bluechem and DRIVOL selected for India’s 100 Most Valuable Consumer Brands

Leutenberg, May 03, 2016 – The bluechemGROUP (with its brand bluechem) and its partner DRIVOL have been chosen for the list “India’s 100 Most Valuable Consumer Brands 2016”. Every year, the World Consulting & Research Corporation (WCRC) and the market research agency iBrands 360 generate this list. The inclusion depended on success indicators of the automotive sector and on customer feedback.

Together with eight other high-class brands (Hyundai, Mahindra, Maruti etc.), bluechem and DRIVOL were selected for "India’s 100 Most Valuable Consumer Brands 2016" in the category "Automotive & Ancillaries". The World Consulting & Research Corporation (WCRC) creates this catalog each year in cooperation with the market research agency iBrands 360. For this purpose, the researchers divide in a first phase approximately 500 possible brands into different categories and analyze them based on studies, industry reports and corporate publications. In the next stage, in-depth audience interviews are conducted in order to include the review of the consumer.

In the three rating scales "Trust", "Admiration" and "Loyalty", bluechem / DRIVOL received excellent ratings, reflecting the high rank in the Indian market. "This shows us that both bluechem and DRIVOL have an impact far beyond the aspect of pure sales. With this award, we see a confirmation of our constant commitment to credibility and customer loyalty.", says Josef Kluy (International Business Development).

About the bluechemGROUP
The bluechemGROUP is a group of companies with global activities and partners in more than 100 countries. As an umbrella brand, it contains a wide range of products for cleaning, care and maintenance in the automotive and industrial sector. The success of the group is based upon the development and patenting of consumption oriented and environmentally friendly products of highest quality expanded by modern workshop, industry and service concepts.

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