



## Lava emerges as India's Most Promising Brand: World Consulting & Research Corporation

**New Delhi, August 13th, 2014:** LAVA, a fast growing brand in the mobile handset industry has been recognised as one of India's Most Promising Brands by World Consulting & Research Corporation (WCRC).

India's Most Promising Brands 2013-14 brings forth the brands that have grown tremendously in terms of consumer perception and have shown clear indicators in terms of potential to overtake the current market leaders through their innovative marketing techniques and product innovations. The World Consulting & Research Corporation (WCRC) recognised 100 brands across 20 industry categories to form the Most Promising Brands of India.

The selection and result is based on extensive primary and secondary research conducted by WCRC. Ernst & Young has been the process advisor, evaluator and auditor of the entire project. This project has culminated into a research-based listing of India's Most Promising Brands in a well-designed coffee table book format along with a digital and broadcast format. Along with the promising brands, this platform also felicitated entrepreneurs and brand guardians that have lead these brands to the stature of being the Most Promising.

Additionally with the award, Lava's inspiring journey will be featured into a 2-minute editorial film .The editorial film would be shot to showcase the core values and attributes of the brand. The editorial film would be available in a downloaded version on the WCRC website and/or WCRC dedicated channel on You Tube.

Commenting on the honor **Mr. Hari Om Rai, Chairman & Managing Director Lava International** shared, *"We are ecstatic on being chosen as one amongst India's most promising brands by World Consulting & Research Corporation. We thank WCRC and E&Y for bestowing this award upon Lava. In alignment to our core values, we are constantly making efforts to provide innovative and value for money products that offer great experience to our consumers. Recognitions like these are a great confidence booster in Lava's journey of becoming a global consumer brand from India."*

The India's Most Promising Brands & Leaders Coffee Table book will be available in Book-Shops, Coffee Shops, Top Management Universities, Embassies, Trade Conferences and Participating brands from India, Corporate houses, and Controlled distribution to the right target market, Chamber of Commerce and Advertising & PR agencies.

### **About Lava International Limited**

Lava, established in 2009, is amongst the top Indian brands in the mobile handset industry. As a brand that strives to understand customers' requirements deeply and has a complete in-house R&D center to convert those needs into products, Lava brings in products that offer superior value through good quality and best-in-class features at an affordable price. Headquartered in New Delhi, India, the company has offices in Mumbai, Hyderabad, Kolkata, and abroad.

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### **About World Consulting & Research Corporation (WCRC)**

WCRC is a multi-dimensional company in consulting, research and knowledge. Its specialized focus with brands makes it a super speciality company for brands. 'We Breathe Brands' as a centre-focus of the existence of the company, WCRC concentrates on fortifying brand equity in each domain that it operates in.

### **About Ernst & Young**

Ernst & Young (known as EY) is a multinational professional services firm headquartered in London, United Kingdom. The organization operates as a network of member firms which are separate legal entities in individual countries. It has 190,000 employees and more than 700 offices in over 150 countries. It provides assurance (including financial audit), tax, consulting and advisory services to companies.

### **About Global Indian Excellence Summit**

“The Global Indian Excellence Summit & Awards” is the first of its kind initiative that took place in London recently. The awards honored the most powerful and influential global Indians from various arenas of business, politics, entertainment (music & films), sports, philanthropy, arts & literature from United Kingdom and other parts of the world.

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