

Tata retains title of India's most valuable brand; TCS most valuable IT services company

Tata Communications has become the 4th most valuable Indian telecom brand; Tata Motors 5th most valuable Indian Auto brand; Tata Consumer Products 4th most valuable Indian food and beverage brand. Additionally, two of the group's insurance companies – Tata AIA Life Insurance and Tata AIG Insurance – have also been named in the report.

ET Now Digital | Updated Jun 5, 2022 | 12:11 PM IST



Tata retains the title of India's most valuable brand

New Delhi: Over 150 years old Indian multinational conglomerate *Tata Group* has become the country's most valuable brand in the Brand Finance *India* 100 2022 report. Its brand value jumped 12 per cent to \$24 billion. *Tata Consultancy Services* earned the title of India's most valuable brand in IT Services category.

Every year, leading brand valuation consultancy Brand Finance puts 5,000 of the world's biggest brands to the test, and publishes around 100 reports, ranking brands across all sectors and countries.

Not just the conglomerate, but several of its companies also won found a mention in the report. Taj became the strongest Indian brand, jewellery brand *Tanishq* was the 8th strongest Indian brand. Tata Group's steel company earned the title of being the most valuable Indian brand in the mining and metals category.

Tata Communications has become the 4th most valuable Indian telecom brand; *Tata Motors* 5th most valuable Indian Auto brand; *Tata Consumer Products* 4th most valuable Indian food and beverage brand. Additionally, two of the group's insurance companies – Tata AIA Life Insurance and Tata AIG Insurance – have also been named in the report.

"We are delighted to retain the title of India's most valuable brand in the Brand Finance India 100 2022 Report. Here's to being #1 for our customers, always," the group shared on Twitter on Saturday.

Tata Group @TataCompanies

We are delighted to retain the title of India's most valuable brand in the Brand Finance India 100 2022 Report. Heres to being #1 for our customers, always. 🎉
#ThisIsTata

Watch on Twitter

TATA
RETAINS THE POSITION
#1 AS INDIA'S MOST VALUABLE BRAND*
*AS PUBLISHED IN THE BRAND FINANCE INDIA 100 2022

5:44 PM · Jun 4, 2022

125 Reply Copy link

Read 11 replies

Recently, the group announced that its steel-making company *Tata Steel* has become the first firm in the country to open core mining operations to the transgender community. "Tata Steel has onboarded transgender people as Heavy Earth Moving Machinery (HEMM) Operators and Crane Operator Trainees at its mines," the steel giant announced on social media on Wednesday.

Tata Steel added that the onboarding of transgender employees is part of their efforts to enable a diverse and inclusive work culture. "When we say we create space for all, we mean it. @TataSteel has onboarded transgender people as Heavy Moving Machinery (HEMM) Operators and Crane Operator Trainees at its mines," Tata Group tweeted on June 1.