



Source & Methodology:

- The 4th Loyalty Awards were Presented By Carlson Marketing and are a part of the 4th Loyalty Summit which was held on 27th & 28th January 2011 at Taj Lands End, Mumbai.
- These Awards are the outcome of a combination of consumer research & nominations received from companies. Around 25,000 consumers are approached with in 6 major cities. Each category has a list of companies who by virtue are the top players in that industry and the consumers have to vote for the top company which they are loyal to & why. Nominations are also invited from these companies. The final award winners under each category are then decided based on the customer responses & some weight age is given to the nomination write-up received. The research was done by local research agencies in various cities.