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Apple and Google brands worth \$100 billion each, says study

PARIS: The US Apple and Google brands which have become household names around the globe are worth more than \$100 billion each, and top a ranking of the world's biggest brands, consultancy Interbrand said on Thursday.

In number one place, computer brand Apple has risen 21 percent in value this year to worth an estimated \$118.9 billion (93.0 billion euros). In second place, the brand value of Internet search engine Google has increased by 15 per-

cent to \$107.43 billion.

"The fact that Apple and Google have exceeded \$100 billion is proof of the power of brands," said Bertrand Choivet, associate director of Interbrand Paris.

It marks the first time since brand ranking began in 1974 that two brands have been worth that much, marketing firm Interbrand said in a statement. The 2014 list includes the arrival of a Chinese brand, telecommunications giant Huawei in 94th place. **AFP**