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KUALA LUMPUR: Petroliam Nasional Bhd (Petronas) and Tenaga Nasional Bhd (TNB) have maintained their status as the leading brands in the oil and gas (O&G) and utility sectors in ASEAN, respectively, according to Brand Finance's inaugural Energy 100 report.

In a statement, Brand Finance said Petronas continues to be perceived as trustworthy and offering good value for money, reinforcing its position as a pillar in the energy sector, and ranks as the third strongest O&G brand globally with a Brand Strength Index (BSI) score of 83.7/100 and an AAA-brand strength rating.

"Trailing Petronas in the ASEAN region as among the most valuable O&G brands ranked are Thailand's PTT Public Company Ltd (PTT) and Indonesia's Pertamina," said the brand valuation consultancy.

In the utilities sector, Brand Finance reported that TNB and Indonesia's Perusahaan Listrik Negara (PLN) are ranked as the second and third strongest utility brands, respectively.

Brand Finance managing director Asia Pacific Alex Haigh said the strong performance of Petronas, TNB, PTT and PLN reflects how ASEAN energy brands are not only competing globally but also leading the way in integrating sustainability into their brand strategies.

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

"These brands are proving that a clear commitment to the energy transition is both a strategic and reputational advantage," he said. —Bernama