

# Google & Sony top world's reputed cos' list

## FAITH FACTOR

▶ US-based brand and reputation management consulting firm **Reputation Institute** has published a list of the world's 28 most reputed companies. The list has been drawn up on the basis of admiration, trust and good feeling that consumers have towards a company.

## THE BIG LEAGUE OF MOST TRUSTED COMPANIES

1. Google	11. Microsoft
2. Sony	12. Johnson & Johnson
3. The Walt Disney Co	13. Panasonic
4. BMW	14. Singapore Airlines
5. Daimler/Mercedes-Benz	15. Philips Electronics
6. Apple	17. IBM
7. Nokia	18. Hewlett-Packard
8. IKEA (Swiss retailer)	20. Nestle
9. Volkswagen	24. Honda Motor
10. Intel	25. Coca-Cola

## TOPPERS' FILE

Top-rated Sony and Google were consistently strong around the world, with Sony scoring among the top five in all regions and Google in four of the five regions.

### HOWEVER...

Google did not make it into Asia's top-five companies

**Survey width:** The study was conducted on 600 firms from 27 nations, out of which 28 were selected for the list.

## REPUTATION POWERHOUSES

The list has 12 US companies while there are three each from Germany and Japan



- ▶ Disney's global mind-share as an entertainment provider is remarkable
- ▶ Admiration for BMW and Daimler/Mercedes-Benz is a global phenomenon
- ▶ Apple, Ford, Google, Nestle & Sony enjoyed better reputation globally compared to their home turf

## ASIAN PICK

1. The Walt Disney Company
2. Daimler/Mercedes-Benz
3. BMW
4. Sony
5. Singapore Airlines



## TECH THAT

Technology has a powerful grip on the global rankings. Companies like Google, Sony, Apple, Nokia, Intel and Microsoft have earned our trust and respect because they are all-pervasive solution-providers that affect our daily lives.

— Charles Fombrun,  
Chairman,  
Reputation Institute

# Mumbai firm to take traditional ice candy national Chuski takes branded route with Go Gola

By Amit Shanbaug  
in Mumbai

THE STREET-SIDE 'Chuski' or 'Gola' would soon be available in major cities like Delhi, Mumbai and Hyderabad in a healthier and more upmarket version — it would be made from mineral water ice and natural fruit syrups. Mumbai-based Go Gola has gone innovative and branded this traditional ice-candy in its hygienic avatar.

Gola is made of crushed ice, which is clumped together in the form of a lolly. It is called Chuski in the north.

According to Sachin Jain (28), managing director of Go Gola, though most people, in their childhood days, have tasted the gola and loved it, they are reluctant to let their

own kids try it out at the street side vendors mainly due to the hygiene factor.

"Most people are apprehensive about the gola ice being made of impure water. Also, there are synthetic raw materials in the syrup used in the gola. The unhygienic handling and ambience of the hawkers also makes them sceptical," he said.

However, if these apprehensions could be cleared up, it would be a very good concept and generate a lot of demand. "We planned a unique concept where mineral water ice cubes are used with natural fruit flavours to make regular and exotic golas that appeal to the masses and the classes. The concept was initially test-launched at Linking Road, in the western suburbs of Mumbai where it met with tremendous response and success. Soon after, we expanded and became the country's first branded & hygienic gola," he said.

Jain also thought of an innovative concept to attract more eyeballs. "We had our advertisement designed like the web page of Google. Naturally, this created a lot of curiosity and helped us get noticed. Our USP is our repeat customers because of our very high quality standards in terms of hygiene, the use of AAA standard flavours with a wide variety and the quality of our unique flavours," he said.

Go Gola has introduced distinct flavours, such as the Mumbai Masala Soda, Kool Kokum, Blue Lagoon, Crazy Kairi Ri, Peru Shheru, Peachon da Beach, Bas jus Khus, Anari Anar, Moulin Roze and Ossam Orange. Each gola is priced at Rs 35.

The initial investment to set up these small outlets in prominent locations in the city works out to about Rs 15 lakh, Jain said.

"Each store is around just 25 to 50 sq ft in size. We have made aggressive plans for this fiscal for expanding the concept to other metros in the country," he said.

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# Nissan starts Micra mfg as bookings open today

JAPANESE car manufacturer Nissan on Monday started commercial production of its small car Micra from the company's factory in Chennai. Nissan Motor India will start selling the car from July, for which bookings will open from Tuesday.

Nissan Motor Company chief operating officer (COO) Toshiyuki Shiga said, "The rollout of Nissan Micra is the beginning of a new chapter for us in India."

The India-made Micra will be exported to Europe, the Middle East and Africa as part of the company's plans to sell the car in over 100 countries, he added.

Nissan is also looking at making the Chennai plant a global hub for exports. Exports of the Micra will commence in July, 2010 and the first shipment will begin from September, 2010, the company said. Earlier in March, the Franco-Japanese auto alliance Renault-Nissan inaugurated its manufacturing plant at Ora-

## Micra to be displayed from today in showrooms

gadam, near Chennai, in which the two partners will together invest Rs 4,500 crore to produce four lakh units by 2015. "We always had a clear strategy for India and this has been reflected in our investments in the first manufacturing plant for the alliance in Chennai," Nissan Motor India chief executive officer (CEO) and managing director (MD) Kiminobu Tokuyama said.

The company will start displaying Micra from Tuesday in its showrooms across the country. The bookings will also begin simultaneously against an initial amount of Rs 50,000.

Renault-Nissan has made an initial investment of Rs 2,900 crore for production of two lakh units annually, which can be scaled up to four lakh units. It plans to produce about 80,000 units in the first year.

Pitted against Maruti's Swift, Hyundai's i10 and i20, Micra will come with a 1.2-litre petrol engine and 85 per cent local components. Micra was designed on the new 'V' platform.

Mail Today Bureau

## THE COOL DESI SUMMER DELIGHT

**THE IDEA:** Mineral water ice cubes were used with natural fruit syrups or flavours to make regular & exotic golas that appeal to the masses and the classes.

**GOING EXPERIMENTAL:** Test-launched at Linking Road, Mumbai, where it met with tremendous response and success

**AD STYLE:** Ads of Go Gola have similarities with Google web page

**USP:** Hygienic, use of AAA standard flavours with a wide variety and unique flavours.

**FLAVOURS ON OFFER:** Mumbai Masala Soda, Kool

Kokum, Blue Lagoon, Crazy Kairi Ri, Peru Shheru, Peachon da Beach, Bas jus Khus, Anari Anar, Moulin Roze and Ossam Orange

**PRICE:** Each gola is now priced at Rs 35

**INVESTMENT:** About Rs 15 lakh for small outlets — 25 to 50 sq ft — in prominent locations in Mumbai.

**FUTURE PLANS:** Besides selling syrups and creating brand image for the same, it plans to expand in Bangalore, Hyderabad, Chennai, Kolkata and Delhi.



Go Gola founder Sachin Jain (right), the country's first branded & hygienic gola maker; (inset) a Go Gola ad

NAGESH OHAL

## NUMBERS OF THE DAY

**50K** unbanked villages SBI plans to cover by FY'11 as part of its financial inclusion drive

**100** mn-mark 3G subscriber base will touch in next five years, says Crisil

**\$9** bn worth of public spending outlined by Britain to boost jittery market

**\$1.4** billion will be paid by IBM Corp to buy AT&T Inc's Sterling Commerce unit