

THE 
BRAND TRUST
REPORT

India Study 2018

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TRA Research Pvt. Ltd.

2/52, 4th floor, Kamal Mansion,
Arthur Bunder Road, Colaba
Mumbai-400005.
www.trustadvisory.info
Email: enquiries@trustadvisroy.info

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Managing Editor:
N.Chandramouli
CEO
TRA Research Pvt. Ltd.



INTRODUCTION

Trust is the basis of relationships, and Brand Trust is the basis of relationships with consumers and other brand stakeholders. These primary ‘watchers’ of a brand are the true ‘owners’ of the brand, who decide what the brand means to them depending on the different engagements it has with them. The legal proprietors of the brand must act as custodians of the brand, the ‘parent’, if you will, with the only objective - to nurture, grow and nourish the brand.

It is these brand ‘owners’ and more importantly, the influencers among them, that The Brand Trust Report goes to each year to understand their brand related responses on 61 intangible attributes of Brand Trust. From a large list of over than 9000 brands which get associatively recalled for the many Brand Trust attributes, the leading brands make it to the coveted list of India’s 1000 Most Trusted Brands.

An idea, product or service, can be considered to be a brand when it acquires the ability to memetically propagate from mind to mind, much akin to genetic propagation. It is then that it can be said to have a life-force, a soul. As this life-force strengthens, with many more minds propagating the brand message, so does its brand force.

Trust is a survival instinct, and exists in all animate beings - human and animal. However, in modern day humans, the evocation of trust accrues from many more subtle aspects which make it a complex multi-dimensional entity that is dependent on the attitudes, perceptions and actions of the brand and the consumer.

In our life we often act on the basis of incomplete information, and without the bridge of Trust, all our decisions would, at the very least, take more time and effort. Trust allows social and commercial action that may otherwise not be possible. Trust is the crux of all engagement - buying, selling, sharing, learning,

innovation, love, cooperation, coordination, resolution of conflict, courtship and more. It is also essential for making decisions, big or small. Trust is the basis of all our exchanges, with people, things, brands, and even ideas.

If trust is so large and important, then as a corollary, it becomes imperative for brands to have an acute focus on it. Those brands which tend to relegate trust to second place - giving more tangible aspects like single-minded pursuit of profits, extreme efficiency, uber-performance - will tend to suffer the consequences of consumer disconnect and brand erosion. Brand Trust must always be an accompanying objective, if not the predominant one, for the company, no matter what other tangible objective it seeks to achieve.

If you are a brand custodian, then your answer to one question will give away your approach to the topic in discussion. If you could only choose one of the following two states for your brand, what would you prefer - (i) Would you prefer your brand's trust exceeds its brand sales, or (ii) Would you prefer that your brand sales exceed its brand trust?

Dwell on it. Your reply, if thought through, should give you solutions and not just an answer. It will tell you more about your own approach to your brand, it will probe you to analyze why your brand is where it currently is, among many other expected and unexpected things.

The fieldwork for The Brand Trust Report - 2018 was conducted between December 2017 and early February 2018, and these are important dates to remember while reading the report since the incidents that occurred between after the fieldwork and the report writing would not get reflected in this report. We have had the scams that affected some important public sector and private sector banks. Among the airlines, Air India has been attempting sale, yet to reach any conclusion, with discussions that may impact its brand trust; another private airline displayed passenger apathy forcing disembarkation; some IPL comeback teams have started their season with a stupendous win. All these, and many more happenings occurred after the respondents were surveyed and therefore would not reflect in this report listings.

A relationship of a brand based on a sale reflects only a fulfilment of a consumer need. A relationship of a brand based on trust, on the other hand, provides the glue that connects the brand 'owners' to brand custodians. Trust infuses life to this relationship. To keep this adhesion force intact, brands must look at getting an independent and unbiased brand trust expert on the same executive board which seats the heads of marketing, finance, operations, human resources and other functions, discussing different aspects of the brand and company. In this age of transient relationships, to have a consumer relationship based on a sale, or to base it on a deep level of trust, is the most important question that every brand must answer for itself.

Warm regards,

N. Chandramouli
CEO
TRA Research



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THE 
BRAND TRUST
REPORT

India Study 2018

PART
I

ANALYSIS OF
BTR 2018 RESULTS



01

**India's
Most Trusted Brands**

India's Most Trusted Brands

ANALYSIS OF INDIA'S 20 MOST TRUSTED BRANDS

At the top of this distinguished list is Samsung as India's Most Trusted Brands for 2018. The South Korean conglomerate has illustrated unwavering consistency maintaining its dominance for the third consecutive year. Samsung continues to display its determined supremacy due to its innovative products coupled with aggressive marketing initiatives, which have contributed to the brand's success in India & worldwide.

Rank 2018	Rank 2017	Rank Diff	Brand Name	Super Category	Category	% BTI Diff From Previous
1	1	0	SAMSUNG	Consumer Electronics	Diversified	-
2	2	0	SONY	Consumer Electronics	Diversified	35%
3	3	0	LG	Consumer Electronics	Diversified	1%
4	5	1	TATA	Diversified	Diversified	9%
5	4	-1	APPLE	Technology	Personal Technology - Diversified	17%
6	8	2	DELL	Technology	Personal Technology	15%
7	6	-1	HONDA	Automobile	Four Wheeler - Manufacturer	4%
8	37	29	NIKE	Personal Accessories	Sportswear	13%
9	11	2	HEWLETT PACKARD	Technology	Personal Technology	11%
10	7	-3	MARUTI SUZUKI	Automobile	Four Wheeler - Manufacturer	9%
11	29	18	OPPO	Gadgetry	Mobile Phones	1%
12	44	32	PUMA	Personal Accessories	Sportswear	5%
13	15	2	PATANJALI	FMCG	Diversified	1%
14	22	8	RELIANCE	Diversified	Diversified	1%
15	45	30	BMW	Automobile	Four Wheeler - Luxury	3%
16	10	-6	BAJAJ	Diversified	Diversified	2%
17	23	6	GODREJ	Diversified	Diversified	3%
18	40	22	GOOGLE	Internet/Phone app	Internet Search	1%
19	24	5	ADIDAS	Personal Accessories	Sportswear	3%
20	59	39	VIVO	Gadgetry	Mobile Phones	5%

Closely following Samsung is Sony in second position with the highest percentage difference among these 20, of 35% BTI. The Japanese consumer electronic company maintains the same ranking as in 2016 and 2017.

LG, the Korean consumer durables company, retains its third position from last year's ranking, with a 1% BTI sliver difference from the previous brand significantly. LG was always among the top five Most Trusted Brand ranking in all the previous eight reports.

IPL Sponsorship Working?

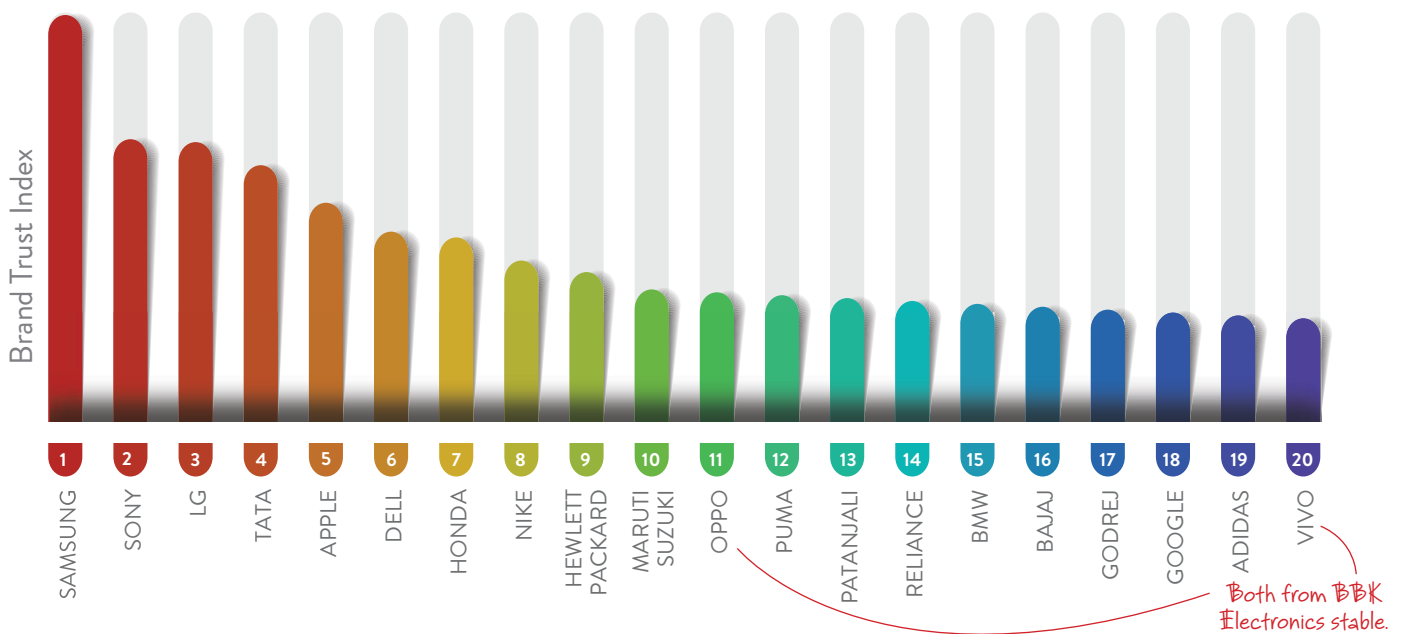
The first Indian brand to appear in the list, the home-grown Tata group, has gone up a notch by coming into fourth place this year. The Indian conglomerate maintains its dominance in 'Diversified' Super-Category for eight years in a row, asserting its unflinching trust dominance in the Indian market.

Apple, the American multinational technology giant in consumer electronics, drops one position from last year claiming fifth place this time. Dell, leader in personal technology, enters sixth spot this time, by scaling two ranks over last year, lagging the previous brand by 15% BTI score.

The Japanese public auto multinational Honda drops a position from last year, entering this year's ranking at seventh.

In the eight position, Nike makes it to the Most Trusted 20 this year, ascending 29 ranks over the last year, making it a leader in the 'Personal Accessories-Sportswear' Category. Hewlett Packard is up two ranks from the last year to be featured at the ninth position, further separated by 11% from its predecessor. Rounding up India's top 10 Most Trusted Brands is India's four-wheeler manufacturing company, Maruti Suzuki, which falls three positions from 2017 Brand Trust Report rankings.

India's 20 Most Trusted Brands



Opening up the second half of the Top 20 rankings is a new entrant in the list, Oppo, at the 11th position. Oppo successfully won a highly competitive bid to sponsor the Indian national cricket team and has achieved the rights to display their logo on the team's kits from 2017 to 2022, as well as the 2019 World Cup. A nascent brand which has garnered limelight in a short span, Oppo is giving its competitors a tough battle and sleepless nights.

One of the biggest climbers and a new entrant in the top 20 rankings, Puma jumps 32 positions to be ranked 12th position this year, illustrating solid consistency in its commitment to its customers. Patanjali holds 13th position by climbing two ranks from last year, and is the rejuvenator of an old category that has taken so much prominence that it has taken many by surprise. The controversy around its products failing quality tests has not impacted the brand significantly and it continues to occupy an eminent position in trust as well as the market.

Reliance ascends eight positions at 14th rank this year, further separated by a mere 1% from its predecessor. BMW has risen substantially by an impressive movement of 30 ranks claiming 15th position and finally making it among the top 20 Most Trusted Brand list this year. However, Bajaj has fallen by six positions from its ranking last year, occupying this year's 16th position.

Godrej takes the 17th position with an upward movement of 6 ranks from the previous Brand Trust Report. The Indian conglomerate operates in diverse products ranging from real estate, consumer, industrial engineering, appliances, furniture, security and agriculture, touching the life of almost every Indian. Google, the American multinational an indispensable Internet-related services brand, becomes a new entrant in the Top 20 Most Trusted Brands list and occupies 18th rank, up by commendable twenty-two position from the previous report.

Closely following Google is Adidas, which displays an upward movement of five ranks to reach 19th position in this year's list. Vivo succeeds in rounding off the top 20 list of the Most Trusted Brands in India for 2018 by showing an impressive progress by ascending 39 ranks when compared to last year.

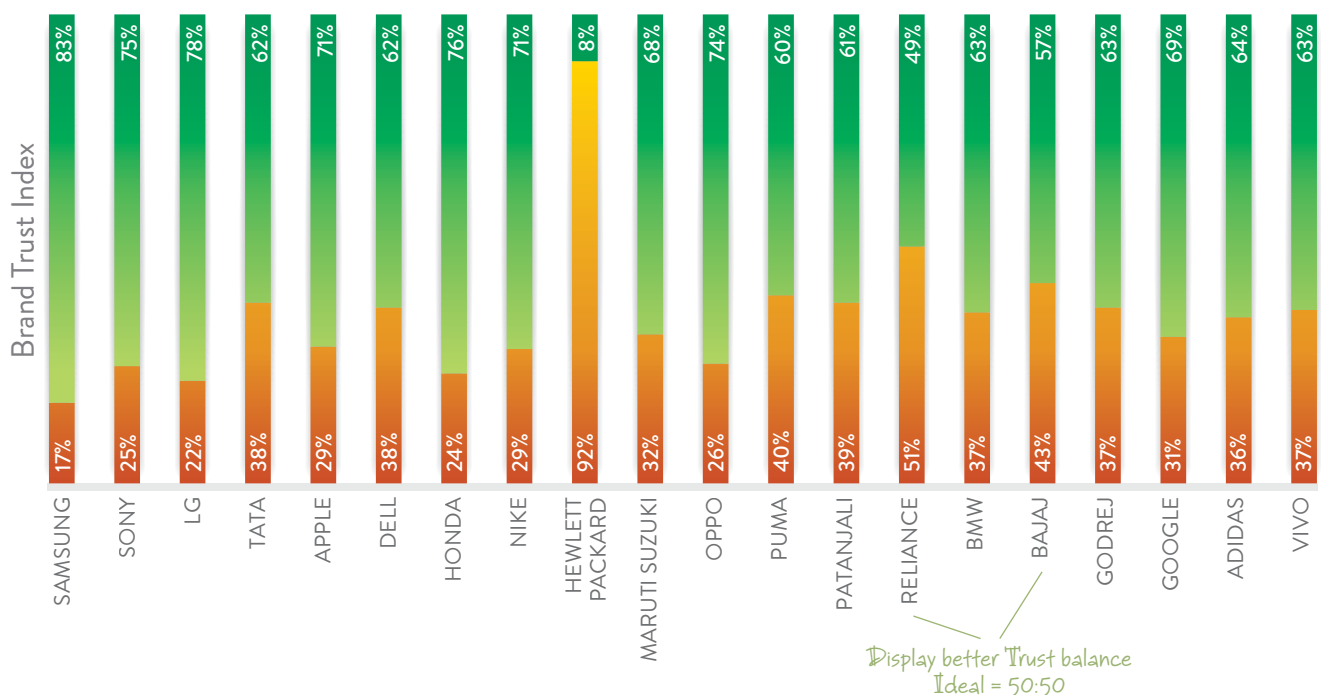
This year's top 20 Most Trusted brands have seen the entry of nine new brands, with some making significant leaps in rankings. Sportswear brands such as Nike, Adidas and Puma have displayed remarkable performance, capturing eminent positions in the list this year.

Deeper Understanding Of Brand Trust

Brand Trust is what all transactions depend on. It is made of two parts, that which is absorbed sub-consciously (also called Ingredient level Trust) and the other part, understood consciously (also called Assembly level Trust), the reaction to the term we understand as 'trust'. The latter is the easier part, which most brands typically focus on, leaving the Ingredient level Trust; the subtler evocation of trust, often unaddressed. This sub-conscious, deeper trust is made up of 61-Attributes which comprise the Brand Trust Matrix. These emerge from the brand messages which arouse feelings of Trust – through engagement, communication and the product or service itself.

While a brand may advertise itself to be trusted; without these deeper messages getting embedded into the subconscious crevices of the customer's mind – the trust remains incomplete. The surface recall of the brand may be trust for those brands which profess they are trusted. However, when viewed at a deeper level, the claims will not translate a brand transaction, as the deeper ingredients of trust - its attributes, remain unaddressed. Empirically, only when both these parts must contribute equally to the Brand Trust, is the brand said to have a good balance of trust.

Brand Trust = Trust on Attributes + Trust Assembly



Super Category	#1 India's Most Trusted	#2 India's Second Most Trusted
Alcoholic Beverages	KINGFISHER (Beer)	BLACK DOG (Scotch Whisky)
Apparels	ARROW (Formalwear)	RAYMOND (Fabrics to Brands)
Automobile	HONDA (Four Wheeler - Manufacturer)	MARUTI SUZUKI (Four Wheeler - Manufacturer)
Automobile-Related	MRF (Tyres)	CEAT(Tyres)
BFSI	STATE BANK OF INDIA (Bank - PSU)	LIC (Life Insurance - PSU)
Branded Fashion	FASTRACK (Branded Fashion)	DENIM (Branded Fashion)
Consumer Electronics	SAMSUNG (Diversified)	SONY (Diversified)
Diversified	TATA (Diversified)	RELIANCE (Diversified)
DTH	TATA SKY (DTH)	DISH TV (DTH)
Durables	WHIRLPOOL (Diversified)	VOLTAS (Air Conditioning)
Education	JETKING(Training Inst. - Hardware & Networking)	IIT (Engineering Institution - Public)
Energy	INDIAN OIL (Oil and Gas - Domestic)	BHARAT PETROLEUM (Oil and Gas - Domestic)
Entertainment	FOX ENTERTAINMENT GROUP (Diversified)	PVR (Cinema - Display)
FMCG	PATANJALI (Diversified)	LAKME (Cosmetics)
Food & Beverage	PEPSI (Aerated Beverages)	AMUL (Dairy - Diversified)
Gadgetry	OPPO (Mobile Phones)	VIVO (Mobile Phones)
Government Body	INDIAN ARMY (Armed Forces)	CBI (Investigative body)
Healthcare	DABUR (Ayurvedic Products)	CIPLA (Pharmaceuticals - Indian)
Home Care	NILKAMAL (Furniture)	HINDWARE (Bath Fixtures/Sanitaryware)
Hospitality	TAJ HOTELS (Hotels - Premium)	STARWOOD (Hotels - Premium)
Household Electricals	USHA FANS (Fans)	HAVELLS (Fast Moving Electrical Goods)
International Body	UNICEF (Children's Welfare)	UNESCO (Human Rights)
Internet/Phone app	GOOGLE (Internet Search)	FACEBOOK (Social Networking)
Kitchen Care	PRESTIGE (Cookware)	MILTON (Kitchen Products)
Manufacturing	ASIAN PAINTS (Paints)	SURYA CEMENT (Cement)
Media - Print	TIMES OF INDIA (Newspaper - English)	HINDUSTAN TIMES (Newspaper - English)
Media - TV	AAJ TAK (Hindi News)	REPUBLIC TV (English News)
Mining	COAL INDIA (Coal)	-
NGO	CRY (Child Rights)	CARE INDIA (Youth empowerment)
Personal Accessories	VIP (Luggage/Bags)	AMERICAN TOURISTER (Luggage/Bags)
Real Estate	LODHA (Diversified)	HIRANANDANI (Diversified)
Retail	KFC (QSR)	PIZZA HUT (Diner/Restaurant)
Services	IBM (Consulting/Services)	UPS COURIER (Express Services - International)
Sports	IPL (Cricket League)	-
Stationery	NATARAJ (Writing Accessories)	CELLO (Writing Accessories)
Technology	APPLE (Personal Technology - Diversified)	DELL (Personal Technology)
Telecom	AIRTEL (Mobile Service Provider)	RELIANCE JIO (Mobile Service Provider)
Transportation	AIR INDIA (Government Airlines)	JET AIRWAYS (Airlines - Indian)



ON TRUST



Manoj Adlakha

Senior Vice-President & CEO,
American Express Banking Corp., India

In today's day and age, trust is the most valuable currency that a business can earn and hold. In a world that's defined by experiences, people want companies that can support them in all of the ways they are living their lives and doing business. At American Express, we understand this principle and it has guided how we think about our products and services. We deeply value our relationship with our customers, and we are there to support them in ways big and small.

In our journey, we have learnt that companies with strong brands establish real and lasting connections with customers and command a loyal following. The strongest brands, the ones that resonate most with consumers, are those that stand for something; that have personal meaning for a consumer; and that reflect a commitment consistently fulfilled over time. Strong brands are built steadily through day to day actions. They are built by consistently meeting a customer's expectation. Brand trust is the "moment of truth" - only built by the actual performance of the product, by the delivery of the service, by the ultimate experience of the customer.

At American Express our brand is not just an element of our business equation. It is embedded in our culture. On the day they join each and every one of our employees learn about our history, about the attributes of our brand, about what the company stands for. And they're told of their responsibility for upholding our brand promise. The promise that we have been fulfilling for 165 years - from our time as a freight company, to a travel company, to the global payments and services company we are today

Our success comes from our commitment to putting our customers' needs first. Because we believe that when our customers thrive, so do we. That belief is the core of how we build long-term relationships with our customers in an increasingly short-term, transactional world. We Are All About Relationships. They're at the heart of everything we do.

Established in 1850, American Express has remained a leader for generations by embracing both innovation and tradition. Today, we are the world's largest global payments network, owning relationships with both Card Members and merchants. We provide products and services to customers all around the world, process millions of transactions daily, and drive more than \$1 trillion in commerce annually. Our work provides customers with access to products, insights and experiences that enrich lives and build success. We offer powerful backing and support that helps companies of all sizes gain financial savings, control and efficiency.

Our presence in India dates back to 1921 when we set up our first office in Calcutta. Today, the country is our largest employment base outside the US and also one of our fastest growing markets. We are thankful to our customers who have ranked us as the most trusted brand in India in the Credit Cards category, for the 4th year in a row. Our mission is to become essential to our customers by providing differentiated products and services that help them achieve their aspirations.

Experience is the new product. This insight has helped shape our vision to **provide the world's best customer experience every day.** We have been investing in experience-led innovation to engage people on their terms. We are building experiences to become a more essential part of people's digital lives - at home and at work. To this end, we provide unparalleled service and cardmember benefits across different business and customer segments. This includes membership to industry-leading savings and rewards, enabling exclusive access to marquee global events, and support of the world's best service delivered by our in-house specialists in concierge and Travel & Lifestyle Service desk.

We express our brand values in our communication by staying true to our purpose i.e., backing Card Members and Card Members and communities to propel them forward. Actions matter in relationships. Our brand behaviors - We Respect You, We Understand You, and We Back You - govern our brand policies and set the standards for the way we treat our customers and how we protect our brand.

Our customers understand that we are invested in their success. Therefore they believe our promise to continue serving them with integrity and commitment.

Consumer Trust Quotient – 2018

Decreasing optimism, dissatisfaction trends evident

The Brand Trust Report 2018 analysis of consumer Trust of urban India shows what consumers and citizens are displaying about the current environment, with some trends predicted for the year to come. The first important indicator analyzed from The Brand Trust Report 2018 from among India's 1000 Most Trusted Brands is that there were 307 brands which showed a rise in Brand Trust with an average rise of 160 ranks, 370 brands which show a loss in trust with an average 160 ranks fall and 318 new brand entrants.

Compare this to BTR 2017 trust trends - 323 brands rose in ranks with an average rise of 160 ranks, 348 brands fell from their previous years' ranks with an average fall of 150 ranks, and 9 brands retained their previous year's ranks. In BTR 2016, 351 brands rose in ranks (with an average rise of 166 ranks), 365 brands fell (by an average of 172 ranks). 280 brands were new/replaced brands and 4 brands remained unchanged in their ranks.

Brand Trust Report (BTR) Year	Brands rising in trust	Average rank rise	Brands falling in trust	Average rank fall	New brands
BTR 2018	307 rising	160	370 falling	160	318
BTR 2017	323 rising	160	348 falling	150	320
BTR 2016	351 rising	166	365 falling	172	280

The number of brands rising or falling in trust is indicative of the general consumer disposition towards the environment, their responses to brands showing a direct indicator towards brands. The above chart shows three years data of number of brands with rising and falling trust and the average ranks by which they rose or fell each year. Since the average rank rise and fall has been almost similar, this factor does not significantly impact the trust trend exhibited by consumers. Also, the new brands entering The Brand Trust Report between 2016 and 2017 rose by 40 (12.5%), and there was no significant change between 2017 and 2018, this factor too has little significance in the trust trends displayed.

However, when the sheer number of brands showing 'rising' or 'falling' trust are studied year-on-year, there is an evident trend. The number of brands with rising trust is consistently diminishing showing that the overall consumers trust in the environment is lessening. The number of brands with rising trust was 351 in 2016, 323 in 2017 and 307 in 2018 – a net fall of 12.5% in brands showing a rise in trust in the three years. If we also study the number of brands with decreasing trust, the brands with falling trust was reducing (a good sign) between 2016 and 2017, showing some growth in trust, and therefore positivity towards the environment. Between 2017 and 2018 the brands with falling trust was up by 6%.

What does that imply? Trust, in its basic form, is the quality of anything being considered believable. In the Brand Trust Reports, the consumers' trust is a reflection of the mood of the citizens and can be understood as a 'framework of expectancy' from the environment. An atmosphere of trust is essential for any progressive, future oriented action and transaction to take place. Trust is also the basis of all risk-taking ability. The 3 year continued reduction in number of brands with 'rising trust' shows that optimism is on the decline indicating that lesser risks are being taken by consumers. Add to this the rise in number of brands with 'falling trust', which in this case at 6.5% fall shows rising dissatisfaction with the environment. Further, the trust trends of only 2018 shows a real-and-now exhaustion of trust showing a negative trend, with brands falling exceeding brands rising by 17%.

All put together, the fall in general consumer trust seems to be a combined effect of economic slowdown caused by demonetization and GST, and the uncertainty that any pre-election year brings to the minds of consumers. The lack of visible results of government action on many fronts has also seems to be a cause of concern with consumers.

Sector Trust Trends

When sectors are analyzed by the total Brand Trust Index that the sector exudes, we find that some have remained steady on Trust. There are BFSI, Internet, Technology, Media-Print, Apparels, Energy, Gadgets, Healthcare, Internet, Household electricals, Manufacturing and Retail. Most of these stable sectors could be clubbed as 'essentials', something that consumers tend to rest their trust in, especially when the going gets tougher. In times of 'plenty', consumers have more optimism and tend to show it in by evoking brands that are 'nice-to-have' and not just 'necessary-to-have'. All percentage figures below show the collective Brand Trust Index changes for the sum-total of all brands in the category over last year.

The falling sectors are mostly 'nice-to-have' sectors, represented by DTH (-21%), NGO (-18%), Media-TV (-80%), F&B (-69%), FMCG (-44%), and Transportation (-40%). Here F&B and FMCG, more representative of the indulgence and surplus, represent 256 brands (nearly 26% of all brands in India's 1000 Most Trusted Brands), and thus their extraordinary importance. The trust fall in DTH is largely on account of its replacement by disruptive Internet and mobile app-based models like Netflix, Amazon and Hotstar. The big fall in trust in the category 'Media -TV' is surely a cause of concern, especially since media holds an enormous power that can enhance or erode consumer trust through its multiplying effect.

The rising sectors are Entertainment (+66%), Education (+44%), Hospitality (+33%), Technology (+32%), Automobiles (+22%) and Manufacturing (+20%). Indications about the consumers' mindsets becomes clearer when we analyze their trust choice in the 'necessary-to-have' sectors. Education is gaining trust, an acknowledgement of its importance, and also because the delivery technology for education has changed. It has also become an important reskilling tool, essential in disruptive times. Technology, Automobiles and Manufacturing are the solid sectors that consumers choose to trust more than others. The Hospitality aberration can be explained with business travel being on the rise and the Entertainment aberration could be attributed to the need for pressure relief.





02

Category-wise Study of Trust In Brands

Category-wise Study of Trust In Brands

Human beings have a tendency to look for patterns, repetitions, and designs; they classify these into groups, which enable them to understand things better. The classification of brands, by comparing their characteristics, helps in dividing them into larger groups (Super Categories) and then into smaller groups (Categories). Brands are a timeless interface between the consumer and ideas. They continue to be virtually immortal as they are the souls of businesses. In The Brand Trust Report, the brands evoked in response to questions asked could be anything the respondent considers to be a brand – a product or a service. The categorization of brands is done after the results are consolidated by our Editorial team after a detailed scrutiny of the nature of the business, contribution to the overall business, among other factors. The nomenclature of the Categories has evolved over the years and is reviewed each year to keep them relevant to the brands that have been clubbed under it.

In this chapter, we consider some important Super Categories and Categories depending on the size or importance of the same. For purposes of lucidity and consistency, we will go in alphabetic order of Super Categories.

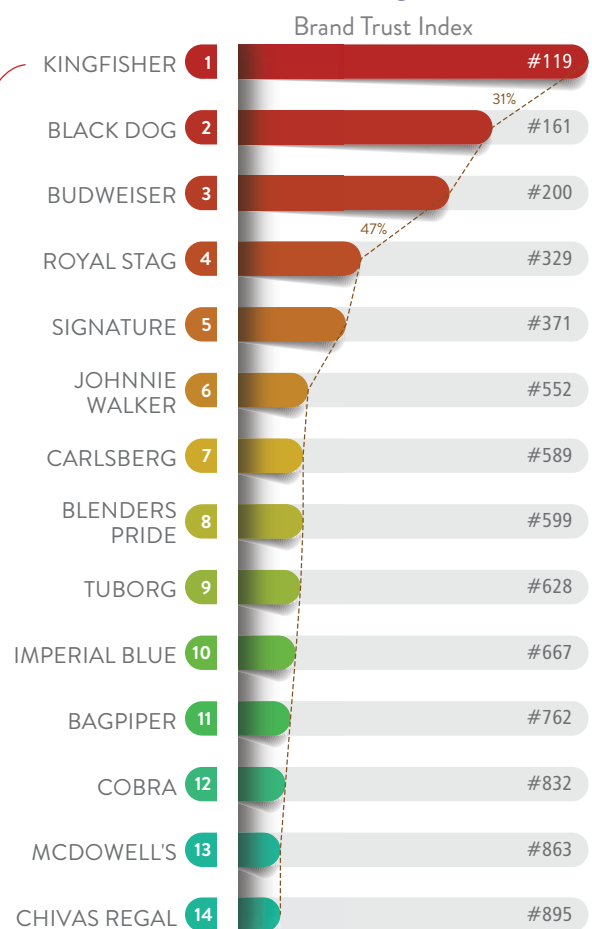
Alcoholic Beverages

This year, **Vodka as a category has missed the BTR 2018 rankings**, reducing the total categories to three instead of four. So this year we have beer, whisky and Scotch whisky.

Ruling the chart, Kingfisher Beer has maintained its leader position in the alcoholic beverages super-category of the Brand Trust Report 2018. It has remained the unmitigated leader for the last eight years of the Brand Trust Report. This time, it has managed to take a lead by 31% Brand Trust Index from its immediate successor Black Dog.

Black Dog has taken a leap from rank 604th in 2017 to rank 161 this year. Climbing the ladder by 443 ranks, this Scotch whisky brand has grabbed second position in the Alcoholic Beverages Super-Category, behind Kingfisher. In third position is Budweiser Beer, 18% behind Black Dog. Royal Stag whisky has been ranked fourth at 47% in Brand Trust Index units. Another whiskey brand, Signature, is in the fifth position among the 13 alcohol brands which feature in India's 1000 most trusted, with a

Alcoholic Beverages

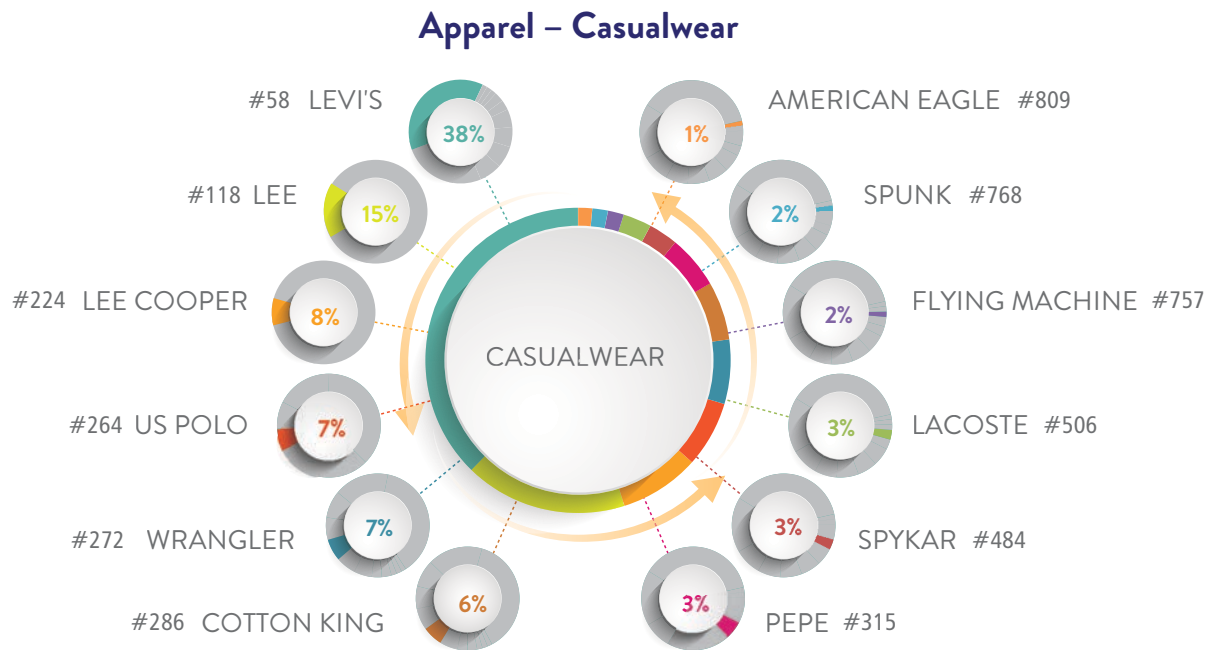


difference 14% Brand Trust Index. These top five brands contribute to the 73% of the Brand Trust Index unit to the overall Alcoholic Beverages super-category.

Johnnie Walker, a new entrant in the Scotch whisky category, has been placed sixth in the super-category. Carlsberg and Blenders Pride are at the seventh and eighth positions, with Blenders Pride making a new entry in the super-category. In the top ten, Tuborg and Imperial Blue are placed at the ninth and tenth position, respectively.

Apparel – Casualwear

The number of brands in the apparels super-category this year is 62 compared to 61 last year with a surprising entrance of 22 new brand entries.



* Values are with respect to the Brand Trust Index recorded in 2018

From these 62 brands, 19 Categories have been made, the largest of which is casualwear, with a total of 12 brands under it. In this category, given the competition and the large stakes, there has been quite a bit of movement among the players, starting right up at the top of the rankings.

Toppling its direct rival and the leader of the category from last year, Levi's takes the pole position in this year's Brand Trust Report among casualwear brands. Last year's leader, Lee, has dropped by 42 ranks from its 2017 overall ranking with a significant 54% BTI score gap from its predecessor. Trailing 51% BTI is Lee Cooper which comes at the third spot, having climbed a remarkable 228 ranks to get there. US Polo is placed fourth, 17% BTI score behind Lee Cooper. Wrangler has also climbed a remarkable 147 ranks this year compared to its last year's ranking.

Cotton King is next in the list, ranked sixth, just 9% off the BTI score of the previous. Following it are Pepe, Spykar and Lacoste at seventh, eighth and ninth ranks, respectively. Flying Machine, Spunk and American Eagle make new entries in this category at the tenth, eleventh and twelfth position, respectively.

Automobile - Automatic Scooter

This category, albeit populated with just four brands in the top 1000 brands of the Brand Trust Report 2018, deserves mention due to the cut-throat competition and high advertising spends it enjoys. The top automatic scooter in the country in terms of Brand Trust is Honda Activa, which has a whopping 82% BTI score ahead of its closest competitor, TVS Jupiter, ranked second. Nineteen per cent BTI score behind is

symbol indicates All-India ranks

A black and white portrait of Chaitenya Razdan, a man with dark hair, smiling and wearing a checkered button-down shirt. The portrait is partially overlaid by a dark grey banner on the left side of the page.

Chaitenya Razdan
Co-Founder and CEO,
Care+Wear

Adaptive Clothing – Empowering Differently

Across the globe, various health-focused companies tout that patients are at the center of their brands, but many companies overlook an important part of patient care - the patient experience. While healthcare brands are slowly taking up the charge to think more about patients and how they are receiving care, there is still much progress to be made. Patients can often feel helpless while undergoing treatment, but there are many ways to empower patients so that they can feel at greater ease during what can be a very difficult time. Healthwear and adaptive clothing are such tools.

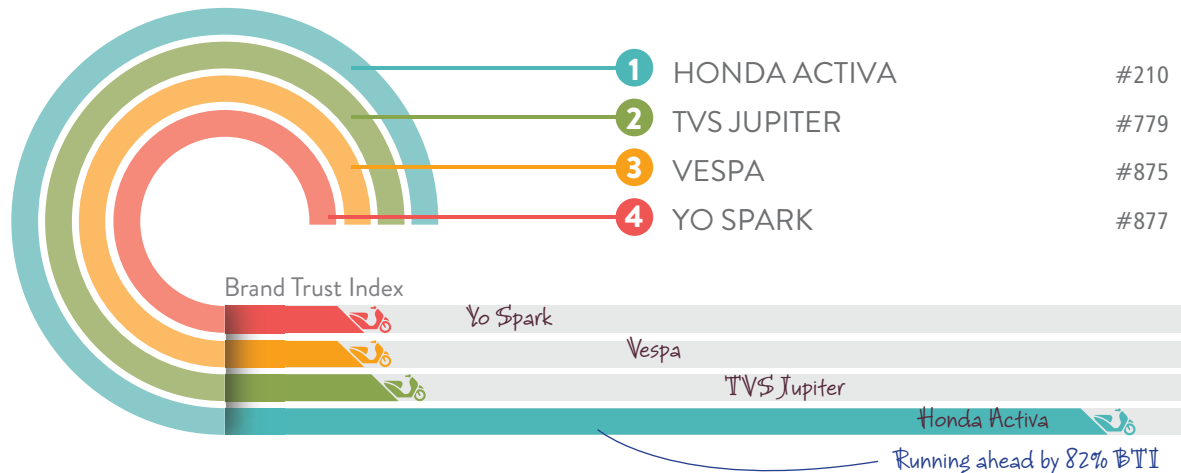
Our company, Care+Wear, an innovative healthwear provider, is dedicated to providing patients with positive treatment experiences. Care+Wear uses a comprehensive design thinking process that has revolutionized how healthwear products are developed and how patients are treated. By creating items directly in conjunction with patients, clinicians and designers, Care+Wear's products can help improve patient comfort and satisfaction, while also streamlining the treatment process for clinicians and care teams. Care+Wear's clothing and accessory items for patients are designed not only to ease the burden of treatment, but also to allow patients to have control over an element of their care.

While much of healthcare is out of the hands of the patient, healthwear solutions help patients maintain a sense of dignity during treatment and uphold their sense of self. For example, Care+Wear offers products with Major League Baseball and National Basketball Association logos on them. As a patient, being able to wear your favorite team on your sleeve during treatment allows your personality to shine through so that you remember that you are part of a much larger team, supporting you during your treatment every step of the way. When you give patients choices, especially in the selection of their clothing or healthwear, you are enabling them to have an element of authority over their care. We are proud to be the leader in healthwear solutions so that patients can feel like themselves, no matter what they are going through.

In 2018, brands in the healthcare space must take responsibility for improving the holistic experience of patients.

Vespa with a four ranks dip in the overall BTI rankings this year, with Yo Spark coming at the fourth spot, making a new entry in this years' top 1000 BTR rankings.

Automobiles – Automatic Scooters

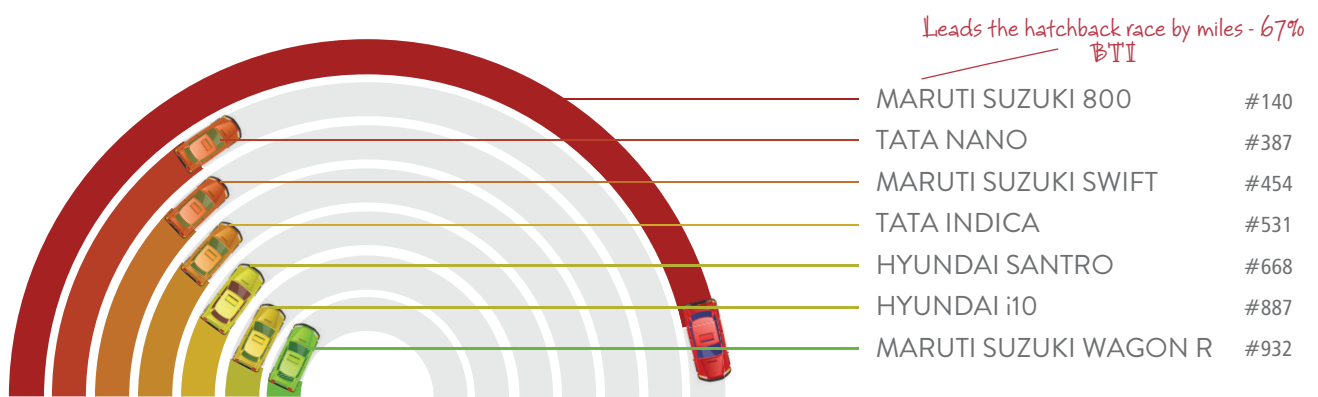


Automobiles - Car Hatchback

Seven brands make it to the hatchback category. Maruti Suzuki Alto 800 leads, which is among India's best-selling hatchbacks leads this list. The variant of the first car that was launched by Maruti Suzuki still continues to make waves with the Brand Trust it holds. Also, significant is that three Maruti Suzuki hatchback brands make it to this list showing the company's expertise and focus in this segment. At second place, climbing the ladder by 48 ranks in overall rankings is Tata Nano, which was once positioned as India's most affordable car.

Following this is Maruti Suzuki Swift, which despite seeing a 101 rank dip in the overall rankings this year, has managed to secure third position in the category. Tata Indica and Hyundai Santro are placed in the fourth and fifth positions, respectively. Hyundai i10, at sixth position, has seen a precipitous free fall of 378 ranks in the overall BTI rankings this year. Closing listings for this category is Maruti Suzuki Wagon R, a new entrant this year, which comes at seventh position in the Car Hatchback category.

Automobiles- Car Hatchback



* Values are with respect to the Brand Trust Index recorded in 2018

Automobile - Four-Wheeler Manufacturer

Home to 16 brands vying for a piece of the Indian automobile market pie, the Four-Wheeler Manufacturer category is one that has always been too close to call. Remarkably then, the top three brands' rankings in the category have remained the same for the last three years, since BTR 2016.

Japanese automobile giant Honda comes at the top spot, followed at a distance of 29% BTI score by



ON TRUST



Ritu Gupta

Country Marketing Head, India and ANZ,
Dell International Services India Private Limited

Dell believes in harnessing technology to the betterment of human lives. Dell's singular objective is not limited to numbers in terms of customer acquisition. It is about the quest to build a seamless technology experience which enables our customers, to achieve their goals/ambitions. It is this belief that attracts customers to us. And the brand affinity extends beyond purchasing products, it is about our consumer's looking to us each time there is a technology requirement. The faith our customers have shown in us, drives us to secure adequate customer feedback and understand the user's perspectives, leading to further innovation and the delivery of superior solutions and best-in-class service that account for customer needs. This is followed by sustained visibility and active engagement with customers to listen and talk to them. Dell endeavors to connect with and forge enduring relationships with its customers in this manner.

One of the most effective ways to win a person's trust is to make them feel heard and understood. Brands are no different; they need to listen to their customers and account for their feedback, if they want to win the consumers' trust. We understand this, hence, active listening and engagement with consumers is at the core of the consistent evolution which takes place at Dell. Our customers, over the years see us not as just as technology providers, but as trusted companions who enhance their productivity through technology. This privilege, created for us, a trusted presence in our customers' lives and lead us to becoming a 'brand of choice', the greatest testimony of the trust invested by our customers in Dell.

We believe that when we place our customers at the center of all our decision making processes, we build trust with them, organically. Our key to success is greater consumer engagement and constant focus on increasing our brand's trust quotient which allows the customers to be completely self-assured with Dell. We account for our customers at every point in our design process right from understanding the evolving consumer trends to making efforts in adapting to consumers' design feedback; we go the extra mile to deliver our consumers the products they truly seek.

Giving consumers the "Power to do More" and enabling them to leverage the potential of technology in their everyday lives, is at the core of the consistent innovation which takes place at Dell. The latest IDC report on PC market share in India, rated us as the second largest PC vendor in the country. We built Dell Exclusive Stores in over 650+ cities, increased our customer services, launched innovations for Indian consumers all in alignment of becoming a more approachable, and accessible brand. As part of our efforts to keep in step with the changing demands and needs of the rapidly evolving market, we have streamlined our product mix to make it easier for consumers to identify the brand that suits their needs - the latest VR infused systems cater to the passionate graphic enthusiasts while our Dell Cinema, a software that enhances the entertainment quotient for the millennials who consume content on the go, is an innovation of its kind in the entertainment industry, are examples of the vast repertoire of gadgets we offer our customers.

We understand that while the brand-customer relationship drives the growth of a brand in the market, employee relationships fuel the purpose of each of our employees in creating goodness to the customers. Partners are our foundation to build the Dell brand in India and our connect to consumers. Dell is dedicated to establishing mutual trust with all our key stakeholders in an effort to create a positive ecosystem and nurtures overall performance.

indigenous brand Maruti Suzuki. The third-ranked brand in this category is the South Korean Hyundai Motor Company, which is 42% behind the brand ranked second. Toyota has been ranked fourth with a 35% less BTI from its predecessor. Ford has seen a five-rank downfall in the overall BTR raking; and is ranked fifth in the category ranking.

Climbing the ladder by 18 ranks in the overall BTI ranking over last year, Suzuki has secured its sixth rank in the category. Skoda has seen a jump of 271 ranks in the overall BTI rankings to grab seventh rank in the category. Following them are Nissan, Renault and Volkswagen at rank eighth, ninth and tenth respectively. Other brands in this category are Datsun, Tata Motors, Fiat, Mitsubishi, Chevrolet and General Motors.

Automobiles - Four Wheeler Luxury

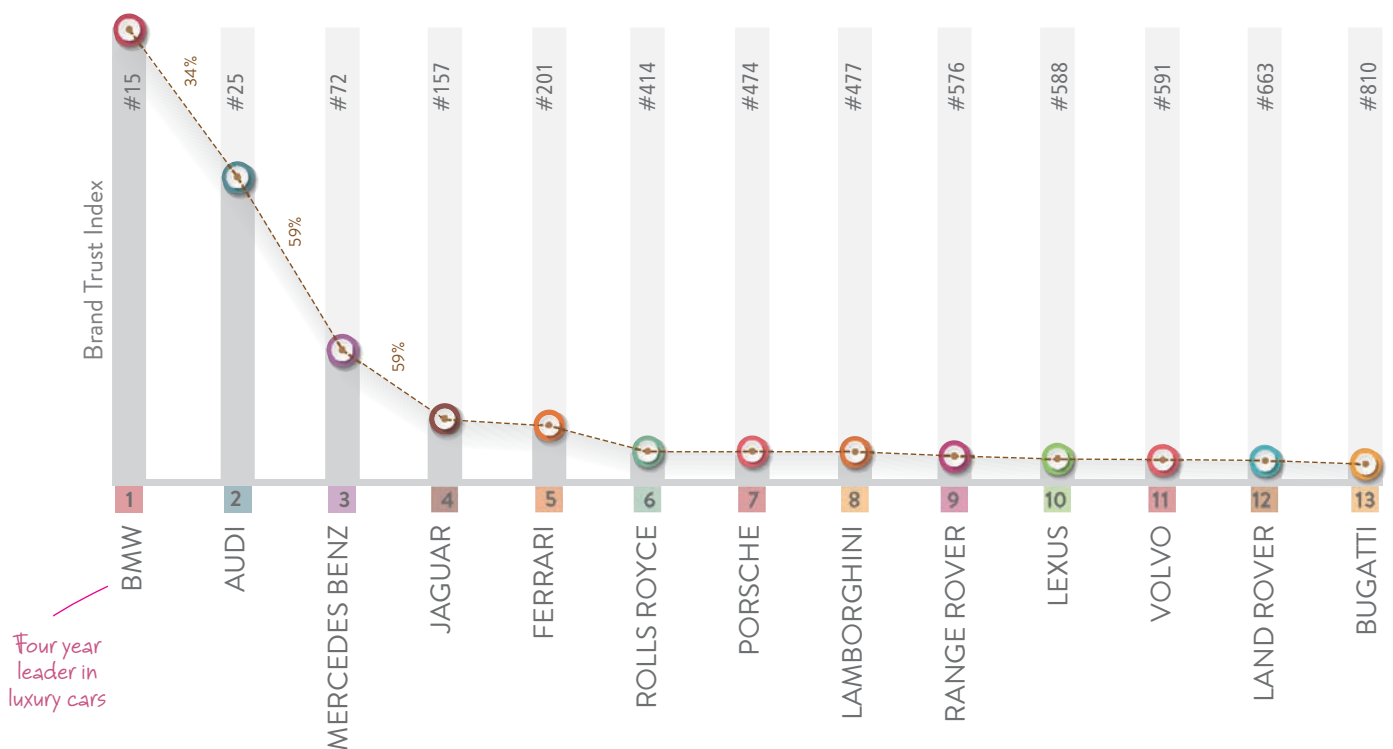
The second most populous category in the automobiles super-category is luxury four-wheeler manufacturers, with a total of 13 brands under it. As mentioned earlier, a vehicles holds a special allure for the Indian consumer, and, a luxury four-wheeler, even more so. In this closely watched category, there has been quite a bit of shuffling of brands; however, the top two have retained their ranking from last year's BTR.

India's Most Trusted Luxury Four-wheeler Brand is the German brand Bayerische Motoren Werke AG, commonly known as BMW, ranked 15th in the All India listings, a healthy 34% BTI score above its closest competitor. Second rank is held by Audi, another German automobile company . Having moved 229 ranks upwards, and yet a significant 59% BTI lower than the previous brands is third-ranked Mercedes Benz.

Jewel of Tata Motors' crown

Luxury automobile manufacturer Jaguar is ranked fourth in this year's rankings, 59% trust points below the previous. A synonym for luxury in automobiles, the Italian Ferrari comes in at rank five, with a BTI score that is 20% lower than its previous competitor. Rolls Royce, which is ranked sixth, climbed 173 ranks in the overall listings. Porsche, yet another German luxury car manufacturer, is seventh in the rankings. Lamborghini, Range Rover, Lexus, Volvo, Land Rover and Bugatti rounds off the list of 13 brands of this power packed category of BTR 2018.

Automobiles - Four Wheeler Luxury



symbol indicates All-India ranks

BFSI

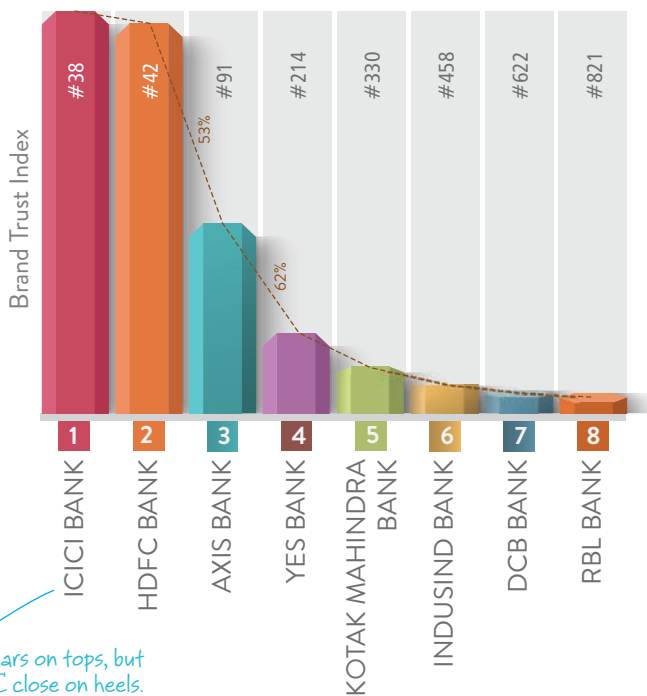
This year 51 brands are listed in the top 1000 Brand Trust listings in the BFSI super Category, the number of brands almost doubled when compared to 23 brands that featured in the last year's report. In this list 19 brands have gained an average of 184 ranks, 13 brands fell over last year with an average of 86 ranks. The 19 new brands entering the list show that the general trust in the BFSI sector is rising.

Sovereign guarantee effect?

This year, State Bank of India tops the chart of BFSI super-category despite seeing a dip in its overall Brand Trust Index rankings from 13th in 2017 to 21st this year. The Reserve Bank of India, ranked 228th this year, sees a climb of 149 ranks this year securing its 14th rank in the super category.

There are eight private banks, in order of their appearance in the top 1000 listings. The leader in Brand Trust among the private banks is ICICI Bank rising nine ranks in overall ranking (*the reader is advised to keep in mind that this study was conducted between November 2017 and January 2018, with the recent media reports on the bank not being accounted for*).

Bank - Private

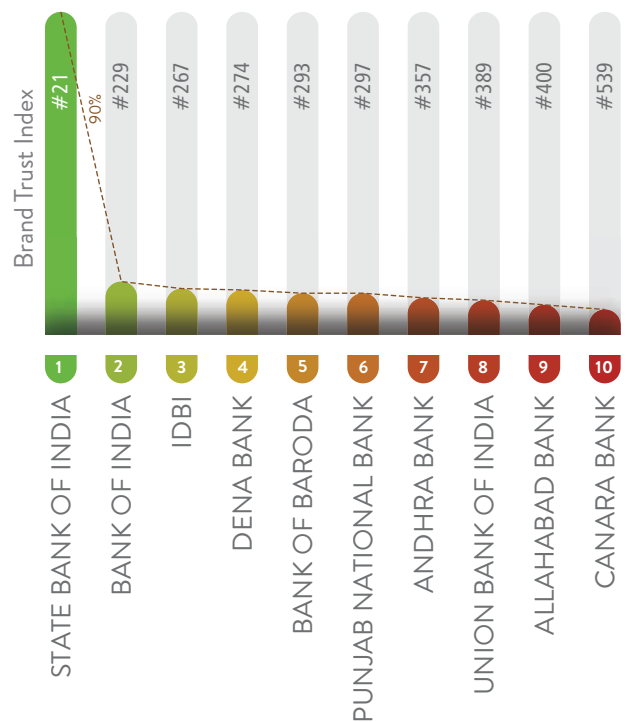


The rest of the private banks have a roller-coaster ride, with dramatic falls and sharp rises. HDFC Bank rose by 153 ranks to All-India 42nd making # symbol indicates All-India ranks

it to the coveted Top-50 Most Trusted list. Axis Bank which follows, has a small slip of two ranks to 91st All-India rank, but still keeping its place among India's 100 Most Trusted Brands. Yes Bank, another one to take a staggering leap, has jumped 279 ranks to take All-India 214th rank. The next brand in this list, Kotak Mahindra slips steeply by 165 ranks and occupies All-India 165th rank. IndusInd Bank occupies 458th All-India rank to reach India's 500 India's Most Trusted Brands list soaring by 103 ranks this year. Following them are new two entrants: DCB Bank, ranked All-India 622nd and RBL bank ranked 821st.

Bank - PSU

6 new PSU brands in list



Fifteen PSU Banks also feature among India's 1000 Most Trusted Brands – almost double the number of private banks in the list. This is a definite trust signal judging from just the sheer count, showing the trust comes with a feeling of 'guarantee' that state-owned banks exude. There may be more good news than bad from this sector, with 5 brands rising by an average of 170 ranks over last year, 4 brands falling by an average of 36 ranks and 5 new brands. The trust dent seems brand specific rather than affecting the overall category.

The leading PSU bank is State Bank of India that is 90% higher in Brand Trust Index from the successor brand, Bank of India, ranking 2nd among PSU Banks and 229th All-India ranking. At third

position is taken by IDBI Bank (All-India 267th), Dena Bank (All-India 274th), Bank of Baroda (All-India 293rd) and Punjab National Bank (All-India 297th).

A total of 6 PSU Banks come within the top 300 Most Trusted Brands, showing a distinct trust advantage that state-owned banks have. Andhra Bank, a new entrant in India's Most Trusted list, is 7th among PSU Banks (All-India 357th), followed by Union Bank of India (All-India 389th) which falls to eighth in the category. Ninth ranked in PSU list is Allahabad Bank (All-India 400th) and the tenth on this list is Canara Bank (All-India 539th) falling 51 ranks from last year.

Indian Bank (All-India 624th) and United Bank of India (All-India 634th) are both new entrants this year taking up twelfth and thirteenth ranks among PSU Banks. Syndicate Bank follows in the list, rising by 84 ranks to reach All-India 908th position. Placed close together at All-India rank 975 and 977 respectively are Bank of Maharashtra and UCO Bank, both new entrants in the list.

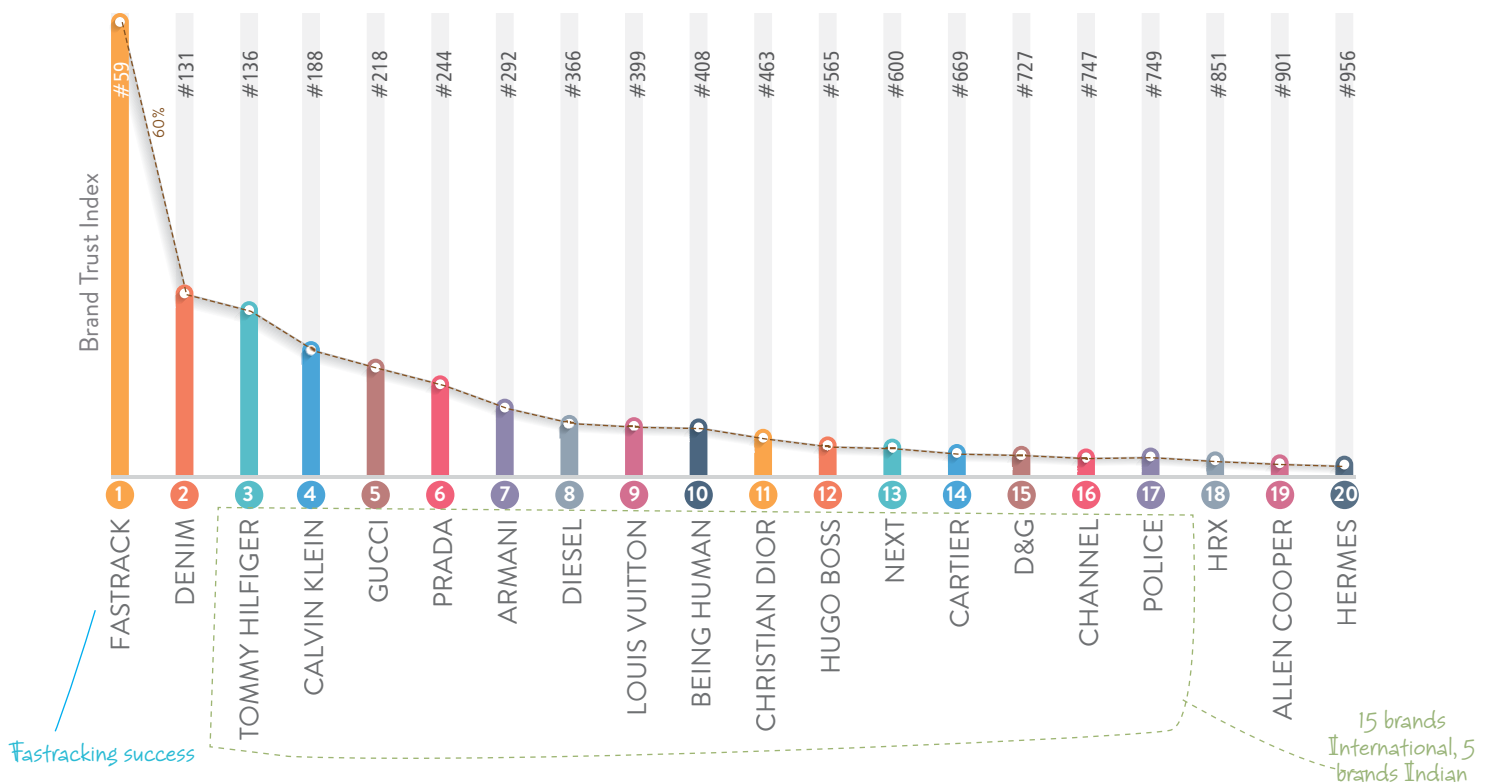
Other notable positive movers in the BFSI super-category include JP Morgan taking a leap of 686 brands from last year, the leader in diversified financial services. ICICI Home Finance and Soft Bank climbed the overall ranking by 488 and 462 ranks, respectively from last year.

Branded Fashion

The Branded Fashion super-category accommodates three categories: Branded Fashion, Premium Fashion and Luxury Fashion. This segment shows indulgence, and rises and falls here are indicative of the 'spend risk' that consumers are open to taking.

Fastrack tops the chart for this super-category as it did in 2017 as well, leading by a whopping 60% BTI score from its successor brand. Denim comes in at rank second climbing massively by 319 rankings in its overall BTI rankings to reach 131st All-India. In this list Tommy Hilfiger follows, with a minor 7% difference from the previous, securing its position for third rank in the category, and climbing 270 ranks in the overall BTI rankings (All-India 136th).

Branded Fashion





Gauri Devidayal

Partner,
The Table

Organic Food – Why It Is Not A Luxury

‘Luxury’ is defined as an inessential, desirable item, which is expensive or difficult to obtain.

Granted, that due to the high cost of chemical free farming, organic produce is still at the higher end of the price spectrum. Like with any product there is always a target audience, so it’s important to define upfront that the reality today is that we are considering a demographic which can in fact afford to spend at a certain price point, not those for whom eating is a matter of simply staying alive.

Is it difficult to obtain? The number of organic brands, websites, farmers’ markets sprouting up, etc., would suggest otherwise.

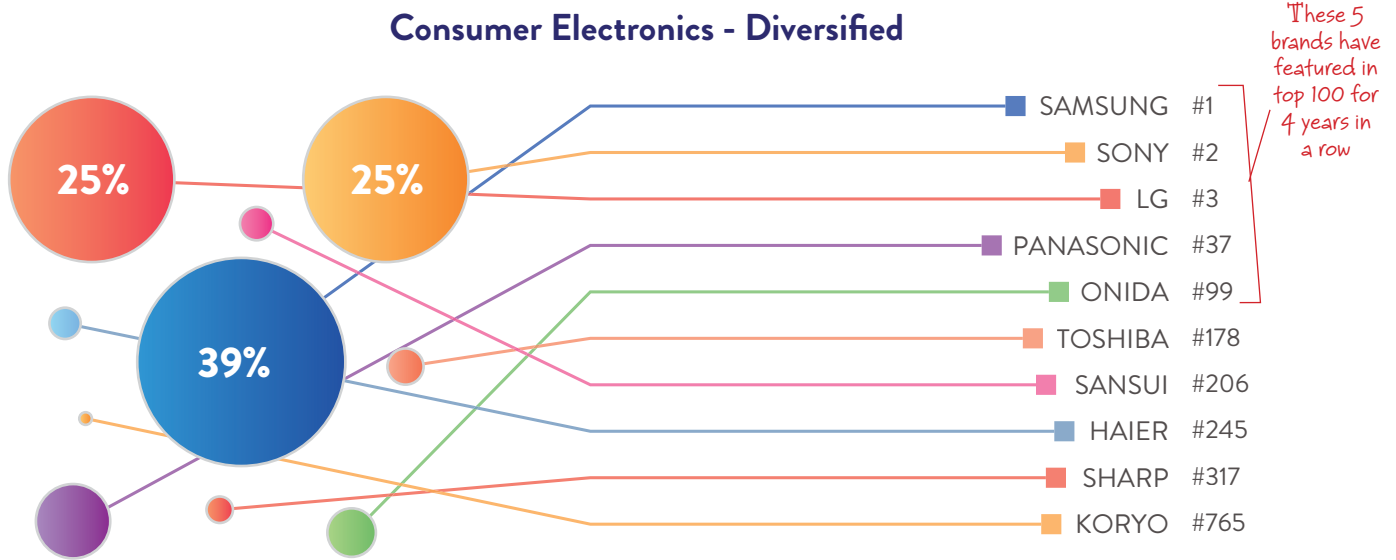
So the real issue seems to be that, assuming you can afford to pay, whether organic ingredients are an ‘inessential’ – can you live without it? Like with most things in life, there is usually a cheaper alternative. But one thing that no one can deny is that chemicals, in any shape or form, can never be beneficial for you. There is no price one can put on keeping our body healthy. Considering this, going the chemical-free way is no longer a matter of choice. Sure, it may be more expensive, but it is not an indulgence. Why would you knowingly bring harm to your body, if you can afford not to? Yes, we’ve all survived many years without consciously choosing to go organic, but in light of a larger awareness and evidence on the subject, why would one not choose the better quality, definitely better tasting, more environmentally friendly alternative, assuming you can afford it?

I look forward to the day when the choice of organic food is available to a larger audience. This is inevitable if more of us demand and consume the product, increasing suppliers and thereby competition, eventually democratizing pricing in this space.

Among Luxury Fashion brands eight international brands make it to the list. Gucci (All-India 218th) leads the Branded Fashion list followed by Prada (All-India 244th) which has moved 182 ranks upwards grabbing the second position. This is followed by Armani (All-India 292nd), Louis Vuitton (All-India 399th), Christian Dior (All-India 463rd), Cartier (All-India 669th), Chanel (All-India 747th) and Hermes (All-India 956th).

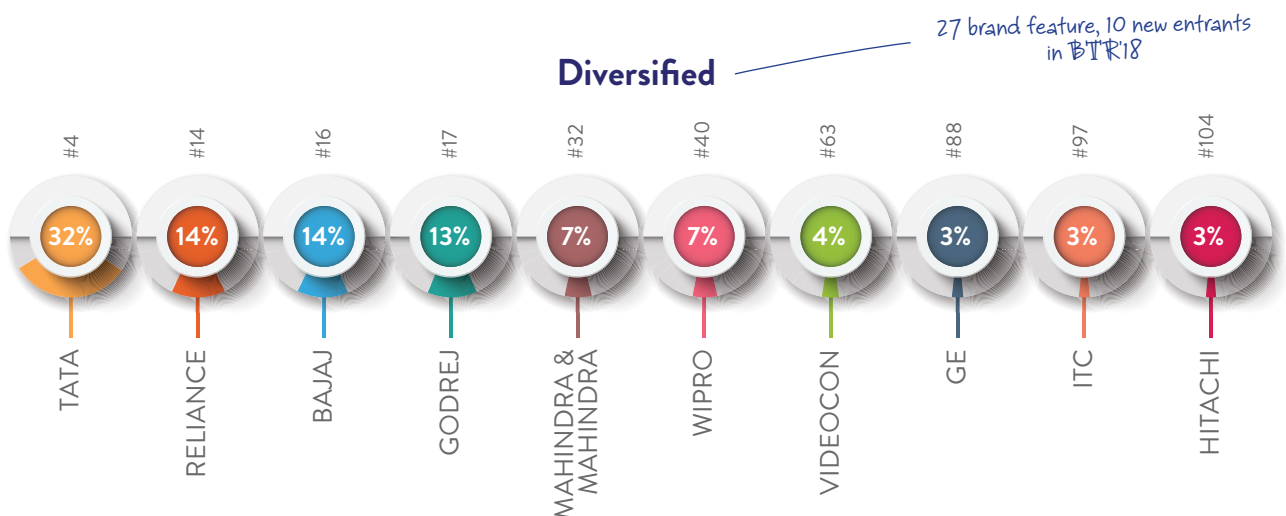
Consumer Electronics - Diversified

For the diversified consumer electronics category, Samsung not only manages to get a lead of 35% from its successor brand in the category but also tops the chart of overall BTI rankings this year. The next two, Sony and LG engage in a close fight with merely 1% BTI between the two brands for rank second and third.



This year, Panasonic climbs six steps upwards in the overall BTI ranks to grab its fourth place in the category rankings, but is yet 81% below the previous and Onida ranking fifth has 59% lower BTI than its predecessor. Following them are Toshiba, Sansui, Haier and Sharp at rank sixth, seventh, eighth and ninth, respectively. Entering this competitive league is a new brand Koryo at tenth position with 70% BTI difference from the ninth brand placed in the category.

Diversified



* Values are with respect to the Brand Trust Index recorded in 2018

symbol indicates All-India ranks



ON TRUST



Youngnam Roh

Director Home Appliances and Air Conditioners,
LG India Pvt Ltd.

Our brand is driven by the philosophy “Life’s Good” and throughout the years we have ensured that we live up to the brand promise. We have always connected with people’s emotions and developed products that suited their needs and take the experience to the larger masses with our measures. We follow a customer-centric approach, and thus our strategies are developed to enhance consumer experience or connect with their emotions. This year LG is celebrating 21st anniversary in India and this has been possible due to localization strategy of LG - launching products/technologies based on Indian insights.

The most essential factor that connects our brand with our audience is the deep understanding of cultures & sentiments of our consumers & valuing them by providing the best way of life by the way of our products. We have introduced INVERTER TECHNOLOGY in our whole line-up of Home Appliances that saves energy & time thus valuing the money & efforts of every Indian household.

Trust is the most important connection between a brand and its consumers and they have always connected with LG as a brand and its products. A brand’s story comes from the company’s own information, and is accepted and integrated into the consumer’s story. It is important to understand how our brand emotionally resonates with customers and then position our messaging in the right place to tell the right story at just the right time.

All our efforts right from our products to marketing revolve around how innovation in LG` products simplifies consumer’s daily life. The focus is mainly based on two pillars – quality and service. Consumers know and trust us to be the best in industry service and we shall ensure we continue to offer to innovate in the technology space and strengthen our service mechanism. For us, consumer satisfaction is key to our brand and we shall endeavor to live up to their expectations. For example to communicate Smart inverter technology in Top Load washing machine, we created a very disruptive story around Alien theme which was appreciated by consumers. We have designed experiential marketing campaign through which consumer can experience new technology developed by LG Electronics.

As a leading consumer electronic brand that has been operating in India for over two decades, and globally for over 70 years, we have always excelled in developing products and services that satisfy the daily requirements and demands of our customers. In India, over the years, we have grown to be a trusted household name, and that is reflection of both the trust and confidence they place on our brand. However, we never rest on our laurels, and continue to focus on innovation and customer-centricity to unlock opportunities for further growth in the market. That being said, the trust and confidence that our customers place on LG definitely influence our product pipeline and unique technologies for the market.

As mentioned earlier, trust is the most important attribute between a brand and its stakeholders, and it is essential for a brand to analyze its Trust Quotient very closely. A brand has to remain consistent in their messaging, and understanding the buyers/stakeholders personas and deliver on time. So when there is trust, there is a boost to the lifetime value of each customer.

As the name suggests, the brands that thrive in this super-category are among the most versatile businesses in the country, making them household names for many, many years. These brands enjoy a massive following due to what we term Residual Trust, a deeply rooted, unmovable quality that makes the mere idea of these brands evoke positive thoughts and good memories.

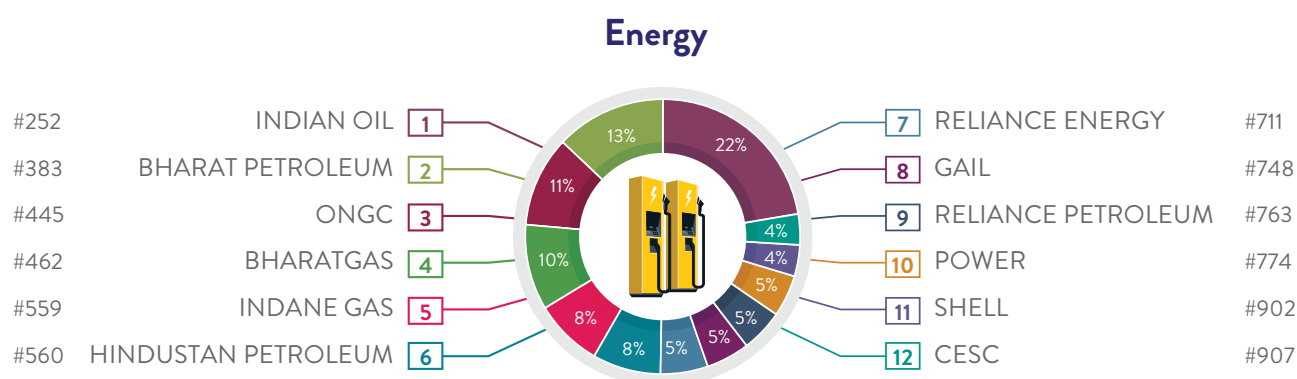
Ranked first in this vital group is the massively diversified Tata, which has maintained its leadership in this super-category for the last eight years and enjoys an All-India ranking of fourth, maintaining a 55% lead in the BTI score from its successor. Following behind is Reliance climbing the ladder by eight ranks in the overall BTI rankings; Bajaj comes in at rank third merely 4.8% behind its predecessor brand. Following it at an hairs' breadth is Godrej (with just 3% BTI difference), which is followed by Mahindra & Mahindra, Wipro, Videocon, GE, ITC and Hitachi, closing the top 10 ranks in this category.

Energy

Imp sector but no brand able to break xx below 200th rank in 4 years

This year the super-category Energy has 50% new brands, where the top three brands come from the house of Oil and Gas – Domestic category. Indian Oil (All-India rank 252nd) tops the chart with a whopping 42% more BTI score than its immediate successor brand Bharat Petroleum (All-India rank 383rd). Following it is ONGC (All-India rank 445th) with 18% less BTI. Though Bharat Gas (All-India rank 462nd) comes at rank four in this super-category, it has witnessed a downfall of 94 ranks in the overall BTI ranking score this year. Indane Gas (All-India rank 559th) climbs the ladder by 428 ranks in the overall BTI rankings and secures its position at fifth rank in the super-category rankings.

The next five brands in chronological order of rankings are all newcomers in this super-category. Hindustan Petroleum, Reliance Energy, Gail, Reliance Petroleum and Power occupy the ranks from sixth to tenth respectively. Seeing a quick free fall of 473 ranks in the overall BTI rankings this year, Shell comes in at rank 11th in this super-category. Following it is a newcomer, CESC, an Electric Utility, which closes the ranking for this super-category at rank twelfth.



* Values are with respect to the Brand Trust Index recorded in 2018

FMCG

Maintaining a consistency in the count of number brands in the super-category when compared to last year, this year FMCG accommodates 125 brands under its umbrella. Out of these 125 brands, only 10 brands make it to the top 100 All-India list. The super-category of FMCG is one of the prominent segments when analysing trust – typically these are products that one uses daily. Still leveraging Indians' penchant for products with natural ingredients, the FMCG megabrand Patanjali maintains its lead of last year in one of the most hotly contested super-categories in the Brand Trust Report 2018. Patanjali, ranked 13th in the All-India listings this year, was ranked 15th in this super-category last year. Patanjali is enjoying its golden period of growth, coupled with significant Brand Trust gains - definitely a brand to watch out for.

Following a big 48% BTI score behind is the cosmetics brand Lakme, whose All-India rank is 29. Lux, whose

symbol indicates All-India ranks

BTI score is 7% below Lakme, is at the third spot in this super-category. Coming in at the fourth position is Colgate, a brand that has seen a downfall of 22 ranks in the overall BTI ranking this year. The fifth rank is occupied by Dove (All-India rank 66), 23% behind. The 6th to 10th spots in this top-notch super-category are held by Pond's (All-India rank 69), Dettol (All-India rank 80), L'oreal (All-India rank 82), Hindustan Unilever (All-India rank 86), and Nivea (All-India rank 98) in that order.

FMCG



Food and Beverages

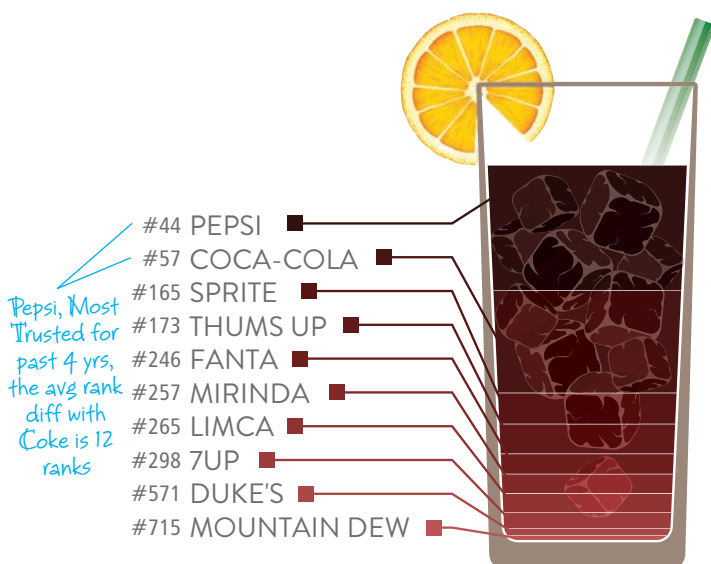
Aerated Beverages

As the leading super-category (Food & Beverage) and with legendary brands frequently in spectacular marketing showdowns, Aerated Beverages is a category where a brand's trust rating is so much more valuable. Pepsi, a leader in this category for three years, takes the top spot limelight in BTR 2018 listings. It has seen a dip of nine ranks since BTR 2017 and is also the only Food & Beverage brand to appear in the Top 50 listings. The red and white ribbons of Coca-Cola, 18% below Pepsi, follow in second position. Only these top two legendary brands captures 61% of total market share.

Separated by a massive 70% and fall in 80 ranks, Sprite reaches the top dais in overall trust ranking in third position. Thumps Up inches at fourth position, a mere 3% behind in this category. Fanta, Mirinda, Limca and 7Up rank at fifth, sixth, seventh and eighth, position, respectively. PepsiCo-owned Duke's retains its ninth ranking this year and Mountain Dew, 30% below Duke's, ranks 10th.

In this category, nine out of ten brands fall at an average of 82 ranks showcasing a significant disinclination in brand's trust or this category.

Aerated Beverages



symbol indicates All-India ranks

Trust is certainly the foremost priority for a brand. In fact, it encompasses all aspects of the brand identity. We ensure that our customers get exactly the kind of entertainment experience that they seek. Thanks to this unrelenting focus on winning and maintaining our customers' trust, in a short span of time we have managed to build a large and loyal customer base in India.

Javier Sotomayor
Managing Director,
Cinépolis India

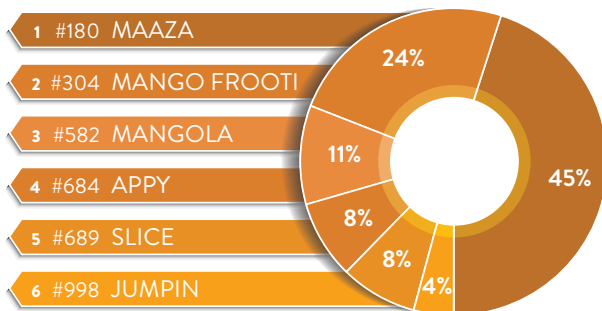


Non - Aerated Beverages

The top non-aerated beverage in the country in terms of trust is Maaza. Even after a fall of 106 ranks, it has managed to maintain its leadership and has been consistent for three years straight. It is 47% ahead of its closest competitor Mango Frooti. Mangola preserves its third position in the BTR 2018 listings even though it has seen the biggest fall of 332 ranks this year. Slice and Jumpin roundup the ranks in fifth and sixth positions respectively.

In the population of six brands in this category, four of them have seen a dip in overall rankings at an average of 200 ranks, further showcasing an overall downfall in this category. The remaining two, namely Jumpin and Appy, are the new entrants in BTR 2018.

Non - Aerated Beverages



* Values are with respect to the Brand Trust Index recorded in 2018

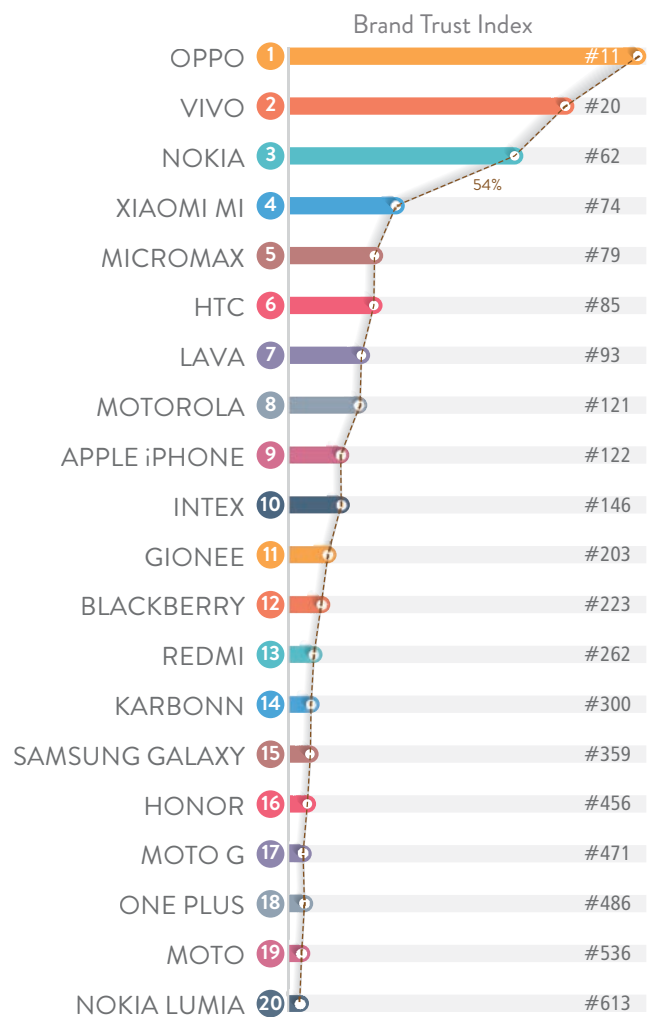
Gadgetsry - Mobile phones & series

One of the most eagerly watched Categories of any Brand Trust Report is the gadgetsry – Mobile Phones. No introduction is needed as to why the mobile phone holds a special place in the heart of every Indian. The Smartphone Revolution has completely changed the way how personal communication used to take place and with the recent launch of smartphones with cutting-edge technology, the turf has become even more aggressive.

Oppo, the Chinese phone manufacturer, has jumped 18 ranks to the numero uno spot in the Brand Trust Report 2018 Gadgetsry super-category rankings, with All-India rank 11th. It has for the first time entered the top 20 Most Trusted Brands of India as well. Another Chinese phone manufacturer, Vivo, takes the second rank, lagging the previous brand by 20%. It has also climbed 39 ranks to get the 20th spot in BTR 2018 listings. Ranked India's third Most Trusted Mobile brand is Nokia, which was the leader in BTR

2014, 2015 and 2016 which is bent on reinventing itself. Making a debut entry, this year XIAOMI MI phones have not only secured fourth position in the category, but also managed to enter the top 100 listings this year. Micromax, the homespun brand, is 21% behind XIAOMI MI and ranked fifth in the Category. Taiwanese phone manufacturer, HTC, grabs the sixth spot, a mere 3% BTI score behind the previous brand. Between seventh and tenth are the following brands in this order: Lava, Motorola, Apple iPhone and Intex. Apart from these brands, top 20 Most Trust Mobile Phones have seen entrance of two new brands: Honor and Moto. Moto G, Nokia Lumia and Samsung Galaxy are the biggest risers and have gained on average of 343 ranks. The top three brands namely Oppo, Vivo and Nokia dominate 55% of the market share.


Gadgetsry - Mobile phones & series



Internet

Google illustrates unwavering consistency as it dominates for two straight years in the Internet Search Category. It is placed 18th in the All-India

symbol indicates All-India ranks



Grace Jun
Executive Director,
Open Style Lab (OSL)

Designing for Disability

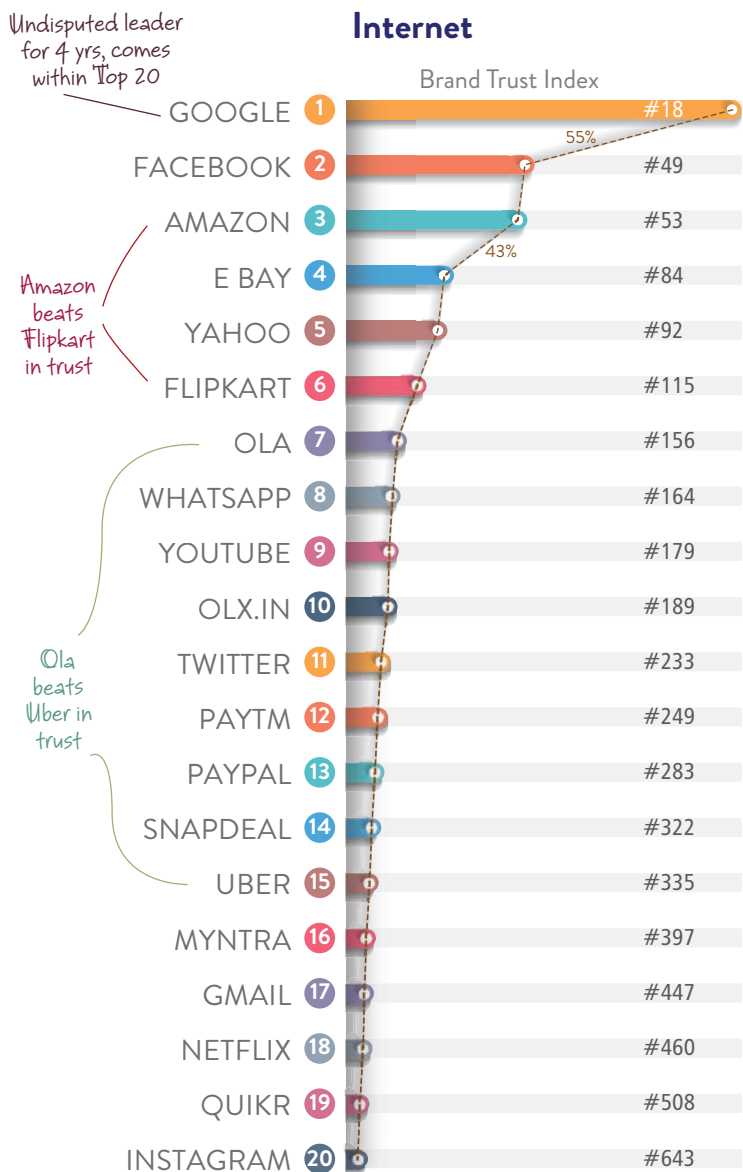
The World Health Organization report estimated there were one billion disabled people worldwide, or about 15% of the global population. With 1 out of five people identifying in having a disability, the US population of people with disabilities (PWD) have a spending power of 365 billion. Yet, there are few companies that have tried to address their fashion needs. Clothing functions as both a social and functional tool for leading a fulfilling life, for all individuals. Many individuals with physical disabilities require clothing that can address their unique physical form and function, but products that are available on the current market focus primarily on functionality; there are very few wearable options that achieve integration of function and aesthetics. Furthermore, those products are often created without consulting the disabled clientele they seek to serve, often resulting a severe disconnect between how able-bodied people perceive accessibility needs, and what disabled individuals actually need. As such, a lack of meaningful clothing options through the existing fashion marketplace poses an enduring barrier to full social integration for PWD, in terms of both production and consumption.

There are few spaces to apply universal, interdisciplinary design methods and network with PWD to create accessible clothing. Open Style Lab (“OSL”), a New York based non-profit organization dedicated to creating innovative garment solution for people with disability, implements an interdisciplinary model for creating such solutions. As a thought leader and R&D think-tank, OSL serves to fill a gap in the current market for adaptive clothing and wearable technologies by pioneering research where the universal role of clothing is a social integration tool integral to an individual’s ability to engage with the surrounding community. To accomplish this mission, the company provides: (1) A 10-week summer program and that joins designers, engineers, and occupational therapists in a client- centric design process with a person with a disability; (2) Consultation and rapid prototyping for leading companies in health, tech, and design to visualize the future possibilities of universal designed products affecting the body.

With its fourth year in operation, OSL is currently focusing on wearable solutions that combine universal design opportunities discovered between the aging and disability communities.

rankings and is the only brand in the category to appear in the top 20 India's Most Trusted Brands in 2018. With only two brands in this category, Yahoo! grabs the 5th rank as it jumps 25 positions to slot at 92nd position and make a place for itself in the top 100 listings for BTR 2018.

With social media now imbued by each of us, it has taken an extraordinary importance in our lives, Facebook seizes the second position in the super-category, a big 55% BTI score behind the leader of the Category. It has taken a leap of 46 ranks making an eminent position in top 50 listings of overall listings this year.



With country going cashless, Internet-Online Retailer Category has faced an evolution over time and faces tremendous pressure to deliver in both their services as well as their outward communication. The global online shopping giant Amazon is ranked third and leads the category.

E-Bay occupies the fourth spot, lagging behind by a significant 43% from previous.

A downward trend is observed in the Internet-Online Taxi Aggregator category as Ola and Uber has dipped in their rankings compared to previous rankings. Ola took the seventh spot even though it dropped 59 ranks to 156th position in the overall listings, lagging behind 32% from the previous brand. Uber lost grounds as it fell around 100 ranks in BTR 2018 rankings.

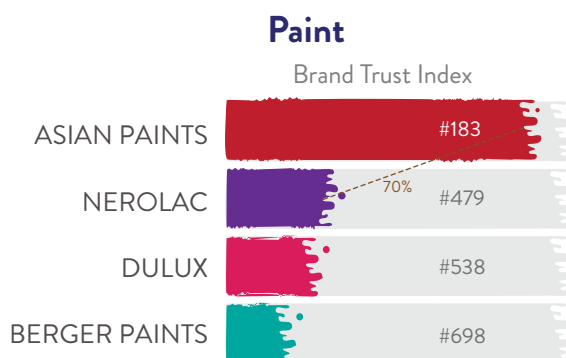
In the largest positive jump in the super-category, Netflix bettered its overall ranking by a remarkable 506 ranks, having improved from 966th rank from BTR 2017. Paypal has also displayed a healthy movement of 394 ranks to grab the thirteenth position in the super-category and 283rd in overall BTR 2018 rankings.

The top three brands in Internet super-category, such as Google, Amazon and Facebook, capture almost half of the total trust share.

Manufacturing

Paint

The Manufacturing - Paints category has only four brands this year. Asian Paints dominates this category for second consecutive time even though it witnesses a downfall of 72 ranks to 183rd All-India ranking this year. This brand alone captures 58% of the trust pie.



Trailing massively 70% BTI score behind the leader is Nerloac which comes in at the second position, having fallen by a significant 274 ranks. Dulux is placed third, 13% BTI score behind Nerloac. Dulux has also dipped by 153 ranks this year compared to last year. Berger Paints is next in the list, ranked fourth, 32% BTI score behind the brand placed third.

symbol indicates All-India ranks



ON TRUST



Anjali Malhotra

Chief Customer Marketing & Digital Officer,
Aviva

We, at Aviva India, strongly believe that a brand is a promise that we make to our customers. A promise that holds even more value in the financial world where people entrust their hard earned money with us. Thus, we work really hard to build a brand that inspires trust in the minds of the customers. For us, Customer First is not just a way of functioning but also a way of thinking and innovating at every step of the way. We understand the importance of life goals for our customers, and also recognize that the goals for each individual are different and change with time.

Indian consumers are fairly away from their global peers in understanding the importance of financial goal planning. When we talk of the importance of protection from life's uncertainties, people still are under the impression that insurance is an investment tool. This gives rise to challenges like low category penetration, miss-selling, lack of focus on actual customer needs and the right choice for these real needs. So, being aware of the challenges that our category faces, we have built our culture around the importance of instilling trust in the minds of our customers. Our very purpose is to Defy Uncertainty by providing customer centric and relevant products and propositions. And because the key goals of our customers center on Savings, Protection, Child, Health, SME and Retirement, we build all our products to serve the best interests of the customers.

It is our endeavor to become an organization that is simple, agile, and innovative for the customer. Our Brand Tonality is set on making the customer feel a part of the Aviva family, our Proactive Communication Program helps us keep in touch with our customers beyond the mandatory communication, our Social Brand Purpose increases the levels of financial literacy in India, our Financial Literacy Program entails creating knowledge articles, blogs, leadership speak and more to help people understand the significance of having life goals and also the importance of planning for them well in advance.

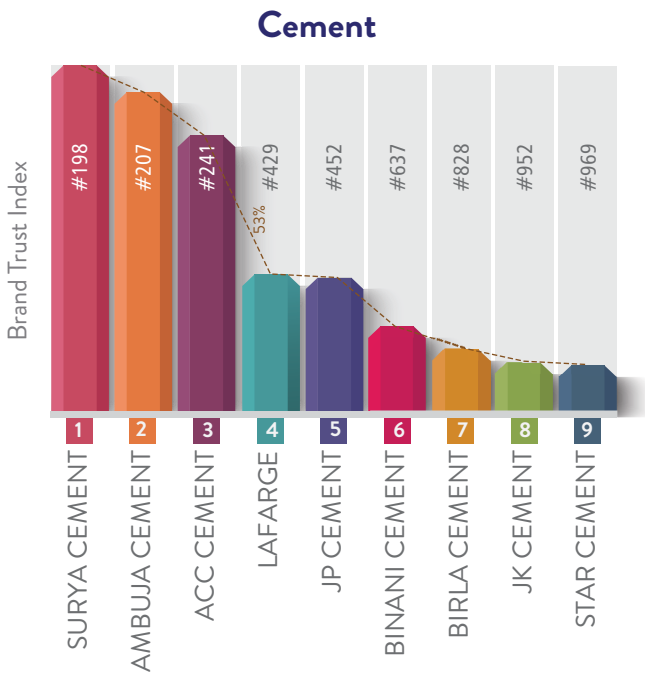
Last year, we launched Aviva Simplicity Experiments, which basically include re-evaluating our existing processes through a customer first lens. This entails building cross-functional teams that focus on customer pain points and find innovative, yet simple solutions that directly impact our customers in a positive way. Our "We are Not Customers" program is a way of ensuring that all functions really Listen to Real Customers, and help us to constantly innovate to create customer centric propositions and products. To simplify the customer experience and to give them the extra edge, we have innovative Digital Assets that help them reach out to us efficiently. Our Customer Portal allows them to perform various policy related actions with ease and speed, regardless of location or time. Our Aviva Heart Age Calculator makes people aware about the importance of maintaining a healthy lifestyle. Aviva Kid-o-Scope is another one of a kind digital platform that helps parents identify the inherent aptitude of their child and the Education Cost Calculator enables parents to calculate the cost of education in the future, so that they can prepare to financially support their child's dream in the future.

To adhere to our Purpose to help Defy Uncertainty in our customer's lives, we work together to help our customers protect what's important to them. We achieve this by breaking old mindsets and focusing on key areas such as Customer First, Simplicity and Innovation at every step of the way, to first build, and then to uphold the trust that our customers invest in us.

Three out of four brands fall at an average of 167 ranks showcasing a downtrend in the trust towards this industry.

Cement

India's Most Trusted Cement Manufacturer is surprisingly a new entrant Surya Cement, which is a mere 7% BTI score ahead of its closest competitor. Second rank is held by Ambuja Cement, though it has seen a dip of 22 ranks. ACC Cement is ranked third in this year's ranking, some 14% behind the brand which has been ranked second. The top three brands dominate almost 67% of the total trust share of the category.



Lafarge, in the largest positive jump in the category, has bettered its overall ranking by an impressive 449 ranks to find itself at fourth rank. JP Cement and Binani Cement, both new entrants in the category, occupy fifth and sixth rank, respectively. Birla Cement comes in at rank seventh, with a BTI score, which is 34% lower than its previous competitor. JK Cement, which is ranked eighth, is the brand with highest downward movement of 300 ranks in the category to take an All India Rank of 952 in BTR 2018. Another new entrant, Star Cement, completes off the list, lagging behind by a mere 3% from the previous brand.

Media - TV

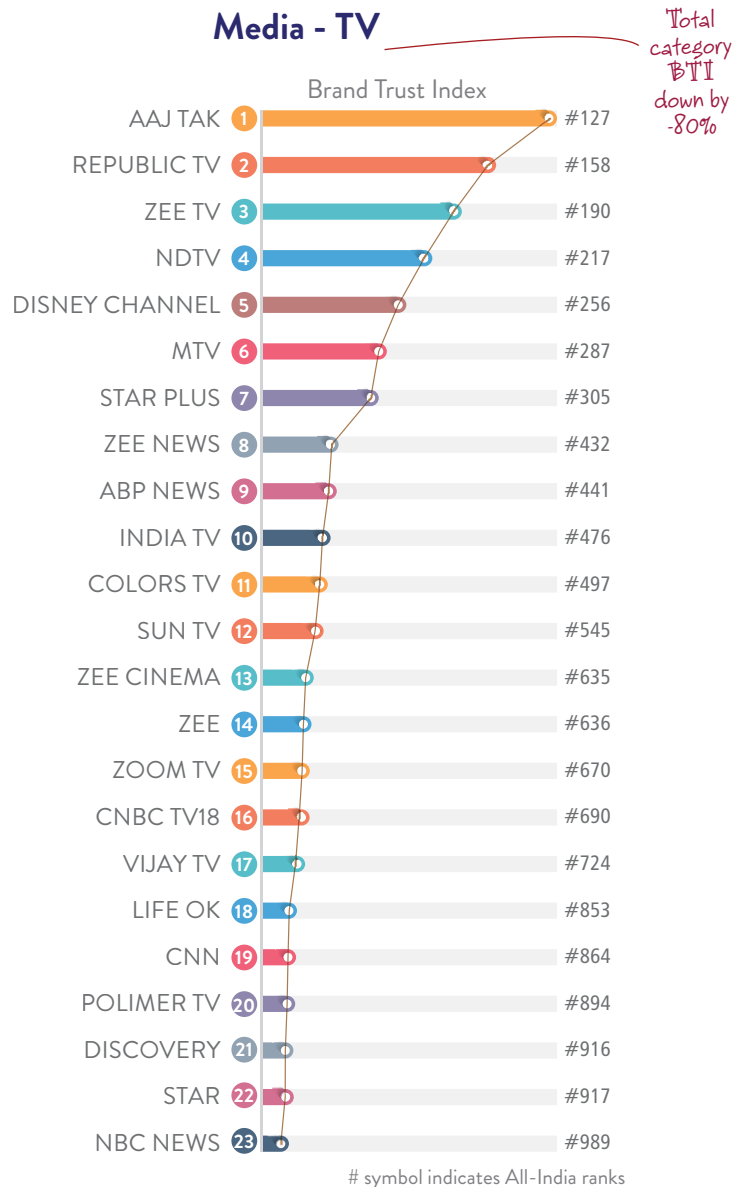
The Hindi News Channel Aaj Tak leads the pack for two consecutive years in the Media super-category as well as the Media-TV Category even though it has dropped 133 ranks from last year. Trailing a 21% BTI score from the leader is surprisingly a new entrant in English News category, Republic TV, which has climbed to an All-India

Rank of 158 in BTR 2018.

Hindi General Entertainment Channel Zee TV is ranked third, in The Brand Trust Report 2018, followed by NDTV at fourth, with a gap of minor 16% compared to the previous brand. The first Kids Channel, Disney Channel, is ranked fifth in the Category, 16.4% behind the previous brand. MTV, the highest placed Music Channel, is ranked sixth in the Category. This is followed by Star Plus (All-India 305), Zee news (All-India 432), ABP News (All-India 441), India TV (All-India 476)

Discovery Channel, in at 916th spot, has plummeted 657 ranks since BTR 2017. Another Hindi GEC, Life OK, has tumbled from 494th ranking to 853rd spot in overall listings this year.

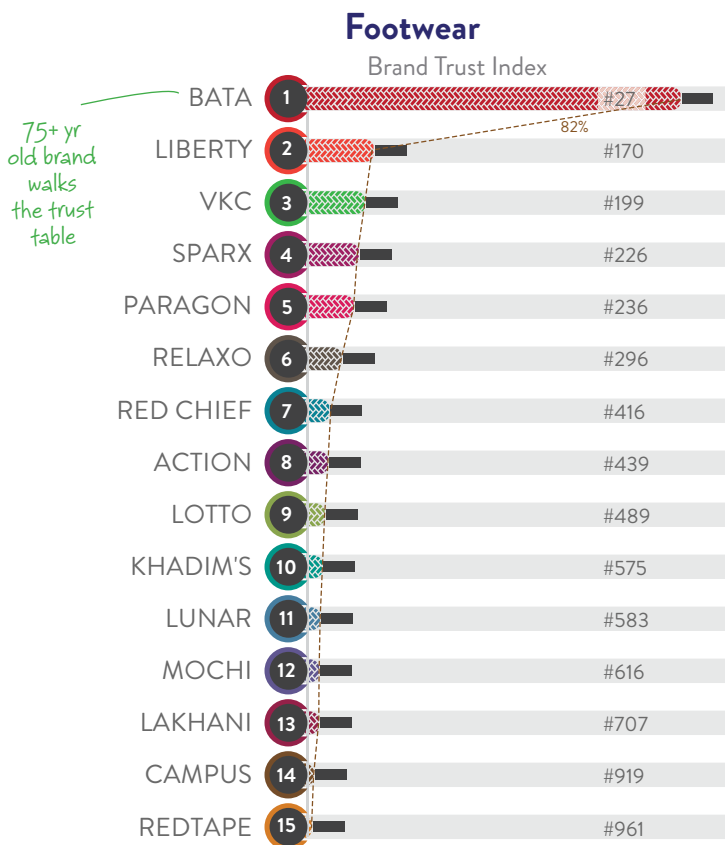
In a list featuring 23 brands, the top nine brands dominate 70% of the total market share in super-category of Media-TV. Total nine brands make a debut entry in BTR 2018 listings for this category.



Personal Accessories

Footwear

Of the 15 Footwear brands listed, six are new entrants. The brand ranks range from All-India 27th rank to All-India 961 rank, with wide rank gaps between successive brands of this list.



Bata has consistently remained a leader of the Personal Accessories- Footwear category. Even though it drops down 15 ranks over the last year to rank 27th in BTR 2018, it remains the Most Trusted Footwear brand category. The second position is taken by new entrant, Liberty, which lags a whopping 82% from the leader in the category. With a small gap of 12% Brand Trust Index, VKC ranks third, closely followed by Sparx, which occupies the fourth position.

Action Shoes deserves a special mention because it has climbed a remarkable 517 ranks to be amongst the top footwear brands this year. It occupies eighth position in the list. Lotto and Khadim's are ranked ninth and tenth, respectively and rounds off the top ten list.

Sportswear

With just seven players appearing in this Category, Sportswear is a tiny classification. However, it # symbol indicates All-India ranks

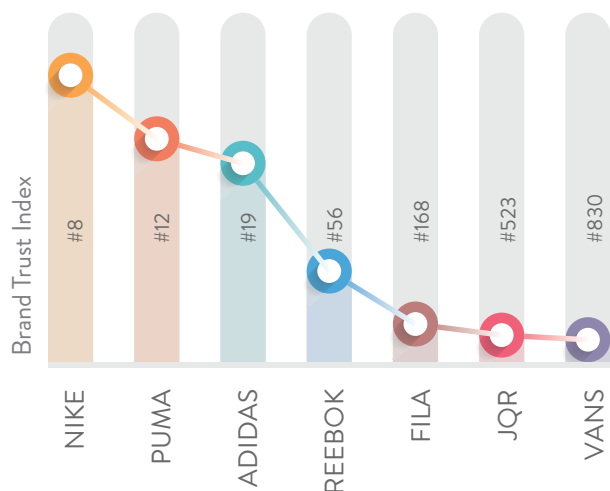
deserves a mention due to the subdued but sure-footed tendency of the urban Indian to engage themselves in lifestyle changes like the addition of exercise routines to their schedules.

The top Sportswear brand in the country in terms of trust is Nike which has climbed an impressive 29 ranks at the 8th rank in All-India listings for 2018 and remains a leader in the category. Puma has bettered its overall ranking by 32 ranks to find itself at the second rank of BTR 2018 listings, lagging behind by 23% from the leader.

Third spot in the category is taken by Adidas and grabs the 19th position to finally make it to the top 20 BTR 2018 listings. Reebok, in spite of downfall of 30 ranks, occupies the fourth spot, lagging behind by massive 60% from its predecessor.

Followed by this, Fila occupies the fifth rank with the largest positive jump in the category of 334 ranks. Two new entrants, i.e. JQR and Vans, round off the top seven list of Sportswear.

Sportswear



A brand that caters to the needs of its society is a brand that deserves the consumer's Trust. Thus, it is our endeavor to strive to be a brand that the consumer can Trust with their eyes closed, just as they do while consuming a glass of 100% safe drinking water.

Mahesh Gupta
Chairman,
Kent RO Systems Ltd.

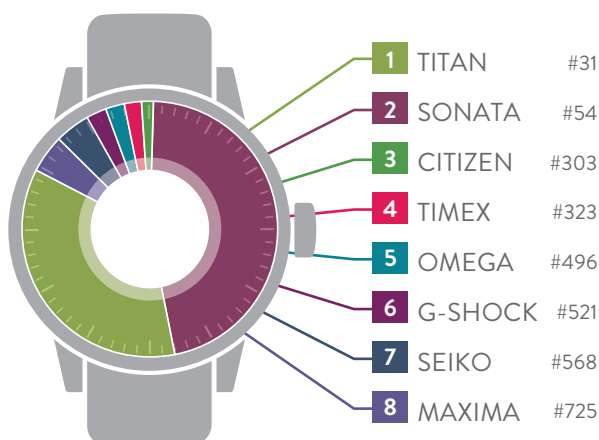


Watches

Toppling its direct competitor and the leader of the category from last year, Titan takes the pole position in Watches Category in BTR 2018. Lagging 23% BTI score behind is last year's leader, Sonata, which has dropped 23 ranks from its 2017 overall ranking. 82% of the market for watches is dominated by these brands.

Coming at the third spot is Citizen, which is a massive 87% BTI score away from the second ranked. Timex is ranked fourth, 8% away from the previous brand. Lagging behind by 42% from the previous brand is Omega which occupies the fifth position in the overall standing in the Personal Accessories- Watches category. G-Shock, Seiko and Maxima round off the top 8 Most Trusted Watches brands in the country.

Watches



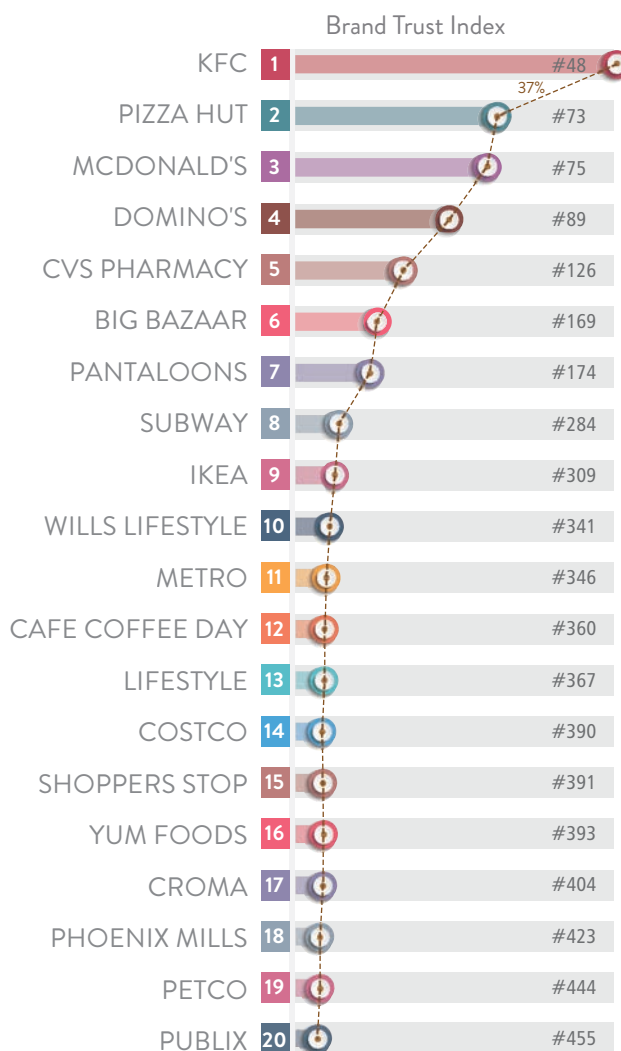
* Values are with respect to the Brand Trust Index recorded in 2018

Retail

KFC continues to show unbroken dominance in the Retail-QSR category and retain its position of 48th rank in India's Most Trusted Brands 2018. Trailing 37% BTI score from previous brand Pizza Hut jumps eight ranks to sit at the second position on the leaderboard. The remaining portion of the QSR category is captured by McDonald's at the third position and Domino's at the fourth spot.

4 fast food QSR brands lead retail

Retail



CVS Pharmacy, a new entrant in overall listings, comes in at a distant fifth spot, 33.6% in arrears. Trailing CVS Pharmacy by 27% is Big Bazaar, which has dropped 37 spots in the overall listings of the Brand Trust Report 2018. Pantaloons, a fashion brand, grab the seventh position with a jump in 20 rankings and All-India rank to 174 in 2018. Subway, a sizeable 43% behind the previous brand, is ranked eighth in the category. The ninth and tenth spot in super-category is captured by IKEA and Wills Lifestyle respectively.

symbol indicates All-India ranks



The consumer are coming out of their comfort zone of analog cable and embracing this change.

To bring in this change, trust plays a critical role... It is this trust that the people have on the brand which reflects in happiness as a result of consumer's positive perception...All these unique and targeted services translate into trust for the brand and further aid in market leadership.

Saurabh Dhoot
Executive Chairman,
Videocon d2h Limited





Joe Ikareth

Founder,
Move Ability Clothing (MAC)

Different, No Less

I am presently working on a collaborative project with Palliative India organization, Trivandrum, to developing a sustainable innovation initiative that incorporates differently abled people in various steps of the process. I created Move Ability Clothing out of a necessity. In 2004, my daughter Tilotama was born with brachial plexus damage which reduced the mobility in both her arms. Putting on regular clothes for her was difficult and frustrating. So, I started to develop a set of patterns for an ensemble of tops and bottoms using for snaps the magnets and Velcro that was locally available. These clothes I designed help her to get ready with less of a struggle and this reduced the morning stress for us the parents and for her. It also gave her a sense independence and confidence where she could help herself.

Empathy is a necessary factor when designing clothes for people with special needs. Empathy is at the heart of a person-centered design process. To perceive how the person feels and adapt the clothes to their body. To gain insights into what they need, what they want, how they behave, feel, and think.

My dear friend Rahul Cherian, who was a differently abled person and an advocate for disability rights, was never segregated from the rest of the class when we studied together in school because of his handicap. Inclusion of differently abled people in our work surroundings will help us develop an understanding and respect towards them. This makes us see the strength they have inside them. Especially when day to day tasks which we take for granted is not at all simple for them. Where their one sense maybe handicapped their other senses are much more heightened and aware. DAP develop their own strategies and solutions to adapt to their circumstances and including them in a team gives another perspective to finding innovative solutions.

A standard clothes design for differently abled people is not practical. At Move Ability Clothing, the clothes I design require a certain individual adaptation according to their movements and anthropometrics.

I am presently working on a collaborative project with Palliative India organization, Trivandrum, to developing a sustainable innovation initiative that incorporates differently abled people in various steps of the process.

A remarkable rank escalation is witnessed by Costco belonging to international hypermarket category climbing to an All India Rank of 390 in BTR 2018 from 980 in the previous year. Café Coffee Day is also one of the biggest climbers with a jump of 346 ranks to capture the 360th rank in BTR 2018. In a list featuring 45 brands, almost half of the brands are the new entrants in BTR 2018 listings. 47% of the Retail trust is dominated by KFC, Pizza Hut, McDonald's And Domino's.

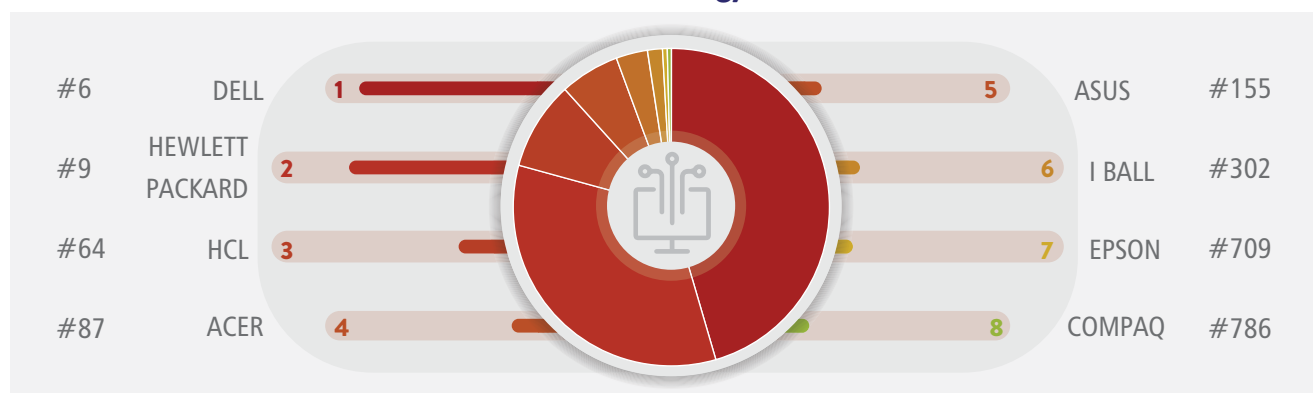
Technology

Dell, the technology giant, takes the top spot of the Technology Category of BTR 2018 ahead by 26% Brand Trust Index this year. Dell climbs two positions to occupy the 6th position in BTR rankings in 2018.

Coming in at the second spot is Hewlett Packard (HP) which scales over two positions to the 9th rank in BTR 2018 listings. HP has risen to make it among India's ten Most Trusted Brands in 2018. HCL occupies the third position by showing a positive movement of 65 ranks to take the 64th position in BTR 2018.

Acer has dropped 12 ranks to be ranked 87th in the overall standings and fourth in the Personal Technology Category. The fifth spot is taken by Asus, lagging behind 53% from the previous brand, and at sixth position is i-Ball. Noteworthy is that the top two brands namely Dell and Hewlett Packard capture almost 80% of the trust share.

Technology



* Values are with respect to the Brand Trust Index recorded in 2018

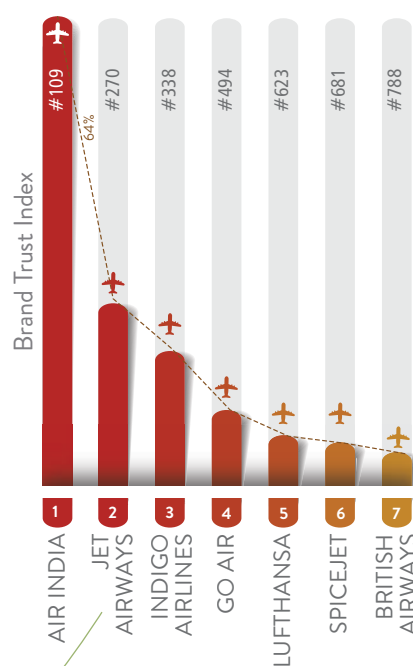
Airlines

In the Airline sector, Air India rules the roost by climbing an impressive 142 ranks to dominate the category in BTR 2018. This year it has managed to be ahead by 64.2% Brand Trust Index with Jet Airways, its immediate successor. Jet Airways has bettered its overall ranking by 279 ranks to find itself at the second rank, having improved from an All-India rank 549th rank in BTR 2017 to 270th in BTR 2018. Trailing 26% BTI score from the previous brand is Indigo Airlines, which is ranked third.

Go Air is ranked fourth in this year's rankings, almost 40% trust points below the previous. A new entrant, Lufthansa, comes in at rank five, with a BTI score that is 27% lower than its previous competitors.

Spice Jet, a leader from past two years, has had a precipitous free fall of 509 ranks from 2017 from All-India rank 172th rank to All-India 681th in BTR 2018 rankings. British Airways, another new entrant, complete the list of 10 of this power-packed Category of BTR 2018. The top four brands gain on an average of 232 ranks indicating a positive movement in the aviation sector.

Airlines

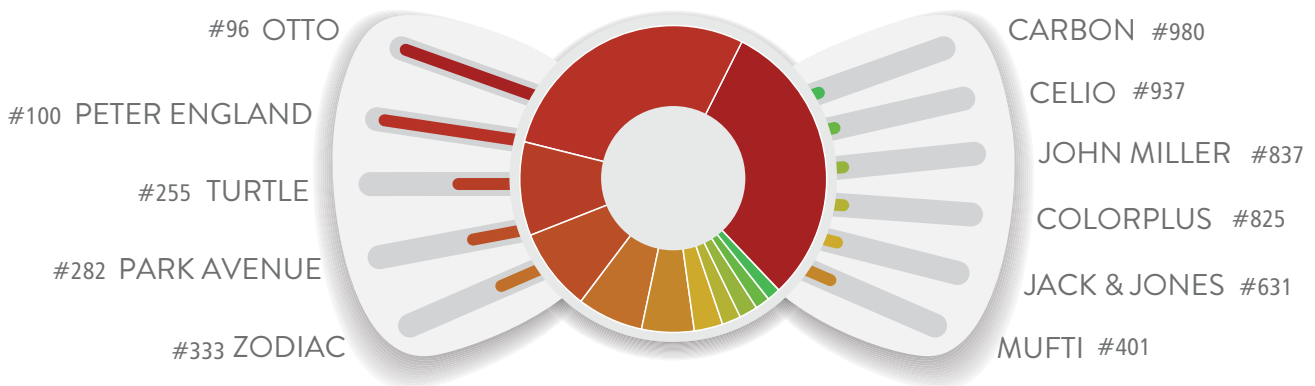


Takes off on trust by leading the pvt/int'l list

symbol indicates All-India ranks

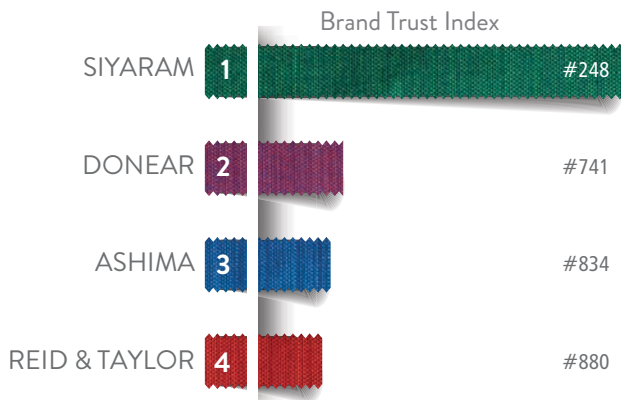
A Few Additional Category Graphs

Menswear

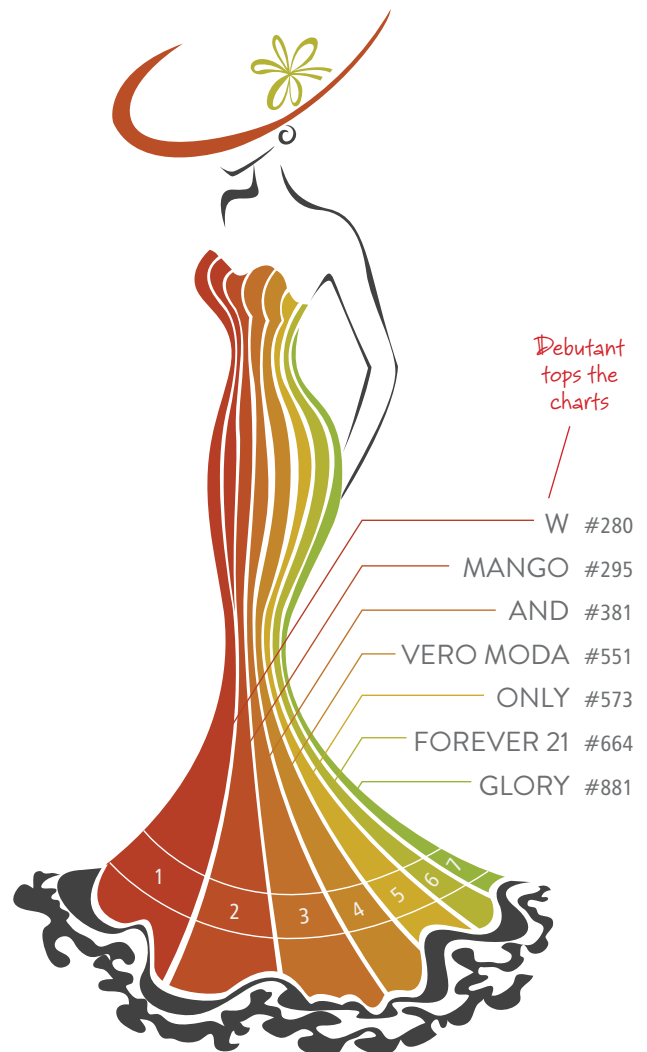


* Values are with respect to the Brand Trust Index recorded in 2018

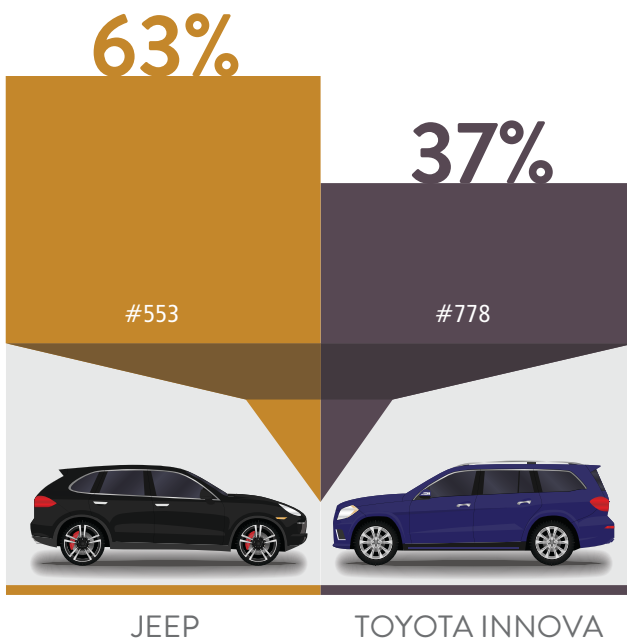
Fabrics



Womenswear



SUV/MUV



* Values are with respect to the Brand Trust Index recorded in 2018

symbol indicates All-India ranks

THE BRAND TRUST REPORT.....

India Study 2018

**PART
II**

**UNDERSTANDING TRUST
AND BRAND TRUST**



03

Understanding The Brand Trust Matrix

Understanding The Brand Trust Matrix

Trust is a crucial aspect for brands since trust is a prerequisite to purchase. Trust builds an emotional bond between a consumer and a brand. Brand Trust is a product of this intangible bond. Just as magic is considered as a bridge between the visible world and the invisible world, Brand Trust too creates a bridge that connects the intangible attributes of a brand to the tangible attributes. This invisible but real connection between the intangibles and the tangibles is the most important connection that a brand must recognize.

Brand Trust has conventionally not been measured since it is often not seen as a core brand strategy, but also because it traverses the fields of communications, sociology and psychology, fields which do not merge very often. However, TRA took the hard route and created a metric for trust after thousands of hours of interviewing with specialists of the three fields. The result was the creation of a globally copyrighted methodology, The Brand Trust Matrix. The Brand Trust Report is one outcome of this endeavour.

Brand Trust Matrix is complex in its making, but simple in its application and that has made the measurement of trust possible and universally relatable. Brand Trust speaks the language of brands and reveals a deeper knowledge about the elements that comprise what trust really means to a brand and its stakeholders. We live in an environment where we are in constant contact with diverse brands through various mediums. This gives an opportunity for brands to connect with their audiences, and depending on how they engage, Brand Trust is impacted. As already established, trust is the selling proposition for any brand and consumers purchase a particular brand because of the degree of trust they attach to it.

Brand Trust measures the primary attributes of a brand and aspects that uniformly hold true across audiences, geographies and cultures. Everyone has their own path of discovering their way of crossing the invisible bridge. Understanding Brand Trust assists brands and consumers to cross this bridge with a better perceptive.

The Components Of Brand Trust

Brand Trust is a product of 61 different ingredients. These coalesce into 10 Brand Behaviours, which in turn merge into three foundations of trust. At all three levels, the accretion of trust is solely dependent on the action of the trustee brand. The three foundations of Brand Trust are:

- Building Capacity to Trust
- Creating Perception of Positive Intent
- Demonstrating Relevant Competence

These three foundations of Brand Trust comprise of 10 Brand Behaviors which are classified for easy application in business scenarios. A Brand Behavior may be considered to be a business trait that combines primary components which display common behavior in a brand and business. These are explained in the following sections, under the Trust Foundations they have been classified under.

UNDERSTANDING The Brand Trust Matrix

First Foundation

Building Capacity To Trust

An environment of Trust is essential for the trustor to assume the necessary vulnerability needed for the trust bond to form. The need for this foundation is that the brand must emanate messages and signals that make a stakeholder feel comfortable to let their guard down. It has to emerge from a perceived genuineness of the brand. The Brand Behaviours that make up Building Capacity to Trust are Non-Threatening Ambience, Shared Interests between the brand and consumers, and Display of Empathy.



Non-Threatening Ambience

A brand should create an ambience that is welcoming, conducive to the stakeholder and one in which the stakeholder feels secure. Being intimidated by a brand will not allow the consumer to explore a brand. A non-threatening ambience offers consumers the freedom to initiate trusting a brand. This helps brands to begin the process of building a relationship based on trust with its consumers.



Shared Interests

As the saying goes 'birds of a feather flock together', this is also the case with brands and its stakeholders. A relationship of trust is formed between the two based on their common interests. Their compatibility helps to strengthen and enhance the trust bond. When consumers share a similar interest with brands they are also in sync with its values and beliefs. The outcome of this relationship is greater understanding and acceptance of the brand. Brands that widen their consumer outreach to capture audiences with similar interests attract a larger network of consumers who consequently share their interests with others.



Display Of Empathy

Empathy is known to increase prosocial behaviors. Empathy is important to let the brand stakeholders know that their problems are not theirs alone and that they can trust the brand to help solve it. Empathy is important for any relationship to survive, when a brand showcases their emphatic side they create a bond with their consumers. Such a bond generates and builds a stronger connection between the two that goes beyond just a transaction. Empathy is a natural human need and by strengthening this trait, brands gain trust from consumers. If a brand displays empathy, empathy will be very naturally reciprocated in the form consumer trust.

A black and white portrait of Kalyani Khona, a woman with shoulder-length dark hair, looking slightly to the right. She is wearing a patterned top. The background is a soft, out-of-focus light color.

Kalyani Khona
Co-founder,
Inclov

Who Is My Best Match?

There is no science in the world that can prescribe the true ingredients for finding your ideal match but by becoming more inclusive and opening ourselves up to meeting new people from diverse backgrounds, we can certainly get one step closer to finding our best match.

Everyone deserves to experience the feeling of love and find a partner of their choice. To ensure that, it is essential to not let our preconceived biases cloud our judgment when it comes to finding the best match. The search for a partner should be devoid of any discrimination based on any caste, color, religion, preference or any body type or any other kind.

From my personal experiences and with Inclov, I have realized that opening up to new people is the best decision for opening limitless possibilities for us. It is essential that we give not just others the opportunity to impress but also experience new people ourselves.

Differently-abled people (on Inclov app) have ended up making some of the best friends and eventually becoming the best matches that I have ever known. They are more resilient, more compassionate and more loving and in general, and make for amazing life partners.

As human beings, we are always in search for that unique experience, for that life-changing moment, for that adrenaline rush, and for that perfect match! But, sometimes our search takes us to unlikely places that we could have ever envisaged! Finding love is akin to it and happens when we least expect it and with the person we never thought of. Finding the best match can be a seamless yet a tricky proposition for anyone. More than knowing who your best match is, first we should aim at giving inclusion and diversity a chance and welcome everyone in our lives when it comes to love!

UNDERSTANDING The Brand Trust Matrix

Second Foundation

Creating Perception of Positive Intent

It is necessary for the trustee to show the 'right intent' for Trust to take root. This foundation of trust needs to be reinforced frequently because audiences are constantly reassessing and recalibrating the 'intent-meter' of everything they engage with. Positive Intent makes the trustee's intent perceived as beneficial and acceptable by the trustor, further strengthening the trust bond.

Perception of the brand's positive intent is based on three composites and these are, Demonstrated Sincerity, Altruism and Enthusiasm.

Let us delve deeper into building an ambience of Trust by understanding its Brand Behaviours.



Enthusiasm

Henry Ford famously said, "You can do anything if you have enthusiasm." Enthusiasm is an inspiring zeal that creates a dynamic interest to accomplish the task at hand. The key to brand enthusiasm is to move beyond a product's function and build an emotional connection with consumers. A brand should create a sense of enthusiasm amongst consumers as enthusiasm creates a drive to purchase a brand. Enthusiasm helps forge brand loyalists who will vouch for the brand and enthusiastically support the brand.



Corporate Altruism

Evolutionary scientists speculate that altruism has deep roots in human nature because helping and cooperation promotes the survival of our species. Though many believe that as humans we have an intense need to compete, research shows that the need to cooperate is higher than to compete. When brands reveal their cooperative side they are seen as altruistic and socially well balanced. Displaying corporate altruism portrays the brand as understanding and having a sense of social responsibility. This generates consumer trust and respect towards the brand.



Demonstrated Sincerity

Sincerity is a virtue of one who speaks and acts in sync with their values and beliefs. A brand displaying sincerity illustrates a commitment to the values and beliefs they hold. It also portrays the genuineness of a brand. Sincerity has both social and personal implications and is measured in honesty of effort. The outcome may be important, but just the sheer effort of trying will build trust in a brand.

LUMINOUS
Khushiyon ka ghar

ON TRUST



Vipul Sabharwal

Managing Director,
Luminous

What started off as a small venture almost 30 years ago providing power backup solutions for Indian homes, is now a powerful, trustworthy name in the home electrical market, covering residential power back up, fans, switches, wires and LED lighting. Luminous Power Technologies today has a presence in 36 highly competitive countries including several in Africa, the Middle East and the Indian sub-continent. Serving more than 70 million homes today, Luminous, with its brand transforming journey is all set to become a name synonymous with complete electrical solutions for happy homes.

In the market for power solutions, now estimated to be around Rs. 15,000 crore per annum, Luminous is a leading player with a distinguished presence built over 30 years. Be it UPS, batteries or solar solutions – Luminous understands that uninterrupted power is the key to uninterrupted life. Door-step after sales facility and a 24 x 7 service promise to its customers through direct service by company trained professionals in more than 400 cities adds to its charisma. We have recently embarked on a brand transformation journey and launched a wide range of new products in the home electrical as well as solar energy space. It is powering 70 million happy homes in India today and the number keeps increasing with each passing day. Luminous has a vast portfolio of low, medium as well as high capacity power back-up solutions custom made for rural, urban as well as commercial requirements. With a series of exciting new launches and product upgrades in the pipeline, Luminous aspires to be the most attractive switches brand in the country. With its global experience in electronics, the company plans to enhance the lighting experience of Indian consumers with multiple solutions in line with international technological innovations. The company is vying the market for connected power back up devices and gel based batteries next in the power back up category.

Luminous is a wise buyer of media space. We have correctly ascertained the consumer mind set and established that the common man's interests start and end with cricket. As a result, its media strategy is focused on riding the popularity of this sport. Our brand ambassadors, not surprisingly, have been legends in this field: Sachin Tendulkar the current brand ambassador and Navjot Singh Sidhu who promoted it earlier. The company is investing extensively to extend its image from being just a leading power back-up solutions company to a complete electrical solutions provider and from garnering trust of the nation to powering happy homes. Pan-India customer studies done by an external agency to assess the health of the brand have repeatedly established the fact that the company is moving in the right direction – sustaining its leadership position in the power back-up space and making encouraging progress in creating brand awareness as well as establishing itself in the home electrical and solar energy space.

We believe in filling the air with joy, lighting up every corner with delight and switching on smiles. Making every moment matter and powering happy homes is the core belief at the heart of the brand. Luminous believes in making every home a “Khushiyon ka Ghar”. We have grown from just providing power back up systems to a complete portfolio of home electrical products to make a home the happiest and most comfortable place on earth. With this motive, the company has moved from its earlier tag line – “Jis pe Desh Kare Bharosa” to the new promise of “Khushiyon Ka Ghar”.

UNDERSTANDING The Brand Trust Matrix

Third Foundation

Demonstrating Relevant Competence

According to research conducted by Fidelum Partners in collaboration with Princeton University, customers perceive companies and brands in the same way that they perceive people, assessing them for warmth and competence. The third foundation thus highlights the importance of consumers assessing a brand on their spontaneous judgments and perceptions. Brands need to showcase their competence and expertise to garner respect and consumer trust. Any person or brand needs competence to carry out a duty efficiently and successfully. By doing so they prove to be worthy for the position they hold.

The founding base of competence rests on the Brand Behaviors of Accepting Responsibility, Perceived Competence, Commanding Respect and Outward Appearance.



Accepting Responsibility

Accepting responsibility is accepting the willingness to take up the responsibility of the brand, its stakeholders and the environment in general. A brand accepting responsibility for their actions highlights their concern and understanding towards consumers displays the maturity of the brand. Further, in times of crisis, consumer trust is enhanced when a brand has the courage to accept its failures and take responsibility for its actions. The innate sense of responsibility and the attitude to take on whatever task needs doing attracts consumers. Traits like persistence, perseverance and tenacity when adopted and incorporated widen the scope of consumer trust.



Perceived Competence

Perceived Competence is based on stakeholder evaluation of a brand's effectiveness and capability. It is characterized as a brand's awareness, beliefs, expectancy, or understanding of abilities, skills, or capacities to be effective in interactions within its environment. Brands should not only be perceived as competent but should exhibit their capability as well. Brands should therefore display strong expertise, experience, credentials and knowledge to live up to the belief of their consumers. Such behavior helps in strengthening consumer trust and building their perception towards the brand.



Commanding Respect

It is important for a brand to be respected by consumers so that they can trust and believe it. Through a large following, Commanding Respect places a brand in high regard and recognition. Naturally to command respect, a brand must influence and inspire a large number of stakeholders which generates both trust and admiration. Also, brands know the importance not only commanding respect but also on maintaining this respect. The brand leads the way in accordance with its values, beliefs, dignity, and grace in order to gain a strong character. Commanding respect places a brand to be a good role model and one that leads and inspires consumers.



Outward Appearance

A brand's first appearance sets the stage of how consumers view and develop an image of the brand. Consumers form opinions based upon their taste, values and beliefs based on Outward Appearance. They are drawn to a brand because of the image that is in front of them. Without this, consumers are unable to acknowledge its existence and as a result the brand loses the opportunity to capture consumers trust.

A well-designed product is more likely to entice the consumer to trust the brand. Importantly, more so than aesthetic appeal, the brand must look its part, keeping the Outward Appearance in line with the core brand offering.



Paul Kinny
Director-Culinary,
The Phoenix Mills

Adapting To A Healthy Food Lifestyle

As a chef, one of the questions I am often asked by diners (and otherwise) is how do I eat? My instant ice breaker to this difficult query was often a zesty, “much like you. I am dictated by my kingly taste buds that constantly demand tasty food.” Great marketing strategy, I can tell you today.

Interestingly, my history of eating has mirrored by smart zest – at least the years I have spent being a chef. I have my phases that started as a novice, who surrounded by fine food took to mindless gorging and relentless indulgence to the more recent one where the idea of “good food” has exploring and wellness as its two core ingredients. So how did the change happen? It was a gradual process of growing up, hastened partly by the market demand for “healthy, exotic menus.”

It was through this phase I have realized, that eating healthy isn’t a trend. It isn’t about the produce, the quantity or the calories – it is about eating what nature provides you with and in the quantities it does. Isn’t that what the 2016 word of the food “Locavore” really meant?

In fact, till the 1960s it was the definition of “food” for Indians. Food back then wasn’t divided into junk or good – it was prepared for one reason only: to nourish. Even the fried things that have wrongly been categorized as “unhealthy” did more than just give pleasure to the tongue. Fats were heathy and frying and fermentation ensured the food could travel the distance without losing its goodness (taste and otherwise) and meals hugely dependent on season. Not because we couldn’t store peas for summers, but because they tasted the best around the time – and even when prepared in half a dozen styles could be digested with ease. In fact, our thalis were designed for wellness: where plants always had more share than animal produce or meat. A practice that modern science today likes to call a “balance meal”

The bright way to start eating healthy is perhaps to go back the old ways. But in a time when farms are overtaken by cities and produce or either mass produced (milk byproducts and meat for instance) or canned, the bigger question is how does one do it? Sadly, there is no easy way either to answer that question but to rethink food again. So next time in the market try picking something that comes in abundance. And try incorporating it in your meal in variety of ways. That could be the first step to eating well. For me that one ingredient started with *Moringa* – or as many call, drumstick leaves.

Understanding The

Trust is a consequence of intricate permutations and combinations of several factors, making it difficult to break down. It is elemental, dynamic and is subject to the changes in the environment. Trust cannot be directly communicated, and needs to be built with a long-term effort. The Trust Matrix™ has three Foundations each of which is further divided into ten

Non-Threatening Ambience An environment conducive to trust is vital while forging a strong bond with a stakeholder. If the environment hints at manipulation or coercion it alienates the stakeholder. A Non-threatening Ambience is a prerequisite and building Trust in its absence becomes impossible.



Shared Interests While associating with a brand, stakeholders seek only those that are suitable to their needs and interests. A high Shared Interest helps give a beneficial balance between the brand and the stakeholders. Those brands with high Shared Interest with them, tend to be preferred over other brands.



Display of Empathy Empathy towards the stakeholder is more important in Brand Trust than in any other. Empathy, an emotional trait of being able to step into the consumer's shoes, helps the stakeholder relate better to the brand. A brand's display of this emotion helps them build a deeper bond that can duplicate a sense of mutual belongingness between the stakeholder and the brand.



BUILDING CAPACITY TO TRUST



DEMONSTRATING RELIABILITY

Accepting Responsibility Entrusting a brand with the responsibility of the stakeholders' needs, requires that the organization accepts the responsibility for the task it undertakes. Only brands which show a high quotient of Accepting Responsibility receive a high trust.



Perceived Competence Trust, in a way, is best seen through competence. It is only natural that an organization that is perceived to be competent is also trusted. Competence must be accompanied by its external perception through physical and non-physical cues to give force to Trust.

Brand Trust Matrix™

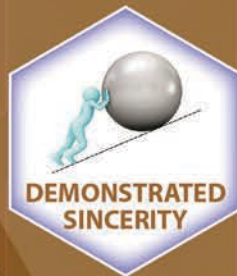
Several primary ingredients which we may all understand intuitively, but is changes in environment. It is also mercurial, yet it takes time to strengthen. Not of dedicated, meticulous and delicate effort. TRA's proprietary Trust Brand Behaviours.



Enthusiasm Energy and involvement of a brand in the lives of its stakeholders contributes to its Trust. Enthusiasm is important because it clearly shows greater involvement and energy, leading to a commensurate increase in chances of success.



Corporate Altruism The Altruism of a brand makes a stakeholders associate with such organizations that follow similar social principles. Of course, brands that act beyond narrow areas of self-interest and work towards larger socially beneficial causes build a higher trust quotient amongst stakeholders.



Demonstrated Sincerity Trust is only useful when it is sincere, and that too when the sincerity is demonstrated. Display of sincerity has both social and personal implications and consequently, 'outer' and 'inner' manifestations and such brands display traits that are seen as genuine.



Outward Appearance Appearance, though enhances the brand's Trust quotient, is not limited to the physical aspects like name or logo alone. The Outward Appearance is a natural indicator of achievement, success and good content and therefore is an important cue in Trust.

Commanding Respect An organization which Commands Respect is automatically trusted. Reputation, the popular belief about the feeling of respect, is about holding mass influence, is the key in this foundation of Trust.

CREATING PERCEPTION OF POSITIVE INTENT

of Trust

EVANT COMPETENCE

THE 
BRAND TRUST
REPORT.....

India Study 2018

**PART
III**

**FIELDWORK AND
RESPONDENT PROFILE**



04

**Knowing
The BTR Methodology**

Knowing The BTR Methodology

The BTR Methodology

The Brand Trust Matrix is a product after conducting several interviews with experts from three specific scientific disciplines—Sociology, Psychology, and Communications—and immense research over a period of five years. The result – a precise methodology to measure Brand Trust through TRA’s proprietary 61-Attribute Brand Trust Matrix. Over the last 7 years, the Matrix has scrutinized thousands of brands on Trust from the first edition of The Brand Trust Report in 2011. The 7th edition of The Brand Trust Report this year has interviews conducted with 2,500 consumer-influencers from 16 Indian cities. The fieldwork was conducted between November 2017 and January 2018 by more than 450 field personnel and each interview took an average of 90 minutes, thus adding up to more than 15,000 hours of total research time. Nearly 5 million data points were collected and more than 9,000 unique brands emerged from the study. Consumer influencers were interviewed with the help of a questionnaire that was designed to ensure we get valuable answers to the 419 questions that were asked. Stringent minimum acceptance criteria for the questionnaires were maintained to ensure authenticity of data.

As a brand data analytics organization on which many brands depend for their communication and action insights, TRA has been adamant on data accuracy and therefore insists on multiple levels of scrutiny.

Examination of interviewers, process quality, 100% back-checks, stringent quotas to avoid brand bias, data entry inspection, and so on were all a part of the tight scrutiny. Brand Trust is useful only when defined accurately and measured without compromise.

Measuring Trust

A meter is a unit of measuring length but we often overlook the science behind it. Officially, the meter is defined as ‘the length of the path travelled by light in vacuum during a time interval of $1/299,792,458$ of a second’. This measurement needs to be this precise so that it can have universal acceptance ensuring that all length and distance measurements can be made. Small inaccuracies can mean the difference between life and death. This claim will sound less exaggerated when we realize the pin-pointed accuracy needed to design anything from an artificial heart-valve to a rocket engine. Brand Trust is similar and it is useful only when defined accurately and measured without compromise.

- Respondents had to sign the questionnaire in two places in confirmation of validity
- The questionnaires were 100% back-checked, and even small discrepancies in the questionnaire led to rejection
- All questionnaires had to have accompanying visiting cards

As the questionnaire and fieldwork are the most crucial elements for the report, its format had to be designed accurately to collect the Brand Trust responses to brands.

Each of the 61 Attributes of Brand Trust required interviewers to read out the Brand Trust attribute statements supported by visual showcards of the same statements to allow cognitive and auditory absorption before seeking responses. This was done due to lessons learned from our earlier studies,

which showed that the respondents' brand answers could get influenced if attributes were explained. The interviewer is thus not allowed to assist in the interpretation of the Attributes. The responses to each of the attributes allow the respondents to name the brand they perceive to fit the question asked, be it an individual, product, service, or any other. The final list gave us more than 9,000 unique brands, which showcases many well-known brands along with several new ones. The list also threw up nearly 320 new brands within the top 1000 list.

The Brand Trust questionnaire has three parts to it. First, the respondents were asked to name 15 brands that came to their mind among local brands, national brands, and multinational brands. This question, which generated more than 37,500 brand responses, helped achieve two purposes. Firstly, it allowed the respondent to bring out several brands into the active memory along with their interconnections preventing selective channelization. Secondly, it gave a value to a small yet significant part of the Brand Trust Index (BTI), namely its Recall Quotient. The second part focuses on the 61 attributes of Brand Trust, for each respondent had to name three brands most suited for in response to each attribute/show-card. In addition to the brand name responses, the respondent also had to give a suitability rating for each brand named to the attribute on a 5-point scale, giving a numeric value for the trust attribute and the brand. At the very end of the questionnaire, the respondents were asked to name five brands which they used and five more they trusted, with reasons. This last part gave the Brand Trust Assembly portion of the Brand Trust Index.

The Statistical Analysis

After several years of development, The Brand Trust Index has been designed to be able to compare brands at four levels – Attribute, Brand Behavior, Trust Foundation, and overall Brand Trust. Over the years, the index calculation has been continuously fine-tuned to have greater sensitivity and relevance. The Brand Trust Index was developed using the two important trust influences on brands – Brand Trust Attributes (akin to the quality of the parts of a car) and the sum total experience of Trust, or the Assembly of Trust (similar to the assembly of the car).

The Brand Trust Index is a subtle measurement and takes into account the overt and obscure Brand

Trust influences – aspects of Brand Trust that normally remain hidden from scrutiny. The first part of the Brand Trust Index formula was created using the four most necessary variables arising from the 61 primary components of Brand Trust. The four parameters were – standard deviation of suitability, position (whether it was mentioned as the first, second, or third choice for the specific primary component) average, the suitability average score of the brand, and number of occurrences.

This can be represented as:

$$\frac{SD_o}{SD_i} \times p_{5i} \times o_{5i} \times \bar{X}_{5i}$$

The other direct and visible influence on Brand Trust was the brand's frequency (how many times a brand name occurred), position (whether it was stated first, second or third among the three brands mentioned) and weighted suitability (how relevant the brand was to the attribute on a scale of 5). Further, this was multiplied by 0.67 to equate the five-point scale of the second influence to the three-point scale of the first influence on Brand Trust TM. The second part of the influence is represented as:

$$p_{7i} \times o_{7i} \times \bar{X}_{5i} \times 0.67$$

The addition of these gave us the Brand Trust IndexTM, represented by the following formula:

$$\frac{SD_o}{SD_i} \times p_{5i} \times o_{5i} \times \bar{X}_{5i} + p_{7i} \times o_{7i} \times \bar{X}_{5i} \times 0.67$$

Where:

SD_o represents overall brand suitability score standard deviation,

SD_i represents all i^{th} brand suitability standard deviation,

o_{5i} represents i^{th} brand occurrence frequency of the Brand Trust questions,

p_{5i} represents i^{th} brand average positions of Brand

Trust questions:

\bar{X}_{5i} represents the i^{th} brand average suitability, o_7 represents the brand frequency of occurrence of the Recall question, p_{7i} represents all i^{th} brand average positions of the Recall question.



Sathya Raghu
Co-Founder & President,
Kheyti

Future of Farming

Today is January 1, 2025

I am a farmer. I have 3 large acres of land and I have 4 awesome hours of electricity and bore well which gives 1000 drops of water a minute for 4 hours a day. I clicked a picture of my soil and uploaded through an app to find out what's new about my gorgeous soil. Prescription came out and I have soil rejuvenation in my today's task list. This report and picture of water flow entered into my farm intelligence tool, which gave me ideas about what, I can grow now, given my location, soil condition, expected monsoon and expected market prices. Finally I made my choice by clicking on tomato for an acre. Farming is cool!

3 dealers in my vicinity called me offering a kit that contains seeds, nutrients in day wise sachets, vaccines for plants and medicines for common problems. As I place order, amount gets deducted from my mobile money and creates an overdraft for shortfall. Also, I borrowed a temporary shade net for 4 months of summer to beat heat. I get my kit home with an amazon like experience. Farming is fun!

This sale has insurance embedded in it. If there is any surprise from climate, dealer sends one more packet of seeds without any extra payment. Farming is smart! I get video lessons on my mobile about production practices, with helpline support. My village drone daily captures pictures of my farm. In 10 mins time, it analyses the leaves and indicates areas of concern over mobile, which I will act upon. I need to spend just two hours a day on my field for this work. Farming is easy!

Visuals captured will trigger harvest suggestions and buyers of that produce can bid for my tomatoes online after seeing the pictures and videos of my crop. Trade takes place in a transparent national exchange, where the base price would be 2x of actual cost of production. Buyers with best bid get to buy my produce and I get my mobile money upon delivery at farm gate. Farming is money.

I am Sitamma, a farmer from Kolthur Village, India. In 2018, my women group got empowered with climate smart technologies. Today, the word 'Small' farmer is a sign of strength, not weakness.

Future of farming looks great. Future of farming is women.

Using Brand Trust™

Brand Trust helps a brand to gauge their position among the plethora of brands that exist in the industry. It guides them to get not only an overview but also an in-depth knowledge of themselves and their competition with a completely new metric, and that too one that tackles the hitherto uncharted – the intangibles that make a brand tick. While most measure a brand in terms of market share, brand value, growth, the more important invisible and intangible components of Brand Trust are often missed by brands. Over the years, The Brand Trust Report data has provided invaluable insights to leading global organizations, allowing them to make themselves more competitive and relevant in these fast-changing times.



In its eighth year, the Brand Trust Report 2018 has been privileged to partner and work with many of the leading brands in the country. These brands have used the Brand Trust Report and its insights to enhance their brand's scope and relevance.

Some important applications are listed here:

1. Power of Trust symbol – Many leading brands that appear in the list of India's 1000 Most Trusted Brands license the "Power of Trust"

symbol from TRA and use it in their marketing communications.



2. Buying Propensity Report – Several brands commission TRA for competitive analysis on the various attributes of Brand Trust to make more intelligent resource allocations in marketing and communication. Some examples of the Buying Propensity Report usage include creating advertising messaging relevance, crisis containment communication, as also in employee workshops, communication message modifications, and new geography initiatives. Some brands have used the BP report to discuss future-relevant strategies in board meetings, while some investment bankers and PE funds use this data to make investment decisions in other brands.

3. Introspective Intervention – The most interesting part of the application of TRA's Brand Trust methodology has been when brands have commissioned TRA for doing a bespoke study with the brand's stakeholders using The Brand Trust Matrix to bring recommendations to align internal actions to stakeholder trust.

4. Brand Derisking Strategies – The greatest risk that a brand is vulnerable to is the risk of erosion (or the absence of accretion) to its Brand Trust. The bigger the brand, the greater this risk and even India's leading brands suffer this problem. TRA consults several organizations on Brand Derisking studies, strategies and approaches.

A black and white portrait of Sulaksha Shetty, a woman with dark hair, smiling. She is wearing a dark, patterned sari. The background is softly blurred, showing what appears to be an indoor setting with light coming through windows.

Sulaksha Shetty

Founder,
Tiffins & Thots

The Power of Passion and Perseverance

Wealth creation is not an easy venture especially for someone coming from a humble background. Personally, growing up was a beautiful journey...dreaming of doing something credible and learning the value of hard work. However, as I settled in job and with the family responsibility, my dreams took a backseat, and my journey revolved around shaping my corporate career and nurturing my kids.

Somewhere deep within me my passion kept my dreams alive for expanding my personal horizon and that's when I decided to pursue my doctoral research in Sustainable development. As I look back, I realize that last four years have been the most introspective years of my life with my mind trying to find an ideal balance between pursuing my entrepreneurial dream and being responsive to the needs of the society.

And that's how the idea of a social enterprise for wealth co creation through inclusive growth took shape. "Tiffins and Thots" is a journey to empower women from lesser privileged sections of the society by helping them set up their micro enterprise and reviving the concept of healthy home cooked meals to drive the concept of sustainable consumption.

Though the journey thus far has been providential and fulfilling, it's never been a smooth ride! My biggest challenge, even today, is motivating unorganized work force ("housemaids" as we know them) to leverage their cooking skills for starting their tiffin venture. It's a constant struggle persuading them to overcome their fear of learning and low self-confidence while helping them dream and build on their self-esteem. Next challenge is attuning them into a mindset of professionalism in a consumption economy where customers have attractive alternatives to choose from for their culinary needs.

It's not just the internal challenges, the environment for start-ups can be equally frustrating while you deal with indifferent or lesser competent vendors to provide services which otherwise were taken for granted in the Corporate environment! Multi-tasking and prioritizing between regulatory, marketing, operations, customer relationship and most importantly building team and managing resources is, at times, intimidating. It is here that perseverance and the corporate learning of managing in the VUCA world really helps.



05

Understanding The Respondents

Understanding The Respondants

Brands are not only associated with the products they make but also on the stories they communicate. By communicating compelling stories, brands are able to build a connect with their audience and thereby lead the audience to trust them. Trust is the main component through which brands form their identities in the consumers' minds. Thus, Brand Trust is a major influencer in creating the desired perception about the brand among the end users. Sociologists, anthropologists, marketers, and leaders have long held that trust is the fundamental part of all human transactions and exchanges. Even more so in businesses, because since the erosion of trust in business is often viscerally painful, sometimes even threatening the very existence of a business. In its seventh edition, The Brand Trust Report has become an established and trusted source of insights for brands, investors, advertising agencies, consultants, and others, guiding them with data on brands. TRA has even helped chart individual KRAs in organizations such that it would align the action of the internal stakeholders to trust.

The choice of respondents therefore becomes twice as important, even more so taking into consideration the practical importance of this data. Therefore, the respondent criteria took the utmost significance in The Brand Trust Report. The respondents of this study are the consumer-influencers, the 10% of the consumers that influence the remaining 90% in their decisions. The criteria set to define these influencers were not difficult but finding and accessing them was an onerous task. However, the start point of the criteria was that no interviewer could use the reputation of The Brand Trust Report to recruit the respondent, lest it influence the results of the study. The difficulty pertaining to the accessibility of a respondent is usually directly correlated to

the degree of robustness of the study. Hence, from experience, accessing the respondents would not be easy. So as to avoid any mid-interview abandoning, the interviewers would fully brief the respondent about the time and effort for the BTR questionnaire to be filled out. Despite this, nearly 35% approx. of the interviews were cancelled midway due to the tedium, time constraints, or other work/ personal priorities. All questionnaires were telephonically back-checked and even small discrepancies in confirmatory test questions called for the cancellation of the entire questionnaire. BTR 2018's fieldwork resulted in the collection of 2488 questionnaires for the final calculations of The Brand Trust Indices and the brand's trust ranks. Many of the accepted questionnaires took more than 90 minutes to complete, while some took as much as 120 minutes, adding to more than 15,000 hours of fieldwork.

TRA conducts annual pilot studies to revalidate the respondent criteria, and the respondent criteria set for this were as follows:

All respondents had to be salaried employees and in the higher salary bracket of their own peer groups (only from the SEC A and B groups). Other criteria included a brand test to check fluency of brands, ability to Read/Write/Speak two languages, one being English, with sufficient proficiency to understand the various trust attribute questions. This 'Salaried' criterion naturally eliminates housewives, retired personnel, students, and business persons. In a nutshell, the respondents had an awareness of brands, engaged with co-workers actively, and understood and received brand inputs in a minimum of two languages, one of them being English. All respondents were to be met for face-to-face interviews with the criteria for the respondents defined as follows:

- » Salaried Individuals
(Businessmen/businesswomen were specifically excluded, considering their limited peer engagement)
- » Male-Female in 80:20 ratio
(Keeping in line with the approximate male-female ratio in the Indian corporate field)
- » Age criteria – 21 to 50 years
- » SEC – A / B only
- » Monthly salary income > INR 20,000/- (that is, above INR 2,40,000/- per annum)
- » Must be employed in an organization having more than 200 employees across branches (pan-India)
OR
Must be employed in an organization having more than INR 50 Crores turnover
- » Must not be employed with a courier company, Public Relations, Market Research, Advertising, BPO, or KPO
- » Not more than 15 interviews to be conducted in any one organization across its offices in India
- » Visiting cards were to be collected from every respondent


Since the respondents were in the highest strata of their groups, the interviewers had to be carefully selected. They were tested on three criteria and each was ranked on a scale of 10 points on 3 parameters; that is, (a) Pronunciation in English, (b) Voice steadiness, and (c) English fluency, and only the interviewers getting above 22 points were selected. TRA's robust Brand Trust™ necessitated that its measurement be conducted with the same effort and rigor. The phenomenal success of The Brand Trust Report over the years made us conscious of the important role it played and we have continuously improved the standard of the Report. The research used showcards for the 61 Attributes of Trust and the interviewers were asked to read out the question aloud so as to bring back focus on the Attribute. Twenty standard 'encouragements' were used to motivate the respondent to continue and give involved responses despite the tedium of the interviewing. In the brand sheet, the respondents were asked to name 5 international, 5 national, and 5 local brands, which helped in triggering better brand responses for the trust questions.

These primary components of Brand Trust™ are intangible behavioral Attributes and considerably difficult to respond to. For example, among the 61

brand attribute questions, one was "Could you name a Brand that is caring," to which the respondent had to name three brands. Though a reasonably easy concept to understand, if the reader attempts to give three relevant brand names in response to this "caring" stimulus, the difficulty will become evident. Three brands names for each of the 61 primary components led to the garnering of 183 brand responses from each interviewee, and another 183 criteria to recheck suitability (on a scale of 1 to 5) for each brand and the statement.

In order to ensure authenticity of the questionnaires, each respondent was asked to sign twice in two different places on the document and provide any form of identity proof (such as a visiting card). Any questionnaire without any one of the above criterion was cancelled. The final survey yielded 5 million datapoints and 9,000 unique brands, several of them local-, zone-, or city-based. While the data for all the brands is made available through our Competitive Intelligence Reports, the top 1000 of these have been listed in The Brand Trust Report this year.





Vidhya Ramasubban
Founder,
KickStart Cabs

The Era of Open Innovation

Today, if there is one word that's fundamental to the business world, it's innovation. And this is not unique to emerging businesses and startups. Innovation is integral to the survival and success of any organization. John Seeley Brown says the very nature of doing business is an act of innovation: that is, innovation is *invention* – of any form—implemented and *taken to market*.

Traditionally, new business worked within boundaries. What happened inside were 'trade secrets' and had to remain so in order to survive and succeed. However, with the growth of technology, information could no longer be curtailed. Entry barriers in companies were becoming less relevant. Sharing information, outsourcing R&D, and gaining from each other's expertise became important, all giving rise to the open innovation revolution.

Not only does open innovation throw open the vast field of knowledge, it brings up unlikely collaborators – from within the organization to within the sector to the larger public. The examples of open innovation use across sectors stand testimony to the fact that it is an idea that is still in a nascent stage and is raring to go.

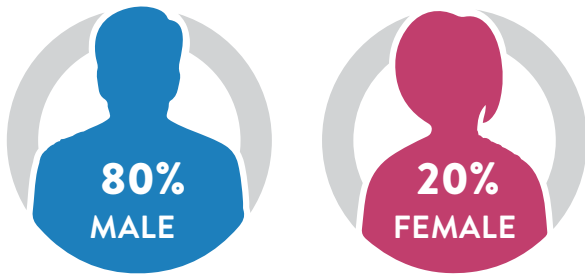
In the context of social enterprise, the ideal goal is to improve an existing state of imbalance in society. Dr. Verghese Kurien, for example, created a movement that changed the way milk supply and distribution in India was organized. Social enterprise creates a certain value and impact beyond an individual's entrepreneurial limit. For this to happen not only efficiently, but also impactfully, open innovation is key. Be it through innovation hubs, crowd-sourcing for projects, designing new products or reaching out to supporters, the shrinking world offers the space for change that is bottom-up, inclusive and sustainable. The experiment has already begun – from climate change to accessibility, from education to health.

The time, thus, is ripe to extend Henry Chesbrough's concept to social enterprise.

Respondents By Gender

The Gender division of the respondents was Male – 80% to Female – 20% maintained as a ratio in each city and age group, approximately mirroring the working class gender ratios. Despite the percentage of women being far lesser in the number, metro cities faced a substantial difficulty in filling the quota of female respondents.

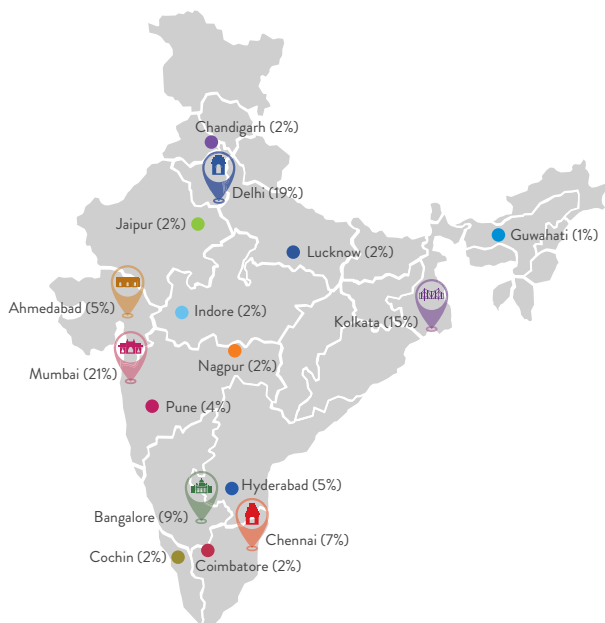
Respondents Gender Division



* Values are with respect to the Brand Trust Index recorded in 2018

City - Wise Distribution

The city-wise distribution of the 2488 consumer-influencers interviewed was done on the basis of the 2011 census data to get a better representation of the country. In the four metros, Mumbai had the highest number of respondents at 531 (21%), followed by 473 respondents in Delhi (19%), Kolkata with 385 respondents (15%), and Chennai



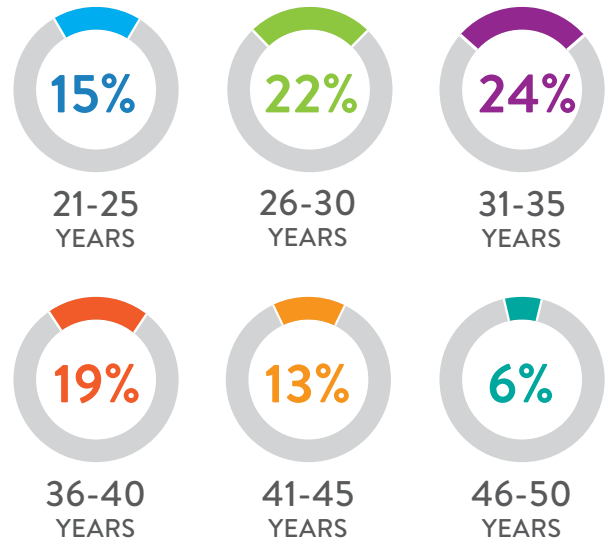
* Values are with respect to the Brand Trust Index recorded in 2018

with 168 (7%). Bangalore contributed to 9% (231 respondents) and the other cities were – Hyderabad at 123 (5%), Ahmedabad at 112 (5%), Pune at 94 (4%), and other cities like Chandigarh, Lucknow, Jaipur, Cochin, Indore, Coimbatore, Nagpur had 2% respondents each and Guwahati with 1%.

Respondent - Age Distribution

The different age groups of the respondents in this study were divided as follows – 21yrs to 25yrs (15%), 26yrs to 30yrs (22%), 31yrs to 35yrs (24%), 36yrs to 40yrs (19%), 41yrs to 45yrs (13%), and 46yrs to 50yrs (6%).

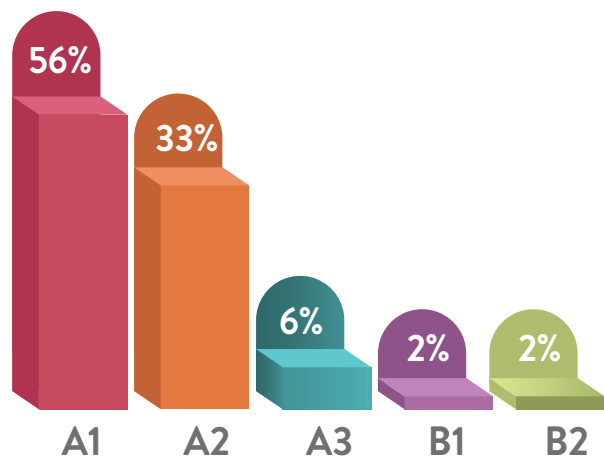
Age Wise Distribution



* Values are with respect to the Brand Trust Index recorded in 2018

SEC Distribution

SEC Distribution



A portrait of Abhishek Agarwal, a man with dark hair and a beard, smiling. He is wearing a light-colored polo shirt. The background is a brick wall. The portrait is partially overlaid by a dark blue shape on the left side of the page.

Abhishek Agarwal

Founder,
Pappco Greenware

Convenience Should Be Looked At Differently

There are different types of conveniences today and for most, we pay a premium to make our lives simple. However there also are cost driven conveniences that are attached for free. Like the internet for example, we don't think twice before using google maps even if we are fairly familiar with the route, because it doesn't cost much anymore to use the internet. Similarly at weddings or even house parties, water is served in a 200ml plastic bottle, these bottles costs anywhere around 2-3 Rs a piece and thus becomes convenient to invest in rather than spending ones energy in cleaning glassware.

I recollect an image on the internet which read - "It's pretty amazing that our society has reached a point where the effort necessary to extract oil from the ground, ship it to a refinery, turn it into plastic, shape it into a disposable, truck it to a store, buy it and bring it home - is all considered less effort than to just wash the spoon when you are done with it". This is the extent to which cost driven conveniences have penetrated our lives.

Most of the famous outlets today provide ketchup, spoons, forks, tissues spontaneously with any order you place, even when the order is for a sandwich! It is convenient to follow this routine for every order rather than customizing the requirements. We live in an age where having to refuse conveniences is an active choice rather than having to choose for them. And this is a rather dangerous place to be in; if you consider the massive problems with respect to waste and resource depletion that we face today. A charge on plastic bags has turned back the clock and people have once again started carrying reusable bags. Some food delivery companies have reported a more than 80% drop in cutlery consumption once they started charging customers for it. Charging for carry bags, cutlery and other conveniences is just a small way to ensure that people get into the habit of using convenient options only when they really need to.

Today, unlike what we have seen in the past, convenience is becoming the cheaper choice. This is bringing a dramatic shift in the number of people getting used to the convenient lifestyle. It adds a lot of pressure on our resources and our capacity to sustain. Convenience it not a bad thing; it is a luxury and we need to preserve that aspect, only then can we start integrating it in our lives in a more responsible way.

The respondents were mandated to be in the classical SEC A, B segments and these segmentations were strictly maintained. 99% of the respondents were either in A1 (56%), A2 (33%), or A3 (6%) categories. B1 and B2 constituted 2% each of the total respondents.

Employer Company

Two criteria for being selected as a respondent were that either the respondent had to be working in a company with INR. 50 Crore or higher turnover, or the company had to have 200 or more employees across India. Among the respondents, 20% worked in companies with less than INR 50 cr., and 80% respondents worked in organizations that had a turnover of INR .50 cr. or more.

Employer Company



Income Distribution

The income distribution of the respondents is shown in the accompanying table. Those earning in the range of INR 20,001 to 30,000 constitute 26% of all respondents. Those earning INR 30,001 to 35,000 constitute 25%; INR 35,001 to 40,000

make up 20%; INR 40,001 to 45,000 make up 12%; INR 45,001 to 50,000 constitute 9%; and those earning more than INR 50,001 per month make up 8% of all respondents.

Income	Percentage
INR 20,001 - INR 30,000 (Avg INR 25,000)	26%
INR 30,001 - INR 35,000 (Avg INR 32,500)	25%
INR 35,001 - INR 40,000 (Avg INR 37,500)	20%
INR 40,001 - INR 45,000 (Avg INR 42,500)	12%
INR 45,001 - INR 50,000 (Avg INR 47,500)	9%
INR 50,001 +	8%

Owned items

The profile of the respondents becomes more vivid with an ownership and access-at-home response. As might be expected, nearly 97% of the respondents own a Color TV and 95% own a Refrigerator, 88% own a Two-wheeler, 80% had a Washing Machine, and 81% had a Personal Computer or Laptop. However, only 52% had access to an Air Conditioner.

Owned items





Prahlad Kakar
Founder,
ReefWatch Marine Conservation

Effective Conservation and Changing Human Conduct

Our cities have become meat factories and the commodity on sale is the dehumanisation of people desperately trying to survive the everyday rigours of being sold to the highest bidder as commodities, as consumers, as a faceless mass of bodies with very little difference in identity, personality or sensitivity. Under these extreme circumstances of survival at any cost, we as humanity have forgotten that we depend on nature, and its sustainability as a necessity for the survival of the human race and the pursuit of happiness.

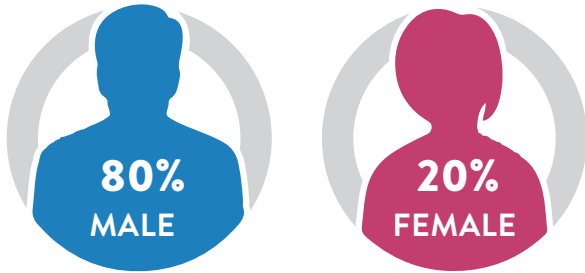
Culturally, all civilisations have built in to themselves very strong addictions of co-survival with nature but in a head long rush and greed we have forgotten the very basis of our relationship with mother Earth. The Earth is buried under tons of concrete and as removed from the normal human race as Mars, we have lost touch with our soul and our true north and because of huge levels of over-population in urban centres our willingness to destroy everything around us which is natural and sustainable is lack a head long rush of greedy lemmings. The answers to all our sustainable problems of population, food, water, air, living space, waste management, etc., are already enshrined in all our ancient scriptures and practices which in their wisdom gave us a path to follow, to be sustainable, responsible, and happy. We have lost touch with our inner souls and our instincts and have become victims of consumption and greed at the cost of putting an expiry date on the planet and its liaisons.

One of the only ways of reversing this cycle of destruction is to teach our children from the scriptures the values that we live with for 1000s of years without jeopardising the future of our home, Earth. Only when the children learn about responsible behaviour do we have a chance to turn back the clock, the adults of this planet have gone way past their conscious and their capacity to devour all our natural treasures without thought or responsibility. If we do not teach our children about our natural heritage and the way to live in harmony with it everything that we do today is merely tokenism.

We have to go back to the forest and the oceans and learn from the traditional people who live in them and of them, what sustainability really means. And, if we do not allow our children to travel and learn from these ancient traditional communities how to be happy in a beautiful environment with very little concept of ownership or the collection of material wealth which you cannot take with you. I am afraid it's just the matter of time.

UNDERSTANDING THE RESPONDENTS

GENDER RATIO



WHAT I EARN? INCOME CRITERIA ₹ PER MONTH



₹20K to ₹30K



₹30K to ₹35K

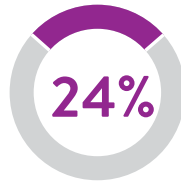
WHAT 'S MY AGE ?



21-25
YEARS



26-30
YEARS



31-35
YEARS



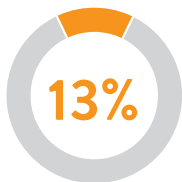
₹35K to ₹40K



₹40K to ₹45K



36-40
YEARS



41-45
YEARS



46-50
YEARS



₹45K to ₹50K

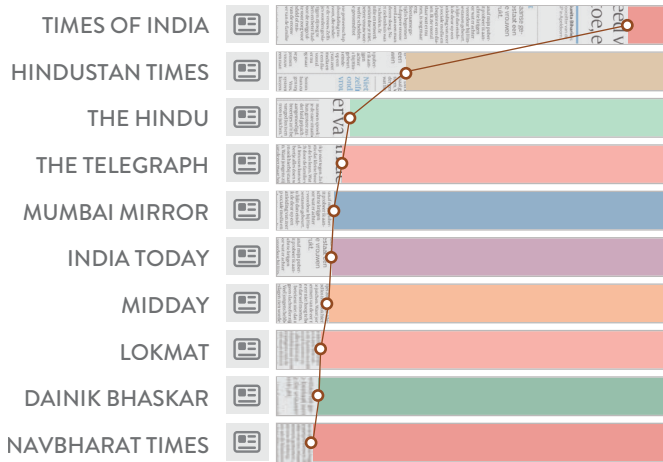


₹50K +

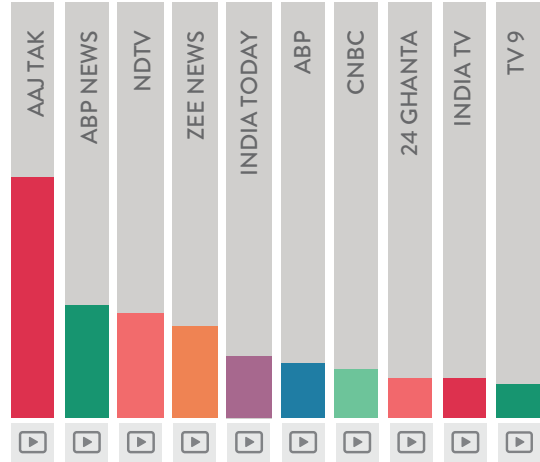


WHERE I WORK?

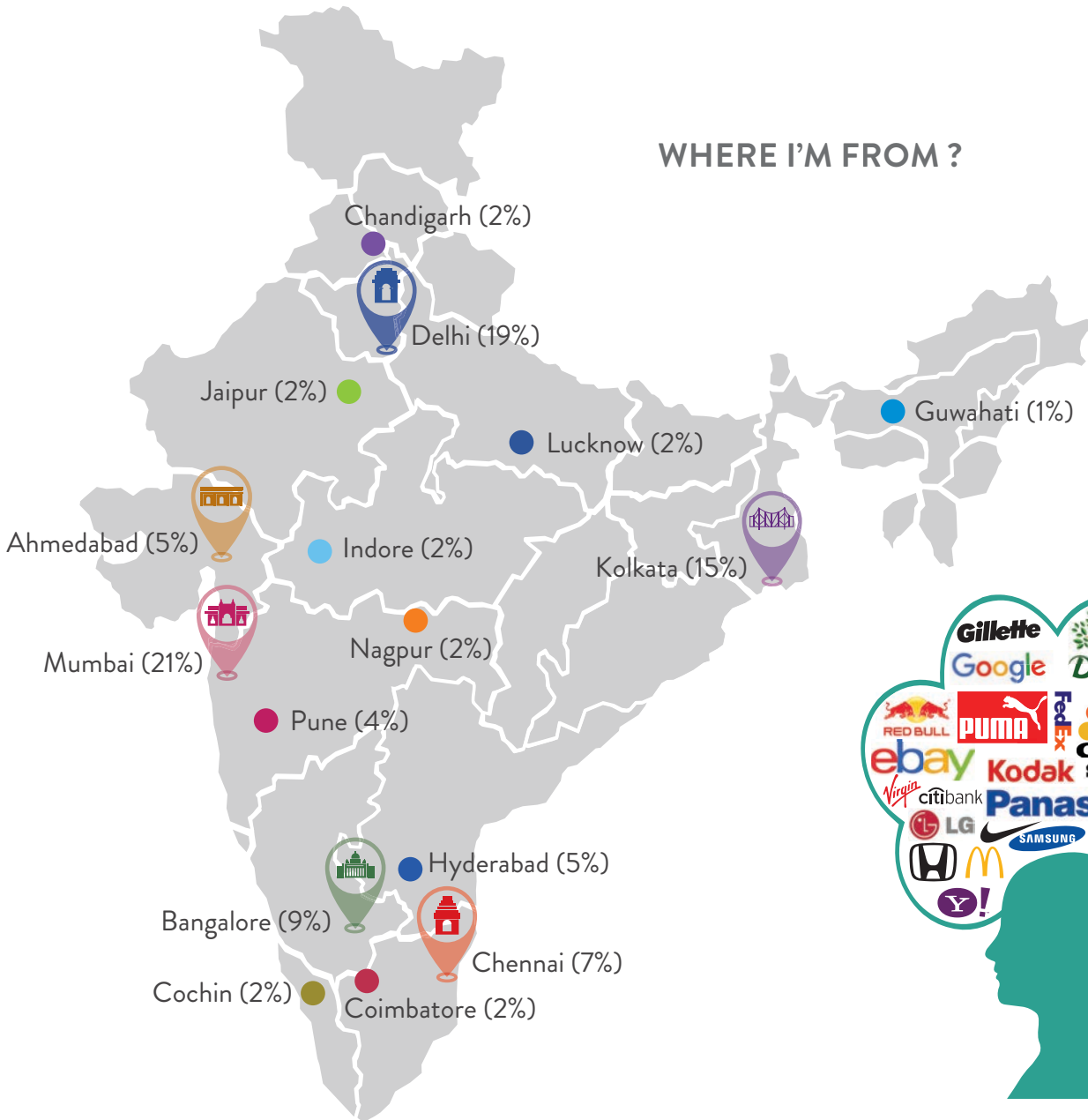
WHAT I READ ?



WHAT I WATCH ?



WHERE I'M FROM ?



WHAT I USE?

THE BRAND TRUST REPORT.....

India Study 2018

**PART
IV**

BTR 2018 LISTINGS

INDIA'S 1000 MOST TRUSTED BRANDS



06

**Category-wise Listings Of India's
1000 Most Trusted Brands**

CATEGORY-WISE ALL INDIA LISTINGS

ALCOHOLIC BEVERAGES SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	119	213	94	KINGFISHER	Beer
2	161	604	443	BLACK DOG	Scotch Whisky
3	200	824	624	BUDWEISER	Beer
4	329	443	114	ROYAL STAG	Whisky
5	371	496	125	SIGNATURE	Whisky
6	552	-	-	JOHNNIE WALKER	Scotch Whisky
7	589	945	356	CARLSBERG	Beer
8	599	-	-	BLENDERS PRIDE	Whisky
9	628	571	-57	TUBORG	Beer
10	667	637	-30	IMPERIAL BLUE	Whisky
11	762	-	-	BAGPIPER	Whisky
12	832	-	-	COBRA	Beer
13	863	451	-412	MCDOWELL'S	Whisky
14	895	865	-30	CHIVAS REGAL	Scotch Whisky

Beer

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	119	213	94	KINGFISHER
2	200	824	624	BUDWEISER
3	589	945	356	CARLSBERG
4	628	571	-57	TUBORG
5	832	-	-	COBRA

Scotch Whisky

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	161	604	443	BLACK DOG
2	552	-	-	JOHNNIE WALKER
3	895	865	-30	CHIVAS REGAL

Whisky

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	329	443	114	ROYAL STAG
2	371	496	125	SIGNATURE
3	599	-	-	BLENDERS PRIDE

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
4	667	637	-30	IMPERIAL BLUE
5	762	-	-	BAGPIPER
6	863	451	-412	MCDOWELL'S

APPAREL SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	43	324	281	ARROW	Formalwear
2	46	50	4	RAYMOND	Fabrics to Brands
3	58	54	-4	LEVI'S	Casualwear
4	67	83	16	ZARA	Fast Fashion
5	96	374	278	OTTO	Menswear
6	100	124	24	PETER ENGLAND	Menswear
7	110	159	49	JOCKEY	Innerwear
8	118	76	-42	LEE	Casualwear
9	120	240	120	ALLEN SOLLY	Fast Fashion
10	133	336	203	H&M	Fast Fashion
11	204	157	-47	VIMAL	Fabrics to Brands
12	224	452	228	LEE COOPER	Casualwear
13	248	427	179	SIYARAM	Fabrics
14	255	536	281	TURTLE	Menswear
15	264	191	-73	US POLO	Casualwear
16	272	419	147	WRANGLER	Casualwear
17	280	-	-	W	Womenswear
18	282	284	2	PARK AVENUE	Menswear
19	286	647	361	COTTON KING	Casualwear
20	295	306	11	MANGO	Womenswear
21	308	415	107	RUPA	Innerwear
22	310	563	253	RAMRAJ	Dhotis
23	313	263	-50	VAN HEUSEN	Formalwear
24	315	645	330	PEPE	Casualwear
25	333	605	272	ZODIAC	Menswear

CATEGORY-WISE ALL INDIA LISTINGS

APPAREL SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
26	376	425	49	GAP	Fast Fashion
27	381	-	-	AND	Womenswear
28	401	-	-	MUFTI	Menswear
29	425	-	-	MAAN	Kidswear
30	450	-	-	HARMONY	Fashionwear
31	484	778	294	SPYKAR	Casualwear
32	492	459	-33	POTHYS	Ethnicwear
33	505	137	-368	BIBA	Ethnicwear - Women
34	506	388	-118	LACOSTE	Casualwear
35	513	-	-	JKL	Workwear
36	515	567	52	LUX COZI	Innerwear
37	525	909	384	MONTE CARLO	Diversified
38	530	511	-19	LOUIS PHILIPPE	Formalwear
39	548	613	65	DOLLAR	Innerwear
40	551	-	-	VERO MODA	Womenswear
41	573	-	-	ONLY	Womenswear
42	631	-	-	JACK & JONES	Menswear
43	639	-	-	CANTABIL	Fast Fashion
44	664	-	-	FOREVER 21	Womenswear
45	720	750	30	KITEX	Kidswear - Supplier
46	741	-	-	DONEAR	Fabrics
47	757	-	-	FLYING MACHINE	Casualwear
48	768	-	-	SPUNK	Casualwear
49	780	795	15	MANYAVAR	Mens Ethnicwear
50	795	933	138	GWALIOR SUITINGS	Fabrics to Brands
51	809	-	-	AMERICAN EAGLE	Casualwear
52	825	-	-	COLORPLUS	Menswear
53	834	-	-	ASHIMA	Fabrics
54	837	816	-21	JOHN MILLER	Menswear
55	849	695	-154	AMUL MACHO	Innerwear
56	852	763	-89	HOFFMEN	Fast Fashion
57	880	-	-	REID & TAYLOR	Fabrics
58	881	-	-	GLORY	Womenswear
59	921	-	-	ANTA	Sportswear
60	937	-	-	CELIO	Menswear
61	945	623	-322	V-STAR	Innerwear
62	959	681	-278	BOMBAY DYEING	Home Fashion
63	980	-	-	CARBON	Menswear

CATEGORY-WISE ALL INDIA LISTINGS

Casualwear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	58	54	-4	LEVI'S
2	118	76	-42	LEE
3	224	452	228	LEE COOPER
4	264	191	-73	US POLO
5	272	419	147	WRANGLER
6	286	647	361	COTTON KING
7	315	645	330	PEPE
8	484	778	294	SPYKAR
9	506	388	-118	LACOSTE
10	757	-	-	FLYING MACHINE
11	768	-	-	SPUNK
12	809	-	-	AMERICAN EAGLE

Dhotis

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	310	563	253	RAMRAJ

Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	525	909	384	MONTE CARLO

Ethnicwear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	492	459	-33	POTHYS

Ethnicwear - Women

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	505	137	-368	BIBA

CATEGORY-WISE ALL INDIA LISTINGS

Fabrics

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	248	427	179	SIYARAM
2	741	-	-	DONEAR
3	834	-	-	ASHIMA
4	880	-	-	REID & TAYLOR

Fabrics to Brands

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	46	50	4	RAYMOND
2	204	157	-47	VIMAL
3	795	933	138	GWALIOR SUITINGS

Fashionwear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	450	-	-	HARMONY

Fast Fashion

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	67	83	16	ZARA
2	120	240	120	ALLEN SOLLY
3	133	336	203	H&M
4	376	425	49	GAP
5	639	-	-	CANTABIL
6	852	763	-89	HOFFMEN

Formalwear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	43	324	281	ARROW
2	313	263	-50	VAN HEUSEN
3	530	511	-19	LOUIS PHILIPPE

CATEGORY-WISE ALL INDIA LISTINGS

Home Fashion

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	959	681	-278	BOMBAY DYEING

Innerwear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	110	159	49	JOCKEY
2	308	415	107	RUPA
3	515	567	52	LUX COZI
4	548	613	65	DOLLAR
5	849	695	-154	AMUL MACHO
6	945	623	-322	V-STAR

Kidswear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	425	-	-	MAAN

Kidswear - Supplier

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	720	750	30	KITEX

Mens Ethnicwear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	780	795	15	MANYAVAR

Menswear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	96	374	278	OTTO

DIFFERENT PERSPECTIVES, ONE VIEW.



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CATEGORY-WISE ALL INDIA LISTINGS

Menswear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
2	100	124	24	PETER ENGLAND
3	255	536	281	TURTLE
4	282	284	2	PARK AVENUE
5	333	605	272	ZODIAC
6	401	-	-	MUFTI
7	631	-	-	JACK & JONES
8	825	-	-	COLORPLUS
9	837	816	-21	JOHN MILLER
10	937	-	-	CELIO
11	980	-	-	CARBON

Sportswear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	921	-	-	ANTA

Womenswear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	280	-	-	W
2	295	306	11	MANGO
3	381	-	-	AND
4	551	-	-	VERO MODA
5	573	-	-	ONLY
6	664	-	-	FOREVER 21
7	881	-	-	GLORY

Workwear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	513	-	-	JKL

CATEGORY-WISE ALL INDIA LISTINGS

AUTOMOBILE SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	7	6	-1	HONDA	Four Wheeler - Manufacturer
2	10	7	-3	MARUTI SUZUKI	Four Wheeler - Manufacturer
3	15	45	30	BMW	Four Wheeler - Luxury
4	25	62	37	AUDI	Four Wheeler - Luxury
5	26	41	15	HYUNDAI	Four Wheeler - Manufacturer
6	33	256	223	HERO MOTOCORP	Two Wheeler - Manufacturer
7	51	52	1	TOYOTA	Four Wheeler - Manufacturer
8	60	34	-26	TVS	Two Wheeler - Manufacturer
9	65	133	68	ROYAL ENFIELD	Two Wheeler - Manufacturer
10	68	63	-5	FORD	Four Wheeler - Manufacturer
11	72	301	229	MERCEDES BENZ	Four Wheeler - Luxury
12	76	94	18	SUZUKI	Four Wheeler - Manufacturer
13	78	349	271	SKODA	Four Wheeler - Manufacturer
14	83	32	-51	YAMAHA	Two Wheeler - Manufacturer
15	125	161	36	NISSAN	Four Wheeler - Manufacturer
16	140	-	-	MARUTI SUZUKI ALTO 800	Car - Hatchback
17	157	257	100	JAGUAR	Four Wheeler - Luxury
18	172	305	133	ASHOK LEYLAND	Commercial Vehicles
19	182	-	-	HMT	Tractors
20	184	308	124	RENAULT	Four Wheeler - Manufacturer
21	192	253	61	VOLKSWAGEN	Four Wheeler - Manufacturer
22	201	290	89	FERRARI	Four Wheeler - Luxury
23	210	231	21	HONDA ACTIVA	Automatic Scooter
24	213	-	-	UM MOTORCYCLES	Two Wheeler - Manufacturer
25	261	662	401	DATSUN	Four Wheeler - Manufacturer
26	279	230	-49	TATA MOTORS	Four Wheeler - Manufacturer
27	290	723	433	EICHER	Commercial Vehicles
28	311	421	110	FIAT	Four Wheeler - Manufacturer
29	314	-	-	KTM	Two Wheeler - Manufacturer
30	347	174	-173	BAJAJ PULSAR	Two Wheeler - Brand
31	369	547	178	MITSUBISHI	Four Wheeler - Manufacturer
32	377	293	-84	CHEVROLET	Four Wheeler - Manufacturer
33	387	435	48	TATA NANO	Car - Hatchback
34	394	-	-	FORCE MOTORS	Commercial Vehicles
35	414	587	173	ROLLS ROYCE	Four Wheeler - Luxury
36	438	-	-	BHARAT BENZ	Commercial Vehicles

CATEGORY-WISE ALL INDIA LISTINGS

AUTOMOBILE SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
37	454	353	-101	MARUTI SUZUKI SWIFT	Car - Hatchback
38	474	430	-44	PORSCHE	Four Wheeler - Luxury
39	477	690	213	LAMBORGHINI	Four Wheeler - Luxury
40	504	-	-	HONDA CITY	Four Wheeler - Brand
41	517	-	-	GENERAL MOTORS	Four Wheeler - Manufacturer
42	524	-	-	TESLA	Four Wheeler - Electric
43	531	634	103	TATA INDICA	Car - Hatchback
44	553	-	-	JEEP	SUV/MUV - Brand
45	555	730	175	HARLEY DAVIDSON	Two Wheeler Mfg - Premium
46	576	959	383	RANGE ROVER	Four Wheeler - Luxury
47	588	465	-123	LEXUS	Four Wheeler - Luxury
48	591	217	-374	VOLVO	Four Wheeler - Luxury
49	594	-	-	JOHN DEERE	Tractors
50	602	-	-	VICTORY	Two Wheeler Mfg - Premium
51	655	-	-	PREMIER	Diversified
52	663	960	297	LAND ROVER	Four Wheeler - Luxury
53	668	683	15	HYUNDAI SANTRO	Car - Hatchback
54	679	900	221	MARUTI SUZUKI NEXA	Car - SUV/MUV
55	697	-	-	HONDA SHINE	Two Wheeler - Brand
56	723	-	-	KAWASAKI	Two Wheeler Mfg - Premium
57	771	-	-	FORTUNER	Luxury SUV
58	778	-	-	TOYOTA INNOVA	SUV/MUV - Brand
59	779	766	-13	TVS JUPITER	Automatic Scooter
60	799	-	-	TATA ACE	Mini Truck - Brand
61	801	588	-213	TVS APACHE	Two Wheeler - Brand
62	810	793	-17	BUGATTI	Four Wheeler - Luxury
63	875	871	-4	VESPA	Automatic Scooter
64	877	-	-	YO SPARK	Automatic Scooter
65	886	648	-238	HERO HONDA SPLENDOR	Two Wheeler - Brand
66	887	509	-378	HYUNDAI I10	Car - Hatchback
67	904	673	-231	BAJAJ DISCOVER	Two Wheeler - Brand
68	922	847	-75	RENAULT DUSTER	Car - SUV/MUV
69	928	884	-44	MAHINDRA SCORPIO	Car - SUV/MUV
70	932	-	-	MARUTI SUZUKI WAGON R	Car - Hatchback

CATEGORY-WISE ALL INDIA LISTINGS

Two Wheeler - Brand

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	697	-	-	HONDA SHINE

Automatic Scooter

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	210	231	21	HONDA ACTIVA
2	779	766	-13	TVS JUPITER
3	875	871	-4	VESPA
4	877	-	-	YO SPARK

Car - Hatchback

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	140	-	-	MARUTI SUZUKI ALTO 800
2	387	435	48	TATA NANO
3	454	353	-101	MARUTI SUZUKI SWIFT
4	531	634	103	TATA INDICA
5	668	683	15	HYUNDAI SANTRO
6	887	509	-378	HYUNDAI I10
7	932	-	-	MARUTI SUZUKI WAGON R

Car - SUV/MUV

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	679	900	221	MARUTI SUZUKI NEXA
2	922	847	-75	RENAULT DUSTER
3	928	884	-44	MAHINDRA SCORPIO

CATEGORY-WISE ALL INDIA LISTINGS

Commercial Vehicles

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	172	305	133	ASHOK LEYLAND
2	290	723	433	EICHER
3	394	-	-	FORCE MOTORS
4	438	-	-	BHARAT BENZ

Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	655	-	-	PREMIER

Four Wheeler - Brand

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	504	-	-	HONDA CITY

Four Wheeler - Electric

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	524	-	-	TESLA

Four Wheeler - Luxury

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	15	45	30	BMW
2	25	62	37	AUDI
3	72	301	229	MERCEDES BENZ
4	157	257	100	JAGUAR
5	201	290	89	FERRARI
6	414	587	173	ROLLS ROYCE
7	474	430	-44	PORSCHE

CATEGORY-WISE ALL INDIA LISTINGS

Four Wheeler - Luxury

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
8	477	690	213	LAMBORGHINI
9	576	959	383	RANGE ROVER
10	588	465	-123	LEXUS
11	591	217	-374	VOLVO
12	663	960	297	LAND ROVER
13	810	793	-17	BUGATTI

Four Wheeler - Manufacturer

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	7	6	-1	HONDA
2	10	7	-3	MARUTI SUZUKI
3	26	41	15	HYUNDAI
4	51	52	1	TOYOTA
5	68	63	-5	FORD
6	76	94	18	SUZUKI
7	78	349	271	SKODA
8	125	161	36	NISSAN
9	184	308	124	RENAULT
10	192	253	61	VOLKSWAGEN
11	261	662	401	DATSUN
12	279	230	-49	TATA MOTORS
13	311	421	110	FIAT
14	369	547	178	MITSUBISHI
15	377	293	-84	CHEVROLET
16	517	-	-	GENERAL MOTORS

Luxury SUV

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	771	-	-	FORTUNER

CATEGORY-WISE ALL INDIA LISTINGS

Mini Truck - Brand

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	799	-	-	TATA ACE

SUV/MUV - Brand

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	553	-	-	JEEP
2	778	-	-	TOYOTA INNOVA

Tractors

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	182	-	-	HMT
2	594	-	-	JOHN DEERE

Two Wheeler - Brand

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	347	174	-173	BAJAJ PULSAR
2	801	588	-213	TVS APACHE
3	886	648	-238	HERO HONDA SPLENDOR
4	904	673	-231	BAJAJ DISCOVER

Two Wheeler - Manufacturer

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	33	256	223	HERO MOTOCORP
2	60	34	-26	TVS
3	65	133	68	ROYAL ENFIELD
4	83	32	-51	YAMAHA
5	213	-	-	UM MOTORCYCLES
6	314	-	-	KTM

CATEGORY-WISE ALL INDIA LISTINGS

Two Wheeler Mfg - Premium

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	555	730	175	HARLEY DAVIDSON
2	602	-	-	VICTORY
3	723	-	-	KAWASAKI

AUTOMOBILE - RELATED SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	130	139	9	MRF	Tyres
2	135	272	137	CEAT	Tyres
3	334	400	66	CASTROL	Lubricants
4	374	209	-165	BOSCH	Automobile Electronics
5	482	362	-120	BRIDGESTONE	Tyres
6	483	92	-391	EXIDE	Auto - Batteries
7	511	-	-	DUNLOP	Tyres
8	590	912	322	MOBIL	Lubricants
9	691	785	94	GOODYEAR	Tyres
10	751	629	-122	JK TYRES	Tyres
11	856	-	-	AMARON	Auto - Batteries

Auto - Batteries

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	483	92	-391	EXIDE
2	856	-	-	AMARON

Automobile Electronics

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	374	209	-165	BOSCH

CATEGORY-WISE ALL INDIA LISTINGS

Lubricants

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	334	400	66	CASTROL
2	590	912	322	MOBIL

Tyres

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	130	139	9	MRF
2	135	272	137	CEAT
3	482	362	-120	BRIDGESTONE
4	511	-	-	DUNLOP
5	691	785	94	GOODYEAR
6	751	629	-122	JK TYRES

BFSI SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	21	13	-8	STATE BANK OF INDIA	Bank - PSU
2	24	18	-6	LIC	Life Insurance - PSU
3	38	47	9	ICICI BANK	Bank - Private
4	42	195	153	HDFC BANK	Bank - Private
5	91	89	-2	AXIS BANK	Bank - Private
6	116	113	-3	HSBC	Bank - Foreign
7	154	840	686	JP MORGAN	Financial Services - Diversified
8	160	261	101	CITIBANK	Bank - Foreign
9	167	130	-37	AMERICAN EXPRESS	Credit/Debit card
10	171	274	103	MUTHOOT FINANCE	Financial Services
11	175	186	11	VISA	Credit/Debit card
12	214	493	279	YES BANK	Bank - Private
13	221	-	-	KOTAK MAHINDRA GROUP	Diversified
14	228	377	149	RBI	Bank - Federal

CATEGORY-WISE ALL INDIA LISTINGS

BFSI SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
15	229	453	224	BANK OF INDIA	Bank - PSU
16	267	329	62	IDBI	Bank - PSU
17	274	713	439	DENA BANK	Bank - PSU
18	293	249	-44	BANK OF BARODA	Bank - PSU
19	297	339	42	PUNJAB NATIONAL BANK	Bank - PSU
20	330	165	-165	KOTAK MAHINDRA BANK	Bank - Private
21	332	-	-	RELIGARE	Diversified
22	357	-	-	ANDHRA BANK	Bank - PSU
23	389	347	-42	UNION BANK OF INDIA	Bank - PSU
24	395	-	-	ALLIANZ	Insurance & Asset Management
25	400	-	-	ALLAHABAD BANK	Bank - PSU
26	413	-	-	BBVA	Bank - Foreign
27	422	910	488	ICICI HOME FINANCE	Home Finance
28	458	561	103	INDUSIND BANK	Bank - Private
29	459	472	13	AVIVA LIFE INSURANCE	Insurance - Private
30	507	969	462	SOFTBANK	Venture Capital
31	509	454	-55	DHFL	Home Finance
32	539	488	-51	CANARA BANK	Bank - PSU
33	584	212	-372	BIRLA SUN LIFE INSURANCE	Insurance - Private
34	622	-	-	DCB BANK	Bank - Private
35	624	-	-	INDIAN BANK	Bank - PSU
36	630	512	-118	MOTILAL OSWAL	Financial Services - Diversified
37	634	-	-	UNITED BANK OF INDIA	Bank - PSU
38	650	709	59	MASTERCARD	Credit/Debit card
39	661	438	-223	BHARTI AXA	Insurance - Private
40	742	780	38	BAJAJ ALLIANZ	Insurance - Private
41	800	-	-	MAX LIFE INSURANCE	Insurance - Private
42	821	-	-	RBL BANK	Bank - Private
43	823	-	-	SUNDARAM FINANCE	Financial Services
44	850	-	-	FUTURE GENERALI	Insurance - Private
45	879	-	-	DIGI BANK	Banking Service - Brand
46	898	-	-	UTI	Mutual Fund
47	908	992	84	SYNDICATE BANK	Bank - PSU
48	941	-	-	SHAREKHAN	Broking Services
49	962	-	-	ANKUR CAPITAL	Seed Funding
50	975	-	-	BANK OF MAHARASHTRA	Bank - PSU
51	977	-	-	UCO BANK	Bank - PSU

CATEGORY-WISE ALL INDIA LISTINGS

Bank - Federal

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	228	377	149	RBI

Bank - Foreign

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	116	113	-3	HSBC
2	160	261	101	CITIBANK
3	413	-	-	BBVA

Bank - Private

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	38	47	9	ICICI BANK
2	42	195	153	HDFC BANK
3	91	89	-2	AXIS BANK
4	214	493	279	YES BANK
5	330	165	-165	KOTAK MAHINDRA BANK
6	458	561	103	INDUSIND BANK
7	622	-	-	DCB BANK
8	821	-	-	RBL BANK

Bank - PSU

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	21	13	-8	STATE BANK OF INDIA
2	229	453	224	BANK OF INDIA
3	267	329	62	IDBI
4	274	713	439	DENA BANK
5	293	249	-44	BANK OF BARODA
6	297	339	42	PUNJAB NATIONAL BANK
7	357	-	-	ANDHRA BANK
8	389	347	-42	UNION BANK OF INDIA
9	400	-	-	ALLAHABAD BANK
10	539	488	-51	CANARA BANK

CATEGORY-WISE ALL INDIA LISTINGS

Bank - PSU

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
12	624	-	-	INDIAN BANK
13	634	-	-	UNITED BANK OF INDIA
14	908	992	84	SYNDICATE BANK
15	975	-	-	BANK OF MAHARASHTRA
16	977	-	-	UCO BANK

Banking Service - Brand

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	879	-	-	DIGI BANK

Broking Services

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	941	-	-	SHAREKHAN

Credit/Debit card

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	167	130	-37	AMERICAN EXPRESS
2	175	186	11	VISA
3	650	709	59	MASTERCARD

Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	221	-	-	KOTAK MAHINDRA GROUP
2	332	-	-	RELIGARE

Financial Services

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	171	274	103	MUTHOOT FINANCE
2	823	-	-	SUNDARAM FINANCE

CATEGORY-WISE ALL INDIA LISTINGS

Financial Services - Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	154	840	686	JP MORGAN
2	630	512	-118	MOTILAL OSWAL

Home Finance

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	422	910	488	ICICI HOME FINANCE
2	509	454	-55	DHFL

Insurance - Private

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	459	472	13	AVIVA LIFE INSURANCE
2	584	212	-372	BIRLA SUN LIFE INSURANCE
3	661	438	-223	BHARTI AXA
4	742	780	38	BAJAJ ALLIANZ
5	800	-	-	MAX LIFE INSURANCE
6	850	-	-	FUTURE GENERALI

Insurance & Asset Management

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	395	-	-	ALLIANZ

Life Insurance - PSU

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	24	18	-6	LIC

Mutual Fund

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	898	-	-	UTI

CATEGORY-WISE ALL INDIA LISTINGS

Seed Funding

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	962	-	-	ANKUR CAPITAL

Venture Capital

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	507	969	462	SOFTBANK

BRANDED FASHION SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	59	104	45	FASTRACK	Branded Fashion
2	131	450	319	DENIM	Branded Fashion
3	136	406	270	TOMMY HILFINGER	Premium Fashion
4	188	271	83	CALVIN KLEIN	Premium Fashion
5	218	122	-96	GUCCI	Luxury Fashion
6	244	426	182	PRADA	Luxury Fashion
7	292	287	-5	ARMANI	Luxury Fashion
8	366	463	97	DIESEL	Premium Fashion
9	399	856	457	LOUIS VUITTON	Luxury Fashion
10	408	-	-	BEING HUMAN	Branded Fashion
11	463	607	144	CHRISTIAN DIOR	Luxury Fashion
12	565	412	-153	HUGO BOSS	Premium Fashion
13	600	-	-	NEXT	Branded Fashion
14	669	665	-4	CARTIER	Luxury Fashion
15	727	938	211	D&G	Premium Fashion
16	747	-	-	CHANNEL	Luxury Fashion
17	749	-	-	POLICE	Premium Fashion
18	851	-	-	HRX	Branded Fashion
19	901	-	-	ALLEN COOPER	Branded Fashion
20	956	764	-192	HERMES	Luxury Fashion

CATEGORY-WISE ALL INDIA LISTINGS

Branded Fashion

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	59	104	45	FASTRACK
2	131	450	319	DENIM
3	408	-	-	BEING HUMAN
4	600	-	-	NEXT
5	851	-	-	HRX
6	901	-	-	ALLEN COOPER

Luxury Fashion

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	218	122	-96	GUCCI
2	244	426	182	PRADA
3	292	287	-5	ARMANI
4	399	856	457	LOUIS VUITTON
5	463	607	144	CHRISTIAN DIOR
6	669	665	-4	CARTIER
7	747	-	-	CHANEL
8	956	764	-192	HERMES

Premium Fashion

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	136	406	270	TOMMY HILFIGER
2	188	271	83	CALVIN KLEIN
3	366	463	97	DIESEL
4	565	412	-153	HUGO BOSS
5	727	938	211	D&G
6	749	-	-	POLICE

CATEGORY-WISE ALL INDIA LISTINGS

CONSUMER ELECTRONICS SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	1	1	0	SAMSUNG	Diversified
2	2	2	0	SONY	Diversified
3	3	3	0	LG	Diversified
4	37	43	6	PANASONIC	Diversified
5	99	55	-44	ONIDA	Diversified
6	178	145	-33	TOSHIBA	Diversified
7	193	513	320	JBL	Audio Equipment
8	206	169	-37	SANSUI	Diversified
9	245	211	-34	HAIER	Diversified
10	317	294	-23	SHARP	Diversified
11	355	-	-	SAMSUNG (TV)	Television
12	358	-	-	SONY (TV)	Television
13	384	558	174	PIONEER	Audio Equipment
14	464	-	-	VIDEOCON (TV)	Television
15	572	762	190	LG (TV)	Television
16	693	469	-224	BOSE	Audio Equipment
17	721	-	-	BRAUN	Grooming products
18	734	-	-	LG (WASHING MACHINE)	Washing Machines
19	765	-	-	KORYO	Diversified
20	775	758	-17	JVC	Audio Equipment
21	811	599	-212	AKAI	Professional Music Equipment
22	860	-	-	SONIC	Car Audio
23	931	-	-	F&D	Audio Equipment

Audio Equipment

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	193	513	320	JBL
2	384	558	174	PIONEER
3	693	469	-224	BOSE
4	775	758	-17	JVC
5	931	-	-	F&D

CATEGORY-WISE ALL INDIA LISTINGS

Car Audio

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	860	-	-	SONIC

Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	1	1	0	SAMSUNG
2	2	2	0	SONY
3	3	3	0	LG
4	37	43	6	PANASONIC
5	99	55	-44	ONIDA
6	178	145	-33	TOSHIBA
7	206	169	-37	SANSUI
8	245	211	-34	HAIER
9	317	294	-23	SHARP
10	765	-	-	KORYO

Grooming products

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	721	-	-	BRAUN

Professional Music Equipment

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	811	599	-212	AKAI

CATEGORY-WISE ALL INDIA LISTINGS

Television

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	355	-	-	SAMSUNG (TV)
2	358	-	-	SONY (TV)
3	464	-	-	VIDEOCON (TV)
4	572	762	190	LG (TV)

Washing Machines

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	734	-	-	LG (WASHING MACHINE)

DIVERSIFIED SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	4	5	1	TATA	Diversified
2	14	22	8	RELIANCE	Diversified
3	16	10	-6	BAJAJ	Diversified
4	17	23	6	GODREJ	Diversified
5	32	521	489	MAHINDRA & MAHINDRA	Diversified
6	40	66	26	WIPRO	Diversified
7	63	53	-10	VIDEOCON	Diversified
8	88	-	-	GE	Diversified
9	97	58	-39	ITC	Diversified
10	104	138	34	HITACHI	Diversified
11	113	731	618	ADITYA BIRLA	Diversified
12	209	225	16	L&T	Diversified
13	227	360	133	BPL	Diversified
14	268	178	-90	MAX	Diversified
15	392	-	-	INDIABULLS	Diversified
16	402	403	1	ADANI GROUP	Diversified
17	446	375	-71	SAHARA	Diversified
18	470	-	-	CATERPILLAR	Diversified
19	485	-	-	KIRLOSKAR	Diversified

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
20	627	-	-	DALMIA	Diversified
21	657	622	-35	3M	Diversified
22	704	-	-	J.K. ORGANISATION	Diversified
23	716	-	-	ARVIND	Diversified
24	804	-	-	LAKSHMI	Diversified
25	806	323	-483	TORRENT	Diversified
26	883	-	-	PATAKA GROUP	Diversified
27	929	-	-	SK GROUP	Diversified

DTH SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	275	189	-86	TATA SKY	DTH
2	520	177	-343	DISH TV	DTH

DURABLES SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	39	27	-12	WHIRLPOOL	Diversified
2	117	77	-40	VOLTAS	Air Conditioning
3	301	80	-221	IFB APPLIANCES	Diversified
4	331	270	-61	KENT	Water Purifier
5	337	333	-4	KELVINATOR	Diversified
6	382	-	-	TCL	Diversified
7	388	416	28	KENSTAR	Diversified
8	409	281	-128	BLUE STAR	Air Conditioning
9	442	414	-28	DAIKIN	Air Conditioning
10	533	418	-115	AQUAGUARD	Water Purifier
11	549	-	-	LLOYD	Diversified
12	556	-	-	SYMPHONY	Air Coolers
13	732	815	83	CARRIER	Air Conditioning

CATEGORY-WISE ALL INDIA LISTINGS

DURABLES SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
14	726	-	-	A.O. SMITH	Water Heater
15	745	-	-	GODREJ APPLIANCES	Diversified
16	798	628	-170	EUREKA FORBES	Purification Systems
17	912	569	-343	ELECTROLUX	Diversified
18	964	761	-203	O GENERAL	Air Conditioning

Air Conditioning

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	117	77	-40	VOLTAS
2	409	281	-128	BLUE STAR
3	442	414	-28	DAIKIN
4	732	815	83	CARRIER

Air Coolers

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	556	-	-	SYMPHONY

Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	39	27	-12	WHIRLPOOL
2	301	80	-221	IFB APPLIANCES
3	337	333	-4	KELVINATOR
4	382	-	-	TCL
5	388	416	28	KENSTAR
6	549	-	-	LLOYD
7	745	-	-	GODREJ APPLIANCES
8	912	569	-343	ELECTROLUX

CATEGORY-WISE ALL INDIA LISTINGS

Purification Systems

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	798	628	-170	EUREKA FORBES

Water Heater

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	726	-	-	A.O. SMITH

Water Purifier

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	331	270	-61	KENT
2	533	418	-115	AQUAGUARD

EDUCATION SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	81	-	-	JETKING	Training Institute - Hardware & Networking
2	467	-	-	IIT	Engineering Institution - Public
3	593	386	-207	NIIT	Training Institute - IT
4	612	759	147	OXFORD	University - International
5	640	340	-300	KANGAROO KIDS	Pre-School
6	644	-	-	DELHI UNIVERSITY	University - Public
7	729	-	-	ALLEN CAREER INSTITUTE	Coaching Institute
8	820	720	-100	MUMBAI UNIVERSITY	University - Indian
9	839	-	-	IIM	Management Institution - Public
10	913	-	-	AMITY UNIVERSITY	University - Private
11	923	-	-	IISWBM	Management Institute - Private
12	976	-	-	SAFFRONY INSTITUTE	College - Private

Coaching Institute

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	729	-	-	ALLEN CAREER INSTITUTE

CATEGORY-WISE ALL INDIA LISTINGS

College - Private

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	976	-	-	SAFFRONY INSTITUTE

Engineering Institution - Public

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	467	-	-	IIT

Management Institute - Private

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	923	-	-	IISWBM

Management Institution - Public

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	839	-	-	IIM

Pre-School

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	640	340	-300	KANGAROO KIDS

Training Institute - Hardware & Networking

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	81	-	-	JETKING

Training Institute - IT

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	593	386	-207	NIIT

CATEGORY-WISE ALL INDIA LISTINGS

University - Indian

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	820	720	-100	MUMBAI UNIVERSITY

University - International

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	612	759	147	OXFORD

University - Private

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	913	-	-	AMITY UNIVERSITY

University - Public

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	644	-	-	DELHI UNIVERSITY

ENERGY SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	252	311	59	INDIAN OIL	Oil and Gas - Domestic
2	383	737	354	BHARAT PETROLEUM	Oil and Gas - Domestic
3	445	593	148	ONGC	Oil and Gas - Domestic
4	462	368	-94	BHARATGAS	LPG
5	559	987	428	INDANE GAS	LPG
6	560	-	-	HINDUSTAN PETROLEUM	Oil and Gas - Domestic
7	711	-	-	RELIANCE ENERGY	Electric Utility
8	748	-	-	GAIL	Natural Gas
9	763	-	-	RELIANCE PETROLEUM	Oil and Gas
10	774	-	-	POWER	Petrol - Brand

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
11	902	429	-473	SHELL	Oil and Gas - International
12	907	-	-	CESC	Electric Utility

Electric Utility

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	711	-	-	RELIANCE ENERGY
2	907	-	-	CESC

LPG

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	462	368	-94	BHARATGAS
2	559	987	428	INDANE GAS

Natural Gas

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	748	-	-	GAIL

Oil and Gas

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	763	-	-	RELIANCE PETROLEUM

Oil and Gas - Domestic

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	252	311	59	INDIAN OIL
2	383	737	354	BHARAT PETROLEUM
3	445	593	148	ONGC
4	560	-	-	HINDUSTAN PETROLEUM

CATEGORY-WISE ALL INDIA LISTINGS

Oil and Gas - International

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	902	429	-473	SHELL

Petrol - Brand

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	774	-	-	POWER

ENTERTAINMENT SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	105	-	-	FOX ENTERTAINMENT GROUP	Diversified
2	415	653	238	PVR	Cinema - Display
3	733	-	-	T-SERIES	Cinema Diversified

Cinema - Display

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	415	653	238	PVR

Cinema - Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	733	-	-	T-SERIES

Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	105	-	-	FOX ENTERTAINMENT GROUP

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CATEGORY-WISE ALL INDIA LISTINGS

FMCG SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	13	15	2	PATANJALI	Diversified
2	29	28	-1	LAKME	Cosmetics
3	34	20	-14	LUX	Bath/Beauty
4	52	30	-22	COLGATE	Oral Hygiene
5	66	25	-41	DOVE	Bath/Beauty
6	69	38	-31	PONDS	Cosmetics
7	80	51	-29	DETTOL	Antiseptic Products
8	82	91	9	L'OREAL	Cosmetics
9	86	235	149	HINDUSTAN UNILEVER	Diversified
10	98	87	-11	NIVEA	Bath/Beauty
11	111	70	-41	SUNSILK	Hair Care
12	129	109	-20	LOTUS	Cosmetics
13	139	162	23	RIN	Fabric Care
14	143	72	-71	FOGG	Deo/Perfume
15	144	84	-60	GARNIER	Bath/Beauty
16	148	108	-40	LIFEBUOY	Bath/Beauty
17	151	170	19	GILLETTE	Shaving Products
18	176	243	67	P&G	Diversified
19	177	119	-58	AMWAY	Direct Selling
20	185	98	-87	PEARS	Bath/Beauty
21	186	252	66	PAMPERS	Diapers
22	194	99	-95	PEPSODENT	Oral Hygiene
23	197	125	-72	PARACHUTE	Hairoil
24	208	100	-108	PANTENE	Hair Care
25	211	141	-70	TIDE	Fabric Care
26	219	163	-56	NIRMA	Diversified
27	234	190	-44	SANTOOR	Bath/Beauty
28	237	131	-106	SURF EXCEL	Fabric Care
29	238	-	-	AVON	Direct Selling
30	239	166	-73	AXE	Deo/Perfume
31	240	146	-94	CLOSE UP	Oral Hygiene
32	253	149	-104	FAIR & LOVELY	Skin Lightening Products
33	259	223	-36	MEDIMIX	Bath/Beauty - Ayurvedic
34	260	514	254	MARLBORO	Cigarette
35	263	208	-55	BOROLINE	Antiseptic Cream - Ayurvedic
36	271	135	-136	CINTHOL	Bath/Beauty
37	276	479	203	DURACELL	Consumer Batteries
38	278	86	-192	REXONA	Deo/Perfume

CATEGORY-WISE ALL INDIA LISTINGS

FMCG SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
39	291	291	0	FEVICOL	Adhesive
40	299	156	-143	CLINIC PLUS	Hair Care
41	306	352	46	GOLD FLAKE	Cigarette
42	318	246	-72	UJALA	Fabric Care
43	321	215	-106	VASELINE	Skincare
44	324	229	-95	VIM	Dishcare
45	326	657	331	NIPPO BATTERIES	Consumer Batteries
46	336	247	-89	HAMAM	Bath/Beauty
47	339	626	287	EVEREADY	Consumer Batteries
48	340	366	26	EMAMI	Diversified
49	343	88	-255	OLAY	Cosmetics
50	356	318	-38	VICCO	Bath/Beauty - Ayurvedic
51	368	307	-61	WHEEL	Fabric Care
52	370	338	-32	SAVLON	Antiseptic Products
53	372	242	-130	ARIEL	Fabric Care
54	375	182	-193	BOROPLUS	Antiseptic Cream - Ayurvedic
55	386	550	164	REVLON	Cosmetics
56	419	437	18	HARPIC	Toilet Cleaner
57	420	422	2	SUNLIGHT	Fabric Care
58	427	475	48	HEAD & SHOULDER	Hair Care
59	433	179	-254	ALL OUT	Pest Repellent
60	435	234	-201	GHARI	Fabric Care
61	451	401	-50	ORIFLAME	Direct Selling
62	472	216	-256	MORTEIN	Pest Repellent
63	491	423	-68	WHISPER	Personal Hygiene Products
64	493	361	-132	MAYBELLINE	Cosmetics
65	498	407	-91	WILD STONE	Deo/Perfume
66	512	218	-294	GOODKNIGHT	Pest Repellent
67	514	753	239	EVERYUTH	Skincare
68	550	207	-343	VIVEL	Bath/Beauty
69	569	827	258	CLASSIC	Cigarette
70	586	470	-116	DABUR VATIKA	Hair Care
71	595	-	-	WISDOM	Oral Hygiene
72	604	320	-284	AYUR	Bath/Beauty - Ayurvedic
73	606	219	-387	BABOOL	Oral Hygiene
74	607	-	-	SUPER-MAX	Shaving Products
75	608	848	240	TOPAZ	Shaving Products
76	638	391	-247	LIRIL	Bath/Beauty

CATEGORY-WISE ALL INDIA LISTINGS

FMCG SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
77	641	691	50	HENKO	Fabric Care
78	645	380	-265	MARGO	Bath/Beauty
79	648	504	-144	LIVON	Hair Care
80	649	812	163	COLGATE CIBACA	Oral Hygiene
81	656	542	-114	SET WET	Bath/Beauty
82	662	746	84	CYCLE AGARBATTI	Agarbattis
83	671	728	57	DENVER	Deo/Perfume
84	674	201	-473	ELLE 18	Cosmetics
85	676	436	-240	YARDLEY	Bath/Beauty
86	682	806	124	KOHINOOR	Condoms
87	688	831	143	MAXO	Pest Repellent
88	694	-	-	COLIN	Surface Cleaner
89	699	490	-209	LIZOL	Disinfectant
90	700	220	-480	ORAL B	Oral Hygiene
91	701	204	-497	SENSODYNE	Oral Hygiene
92	708	539	-169	CHANDRIKA	Bath/Beauty - Ayurvedic
93	714	-	-	LYNX	Bath/Beauty - Men
94	753	526	-227	JOY COSMETICS	Cosmetics
95	759	664	-95	ENGAGE	Deo/Perfume
96	770	433	-337	VEET	Hair Removal
97	777	-	-	MOODS	Condoms
98	790	245	-545	CAVINKARE	Diversified
99	791	-	-	FIAMA	Bath/Beauty
100	808	948	140	CUTICURA	Skincare
101	815	-	-	CITRA	Skincare
102	829	642	-187	HIMANI NAVARATNA HAIR OIL	Hairoil
103	833	725	-108	HIT	Pest Repellent
104	844	823	-21	ODONIL	Air Freshener
105	854	635	-219	TRESEMME	Hair Care
106	858	508	-350	VENUS	Shaving Products - Women
107	866	845	-21	MAN FORCE	Condoms
108	872	-	-	FOUR SQUARE	Cigarette
109	873	254	-619	HUGGIES	Diapers
110	876	625	-251	EVA	Deo/Perfume
111	878	616	-262	PRIL	Dishcare
112	885	-	-	WELLA	Hair colour
113	888	-	-	ODOMOS	Pest Repellent
114	909	-	-	KAMASUTRA	Condoms

CATEGORY-WISE ALL INDIA LISTINGS

FMCG SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
115	911	546	-365	FENA	Fabric Care
116	918	-	-	BRISTOL	Cigarette
117	930	-	-	BODYCARE	Cosmetics
118	934	455	-479	DOMEX	Toilet Cleaner
119	947	810	-137	COMFORT FABRIC SOFTNER	Fabric Conditioner
120	955	993	38	FAIR AND HANDSOME	Skin Lightening Products
121	966	-	-	KAMA	Bath/Beauty - Ayurvedic
122	973	-	-	BABA	Flavoured Tobacco
123	987	771	-216	EXO	Dishcare
124	993	968	-25	SOFY	Personal Hygiene Products
125	994	-	-	CLEAR	Hair Care

Adhesive

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	291	291	0	FEVICOL

Agarbattis

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	662	746	84	CYCLE AGARBATTI

Air Freshener

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	844	823	-21	ODONIL

Antiseptic Cream - Ayurvedic

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	263	208	-55	BOROLINE
2	375	182	-193	BOROPLUS

Flavoured Tobacco

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	973	-	-	BABA

CATEGORY-WISE ALL INDIA LISTINGS

Antiseptic Products

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	80	51	-29	DETTOL
2	370	338	-32	SAVLON

Bath/Beauty

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	34	20	-14	LUX
2	66	25	-41	DOVE
3	98	87	-11	NIVEA
4	144	84	-60	GARNIER
5	148	108	-40	LIFEBUOY
6	185	98	-87	PEARS
7	234	190	-44	SANTOOR
8	271	135	-136	CINTHOL
9	336	247	-89	HAMAM
10	550	207	-343	VIVEL
11	638	391	-247	LIRIL
12	645	380	-265	MARGO
13	656	542	-114	SET WET
14	676	436	-240	YARDLEY
15	791	-	-	FIAMA

Bath/Beauty - Ayurvedic

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	259	223	-36	MEDIMIX
2	356	318	-38	VICCO
3	604	320	-284	AYUR
4	708	539	-169	CHANDRIKA
5	966	-	-	KAMA

Bath/Beauty - Men

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	714	-	-	LYNX

CATEGORY-WISE ALL INDIA LISTINGS

Cigarette

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	260	514	254	MARLBORO
2	306	352	46	GOLD FLAKE
3	569	827	258	CLASSIC
4	872	-	-	FOUR SQUARE
5	918	-	-	BRISTOL

Condoms

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	682	806	124	KOHINOOR
2	777	-	-	MOODS
3	866	845	-21	MAN FORCE
4	909	-	-	KAMASUTRA

Consumer Batteries

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	276	479	203	DURACELL
2	326	657	331	NIPPO BATTERIES
3	339	626	287	EVEREADY

Cosmetics

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	29	28	-1	LAKME
2	69	38	-31	PONDS
3	82	91	9	L'OREAL
4	129	109	-20	LOTUS
5	343	88	-255	OLAY
6	386	550	164	REVLON
7	493	361	-132	MAYBELLINE
8	674	201	-473	ELLE 18
9	753	526	-227	JOY COSMETICS
10	930	-	-	BODYCARE

CATEGORY-WISE ALL INDIA LISTINGS

Deo/Perfume

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	143	72	-71	FOGG
2	239	166	-73	AXE
3	278	86	-192	REXONA
4	498	407	-91	WILD STONE
5	671	728	57	DENVER
6	759	664	-95	ENGAGE
7	876	625	-251	EVA

Diapers

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	186	252	66	PAMPERS
2	873	254	-619	HUGGIES

Direct Selling

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	177	119	-58	AMWAY
2	238	-	-	AVON
3	451	401	-50	ORIFLAME

Dishcare

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	324	229	-95	VIM
2	878	616	-262	PRIL
3	987	771	-216	EXO

Disinfectant

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	699	490	-209	LIZOL

CATEGORY-WISE ALL INDIA LISTINGS

Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	13	15	2	PATANJALI
2	86	235	149	HINDUSTAN UNILEVER
3	176	243	67	P&G
4	219	163	-56	NIRMA
5	340	366	26	EMAMI
6	790	245	-545	CAVINKARE

Fabric Care

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	139	162	23	RIN
2	211	141	-70	TIDE
3	237	131	-106	SURF EXCEL
4	318	246	-72	UJALA
5	368	307	-61	WHEEL
6	372	242	-130	ARIEL
7	420	422	2	SUNLIGHT
8	435	234	-201	GHARI
9	641	691	50	HENKO
10	911	546	-365	FENA

Fabric Conditioner

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	947	810	-137	COMFORT FABRIC SOFTNER

Hair Care

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	111	70	-41	SUNSILK
2	208	100	-108	PANTENE
3	299	156	-143	CLINIC PLUS
4	427	475	48	HEAD & SHOULDER
5	586	470	-116	DABUR VATIKA
6	648	504	-144	LIVON
7	854	635	-219	TRESEMME
8	994	-	-	CLEAR

CATEGORY-WISE ALL INDIA LISTINGS

Hair colour

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	885	-	-	WELLA

Hair Removal

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	770	433	-337	VEET

Hairoil

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	197	125	-72	PARACHUTE
2	829	642	-187	HIMANI NAVARATNA HAIR OIL

Oral Hygiene

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	52	30	-22	COLGATE
2	194	99	-95	PEPSODENT
3	240	146	-94	CLOSE UP
4	595	-	-	WISDOM
5	606	219	-387	BABOOL
6	649	812	163	COLGATE CIBACA
7	700	220	-480	ORAL B
8	701	204	-497	SENSODYNE

Personal Hygiene Products

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	491	423	-68	WHISPER
2	993	968	-25	SOFY

CATEGORY-WISE ALL INDIA LISTINGS

Pest Repellent

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	433	179	-254	ALL OUT
2	472	216	-256	MORTEIN
3	512	218	-294	GOODKNIGHT
4	688	831	143	MAXO
5	833	725	-108	HIT
6	888	-	-	ODOMOS

Shaving Products

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	151	170	19	GILLETTE
2	607	-	-	SUPER-MAX
3	608	848	240	TOPAZ

Shaving Products - Women

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	858	508	-350	VENUS

Skin Lightening Products

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	253	149	-104	FAIR & LOVELY
2	955	993	38	FAIR AND HANDSOME

Skincare

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	321	215	-106	VASELINE
2	514	753	239	EVERYUTH
3	808	948	140	CUTICURA
4	815	-	-	CITRA

CATEGORY-WISE ALL INDIA LISTINGS

Surface Cleaner

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	694	-	-	COLIN

Toilet Cleaner

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	419	437	18	HARPIC
2	934	455	-479	DOMEX

F&B SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	44	35	-9	PEPSI	Aerated Beverages
2	47	21	-26	AMUL	Dairy - Diversified
3	50	49	-1	NESTLE	Diversified
4	57	46	-11	COCA-COLA	Aerated Beverages
5	103	33	-70	BRITANNIA	Diversified
6	106	102	-4	PARLE G	Biscuits - Brand
7	107	114	7	BISLERI	Packaged Drinking Water
8	114	128	14	PARLE	Diversified
9	123	-	-	KMF	Dairy - Diversified
10	124	153	29	NESCAFE	Instant Coffee
11	134	67	-67	CADBURY'S	Confectionery - Diversified
12	141	-	-	POLO	Confectionery
13	142	319	177	KELLOGG'S	Breakfast Cereal
14	147	73	-74	NESTLE MAGGI	Instant Noodles
15	152	112	-40	HALDIRAM'S	Packaged Snacks
16	165	85	-80	SPRITE	Aerated Beverages
17	173	160	-13	THUMS UP	Aerated Beverages
18	180	74	-106	MAAZA	Non-aerated Beverages

CATEGORY-WISE ALL INDIA LISTINGS

F&B SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
19	187	285	98	MTR	RTC Foods
20	196	90	-106	HORLICKS	Nutritional Supplement
21	216	289	73	AACHI	Spices
22	222	56	-166	LAYS	Packaged Snacks
23	230	255	25	KIT KAT	Chocolate Bar
24	231	196	-35	SUNFEAST	Diversified
25	232	264	32	TATA TEA	Tea
26	243	316	73	CADBURY DAIRY MILK	Chocolate Bar
27	246	142	-104	FANTA	Aerated Beverages
28	247	200	-47	BRU	Instant Coffee
29	250	168	-82	BOOST	Nutritional Supplement
30	254	351	97	BALAJI WAFERS	Packaged Snacks
31	257	202	-55	MIRINDA	Aerated Beverages
32	265	127	-138	LIMCA	Aerated Beverages
33	266	310	44	MDH	Spices
34	273	337	64	TATA SALT	Salt
35	294	543	249	DABUR REAL	Packaged Juice
36	298	154	-144	7UP	Aerated Beverages
37	304	151	-153	MANGO FROOTI	Non-aerated Beverages
38	325	839	514	TAJ MAHAL TEA	Tea
39	342	144	-198	KISSAN	Processed Foods
40	349	278	-71	MOTHER DAIRY	Dairy - Diversified
41	362	575	213	CADBURY'S GEMS	Candy
42	363	214	-149	RED BULL	Energy Drink
43	364	188	-176	COMPLAN	Nutritional Supplement
44	365	260	-105	EVEREST	Spices
45	373	232	-141	LIPTON	Tea
46	398	568	170	HAVMOR	Ice Cream/Frozen Dessert
47	405	-	-	PEPSICO	Diversified
48	426	181	-245	BINGO	Packaged Snacks
49	436	203	-233	SAFFOLA	Edible Oil
50	437	853	416	MELAM	Spices
51	449	118	-331	AASHIRVAAD	Staple Kitchen Ingredients
52	469	199	-270	KURKURE	Packaged Snacks
53	487	210	-277	OREO	Biscuits - Brand
54	490	365	-125	AQUAFINA	Packaged Drinking Water
55	499	-	-	ASHOK MASALE	Spices
56	500	296	-204	FORTUNE	Edible Oil

CATEGORY-WISE ALL INDIA LISTINGS

F&B SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
57	501	354	-147	RASNA	Powdered Drink
58	502	-	-	SARAS	Dairy - Diversified
59	510	327	-183	BRITANNIA GOODDAY	Biscuits - Brand
60	534	-	-	RAIL NEER	Packaged Drinking Water
61	535	820	285	BRITANNIA TIGER	Biscuits - Brand
62	544	495	-49	RAJNIGANDHA	Mouth Freshener - Traditional
63	554	-	-	SAKTHI MASALA	Spices
64	557	237	-320	BOURNVITA	Nutritional Supplement
65	561	367	-194	BROOKE BOND RED LABEL	Tea
66	562	524	-38	CADBURY 5 STAR	Chocolate Bar
67	563	-	-	SOCIETY TEA	Tea
68	570	-	-	GIRNAR	Tea
69	571	941	370	DUKE'S	Aerated Beverages
70	582	250	-332	MANGOLA	Non-aerated Beverages
71	585	-	-	BROOKE BOND TAAZA	Tea
72	592	895	303	LION	Dates
73	596	603	7	MILMA	Dairy - Diversified
74	597	-	-	AMUL MILK	Milk
75	601	384	-217	VADILAL	Ice Cream/Frozen Dessert
76	603	359	-244	HAJMOLA	Digestive Tablets
77	610	646	36	INDIA GATE BASMATI	Packaged Rice
78	617	914	297	DHARA	Edible Oil
79	618	584	-34	CADBURY PERK	Chocolate Bar
80	620	167	-453	KINLEY	Packaged Drinking Water
81	621	-	-	PAVIZHAM	Diversified
82	651	-	-	NESTLE ALPINO	Chocolate
83	658	529	-129	KRAFT	Processed Foods
84	677	-	-	PRIYOM	Spices
85	684	-	-	APPY	Non-aerated Beverages
86	689	482	-207	SLICE	Non-aerated Beverages
87	702	557	-145	HEINZ	Processed Foods
88	703	-	-	MODERN	Bakery Products
89	705	-	-	ASHOKA	RTC Foods
90	715	527	-188	MOUNTAIN DEW	Aerated Beverages
91	730	431	-299	PRIYA GOLD	Biscuits - Brand
92	731	943	212	PAN PARAG	Mouth Freshener - Traditional
93	736	-	-	HIMUL	Dairy - Diversified
94	737	-	-	BADSHAH	Spices

CATEGORY-WISE ALL INDIA LISTINGS

F&B SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
95	738	364	-374	GLUCON D	Powdered Drink
96	740	708	-32	WAGH BAKRI	Tea
97	743	674	-69	MONACO	Biscuits - Brand
98	752	916	164	DIAMOND	Packaged Snacks
99	755	372	-383	TROPICANA	Packaged Juice
100	756	-	-	PRIYA	Processed Foods
101	766	491	-275	MARIE GOLD	Biscuits - Brand
102	782	-	-	MAPRO	Processed Foods
103	784	553	-231	KWALITY WALLS	Ice Cream/Frozen Dessert
104	792	-	-	VIVA	Nutritional Supplement
105	797	775	-22	GOLD WINNER OIL	Edible Oil
106	802	590	-212	SHAKTI BHOG	Packaged Flour
107	817	118	-699	AASHIRVAAD ATTA	Packaged Flour
108	822	-	-	SHEEL	Vanaspati
109	831	915	84	KNORR	RTC Foods
110	865	525	-340	NESTLE MUNCH	Chocolate bar
111	867	-	-	SUNRISE FOODS	Diversified
112	870	528	-342	TANG	Powdered Drink
113	871	499	-372	BISK FARM	Diversified
114	884	461	-423	DAAWAT BASMATI	Packaged Rice
115	899	-	-	AVT NATURAL	Food ingredients
116	914	392	-522	ANMOL	Biscuits - Diversified
117	915	-	-	SILVER COIN	Packaged Flour
118	926	-	-	MANNA	Staple Kitchen Ingredients
119	935	-	-	KLF COCONAD	Edible Oil
120	936	-	-	LIJJAT PAPAD	RTC Foods
121	939	-	-	BRITANNIA NICE TIME	Biscuits - Brand
122	942	786	-156	MARS	Confectionery - Diversified
123	943	-	-	KANAN DEVAN	Tea
124	944	531	-413	BIKANERVALA	Packaged Snacks
125	953	661	-292	KALIMARK	Aerated Beverage manufacturer
126	954	972	18	BRITANNIA 50 50	Biscuits - Brand
127	968	-	-	GOLDIE MASALA	Spices
128	970	396	-574	BROOKE BOND TEA	Tea
129	979	-	-	DOUBLE TRISHUL	Packaged Flour
130	985	-	-	SAMRAT	Packaged Flour
131	995	-	-	DEVON	Packaged food
132	998	-	-	JUMPIN	Non-aerated Beverages

CATEGORY-WISE ALL INDIA LISTINGS

Aerated Beverage Manufacturer

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	953	661	-292	KALIMARK

Aerated Beverages

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	44	35	-9	PEPSI
2	57	46	-11	COCA-COLA
3	165	85	-80	SPRITE
4	173	160	-13	THUMS UP
5	246	142	-104	FANTA
6	257	202	-55	MIRINDA
7	265	127	-138	LIMCA
8	298	154	-144	7UP
9	571	941	370	DUKE'S
10	715	527	-188	MOUNTAIN DEW

Bakery Products

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	703	-	-	MODERN

Biscuits - Brand

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	106	102	-4	PARLE G
2	487	210	-277	OREO
3	510	327	-183	BRITANNIA GOODDAY
4	535	820	285	BRITANNIA TIGER
5	730	431	-299	PRIYA GOLD
6	743	674	-69	MONACO
7	766	491	-275	MARIE GOLD
8	939	-	-	BRITANNIA NICE TIME
9	954	972	18	BRITANNIA 50 50

CATEGORY-WISE ALL INDIA LISTINGS

Biscuits - Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	914	392	-522	ANMOL

Breakfast Cereal

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	142	319	177	KELLOGG'S

Candy

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	362	575	213	CADBURY'S GEMS

Chocolate

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	651	-	-	NESTLE ALPINO

Chocolate Bar

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	230	255	25	KIT KAT
2	243	316	73	CADBURY DAIRY MILK
3	562	524	-38	CADBURY 5 STAR
4	618	584	-34	CADBURY PERK
5	865	525	-340	NESTLE MUNCH

Confectionery

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	141	-	-	POLO

CATEGORY-WISE ALL INDIA LISTINGS

Confectionery - Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	134	67	-67	CADBURY'S
2	942	786	-156	MARS

Dairy - Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	47	21	-26	AMUL
2	123	-	-	KMF
3	349	278	-71	MOTHER DAIRY
4	502	-	-	SARAS
5	596	603	7	MILMA
6	736	-	-	HIMUL

Dates

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	592	895	303	LION

Digestive Tablets

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	603	359	-244	HAJMOLA

Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	50	49	-1	NESTLE
2	103	33	-70	BRITANNIA
3	114	128	14	PARLE
4	231	196	-35	SUNFEAST
5	405	-	-	PEPSICO
6	621	-	-	PAVIZHAM
7	867	-	-	SUNRISE FOODS
8	871	499	-372	BISK FARM

CATEGORY-WISE ALL INDIA LISTINGS

Edible Oil

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	436	203	-233	SAFFOLA
2	500	296	-204	FORTUNE
3	617	914	297	DHARA
4	797	775	-22	GOLD WINNER OIL
5	935	-	-	KLF COCONAD

Energy Drink

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	363	214	-149	RED BULL

Food ingredients

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	899	-	-	AVT NATURAL

Ice Cream/Frozen Dessert

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	398	568	170	HAVMOR
2	601	384	-217	VADILAL
3	784	553	-231	KWALITY WALLS

Instant Coffee

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	124	153	29	NESCAFE
2	247	200	-47	BRU

CATEGORY-WISE ALL INDIA LISTINGS

Instant Noodles

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	147	73	-74	NESTLE MAGGI

Milk

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	597	-	-	AMUL MILK

Mouth Freshener - Traditional

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	544	495	-49	RAJNIGANDHA
2	731	943	212	PAN PARAG

Non-aerated Beverages

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	180	74	-106	MAAZA
2	304	151	-153	MANGO FROOTI
3	582	250	-332	MANGOLA
4	684	-	-	APPY
5	689	482	-207	SLICE
6	998	-	-	JUMPIN

Nutritional Supplement

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	196	90	-106	HORLICKS
2	250	168	-82	BOOST
3	364	188	-176	COMPLAN
4	557	237	-320	BOURNVITA
5	792	-	-	VIVA

CATEGORY-WISE ALL INDIA LISTINGS

Packaged Drinking Water

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	107	114	7	BISLERI
2	490	365	-125	AQUAFINA
3	534	-	-	RAIL NEER
4	620	167	-453	KINLEY

Packaged Flour

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	802	590	-212	SHAKTI BHOG
2	817	118	-699	AASHIRVAAD ATTA
3	915	-	-	SILVER COIN
4	979	-	-	DOUBLE TRISHUL
5	985	-	-	SAMRAT

Packaged food

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	995	-	-	DEVON

Packaged Juice

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	294	543	249	DABUR REAL
2	755	372	-383	TROPICANA

Packaged Rice

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	610	646	36	INDIA GATE BASMATI
2	884	461	-423	DAAWAT BASMATI

CATEGORY-WISE ALL INDIA LISTINGS

Packaged Snacks

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	152	112	-40	HALDIRAM'S
2	222	56	-166	LAYS
3	254	351	97	BALAJI WAFERS
4	426	181	-245	BINGO
5	469	199	-270	KURKURE
6	752	916	164	DIAMOND
7	944	531	-413	BIKANERVALA

Powdered Drink

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	501	354	-147	RASNA
2	738	364	-374	GLUCON D
3	870	528	-342	TANG

Processed Foods

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	342	144	-198	KISSAN
2	658	529	-129	KRAFT
3	702	557	-145	HEINZ
4	756	-	-	PRIYA
5	782	-	-	MAPRO

RTC Foods

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	187	285	98	MTR
2	705	-	-	ASHOKA
3	831	915	84	KNORR
4	936	-	-	LIJJAT PAPAD

Salt

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	273	337	64	TATA SALT

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CATEGORY-WISE ALL INDIA LISTINGS

Spices

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	216	289	73	AACHI
2	266	310	44	MDH
3	365	260	-105	EVEREST
4	437	853	416	MELAM
5	499	-	-	ASHOK MASALE
6	554	-	-	SAKTHI MASALA
7	677	-	-	PRIYOM
8	737	-	-	BADSHAH
9	968	-	-	GOLDIE MASALA

Staple Kitchen Ingredients

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	449	118	-331	AASHIRVAAD
2	926	-	-	MANNA

Tea

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	232	264	32	TATA TEA
2	325	839	514	TAJ MAHAL TEA
3	373	232	-141	LIPTON
4	561	367	-194	BROOKE BOND RED LABEL
5	563	-	-	SOCIETY TEA
6	570	-	-	GIRNAR
7	585	-	-	BROOKE BOND TAAZA
8	740	708	-32	WAGH BAKRI
9	943	-	-	KANAN DEVAN
10	970	396	-574	BROOKE BOND TEA

Vanaspati

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	822	-	-	SHEEL

CATEGORY-WISE ALL INDIA LISTINGS

GADGETRY SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	11	29	18	OPPO	Mobile Phones
2	20	59	39	VIVO	Mobile Phones
3	23	14	-9	NOKIA	Mobile Phones
4	61	356	295	XIAOMI	Diversified
5	62	-	-	XIAOMI MI	Mobile Phone - Series
6	74	42	-32	MICROMAX	Mobile Phones
7	79	93	14	HTC	Mobile Phones
8	85	61	-24	LAVA	Mobile Phones
9	93	64	-29	MOTOROLA	Mobile Phones
10	108	71	-37	CANON	Camera
11	121	265	144	APPLE IPHONE	Mobile Phone - Series
12	122	120	-2	INTEX	Mobile Phones
13	138	115	-23	NIKON	Camera
14	146	136	-10	GIONEE	Mobile Phones
15	203	148	-55	BLACKBERRY	Mobile Phones
16	223	276	53	REDMI	Mobile Phone - Series
17	262	350	88	KARBONN	Mobile Phones
18	300	552	252	SAMSUNG GALAXY	Mobile Phone - Series
19	359	-	-	HONOR	Mobile Phones
20	456	958	502	MOTO G	Mobile Phone - Series
21	471	705	234	ONE PLUS	Mobile Phones
22	486	-	-	MOTO	Mobile Phones
23	536	811	275	NOKIA LUMIA	Mobile Phones
24	613	376	-237	XOLO	Mobile Phones
25	614	942	328	MAXX MOBILES	Mobile Phones
26	666	570	-96	SPICE MOBILES	Mobile Phones
27	675	405	-270	SANDISK	Memory storage
28	680	448	-232	LYF	Mobile Phones
29	848	556	-292	ULTRA MOBILE	Mobile Phones
30	949	717	-232	LEMON MOBILES	Mobile Phones
31	967	-	-	SIGMA	Camera Lenses

Camera

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	108	71	-37	CANON
2	138	115	-23	NIKON

CATEGORY-WISE ALL INDIA LISTINGS

Camera Lenses

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	967	-	-	SIGMA

Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	61	356	295	XIAOMI

Memory Storage

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	675	405	-270	SANDISK

Mobile Phone - Series

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	62	-	-	XIAOMI MI
2	121	265	144	APPLE IPHONE
3	223	276	53	REDMI
4	300	552	252	SAMSUNG GALAXY
5	456	958	502	MOTO G

Mobile Phones

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	11	29	18	OPPO
2	20	59	39	VIVO
3	23	14	-9	NOKIA
4	74	42	-32	MICROMAX
5	79	93	14	HTC
6	85	61	-24	LAVA
7	93	64	-29	MOTOROLA
8	122	120	-2	INTEX
9	146	136	-10	GIONEE
10	203	148	-55	BLACKBERRY
11	262	350	88	KARBONN

CATEGORY-WISE ALL INDIA LISTINGS

Mobile Phones

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
12	359	-	-	HONOR
13	471	705	234	ONE PLUS
14	486	-	-	MOTO
15	536	811	275	NOKIA LUMIA
16	613	376	-237	XOLO
17	614	942	328	MAXX MOBILES
18	666	570	-96	SPICE MOBILES
19	680	448	-232	LYF
20	848	556	-292	ULTRA MOBILE
21	949	717	-232	LEMON MOBILES

GOVERNMENT BODY SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	673	471	-202	INDIAN ARMY	Armed Forces
2	754	-	-	CBI	Investigative body
3	783	-	-	BSF	Border Security
4	890	-	-	SWACHH BHARAT MISSION	Universal Sanitation Mission
5	986	-	-	MAHAKOSH	Online integrated system - Finance

Armed Forces

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	673	471	-202	INDIAN ARMY

Border Security

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	783	-	-	BSF

Investigative Body

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	754	-	-	CBI

CATEGORY-WISE ALL INDIA LISTINGS

Online Integrated System - Finance

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	986	-	-	MAHAKOSH

Universal Sanitation Mission

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	890	-	-	SWACHH BHARAT MISSION

HEALTHCARE SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	70	68	-2	DABUR	Ayurvedic Products
2	90	283	193	CIPLA	Pharmaceuticals - Indian
3	94	57	-37	HIMALAYA	Ayurvedic Products
4	101	126	25	JOHNSON & JOHNSON	Healthcare - Diversified
5	191	659	468	SUN PHARMA	Pharmaceuticals - Indian
6	215	515	300	GSK	Pharmaceuticals - International
7	242	887	645	APOLLO HOSPITALS	Hospitals
8	251	331	80	VLCC	Health Management
9	277	867	590	MANKIND PHARMA	Pharmaceuticals - Indian
10	328	116	-212	VICKS	Cough Suppressant
11	380	930	550	ALKEM	Pharmaceuticals - Indian
12	411	442	31	CROCIN	OTC
13	418	790	372	LUPIN	Pharmaceuticals - Indian
14	424	227	-197	AJANTA PHARMA	Pharmaceuticals - Indian
15	434	921	487	ABBOTT	Pharmaceuticals - International
16	453	862	409	DR REDDY'S	Pharmaceuticals - Indian
17	465	346	-119	MOOV	Pain Balm
18	481	-	-	BIOCON	Biopharmaceuticals
19	516	953	437	NOVARTIS	Pharmaceuticals - International
20	519	-	-	BAIDYANATH	Ayurvedic Products
21	529	389	-140	IODEX	Pain Balm
22	532	-	-	HIMANI FAST RELIEF	Pain Balm
23	540	-	-	HOSPIRA	Injectables
24	542	-	-	WALGREENS	Retail - Pharmacy

CATEGORY-WISE ALL INDIA LISTINGS

HEALTHCARE SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
25	558	-	-	COLOPLAST	Medical Devices
26	567	-	-	INVACARE	Medical Equipment
27	578	-	-	INTAS	Pharmaceuticals - Indian
28	579	-	-	WOCKHARDT	Diversified
29	580	-	-	PFIZER	Pharmaceuticals - International
30	611	-	-	MAX HOSPITAL	Hospitals
31	626	-	-	ZANDU	Ayurvedic Products
32	647	619	-28	ZYDUS CADILA	Pharmaceuticals - Indian
33	660	267	-393	ZANDU BALM	Pain Balm
34	672	-	-	HLL LIFECARE	Diversified products
35	686	-	-	MEDIQUE	OTC
36	760	-	-	GLENMARK	Pharmaceuticals - Indian
37	781	763	-18	FORTIS HEALTHCARE	Hospitals
38	785	-	-	BROCHEM HEALTHCARE	Pharmaceuticals - Indian
39	827	-	-	MORVIN INDIA	Herbal Products
40	845	-	-	SARIDON	OTC
41	859	466	-393	VOLINI	Pain Balm
42	861	-	-	KEM HOSPITAL	Hospitals
43	862	829	-33	HAMDARD	Unani Medicine
44	874	484	-390	ENO	OTC
45	891	-	-	ORYA	Medical Devices
46	896	-	-	REVITAL	Food Supplement
47	933	-	-	DYNAREX	Healthcare related
48	938	-	-	DHATHRI	Ayurveda - Diversified
49	950	627	-323	AMRUTANJAN	Pain Balm
50	965	-	-	ANACIN	OTC
51	983	-	-	BHABHA HOSPITAL	Hospitals

Ayurveda - Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	938	-	-	DHATHRI

CATEGORY-WISE ALL INDIA LISTINGS

Ayurvedic Products

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	70	68	-2	DABUR
2	94	57	-37	HIMALAYA
3	519	-	-	BAIDYANATH
4	626	-	-	ZANDU

Biopharmaceuticals

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	481	-	-	BIOCON

Cough Suppressant

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	328	116	-212	VICKS

Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	579	-	-	WOCKHARDT

Diversified Products

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	672	-	-	HLL LIFECARE

Food Supplement

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	896	-	-	REVITAL

Health Management

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	251	331	80	VLCC

CATEGORY-WISE ALL INDIA LISTINGS

Healthcare - Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	101	126	25	JOHNSON & JOHNSON

Healthcare Related

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	933	-	-	DYNAREX

Herbal Products

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	827	-	-	MORVIN INDIA

Hospitals

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	242	887	645	APOLLO HOSPITALS
2	611	-	-	MAX HOSPITAL
3	781	763	-18	FORTIS HEALTHCARE
4	861	-	-	KEM HOSPITAL
5	983	-	-	BHABHA HOSPITAL

Injectables

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	540	-	-	HOSPIRA

Medical Devices

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	558	-	-	COLOPLAST
2	891	-	-	ORYA

CATEGORY-WISE ALL INDIA LISTINGS

Medical Equipment

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	567	-	-	INVACARE

OTC

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	411	442	31	CROCIN
2	686	-	-	MEDIQUE
3	845	-	-	SARIDON
4	874	484	-390	ENO
5	965	-	-	ANACIN

Pain Balm

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	465	346	-119	MOOV
2	529	389	-140	IODEX
3	532	-	-	HIMANI FAST RELIEF
4	660	267	-393	ZANDU BALM
5	859	466	-393	VOLINI
6	950	627	-323	AMRUTANJAN

Pharmaceuticals - Indian

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	90	283	193	CIPLA
2	191	659	468	SUN PHARMA
3	277	867	590	MANKIND PHARMA
4	380	930	550	ALKEM
5	418	790	372	LUPIN
6	424	227	-197	AJANTA PHARMA
7	453	862	409	DR REDDY'S
8	578	-	-	INTAS
9	647	619	-28	ZYDUS CADILA
10	760	-	-	GLENMARK
11	785	-	-	BROCHEM HEALTHCARE

CATEGORY-WISE ALL INDIA LISTINGS

Pharmaceuticals - International

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	215	515	300	GSK
2	434	921	487	ABBOTT
3	516	953	437	NOVARTIS
4	580	-	-	PFIZER

Retail - Pharmacy

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	542	-	-	WALGREENS

Unani Medicine

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	862	829	-33	HAMDARD

HOME CARE SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	345	383	38	NILKAMAL	Furniture
2	407	585	178	HINDWARE	Bath Fixtures/Sanitaryware
3	475	-	-	ROCA	Bath Fixtures/Sanitaryware
4	522	-	-	GROHE	Bath Fixtures - Luxury
5	526	894	368	JAQUAR	Bath Fixtures/Sanitaryware
6	543	-	-	TOTO	Bath Fixtures/Sanitaryware
7	577	312	-265	SLEEPWELL	Mattresses
8	629	-	-	PARRYWARE	Bath Fixtures/Sanitaryware
9	696	-	-	SUPREMO	Furniture
10	710	176	-534	KURLON	Mattresses
11	712	460	-252	SINGER	Sewing Machines
12	717	-	-	SUPREME	Furniture
13	793	576	-217	KAJARIA	Ceramics
14	819	295	-524	CERA	Bath Fixtures/Sanitaryware
15	946	-	-	DURIAN	Furniture

CATEGORY-WISE ALL INDIA LISTINGS

HOME CARE SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
16	988	-	-	RICO	Bath Fixtures/Sanitaryware
17	1000	370	-630	KOHLER	Bath Fixtures/Sanitaryware

Bath Fixtures - Luxury

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	522	-	-	GROHE

Bath Fixtures/Sanitaryware

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	407	585	178	HINDWARE
2	475	-	-	ROCA
3	526	894	368	JAQUAR
4	543	-	-	TOTO
5	629	-	-	PARRYWARE
6	819	295	-524	CERA
7	988	-	-	RICO
8	1000	370	-630	KOHLER

Ceramics

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	793	576	-217	KAJARIA

Furniture

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	345	383	38	NILKAMAL
2	696	-	-	SUPREMO
3	717	-	-	SUPREME
4	946	-	-	DURIAN

Mattresses

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	577	312	-265	SLEEPWELL
2	710	176	-534	KURLON

CATEGORY-WISE ALL INDIA LISTINGS

Sewing Machines

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	712	460	-252	SINGER

HOSPITALITY SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	348	579	231	TAJ HOTELS	Hotels - Premium
2	406	-	-	STARWOOD	Hotels - Premium
3	503	-	-	JW MARRIOTT	Hotels - Premium
4	951	740	-211	HYATT	Hotels - Premium
5	958	-	-	RADISSON BLU	Hotels - Premium

HOUSEHOLD ELECTRICALS SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	137	143	6	USHA FANS	Fans
2	195	192	-3	HAVELLS	Fast Moving Electrical Goods
3	220	440	220	ORIENT	Fans
4	281	573	292	SYSKA LED	LED
5	350	373	23	ANCHOR	Fast Moving Electrical Goods
6	361	687	326	CROMPTON GREAVES	Fast Moving Electrical Goods
7	428	477	49	ORPAT	Fans
8	430	387	-43	KHAITAN	Fans
9	619	611	-8	V GUARD	Fast Moving Electrical Goods
10	758	498	-260	LUMINOUS	Invertors / Batteries
11	773	-	-	POLAR	Fans
12	857	-	-	LEGRAND	Fast Moving Electrical Goods

Invertors / Batteries

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	758	498	-260	LUMINOUS

CATEGORY-WISE ALL INDIA LISTINGS

Fast Moving Electrical Goods

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	195	192	-3	HAVELLS
2	350	373	23	ANCHOR
3	361	687	326	CROMPTON GREAVES
4	619	611	-8	V GUARD
5	857	-	-	LEGRAND

Household Electricals

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	137	143	6	USHA FANS
2	220	440	220	ORIENT
3	428	477	49	ORPAT
4	430	387	-43	KHAITAN
5	773	-	-	POLAR

LED

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	281	573	292	SYSKA LED

INTERNATIONAL BODY SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	385	-	-	UNICEF	Children's Welfare
2	790	-	-	UNESCO	Human Rights

Children's Welfare

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	385	-	-	UNICEF

Human Rights

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	790	-	-	UNESCO

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CATEGORY-WISE ALL INDIA LISTINGS



INTERNET, PHONE APP SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	18	40	22	GOOGLE	Internet Search
2	49	95	46	FACEBOOK	Social Networking
3	53	65	12	AMAZON	Online Retailer - Diversified
4	84	269	185	E BAY	Online Retailer - Diversified
5	92	117	25	YAHOO	Internet Search
6	115	121	6	FLIPKART	Online Retailer - Diversified
7	156	97	-59	OLA	Online Taxi Aggregator
8	164	280	116	WHATSAPP	Instant Messaging Service
9	179	268	89	YOUTUBE	Video-sharing
10	189	315	126	OLX.IN	Internet Classifieds Service
11	233	175	-58	TWITTER	Social Networking
12	249	184	-65	PAYTM	Online Payment Service
13	283	677	394	PAYPAL	Online Payment Service
14	322	180	-142	SNAPDEAL	Online Retailer - Diversified
15	335	233	-102	UBER	Online Taxi Aggregator
16	397	297	-100	MYNTRA	Online Retailer - Fashion
17	447	597	150	GMAIL	Email Service
18	460	966	506	NETFLIX	Video Streaming
19	508	483	-25	QUIKR	Internet Classifieds Service
20	643	685	42	INSTAGRAM	Social Networking
21	652	826	174	JABONG	Online Retailer - Fashion
22	654	-	-	SHOPCLUES.COM	Online Retailer - Diversified
23	692	-	-	FLORA	Floral delivery
24	735	600	-135	HIKE	Instant Messaging Service
25	812	-	-	GOOGLE CHROME	Browser
26	826	-	-	BIG BASKET	Online Retailer - Grocery
27	847	-	-	OYO ROOMS	Hotel room aggregation
28	889	803	-86	JUSTDIAL	Local Search Services
29	905	-	-	FREECHARGE	Online Payment Service
30	924	-	-	CHICCO	Baby Products
31	996	-	-	FOODPANDA	Online Food Aggregator

Baby Products

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	924	-	-	CHICCO

CATEGORY-WISE ALL INDIA LISTINGS

Browser

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	812	-	-	GOOGLE CHROME

Email Service

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	447	597	150	GMAIL

Floral delivery

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	692	-	-	FLORA

Hotel Room Aggregation

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	847	-	-	OYO ROOMS

Instant Messaging Service

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	164	280	116	WHATSAPP
2	735	600	-135	HIKE

Internet Classifieds Service

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	189	315	126	OLX.IN
2	508	483	-25	QUIKR

Internet Search

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	18	40	22	GOOGLE
2	92	117	25	YAHOO

Internet/Phone App

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	179	268	89	YOUTUBE

CATEGORY-WISE ALL INDIA LISTINGS

Local Search Services

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	889	803	-86	JUSTDIAL

Online Food Aggregator

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	996	-	-	FOODPANDA

Online Payment Service

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	249	184	-65	PAYTM
2	283	677	394	PAYPAL
3	905	-	-	FREECHARGE

Online Retailer - Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	53	65	12	AMAZON
2	84	269	185	E BAY
3	115	121	6	FLIPKART
4	322	180	-142	SNAPDEAL
5	654	-	-	SHOPCLUES.COM

Online Retailer - Fashion

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	397	297	-100	MYNTRA
2	652	826	174	JABONG

Online Retailer - Grocery

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	826	-	-	BIG BASKET

CATEGORY-WISE ALL INDIA LISTINGS

Online Taxi Aggregator

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	156	97	-59	OLA
2	335	233	-102	UBER

Social Networking

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	49	95	46	FACEBOOK
2	233	175	-58	TWITTER
3	643	685	42	INSTAGRAM

Video Streaming

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	460	966	506	NETFLIX

KITCHENCARE SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	316	221	-95	PRESTIGE	Cookware
2	410	262	-148	MILTON	Kitchen Products
3	495	937	442	BUTTERFLY APPLIANCES	Kitchen Appliances
4	687	-	-	NOVA APPLIANCES	Kitchen Appliances
5	718	478	-240	PRINCEWARE	Kitchen Appliances
6	750	-	-	CHAKSON	Cookware
7	807	-	-	RAMSON	Kitchen Products
8	882	598	-284	HAWKINS	Cookware
9	910	357	-553	PREETHI	Kitchen Appliances

Cookware

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	316	221	-95	PRESTIGE
2	750	-	-	CHAKSON
3	882	598	-284	HAWKINS

CATEGORY-WISE ALL INDIA LISTINGS

Kitchen Appliances

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	495	937	442	BUTTERFLY APPLIANCES
2	687	-	-	NOVA APPLIANCES
3	718	478	-240	PRINCEWARE
4	910	357	-553	PREETHI

Kitchen Products

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	410	262	-148	MILTON
2	807	-	-	RAMSON

MANUFACTURING SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	183	111	-72	ASIAN PAINTS	Paints
2	198	-	-	SURYA CEMENT	Cement
3	207	185	-22	AMBUJA CEMENT	Cement
4	241	244	3	ACC CEMENT	Cement
5	378	-	-	DEWALT	Power Tools
6	403	519	116	LEGO	Toys
7	417	458	41	TATA STEEL	Metal
8	429	878	449	LAFARGE	Cement
9	431	-	-	TAPARIA	Hand Tools
10	452	-	-	JP CEMENT	Cement
11	461	-	-	CAT	Construction Equipment
12	466	742	276	FINOLEX	Diversified
13	479	205	-274	NEROLAC	Paints
14	518	595	77	SINTEX	Diversified
15	538	385	-153	DULUX	Paints
16	564	-	-	ESCORTS GROUP	Engineering - Diversified

CATEGORY-WISE ALL INDIA LISTINGS

MANUFACTURING SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
17	566	-	-	ADHUNIK	TMT Bars
18	637	-	-	BINANI CEMENT	Cement
19	698	837	139	BERGER PAINTS	Paints
20	761	-	-	TOMY	Toys
21	772	-	-	GREEN PLY	Plywood
22	787	679	-108	ATLAS CYCLES	Cycles
23	814	-	-	ATUL	Chemicals
24	828	658	-170	BIRLA CEMENT	Cement
25	840	-	-	ROYALE EMULSION	Paints - Brand
26	843	-	-	PRO KENNEX	Tennis Racquets
27	948	-	-	WEGA	Coffee machines
28	952	652	-300	JK CEMENT	Cement
29	969	-	-	STAR CEMENT	Cement
30	972	-	-	ZOLOTO	Pipes
31	974	-	-	HINDALCO	Metal
32	981	-	-	JCB	Engineering - Diversified
33	984	-	-	LINE O MATIC	Printing Machinery
34	990	-	-	LIFE LINE	Fitness Equipments
35	991	891	-100	JINDAL STEEL	Metal
36	997	-	-	KILBURN	Engineering

Cement

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	198	-	-	SURYA CEMENT
2	207	185	-22	AMBUJA CEMENT
3	241	244	3	ACC CEMENT
4	429	878	449	LAFARGE
5	452	-	-	JP CEMENT
6	637	-	-	BINANI CEMENT
7	828	658	-170	BIRLA CEMENT
8	952	652	-300	JK CEMENT
9	969	-	-	STAR CEMENT

Chemicals

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	814	-	-	ATUL

CATEGORY-WISE ALL INDIA LISTINGS

Coffee machines

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	948	-	-	WEGA

Construction Equipment

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	461	-	-	CAT

Cycles

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	787	679	-108	ATLAS CYCLES

Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	466	742	276	FINOLEX
2	518	595	77	SINTEX

Engineering

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	997	-	-	KILBURN

Engineering - Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	564	-	-	ESCORTS GROUP
2	981	-	-	JCB

Fitness Equipments

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	990	-	-	LIFE LINE

Hand Tools

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	431	-	-	TAPARIA

CATEGORY-WISE ALL INDIA LISTINGS

Metal

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	417	458	41	TATA STEEL
2	974	-	-	HINDALCO
3	991	891	-100	JINDAL STEEL

Paints

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	183	111	-72	ASIAN PAINTS
2	479	205	-274	NEROLAC
3	538	385	-153	DULUX
4	698	837	139	BERGER PAINTS

Paints - Brand

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	840	-	-	ROYALE EMULSION

Pipes

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	972	-	-	ZOLOTO

Plywood

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	772	-	-	GREEN PLY

Power Tools

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	378	-	-	DEWALT

Printing Machinery

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	984	-	-	LINE O MATIC

CATEGORY-WISE ALL INDIA LISTINGS

Tennis Racquets

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	843	-	-	PRO KENNEX

TMT Bars

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	566	-	-	ADHUNIK

Toys

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	403	519	116	LEGO
2	761	-	-	TOMY

MEDIA - PRINT SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	150	355	205	TIMES OF INDIA	Newspaper - English
2	320	773	453	HINDUSTAN TIMES	Newspaper - English
3	379	860	481	NAVBHARAT TIMES	Newspaper - Hindi
4	440	596	156	INDIA TODAY	Magazine - English
5	609	734	125	MUMBAI MIRROR	Newspaper - English
6	642	476	-166	MID DAY	Newspaper - English
7	646	-	-	DNA	Newspaper - English
8	665	522	-143	THE HINDU	Newspaper - English
9	794	-	-	INDIAN EXPRESS	Newspaper - English
10	835	-	-	FEMINA	Magazine - English
11	841	721	-120	OUTLOOK	Magazine - English
12	897	-	-	TIME	Magazine - International
13	900	343	-557	HINDUSTAN	Newspaper - Hindi
14	906	-	-	THE WEEK	Magazine - English
15	920	682	-238	LOKMAT	Newspaper - Marathi
16	971	-	-	ANANDABAZAR PATRIKA	Newspaper- Bengali

CATEGORY-WISE ALL INDIA LISTINGS

Magazine - English

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	440	596	156	INDIA TODAY
2	835	-	-	FEMINA
3	841	721	-120	OUTLOOK
4	906	-	-	THE WEEK

Magazine - International

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	897	-	-	TIME

Newspaper - English

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	150	355	205	TIMES OF INDIA
2	320	773	453	HINDUSTAN TIMES
3	609	734	125	MUMBAI MIRROR
4	642	476	-166	MID DAY
5	646	-	-	DNA
6	665	522	-143	THE HINDU
7	794	-	-	INDIAN EXPRESS

Newspaper - Hindi

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	379	860	481	NAVBHARAT TIMES
2	900	343	-557	HINDUSTAN

Newspaper - Marathi

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	920	682	-238	LOKMAT

Newspaper- Bengali

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	971	-	-	ANANDABAZAR PATRIKA

CATEGORY-WISE ALL INDIA LISTINGS

MEDIA - TV SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	127	96	-31	AAJ TAK	Hindi News
2	158	-	-	REPUBLIC TV	English News
3	190	236	46	ZEE TV	Hindi GEC
4	217	279	62	NDTV	TV Channel Network
5	256	328	72	DISNEY CHANNEL	Kids Channel
6	287	298	11	MTV	Music Channel
7	305	241	-64	STAR PLUS	Hindi GEC
8	432	363	-69	ZEE NEWS	Hindi News
9	441	444	3	ABP NEWS	Hindi News
10	476	-	-	INDIA TV	Hindi News
11	497	313	-184	COLORS TV	Hindi GEC
12	545	-	-	SUN TV	Tamil - GEC
13	635	-	-	ZEE CINEMA	Hindi Movie Channel
14	636	258	-378	ZEE	TV Channel Network
15	670	631	-39	ZOOM TV	Music Channel
16	690	615	-75	CNBC TV18	TV Network - Business News
17	724	-	-	VIJAY TV	Tamil - GEC
18	853	494	-359	LIFE OK	Hindi GEC
19	864	-	-	CNN	International News
20	894	-	-	POLIMER TV	Tamil - GEC
21	916	259	-657	DISCOVERY	Factual Entertainment
22	917	-	-	STAR	Hindi GEC
23	989	-	-	NBC NEWS	International News

TV Network - Business News

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	690	615	-75	CNBC TV18

English News

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	158	-	-	REPUBLIC TV

Factual Entertainment

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	916	259	-657	DISCOVERY

CATEGORY-WISE ALL INDIA LISTINGS

Hindi GEC

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	190	236	46	ZEE TV
2	305	241	-64	STAR PLUS
3	497	313	-184	COLORS TV
4	853	494	-359	LIFE OK
5	917	-	-	STAR

Hindi Movie Channel

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	635	-	-	ZEE CINEMA

Hindi News

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	127	96	-31	AAJ TAK
2	432	363	-69	ZEE NEWS
3	441	444	3	ABP NEWS
4	476	-	-	INDIA TV

International News

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	864	-	-	CNN
2	989	-	-	NBC NEWS

Kids Channel

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	256	328	72	DISNEY CHANNEL

Music Channel

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	287	298	11	MTV
2	670	631	-39	ZOOM TV

CATEGORY-WISE ALL INDIA LISTINGS

Tamil - GEC

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	545	-	-	SUN TV
2	724	-	-	VIJAY TV
3	894	-	-	POLIMER TV

TV Channel Network

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	217	279	62	NDTV
2	636	258	-378	ZEE

MINING SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	813	-	-	COAL INDIA	Coal

NGO SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	633	-	-	CRY	Child Rights
2	999	830	-169	CARE INDIA	Youth empowerment

Child Rights

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	633	-	-	CRY

Youth Empowerment

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	999	830	-169	CARE INDIA

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CATEGORY-WISE ALL INDIA LISTINGS

PERSONAL ACCESSORIES SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	8	37	29	NIKE	Sportswear
2	12	44	32	PUMA	Sportswear
3	19	24	5	ADIDAS	Sportswear
4	27	12	-15	BATA	Footwear
5	31	36	5	TITAN	Watches
6	54	31	-23	SONATA	Watches
7	56	26	-30	REEBOK	Sportswear
8	77	101	24	ROLEX	Luxury Watches
9	95	150	55	RADO	Luxury Watches
10	102	123	21	WOODLAND	Outdoor Gear
11	145	248	103	VIP	Luggage/Bags
12	163	393	230	RAYBAN	Eyewear
13	168	502	334	FILA	Sportswear
14	170	-	-	LIBERTY	Footwear
15	199	282	83	VKC	Footwear
16	226	358	132	SPARX	Footwear
17	236	222	-14	PARAGON	Footwear
18	258	171	-87	TANISHQ	Jewellery
19	296	173	-123	RELAXO	Footwear
20	303	404	101	CITIZEN	Watches
21	319	676	357	AMERICAN TOURISTER	Luggage/Bags
22	323	341	18	TIMEX	Watches
23	327	574	247	SKYBAGS	Luggage/Bags
24	416	-	-	RED CHIEF	Footwear
25	439	956	517	ACTION	Footwear
26	443	789	346	TISSOT	Luxury Watches
27	468	710	242	GRT JEWELLERS	Jewellery
28	489	667	178	LOTTO	Footwear
29	496	516	20	OMEGA	Watches
30	521	-	-	G-SHOCK	Watches
31	523	-	-	JQR	Sportswear
32	546	649	103	P C CHANDRA JEWELLERS	Jewellery
33	568	977	409	SEIKO	Watches
34	574	-	-	WILDCRAFT	Outdoor gear
35	575	299	-276	KHADIM'S	Footwear
36	581	381	-200	KALYAN JEWELLERS	Jewellery
37	583	791	208	LUNAR	Footwear
38	616	-	-	MOCHI	Footwear

CATEGORY-WISE ALL INDIA LISTINGS

PERSONAL ACCESSORIES SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
39	707	-	-	LAKHANI	Footwear
40	725	-	-	MAXIMA	Watches
41	728	849	121	SAFARI	Luggage/Bags
42	830	-	-	VANS	Sportswear
43	836	-	-	POPY	Umbrella
44	838	-	-	SAMSONITE	Luggage/Bags
45	919	-	-	CAMPUS	Footwear
46	961	-	-	REDTAPE	Footwear

Eyewear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	163	393	230	RAYBAN

Footwear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	27	12	-15	BATA
2	170	-	-	LIBERTY
3	199	282	83	VKC
4	226	358	132	SPARX
5	236	222	-14	PARAGON
6	296	173	-123	RELAXO
7	416	-	-	RED CHIEF
8	439	956	517	ACTION
9	489	667	178	LOTTO
10	575	299	-276	KHADIM'S
11	583	791	208	LUNAR
12	616	-	-	MOCHI
13	707	-	-	LAKHANI
14	919	-	-	CAMPUS
15	961	-	-	REDTAPE

CATEGORY-WISE ALL INDIA LISTINGS

Jewellery

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	258	171	-87	TANISHQ
2	468	710	242	GRT JEWELLERS
3	546	649	103	P C CHANDRA JEWELLERS
4	581	381	-200	KALYAN JEWELLERS

Luggage/Bags

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	145	248	103	VIP
2	319	676	357	AMERICAN TOURISTER
3	327	574	247	SKYBAGS
4	728	849	121	SAFARI
5	838	-	-	SAMSONITE

Luxury Watches

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	77	101	24	ROLEX
2	95	150	55	RADO
3	443	789	346	TISSOT

Outdoor Gear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	102	123	21	WOODLAND
2	574	-	-	WILDCRAFT

Sportswear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	8	37	29	NIKE
2	12	44	32	PUMA
3	19	24	5	ADIDAS
4	56	26	-30	REEBOK
5	168	502	334	FILA
6	523	-	-	JQR
7	830	-	-	VANS

CATEGORY-WISE ALL INDIA LISTINGS

Umbrella

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	836	-	-	POPY

Watches

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	31	36	5	TITAN
2	54	31	-23	SONATA
3	303	404	101	CITIZEN
4	323	341	18	TIMEX
5	496	516	20	OMEGA
6	521	-	-	G-SHOCK
7	568	977	409	SEIKO
8	725	-	-	MAXIMA

REAL ESTATE SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	351	-	-	LODHA	Diversified
2	478	-	-	HIRANANDANI	Diversified
3	528	-	-	DLF	Diversified
4	547	-	-	KALPATARU	Diversified
5	605	-	-	K. RAHEJA	Diversified
6	713	-	-	HDIL	Diversified

RETAIL SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	48	48	0	KFC	QSR
2	73	81	8	PIZZA HUT	Diner/Restaurant
3	75	110	35	MCDONALD'S	QSR
4	89	78	-11	DOMINO'S	QSR
5	126	-	-	CVS PHARMACY	Pharmacy Chain
6	169	132	-37	BIG BAZAAR	Personal Goods
7	174	194	20	PANTALOONS	Fashion

CATEGORY-WISE ALL INDIA LISTINGS

RETAIL SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
8	284	164	-120	SUBWAY	QSR
9	309	447	138	IKEA	Ready-to-Assemble Furniture
10	341	398	57	WILLS LIFESTYLE	Fashion - Premium
11	346	371	25	METRO	Footwear
12	360	706	346	CAFE COFFEE DAY	Café
13	367	330	-37	LIFESTYLE	Fashion
14	390	980	590	COSTCO	Hypermarket - International
15	391	314	-77	SHOPPERS STOP	Personal Goods
16	393	-	-	YUM FOODS	QSR - Corporate
17	404	497	93	CROMA	Consumer Electronics
18	423	-	-	PHOENIX MILLS	Mall
19	444	-	-	PETCO	Pet Retail
20	455	-	-	PUBLIX	Hypermarket - International
21	457	-	-	OKJ	Jewellery
22	488	408	-80	WALMART	Hypermarket - International
23	541	608	67	D MART	Hypermarket - Indian
24	587	-	-	DARDEN	Restaurant Chain - Corporate
25	632	-	-	WHOLE FOODS	Hypermarket - International
26	659	518	-141	MONGINIS	Cakeshop
27	695	701	6	MORE	Hypermarket - Indian
28	719	651	-68	WESTSIDE	Personal Goods
29	722	-	-	AUCHAN	Hypermarket - International
30	739	-	-	GKB OPTICALS	Eyewear
31	744	-	-	RELIANCE FRESH	Grocery
32	767	326	-441	STARBUCKS	Café
33	796	-	-	FLEMINGO	Duty Free Shops
34	803	-	-	NILGIRI'S	Hypermarket - Indian
35	805	602	-203	BURGER KING	QSR
36	816	-	-	PARADISE	Restaurant - Biryani
37	842	-	-	GLOBUS	Fashion
38	846	-	-	CHENNAI SILKS	Readymades
39	855	-	-	SARAVANA STORES	Diversified
40	893	-	-	KOYLA	Restaurant
41	940	640	-300	ARCHIES	Greeting Cards and Gifts
42	960	-	-	FAB INDIA	Handmade Products
43	963	-	-	JUMBOKING	QSR - Indian
44	978	711	-267	TARGET	Hypermarket - International
45	982	-	-	RELIANCE TRENDS	Fashion

CATEGORY-WISE ALL INDIA LISTINGS

Café

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	360	706	346	CAFE COFFEE DAY
2	767	326	-441	STARBUCKS

Cakeshop

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	659	518	-141	MONGINIS

Consumer Electronics

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	404	497	93	CROMA

Diner/Restaurant

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	73	81	8	PIZZA HUT

Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	855	-	-	SARAVANA STORES

Duty Free Shops

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	796	-	-	FLEMINGO

Eyewear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	739	-	-	GKB OPTICALS

CATEGORY-WISE ALL INDIA LISTINGS

Fashion

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	174	194	20	PANTALOONS
2	367	330	-37	LIFESTYLE
3	842	-	-	GLOBUS
4	982	-	-	RELIANCE TRENDS

Fashion - Premium

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	341	398	57	WILLS LIFESTYLE

Footwear

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	346	371	25	METRO

Greeting Cards and Gifts

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	940	640	-300	ARCHIES

Grocery

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	744	-	-	RELIANCE FRESH

Handmade Products

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	960	-	-	FAB INDIA

Hypermarket - Indian

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	541	608	67	D MART
2	695	701	6	MORE
3	803	-	-	NILGIRI'S

CATEGORY-WISE ALL INDIA LISTINGS

Hypermarket - International

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	390	980	590	COSTCO
2	455	-	-	PUBLIX
3	488	408	-80	WALMART
4	632	-	-	WHOLE FOODS
5	722	-	-	AUCHAN
6	978	711	-267	TARGET

Jewellery

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	457	-	-	OKJ

Mall

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	423	-	-	PHOENIX MILLS

Personal Goods

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	169	132	-37	BIG BAZAAR
2	391	314	-77	SHOPPERS STOP
3	719	651	-68	WESTSIDE

Pet Retail

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	444	-	-	PETCO

Pharmacy Chain

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	126	-	-	CVS PHARMACY

CATEGORY-WISE ALL INDIA LISTINGS

QSR

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	48	48	0	KFC
2	75	110	35	MCDONALD'S
3	89	78	-11	DOMINO'S
4	284	164	-120	SUBWAY
5	805	602	-203	BURGER KING

QSR - Corporate

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	393	-	-	YUM FOODS

QSR - Indian

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	963	-	-	JUMBOKING

Readymades

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	846	-	-	CHENNAI SILKS

Ready-to-Assemble Furniture

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	309	447	138	IKEA

Restaurant

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	893	-	-	KOYLA

CATEGORY-WISE ALL INDIA LISTINGS

Restaurant - Biryani

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	816	-	-	PARADISE

Restaurant Chain - Corporate

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	587	-	-	DARDEN

SERVICES SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	45	140	95	IBM	Consulting/Services
2	162	507	345	UPS COURIER	Express Services - International
3	181	432	251	DHL	Express Services - International
4	285	630	345	BLUE DART	Express Service - Domestic
5	344	480	136	ACCENTURE	Professional Services
6	352	449	97	FEDEX	Express Services - International
7	354	275	-79	DTDC	Express Service - Domestic
8	537	-	-	SYSCO	Food Distribution
9	625	-	-	HERTZ	Car Renters
10	678	-	-	TYSON	Food Distribution
11	746	-	-	FIRST FLIGHT COURIERS	Express Service - Domestic
12	869	-	-	TCI	Travel Services

Car Renters

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	625	-	-	HERTZ

Consulting/Services

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	45	140	95	IBM

CATEGORY-WISE ALL INDIA LISTINGS

Express Service - Domestic

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	285	630	345	BLUE DART
2	354	275	-79	DTDC
3	746	-	-	FIRST FLIGHT COURIERS

Express Services - International

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	162	507	345	UPS COURIER
2	181	432	251	DHL
3	352	449	97	FEDEX

Food Distribution

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	537	-	-	SYSCO
2	678	-	-	TYSON

Professional Services

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	344	480	136	ACCENTURE

Travel Services

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	869	-	-	TCI

SPORTS SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	615	739	124	IPL	Cricket League



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CATEGORY-WISE ALL INDIA LISTINGS

STATIONARY SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	132	69	-63	NATARAJ	Writing Accessories
2	153	187	34	CELLO	Writing Accessories
3	159	198	39	REYNOLDS	Writing Accessories
4	269	134	-135	CAMLIN	Diversified
5	307	106	-201	APSARA STATIONERY	Writing Accessories
6	353	738	385	LEXI PENS	Writing Accessories
7	421	288	-133	CLASSMATE	Notebooks
8	480	410	-70	PARKER	Premium Writing Accessories
9	653	636	-17	MONTEX	Writing Accessories
10	683	-	-	ZEBRA	Writing Accessories
11	685	967	282	LINC PENS	Writing Accessories
12	764	344	-420	DOMS	Diversified
13	769	-	-	ROTOMAC	Writing Accessories
14	824	302	-522	CAMEL	Writing Accessories
15	892	-	-	LUXOR	Writing Accessories
16	927	935	8	NAVNEET	Diversified
17	957	655	-302	FABER CASTELL	Premium Writing Accessories

Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	269	134	-135	CAMLIN
2	764	344	-420	DOMS
3	927	935	8	NAVNEET

Notebooks

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	421	288	-133	CLASSMATE

Premium Writing Accessories

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	480	410	-70	PARKER
2	957	655	-302	FABER CASTELL

CATEGORY-WISE ALL INDIA LISTINGS

Writing Accessories

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	132	69	-63	NATARAJ
2	153	187	34	CELLO
3	159	198	39	REYNOLDS
4	307	106	-201	APSARA STATIONERY
5	353	738	385	LEXI PENS
6	653	636	-17	MONTEX
7	683	-	-	ZEBRA
8	685	967	282	LINC PENS
9	769	-	-	ROTOMAC
10	824	302	-522	CAMEL
11	892	-	-	LUXOR

TECHNOLOGY SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	5	4	-1	APPLE	Personal Technology - Diversified
2	6	8	2	DELL	Personal Technology
3	9	11	2	HEWLETT PACKARD	Personal Technology
4	22	79	57	MICROSOFT	Software Products
5	30	9	-21	LENOVO	Personal Technology - Diversified
6	41	17	-24	PHILIPS	Technology - Diversified
7	64	129	65	HCL	Personal Technology
8	71	147	76	INTEL	Semiconductor
9	87	75	-12	ACER	Personal Technology
10	128	639	511	SAP	Software Products
11	149	369	220	CISCO	Networks - Diversified
12	155	60	-95	ASUS	Personal Technology
13	166	457	291	ORACLE	Software Products
14	202	226	24	INFOSYS	Software Services
15	205	473	268	SIEMENS	Technology - Diversified
16	212	325	113	KODAK	Imaging Products
17	225	286	61	CASIO	Personal Technology - Diversified
18	302	238	-64	I BALL	Personal Technology
19	312	332	20	TCS	Software Services

CATEGORY-WISE ALL INDIA LISTINGS

TECHNOLOGY SUPER CATEGORY

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
20	396	-	-	APPLE iMAC	Desktop - Brand
21	412	321	-91	XEROX	Document Technology
22	706	-	-	AMD	Semiconductor
23	709	456	-253	EPSON	Personal Technology
24	786	462	-324	COMPAQ	Personal Technology
25	925	-	-	KINGSTON	Memory storage
26	992	641	-351	ADOBE	Software Products

Desktop - Brand

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	396	-	-	APPLE iMAC

Document Technology

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	412	321	-91	XEROX

Imaging Products

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	212	325	113	KODAK

Memory Storage

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	925	-	-	KINGSTON

Networks - Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	149	369	220	CISCO

CATEGORY-WISE ALL INDIA LISTINGS

Personal Technology

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	6	8	2	DELL
2	9	11	2	HEWLETT PACKARD
3	64	129	65	HCL
4	87	75	-12	ACER
5	155	60	-95	ASUS
6	302	238	-64	I BALL
7	709	456	-253	EPSON
8	786	462	-324	COMPAQ

Personal Technology - Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	5	4	-1	APPLE
2	30	9	-21	LENOVO
3	225	286	61	CASIO

Semiconductor

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	71	147	76	INTEL
2	706	-	-	AMD

Software Products

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	22	79	57	MICROSOFT
2	128	639	511	SAP
3	166	457	291	ORACLE
4	992	641	-351	ADOBE

Software Services

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	202	226	24	INFOSYS
2	312	332	20	TCS

CATEGORY-WISE ALL INDIA LISTINGS

Technology - Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	41	17	-24	PHILIPS
2	205	473	268	SIEMENS

TELECOM SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	28	16	-12	AIRTEL	Mobile Service Provider
2	35	19	-16	RELIANCE JIO	Mobile Service Provider
3	36	39	3	VODAFONE	Mobile Service Provider
4	55	82	27	IDEA	Mobile Service Provider
5	112	105	-7	BSNL	Mobile Service Provider
6	235	158	-77	AIRCEL	Mobile Service Provider
7	288	197	-91	TATA DOCOMO	Mobile Service Provider
8	289	304	15	MTNL	Landline Service Provider
9	527	-	-	TELENOR	Mobile Service Provider
10	776	669	-107	HUAWEI	Diversified
11	818	317	-501	MATRIX	International SIM Cards

Diversified

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	776	669	-107	HUAWEI

International SIM Cards

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	818	317	-501	MATRIX

CATEGORY-WISE ALL INDIA LISTINGS

Mobile Service Provider

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	28	16	-12	AIRTEL
2	35	19	-16	RELIANCE JIO
3	36	39	3	VODAFONE
4	55	82	27	IDEA
5	112	105	-7	BSNL
6	235	158	-77	AIRCEL
7	288	197	-91	TATA DOCOMO
8	289	304	15	MTNL
9	527	-	-	TELENOR

TRANSPORTATION SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	109	251	142	AIR INDIA	Government Airlines
2	270	549	279	JET AIRWAYS	Airlines - Indian
3	338	378	40	INDIGO AIRLINES	Airlines - Indian
4	448	923	475	INDIAN RAILWAYS	Rail Transportation
5	473	-	-	DTC	Government Bus Service
6	494	962	468	GO AIR	Airlines - Indian
7	598	-	-	BEST	Government Bus Service
8	623	-	-	LUFTHANSA	Airlines - International
9	681	172	-509	SPICEJET	Airlines - Indian
10	788	-	-	BRITISH AIRWAYS	Airlines - International
11	868	-	-	SEA PRINCESS	Cruise Ship
12	903	-	-	DMRC	Metro

Airlines - Indian

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	270	549	279	JET AIRWAYS
2	338	378	40	INDIGO AIRLINES
3	494	962	468	GO AIR
4	681	172	-509	SPICEJET

CATEGORY-WISE ALL INDIA LISTINGS

Airlines - International

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	623	-	-	LUFTHANSA
2	788	-	-	BRITISH AIRWAYS

Cruise Ship

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	868	-	-	SEA PRINCESS

Government Airlines

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	109	251	142	AIR INDIA

Government Bus Service

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	473	-	-	DTC
2	598	-	-	BEST

Metro

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	903	-	-	DMRC

Rail Transportation

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	448	923	475	INDIAN RAILWAYS

The technique is Trust.



Grow your business
with our Trust-steered
PR approaches.

2010



Indian Consultancy
of the year

2011



Best PR Agency
of the Year

2014



Excellence in Government
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Sharvari Pawar | M: 9920114724 | E: sharvari.pawar@bluelotuspr.com

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07

**All India Listing Of India's
1000 Most Trusted Brands**

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
1	1	0	SAMSUNG	Consumer Electronics	Diversified
2	2	0	SONY	Consumer Electronics	Diversified
3	3	0	LG	Consumer Electronics	Diversified
4	5	1	TATA	Diversified	Diversified
5	4	-1	APPLE	Technology	Personal Technology - Diversified
6	8	2	DELL	Technology	Personal Technology
7	6	-1	HONDA	Automobile	Four Wheeler - Manufacturer
8	37	29	NIKE	Personal Accessories	Sportswear
9	11	2	HEWLETT PACKARD	Technology	Personal Technology
10	7	-3	MARUTI SUZUKI	Automobile	Four Wheeler - Manufacturer
11	29	18	OPPO	Gadgetry	Mobile Phones
12	44	32	PUMA	Personal Accessories	Sportswear
13	15	2	PATANJALI	FMCG	Diversified
14	22	8	RELIANCE	Diversified	Diversified
15	45	30	BMW	Automobile	Four Wheeler - Luxury
16	10	-6	BAJAJ	Diversified	Diversified
17	23	6	GODREJ	Diversified	Diversified
18	40	22	GOOGLE	Internet/Phone app	Internet Search
19	24	5	ADIDAS	Personal Accessories	Sportswear
20	59	39	VIVO	Gadgetry	Mobile Phones
21	13	-8	STATE BANK OF INDIA	BFSI	Bank - PSU
22	79	57	MICROSOFT	Technology	Software Products
23	14	-9	NOKIA	Gadgetry	Mobile Phones
24	18	-6	LIC	BFSI	Life Insurance - PSU
25	62	37	AUDI	Automobile	Four Wheeler - Luxury
26	41	15	HYUNDAI	Automobile	Four Wheeler - Manufacturer
27	12	-15	BATA	Personal Accessories	Footwear
28	16	-12	AIRTEL	Telecom	Mobile Service Provider
29	28	-1	LAKME	FMCG	Cosmetics
30	9	-21	LENOVO	Technology	Personal Technology - Diversified
31	36	5	TITAN	Personal Accessories	Watches
32	521	489	MAHINDRA & MAHINDRA	Diversified	Diversified
33	256	223	HERO MOTOCORP	Automobile	Two Wheeler - Manufacturer
34	20	-14	LUX	FMCG	Bath/Beauty
35	19	-16	RELIANCE JIO	Telecom	Mobile Service Provider
36	39	3	VODAFONE	Telecom	Mobile Service Provider
37	43	6	PANASONIC	Consumer Electronics	Diversified
38	47	9	ICICI BANK	BFSI	Bank - Private
39	27	-12	WHIRLPOOL	Durables	Diversified
40	66	26	WIPRO	Diversified	Diversified



Jumping into top 10



Ringling right up year-on-year since 2015



Ruling the category



Speeding up into India's Trusted top 50



Swirling up to lead the category

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
41	17	-24	PHILIPS	Technology	Technology - Diversified
42	195	153	HDFC BANK	BFSI	Bank - Private
43	324	281	ARROW	Apparels	Formalwear
44	35	-9	PEPSI	Food & Beverage	Aerated Beverages
45	140	95	IBM	Services	Consulting/Services
46	50	4	RAYMOND	Apparels	Fabrics to Brands
47	21	-26	AMUL	Food & Beverage	Dairy - Diversified
48	48	0	KFC	Retail	QSR
49	95	46	FACEBOOK	Internet/Phone app	Social Networking
50	49	-1	NESTLE	Food & Beverage	Diversified
51	52	1	TOYOTA	Automobile	Four Wheeler - Manufacturer
52	30	-22	COLGATE	FMCG	Oral Hygiene
53	65	12	AMAZON	Internet/Phone app	Online Retailer - Diversified
54	31	-23	SONATA	Personal Accessories	Watches
55	82	27	IDEA	Telecom	Mobile Service Provider
56	26	-30	REEBOK	Personal Accessories	Sportswear
57	46	-11	COCA-COLA	Food & Beverage	Aerated Beverages
58	54	-4	LEVI'S	Apparels	Casualwear
59	104	45	FASTRACK	Branded Fashion	Branded Fashion
60	34	-26	TVS	Automobile	Two Wheeler - Manufacturer
61	356	295	XIAOMI	Gadgetry	Diversified
62	-	-	XIAOMI MI	Gadgetry	Mobile Phone - Series
63	53	-10	VIDEOCON	Diversified	Diversified
64	129	65	HCL	Technology	Personal Technology
65	133	68	ROYAL ENFIELD	Automobile	Two Wheeler - Manufacturer
66	25	-41	DOVE	FMCG	Bath/Beauty
67	83	16	ZARA	Apparels	Fast Fashion
68	63	-5	FORD	Automobile	Four Wheeler - Manufacturer
69	38	-31	PONDS	FMCG	Cosmetics
70	68	-2	DABUR	Healthcare	Ayurvedic Products
71	147	76	INTEL	Technology	Semiconductor
72	301	229	MERCEDES BENZ	Automobile	Four Wheeler - Luxury
73	81	8	PIZZA HUT	Retail	Diner/Restaurant
74	42	-32	MICROMAX	Gadgetry	Mobile Phones
75	110	35	MCDONALD'S	Retail	QSR
76	94	18	SUZUKI	Automobile	Four Wheeler - Manufacturer
77	101	24	ROLEX	Personal Accessories	Luxury Watches
78	349	271	SKODA	Automobile	Four Wheeler - Manufacturer
79	93	14	HTC	Gadgetry	Mobile Phones
80	51	-29	DETTOL	FMCG	Antiseptic Products



Shooting straight to bulls-eye



Dec'17-Feb'18 BTR fieldwork, helps brand miss controversies



Voda-Idea, or Idea-Voda? BTR'18 may help resolve new identity



Fashion Fastracking



41 rank bathroom slip for beauty bar

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
81	-	-	JETKING	Education	Training Institute - Hardware & Net.
82	91	9	L'OREAL	FMCG	Cosmetics
83	32	-51	YAMAHA	Automobile	Two Wheeler - Manufacturer
84	269	185	E BAY	Internet/Phone app	Online Retailer - Diversified
85	61	-24	LAVA	Gadgetry	Mobile Phones
86	235	149	HINDUSTAN UNILEVER	FMCG	Diversified
87	75	-12	ACER	Technology	Personal Technology
88	-	-	GE	Diversified	Diversified
89	78	-11	DOMINO'S	Retail	QSR
90	283	193	CIPLA	Healthcare	Pharmaceuticals - Indian
91	89	-2	AXIS BANK	BFSI	Bank - Private
92	117	25	YAHOO	Internet/Phone app	Internet Search
93	64	-29	MOTOROLA	Gadgetry	Mobile Phones
94	57	-37	HIMALAYA	Healthcare	Ayurvedic Products
95	150	55	RADO	Personal Accessories	Luxury Watches
96	374	278	OTTO	Apparels	Menswear
97	58	-39	ITC	Diversified	Diversified
98	87	-11	NIVEA	FMCG	Bath/Beauty
99	55	-44	ONIDA	Consumer Electronics	Diversified
100	124	24	PETER ENGLAND	Apparels	Menswear
101	126	25	JOHNSON & JOHNSON	Healthcare	Healthcare - Diversified
102	123	21	WOODLAND	Personal Accessories	Outdoor Gear
103	33	-70	BRITANNIA	Food & Beverage	Diversified
104	138	34	HITACHI	Diversified	Diversified
105	-	-	FOX ENTERTAINMENT GROUP	Entertainment	Diversified
106	102	-4	PARLE G	Food & Beverage	Biscuits - Brand
107	114	7	BISLERI	Food & Beverage	Packaged Drinking Water
108	71	-37	CANON	Gadgetry	Camera
109	251	142	AIR INDIA	Transportation	Government Airlines
110	159	49	JOCKEY	Apparels	Innerwear
111	70	-41	SUNSIK	FMCG	Hair Care
112	105	-7	BSNL	Telecom	Mobile Service Provider
113	731	618	ADITYA BIRLA	Diversified	Diversified
114	128	14	PARLE	Food & Beverage	Diversified
115	121	6	FLIPKART	Internet/Phone app	Online Retailer - Diversified
116	113	-3	HSBC	BFSI	Bank - Foreign
117	77	-40	VOLTAS	Durables	Air Conditioning
118	76	-42	LEE	Apparels	Casualwear
119	213	94	KINGFISHER	Alcoholic Beverages	Beer
120	240	120	ALLEN SOLLY	Apparels	Fast Fashion



Jetking
Better Life

Training evolution in progress



Great Entrance by GE...



Fashion Fastracking



A new battle everyday

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
121	265	144	APPLE iPhone	Gadgetry	Mobile Phone - Series
122	120	-2	INTEX	Gadgetry	Mobile Phones
123	-	-	KMF	Food & Beverage	Dairy - Diversified
124	153	29	NESCAFE	Food & Beverage	Instant Coffee
125	161	36	NISSAN	Automobile	Four Wheeler - Manufacturer
126	-	-	CVS PHARMACY	Retail	Pharmacy Chain
127	96	-31	AAJ TAK	Media - TV	Hindi News
128	639	511	SAP	Technology	Software Products
129	109	-20	LOTUS	FMCG	Cosmetics
130	139	9	MRF	Automobile-Related	Tyres
131	450	319	DENIM	Branded Fashion	Branded Fashion
132	69	-63	NATARAJ	Stationery	Writing Accessories
133	336	203	H&M	Apparels	Fast Fashion
134	67	-67	CADBURY'S	Food & Beverage	Confectionery - Diversified
135	272	137	CEAT	Automobile-Related	Tyres
136	406	270	TOMMY HILFINGER	Branded Fashion	Premium Fashion
137	143	6	USHA FANS	Household Electricals	Fans
138	115	-23	NIKON	Gadgetry	Camera
139	162	23	RIN	FMCG	Fabric Care
140	-	-	MARUTI SUZUKI ALTO 800	Automobile	Car - Hatchback
141	-	-	POLO	Food & Beverage	Confectionery
142	319	177	KELLOGG'S	Food & Beverage	Breakfast Cereal
143	72	-71	FOGG	FMCG	Deo/Perfume
144	84	-60	GARNIER	FMCG	Bath/Beauty
145	248	103	VIP	Personal Accessories	Luggage/Bags
146	136	-10	GIONEE	Gadgetry	Mobile Phones
147	73	-74	NESTLE MAGGI	Food & Beverage	Instant Noodles
148	108	-40	LIFEBUOY	FMCG	Bath/Beauty
149	369	220	CISCO	Technology	Networks - Diversified
150	355	205	TIMES OF INDIA	Media - Print	Newspaper - English
151	170	19	GILLETTE	FMCG	Shaving Products
152	112	-40	HALDIRAM'S	Food & Beverage	Packaged Snacks
153	187	34	CELLO	Stationery	Writing Accessories
154	840	686	JP MORGAN	BFSI	Financial Services - Diversified
155	60	-95	ASUS	Technology	Personal Technology
156	97	-59	OLA	Internet/Phone app	Online Taxi Aggregator
157	257	100	JAGUAR	Automobile	Four Wheeler - Luxury
158	-	-	REPUBLIC TV	Media - TV	English News
159	198	39	REYNOLDS	Stationery	Writing Accessories
160	261	101	CITIBANK	BFSI	Bank - Foreign



Voda-Idea, or Idea-Voda? BTR18 may help resolve new identity



46 year old tech brand jumping over 500 Trust ranks



No brakes for this brand



A bagful of trust - climbs over 100 ranks over last year



A new battle everyday

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018



India's fastest growing scotch brand, beats the walker by many steps



Continues to steal the thunder



Coated with aesthetic Trust



Emission scandal impact over?



Did the first-ever India TVC do its trick?

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
161	604	443	BLACK DOG	Alcoholic Beverages	Scotch Whisky
162	507	345	UPS COURIER	Services	Express Services - International
163	393	230	RAYBAN	Personal Accessories	Eyewear
164	280	116	WHATSAPP	Internet/Phone app	Instant Messaging Service
165	85	-80	SPRITE	Food & Beverage	Aerated Beverages
166	457	291	ORACLE	Technology	Software Products
167	130	-37	AMERICAN EXPRESS	BFSI	Credit/Debit card
168	502	334	FILA	Personal Accessories	Sportswear
169	132	-37	BIG BAZAAR	Retail	Personal Goods
170	-	-	LIBERTY	Personal Accessories	Footwear
171	274	103	MUTHOOT FINANCE	BFSI	Financial Services
172	305	133	ASHOK LEYLAND	Automobile	Commercial Vehicles
173	160	-13	THUMS UP	Food & Beverage	Aerated Beverages
174	194	20	PANTALOONS	Retail	Fashion
175	186	11	VISA	BFSI	Credit/Debit card
176	243	67	P&G	FMCG	Diversified
177	119	-58	AMWAY	FMCG	Direct Selling
178	145	-33	TOSHIBA	Consumer Electronics	Diversified
179	268	89	YOUTUBE	Internet/Phone app	Video-sharing
180	74	-106	MAAZA	Food & Beverage	Non-aerated Beverages
181	432	251	DHL	Services	Express Services - International
182	-	-	HMT	Automobile	Tractors
183	111	-72	ASIAN PAINTS	Manufacturing	Paints
184	308	124	RENAULT	Automobile	Four Wheeler - Manufacturer
185	98	-87	PEARS	FMCG	Bath/Beauty
186	252	66	PAMPERS	FMCG	Diapers
187	285	98	MTR	Food & Beverage	RTC Foods
188	271	83	CALVIN KLEIN	Branded Fashion	Premium Fashion
189	315	126	OLX.IN	Internet/Phone app	Internet Classifieds Service
190	236	46	ZEE TV	Media - TV	Hindi GEC
191	659	468	SUN PHARMA	Healthcare	Pharmaceuticals - Indian
192	253	61	VOLKSWAGEN	Automobile	Four Wheeler - Manufacturer
193	513	320	JBL	Consumer Electronics	Audio Equipment
194	99	-95	PEPSODENT	FMCG	Oral Hygiene
195	192	-3	HAVELLS	Household Electricals	Fast Moving Electrical Goods
196	90	-106	HORLICKS	Food & Beverage	Nutritional Supplement
197	125	-72	PARACHUTE	FMCG	Hairoil
198	-	-	SURYA CEMENT	Manufacturing	Cement
199	282	83	VKC	Personal Accessories	Footwear
200	824	624	BUDWEISER	Alcoholic Beverages	Beer

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
201	290	89	FERRARI	Automobile	Four Wheeler - Luxury
202	226	24	INFOSYS	Technology	Software Services
203	148	-55	BLACKBERRY	Gadgetry	Mobile Phones
204	157	-47	VIMAL	Apparels	Fabrics to Brands
205	473	268	SIEMENS	Technology	Technology - Diversified
206	169	-37	SANSUI	Consumer Electronics	Diversified
207	185	-22	AMBUJA CEMENT	Manufacturing	Cement
208	100	-108	PANTENE	FMCG	Hair Care
209	225	16	L&T	Diversified	Diversified
210	231	21	HONDA ACTIVA	Automobile	Automatic Scooter
211	141	-70	TIDE	FMCG	Fabric Care
212	325	113	KODAK	Technology	Imaging Products
213	-	-	UM MOTORCYCLES	Automobile	Two Wheeler - Manufacturer
214	493	279	YES BANK	BFSI	Bank - Private
215	515	300	GSK	Healthcare	Pharmaceuticals - International
216	289	73	AACHI	Food & Beverage	Spices
217	279	62	NDTV	Media - TV	TV Channel Network
218	122	-96	GUCCI	Branded Fashion	Luxury Fashion
219	163	-56	NIRMA	FMCG	Diversified
220	440	220	ORIENT	Household Electricals	Fans
221	-	-	KOTAK MAHINDRA GROUP	BFSI	Diversified
222	56	-166	LAYS	Food & Beverage	Packaged Snacks
223	276	53	REDMI	Gadgetry	Mobile Phone - Series
224	452	228	LEE COOPER	Apparels	Casualwear
225	286	61	CASIO	Technology	Personal Technology - Diversified
226	358	132	SPARX	Personal Accessories	Footwear
227	360	133	BPL	Diversified	Diversified
228	377	149	RBI	BFSI	Bank - Federal
229	453	224	BANK OF INDIA	BFSI	Bank - PSU
230	255	25	KIT KAT	Food & Beverage	Chocolate Bar
231	196	-35	SUNFEAST	Food & Beverage	Diversified
232	264	32	TATA TEA	Food & Beverage	Tea
233	175	-58	TWITTER	Internet/Phone app	Social Networking
234	190	-44	SANTOOR	FMCG	Bath/Beauty
235	158	-77	AIRCEL	Telecom	Mobile Service Provider
236	222	-14	PARAGON	Personal Accessories	Footwear
237	131	-106	SURF EXCEL	FMCG	Fabric Care
238	-	-	AVON	FMCG	Direct Selling
239	166	-73	AXE	FMCG	Deo/Perfume
240	146	-94	CLOSE UP	FMCG	Oral Hygiene



The trust of a mother



Break banta hai!

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
241	244	3	ACC CEMENT	Manufacturing	Cement
242	887	645	APOLLO HOSPITALS	Healthcare	Hospitals
243	316	73	CADBURY DAIRY MILK	Food & Beverage	Chocolate Bar
244	426	182	PRADA	Branded Fashion	Luxury Fashion
245	211	-34	HAIER	Consumer Electronics	Diversified
246	142	-104	FANTA	Food & Beverage	Aerated Beverages
247	200	-47	BRU	Food & Beverage	Instant Coffee
248	427	179	SIYARAM	Apparels	Fabrics
249	184	-65	PAYTM	Internet/Phone app	Online Payment Service
250	168	-82	BOOST	Food & Beverage	Nutritional Supplement
251	331	80	VLCC	Healthcare	Health Management
252	311	59	INDIAN OIL	Energy	Oil and Gas - Domestic
253	149	-104	FAIR & LOVELY	FMCG	Skin Lightening Products
254	351	97	BALAJI WAFERS	Food & Beverage	Packaged Snacks
255	536	281	TURTLE	Apparels	Menswear
256	328	72	DISNEY CHANNEL	Media - TV	Kids Channel
257	202	-55	MIRINDA	Food & Beverage	Aerated Beverages
258	171	-87	TANISHQ	Personal Accessories	Jewellery
259	223	-36	MEDIMIX	FMCG	Bath/Beauty - Ayurvedic
260	514	254	MARLBORO	FMCG	Cigarette
261	662	401	DATSUN	Automobile	Four Wheeler - Manufacturer
262	350	88	KARBONN	Gadgetry	Mobile Phones
263	208	-55	BOROLINE	FMCG	Antiseptic Cream - Ayurvedic
264	191	-73	US POLO	Apparels	Casualwear
265	127	-138	LIMCA	Food & Beverage	Aerated Beverages
266	310	44	MDH	Food & Beverage	Spices
267	329	62	IDBI	BFSI	Bank - PSU
268	178	-90	MAX	Diversified	Diversified
269	134	-135	CAMLIN	Stationery	Diversified
270	549	279	JET AIRWAYS	Transportation	Airlines - Indian
271	135	-136	CINTHOL	FMCG	Bath/Beauty
272	419	147	WRANGLER	Apparels	Casualwear
273	337	64	TATA SALT	Food & Beverage	Salt
274	713	439	DENA BANK	BFSI	Bank - PSU
275	189	-86	TATA SKY	DTH	DTH
276	479	203	DURACELL	FMCG	Consumer Batteries
277	867	590	MANKIND PHARMA	Healthcare	Pharmaceuticals - Indian
278	86	-192	REXONA	FMCG	Deo/Perfume
279	230	-49	TATA MOTORS	Automobile	Four Wheeler - Manufacturer
280	-	-	W	Apparels	Womenswear



Orange flavour dips over 100 ranks



A crispy climb of 97 ranks



Indian brand making climbs despite enormous Chinese pressure



Desh ke namak ka bharosa strong hai!

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
281	573	292	SYSKA LED	Household Electricals	LED
282	284	2	PARK AVENUE	Apparels	Menswear
283	677	394	PAYPAL	Internet/Phone app	Online Payment Service
284	164	-120	SUBWAY	Retail	QSR
285	630	345	BLUE DART	Services	Express Service - Domestic
286	647	361	COTTON KING	Apparels	Casualwear
287	298	11	MTV	Media - TV	Music Channel
288	197	-91	TATA DOCOMO	Telecom	Mobile Service Provider
289	304	15	MTNL	Telecom	Landline Service Provider
290	723	433	EICHER	Automobile	Commercial Vehicles
291	291	0	FEVICOL	FMCG	Adhesive
292	287	-5	ARMANI	Branded Fashion	Luxury Fashion
293	249	-44	BANK OF BARODA	BFSI	Bank - PSU
294	543	249	DABUR REAL	Food & Beverage	Packaged Juice
295	306	11	MANGO	Apparels	Womenswear
296	173	-123	RELAXO	Personal Accessories	Footwear
297	339	42	PUNJAB NATIONAL BANK	BFSI	Bank - PSU
298	154	-144	7UP	Food & Beverage	Aerated Beverages
299	156	-143	CLINIC PLUS	FMCG	Hair Care
300	552	252	SAMSUNG GALAXY	Gadgetry	Mobile Phone - Series
301	80	-221	IFB APPLIANCES	Durables	Diversified
302	238	-64	I BALL	Technology	Personal Technology
303	404	101	CITIZEN	Personal Accessories	Watches
304	151	-153	MANGO FROOTI	Food & Beverage	Non-aerated Beverages
305	241	-64	STAR PLUS	Media - TV	Hindi GEC
306	352	46	GOLD FLAKE	FMCG	Cigarette
307	106	-201	APSARA STATIONERY	Stationery	Writing Accessories
308	415	107	RUPA	Apparels	Innerwear
309	447	138	IKEA	Retail	Ready-to-Assemble Furniture
310	563	253	RAMRAJ	Apparels	Dhotis
311	421	110	FIAT	Automobile	Four Wheeler - Manufacturer
312	332	20	TCS	Technology	Software Services
313	263	-50	VAN HEUSEN	Apparels	Formalwear
314	-	-	KTM	Automobile	Two Wheeler - Manufacturer
315	645	330	PEPE	Apparels	Casualwear
316	221	-95	PRESTIGE	Kitchen Care	Cookware
317	294	-23	SHARP	Consumer Electronics	Diversified
318	246	-72	UJALA	FMCG	Fabric Care
319	676	357	AMERICAN TOURISTER	Personal Accessories	Luggage/Bags
320	773	453	HINDUSTAN TIMES	Media - Print	Newspaper - English


Cotton da king!


IKEA... A trusted idea


Prestige loses several notches in trust

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018



To watch out for...



RELIGARE

BTR '18 fieldwork time before SIFO probe



Prestige loses several notches in trust



Entry of Huawei's phone brand

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
321	215	-106	VASELINE	FMCG	Skincare
322	180	-142	SNAPDEAL	Internet/Phone app	Online Retailer - Diversified
323	341	18	TIMEX	Personal Accessories	Watches
324	229	-95	VIM	FMCG	Dishcare
325	839	514	TAJ MAHAL TEA	Food & Beverage	Tea
326	657	331	NIPPO BATTERIES	FMCG	Consumer Batteries
327	574	247	SKYBAGS	Personal Accessories	Luggage/Bags
328	116	-212	VICKS	Healthcare	Cough Suppressant
329	443	114	ROYAL STAG	Alcoholic Beverages	Whisky
330	165	-165	KOTAK MAHINDRA BANK	BFSI	Bank - Private
331	270	-61	KENT	Durables	Water Purifier
332	-	-	RELIGARE	BFSI	Diversified
333	605	272	ZODIAC	Apparels	Menswear
334	400	66	CASTROL	Automobile-Related	Lubricants
335	233	-102	UBER	Internet/Phone app	Online Taxi Aggregator
336	247	-89	HAMAM	FMCG	Bath/Beauty
337	333	-4	KELVINATOR	Durables	Diversified
338	378	40	INDIGO AIRLINES	Transportation	Airlines - Indian
339	626	287	EVEREADY	FMCG	Consumer Batteries
340	366	26	EMAMI	FMCG	Diversified
341	398	57	WILLS LIFESTYLE	Retail	Fashion - Premium
342	144	-198	KISSAN	Food & Beverage	Processed Foods
343	88	-255	OLAY	FMCG	Cosmetics
344	480	136	ACCENTURE	Services	Professional Services
345	383	38	NILKAMAL	Home Care	Furniture
346	371	25	METRO	Retail	Footwear
347	174	-173	BAJAJ PULSAR	Automobile	Two Wheeler - Brand
348	579	231	TAJ HOTELS	Hospitality	Hotels - Premium
349	278	-71	MOTHER DAIRY	Food & Beverage	Dairy - Diversified
350	373	23	ANCHOR	Household Electricals	Fast Moving Electrical Goods
351	-	-	LODHA	Real Estate	Diversified
352	449	97	FEDEX	Services	Express Services - International
353	738	385	LEXI PENS	Stationery	Writing Accessories
354	275	-79	DTDC	Services	Express Service - Domestic
355	-	-	SAMSUNG (TV)	Consumer Electronics	Television
356	318	-38	VICCO	FMCG	Bath/Beauty - Ayurvedic
357	-	-	ANDHRA BANK	BFSI	Bank - PSU
358	-	-	SONY (TV)	Consumer Electronics	Television
359	-	-	HONOR	Gadgetry	Mobile Phones
360	706	346	CAFE COFFEE DAY	Retail	Café

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
361	687	326	CROMPTON GREAVES	Household Electricals	Fast Moving Electrical Goods
362	575	213	CADBURY'S GEMS	Food & Beverage	Candy
363	214	-149	RED BULL	Food & Beverage	Energy Drink
364	188	-176	COMPLAN	Food & Beverage	Nutritional Supplement
365	260	-105	EVEREST	Food & Beverage	Spices
366	463	97	DIESEL	Branded Fashion	Premium Fashion
367	330	-37	LIFESTYLE	Retail	Fashion
368	307	-61	WHEEL	FMCG	Fabric Care
369	547	178	MITSUBISHI	Automobile	Four Wheeler - Manufacturer
370	338	-32	SAVLON	FMCG	Antiseptic Products
371	496	125	SIGNATURE	Alcoholic Beverages	Whisky
372	242	-130	ARIEL	FMCG	Fabric Care
373	232	-141	LIPTON	Food & Beverage	Tea
374	209	-165	BOSCH	Automobile-Related	Automobile Electronics
375	182	-193	BOROPLUS	FMCG	Antiseptic Cream - Ayurvedic
376	425	49	GAP	Apparels	Fast Fashion
377	293	-84	CHEVROLET	Automobile	Four Wheeler - Manufacturer
378	-	-	DEWALT	Manufacturing	Power Tools
379	860	481	NAVBHARAT TIMES	Media - Print	Newspaper - Hindi
380	930	550	ALKEM	Healthcare	Pharmaceuticals - Indian
381	-	-	AND	Apparels	Womenswear
382	-	-	TCL	Durables	Diversified
383	737	354	BHARAT PETROLEUM	Energy	Oil and Gas - Domestic
384	558	174	PIONEER	Consumer Electronics	Audio Equipment
385	-	-	UNICEF	International Body	Children's Welfare
386	550	164	REVLON	FMCG	Cosmetics
387	435	48	TATA NANO	Automobile	Car - Hatchback
388	416	28	KENSTAR	Durables	Diversified
389	347	-42	UNION BANK OF INDIA	BFSI	Bank - PSU
390	980	590	COSTCO	Retail	Hypermarket - International
391	314	-77	SHOPPERS STOP	Retail	Personal Goods
392	-	-	INDIABULLS	Diversified	Diversified
393	-	-	YUM FOODS	Retail	QSR - Corporate
394	-	-	FORCE MOTORS	Automobile	Commercial Vehicles
395	-	-	ALLIANZ	BFSI	Insurance & Asset Management
396	-	-	APPLE iMAC	Technology	Desktop - Brand
397	297	-100	MYNTRA	Internet/Phone app	Online Retailer - Fashion
398	568	170	HAVMOR	Food & Beverage	Ice Cream/Frozen Dessert
399	856	457	LOUIS VUITTON	Branded Fashion	Luxury Fashion
400	-	-	ALLAHABAD BANK	BFSI	Bank - PSU



Life in steady style

DEWALT

This year's power pack entry



Global child protection icon



Savouring the trust taste

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
401	-	-	MUFTI	Apparels	Menswear
402	403	1	ADANI GROUP	Diversified	Diversified
403	519	116	LEGO	Manufacturing	Toys
404	497	93	CROMA	Retail	Consumer Electronics
405	-	-	PEPSICO	Food & Beverage	Diversified
406	-	-	STARWOOD	Hospitality	Hotels - Premium
407	585	178	HINDWARE	Home Care	Bath Fixtures/Sanitaryware
408	-	-	BEING HUMAN	Branded Fashion	Branded Fashion
409	281	-128	BLUE STAR	Durables	Air Conditioning
410	262	-148	MILTON	Kitchen Care	Kitchen Products
411	442	31	CROCIN	Healthcare	OTC
412	321	-91	XEROX	Technology	Document Technology
413	-	-	BBVA	BFSI	Bank - Foreign
414	587	173	ROLLS ROYCE	Automobile	Four Wheeler - Luxury
415	653	238	PVR	Entertainment	Cinema - Display
416	-	-	RED CHIEF	Personal Accessories	Footwear
417	458	41	TATA STEEL	Manufacturing	Metal
418	790	372	LUPIN	Healthcare	Pharmaceuticals - Indian
419	437	18	HARPIC	FMCG	Toilet Cleaner
420	422	2	SUNLIGHT	FMCG	Fabric Care
421	288	-133	CLASSMATE	Stationery	Notebooks
422	910	488	ICICI HOME FINANCE	BFSI	Home Finance
423	-	-	PHOENIX MILLS	Retail	Mall
424	227	-197	AJANTA PHARMA	Healthcare	Pharmaceuticals - Indian
425	-	-	MAAN	Apparels	Kidswear
426	181	-245	BINGO	Food & Beverage	Packaged Snacks
427	475	48	HEAD & SHOULDER	FMCG	Hair Care
428	477	49	ORPAT	Household Electricals	Fans
429	878	449	LAFARGE	Manufacturing	Cement
430	387	-43	KHAITAN	Household Electricals	Fans
431	-	-	TAPARIA	Manufacturing	Hand Tools
432	363	-69	ZEE NEWS	Media - TV	Hindi News
433	179	-254	ALL OUT	FMCG	Pest Repellent
434	921	487	ABBOTT	Healthcare	Pharmaceuticals - International
435	234	-201	GHARI	FMCG	Fabric Care
436	203	-233	SAFFOLA	Food & Beverage	Edible Oil
437	853	416	MELAM	Food & Beverage	Spices
438	-	-	BHARAT BENZ	Automobile	Commercial Vehicles
439	956	517	ACTION	Personal Accessories	Footwear
440	596	156	INDIA TODAY	Media - Print	Magazine - English



Grounded approach to trust



The Columbus mistake rectified



Caught in a twist... 245 trust rank fall



Brand trust getting oily - slips 233 ranks

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
441	444	3	ABP NEWS	Media - TV	Hindi News
442	414	-28	DAIKIN	Durables	Air Conditioning
443	789	346	TISSOT	Personal Accessories	Luxury Watches
444	-	-	PETCO	Retail	Pet Retail
445	593	148	ONGC	Energy	Oil and Gas - Domestic
446	375	-71	SAHARA	Diversified	Diversified
447	597	150	GMAIL	Internet/Phone app	Email Service
448	923	475	INDIAN RAILWAYS	Transportation	Rail Transportation
449	118	-331	AASHIRVAAD	Food & Beverage	Staple Kitchen Ingredients
450	-	-	HARMONY	Apparels	Fashionwear
451	401	-50	ORIFLAME	FMCG	Direct Selling
452	-	-	JP CEMENT	Manufacturing	Cement
453	862	409	DR REDDY'S	Healthcare	Pharmaceuticals - Indian
454	353	-101	MARUTI SUZUKI SWIFT	Automobile	Car - Hatchback
455	-	-	PUBLIX	Retail	Hypermarket - International
456	958	502	MOTO G	Gadgetry	Mobile Phone - Series
457	-	-	OKJ	Retail	Jewellery
458	561	103	INDUSIND BANK	BFSI	Bank - Private
459	472	13	AVIVA LIFE INSURANCE	BFSI	Insurance - Private
460	966	506	NETFLIX	Internet/Phone app	Video Streaming
461	-	-	CAT	Manufacturing	Construction Equipment
462	368	-94	BHARATGAS	Energy	LPG
463	607	144	CHRISTIAN DIOR	Branded Fashion	Luxury Fashion
464	-	-	VIDEOCON (TV)	Consumer Electronics	Television
465	346	-119	MOOV	Healthcare	Pain Balm
466	742	276	FINOLEX	Manufacturing	Diversified
467	-	-	IIT	Education	Engineering Institution - Public
468	710	242	GRT JEWELLERS	Personal Accessories	Jewellery
469	199	-270	KURKURE	Food & Beverage	Packaged Snacks
470	-	-	CATERPILLAR	Diversified	Diversified
471	705	234	ONE PLUS	Gadgetry	Mobile Phones
472	216	-256	MORTEIN	FMCG	Pest Repellent
473	-	-	DTC	Transportation	Government Bus Service
474	430	-44	PORSCHE	Automobile	Four Wheeler - Luxury
475	-	-	ROCA	Home Care	Bath Fixtures/Sanitaryware
476	-	-	INDIA TV	Media - TV	Hindi News
477	690	213	LAMBORGHINI	Automobile	Four Wheeler - Luxury
478	-	-	HIRANANDANI	Real Estate	Diversified
479	205	-274	NEROLAC	Manufacturing	Paints
480	410	-70	PARKER	Stationery	Premium Writing Accessories



IR arrives early:
475 ranks earlier
than last year



85 years of glitter;
limelight in BTR '18



Time to flutter: first
time entrant

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
481	-	-	BIOCON	Healthcare	Biopharmaceuticals
482	362	-120	BRIDGESTONE	Automobile-Related	Tyres
483	92	-391	EXIDE	Automobile-Related	Auto - Batteries
484	778	294	SPYKAR	Apparels	Casualwear
485	-	-	KIRLOSKAR	Diversified	Diversified
486	-	-	MOTO	Gadgetry	Mobile Phones
487	210	-277	OREO	Food & Beverage	Biscuits - Brand
488	408	-80	WALMART	Retail	Hypermarket - International
489	667	178	LOTTO	Personal Accessories	Footwear
490	365	-125	AQUAFINA	Food & Beverage	Packaged Drinking Water
491	423	-68	WHISPER	FMCG	Personal Hygiene Products
492	459	-33	POTHYS	Apparels	Ethnicwear
493	361	-132	MAYBELLINE	FMCG	Cosmetics
494	962	468	GO AIR	Transportation	Airlines - Indian
495	937	442	BUTTERFLY APPLIANCES	Kitchen Care	Kitchen Appliances
496	516	20	OMEGA	Personal Accessories	Watches
497	313	-184	COLORS TV	Media - TV	Hindi GEC
498	407	-91	WILD STONE	FMCG	Deo/Perfume
499	-	-	ASHOK MASALE	Food & Beverage	Spices
500	296	-204	FORTUNE	Food & Beverage	Edible Oil
501	354	-147	RASNA	Food & Beverage	Powdered Drink
502	-	-	SARAS	Food & Beverage	Dairy - Diversified
503	-	-	JW MARRIOTT	Hospitality	Hotels - Premium
504	-	-	HONDA CITY	Automobile	Four Wheeler - Brand
505	137	-368	BIBA	Apparels	Ethnicwear - Women
506	388	-118	LACOSTE	Apparels	Casualwear
507	969	462	SOFTBANK	BFSI	Venture Capital
508	483	-25	QUIKR	Internet/Phone app	Internet Classifieds Service
509	454	-55	DHFL	BFSI	Home Finance
510	327	-183	BRITANNIA GOODDAY	Food & Beverage	Biscuits - Brand
511	-	-	DUNLOP	Automobile-Related	Tyres
512	218	-294	GOODKNIGHT	FMCG	Pest Repellent
513	-	-	JKL	Apparels	Workwear
514	753	239	EVERYUTH	FMCG	Skincare
515	567	52	LUX COZI	Apparels	Innerwear
516	953	437	NOVARTIS	Healthcare	Pharmaceuticals - International
517	-	-	GENERAL MOTORS	Automobile	Four Wheeler - Manufacturer
518	595	77	SINTEX	Manufacturing	Diversified
519	-	-	BAIDYANATH	Healthcare	Ayurvedic Products
520	177	-343	DISH TV	DTH	DTH



Is the gloss over? Trust colour fades by 132 ranks



Indias' desi swag falls 368 ranks



ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
521	-	-	G-SHOCK	Personal Accessories	Watches
522	-	-	GROHE	Home Care	Bath Fixtures - Luxury
523	-	-	JQR	Personal Accessories	Sportswear
524	-	-	TESLA	Automobile	Four Wheeler - Electric
525	909	384	MONTE CARLO	Apparels	Diversified
526	894	368	JAQUAR	Home Care	Bath Fixtures/Sanitaryware
527	-	-	TELENOR	Telecom	Mobile Service Provider
528	-	-	DLF	Real Estate	Diversified
529	389	-140	IODEX	Healthcare	Pain Balm
530	511	-19	LOUIS PHILIPPE	Apparels	Formalwear
531	634	103	TATA INDICA	Automobile	Car - Hatchback
532	-	-	HIMANI FAST RELIEF	Healthcare	Pain Balm
533	418	-115	AQUAGUARD	Durables	Water Purifier
534	-	-	RAIL NEER	Food & Beverage	Packaged Drinking Water
535	820	285	BRITANNIA TIGER	Food & Beverage	Biscuits - Brand
536	811	275	NOKIA LUMIA	Gadgetry	Mobile Phones
537	-	-	SYSCO	Services	Food Distribution
538	385	-153	DULUX	Manufacturing	Paints
539	488	-51	CANARA BANK	BFSI	Bank - PSU
540	-	-	HOSPIRA	Healthcare	Injectables
541	608	67	D MART	Retail	Hypermarket - Indian
542	-	-	WALGREENS	Healthcare	Retail - Pharmacy
543	-	-	TOTO	Home Care	Bath Fixtures/Sanitaryware
544	495	-49	RAJNIGANDHA	Food & Beverage	Mouth Freshener - Traditional
545	-	-	SUN TV	Media - TV	Tamil - GEC
546	649	103	P C CHANDRA JEWELLERS	Personal Accessories	Jewellery
547	-	-	KALPATARU	Real Estate	Diversified
548	613	65	DOLLAR	Apparels	Innerwear
549	-	-	LLOYD	Durables	Diversified
550	207	-343	VIVEL	FMCG	Bath/Beauty
551	-	-	VERO MODA	Apparels	Womenswear
552	-	-	JOHNNIE WALKER	Alcoholic Beverages	Scotch Whisky
553	-	-	JEEP	Automobile	SUV/MUV - Brand
554	-	-	SAKTHI MASALA	Food & Beverage	Spices
555	730	175	HARLEY DAVIDSON	Automobile	Two Wheeler Mfg - Premium
556	-	-	SYMPHONY	Durables	Air Coolers
557	237	-320	BOURNVITA	Food & Beverage	Nutritional Supplement
558	-	-	COLOPLAST	Healthcare	Medical Devices
559	987	428	INDANE GAS	Energy	LPG
560	-	-	HINDUSTAN PETROLEUM	Energy	Oil and Gas - Domestic

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
561	367	-194	BROOKE BOND RED LABEL	Food & Beverage	Tea
562	524	-38	CADBURY 5 STAR	Food & Beverage	Chocolate Bar
563	-	-	SOCIETY TEA	Food & Beverage	Tea
564	-	-	ESCORTS GROUP	Manufacturing	Engineering - Diversified
565	412	-153	HUGO BOSS	Branded Fashion	Premium Fashion
566	-	-	ADHUNIK	Manufacturing	TMT Bars
567	-	-	INVACARE	Healthcare	Medical Equipment
568	977	409	SEIKO	Personal Accessories	Watches
569	827	258	CLASSIC	FMCG	Cigarette
570	-	-	GIRNAR	Food & Beverage	Tea
571	941	370	DUKE'S	Food & Beverage	Aerated Beverages
572	762	190	LG (TV)	Consumer Electronics	Television
573	-	-	ONLY	Apparels	Womenswear
574	-	-	WILDCRAFT	Personal Accessories	Outdoor gear
575	299	-276	KHADIM'S	Personal Accessories	Footwear
576	959	383	RANGE ROVER	Automobile	Four Wheeler - Luxury
577	312	-265	SLEEPWELL	Home Care	Mattresses
578	-	-	INTAS	Healthcare	Pharmaceuticals - Indian
579	-	-	WOCKHARDT	Healthcare	Diversified
580	-	-	PFIZER	Healthcare	Pharmaceuticals - International
581	381	-200	KALYAN JEWELLERS	Personal Accessories	Jewellery
582	250	-332	MANGOLA	Food & Beverage	Non-aerated Beverages
583	791	208	LUNAR	Personal Accessories	Footwear
584	212	-372	BIRLA SUN LIFE INSURANCE	BFSI	Insurance - Private
585	-	-	BROOKE BOND TAAZA	Food & Beverage	Tea
586	470	-116	DABUR VATIKA	FMCG	Hair Care
587	-	-	DARDEN	Retail	Restaurant Chain - Corporate
588	465	-123	LEXUS	Automobile	Four Wheeler - Luxury
589	945	356	CARLSBERG	Alcoholic Beverages	Beer
590	912	322	MOBIL	Automobile-Related	Lubricants
591	217	-374	VOLVO	Automobile	Four Wheeler - Luxury
592	895	303	LION	Food & Beverage	Dates
593	386	-207	NIIT	Education	Training Institute - IT
594	-	-	JOHN DEERE	Automobile	Tractors
595	-	-	WISDOM	FMCG	Oral Hygiene
596	603	7	MILMA	Food & Beverage	Dairy - Diversified
597	-	-	AMUL MILK	Food & Beverage	Milk
598	-	-	BEST	Transportation	Government Bus Service
599	-	-	BLENDERS PRIDE	Alcoholic Beverages	Whisky
600	-	-	NEXT	Branded Fashion	Branded Fashion

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
601	384	-217	VADILAL	Food & Beverage	Ice Cream/Frozen Dessert
602	-	-	VICTORY	Automobile	Two Wheeler Mfg - Premium
603	359	-244	HAJMOLA	Food & Beverage	Digestive Tablets
604	320	-284	AYUR	FMCG	Bath/Beauty - Ayurvedic
605	-	-	K. RAHEJA	Real Estate	Diversified
606	219	-387	BABOOL	FMCG	Oral Hygiene
607	-	-	SUPER-MAX	FMCG	Shaving Products
608	848	240	TOPAZ	FMCG	Shaving Products
609	734	125	MUMBAI MIRROR	Media - Print	Newspaper - English
610	646	36	INDIA GATE BASMATI	Food & Beverage	Packaged Rice
611	-	-	MAX HOSPITAL	Healthcare	Hospitals
612	759	147	OXFORD	Education	University - International
613	376	-237	XOLO	Gadgetry	Mobile Phones
614	942	328	MAXX MOBILES	Gadgetry	Mobile Phones
615	739	124	IPL	Sports	Cricket League
616	-	-	MOCHI	Personal Accessories	Footwear
617	914	297	DHARA	Food & Beverage	Edible Oil
618	584	-34	CADBURY PERK	Food & Beverage	Chocolate Bar
619	611	-8	V GUARD	Household Electricals	Fast Moving Electrical Goods
620	167	-453	KINLEY	Food & Beverage	Packaged Drinking Water
621	-	-	PAVIZHAM	Food & Beverage	Diversified
622	-	-	DCB BANK	BFSI	Bank - Private
623	-	-	LUFTHANSA	Transportation	Airlines - International
624	-	-	INDIAN BANK	BFSI	Bank - PSU
625	-	-	HERTZ	Services	Car Renters
626	-	-	ZANDU	Healthcare	Ayurvedic Products
627	-	-	DALMIA	Diversified	Diversified
628	571	-57	TUBORG	Alcoholic Beverages	Beer
629	-	-	PARRYWARE	Home Care	Bath Fixtures/Sanitaryware
630	512	-118	MOTILAL OSWAL	BFSI	Financial Services - Diversified
631	-	-	JACK & JONES	Apparels	Menswear
632	-	-	WHOLE FOODS	Retail	Hypermarket - International
633	-	-	CRY	NGO	Child Rights
634	-	-	UNITED BANK OF INDIA	BFSI	Bank - PSU
635	-	-	ZEE CINEMA	Media - TV	Hindi Movie Channel
636	258	-378	ZEE	Media - TV	TV Channel Network
637	-	-	BINANI CEMENT	Manufacturing	Cement
638	391	-247	LIRIL	FMCG	Bath/Beauty
639	-	-	CANTABIL	Apparels	Fast Fashion
640	340	-300	KANGAROO KIDS	Education	Pre-School



Indian NGO -
child rights.

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018



Debut entry in the listing

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
641	691	50	HENKO	FMCG	Fabric Care
642	476	-166	MID DAY	Media - Print	Newspaper - English
643	685	42	INSTAGRAM	Internet/Phone app	Social Networking
644	-	-	DELHI UNIVERSITY	Education	University - Public
645	380	-265	MARGO	FMCG	Bath/Beauty
646	-	-	DNA	Media - Print	Newspaper - English
647	619	-28	ZYDUS CADILA	Healthcare	Pharmaceuticals - Indian
648	504	-144	LIVON	FMCG	Hair Care
649	812	163	COLGATE CIBACA	FMCG	Oral Hygiene
650	709	59	MASTERCARD	BFSI	Credit/Debit card
651	-	-	NESTLE ALPINO	Food & Beverage	Chocolate
652	826	174	JABONG	Internet/Phone app	Online Retailer - Fashion
653	636	-17	MONTEX	Stationery	Writing Accessories
654	-	-	SHOPCLUES.COM	Internet/Phone app	Online Retailer - Diversified
655	-	-	PREMIER	Automobile	Diversified
656	542	-114	SET WET	FMCG	Bath/Beauty
657	622	-35	3M	Diversified	Diversified
658	529	-129	KRAFT	Food & Beverage	Processed Foods
659	518	-141	MONGINIS	Retail	Cakeshop
660	267	-393	ZANDU BALM	Healthcare	Pain Balm
661	438	-223	BHARTI AXA	BFSI	Insurance - Private
662	746	84	CYCLE AGARBATTI	FMCG	Agarbattis
663	960	297	LAND ROVER	Automobile	Four Wheeler - Luxury
664	-	-	FOREVER 21	Apparels	Womenswear
665	522	-143	THE HINDU	Media - Print	Newspaper - English
666	570	-96	SPICE MOBILES	Gadgetry	Mobile Phones
667	637	-30	IMPERIAL BLUE	Alcoholic Beverages	Whisky
668	683	15	HYUNDAI SANTRO	Automobile	Car - Hatchback
669	665	-4	CARTIER	Branded Fashion	Luxury Fashion
670	631	-39	ZOOM TV	Media - TV	Music Channel
671	728	57	DENVER	FMCG	Deo/Perfume
672	-	-	HLL LIFECARE	Healthcare	Diversified products
673	471	-202	INDIAN ARMY	Government Body	Armed Forces
674	201	-473	ELLE 18	FMCG	Cosmetics
675	405	-270	SANDISK	Gadgetry	Memory storage
676	436	-240	YARDLEY	FMCG	Bath/Beauty
677	-	-	PRIYOM	Food & Beverage	Spices
678	-	-	TYSON	Services	Food Distribution
679	900	221	MARUTI SUZUKI NEXA	Automobile	Car - SUV/MUV
680	448	-232	LYF	Gadgetry	Mobile Phones

Spirited entry of youthful fashion

FOREVER 21



ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
681	172	-509	SPICEJET	Transportation	Airlines - Indian
682	806	124	KOHINOOR	FMCG	Condoms
683	-	-	ZEBRA	Stationery	Writing Accessories
684	-	-	APPY	Food & Beverage	Non-aerated Beverages
685	967	282	LINC PENS	Stationery	Writing Accessories
686	-	-	MEDIQUE	Healthcare	OTC
687	-	-	NOVA APPLIANCES	Kitchen Care	Kitchen Appliances
688	831	143	MAXO	FMCG	Pest Repellent
689	482	-207	SLICE	Food & Beverage	Non-aerated Beverages
690	615	-75	CNBC TV18	Media - TV	TV Network - Business News
691	785	94	GOODYEAR	Automobile-Related	Tyres
692	-	-	FLORA	Internet/Phone app	Floral delivery
693	469	-224	BOSE	Consumer Electronics	Audio Equipment
694	-	-	COLIN	FMCG	Surface Cleaner
695	701	6	MORE	Retail	Hypermarket - Indian
696	-	-	SUPREMO	Home Care	Furniture
697	-	-	HONDA SHINE	Automobile	Two Wheeler - Brand
698	837	139	BERGER PAINTS	Manufacturing	Paints
699	490	-209	LIZOL	FMCG	Disinfectant
700	220	-480	ORAL B	FMCG	Oral Hygiene
701	204	-497	SENSODYNE	FMCG	Oral Hygiene
702	557	-145	HEINZ	Food & Beverage	Processed Foods
703	-	-	MODERN	Food & Beverage	Bakery Products
704	-	-	J.K. ORGANISATION	Diversified	Diversified
705	-	-	ASHOKA	Food & Beverage	RTC Foods
706	-	-	AMD	Technology	Semiconductor
707	-	-	LAKHANI	Personal Accessories	Footwear
708	539	-169	CHANDRIKA	FMCG	Bath/Beauty - Ayurvedic
709	456	-253	EPSON	Technology	Personal Technology
710	176	-534	KURLON	Home Care	Mattresses
711	-	-	RELIANCE ENERGY	Energy	Electric Utility
712	460	-252	SINGER	Home Care	Sewing Machines
713	-	-	HDIL	Real Estate	Diversified
714	-	-	LYNX	FMCG	Bath/Beauty - Men
715	527	-188	MOUNTAIN DEW	Food & Beverage	Aerated Beverages
716	-	-	ARVIND	Diversified	Diversified
717	-	-	SUPREME	Home Care	Furniture
718	478	-240	PRINCEWARE	Kitchen Care	Kitchen Appliances
719	651	-68	WESTSIDE	Retail	Personal Goods
720	750	30	KITEX	Apparels	Kidswear - Supplier



Makes an 'appy entrance



Colour of trust



Sleepless nights ahead? Over 500 trust rank fall

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
721	-	-	BRAUN	Consumer Electronics	Grooming products
722	-	-	AUCHAN	Retail	Hypermarket - International
723	-	-	KAWASAKI	Automobile	Two Wheeler Mfg - Premium
724	-	-	VIJAY TV	Media - TV	Tamil - GEC
725	-	-	MAXIMA	Personal Accessories	Watches
726	-	-	A.O. SMITH	Durables	Water Heater
727	938	211	D&G	Branded Fashion	Premium Fashion
728	849	121	SAFARI	Personal Accessories	Luggage/Bags
729	-	-	ALLEN CAREER INSTITUTE	Education	Coaching Institute
730	431	-299	PRIYA GOLD	Food & Beverage	Biscuits - Brand
731	943	212	PAN PARAG	Food & Beverage	Mouth Freshener - Traditional
732	815	83	CARRIER	Durables	Air Conditioning
733	-	-	T-SERIES	Entertainment	Cinema - Diversified
734	-	-	LG (WASHING MACHINE)	Consumer Electronics	Washing Machines
735	600	-135	HIKE	Internet/Phone app	Instant Messaging Service
736	-	-	HIMUL	Food & Beverage	Dairy - Diversified
737	-	-	BADSHAH	Food & Beverage	Spices
738	364	-374	GLUCON D	Food & Beverage	Powdered Drink
739	-	-	GKB OPTICALS	Retail	Eyewear
740	708	-32	WAGH BAKRI	Food & Beverage	Tea
741	-	-	DONEAR	Apparels	Fabrics
742	780	38	BAJAJ ALLIANZ	BFSI	Insurance - Private
743	674	-69	MONACO	Food & Beverage	Biscuits - Brand
744	-	-	RELIANCE FRESH	Retail	Grocery
745	-	-	GODREJ APPLIANCES	Durables	Diversified
746	-	-	FIRST FLIGHT COURIERS	Services	Express Service - Domestic
747	-	-	CHANEL	Branded Fashion	Luxury Fashion
748	-	-	GAIL	Energy	Natural Gas
749	-	-	POLICE	Branded Fashion	Premium Fashion
750	-	-	CHAKSON	Kitchen Care	Cookware
751	629	-122	JK TYRES	Automobile-Related	Tyres
752	916	164	DIAMOND	Food & Beverage	Packaged Snacks
753	526	-227	JOY COSMETICS	FMCG	Cosmetics
754	-	-	CBI	Government Body	Investigative body
755	372	-383	TROPICANA	Food & Beverage	Packaged Juice
756	-	-	PRIYA	Food & Beverage	Processed Foods
757	-	-	FLYING MACHINE	Apparels	Casualwear
758	498	-260	LUMINOUS	Household Electricals	Invertors / Batteries
759	664	-95	ENGAGE	FMCG	Deo/Perfume
760	-	-	GLENMARK	Healthcare	Pharmaceuticals - Indian



Carrying a trust hike of 83 ranks



India's quick snack, needs more trust bite

New entries in a row



Dimming brand trust - dramatic fall of 260 ranks

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
761	-	-	TOMY	Manufacturing	Toys
762	-	-	BAGPIPER	Alcoholic Beverages	Whisky
763	-	-	RELIANCE PETROLEUM	Energy	Oil and Gas
764	344	-420	DOMS	Stationery	Diversified
765	-	-	KORYO	Consumer Electronics	Diversified
766	491	-275	MARIE GOLD	Food & Beverage	Biscuits - Brand
767	326	-441	STARBUCKS	Retail	Café
768	-	-	SPUNK	Apparels	Casualwear
769	-	-	ROTOMAC	Stationery	Writing Accessories
770	433	-337	VEET	FMCG	Hair Removal
771	-	-	FORTUNER	Automobile	Luxury SUV
772	-	-	GREEN PLY	Manufacturing	Plywood
773	-	-	POLAR	Household Electricals	Fans
774	-	-	POWER	Energy	Petrol - Brand
775	758	-17	JVC	Consumer Electronics	Audio Equipment
776	669	-107	HUAWEI	Telecom	Diversified
777	-	-	MOODS	FMCG	Condoms
778	-	-	TOYOTA INNOVA	Automobile	SUV/MUV - Brand
779	766	-13	TVS JUPITER	Automobile	Automatic Scooter
780	795	15	MANYAVAR	Apparels	Mens Ethnicwear
781	763	-18	FORTIS HEALTHCARE	Healthcare	Hospitals
782	-	-	MAPRO	Food & Beverage	Processed Foods
783	-	-	BSF	Government Body	Border Security
784	553	-231	KWALITY WALLS	Food & Beverage	Ice Cream/Frozen Dessert
785	-	-	BROCHEM HEALTHCARE	Healthcare	Pharmaceuticals - Indian
786	462	-324	COMPAQ	Technology	Personal Technology
787	679	-108	ATLAS CYCLES	Manufacturing	Cycles
788	-	-	BRITISH AIRWAYS	Transportation	Airlines - International
789	-	-	UNESCO	International Body	Human Rights
790	245	-545	CAVINKARE	FMCG	Diversified
791	-	-	FIAMA	FMCG	Bath/Beauty
792	-	-	VIVA	Food & Beverage	Nutritional Supplement
793	576	-217	KAJARIA	Home Care	Ceramics
794	-	-	INDIAN EXPRESS	Media - Print	Newspaper - English
795	933	138	GWALIOR SUITINGS	Apparels	Fabrics to Brands
796	-	-	FLEMINGO	Retail	Duty Free Shops
797	775	-22	GOLD WINNER OIL	Food & Beverage	Edible Oil
798	628	-170	EUREKA FORBES	Durables	Purification Systems
799	-	-	TATA ACE	Automobile	Mini Truck - Brand
800	-	-	MAX LIFE INSURANCE	BFSI	Insurance - Private

Rotomac

Pen is mightier than the loan controversy

Manyavar

Taking the ethnic stronghold

CavinKare

FMCG war, hurts southern brand - can it regain the 545 rank trust fall?

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

SHAKTI BHOG

India's staple
bhog losing
Shakti - 212
ranks down

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
801	588	-213	TVS APACHE	Automobile	Two Wheeler - Brand
802	590	-212	SHAKTI BHOG	Food & Beverage	Packaged Flour
803	-	-	NILGIRI'S	Retail	Hypermarket - Indian
804	-	-	LAKSHMI	Diversified	Diversified
805	602	-203	BURGER KING	Retail	QSR
806	323	-483	TORRENT	Diversified	Diversified
807	-	-	RAMSON	Kitchen Care	Kitchen Products
808	948	140	CUTICURA	FMCG	Skincare
809	-	-	AMERICAN EAGLE	Apparels	Casualwear
810	793	-17	BUGATTI	Automobile	Four Wheeler - Luxury
811	599	-212	AKAI	Consumer Electronics	Professional Music Equipment
812	-	-	GOOGLE CHROME	Internet/Phone app	Browser
813	-	-	COAL INDIA	Mining	Coal
814	-	-	ATUL	Manufacturing	Chemicals
815	-	-	CITRA	FMCG	Skincare
816	-	-	PARADISE	Retail	Restaurant - Biryani
817	118	-699	AASHIRVAAD ATTA	Food & Beverage	Packaged Flour
818	317	-501	MATRIX	Telecom	International SIM Cards
819	295	-524	CERA	Home Care	Bath Fixtures/Sanitaryware
820	720	-100	MUMBAI UNIVERSITY	Education	University - Indian
821	-	-	RBL BANK	BFSI	Bank - Private
822	-	-	SHEEL	Food & Beverage	Vanaspati
823	-	-	SUNDARAM FINANCE	BFSI	Financial Services
824	302	-522	CAMEL	Stationery	Writing Accessories
825	-	-	COLORPLUS	Apparels	Menswear
826	-	-	BIG BASKET	Internet/Phone app	Online Retailer - Grocery
827	-	-	MORVIN INDIA	Healthcare	Herbal Products
828	658	-170	BIRLA CEMENT	Manufacturing	Cement
829	642	-187	HIMANI NAVARATNA HAIR OIL	FMCG	Hairoil
830	-	-	VANS	Personal Accessories	Sportswear
831	915	84	KNORR	Food & Beverage	RTC Foods
832	-	-	COBRA	Alcoholic Beverages	Beer
833	725	-108	HIT	FMCG	Pest Repellent
834	-	-	ASHIMA	Apparels	Fabrics
835	-	-	FEMINA	Media - Print	Magazine - English
836	-	-	POPY	Personal Accessories	Umbrella
837	816	-21	JOHN MILLER	Apparels	Menswear
838	-	-	SAMSONITE	Personal Accessories	Luggage/Bags
839	-	-	IIM	Education	Management Institution - Public
840	-	-	ROYALE EMULSION	Manufacturing	Paints - Brand

AASHIRVAAD

IITC's Aashirvaad
not getting
consumers' trust
blessings



Cheers to the
new entrant

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
841	721	-120	OUTLOOK	Media - Print	Magazine - English
842	-	-	GLOBUS	Retail	Fashion
843	-	-	PRO KENNEX	Manufacturing	Tennis Racquets
844	823	-21	ODONIL	FMCG	Air Freshener
845	-	-	SARIDON	Healthcare	OTC
846	-	-	CHENNAI SILKS	Retail	Readymades
847	-	-	OYO ROOMS	Internet/Phone app	Hotel room aggregation
848	556	-292	ULTRA MOBILE	Gadgetry	Mobile Phones
849	695	-154	AMUL MACHO	Apparels	Innerwear
850	-	-	FUTURE GENERALI	BFSI	Insurance -Private
851	-	-	HRX	Branded Fashion	Branded Fashion
852	763	-89	HOFFMEN	Apparels	Fast Fashion
853	494	-359	LIFE OK	Media - TV	Hindi GEC
854	635	-219	TRESEMME	FMCG	Hair Care
855	-	-	SARAVANA STORES	Retail	Diversified
856	-	-	AMARON	Automobile-Related	Auto - Batteries
857	-	-	LEGRAND	Household Electricals	Fast Moving Electrical Goods
858	508	-350	VENUS	FMCG	Shaving Products - Women
859	466	-393	VOLINI	Healthcare	Pain Balm
860	-	-	SONIC	Consumer Electronics	Car Audio
861	-	-	KEM HOSPITAL	Healthcare	Hospitals
862	829	-33	HAMDARD	Healthcare	Unani Medicine
863	451	-412	MCDOWELL'S	Alcoholic Beverages	Whisky
864	-	-	CNN	Media - TV	International News
865	525	-340	NESTLE MUNCH	Food & Beverage	Chocolate bar
866	845	-21	MAN FORCE	FMCG	Condoms
867	-	-	SUNRISE FOODS	Food & Beverage	Diversified
868	-	-	SEA PRINCESS	Transportation	Cruise Ship
869	-	-	TCI	Services	Travel Services
870	528	-342	TANG	Food & Beverage	Powdered Drink
871	499	-372	BISK FARM	Food & Beverage	Diversified
872	-	-	FOUR SQUARE	FMCG	Cigarette
873	254	-619	HUGGIES	FMCG	Diapers
874	484	-390	ENO	Healthcare	OTC
875	871	-4	VESPA	Automobile	Automatic Scooter
876	625	-251	EVA	FMCG	Deo/Perfume
877	-	-	YO SPARK	Automobile	Automatic Scooter
878	616	-262	PRIL	FMCG	Dishcare
879	-	-	DIGI BANK	BFSI	Banking Service - Brand
880	-	-	REID & TAYLOR	Apparels	Fabrics



Tango misstep - trust down 342 ranks

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
881	-	-	GLORY	Apparels	Womenswear
882	598	-284	HAWKINS	Kitchen Care	Cookware
883	-	-	PATAKA GROUP	Diversified	Diversified
884	461	-423	DAAWAT BASMATI	Food & Beverage	Packaged Rice
885	-	-	WELLA	FMCG	Hair colour
886	648	-238	HERO HONDA SPLENDOR	Automobile	Two Wheeler - Brand
887	509	-378	HYUNDAI I10	Automobile	Car - Hatchback
888	-	-	ODOMOS	FMCG	Pest Repellent
889	803	-86	JUSTDIAL	Internet/Phone app	Local Search Services
890	-	-	SWACHH BHARAT MISSION	Government Body	Universal Sanitation Coverage
891	-	-	ORYA	Healthcare	Medical Devices
892	-	-	LUXOR	Stationery	Writing Accessories
893	-	-	KOYLA	Retail	Restaurant
894	-	-	POLIMER TV	Media - TV	Tamil - GEC
895	218	-677	CHIVAS REGAL	Alcoholic Beverages	Scotch Whisky
896	-	-	REVITAL	Healthcare	Food Supplement
897	-	-	TIME	Media - Print	Magazine - International
898	-	-	UTI	BFSI	Mutual Fund
899	-	-	AVT NATURAL	Food & Beverage	Food ingredients
900	343	-557	HINDUSTAN	Media - Print	Newspaper - Hindi
901	-	-	ALLEN COOPER	Branded Fashion	Branded Fashion
902	429	-473	SHELL	Energy	Oil and Gas - International
903	-	-	DMRC	Transportation	Metro
904	673	-231	BAJAJ DISCOVER	Automobile	Two Wheeler - Brand
905	-	-	FREECHARGE	Internet/Phone app	Online Payment Service
906	-	-	THE WEEK	Media - Print	Magazine - English
907	-	-	CESC	Energy	Electric Utility
908	992	84	SYNDICATE BANK	BFSI	Bank - PSU
909	-	-	KAMASUTRA	FMCG	Condoms
910	357	-553	PREETHI	Kitchen Care	Kitchen Appliances
911	546	-365	FENA	FMCG	Fabric Care
912	569	-343	ELECTROLUX	Durables	Diversified
913	-	-	AMITY UNIVERSITY	Education	University - Private
914	392	-522	ANMOL	Food & Beverage	Biscuits - Diversified
915	-	-	SILVER COIN	Food & Beverage	Packaged Flour
916	259	-657	DISCOVERY	Media - TV	Factual Entertainment
917	-	-	STAR	Media - TV	Hindi GEC
918	-	-	BRISTOL	FMCG	Cigarette
919	-	-	CAMPUS	Personal Accessories	Footwear
920	682	-238	LOKMAT	Media - Print	Newspaper - Marathi

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
921	-	-	ANTA	Apparels	Sportswear
922	847	-75	RENAULT DUSTER	Automobile	Car - SUV/MUV
923	-	-	IISWBM	Education	Management Institute - Private
924	-	-	CHICCO	Internet/Phone app	Baby Products
925	-	-	KINGSTON	Technology	Memory storage
926	-	-	MANNA	Food & Beverage	Staple Kitchen Ingredients
927	935	8	NAVNEET	Stationery	Diversified
928	884	-44	MAHINDRA SCORPIO	Automobile	Car - SUV/MUV
929	-	-	SK GROUP	Diversified	Diversified
930	-	-	BODYCARE	FMCG	Cosmetics
931	-	-	F&D	Consumer Electronics	Audio Equipment
932	-	-	MARUTI SUZUKI WAGON R	Automobile	Car - Hatchback
933	-	-	DYNAREX	Healthcare	Healthcare related
934	455	-479	DOMEX	FMCG	Toilet Cleaner
935	-	-	KLF COCONAD	Food & Beverage	Edible Oil
936	-	-	LIJJAT PAPAD	Food & Beverage	RTC Foods
937	-	-	CELIO	Apparels	Menswear
938	-	-	DHATHRI	Healthcare	Ayurveda - Diversified
939	-	-	BRITANNIA NICE TIME	Food & Beverage	Biscuits - Brand
940	640	-300	ARCHIES	Retail	Greeting Cards and Gifts
941	-	-	SHAREKHAN	BFSI	Broking Services
942	786	-156	MARS	Food & Beverage	Confectionery - Diversified
943	-	-	KANAN DEVAN	Food & Beverage	Tea
944	531	-413	BIKANERVALA	Food & Beverage	Packaged Snacks
945	623	-322	V-STAR	Apparels	Innerwear
946	-	-	DURIAN	Home Care	Furniture
947	810	-137	COMFORT FABRIC SOFTNER	FMCG	Fabric Conditioner
948	-	-	WEGA	Manufacturing	Coffee machines
949	717	-232	LEMON MOBILES	Gadgetry	Mobile Phones
950	627	-323	AMRUTANJAN	Healthcare	Pain Balm
951	740	-211	HYATT	Hospitality	Hotels - Premium
952	652	-300	JK CEMENT	Manufacturing	Cement
953	661	-292	KALIMARK	Food & Beverage	Aerated Beverage manufacturer
954	972	18	BRITANNIA 50 50	Food & Beverage	Biscuits - Brand
955	993	38	FAIR AND HANDSOME	FMCG	Skin Lightening Products
956	764	-192	HERMES	Branded Fashion	Luxury Fashion
957	655	-302	FABER CASTELL	Stationery	Premium Writing Accessories
958	-	-	RADISSON BLU	Hospitality	Hotels - Premium
959	681	-278	BOMBAY DYEING	Apparels	Home Fashion
960	-	-	FAB INDIA	Retail	Handmade Products

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2018

BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
961	-	-	REDTAPE	Personal Accessories	Footwear
962	-	-	ANKUR CAPITAL	BFSI	Seed Funding
963	-	-	JUMBOOKING	Retail	QSR - Indian
964	761	-203	O GENERAL	Durables	Air Conditioning
965	-	-	ANACIN	Healthcare	OTC
966	-	-	KAMA	FMCG	Bath/Beauty - Ayurvedic
967	-	-	SIGMA	Gadgetry	Camera Lenses
968	-	-	GOLDIE MASALA	Food & Beverage	Spices
969	-	-	STAR CEMENT	Manufacturing	Cement
970	396	-574	BROOKE BOND TEA	Food & Beverage	Tea
971	-	-	ANANDABAZAR PATRIKA	Media - Print	Newspaper- Bengali
972	-	-	ZOLOTO	Manufacturing	Pipes
973	-	-	BABA	FMCG	Flavoured Tobacco
974	-	-	HINDALCO	Manufacturing	Metal
975	-	-	BANK OF MAHARASHTRA	BFSI	Bank - PSU
976	-	-	SAFFRONY INSTITUTE	Education	College - Private
977	-	-	UCO BANK	BFSI	Bank - PSU
978	711	-267	TARGET	Retail	Hypermarket - International
979	-	-	DOUBLE TRISHUL	Food & Beverage	Packaged Flour
980	-	-	CARBON	Apparels	Menswear
981	-	-	JCB	Manufacturing	Engineering - Diversified
982	-	-	RELIANCE TRENDS	Retail	Fashion
983	-	-	BHABHA HOSPITAL	Healthcare	Hospitals
984	-	-	LINE O MATIC	Manufacturing	Printing Machinery
985	-	-	SAMRAT	Food & Beverage	Packaged Flour
986	-	-	MAHAKOSH	Government Body	Online integrated system - Finance
987	771	-216	EXO	FMCG	Dishcare
988	-	-	RICO	Home Care	Bath Fixtures/Sanitaryware
989	-	-	NBC NEWS	Media - TV	International News
990	-	-	LIFE LINE	Manufacturing	Fitness Equipments
991	891	-100	JINDAL STEEL	Manufacturing	Metal
992	641	-351	ADOBE	Technology	Software Products
993	968	-25	SOFY	FMCG	Personal Hygiene Products
994	-	-	CLEAR	FMCG	Hair Care
995	-	-	DEVON	Food & Beverage	Packaged food
996	-	-	FOODPANDA	Internet/Phone app	Online Food Aggregator
997	-	-	KILBURN	Manufacturing	Engineering
998	-	-	JUMPIN	Food & Beverage	Non-aerated Beverages
999	830	-169	CARE INDIA	NGO	Youth empowerment
1000	370	-630	KOHLER	Home Care	Bath Fixtures/Sanitaryware

TRA is an actionable insights and brand intelligence company dedicated to understanding and analyzing consumer behaviour through two globally acclaimed proprietary matrices of Brand Trust and Brand Attractiveness, which together make Buying Propensity. Over a decade of research has helped TRA discover the granular attributes and traits that make the fundamentals of a brand.

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Research Methodology



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