LuLu wins Brand of the Year at World Branding Awards 2018

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Hypermarket & Shopping malls chain LuLu won the Brand of the Year Award in the Retail category at the 2018 World Branding Award Ceremony Wednesday. The annual event evaluates brands from around the world through a three-step procedure including brand evaluation, public online voting and consumer market research.

At a glittering function held at the Kensington Palace in London Mr. Ashraf Ali Musliam, Executive Director of LuLu Group received the top award from Richard Rowles the Chairman of World Branding Forum in the presence of top business leaders and dignitaries from around the world. World Branding Awards are the top recognition given to an organization or brand for their path breaking and innovative branding, marketing & communication initiatives over the years and are regarded as the top benchmark in the industry.

“We are obviously very delighted and proud to be chosen as the top global brand and the fact that this award is primarily based on public survey and customer feedback, makes this recognition much more valuable for us” commented Ashraf Ali after receiving the award.

Despite heavy competition the main reason for LuLu getting this coveted award was primarily because of their sustained brand credibility, brand awareness and brand communication, according to the World Branding Forum, the organizers of this prestigious event.