

March 29, 2019

## L&T Is 12<sup>th</sup> Best Indian Brand - Interbrand Survey

In the Best Indian Brands-2019 survey conducted by the global brand consultancy firm, Interbrand, L&T is ranked as the 12th Best Brand in India among the Top 40 most valuable brands in the country. L&T is the only company in the engineering & construction sector to have made it to the list.



Founded in 1974, Interbrand is widely known for its highly respected 'Annual Best Global Brands Report'.

Themed around 'Growth in a changing world', Interbrand analysed various brands across sectors which had successfully delivered impressive growth amidst change, using technology, strategy, and creativity to drive economic growth value. It is viewed as a reputed measure of brand recognition. Brands were judged on three parameters: The financial performance of the branded products and services, the role it plays in influencing customer choice and the strength the brand has, to command a premium price or secure earnings for the company.