


























GLOBAL LEADERS

Though Indian telecom firms such as BSNL and Idea Cellular would feature in a listing of top 25 firms by subscribers, they have so far failed to make it to this list.

Rank 2007	Brand	Parent company	Brand value 2007 (in \$bn)	Brand rating
1	Vodafone	Vodafone Group	 26.59	AA+
2	AT&T	AT&T	 24.6	AA-
3	Verizon	Verizon Comm	 24.38	A+
4	Orange	France Telecom	 18.35	AA
5	China Mobile	China Mobile	 13.87	AA
6	Telecom Italia	Telecom Italia	 9.43	AA+
7	T-Mobile	Deutsche Telekom	 8.96	A+
8	Movistar	Telefonica	 7.95	A+
9	NTT DoCoMo	NTTC	 7.54	AA-
10	BT	BT Group	 7.29	AAA-
11	Sprint	Sprint Nextel Corp.	 7.07	A-
12	Telefonica	Telefonica	 6.33	AA-
13	Alcatel-Lucent	Alcatel-Lucent	 5.16	A
14	America Movil	America Movil	 5.08	AA
15	Telstra	Telstra Corp.	 4.64	A+
16	O2	Telefonica	 4.62	AA+
17	China Unicom	China Unicom	 3.45	BBB
18	Qwest	Qwest Comm Intl	 3.06	A
19	SoftBank	Softbank Corp.	 3.02	A+
20	KDDI	KDDI Corp.	 3.01	AA-
21	Telenor	Telenor	 2.97	A
22	Swisscom	Swisscom	 2.96	A+
23	MTS	Mobil TeleSystems	 2.79	AA-
24	CNC	China Netcom Group	 2.55	BBB
25	Airtel	Bharti Airtel Ltd	 2.48	AA+