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**BRAND FINANCE REPORT**

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**KUALA LUMPUR:** Petroliaam Nasional Bhd (Petronas) and Tenaga Nasional Bhd (TNB) have maintained their positions as the top Asean brands in the oil and gas (O&G) and utilities sectors, respectively.

According to Brand Finance's Energy 100 2025 report, Petronas remains widely regarded as a trust-worthy brand that delivers good value for money, solidifying its role as a key player in the global energy landscape.

The report noted that Petronas held its place as the world's third strongest O&G brand, with a Brand Strength Index (BSI) score of 83.7 out of 100 and an AAA- rating.

Trailing Petronas in the regional ranking are Thailand's PTT Public Company Ltd, whose brand value rose 11 per cent to US\$9.2 billion and Indonesia's PT Pertamina, which logged a 15 per cent decline in brand value to US\$3.8 billion.

In the utilities sector, TNB, whose brand value surged 35 per cent to US\$2.3 billion and Indonesia's PT Perusahaan Listrik Negara (PLN) now rank as the second and

third strongest utility brands globally, respectively.

TNB achieved a BSI score of 88.9 out of 100 and received an AAA brand strength rating, underscoring increased consumer confidence and its strong focus on sustainability.

"Notably, its Green Electricity Tariff programme has empowered consumers to choose renewable energy at accessible premium rates," it added.

Brand Finance Asia Pacific managing director Alex Haigh said the solid performance of Petronas, TNB, PTT, and PLN highlighted how Asean energy brands are not only holding their own on the global stage but are also at the forefront of embedding sustainability into their branding strategies.

"It is encouraging to see that investments in green innovation and stakeholder trust are translating into tangible brand value and strength.

"These brands are proving that a clear commitment to the energy transition is a strategic and reputational advantage."

