



**IBC INFOMEDIA PVT. LTD.**  
(A Division of International Brand Consulting Corporation, USA)

To,  
The Director / Vice Chancellor  
College of Technology and Engineering,  
Maharana Pratap University of Agriculture and Technology, Udaipur

**College of Technology and Engineering, Maharana Pratap  
University of Agriculture and Technology, Udaipur**

In India's No. 1 Engineering Institute

has been selected as

**INDIA'S NO.1 BRAND 2017**

(As per the Brand Research Report 2017 by Media Research Group, MRG)

INDIA'S NO.1 BRAND AWARDS is a unique recognition of the success and ingenuity of the fastest growing brands across India and the unique brains behind them. India's No.1 Brand is a recognition by invitation only. Your brand is eligible for the invite only after being selected as one of India's No.1 Brand based on a comprehensive research conducted by Media Research Group (MRG). The award ceremony will be held on 30th July, 2017 at The Leela Hotel, Mumbai.

Brands selected for India's No.1 Brand Awards will also be eligible to participate in World's Most Trusted Brand Awards 2017 from India (Asian Region) on 09th October, 2017 at Royal Albert's Palace, New Jersey, USA.

To know the complete benefits, selection process, research and registration process for INDIA'S NO.1 BRAND AWARDS 2017, please find this enclosed brochure. For more information about this brand awards ceremony please visit our website : [www.indiasno1brandawards.com](http://www.indiasno1brandawards.com) . For any further query, please feel free to contact us.

Last date for Registration is 28th July, 2017.

We look forward to your participation in these awards.

Regards

*Hemant*

Hemant Kaushik (CEO)  
IBC Infomedia Pvt. Ltd.  
International Brand Consulting Corporation (USA)



*Reg cell*  
*18.7.17*

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# INDIA'S NO.1 BRAND AWARDS 2017

(Event Managed by - Percept D Mark)

30th July 2017, Sunday, 6:00 PM

"Awards Ceremony & Gala Dinner"

## THE LEELA HOTEL, MUMBAI

We are delighted to inform you that your brand has been selected as INDIA'S NO.1 BRAND 2017 as per the Brand Research Report 2017 by Media Research Group, MRG. Your brand is the winner so we are inviting you to receive this prestigious award. Contact us for the registration process of the awards ceremony.

**AWARD CEREMONY : 6:00 PM, GALA DINNER: 8:30 PM, MEDIA PHOTOS & BYTES : 9:00 PM**

### ABOUT INDIA'S NO. 1 BRAND AWARDS

INDIA'S NO. 1 BRAND AWARDS 2017 includes India's famous and fastest growing brands that have played a significant role in the growth & success of the Indian economy, and have unequivocally divulged as game changers serving through several consumer-facing businesses. It's an exceptional recognition of the success and creativity of fastest growing brands across India and brains behind them.

Consumers across India in more than 20 cities were then asked to vote for India's No. 1 Brands, via physical survey conducted by Media Research Group(MRG), to "vote for the brands that they trusted most" to best reflect consumer's choice. 1,10,260 votes were collected and 50 of the leading brands of India categorized into 82 industry segments were ranked during 10th April to 19th April 2017 and recognized.

India's No. 1 Brand is a recognition by invitation only. Your brand is eligible for the invite only after being selected as one of India's No. 1 Brand based on a comprehensive research survey conducted by Media Research Group (MRG). Obviously, winners are not necessarily the highest selling brands but those that have worked hard to win consumers trust.

Brands selected for India's No. 1 Brand Awards will also be eligible to participate for World's Most Trusted Brand Awards 2017 from India (Asian Region) on 9th October, 2017 at Royal Albert's Palace, New Jersey, USA. Apart from the selected Indian brands, 50 top brands from UK, Singapore, China, UAE, France, Canada, Australia, Italy, Germany, America will also be participating in World's Most Trusted Brand Awards ceremony.

### ABOUT THE WINNERS

IBC InfoMedia Pvt. Ltd. (A Division of International Brand Consulting Corporation, USA) is delighted to invite you to receive INDIA'S NO. 1 BRAND AWARDS 2017. Your Brand has been selected as INDIA'S NO. 1 BRAND 2017 amongst more than 1000 short listed brands with in various categories based on a brand research report conducted in India by Media Research Group (MRG). MRG has a standing reputation of 15 years in data survey and market research. Based on the responses of the consumers, the brands have been selected for the awards. We will also provide you the survey data after the awards. Apart from your brand other brands selected as INDIA'S NO. 1 BRAND include RELIANCE JIO, AAJTAK, TIMES OF INDIA, TATA STEEL, VIDEOCON d2h, TAJ HOTELS, SAMSUNG, ACC CEMENT, TATA DURASHINE, RELIANCE, ICICI BANK, ITC, STAR TV, APOLLO TYRES, PVR, LODHA, LIC, MDH MASALE, HINDUSTAN PETROLEUM, PAN VILAS, JET AIRWAYS, BISLERI, FLIPKART, INDIA BULLS, HERO, BRITANNIA, SYSKA LED, HINDWARE, SURF EXCEL, GARNIER, BLUE DART, SNAPDEAL, TITAN among others. 5 B2B Brands are selected in INDIA'S BEST COMPANY CATEGORY by our Jury.

## FEES FOR REGISTRATION & LOGO USAGE RIGHTS : Rs. 1,00,000/- (One Lac Rupees)

The registration & the Logo usage rights fee for one year has been fixed by the jury for Rs. 1,00,000/- (One Lac + 18.00% GST). Total amount is Rs. 1,18,000/- (One Lac Eighteen Thousand Only). Payment of Registration Fee is mandatory for all winners without exception. **This includes invitation for 2 senior delegates of the company to receive the award** (Dress Code is Business formal Suit with Tie). Extra Delegate fees : Rs. 25,000 +18.00% GST. Last date for registration is 28th July, 2017.

Registration fees includes the costs of nationwide brand research, consumer survey, logo usage rights, market research and marketing efforts to promote the brands .

*Please contact us for the Registration Form on contact @ibcinfomedia.com*

## LOGO USAGE RIGHTS AND ADVANTAGES

Based on the survey conducted for INDIA'S NO. 1 BRAND 2017, we came to know that the brands who have included the INDIA'S NO. 1 BRAND Logo in all their publicity material (including brochures, catalogues, hoardings, newspapers & TV Ads) have witnessed an increase of 5% to 10% in their business within past years. **75 % of consumers prefer to buy a brand with India's No.1 Brand logo because of the good brand value, reputation and quality of brand.**

Upon receipt of the duly filled scanned registration form, you will receive a confirmation and invitation letter for receiving the Award / Trophy & Certificate of INDIA'S NO. 1 BRAND AWARD, 2017. **You will be able to use the logo of INDIA'S NO. 1 BRAND till 31st July, 2018, which means till next one year after receipt of award.**

## SELECTION CRITERIA OF A BRAND BY CONSUMERS

Brands shortlisted based on consumer survey could not necessarily be selected based upon sales/turnover/profits of the brand. Selection could also be based on overall quality, features, pricing, discounts, after sales service, reputation & other such factors of the brand. Most important thing is that these brands have worked hard to win consumers trust. We follow the most transparent and authentic process of selecting brands. It is the largest multi format research based brand platform in India.

## SPONSORSHIP OPPORTUNITIES

**Platinum Sponsor (Rs. 5 Lacs), Gold Sponsors (Rs. 3 Lacs)**. Your company logo to be featured like, "In Association With" on all advertisements, hoardings, invitations, and also on backdrop, standees, signage in the venue area as per the sponsorship category. 2 minutes time for speech or presentation on the stage by your CEO. 5 VIP Guest Invitations for the senior officers of your company to attend the awards ceremony.

## CONTACT US

**For all Enquiries, Registration for Awards Ceremony, and Sponsorship contact :**

Manager Brand Development : Pushpit Gaur on +91 - 7506032459

Manager Corporate Affairs : Alisha Kapoor at [contact@ibcinfomedia.com](mailto:contact@ibcinfomedia.com)

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**Note :** We are also organising **WORLD'S MOST TRUSTED BRAND AWARDS 2017** on 09th October, 2017 at Royal Albert's Palace, New Jersey, USA.

For More Information regarding these awards please contact Mr. Pushpit Gaur (7506032459) at [contact@ibcinfomedia.com](mailto:contact@ibcinfomedia.com)

**Special Note:** If you would like to invite your own Media/PR Persons or your own video & still photographer to cover the awards ceremony, please feel free to inform us in advance so that we can make arrangements to invite them with prior permission.