



## Media Coverage

Country	Date	Publication
India	2008	Press Clippings

# Sun Microsystems Declared A 'Business Superbrand' For 2008 By Superbrands India

[26-May-2008](#)

Sun Microsystems India, a company providing technology infrastructure, has been declared one of India's strongest business brands by Superbrands India, an independent brand arbiter. Sun India will now use the Business Superbrands logo and will be featured in the second edition of 'Business Superbrands 2008', a book which identifies and pays tribute to the strongest corporate brands in the country.

Sun Microsystems has been conferred the Superbrands status after being evaluated through two rigorous processes. The first part of the study was scored by professional marketers and industry-relevant audiences; 27,334 people in all participated in the scoring process and in total registered 1.1 million scores; those brands which survived the first round were then evaluated by a panel of eminently qualified business leaders, called the Superbrands Council. Sun Microsystems India was one of 74 Indian business brands chosen from among 987 entries across 129 categories. It achieved a score of 6.84 out of 10 and was among the top 15 per cent of all participating business brands.

According to Superbrands India, Sun Microsystems has been accorded the Business Superbrands status for its outstanding service and contribution to the global open-source platform, its revolutionary technologies and for believing that collaboration among communities, interconnected by technology and driven by a common purpose is the way the world must go forward tomorrow.

# Superbrands

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KP Unnikrishnan, Director-Marketing, Alliances and Teleweb Sales, Sun Microsystems India, said, "This is a very proud moment for us at Sun India. This recognition as a Superbrand catapults Sun India into the list of India's strongest corporate brands and reaffirms the power and the popularity of the Sun brand in the country."

He further said, "Over the last 10 years since we began operations in India, Sun Microsystems has become a name to reckon with in the area of technology infrastructure. We are synonymous with robust and reliable back-end IT infrastructure to support the country's leading businesses. Sun's relentless drive for innovation with value, the quality of our products and services, and the way in which we run our company keeps Sun at the forefront of industry and corporate recognition."

Anmol Dar, Managing Director, Superbrands India, explained, "Business Superbrands aims to identify and acknowledge those companies which have established the finest reputation in their respective fields. Given the highly competitive technology industry in India, Sun Microsystems' presence on the Business Superbrands list is clearly indicative of the value it holds not just in the minds of its customers who have scored it so highly, but also within the industry. This recognition also reiterates the exceptional brand performance of Sun Microsystems India and underlines how the company has pulled away from competitors."

[https://www.exchange4media.com/Marketing/Sun-Microsystems-declared-a-%E2%80%98Business-Superbrand%E2%80%99-for-2008-by-Superbrands-India\\_31067.html](https://www.exchange4media.com/Marketing/Sun-Microsystems-declared-a-%E2%80%98Business-Superbrand%E2%80%99-for-2008-by-Superbrands-India_31067.html)