

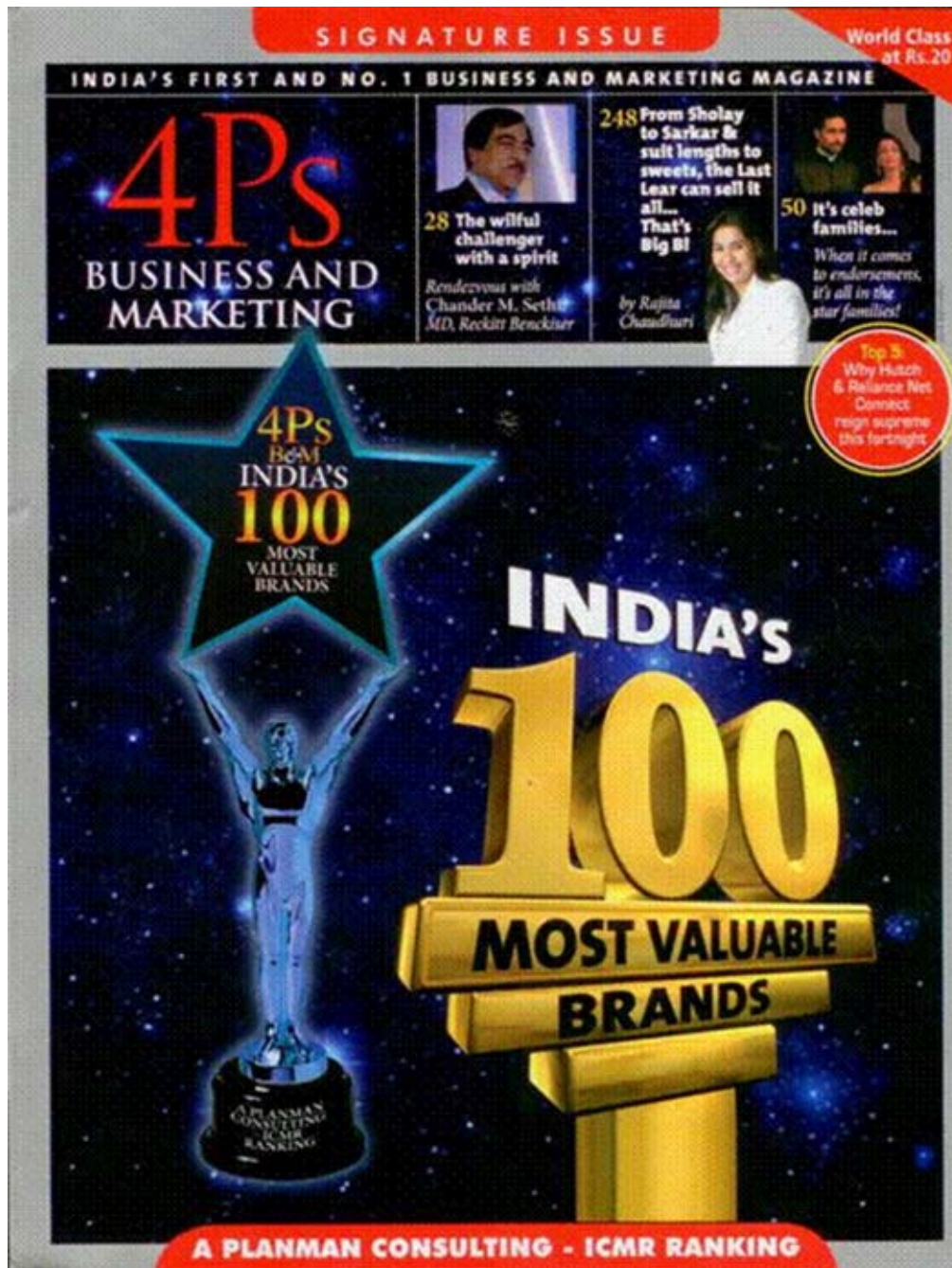
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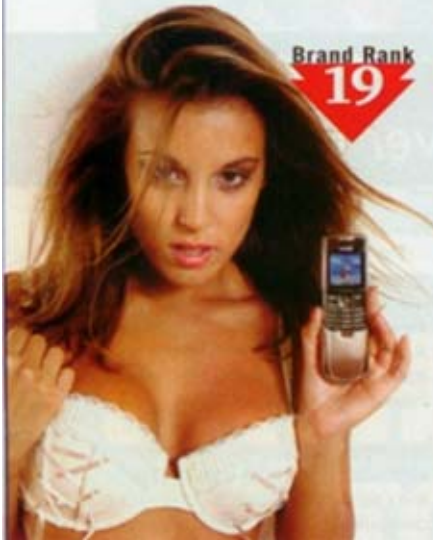


PLANMAN CONSULTING AND ICMR RANKING
Brand Score: 24.3rd

NOKIA

What an eye-popping slip... from rank 3 last year to rank 19 now!

Brand Awareness	Image & Personality	Brand Loyalty	Brand Performance	Brand Association
4.881	4.100	4.887	4.610	4.886


Brand Rank
19

So why has Nokia shown such a sad performance as compared to last year? After all, the Finnish giant has always been a strong brand in Indian mobile market? Sure, volume-wise, India's consumption of Nokia has been increasing, but the brand appeal has taken a beating with a steady stream of people queued outside Nokia Care Centres lately (growing list of complaints against N-series).

Also Nokia's continued emphasis on high-end phones has decreased its appeal, as many of the newest users are people with limited budgets. Yet analysts do emphasise on the brand's massive recall value even today. "Think mobile, think Nokia. It has mobiles for

everyone, be it a sober (person) to the ultimate music geek," thumps Akshun Gulati, Analyst, IndusView Advisors. And indeed it has recently announced quite a few new different models, but value-wise, the market has opened up to other brands like Sony Ericsson, Motorola, even Samsung. This is reflected in the ranking as it slips from Rank 3 to Rank 19 on the 4Ps B&M Most Valued Brands list

– a massive loss by 16 points. Nokia, though has never ceased to put tremendous efforts into its brand image. "Nokia Priority dealers everywhere, helps in the branding," adds Gulati. But clearly, Nokia needs to edge out the negative.

Too much focus on the N-series and consumers say 'NO' to Nokia

PLANMAN CONSULTING AND ICMR RANKING
Brand Score: 24.3rd

INTEL

'Intel Inside' or 'Leap ahead'? When has that ever stopped anyone from buying a PC or laptop?

Brand Awareness	Image & Personality	Brand Loyalty	Brand Performance	Brand Association
4.720	4.689	4.631	4.667	4.654


Brand Rank
21

If you ever had to name a brand that you never see, yet swear by it then it has to be Intel. Intel's long standing slogan has been 'Intel Inside', but last year the company changed tack and changed its tagline to 'Leap ahead'. Of late, Intel has benefited from its strong line of innovative processors too. The

first was the entire Core 2 Duo processor family. The fanfare and the fact that it was being bundled as the Microsoft Vista ready chip, created enough hype to keep its brand value intact in the top 100. However, the lack of any of the usually visible and aggressive advertising, did affect the user recall to some extent. Intel slipped from Rank 10 on the 4Ps B&M list of Valuable Brands last year to Rank 21 this time.

However, Intel rarely if ever lets inactivity on advertising front, affect it. It has just recently released the Santa Rosa platform for mobile computing, that builds on its famous

mobile Centrino platform for laptops. In early 2006, it entered the rural market with its community PC programme unveiling its ruggedised PC platform. "Even though there is no direct contact, Intel has very strong OEM relationships. We do not

choose Intel, it just comes with your laptops," elaborates Akshun Gulati, Analyst, IndusView Advisors, on the key strategy that keeps Intel so firmly entrenched in

Indian market. Fighting tooth and nail with arch rival Advanced Micro Devices (AMD) to keep its market share intact (in India and globally), Intel has certainly been mulling strategies to 'Leap ahead'!

A tad more aggressiveness on advertising, will go a long way!



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INFOSYS

Despite the appreciating rupee, Narayana Murthy & Co. are going great guns

Brand Awareness	Image & Personality	Brand Loyalty	Brand Performance	Brand Association
4.883	4.715	4.493	4.862	4.811



“We provide solutions for a dynamic environment where business and technology strategies

converge,” so claims Infosys. And the Indian IT icon remains focused on top notch technology solutions at competitive pricing. Does it advertise? No! Not ever. Yet, it manages to stay in the news for its ambitious global deals, resplendent results and great HR practices. Be it succession planning (with Narayana Murthy stepping down as Chairman and Nandan Nilekani handing over the CEO position to K. Gopalakrishnan this June) or emphasis on the intellectual development of employees, it keeps Infosys in the limelight. Another strategic feather in Infosys’ cap is the manner in which its founder Murthy has

Succession planning has really worked in favour of Infosys

conducted himself. Add to that his numerous social initiatives and it all works as amazing PR for the Infosys brand image. Of course, as Murthy is disassociating himself, the company’s brand image has slipped a few points too. Yet, what distinguishes Infosys from the rest is that “it doesn’t come from a rich parent; it comes from a one room apartment,” says IndusView’s analyst Akshun Gulati. So, Infosys may have slipped from Rank 4 to Rank 6, but remains firmly etched in the minds of the common Indian as the country rides the IT wave. Nilekani clearly can keep this ship’s engine gunning.

Brand Rank 6



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CANON

Next year, watch out for their rank in this list

Making its debut in the 100 Most Valuable Brands list is the Singapore-based imaging technologies

major, Canon. The reasons are not too hard to guess. A slew of product launches (24 digital imaging products, including 8 new digital cameras), enhanced retail reach and a consistent 42% growth in quarterly revenues! Says Akshun Gulati, IndusView Advisors, “Canon has a huge

Wide product range & competitive pricing makes it a strong brand

gamut of imaging solutions, excellent product range and competitive prices that makes it a leading brand.” Canon’s marketing strategy has been very channel based, as it has carved a niche for itself as it enters Tier II cities as well. The company has recently signed on Sachin Tendulkar (January 2007) as its corporate brand ambassador and expects his star power will help it communicate to the mass. Lined up for future is the Canon ‘Excellence Award’, which will reward performers to coincide with India’s 60 years of Independence deepening its association with the country. Truly, this one has got everything in its kitty to climb up even higher in the brand recall ladder next year.

Brand Awareness	Image & Personality	Brand Loyalty	Brand Performance	Brand Association
4.666	4.213	3.125	3.678	3.158