







Hitachi is now World's 5th Most Valuable Engineering and Construction Brand

Based on the Royalty Relief approach – a brand valuation method compliant with the industry standards set in ISO 10668, Brand Finance has highlighted USD 12,932 Million as the Brand Value of Hitachi, having considered Brand Strength Index (BSI), Brand Royalty Rate and Brand Revenues.

Source -
http://brandfinance.com/images/upload/enigneering_construction_25_report_2018_website_version_1.pdf

Hitachi has been ranked as a 5th World's Most Valuable Engineering and Construction Brand in the annual report published on "The world's most valuable engineering and construction brands" in February 2018 by Brand Finance, the world's leading independent brand valuation and strategy consultancy.

Top 10 Most Valuable Brands

	1	Rank 2018: 1 2017: 1 → BV 2018: \$32,005m BV 2017: \$35,318m -9% Brand Rating: AAA
	2	Rank 2018: 2 2017: 3 ↑ BV 2018: \$24,981m BV 2017: \$21,050m +19% Brand Rating: AA
	3	Rank 2018: 3 2017: 2 ↓ BV 2018: \$21,956m BV 2017: \$23,088m -5% Brand Rating: AAA
	4	Rank 2018: 4 2017: 4 → BV 2018: \$19,341m BV 2017: \$17,991m +8% Brand Rating: AA+
	5	Rank 2018: 5 2017: 5 → BV 2018: \$12,932m BV 2017: \$13,227m -2% Brand Rating: AAA-
 中国铁建	6	Rank 2018: 6 2017: 7 ↑ BV 2018: \$12,191m BV 2017: \$10,361m +18% Brand Rating: AA-
 中国中铁	7	Rank 2018: 7 2017: 6 ↓ BV 2018: \$10,255m BV 2017: \$11,149m -8% Brand Rating: A+
	8	Rank 2018: 8 2017: 10 ↑ BV 2018: \$8,232m BV 2017: \$6,795m +21% Brand Rating: AA+
	9	Rank 2018: 9 2017: 11 ↑ BV 2018: \$7,161m BV 2017: \$6,583m +9% Brand Rating: AA+
	10	Rank 2018: 10 2017: 9 ↓ BV 2018: \$7,031m BV 2017: \$6,963m +1% Brand Rating: AA+