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L&T Ranked Among Top 5 'Thought Leader Brands' in India

L&T was ranked among the Top 5 in an Index of Thought Leaders in India published by a London-based communications agency. In the Index, L&T ranks higher than several global brands.

Thought Leaders have been defined as those corporate brands with the power to change the attitudes and behaviours of consumers, employees or politicians.

Respondents to the survey included government ministers, directors of blue chip companies and newspaper editors.

The research that was conducted by research consultancy firm GlobeScan for the Index of Thought Leaders 2011 says, "India has greater conviction about the leadership credentials of indigenous companies than in the UK; over half of the companies are privately owned or listed in India."

The Index was comprehensive in coverage, encompassing sectors ranging from ICT to heavy industry to pharmaceuticals, to financial services.

GlobeScan Incorporated is an international opinion research consultancy which conducts research in over 90 countries. Established in 1987, GlobeScan is ISO 9001:2008 quality certified and a signatory to the UN Global Compact.