

'Brand of the Year' Award for JK Tyre

JK Tyre & Industries Ltd., a pioneer of radial tyres in India, has added another feather to its cap by receiving the "Brand of the Year" Award at the 2015 World Branding Awards ceremony held in London. JK Tyre is the only Indian brand selected for the awards presentation this year.

Speaking on the occasion, Dr. Raghupati Singhania, Chairman and Managing Director, JK Tyre & Industries Ltd., said: "We are pleased to receive the World Branding Forum's Brand of the Year 2015 Award. For the brand 'JK Tyre' winning this award at the World Branding Award celebrations is a strong validation and a testament of the hard work that has gone into building JK Tyre as a great brand and making it a household name. Selection of JK Tyre through rigorous evaluation, assessment and voting process is a true reflection of the inherent brand strength of JK Tyre. I would like to thank and congratulate my entire team for their unstinted efforts that have helped JK Tyre receive such an accolade. This award is an encouraging step towards JK Tyre's continuous endeavor to be the preferred tyre brand globally".



Mr. Arun Bajoria, Director and President - International Operations, JK Tyre & Industries Ltd., receiving the "Brand of the Year" Award

The World Branding Forum is a registered global non-profit organisation. It aims to advance the standards, skills and education of the branding community for the betterment of the industry and consumers. Winners of the World Branding Awards are uniquely judged through three streams – Brand Valuation, Consumer Market Research and Public Online Voting. ♦

RSB bags CSR Excellence Award



Ms. Priyanka Behera, Head – CSR, RSB Transmissions, (extreme right), receiving the CSR Excellence Award from Mr. Haribhai Parthibhai Chaudhary, Minister of State for Home Affairs

RSB Transmissions (I) Ltd. received the CSR Excellence Award for 2015 from the Aditya Birla Group at the fourth Annual Manufacturing Today Conference & Awards 2015 presentation function held in Pune. The Award was received by Ms. Priyanka Behera, Head – CSR, on behalf of the company.

Speaking on the occasion, Ms. Priyanka said: "This Award is richly deserved by all my colleagues across the group and my CSR team, in particular, who have toiled to ensure that our pan-India CSR efforts reached directly the under-privileged have-nots – the nucleus of CSR beneficiary".

Awards are given every year by Aditya Birla Group Manufacturing Today to appreciate the challenging times and the progress made by Indian industry professionals in areas of CSR, Operations, Quality, HR, Technology, Innovation, etc.

While selecting RSB for the Award, a panel of eminent jurists consisting of leading industrialists and top-notch professionals commended its CSR initiatives, with a unique difference, touching the under-privileged have-nots of society. ♦