

SAGAR MEDIA INC

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

SUPERBRANDS HONOURS INDIA'S STRONGEST CONSUMER BRANDS

7th December 2012

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In the ten years since it was instituted in India, Superbrands has earned the proud distinction of being the one award that brands consistently use as a symbol of exceptional achievement and credibility. The Superbrands logo has been used in press and TV advertising; on billboards, annual reports, product literature, tags and stickers on products, stationery, packaging and even red herring documents.

Mr. Sachin Pilot, Hon'ble Minister of State for Corporate Affairs (Independent Charge) was the chief guest at the tribute event. While wishing Superbrands on its tenth anniversary the Hon'ble Minister hoped that with Superbrands doing yeoman service for corporate India brand development would get a fillip and companies would pay heed to the need to wean people away from commodity buying to brand buying.

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

Mr. Anmol Dar, Managing Director, Superbrands India, and chairperson, Superbrands India Council said: "Even during recessionary conditions and budgetary constraints, Superbrands continues to be seen as an important marketing tool and a worthy investment to boost sales rather than an expense head." He further added that, "Superbrands in its role as a brand arbiter, has been very successful in creating a niche for itself as a brand differentiator. The fact is that brands – and increasingly consumers – trust Superbrands."

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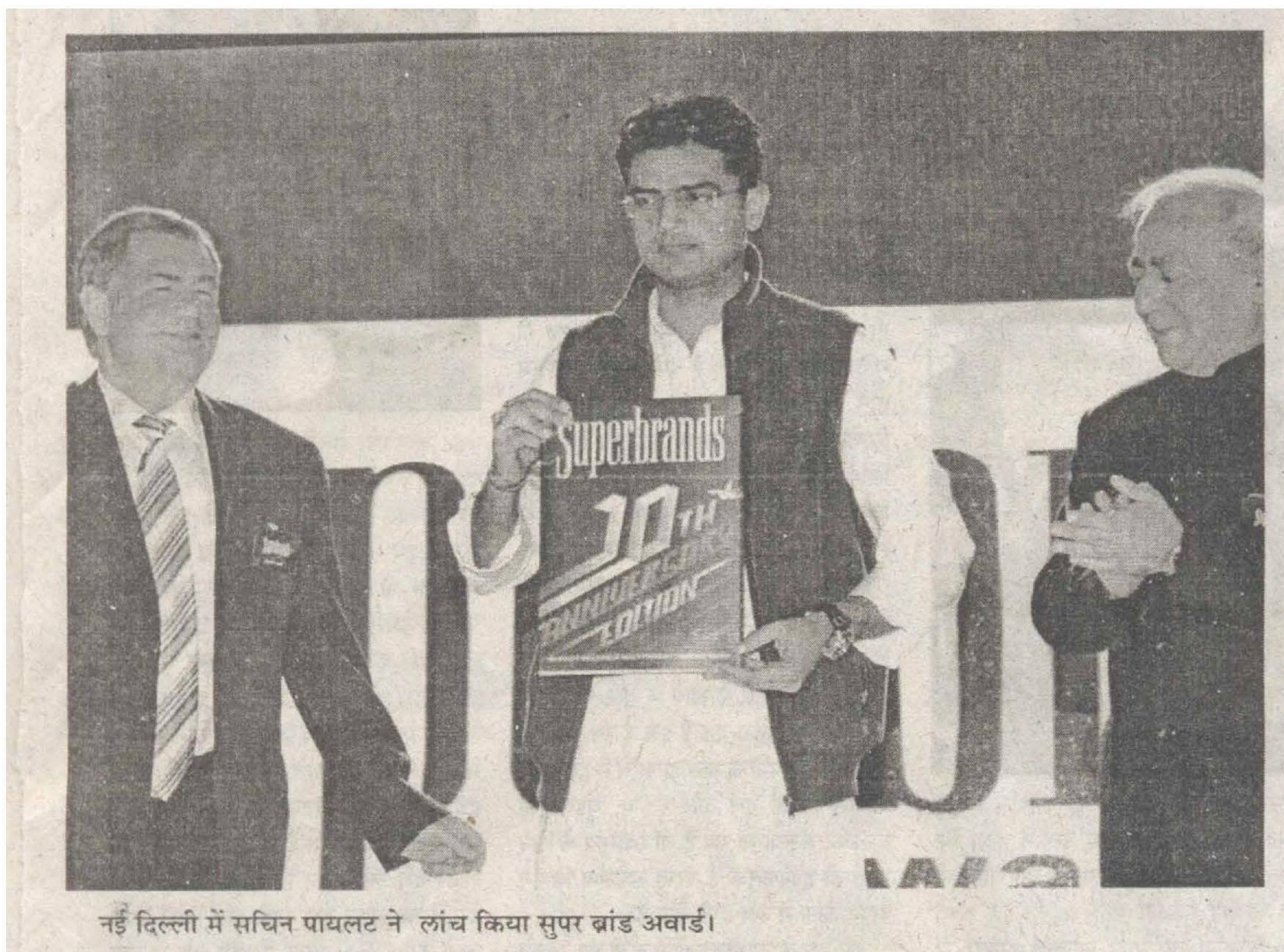
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United Bharat
Lucknow, Kanpur
8th December 2012



Swatantra Bharat
Lucknow, Kanpur, Bareilly
8th December 2012

सुपरब्राण्ड्स ने कंज्युमर ब्राण्डों को सम्मानित किया नई दिल्ली। सुपरब्राण्ड्स ने भारत के सबसे दमदार कंज्युमर ब्राण्डों को उनकी उपलब्धियों और उत्कृष्ट ब्राण्डिंग के लिए सम्मानित किया है। मनोरंजन जगत के कार्टून नेटवर्क, मीडिया जगत, हेल्थकेयर और फार्मास्युटिकल्स में अपोलो अस्पताल और सैरीडॉन, एफएमसीजी की दुनिया में सिंथॉल और मदर्स रेसीपी, परिवहन उद्योग में हवर्क्युलस और बीएसए साइकिल, बैंकिंग में सीटी बैंक, हॉस्पिटलीटी में आईटीसी होटल्स; कंज्युमर ड्युरेबल्स में एक्का गार्ड, प्रेस्टीज, हिंदुस्तान सैनिटरी और क्राम्प्टन मोटर्स को सुपरब्राण्ड घोषित किया गया। इनके अलावा अलग-अलग कैटेगरी के कई ब्राण्डों को सुपरब्राण्ड का दर्जा दिया गया।



Media Coverage Report



2.	http://pitchonnet.com/blog/2012/12/07/86-brands-in-superbrands-india-2012-list/	www.pitchonnet.com	7 th December 2012	Online
3.	http://www.timesnow.tv/Superbrands-felicitate-86-brands/articleshow/4416279.cms	www.timesnow.tv	7 th December 2012	Online
4.	http://post.jagran.com/dainik-jagran-awarded-superbrand-title-for-third-consecutive-year-1354860764	www.jagran.com	7 th December 2012	Online
5.	http://newdelhisamachar.wordpress.com/2012/12/07/superbrands-honours-indias-strongest-consumer-brands/	www.newdelhisamachar.wordpress.com	7 th December 2012	Online
6.	http://sagarmediainc.wordpress.com/2012/12/07/superbrands-honours-indias-strongest-consumer-brands/	www.sagarmediainc.com	7 th December 2012	Online
7.	http://nareshsagar.wordpress.com/	www.nareshsagar.wordpress.com	7 th December 2012	Online

Electronic:-

S No.	Channel	Date	Duration
1.	Times Now	7 th December'12	2:36 min.

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2.	http://pitchonnet.com/blog/2012/12/07/86-brands-in-superbrands-india-2012-list/	www.pitchonnet.com	7 th December 2012	Online
3.	http://www.timesnow.tv/Superbrands-felicitate-86-brands/articleshow/4416279.cms	www.timesnow.tv	7 th December 2012	Online
4.	http://post.jagran.com/dainik-jagran-awarded-superbrand-title-for-third-consecutive-year-1354860764	www.jagran.com	7 th December 2012	Online
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Newspapers

S.No.	Publication	Headline	Date	Edition
1.	Dainik Jagran	Its consecutive 3 rd year for Dainik Jagran to become a Superbrand	7 th December 2012	New Delhi, Bhopal, Dehradun, Jalandhar, Jammu, Jhansi, Kanpur, Lucknow, Meerut, Patna, Bareilly, Agra, Allahabad, Siliguri.
2.	Nav Duniya	Its consecutive 3 rd year for Dainik Jagran to become a Superbrand	10 th December 2012	Bhopal
3.	Swatantra Bharat	Superbrands honored Consumer Brands	8 th December 2012	Lucknow, Kanpur , Bareilly
4.	United Bharat	Minster Sachin Pilot launched Superbrands award in New Delhi	8 th December 2012	Lucknow, Kanpur
5.	Sree Times	Superbrands honored Consumer Brands	10 th December 2012	Lucknow, Kanpur, Bareilly

Online Portals

S No.	URL	Website	Date	Edition
1.	http://mediainfoworld.com.php5-19.dfw1-2.websitetestlink.com/?q=content/superbrands-its-tenth-anniversary-honours-indias-strongest-consumer-brands	www.mediainfoworld.com	10 th December 2012	Online

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Media Coverage Report

Superbrands Honours India's Strongest Consumer Brands

Launches 4th Edition of Consumer Superbrands



(As 10th December, 2012)

BUZZ Communications Pvt. Ltd.

1012, Indraprakash Building, 21, Barakhamba Road, New Delhi – 110 001.
Tel.: +91 11 43596661 / 2 / 3, Fax + 91 11 43596664. E-mail achal@buzzcomm.in

Indian business post

<http://nareshsagar.wordpress.com/>

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86 brands in Superbrands India 2012 list

7th December 2012

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



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

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

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

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



<http://post.jagran.com/dainik-jagran-awarded-superbrand-title-for-third-consecutive-year-1354860764>

Dainik Jagran awarded Superbrand title for third consecutive year

7th December 2012

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

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

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

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

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

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

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

More than 60 thousand people and companies participate in this competition and are allotted marks by over 10 lakh people. Products obtaining more than 6.5 marks stand for the final competition.

New Delhi Samachar

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

The Superbrands India Council for 2012 comprised:

- Vineet Agarwal, Executive Director, Transport Corporation of India
- Amar Babu, Managing Director, Lenovo India
- Ashish Dikshit, President, Madura Fashion & Lifestyle
- Punit Goenka, Managing Director & Chief Executive Officer, Zee Entertainment
- Kuldip Kaura, Chief Executive Officer & Managing Director, ACC
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(L-R) Mr. Stephen Smith, Managing Director, Superbrands Worldwide Limited, Mr. Sachin Pilot, Hon'ble Minister of State for Corporate Affairs, Anmol Dar, Managing Director, Superbrands India Pvt. Ltd

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Nav Duniya
Bhopal
10th December 2012

दैनिक जागरण लगातार तीसरे वर्ष बना सुपरब्रांड



नई दिल्ली में गुरुवार को आयोजित एक समारोह में दैनिक जागरण को लगातार तीसरे वर्ष सुपरब्रांड की उपाधि से सम्मानित किया गया। कॉर्पोरेट मामलों के राज्यमंत्री सचिन पायलट से पुरस्कार ग्रहण करते दैनिक जागरण के नेशनल ब्रांड मैनेजर वसंत राठौर। साथ में सुपरब्रांड्स इंडिया के प्रबंध निदेशक अनमोल धर।

नई दिल्ली (ब्यूरो)। विश्व के सर्वाधिक पढ़े जाने वाले समाचार पत्र दैनिक जागरण को लगातार तीसरे वर्ष सुपरब्रांड की उपाधि से सम्मानित किया गया है। ब्रांडिंग की दुनिया के स्वतंत्र प्राधिकरण एवं निर्णायक संस्था सुपरब्रांड्स ने जब दैनिक जागरण को यह उपाधि दी तो साबित हो गया कि दैनिक जागरण अपने मजबूत इरादों के साथ सफलता का अहम मुकाम हासिल कर चुका है।

उल्लेखनीय है कि इंडियन रीडरशिप सर्वे में लगातार 23 बार दैनिक जागरण सर्वाधिक 5.63 करोड़ पाठकों द्वारा पढ़ा जाने वाला समाचार पत्र घोषित किया जा चुका है। बीबीसी-रायटर्स के सर्वे में भी इसे समाचारों का सबसे विश्वसनीय स्रोत माना गया है।

वसंत विहार के द ग्रांड होटल में आयोजित समारोह में सुपरब्रांड उपाधि व पुरस्कार को दैनिक जागरण के नेशनल ब्रांड मैनेजर वसंत राठौर ने ग्रहण किया, उनके साथ डिप्टी नेशनल ब्रांड मैनेजर विनोद श्रीवास्तव भी मौजूद थे। कॉर्पोरेट मामलों के राज्यमंत्री सचिन पायलट (स्वतंत्र प्रभार), सुपरब्रांड्स इंडिया के प्रबंध

निदेशक तथा सुपरब्रांड्स इंडिया काउंसिल के अध्यक्ष अनमोल धर ने यह पुरस्कार दिया। यह पुरस्कार देश के सबसे दमदार कंप्यूटर ब्रांडों को उनकी उपलब्धियों तथा उत्कृष्ट ब्रांडिंग के लिए दिया जाता है।

इस मौके पर केंद्रीय मंत्री सचिन पायलट ने कहा कि अब वह समय चला गया जब ग्राहकों को कुछ भी दे दिया जाता था। अब ग्राहक जागरूक हो गए हैं, उन्हें उत्पाद की गुणवत्ता का अच्छी तरह से पता होता है। अब कोई उत्पाद सिर्फ उत्पाद नहीं होता है, उसमें समय व ऊर्जा दोनों लगे होते हैं। इसके बाद ही वह ब्रांड बन पाता है। आज जिन कंपनियों व संस्थाओं को यह पुरस्कार दिया जा रहा है, उन सभी में ऊर्जा व गुणवत्ता का समावेश है।

दुनिया के 55 देशों में विभिन्न क्षेत्रों के उत्कृष्ट उत्पादों को पहचानने, उनकी गुणवत्ता परखने और उन्हें पुरस्कृत करने का काम सुपरब्रांड करता है। इन देशों में दुनिया के सभी प्रमुख बाजार शामिल हैं। इसकी प्रतियोगिता में 60 हजार लोग और कंपनियां भाग लेती हैं, जिन्हें दस लाख लोग अंक देते हैं। दस में से 6.5 अंक से ज्यादा प्राप्त करने वाले उत्पाद ही अंतिम मुकाबले में टिक पाते हैं।



Dainik Jagran

New Delhi, Bhopal, Dehradun, Jalandhar, Jammu, Jhansi, Kanpur, Lucknow, Meerut, Patna, Bareilly, Agra, Allahabad, Siliguri.

7th December 2012

लगातार तीसरे वर्ष दैनिक जागरण बना सुपरब्रांड

♦ ब्रांडिंग क्षेत्र के स्वतंत्र प्राधिकरण
सुपरब्रांड्स की तरफ से दी गई उपाधि

जागरण संवाददाता, नई दिल्ली : विश्व के सर्वाधिक पढ़े जाने वाले समाचार पत्र 'दैनिक जागरण' को लगातार तीसरे वर्ष भी सुपरब्रांड की उपाधि से सम्मानित किया गया। ब्रांडिंग की दुनिया के स्वतंत्र प्राधिकरण एवं निर्णायक संस्था सुपरब्रांड्स ने जब दैनिक जागरण को यह उपाधि दी तो साबित हो गया कि दैनिक जागरण अपने मजबूत इरादों के साथ सफलता का अहम मुकाम हासिल कर चुका है।

वसंत विहार के द ग्रेड होटल में आयोजित समारोह में दैनिक जागरण की ओर से यह उपाधि व पुरस्कार जागरण के नेशनल ब्रांड मैनेजर वसंत राठौर ने ग्रहण किया। उनके साथ नेशनल डिप्टी ब्रांड मैनेजर विनोद श्रीवास्तव भी मौजूद थे। कॉर्पोरेट मामलों के राज्यमंत्री (स्वतंत्र प्रभार) सचिन पायलट तथा सुपरब्रांड्स इंडिया के प्रबंध निदेशक व सुपरब्रांड्स इंडिया काउंसिल के अध्यक्ष अनमोल धर ने यह पुरस्कार प्रदान किया। यह पुरस्कार देश के सबसे दमदार कंज्यूमर ब्रांडों को उनकी उपलब्धियों तथा उत्कृष्ट ब्रांडिंग के लिए दिया जाता है।

शेष पृष्ठ 2 कालम 1 पर

Sree Times
Lucknow, Kanpur, Bareilly
10th December 2012

सुपरब्रांड ने ब्रांडों को सम्मानित किया

भाषा

नई दिल्ली। सुपर ब्रांड, ब्रांडिंग की दुनिया के स्वतंत्र प्राधिकरण एवं निर्णायक, ने भारत के सबसे दमदार कंजुमर ब्रांडों को उनकी उपलब्धियों और उत्कृष्ट ब्रांडिंग के लिए सम्मानित किया है। मनोरंजन जगत के कार्टून नेटवर्क, मीडिया जगत के दैनिक भास्कर, दैनिक जागरण, स्टार इंडिया और टाइम्स नाउ, हेल्थकेयर और फार्मास्युटिकल्स में अपोलो और सैरीडॉन, एफएमसीजी की दुनिया में सिंथॉल और मदर्स रेसीपी, परिवहन उद्योग में हवर्क्युलस और बीएसए साइकिल,

अलग-अलग कैटेगरी के कई ब्रांडों को सुपरब्रांड का दर्जा दिया

बैंकिंग में सीटी बैंक, हॉस्पिटैलिटी में आईटीसी होटल्स, कंजुमर ड्युरेबल्स में एक्वा गार्ड, प्रेस्टीज, हिंदुस्तान सैनिटरी और क्राम्प्टन मोटर्स को सुपरब्रांड घोषित किया गया।

इनके अलावा अलग-अलग कैटेगरी के कई ब्रांडों को सुपरब्रांड का दर्जा दिया गया। इस अवसर पर 2012-2013 के सुपरब्रांड बुक भी प्रस्तुत किया गया जिसमें भारत के 86

सबसे दमदार कंजुमर ब्रांडों की सफलता की दास्तां हैं। दस साल पहले भारत में आरंभ सुपरब्रांड ने एक विषिष्ट सम्मान के रूप में पहचान बनाई है जिसे सभी ब्रांड अनवरत उच्च स्तरीय गुणवत्ता देने के प्रतीक के रूप में बड़े गर्व से इस्तेमाल करते हैं। सुपरब्रांड उपलब्धि और विश्वसनीयता का प्रतीक है।

कम्पनियां सुपरब्रांड के लोगो को पत्र-पत्रिकाओं और टीवी में अपने विज्ञापनों, बिलबोर्ड, वार्षिक रिपोर्ट, प्रोडक्ट लिटरेचर, प्रोडक्ट के टैग और स्टिकर, स्टेशनरी और पैकेजिंग समेत रेड हेरिंग प्रॉस्पेक्टस पर भी लगाती हैं।