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# L&T: India's 8<sup>th</sup> Most Valued Brand

## Only Engineering & Construction Co. in Top Ten

Brand Finance - the leading global brand valuation and consultancy firm has ranked L&T 8<sup>th</sup> in its annual study of India's most valued brands. L&T is the only company from engineering & construction field to have made it to the Top 10 list.

Brand L&T has been valued at \$2371 million - an 11% increase in value over 2013.

The survey puts India's biggest brands to the test every year and determines which are the most powerful and most valuable. This year the study was extended to include the top 100 Indian brands, reflecting the consultancy firm's view that branding has become crucial to an increasing number of Indian firms.

Brand Finance calculates brand value on the basis of the 'Royalty Relief' method. This determines the royalties a corporation would have to pay to license its brand if it did not own it.

### WHERE DO THEY STAND

Rank 2014	Rank 2013	Brand	Brand value 2014 (\$ mn)
1	1	Tata	21,102
2	NA	LIC	4,104
3	2	SBI	4,063
4	4	Airtel	3,819
5	3	Reliance	3,547
6	5	ONGC	3,294
7	6	Indian Oil	3,151
8	9	L&T	2,371
9	8	Infosys	2,291
10	7	Mahindra	2,272