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## Creambell India receives 'India's Most Promising Brand' Award at WCRC Leaders Asia Summit 2013-14

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By HBI Staff | Mumbai

Creambell Icecream, one of the players in the ice cream sector was declared 'India's Most Promising Brand' at the WCRC Leaders Asia Summit, held at London. Creambell has been awarded with this honour for their performance in a short span of time.

Speaking on receiving this prestigious award, Nitin Arora, CEO, Creambell Ice Cream said, "This is indeed an honour for brand Creambell and a validation of our brand strategy that focuses on growth through innovation. We believe that a loyal consumer is key to growing the brand image and our efforts to please them by constantly offering innovative new products, as suggested in our tagline 'Har pal kuch new', with unique proposition has indeed paid off."

Since its launch in 2003, Creambell has scripted a stunning success story and is today among the top 5 ice cream brands in India. Despite being one the recent entrants in the Indian ice cream market, that has a large number of well-entrenched players, Creambell has created a space for itself on back of its product innovation strategy. It has introduced an astonishing range of innovative ice cream products across all categories catering to various consumer age groups, taste profiles and at varied price points. Recently the brand was the proud recipient of the highest honour at the "Great Indian Ice Cream Contest 2013" conducted by Indian Dairy Association.

WCRC Leaders Asia Summit has launched 'India's Most Promising Brands' initiative to recognise and bring to the fore companies that have shown tremendous brand growth in the past few years. It is aimed at identifying those Indian brands which, through their robust growth and formidable presence, are successfully taking on and outshining their competitors. Along with the promising brands, this platform also felicitated entrepreneurs and brand guardians that have lead these brands to the stature of being the Most Promising.

The summit, held at Marriott Hotel, Grosvenor Square, London was attended by experts of the marketing, advertising and branding spectrum including corporate leaders. Nitin Arora, CEO, Creambell Ice Cream received the award from Lord Swaraj Paul, leading NRI Industrialist, for the most promising brand on behalf of Creambell at a glittering event in London.

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