

Voltas placed in India's top 100 in brand valuation

August 3rd, 2015 Mumbai: Voltas has now secured its place in the Brand Finance India 100 lists for 2015, the annual study conducted by international leading brand valuation consultancy UK-based Brand Finance to determine the most powerful and valuable brands.

Valued at US\$ 291 million, Voltas is among the new entries that constitute 20% of the list, from a wide variety of sectors. Among these are Essar, Berger Paints, Marico, Future Retail, Flipkart, Micromax and Sun TV to name a few.

Tata remains the country's business superstar, with a brand value exceeding US\$ 15 billion for the first time, a 4% increase on 2014. As the world's 65th most valuable brand, it is the only truly global megabrand from India.

Commenting on the results, Brand Finance India's Ajimon Francis stated, "There is increasing competition for places in the Top 100. Emerging sectors like E-commerce, telecommunications, technology companies, banking services are particularly competitive. Staying in the premier league of brands will require a world beating product or service, differentiation and a strong vision and mission, including a strong ethical stance. Royal Enfield, Flipkart, Micromax and Sun Pharma are all potentially world beating powerhouse brands."

As of course is Voltas, which too is focused on what it takes to achieve and sustain global standards and standing.

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