

ECONOMIC TIMES BEST CORPORATE BRAND AWARD (2016)

Godrej Appliances bags The Economic Times Best Corporate Brands Award for the second time

THE ECONOMIC TIMES



Godrej Appliances received the Economic Times **Best Corporate Brands Award**, for the second time. The award was presented by celebrity chief guests Prahlad Kakkar and Aftab Shivdasani, in a glittering ceremony held at the Trident, BKC in Mumbai. In association with MRSS, Economic Times conducted an extensive survey to identify the best corporate brands that are taking greater risks and testing new channels, redefining their appearances to the consumers and brands that have left strong imprints through innovative marketing strategies.

The respondents were selected from 5 Lakh+ towns spread across four zones - North, West, East and South. The research identified the best brands based on

consumer's response to key attributes such as Awareness of Corporate Brands, Brand Familiarity, Level of Usage, Brand Likeability, Brand trust worthiness, Brand Innovation and Brand Recommendation. The panel at the Economic Times Best Corporate Brands 2016 award ceremony discussed the challenges facing today's corporate brands and focused on the evolving landscape of corporate branding; including charting out the direction it is headed in.

Acknowledging the award, **Ms Swati Rathi, Head of Marketing and Senior General Manager, Godrej Appliances** said, *"We are humbled to receive this award for the second time. On this proud occasion, we would like to thank the consumers for their support and belief in us. It will always remain our endeavor to ensure that best efforts are put into increasing loyalty and advocacy while consistently delivering best products. This award is a testimony of our deep understanding of fast-evolving consumer lifestyles. As a brand we have always tried to use these consumer insights to develop products with technologies that are ahead of their time. When it comes to communication, we ensure that we are present wherever our consumers are, and that we engage them in a continuous dialogue. Awards like these only propel us to continue bettering the brand experience for our consumers through best in class offerings."*