
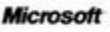


















## MOST VALUED GLOBAL BRAND

Though Google might have lost some plot against the buzzing social networking sites such as Facebook and Twitter, the search-engine major has topped the ranking for being a household brand name across the world, with a value of \$44.3 billion.

In fact, Google is way ahead of fast-emerging Facebook brand, which is at 281<sup>st</sup> spot on the global ranking of most valuable brands' report by Brand Finance. To put things in perspective, the micro-blogging site Twitter does not even find its mention in the list of top 500 global brands.

### Top 10 Global Brands

Rank			Logo File	Name	Country	Brand Value (USD \$ Millions)	
2011	2010					2011	2010
1	2	↑		Google		44,294	36,191
2	5	↑		Microsoft		42,805	33,605
3	1	↓		Walmart		36,220	41,365
4	4	→		IBM		36,157	33,706
5	7	↑		Vodafone		30,674	28,995
6	12	↑		Bank of America		30,619	26,047
7	6	↓		GE		30,504	31,909
8	20	↑		Apple		29,543	19,829
9	15	↑		WELLS FARGO		28,944	21,916
10	11	↑		AT&T		28,884	26,585

The international brand consultancy has ranked Google as the top-most brand in the world, having repeatedly undertaken ventures that are comparatively un-commercial but have a positive impact on its brand rating. In doing so, the search-engine giant has toppled America's retail giant Wal-Mart from the *numero-uno* position in 2010.

So, while the brand image of Wal-Mart has slipped from top position in 2010 to 3<sup>rd</sup> position this year, it's Microsoft that has seen substantial resurgence in its brand value at \$42.8 billion, next only to Google. Perhaps, it has more to do with the successful launch of Microsoft's new operating system – Windows 7. Not surprisingly, Vodafone has topped the honors of being the world's most valuable mobile telecom brand with presence in over 40 markets. While Vodafone takes up the valuable 5<sup>th</sup> position, IBM manages to remain grounded on its last year's ranking of 4<sup>th</sup> spot.

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## MOST VALUED GLOBAL BRAND

**Now coming to Indian brands!** Only the Tata Group has managed to pull off the plug by finding itself in the list of world's most valuable 50 brands, notching a value of \$15 billion. In fact, Tatas have done more good than any harm to its image. The Indian conglomerate has progressed from 65<sup>th</sup> rank in previous year to 50<sup>th</sup> position in 2011.

### Top Indian Brands Globally

Rank			Logo File	Name	Country	Brand Value (USD \$ Millions)	
2011	2010					2011	2010
378	424	↑		Infosys		2,908	2,246
347	306	↓		Bharat Petroleum		3,090	2,945
133	108	↓		Reliance		6,994	7,250
50	65	↑		Tata		15,085	11,216
232	-	↑		Indian Oil Corporation		4,351	4,074
282	-	↑		Airtel		3,686	3,159
171	187	↑		State Bank of India		5,670	4,551
442	440	↓		ICICI Bank		2,501	2,164
474	-	↑		WIPRO		2,352	2,492

This improved brand value could be attributed to emergence of Tata's image on the global podium since the launch of the world's cheapest car – the NANO. In fact, it could also be due to the fact that Tata's have acquired many global companies over the last decade in its quench to go for the fast-paced inorganic growth.

It was a good opportunity for the brand Reliance to score for India by making up in the top 100 list of valuable global brands. However, it was degeneration of brand value for Reliance from 108<sup>th</sup> ranking in 2010 to 133<sup>rd</sup> position now.

Amongst other Indian brands that reigned in the list of top global brands are Infosys (378), Bharat Petroleum (347), Indian Oil Corporation (232), Airtel (282), SBI (171), ICICI Bank (442) and Wipro (474). Expectedly, the image of Infosys brand has seen some promotion, for good, from 424<sup>th</sup> ranking to 378<sup>th</sup> spot this year.

From the above list, Indian Oil Corporation, Airtel and Wipro didn't even feature in the list during the previous edition of this report – so, gradually, more and more Indian brands are gaining traction globally.

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