August 7, 2014

L&T: India's 8th Most Valued Brand

Only Engineering & Construction Co. in Top Ten

Brand Finance - the leading global brand valuation and consultancy firm has ranked L&T 8th in its annual study 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.

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 that branding has become

crucial to an increasing number of Indian firms.

Brand Finance calculates brand value

the royalties a corporation would have to pay to license its brand if it did not own it.

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