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| Headline | TNB is 'Brand of the Year' for second time | | |
| MediaTitle | New Straits Times | | |
| Date | 09 Nov 2018 | Language | English |
| Circulation | 36,278 | Readership | 108,834 |
| Section | Business Times | Page No | 23 |
| ArticleSize | 93 cm² | Journalist | N/A |
| PR Value | RM 5,065 | | |
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WORLD BRANDING AWARDS

TNB is 'Brand of the Year' for second time

KUALA LUMPUR: Tenaga Nasional Bhd (TNB) has won “Brand of the Year” award for 2018-2019 under the power category at the prestigious World Branding Awards.

TNB had won the award for the first time in 2014, it said in a statement yesterday.

TNB chief corporate officer Datuk Wira Roslan Ab Rahman received the award from World Branding Forum chairman Richard Rowles at Kensington Palace, London, recently.

Winners are judged through three streams – brand valuation, consumer market research and public online voting. About 70 per cent of the scoring process comes from consumer votes.

“The award is a testament to the dedication and commitment of 35,000 employees who work hard in building and growing our brand.

“The award will drive us to work harder to strengthen the brand through the provision of the best customer and brand experience,” said Roslan.

He said TNB was committed to creating a “better, brighter” future for the nation and people.