

Taj Ranked As India's Strongest Brand For The Second Time

Indian Hotels Company (IHCL), India's largest hospitality company, announced that its iconic brand – Taj has achieved the distinction of being Number One yet again on the list of the Strongest Indian Brands by Brand Finance in their coveted 'India 100 2022' report.

Speaking about the announcement, Mr. Puneet Chhatwal, MD & CEO, Indian Hotels Company said, "We are humbled that our iconic brand Taj has regained the top position as India's Strongest Brand across all sectors this year. This comes on the back of Taj receiving this honour in 2020 followed by it being the first Indian brand to be rated as the World's Strongest Hotel Brand in 2021 by Brand Finance."

"This recognition is a testament to our agility in re-imagining our strategic initiatives to stay relevant and achieve industry-leading performance, inspite of the many challenges in recent times. Throughout this journey, we have remained committed to the community by supporting the nation's fight against the pandemic. This award reaffirms the continued trust our guests, employees and all our stakeholders have in us, which we will continue to strengthen."

Brand Finance defines Brand Strength as the efficacy of a brand's performance on intangible measures, relative to its competitors. Each brand is assigned a BSI score out of 100, which feeds into the brand value calculation. Based on the calculations, each brand is assigned a corresponding rating up to AAA in a format similar to credit rating.