

## Mahindra Tractors is now a Superbrand

Market leader in India conferred this honour for loyalty, goodwill & strong emotional connect with the customer



*Mr. Sanjeev Goyle (centre), Sr. VP Marketing & AppliTrac receiving the award from Mr. Eamonn Sadler (left) ,CEO Superbrands worldwide Ltd and Mr. Anmol Dar (right), Managing Director Superbrands India Pvt. Limited*

Mahindra's Farm Equipment Sector (FES), one of the world's top tractor brands and the market leader in the Indian tractor industry for 26 years, was conferred the title of a *Superbrand* in an award function on 17<sup>th</sup> Dec at Intercontinental the Lalit, Mumbai . It received this honour on the basis of the brand's goodwill, consumer loyalty and emotional bonding with the customer. FES has also been shortlisted for inclusion in the third edition of Consumer Superbrands.

Only brands which have scored exceptionally well in each category are invited to participate in the Superbrands compilation. *Superbrands are always selected, never applied for.*

Mahindra Tractors has received an overall average score of 7.95 out of 10 in the short listing process. It falls within the top 3 % of all brands across all segments and all categories. The score was arrived at by tabulating 19,011 consumer responses, as well as taking into account the scrutiny of Superbrands Council members.



For 26 years we have been  
a super brand.

It just became official.

MAHINDRA TRACTORS IS NOW A SUPERBRAND.



### About Superbrand

A multinational project operating in 82 countries across 5 continents, Superbrand is regarded as one of the most distinguished awards in the world of branding. Superbrands India was launched in December 2002 when the first Council of Members was formed to judge consumer brands. More than 60,000 people have so far participated in the scoring process, collectively marking more than 1 million scores.

Some of the other brands which were conferred the title of consumer Superbrands 2009/10 were ACC, Bata, HSBC , Luxor, Club Mahindra, Tata Salt & Vodafone.