

Superbrands

Media Coverage

Country	Date	Publication
India	2014	Press Clippings

Cairn India Acknowledged A 'Superbrand'

Cairn India, the largest independent oil & gas producer in India and the parent company of Cairn Lanka, has been accorded the prestigious 'Superbrand' status. The company contributes 30% of India's crude oil production and operates the Mangala field, one of India's largest onshore oil discoveries. Cairn India was conferred the Superbrand status following an evaluation by the Superbrands Council, an independent body comprising leading advertising, marketing, research and media gurus.

Over the last two decades of its operations in India, Cairn India has achieved several milestones- including discovery of Mangala in 2004, technological innovations such as building the world's longest continuously heated and insulated Pipeline and deploying Enhanced Oil Recovery in early stage of field life.

<http://www.thesundayleader.lk/2014/07/27/cairn-india-acknowledged-a-superbrand/>

JK Tyre a Superbrand again

Tuesday 2nd December 2014 | [0 Comments](#)



JK Tyre a Superbrand again

JK Tyre has been chosen as a Superbrand for the year 2013-14 and ranked amongst the top ten per cent of all brands, across categories in India. This is the third year in a row that Superbrands India has chosen JK Tyre as a Superbrand, and so far it is the only Indian tyre brand to be chosen as a Superbrand. This year, the company improved its overall net score from 6.8 to 7.6 out of 10.

Superbrands is a UK based independent arbiter on branding, and Superbrands India was launched in 2002. Participation in Superbrands is by invitation only and is offered to the most outstanding brands in their respective categories. Selection as a Superbrand involves a rigorous process after customer validation and individual scrutiny on parameters such as brand market dominance, longevity, goodwill, customer loyalty and market acceptance by the so-called Superbrand Council, a jury of marketing professionals.

Superbrands India has published a summary of JK Tyre's accomplishments [here](#)

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<https://www.tyrepress.com/2014/12/jk-tyre-a-superbrand-again/>

Company : Akzo Nobel India Limited

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(NSE:AKZOINDIA)(BSE:500710)

Dulux Felicitated as 'Superbrand' of the Year

New Delhi, Delhi, India

Dulux, from the house of AkzoNobel, the leading global paints and coatings company has been conferred the title of 'Superbrand', by the Super Brand Council. The Super Brand Council, an independent authority on branding has awarded Dulux as the only Superbrand in the paints category.

The selection of Superbrands is an outcome of a poll conducted amongst 600 CMOs and CEOs, with their recommendations adjudicated by an august panel of leading personalities from India Inc.

The 'Superbrands' recognition has become one of the most sought after accolade not just in India but across the world. Being the only brand in the paints category, Dulux is recognised for its best-in-class quality, aesthetics and high performance of its products.

Rajiv Rajgopal, Director, Decorative Paints, AkzoNobel India said, *"We are delighted to be recognised as the only Superbrand in the paints category. Dulux has been able to carve out the Superbrand status as a result of strategic initiatives aimed at providing superior quality products that are relevant for India so as to meet the changing needs of the consumers. Earlier this year Dulux Superclean, our innovative stain repellent interior emulsion was voted as the 'Product of the year'."*

Mr. Anmol Dar, Managing Director, Superbrands India said, *"With an independent and rigorous selection procedure, Superbrands is a credible accolade that brands can aim to win. We are delighted to have identified Dulux as a Superbrand for its exceptional achievements as a paints brand."*

About AkzoNobel India

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Present in India for 60 years and a significant player in the paints and coatings industry. Over the years, it has witnessed sustained expansion, growth and transformation. In 2008, Akzo Nobel N.V. became owner of the entire equity share capital of Imperial Chemical Industries Ltd., by virtue of which the company became a member of the AkzoNobel Group. AkzoNobel India manufactures and markets a wide range of coatings covering Decorative paints Protective coatings and Specialty Chemicals. We provide solutions to many industries and sectors including automotive, consumer electronics, power, aviation, shipping and leisure craft, construction, oil and gas, water and waste water, food and beverages, etc.

We supply industries and consumer with innovative products and are passionate about developing sustainable answers for our customers. Our portfolio includes well-known brands such as Dulux, Sikkens, International and Interpon. With employee strength of close to 1800, AkzoNobel India has manufacturing sites, offices and distribution network spread across the country. All manufacturing facilities have state-of-art environmental management system. Its commitment to Health, Safety, Environment & Security (HSE&S) has been amongst the best in class globally, with due care being taken to protect the people and the environment.

Safe Harbor Statement:

This press release contains statements which address such key issues as Akzo Nobel's growth strategy, future financial results, market positions, product development, products in the pipeline, and product approvals. Such statements should be carefully considered, and it should be understood that many factors could cause forecasted and actual results to differ from these statements. These factors include, but are not limited to, price fluctuations, currency fluctuations, developments in raw material and personnel costs, pensions, physical and environmental risks, legal issues, and legislative, fiscal, and other regulatory

<https://businesswireindia.com/news/news-details/dulux-felicitated-as-superbrand-year/41770>