

Worth its salt: Tata among top 50 global brands

INDIAN BRANDS IN THE GLOBAL TOP 500

Rank 2011	Rank 2010	Brand	Brand value 2011(\$m)	Brand value 2010(\$m)
50	65	TATA	15,085	11,216
133	108	Reliance Industries	6,994	7,250
171	187	State Bank of India	5,670	4,551
232	-	Indian Oil	4,351	4,074
282	-	Bharti Airtel	3,686	3,159
347	306	Bharat Petroleum	3,090	2,945
378	424	Infosys	2,908	2,246
442	440	ICICI Bank	2,501	2,164
474	-	Wipro Technologies	2,352	2,492

Source: Brand Finance—World's Most Valuable Brands Survey 2011

Sukalp Sharma

New Delhi, Mar 21: In a first for any Indian brand, the salt-to-software conglomerate Tata has entered the top 50 club of global brands, as per the latest 'Global 500' list by Brand Finance, print-media exclusive to *FE* in India. Tata was listed at 65th spot last year. The group's brand value is pegged at \$15.08 billion, as compared to \$11.21 billion in 2010, and has seen an apprecia-

tion of 100% from its brand value of \$7.38 billion in 2007. The Tata brand name has lived and prospered in India for decades now. And with its global forays through deals, mergers and acquisitions, the Tatas have been grabbing their share of international headlines. Breaking into the top 50 in the Brand Finance Global 500 rankings is yet another shot in the arm for the Tatas.

■ **Google No 1, Microsoft No 2**

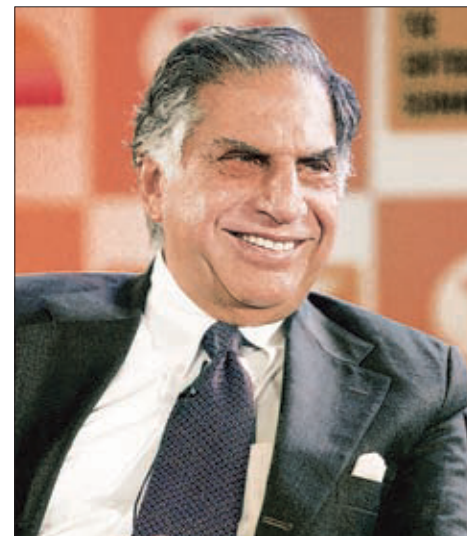
Globally, Google was crowned the king of brands as it grabbed the number one position with a brand value of \$44.29 billion. Google, ranked number two last year, dethroned Wal-Mart, which slipped from the pole position to settle at third spot. Microsoft saw an appreciation from fifth to second spot. While IBM maintained its position at number four, Vodafone notched up two rankings from last year's seventh spot to enter the elite top five club. Coca-Cola dropped out of the top 10 for the first time and had a hard landing at 16th spot from last year's princely third position.

Facebook also made an entry to the list at the 285th place with a brand value of \$3.7 billion. At the same time, Nokia suffered the largest fall in brand value, which is to the tune of \$9.9 billion, and stumbled down a staggering 73 rankings to crash at 94th spot this year. Notwithstanding Nokia's fall, a notable trend has been the rise of technology-related companies. Five of the top ten growers are technology companies, reflecting the growing importance and dependence of consumers at large on this segment.

Industry observers say this trend has been on expected lines. "The rise of technology brands has been expected for some time, though Nokia's fall shows it is tough to stay at the forefront of such a dynamic industry," says David Haigh, CEO of Brand Finance.

The India story looks to be heading north, with Indian brands' contribution to the global league table increasing by as much as 26% over last year. It is also the first time that as many as nine Indian companies are featured on the list, adding \$46.6 billion to the global intangible value.

Tata is followed by Reliance (RIL), which comes in after a yawning gap of 83 positions at 133rd spot, with a brand value of \$6.99 billion. Reliance has seen a tumble of 25 spots from last year. The list also sees three new Indian entrants—Indian Oil, Bharti Airtel, and Wipro Technologies, at ranks 232, 282 and 474, respectively. Only Tata, State Bank of India and Infosys have bettered their rankings over those of last year to feature at positions 50,



Ratan Tata, Tata Group chairman

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171, and 378, respectively. On the other hand, Reliance, Bharat Petroleum and ICICI Bank have seen a fall in rankings and are featured at positions 133, 347, and 442, respectively.

BRIC (Brazil, Russia, India, China) countries as a group are continuously growing in terms of might and influence with 47 brands from the group making it to the list. China leads the numbers here with 21 Chinese brands being featured, followed by Brazil, India, and Russia with 10, 9, and 7 brands, respectively.