



BERGER PAINTS FEATURES ON BRANDZ'S TOP 50 MOST VALUABLE INDIAN BRANDS

Some brands have become household names with loyal customers and are now synonymous with their product categories. To celebrate that, renowned global research agency Kantar Millward Brown and the largest media / advertising name in the world WPP, released a list that features 2016's Top 50 Most Valuable Indian Brands.

Berger Paints has been featured again on BrandZ's Top 50 Most Valuable Indian Brands and is ranked 32nd this year.

The brand value of the BrandZ Top 50 Most Valuable Indian Brands is around \$90.5 billion. It takes into account the views and opinions of consumers who use and buy brands to calculate the contribution that they make to the success of a business.

This comprehensive study takes into account how top brand categories in India are changing market dynamics and shaping brand development. What

makes it noteworthy is that the Top 50 comes from diverse categories, showing that India is a rich market for building valuable brands.

BrandZ aims to plan and anticipate the swiftly changing environment for brands in India and the changing value of most valuable brands in India. The brands are ranked and their success is measured in this study. This is the third annual ranking for India; BrandZ also covers China, Indonesia and Latin America.

Berger Paints is the second largest paint company in India and features in Forbes India's list of Super 50 Companies. Berger Paints was placed 35th in the same list in 2015 and the recognition this year has boosted our morale to strive towards excellence.

Our core values have stood us in good stead so far and we believe it will help us scale greater heights in the coming years.

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