

IHCL Becomes First Indian Hospitality Company to Secure Sound Mark for Taj Brand

Indian Hotels Company (IHCL) has become the first hospitality company in India to secure a sound mark registration for its iconic Taj brand, marking a landmark moment in brand protection within the sector. The registration grants trademark protection to the Taj sonic sound, formally recognising it as a distinctive brand asset.

Commenting on the development, Rajendra Misra, Executive Vice President and General Counsel, IHCL, said that being recognised as the world's strongest hotel brand also brings the responsibility to lead in safeguarding brand equity. He noted that the sound mark registration reflects IHCL's forward-looking approach to intellectual property, aligned with the evolving ways guests engage with hospitality brands.

The registration legally protects Taj's sonic identity, underscoring the growing importance of sound as a powerful branding tool in an experience-led marketplace. Sonic branding plays a critical role in shaping emotional memory and enhancing recall beyond visual elements, particularly as hospitality brands increasingly focus on immersive, multi-sensory guest experiences.

IHCL has previously demonstrated a progressive approach to intellectual property protection by securing trademark registration for the three-dimensional shape of the Taj Mahal Hotel, Mumbai, reinforcing its commitment to preserving and protecting the distinctive elements of its heritage.

IHCL was represented in the matter by Fidus Law Chambers, led by Managing Partner Shwetasree Majumder, along with Partner Astha Negi and Senior Associate Umang Gola.