

FTMSGlobal Malaysia awarded “the BrandLaureate SME's BestBrands Award 2014 in Corporate Branding, BestBrands in Education”



CEO of FTMSGlobal Malaysia, Dr. Sajjal Divakaran receiving the BestBrand in Education Awards from Chairman of the Asia Pasific Brands Foundation, Ybng. Tan Sri Dato' Seri Dr. Aseh Che Mat together with the President of the Brandlaureate, Dr. KKJohan.

FTMS College, Malaysia, was awarded The BrandLaureate SME's BestBrands Award 2014 in Corporate Branding, BestBrands in Education – Information Technology and Business Management.

Dr. Sajjal Divakaran, CEO and Principal of FTMS College Malaysia, received the award at the recent Brandlaureate SMEs Bestbrands Awards 2014 Gala Dinner held at the Majestic Hotel Kuala Lumpur on 31st March 2015.

The award was one of the categories in the prestigious BrandLaureate SME's BestBrands Award 2014 in Corporate Branding 2014.

Winners of the BrandLaureate Awards are selected based on a 300-point selection criteria consisting of brand strategy, brand culture, integrated brand communications, brand equity and brand performance.

Nominations are processed by a selection committee and scored with a final list being submitted to the Process Auditor for verification.

Only one winner is selected from each category.

Upon receiving the award Dr. Sajjal thanked the BrandLaureate for the award and acknowledged the support of his team in enabling FTMS college to receive it.

“BrandLaureate Awards represent the best that the world of branding has to offer. Being awarded The BrandLaureate SME's BestBrands Award 2014 in Corporate Branding, BestBrands in Education is evidence of our success and our continued pursuit of brand excellence’.

“This award is the result of the dedication of all at FTMSGlobal enhancing the brand image of FTMS and the resultant raising of the FTMS profile”.

“It is a testament to the innovation, energy and dedication of my team in establishing the branding of our services and products within the education industry in Malaysia”.

“I know that as a result of receiving this recognition the whole organisation will be motivated to continue to ensure that quality standards are maintained as we endeavour to do full justice to being awarded the BestBrands in Education”.

The prestigious BrandLaureate SME's BestBrands Award 2014 in Corporate Branding 2014 is a world-class award recognizing and honouring organisations who have shown outstanding performance and ingenuity in the development and growth of successful business branding within the region.

Organized by The BrandLaureate Sdn. Bhd. the awards aim to brand leading businesses across the region to spur greater innovation in the branding of the business and its products and services.

