

86 brands in Superbrands India 2012 list

Pitch (blog), 7th Decemeber, 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 books 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.

The 86 Indian brands that got the Superbrands title in 2012

ACC	Dainik Bhaskar	Kajaria	Servo
Amadeus	Dainik Jagran	KEI	Shoppers Stop
Anchor	DHL	Kerala Tourism	Sintex
Apollo Hospitals	Euroclean	Kitply	Star Entertainment
Aquaguard	Everest	Kohinoor	Suzlon
Archies	Ezee	Kurlon	Tata Salt
Arrow	Godrej Refrigerators	Lacto Calamine	Tata Shaktee
Barbie	Godrej Security Solutions	LIC	Tata TISCON
Bata	GoodKnight	Lovable	Thomas Cook
BILT	HDFC	Luminous	Times Now
Birla White	HDFC Life	Luxor	Tupperware
Blue Dart	Hercules	MCX	UFLEX
Blue Star	Hindware	Monte Carlo	UltraTech
Boroline	HIT	Moods	Usha Kitchen Appliances
BSA	Hot Wheels	Mother's Recipe	Usha Sewing Machines
Cartoon Network	HP Gas	Odonil	Usha Water Coolers
Cello	IDBI Bank	Parry's	VIP Innerwear
Cinthol	Indane	Polycab	VLCC
Citi	Infomedia Yellow Pages	Prestige	Vodafone
Crompton Greaves Fans	ITC Hotels	Raheja Universal	Wills Lifestyle
Crompton Greaves Lighting	Jaquar	Rooh Afza	
Crompton Greaves Pumps	JK Tyres	Saridon	