

Sparx is now 3rd 'Most Trusted Footwear Brand' in India

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Delhi headquartered Sparx, one of the leading footwear brands in the country has been ranked 3rd 'Most Trusted Footwear Brand' in India in 'The Brand Trust Report - 2016' by Trust Research Advisory (TRA). The brand has also secured 222th position among all category that featured 20,000 unique brands across industries and categories. The 6th edition of The Brand Trust Report researched 2505 consumer-influencers across 16 cities and listed India's 1000 Most Trusted Brands. Sparx is a smart sportswear, which stands for attitude and style. The basic foundation on which the brand works is quality and hygiene. The brand is known for its active sporty design, the right price range and unique choice for fashion-conscious customers. The range includes sports shoes, sandals & fabricated slippers that embody the spirit of today's youth. Available in awe-inspiring colors and designs, it reflects verve and dynamism as an iconic youth brand and has become a symbol of a wholehearted zest for life. Commenting on the accomplishment, Mr. Gaurav Dua (Executive Director - Sales & Marketing) said, "It is an honor to have been recognized as the one of most trusted brands in the footwear category by the Brand Trust Report of India. It is the result of our constant effort to deliver quality products and build an enduring trust for the brand among our consumers. Sparx as a brand stands for quality and the can-do spirit. It enables consumers to upgrade their fashion quotient to a modern and contemporary lifestyle. In line up with brand's vision of incorporating the latest trends in footwear design, this success is the testament of our decades long brand legacy in the market. Going forward, we will keep focusing on enhancing the shopping experience of our consumers with our strong retail presence and diverse product portfolio." N. Chandramouli, CEO, TRA stated, "Sparx is the Most Trusted brand in footwear category, showcasing how familiarity and awareness breeds Trust. This awareness enables to metamorphose normal stakeholders into devoted ambassadors." The Brand Trust Report 2016, sixth in the series, is the result of a comprehensive primary research created on the proprietary 61-Attribute Trust Matrix of TRA. It generated nearly 6 million data points and 20,000 unique brands, making it the most intensive study on Brand Trust across the globe.

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