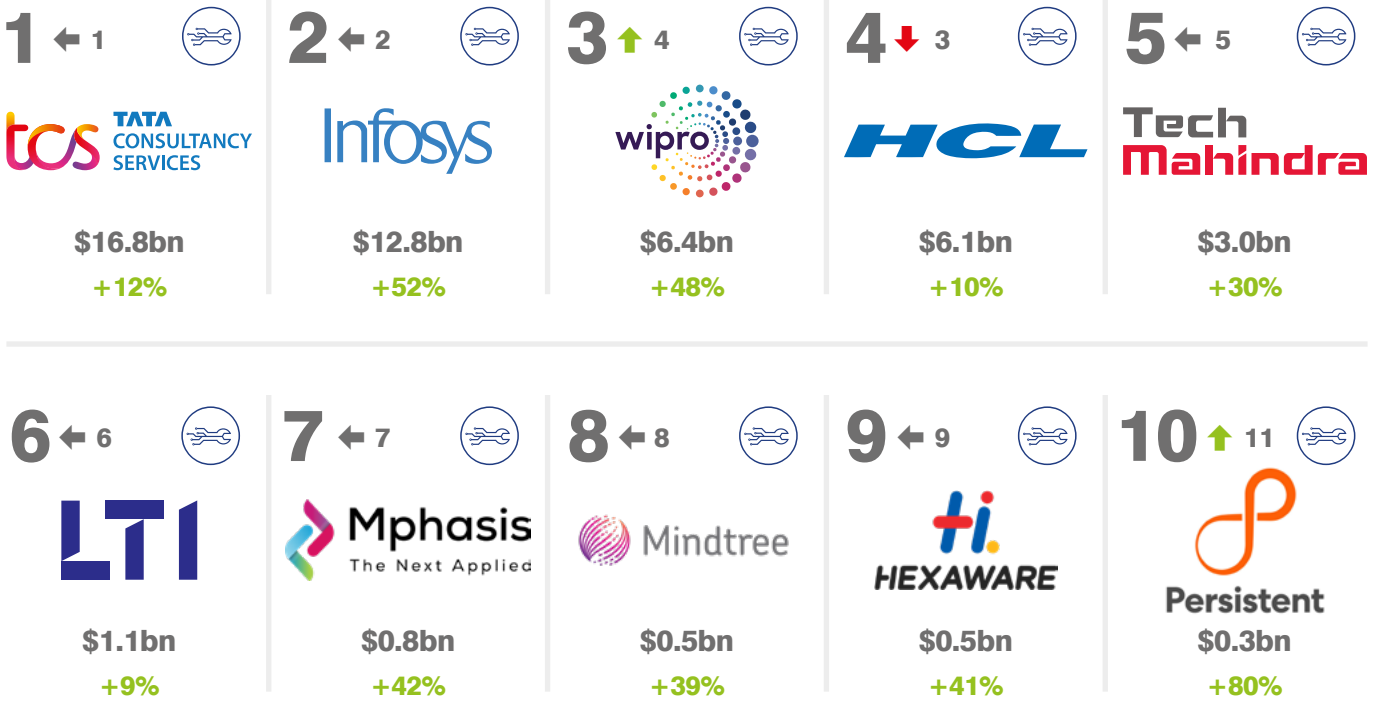
Top 10 Most Valuable Indian Banking Brands

© Brand Finance Plc 2022



Top 10 Most Valuable Indian IT Services Brands

© Brand Finance Plc 2022



2022 is a tipping point for the industry – the year in which the industry crossed US\$200 billion in total revenue and US\$5 million in total workforce. Indian IT brands are truly global today, **TCS** (brand value up 12% to US\$16.7 billion) and **Infosys** (brand value up 52% to US\$12.8 billion) are among the top 3 most valuable brands globally at the 2nd and 3rd spot respectively – behind **Accenture** (brand value up 39% to US\$36.2 billion), **Wipro** (brand value up 48% to US\$6.4 billion), **HCL** (brand value up 10% to US\$6.1 billion) and **Tech Mahindra** (brand value up 30% to US\$3.0 billion) feature in the top 15 most valuable IT services brands globally. Further, Indian IT brand Hexaware has emerged as the strongest mid-tier brand with a brand value crossing US\$500 million mark – a 41% growth in brand value.

Some major factors going to affect the future of the Indian IT services brands across the nation. Sustainability will be a key driver of brand reputation, people and employer branding will be a valuable asset to the firms, technological advancement in terms of artificial intelligence (AI) is on every Indian CEO’s top agenda, geopolitics, cloud services, 5G and the metaverse are all combining to offer challenges as well as opportunities to the top IT services brands.



Hospitality

The pandemic and subsequent national lockdowns hit the hospitality sector the most, brands had to re-invent their strategies in order to remain relevant to the need of tourists. Taj was at the forefront of this with agility and strategic initiatives – offering support to the healthcare sector. Taj Hotels (brand value up 6% to US\$314 million) is ranked as the strongest brand globally in the hotels sector in 2021 and has also emerged as the strongest brand in India in 2022 – among all the top 100 brands and also growing 6% in brand value.

A broad-based revival is seen in the hospitality sector after three waves of the pandemic. Business hotels, has a delayed recovery, are back stronger and sooner as big-ticket conferences and meetings have resumed as the economy recovers. Five-star business hotels in metropolitan cities across the country have seen occupancy reach 75% to 80% in the last one month.

Building Material and Mining & Metal

Infrastructure projects continue to provide lucrative business opportunities for steel, zinc, and aluminium producers.

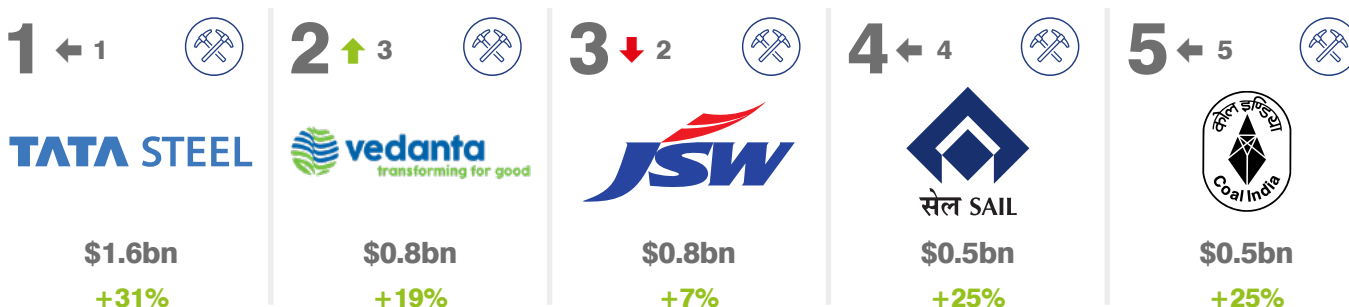
Iron and steel make up a core component for the growth of the real estate sector in India. Demand for these metals is set to continue given strong growth expectations for the residential and commercial building industry.

Rise in infrastructure development and automotive production are driving growth for the mining and metal sectors in India. Power and cement industries are also aiding growth for the sector. Demand for iron and steel is set to continue given the strong growth expectations for the residential and commercial building industry as India holds a significant advantage in manufacturing and processing of metals and minerals.

Tata Steel is the No.1 brand in this sector with a 31% growth in brand value to US\$1.6 billion and crossing a strong milestone in Brand Strength Index (BSI) getting AA rating. Vedanta (brand value up 19% to US\$819 million) and JSW Steel (brand value up 7% to US\$762 million) come 2nd and 3rd in rankings in this sector respectively.

Top 5 Most Valuable Indian Mining & Metals Brands

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Top 5 Most Valuable Indian Building Materials Brands

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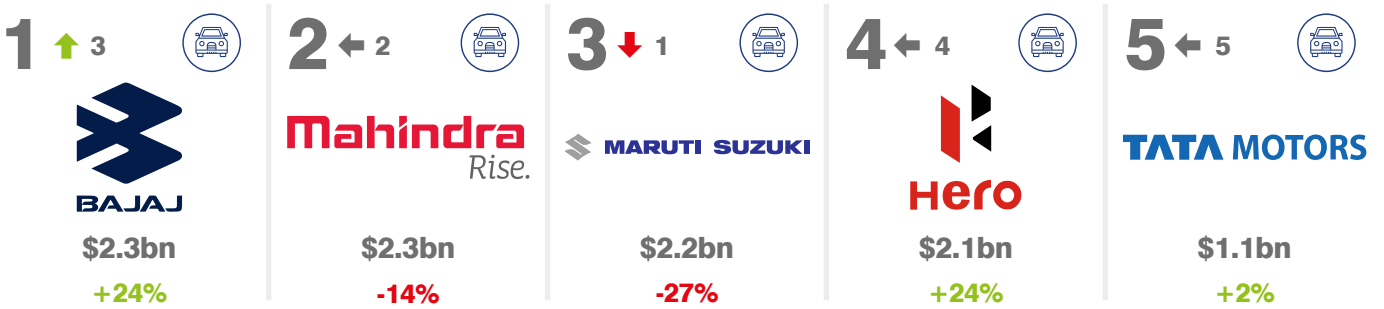
Top 5 Most Valuable Indian Telecoms Brands

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Top 5 Most Valuable Indian Auto Brands

© Brand Finance Plc 2022



Telecoms

India is the world’s second-largest telecommunications market with a subscriber base of US\$1.16 billion and has registered strong growth in the last decade. The Indian mobile economy is growing rapidly and will contribute substantially to India’s Gross Domestic Product (GDP). The deregulation of Foreign Direct Investment (FDI) norms have made the sector one of the fastest growing and the top five employment opportunity generator in the country.

Airtel (brand value of US\$7.7 billion) ranks No.1 in telecommunication sector in India with an impressive 28% growth in brand value. At second position, **Jio** (brand value up 5% to US\$5.1 billion) shows gains in growth followed by **VodafoneIdea** (brand value of US\$767 million) (**Vi**) brand which continues to be resilient despite its numerous business challenges.

Auto

The Indian auto industry is expected to record strong growth in 2022-23, after recovering from effects of COVID-19 pandemic. Electric vehicles, especially two-wheelers, are likely to achieve positive sales in 2022-23. The industry also provides great opportunities for investment and direct and indirect employment to skilled and unskilled labour. Electric

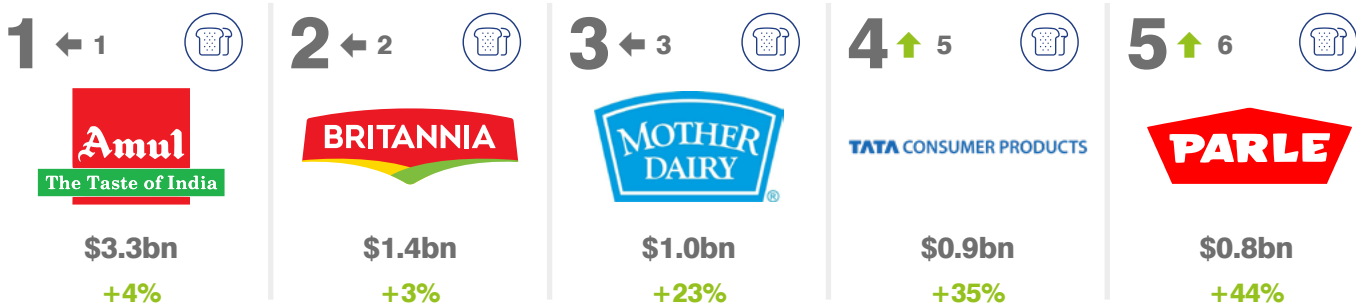
vehicles market in India is likely to increase at a CAGR of 36% until 2026 as per India Energy Storage Alliance report.

Bajaj Auto jumps to No.1 spot from 3rd in 2022 with a robust 24% growth in brand value, valued at US\$2.3 billion closely followed by Mahindra (brand value of US\$2.3 billion) and **Maruti Suzuki** (brand value of US\$2.2 billion), all three brands showing tremendous brand strength with a rating of AAA-. Hero (brand value up 24% to US\$2.1 billion) and **Tata Motors** (brand value up 2% to US\$1.0 billion) complete the top 5 ranks for Indian auto brands.



Top 5 Most Valuable Indian Food & Drink Brands

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Top 5 Most Valuable Indian Oil & Gas Brands

© Brand Finance Plc 2022



Top 5 Most Valuable Indian Insurance Brands

© Brand Finance Plc 2022



Top 5 Most Valuable Indian Pharma Brands

© Brand Finance Plc 2022



Brand Value Ranking.

Top 100 most valuable Indian brands 1-50

2022 Rank	2021 Rank		Brand	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
1	1	←	TATA Group	Conglomerate	\$23,920	+12.4%	\$21,283	AAA-	AAA-
2	3	↑	Infosys	IT Services	\$12,777	+52.1%	\$8,402	AAA-	AAA-
3	2	↓	LIC	Insurance	\$11,059	+27.8%	\$8,655	AAA	AAA-
4	4	←	Reliance	Conglomerate	\$8,572	+5.3%	\$8,138	AA+	AAA-
5	6	↑	Airtel	Telecoms	\$7,741	+27.5%	\$6,069	AAA	AAA-
6	7	↑	State Bank of India	Banks	\$7,517	+28.6%	\$5,843	AAA-	AAA-
7	5	↓	HDFC Bank	Banks	\$6,895	+4.7%	\$6,588	AAA	AAA
8	12	↑	Wipro	IT Services	\$6,364	+48.0%	\$4,301	AA+	AA+
9	8	↓	Mahindra Group	Conglomerate	\$6,141	+7.2%	\$5,729	AA+	AAA-
10	9	↓	HCL	IT Services	\$6,102	+10.5%	\$5,524	AA+	AA+
11	13	↑	Larsen & Toubro	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
12	11	↓	Indian Oil	Oil & Gas	🔒	🔒	🔒	🔒	🔒
13	10	↓	Jio	Telecoms	🔒	🔒	🔒	🔒	🔒
14	17	↑	Bajaj Group	Conglomerate	🔒	🔒	🔒	🔒	🔒
15	14	↓	ICICI Bank	Banks	🔒	🔒	🔒	🔒	🔒
16	15	↓	Amul	Food & Drink	🔒	🔒	🔒	🔒	🔒
17	20	↑	Bharat Petroleum	Oil & Gas	🔒	🔒	🔒	🔒	🔒
18	16	↓	Maruti Suzuki	Automobiles	🔒	🔒	🔒	🔒	🔒
19	24	↑	Hero	Automobiles	🔒	🔒	🔒	🔒	🔒
20	23	↑	Tanishq	Jewellery	🔒	🔒	🔒	🔒	🔒
21	19	↓	Axis Bank	Banks	🔒	🔒	🔒	🔒	🔒
22	18	↓	ONGC	Oil & Gas	🔒	🔒	🔒	🔒	🔒
23	21	↓	Hindustan Petroleum	Oil & Gas	🔒	🔒	🔒	🔒	🔒
24	29	↑	Adani Group	Conglomerate	🔒	🔒	🔒	🔒	🔒
25	25	←	ITC	Conglomerate	🔒	🔒	🔒	🔒	🔒
26	22	↓	Kotak Mahindra	Banks	🔒	🔒	🔒	🔒	🔒
27	27	←	Asian Paints	Home Care	🔒	🔒	🔒	🔒	🔒
28	26	↓	Gold Flake	Tobacco	🔒	🔒	🔒	🔒	🔒
29	28	↓	Britannia	Food & Drink	🔒	🔒	🔒	🔒	🔒
30	37	↑	Canara Bank	Banks	🔒	🔒	🔒	🔒	🔒
31	46	↑	Punjab National Bank	Banks	🔒	🔒	🔒	🔒	🔒
32	30	↓	Union Bank of India	Banks	🔒	🔒	🔒	🔒	🔒
33	31	↓	Bank Of Baroda	Banks	🔒	🔒	🔒	🔒	🔒
34	35	↑	Dmart	Retail	🔒	🔒	🔒	🔒	🔒
35	32	↓	JSW Group	Conglomerate	🔒	🔒	🔒	🔒	🔒
36	33	↓	LTI	IT Services	🔒	🔒	🔒	🔒	🔒
37	39	↑	Aditya Birla	Conglomerate	🔒	🔒	🔒	🔒	🔒
38	40	↑	Mother Dairy	Food & Drink	🔒	🔒	🔒	🔒	🔒
39	34	↓	IndusInd Bank	Banks	🔒	🔒	🔒	🔒	🔒
40	61	↑	Ashok Leyland	Automobiles	🔒	🔒	🔒	🔒	🔒
41	36	↓	Flipkart	E-Commerce	🔒	🔒	🔒	🔒	🔒
42	43	↑	Vedanta	Mining & Metals	🔒	🔒	🔒	🔒	🔒
43	50	↑	TVS	Automobiles	🔒	🔒	🔒	🔒	🔒
44	54	↑	Parle	Food & Drink	🔒	🔒	🔒	🔒	🔒
45	55	↑	Patanjali	Cosmetics & Personal Care	🔒	🔒	🔒	🔒	🔒
46	38	↓	VI	Telecoms	🔒	🔒	🔒	🔒	🔒
47	49	↑	Dabur	Cosmetics & Personal Care	🔒	🔒	🔒	🔒	🔒
48	57	↑	Mphasis	IT Services	🔒	🔒	🔒	🔒	🔒
49	48	↓	NTPC	Utilities	🔒	🔒	🔒	🔒	🔒
50	63	↑	Power Finance Corporation	NBFC	🔒	🔒	🔒	🔒	🔒

Top 100 most valuable Indian brands 51-100

2022 Rank	2021 Rank		Brand	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
51	47	↓	Godrej Group	Conglomerate	₹	₹	₹	₹	₹
52	45	↓	GAIL	Utilities	₹	₹	₹	₹	₹
53	42	↓	Nandini	Food & Drink	₹	₹	₹	₹	₹
54	58	↑	Royal Enfield	Automobiles	₹	₹	₹	₹	₹
55	52	↓	Indigo	Airlines	₹	₹	₹	₹	₹
56	44	↓	Power Grid	Utilities	₹	₹	₹	₹	₹
57	59	↑	Apollo Tyres	Tyres	₹	₹	₹	₹	₹
58	41	↓	Kingfisher	Alcoholic Drinks	₹	₹	₹	₹	₹
59	65	↑	Ultratech Cement	Building Materials	₹	₹	₹	₹	₹
60	62	↑	Royal Stag	Alcoholic Drinks	₹	₹	₹	₹	₹
61	67	↑	MRF	Tyres	₹	₹	₹	₹	₹
62	74	↑	Mindtree	IT Services	₹	₹	₹	₹	₹
63	68	↑	SAIL	Mining & Metals	₹	₹	₹	₹	₹
64	56	↓	Bank of India	Banks	₹	₹	₹	₹	₹
65	69	↑	Coal India	Mining & Metals	₹	₹	₹	₹	₹
66	75	↑	Hexaware Technologies	IT Services	₹	₹	₹	₹	₹
67	53	↓	Zee	Media	₹	₹	₹	₹	₹
68	72	↑	Motherson Sumi	Auto Components	₹	₹	₹	₹	₹
69	99	↑	Indian Bank	Banks	₹	₹	₹	₹	₹
70	93	↑	Bharat Heavy Electricals	Engineering & Electronics	₹	₹	₹	₹	₹
71	60	↓	McDowell's	Alcoholic Drinks	₹	₹	₹	₹	₹
72	84	↑	Upl	Chemicals	₹	₹	₹	₹	₹
73	83	↑	Sun Pharma	Pharma	₹	₹	₹	₹	₹
74	87	↑	Pidilite	Home Care	₹	₹	₹	₹	₹
75	86	↑	Havells	Electronics	₹	₹	₹	₹	₹
76	70	↓	ACC	Building Materials	₹	₹	₹	₹	₹
77	71	↓	Indus Towers	Technology	₹	₹	₹	₹	₹
78	79	↑	IDBI Bank	Banks	₹	₹	₹	₹	₹
79	77	↓	HINDALCO	Mining & Metals	₹	₹	₹	₹	₹
80	81	↑	Berger Paints	Home Care	₹	₹	₹	₹	₹
81	78	↓	Fortune	Food	₹	₹	₹	₹	₹
82	95	↑	Shree Cement	Building Materials	₹	₹	₹	₹	₹
83	82	↓	Federal Bank	Banks	₹	₹	₹	₹	₹
84	91	↑	Saffola	Food & Drink	₹	₹	₹	₹	₹
85	64	↓	Wills	Tobacco	₹	₹	₹	₹	₹
86	73	↓	Ambuja Cements	Building Materials	₹	₹	₹	₹	₹
87	96	↑	Bandhan Bank	Banks	₹	₹	₹	₹	₹
88	94	↑	Voltas	Engineering & Electronics	₹	₹	₹	₹	₹
89	-	New	Persistent Systems	IT Services	₹	₹	₹	₹	₹
90	-	New	HINDUSTAN AERONAUTICS	Aerospace & Defence	₹	₹	₹	₹	₹
91	-	New	Indian Overseas Bank	Banks	₹	₹	₹	₹	₹
92	-	New	Coforge	IT Services	₹	₹	₹	₹	₹
93	92	↓	Nerolac	Home Care	₹	₹	₹	₹	₹
94	97	↑	Piramal	Pharma	₹	₹	₹	₹	₹
95	-	New	Firstsource	Software	₹	₹	₹	₹	₹
96	85	↓	Taj	Hotels	₹	₹	₹	₹	₹
97	88	↓	Air India	Airlines	₹	₹	₹	₹	₹
98	89	↓	JK Tyres	Tyres	₹	₹	₹	₹	₹
99	-	New	Redington	Tech	₹	₹	₹	₹	₹
100	76	↓	BSNL	Telecoms	₹	₹	₹	₹	₹

A blurred background image of a laptop keyboard, a pen, and a document with a bar chart. The laptop keyboard is on the left, showing keys like '+', 'option', and 'cor'. A silver pen is on the right. A document with a bar chart is in the center, with a yellow rectangular overlay on top containing the text 'Insights.'. The bar chart has a y-axis with values 0, 50, and 100. The bars are of varying heights, with the tallest bar reaching approximately 100.

Insights.



TATA Group continues to be the Most Valuable Brand in India, retaining the No.1 rank in the India 100 with a brand value of US\$24 billion and an impressive 12% growth in brand value. The strengthening of the strategic businesses with its technology backbone and the leadership initiatives in brand building globally has powered the TATA brand more impressively than in previous years. Huge growth with sustainable and inclusive initiatives have been the driving force of brand TATA.

Since N. Chandrasekaran took over as chairman in 2017, the TATA brand has gained US\$10 billion in value, going from US\$13 to US\$24 billion approximately. He has been successful at strengthening the core businesses as well as transforming the companies for the future in terms of digitalisation, sustainability, and supply chain resilience.



Rank	Brand Value
1	\$23.9bn +12%

Rank	Brand Strength
26	81.1 +0.7



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**MOST
VALUABLE
INDIAN BRAND**

David Haigh interviews N. Chandrasekaran, TATA Sons Executive Chairman.



N. Chandrasekaran
Executive Chairman,
TATA Sons



David Haigh
Chairman & CEO,
Brand Finance

David: Firstly, congratulations on TATA Group being ranked again as the Most Valuable Brand in India, as well as TCS being the Most Valuable IT Services Brand and Taj being the Strongest Indian Brand from your group. In fact, since you took over as chairman in 2017, the TATA brand has gained US\$10 billion in value. It's gone from US\$13 to US\$24 billion approximately. What do you feel has worked well for the business when you reflect over the last five years as chairman, and what has driven that that growth?

Chandra: The last five years at the TATA Group has been a big transformational journey. We have been simplifying our businesses, we have been strategising between the group companies and identifying areas we need to scale across the group. This has yielded significant business performance across all our group companies in terms of strong balance sheets, strong P&L, profit growth, cash flows, as well as good recognition by the market in terms of the market capitalisation. We have been practically doing three things: One, is strengthening our core businesses, which have been there for a very long time, some of them for more than 100 years, TATA Steel, TATA Motors, TATA Power, TCS, and many of the other companies. Secondly, we are transforming all those companies for the future in terms of digitalisation, sustainability, and supply chain resilience. And thirdly, the opportunity to create new businesses, which are the businesses of the future. We have been working on all three fronts. I must say that the teams have done a great job, and collectively we are doing well.

David: Could you just comment briefly on the new TATA Super App, which is binding your businesses together. How does the brand assure people that that is going to help them in their lives, and that they can trust you to have all their information?

Chandra: See, everyone must play to their context. The fundamental value proposition is to simplify the life of the consumer. The TATA Group has one of the largest consumer business portfolios in the world. We're in electronics, fashion, apparel, jewellery, watches, airlines, insurance, hotels, and even financial services. And depending upon how you look at it, we improve the lives of anywhere from 600-700 million consumers with our products. The idea is to bring it all together into one single platform, so that we can leverage our presence across multiple categories and offer our consumers the benefits of synergy by creating one single loyalty programme.



We call this TATA Neu. We have created a concept of Neu Pass and Neu coins, which are a way to bring the customers into this single platform and give them the benefit of being part of the TATA ecosystem. Following its launch, the reception has been fantastic, with many more categories to come. The whole idea is to be able to offer products, services and the solutions that will enable a much simpler way to get things done daily for the consumer. Our brand is known for trust, and we shall continue to enhance trust by always being super transparent with the consumer.

David: The thing which always strikes one about TATA is that it produces good quality products in a very trustworthy manner, delivering them to customers in various markets. I'd be interested to know how you disseminate the brands so that everyone knows you're as good in all sectors and in all your foreign markets?

Chandra: The TATA brand in India is extremely well known, as you know it's the most trusted brand. And we have used several techniques in other markets. For example, when I was running TCS, I kind of caught on to the value of sponsoring marathons, which did extremely well in engaging our customers and employees, initially in Amsterdam, then later in New York. And now we are present in over 14 prestigious marathons in different parts of the world, and that has really enhanced the TCS brand and the TATA brand globally. This has helped boost the trust factor behind our brand and improved wellness for the communities we operate in.

Jaguar Racing and TCS' presence in Formula E is helping create new innovations in field such as batteries, which will help electrification efforts for the automobile industry, and TATA Steel uses sports like football and chess as a tool to drive community engagement. Recently, we also became a title sponsor for IPL – the world's most prominent cricket league. Cricket is a magnetic sport, not only in India but in many other countries. It has billions of passionate followers around the globe, especially India and the sub-continent, Australia, England and South Africa and many other places. So, we're using all of this as a mechanism to continue to reinforce the brand.

David: And as you say, there's marathons, there's formula one, football, chess, and IPL. Does that mean that you think sport is a much better way of communicating and gaining the loyalty and attention of customers? And how is the IPL investment going?

Chandra: The IPL investment has gone exceedingly well - we've got a lot of traction and it's making an impact. If you come to the cricket stadiums, you can really see the presence of the brand.





Also, we see it in the data analytics that we do based on the IPL viewership and its connections to the Super App, and to some of our other companies like TATA Motors – who launched a vehicle called ‘Punch’, an SUV which is doing very well in the Indian market.

So, we see the results, certainly, in all the analytics that we do. Therefore, I do feel that the sponsorship has gone very well. While not the only medium, sports certainly work to create impact. I feel that the themes that we can promote, such as sustainability as with the case of Formula E car racing, and health linked to the marathons, are received extremely well by consumers.

David: You've always been a very sustainable and socially responsible group. I'd be interested to know what your strategy is on that front, or is it just a continuation of what you've done for the last 154 years, and how do you see it spanning out across different parts of the business?

Chandra: Sustainability is one of the most critical transformations and transitions that businesses, countries, and communities must make. In the next 10, 20, 30 even 40 years, it's going to be a very significant transition. At the group, we have seen this as a big opportunity, and we have pivoted to make this transition by integrating sustainability into the core of the business. For example, in TATA Power, we have stopped investments in the coal-based power plants and focused significantly on renewable energy. Probably by 2030, 80% of our energy will be renewable energy. We are also into solar rooftops and solar pumps by focusing on the consumer-based power requirements. Similarly in TATA Motors, we have pivoted towards electric vehicles in India. Even in commercial vehicles, we have launched our first electric truck, as well as fuel cell, hydrogen based buses in the

commercial arena. Jaguar Land Rover has a strategy to go fully electric in the Jaguar portfolio from 2025. We are into carbon capture, we are into biodiversity, we are into water neutrality - so we are focusing on sustainability from multiple angles. We have a very strong plan across the group, company by company which is all been integrated across the TATA Group level plan.

Our group has been focused on sustainability when the word was not known. Our focus on biodiversity has been there for 100 years, and our focus on sustainability in terms of community services, ensures that in every community in which we operate, people receive the support of the company, whether it is in health care, their livelihoods, or addressing malnutrition, etc. We been at it for several decades. The group sustainability concept was set up by Ratan Tata in 2007. We had created a formal governance mechanism to raise sustainability by having a TATA Sustainability Group, which is at the group centre, and the Group Sustainability Council, which is a forum of all the CEOs since 2007. Now, we are trying to accelerate that journey with a lot of metrics with science-based targets. We will be announcing our whole sustainability plan and strategy soon. So obviously, we need to drive this change and make sure that sectors which challenge sustainability, such as autos and airlines, are given special attention.

David: So, focusing on the aviation sector, where I know that TATA was very involved in setting up Air India in 1932, and is now back in ownership of Air India. You've also invested in Vistara. I'm interested to hear about the overall strategy for the aviation sector, including for the brand.

Chandra: We have four airline companies now. We have Air India, which also has a low-cost airline called Air India Express.

Then we have a low-cost airline called AirAsia, which is a joint venture between the TATA Group and AirAsia in Malaysia, and then we have Vistara, which is a full services carrier and a joint venture between the TATA Group and Singapore Airlines. We already said that AirAsia will be merged with Air India Express, so that it will have one single low-cost carrier and as of now, we will have Air India and Air India Express which is one entity. Then we have Vistara as a full services airline. Vistara for now continues to be a joint venture with Singapore Airlines.

On the brand front, our plan is to keep Air India as a brand. It's a very iconic brand, but over the years it has lost some of its lustre, and we aim to bring it back. We want to make this a world class airline and to be one of the most technologically advanced airlines. There is no real need to change the brand, since the whole market knows that Air India is now a TATA company. They are all rooting for our success, and we are very humbled with their support.

David: So earlier this year, our Brand Guardianship Index, where we measure the strength of CEOs as brand guardians, put you in the top 25 CEOs in the world. What, in your view, should a CEOs top priority be related to their brands, particularly in the current state of the world, after the pandemic, and all the geopolitical challenges that are going on now?

Chandra: First, I'm very humbled that I was ranked in the top 25. It's a huge honour and a huge responsibility. To my mind, the brand purpose should be absolutely protected. That's the top priority for us. The trust that the consumers have on the TATA brand should be reflected in everything we do, especially in terms of social responsibility, quality of products, quality of services, in the way we treat our employees, and customer centricity. It's a 360-degree responsibility. There are many ways we can expand our reach to the consumers, whether through sports or through other mechanisms. But fundamentally, we must live the brand, every single day, and we must live it better every single day.

David: You've been chairman for five years. What do you think will happen over the next five years with the TATA brand?

Chandra: We are driving our business performance not only in terms of financial results, but also in terms of addressing the five megatrends. The first of these is digital, which basically focuses on artificial intelligence and data. I've gone on record saying that every

business is an AI business and a data business, and no sector can escape that.

Secondly, every business must lead in sustainability and lead with sustainability, and this must be integrated into the business strategy and in the DNA of our business model.

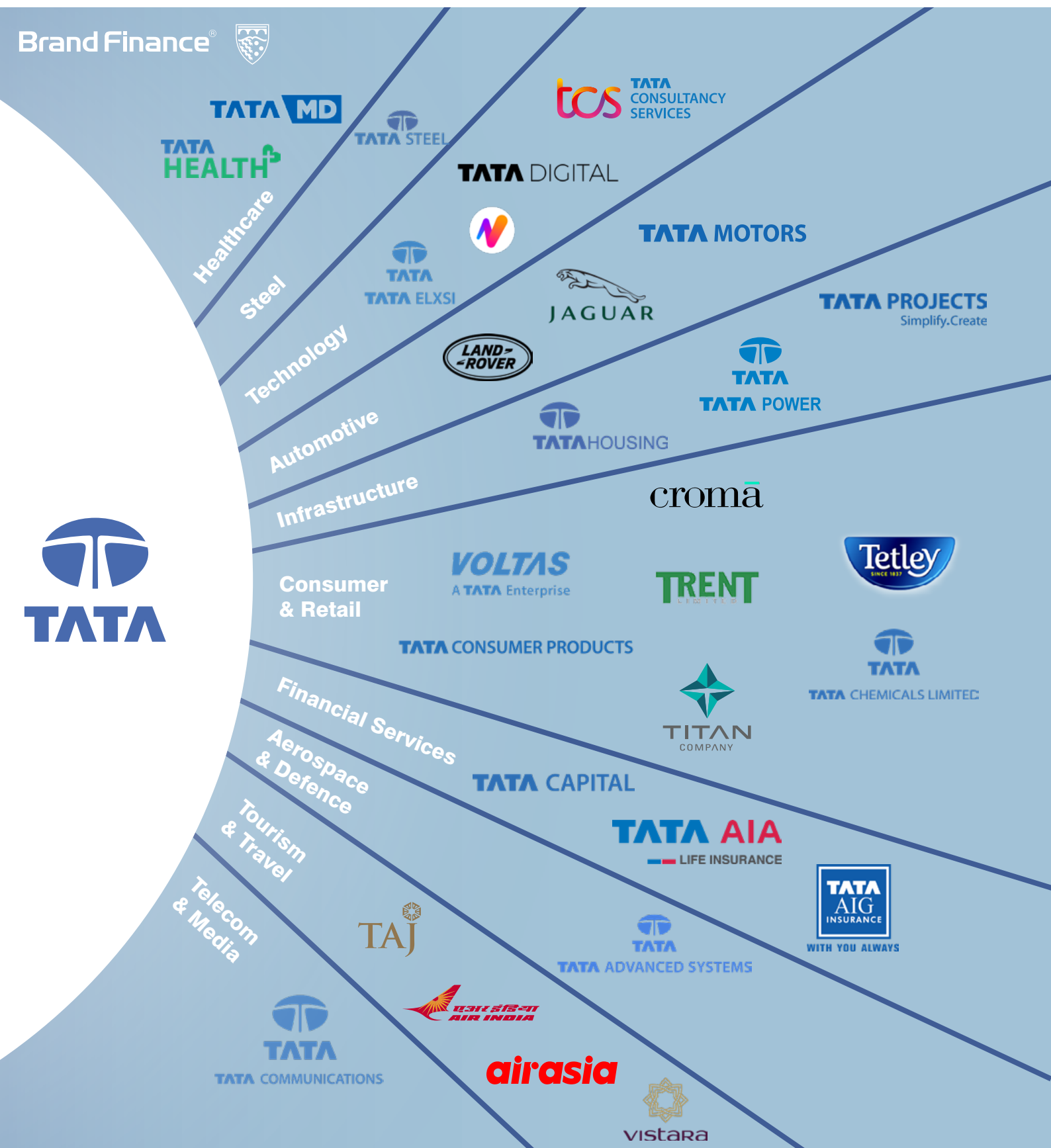
Thirdly, we need to be resilient in our supply chains. We operate in a global world and global markets and all our products and services require global sourcing, we need to have self-reliance and redundancies in our supply chains. This need for resilience in supply chains required for global businesses throws up an opportunity, which I call it the India plus opportunity. So, we have started creating new businesses like electronics manufacturing, batteries, next generation telecom technologies (4G, 5G and beyond). We need to make sure that we address these global opportunities suitably.

The next trend is safety, health, and wellness. People cannot assume that wellness and health are only relevant for certain businesses, they are relevant in every business. So, a health wellness safety value proposition must be well thought through from the consumer point of view, whether you are B2B or B2C. We shall also focus a lot more on social impact. The TATA Group, led by TATA Trusts, TATA Sons and all the operating companies, spends a significant amount of effort, resources (both human resources and financial resources) in addressing social issues, to create impact globally, and in India. We shall scale it up as we want to be able to make much larger impact in solving some of the biggest problems in the social environment. So, I'm hopeful that we will make a bigger impact in the next five years.

The other area, we want to make an impact in is talent. Not only talent within the group, but how we can contribute to develop skills in people at scale, so that people get the skills that are required which are relevant for the future, and how we can empower people with artificial intelligence, data, and Cloud, using technology so that they are able to perform better. So those are the areas we want to work on for the next five years.

David: Well, it's a very exciting prospect. In our Global 500, the TATA brand is 78th in the world, and India is a very fast-growing economy, with TATA right there at the forefront. So, we are looking forward to seeing TATA up in the top 50 or even higher amongst the global brands, and for it to be recognised more globally, which I think the sports strategy will very much achieve. I wish you well over the next five years.

*Full interview found on our YouTube channel.



Brand Guardianship Index.



Brand Guardianship Index.

Chief Executives today need to do more than simply grow a business and make money for their investors. Good CEOs are those who nurture relations with all stakeholders and enhance the reputation of their brands as a result. Investors increasingly care about corporate social responsibility about environmental, social and governance issues. The role of the CEO has evolved as we navigate the era of personality CEOs where public scrutiny can be equal to that of a celebrity figure. It is no longer enough to have a vision for the business's future. It is about forging an authentic public profile and reacting earnestly to reputational challenges and opportunities. The Brand Guardianship Index celebrates the CEOs who balance the needs of commercial success, long-term brand building and personal reputation management. The Brand Finance Brand Guardianship Index has been expanded and now ranks the world's top 250 CEOs.




Chief Executive Officers of Indian brands have performed well in the Brand Guardianship Index 2022 by leading by example. The top Indian brands in the ranking are TATA Sons led by **Natarajan Chandrasekaran** at the 25th position globally with a score of 75.5 out of 100, followed by **Anand Mahindra** from Mahindra & Mahindra at the 41st position globally with a score of 73.2 out of 100. Closely behind the automotive brand is Reliance led by **Mukesh Ambani** at the 42nd position with a score of 72.9 out of 100. The 4th Indian brand globally is State Bank of India led by **Dinesh Kumar Khara**, followed by **Thierry Delaporte** as Wipro's CEO.

Ultimately, the role of a brand guardian is to build brand and business value. Our ranking recognises those who are building business value in a sustainable manner, by balancing the needs of all stakeholders – employees, investors, and the wider society. More and more, the CEOs ranked in the Brand Guardianship Index must work in partnership to build a sustainable future, redefining the role of a CEO from ultracompetitive entrepreneur to collaborative diplomat.

David Haigh
CEO & Chairman, Brand Finance



Top 10 CEOs in India

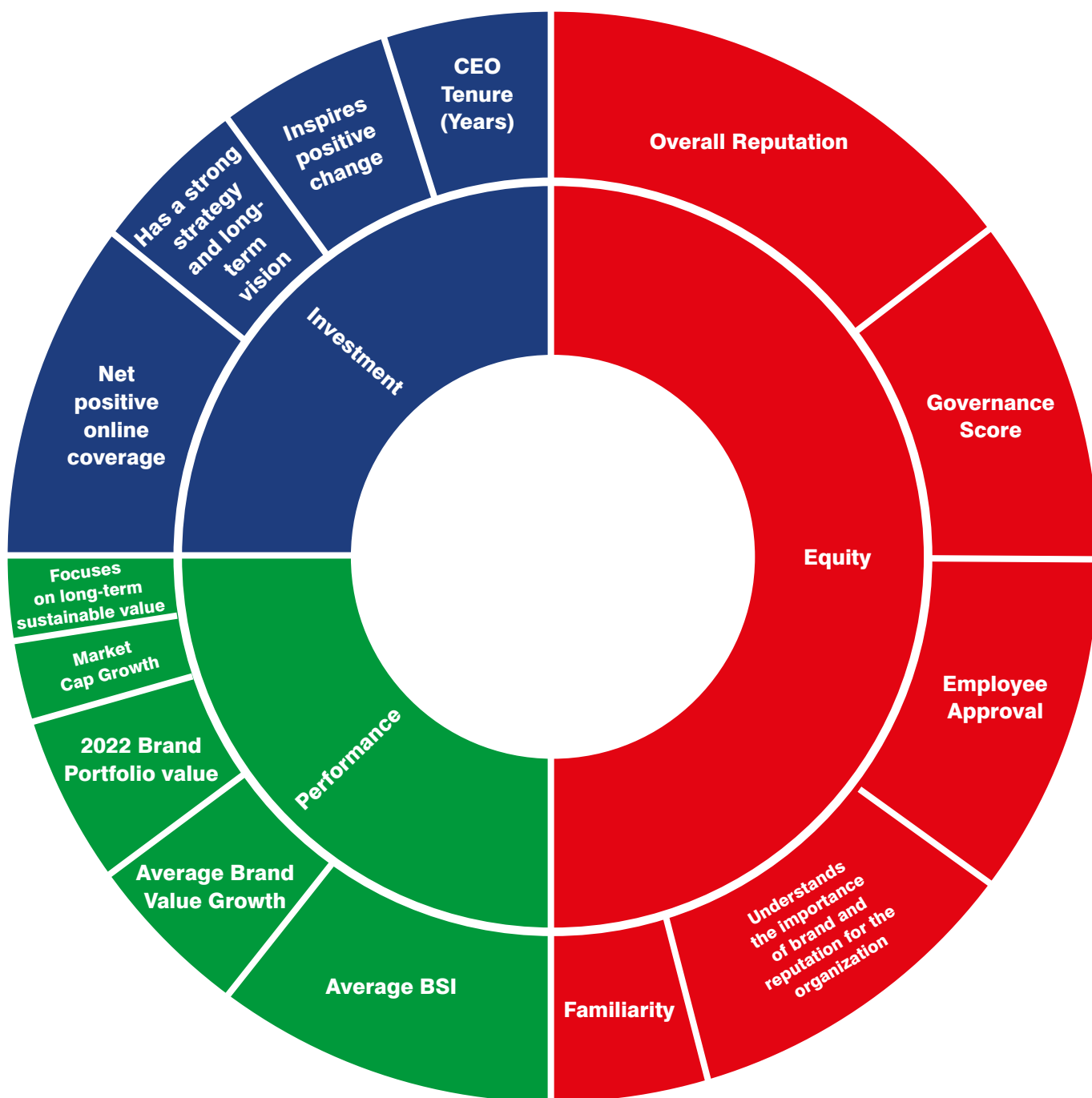
	1	75.5			N. Chandrasekaran TATA Sons
	2	73.2			Anand Mahindra Mahindra & Mahindra
	3	72.9			Mukesh Ambani Reliance
	4	72.7			Dinesh Kumar Khara State Bank of India
	5	71.9			Thierry Delaporte Wipro
	6	68.9			C Vijayakumar HCL
	7	65.7			Sashi Jagdishan HDFC Bank
	8	65.3			Salil Parekh Infosys
	9	64.9			S N Subrahmanyam Larsen & Toubro
	10	62.9			M R Kumar LIC



Brand Guardianship Index Methodology.

Just like the Brand Strength Index, the Brand Guardianship Index is comprised of three pillars, Investment, Equity and Performance.

These pillars are informed by various sub-measures weighting reflected by slice size.



Market Analyst and Journalist Sample

For the 2022 Brand Guardianship Index, Brand Finance commissioned a survey among a panel of over 1,000

market analysts and journalists- two stakeholder groups who have informed and influential views on chief executives' reputation. Fieldwork was conducted in November-December 2021.

A global view: respondent country of residence



Economy					
●	USA	258	●	Canada	57
●	China	203	●	Spain	55
●	UK & Ireland	101	●	France	53
●	Japan	63	●	Middle East	50
●	India	59	●	Germany	45
●	Italy	57	●	South Korea	37

Balanced between analysts and journalists: respondent current occupation



●	Business analyst/ Market analyst	555
●	Journalist (Text/Video)	484

A sample of experienced professionals: respondent time in profession



●	2.1 to 5 years	333
●	5.1 to 10 years	512
●	More than 10 years	194

Brand Spotlights.





Rank

Brand Value

96

\$314m +6%

Rank

Brand Strength

1 

88.9 -0.4



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**STRONGEST
INDIAN
BRAND**

Interview with Puneet Chhatwal.



Puneet Chhatwal
Managing Director
& CEO, Indian Hotels
Company Limited (IHCL)

Congratulations to Taj Hotels for being the Strongest Indian brand in 2022. What do you attribute to this strength, resulting in its leading position in the country?

This recognition is a testimony to the unstinting support and affection of our guests, the unwavering commitment of our associates and the trust placed in us by our partners and stakeholders. Since the very beginning, Taj has occupied a very special place in the hearts of its patrons and has formed everlasting bonds. From introducing the country's first luxury hotel in 1903, Taj has continuously surpassed the expectations that come along with being a leader in the luxury hospitality space. Staying true to its core values of Trust, Awareness and Joy, Taj has also been a frontrunner in its efforts towards ensuring the greater good of the community, while delighting its guests and partners, all with the signature warmth of Tajness. It is this journey of over a century, in which the nation has walked along with us, that brings us this accolade today.

What qualities does Taj focus on when building its global communications and brand campaigns, especially as a respected and authentic Indian brand?

A deep understanding of our guests' needs, our signature warmth and our distinct style of luxury are the key pillars we focus on while crafting any communication or any offering. Always keeping the expectations and emotions of our guests in mind, we believe in communicating with our heart and creating a distinction in the minds and souls of our audience. In doing so, we are always rooted in the tradition and values that are inherent to authentic Indian hospitality, and are also mindful of the sensibilities, interpretations and regulations that come along with communicating in different geographies or to different demographics.



What innovations or initiatives are you most proud of that have been implemented at Taj and which have had a long-term positive impact on the company’s reputation and brand?

At Taj, we are constantly re-imagining our offerings to suit the globe-trotting lifestyles of our patrons and the ever-evolving expectations of our stakeholders. From being the custodian of India’s original royal palaces to pioneering locations; from focusing on offerings that are rooted in customer insights like the ‘4D’ offer we launched specifically during the COVID-19 pandemic, to re-affirming its lead in introducing women-centric practices with ‘She Remains the Taj’, and from launching new brands like Innergise - our comprehensive offering in the wellness space, to the re-imagination of the coveted The Chambers club, the brand has always believed in setting benchmarks that serve as a benchmark for the industry.

At Taj, while focusing on the needs of our guests, we also believe in staying true to our community. Our community and sustainability initiatives have always been an integral part of our being and recently we launched Paathya, our holistic framework to drive sustainability, governance and social impact measures that aim to lay down best practices and create significant impact for the industry.

With the pandemic ending, how has Taj developed its brand purpose and CSR capabilities for the future growth of the company and its employees?

Taj tackled the challenges posed by the pandemic with agility and strategic initiatives, as it marched ahead with renewed empathy and care. While the industry witnessed mass shutdowns and widespread forced attrition, Taj stood by its associates through the testing

times by introducing a series of initiatives under Taj for Families. Under the #MealsToSmiles programs, Taj re-enforced its commitment to the community by distributing over 4.5 million meals to frontline warriors and migrant workers and hosted 125,000 bed nights for front line workers fighting the pandemic. While international travel stayed largely restricted, Taj invited its domestic guests to discover the picturesque locales and vibrant festivals of India with the ‘Dekho Apna Desh’ campaign. And with the launch of ‘She Remains the Taj’, on the heels of the end of the pandemic, Taj has re-affirmed its commitment to support and encourage women in every role, as guests, employees, partners, and stakeholders. Each of these initiatives, born out of a deep insight and rooted in the brand’s core values, has helped Taj augment its brand purpose and make it future-ready.

How has Paathya positioning strategy paved the way for Taj brand building in long term?

Inspired from the Sanskrit term पाथ्य, Paathya, inferring a path, is our roadmap to leading positive change with our core values of Trust of all stakeholders, Awareness around the needs of our ecosystem and Joy at heart. Taking ahead Taj’s over a century-old legacy, Paathya forges a journey focused on Environmental Stewardship, Social Responsibility, Excellence in Governance, Preserving Heritage, Value Chain Transformation and Sustainable Growth. This launch is in line with our commitment to contribute to society with an integrated approach towards creating sustainable growth and positive impact. It also reaffirms our founder Mr. Jamsetji Tata’s vision of keeping the community at the heart of the business. Paathya sets the tone for a tomorrow that is more sustainable and inclusive, and where Taj takes the lead in driving India’s journey to being among the top sustainable travel and tourism economies.



Tech Mahindra.



Tech Mahindra

Indian IT Services 2022

Rank	Brand Value
5 ←	\$3.0bn +30%

Rank	Brand Strength
5 ←	76.0 +1.9



Brand Finance® Awards

TOP 10 STRONGEST IT SERVICES BRAND

Interview with Nikhil Malhotra.



Nikhil Malhotra
Chief Innovation Officer,
Tech Mahindra

As the R&D arm of Tech Mahindra, how has Maker's Lab™ consistently enabled a culture of collaboration and collective innovation?

From its very inception, Maker's Lab™ has been all about harnessing the creative potential of not just researchers in a lab but from the wider community of academics and business leaders. In fact, this Thin-Q-Bator is guided by the core values of Tech Mahindra and the larger Mahindra Group. We Rise for Good together.

More than the successes, it is the failures that we celebrate and remember the most. We also like to refer to them as "feedbacks". One of our first feedbacks was when we took on this ambitious project to disassemble a children's bike and retrofit it with sensors so that it could stand on its own. It took us three months to figure out how to control its center of gravity. Unfortunately, another robotics company from the US beat us to it with their self-balancing robots. It felt like a crushing defeat then, but if you ever visit our Pune Maker's Lab, you'll see that bike proudly on display, reminding us of how far we have come.

For us here, it is almost an unsaid, collective mission to do good with technology-led innovations that would create a better world. During the pandemic, it was all hands-on deck; from conducting research on predicting the severity of the next virus waves, to using artificial intelligence to search for potent drugs, and to combating the deadly virus. We even dedicated hours of volunteer work to help those on the frontlines and those in need. Our research continues to identify FDA-approved drugs that can be redeployed as therapeutics for COVID-19.

Recently, we collaborated with the College of Military Engineering (CME), Pune to address challenges in the field of defense through technological innovations. Through the association, Makers Lab™ will provide real world technological innovations to the army officers at CME and help them understand the nuances of emerging technologies. We are also working with the government and NGOs to bring predictive data-based assistance to the farmers of our country, while also tackling the equally important issue of autonomous vehicles, which have the potential to dramatically transform road safety in India.

What we do every day serves as constant reminders at Makers Lab™ to collectively work towards our mission to simplify tech for good through collaborative innovation.





With rising focus on next-gen tech and the metaverse, what role will Makers Lab™ play in shaping this technology-fueled reality of the future?

From dealers to retail stores, telecom to banks and healthcare providers, there is not an industry left that will not be impacted by the metaverse. In fact, we have been encountering regular queries from customers who want to join the metaverse bandwagon.

We are on to a newer, better reality for this world—one where the virtual and the real will harmoniously collide. One where we can conserve our planet and our bottom lines, create decentralized never-before-experienced experiences, and establish a “creator economy” in the process.

Our aim at Makers Lab™ is to demystify this metaverse and all its layers and fuel the next generation of metaverse experience.

We have already launched a first-of-its-kind, ‘Meta Village’, a digital twin of Pargaon in Maharashtra to gamify learning on the Roblox platform. This Meta Village will enable students to code in Bharat Markup Language (BHAML), a language platform built by Makers Lab™ that enables anyone to code HTML and Javascript in their native language. We have been preparing this meta reality for a while now.

Over 1000 engineers are currently being trained this year on facets of graphics computing, IoT, AI and edge computing for this very purpose. We have been honing our expertise in the many next generation technology layers—cloud, data analytics, 5G, AI, blockchain, and cybersecurity—to offer our stakeholders the NXT in digital innovation.

While we see how reality shifts with metaverse, we are also cognizant of the framework of computing which is undergoing transformation with quantum computing. Our foray in this relatively unknown world of quantum physics happened in 2018. This was our first use case on post quantum cryptography with our long-standing partners in the UK. We have now extended our research and development efforts in quantum machine learning and algorithmic application to use cases.

We will continue to offer end-to-end transformation services, creating significant synergies that can bring solutions which catalyze future readiness for our customers.

Tech Mahindra has always been a brand for purpose, focused on sustainability and responsible business growth. What are some of the ways in which Makers Lab™ ensured that there is always meaningful impact on ground?

As part of Tech Mahindra’s skilling initiative to harness the power of technology and promote technical education in rural areas, Makers Lab™ has been teaching children the basics of computers and BHAML to leverage technology to reinvent the education system at the grassroots.

I mentioned Meta Village, which will also gamify the learning process for children in rural India thereby providing them with an opportunity to develop the crucial technical skills needed to become tomorrow’s disruptors.

We have also led Ideathon Laps to focus on responsible business growth that can help shape a better and sustainable future.

This was part of the ongoing Mahindra Racing partnership to crowdsource innovative solutions for a better and sustainable future.

In our endeavor to build intellectual properties locally, we are also ensuring to contribute to the backbone of our society – agriculture. With the agritech boom in the country, the major focus has been on large farm holders and the inputs market side, including insurance. To ensure services like insurance are accessible, achievable, and sustainable for even small holding Indian farmers, we went on to make a simple app that farmers can use to manage loans and assets in 12 local languages with voice support to do away with the problems of interacting with the ‘application. We have also built on to the ‘Panchang’ intelligence and envision to create our own weather channel for farmers which will give weather prediction from IMD and compare it with ‘Panchang’ to predict weather conditions more accurately for farmers to decide on their crop.

To put it briefly, every action we take at Makers Lab™ must have a meaningful impact on ground.

Are there areas which Makers Lab™ concentrates on beyond Tech Mahindra? And how does it cascade into the Tech Mahindra brand?

Stakeholder capitalism is embedded in Tech Mahindra’s DNA and we at Makers Lab™ have been working towards serving the larger community for a while now.

For one, we treated unprecedented crisis as a testbed for India to invest into independent research and technology through collaboration across the key sectors, government, customers, and our people. We accelerated our R&D led innovations to curb the surge of COVID-19 cases in India. The first goal was to study and build susceptible-exposed-infectious-recovered (SEIR) compartmental mathematical models for prediction of COVID-19 across cities. With the second wave, our lab adopted this molecular docking approach considering the virus’ high transmission rates. Using AI, we looked at 8000 FDA approved drugs and distilled that list to one viable product that is being tested by our partners in Bangalore (Reagene Biosciences and Indras). This has now transformed into usage of quantum computing to even enrich the space of drug discovery.

Next, autonomous driving, which may not have direct relevance to Tech Mahindra, is still relevant for

Mahindra Group, where Makers Lab™ is researching on how to bring a certain level of autonomy in the sub-continent. The algorithms which work well in other parts of the world may need to be tweaked when we consider conditions on Indian roads.

We are also researching on neuroscience-inspired AI or AI++ as we like to call it, and there have been various groups across the world doing this. Our primary motivation has been the human brain and the ease at which parallel processing and reasoning happens within the human brain. We tend to study processes and are researching on algorithms that can complement the current AI techniques like vision and language. We believe that would be a huge boost to the AI delivery pipeline and solutions.

Every initiative we adopt or action we take, be it in research or building new-age solutions, is rooted in Tech Mahindra’s overall core values to go beyond business and create a better tomorrow.





Global Soft Power Index.

The effect of a country's national image on its home-grown brands and the economy as a whole is now widely acknowledged. In a global marketplace, it is one of the most important assets of any state, encouraging inward investment, adding value to exports, and attracting tourists and skilled migrants.

For over 15 years, Brand Finance has been publishing the annual Nation Brands report – a study into the world's 100 most valuable and strongest nation brands.

Building on this experience, Brand Finance has now produced the Global Soft Power Index – the world's most comprehensive research study on perceptions of 100 nation brands from around the world.

The Global Soft Power Index surveys the opinions of the general public as well as specialist audiences, with responses gathered from over 75,000 people across more than 100 countries. The Global Soft Power Index 2022 report is the third iteration of this study, which Brand Finance hopes to conduct annually.

Global Soft Power Index 2022.

 <p>1 ↑ 6 UNITED STATES Score 70.7 +14.8</p>	 <p>2 ↑ 3 UNITED KINGDOM Score 64.9 +7.0</p>	 <p>3 ↓ 1 GERMANY Score 64.6 +2.4</p>	 <p>4 ↑ 8 CHINA Score 64.2 +9.9</p>	 <p>5 ↓ 2 JAPAN Score 63.5 +2.9</p>
 <p>6 ↑ 7 FRANCE Score 60.6 +5.3</p>	 <p>7 ↓ 4 CANADA Score 59.5 +2.3</p>	 <p>8 ↓ 5 SWITZERLAND Score 56.6 +0.3</p>	 <p>9 ↑ 13 RUSSIA* Score 56.1 +5.5</p>	 <p>10 ↑ 19 ITALY Score 54.7 +6.4</p>
 <p>11 ↑ 22 SPAIN Score 53.0 +5.6</p>	 <p>12 ↓ 11 SOUTH KOREA Score 52.9 +1.6</p>	 <p>13 ↓ 10 AUSTRALIA Score 52.7 +0.5</p>	 <p>14 ↓ 9 SWEDEN Score 52.3 +0.1</p>	 <p>15 ↑ 17 UNITED ARAB EMIRATES Score 52.0 +3.6</p>
 <p>16 ↓ 12 NETHERLANDS Score 50.6 +0.1</p>	 <p>17 ↓ 14 NORWAY Score 49.7 -0.4</p>	 <p>18 ↓ 15 DENMARK Score 48.8 -0.6</p>	 <p>19 ↑ 21 BELGIUM Score 48.5 +0.8</p>	 <p>20 ← 20 SINGAPORE Score 48.5 +0.6</p>
 <p>21 ↓ 16 NEW ZEALAND Score 48.4 -0.9</p>	 <p>22 ↑ 27 TURKEY Score 47.8 +5.4</p>	 <p>23 ↑ 25 ISRAEL Score 47.6 +3.9</p>	 <p>24 ← 24 SAUDI ARABIA Score 47.1 +2.9</p>	 <p>25 ↓ 18 FINLAND Score 47.1 -1.2</p>

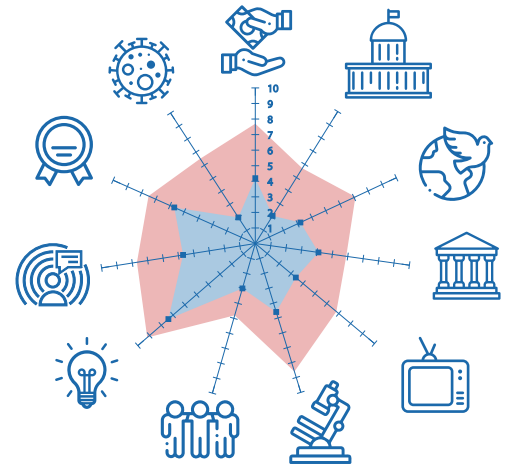
* Research conducted in the autumn of 2021 - does not account for the impact of Russia's invasion of Ukraine.

 <p>26 ← 26</p> <p>QATAR</p> <p>Score 45.8 +3.5</p>	 <p>27 ↓ 23</p> <p>AUSTRIA</p> <p>Score 43.4 -3.3</p>	 <p>28 ↑ 35</p> <p>BRAZIL</p> <p>Score 43.4 +5.3</p>	 <p>29 ↑ 36</p> <p>INDIA</p> <p>Score 43.2 +5.6</p>	 <p>30 ↓ 29</p> <p>IRELAND</p> <p>Score 41.9 +1.3</p>
 <p>31 ↑ 34</p> <p>EGYPT</p> <p>Score 41.6 +3.3</p>	 <p>32 ↓ 28</p> <p>PORTUGAL</p> <p>Score 41.0 +0.2</p>	 <p>33 ↓ 31</p> <p>GREECE</p> <p>Score 40.4 +0.6</p>	 <p>34 ↑ 37</p> <p>SOUTH AFRICA</p> <p>Score 40.2 +3.1</p>	 <p>35 ↓ 33</p> <p>THAILAND</p> <p>Score 40.2 +1.5</p>
 <p>36 ↑ 42</p> <p>KUWAIT</p> <p>Score 39.1 +3.3</p>	 <p>37 ↓ 30</p> <p>ICELAND</p> <p>Score 38.6 -1.3</p>	 <p>38 ↑ 41</p> <p>ARGENTINA</p> <p>Score 38.5 +2.5</p>	 <p>39 ← 39</p> <p>MALAYSIA</p> <p>Score 38.5 +1.5</p>	 <p>40 ↓ 38</p> <p>POLAND</p> <p>Score 38.2 +1.2</p>
 <p>41 ↓ 32</p> <p>LUXEMBOURG</p> <p>Score 37.6 -1.4</p>	 <p>42 ↑ 44</p> <p>MEXICO</p> <p>Score 37.5 +3.2</p>	 <p>43 ↑ 49</p> <p>CROATIA</p> <p>Score 35.4 +1.7</p>	 <p>44 ↓ 40</p> <p>CZECH REPUBLIC</p> <p>Score 35.3 -1.0</p>	 <p>45 ↓ 43</p> <p>HUNGARY</p> <p>Score 35.2 +0.5</p>
 <p>46 ↑ 48</p> <p>MOROCCO</p> <p>Score 34.9 +1.1</p>	 <p>47 ↓ 45</p> <p>INDONESIA</p> <p>Score 34.8 +0.5</p>	 <p>48 ↑ 52</p> <p>COLOMBIA</p> <p>Score 34.7 +1.2</p>	 <p>49 ↑ 51</p> <p>OMAN</p> <p>Score 34.6 +1.0</p>	 <p>50 ↑ 57</p> <p>ROMANIA</p> <p>Score 34.4 +2.2</p>



India's performance compared to best in class per pillar

● Best in Class ● India's Results



India

Rank #29 ↑ #36

Score 43.2/100 +5.6



Ajimon Francis
Managing Director,
Brand Finance India

India's soft power is like a river flowing down from the Himalayas. It is understated at times, gentle mostly, displays power when situations demand and carries itself with elegance through the tumults of time.

With India earning a ranking of 29th in the Global Soft Power Index, the river is as wide, quiet and calm as a lake. India exerts its soft power very gently, but is prominent in a number of fields: From being the world's largest democracy to its spectrum of cultural and linguistic diversity to its moral doctrine of non-violence of Mahatma Gandhi, to its biggest non-monetised global export of Yoga, Spiritualism, to its Classical Music and Dance, to the millions who come to India every year for its Holistic healthcare, to its delicious and flexible cuisines enjoyed globally as curries and to its loud Bollywood known over the world.

Behind the scenes, India is today the world's most powerful IT factory, earning it a strong rankings for science and technology. Indian IT firms lead the way in providing digitisation for the world going through pandemic. From its limited reserves, India finds a way to help other countries in healthcare – both in terms of hard power (vaccines) and soft power (healthcare professionals).

With its dependence on world resources, India found a way to remain balanced in a polarised world of geo-politics, and earned a decent rating of 4.2 for 'good relations with other countries'. During the polarised Cold War of the 20th century, India led the non-aligned movement, but India will struggle to play a similar role. The first 20 years of the 21st century saw extensive conflict to its west in Afghanistan, there is currently significant conflict to its

north in the former Soviet republics, and there is the future risk of conflict to its east with China. Indeed, last year a number of Indian troops died in a military conflict with China in the Himalayan mountains. These tensions will be challenging for a democratic India to navigate.

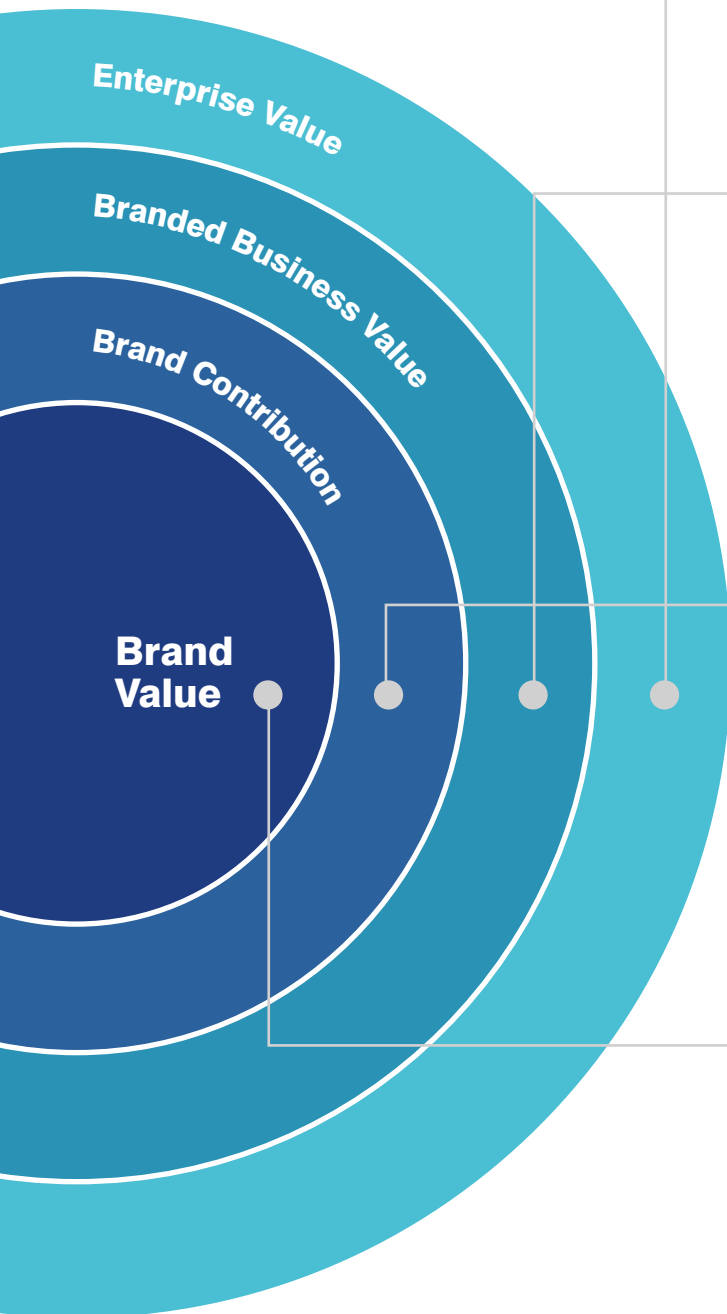
This is a country which cherishes innovation and at the same time develops cutting edge block-chain technology. India is yet to showcase itself on a global stage. Perhaps it does not need to. In the long run, the world will notice the gentle flow of this nation's ability to show it is okay to be understated and calm like a lake.





Methodology.

Definitions.



Brand Value



+ Enterprise Value

The value of the entire enterprise, made up of multiple branded businesses.

Where a company has a purely mono-branded architecture, the 'enterprise value' is the same as 'branded business value'.



[TATA Consultancy Services]

+ Branded Business Value

The value of a single branded business operating under the subject brand.

A brand should be viewed in the context of the business in which it operates. Brand Finance always conducts a branded business valuation as part of any brand valuation. We evaluate the full brand value chain in order to understand the links between marketing investment, brand-tracking data, and stakeholder behaviour.



[TATA Consultancy Services]

+ Brand Contribution

The overall uplift in shareholder value that the business derives from owning the brand rather than operating a generic brand.

The brand values contained in our league tables are those of the potentially transferable brand assets only, making 'brand contribution' a wider concept. An assessment of overall 'brand contribution' to a business provides additional insights to help optimise performance.



[TATA Consultancy Services]

+ Brand Value

The value of the trade mark and associated marketing IP within the branded business.

Brand Finance helped to craft the internationally recognised standard on Brand Valuation – ISO 10668. It defines brand as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

Brand Valuation Methodology.

Definition of Brand

Brand is defined as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services, or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

Brand Value

Brand value refers to the present value of earnings specifically related to brand reputation. Organisations own and control these earnings by owning trademark rights.

All brand valuation methodologies are essentially trying to identify this, although the approach and assumptions differ. As a result published brand values can be different.

These differences are similar to the way equity analysts provide business valuations that are different to one another. The only way you find out the “real” value is by looking at what people really pay.

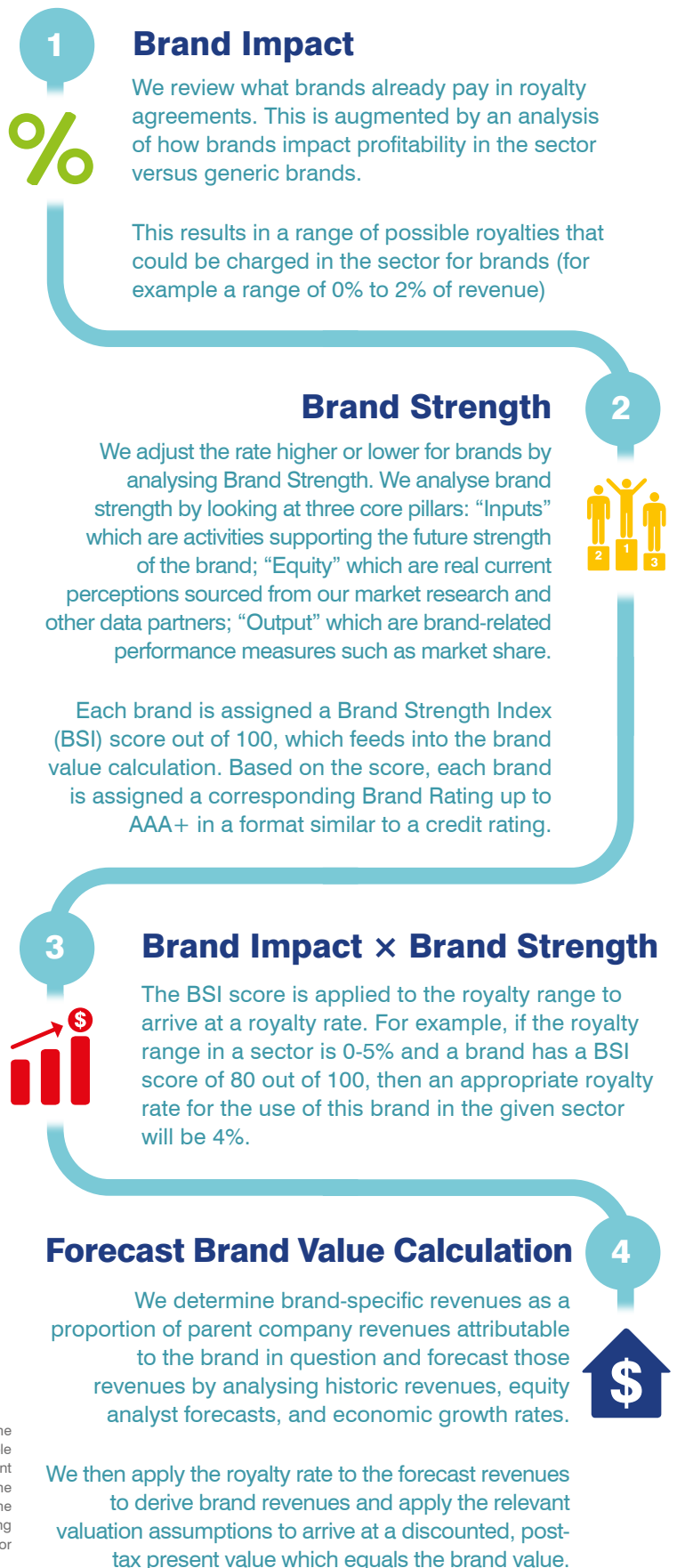
As a result, Brand Finance always incorporates a review of what users of brands actually pay for the use of brands in the form of brand royalty agreements, which are found in more or less every sector in the world.

This is sometimes known as the “Royalty Relief” methodology and is by far the most widely used approach for brand valuations since it is grounded in reality.

It is the basis for a public rankings but we always augment it with a real understanding of people’s perceptions and their effects on demand – from our database of market research on over 3000 brands in over 30 markets.

Disclaimer

Brand Finance has produced this study with an independent and unbiased analysis. The values derived and opinions produced in this study are based only on publicly available information and certain assumptions that Brand Finance used where such data was deficient or unclear. Brand Finance accepts no responsibility and will not be liable in the event that the publicly available information relied upon is subsequently found to be inaccurate. The opinions and financial analysis expressed in the report are not to be construed as providing investment or business advice. Brand Finance does not intend the report to be relied upon for any reason and excludes all liability to any body, government or organisation.



Brand Strength.

Brand Strength

Analytical rigour and transparency are at the heart of our approach to brand measurement at Brand Finance. Therefore, in order to adequately understand the strength of brands we conduct a structured, quantitative review of data that reflect the 'Brand Value Chain' of brand-building activities, leading to brand awareness, perceptions and onwards to brand-influenced customer behaviour.

To manage the 'Brand Value Chain' process effectively we create and use the "Brand Strength Index" (BSI). This index is essentially a modified Balanced Scorecard split between the three core pillars of the 'Brand Value Chain': **Brand Inputs**, **Brand Equity** and **Brand Performance**.



1 Attribute Selection and Weighting

Although we follow a general structure incorporating the three pillars (Brand Inputs, Brand Equity and Brand Performance), the attributes included are different depending on the sector. A brand strength index for a luxury apparel brand will differ in structure from an index designed for a telecommunications brand. An index for luxury apparel brand may emphasize the exclusiveness, word of mouth recommendation, and price premium, whereas an index for a telecommunications company may emphasize customer service and ARPU as important metrics.

These attributes are weighted according to their perceived importance in driving the following pillar: Brand Investment measures in driving Brand Equity; Brand Equity measures for Brand-Related Business Performance measures; and finally the relevance of Brand-Related Business Performance measures for driving business value.

2 Data Collection

Brand's ability to influence purchase depends primarily on people's perceptions. Therefore, the majority of the Brand Strength Index is derived from Brand Finance's proprietary Global Brand Equity Research Monitor research, a quantitative study of a sample of over 100,000 people from the general public on their perceptions of over 4,000 brands in over 25 sectors and 37 countries.

However, at Brand Finance we also believe that there are other measures that can be used to fill gaps that survey research may not capture. These include total investment levels – for example in marketing, R&D, innovation expenditure, that can be a better guide to future performance than surveys. They also include online measures – such as ratings by review sites and social media engagement that can give a more granular understanding of marketing effectiveness. Finally they also include real behaviour – for example net additions, customer churn and market share, to overcome the tendency for surveys to incorporate intended behaviour rather than real.

Over a period of 3 to 4 months each year, we collect all this data across all the brands in our study in order to accurately measure their comparative strength.

2



3 Benchmarking and Final Scoring

In order to convert raw data in to scores out of 10 that are comparable between attributes within the scorecard, we then have to benchmark each attribute. We do this by reviewing the distribution of the underlying data and creating a floor and ceiling based on that distribution.

Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating.

Analysing the three brand strength measures helps inform managers of a brand's potential for future success.





3

















Global Brand Equity Monitor.

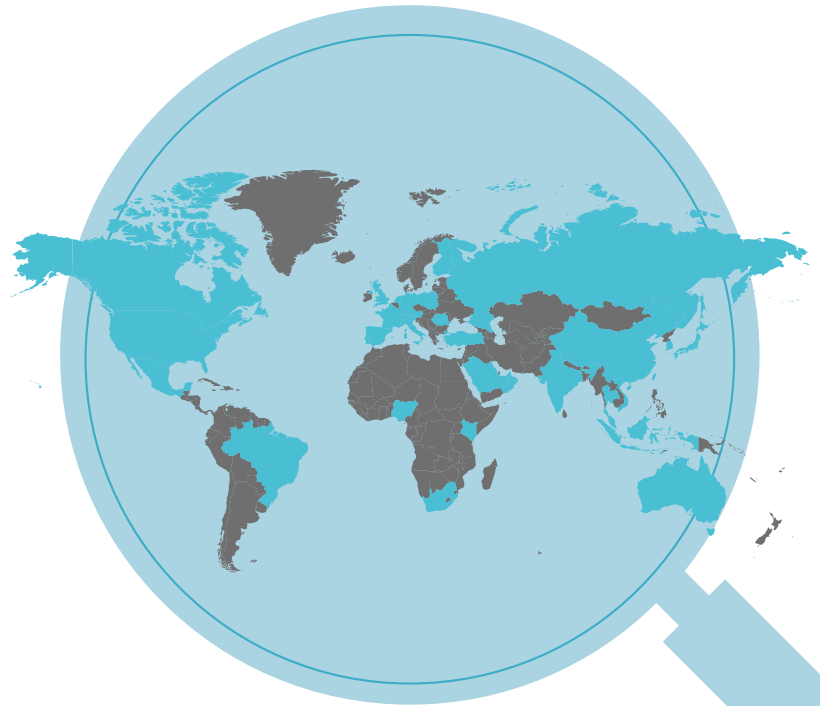
Original market research in 36 countries and across more than 29 sectors with approximately 100,000 consumers rating over 5,000 brands.

Tier 1

-  Apparel
-  Automobiles
-  Luxury Automobiles
-  Banks
-  Cosmetics & Personal Care
-  Food
-  Insurance
-  Oil & Gas
-  Restaurants
-  Retail & E-Commerce
-  Telecoms
-  Utilities

Tier 2

-  Airlines
-  Luxury Apparel
-  Appliances
-  Beers
-  Luxury Cosmetics
-  General Retail
-  Healthcare Services
-  Hotels
-  Household Products
-  Logistics
-  Media
-  Pharma
-  Real Estate
-  Soft Drinks
-  Spirits & Wine
-  Technology
-  Tyres



Brand KPIs and Diagnostics

1. Brand Funnel



Awareness

Have heard of your brand

Familiarity

Know something about your brand

Consideration

Would consider buying/using your brand

2. Brand Usage

3. Quality

4. Reputation

5. Loyalty

6. Closeness

7. Recommendation (NPS)

8. Word of Mouth

9. Brand Imagery

10. Advertising Awareness

11. Brand Momentum

Highlights from the Global Brand Equity Monitor.

Brand Finance’s proprietary market research provides a robust assessment of brand health on key equity measures, allowing comparison both within and across product and service categories. Benchmarking against brands outside your sector is especially helpful in assessing the real strength of brand – not just the ‘best of a bad bunch’ in a category where brands are generally weaker.

What makes a brand great?

Amazon is undoubtedly one of the world’s strongest brands, one of just a handful achieving the highest AAA+ rating. It has an extremely strong brand funnel, with near-universal familiarity, and consideration, and while its reputation score is not best-in-class, it is stronger than many of its critics might think.

Every strong brand has its own winning formula, and our research highlights Amazon’s particular advantages. Top of that list is the outstanding value which shoppers believe Amazon delivers. Amazon ranks on this measure in big markets such as Brazil, USA, UK, and is #1 among retailers in many more. Value has always been a big driver of consumer behaviour, but Amazon also delivers a slick shopping experience (“excellent website/apps”), and this powerful combination is irresistible for many consumers, even those who question Amazon’s values and broader corporate reputation.




Does brand purpose deliver?

Argument rages among CMOs and marketing gurus over this issue. The jury is out – our data suggests that being seen to “care about the wider community” does correlate somewhat with higher Consideration levels, and is an asset particularly for local favourites such as **Jio** (India) or **Bunnings** (Australia). But brands like **McDonald’s** and **Nike** (as well as Amazon) are liked and desired despite somewhat moderate reputations on sustainability and values.

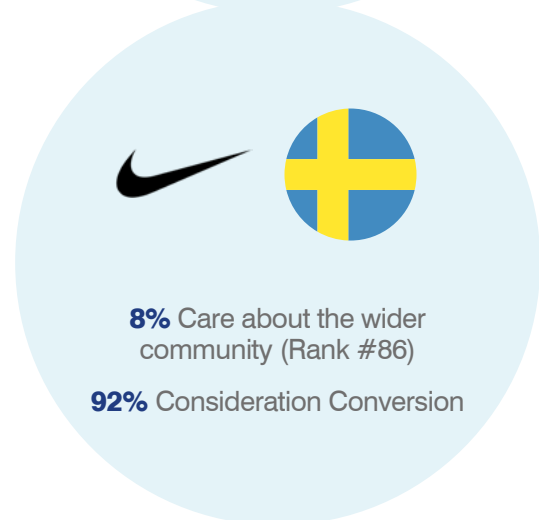
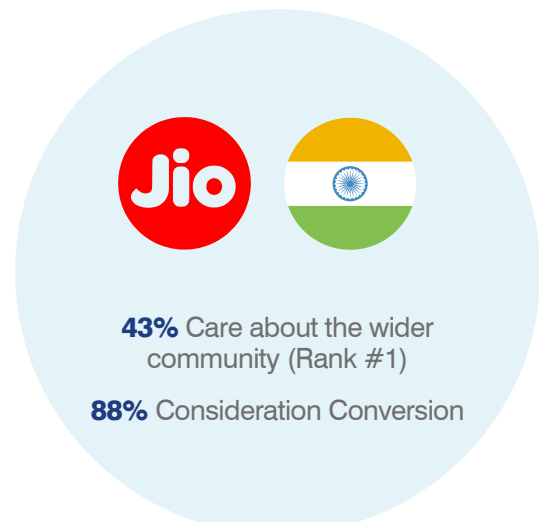
Who's the coolest cat?

In categories like apparel, tech and automotive, sustainability can make you cool, but it’s not the only way. **Porsche** wins relatively few plaudits for sustainability, but its übercoolness is very apparent.

Selected Rankings for Amazon – All Non-Luxury Brands

	Great value for money	Excellent website/apps
	5	5
	1	1
	8	1
	6	1

© Brand Finance Plc 2022



Similarly in the apparel category (especially footwear), the correlation between coolness and sustainability is not especially high.

Meanwhile in France, the epitome of chic, the 2nd-highest highest scorer among non-luxury brands is.... **Burger King**.

Get your brand talked-about

Cool brands get talked about, and word-of-mouth (WOM) is another key asset some brands possess. It has proven impact on brand growth, hence WOM's inclusion in our Brand Strength Index model.

In an absolute sense, big brands get talked about a lot more than small ones – their sheer mass presence and relevance ensures that. But deeper analysis reveals a number of challenger brands who look set to profit from above-expectation WOM levels and positive consumer sentiment. Keep an eye on **Tim Horton's** in Spain, **Peros Garment Factory** (Canada), **SAIC** in, yes, the USA and **iinet** in Singapore.



Top-ranked brands for being “Cool” (Among Category Users) © Brand Finance Plc 2022

	1 st	2 nd	3 rd
	 PORSCHE	Jeep	
	Levi's [®]		
	 CONVERSE		 PORSCHE
		 PORSCHE	 UNDER ARMOUR

Our Services.

The image features a blurred background of a telephone handset and a control panel. A red rectangular overlay is positioned in the upper left quadrant, containing the text "Our Services." in white, bold, sans-serif font.

Consulting Services.

Make branding decisions using hard data

Brand Research

What gets measured

Brand evaluations are essential for understanding the strength of your brand against your competitors. Brand Strength is a key indicator of future brand value growth whether identifying the drivers of value or avoiding the areas of weakness, measuring your brand is the only way to manage it effectively.

- + Brand Audits
- + Primary Research
- + Syndicated Studies
- + Brand Scorecards
- + Brand Drivers & Conjoint Analysis
- + Soft Power



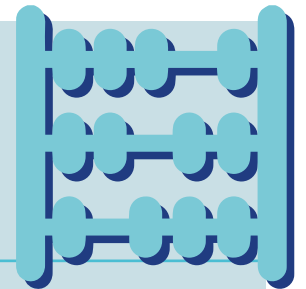
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

Brand Valuation

Make your brand's business case

Brand valuations are used for a variety of purposes, including tax, finance, and marketing. Being the interpreter between the language of marketers and finance teams they provide structure for both to work together to maximise returns.

- + Brand Impact Analysis
- + Tax & Transfer Pricing
- + Litigation Support
- + M&A Due Diligence
- + Fair Value Exercises
- + Investor Reporting



- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?

Brand Strategy

Make branding decisions with your eyes wide open

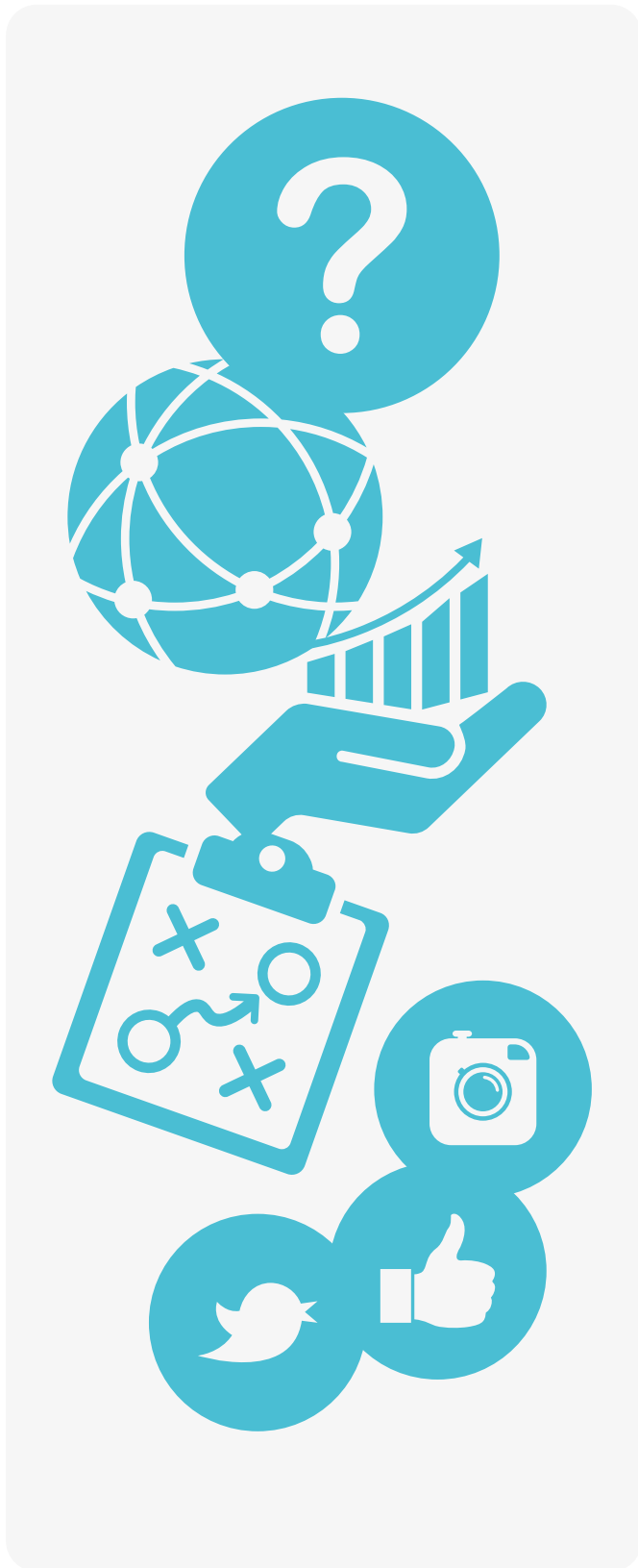
Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

- + Brand Positioning
- + Brand Architecture
- + Franchising & Licensing
- + Brand Transition
- + Marketing Mix Modelling
- + Sponsorship Strategy



- + Which brand positioning do customers value most?
- + What are our best brand extension opportunities in other categories and markets?
- + Am I licensing my brand effectively?
- + Have I fully optimised my brand portfolio?
- + Am I carrying dead weight?
- + Should I transfer my brand immediately?
- + Is a Masterbrand strategy the right choice for my business?

Brand Evaluation Services.



How are brands perceived in my category?

Brand Finance tracks brand fame and perceptions across 30 markets in 10 consumer categories. Clear, insightful signals of brand performance, with data mining options for those who want to dig deeper – all at an accessible price.

What if I need more depth or coverage of a more specialised sector?

Our bespoke brand scorecards help with market planning and can be designed to track multiple brands over time, against competitors, between market segments and against budgets. Our 30-country database of brand KPIs enables us to benchmark performance appropriately.

Do I have the right brand architecture or strategy in place?

Research is conducted in addition to strategic analysis to provide a robust understanding of the current positioning. The effectiveness of alternative architectures is tested through drivers analysis, to determine which option(s) will stimulate the most favourable customer behaviour and financial results.

How can I improve return on marketing investment?

Using sophisticated analytics, we have a proven track record of developing comprehensive brand scorecard and brand investment frameworks to improve return on marketing investment.

What about the social dimension? Does my brand get talked about?

Social interactions have a proven commercial impact on brands. We measure actual brand conversation and advocacy, both real-world word of mouth and online buzz and sentiment, by combining traditional survey measures with best-in-class social listening.

Communications Services.

How we can help communicate your brand's performance in brand value rankings



Brand Accolade – Create a digital endorsement stamp for use in your brand's marketing materials, communications, annual reports, sales documents, recruitment purposes, social media channels and website.



Brand Finance®
Awards

TOP 100
INDIAN
BRAND



Brand Finance®
Awards

MOST VALUABLE
INDIAN
BRAND



Brand Finance®
Awards

STRONGEST
INDIAN
BRAND



Video Endorsement – Recorded video of Brand Finance CEO or Director speaking about the performance of your brand, for use in both internal and external digital communications for your brand.



Bespoke Events – Organise a report launch, award ceremony or celebratory event, coordinate event opportunities and spearhead communications to ensure a good return on investment.



Digital Infographics – Design infographics visualising your brand's performance for use across your brand's social media platforms or on other digital materials.



Trophies & Certificates – Provide a trophy and/or a hand written certificate personally signed by the Brand Finance Chairman to recognise your brand's performance of that year.



Brand Spotlight – Publish contributed brand article or an interview with your brand leader, in the relevant Brand Finance sector report, offered to the Brand Finance network and press.



Media Support – Offer editorial support in reviewing or copywriting your press release, pitching your content to top journalists across the world, and monitoring media coverage.

Brand Dialogue®



With strategic planning and creative thinking, we develop communications plans to create dialogue with stakeholders that drives brand value.

Our approach is integrated, employing tailored solutions for our clients across PR and marketing activations, to deliver strategic campaigns, helping us to establish and sustain strong client relationships. We also have a specific focus on geographic branding, including supporting nation brands and brands with a geographical indication (GI).

Brand Dialogue Limited is a member of the Brand Finance Plc Group



Research, Strategy & Measurement

- Brand & Communications Strategy
- Campaign Planning
- Market Research & Insights
- Media Analysis



Public Relations & Communications

- Media Relations
- Press Trips & Events
- Strategic Partnerships & Influencer Outreach
- Social Media Management



Marketing & Events

- Promotional Events
- Conference Management
- Native Advertising
- Retail Marketing



Content Creation

- Bespoke Publications, Blogs & Newsletters
- Press Releases
- Marketing Collateral Design
- Social Media Content



Strategic Communications

- Crisis Communications
- Brand Positioning & Reputation
- Geographic Branding
- Corporate Social Responsibility (CSR)





Brand Finance[®] Institute

Brand Finance Institute

Learn how to build, protect and measure brand value

The Brand Finance Institute is the educational division of Brand Finance, offering expert training on brand evaluation, management and strategy.

Our in-house training and workshops, online learning offer and webinars will help you answer key strategic questions about your brand for different levels of seniority and development needs:

- How can I grow brand value?
- How can I build a business case to show the return on my marketing investment?
- How can I set up my marketing budget using brand research and analytics?

For more information, contact enquiries@brandfinance.com or visit brandfinanceinstitute.com

Brand Finance Institute is a member of the Brand Finance plc group of companies



Brand Finance Network.

For further information on our services and valuation experience, please contact your local representative:

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