

KTC takes home “Thailand’s Top Corporate Brand Value 2019” award under the Financial Business category in a 2-year streak



Mr. Virach Paisitsavet (4th from the left) Chief Operations Officer, “KTC” or Krungthai Card Public Company Limited, was presented with “Thailand’s Top Corporate Brand Value 2019” honorable award under the Financial Business by Prof. Bundhit Eua-arporn (Center) President of Chulalongkorn University, with a brand equity of Bt. 45,363 million at ASEAN and Thailand’s Top Corporate Brands 2019 event. The event recently took place at Sukri Keawchareon Hall, Stock Exchange of Thailand, Ratchadapisek road, recently.

The “Thailand’s Top Corporate Brand Value 2019” award was organized by Master of Science, Master in Branding and Marketing Program and the Faculty of Commerce and Accountancy programs, jointly with the Stock Exchange of Thailand and Manager Group. The research has been internationally recognized and awarded accolades with the aim to develop methodological measurements of Thai companies’ brand values using Corporate Brand Success Valuation, in order to encourage business corporations to become aware of the importance of brand reinforcement for society and economic stability.