

MAHINDRA POWEROL IS NOW A MASTER BRAND

Mahindra Powerol won the Master Brand Award presented by the CMO Council. The awards ceremony was a part of the two day event “World Brand Congress 2012”. The ceremony was organized at the Taj Lands End on 22nd November, 2012.

Master Brand Award is conferred upon those brands that appeal to a large set of consumers from premium to mass while constantly keeping in mind a consumer centric approach.

The research is carried out by a joint research cell. Some of the criteria that was used/ considered were: Market Dominance or Leadership, Longevity/ Resilience, Goodwill/ Personality, Customer Outlook/ Loyalty & Overall Market Acceptance.

The award was presented by Mr. Donovan Neale-May, Executive Director, CMO Council (USA). On Mahindra Powerol’s behalf Mr. Joy Ghosh, Sr. Manager, Brand receives the award.

