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## WCRC Announces the 'Brand of the Year - Emerging No. 1' at a Glittering Ceremony in Mumbai

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Business Wire India

Every successful nation's story is written by individuals, brands and organisations that dare to dream and lead. They've worked relentlessly for years and have placed India on the world map. At a glittering ceremony in Mumbai at Hotel Sahara Star, World Consulting and Research Corporation (WCRC) honored these brands and individuals.



WCRC's Brand of the year - Emerging No. 1 is a research based listing of the top 50 emerging brands in India. Ibrands360 conducted a consumer perception survey on "The Emerging Brands of India's". The survey was initiated by generating a list of 1000 brands from 15 categories, comprising more than 50 sub-categories which were shortlisted to 300 after a rigorous elimination process and further categorized as Automotive, Finance, Consumer Durables, Education, Energy & Power, FMCG, Food & Beverage, Healthcare, Hospitality, Infrastructure, Media & Entertainment, Retail, Services, IT & Telecom and Lifestyle. A nation wide in-depth consumer survey was done across major cities of India, followed by jury scoring to decide the top 50 brands for the Emerging Brands of the Year listing.

Commenting on the occasion, Mr. Abhimanyu Ghosh, Editor-in-Chief, WCRC said, "The list of awardees was created after months and months of research, study and analysis. These honorees were picked after considering many important factors such as results, ethics and the work culture they've created. Every person & brand who walks in this room tonight, is a true achiever. Our team has worked hard to make this night the success that it is. Today we have