Trusted Superbrands™ Certification

Building Trust. Enhancing Reputation. Accelerating Growth.

India's premier independent business trust certification program - designed to help credible businesses stand apart, earn lasting confidence, and grow with purpose. Presented by **Trusted Superbrands**™ India.

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Recognition Beyond Awards

INDIA'S INDEPENDENT BUSINESS TRUST CERTIFICATION PROGRAM

Trusted Business Certification™ is not another trophy for the shelf. It is a rigorous, independent assessment that validates your business across the dimensions that matter most to customers, employees, investors, and partners. In a marketplace crowded with claims, this certification delivers proof.

Trust Mark

A prestigious symbol of verified credibility displayed across all touchpoints.

Business Verification

Independent assessment of legal, financial, and operational integrity.

Consumer Confidence

Customers choose verified businesses with greater confidence and loyalty.

Employer Credibility

Attract and retain quality talent by demonstrating workplace trustworthiness.



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Why Trust Matters More Than Ever

Today's customers, employees, investors, and partners are more informed than ever. Before engaging with any business, they ask fundamental questions that can make or break a relationship. In India's rapidly evolving marketplace, independent validation has become the new currency of credibility.

The Questions Every Stakeholder Asks

- Is this company genuine?
- Can I trust them with my money or data?
- Are they legally compliant?
- Do they deliver what they promise?

The Reality of Trust

Trust takes years to build - but only seconds to lose. In an era of instant information and social proof, businesses without verifiable credentials face growing skepticism from every direction.

Independent validation creates the confidence that self-claims never can. Third-party certification signals that your business has been objectively evaluated and found worthy.

Businesses that earn trust grow faster. Verified credibility accelerates customer acquisition, talent attraction, and partnership formation.

What Is Trusted Business Certification

AN INDEPENDENT BUSINESS TRUST ASSESSMENT PROGRAM

Trusted Business Certification™ is a comprehensive, multi-dimensional evaluation program that assesses businesses across the seven pillars of organizational trust. Unlike self-declared claims or industry awards, this certification is earned through documented evidence and independent review - making it a meaningful signal of genuine business integrity.

Employee Practices

Workplace standards, HR policies, and treatment of staff that reflect organizational values.

Financial Transparency

Sound financial practices and disclosure standards that build stakeholder confidence.

Customer Commitment

Demonstrated dedication to service quality, satisfaction, and fair practices.

Market Reputation

Brand perception, market standing, and public trust indicators across the industry.

Governance Standards

Ethics, accountability frameworks, and leadership transparency at the organizational level.

Business Stability

Operational consistency and process reliability that signal long-term dependability.

Legal Compliance

Valid registrations, licenses, and regulatory adherence across applicable laws.

Certified companies receive the prestigious **TRUSTED BUSINESS CERTIFIED Mark** a visible, verifiable symbol of credibility and excellence recognized across India.

Why Get Certified

KEY BENEFITS

Trusted Business Certification™ delivers measurable advantages across every dimension of your business - from customer acquisition to talent retention. It transforms trust from an abstract value into a tangible, visible asset that works for you every day.

Consumer Trust Advantage

Customers overwhelmingly prefer verified businesses. The certification badge on your website, packaging, and communications instantly reduces purchase hesitation and builds buying confidence.

Marketing & Differentiation

Stand apart from competitors who rely on self-promotion. Your certification provides third-party proof that your claims are backed by independent assessment — a powerful differentiator in crowded markets.

Employer Branding

Quality talent seeks quality employers. Certified businesses signal a trustworthy workplace culture, making recruitment easier and reducing turnover costs over time.

Sales & Partnership Advantage

Increase conversion during customer acquisition and build stronger vendor, investor, and B2B relationships. The certification removes doubt at every stage of the decision-making process.

The Certification Framework

ASSESSMENT AREAS

The Trusted Business Certification™ framework evaluates your organization across seven critical categories, each designed to reflect the real-world expectations of customers, employees, investors, and regulators. Businesses can satisfy requirements through alternate compliance methods where applicable, ensuring the program is accessible to organizations of varying structures and sizes.

Category	Focus Area
Legal	Registrations, licenses & regulatory compliance
Financial	Transparency, stability & disclosure standards
Customer	Service quality, satisfaction & fair practices
HR	Employee practices, policies & workplace standards
Governance	Ethics, accountability & leadership transparency
Operations	Process reliability & operational consistency
Brand	Market reputation, perception & public trust



Multiple Compliance Routes: The framework recognizes that businesses operate differently. Where applicable, alternate compliance methods are accepted - ensuring the program is rigorous yet accessible to MSMEs, growing businesses, and established enterprises alike.

The Certification Journey

SIMPLE 5-STEP PROCESS

Getting certified is straightforward and designed to minimize disruption to your operations. Our team guides you through each stage, ensuring clarity and support from application to certification decision. The entire process is typically completed within **15–30 business days**.

01

Application Submission

Complete the online application form and submit your basic business information to initiate the process.

02

Eligibility Review

Our team conducts an initial review to confirm your business meets the baseline eligibility criteria for certification.

03

Documentation Assessment

Submit supporting documents across the seven assessment categories. Our evaluators review each submission thoroughly.

04

Trust Score Evaluation

Your business receives a comprehensive trust score based on the independent assessment of all submitted evidence.

05

Certification Decision

Upon successful evaluation, your business is awarded the Trusted Business Certified™ Mark and the complete visibility package.

5

Simple Steps

From application to certification

30

Days Max

Typical completion timeline

7

Assessment Areas

Comprehensive evaluation framework

What Certified Companies Receive

COMPLETE TRUST VISIBILITY PACKAGE

Upon certification, your business receives a comprehensive suite of physical and digital assets designed to maximize trust visibility across every customer and stakeholder touchpoint. Every element is crafted to communicate credibility at a glance.

Physical Assets

- Premium Wall Certificate
- Trust Pledge Plaque
- Reception Display Materials

Verification Tools

- QR Code Verification
- Online Company Profile

Digital Assets

- Certification Badge for websites and apps
- Website Trust Seal
- Social Media Kit (all major platforms)
- Email Signature Badge

Your certification badge can be deployed across your website, email signatures, social media profiles, sales proposals, packaging, office reception, branch locations, recruitment advertisements, and tender applications - transforming trust into a year-round business asset.

Who Can Apply

100+ INDUSTRY CATEGORIES COVERED

Trusted Superbrands™ is designed to be inclusive and accessible - welcoming businesses of all sizes, structures, and sectors across India. Whether you are a small family enterprise or a large corporation, if you operate with integrity, you are eligible.

Industries Covered

- **Manufacturing**
- **Retail**
- **Healthcare**
- **Financial Services**
- **Real Estate**
- **Hospitality**
- **Education**
- **Technology**
- **Logistics**
- **Professional Services**

Across India. The program is open to businesses operating in any state or union territory.

Suitable For

MSMEs

Build credibility to compete with larger players and win customer trust.

Growing Businesses

Accelerate growth by removing trust barriers during expansion.

Established Enterprises

Formalize and communicate the trust you have already earned.

Family Businesses & Franchises

Validate legacy and consistency across locations and generations.



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Take the Next Step

BEGIN YOUR CERTIFICATION JOURNEY TODAY

Trusted Superbrands™ is more than a mark - it is a commitment to transparency, accountability, and excellence. In a world where trust is the ultimate competitive advantage, certified businesses lead with confidence and grow with purpose.

> **"Trust is the foundation of every lasting business relationship. Trusted Superbrands™ gives you the proof to back up your promise."**

Apply Now

Start your application and take the first step toward certified credibility.

Learn More

Speak with our certification advisors to understand eligibility and requirements.

Get in Touch

Contact Trusted Superbrands™ India for personalized guidance on your certification path.

Presented by Trusted Superbrands™ India - Building India's most trusted community of verified businesses. Join the growing network of organizations that have chosen to lead with trust.

Get in Touch

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