



SIARAN AKHBAR

PRESS STATEMENT

S.A. 2018/11/65 (HQ)

TNB WINS SECOND WORLD BRANDING AWARDS

Tenaga Nasional Bhd (TNB) has won “Brand of the Year” award for 2018-2019, under the power category of the national winners for Malaysia, at the prestigious World Branding Awards. The first time TNB received the award was in 2014.

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. Seventy 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.

“It has been both a challenge and a gratification to provide the best brand experience to our 9.4 million customers as consumers today are more discerning than ever.

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

He added that as the national electric utility corporation that has served Malaysians for 69 years, TNB is committed to create a “Better. Brighter.” future for the nation and its people.

About the World Branding Awards

It is the premier awards recognition program of the World Branding Forum.

Over 4,500 brands from 57 countries were nominated this year, with 351 brands from 49 countries declared as winners - 81 brands from 16 countries were awarded in New York; and 270 winners from 33 countries awarded in London. Three types of award were presented namely, the National Award, the Regional Award and Global Award.

About the National Award

It is presented to the very top brands in each participating country at the World Branding Awards. These are brands that are household names in their home country, that have been judged to be truly exceptional.

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*Kindly forward all press enquiries to Norfadzilah Sha'ary at 019-3369681 /
Fazreen Eksan at 019-3160401 or email us at media@tnb.com.my*