

## Dr Bani Anand receives Achiever Award at NexBrand's Brand Summit

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Hairline International Hair and Skin Clinic was awarded 'The Extraordinaire' Brand award at NexBrand's Brand Summit held at ITC Grand Maratha in Mumbai recently. Dr. Bani Anand, Founder and Managing Director, Hairline International Hair and skin Clinic also received 'The Extraordinaire' Powerful Woman Achiever award. One among the India's crème de la crème from across various sectors, the Hairline brand was honoured on NexBrand's prestigious stage at glittering ceremony that paid tribute to all those powering India's growth to being a global superpower.

Speaking on being conferred the award, **Dr. Bani Anand, Founder and Managing Director, Hairline International** said, "It is an honor to be recognized on this platform of the work done at Hairline International. Never one to worry about competition, we have always worked as a team and ensured that we are on the pulse of the market. This single-minded determination is what has seen us grow tremendously, be pioneers in our field and also be recognized for the work done. This one is for the team that has worked so hard".

Said Ms. Chandrika Maheshwari, Founder, NexBrands Inc, "Our vision is to honour achievers who are helping India rewrite milestones in the fields of business, arts, literary, philanthropy etc. A nation is built on these cornerstones and our honorees tonight have been doing a great job of giving India a robust foundation. It's a matter of pride and honour to share the room with them, as we all raise a toast to their collective passion and work!"

NexBrand's Brand Vision Summit was founded in 2015 with the vision to honour India's highest achievers across the spectrum, from Corporate and Entertainment to Literature, Philanthropy and Sports. Past recipients of the honour include names like Niranjan Hiranandani, Sonam Kapoor, Sonakshi Sinha, Sunidhi Chauhan, Randeep Hooda, Kiran Mazumdar – Shaw amongst many other renowned names. Each of the recipients have etched their unique imprint on the history of the profession they have passionately pursued. This year too, recipients included illustrious names that have brought immense dignity to their work.

The first phase survey for the NexBrand's awards was initiated with preparing a list of 1000 (the list included national, and regional brands) brands across India under 40 different categories and 108 sub-categories. The initial list was created based on the impact, inspire and innovate. Furthermore, a survey was conducted amongst 5,000 respondents based on the

parameters of Brand Recall, Brand Perception & Brand Impact in different cities of India. Based on the results from the second phase, the top 200 brands across the different categories were selected. A survey was conducted amongst a sample size of 5000 consumers in 10 cities pan India (respondent profiling was done individually for the categories). The survey generated the scores for each brand on the parameter of Brand Recall, Brand Perception and Brand Sustainability.