



L&T SPOT NEWS

Corporate Communications Department

May 11, 2009

L&T Ranks Among 'World's 50 Most Reputable Firms'

The global media, including Forbes, has featured a study by Reputation Institute, a New York-based research and consultancy firm, that has ranked L&T in the top 50 of the world's 200 most reputable firms.

With a pulse score of 76.58, L&T is one of five companies from India that have made it to the top 50, and the only company from the engineering & construction segment to feature in the 'world's 200 most reputable firms' list.

Reputation
World's Most Reputable Companies: The Rankings
Klaus Kneale, 05.06.09, 02:08 PM EDT

Reputation Institute's annual survey rated 600 companies. Here's who made the top 200.

Raiffeisen Group	Switzerland	Banking	40	77.37	New
Sharp	Japan	Electrical & Electronics	41	77.29	-3.15
William Morrison Supermarkets	United Kingdom	Food Retail	42	77.16	2.84
POSCO	South Korea	Raw Materials	43	77.11	New
Procter & Gamble	United States	Consumer Products	44	77.08	4.23
Nokia	Finland	Electrical & Electronics	45	76.75	7.72
PepsiCo	United States	Beverage	46	76.69	3.94
Larsen & Toubro	India	Construction/Engineering	47	76.58	New
Sainsbury	United Kingdom	Food Retail	48	76.43	2.36
Maruti Udyog	India	Automotive	49	76.26	1.88
General Electric	United States	Conglomerate	50	76.20	-0.63
LG Electronics	South Korea	Electrical & Electronics	51	76.19	6.67

Only 16 other Indian companies have made it to the list. These are: Tata Group, SBI, Infosys, Maruti, HLL, ITC, Canara Bank, HPCL, IOCL, Wipro, Reliance Group, Mahindra & Mahindra, Bharti Airtel, Bank of Baroda, BPCL and Punjab National Bank.

Founded in 1997, Reputation Institute is a private advisory and research firm specialising in corporate reputation management. Its Global Pulse is a measure of corporate reputation calculated by rating perceptions on four indicators -- trust, esteem, admiration, and good feeling -- obtained from a representative sample of at least 100 respondents in the companies' home countries. The Global Pulse scores are on a scale of 0 to 100.

This annual survey interviews more than 30,000 respondents in 29 countries using a standardised measurement system to rate the overall health of 600 of the world's largest companies.

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