

## **Vineet Kanaujia conferred with 'Brand Leadership Award' at Global Awards for Brand Excellence**

*By Olive Communications*

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*Mr. Vineet Kanaujia, GM-Marketing, Safexpress has been conferred with the 'Brand Leadership Award' at the 'Global Awards for Brand Excellence'.*

Mr. Vineet Kanaujia, GM-Marketing, Safexpress has been conferred with the 'Brand Leadership Award' at the 'Global Awards for Brand Excellence' for his incredible contribution in establishing Safexpress as one of the topmost brands in the country. This Award was presented in a glittering ceremony in Hotel Taj Lands End on the evening of 4th of November.

The 'Global Awards for Brand Excellence' are the most prestigious Awards in the field of Marketing, and are held as part of World Brand Congress. The World Brand Congress is a revered forum where the world's top Marketing Professionals come together every year.

This Congress was represented by top-notch Marketers from more than 60 nations across the world. The objective of this Congress was to bring together the top Marketing Leaders under one roof to discuss today's critical marketing challenges, as well as to honor the best performers for their contribution. Mr. Kanaujia was also one of the eminent Speakers at the World Brand Congress.

Elated upon having received the prestigious Award, Mr. Kanaujia said, "It is indeed a very big honor to receive the Brand Leadership Award. I am absolutely delighted, and would like to express my heartfelt thanks to the Jury for conferring this very prestigious Award upon me. This Award will definitely serve as a wonderful motivation for me to work even more passionately in the future."

Elaborating on the reasons behind the Success Story of Brand Safexpress, Mr. Kanaujia said, "What really sets us apart is that we have been consistently focusing on each and every aspect of Marketing in depth. We have laid the keystone of the Marketing function in Safexpress on six pillars, which are Above the Line Marketing, Below the Line Marketing, Public Relations & Corporate Communications, Corporate Branding, Direct Marketing and Award Marketing. Each pillar has been focused upon distinctly and very strongly. This has made our Marketing very holistic vis-à-vis other brands."

Mr. Kanaujia concluded by announcing, "Our Brand has recently been chosen as the 'Most Promising Brand of the year' in a consumer research conducted by ICMR, India's foremost research body. This research involved a thorough study of around 40,000 international, national and regional brands across the country. Earlier this year, we had also won the 'Brand Loyalty Award' at India Loyalty Summit 2009. Our strategic approach towards marketing our brand has resulted in an exponential increase in the Brand equity of Safexpress in a very short time."

About Safexpress:

Safexpress has firmly entrenched itself as the 'Knowledge Leader' and the 'Market Leader' of the Supply Chain & Logistics industry. The company has expanded its reach to 562 destinations all across India through more than 3,500 GPS enabled vehicles. Safexpress provides Express Distribution, Third Party Logistics (3PL) services and Supply Chain Consulting.

Pioneered and driven by 'Logistics Guru' and CMD, Safexpress, Mr. Pawan Jain, the company has today

given a new face to the Indian Supply Chain & Logistics Industry with the implementation of innovative and state-of-the-art services. Growing at a phenomenal rate, Safexpress is the undisputed leader in the Indian Supply chain and Logistics Industry. The company plans to achieve a turnover of Rs. 1000 crores by 2010.

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