

## Tata, Reliance ADAG most valuable brands

Tata, Reliance Anil Dhirubhai Ambani Group and Airtel have been identified as the top three most valuable brands in India by 4Ps Business and Marketing magazine in its annual ranking released here Friday.

The special issue of 4Ps lists India's 100 most admired, powerful and symbolic brands.

Other brands in the top 10 included Maruti, Reliance Industries, ICICI, Infosys, Hero Honda, Times of India and Maggi.

Dettol was the highest gainer this year with a rank of 16 from 52 last year, while Samsung slipped from 26 to 45.

The new entrants in the list were CNBC TV 18, Apple, Yamaha, Fevicol, Skoda, Pepsodent and Sony Entertainment Television.

The ranking was conducted by the Indian Council for Market Research, after a pan-India survey based on interviewing 6,252 respondents across 10 cities.

The survey asked respondents to rate each of the brands on five parameters: brand image and perception, brand performance, brand loyalty, brand awareness and brand association.

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