

Supermarket chain attains Superbrand status

One of Kenya's largest supermarket chains has received the Superbrand status.

By [Carole Kimutai](#) 12 Jun 2007

Nairobi - Retail supermarket chain, Nakumatt Holdings, which began life as a family structured business, has received the East African Superbrand status in recognition of its market leadership status in the region.

Jawad Jaffer, Superbrands East Africa project director, said Nakumatt had registered strong point returns on its overall market acceptance, market dominance, brand longevity, customer loyalty and goodwill.

'East Africa Superbrands evaluators are convinced of Nakumatt's brand leadership profile which matches some of the best retail brands in the world,' he said.

Atul Shah, Nakumatt Holdings managing director said the supermarkets' ongoing transformation had enabled it chart new frontiers. 'A Superbrand certification will serve to encourage us to work even harder to attain more world-class standards,' Shah said.

'We are honoured and privileged to receive this Superbrand award which is also an affirmation of our goodwill as a community partner. We are most grateful to our customers, staff, and community at large who've extended a vote of confidence in our services,' he said.

As part of its strategy, Nakumatt has running an integrated marketing communications campaign alongside its KSh1 billion expansion project in the region.

The retail chain has 18 branches in various parts of Kenya and recently opened a hypermarket in the country's capital – Nairobi. The hypermarket has 11,000 square metres of shop-floor space.

The chain has announced plans of venturing in to the financial services sector with a scheduled launch of co-branded Visa credit cards in conjunction with a local bank.

Nakumatt joins other local brands such as radio station Capital FM, cereal maker Weetabix and oil marketer Kenya Shell which have also been accorded the Superbrand status.

Globally, brands that have achieved Superbrand status in over 10 countries include: DHL, American Express, Audi, Avis, Sony, McDonald's, MasterCard, Philips, Pepsi, Nokia, Microsoft, Gillette, Kodak and Heinz.

Brands with Superbrand status are entitled to use the Superbrands award seal on their packaging and in their advertising to show customers that they have achieved this recognition for their branding excellence.

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