

Jury Council **AGBL**

The following distinguished Jury Members played a significant role in scrutinizing and scoring on a list of 350 Brands and Leaders, on the basis of which the final selection of 100 Brands & Leaders was made.

We had started with a list of more than 1,200 Brands and their respective leaders, drawn up after an extensive secondary research by the URS International-United Research Services research team. Once, this list was cut short to about 350 Brands & Leaders by the editorial team of URS and ASiaOne, the Jury Members walked into the picture, ready with their lenses and sleeves rolled up.

Detailed primary and secondary research was shared with our Jury Members, and they put themselves to the onerous task of carefully scoring each Brand on parameters of Brand Trust, Brand Innovation, In-Company Audit Questionnaire, Brand Growth, Brand Promise and Brand Impact. Leaders were scored on the parameters of Leader Innovation, Leader Promise and Leader Impact.

Finally, scores were shared with PricewaterhouseCoopers (PwC), which not only audited our research work at every stage, but also chose the top 100 Brands & Leaders based on the Jury scores.

These eminent Jury Members not only belong to different professions, but also to different age groups, so their subjective and objective perceptions of each Brand & Leader has played a crucial part in the final scoring.

Here, we have published the top 100 Brands as Asia's Greatest Brands 2016-17.

Dr Prem Kumar

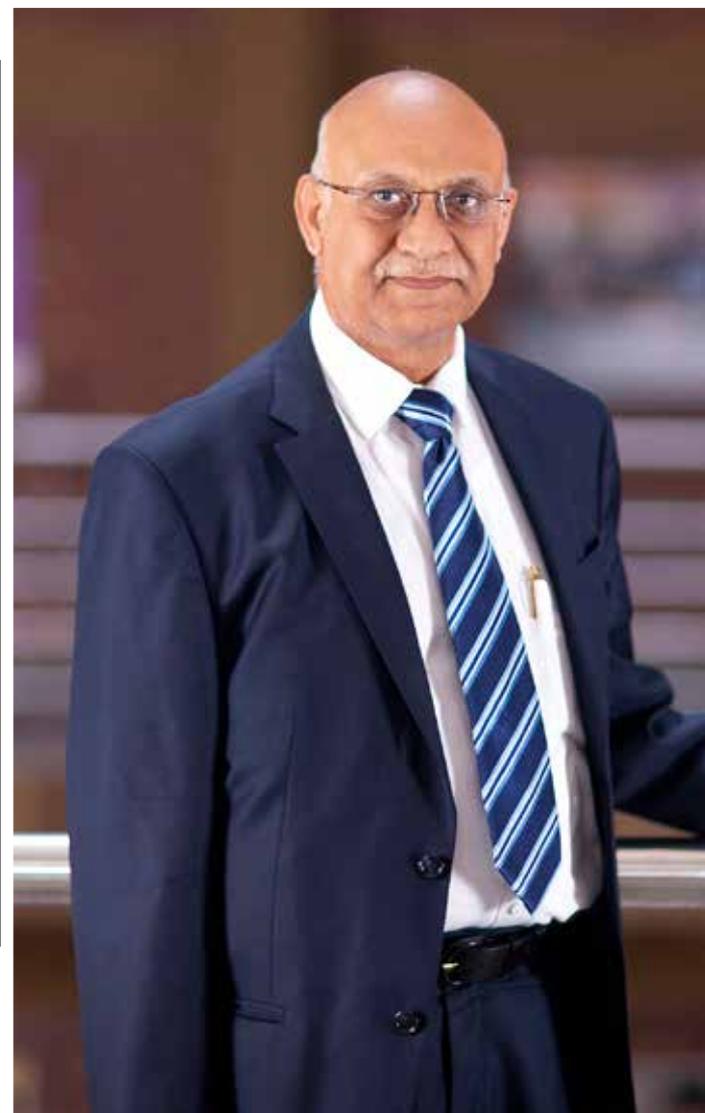
Dr Prem Kumar is well known and highly regarded as a strategist and innovative leader in conceiving, organizing and managing service enterprises. He combines in him qualities of vision building, organising, motivating and leading teams to perform at their peak level. He is well regarded as a thought leader and speaker on the formulation and implementation of corporate strategies, knowledge and innovation management.

He received Master's in Economics from the Panjab University, Chandigarh followed by M.Phil. and Ph.D. from Guru Nanak Dev University, Amritsar.

He is currently Vice Chancellor, GNA University and has been Vice Chancellor of Bahra University, Shimla and BML Munjal University, Gurgaon; and has served as a faculty member at University Business School, Panjab University, Chandigarh, Punjab School of Management Studies, Punjabi University, Patiala and Department of Business Management, Guru Nanak Dev University, Amritsar in the area of Strategic Management.

Dr Kumar has worked closely with policy making at the State Govt. & the Central Govt. As a Member of CII, he was part of the team that assisted the Government of India in policy reforms for the Textile Industry (2000-2004). He has also worked with leading consulting firms of US, Europe and India on various assignments. He is author of many books and research papers.

Dr Kumar has made presentations on various aspects of management. He is an independent Director on the Board of select companies.



Pankaj Jain

Mr. Pankaj Jain is a seasoned CMA with a vibrant spirit of entrepreneurship, having over 27 years of diversified experience across a wide spectrum of industries while working in India and overseas with proven track record of aligning strategies with business and building trust-based relationships globally. While working at top corporate-level positions like VP, CFO, CEO, Director, he has successfully managed the reputed business houses such as Super Seals, IAP, ERA Infra and Logix, and has been instrumental in raising funds for projects (including mega infrastructure projects under Public Private Partnership) having costs of over Rs. 15,000 crore. Currently, he is engaged as Founder and CEO of CFO4SME, which provides CFO Services to Start-ups and SMEs.

He has managed numerous strategic business initiatives involving Venture Formation, Business Modelling, Strategic Financial Planning, Corporate Alliances, Demergers, Divestments, Cost Optimization, Business Restructuring, Capital Structuring, Corporate Governance and Corporate Financing for successful businesses with global footprints, and holds the distinction of turning around the financial position of several companies through his dynamic initiatives.

He is a mentor to many startups helping them achieve sustainability and scalability of their businesses. He is postgraduate in Commerce from CCS University with affiliations of professional bodies such as ICAI-CMA, ICSI, IOD, IIM Calcutta, AIMA, IIA, & CSI, and is a faculty member in leading business schools, professional bodies, & industry associations.



Dr. Amita Srivastava

Dr. Amita Srivastava is presently holding position of the Director at Brecis Centre for Research Training and Consultancy (BCRTC) Ghaziabad, India. She is a gold medalist throughout, and is a well-known expert in Management Philosophy, Strategic Management, Human Resource Development, Quality Systems and Human Values. She has worked for 25+ years in areas of Research, Training, Consultancy, Teaching and Administration in Management. She has conducted many FDPs and MDPs. She has done assignments for some leading Institutions of National and International repute like IIM-(Lko), Nuvia (UK), UNIDO, Central Defence Academy, Syndicate Bank, IBA, Semi Conductor Complex Ltd., ABCL, Kirloskar Brothers, WPIL Ltd., Jaipur Stock Exchange, KRIBHKO, etc. She was the Chief Editor for Management journal – Attitude.

Dr. Amita has organized many national and international conferences, seminars, conclaves and workshops. She has held many responsible positions in leading Management Institutions. She is also holding honorary position as Prime Facilitator at Spandan – Foundation for Human Values in Management and Society. She has received many awards and accolades for her work in management Science. She had been jury member of various academic competitions conducted by management schools. She is involved in board of studies of leading management Institutions and Universities. She is in advisory panel of prestigious The Center for Applied Social Sciences Research (CASSR).

Aditya Bhatnagar

A young gentleman with a sharp hold on technology, Mr. Aditya Bhatnagar is the product lead of Pepperfry.com, a workplace that embraces Indian talent, craftsmanship and business acumen. The brand reflects in the merchandize selection and has a habit of going the extra mile for the customers. Hailing from a town in Uttar Pradesh, Mr. Bhatnagar has climbed the success ladder high in no time. He has a strong hold on the design and User Experience of both online and offline product experiences.

As a successful product managers have a good understanding of the fundamentals of business, Mr. Bhatnagar has played a vital role in stepping stone of Pepperfry. He understands how to identify market opportunities, importance of competitive differentiation, creating winning product strategy, pricing and promotion, partnerships, analyzing P&L statements, and so on. His expertise allow the Product Manager to sift through unrealistic feature requests and unrealistic customer commitments. This avoids communication breakdowns and over-reliance on engineering for decision support.

Being amongst the core team members of Pepperfry, Mr. Bhatnagar has carved a niche in branding a new concept into a profit making business. Positioning the brand to be a known name in every household, Mr. Bhatnagar has been the driving force behind many conceptual changes within the brand. He is associated with multiple projects across the online fraternity and also is a diligent participant in many environment saving programmes.



Nimit Rangar

A vivacious middle age man, with a vast experience of 20 year is heading the business development division of a multinational organisation. He is an active business development person who knows the little integrities of creating demand in the market.

Mr. Rangar is a known name in the business world who believes in taking the organisation forward. A hard working professional, as his peers call him. He is often seen taking up additional responsibilities pro-actively and helping other team members as well.

He is an effecient team player and runs the process as no one man show, he ensures collaboration with multiple parties from inside and outside the company, therefore as a good business developer he enables his team to build relationships, influence, manage conflicts and navigate through office politics in order to get things done.

He has a strong hold on the research and strategic analysis departments of all the organisations he has rendered his services to.

With a work experience spread across many different genres of brands, he has an experience of working in different environment and under different work pressures. He is called as the man of detailing. Mr. Rangar is much appreciated to have that eye to focus on details that can be spoilers of the futuristic growth. As he strongly adheres to the learning that minute difference may not affect at immediate instances but are capable enough to affect the plans in long term.

