



Leading media house and Power Brands names Dukes Waffy as Rising Star brand of the year 2018

Dukes Waffy was awarded the title of Power Brands Rising Star – at the launch of the Power Brands Edition 2018 in association with Times NOW

CHICAGO, ILLINOIS, UNITED STATES, September 3, 2018 /EINPresswire.com/ -- Leading media house and Power Brands names Dukes Waffy as Rising Star brand of the year 2018

Dukes Waffy was awarded the title of Power Brands Rising Star, 2018 at a glittering ceremony at The Park, New Delhi. The function was presided over by Chief Guest, Shabana Azmi. Guests of honor were, the Chairman of the Economic Advisory Council to the PM and member of NITI Aayog, Dr. Bibek Debroy and noted activist and actor Ms. Nandita Das. The event was conducted in association with Times Now, Bright Outdoor and Ravish Kapoor Innovative Invitations.

The day witnessed the salutation of Indian brands, inspirational leaders and the next generation of entrepreneurs, who have shaped and continue to develop the contours of branding across the globe. The Power Brand winners were awarded in three main categories; 'Rising Star,' 'Industry Trendsetter' and 'Most Trusted Power Brands.'

Speaking on the sidelines of the event Dr. Arindam Chaudhuri, Founder, Daily Indian Media said, "Dukes Waffy has been making its mark felt all over the nation, and it deserves the title of Power Brands Rising Star, for its great brand."

Mr. Ravinder Agarwal, Managing Director, Ravi Foods Pvt. Ltd., said, "This is an excellent recognition for our brand Dukes Waffy, it was a privilege to have been selected amongst such intense competition, and all the nominations were unique brands. This will also further strengthen our mission of making Dukes Waffy the nation's most respected and recalled the brand."

The power-packed day also witnessed the conferring of 13 national leaders from various walks of life who have built a brand of faith and hope through their conviction and actions while remaining committed to bringing about a change in the society and championing the cause of equity, humanity, social justice, and human welfare. Those recognized include Shabana Azmi, Nandita Das, Yuvraj Singh, Ashutosh, Bibek Debroy, Uma Tuli, Flavia Agnes, Pramila Nesargi, Anita Ahuja, Lenin Raghuvanshi, Bezwada Wilson, Atul Satija and Pravin Patkar.

Power Brands is not just a global standard of brand excellence and an ode to the glamour and sweat of Individual Brands but has also over the years emerged as one of the most significant symbols of corporate commitment towards a better world.

On the one hand, every year, from extensive researches in various continents and countries across the world, a list of the Most Recognizable Brands is brought out, and only these brands that are pre-announced and declared are offered the title of Power Brands. On the other hand every year, leaders of this exclusive club of Power Brands, come together to join hands pledging

their commitment towards an equal world at forums like the London International Forum of Equality or the Power Brands Bharatiya Manavata Vikas Puraskar (Indian Human Development Awards).

Over the years Power Brands/ BMVP awards have gone to the likes of Dr. Zlatko Matesa - 6th Prime Minister of Croatia, H. E. Dr. Mohammed Waheed Hassan, 5th President of the Maldives, Nobel Laureates - Muhammad Yunus & Leymah Roberta Gbowee, Bindeshwar Pathak, Medha Patkar, Swaminathan A Iyer, Gurcharan Das, Dr. Kiran Bedi, Dr. Devi Shetty, T N Seshan, E. Sreedharan, the Iron Lady Irom Sharmila Chanu, Kumar Sangakkara, Sushmita Sen, Y. C. Deveshwar, Pankaj Munjal.

About Power Brands: Planman Media is one of India's most credible and reputed Media houses. A division of Planman Consulting Group, Planman Media is driven by the vision of the Iconic Economist and Management Guru Prof. Arindam Chaudhuri. Power Brand Rising Stars is a platform that recognizes the most promising brands and it is a by invitation only project. The brand gets eligible for the invite-only after a most comprehensive research conducted by the Indian Council of Market Research finds it as one of India's most recognizable brands of Indian origin. Power Brands is a distinctive enterprise, a mega-celebration of achievement, highlighting the success of brands and the individuals behind them.

About Dukes: Dukes has been a stellar brand for over two decades with a robust presence in the wafer, Biscuit, chocolate & Confectionery market. The diverse range of products made from innovatively developed recipes & authentic ingredients conforms to the highest quality standards. It is these attributes that have lead Dukes to transcended geographical boundaries and spread happiness & sweetness across India and the world. Manufactured under the banner of Ravi Foods Pvt. Ltd., based out of Hyderabad, the state-of-the-art infrastructure includes multiple plants across strategic locations in India. Confidently stepping into the future, 'Dukes' promises constant innovation to bring in a host of new products which are bound to keep the excitement going for its consumers. Committed to achieving excellence in quality standards Dukes adheres to manufacturing products which are globally accepted. Developing rich, quality and nutritious products with the finest ingredients across a range of flavors. It's more than just a recipe when it comes to Dukes. Dukes loves to make what consumers like to eat!

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