



## **MOST PROMISING BRAND**

CONSUMER AND PRODUCT SURVEY BY  
WORLD CONSULTING & RESEARCH CORPORATION  
Process Advisor: Ernst & Young (LLP) India

### **SMC FOODS LTD- MADHUSUDAN**

Awarded as India's Most Promising Brand 2013-14  
in the **Food and Beverage** Category

**WCRC**

**ibrands 360**  
research. brand architecture

**Abhimanyu Ghosh**  
Chairman  
World Consulting & Research Corporation