



## Intex wins India's Most Trusted Brands Award 2016

~Brand Intex awarded under the mobile category~

**New Delhi, November 15, 2016:** Intex Technologies, one of the leading consumer electronics major, has recently been felicitated with “**India’s most trusted brands award 2016**” under the mobile category by IBC InfoMedia (A Division of International Brand Consulting Corporation, USA) which has expertise in providing consulting to organizations who are interested in developing their brand value strategy.

**India’s Most Trusted Brand Awards** is a concept developed by IBC INFOMEDIA PVT LTD. The Awards are a distinctive recognition for a brand recognized as a leader in its industry category based on current year market standing. Its evaluation process is based on a nationwide quantitative qualified consumer survey, expert analysis and attributes based qualitative brand research.

Graciously acknowledging the award, **Mr Narendra Bansal, CMD, Intex Technologies** said, “*It is our honour to be receiving this award. Today, Intex is one of the leading mobile handset companies in India. This phenomenal growth has come on the back of innovative products, strong service & distribution strategy and aggressive marketing to connect with the target audience. Intex has always positioned itself as a brand that empowers masses with latest technology at affordable price points. It feels great to be recognised for our efforts through this award and we aim to continue providing the best products and services to our consumer at the most affordable price.*”

A Coffee Table book has also been launched titled ‘**India’s Most Trusted Brands**’. It is a research driven book of the most trusted & prominent brands that are shaping India’s future. It’s a brand collection book which garners India’s top most aspirational brands which have fortified their presence in the hearts & minds of the Indian consumers making them India’s most trusted brands. The brand book not only salutes the Indian corporate houses, but also felicitates those business leaders, who have put India on the global footprint.

IBC InfoMedia is a trusted name for Market Intelligence and Research solutions and a headstrong counselor to many influential businesses and institutions in India. They are focused on creating and managing brands as valuable strategic business assets and evaluating the viability of extending a brand into new categories and retail channels.

For more info, please visit [www.intex.in](http://www.intex.in)

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