

Cairn India - The  
required  
transition

TheCaseSolution.com

Current Brandscape -  
An O&G Perspective

# Resource Rich Emerging Economies - A Branding Challenge

"While Sri Lanka is currently doing well economically, a strong Nation Brand is key to building a sustainable and established economy that is able to attract FDI in a competitive market and to command export price premiums. Sri Lanka's national brand is currently hindering, not aiding, its success."  
-Nation Brand Ranking - Brand Finance



The background is a watercolor-style illustration. It features a large, rounded mountain peak in shades of yellow and orange, with a white snow-capped ridge. In the foreground, there are green, textured shapes representing trees or bushes. The overall style is soft and artistic.

*Cairn India - The*

TheCaseSolution.com

*required*

*transition*

**Emerging Economies**

**in a challenging**



**erent Brandscapes**

**an O&G Perspective**

Cairn India - The  
required  
transition

TheCaseSolution.com

Current Brandscape -  
An O&G Perspective

# Rich Emerging Economies - A Branding Challenge

"While Sri Lanka is currently doing well economically, a strong Nation Brand is key to building a sustainable and established economy that is able to attract FDI in a competitive market and to command export price premiums. Sri Lanka's national brand is currently hindering, not aiding, its success."  
- Nation Brand Ranking - Brand Finance



Cairn India - The  
required  
transition

TheCaseSolution.com

Current Brandscape -  
An O&G Perspective

# Rich Emerging Economies - A Branding Challenge

"While Sri Lanka is currently doing well economically, a strong Nation Brand is key to building a sustainable and established economy that is able to attract FDI in a competitive market and to command export price premiums. Sri Lanka's national brand is currently hindering, not aiding, its success."  
- Nation Brand Ranking - Brand Finance

