

## Interbrand India Launches Operations with Prestigious Mahindra Assignment

**Mumbai** (28 January 2013) – Interbrand, the world’s leading brand consultancy, has officially begun operations in India. Formed by the transition of Water, the brand strategy and design consultancy of DDB Mudra Group, to Interbrand, Interbrand India will offer Interbrand’s complete suite of brand consulting services including brand strategy, audit/evaluation, design, brand management and verbal identity. The operation will continue to be located in Mumbai.

Indian brands are seeking to enter international markets at an increasing rate and Interbrand India is uniquely positioned to help them grow into global brands. Joining a client roster that includes Tata and Godrej, Interbrand India is pleased to announce that it has begun consulting for the Mahindra Group. Mahindra, one of the more progressive Indian brands, is looking to establish itself as one of the world’s most valuable brands and as part of the journey has engaged Interbrand on an extensive brand valuation project. The Interbrand offices in Mumbai & London will carry out the assignment.

Interbrand’s brand valuation methodology - the first of its kind to be ISO certified – analyzes the many ways a brand touches and benefits an organization, from driving bottom-line business results to delivering on customer expectations. The methodology has been leveraged to build value, inform strategic brand management, restructure and create business cases for investments for some of the best global brands.

“India is one of the most exciting markets in the world for brands today, said Jez Frampton, Global CEO of Interbrand. “We are extremely pleased to have Ashish Mishra and his team join the Interbrand family and to mark the occasion with the start of a relationship with Mahindra, one of India’s most prestigious brands.”

Commenting on joining Interbrand, Ashish Mishra, Managing Director, Interbrand India said, “We want Indian companies to realize that brands are not mere logos or slogans but rank among the most important assets a business owns. Mr. Mishra continued, “As the world’s leading brand consulting firm, our task, quite simply, is to help the Best Indian Brands graduate to Best Global Brands.”

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### **About Interbrand**

Founded in 1974, Interbrand is one of the world’s largest branding consultancies. With nearly 40 offices in 27 countries, Interbrand’s combination of rigorous strategy, analytics, and world-class design enables it to assist clients in creating and managing brand value effectively, across all touchpoints, in all market dynamics. Interbrand is widely recognized for its annual Best Global Brands report ([bestglobalbrands.com](http://bestglobalbrands.com)), the definitive guide to the world’s most valuable brands, as well as its Best Global Green Brands report

(bestglobalgreenbrands.com), which identifies the gap between customer perception and a brand's performance relative to sustainability. It is also known for having created brandchannel.com, a Webby-award winning resource for brand marketing and branding. For more information on Interbrand, visit [interbrand.com](http://interbrand.com).

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