

Kantar in India has been voted **Superbrand 2019**.

Superbrands, a global organisation present in 86 countries is dedicated to recognize, showcase and pay tribute to the best brands in each country. It has come to be acknowledged as a prestigious selection. It recognises the brand custodians' persevering efforts to build brands strong on consumer perceptions which make them more resilient to fluctuating economic conditions.

Participation in Superbrands is by invitation only and offered to the most outstanding brands in their field. These brands are voted by thousands of respondents based on their awareness, image and experience. What makes this honour special is that senior industry professionals and regular consumers independently select the brands.



In this twelfth edition of Superbrands India (2019), the invited brands form a very exclusive group of winners selected by 18,031 consumers. Apart from the thousands of regular consumers, senior professional from a cross section of industries voted to select this years' Superbrands.

Kantar was selected a Superbrand by a mix of consumers and industry professionals. The selection process took place in March 2019.

This powerful endorsement provides evidence of a brands' exceptional status for existing and potential customers and partners in India and overseas, dealers, vendors, the media, suppliers, joint venture partners, investors, financial institutions, members of the board, shareholders and even present and future employees.