

Tata Group only Indian brand in top 100

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The salt-to-software conglomerate Tata Group is the only Indian brand among the top 100 most valued brands of Brand Finance 2024. Tata improved its ranking from the 69th position in 2023 to 64th in 2024. The total value of the Tata Group stood at \$28.63 billion.

The ranking is part of the Brand Finance Global 500 list released on Wednesday at Davos. According to the Global 500 ranking, there are 14 Indian companies, among which only Life Insurance Corporation (LIC) and

State Bank of India (SBI) have seen their brand value fall. Among the Top 500 list, after the Tata Group, the other top brands mentioned are Infosys (145), LIC (222), HDFC Bank (228), and Reliance Group (261).

Brand Finance also released the IT Services 25, 2024 ranking. The list saw Accenture retaining its top position, while Tata Consultancy Services (TCS) maintained its second rank and saw its brand value grow by \$2 billion to

\$19.2 billion.

Infosys maintained its third position. Brand Finance also said that Infosys was the fastest-growing IT services brand over a five-year period.

HCLTech continued to maintain

its rank at the eighth position. However, the company is the fastest-growing brand in the top 10 this year, achieving 16 per cent growth, said the report. The company's brand value increased to \$7.6 billion.



BRAND
FINANCE
2024



APPLE RECLAIMS ITS TITLE AS MOST VALUED BRAND

Value (\$ bn)

Top 5 global brands

1	Apple (2)	517.0
2	Microsoft (4)	340.6
3	Google (3)	333.4
4	Amazon (1)	309.0
5	Samsung (6)	99.0

Note: Figures in brackets are 2023 ranks

TATA GROUP BEATS OTHERS

Value (\$ bn)

Indian brands in top 500

64	Tata Group (69)	28.6
145	Infosys (150)	14.0
222	LIC (212)	NA
228	HDFC Bank (332)	NA
261	Reliance Group (310)	NA

TCS, INFY MAKE THE CUT

Value (\$ bn)

Top 5 global IT services brands

1	Accenture (1)	40.5
2	TCS (2)	19.2
3	Infosys (3)	14.0
4	IBM Consulting (4)	12.0
5	Capgemini (5)	10.0

Source: Brand Finance 500, 2024