



**BEST SOCIAL
MEDIA BRAND**



BERGER PAINTS INDIA SHINES AT SAMMIE 2019 WITH SILVER AWARD

Berger Paints India won Silver for Best Social Media Brand in the Paints category at SAMMIE 2019 by Social Samosa.

SAMMIE 2019, the third edition of Best Social Media Brands Awards and Summit saw over 360 nominations across 25 main categories, 15 special categories and 6 marketing achievers categories.

Best Social Media Brands is an industry mandate to adjudge a brand's performance amongst peers on a relative scale. It was conceptualised with the thought of promoting best practices benchmarking in the industry. It takes into account how a brand attempts to drive varied objectives that include winning over new audiences, creating brand advocacy, acquisition of leads, and more.

Berger Paints India was evaluated both qualitatively and quantitatively for its work on social media over the last fiscal

year by the esteemed jury panel featuring Sumanto Chattopadhyay, Chairman and CCO, 82.5 Ogilvy, Mohit Joshi, MD, Havas Media Group India, Rajesh Ghatge, CEO, Indigo Consulting, Karthik Nagarajan, Chief Content Officer at Wavemaker, Anubhav Sonthalia, CEO at Merkle Sokrati, Vishal Chinchankar, Chief Digital Officer at Madison, Priti Murthy, CEO, OMD India, Suvajyoti Ghosh, Managing Director & Chief Creative Officer, Brandmovers India, Priti Nair, Director, Curry Nation and Priya Jayaraman, Saatchi Propagate.

Berger Paints India is thrilled to be amongst those to shape the future of social media industry with its innovation, creativity and excellence.

In the last two decades, Berger Paints India Ltd. has risen to become the second-largest paints company in India.