

## **PRESS RELEASE**

Amaravati, 21<sup>st</sup> December 2022

### **Best Brand Award 2022:**

### **SRM University-AP Walks Off with the Prestigious Accolade**

SRM University-AP has been bestowed with the prestigious ‘Best Brand Award 2022’ at the fifth edition of The Economic Times Best Brands Conclave held on December 20, 2022, at Taj Lands End, Mumbai. Mr Harsh C Mariwala, Chairman of Marico, handed over the award to Dr R Premkumar, Registrar; Prof. Bharadhwaj Sivakumaran, Dean, Paari School of Business; and Mr Pankaj Belwariar, Director, Communications, of SRM AP. The award is conferred to brands that have transformed their present structure, conditioned the future course of action, and delivered value to all their customers by constantly innovating.

“SRM University-AP has established a solid brand value within a short span of time in the education industry. Best Brand Award 2022 is a huge honour for the institution, and we will strive to enrich and uphold this recognition for years to come,” said Prof. Manoj K Arora, Vice Chancellor, SRM AP, as he expressed his thoughts on being at the receiving end of the esteemed award. To recognise leading Brands for the financial year 2021-2022, Economic Times researched the parameters laid down by the Knowledge Partner, which included brand value, years of existence, annual turnover, minimum growth rate, brand recall value, and the number of employees among other notable achievements, according to which the brands were evaluated and chosen. SRM University-AP has been shortlisted as one of the Economic Times Best Brands of 2022 and was honoured with a certificate of appreciation.

The glorious award ceremony featured remarkable brands which have redefined the benchmark in their respective fields through their legacy and sustainability in India and global markets. The evening brought together the marketing gurus, brand custodians, brand owners, and best creative leaders from the marketing fraternity on one platform to celebrate the Best Brands and engage in the most candid knowledge exchange platform to understand the nuances of successful brands. The launch of the 5th Edition of The Economic Times Best Brands Coffee Table Book also marks the occasion.