

# Aeroflot Brand Value Jumps 9% to \$1.5Bln

By [The Moscow Times](#)

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A leading British consultancy firm has put state-owned Russian national carrier Aeroflot's brand value at \$1.5 billion in 2014, a 9 percent increase on last year's figure, the airline said Thursday in an online statement.

Aeroflot's decision to set up subsidiaries with separate brands, such as Dobrolyot, a new budget airline that started flying last month, and Far East-focused carrier Aurora, launched last year, has boosted the company's brand value, the statement said, citing data provided by the Brand Finance brand valuation consultancy.

The overall brand value of the Aeroflot group is \$1.7 billion, according to the statement.

Aeroflot added in the statement that its brand value is now greater than those of global rivals like KLM, Swiss Air, Qantas and Etihad.

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