

WCRCINT releases India's 50 Transformational Brands, Fastest Growing Companies & Leaders 2019 in London

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NEW DELHI, DELHI, INDIA, July 1, 2019 /EINPresswire.com/ -- WCRCINT releases India's 50 Transformational Brands, Fastest Growing Companies & Leaders 2019 in London

The 2019 edition of India's 50 Transformational Brands, Fastest Growing Companies & Leaders research was released in London by WCRCINT, amongst the crème de la crème of the industry. The coffee Table book based research report will be available globally from August 2019.



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The two days mega corporate festival 'WCRCSUPERFEST' was held at the iconic House of Lords, British Parliament and the Westminster Conference Centre. While the first day saw India's 50 Best Companies and their leadership in an incredible network at the iconic House of Lords, British Parliament, the second day of 'WCRCSUPERFEST' was an assembly of the best minds coming together for discussions on India's glorious future along with a recognition ceremony for India's 50 Best Companies and its leadership.

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Abhimanyu Ghosh

WCRCINT India's 50 Transformational Brands, Fastest Growing Companies & Leaders is researched by leading brand research firm *ibrands360* and evaluated by The Malcolm McDonald Academy, global leading brand valuation and consulting firm headed by the legendary Prof. Malcolm McDonald. 50 brands from different

categories were selected for the same along with its stellar leadership who are shaping India's economic super-power status. Process research was conducted by *ibrands 360* team along with the evaluation of in-company research questionnaires based on secondary research on the parameters of Brand Promise, Brand Recall, Brand Trust, Values, Innovation, Commitment and Impact. Further segmentation was done on the basis of advertising and promotions, revenue and popularity of the brands.

Speaking on the occasion, [Abhimanyu Ghosh](#), Chairman & Editor in Chief, [WCRC](#) Group said “At

WCRC we strive to bring the best results to the global audience through our high quality selection processes. We are glad to be partnered in this endeavour by the Malcolm McDonald Academy. As a research and media firm our vision is very clearly communicating India's success story to the world. London is always an important destination keeping global communication in mind".

Rt Hon Lord Swaraj Paul, PC, Chairman Caparo Group said "I would like to congratulate all the winners who are making India proud. I would also like to extend my heartfelt praise for the entire team at WCRC. They are doing a marvellous job of promoting Indian Companies and Leadership globally".

Professor Malcom Mc Donald, MA(Oxon) MSc PhD DLitt DSc, Chairman, The Malcolm McDonald Academy said "Its one of my most cherished associations. WCRC is known to do world-class work and I have always stood by the highest quality research in evaluating brands".

The WCRCSUPERFEST started off on a social note with Lord Raj Loomba CBE, speaking on the role of helping the society to mark the International Widow's Day. Lord Loomba's work towards the development of the underprivileged has been remarkable over the years. Speaking on the occasion Lord Raj Loomba CBE said "I & The Loomba Foundation have been working closely with WCRICNT for the last 2 years to promote Indian Companies & Brands and work towards uplifting the cause of widows and the underprivileged".



A power packed panel discussion on key ingredients required to make Indian brands global



WCRC Chairman and Editor in Chief talking on WCRC's role as a media in promoting Indian brands globally

The high profiled key note speeches were followed by an expert discussion on 'Key ingredients India need to create, produce and market world class brands'. The panelists included Edmund Brarford, Author, Entrepreneur, Founder of Markets2Win and Chair, UK Business Awards, Nikhil Arora, MD, GODADDY, Tony Martin, Chairman, Empresia Group Plc, Suhail Samir, CEO, TOO YUM, Sanjiv Goenka Group and Ruben Dass, Founder Chairman, Koochie Global. The panelists discussed ways of India's roadmap in creating global brands.

The glittering evening at the iconic British venue at the London's heart in Westminster witnessed

50 of India's best companies and individuals being awarded in front of stalwarts of industry experts and corporate luminaries.

The next edition of WCRCSUPERFEST will be held in New York, USA.

About WCRICINT:

WCRC lives by the core values 'Your Brand is the Business'. Hence it strives hard to make that happen. WCRICINT is a global leading firm in Research and Niche Publications. It has the leading number of Brand Intellectual Properties.

For more information, please visit <http://www.wrcint.com> .

About ibrands360 Brand Architecture:

ibrands360 is a specialized brand architecture and research company that is totally dedicated towards brands research, brand fortification strategies and company evaluation studies. ibrands360 research on brands have set new industry benchmarks. Its research methodology in evaluating brands and its well-being have immensely accentuated many brands positioning and dynamics in the marketplace. Its intellectual properties on brands have set new standards

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