

Beaconhouse Receives Brand of the Year Award

05/08/2011

Beaconhouse is the first and only school system in Pakistan to be given a brand survey rating of A+ by the Brands Foundation

The Beaconhouse Group is proud to have received the Brands of the Year Award 2010-11 for the Best School System in Pakistan. The award was given away by the Prime Minister of Pakistan, Syed Yousaf Raza Gilani in a ceremony held at the Governor House, Karachi on 31st July 2011. Syed Ali Tabraiz Bokhari, Marketing Manager Beaconhouse, received this award on behalf of the Beaconhouse Group.

It is a great achievement for the Beaconhouse group to receive the Brand of the Year Award as it is considered to be the highest honour to be bestowed on the corporate and business sections of Pakistan. Out of a total of 1136 brands that were considered for the brand quality survey, 180 were placed in the A & B categories. The Beaconhouse group has received an overall brand quality survey rating of A+, which is a distinction in itself. Moreover, the Beaconhouse group is the first school system in Pakistan to have been given the Brand of the Year Award.

The Brand of the Year is organised by the Brands Foundation, which is a public company monitored by the government of Pakistan. The governing body includes Intellectual Property Organization (IPO-Pakistan), Pakistan Standards Quality Control Authority (PSQCA), the Ministry of Finance and the Ministry of Industries. The Brand of the Year Award intends to promote business excellence in Pakistan. The Brands Foundation is working in collaboration with the International Brand Council that ranks brands globally.

