

INDIA'S
MOST ATTRACTIVE
BRANDS
2015



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AT FIRST SIGHT

All brands have an intrinsic, innate appeal, a magnetic force that pulls at those that it interacts with, through an attractive force, weak or strong, depending on the way brands behave, act, communicate and think. The attractiveness of the brand is more than a sum total of how the five senses of the perceiver relates to it, and is also deeply impacted by the brands' vision, and its subtle emotional and cognitive states.

Often, the term 'Attractive' is seen to have a meaning of 'alluring to the senses', though attraction visibly occurs for reasons deeper than just external appearances. The seeming strangeness of some paired human couples, only goes to show that attractiveness has as many different implications as there are people. In the case of brands, TRA has classified Attractiveness into four basic appeals - Emotional, Rational, Aspirational and Communications, and it is a combination of these four aspects (or their lack) which is responsible for the quality and force of the magnetic pull in a brand.

The context of the times we live in is changing fast and the last internet decade has seen humans connected to more humans, brands and ideas than the eons before it. However, extending the classic Dunbar argument to brands, there is an increasing likelihood that there exists a maximum limit to the number of stable relationships (brand + human) that a person can maintain. While on the surface, these brand and human interactions have increased exponentially, the increase in numbers is definitely at a cost of the relationship depth.

If the above argument is true, then what does it imply for brands? And what should brands do to stay attractive to their stakeholders in an increasingly transient consumer mind. TRA's science of brand attractiveness, elaborated in this report, gives an Attractiveness Quotient (AQ) based on the four appeals stated earlier.

In a situation where the brand relationships are ephemeral and the mindscape is turbulent, TRA's Brand Attractiveness Matrix makes it easier for the brand to analyze the changing stakeholder quotients and alter strategies according to the twisting turns and tumultuous contours that the brand encounters.

One of the findings that comes from our many interactions with brand custodians is that while they are pleased (or not) about their inclusion (or exclusion) from the list of India's Most Attractive Brands, we know the seasoned brand custodians from the rest by their need to understand the reasons behind their AQ. And in the cases where brand custodians have acted strongly on the brand insights provided by TRA, their Attractiveness Quotients (and consequently their ranks in this report) have improved. If a brand considers their ranking in this report important, then by corollary, the brand insights from this report must be used in their brand communications and action.

The concept of Popularity is an extension of Brand Attractiveness. Having a high AQ shows that the fundamentals of the brand are well aligned to the magnetic pull. However for it to be converted to Popularity, the brand must have a significant following based on aligned principles. While easily said, getting a 'significant following' without distorting a brand's core tenets is one of the most difficult tasks for any brand. Most brands begin with a surmise about what their brand is, and then begin to understand what the audiences feel about the brand. In a changing world, the opposite is more relevant – to develop the brand's personality based on the brand owners, its consumers. The custodians must be just that, custodians, and allow the brand to evolve and morph as the owners choose. Such an evolving brand is constantly vibrant and stays in touch with its audiences' changing choices, and therefore stays attractive to its stakeholders.

Some extremely attractive brands have been a victim of circumstance and have fallen from the pedestal build over decades! In one recent case, in the ready-to-cook noodle segment, a food that almost everyone is redolent about. However, in just a few months, the brand bled from a thousand cuts, which could have healed with good communication and action. Unfortunately, both were found severely wanting. Similarly there is a mobile brand, the business which the company sold a few years ago, but finds that its brand in the mobile space endures. Maybe these two phoenixes will rise again. The life of brands is tumultuous, but equally great is the tenacity of these brands to endure.

We also have a slew of new brands which have made an entry into this prestigious list within just a year or two of their existence. To end the dilemma of brands on longevity of attractiveness, I often say, 'Do not ask not how much; ask how far.'

With best regards,
N. Chandramouli
CEO
TRA (Formerly Trust Research Advisory)



CONTENTS



01

**INDIA'S MOST
ATTRACTIVE BRANDS**

...06-09



02

**BRAND ATTRACTION
ACROSS CATEGORIES**

...10-37



03

**UNVEILING
THE CHEMISTRY**

...38-53



04

**LAWS OF
ATTRACTION**

...54-69



05

**CATEGORY-WISE INDIA'S
MOST ATTRACTIVE BRANDS**

...70-133



06

**ALL INDIA RANK - INDIA'S
MOST ATTRACTIVE BRANDS**

...134-161



**INDIA'S TOP 20 MOST
ATTRACTIVE BRANDS**

01

India's Top 20 Most Attractive Brands

"Excellence is a continuous process and not an accident."

Late A. P. J. Abdul Kalam, Former President of India

The commitment to excellence is embedded in the commitment to constantly challenging the boundaries of innovation as illustrated lucidly in this year's India's Most Attractive Brands Top 100. Through their commitment to excellence these companies illustrate their achievement in their various categories, seamlessly surpassing their competitors in what is often a narrow margin. This year, we are proud to bring you the second edition of India's Most Attractive Brands.

As correctly predicted in 2013 report, this year has been a considerably close race for the Most Attractive Brand crown. The brands on this year's listing are largely separated by fractional margins and this year's graph resembles a graceful descent as opposed to 2013's sharp spike downwards after fifth position.

This year's Top 20 list has the introduction of seven new brands from 2013's report. New brands making this year's rankings include Honda, Hewlett-Packard, Hero Motocorp, Micromax, Airtel, Whirlpool and Phillips.



The Top 20 Attractive Brands

Samsung Mobiles is India's Most Attractive Brand - 2015 - for the second year running. The win reaffirms the brand's mastery of the Indian market as the electronics giant has also claimed the title of India's Most Trusted Brand for 2015. According to the company's website, the global powerhouse has scooped up no less than 11 awards between 2013 and 2015 for their mobile-electronics offerings in India. According to a leading newspaper infographic in July this year, India will become the world's largest smartphone market by 2017 surpassing the USA, as a result, Samsung Mobile's retention of the Most Attractive Brand title is an achievement that is illustrative of its brand prowess. Samsung, founded in 1983 in South Korea and listed on the Korea Stock Exchanges retains premier position in the Indian smartphone market truly bringing it home that "everyone's invited".

Even so it wasn't a landslide for the mobile-electronics giant. LG, South Korea's fourth-largest chaebol, came in second position missing first position by a mere 1% but climbing two positions - overtaking Sony and Nokia - from 2013's report. According to recent statistics, the consumer-electronics colossus has a 32.4% market-share in the country. With disruptive, innovative technologies such as a bendable OLED TV it is hardly surprising that LG's Attractiveness Quotient is rising.

Rounding up the top three positions in an electrifying hat trick is Japanese giant Sony. In an interesting turn of events for Sony, the company has recently been making waves among Bond-lovers. As exemplification of the power of attractiveness - 007 is rumoured to sport a Sony handset in the next Bond movie. Stories of its participation were recently leaked to the media amid high speculation about its latest smartphone release dates.

Moving closer to home, giving us our first Indian company on the listing is the Automobile-to-Aviation Tata Group, gliding into fourth position. The private multinational Dell occupies fifth position, it narrowly overtakes Honda - the first automobile on the list in sixth. Statistically, Tata bounded ahead of Dell by 36% occupying one position ahead of its previous listing. Most Attractive Brands Report 2013's third position holder Nokia comes in at seventh position,

four rankings lower than its last appearance in MAB. Still, there is much to be anticipated from the Finnish company with its recent purchase of Alcatel-Lucent, the company is one to be keeping an eye on and speculation of its re-entry into the mobile business

Nokia narrowly overtakes Hewlett-Packard, placing the PC and printer giants in eighth position. Rounding up the Top 10 are Indian industry stalwarts Bajaj and Godrej in ninth and tenth positions respectively. Separated by 16%, Bajaj has retained its 2013 ranking while Godrej has dropped two rankings.

In 11th position opening the second half of the Top 20 Attractive Brands is the two-wheeler manufacturer Hero Motocorp. In the four-wheeler category, separated by 1% is another of India's automobile manufacturers Maruti Suzuki in 12th position. Following closely behind in 13th position is the soft-drink superstar, Pepsi. Bata, dropping two positions from India's Most Attractive Brands 2013 at 11th position, is in 14th position this year.

Climbing up three positions from the previous report and likely to create make show a better innings in future Most Attractive Brand Report is Apple, currently standing at 15th position. This, because regardless of its current market-share in India or as an indication of its attractiveness, functionality, the rank reflects the brand's headroom available in India. This position could be further consolidated in the near future with the next generation Apple TV rumoured to be released soon.

In 16th position Tata-owned Titan watch brand drops from the previous report's 13th position. Micromax



“For us at Tata Nano, attractiveness is getting a second look in a crowd of suitors by being bold, different and yet desirable. Tata Nano has and always will be a head turner.”

Delna Avari
Head - Marketing Communication & Services, PVBU
Tata Motors

mobile phones make their first appearance in the Top 20 Most Attractive Brands in 17th position. Dominating their category for the second year in a row and with their first appearance on the Top 20, Telecom trendsetters Airtel are in 18th position. Consumer electrics company Whirlpool makes its first arrival to the Top 20 in 19th position. And finally, India's 20th Most Attractive Brand is Phillips sneaking in its appearance on India's Top 20 Most Attractive Brands.



“ It is extremely important that the message that is being sent out to the customers is visually attractive, is useful for them and is able to form an emotional bond with them. ”

Kishor Kharat
MD & CEO
IDBI BANK

Conclusion

India's Most Attractive Brands 2015 highlights the consistency of how Samsung Mobile as a brand has enchanted the Indian audience yet again. This year's Top 20 ranking sees the introduction of seven new brands. The Attractiveness Quotient between brands is rising, with each brand trying to innovate thus creating a marginal gap between them. This year's report has also had brands showcasing impressive growth in comparison to our 2013 listing. This can be seen with Honda automobiles making a massive jump upwards from MAB 2013's 24th position to this year's sixth position and brands such as Apple and Pepsi climbing significantly. Making a similar leap is Hero Motocorp which started in 27th position in 2013 and is now ranked 11th. Overall the rank competition between brands is seen to be an impressive one and one which has created a mystery on who the next most attractive brand would be. Taking into account the aggressive launches that many of the Top 20 are planning in the year to come, the one prediction that will probably not miss its mark is that the next year's ranking is sure to be a highly competitive one.

Hope



Shaziya Khan
Executive Planning
Director and Senior VP
JWT



Brands are learning that to be perceived as future ready, they must inspire hope.

This implies a new kind of consumer brand conversation. A conversation that does not stop at the transactional or category level but goes beyond that to build a relationship, even a magical connection.

Strategically, how does a brand get there? The starting point on the journey of providing a sense of hope is asking one great question: what role does my brand play in people's lives?

By answering this vital question, a brand can elevate its conversation. This takes stepping out of its comfort zone and embracing the big picture. Reaching out to the human conditions at the core of their consumers' lives and in society and lending their voice there.

Some hope inspiring themes embraced by loved and attractive brands are so because they lift our worldview to a higher plane - by providing an eloquent counter point to the silent barriers within.

Living for greatness - not mediocrity; rising up from limitation - than being constrained by it, bringing imagination to work - not just the routine-ness ; living in the now - free from traps of the past or the future; being unstoppable - not pushed around-able.

That's the essence of hope isn't it?
Beacon voices like these that "get" where people are coming from, or stuff they are struggling with, and showing a way to be that's way larger.
Hurrah for hope.



**ATTRACTIVENESS
ACROSS CATEGORIES**

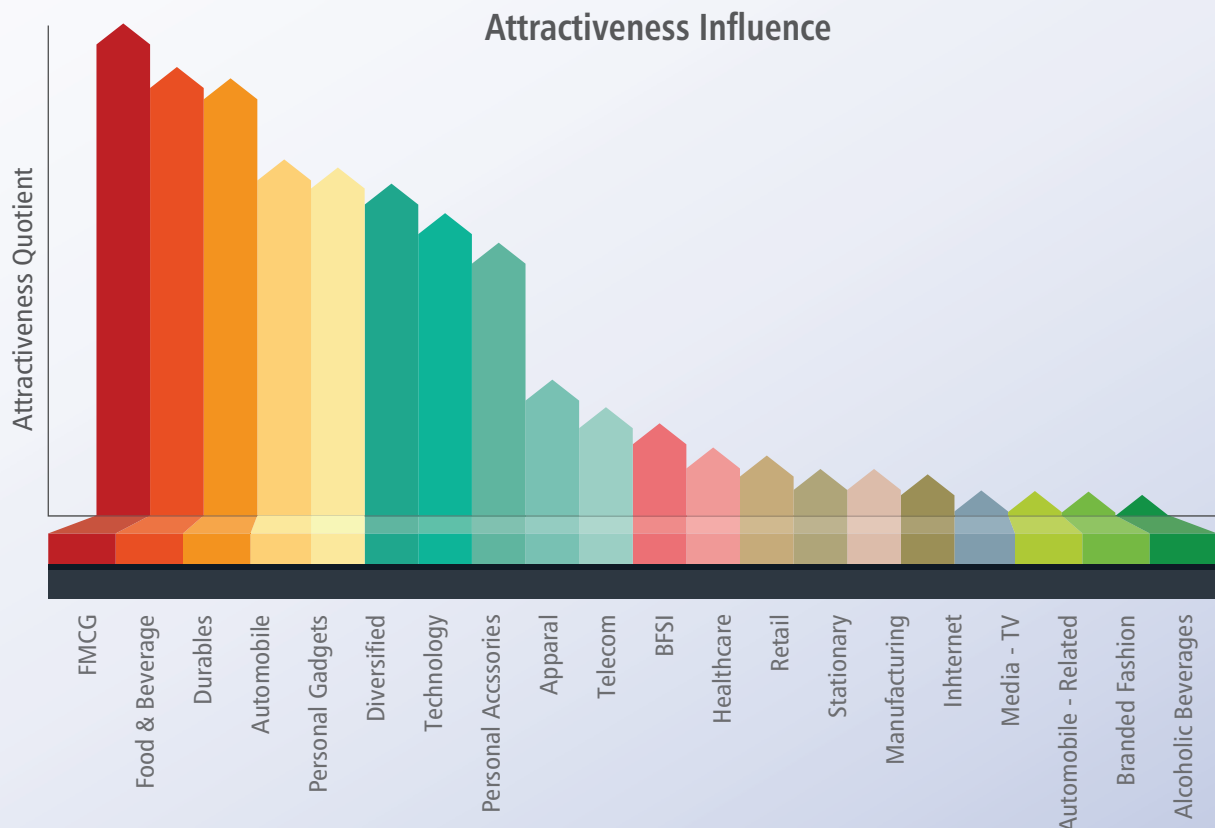
02

Attractiveness Across Categories

Using three types of analyses, this chapter attempts to give an overview of the various categories on the Attractiveness scale. Firstly, the Attractiveness Influence of a Super-category, the sum total of the individual Attractiveness Quotients of the brands that feature in the category. This shows the total influence of the Category on the Attractiveness scale, showing if its amenability to Attractiveness. The second important analysis that can be considered is the total . Number of brands that feature within the category and number shows needs to be considered in relation to the number of brands in other categories. Thirdly, analysis is done according to the Average Attractiveness Quotient of brands in a category.

TOP 10 CATEGORIES

The first level of analysis is at the level of Attractiveness Influence. This calculation is based on the sum of Attractiveness Quotients for the brands in a category. This level of analysis often provides interesting data set because individual brands with a high Attractiveness Quotient raise the overall Attractiveness Influence of their relevant groups.



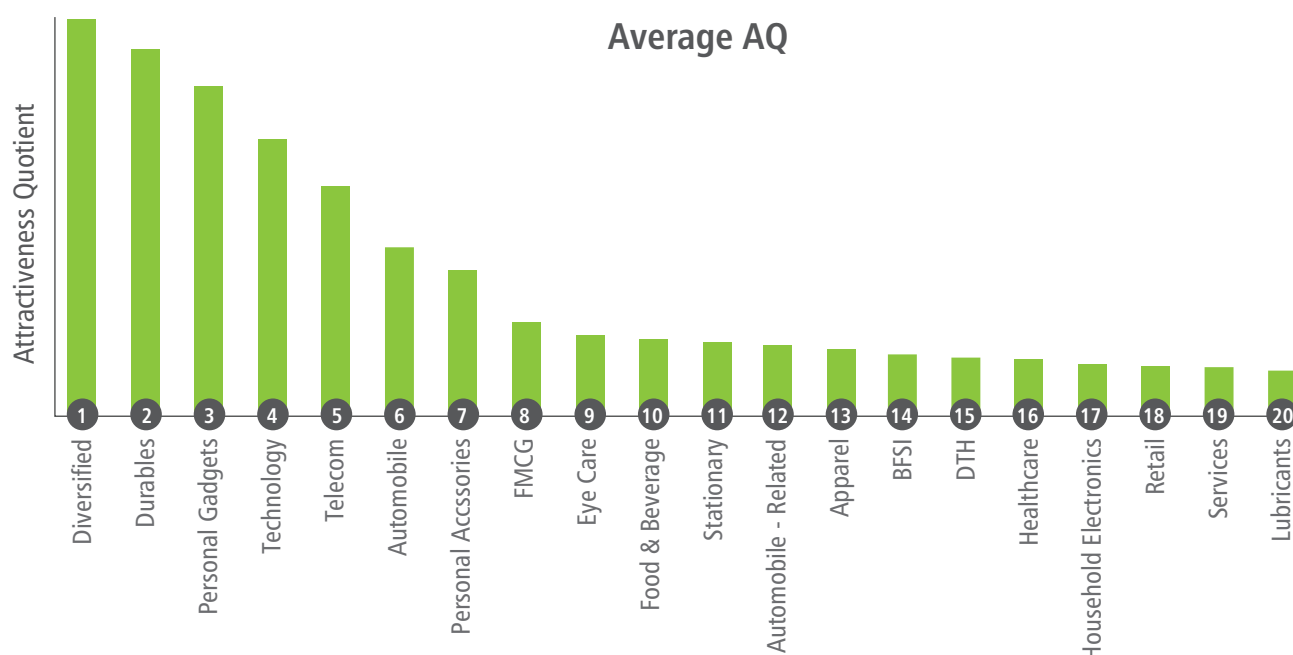
Not surprisingly, the FMCG category has the highest Attractiveness Influence (AI) – perhaps because that which is an aid to attractiveness, would itself weigh high on this factor. FMCG's relative weight in attractiveness is 10% higher than the next category, F&B, reflected in the four founding Appeals of attractiveness, Rational, Emotional, Aspirational and Communications. Not only is F&B category redolent, but it is also high on the rational and aspirational appeals. The Communications Appeal of this category is evident in the fact that the top multinationals are attempting to bring their food or beverage on the Indian table through innovative communications. Durables comes third in terms of Attractiveness Influence, following just 2% behind. Automobiles, an asset many of us use as vicarious symbols of our social status, are the fourth highest in AI, but is 23% behind the previous category. With only a 3% gap behind, at fifth position is the ubiquitous Personal Gadgets category, mainly made up of mobile phones. At sixth position in Attractiveness Influence and 5% behind is the Diversified sector where brand go across categories and have multiple impact on the consumer/influencer. 10% below the previous is the category of Technology on Attractiveness Influence, followed by a similar gap, 12%, by Personal Accessories.

It may not be wrong to look at the above graph as two distinct sections, cleaved in two – the first set of 8, tightly compressed in an Attractive Influence range of 83% and the balance 12, loosely spread

over a long range of 600% AI. Starting with Apparels ranking 9th, the next 6 brands have a 200% gap in AI. This 'second rung' starting Apparels has a gap of a good 98% from the previous, the largest gap between consecutively ranked categories on a scale of Attractiveness Influence.

Top 20 Categories by Number of Brands per Category

Sr. No	No. of Brands	Category
1	160	Food & Beverage
2	145	FMCG
3	58	Automobile
4	56	Apparel
5	51	Personal Accessories
6	42	BFSI
7	39	Internet
8	34	Manufacturing
9	33	Durables
10	33	Healthcare
11	33	Retail
12	30	Technology
13	29	Personal Gadgets
14	25	Media - TV
15	23	Diversified
16	17	Stationary
17	16	Branded Fashion
18	15	Alcoholic Beverages
19	14	Kitchencare
20	13	Telecom



It probably implies that the categories which come in the first lot, are significantly more desired, popular and cared about than the one that come after a steep dip. It also perhaps is an indication of the changing preference trends and lifestyles indicated by the preference of these categories.

Ranked tenth, and 25% Attractiveness Influence behind, is the steady and stable Telecom category, lagging 16% behind in AI at eleventh position by the BFSI brands. Healthcare is at twelfth (behind the previous by 38%) as a category on its influence on Attractiveness. Retail is thirteenth (gap of 15% AI), Stationary is fourteenth and Manufacturing is fifteenth (gap of 31%). Internet is 16th, TV Media is 17th, Auto-related is 18th, Branded Fashion is surprisingly at 19th (probably due to the few brands which feature in this segment) and Alcoholic Beverages is 20th.

At the second level of analysis, the number of brands in any particular category is topped by F&B with 160 brands closely followed by FMCG with 146. A massive 60% separates the two pole positions and third place category – Automobiles which has less than half the number of brands as its predecessor. Apparel joins this listing in fourth position with 56 brands, 3% behind. In a change from 2013's third position, Personal Accessories occupies fifth position with 51 brands in its listing. A new category in the top 20 categories is Banking, Financial Services and Insurance (BFSI) is in sixth position with 42 brands. 7% behind is Internet with a 39 brands in its category. Rounding up the category-wise listing by number of brands in eighth, ninth and tenth positions are Manufacturing, Durables and Healthcare respectively.

The third level of analysis is done according to the Average Attractiveness Quotient of brands in a category. This is achieved by means of calculating the Average Attractiveness Quotient for each category and its given brands. This level of analysis often provides results that are vastly different from the preceding levels of analysis.

The listings changes dramatically from Attractiveness Influence graph compared to Average AQ graph. The top five listed are a good example of the change in the Average AQ list - (1) Diversified (2) Durables (3) Personal Gadgets (4) Technology and (5) Telecom.

“ As critical as the overall listing might be, perhaps the most relevant discussion for a brand is its performance in its own category. ”



CATEGORY-WISE MOST ATTRACTIVE BRANDS

In the previous chapter, we presented the Top 20 Most Attractive Brands across India. As critical as the overall listing may be, perhaps the most relevant discussion for a brand is its performance its own category. As illustrated in the Top 10 category listings, category groupings for respective brands do not ensure high rankings. Instead, rankings are based on three criteria derived from data that are weighted against the Attraction Quotient.

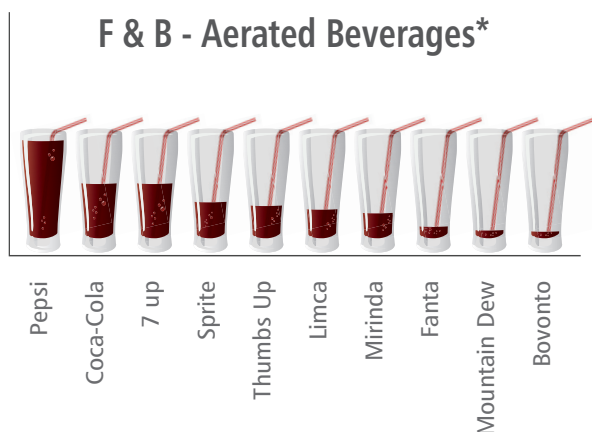
In the following sections, we present you with a few prominent categories that are leaders according to the three types of analyses (as mentioned above).

Food and Beverage (F&B)

The most basic measure of a category's relation with Attractiveness is a simple count of the number of brands in the category and F&B with 160 brands, leads the listing. However, according to F&B's Attractiveness Influence, this sector is the second most influential. However, when the Average Attractiveness Quotient per brand is measured, the average makes F&B take a steep fall to tenth place. Though the category influence quotient and the number of brands is high, the brands within the category seem to be distributed evenly to give it a lower Average Attractiveness Quotient per brand.

F&B - Aerated Beverages

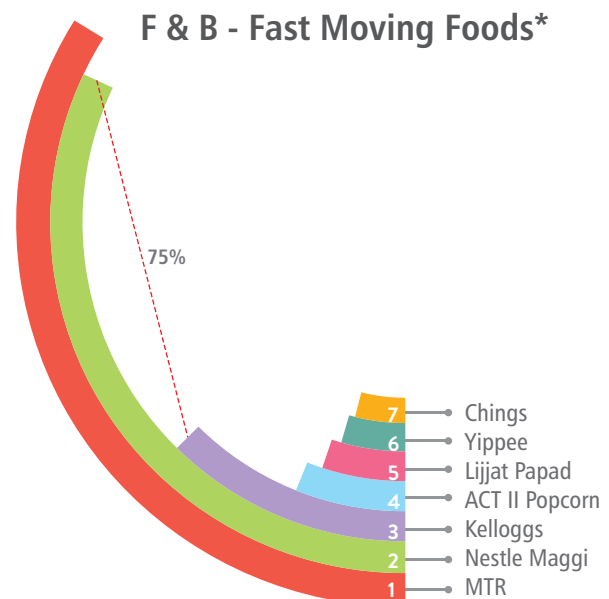
In much of a repetition of 2013's report, F&B's Sub-Category - Aerated Beverages - features heavyweight brands such as Pepsi and Coca-Cola dominating the top. Among the 10 brands featured in this category,



*Values are with respect to the Attractiveness Quotient recorded in 2015

Pepsi leads the list and also features as India's 13th Most Attractive Brand. Coca-Cola at second place is 53% below the first in Attractiveness Quotient. 7UP is India's 49th Most Attractive Brand and is merely 0.5% below Coca-Cola in Attractiveness Quotient. In a repeat of last year's ranking, Sprite is at fourth and replacing Duke's at 5th is Thumbs up. Just 0.5% below this is Limca, India's sixth Most Attractive Aerated Beverage Brand, followed by Mirinda at seventh place. Coca-Cola's Fanta is ranked eighth, one position down from 2013's listing. Ranking ninth in aerated beverages is Mountain Dew. Bovonto, making its first appearance on India's 1000 Most Attractive Brands ranks tenth, 10% below Mountain Dew.

F&B – Fast Moving Foods



*Values are with respect to the Attractiveness Quotient recorded in 2015

MTR opens the fast moving foods Sub-Category, ranking 98 overall in India's Top 1000 Most Attractive Brands. Nestlé's Maggi, as a testament of its popularity ranks second in this Sub-Category, presenting as India's 100th Most Attractive Brand. Should Maggi make a comeback, its ranking in next year's report will be one to look out for. A whopping 75% below Maggi is Kellogg's in third position Attractiveness Quotient with Act II Popcorn 80% below in Attractiveness Quotient. Fifth position is Lijjat Papad; followed by Yippee all at 80% below Kellogg's. This is followed by Chings 20% below Yippee.

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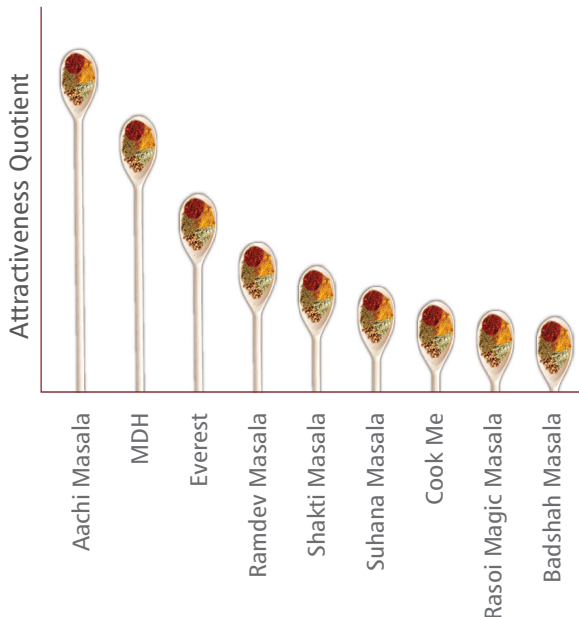
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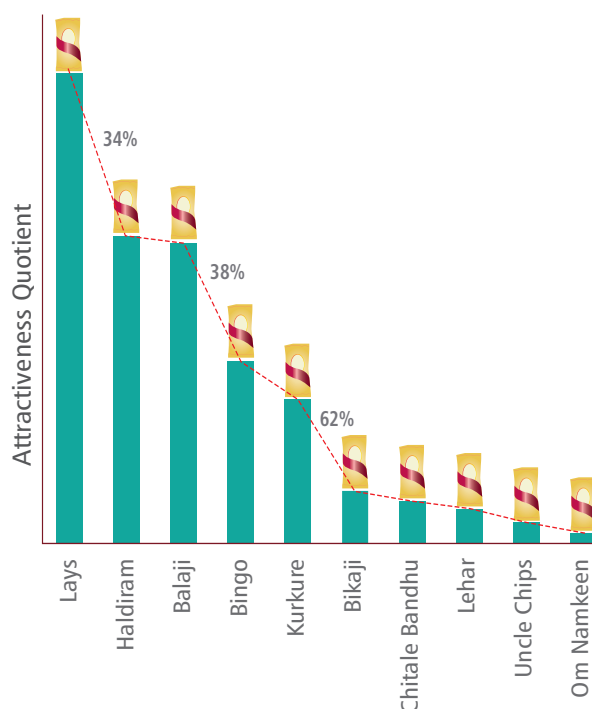


Some other F&B categories (Charts)

F & B - Masalas



F & B - Packaged Snacks



Trust



Ashok Salian Photographer and Film Maker Saffron Moon



Since time immemorial trust has been an important influence in the selection of a product, or service, be it clothes, food, hardware, equipment, automobiles or real estate. Trust has played a leading role in product selection through guarantees and certifications. And rightly so. One would feel good about having selected services that would perform efficiently and consistently, which in turn leads to loyalty, which most brands aspire for.

Over the years, with the rise of an educated and discerning middle class, trust has taken a backseat and economy and aesthetics dominate the choice of products. Hence, economy and aesthetics have broken the monopoly of trusted brands that have been sitting pretty in the marketplace for decades.

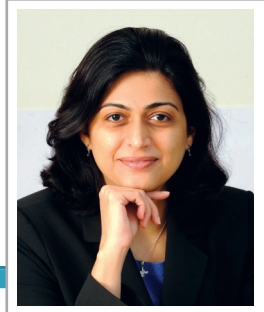
Trust comes at a cost, at most times, at a huge cost. Therefore, trust, has become a domain of the elite and just an aspirational context for the masses. A large section of consumers have moved to unknown or relatively unknown brands that offer great features and designs at a greatly reduced cost. Design and economy are driving factors of consumer choice although for some, trust would always play a role in their decision-making.

Trust will always be a vital element in the longevity of a product.



Delna Avari

**Head - Marketing Communication
& Services, PVBU
Tata Motors**



Tata Nano was never just a car, it was a new concept of mobility and democratisation of the passenger vehicle category which was till then an unattainable dream for the common man. It has put India on the world motoring map by demonstrating innovation and frugal engineering and attained an iconic status way before its commercial launch

Given this background, attractiveness is intrinsic to Tata Nano. While the car has and always will be a head turner, we adopted a three-pronged approach to ensure that the brand remains attractive in a crowd of suitors by being bold, different and yet desirable. These key factors are constant product innovation, relevant consumer connect and unabashed youthfulness emanating from a deep sense of fun and vibrancy

Our first focus of brand attraction is constant product innovation. While it was always known for its unique design, compact size yet spacious interiors and mileage, we ensured that Nano continues to innovate and evolve in line with the needs of its customers. Today, the new GenX Nano range is loaded with class-leading features such as Easy Shift (Automated Manual Transmission) with sports mode, electric power steering, advanced structural stability, easy access hatch, Amphistream™ music system with Bluetooth™ connectivity and many more technological features which strengthen its value proposition, and make it the perfect city car.

Secondly, we believe that a relevant marketing strategy which keeps the consumer at its center is important to keep the brand relevant and attractive. Starting right from the “little girl/Khushiyon ki Chaabi” campaign to the recently launched GenX Nano, everything we do has a very strong consumer connect and delight factor. For example, as part of our recent campaign we launched the ‘Power of 1+1’ programme through which the Nano owners were the first ones to know about the new car and were given a unique opportunity to own and refer it ahead of everyone else. Also, we delighted our consumers with the first-of-its kind initiative called #TheChosenOnes where 20 lucky customers witnessed their very own car rolling off the assembly line from our Sanand factory in Gujarat. Our digital connect with our core target group is phenomenal. Overall, we have a well-rounded micro-marketing strategy in place to cater to three broad customer groups, identified as the key Nano customers - The First Time Buyer, The Additional Car Buyer and The Replacement (Solus) Car Buyer

Finally, Nano is passionately youthful. We strengthened our attractiveness in media through our Awesomeness campaign. It was a power-packed campaign at a time when getting young buyers to like our brand was critical. We infused our ‘packed-with-features’ story with a true brand narrative based on a strong insight into our core target group, which made us ‘cool’ from the inside rather than merely projecting ‘coolness’ outside. This changed Nano’s DNA creatively, as awesomeness was embraced in every facet of the brand – the lingo (music-ness, epic-ness), the brand world (colour, magical, gorgeous and full of life) and even the sound (the unforgettable signature track “Na, Na, Na... you’re awesome). Celebrating awesomeness encapsulated the unconventional spirit of the young audience. We continue to tap into the young and the young at heart at every brand touch point.

In a highly cluttered market, attractiveness simply has to work hand in hand with other brand health metrics like trust, bonding, customer experience and product reliability to ensure that customers recognize the value of the brand

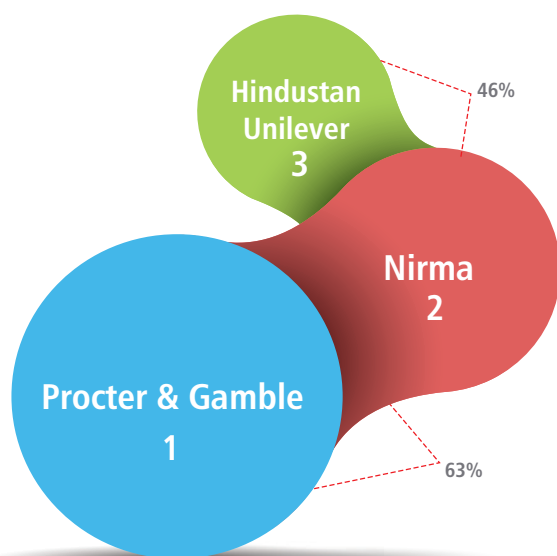
Fast Moving Consumer Goods (FMCG)

Ten brands more than 2013's listing, FMCG leads with the highest Attractiveness Influence and is ranked eighth in Average Attractiveness Quotient. With 145 brands in India's 1000 Most Attractive brands, the category marginally dominates the listings compared to F&B which is just 15 above.

FMCG – Diversified

An analysis of FMCG wouldn't be complete without the giants of the industry. Opening the ranking is global conglomerate Procter and Gamble. Next in line is Nirma 63% below Procter and Gamble in Attractiveness Quotient. Finally, Hindustan Unilever rounds up this sub-category in third position 46% below Nirma.

FMCG - Diversified*



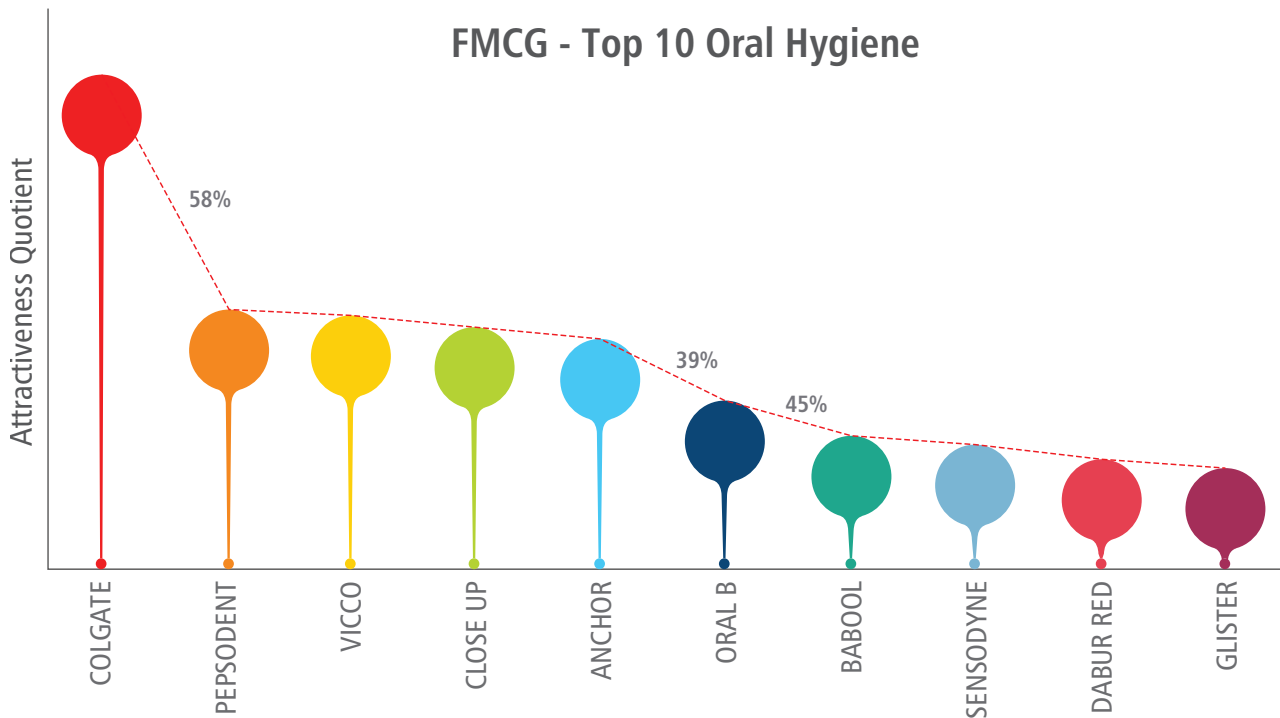
*Values are with respect to the Attractiveness Quotient recorded in 2015

FMCG – Oral Hygiene

Oral hygiene's top ranker is Colgate, ranking as India's 53rd Most Attractive Brand. 58% below is Pepsodent in second position, followed by Vicco in third. Closely following Vicco is Close-up 7% below in Attractiveness Quotient. India's regional Anchor Toothpaste enters the ranking at fifth with Oral-B in sixth place 39% below. Babool is followed by Sensodyne and Dabur Red in seventh, eighth and ninth positions respectively. At tenth position is multi-level marketer Amway's toothpaste Glister

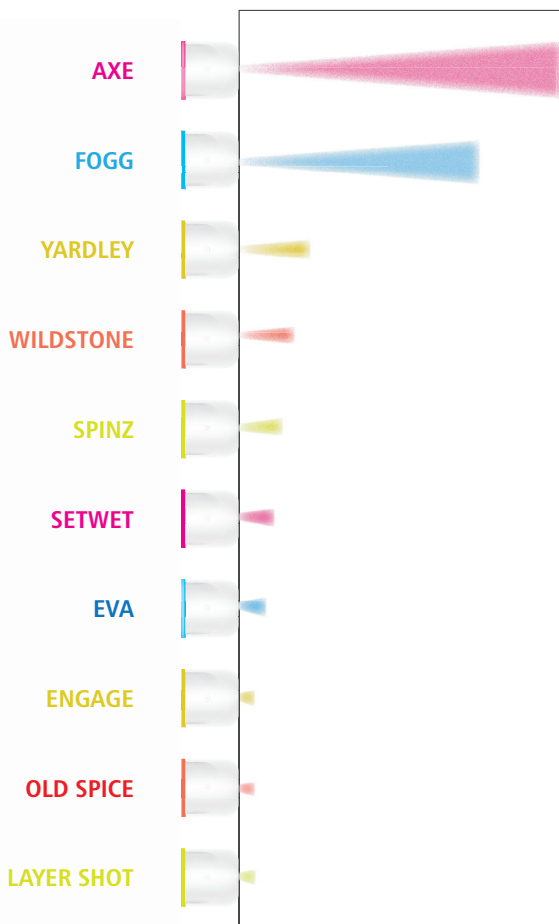


and is India's 587th Most Attractive Brand overall. Next is Meswak in twelfth position 37% below in Attractiveness Quotient and followed by Visible White in 12th place.

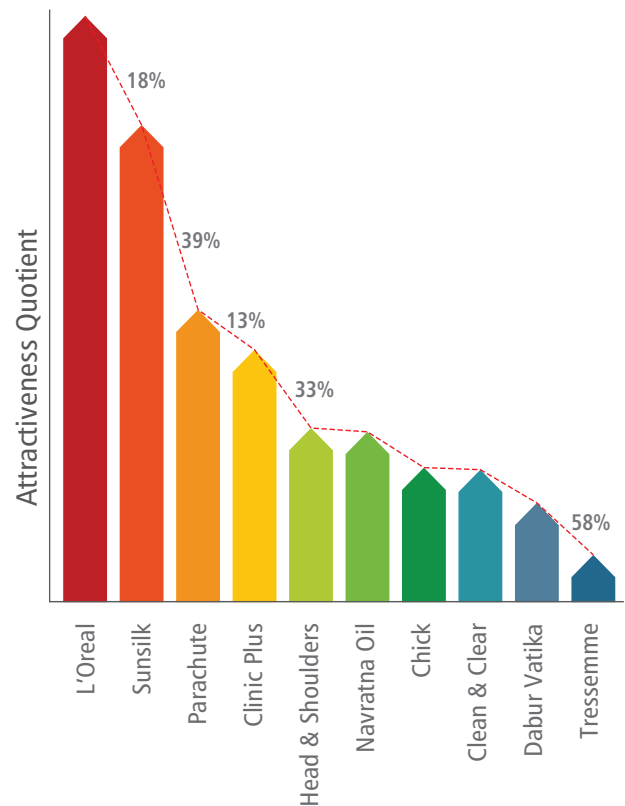


Some other FMCG categories (Charts)

FMCG - Deo / Perfume*



FMCG - Haircare



*Values are with respect to the Attractiveness Quotient recorded in 2015

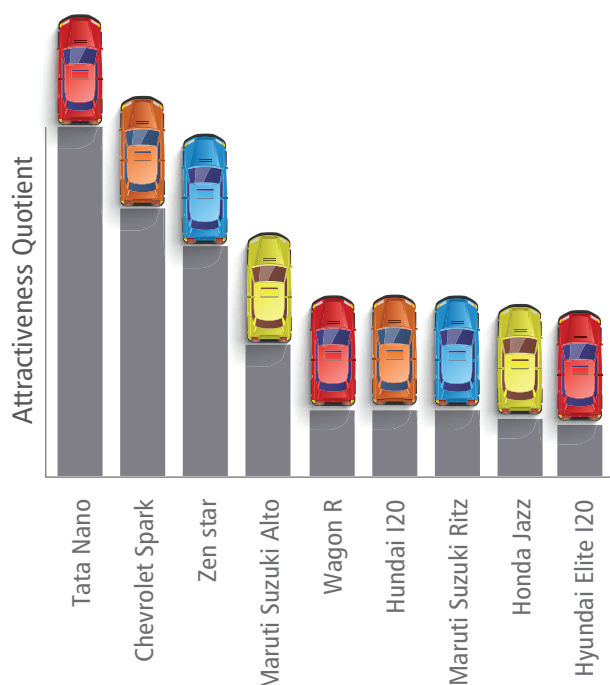
Automobiles

Hatchbacks, sedans, luxury cars, SUVs, MPV, motorbikes and their luxury versions can be found in the automobile category – ranking third in the number of brands in India's 1000 Most Attractive Brands. The automobile category ranks fourth in Attractiveness Influence and sixth Average Attractiveness Quotient per brand.

Automobile - Car-Hatchback

The world's cheapest car - arguably putting India on the car map - Tata Nano, is the Most Attractive Brand among all cars. This year, Tata Nano has done it again and leads the hatchback category ahead of Chevrolet Spark and Maruti Suzuki Zen Star in second and third positions respectively. With a substantial 43% separating the two Maruti Suzuki's Attractiveness Quotient is India's fourth most attractive hatchback - the Maruti Suzuki Alto. In a huge difference between the two Maruti Suzukis. Maruti Suzuki Wagon R is 49% below in Attractiveness Quotient and is ranked fifth. Breaking the hat-trick, Hyundai i20 is in sixth position. Wrapping up is another Maruti Suzuki Brand-Ritz-in seventh, Honda Jazz a small 9% behind in eighth and finally Hyundai Elite i20 in ninth.

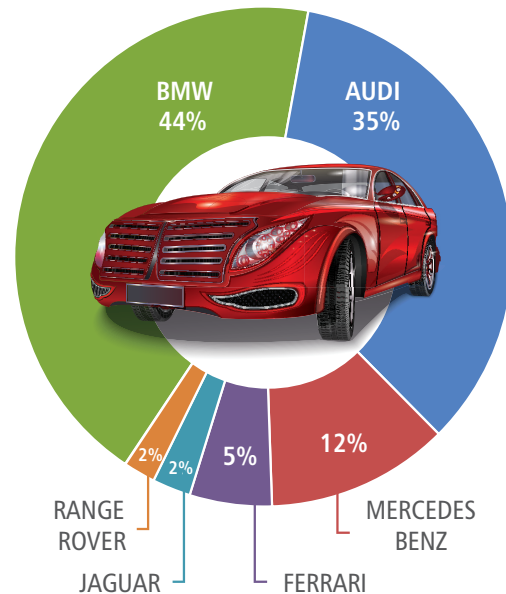
Automobiles - Car - Hatchback



Automobile - Car-Luxury

Apart from BMW, this Sub-Category has had a turn around from 2013 MAB listings. With "*Sheer driving pleasure*" - BMW yet again dominates the Sub-Category in pole position with a 20% lead on competitors. Audi comes in second place in the Sub-Category with an overall ranking as India's 46th Most Attractive Brand. Third in the ranking is Mercedes-Benz 65% below Audi in Attractiveness Quotient, one ranking down from its 2013 position as second.

Automobiles - Four - Wheeler Luxury*



*Values are with respect to the Attractiveness Quotient recorded in 2015

Tata-owned Jaguar is at fourth position overtaking Ferrari by 53% in Attractiveness Quotient. Another Tata-owned brand Range Rover cruises in at sixth position and is also ranked 471th in India's Top 1000 Brands.



“Attractiveness is to be socially responsible by making a difference in people's lives through participating in pervasive areas of their existence.”

Mahesh Gupta
Chairman & Managing Director
Kent RO Systems Ltd.



ATTRACTALK

Ritu Gupta

**Director - Marketing,
Consumer & Small Business
Dell India**



Our customers are at the center of everything we do at Dell. It is our endeavor to innovate and introduce technology solutions for customers based on their feedback and requirements. This is what we believe is attractive; to make everything that a customer wants a priority. We desire to make Dell the brand of choice in the mind of customers across all demographics that goes further than a one-time-sale. We are constantly engaging with our customers by proactively listening to them and adapting to their needs to build enduring relationships as a brand. Through social media platforms, we are able to integrate the needs of our users into our marketing strategies and also innovate to provide technology that can help individuals achieve their goals. We aim to raise the Attractiveness Quotient through the conversations with our customers.

Our belief is that all of our solutions should be designed around evolving technology usage and requirements. This is solely achieved by the drive exhibited at Dell to constantly deliver to the customers - our brand ambassadors. We design products that address the needs of different customers; an individual can purchase a Dell product directly from a Dell Exclusive Store (DES), through our partners or through the online route. No matter through which route the purchase is made, Dell will offer around the clock support for our customers. Here too, customers can choose their support service option according to their convenience. This is how we, as a brand are able to develop trust with our customers that encourage them to stay in conversation with us over time.

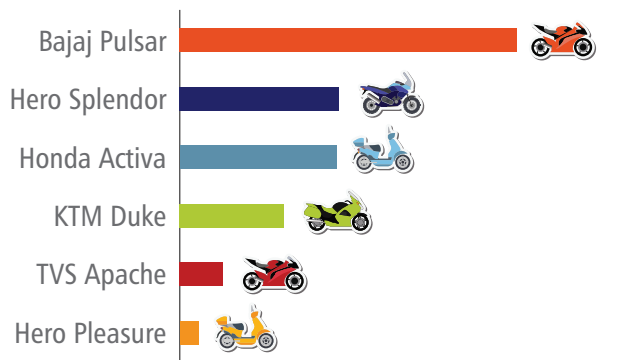
Dell places the customer at the center of its innovation. We want to tell our customers that we understand their lives and strive to showcase how technology can enhance their everyday life by catering to a variety of unique requirements. This is the reason behind our consistent engagement with them in order to derive valued customer insights which feed back into the process of constant evolution taking place at Dell. We focus on customer insights that are not category specific but are consumer segment specific & hence the role of technology changes/evolves accordingly. It is this relevance which resonates with them and strengthens the emotional connect with our consumers. It is this emotional bond between Dell and its customers which enhances the attractiveness for customers who recognize that we are listening to them thus bringing them back to us, each time they seek a solution for their technology needs.

This endeavor is brought to life in the communication we undertake through the year. For the Back to School season, we devised an approach to the education system by encouraging school students to engage in an interactive learning process, encouraging them to step away from traditional rote learning techniques, through the use of technology. We reached out to youth to help them realize their dreams and inspire the world to do the same through the #karokuchbhi campaign which reiterated that, with technology as a companion, there is no ambition which cannot be fulfilled. Recognizing the significance of the festive season for the average Indian consumer, we have consistently reiterated how technology brings people together and helps them to stay connected during the special moments in their lives.

Our objective has been to consistently highlight where we fit into our customers' lives with a versatile range of technology solutions that complement their goals. Focusing on their needs and feedback establishes our customers as the real heroes of our campaigns, with Dell serving as a technology enabler. We give customers the "Power to do more" with Dell.

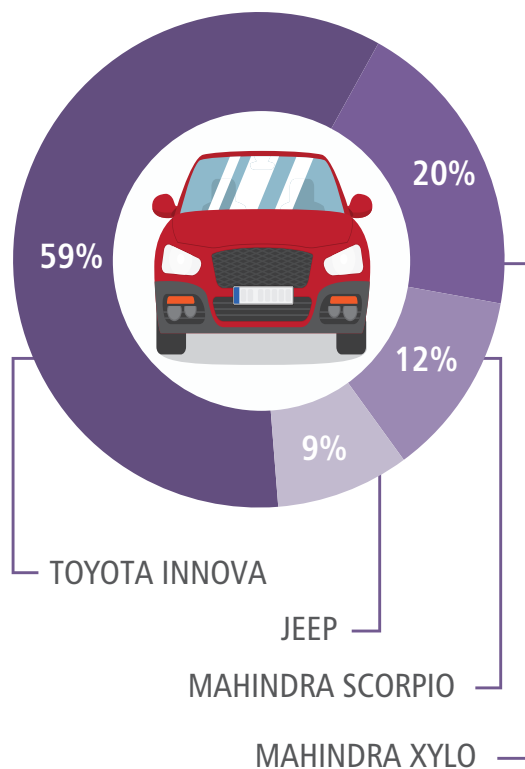
Some other Automobile categories (Charts)

Automobiles - Two - Wheeler Brands*



*Values are with respect to the Attractiveness Quotient recorded in 2015

Automobiles - Car - SUV / MUV*



*Values are with respect to the Attractiveness Quotient recorded in 2015

Apparels

Mark Twain once said, "Clothes maketh the man. Naked people have little or no influence on society." His pun notwithstanding, Apparel is India's fourth Most Attractive Brand category in terms of numbers with 56 brands shows that clothes do indeed exert an incredibly important influence on attractiveness. Its Attractiveness Quotient it is ninth and its Average Attractiveness Quotient ranks it thirteenth overall.

Relevant Utility



Preeti Vyas
Chairwoman
VGC



Engage, inspire, empathize, aspire, befriend, mentor, enable. Is your brand consciously trying to do any or many or most of these? If so then you have a chance to be an attractive brand.

I would say from time to time many brands have done that and have sparked an enviable chemistry with the consumers. By doing so they have gradually built up relevance and communicated value to their customers.

The other important caveat to creating an attractive brand is to find a sweet spot and continue to stay there.

Consistency is key to not just tell your brand story but to create a brand position that is not fickle and therefore confusing to its audience and the other guardrail to building relevant utility for a brand is to evolve constantly. Because your audience is. And if you won't stay relevant to their changing aspirations and needs, you will be passed by in their journey to find better solutions to their evolving lifestyles.

Must Haves in your Library



**India's Most Extensive study on Brand Trust
– The Brand Trust Report 2011-2015**

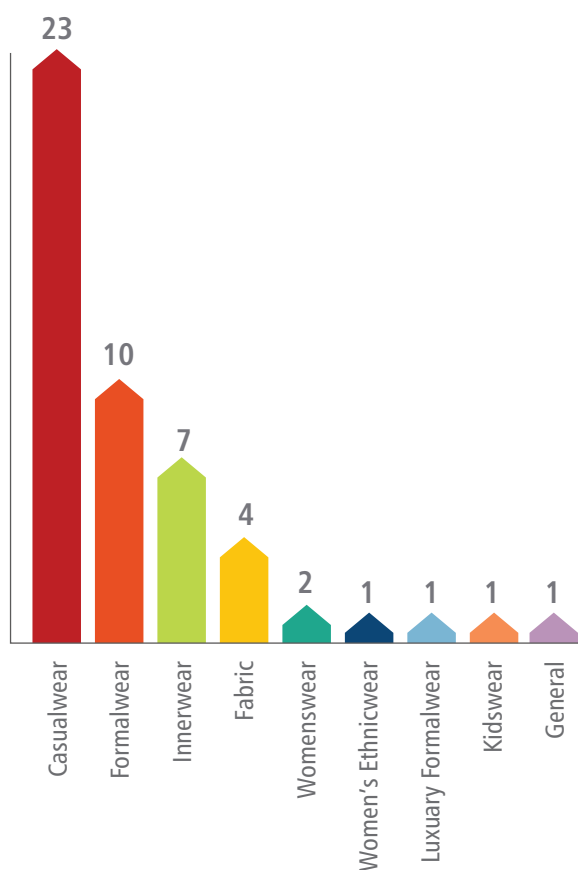
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Much like in the Most Attractive Brand's Report, 2013, the sub-categories include, luxury formalwear, women's ethnicwear, womenswear, kidswear, general, formalwear, fabric and casualwear.

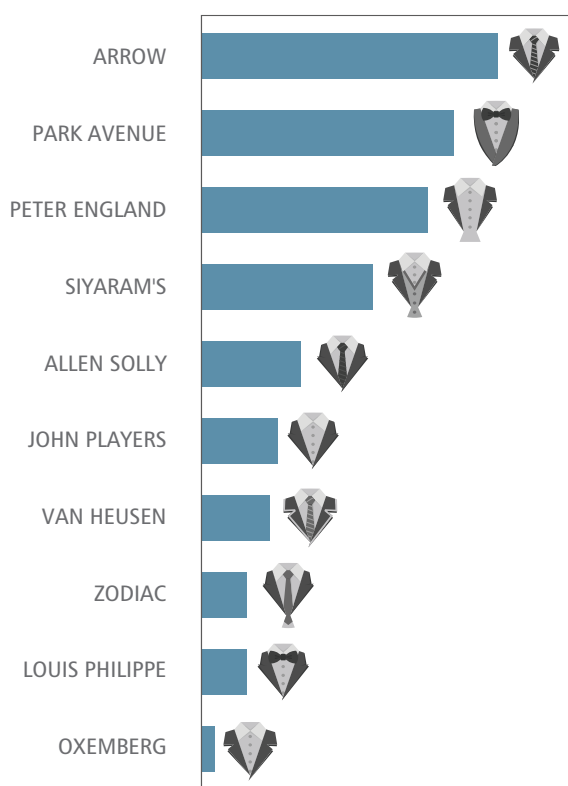
Apparel - Brands Per Category



Apparels – Formalwear

In formalwear, Arrow is the leader that is also ranked 141 in Indian's Top 1000 Most Attractive Brands. This is followed by Park Avenue from The Raymond Group, 15% below. Third is Madura Fashion and Lifestyle bought Peter England, which is 9% below Park Avenue. In fourth ranking is another local brand Siyaram's, which is 24% below Peter England. Allen Solly is in fifth rank, ranking as India's 321st Most Attractive Brand. Sixth is John Players followed by the international Van Heusen which is placed at 490 in the overall Most Attractive Brands Top 1000. This is followed by Zodiac, Louis Phillipe and Oxemberg in eighth, ninth and tenth positions respectively.

Apparel - Formalwear*



*Values are with respect to the Attractiveness Quotient recorded in 2015

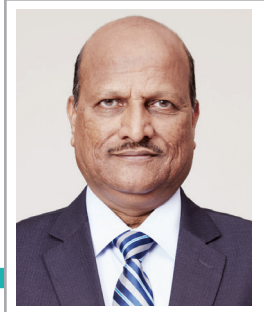
Apparel - Casualwear

If a brand has survived and won over 160 years, it is obviously a darling of consumers. Following 2013's ranking, Levi's the leader of this category is one such brand which has managed to be the love of anyone who's owned a pair of their jeans sometime or another. Following this is another century old brand which also made its beginnings in the humble denim, Lee, although 6% lower than the first. To keep in race with these American brands, Polo comes ranked as India's Third Most Attractive Casualwear brand. India's own Spykar stands ranked fourth in the attractiveness list, 33% lower than Polo and Lee-Cooper is fifth ranked in the list 23% below in terms of Attractiveness Quotient. Turtle, the first Indian brand to make it to 2013's casualwear list is ranked sixth, with Pepe sequentially next at seventh place 33% below Turtle in terms of Attractiveness Quotient. Salman Khan's Being Human comes in at eighth position followed by Mufti in ninth position. Monte Carlo rounds up the Top 10 of the casualwear Sub-Category ranking as India's 401th Most Attractive Brand.



Kishor Kharat

**MD & CEO
IDBI Bank**



Any brand's attractiveness depends primarily on the kind of recall value it has among its target customers and the kind of attachment the customers feel towards the brand. A successful marketing campaign can generate tremendous recall value for a brand, but generating attachment towards the brand requires years of hard work, more so for the brands in the service sector. We have put in decades of hard work to ensure that our customers associate the brand IDBI with traits such as being trustworthy, innovative, customer-centric and transparent. Even our brand campaign positions us as a friend on whom our customers can bank upon for all their financial needs.

The key advantage that IDBI provides to its customers is that they get the best of both the worlds. IDBI provides best-in-class services, products and technology, but with a touch of care and compassion for the customers. IDBI is renowned for being the youngest, new generation, public sector universal bank. This is the key differentiator, which allows IDBI to shine in an industry that is considered to be filled with look-alikes.

For us the key stakeholders are our customers, our employees, our shareholders and, of course, society at large. We strive to deliver the best in every customer interaction to live up to their expectations giving absolute clarity in our deliverables. Happy customers always take pride in their brand and endorse the brand to others. Also a positive experience leads to engagement and sustained engagement results in a strong brand recall.

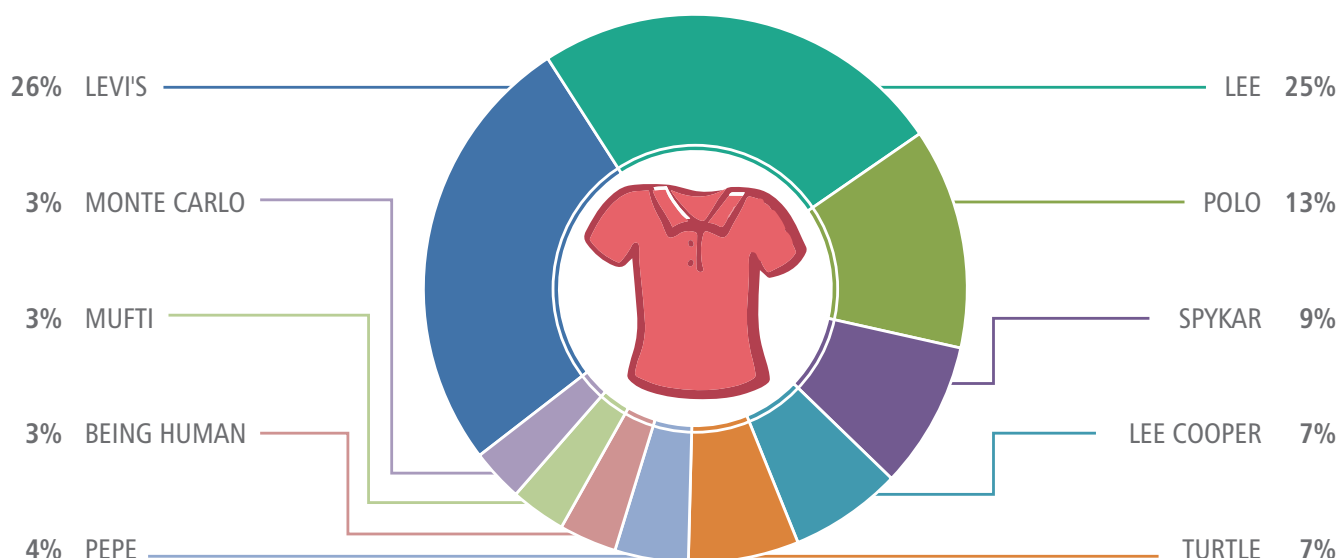
IDBI has always taken care of the bank's internal stakeholders, i.e. our employees. We make sure that the employees are able to clearly state their needs and aspirations related to their work profile, career progression and skill enhancement and then they get suitable opportunities to realize their dreams. Eventually, this plays a role in delivering on the promise of transparency in each and every transaction with customers.

The bank recognizes its duties as a responsible corporate and has taken various important initiatives, not only in the banking domain but also for the benefit of the society and the nation at large. In fact, IDBI has been working on various noteworthy humanitarian projects well before the time that CSR became an industry-wide practice.

In today's time and age, it is a challenge for any brand not only to be visible, but also to generate curiosity and connect with the target customers. If the attractiveness quotient is high, customers engage with the brand. It is extremely important that the message that is being sent out to the customers is visually attractive, is useful for them and is able to form an emotional bond with them. Thus attractiveness can provide you with visibility, but you will be able to hold your customers' attention only if that attractive message is integrated in everything you do for the customers. Thus the kind of care you provide to the customers, the kind of products you develop for them, the kind of technologies you adopt to make life easier for your customers, will ultimately decide the kind of recall and attachment your brand is able to form with the customers.

We have always focused on making banking as customer-friendly as possible. Our aim is to provide our customers with the kind of care and warmth that they expect from a friend. Building on this foundation of trust, our brand campaigns state that IDBI is a friend on which our customers can bank upon at every stage in their lives.

Apparel - Casualwear*



*Values are with respect to the Attractiveness Quotient recorded in 2015

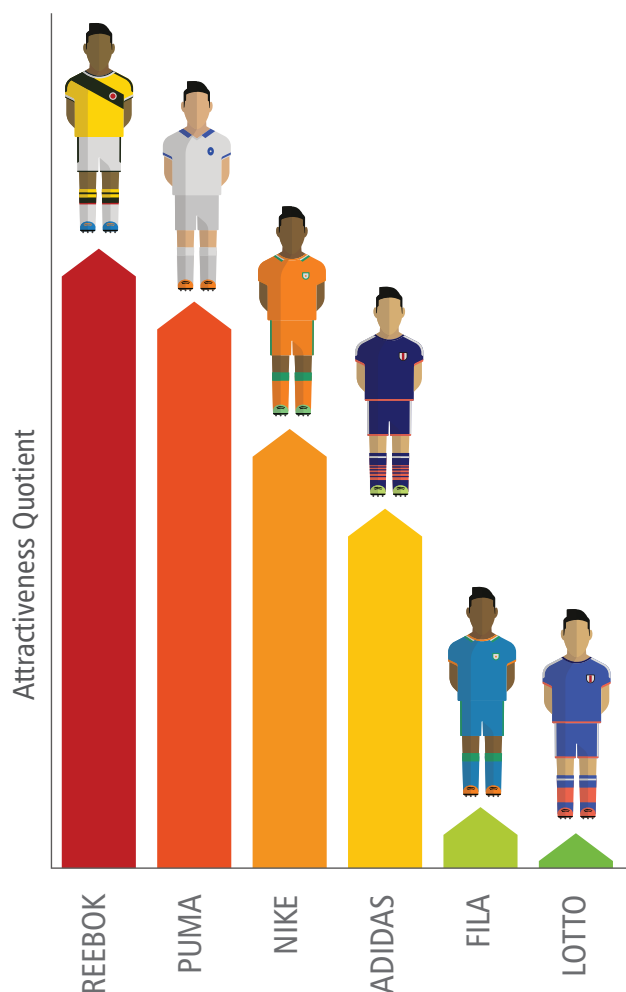
Personal Accessories

With almost as many brands in its list as Apparels, the 51 brands of Personal Accessories include Footwear, Sports Accessories, Watches, Jewellery, Eyewear, and Luggage among a few others. Typically, personal accessories are understood as items that minutely define, and sometimes even mimic, the personality of the user. This category is therefore inextricably tied to attractiveness. Unlike 2013's MAB listing which had five brands from this category represented in the Top 20 Most Attractive Brands, this year two brands appear in the Top 20. Bata ranked as India's 14th Most Attractive Brand, and watchmakers Titan are India's 16th Most Attractive Brand.

Personal Accessories - Sportswear

In the same position as 2013, Reebok tops the Sports Accessories listing with an overall ranking of India's 22nd Most Attractive Brand. In second position is Puma and "just doing it" in third place is Nike as India's 44th Most Attractive Brand. The difference between Nike and Puma is 22%, while the difference between fourth ranking Adidas and Nike is 18%. Adidas is down two rankings from last year's second ranking. Fifth are Fila with an overall top 1000 ranking of 373 and 89% down from Adidas.

Personal Accessories - Sportswear



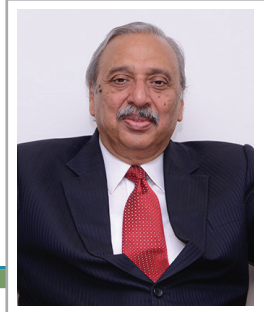


HOUSE of PURITY



Mahesh Gupta

**Chairman & Managing Director
Kent RO Systems Ltd.**



We at KENT believe that there are at least three key dimensions assessing brands attractiveness. The first is the consumer space that deals with brand awareness and equity. The second is in the business space that focuses on the benefits of joining our extended brand family. The third aspect is in the association space that works on the quality of associations – symbiotic, mutually beneficial, constructive and positive.

Over the years KENT has become synonymous with offering purity. Its robust technological performance and innovative designs enhance the quality of everyday living. We have an established track record of over a decade in the water purification industry and our purifiers are trusted by millions of satisfied customers worldwide. We make sure that our customers experience a continuous and trouble-free after sales support for their products. Innovation has been the lifeblood of KENT. With its trademarked KENT's Mineral ROTM expertise in water purification industry as a triumphant cornerstone, our aim is to provide solutions at an affordable price to everyone around the world. All our products are designed to suit varied needs of customers and for different types of end usage. In this way, we ensure our consistent effort towards building brand attractiveness.

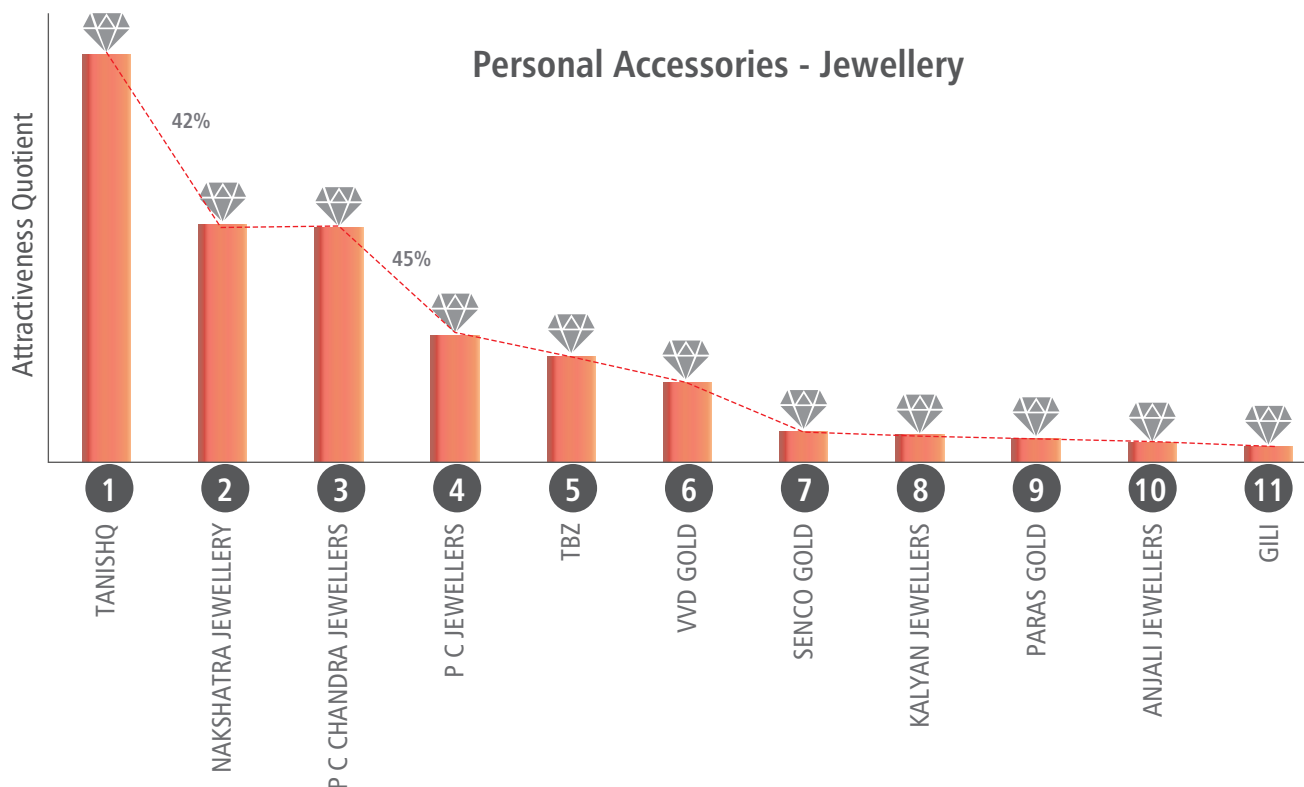
Every brand has to attract its audience. Having said that, attractiveness comes from various facets of the brand that helps in creating an overall aura around it. Brand Identity is something that a brand aspires to create and maintain. The association implies a promise to its customers from the organization and its members. Innovation has been the lifeblood of KENT and is the core of the company's existence with its trademarked KENT 's Mineral ROTM expertise in the water purification industry. KENT has extended its brand portfolio to air purifiers, vegetable cleaners and water softeners as well. In so doing, we have tried to achieve our larger brand goal of making the world a healthier place and thus maintained attractiveness.

Over the years we have helped in creating a recall value of the brand to make KENT synonymous with RO purifiers. We have built a strong belief in our brand by giving consumers a compelling logic for buying into the brand through a trusted and loved brand ambassador such as Hema Malini and her two daughters. The trio's association flows with the company's vision of making each family a 'Healthy and Happy Family'. The television commercial for KENT RO brings out the firm's two-fold objective of making people aware that the old technology of water purification has become obsolete and that the revolutionary Mineral RO technology is fully capable of providing safe drinking water.

Apart from conventional advertising campaigns, we also have invested in educating the consumer through programs and advertorials. We have taken a leap and come out with a campaign "Peetey Raho" which showcased the trust of millions in the brand. This piece of communication came as a breath of fresh air as majority of KENT's advertising was function/ technology led with a dominating presence of our brand ambassador. This communication on the other hand helped portray the softer side of KENT and connected with people emotionally. Attractiveness is to be socially responsible by making a difference in people's lives through participating in pervasive areas of their existence - water, food and air; this is what we believe at KENT. It is our fundamental vision to produce innovative healthcare products that purify the water we drink; food we eat and the air we breathe, thus helping people live healthier. This is what attractiveness means to us.

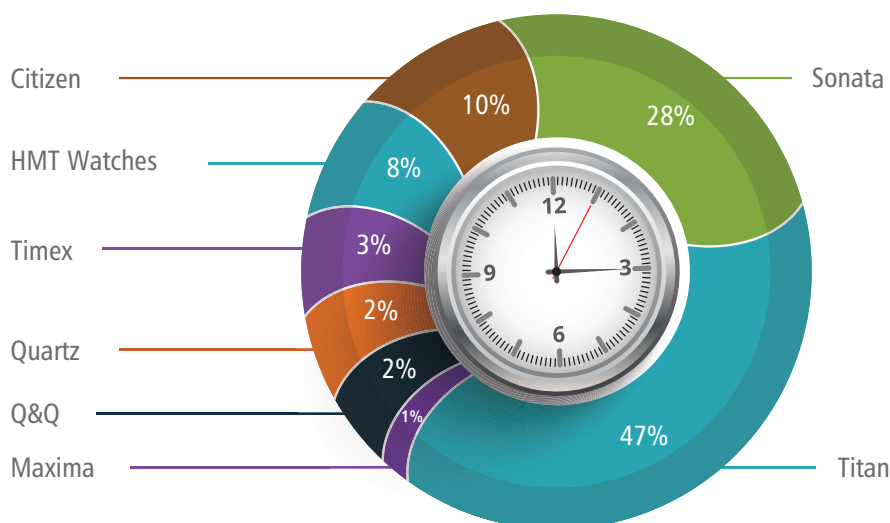
Personal Accessories - Jewellery

As the adage goes, diamonds are a 'girl's best friend' and if diamonds be the adornments then jewellery is a key component of attractiveness. Tanishq, the branded jewellery pioneer, is the Most Attractive Brand in this category and is rated 171 overall in India's 1000 Most Attractive Brands. India's second Most Attractive in this category and 42% behind the first in Attractiveness Quotient, is Nakshatra up four positions from 2013's sixth. Ranked third is PC Chandra Jewellers followed by PC Jewellers at fourth rank 45% lower. TBZ, dropping from 2013's third ranking is 5th with VVD Gold in sixth place. Seventh place in this category is occupied by Senco Gold. In eighth position is Kalyan Jewelers pushing ahead of other branded jewellery makers like Paras Gold (ninth), Anjali Jewellers (tenth) and Gili (11th) who are at short distance from each other.



Personal Accessories categories (Charts)

Personal Accessories - Watches*

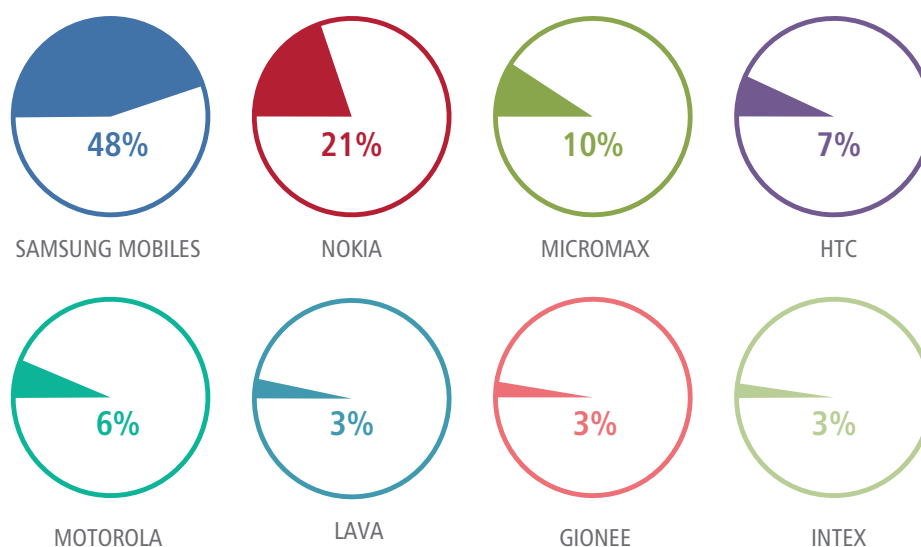


*Values are with respect to the Attractiveness Quotient recorded in 2015

Personal Gadgets

Categories led by mega-giants inevitably catapult the category average. The Personal Gadgets category that has Cameras, Mobile Phones and Tablets in its list is one such category where in each brand has prowess of its own.

Personal Gadgets - Mobile Phones*



*Values are with respect to the Attractiveness Quotient recorded in 2015

In terms of Attractiveness Quotient the two leading giants of this category are the first ranked Samsung Mobiles and second ranked Nokia, both within 53% of each other. The Attractiveness Quotient of these two brands add up to more than the Attractiveness Quotient of the other 26 brands in this category, showing the influence these two exert 2013's Third Most Attractive Brand in the personal gadgets category – BlackBerry - has been replaced by Micromax, a homegrown giant-killer. Micromax has not only ranked as India's 17th Most Attractive Brand but is also ahead of global brands like HTC, Motorola and super-giant Apple. Among the big international brands, ranking fourth is HTC, followed by Lava in fifth while Motorola is sixth. Dropping six rankings from MAB 2013, BlackBerry enters this year's listing in 11th place in its category while Apple iPhone is in 18th place.

Personal Gadgets - Cameras

Like many diversified brands, Canon makes many products, however it is in the category of cameras that the brand is rated India's Most Attractive. 26% behind it in terms of Attractiveness Quotient is Nikon, in second place. Fujifilm is at third rank a jaw-dropping 93% behind showing the dominance of the two leaders in this category.

Technology

Arthur C. Clarke, commenting on the nature of technology once said "any sufficiently advanced technology is indistinguishable from magic." Indeed, there is a certain ethereal magic in the smart-technology we see today. From switching channels with the wave of a hand to smartphones that monitor your heart rate, these radical advancements have connected everyone to technology and to each other.

In total, 30 brands feature in the Technology category. These brands cover a diverse range of sub-sectors - from anti-virus software to computer hardware. The Top 10 Most Attractive Technology brands include 3 Diversified Technology brands and 3 Personal Technology brands.

Due to the general perception that - if a brand is good at one type of technology, it probably will be good at a related one too - technology brands carry the capability to migrate quite easily across sectors with little adaptation. With many brands making the transition during the writing of this report, their exact classification becomes a difficult task.

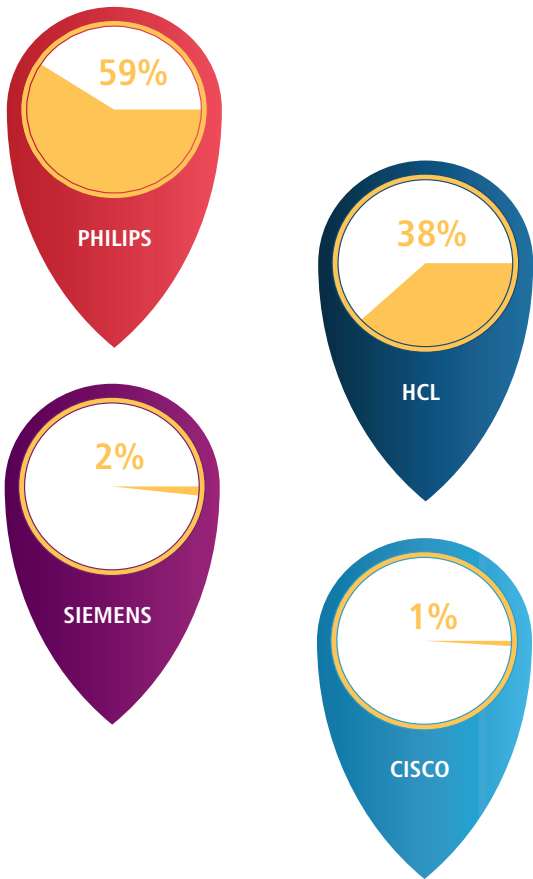
Dell is India's Most Attractive Technology brand and also has the privilege of being ranked at fifth All-India on the attractiveness scale. Hewlett Packard, the

well-diversified Technology brand is the Third Most Attractive Technology brand in India while Apple, the brand that personifies consumer appeal, is the third Most Attractive Technology Brand. Followed Phillips at number four, by Lenovo at fifth position, and HCL at sixth followed by Acer at seventh. Dell and HP are fairly closely ranked with a difference of 9% while Apple is 43% behind HP in Attractiveness Quotient.

Top 10 Technology Brands		
1	DELL	Personal Technology
2	HEWLETT PACKARD	Personal Technology
3	APPLE	Personal Technology
4	PHILIPS	Diversified
5	LENOVO	Personal Technology
6	HCL	Diversified
7	ACER	Personal Technology
8	MICROSOFT	Software Products
9	INTEL	Semiconductor
10	I BALL	Personal Technology

Technology categories (Charts)

Technology - Diversified*

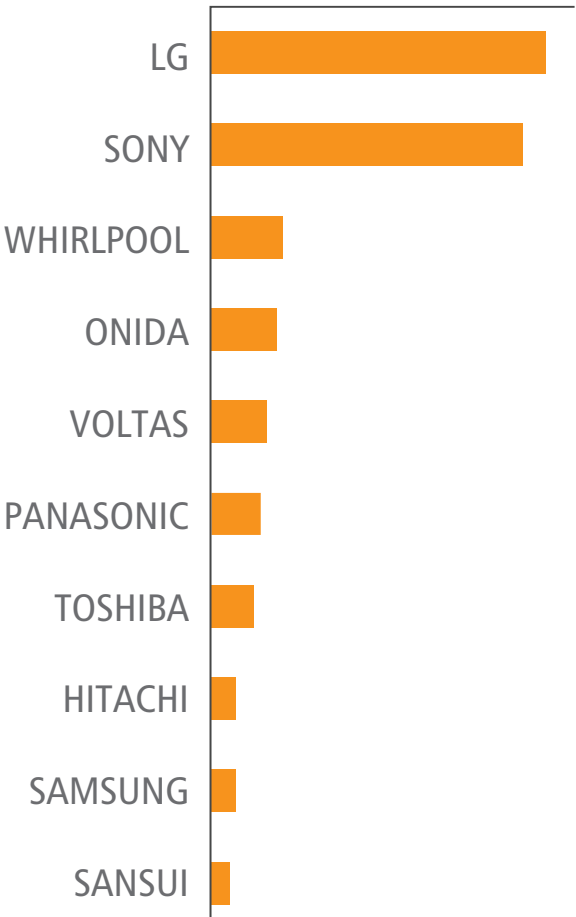


*Values are with respect to the Attractiveness Quotient recorded in 2015

Durables

As a category, Durables is the ninth most populated group and is ranked third in terms of Attractiveness Quotient. LG, ranked All-India number two in terms of attractiveness leads the Consumer Electronics category under Durables followed by Sony, at second rank, 7% below the first. The gap to the third position is a deep 76% in Attractiveness Quotient with the third category rank being taken by Whirlpool. A small 2% below the third in terms of Attractiveness Quotient, Onida ranks fourth on this category’s attractiveness scale.

Top 10 Durables*



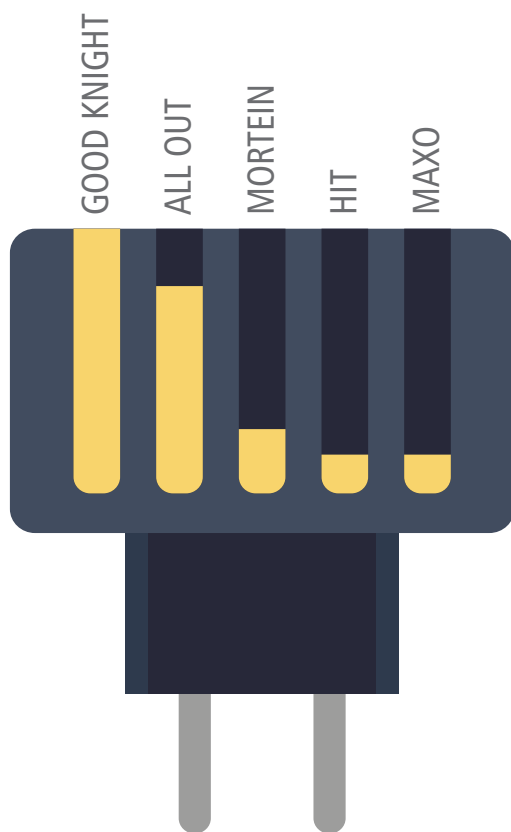
*Values are with respect to the Attractiveness Quotient recorded in 2015

Voltas comes in at fifth rank followed closely by Panasonic at sixth rank. Toshiba is India’s seventh Most Attractive Consumer Electronics brand, Hitachi ranks eighth with about 42% attractiveness score behind. Samsung is ninth and Sansui ranks 10th on this metric of appeal.

FMCG - Mosquito Repellents

With dreaded diseases carried by mosquitoes becoming a major worry in the country, the importance of this category is high. India's Most Attractive Mosquito Repellent brand is Good Knight, a product from Godrej's basket. SC Johnson's All Out is the second Most Attractive and securing the Third Most Attractive Brand position is Reckitt Benckiser's Mortein separated by 68% in terms of Attractiveness Quotient. Hit also from Godrej is fourth in this Sub-Category with Jyothy Laboratories' Maxo at fifth rank.

FMCG - Mosquito Repellents*



*Values are with respect to the Attractiveness Quotient recorded in 2015

Banking, Financial Services and Insurance (BFSI)

BFSI is a new category to the report and is populated with well-known Indian brands such as LIC, HDFC Bank and Bajaj Alliance Insurance. It ranks as the sixth most populated category and in Average Attractiveness Quotient it ranks 14th. There are 42 sub-categories under BFSI making it one of the most diverse categories.

Social Maturity

TIGRESS

Meera Sharath Chandra
Founder CEO & CCO
Tigress Tigress



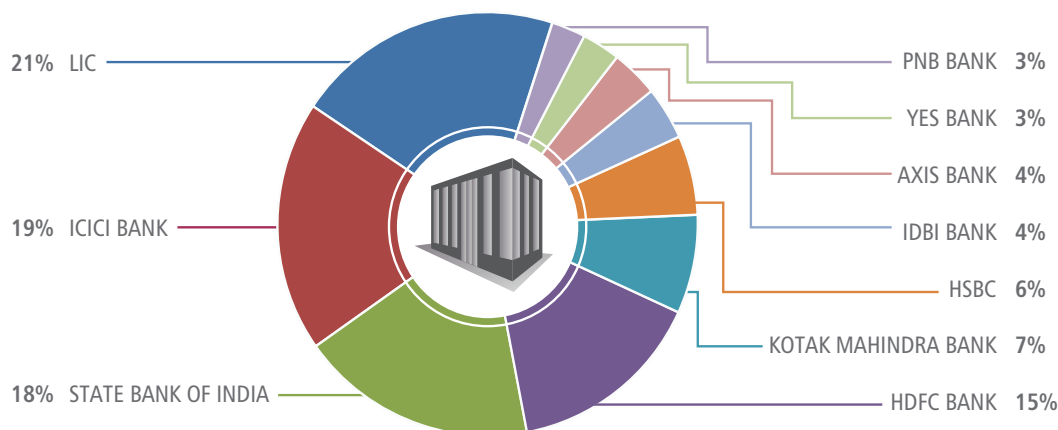
Brands have long stopped being the property of manufacturers alone. They are today, actively co-created and co-parented by consumers. Especially on the social web, consumer advocacy plays a key role in purchase decisions. This makes it imperative for marketers to consciously reach out to their loyal franchise with efforts to build relationships by building value.

When brands make a concerted attempt to engage in meaningful conversations and provide higher-order benefits, they resonate with customers and reinvent their attractiveness and relevance. They are seen as friends, partners, mentors and often part of the family and social circle. It could be imparting category knowledge - giving the brand an immediate leadership stance. It could be a social outreach drive - one that adds substance and meaning to the brand DNA. It could be proactive initiatives - that create and sustain customer delight and surprise.

Whatever the method that marketers use to lean forward towards their target group, the metric is not sales or revenue but the sheer effort—the effort to think ahead, care enough and take the first step to reach out. Consumers are sub-consciously waiting for that brand hand shake.

Heading the BFSI rankings is the insurance provider LIC with an overall India Ranking of 59th Most Attractive Brands. Second in this category is ICICI Bank followed by State Bank of India with a 5% difference in Attractiveness Quotient. Fourth in this category is HDFC Bank with Kotak Mahindra Bank in fifth. The International HSBC is in sixth rank with an overall rating as India's 178nd most attractive Brand. Seventh in this category is IDBI Bank with Axis Bank in eighth, a mere 9.8% differentiating the two. Ninth position is occupied by Yes Bank and PNB at number ten.

Top 10 Banking, Financial Services and Insurance*



*Values are with respect to the Attractiveness Quotient recorded in 2015

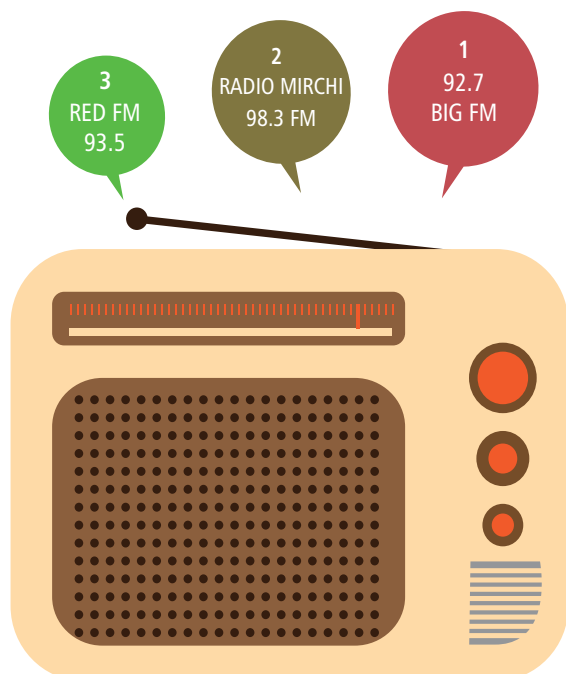
Media

Of the 37 media listed in India's 1000 Most Attractive Brands list, 9 are from print, 3 are radio and 25 are TV media. Dominating the pole position in Print Media is DNA, which comes out as the Most Attractive Brand of the Sub-Category. This is

followed by Mid-Day at second place, with the third place being occupied by Dhainik Bhaskar. Times of India and India Today follow as the fourth and fifth Most Attractive English Print Media.

In the TV Media Sub-Category there are 25 brands represented. We have Zee TV topping the list. Star Plus in second position follows Zee TV. Third is NDTV, Fourth on the list is Colors and ABP News in fifth. 9X joins the listing in sixth rank while Zoom TV occupies seventh rank.

Media - Radio*



The three brands in the Radio category are Big FM, Radio Mirchi and Red FM in first, second and third place respectively.



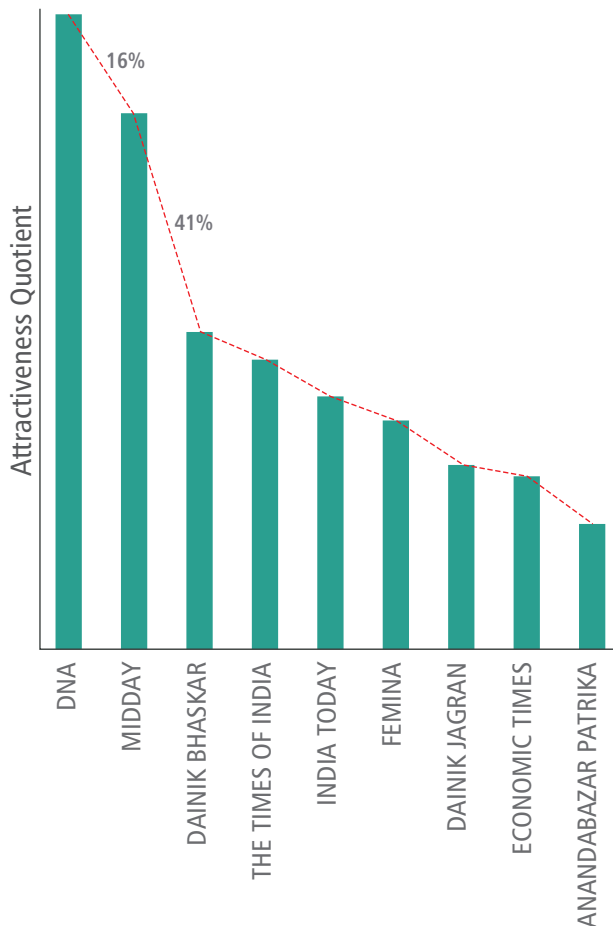
“ Attractiveness is a powerful intangible force which goes much beyond its physical appeal. It is an invisible overwhelming pull which subliminally, but irresistibly draws audiences towards itself. ”

Sanjib Roy,
CEO

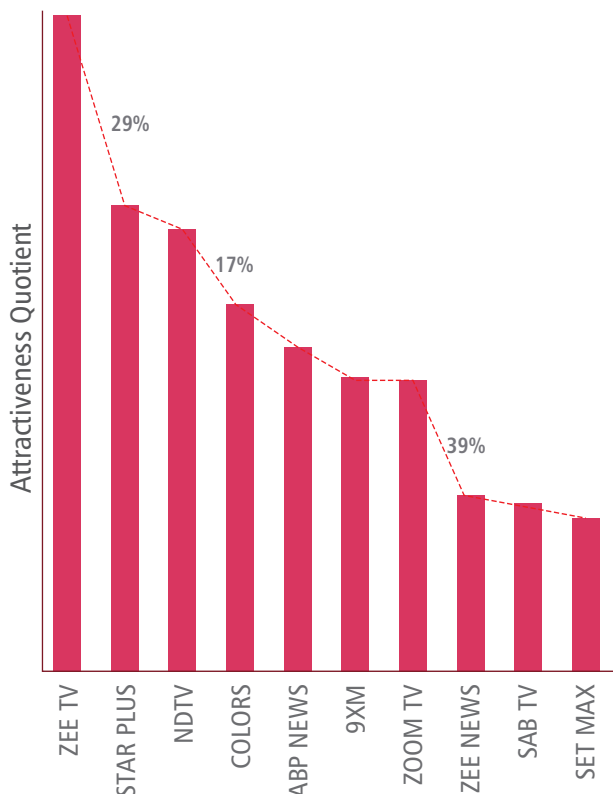
Sintex Industries Limited, Plastics Division

*Values are with respect to the Attractiveness Quotient recorded in 2015

Media - Print



Media - TV



Emotional Maturity



Barkha Dattani
Managing Director
Barkha's Brand Clinic



Throughout history, branding has served as a representation of meaning through the use of sign and symbol. Oftentimes, these symbols are meant to hold a particular meaning or stigma. Herein, lies the origin of Emotional Maturity.

To understand the social responsibility while contributing to society through your business is Emotional Maturity.

People love brands that they buy, but Emotional Maturity is when Brands love their people back. From this arises the whole era of Emotional Branding today.

Emotional branding is a term used within marketing communication that refers to the practice of building brands that appeal directly to a consumer's emotional state, needs and aspirations.

Emotional branding uses the consumer's ability to process messages to promote a significant feeling associated with the brand.

The key to leveraging emotional maturity to build a brand is to identify your brand promise and personality, as well as the features and benefits of the products and services under your brand umbrella, and determine how these features and benefits relate to consumers' emotions.

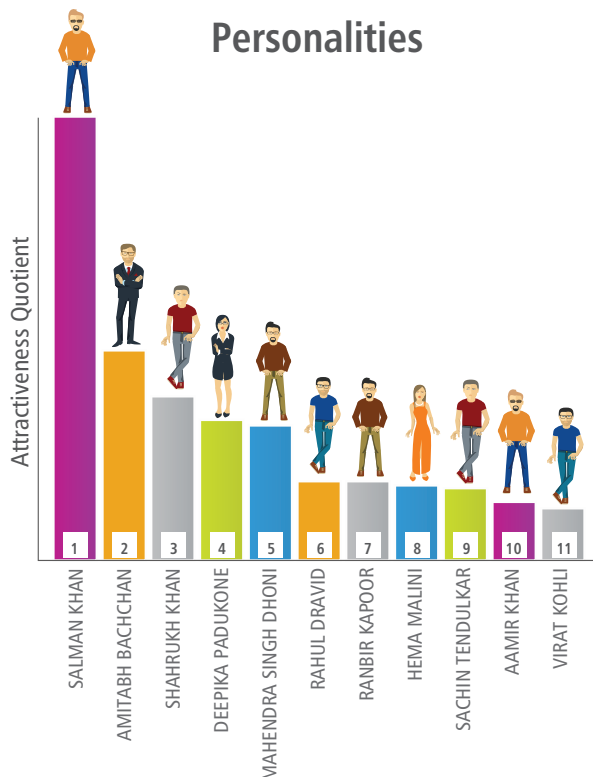


“ We aim to raise the attractiveness quotient through the conversations with our customers. This is solely achieved by the drive exhibited at Dell to constantly deliver to the customers -our brand ambassadors”

Ritu Gupta
Director - Marketing, Consumer & Small Business
Dell India

Personalities

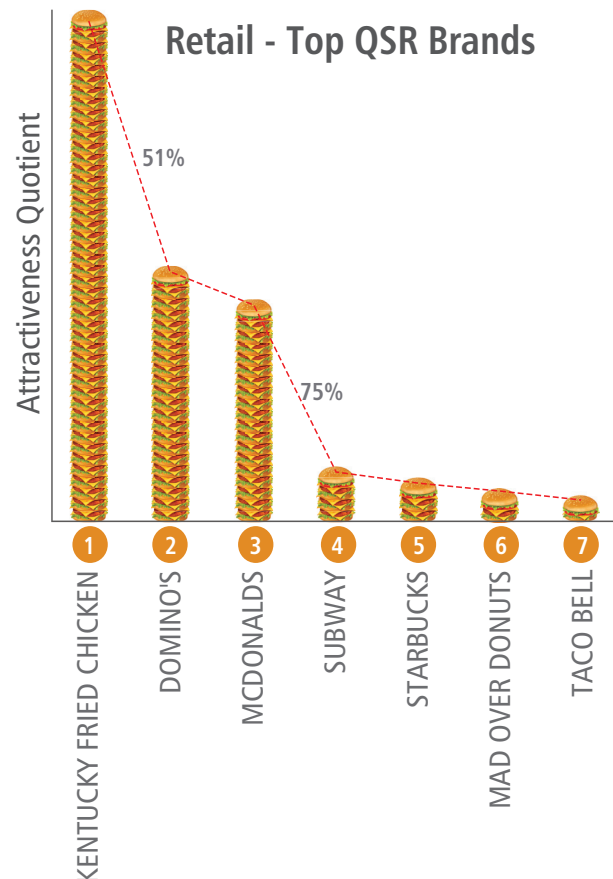
We are biologically and genetically attracted to human beings more than anything else. The rankings in this category illustrate that that which is popular and frequently visible is not necessarily the stereotypically attractive choice. This category it brings focus on the real traits that matter in attractiveness. Due to the differing views on this category, it will do well to bring back the Attractiveness Quotient Matrix into focus and how the rankings are calculated.



Attractiveness rankings come are a result of the unassisted responses to 36 different traits on 12 demeanours. These are grouped into Rational, Emotional, Communication and Aspirational Appeals. Therefore, the quotient is not solely reflective of the halo-effect but rather reflective of the deeper processes central to attractiveness.

This year's top 1000 includes 11 personalities from Cinema and Sports. Bajrangi Bhaijaan's superstar Salman Khan tops the list with mega-personality Amitabh Bachchan in second position and Bollywood's Shah Rukh Khan in third place. Actress Deepika Padukone is in fourth position with Cricketing world personalities Mahindra Singh Dhoni and Rahul Dravid follow in sequence. Young Bollywood superstar Ranbir Kapoor is in sixth position. Actress Hema Malini enters at seventh position with Sachin Tendulkar in eighth. Amir Khan and Virat Kohli close this category in ninth and tenth.

Some other category graphs (Charts)





Sintex Industries Limited, Plastics Division

Sanjib Roy

CEO



Attractiveness is a powerful intangible force that goes beyond its physical appeal. It is an invisible overwhelming pull, which subliminally, but irresistibly draws audiences towards itself. Attractiveness is a brand or a company's ability to capture or grasp its end users' attention with their products, communication style and with the way they portray themselves before its stakeholders. It is the 'Pull Factor' that compels people to notice a brand or a product.

Sintex is known to be a company that dedicates a huge part of our resources towards product innovation and research. Another important factor that contributes towards our brand's attractiveness quotient is the fact that we offer customized solutions to our customers and thus they can rely on us to provide appropriate options for their needs. In fact, we are known in the market as a solutions provider company and this factor has immensely contributed in building our brand's attractiveness quotient.

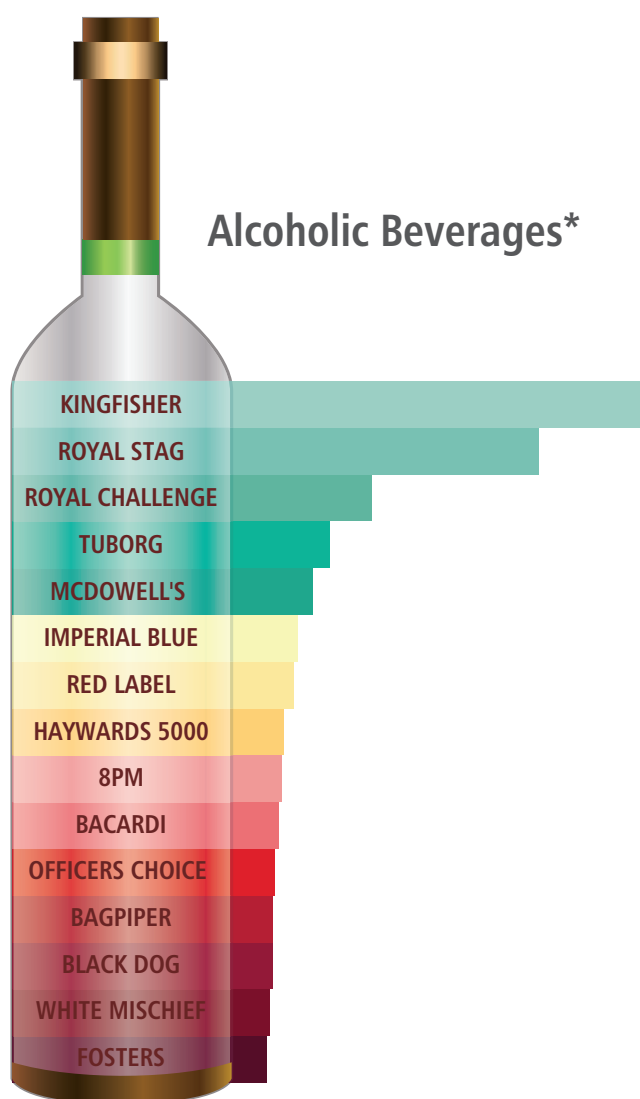
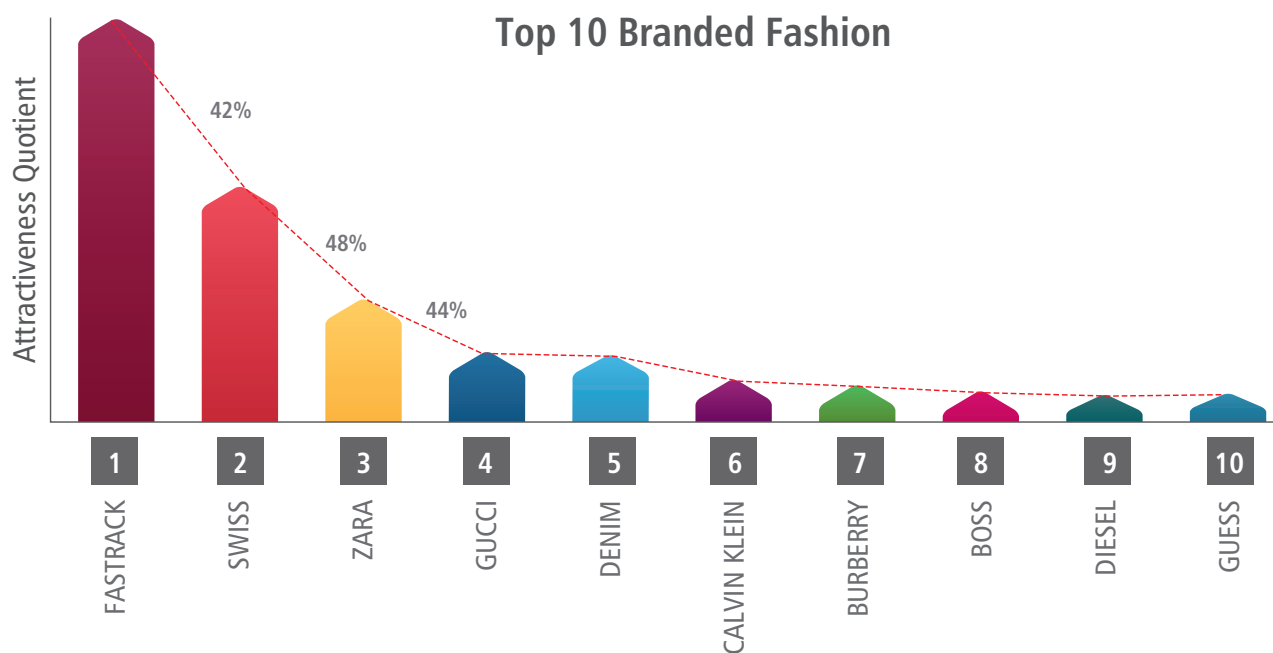
We are well aware of the expectations of our various stakeholders and our responsibility towards them. An important rule that we follow is to keep the communication channels open so that everyone is aware about what is going on within the organization and can also inform us about their experiences and expectations. This practice allows us to make amendments, to develop products and also to focus on areas that matter the most. Because of this practice, we are recognized by our stakeholders as a brand that 'cares' and this is what makes our brand attractive to them.

We deploy a wide range of channels for our marketing communications. We advertise on television, radio and in newspapers. We participate in tradeshow and exhibitions. We also develop attractive and innovative schemes for our channel partners to encourage them to sell our products more vigorously. We organize channel partner meets and conferences on a regular basis to update them about new products and offers. In all these marketing communications we ensure we are projected and accepted as Market Leaders, as Solution Providers, as a company that invests its time and resources in innovation, in developing solutions for problems – existing and anticipated, a company that thinks much ahead of its time.

The most significant communication in the past has been our popular campaign with the tag line "Every Black Tank is not Sintex". We started off making the black overhead water storage tanks, which became so popular that, even today, people refer to any overhead water storage tanks as 'Sintex'. Over the years, 'Sintex' and 'water tanks' have become synonymous, exactly the manner in which 'Xerox' became synonymous to a 'photocopier', 'Surf' became synonymous to 'washing powder' and 'Hoover' became synonymous to 'vacuum cleaner'. Today, our communication has evolved to incorporate our philosophy of creating simple, right-engineered products. And from a functional platform, we moved into a larger space of creating relevance to the end-consumer, with a brand position articulated as "Sintex. We make sense." This journey, which has defined a clear customer-focussed approach for the brand, has been a truly exhilarating one, and a campaign close to our hearts.

The key elements of a brand are its market Position, the Promise that it makes to its various stakeholders and its Personality. All these elements work hand-in-hand to make a brand attractive. So unless, these are well defined and communicated correctly and consistently, there is no chance people will identify a brand and find it attractive enough.

In the case of Sintex, we have defined our position as the Market Leaders. We ensure we maintain our position by keeping the Promise of always thinking ahead of times and investing in Innovations. Sintex has developed as an Entity that cares for its stakeholders. All these elements together have ensured Sintex remains one of the most popular / attractive brands in the industry.



*Values are with respect to the Attractiveness Quotient recorded in 2015

spykar



Sanjay Vakharia

COO,
Spykar Lifestyles Pvt. Ltd.



Attractiveness is the need or desire to own, possess and patronize a brand or product. It is the promise of the brand being understood, valued, and appreciated by its consumers. For us, the intangible and tangible forces that draw the consumers to the promise, which is built in the product, is attractiveness.

The conscious position taken by the brand on offering high fashion towards its core audience - the youth, builds our brand attractiveness quotient. Spykar as a brand has always stayed loyal to its core offerings and its target audience. It has always been about fashion, denim and youth. Spykar has made the most comfortable garment that one would aspire to be in. We have promised and delivered the best quality to our consumer that is unparalleled. Spykar's accessibility – be it online, in malls, high-street, MBOs, large format stores across 300 cities has been outstandingly excellent. These aspects help in building the attractiveness which the brand enjoys.

Our main aim in our communication is to tell our target audience that we are giving them what they want. By being consistent and having high quality delivery of the promise in terms of styling, timing, quality and pricing built within the product offering ensures that all stakeholders receive what they desire from the brand. This is Spykar's aim towards building our Attractiveness Quotient. Consistent and high quality delivery of the promise in terms of styling, timing, quality, pricing built within the product offering and the integrity in dealings ensures that all stakeholders receive what they desire from the brand.

Marketing communications have always been aspiration-driven in terms of the medium used, imagery and relevance. The brand has always been an early adopter and recognizes shifting consumer preferences and needs in real time. The youth, who are our main target segment, want to own what they see on television, in cinemas, in print and we have the products to offer them so it becomes essential to communicate this to them. A case to cite would be consuming in film placements as a medium of communication to maximize on the growing Bollywood aspirations among consumers and thereby ensuring prime positioning in India. Further to this we do a lot of BTL activities which keep us very close to our target audiences.

Attractiveness of the brand is a combination of all the aspects of the brand. So a better all-round package will always be attractive. The factors that make a brand attractive are pricing, variety in the offerings, quality, styling and availability. A brand needs to price its products rightly keeping in mind their target group. The price of a product sets a tone for a brand's status and positioning. The variety a brand offers influences a brand's quality, perceptions, and consequently affects brand choice. The quality of a product is the tangible factor that helps increase the attractiveness of a brand as a whole. Styling can either be internally oriented towards employees or externally oriented towards customers, either way it helps increasing the attractiveness quotient of a brand. Product availability is key to customer loyalty, which indirectly helps in building the Attractiveness Quotient of a brand.



UNVEILING THE CHEMISTRY

03

Unveiling The Chemistry

Much like the fragrance of the soul, brands embody certain magnetism that draws consumers to them. Hypnotic and mesmerising, brands have the power of persuasion stronger than merely words, appearances, emotions, or will. The persuasive power of a brand cannot be casually shrugged off. This persuasion enters into us like breath into our lungs, it fills us up, consumes us totally. There is no escaping this allure. It is, in a manner of speaking, a chemical reaction. In the matter of attraction, Carl Jung is credited with observing that “the meeting of two personalities is like the contact of two chemical substances: if there is any reaction, both are transformed.” These points of contact touch individual lives and consumers are drawn in, captivated.

Observing this chemical reaction requires science. For this, the accumulation of qualitative and quantitative data forms a critical part of understanding attractiveness. Accordingly the data collection and analysis process for this study became imperative to ensure the integrity of the study. The great power of data lies in the ability to extract and interpret the gems of mined information. As the adage goes, there is power in numbers and in India, the power of numbers is proven all-too true. In the same way that Ali Babacan, Deputy Prime Minister of Turkey, notes, “whatever the scenario, the dynamism of developing nations, their demographics and competitive power are great sources for superiority”. Likewise we see our demographics as an endless well of potentiality.

Attraction or this magnetism is largely subjective. To unearth the true meaning of attractiveness and to quantify it and mould it into a measurable,

comparable structure for attractiveness it is essential to delve into the very idea of appeal and attractiveness. Detailed in depth interviews with experts, and further pilot studies helped to probe further and truly deconstruct the meaning of attractiveness. The various components were then woven together and we arrived at the Brand Attractiveness Quotient that essentially becomes a yard-stick of measurement. To explain the intricacies further - with the help of the Brand Attractiveness Quotient - we have broken down attraction to 4 attractiveness Foundations and 12 Demeanours and 36 Traits. These will be dealt with in chapter that follows.

SELECTING THE SAMPLE

Who Are You?

Access to prestige, wealth, ability and access to information are all the forte of consumer-influencers and trend-setters. Influential individuals in whichever field have the innate ability of affecting the people around them. A person who is purchasing a good and/or services, or those who are purchasing decision-makers, are often influenced without any direct or apparent effort. These consumer-influencers are the individuals identified as our study sample.

In the process of data collection, these consumer-influencers were requested to attach their visiting cards with the questionnaire. This served as a mark of their identity. To reinforce this further, the respondent was required to sign the questionnaire twice in two different places on the questionnaire. This measure further served to verify the data before

it could be published. The final filter was a personal connection - a phone call. Through this phone call, the respondent came to life beyond an inanimate visiting card or a signature. "The Respondent" now became a person at the other end of the line. This person then verified that they had been approached for the purpose of the questionnaire, helping make the data collection process a very dynamic and real experience that went far beyond mundane data crunching.

To truly understand the concept of attraction, the human aspect in the process of data collection was of paramount importance. Deciphering the thoughts of these consumer-influencers formed a critical part of our analysis. In the business of communication word-of-mouth is crucial therefore speaking to the initiators of opinion became imperative. The respondents were people who were most likely to influence others by their opinion of brands, which meant that they were more inclined to have discussions and debates about brands in their place of work or among their peer group. As a result of speaking with key influential individuals, we were able to capture the thoughts of a larger idea-pool as well.

To be able to create a precise framework of data points that helped construct the Brand Attractiveness Quotient we collected information from close to 2,500 consumer-influencers. This large pool of respondents ensured that we were able to generate enough information to extract the necessary data. It was important for this sample to echo actual consumers voices as this increases external validity. In this way, the information extracted from the data gains relevance across the population.

Balance must always prevail and so it is with the choice of sample sizes for the genders. In our sample, it became imperative to capture a balanced and reflective opinion especially given that men and women often see the same things differently. To keep in mind the influencing opportunities that the genders received our sample constituted 71% male and 29% female respondents. The percentage values are reflective of India's greater gender distribution in corporate India.

To ensure accuracy and precision in the data

collection process, interviews and questionnaires were conducted in English. As a pre-requisite to sample selection, respondents were required to be fluent in English and display sufficient proficiency communicating in English. Unlike the unfortunate protagonists of E. M. Forster's *Howards End* "[who] had nothing in common besides the English language", our goal was to ensure that our consumer-influencers could communicate with a large number of people at every level. This in turn ensured that each respondent understood the brand's communication and that no part of the questionnaire was lost in translation.

Carefully selecting the socio-economic categories of our respondents was essential since individuals with more financial support are often more independent regarding consumer decisions. Accordingly, the respondents were from principally from SEC A and B, and working in the corporate sector.

Individuals who have worked in public relations, market research, advertising, BPOs or KPOs are likely to be better informed than the average masses or may have bias response due to their professional connections with brands. This would have been detrimental to the research. Of critical importance to ensuring the authenticity and integrity of the data, individuals employed in these industries were not included as part of the sample.

As we grow older our tastes evolve, to take this into account our sample was distributed across the age groups in accordance with the 2011 census. The largest consumers were in the age groups of 21 to 25 years of age, this constituted to 22% of the sample, followed by 26 to 30 at 18%, the others 31-35, 36-40, 41-45 and 46-50 were equal and each accounted for 17% of the sample.

Ensuring an even-spread

To ensure that each and every response was the respondent's own opinion and was not coloured by bias, no more than 15 interviews were conducted from one organization. This resulted in a very wide array of answers and increased the number of interactions per respondent.

The consumer-influencer is often strapped for time,

therefore finding even 25 to 30 minutes of their time proved to be a colossal task. The insistence on a dedicated time to the questionnaire and interview may have made the process a little more complicated but it lent the research an authenticity and a higher validity. Like premium tea leaves or carefully aged wine the process of elimination as well as patience is vital in achieving the best results. Thus, as in any research design, weeding out unnecessary faulty information was essential. In this manner incomplete data and questionnaires with discrepancies were therefore rejected.

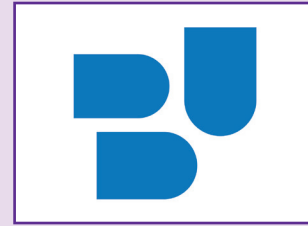
Sharpening the Tools

Throughout this extensive and exhaustive data collection process, respondents were put through a number of screens before finalising their input. However, it is not exclusively the respondents who were extensively screened. Special attention was given to selecting the interviewers as well, based on three criteria. Once selected, each interviewer was ranked on a scale of 1-10 point scale to measure each of the parameters of pronunciation, balanced voice while reading statements and fluency in English. Interviewers scoring 22 points and above in each parameter were selected to conduct the interactions with the respondents.

Very often, our mannerisms, our eyes, tone of voice betray us and give away a lot more than we intend to. In order to prevent interviewer's bias or leading the consumers' responses, show cards were used to communicate with respondents. Leaving the questions open ended allowed a higher fluidity in the responses and therefore respondents could interpret the idea of a brand exactly how they wanted to.

Due to the nature of the research, each individual has his/her own cache of brands – some so local that they are hardly known elsewhere. Dealing with a large number of respondents across India resulted in a long list of around 17,000 brands. As a result, a wide spectrum of brands was created. This expansive brandscape displayed the sheer variety of brands that the Indian audiences are exposed to. It is in this vibrant kaleidoscope that certain brands were pinpointed to become India's Most Attractive Brand.

Conscious Effort



Lucy Unger
Managing Director
Brand Union



Let's get real...there has never been and never will be a silver bullet when it comes to leveraging true value from your brand.

The benefits to any business will only come from a long-term view, a consistent focus and conscious effort from across the business.

Branding cannot only be the domain of the marketing department (or their brand consultants): it is the responsibility of the business itself to nurture their brand in the way they would nurture any of their assets, and work across their verticals to deliver against its promise.

The brand is the starting point and focal point that helps define how the business differentiates itself, its culture, how it communicates internally and externally, its product and service mix, its operational approach and policies, financial practices, commitment to innovation and on it goes.

Recently Zara's sales in India crossed \$100m. Now there's a business that has made a conscious effort to align all aspects of its business and operations behind a brand promise and the results speak for themselves.

Make no mistake it's not easy, it's not a quick fix but ultimately it's the only way.

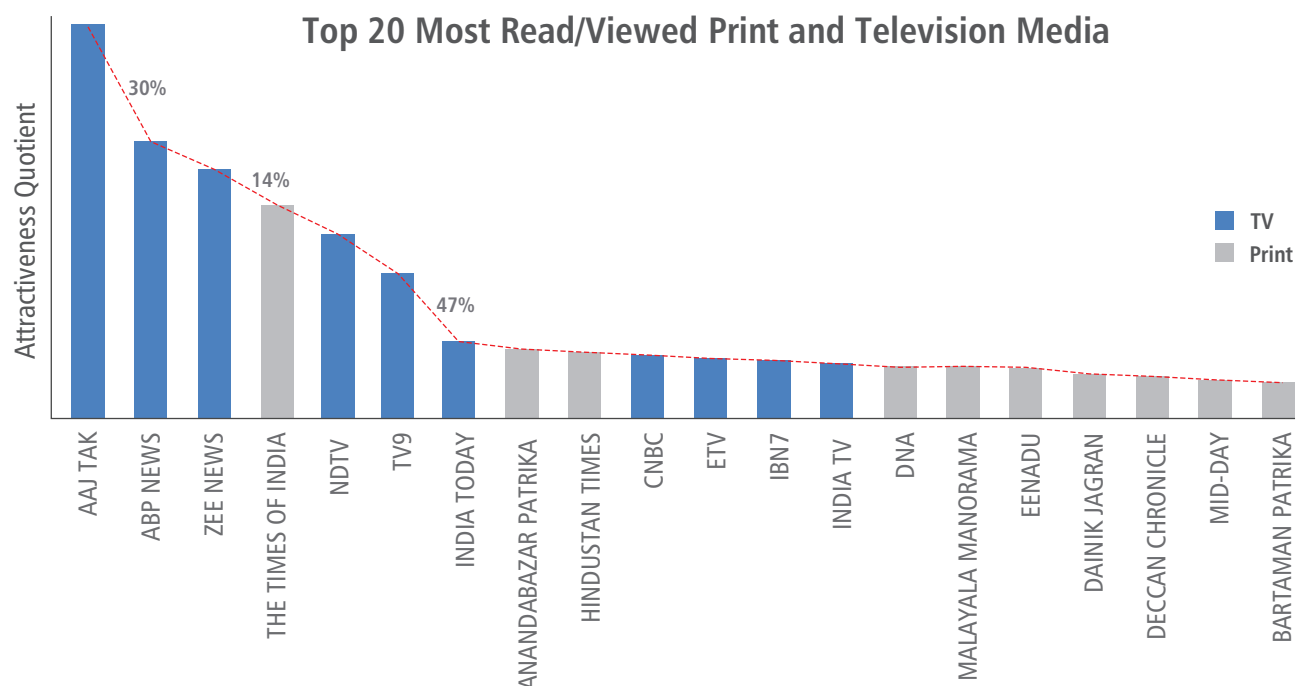
SOME RESPONDENT INSIGHTS

The respondent's media picks not only provide an insight into the respondent's mind-sets, but they also show the influencer's hierarchy of choices. We queried each respondent for media brands that they read or viewed and three more that they thought were most informative. Additionally, we queried our respondents on the most recalled brands as well as the brands that they use. The Top 20 of these rankings are presented below.

Top 20 Most Read/Viewed Print and Television Media

Of the Top 20 Most Read/Viewed media, both media types, Print and TV, there are eight print and 12 TV media. Strangely, not a single Internet news site appears in the Top 20, though that is perhaps due to online media not becoming a proxy for news sources just yet.

Aaj Tak appears as India's Top Most Read/Viewed Media, followed by ABP News which is ranked second. Zee News TV follows in at third. With the first print media to appear in the list, The Times of India appears at fourth, which is followed by another TV Media channel NDTV at fifth. Two TV Media channels follow – TV9 and India Today in sixth and seventh places. The Bengali print publication – Anandbazar Patrika is at eighth position. Hindustan Times is at ninth position and is closely followed by international TV media giants CNBC. Three TV Media follow CNBC in 10th, 11th and 12th position – they are ETV, IBN7 and India TV respectively. The next five brands in the listing are DNA at 14th position, Malayala Manorama at 15th and the Telugu Eenadu at 16th position. These are followed by Dainik Jagran at 17th with Deccan Chronicle ranking 18th. Penultimate is Mid-Day and Bartaman Patrika across India.





Atttractiveness means the values built through appropriate packaging convenient to the users and through which they receive value for their money. This must thus be effective and satisfying.

The key factors that build Suthol's Attractiveness Quotient are in its usefulness to consumers. The brand has grown not because of advertisements but because of its product efficacy. Summer heat brings with it many skin problems such as prickly heat, rashes, itches and skin irritations. As an antiseptic skin liquid, Suthol is able to provide the best relief from all these skin troubles. For so many people a suitable and convenient way to handle skin problems of itches, rashes and daily infections was missing. They were burdened with creams and ointments that were not only inconvenient, but felt awkward to use them, as it made personal matters public. Suthol is the solution to these problems. As the smartest and instantly the most effective solution, Suthol handles summer rashes, itches and infections. The consumer gets the required fresh feel they need and they also have a choice from the four variants of Suthol that are available. Suthol is very safe to use and has a separate variety for kids and users with hypersensitive skin - making it so attractive and so indispensable to consumers.

As a brand Suthol has established itself as effective and has earned high revenues immediately after its launch. Since then, it has been eight years and consumers are still finding wider usage patterns every day with four equally popular and effective variants of Suthol – Natural, Chandan, Fresh & Suthol Plus (Alcohol Free).

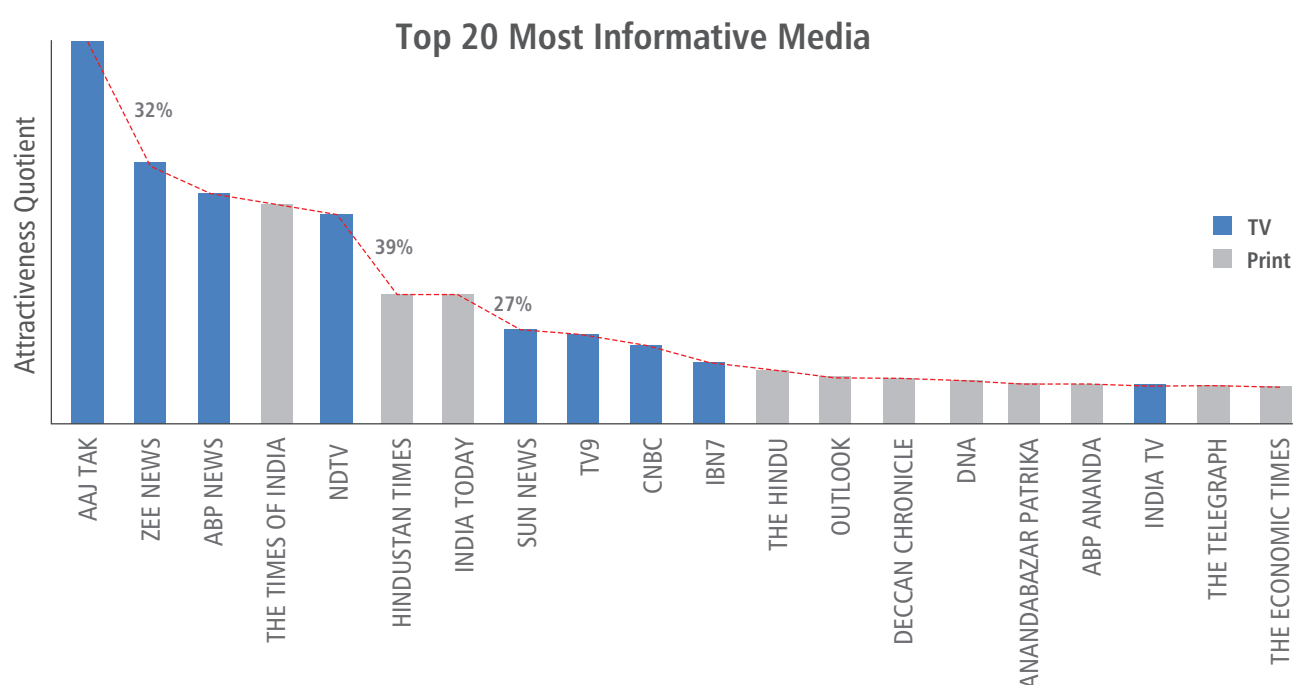
The main reason for Suthol's attractiveness is because it is a straightforward working product, which has helped consumers to associate with it instantly. Suthol has been identified directly by outgoing and outdoor engaged men and women. This aspect was widely supported by mass communication. Every season communication was developed with inputs from users as they practically experienced the product. Clinical Studies were initiated following statutory rules, at regular intervals, which substantiated the claims each and every time. Suthol, as a brand, developed to be the first brand in 'liquid' form for direct application with no application irritation for relief from itches, rashes and infections especially during summer and moist climates. All avenues of communication were used to inform consumers as well as prospective consumers that Suthol is the first Liquid to fight better against prickly heat problems.

Attractiveness is established in various ways, starting from packaging looks on shelf to user convenience to effectiveness and Suthol covers it all.

Some of the ways attractiveness is established are through product names that allow people to recognize brands and attach a certain intrinsic value to the product because of a name. The color of a product also helps in influencing how consumers view the "personality" of the brand and this helps to increase its attractiveness quotient. The feel of a product on use is the first time the consumer comes into contact with the product and it is considered as 'The Moment of Truth'. The effectiveness of a product helps in consistently keeping a product attractive as the consumer will be attracted to the brand because of its effective use and they will thus turn to be a loyalist of the brand. Value for money also proves to be a very attractive feature as the consumers expect results according to the amount they have spent on that product.

Top 20 Most Informative Media

Though the borders between news and entertainment are often blurred, a key factor that remains consistent is the Information Value. Aaj Tak scores pole position yet again in this category, with Zee News in second. Another TV Media channel – ABP News is in third position with The Times of India, the first print media in this ranking, in fourth position. Fifth position is India's NDTV. Hindustan Times and India Today, both print media, follow in that order in sixth and seventh position. Sun News, the 24-hour Tamil News channel is in eighth position and followed by TV9 not far behind. America's CNBC is at tenth position. The second half of the ranking is primarily dominated by print media with the exception of two TV Media. The second half opens with IBN7 at 11th position followed by the print media. They are; The Hindu in 12th position, news magazine Outlook at 13th, Deccan Chronicle at 14th and DNA at 15th. Anandbazar Patrika is in 16th position separated by a fraction from ABP Ananda at 17th. The last TV media in this ranking, India TV, is at 18th. Kolkata's The Telegraph comes in at 19th with The Economic Times rounding up this ranking.



Top 20 Most Recalled Brands

John Hegarty once said, "Better to be known for something than be forgotten for nothing." Hegarty speaks to the heart of Brand Recall as one of the most potent assets a brand has at its disposal. In this ranking, we present to you the Top 20 Most Recalled Brands, which starts with Samsung Mobiles. Sony follows in tow in second position and with LG in third, representing a relative repetition of Top 3 Most Attractive Brands in India.

Tata, Dell and Hewlett-Packard are in fourth, fifth and sixth positions in that order. Microsoft's Nokia enters the ranking at seventh with Honda in eighth. Maruti Suzuki is in ninth position with Micromax as the tenth most recalled brand.

Indian Bajaj is 11th in our ranking with reliance in at 12th. Godrej comes in at number 13 with Dabur, Bata and Lux in at 14, 15 and 16 respectively. International brand giants Reebok are in at 17th position. The last three Top 20 Most Recalled Brands are Hero Motocorp, Pepsi and Idea, in that order.

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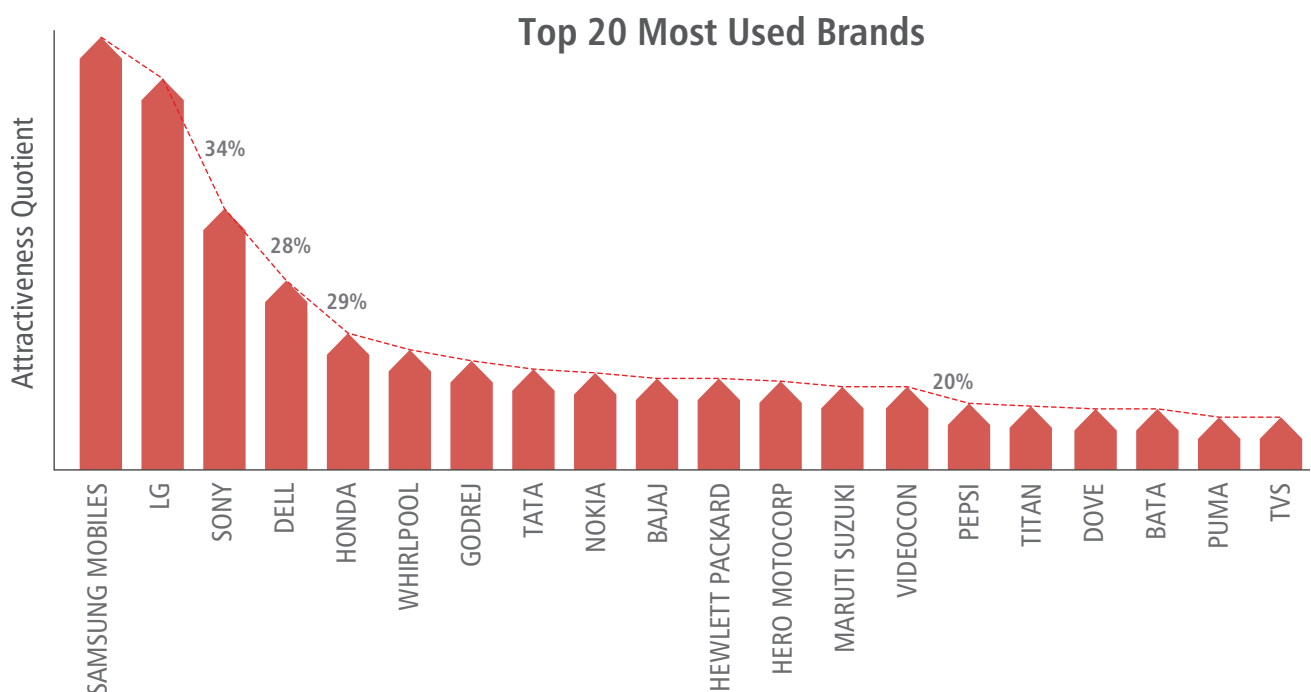
Yogita Kunvar

(M: +917045818545) (E: enquiries@brixmedia.com)



Top 20 Most Used Brands

The respondents were also asked about the top five brands they currently use or have used in the past based on their preferences and choices. It is not surprising that the top three brands are Samsung Mobiles, LG and Sony in that order. The graph illustrating this ranking is presented below. Surprises in this graph are:



EXPLORING ATTRACTION

Studying the demeanours of Brand Attractiveness and the experience as a whole created the Attractiveness Quotient. There are times when the true appreciation of an art is guided by taking a view from a distance, understanding the perspective, feeling the balance and studying the forms in their entirety. Delving deeper into the work involves an in-depth study of every stroke, every pigment and every hue on the canvas.

To truly understand something one must measure it. Four basic questions were asked in the questionnaire to demystify the enigma that is attractiveness. Firstly, questions regarding national, local and international brands were asked followed by questions relevant to each attribute. Thirdly questions were formulated to understand the reasons why an individual found a brand attractive and lastly questions sought to familiarise ourselves with the various media the consumer is exposed to.

Often, while faced with a plethora of questions, it is human tendency to seek simplicity by focusing on only one line of thought. That would have been detrimental to our research, so we had to somehow set the wheels in motion so our respondents thought of brands well beyond just the few that they interacted with on a regular basis. Our intention was to subtly encourage the respondent to break free from this tendency to channelize. In order to achieve this, the first set of questions required the respondents to list out five local, national and multinational brands that have lead to the vivid brandscape that we now have.

In the second set of questions, the 36 appeal characteristics were presented to the respondents. In this set, each characteristic was presented to the respondent, alongside each brand name where there was an option to rate the suitability of that brand for that particular attribute on a five point scale. More than just flippantly putting down the name of a brand, the suitability score supported our analysis of their answers and which further supported evaluating their opinion. This provided us with a depth and range of answers that made entire ranges of brands come to life.

To explore the influencer's psyche further and to understand the reasons that they found something attractive, we asked them to list their five of their own Most Attractive Brands. In addition to their listing, they were also requested to state why they found those particular brands attractive and whether or not they had used the brand. This also allowed us to understand what categories featured in their concept of being most attractive. As a result we were able to see where the brands stood in terms of aspiration often coming across brands that were thought of as extremely attractive but were not being used by the individual.

As human beings in a globalising world, we are a product of our environment. With the media yielding significant impact on contemporary society, our vision and opinions on various matters are often coloured knowingly or otherwise. This often happens with brands and the final question asked to respondents was aimed at gauging their level of exposure to various brands and their sources of information. To truly understand a person one needs to know his/her perspective. Once this was done, using the data we had collected became important.

VITAL STATISTICS

The Golden Ratio in art also known as the Fibonacci sequence in music, provides quantitative proof that even the finer things in life have their foundations in Mathematics. Monuments such as the Parthenon and the Colosseum, and the musical symphonies of Masters like Mozart and Beethoven, prove the perfection of this ratio. Indeed, Mona Lisa's smile would lose its enigma had even a single stroke been placed differently. This ratio creates a certain gravitational attraction. Its attractiveness lies in its measurability which too contains an element of mathematics.

The mathematics of measuring attractiveness is measured on three levels. They are attributes, brand behaviours and overall Brand Attractiveness.

Conducting a statistical analysis of the data has been no small task. Considering that our respondents number in the thousands, extracting and comparing the data in order to bring it to a level of understanding is imperative to ensuring the longevity of the report. To understand how the statistical analysis was done deconstructing the Brand Attractiveness Index is a

first step. By collating the data, and then, using the Brand Attractiveness Quotient, we are able to gain a point-of-vision for the rest of the data. Just as a pin-hole through which light goes through and projects an image lucidly, so too is the data made accessible. This is the end image that is presented and that gives us clarity.

There are four parameters that were put in place, the first being standard deviation of suitability. Since each brand has a suitability score given against it, it is essential that the standard deviation is measured. This helps us, in purely mathematical terms; understand the level of variance from the mean. In simpler words it brings to light how much of the score of the brands varies on each attribute from the average. (Standard deviation of suitability)

People act on instinctive triggers, their first response is from the gut, often from the subconscious mind playing a pivotal role. To take this intense, raw and precious response into account it is essential to calculate in what sequence the brand name comes to the respondent's mind, so the position in which the brand name comes is also very important to take into account. So an average of the scores of whether the brand name is the first, second or third is taken. (Position)

Another factor that plays an essential role is the average of suitability. (Suitability average score of the brand)

To comprehend the vicarious opinion of the brand, we also calculate the number of times a brand's name occurs throughout the questionnaire. This helps in calculating how much mind space is occupied by the brand. (Occurrences).

This can be represented as:

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

But brand attractiveness is more complex and to truly understand the appeal a brand is the frequency of how many times. Quite like when a person is passionate about something they talk about it a

lot, similarly, to gauge exactly how attracted one is to a brand we need to study the amount of times they mention it or the frequency. 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 Attractiveness TM. The second part of the influence is represented as:

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

The addition of these gave us the Brand Attractiveness Index TM, represented by the following formula:

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

Whereas:

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 Attractiveness questions,

\bar{X}_{5i} represents i^{th} brand average positions of Brand Attractiveness questions

represents the i^{th} brand average suitability,

o_7 represents i^{th} brand frequency of occurrence of the Recall question,

p_{7i} represents all i^{th} brand average positions of the Recall question.

USING BRAND ATTRACTIVENESS

When a brand understands the attractiveness it holds it is able to act with greater confidence. Further, the Brand Attractiveness Analysis allows brands to look at themselves and their competition in a completely new environment and with a totally new metric. This greatly assists in helping overcome paradigm blindness – a predicament that brands get afflicted with often. While most measure a brand in terms of market share, brand value and growth, the more important invisible and intangible components of Brand Attractiveness are often missed. Over the years The Brand Attractiveness Report has provided invaluable insights to leading global organizations allowing them to make themselves more competitive and relevant in fast changing times.

India's Most Attractive Brands 2015 has been privileged to partner and work with many of the



Naveen Surya
Managing Director
Itz Cash Card Limited



Attractiveness means the positive evaluation and perception your stakeholders have of your brand's identity. This means motivating your brand to develop and to maintain relationships with its customers and target groups. For ItzCash simplicity, reach, trust, commitment and attitude build a brand's attractiveness.

Communication and interface plays an important role in building Brand Attractiveness for stakeholders. They embellish the inherent force of attraction a brand possesses and secondly, they help keep afloat the internal appeal a brand has to audiences who have never directly experienced the brand. Good communication brings brands up-close and personal thus enhancing functional attributes to make them more noticeable.

Our brand's attractiveness has been leveraged in its marketing communications through ensuring consistency in brand messaging. This involves the merging of distinct communication functions in a way that allows a brand to speak with "one voice, one look". So, whether it is through the correct use of a logo, through tag lines or via a "call to actionables", a placing-the-customer-first approach to design communication is important. In 2014, we were awarded a Bronze Effie Award for the Best Radio Marketing Campaign in the B2B Gifting category. The integrated communication approach delivers higher customer value and this also impacts the "attractiveness" quotient of the brand effectively.

For us at ItzCash, brand attractiveness is directly proportional to brand delivery. Attractiveness depends on many complex aspects of your brand. Sometimes, these are how similar the brand identity is to the customers' own identities, and how distinctive this brand is from the other brands in terms of some dimensions that customers may value. This plays an important role on the entire customer life cycle - from acquisition to advocacy - and thus addresses the challenge of what makes a prospective-customer migrate to a becoming a customer.

The five most important factors for a brand to turn a one-time customer into a repeat purchaser, and in the long run a brand-advocate are as follows:

Access – A brand has to be easily accessible for the convenience of its customers. Thus we at ItzCash provide the unbanked and underbanked access to a financial instrument. Additionally, we have created robust prepaid and online platforms bringing more people into the fold of the formal economy through financial inclusion.

Connect - There needs to be a constant connect between a brand and its customers, this helps in building a good rapport and also helps to build brand loyalists. Our network presence across the country helps us reach out to our customers better.

Utility – A product or service is invalid if it is not of use to the consumer. It is therefore important to keep a check on consumer needs and demands and accordingly create a product or service that would be in sync. Our Prepaid Cards serve the young and unbanked or under-banked consumers who are not currently in the financial mainstream. By providing this facility we help in offering utility to our consumers.

Relative Cost – Consumers need to believe that the product is worth the value they are paying for. We at ItzCash offer our consumers value for their money.

Delivery of Brand Promise – This is the most important aspect for any brand. It is crucial for a brand to keep up to its promise and deliver it in the right way. We at ItzCash create and deliver innovations that will empower each and every individual to handle money in a simple, safe and convenient manner by opening up a world of unlimited possibilities for all our stakeholders.

leading brands in India. These brands have used our insights to enhance their brand's scope and relevance. Some important applications are listed here:

1. Power of Attractiveness symbol

Many leading brands which appear in the list of India's 1000 Most Attractive Brands license the Symbol of Attraction from TRA and use it in their marketing communications, internal communications, investor communications and shareholder communications to showcase the attractiveness held in their brand.

1. Competitive Intelligence Report

Several brands commission TRA for a competitive analysis on the various attributes of Brand Attractiveness to make more intelligent resource allocations in marketing and communication. Some examples of the Competitive Intelligence (CI) Report usage include creating advertising messaging relevance, crisis containment communication, employee workshops, communication message modifications and new geography initiatives. Some brands have used the CI 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 Attractiveness methodology has been when brands have commissioned TRA for doing a bespoke study with the brand's stakeholders using The Brand Attractiveness Matrix to bring recommendations to align internal actions to stakeholder attractiveness.

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 Attractiveness. The bigger the brand, the greater this risk and even India's leading brands suffer from this problem. TRA consults several organizations on Brand Derisking studies, strategies and approaches.

Winners Attributes



Hareesh Tibrewala
Joint CEO
Social Wavelength



In a world of consumers, that is increasingly dominated by young adults, I think what makes a brand attractive is the ability of the brand to personify "Innovation".

A brand is not just a logo. A brand is a perception. It is a mental construct. A brand is a point-of-view on life. And when I engage with a brand, some bit of the brand persona also rubs off me. Just like I want to be seen in the company of smart people, I also want to be seen using aspirational brands.

Information flows seamlessly and in real-time, across the globe thanks to digital media. This enables rapid scale-up of new ideas and technologies, thereby creating both, consumer aspirations for new products and services, and as means and ways of fulfilling those aspirations.

It does not matter whether you are an established brand (like Apple or Google) or a relative start up (like Uber). The Digital age mantra for brand attractiveness is "embody Winner's Attributes through Innovation".

Managing Brand Growth...

...there is
no simple pill.



Branding is intricate
come to the experts

We diagnose and consult brands for growth

Talk to us



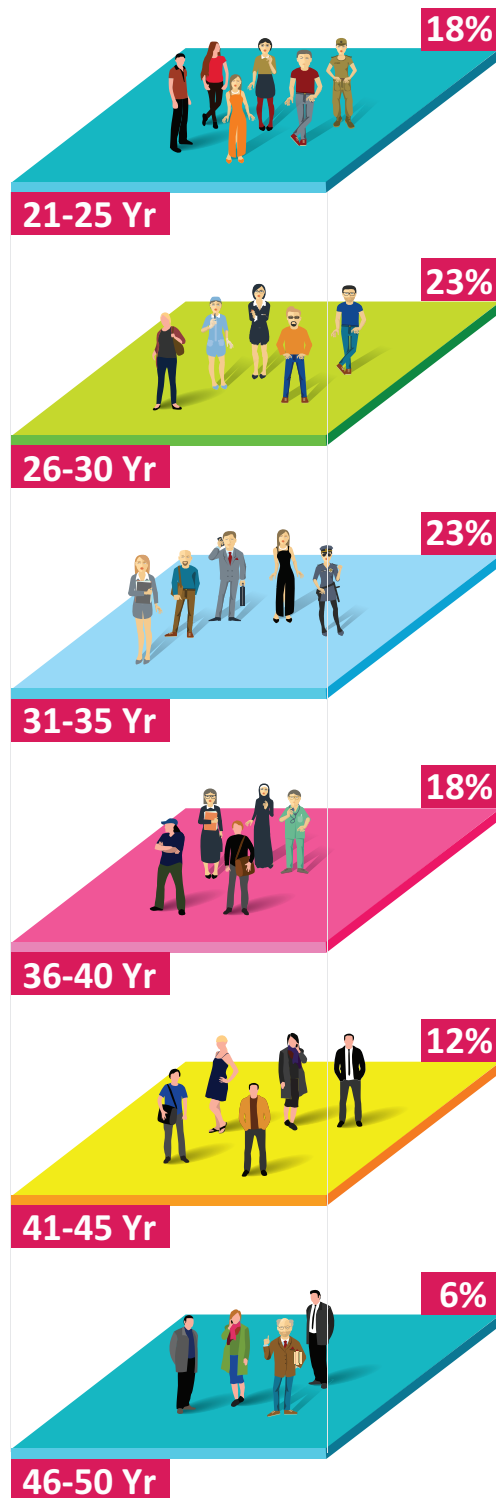
For details contact:
Pritam Shah
9870560866
pritam@trustadvisory.info

A
COMNISCIENT
GROUP
COMPANY



Respondent Selection Criteria*

Age Group distribution
(21 to 50 Years)



Not more than 15 interviews
in any one organisation across India



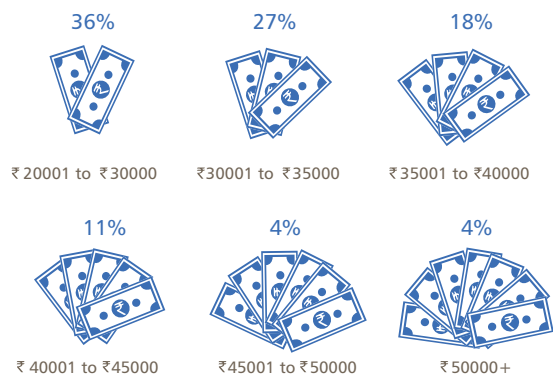
Salaried Individuals



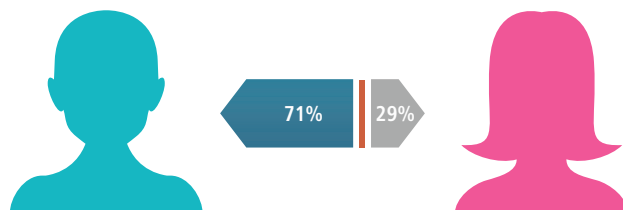
Must Not Be Employed With



Monthly Salary Income



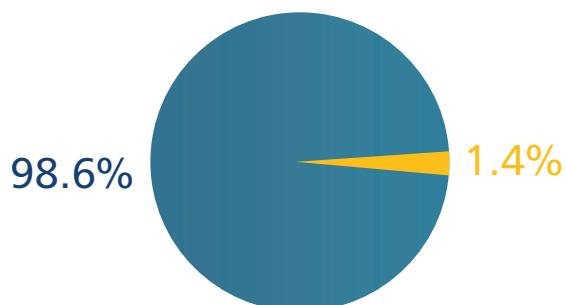
Male to Female Ratio



Spoken and written knowledge of English and one other Indian language



SEC - A/B



Employed in an organisation with turnover less than INR 50 Crores



Employed in an organisation with turnover more than INR 50 Crores





LAWS OF ATTRACTION

04

Laws Of Attraction

Attraction, derived from the Latin *attractionem* meaning “a drawing together”, is conventionally understood as the power of evoking interest or liking for someone or something. Discussing the enigma of attraction, Daniel Kahneman, the internationally acclaimed author of *Thinking Fast and Slow*, astutely observes, “an investment said to have an 80% chance of success sounds far more attractive than one with a 20% chance of failure. The mind can’t easily recognize that they are the same.” In a similar manner, brand attractiveness is a powerful, intangible force, which goes much beyond the physical aesthetics of a brand. It is an invisible, overwhelming pull, which subliminally, but irresistibly draws audiences towards itself.

To desire an object, a person or an outcome is to develop a sense of longing. This longing, precipitated by the craving for belonging, reaches to the depth of our human nature – the inherent belief that through association with greatness we become great. When a brand possesses the ability to draw a consumer to itself, by connecting rationally, emotionally, through communication or creating a desire or aspiration, the brand is said to possess the quality of brand appeal or Attractiveness. It is the inherent force of attractiveness of a brand that interests, pleases or stimulates and it is this force that makes a brand desirable.

The measurement of Brand Attractiveness begins with the four appeals of attraction.

The Four Appeals of Brand Attractiveness

Classifying brand behavior into 4 appeals facilitates the understanding of brand attractiveness in its most basic form. This, in addition to facilitating understanding, makes brand behavior effortless to analyze. Each of the 4 appeals plays a vital role in building brand attractiveness. While some brands may possess one or more of these appeals, having a balanced mix of all 4 appeals creates a brand that possesses an elusive quality to create a sustained attractiveness. This is a quality that is greatly coveted by all brands as it helps to engage consumers holistically and for a prolonged period of time.

The 4 appeals of brand attractiveness are Emotional Appeal, Rational Appeal, Communication Appeal and Aspirational Appeal. However our analysis of brand appeal does not simply end there. To further understand brands more intimately, each appeal is then explicated into demeanors. These demeanors, totaling 12, are divided between appeals equally. Further intensifying our analysis, each appeal additionally portrays a variety of 36 Traits or Characteristics. These characteristics are the basis on which Brand Attractiveness is calculated.

The first two appeals - emotional and rational - are conceptually based on Aristotle's Pathos and Logos, that is, logic and emotion. The aspirational and communication appeal are new introductions that have been deduced over several years of research, observation, discussion and empirical applications by TRA.

In addition, the desirability of a brand is created when it can create a recall in a consumer's mind. By correctly positioning itself, it becomes associated with those traits that strengthen positive associations that are best understood by consumers.

As the stakeholders of brand development, the Advertising industry plays a key role in creating and sustaining the traits that make brands more desirable. As a result, their keen insight on what each of these demeanors is is essential to help understanding it better. This year, we are pleased to integrate the opinions of key leaders in the advertising fraternity on various brand demeanors into our report.

ATTRACTIVENESS QUOTIENT



EMOTIONAL APPEAL

The origin of an emotion lies in an action. This in turn elicits a response or creates a memory recall that conditions individuals to react to a certain situation in a certain manner. As with every brand behavior, emotional appeal too is culturally relevant and subjective. As a culturally relevant brand behavior, emotional appeal changes with the experiences, thoughts, perceptions, environment and disposition of an individual. Individuals' responses are further influenced by certain frames of mind or cultural orientations. These responses work to amplify each other through a remembered association of feelings. Additionally, thoughts, environment and disposition influence what a person feels and what they emot or express at any given moment. Emotions generate feelings - deep-rooted physiological and psychological sensations that help relate, adapt or



cope with any situation. They could be conscious or sub-conscious but emotions are essential in managing our personal outlook thereby inducing social behavior. They also help by grading communication into precise expressions, which can be understood easily (like a smile, frown, aggression, amusement, or boredom).

All brands give rise to emotional responses. However, brands that elicit calculated responses are those that generate positive responses from consumers. As a result, consumers are drawn in and they engage with the brand.

Emotional Appeal Characteristics

- Brand should place a high priority on building and maintaining relationships
- Brand should work towards getting the affection of its audience
- Brand should have a pleasant and non-controversial disposition
- Brand should demonstrate high audience empathy
- Brand should be and be seen as loyal
- Brand should be sensitive and patient
- Brand's appearance should be comforting, conforming
- Brand's tone should be friendly and casual

Generating attraction by using emotions requires three visceral operators (known as demeanor). This leads to positive reactions in the audience. The demeanor associated with emotional appeal are Positivity, Emotional Maturity and Hope.

Positivity

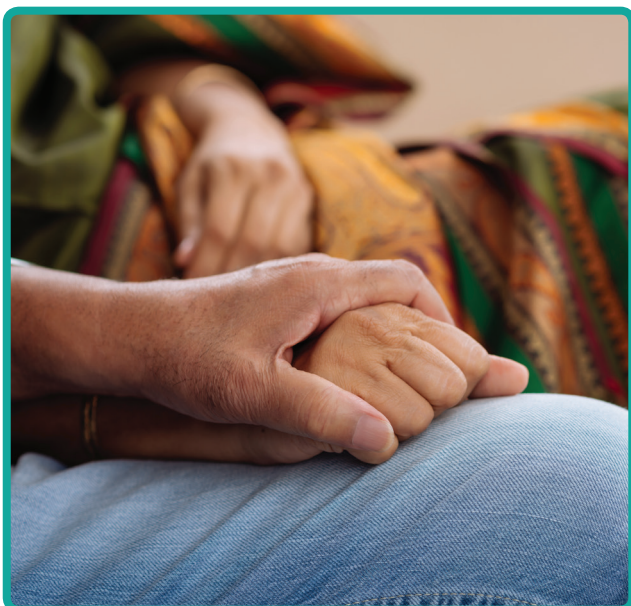
Brands with positivity are inspiring to audiences as they offer resilience, better decision-making skills and a sense of taking on autonomous responsibility. Audiences crave to associate with positively oriented brands and are drawn to them naturally. Positivity is displayed when an entity shows high energy, enthusiasm, cheerfulness, excited disposition, full concentration and alertness to material situations. Though it is not an emotion itself, it is an emotional personality trait, a chosen attitude.

Positivity builds a cheerful, pleasurable, happy and inspiring environment for those who associate with entities of this disposition. The positive action itself becomes the goal.



Emotional Maturity

Emotional Maturity is a sign of conscious self-control, that is, when one takes charge of one's emotions. Expressions of self-control are signs of a socially responsible brand. Socially responsible brands prevent harm to society and self, and are therefore reflections of behavior that is not self-centered or selfish. Additionally, the emotional maturity of a brand is displayed through - patience, caring, self-reliance, thoughtful-action, humility, calmness in face of difficulty, tolerance of anxiety, moderation, selfless action, cooperation and coping with difficult results (like failure, pain or shame).



Lack of emotional maturity can be seen when brands make negative statements, negative comparisons to others, indulge in lecturing, humiliate others and display pity.

Charisma

cutthecrap

Jagdish Acharya

Founder & Creative Head
Cut The Crap



Onida, the Apple of color CRT televisions in the '80s, was surprised to find in a nationwide perception research that it was ranked no.1 on customer service, while in reality the brand did not have enough service centers.

In Christianity, charisma is the ability to perform miracles, granted by the Holy Spirit. In the business of brands, charisma is the ability to add popularity, granted only to the most popular brands. Rich get richer.

Brand charisma is what led to the rejection of New Coke way back in 1985 and might catalyze Maggie back into Indian homes faster than you can imagine.

Charisma and popularity feed on each other. A leader brand is much like the leaders in society and life. Its popularity leads to a mass following. And from this mass a smaller set spins off – a set of extreme loyalists, like the die-hard fans of a superstar. It is these evangelists who like, follow and share. They create news about the brand. They make spoofs and write stories.

WOM, online, social media, video sites – you find them in all the real and virtual touch points. Plumping up the charisma baby. Boosting up brand intrigue. Turbo charging popularity.



Ashwin Padmanabhan

Chief Operating Officer,
Reliance Broadcast Network Limited
Big FM



For us at Big FM there are five key factors that build our brand Attractiveness Quotient. Our differentiated and unique content and programming, the soulful RETRO genre music played on the station, the local format of shows, our connect with our listeners through innovative, and promising brand campaigns gives us the edge we need to ensuring our continued attractiveness. Further, BIG FM's endeavour has always been to use the power of radio to not only entertain listeners but also positively influence their lives.

Content is key to building our Attractiveness Quotient for our stakeholders. For every radio station, it's pertinent to deliver what they stand for. Our leadership position today rests on the sole fact that our connect with our listeners is unmatched. This happens in a variety of ways, be it through our shows, our music or our social awareness campaigns. Our other stakeholders, our brand partners, associate with us because they believe in our campaigns. They believe that together we can put across a compelling story for our listeners – be it a social cause, human interest or even a cleanliness drive. We have been lucky to have partnered with the most befitting brands that complement us beautifully.

Attractiveness and brands share a causal relationship. Every aspect of a brand can be attraction; it depends entirely on how we prioritise each aspect. Be it content, programming, music or even sales and marketing, each aspect is important and carries its share of attractiveness for its customers and stakeholders. Brand identity depends a lot on Brand Attractiveness. Every brand has to attract its customers. If a brand is successful in capturing the attention of its customers it stands a higher chance of creating a stronger recall of their brand identity in the customers mind.

In the context of brand attractiveness, we hold five attributes as extremely attractive. These attributes are consistency, content, programing, credibility and equity. Consistency is a primary means of brand recognition. Imagine if a company didn't maintain a consistent brand name; not only would it probably go virtually unknown, it would appear unreliable, not to be trusted. Content is what the end-user derives value from, content should represent what the brand stands for, it should be able to illustrate the various aspects of a brand in the right way. Media production and delivery technology may potentially enhance the value of the content. Programming is the quality of content insuring that the content is of a high standard and is of a credible source. This is critical to ensuring that a brand retains the trust of its consumers, which thus leads to maintaining attractiveness. Brand credibility can provide significant value to businesses. This means maintaining integrity in everything a brand does. Credible brands have an increased chance of building loyal relationships, bouncing back from a crisis, and benefitting from less price-sensitive customers. And lastly, equity helps a brand add significant value as it is well recognized and has a positive association in the mind of the consumer.

Hope

Generated through self-led positivity, hope allows a brand to imbue composure and have a goal, even when everything seems to be lost. Thus, the brand is able to maintain focus on the future and divert attention from current problems. Hope is an energy-filled emotion that works when the chips are completely down – the more despondent the state, the more necessary hope becomes. Hope is a healing emotion that spreads quickly and creates a sense of positivity in everyone it touches.



Hope, in one sense, is one of the most vital, self-triggered emotions that everyone silently desires. Even though the circumstances may seem impossible, when communication feeds hope it makes the audience believe.

RATIONAL APPEAL

Ancient Greek mathematicians ended their mathematical proofs with *Quod erat demonstrandum* - indicating that the solution has resulted in "the very thing it was required to have shown". Similarly, one must approach rational communication in this way - beginning with an initial premise, followed by a rational equation and concluded with a solution that shows what it was required to. The communication that a brand wishes to make must be logically deduced, demonstrating the sought conclusion.

Rationale is a bridge that helps us arrive at the truth. It helps in cognitive judgment and is a necessary



part of every decision making process. When communication is based on rational thought it appeals to the cognitive intellect of audiences, thus unequivocally demonstrating a reason to believe.

Rational Appeal works best when the following three demeanors exist: Relevant Utility, Conscious Effort and Creativity.

Rational Appeal Characteristics

- The process as well as results should hold top priority for the Brand
- The brand's thinking process that leads to achievement goals must be as important as the goals themselves
- Brand must be seen to be in control, poised
- A systematic process in the brand's action must be visible and understood by audiences
- The brand's measurable progress, track record, precision, accuracy, results and action must be demonstrated
- The brand's correctness, thoroughness, competitive spirit and leadership should be displayed
- The brand must seem and behave predictably, with efficiency and strength of decisions

Relevant Utility

The development of utility as a concept can be traced back to the empirical hypothesis in Economics in which decisions tend towards 'maximizing expected utility' within given economic constraints. The concept of utility is based on the central theory of 'value' and the resultant happiness derived from it. Relevance is a necessary consideration in utility because it increases the likelihood of accomplishment of the goal in consideration. Relevant Utility may therefore be defined as - maximizing expected utility with high likelihood of success. It is the basis of all rational behavior and therefore attraction. It can also be seen as the (expected) satisfaction of (expected) needs from consumption.



Since brands communicate to influence the stakeholder decisions in their favor, relevant utility - as a vital decision making ingredient - must be judiciously used. By communicating relevant utility, brands set satisfaction expectations in the audiences who compare the 'value' of consumption with the total cost of consumption.

Relevant Utility unambiguously implies 'benefit' to the audience, and its impact multiplies the Rational Appeal and the Attractiveness Quotient of the Brand.

Conscious Effort

Conscious Effort is a direct reflection of the will or rather, the potential of the brand to consciously decide and initiate action. It results from a spirit of action and unlike most other aspects of a brand's attractiveness it does not depend on results. Instead, it depends on the sheer effort that goes into attempting it. Conscious effort is extremely appealing because it shows effort in spite of the circumstances or outcomes.

Brands that demonstrate sustained conscious effort automatically draw audiences towards itself. As a result, this appeal permeates subconsciously into the audiences themselves. Conscious effort (which rejuvenates its sibling hope) is the action that makes the impossible appear possible and is therefore builds attraction for the brand.



Creativity

Creativity is a strategic ability to cope with situations to create better or new solutions.

Creative solutions are those that combine innovative thinking and efficacious application. When brands display creativity, they demonstrate an intellectual ability to manage the future more efficiently. Creativity, the third operator of the rational appeal in the Brand Attraction Model, demonstrates the brand's high adaptability and sensitivity to the environment it exists in. It also gives the brand the

image of a pioneer, one willing to take risks and go into uncharted territories.

As a result of creative behavior, brands are positioned high on the social ladder. This position of social leadership relegates its competition automatically to the role of a thought follower and elevates the brand to the position of thought leader.

ASPIRATIONAL APPEAL

Individuals, communities and brands, are characterized by the aspirations that drive them. They seek higher achievements in spiritual, intellectual, social and material pursuits. Aspirations are the personal visions that humans mentally articulate to help make life more meaningful. They are like a movement towards personal or collective excellence, and therefore create a magnetic attraction in others who come in contact with such traits. Ambitions, on the other hand, are more relatable to 'acquisitions', like personal glorifications, and therefore are less transferrable to others. Though similar to ambition, Aspiration differs from it in that it is not a competitive pursuit alone. It is nobler than ambition, something that others can aspire for when they see it.

Aspirational Appeal Characteristics

- The brand's priority must be to continuously engage with audiences
- The brand's status must be demonstrated and communication must help enhance prestige
- The brand must act in a manner that gets acknowledgement, recognition and compliments
- The brand must display a stimulating environment, almost with playfulness
- The brand should eschew routine and to try innovative communication techniques
- The brand should have a fashionable, stylish appearance
- The brand's tone must be mature

Aspirational appeal is made up of three parts, Winner's Attributes, Social Maturity and Self-Control.



“Attractiveness of the brand is a combination of all the aspects of the brand. So a better all-round package will always be attractive.”

Sanjay Vakharia
COO
Spykar Lifestyles Pvt. Ltd

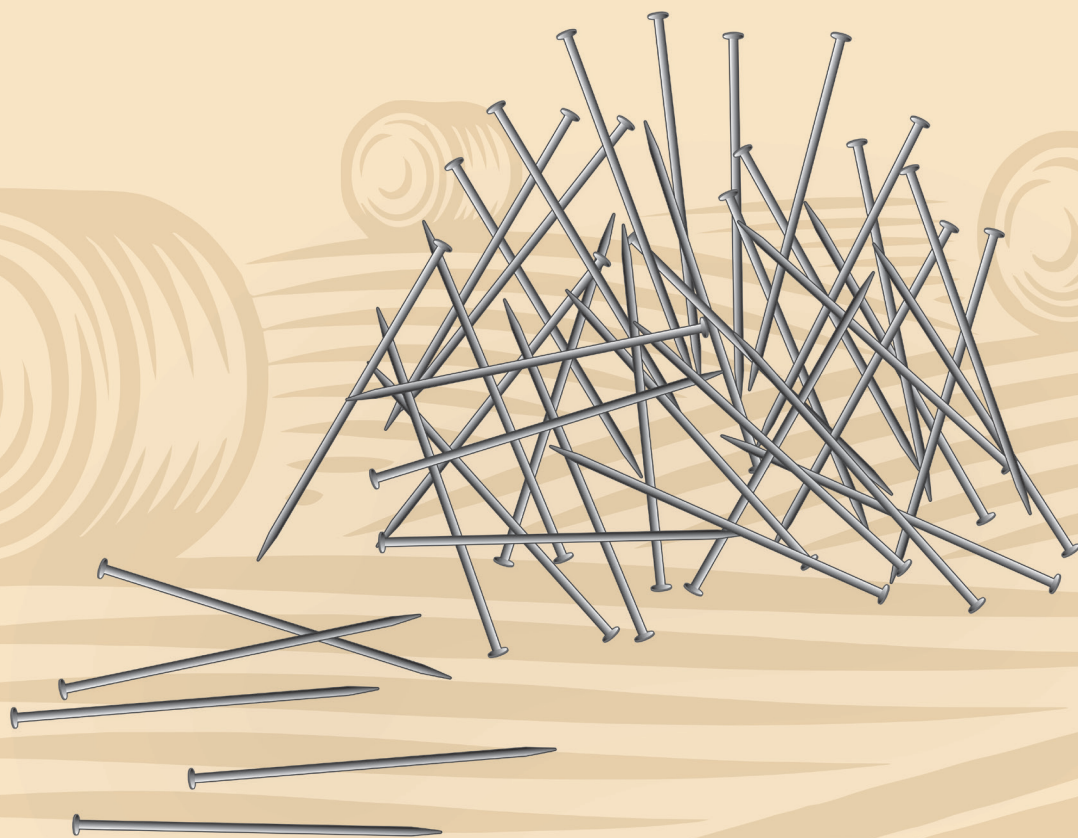
Winner's Attributes

Belief and attention-to-detail are two overpowering attributes that contribute most to a brand's desirability as a winner. They are critical ingredients for success. Even so, a caveat in brand success is that success in itself is not the sole objective. In fact, if the win is fait accompli for a contestant, for example a world-champion competing with an underdog in the boxing ring, chances are that the appeal will flow naturally towards one unlikely to win (that is, the underdog).

A winner's attributes are those that we all wish to emulate. Winners, by nature, are magnetic and through associating with winners, we hope to imbue the attributes that they exude.

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Brands are likely to gain considerable Aspirational Appeal and the adulation of audiences through absorbing winner's attributes in their persona, through action as well as through organizational behavior.



Social Maturity

Children are taught social maturity gradually after birth. They are molded and cultivated to believe, think, see and feel in the way their cultures demand. Brands by contrast are expected to behave in a socially mature manner from their very inception. The more interwoven a brand is with the world, the more mature its social behavior. This behavior is demonstrated in its language, behavior, action, thought and even expectations.



Social maturity is the collective cultural responsibility that one acquires resulting in behavior that helps preserve a brand's social rules. Social maturity traits include humility, graciousness, camaraderie, socialization and community participation. These traits help brands engage better with society. They also allow the brand to blend into the community.

Self-control

Self-control is an ability to hold-off instinctive impulses and delaying gratification to allow one to evaluate alternative actions. Self-control is necessary to maintain sanity and balance among humans and it becomes even more important in the unmonitored commune of brands. Brands that demonstrate self-control refrain from displays of avariciousness - for growth, profits, publicity, or other 'selfish' needs.



Brands with self-control are a boon to society and the audiences respect them thus becoming attracted to them in the process. Self-control is also a demonstration of the power of the mind over natural animalistic urges. This behavior that shows that the brand accepts long-term gain over short-term pain.

COMMUNICATION APPEAL

What we see, what we hear and what we know can be exchanged in a variety of ways. These varieties are known as 'communication' and the Communication Appeal of a brand is the attraction that the brand attracts due to the impact of this exchange.

The importance of the communication appeal is similar to ambience in a restaurant. The food may be delicious, but if there's a stench in the air, the food is no longer palatable. To make all the other 3 appeals palatable, the communication appeal is a principal component to building brand attraction.

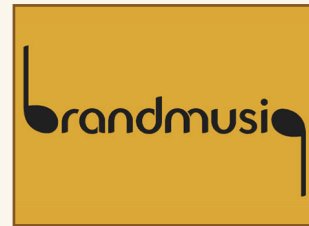


Charisma, Oration and Trust are the three demeanors that are encompassed in communication appeal.

Communication Appeal Characteristics

- Brand's priority must be on building trust with stakeholders
- Brand must have a high listening-quotient
- Brand's action must arise from an interactive engagement
- Brand must be autonomous and self-governed in transparency, accountability
- Brand communication must be aligned to goals
- Brand should build bridges by using a judicious mix of all appeals of communication
- Brand should be preemptive, proactive and reactive in all its engagements

Oration



Mani

founder and brandsmith
BrandMusiq



How can a brand call for attention and then nestle itself deep in a consumer's mind and heart so as to convert that consumer into a brand loyalist? In a world of over communication and excessive clutter, how a brand speaks to its intended target could yet be the most powerful way of building salience. That manner of brand-speak is a brand's Tone of voice.

- Tone of voice means how we say what we say.
- The words we use send signals about us - they show our audience what we represent and helps them understand what we stand for.
- The way we talk as a brand is as important as the way we look
- It reflects psychological arousal, emotion and mood

As someone cryptically summarised;

"It's not so much what you say,
As the manner in which you say it;
It's not so much the language you use,
As the tone in which you convey it.

Words may be mild and fair,
But the tone may pierce like a dart;
Words may be soft as the summer air,
But the tone may break my heart.

For words come from the mind
Grow by study and art,
But tone leaps from the inner self,
Revealing the state of heart."

Charisma

Consider beauty in humans. Despite the pursuit of beauty being a multi-billion dollar business, insufficient research is done on the subject. Even so, several theories are afloat. These include the logic of golden-proportions, mate-selection, 'outside' reflecting the 'inside', self-worth assessment, and so forth. The importance of physical appeal is high, and in a few cases can often be the sole determining factor for attraction.

"Attractive" usually applies to visual attractiveness, but charisma in this context includes the brand's visual, auditory and cognitive attractiveness. These are based on contextual references and are therefore are unique to culture, generation, community, region, and availability.



Charisma, when seen as compelling attractiveness or charm, can inspire devotion in others. This encompasses surface beauty as well as the internal and contextual references that suggest attraction. In this manner, charisma is a holistic approach to attraction.

Oration

"I am just preparing my impromptu remarks," said Winston Churchill. As an outstanding orator, Churchill has mastered the most substantial part of communication appeal. Transmitting ideas well is the corner-stone of any brand and when communication shows grace and control, it exudes charm. Oration,



as a critical component of communication, has greater appeal if it seems natural, unprepared and without pretention.

Brands that seek to harness the full capacity of the communication appeal must be extremely careful about how they converse with a given audience. Due attention must be given to ensure that appeal be sensitive and relevant to the audiences.

Trust

Trust is a basic prerequisite for attraction and on it lays the foundation on which all communication is built. Aristotle laid down the first principle of persuasion as '... achieved by the speaker's personal character when the speech is so spoken as



to make us think him credible’.

Trust impacts the behavior and performance of brands in many intriguing ways. In its most basic form, trust is the quality of anything being considered believable.

It creates the foundation of a strong ‘brand connect’ with all stakeholders, converting simple awareness change to strong commitment helping change ordinary stakeholders into devoted ambassadors.

In unison, these traits together support each other and form the basis of brand attractiveness. Through achieving balance between the dichotomy between emotion and rationale and managing sufficient.

UNDER PRESSURE: WHEN A BRAND’S AQ DROPS

Like any healthy relationship, brands too need to consistently work towards building and maintaining their status. Brand attraction isn’t simply a one-way street – it takes two to tango. As much as consumers are expected to engage with brands, brands need also realize that deep engagement with consumers is vital to ensuring the continuation of the relationship. Consumers are more willing to use a brand provided they are persuaded that they are getting value from them and in order to achieve this, they need to be convinced of those benefits in authentic everyday language. Understanding this relationship is critical to maintaining brand attractiveness and ensuring a healthy attractiveness quotient. However there are times when brands experience a drop in their Attraction Quotient. As distressing as the situation is, interventions to ensure



“Attractiveness depends on many complex aspects of your brand. Sometimes, these are how similar the brand identity is to the customers’ own identities, and how distinctive this brand is from the other brands in terms of some dimensions that customers may value.”

Naveen Surya
Managing Director
Itz Cash Card Limited

Self Control



Brian Almeida
Managing Director
& Partner
Strategic Caravan Intl.



Promises attract customers. Delivering on promises retains customers.

In these competitive times, it’s easy to fall prey to the temptation to over-commit to pull in a few extra customers. All customers look out for exceptional offers, and for sure, they get attracted to sweet deals.

But, easy does it.

Promising the moon to every customer isn’t sustainable business strategy. Committing without the intent to deliver or the ability to deliver is a big turn off for customers. Over-promising and under-delivering tarnishes brand value.

Smart companies exercise self-control in making promises. They measure their words carefully. They match up customers with commitments, by assessing customers for the value they bring, how frequently they buy and their satisfaction level. Best promises are reserved for best customers—those who buy more, those who buy frequently and those who bring in new customers through positive word of mouth.

Know thyself, know thy customer, are the keys to exercising self-control.

high attraction quotient are within reach for brands that are prepared to engage with their consumers. In order to generate and continue consumer engagement, brands need to keep a vigilant check on two critical aspects - their Actions and their Communication. These aspects form the basis of brand reputation and can lead to a make-or-break situation for brands that are unable to act and communicate effectively.

You Reap What You Sow

Actions speak louder than words; this is true not only in our daily lives but also when it comes to brands trying to connect with their customers.

A brand's history or legacy is the basis on which the steps of actions-to-be-followed are built. These actions help in building a legacy that is associated with certain Appeals and traits that in due course propels them forward. Without due detailed attention to the fundamental principles of the intended legacy, the very foundation of a brand's success can get compromised. Therefore, brands need to be mindful in their actions, as also with respect to the methods they follow. The actions of a brand are inherent in its products, its employees, its after-sales, its strategy – everything a brand does.

Questions regarding current brand activity to ensure consumer loyalty should feature as a key point in decision making. Accordingly disruptive thinking and dynamic innovation creates an impact when brands are able to marry the strengths of their legacy with contemporary needs. This is what makes the difference between a pavement-special puppy and a hybrid-pedigree. Actions that are in line with the brands personality and culture ensure that the legacy continues and prospers thereby generating and maintaining attractiveness among consumers.

Rigorous monitoring to ensure that messages are delivered to consumers in the right manner and to the right audience make sure that meanings are correctly interpreted as they are meant to be. Brands that are able to affirm that the communication of their message is effective enough to ensure that its meaning reaches its audience uncorrupted are then placed in a position to optimally navigate engagement with their consumers and visa-versa. This is the expected outcome of Public Relations, advertising and good internal communications strategies. Sound communication

strategies afford brands scopes to act, which are ultimately the junctures in which the consumer and the brand continually meet and interact in a variety of ways at any given time.

In the context of maintaining brand attractiveness, communications are activities that provide consumers an opportunity to see (OTS) the brand. In order to maximize their OTS, brands need to basic questions such as – where and how often is the OTS being provided? Is the OTS provided in line with brand key messages? Brands that are able to maintain high Attractiveness Quotient provide consumers with OTS as often as possible in their routine daily environments and in unobtrusive manners. These brands are visible and interaction with the brand is made easy through aligning with the key needs of the consumer. Thus their Attractiveness Quotient is maintained and consumers reap the benefits of an interactive brand and thereby maintaining their brand loyalty.

Maintaining that Winning Streak

Drops in Attractiveness Quotient occur when brands do not pay the needful attention to maintaining sound action and effective communication. When one component of the proverbial action-communication ball drops, even though other components might be robust, the brand's Attractiveness Quotient suffers as a whole.

Overall brand attractiveness is a result an integrated effort to maintain a cohesive brand-strategy. Through action as well as communication, brands can ensure overall attractiveness by adopting a holistic approach to their consumer engagements. The spin-off effect of these interventions are multi-fold beginning with branding's golden egg – creating a high-buying propensity for the brand.



“Attractiveness and brands share a causal relationship. Every aspect of a brand can be attraction; it depends entirely on how we prioritise each aspect.”

Ashwin Padmanabhan
COO (Reliance Broadcast Network Limited)
Big FM

**Khadim's®****Siddhartha Roy Burman****Chairman & Managing Director
Khadim India Limited**

Brand attractiveness isn't about selling a product, it is about selling a lifestyle of status and aspiration. Every individual has the urge to continually improve one's standard of living and brands have an opportunity to contribute to that. Khadim's helps meet the desires of a large mass of consumers who appreciate quality within a budget and we help them enjoy moments that make life special. For this, it is essential for that communication to subliminally connect with consumers on an emotional level.

Khadim's brings the impossible together- fashion and quality that come together with affordability. We continue to delight customers with an array of fashionable yet functional footwear and accessories, which makes them a very attractive alternative to expensive fashion brands. Our sincere approach to providing an enjoyable shopping experience comes with friendliness and warmth – two important aspects of our brand persona. We are an extremely attractive proposition to our trade partners. Khadim's has offered countless small shoe manufacturing entrepreneurs as well as retail stores a business opportunity of structured, stable and consistent growth. We are a 'family brand' and we connect with all our stakeholders with the same emotion. A testimony to the Khadim's universal and democratic appeal was its iconic tagline "Khadim Shara Din" which cut across various sections of the society and made our brand relevant to a wide cross section of buyers across India.

While every brand must appear differently to its customers, it is the values of the brand that the customer experiences which helps in creating a lasting impact. Attraction cannot be just based on looks; neither would it be wise to consider attractiveness to be based on a brand's product, packaging or advertising alone. Brands need to forge relationships with customers through experiences that affect them emotionally, rather than materially.

We define attractiveness as the point where exceptional product quality, accessibility, functionality, customer experience and brand values meet brand identity that consumers find real and trustworthy. It extends much beyond sleek, stylish ad campaigns or a trendy product line. It is about providing an all-round experience and fostering the kind of trust on which relationships can grow.

Khadim's biggest strength is in its deep respect for our past and for the people who have contributed in our journey. We will never forget why we started and where we come from; and this means a lot to our consumers. We work to constantly deliver value to them, be it through our products, services, technology or shopping experience. This is what our brand's identity is. We are a people's brand; customers step into Khadim's stores with a lot of confidence, knowing that they will find good quality products to suit their need, desire, purpose and pocket. The products we sell, the way we look, how we act, what we say and everything we do has a direct impact on how our customers perceive us. We work very passionately with a clear vision and with the courage to pursue it.



CATEGORY-WISE INDIA'S MOST ATTRACTIVE BRANDS

05

Category-wise India's Most Attractive Brands

“ *Logos and branding are so important. In a big part of the world, people cannot read French or English--but are great in remembering signs* ”

Karl Lagerfeld – German Fashion Designer, Head designer and Creative director of Chanel, Fendi and Karl Lagerfeld

This year's 1000 Most Attractive Brands have been classified into 48 Categories and 230 Sub-categories. The peer group of brands is among the best places to start the process of understanding the topography of consumer-influencers' choices. Small shifts in preferences get reflected in every action and communication a brand makes. Often these shifts are also a result of what the competition does. To know the competition is to know oneself better.

ALCOHOLIC BEVERAGES



ALC BEV RANK	MAB RANK	BRAND NAME	CATEGORY
1	137	KINGFISHER	Beer
2	175	ROYAL STAG	Whisky
3	339	ROYAL CHALLENGE	Whisky
4	443	TUBORG	Beer
5	506	MCDOWELL'S	Whisky
6	598	IMPERIAL BLUE	Whisky
7	614	RED LABEL	Whisky
8	717	HAYWARDS 5000	Beer
9	742	8PM	Whisky
10	779	BACARDI	Rum
11	839	OFFICER'S CHOICE	Whisky
12	885	BAGPIPER	Whisky
13	900	BLACK DOG	Premium Whisky
14	955	WHITE MISCHIEF	Vodka
15	992	FOSTERS	Beer

BEER		
RANK	MAB RANK	BRAND NAME
1	137	KINGFISHER
2	443	TUBORG
3	717	HAYWARDS 5000
4	992	FOSTERS

PREMIUM WHISKY		
RANK	MAB RANK	BRAND NAME
1	900	BLACK DOG

WHISKY		
RANK	MAB RANK	BRAND NAME
1	175	ROYAL STAG
2	339	ROYAL CHALLENGE
3	506	MCDOWELL'S
4	598	IMPERIAL BLUE
5	614	RED LABEL
6	742	8PM
7	839	OFFICER'S CHOICE
8	885	BAGPIPER

RUM		
RANK	MAB RANK	BRAND NAME
1	779	BACARDI

VODKA		
RANK	MAB RANK	BRAND NAME
1	955	WHITE MISCHIEF

CATEGORY WISE ALL INDIA LISTING

APPAREL



APPAREL RANK	MAB RANK	BRAND NAME	CATEGORY
1	31	RAYMOND	Fabric
2	68	LEVI'S	Casualwear
3	73	LEE	Casualwear
4	139	JOCKEY	Innerwear
5	141	ARROW	Formalwear
6	143	POLO	Casualwear
7	160	PARK AVENUE	Formalwear
8	172	PETER ENGLAND	Formalwear
9	190	SPYKAR	Casualwear
10	207	VIMAL	Fabric
11	218	SIYARAM'S	Fabric
12	237	LEE COOPER	Casualwear
13	240	TURTLE	Casualwear
14	284	RUPA	Innerwear
15	300	RAMRAJ	General
16	311	S KUMAR'S	Fabric
17	320	PEPE	Casualwear
18	321	ALLEN SOLLY	Formalwear
19	345	CANALI	Luxury Formalwear
20	368	BIBA	Women's Ethnicwear
21	384	BEING HUMAN	Casualwear
22	385	JOHN PLAYERS	Formalwear
23	389	W	Womenswear
24	390	MUFTI	Casualwear
25	400	VAN HEUSEN	Formalwear
26	401	MONTE CARLO	Casualwear
27	426	POOMER	Innerwear
28	437	AMUL MACHO	Innerwear
29	439	LACOSTE	Casualwear
30	475	US POLO	Casualwear
31	481	WRANGLER	Casualwear
32	490	ZODIAC	Formalwear
33	514	LOUIS PHILIPPE	Formalwear
34	555	GWALIOR	Fabric
35	561	DOLLAR	Innerwear
36	647	MANGO	Womenswear
37	673	KILLER	Casualwear

CATEGORY WISE ALL INDIA LISTING

APPAREL

RANK	MAB RANK	BRAND NAME	CATEGORY
38	680	CROCODILE	Casualwear
39	714	CANTABIL	Casualwear
40	715	RUPA FRONTLINE	Innerwear
41	727	COTTON KING	Casualwear
42	812	NEW PORT	Casualwear
43	873	OXEMBERG	Formalwear
44	899	PROVOGUE	Casualwear
45	922	KOUTONS	Casualwear
46	930	SCULLERS	Casualwear
47	945	FLYING MACHINE	Casualwear
48	980	DIXCY SCOTT	Innerwear
49	986	LILIPUT	Kidswear

FABRIC		
RANK	MAB RANK	BRAND NAME
1	31	RAYMOND
2	207	VIMAL
3	218	SIYARAM'S
4	311	S KUMAR'S
5	555	GWALIOR

FORMALWEAR		
RANK	MAB RANK	BRAND NAME
1	141	ARROW
2	160	PARK AVENUE
3	172	PETER ENGLAND
4	321	ALLEN SOLLY
5	385	JOHN PLAYERS
6	400	VAN HEUSEN
7	490	ZODIAC
8	514	LOUIS PHILIPPE
9	873	OXEMBERG

GENERAL		
RANK	MAB RANK	BRAND NAME
1	300	RAMRAJ

KIDSWEAR		
RANK	MAB RANK	BRAND NAME
1	986	LILIPUT

LUXURY FORMALWEAR		
RANK	MAB RANK	BRAND NAME
1	345	CANALI

CATEGORY WISE ALL INDIA LISTING

WOMEN'S WEAR

RANK	MAB RANK	BRAND NAME
1	389	W
2	647	MANGO

WOMEN'S ETHNICWEAR

RANK	MAB RANK	BRAND NAME
1	368	BIBA

INNERWEAR

RANK	MAB RANK	BRAND NAME
1	139	JOCKEY
2	284	RUPA
3	426	POOMER
4	437	AMUL MACHO
5	561	DOLLAR
6	715	RUPA FRONTLINE
7	980	DIXCY SCOTT

CASUALWEAR

RANK	MAB RANK	BRAND NAME
1	68	LEVI'S
2	73	LEE
3	143	POLO
4	190	SPYKAR
5	237	LEE COOPER
6	240	TURTLE
7	320	PEPE
8	384	BEING HUMAN
9	390	MUFTI
10	401	MONTE CARLO
11	439	LACOSTE
12	475	US POLO
13	481	WRANGLER
14	673	KILLER
15	680	CROCODILE
16	714	CANTABIL
17	727	COTTON KING
18	812	NEW PORT
19	899	PROVOGUE
20	922	KOUTONS
21	930	SCULLERS
22	945	FLYING MACHINE

AUTOMOBILE



AUTOMOBILE RANK	MAB RANK	BRAND NAME	CATEGORY
1	6	HONDA	Four Wheeler - manufacturer
2	11	HERO MOTOCORP	Two Wheeler - manufacturer
3	12	MARUTI SUZUKI	Four Wheeler - manufacturer
4	33	BMW	Four Wheeler - Luxury

AUTOMOBILE

AUTOMOBILE RANK	MAB RANK	BRAND NAME	CATEGORY
5	34	TVS	Two Wheeler - manufacturer
6	37	HYUNDAI	Four Wheeler - manufacturer
7	46	AUDI	Four Wheeler - Luxury
8	57	YAMAHA	Two Wheeler - manufacturer
9	66	TOYOTA	Four Wheeler - manufacturer
10	94	FORD	Four Wheeler - manufacturer
11	106	BAJAJ PULSAR	Two Wheeler - brand
12	129	NISSAN	Four Wheeler - manufacturer
13	133	MERCEDES BENZ	Four Wheeler - Luxury
14	157	ROYAL ENFIELD	Two Wheeler - manufacturer
15	158	TATA MOTORS	Four Wheeler - manufacturer
16	179	SKODA	Four Wheeler - manufacturer
17	203	ASHOK LEYLAND	Auto - Commercial vehicles
18	206	HERO SPLENDOR	Two Wheeler - brand
19	212	HONDA ACTIVA	Two Wheeler - brand
20	249	JAGUAR	Four Wheeler - Luxury
21	251	VOLKSWAGEN	Four Wheeler - manufacturer
22	267	CHEVROLET	Four Wheeler - manufacturer
23	279	TATA NANO	Car - Hatchback
24	286	KTM DUKE	Two Wheeler - brand
25	325	MITSUBISHI	Four Wheeler - manufacturer
26	332	TOYOTA INNOVA	Car - SUV/MUV
27	335	CHEVROLET SPARK	Car - Hatchback
28	351	EICHER	Auto - Commercial vehicles
29	364	ZEN STAR	Car - Hatchback
30	377	RENAULT	Four Wheeler - manufacturer
31	423	FERRARI	Four Wheeler - Luxury
32	450	BHARAT BENZ	Auto - Commercial vehicles
33	459	FIAT	Four Wheeler - manufacturer
34	471	RANGE ROVER	Four Wheeler - Luxury
35	494	TVS APACHE	Two Wheeler - brand
36	510	MARUTI SUZUKI ALTO	Car - Hatchback
37	545	SWARAJ MAZDA	Auto - Commercial vehicles
38	578	KINETIC	Two Wheeler - manufacturer
39	588	VOLVO	Auto - Commercial vehicles
40	590	DODGE CHALLENGER	Car - Sedan
41	603	HARLEY DAVIDSON	Two Wheeler - manufacturer

CATEGORY WISE ALL INDIA LISTING

AUTOMOBILE

AUTOMOBILE RANK	MAB RANK	BRAND NAME	CATEGORY
42	626	MAHINDRA XYLO	Car - SUV/MUV
43	667	FORCE	Four Wheeler - manufacturer
44	677	GENERAL MOTORS	Four Wheeler - manufacturer
45	708	DATSUN	Four Wheeler - manufacturer
46	719	WAGON R	Car - Hatchback
47	722	HYUNDAI I20	Car - Hatchback
48	735	MARUTI SUZUKI RITZ	Car - Hatchback
49	756	HERO PLEASURE	Two Wheeler - brand
50	769	HONDA JAZZ	Car - Hatchback
51	785	MAHINDRA SCORPIO	Car - SUV/MUV
52	803	HYUNDAI ELITE I20	Car - Hatchback
53	826	BAJAJ AUTO	Two Wheeler - manufacturer
54	859	TOYOTA COROLLA	Car - Sedan
55	875	HYUNDAI VERNA	Car - Sedan
56	904	JEEP	Car - SUV/MUV
57	951	LML	Two Wheeler - manufacturer
58	996	SCOOTY PEP	Automatic Scooter

AUTO COMMERCIAL VEHICLES

RANK	MAB RANK	BRAND NAME
1	203	ASHOK LEYLAND
2	351	EICHER
3	450	BHARAT BENZ
4	545	SWARAJ MAZDA
5	588	VOLVO

CAR HATCHBACK

RANK	MAB RANK	BRAND NAME
1	279	TATA NANO
2	335	CHEVROLET SPARK
3	364	ZEN STAR
4	510	MARUTI SUZUKI ALTO
5	719	WAGON R
6	722	HYUNDAI I20
7	735	MARUTI SUZUKI RITZ
8	769	HONDA JAZZ
9	803	HYUNDAI ELITE I20

CAR SEDAN

RANK	MAB RANK	BRAND NAME
1	590	DODGE CHALLENGER
2	859	TOYOTA COROLLA
3	875	HYUNDAI VERNA

CATEGORY WISE ALL INDIA LISTING

CAR - SUV / MUV

RANK	MAB RANK	BRAND NAME
1	332	TOYOTA INNOVA
2	626	MAHINDRA XYLO
3	785	MAHINDRA SCORPIO
4	904	JEEP

FOUR WHEELER LUXURY

RANK	MAB RANK	BRAND NAME
1	33	BMW
2	46	AUDI
3	133	MERCEDES BENZ
4	249	JAGUAR
5	423	FERRARI
6	471	RANGE ROVER

FOUR WHEELER MANUFACTURER

RANK	MAB RANK	BRAND NAME
1	6	HONDA
2	12	MARUTI SUZUKI
3	37	HYUNDAI
4	66	TOYOTA
5	94	FORD
6	129	NISSAN
7	158	TATA MOTORS
8	179	SKODA
9	251	VOLKSWAGEN
10	267	CHEVROLET
11	325	MITSUBISHI
12	377	RENAULT
13	459	FIAT
14	667	FORCE
15	677	GENERAL MOTORS
16	708	DATSUN

TWO WHEELER BRAND

RANK	MAB RANK	BRAND NAME
1	106	BAJAJ PULSAR
2	206	HERO SPLENDOR
3	212	HONDA ACTIVA
3	286	KTM DUKE
4	494	TVS APACHE
5	756	HERO PLEASURE

TWO WHEELER MANUFACTURER

RANK	MAB RANK	BRAND NAME
1	11	HERO MOTOCORP
2	34	TVS
3	57	YAMAHA
4	157	ROYAL ENFIELD
5	578	KINETIC
6	603	HARLEY DAVIDSON
7	826	BAJAJ AUTO
8	951	LML

AUTOMATIC SCOOTER

RANK	MAB RANK	BRAND NAME
1	996	SCOOTY PEP

CATEGORY WISE ALL INDIA LISTING

AUTO-RELATED



AUTO RELATED RANK	MAB RANK	BRAND NAME	CATEGORY
1	80	MRF	Tyres
2	146	CEAT	Tyres
3	196	APOLLO TYRES	Tyres
4	328	EXIDE	Auto - Batteries
5	515	AMARON	Auto - Batteries
6	580	STEELBIRD	Helmets
7	601	BRIDGESTONE	Tyres
8	718	GOODYEAR	Tyres
9	809	DUNLOP	Tyres
10	816	J K TYRE	Tyres

AUTO BATTERIES		
RANK	MAB RANK	BRAND NAME
1	328	EXIDE
2	515	AMARON

HELMETS		
RANK	MAB RANK	BRAND NAME
1	580	STEELBIRD

TYRES		
RANK	MAB RANK	BRAND NAME
1	80	MRF
2	146	CEAT
3	196	APOLLO TYRES
4	601	BRIDGESTONE
5	718	GOODYEAR
6	809	DUNLOP
7	816	J K TYRE

BRANDED APPAREL



RANK	MAB RANK	BRAND NAME	CATEGORY
1	446	WILLS LIFESTYLE	Branded Apparel
2	771	FCUK	Branded Apparel
3	983	TOMMY HILFIGER	Branded Apparel

CATEGORY WISE ALL INDIA LISTING

BFSI



BFSI RANK	MAB RANK	BRAND NAME	CATEGORY
1	59	LIC	Insurance - PSU
2	61	ICICI BANK	Bank - Private
3	65	STATE BANK OF INDIA	Bank - PSU
4	74	HDFC BANK	Bank - Private
5	148	KOTAK MAHINDRA BANK	Bank - Private
6	178	HSBC	Bank - Foreign
7	242	IDBI BANK	Bank - PSU
8	260	AXIS BANK	Bank - Private
9	302	YES BANK	Bank - Private
10	338	PNB BANK	Bank - PSU
11	418	UCO BANK	Bank - PSU
12	451	ICICI PRUDENTIAL	Insurance - Private
13	489	CITIBANK	Bank - Foreign
14	509	BANK OF BARODA	Bank - PSU
15	516	RBI	Bank - Federal
16	522	NATIONAL INSURANCE	Insurance - PSU
17	556	UNION BANK OF INDIA	Bank - PSU
18	566	BAJAJ ALLIANZ	Insurance - Private
19	585	AVIVA	Insurance - Private
20	609	BANK OF INDIA	Bank - PSU
21	617	MAX BUPA	Insurance - Health
22	624	MAX LIFE INSURANCE	Insurance - Private
23	625	CANARA BANK	Bank - PSU
24	655	ITZ CASH	Multipurpose Prepaid Card
25	660	DCB BANK	Bank - Private
26	701	VIJAYA BANK	Bank - PSU
27	702	RELIGARE	BFSI - Diversified
28	713	ALLAHABAD BANK	Bank - PSU
29	747	VISA	Credit card
30	778	UTI	Mutual Fund
31	794	MUTHOOT FINANCE	Finance
32	799	INDUSIND BANK	Bank - Private
33	825	BHARTI AXA	Insurance - Private
34	829	IFFCO TOKIO	Insurance - Private
35	841	SUNDARAM MUTUAL	Mutual Fund
36	856	SYNDICATE BANK	Bank - PSU
37	861	CENTRAL BANK OF INDIA	Bank - PSU

CATEGORY WISE ALL INDIA LISTING

BFSI

BFSI RANK	MAB RANK	BRAND NAME	CATEGORY
38	882	ING VYSYA BANK	Bank - Private
39	903	DENA BANK	Bank - PSU
40	927	PUNJAB SIND BANK	Bank - PSU
41	985	WESTERN UNION	Money Transfer
42	993	INDIAN BANK	Bank - PSU

BANK FOREIGN		
RANK	MAB RANK	BRAND NAME
1	178	HSBC
2	489	CITIBANK

BANK PSU		
RANK	MAB RANK	BRAND NAME
1	65	STATE BANK OF INDIA
2	242	IDBI BANK
3	338	PNB BANK
4	418	UCO BANK
5	509	BANK OF BARODA
6	556	UNION BANK OF INDIA
7	609	BANK OF INDIA
8	625	CANARA BANK
9	701	VIJAYA BANK
10	713	ALLAHABAD BANK
11	856	SYNDICATE BANK
12	861	CENTRAL BANK OF INDIA
13	903	DENA BANK
14	927	PUNJAB SIND BANK
15	993	INDIAN BANK

INSURANCE PSU		
RANK	MAB RANK	BRAND NAME
1	59	LIC
2	522	NATIONAL INSURANCE

BANK PRIVATE		
RANK	MAB RANK	BRAND NAME
1	61	ICICI BANK
2	74	HDFC BANK
3	148	KOTAK MAHINDRA BANK
4	260	AXIS BANK
5	302	YES BANK
6	660	DCB BANK
7	799	INDUSIND BANK
8	882	ING VYSYA BANK

INSURANCE PRIVATE		
RANK	MAB RANK	BRAND NAME
1	451	ICICI PRUDENTIAL
2	566	BAJAJ ALLIANZ
3	585	AVIVA
4	624	MAX LIFE INSURANCE
5	825	BHARTI AXA
6	829	IFFCO TOKIO

BANK FEDERAL		
RANK	MAB RANK	BRAND NAME
1	516	RBI

CREDIT CARD		
RANK	MAB RANK	BRAND NAME
1	747	VISA

CATEGORY WISE ALL INDIA LISTING

FINANCE

RANK	MAB RANK	BRAND NAME
1	794	MUTHOOT FINANCE

BFSI DIVERSIFIED

RANK	MAB RANK	BRAND NAME
1	702	RELIGARE

INSURANCE HEALTH

RANK	MAB RANK	BRAND NAME
1	617	MAX BUPA

MUTUAL FUND

RANK	MAB RANK	BRAND NAME
1	778	UTI
2	841	SUNDARAM MUTUAL

MULTIPURPOSE PREPAID CARD

RANK	MAB RANK	BRAND NAME
1	655	ITZ CASH

BRANDED FASHION



BRANDED FASHION RANK	MAB RANK	BRAND NAME	CATEGORY
1	89	FASTRACK	Branded Fashion
2	163	SWISS	Branded Fashion
3	272	ZARA	Branded Fashion
4	399	GUCCI	Branded Fashion
5	405	DENIM	Branded Fashion
6	526	CALVIN KLEIN	Branded Fashion
7	559	BURBERRY	Branded Fashion
8	613	BOSS	Branded Fashion
9	657	DIESEL	Branded Fashion
10	675	GUESS	Branded Fashion
11	693	PLAYBOY	Branded Fashion
12	877	GAP	Branded Fashion
13	887	EMPORIO ARMANI	Branded Fashion
14	976	ARMANI	Branded Fashion

CABLE



CABLE RANK	MAB RANK	BRAND NAME	CATEGORY
1	759	HATHWAY	Cable Network

CONSTRUCTION



CONST. RANK	MAB RANK	BRAND NAME	CATEGORY
1	572	DARODE JOG	Real Estate Developer
2	889	DSK	Real Estate Developer
3	914	DLF	Real Estate Developer
4	988	GMR	Real Estate Developer

CONSUMER PRODUCT



CONSPRODUCT RANK	MAB RANK	BRAND NAME	CATEGORY
1	138	GILLETTE	Shaving Products
2	413	TOPAZ	Shaving Products
3	563	CHERRY BLOSSOM	Shoe polish
4	666	GILLETTE 7 O'CLOCK	Shaving Products
5	688	SUPER MAX	Shaving Products
6	707	VI-JOHN	Shaving Products
7	913	KIWI	Shoe polish

SHAVING PRODUCTS		
RANK	MAB RANK	BRAND NAME
1	138	GILLETTE
2	413	TOPAZ
3	666	GILLETTE 7 O'CLOCK
4	688	SUPER MAX
5	707	VI-JOHN

SHOE POLISH		
RANK	MAB RANK	BRAND NAME
1	563	CHERRY BLOSSOM
2	913	KIWI

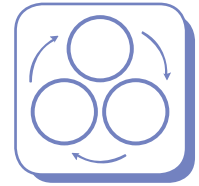
CIGARETTE



CIGARETTE RANK	MAB RANK	BRAND NAME	CATEGORY
1	562	GOLD FLAKE	Cigarette
2	716	CLASSIC MILDS	Cigarette
3	805	NAVYCUT	Cigarette

CATEGORY WISE ALL INDIA LISTING

DIVERSIFIED



DIVERSIFIED RANK	MAB RANK	BRAND NAME	CATEGORY
1	4	TATA	Diversified
2	9	BAJAJ	Diversified
3	10	GODREJ	Diversified
4	23	RELIANCE	Diversified
5	26	VIDEOCON	Diversified
6	28	ITC	Diversified
7	32	M & M	Diversified
8	71	USHA	Diversified
9	96	BPL	Diversified
10	107	WIPRO	Diversified
11	264	L & T	Diversified
12	289	ADANI	Diversified
13	318	MAX	Diversified
14	354	DHFL	Diversified
15	493	ADITYA BIRLA	Diversified
16	531	BELMONTE	Diversified
17	542	BOSCH	Diversified
18	591	SAHARA	Diversified
19	628	KIRLOSKAR	Diversified
20	639	JINDAL	Diversified
21	798	INDIA BULLS	Diversified
22	902	JAYPEE GROUP	Diversified
23	953	TTK	Diversified
24	997	HINDUJA GROUP	Diversified

DTH



DTH RANK	MAB RANK	BRAND NAME	CATEGORY
1	277	TATA SKY	DTH
2	381	DISH TV	DTH

CATEGORY WISE ALL INDIA LISTING

EDUCATION



EDUCATION RANK	MAB RANK	BRAND NAME	CATEGORY
1	398	KIDZEE	Pre-School
2	444	NIIT	Training
3	520	KANGAROO KIDS	Pre-School
4	682	BILLABONG	School
5	774	IIM	Management
6	828	DMS	Management
7	844	IIT	Technical
8	845	SYMBIOSIS	Diversified
9	943	AMITY UNIVERSITY	University
10	990	OXFORD	International

MANAGEMENT		
RANK	MAB RANK	BRAND NAME
1	774	IIM
2	828	DMS

PRE-SCHOOL		
RANK	MAB RANK	BRAND NAME
1	398	KIDZEE
2	520	KANGAROO KIDS

INTERNATIONAL		
RANK	MAB RANK	BRAND NAME
1	990	OXFORD

DIVERSIFIED		
RANK	MAB RANK	BRAND NAME
1	845	SYMBIOSIS

SCHOOL		
RANK	MAB RANK	BRAND NAME
1	682	BILLABONG

TECHNICAL		
RANK	MAB RANK	BRAND NAME
1	844	IIT

TRAINING		
RANK	MAB RANK	BRAND NAME
1	444	NIIT

UNIVERSITY		
RANK	MAB RANK	BRAND NAME
1	943	AMITY UNIVERSITY

DURABLES



DURABLE RANK	MAB RANK	BRAND NAME	CATEGORY
1	2	LG	Consumer Electronics
2	3	SONY	Consumer Electronics
3	19	WHIRLPOOL	Consumer Electronics
4	24	ONIDA	Consumer Electronics
5	35	VOLTAS	Consumer Electronics
6	43	PANASONIC	Consumer Electronics
7	51	TOSHIBA	Consumer Electronics
8	83	HITACHI	Consumer Electronics
9	87	SAMSUNG	Consumer Electronics
10	108	SANSUI	Consumer Electronics
11	144	KENT	Water Purifier
12	147	HAIER	Consumer Electronics
13	156	IFB	Consumer Electronics
14	189	BLUE STAR	Consumer Electronics
15	191	KELVINATOR	Consumer Electronics
16	202	DAIKIN	Consumer Electronics
17	226	ELECTROLUX	Consumer Electronics
18	233	SHARP	Consumer Electronics
19	246	KENSTAR	Consumer Electronics
20	304	AKAI	Consumer Electronics
21	378	SINGER	Consumer Electronics
22	387	CARRIER	Air Conditioners
23	408	AQUAGUARD	Water Purifier
24	507	O GENERAL	Air Conditioners
25	586	PUREIT	Water Purifier
26	631	LIVPURE	Water Purifier
27	636	EUREKA FORBES	Water / Air Purification
28	643	SYMPHONY	Coolers
29	866	BELKIN	Consumer Electronics
30	891	JBL	Audio Equipment
31	921	MITASHI ELECTRONICS	Consumer Electronics
32	926	PIONEER	Audio Equipment
33	973	JVC	Consumer Electronics

CATEGORY WISE ALL INDIA LISTING

AIR CONDITIONERS

RANK	MAB RANK	BRAND NAME
1	387	CARRIER
2	507	O GENERAL

AUDIO EQUIPMENT

RANK	MAB RANK	BRAND NAME
1	891	JBL
2	926	PIONEER

CONSUMER ELECTRONICS

RANK	MAB RANK	BRAND NAME
1	2	LG
2	3	SONY
3	19	WHIRLPOOL
4	24	ONIDA
5	35	VOLTAS
6	43	PANASONIC
7	51	TOSHIBA
8	83	HITACHI
9	87	SAMSUNG
10	108	SANSUI
11	147	HAIER
12	156	IFB
13	189	BLUE STAR
14	191	KELVINATOR
15	202	DAIKIN
16	226	ELECTROLUX
17	233	SHARP
18	246	KENSTAR
19	304	AKAI
20	378	SINGER
21	866	BELKIN
22	921	MITASHI ELECTRONICS
23	973	JVC

COOLERS

RANK	MAB RANK	BRAND NAME
1	643	SYMPHONY

WATER / AIR PURIFICATION

RANK	MAB RANK	BRAND NAME
1	636	EUREKA FORBES

WATER PURIFIER

RANK	MAB RANK	BRAND NAME
1	144	KENT
2	408	AQUAGUARD
3	586	PUREIT
4	631	LIVPURE

EYECARE



EYECARE RANK	MAB RANK	BRAND NAME	CATEGORY
1	248	CRIZAL	Spectacle/Lens

CATEGORY WISE ALL INDIA LISTING

ENERGY



ENERGY RANK	MAB RANK	BRAND NAME	CATEGORY
1	250	BHARAT PETROLEUM	Oil & Gas
2	261	POWER	Oil & Gas
3	407	ONGC	Oil & Gas
4	484	INDANE LPG	LPG
5	552	INDIAN OIL	Oil & Gas
6	574	GAIL	Natural gas
7	577	HINDUSTAN PETROLEUM	Oil & Gas
8	681	NTPC	PSU Power Generation
9	712	CHEVRON	Geothermal Energy
10	763	CESC LIMITED	Electric Supply Company
11	851	BHARAT GAS	Oil & Gas
12	928	KELTRON	Electric Supply Company
13	937	BSES	Electric Supply Company

OIL & GAS

RANK	MAB RANK	BRAND NAME
1	250	BHARAT PETROLEUM
2	261	POWER
3	407	ONGC
4	552	INDIAN OIL
5	577	HINDUSTAN PETROLEUM
6	851	BHARAT GAS

GEOTHERMAL ENERGY

RANK	MAB RANK	BRAND NAME
1	712	CHEVRON

LPG

RANK	MAB RANK	BRAND NAME
1	484	INDANE LPG

NATURAL GAS

RANK	MAB RANK	BRAND NAME
1	574	GAIL

ELECTRIC SUPPLY CO.

RANK	MAB RANK	BRAND NAME
1	763	CESC LIMITED
2	928	KELTRON
3	937	BSES

PSU POWER GENERATION

RANK	MAB RANK	BRAND NAME
1	681	NTPC

CATEGORY WISE ALL INDIA LISTING

ENTERTAINMENT



ENTERTAINMENT RANK	MAB RANK	BRAND NAME	CATEGORY
1	342	IMAGICA	Amusement park
2	843	UNIVERSAL STUDIO	Production company
3	876	PVR	Cinema - Display
4	892	RED CHILLIES	Production company
5	895	INOX	Cinema - Display
6	975	SATYAM CINEMAS	Cinema - Display
7	977	WWE	Wrestling

CINEMA DISPLAY		
RANK	MAB RANK	BRAND NAME
1	876	PVR
2	895	INOX
3	975	SATYAM CINEMAS

PRODUCTION COMPANY		
RANK	MAB RANK	BRAND NAME
1	843	UNIVERSAL STUDIO
2	892	RED CHILLIES

AMUSEMENT PARK		
RANK	MAB RANK	BRAND NAME
1	342	IMAGICA

WRESTLING		
RANK	MAB RANK	BRAND NAME
1	977	WWE

GOVERNMENT INITIATIVE



GOVT. RANK	MAB RANK	BRAND NAME	CATEGORY
1	235	FSSAI	Government Body
2	600	AYUSH	Alternative Healthcare promotion
3	808	IRCTC	Online Railway & Travel
4	989	NCC	Government Body

CATEGORY WISE ALL INDIA LISTING

FMCG



FMCG RANK	MAB RANK	BRAND NAME	CATEGORY
1	25	DOVE	Bath/Beauty
2	29	LUX	Bath/Beauty
3	38	PROCTER & GAMBLE	Diversified
4	40	PONDS	Bath/Beauty
5	41	LAKME	Bath/Beauty
6	45	AXE	Deo/Perfume
7	53	COLGATE	Oral hygiene
8	64	NIVEA	Bath/Beauty
9	70	FOGG	Deo/Perfume
10	75	GARNIER	Bath/Beauty
11	77	RIN	Fabric care
12	78	DETTOL	Antiseptics
13	90	FAIR & LOVELY	Bath/Beauty
14	93	OLAY	Bath/Beauty
15	97	L'OREAL	Hair Care
16	102	HAMAM	Bath/Beauty
17	103	TIDE	Fabric care
18	109	NIRMA	Diversified
19	110	PANTENE	Bath/Beauty
20	113	PEPSODENT	Oral hygiene
21	114	SANTOOR	Bath/Beauty
22	118	VICCO	Oral hygiene
23	120	PEARS	Bath/Beauty
24	122	SUNSILK	Hair Care
25	128	CLOSE UP	Oral hygiene
26	140	SURF EXCEL	Fabric care
27	142	ANCHOR	Oral hygiene
28	145	EMAMI	Bath/Beauty
29	152	LIFEBUOY	Bath/Beauty
30	161	VIM	Dish Care
31	180	DURACELL	Consumer Batteries
32	181	ARIEL	Fabric care
33	184	VIVEL	Bath/Beauty
34	186	HINDUSTAN UNILEVER	Diversified
35	188	PARACHUTE	Hair Care
36	201	VASELINE	Bath/Beauty
37	205	ORAL B	Oral hygiene

CATEGORY WISE ALL INDIA LISTING

FMCG



FMCG RANK	MAB RANK	BRAND NAME	CATEGORY
38	210	CINTHOL	Bath/Beauty
39	214	CLINIC PLUS	Hair Care
40	216	VEET	Bath/Beauty
41	220	EVEREADY	Consumer Batteries
42	222	YARDLEY	Deo/Perfume
43	225	MARGO	Bath/Beauty
44	244	LIRIL	Bath/Beauty
45	253	BOROLINE	Antiseptics
46	256	WILDSTONE	Deo/Perfume
47	263	BOROPLUS	Bath/Beauty
48	275	SPINZ	Deo/Perfume
49	285	REXONA	Bath/Beauty
50	287	HEAD & SHOULDERS	Hair Care
51	288	NAVRATNA OIL	Hair Care
52	298	PONVANDU SOAP	Bath/Beauty
53	303	PAMPERS	Diapers
54	306	SETWET	Deo/Perfume
55	307	GOOD KNIGHT	Mosquito repellent
56	315	BABOOL	Oral hygiene
57	319	AVON	Bath/Beauty
58	326	NIPPO	Consumer Batteries
59	330	HARPIC	Disinfectant
60	334	WHEEL	Fabric care
61	336	FEVICOL	Adhesives
62	337	SOFY	Personal Hygiene Products
63	340	CHIK	Hair Care
64	348	CLEAN & CLEAR	Hair Care
65	356	EVA	Deo/Perfume
66	357	LACTO CALAMINE	Bath/Beauty
67	360	ELLE 18	Bath/Beauty
68	366	SENSODYNE	Oral hygiene
69	370	ALL OUT	Mosquito repellent
70	386	NIHAR	Bath/Beauty
71	394	LOTUS HERBALS	Bath/Beauty
72	403	FIAMA DI WILLS	Bath/Beauty
73	410	DABUR VATIKA	Hair Care
74	421	AMWAY	Direct Selling Brands

CATEGORY WISE ALL INDIA LISTING

FMCG



FMCG RANK	MAB RANK	BRAND NAME	CATEGORY
75	429	LIZOL	Disinfectant
76	431	SUNLIGHT	Fabric care
77	436	UJALA	Fabric care
78	453	SAVLON	Antiseptics
79	455	EXO	Dish Care
80	461	DABUR RED	Oral hygiene
81	465	ARASAN SOAPS	Fabric Care
82	467	EVERYUTH	Bath/Beauty
83	473	ETA SOAP	Bath/Beauty
84	480	FAIR & HANDSOME	Bath/Beauty
85	482	HUGGIES	Diapers
86	485	MEDIMIX	Bath/Beauty
87	486	HENKO	Fabric Care
88	497	DERMICOOL	Bath/Beauty
89	500	REVLON	Bath/Beauty
90	533	NOVINO	Consumer Batteries
91	539	ENGAGE	Deo/Perfume
92	551	VLCC	Bath/Beauty
93	553	VESTIGE	Direct Selling Brands
94	565	OLD SPICE	Deo/Perfume
95	567	LAYER SHOT	Deo/Perfume
96	576	GHARI DETERGENT	Fabric Care
97	587	GLISTER	Oral hygiene
98	612	WHISPER	Personal Hygiene Products
99	615	LIVON	Bath/Beauty
100	619	MANFORCE	Condoms
101	627	BREEZE	Bath/Beauty
102	629	FENA	Fabric care
103	634	VASMOL	Hair Dye
104	635	GANGA	Bath/Beauty
105	646	PALMOLIVE	Bath/Beauty
106	658	NYCIL	Prickly Heat Powder
107	663	TRESSEMME	Hair Care
108	683	DOMEX	Disinfectant
109	686	COLIN	Surface cleaner
110	691	FA	Bath/Beauty

CATEGORY WISE ALL INDIA LISTING

FMCG



FMCG RANK	MAB RANK	BRAND NAME	CATEGORY
111	695	ZATAK	Deo/Perfume
112	698	SHALIMAR COCONUT OIL	Hair Care
113	700	MORTEIN	Mosquito repellent
114	720	COTY	Bath/Beauty
115	741	MESWAK	Oral hygiene
116	743	BRYLCREEM	Hair Care
117	754	ADDICTION DEO	Deo/Perfume
118	758	SUTHOL	Antiseptics
119	764	KEO KARPIN	Hair Care
120	765	SUPER VASMOL	Hair Dye
121	787	VISIBLE WHITE	Oral hygiene
122	792	NUPUR HEENA	Heena
123	793	MAYBELLINE	Bath/Beauty
124	800	COMFORT	Fabric Conditioner
125	811	KESH KING	Hair Care
126	818	DABUR AMLA	Hair Care
127	824	AMBI PUR	Air Freshener
128	836	HIMGANGE OIL	Hair Care
129	878	FLYDEO	Deo/Perfume
130	880	HIT	Mosquito repellent
131	893	MAXO	Mosquito repellent
132	897	CHANDRIKA	Bath/Beauty
133	905	BODY SHOP	Bath/Beauty
134	906	INDICA HAIR COLOUR	Hair Dye
135	910	DENDRITE	Adhesives
136	931	TUPPERWARE	Direct Selling Brands
137	935	BAJAJ ALMOND	Hair Care
138	948	HAIR & CARE	Hair Care
139	964	PRIL	Dish Care
140	969	STAYFREE	Personal Hygiene Products
141	970	CLEARASIL	Bath/Beauty
142	971	CLINIC ALL CLEAR	Hair Care
143	981	FAIREVER	Bath/Beauty
144	991	ENVY 1000	Deo/Perfume

CATEGORY WISE ALL INDIA LISTING

BATH & BEAUTY		
RANK	MAB RANK	BRAND NAME
1	25	DOVE
2	29	LUX
3	40	PONDS
4	41	LAKME
5	64	NIVEA
6	75	GARNIER
7	78	DETTOL
8	90	FAIR & LOVELY
9	93	OLAY
10	102	HAMAM
11	110	PANTENE
12	114	SANTOOR
13	120	PEARS
14	145	EMAMI
15	152	LIFEBUOY
16	184	VIVEL
17	201	VASELINE
18	210	CINTHOL
19	216	VEET
20	225	MARGO
21	244	LIRIL
22	263	BOROPLUS
23	285	REXONA
24	298	PONVANDU SOAP
25	319	AVON
26	357	LACTO CALAMINE
27	360	ELLE 18
28	386	NIHAR
29	394	LOTUS HERBALS
30	403	FIAMA DI WILLS
31	453	SAVLON
32	467	EVERYUTH
33	473	ETA SOAP
34	480	FAIR & HANDSOME
35	485	MEDIMIX
36	497	DERMICOOL
37	500	REVLON
38	551	VLCC
39	615	LIVON

BATH & BEAUTY		
RANK	MAB RANK	BRAND NAME
40	627	BREEZE
41	635	GANGA
42	646	PALMOLIVE
43	691	FA
44	720	COTY
45	793	MAYBELLINE
46	897	CHANDRIKA
47	905	BODY SHOP
48	970	CLEARASIL
49	981	FAIREVER

ADHESIVES		
RANK	MAB RANK	BRAND NAME
1	336	FEVICOL
2	910	DENDRITE

CONSUMER BATTERIES		
RANK	MAB RANK	BRAND NAME
1	180	DURACELL
2	220	EVEREADY
3	326	NIPPO
4	533	NOVINO

AIR FRESHNER		
RANK	MAB RANK	BRAND NAME
1	824	AMBI PUR

CATEGORY WISE ALL INDIA LISTING

DEO & PERFUMES

RANK	MAB RANK	BRAND NAME
1	45	AXE
2	70	FOGG
3	222	YARDLEY
4	256	WILDSTONE
5	275	SPINZ
6	306	SETWET
7	356	EVA
8	539	ENGAGE
9	565	OLD SPICE
10	567	LAYER SHOT
11	695	ZATAK
12	754	ADDICTION DEO
13	878	FLYDEO
14	991	ENVY 1000

DIRECT SELLING BRANDS

RANK	MAB RANK	BRAND NAME
1	421	AMWAY
2	553	VESTIGE
3	931	TUPPERWARE

DIAPERS

RANK	MAB RANK	BRAND NAME
1	303	PAMPERS
2	482	HUGGIES

DISH CARE

RANK	MAB RANK	BRAND NAME
1	161	VIM
2	455	EXO
3	964	PRIL

FABRIC CARE

RANK	MAB RANK	BRAND NAME
1	77	RIN
2	103	TIDE
3	140	SURF EXCEL
4	181	ARIEL
5	334	WHEEL
6	431	SUNLIGHT
7	436	UJALA
8	465	ARASAN SOAPS
9	486	HENKO
10	576	GHARI DETERGENT
11	629	FENA

ANTISEPTICS

RANK	MAB RANK	BRAND NAME
1	78	DETTOL
2	253	BOROLINE
3	453	SAVLON
4	758	SUTHOL

CONDOMS

RANK	MAB RANK	BRAND NAME
1	619	MANFORCE

DISINFECTANT

RANK	MAB RANK	BRAND NAME
1	330	HARPIC
2	429	LIZOL
3	683	DOMEX

CATEGORY WISE ALL INDIA LISTING

HAIR CARE

RANK	MAB RANK	BRAND NAME
1	97	L'OREAL
2	122	SUNSILK
3	188	PARACHUTE
4	214	CLINIC PLUS
5	287	HEAD & SHOULDERS
6	288	NAVRATNA OIL
7	340	CHIK
8	348	CLEAN & CLEAR
9	410	DABUR VATIKA
10	663	TRESSEMME
11	698	SHALIMAR COCONUT OIL
12	743	BRYLCREEM
13	764	KEO KARPIN
14	811	KESH KING
15	818	DABUR AMLA
16	836	HIMGANGE OIL
17	935	BAJAJ ALMOND
18	948	HAIR & CARE
19	971	CLINIC ALL CLEAR

ORAL HYGIENE

RANK	MAB RANK	BRAND NAME
1	53	COLGATE
2	113	PEPSODENT
3	118	VICCO
4	128	CLOSE UP
5	142	ANCHOR
6	205	ORAL B
7	315	BABOOL
8	366	SENSODYNE
9	461	DABUR RED
10	587	GLISTER
11	741	MESWAK
12	787	VISIBLE WHITE

DIVERSIFIED

RANK	MAB RANK	BRAND NAME
1	38	PROCTER & GAMBLE
2	109	NIRMA
3	186	HINDUSTAN UNILEVER

MOSQUITO REPELLENT

RANK	MAB RANK	BRAND NAME
1	307	GOOD KNIGHT
2	370	ALL OUT
3	700	MORTEIN
4	880	HIT
5	893	MAXO

FABRIC CONDITIONER

RANK	MAB RANK	BRAND NAME
1	800	COMFORT

HAIR DYE

RANK	MAB RANK	BRAND NAME
1	634	VASMOL
2	765	SUPER VASMOL
3	906	INDICA HAIR COLOUR

PERSONAL HYGIENE

RANK	MAB RANK	BRAND NAME
1	337	SOFY
2	612	WHISPER
3	969	STAYFREE

PRICKLY HEAT POWDER

RANK	MAB RANK	BRAND NAME
1	658	NYCIL

CATEGORY WISE ALL INDIA LISTING

HEENA		
RANK	MAB RANK	BRAND NAME
1	792	NUPUR HEENA

SURFACE CLEANER		
RANK	MAB RANK	BRAND NAME
1	686	COLIN

F & B



F & B RANK	MAB RANK	BRAND NAME	CATEGORY
1	13	PEPSI	Aerated Beverages
2	39	PARLE G	Biscuits
3	48	COCA-COLA	Aerated Beverages
4	49	7 UP	Aerated Beverages
5	55	BRITANNIA	F&B - Diversified
6	62	MAAZA	Non-aerated Beverages
7	63	AMUL	Dairy - Diversified
8	67	NESTLE	F&B - Diversified
9	84	SPRITE	Aerated Beverages
10	85	BOOST	Nutritional supplement
11	92	THUMS UP	Aerated Beverages
12	95	LAYS	Packaged Snacks
13	98	MTR	Fast Moving Foods
14	99	BISLERI	Packaged Drinking Water
15	100	NESTLE MAGGI	Fast Moving Foods
16	101	LIMCA	Aerated Beverages
17	112	CADBURY'S	F&B - Diversified
18	119	MIRINDA	Aerated Beverages
19	121	FROOTI	Non-aerated Beverages
20	124	HORLICKS	Nutritional supplement
21	150	HALDIRAM	Packaged Snacks
22	153	BALAJI	Packaged Snacks
23	159	AACHI MASALA	Masala
24	164	KINLEY	Packaged Drinking Water
25	167	NESCAFE	Instant Coffee
26	174	BRITANNIA 50-50	Biscuits
27	183	SLICE	Non-aerated Beverages
28	193	AAVIN MILK	Dairy Products
29	194	OREO	Biscuits

CATEGORY WISE ALL INDIA LISTING

F & B

F & B RANK	MAB RANK	BRAND NAME	CATEGORY
30	197	COMPLAN	Nutritional supplement
31	198	TATA SALT	Salt
32	211	DABUR REAL	Packaged Juice
33	213	VADILAL	Ice Cream
34	223	BRITANNIA GOOD DAY	Biscuits
35	224	MDH	Masala
36	227	KISSAN	F&B - Diversified
37	229	BINGO	Packaged Snacks
38	232	MANGOLA	Non-aerated Beverages
39	243	AQUAFINA	Packaged Drinking Water
40	245	LIPTON	Tea
41	255	AASHIRWAAD ATTA	Packaged Flour
42	258	AROKYA	Milk
43	262	FANTA	Aerated Beverages
44	268	SUNFEAST	Biscuits
45	269	KURKURE	Packaged Snacks
46	276	CADBURY DAIRY MILK	Chocolate Bar
47	278	BRU	Instant Coffee
48	280	BOURNVITA	Nutritional supplement
49	281	TATA TEA	Tea
50	282	PRIYA GOLD	Biscuits
51	294	KALIMARK	Beverages manufacturer
52	309	MOTHER DAIRY	Dairy - Diversified
53	310	TAJ MAHAL TEA	Tea
54	316	FORTUNE FOODS PRODUCTS	Diversified
55	317	SAFFOLA	Edible Oil
56	323	KELLOGGS	Fast Moving Foods
57	329	HERITAGE FRESH	Dairy Products
58	333	EVEREST	Masala
59	344	KWALITY WALLS	Ice Cream
60	353	APPY	Non-aerated Beverages
61	358	HALLS	Mouth Freshner
62	363	PARLE	F&B - Diversified
63	369	RASNA	Powdered Drink
64	375	PAPER BOAT	Non-aerated Beverages
65	383	GOPAL DAIRY	Dairy - Diversified
66	388	NESTLE KITKAT	Chocolate Bar

CATEGORY WISE ALL INDIA LISTING

F & B

F & B RANK	MAB RANK	BRAND NAME	CATEGORY
67	397	TIRUMALA MILK	Milk
68	411	ENSURE	Nutritional supplement
69	414	HAVMOR	Ice Cream
70	415	MOUNTAIN DEW	Aerated Beverages
71	416	SUNDROP	Edible Oil
72	417	BRITANNIA MARIE GOLD	Biscuits
73	435	RAMDEV MASALA	Masala
74	445	RED BULL	Energy Drink
75	448	BOVONTO	Aerated Beverages
76	462	PERK	Chocolate Bar
77	463	MENTOS	Mouth Freshner
78	464	PEDIASURE	Nutritional supplement
79	472	GLUCON D	Powdered Drink
80	477	SAKTHI MASALA	Masala
81	479	GOKUL MILK	Dairy Products
82	483	BISK FARM	Biscuits - Manufacturer
83	499	BIKAJI	Packaged Snacks
84	513	TIC TAC	Mouth Freshner
85	528	SUNRISE OIL	Edible Oil
86	529	TANG	Powdered Drink
87	534	5 STAR	Chocolate Bar
88	538	CORNETTO	Ice Cream
89	540	CHITALE BANDHU	Packaged Snacks
90	543	CADBURY ECLAIRS	Candy
91	550	CADBURY TEMPTATIONS	Chocolate Bar
92	557	INDIA GATE BASMATI	Packaged Rice
93	558	SHAKTI BHOG	Packaged Flour
94	568	BROOKE BOND	Tea
95	569	SUHANA MASALA	Masala
96	570	FIGARO	Edible Oil
97	571	AQUA DIAMOND	Packaged Drinking Water
98	573	DINSHAWS	Ice Cream
99	583	HAPPYDENT	Mouth Freshner
100	589	CERELAC	Baby Food
101	592	BRITANNIA BOURBON	biscuits
102	594	NIMBOOZ	Non-aerated Beverages
103	610	AMUL MILK	Milk

CATEGORY WISE ALL INDIA LISTING

F & B

F & B RANK	MAB RANK	BRAND NAME	CATEGORY
104	618	NUTRELA OIL	Edible oil
105	622	GOLD WINNER OIL	Edible Oil
106	633	LEHAR	Packaged Snacks
107	637	MALTOVA	Nutritional Supplement
108	640	DALDA	Edible Oil
109	641	HIDE & SEEK	Biscuits
110	644	AMUL BUTTER	Butter
111	648	HAJMOLA	Candy
112	650	KOHINOOR	Packaged Rice
113	656	BOURNVILLE	Chocolate Bar
114	661	RAIL NEER	Packaged Drinking Water
115	664	COOK ME	Masala
116	684	GANESH GRAINS	Packaged Flour
117	689	ASSAM TEA	Tea
118	696	GEMS	Candy
119	709	NATURAL ICE CREAM	Ice Cream
120	721	SUNFLOWER OIL	Edible oil
121	724	CENTER FRESH	Chewing Gum
122	725	ASSAM OIL	Edible oil
123	726	MAPRO	Non-aerated Beverages
124	729	DHARA	Edible Oil
125	730	MELODY	Candy
126	731	RAJA BISCUIT	Biscuits - Manufacturer
127	732	NESTLE MUNCH	Chocolate Bar
128	745	UNCLE CHIPS	Packaged Snacks
129	750	SOCIETY TEA	Tea
130	751	ANMOL BISCUITS	Biscuits - Manufacturer
131	755	ARUN ICECREAM	Ice Cream
132	762	TROPICANA	Packaged Juice
133	770	ANNAPURNA ATTA	Packaged Flour
134	776	RAJNIGANDHA	Mouth Freshner - Traditional
135	786	ACT II POPCORN	Fast Moving Foods
136	788	BABA ELAICHI	Mouth Freshner - Traditional
137	796	PAN PARAG	Mouth Freshner - Traditional
138	801	NICE BISCUIT	Biscuits
139	802	MAGNUM	Ice Cream
140	804	MILANO	Biscuits

CATEGORY WISE ALL INDIA LISTING

F & B

F & B RANK	MAB RANK	BRAND NAME	CATEGORY
141	810	BASKIN ROBBINS	Ice Cream
142	819	RASOI MAGIC MASALA	Masala
143	823	SNICKERS	Chocolate Bar
144	830	LIJJAT PAPAD	Fast Moving Foods
145	833	CANDYMAN	Candy
146	848	CHOCO PIE	Chocolate
147	852	NESTLE MILKYBAR	Chocolate Bar
148	857	BRITANNIA CAKE	Fruit Bar Cake
149	865	GEMINI OIL	Edible oil
150	879	KRACKJACK	Biscuits
151	894	OM NAMKEEN	Packaged Snacks
152	909	YIPPEE	Fast Moving Foods
153	929	TAAZA	Tea
154	936	CHOLOROMINT	Mouth Freshner
155	939	AMUL TAAZA	Dairy Products
156	940	NUTRILITE	Nutritional Supplement
157	946	BADSHAH MASALA	Masala
158	952	MADHUSUDAN	Dairy - Diversified
159	956	RUCHI GOLD	Edible oil
160	965	VIMAL PAN MASALA	Mouth Freshner - Traditional
161	987	CHINGS	Fast Moving Foods

AERATED BEVERAGES

RANK	MAB RANK	BRAND NAME
1	13	PEPSI
2	48	COCA-COLA
3	49	7 UP
4	84	SPRITE
5	92	THUMS UP
6	101	LIMCA
7	119	MIRINDA
8	262	FANTA
9	415	MOUNTAIN DEW
10	448	BOVONTO

BISCUITS

RANK	MAB RANK	BRAND NAME
1	39	PARLE G
2	174	BRITANNIA 50-50
3	194	OREO
4	223	BRITANNIA GOOD DAY
5	268	SUNFEAST
6	282	PRIYA GOLD
7	363	PARLE
8	417	BRITANNIA MARIE GOLD
9	592	BRITANNIA BOURBON
10	641	HIDE & SEEK
11	801	NICE BISCUIT
12	804	MILANO
13	879	KRACKJACK

CATEGORY WISE ALL INDIA LISTING

BISCUITS MANUFACTURER

RANK	MAB RANK	BRAND NAME
1	483	BISK FARM
2	731	RAJA BISCUIT
3	751	ANMOL BISCUITS

CHOCOLATE BAR

RANK	MAB RANK	BRAND NAME
1	276	CADBURY DAIRY MILK
2	388	NESTLE KITKAT
3	462	PERK
4	534	5 STAR
5	550	CADBURY TEMPTATIONS
6	656	BOURNVILLE
7	732	NESTLE MUNCH
8	823	SNICKERS
9	852	NESTLE MILKYBAR

EDIBLE OIL

RANK	MAB RANK	BRAND NAME
1	317	SAFFOLA
2	416	SUNDROP
3	528	SUNRISE OIL
4	570	FIGARO
5	618	NUTRELA OIL
6	622	GOLD WINNER OIL
7	640	DALDA
8	721	SUNFLOWER OIL
9	725	ASSAM OIL
10	729	DHARA
11	865	GEMINI OIL
12	956	RUCHI GOLD

BEVERAGE MANUFACTURER

RANK	MAB RANK	BRAND NAME
1	294	KALIMARK

CANDY

RANK	MAB RANK	BRAND NAME
1	543	CADBURY ECLAIRS
2	648	HAJMOLA
3	696	GEMS
4	730	MELODY
5	833	CANDYMAN

DAIRY DIVERSIFIED

RANK	MAB RANK	BRAND NAME
1	63	AMUL
2	309	MOTHER DAIRY
3	383	GOPAL DAIRY
4	952	MADHUSUDAN

DIVERSIFIED

RANK	MAB RANK	BRAND NAME
1	316	FORTUNE FOODS PRODUCTS

CHEWING GUM

RANK	MAB RANK	BRAND NAME
1	724	CENTER FRESH

CHOCOLATE

RANK	MAB RANK	BRAND NAME
1	848	CHOCO PIE

FRUIT BAR CAKE

RANK	MAB RANK	BRAND NAME
1	857	BRITANNIA CAKE

CATEGORY WISE ALL INDIA LISTING

DAIRY PRODUCTS

RANK	MAB RANK	BRAND NAME
1	193	AAVIN MILK
2	329	HERITAGE FRESH
3	479	GOKUL MILK
4	939	AMUL TAAZA

BUTTER

RANK	MAB RANK	BRAND NAME
1	644	AMUL BUTTER

F & B DIVERSIFIED

RANK	MAB RANK	BRAND NAME
1	55	BRITANNIA
2	67	NESTLE
3	112	CADBURY'S
4	227	KISSAN

ENERGY DRINK

RANK	MAB RANK	BRAND NAME
1	445	RED BULL

FAST MOVING FOODS

RANK	MAB RANK	BRAND NAME
1	98	MTR
2	100	NESTLE MAGGI
3	323	KELLOGGS
4	786	ACT II POPCORN
5	830	LIJJAT PAPAD
6	909	YIPPEE
7	987	CHINGS

MASALA

RANK	MAB RANK	BRAND NAME
1	159	AACHI MASALA
2	224	MDH
3	333	EVEREST
4	435	RAMDEV MASALA
5	477	SAKTHI MASALA
6	569	SUHANA MASALA
7	664	COOK ME
8	819	RASOI MAGIC MASALA
9	946	BADSHAH MASALA

ICE CREAM

RANK	MAB RANK	BRAND NAME
1	213	VADILAL
2	344	KWALITY WALLS
3	414	HAVMOR
4	538	CORNETTO
5	573	DINSHAWS
6	709	NATURAL ICE CREAM
7	755	ARUN ICECREAM
8	802	MAGNUM
9	810	BASKIN ROBBINS

MILK

RANK	MAB RANK	BRAND NAME
1	258	AROKYA
2	397	TIRUMALA MILK
3	610	AMUL MILK

CATEGORY WISE ALL INDIA LISTING

MOUTH FRESHNER

RANK	MAB RANK	BRAND NAME
1	358	HALLS
2	463	MENTOS
3	513	TIC TAC
4	583	HAPPYDENT
5	936	CHOLOROMINT

MOUTH FRESHNER TRADITIONAL

RANK	MAB RANK	BRAND NAME
1	776	RAJNIGANDHA
2	788	BABA ELAICHI
3	796	PAN PARAG
4	965	VIMAL PAN MASALA

NON-AERATED BEVERAGES

RANK	MAB RANK	BRAND NAME
1	62	MAAZA
2	121	FROOTI
3	183	SLICE
4	232	MANGOLA
5	353	APPY
6	375	PAPER BOAT
7	594	NIMBOOZ
8	726	MAPRO

PACKAGED DRINKING WATER

RANK	MAB RANK	BRAND NAME
1	99	BISLERI
2	164	KINLEY
3	243	AQUAFINA
4	571	AQUA DIAMOND
5	661	RAIL NEER

NUTRITIONAL SUPPLEMENT

RANK	MAB RANK	BRAND NAME
1	85	BOOST
2	124	HORLICKS
3	197	COMPLAN
4	280	BOURNVITA
5	411	ENSURE
6	464	PEDIASURE
7	637	MALTOVA
8	940	NUTRILITE

PACKAGED FLOUR

RANK	MAB RANK	BRAND NAME
1	255	AASHIRWAAD ATTA
2	558	SHAKTI BHOG
3	684	GANESH GRAINS
4	770	ANNAPURNA ATTA

PACKAGED JUICE

RANK	MAB RANK	BRAND NAME
1	211	DABUR REAL
2	762	TROPICANA

TEA

RANK	MAB RANK	BRAND NAME
1	245	LIPTON
2	281	TATA TEA
3	310	TAJ MAHAL TEA
4	568	BROOKE BOND
5	689	ASSAM TEA
6	750	SOCIETY TEA
7	929	TAAZA

CATEGORY WISE ALL INDIA LISTING

PACKAGED RICE

RANK	MAB RANK	BRAND NAME
1	557	INDIA GATE BASMATI
2	650	KOHINOOR

POWDERED DRINK

RANK	MAB RANK	BRAND NAME
1	369	RASNA
2	472	GLUCON D
3	529	TANG

INSTANT COFFEE

RANK	MAB RANK	BRAND NAME
1	167	NESCAFE
2	278	BRU

PACKAGED SNACKS

RANK	MAB RANK	BRAND NAME
1	95	LAYS
2	150	HALDIRAM
3	153	BALAJI
4	229	BINGO
5	269	KURKURE
6	499	BIKAJI
7	540	CHITALE BANDHU
8	633	LEHAR
9	745	UNCLE CHIPS
10	894	OM NAMKEEN

SALT

RANK	MAB RANK	BRAND NAME
1	198	TATA SALT

FURNISHING RETAIL



GOVT. RANK	MAB RANK	BRAND NAME	CATEGORY
1	918	GODREJ INTERIO	Furnishing Retail

HOME FURNISHING



GOVT. RANK	MAB RANK	BRAND NAME	CATEGORY
1	347	KURLON	Mattresses
2	597	SLEEPWELL	Mattresses

HEALTHCARE



HEALTHCARE RANK	MAB RANK	BRAND NAME	CATEGORY
1	52	DABUR	Ayurveda
2	88	HIMALAYA	Ayurveda
3	173	VICKS	OTC
4	177	JOHNSON & JOHNSON	Healthcare - Diversified
5	192	MOOV	Pain Balm
6	234	RANBAXY	Pharmaceuticals - Indian
7	266	TIGER BALM	Pain Balm
8	305	CIPLA	Pharmaceuticals - Indian
9	322	AYUR	Ayurveda
10	350	GSK	Pharmaceuticals - International
11	371	PATANJALI	Ayurveda
12	425	LUPIN	Pharmaceuticals - Indian
13	438	ENO	OTC
14	460	VOLINI	Pain Balm
15	470	BAIDYANATH	Ayurveda
16	496	IODEX	Pain Balm
17	502	ZANDU BALM	Pain Balm
18	560	HLL LIFECARE	Pharmaceuticals - Indian
19	593	DR REDDY'S	Pharmaceuticals - Indian
20	596	FORTIS	Hospitals
21	638	HAMDARD	Unani Medicine
22	645	HIMTAJ AYURVEDA	Ayurveda
23	659	AMRUTANJAN	Pain Balm
24	678	NOVA HEALTHCARE	Daycare health services
25	694	REVITAL	OTC
26	711	PFIZER	Pharmaceuticals - International
27	813	MANKIND	Pharmaceuticals - Indian
28	850	ALKEM	Pharmaceuticals - Indian
29	862	ABBOTT	Pharmaceuticals - International
30	867	CROCIN	OTC
31	944	AIIMS	Hospitals
32	974	ITCHGUARD	Anti-fungal
33	999	SARIDON	OTC

CATEGORY WISE ALL INDIA LISTING

ANTI-FUNGAL

RANK	MAB RANK	BRAND NAME
1	974	ITCHGUARD

DAYCARE HEALTH SERVICES

RANK	MAB RANK	BRAND NAME
1	678	NOVA HEALTHCARE

OTC

RANK	MAB RANK	BRAND NAME
1	173	VICKS
2	438	ENO
3	694	REVITAL
4	867	CROCIN
5	999	SARIDON

PAIN BALM

RANK	MAB RANK	BRAND NAME
1	192	MOOV
2	266	TIGER BALM
3	460	VOLINI
4	496	IODEX
5	502	ZANDU BALM
6	659	AMRUTANJAN

PHARMA INTERNATIONAL

RANK	MAB RANK	BRAND NAME
1	350	GSK
2	711	PFIZER
3	862	ABBOTT

AYURVEDA

RANK	MAB RANK	BRAND NAME
1	52	DABUR
2	88	HIMALAYA
3	322	AYUR
4	371	PATANJALI
5	470	BAIDYANATH
6	645	HIMTAJ AYURVEDA

HOSPITALS

RANK	MAB RANK	BRAND NAME
1	596	FORTIS
2	944	AIIMS

HEALTHCARE DIVERSIFIED

RANK	MAB RANK	BRAND NAME
1	177	JOHNSON & JOHNSON

PHARMACEUTICAL INDIAN

RANK	MAB RANK	BRAND NAME
1	234	RANBAXY
2	305	CIPLA
3	425	LUPIN
4	560	HLL LIFECARE
5	593	DR REDDY'S
6	813	MANKIND
7	850	ALKEM

UNANI MEDICINE

RANK	MAB RANK	BRAND NAME
1	638	HAMDARD

HOME CARE



HOME CARE RANK	MAB RANK	BRAND NAME	CATEGORY
1	236	AJANTA	Clocks
2	420	KAJARIA	Tiles
3	505	MILTON	Houseware
4	524	NILKAMAL	Furniture
5	632	JOHNSON TILES	Tiles
6	853	BOROSIL	Houseware
7	949	CYCLE AGARBATTI	Agarbattis

AGARBATTIS		
RANK	MAB RANK	BRAND NAME
1	949	CYCLE AGARBATTI

FURNITURE		
RANK	MAB RANK	BRAND NAME
1	524	NILKAMAL

CLOCKS		
RANK	MAB RANK	BRAND NAME
1	236	AJANTA

TILES		
RANK	MAB RANK	BRAND NAME
1	420	KAJARIA
2	632	JOHNSON TILES

HOUSEWARE		
RANK	MAB RANK	BRAND NAME
1	505	MILTON
2	853	BOROSIL

HOUSE ELECTRICALS



ELECTRICAL RANK	MAB RANK	BRAND NAME	CATEGORY
1	162	HAVELLS	Fast Moving Electrical Goods
2	217	KHAITAN	Fans
3	296	SURYA LED LIGHT	Fast Moving Electrical Goods
4	314	V-GUARD	Fast Moving Electrical Goods
5	392	SYSKA LED	Fast Moving Electrical Goods
6	452	RR KABEL	Fast Moving Electrical Goods
7	476	LUMINOUS	Invertors / Batteries
8	575	CINNI FAN	Fans
9	728	OSRAM	Fast Moving Electrical Goods
10	757	SU-KAM INVERTERS	Invertors / Batteries

FANS		
RANK	MAB RANK	BRAND NAME
1	217	KHAITAN
2	575	CINNI FAN

FAST MOVING ELECTRICAL GOODS		
RANK	MAB RANK	BRAND NAME
1	162	HAVELLS
2	296	SURYA LED LIGHT
3	314	V-GUARD
4	392	SYSKA LED
5	452	RR KABEL
6	728	OSRAM

INVERTORS / BATTERIES		
RANK	MAB RANK	BRAND NAME
1	476	LUMINOUS
2	757	SU-KAM INVERTERS

BATH FIXTURES



HOUSEHOLD RANK	MAB RANK	BRAND NAME	CATEGORY
1	406	HINDWARE	Bath fixtures
2	581	CERA	Bath fixtures
3	772	KOHLER	Bath fixtures

HOSPITALITY



HOSPITALITY RANK	MAB RANK	BRAND NAME	CATEGORY
1	738	JW MARRIOTT	Hotel Company
2	783	TAJ HOTELS	Hotel Company
3	868	RADISSON	Hotel Company
4	932	THE TAJ MAHAL PALACE	Hotels
5	962	GRAND HYATT	Hotels
6	978	NOVOTEL	Hotel Company
7	995	CLUB MAHINDRA	Vacation Ownership

HOTEL COMPANY		
RANK	MAB RANK	BRAND NAME
1	738	JW MARRIOTT
2	783	TAJ HOTELS
3	868	RADISSON
4	978	NOVOTEL

VACATION OWNERSHIP		
RANK	MAB RANK	BRAND NAME
1	995	CLUB MAHINDRA

HOTELS		
RANK	MAB RANK	BRAND NAME
1	932	THE TAJ MAHAL PALACE
2	962	GRAND HYATT

LUBRICANTS



LUBRICANTS RANK	MAB RANK	BRAND NAME	CATEGORY
1	259	CASTROL	Lubricants
2	308	VALVOLINE	Lubricants
3	428	SERVO	Lubricants
4	814	VEEDOL	Lubricants



INTERNET

INTERNET RANK	MAB RANK	BRAND NAME	CATEGORY
1	105	GOOGLE	Internet Search
2	195	AMAZON	Online Shopping
3	271	YAHOO	Internet Search
4	297	WHATSAPP	Messaging App
5	346	FLIPKART	Online shopping
6	359	FACEBOOK	Social networking App
7	365	SNAPDEAL	Online shopping
8	424	TWITTER	Social networking App
9	432	OLX.IN	Online Classifieds
10	457	TANGO	Messaging App
11	474	ZOMATO	Online Resturant Search
12	487	JABONG	Online Fashion Shopping
13	492	YEPME	Online Fashion Shopping
14	530	PAYTM	Online Payments
15	582	SAAVN	Online Music app
16	602	QUIKR	Online Classifieds
17	611	YOUTUBE	Online Video Sharing
18	623	GMAIL	Email service
19	630	GANNA.COM	Online Music app
20	662	WNYK MUSIC	Online Music app
21	668	MYNTRA	Online Fashion Shopping
22	690	CARTRADE.COM	Online Automotive Classifieds
23	736	CARDEKHO	Online Automotive Classifieds
24	806	JUST DIAL	Local Search Services
25	807	LINE	Messaging App
26	832	CARWALE	Online Automotive Classifieds
27	855	BHARAT MATRIMONY	Online Matrimony
28	872	TORRENTDAY	Online Download
29	896	LENSKART	Online Optical Store
30	915	BBM MESSENGER	Messaging App
31	920	UC BROWSER	Browser
32	941	INFIBEAM	Online shopping
33	960	INSTAGRAM	Online Photo Sharing social media
34	961	HOTSTAR	Entertainment app
35	966	PLAYWIN	Online Lottery
36	967	CHUMBAK	Online shopping

CATEGORY WISE ALL INDIA LISTING

INTERNET

INTERNET RANK	MAB RANK	BRAND NAME	CATEGORY
37	979	OPERA	Browser
38	982	HOTMAIL	Email service
39	984	SHOPCLUES	Online shopping

BROWSER

RANK	MAB RANK	BRAND NAME
1	920	UC BROWSER
2	979	OPERA

EMAIL SERVICE

RANK	MAB RANK	BRAND NAME
1	623	GMAIL
2	982	HOTMAIL

ENTERTAINMENT

RANK	MAB RANK	BRAND NAME
1	961	HOTSTAR

INTERNET SEARCH

RANK	MAB RANK	BRAND NAME
1	105	GOOGLE
2	271	YAHOO

ONLINE AUTOMOTIVE CLASSIFIEDS

RANK	MAB RANK	BRAND NAME
1	690	CARTRADE.COM
2	736	CARDEKHO
3	832	CARVALE

LOCAL SEARCH SERVICES

RANK	MAB RANK	BRAND NAME
1	806	JUST DIAL

ONLINE SHOPPING

RANK	MAB RANK	BRAND NAME
1	195	AMAZON
2	346	FLIPKART
3	365	SNAPDEAL
4	941	INFIBEAM
5	967	CHUMBAK
6	984	SHOPCLUES

MESSAGING APP

RANK	MAB RANK	BRAND NAME
1	297	WHATSAPP
2	457	TANGO
3	807	LINE
4	915	BBM MESSENGER

CATEGORY WISE ALL INDIA LISTING

ONLINE VIDEO SHARING

RANK	MAB RANK	BRAND NAME
1	611	YOUTUBE

SOCIAL NETWORKING APP

RANK	MAB RANK	BRAND NAME
1	359	FACEBOOK
2	424	TWITTER

ONLINE CLASSIFIEDS

RANK	MAB RANK	BRAND NAME
1	432	OLX.IN
2	602	QUIKR

ONLINE DOWNLOAD

RANK	MAB RANK	BRAND NAME
1	872	TORRENTDAY

ONLINE FASHION SHOPPING

RANK	MAB RANK	BRAND NAME
1	487	JABONG
2	492	YEPME
3	668	MYNTRA

ONLINE MUSIC APP

RANK	MAB RANK	BRAND NAME
1	582	SAAVN
2	630	GANNA.COM
3	662	WNYK MUSIC

ONLINE LOTTERY

RANK	MAB RANK	BRAND NAME
1	966	PLAYWIN

ONLINE MATRIMONY

RANK	MAB RANK	BRAND NAME
1	855	BHARAT MATRIMONY

ONLINE OPTICAL STORE

RANK	MAB RANK	BRAND NAME
1	896	LENSKART

ONLINE PAYMENTS

RANK	MAB RANK	BRAND NAME
1	530	PAYTM

ONLINE PHOTO SHARING SOCIAL MEDIA

RANK	MAB RANK	BRAND NAME
1	960	INSTAGRAM

ONLINE RESTAURANT SEARCH

RANK	MAB RANK	BRAND NAME
1	474	ZOMATO

CATEGORY WISE ALL INDIA LISTING

KITCHENWARE



KITCHEN WARE RANK	MAB RANK	BRAND NAME	CATEGORY
1	380	PRESTIGE	Cookware
2	495	HAWKINS	Kitchen Appliances
4	523	PREETHI	Kitchen Appliances
5	532	THOMSON	Kitchen Appliances
6	649	INALSA	Kitchen Appliances
7	705	BUTTERFLY	Kitchen Appliances
8	746	CROWN	Kitchen Appliances
10	797	PIGEON	Kitchen Appliances
11	834	MAHARAJA WHITELINE	Kitchen Appliances
12	860	ALONSA	Kitchen Appliances
13	863	EAGLE FLASK	Houseware
14	890	AMC COOKWARE	Kitchen Appliances

KITCHEN APPLIANCES		
RANK	MAB RANK	BRAND NAME
1	495	HAWKINS
2	523	PREETHI
3	532	THOMSON
4	649	INALSA
5	705	BUTTERFLY
6	746	CROWN
7	797	PIGEON
8	834	MAHARAJA WHITELINE
9	860	ALONSA
10	890	AMC COOKWARE

HOUSEWARE		
RANK	MAB RANK	BRAND NAME
1	863	EAGLE FLASK

COOKWARE		
RANK	MAB RANK	BRAND NAME
1	380	PRESTIGE

KITCHENCARE



KITCHEN CARE RANK	MAB RANK	BRAND NAME	CATEGORY
1	504	KUTCHINA	Kitchen Equipment
2	795	HOFFMAN	Kitchen Equipment

MANUFACTURING



MANUFACTURING RANK	MAB RANK	BRAND NAME	CATEGORY
1	123	BIRLA CEMENT	Cement
2	204	AMBUJA CEMENT	Cement
3	231	ACC CEMENT	Cement
4	238	ASIAN PAINTS	Paints
5	270	ULTRATECH CEMENT	Cement
6	313	TATA TISCON	TMT Bars
7	327	NEROLAC	Paints
8	355	SINTEX	Diversified
9	361	DULUX	Paints
10	374	RAMCO CEMENT	Cement
11	409	BERGER PAINTS	Paints
12	419	JK CEMENT	Cement
13	422	SRMB	TMT Bars
14	491	DALMIA CEMENT	Cement
15	501	CROMPTON GREAVES	Engineering
16	519	KITPLY	Plywood
17	527	GREENPLY	Plywood
18	554	BINANI CEMENT	Cement
19	605	MARS PLYWOOD	Plywood
20	606	PIDILITE	Adhesives
21	608	BANGUR CEMENT	Cement
22	616	CENTURY PLY	Plywood
23	642	ATLAS	Bicycles
24	651	GLOBE PLY	Plywood
25	669	VAJRAM CEMENT	Cement
26	706	LAFARGE CEMENT	Cement
27	734	STAR CEMENT	Cement
28	753	OSWAL WOOLENS	Clothing
29	817	JK LAKSHMI CEMENT	Cement
30	846	SYLVAN PLY	Plywood
31	864	GAYATRI CEMENTS	Cement
32	883	B & R CO	Heavy Engineering
33	884	BHEL	Heavy Engineering
34	924	FINOLEX	Diversified
35	957	SHREE ULTRA	Cement

CATEGORY WISE ALL INDIA LISTING

CEMENT

RANK	MAB RANK	BRAND NAME
1	123	BIRLA CEMENT
2	204	AMBUJA CEMENT
3	231	ACC CEMENT
4	270	ULTRATECH CEMENT
5	374	RAMCO CEMENT
6	419	JK CEMENT
7	491	DALMIA CEMENT
8	554	BINANI CEMENT
9	608	BANGUR CEMENT
10	669	VAJRAM CEMENT
11	706	LAFARGE CEMENT
12	734	STAR CEMENT
13	817	JK LAKSHMI CEMENT
14	864	GAYATRI CEMENT
15	957	SHREE ULTRA

ADHESIVES

RANK	MAB RANK	BRAND NAME
1	606	PIDILITE

CLOTHING

RANK	MAB RANK	BRAND NAME
1	753	OSWAL WOOLENS

DIVERSIFIED

RANK	MAB RANK	BRAND NAME
1	355	SINTEX
2	924	FINOLEX

ENGINEERING

RANK	MAB RANK	BRAND NAME
1	501	CROMPTON GREAVES

HEAVY ENGINEERING

RANK	MAB RANK	BRAND NAME
1	883	B & R CO
2	884	BHEL

PAINTS

RANK	MAB RANK	BRAND NAME
1	238	ASIAN PAINTS
2	327	NEROLAC
3	361	DULUX
4	409	BERGER PAINTS

PLYWOOD

RANK	MAB RANK	BRAND NAME
1	519	KITPLY
2	527	GREENPLY
3	605	MARS PLYWOOD
4	616	CENTURY PLY
5	651	GLOBE PLY
6	846	SYLVAN PLY

TMT BARS

RANK	MAB RANK	BRAND NAME
1	313	TATA TISCON
2	422	SRMB

BICYCLES

RANK	MAB RANK	BRAND NAME
1	642	ATLAS

INTERNATIONAL BODY



INTL BODY RANK	MAB RANK	BRAND NAME	CATEGORY
1	723	UNICEF	International Body

MEDIA-PRINT



MEDIA PRINT RANK	MAB RANK	BRAND NAME	CATEGORY
1	468	DNA	Newspaper - English
2	512	MID-DAY	Newspaper - English
3	670	DAINIK BHASKAR	Newspaper - Hindi
4	704	THE TIMES OF INDIA	Newspaper - English
5	752	INDIA TODAY	Magazine - English
6	780	FEMINA	Magazine - English
7	854	DAINIK JAGRAN	Newspaper - Hindi
8	871	HT MEDIA	Mass Media Company
9	881	ECONOMIC TIMES	Newspaper - English
10	998	ANANDABAZAR PATRIKA	Newspaper - Regional

MAGAZINE ENGLISH		
RANK	MAB RANK	BRAND NAME
1	752	INDIA TODAY
2	780	FEMINA

NEWSPAPER HINDI		
RANK	MAB RANK	BRAND NAME
1	670	DAINIK BHASKAR
2	854	DAINIK JAGRAN

NEWSPAPER ENGLISH		
RANK	MAB RANK	BRAND NAME
1	468	DNA
2	512	MID-DAY
3	704	THE TIMES OF INDIA
4	881	ECONOMIC TIMES

NEWSPAPER REGIONAL		
RANK	MAB RANK	BRAND NAME
1	998	ANANDABAZAR PATRIKA

MASS MEDIA COMPANY		
RANK	MAB RANK	BRAND NAME
1	871	HT MEDIA

CATEGORY WISE ALL INDIA LISTING

MEDIA - TV



MEDIA TV RANK	MAB RANK	BRAND NAME	CATEGORY
1	209	ZEE TV	Hindi GEC
2	273	STAR PLUS	Hindi GEC
3	283	NDTV	Channel Cluster
4	312	COLORS	Hindi GEC
5	349	ABP NEWS	Hindi News
6	367	9XM	Music Channel
7	372	ZOOM TV	Bollywood related content
8	498	ZEE NEWS	Hindi News
9	511	SAB TV	Hindi GEC
10	537	SET MAX	Hindi Movies
11	544	NICKELODEON	Kids Channel
12	564	AAJ TAK	Hindi News
13	599	POGO	Kids Channel
14	687	BIG MAGIC	Hindi GEC
15	744	FOOD FOOD	Food Channel
16	766	FOX	English Movies
17	775	SONY TV	Hindi GEC
18	831	MTV	Music Channel
19	842	STAR SPORTS	Sports channel
20	847	BBC	English News
21	849	DISCOVERY CHANNEL	Factual entertainment
22	858	BINDAAS TV	Hindi GEC
23	869	TLC	Lifestyle Channel
24	925	STAR MOVIES	English Movies
25	972	CNN IBN	English News

HINDI NEWS		
RANK	MAB RANK	BRAND NAME
1	349	ABP NEWS
2	498	ZEE NEWS
3	564	AAJ TAK

SPORTS CHANNEL		
RANK	MAB RANK	BRAND NAME
1	842	STAR SPORTS

HINDI GEC		
RANK	MAB RANK	BRAND NAME
1	209	ZEE TV
2	273	STAR PLUS
3	312	COLORS
4	511	SAB TV
5	687	BIG MAGIC
6	775	SONY TV
7	858	BINDAAS TV

CATEGORY WISE ALL INDIA LISTING

BOLLYWOOD RELATED CONTENT

RANK	MAB RANK	BRAND NAME
1	372	ZOOM TV

CHANNEL CLUSTER

RANK	MAB RANK	BRAND NAME
1	283	NDTV

ENGLISH MOVIES

RANK	MAB RANK	BRAND NAME
1	766	FOX
2	925	STAR MOVIES

ENGLISH NEWS

RANK	MAB RANK	BRAND NAME
1	847	BBC
2	972	CNN IBN

FACTUAL ENTERTAINMENT

RANK	MAB RANK	BRAND NAME
1	849	DISCOVERY CHANNEL

FOOD CHANNEL

RANK	MAB RANK	BRAND NAME
1	744	FOOD FOOD

HINDI MOVIES

RANK	MAB RANK	BRAND NAME
1	537	SET MAX

KIDS CHANNEL

RANK	MAB RANK	BRAND NAME
1	544	NICKELODEON
2	599	POGO

LIFESTYLE CHANNEL

RANK	MAB RANK	BRAND NAME
1	869	TLC

MUSIC CHANNEL

RANK	MAB RANK	BRAND NAME
1	367	9XM
2	831	MTV

MEDIA-RADIO



RADIO RANK	MAB RANK	BRAND NAME	CATEGORY
1	607	92.7 BIG FM	Radio
2	652	RADIO MIRCHI 98.3 FM	Radio
3	760	RED FM 93.5	Radio



PERSONAL ACCESSORIES

ACCESSORIES RANK	MAB RANK	BRAND NAME	CATEGORY
1	14	BATA	Footwear
2	16	TITAN	Watches
3	22	REEBOK	Sportswear
4	27	PUMA	Sportswear
5	44	NIKE	Sportswear
6	54	SONATA	Watches
7	58	ADIDAS	Sportswear
8	60	ROLEX	Luxury Watches
9	117	RADO	Luxury Watches
10	125	PARAGON	Footwear
11	134	WOODLAND	Footwear
12	135	CITIZEN	Premium Watches
13	169	VIP	Luggage/Bags
14	170	HMT WATCHES	Watches
15	171	TANISHQ	Jewellery
16	182	VKC	Footwear
17	219	ACTION SHOES	Footwear
18	230	SPARX	Footwear
19	252	NAKSHATRA JEWELLERY	Jewellery
20	254	P C CHANDRA JEWELLERS	Jewellery
21	293	TISSOT	Premium Watches
22	295	RELAXO	Footwear
23	299	RAYBAN	Eyewear
24	331	TIMEX	Watches
25	343	OMEGA	Premium Watches
26	373	FILA	Sportswear
27	379	AMERICAN TOURISTER	Luggage/Bags
28	391	P C JEWELLERS	Jewellery
29	430	QUARTZ	Watches
30	440	TBZ	Jewellery
31	447	LOTTO	Sportswear
32	503	Q&Q	Watches
33	508	RED CHIEF	Footwear
34	521	VVD GOLD	Jewellery
35	584	SAFARI	Luggage/Bags
36	621	LAKHANI	Footwear
37	699	SKYBAGS	Luggage/Bags

PERSONAL ACCESSORIES

ACCESSORIES RANK	MAB RANK	BRAND NAME	CATEGORY
38	703	WILDCRAFT	Outdoor gear
39	740	CAPRESE BAGS	Luggage/Bags
40	781	ACTION CAMPUS SHOES	Footwear
41	782	LANCER FOOTWEAR	Footwear
42	820	SENCO GOLD	Jewellery
43	838	ARISTOCRAT	Luggage/Bags
44	840	KALYAN JEWELLERS	Jewellery
45	886	MAXIMA	Watches
46	908	SEIKO	Premium Watches
47	917	PARAS GOLD	Jewellery
48	942	TAG HEUER	Luxury watches
49	947	ANJALI JEWELLERS	Jewellery
50	968	SAMSONITE	Luggage/Bags
51	1000	GILI	Jewellery

FOOTWEAR		
RANK	MAB RANK	BRAND NAME
1	14	BATA
2	125	PARAGON
3	134	WOODLAND
4	182	VKC
5	219	ACTION SHOES
6	230	SPARX
7	295	RELAXO
8	508	RED CHIEF
9	621	LAKHANI
10	781	ACTION CAMPUS SHOES
11	782	LANCER FOOTWEAR

EYEWEAR		
RANK	MAB RANK	BRAND NAME
1	299	RAYBAN

JEWELLERY		
RANK	MAB RANK	BRAND NAME
1	171	TANISHQ
2	252	NAKSHATRA JEWELLERY
3	254	P C CHANDRA JEWELLERS
4	391	P C JEWELLERS
5	440	TBZ
6	521	VVD GOLD
7	820	SENCO GOLD
8	840	KALYAN JEWELLERS
9	917	PARAS GOLD
10	947	ANJALI JEWELLERS
11	1000	GILI

OUTDOOR GEAR		
RANK	MAB RANK	BRAND NAME
1	703	WILDCRAFT

CATEGORY WISE ALL INDIA LISTING

LUXURY WATCHES

RANK	MAB RANK	BRAND NAME
1	60	ROLEX
2	117	RADO
3	942	TAG HEUER

LUXURY BAGS

RANK	MAB RANK	BRAND NAME
1	169	VIP
2	379	AMERICAN TOURISTER
3	584	SAFARI
4	699	SKYBAGS
5	740	CAPRESE BAGS
6	838	ARISTOCRAT
7	968	SAMSONITE

PREMIUM WATCHES

RANK	MAB RANK	BRAND NAME
1	135	CITIZEN
2	293	TISSOT
3	343	OMEGA
4	908	SEIKO

SPORTSWEAR

RANK	MAB RANK	BRAND NAME
1	22	REEBOK
2	27	PUMA
3	44	NIKE
4	58	ADIDAS
5	373	FILA
6	447	LOTTO

WATCHES

RANK	MAB RANK	BRAND NAME
1	16	TITAN
2	54	SONATA
3	170	HMT WATCHES
4	331	TIMEX
5	430	QUARTZ
6	503	Q&Q
7	886	MAXIMA

SPORTS



SPORTS RANK	MAB RANK	BRAND NAME	CATEGORY
1	454	INDIAN PREMIER LEAGUE	Cricket League

PERSONALITY



PERSONALITY RANK	MAB RANK	BRAND NAME	CATEGORY
1	228	SALMAN KHAN	Cinema - Male
2	382	AMITABH BACHCHAN	Cinema - Male
3	441	SHAHRUKH KHAN	Cinema - Male
4	478	DEEPIKA PADUKONE	Cinema - Female
5	488	MAHENDRA SINGH DHONI	Sports
6	653	RAHUL DRAVID	Sports
7	654	RANBIR KAPOOR	Cinema - Male
8	676	HEMA MALINI	Cinema - Female
9	685	SACHIN TENDULKAR	Sports
10	761	AAMIR KHAN	Cinema - Male
11	790	VIRAT KOHLI	Sports

CINEMA-FEMALE		
RANK	MAB RANK	BRAND NAME
1	478	DEEPIKA PADUKONE
2	676	HEMA MALINI

CINEMA-MALE		
RANK	MAB RANK	BRAND NAME
1	228	SALMAN KHAN
2	382	AMITABH BACHCHAN
3	441	SHAHRUKH KHAN
4	654	RANBIR KAPOOR
5	761	AAMIR KHAN

SPORTS		
RANK	MAB RANK	BRAND NAME
1	488	MAHENDRA SINGH DHONI
2	653	RAHUL DRAVID
3	685	SACHIN TENDULKAR
4	790	VIRAT KOHLI

PERSONAL GADGETS



GADGETS RANK	MAB RANK	BRAND NAME	CATEGORY
1	1	SAMSUNG MOBILES	Mobile Phones
2	7	NOKIA	Mobile Phones
3	17	MICROMAX	Mobile Phones
4	36	HTC	Mobile Phones
5	56	LAVA	Mobile Phones
6	79	MOTOROLA	Mobile Phones
7	86	CANON	Camera
8	104	GIONEE	Mobile Phones
9	111	INTEX	Mobile Phones
10	116	NIKON	Camera
11	126	BLACKBERRY	Mobile Phones
12	131	KARBONN	Mobile Phones
13	151	XOLO	Mobile Phones
14	168	SPICE	Mobile Phones
15	200	SONY XPERIA	Mobile Phones
16	221	MOTOROLA MOTO G	Mobile Phones
17	239	G'FIVE	Mobile Phones
18	290	APPLE IPHONE	Mobile Phones
19	341	OPPO MOBILE	Mobile Phones
20	393	VIVO	Mobile Phones
21	412	ARISE MOBILE	Mobile Phones
22	433	HITECH	Mobile Phones
23	546	CELKON	Mobile Phones
24	579	MAXX	Mobile Phones
25	604	LEMON	Mobile Phones
26	739	FUJI FILM	Camera
27	837	ZTE	Mobile Phones
28	919	XIAOMI	Mobile Phones
29	950	SALORA	Mobile Phones

MOBILE PHONES		
RANK	MAB RANK	BRAND NAME
1	1	SAMSUNG MOBILES
2	7	NOKIA
3	17	MICROMAX

CAMERA		
RANK	MAB RANK	BRAND NAME
1	86	CANON
2	116	NIKON
3	739	FUJI FILM

CATEGORY WISE ALL INDIA LISTING

MOBILE PHONES		
RANK	MAB RANK	BRAND NAME
4	36	HTC
5	56	LAVA
6	79	MOTOROLA
7	104	GIONEE
8	111	INTEX
9	126	BLACKBERRY
10	131	KARBONN
11	151	XOLO
12	168	SPICE
13	200	SONY XPERIA
14	221	MOTOROLA MOTO G
15	239	G'FIVE
16	290	APPLE IPHONE
17	341	OPPO MOBILE
18	393	VIVO
19	412	ARISE MOBILE
20	433	HITECH
21	546	CELKON
22	579	MAXX
23	604	LEMON
24	837	ZTE
25	919	XIAOMI
26	950	SALORA

RETAIL



RETAIL RANK	MAB RANK	BRAND NAME	CATEGORY
1	72	KENTUCKY FRIED CHICKEN	QSR
2	149	DOMINO'S	QSR
3	154	BIG BAZAAR	Personal Goods
4	166	MCDONALDS	QSR
5	185	PIZZA HUT	Restaurant
6	241	MONGINIS	Cake Shop
7	265	METRO	Footwear

CATEGORY WISE ALL INDIA LISTING

RETAIL

RETAIL RANK	MAB RANK	BRAND NAME	CATEGORY
8	301	KHADIM'S	Footwear
9	352	SREE LEATHERS	Footwear
10	362	PANTALOONS	Personal Goods
11	404	D-MART	Hypermarket
12	427	CROMA	Consumer Electronics
13	434	PAKIZA	Apparel
14	449	SUBWAY	QSR
15	458	JUMBO KING	QSR - Indian
16	466	LIBERTY	Footwear
17	469	SUGAR & SPICE	Restaurant
18	536	KHADI	Ethnic Products
19	549	STARBUCKS	QSR
20	671	MOCHI	Footwear
21	679	MOM & ME	Baby care Products
22	692	SPENCERS	Hypermarket
23	710	CAFE COFFEE DAY	Café
24	748	O2 SPA	Spa
25	767	ARAMBAGH'S CHICKEN	Multi-dimensional Foods
26	773	MAD OVER DONUTS	QSR
27	784	TESCO	Hypermarket
28	789	SHOPPERS STOP	Personal Goods
29	822	TACO BELL	QSR
30	835	CENTRAL	Shopping mall
31	898	TITAN EYE PLUS	Eyecare
32	916	WALMART	Hypermarket
33	958	HELIOS WATCHES	Watches

APPAREL

RANK	MAB RANK	BRAND NAME
1	434	PAKIZA

BABY CARE PRODUCTS

RANK	MAB RANK	BRAND NAME
1	679	MOM & ME

CATEGORY WISE ALL INDIA LISTING

FOOTWEAR

RANK	MAB RANK	BRAND NAME
1	265	METRO
2	301	KHADIM'S
3	352	SREE LEATHERS
4	466	LIBERTY
5	671	MOCHI

HYPERMARKET

RANK	MAB RANK	BRAND NAME
1	404	D-MART
2	692	SPENCERS
3	784	TESCO
4	916	WALMART

CAFE

RANK	MAB RANK	BRAND NAME
1	710	CAFE COFFEE DAY

CAKE SHOP

RANK	MAB RANK	BRAND NAME
1	241	MONGINIS

CONSUMER ELECTRONICS

RANK	MAB RANK	BRAND NAME
1	427	CROMA

ETHNIC PRODUCTS

RANK	MAB RANK	BRAND NAME
1	536	KHADI

EYECARE

RANK	MAB RANK	BRAND NAME
1	898	TITAN EYE PLUS

QSR

RANK	MAB RANK	BRAND NAME
1	72	KENTUCKY FRIED CHICKEN
2	149	DOMINO'S
3	166	MCDONALDS
4	449	SUBWAY
5	549	STARBUCKS
6	773	MAD OVER DONUTS
7	822	TACO BELL

QSR INDIAN

RANK	MAB RANK	BRAND NAME
1	458	JUMBO KING

MULTI-DIMENSIONAL FOODS

RANK	MAB RANK	BRAND NAME
1	767	ARAMBAGH'S CHICKEN

RESTAURANT

RANK	MAB RANK	BRAND NAME
1	185	PIZZA HUT
2	469	SUGAR & SPICE

CATEGORY WISE ALL INDIA LISTING

PERSONAL GOODS

RANK	MAB RANK	BRAND NAME
1	154	BIG BAZAAR
2	362	PANTALOONS
3	789	SHOPPERS STOP

SHOPPING MALL

RANK	MAB RANK	BRAND NAME
1	835	CENTRAL

WATCHES

RANK	MAB RANK	BRAND NAME
1	958	HELIOS WATCHES

SPA

RANK	MAB RANK	BRAND NAME
1	748	O2 SPA

SERVICES



SERVICES RANK	MAB RANK	BRAND NAME	CATEGORY
1	155	IBM	Consulting/Services
2	257	THOMAS COOK	Travel Services
3	292	OLA CABS	Radio cabs
4	525	DTDC	Express Service
5	874	BLUE DART	Express Service
6	954	VEENA WORLD	Travel services

CONSULTING / SERVICES

RANK	MAB RANK	BRAND NAME
1	155	IBM

EXPRESS SERVICE

RANK	MAB RANK	BRAND NAME
1	525	DTDC
2	874	BLUE DART

RADIO CABS

RANK	MAB RANK	BRAND NAME
1	292	OLA CABS

TRAVEL SERVICES

RANK	MAB RANK	BRAND NAME
1	257	THOMAS COOK
2	954	VEENA WORLD

CATEGORY WISE ALL INDIA LISTING

TELECOM



TELECOM RANK	MAB RANK	BRAND NAME	CATEGORY
1	18	AIRTEL	Mobile Telephony
2	30	IDEA	Mobile Telephony
3	42	VODAFONE	Mobile Telephony
4	69	BSNL	Mobile Telephony
5	82	AIRCEL	Mobile Telephony
6	176	TATA DOCOMO	Mobile Telephony
7	187	MTS	Mobile Telephony
8	324	LOOP	Mobile Telephony
9	402	UNINOR	Mobile Telephony
10	442	MTNL	Landline telephony
11	768	MATRIX	International Sim card
12	821	TATA INDICOM	Mobile Telephony
13	923	TIKONA	Internet Service Provider

MOBILE TELEPHONY		
RANK	MAB RANK	BRAND NAME
1	18	AIRTEL
2	30	IDEA
3	42	VODAFONE
4	69	BSNL
5	82	AIRCEL
6	176	TATA DOCOMO
7	187	MTS
8	324	LOOP
9	402	UNINOR
10	821	TATA INDICOM

INTERNATIONAL SIM		
RANK	MAB RANK	BRAND NAME
1	768	MATRIX

INTERNET SERVICE PROVIDER		
RANK	MAB RANK	BRAND NAME
1	923	TIKONA

LANDLINE TELEPHONY		
RANK	MAB RANK	BRAND NAME
1	442	MTNL

STATIONARY



STATIONARY RANK	MAB RANK	BRAND NAME	CATEGORY
1	76	NATARAJ	Writing Accessories
2	127	CELLO	Writing Accessories
3	132	APSARA PENCILS	Writing Accessories
4	165	SUNDARAM	Notebooks
5	208	CAMLIN	Writing Accessories
6	274	PARKER	Premium Writing Accessories
7	291	NAVNEET	Notebooks
8	376	LINC PENS	Writing Accessories
9	518	CLASSMATE	Notebooks
10	541	KANGAROO	Staplers
11	595	MONTEX	Writing Accessories
12	620	LEXI	Writing Accessories
13	665	REYNOLDS PEN	Writing Accessories
14	672	ROTOMAC	Writing Accessories
15	697	CAMEL	Writing Accessories
16	749	BRIL	Writing Ink
17	912	FABER CASTELL	Writing Accessories

WRITING ACCESSORIES		
RANK	MAB RANK	BRAND NAME
1	76	NATARAJ
2	127	CELLO
3	132	APSARA PENCILS
4	208	CAMLIN
5	376	LINC PENS
6	595	MONTEX
7	620	LEXI
8	665	REYNOLDS PEN
9	672	ROTOMAC
10	697	CAMEL
11	912	FABER CASTELL

NOTEBOOKS		
RANK	MAB RANK	BRAND NAME
1	165	SUNDARAM
2	291	NAVNEET
3	518	CLASSMATE

PREMIUM WRITING ACCESSORIES		
RANK	MAB RANK	BRAND NAME
1	274	PARKER

WRITING INK		
RANK	MAB RANK	BRAND NAME
1	749	BRIL

TECHNOLOGY



TECH RANK	MAB RANK	BRAND NAME	CATEGORY
1	5	DELL	Personal Technology
2	8	HEWLETT PACKARD	Personal Technology
3	15	APPLE	Personal Technology
4	20	PHILIPS	Diversified
5	21	LENOVO	Personal Technology
6	47	HCL	Diversified
7	50	ACER	Personal Technology
8	81	MICROSOFT	Software Products
9	91	INTEL	Semiconductor
10	115	iBALL	Personal Technology
11	130	CASIO	Personal Technology
12	136	ASUS	Personal Technology
13	199	INFOSYS	Software Services
14	215	TCS	Software Services
15	395	SANDISK	Data Storage
16	396	EPSON	Personal Technology
17	517	LOGITECH	Computer Hardware
18	547	SIEMENS	Diversified
19	548	QUICK HEAL	Antivirus
20	674	MOSERBAER	Data storage
21	733	RICOH	Printers
22	777	CISCO	Diversified
23	827	HUAWEI	Telecom Equipment
24	888	LINUX	Software Products
25	901	WINDOWS	Operating System
26	907	SEAGATE	Data storage
27	911	COMPAQ	Personal Technology
28	934	ORACLE	Software Products
29	938	KASPERSKY	Antivirus
30	963	CAPGEMINI	Consulting/Services

ANTIVIRUS		
RANK	MAB RANK	BRAND NAME
1	548	QUICK HEAL
2	938	KASPERSKY

COMPUTER HARDWARE		
RANK	MAB RANK	BRAND NAME
1	517	LOGITECH

CATEGORY WISE ALL INDIA LISTING

PERSONAL TECHNOLOGY

RANK	MAB RANK	BRAND NAME
1	5	DELL
2	8	HEWLETT PACKARD
3	15	APPLE
4	21	LENOVO
5	50	ACER
6	115	iBALL
7	130	CASIO
8	136	ASUS
9	396	EPSON
10	911	COMPAQ

SOFTWARE SERVICES

RANK	MAB RANK	BRAND NAME
1	199	INFOSYS
2	215	TCS

DATA STORAGE

RANK	MAB RANK	BRAND NAME
1	395	SANDISK
2	674	MOSERBAER
3	907	SEAGATE

PRINTERS

RANK	MAB RANK	BRAND NAME
1	733	RICOH

CONSULTING /SERVICES

RANK	MAB RANK	BRAND NAME
1	963	CAPGEMINI

DIVERSIFIED

RANK	MAB RANK	BRAND NAME
1	20	PHILIPS
2	47	HCL
3	547	SIEMENS
4	777	CISCO

OPERATING SYSTEM

RANK	MAB RANK	BRAND NAME
1	901	WINDOWS

SOFTWARE PRODUCTS

RANK	MAB RANK	BRAND NAME
1	81	MICROSOFT
2	888	LINUX
3	934	ORACLE

CATEGORY WISE ALL INDIA LISTING

SEMICONDUCTOR

RANK	MAB RANK	BRAND NAME
1	91	INTEL

TELECOM EQUIPMENT

RANK	MAB RANK	BRAND NAME
1	827	HUAWEI

AIRLINES



TRANS RANK	MAB RANK	BRAND NAME	CATEGORY
1	247	INDIGO AIRLINES	Airlines - Indian
2	456	AIR INDIA	Airlines - Government
3	535	JET AIRWAYS	Airlines - Indian
5	791	SPICEJET	Airlines - Indian

AIRLINES INDIAN

RANK	MAB RANK	BRAND NAME
1	247	INDIGO AIRLINES
2	535	JET AIRWAYS
3	791	SPICEJET

AIRLINES GOVERNMENT

RANK	MAB RANK	BRAND NAME
1	456	AIR INDIA



**ALL INDIA RANK - INDIA'S
MOST ATTRACTIVE BRANDS**

06

ALL INDIA RANK INDIA'S MOST ATTRACTIVE BRANDS

“ *There is nothing you do that isn't sending a message, one way or another.* ”

Steve Mckee - Author of Best-Selling Book "Power Branding: Leveraging the success of the world's best brands"

Every year this list reveals India's Most Attractive Brands - the privileged 1000 that have surpassed all others in their magnetic appeal. This report is a result of a primary research project conducted in 16 Indian cities with over 2300 consumer-influencers using TRA's exclusive matrix for measuring attractiveness.

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
1	SAMSUNG MOBILES	Personal Gadgets	Mobile Phones
2	LG	Durables	Consumer Electronics
3	SONY	Durables	Consumer Electronics
4	TATA	Diversified	Diversified
5	DELL	Technology	Personal Technology
6	HONDA	Automobile	Four Wheeler - manufacturer
7	NOKIA	Personal Gadgets	Mobile Phones
8	HEWLETT PACKARD	Technology	Personal Technology
9	BAJAJ	Diversified	Diversified
10	GODREJ	Diversified	Diversified
11	HERO MOTOCORP	Automobile	Two Wheeler - manufacturer
12	MARUTI SUZUKI	Automobile	Four Wheeler - manufacturer
13	PEPSI	Food & Beverage	Aerated Beverages
14	BATA	Personal Accessories	Footwear
15	APPLE	Technology	Personal Technology
16	TITAN	Personal Accessories	Watches
17	MICROMAX	Personal Gadgets	Mobile Phones
18	AIRTEL	Telecom	Mobile Telephony
19	WHIRLPOOL	Durables	Consumer Electronics
20	PHILIPS	Technology	Diversified
21	LENOVO	Technology	Personal Technology
22	REEBOK	Personal Accessories	Sportswear
23	RELIANCE	Diversified	Diversified
24	ONIDA	Durables	Consumer Electronics
25	DOVE	FMCG	Bath/Beauty
26	VIDEOCON	Diversified	Diversified
27	PUMA	Personal Accessories	Sportswear
28	ITC	Diversified	Diversified
29	LUX	FMCG	Bath/Beauty
30	IDEA	Telecom	Mobile Telephony
31	RAYMOND	Apparel	Fabric
32	M & M	Diversified	Diversified
33	BMW	Automobile	Four Wheeler - Luxury
34	TVS	Automobile	Two Wheeler - manufacturer
35	VOLTAS	Durables	Consumer Electronics
36	HTC	Personal Gadgets	Mobile Phones
37	HYUNDAI	Automobile	Four Wheeler - manufacturer
38	PROCTER & GAMBLE	FMCG	Diversified
39	PARLE G	Food & Beverage	Biscuits
40	PONDS	FMCG	Bath/Beauty

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
41	LAKME	FMCG	Bath/Beauty
42	VODAFONE	Telecom	Mobile Telephony
43	PANASONIC	Durables	Consumer Electronics
44	NIKE	Personal Accessories	Sportswear
45	AXE	FMCG	Deo/Perfume
46	AUDI	Automobile	Four Wheeler - Luxury
47	HCL	Technology	Diversified
48	COCA-COLA	Food & Beverage	Aerated Beverages
49	7 UP	Food & Beverage	Aerated Beverages
50	ACER	Technology	Personal Technology
51	TOSHIBA	Durables	Consumer Electronics
52	DABUR	Healthcare	Ayurveda
53	COLGATE	FMCG	Oral hygiene
54	SONATA	Personal Accessories	Watches
55	BRITANNIA	Food & Beverage	F&B - Diversified
56	LAVA	Personal Gadgets	Mobile Phones
57	YAMAHA	Automobile	Two Wheeler - manufacturer
58	ADIDAS	Personal Accessories	Sportswear
59	LIC	BFSI	Insurance - PSU
60	ROLEX	Personal Accessories	Luxury Watches
61	ICICI BANK	BFSI	Bank - Private
62	MAAZA	Food & Beverage	Non-aerated Beverages
63	AMUL	Food & Beverage	Dairy - Diversified
64	NIVEA	FMCG	Bath/Beauty
65	STATE BANK OF INDIA	BFSI	Bank - PSU
66	TOYOTA	Automobile	Four Wheeler - manufacturer
67	NESTLE	Food & Beverage	F&B - Diversified
68	LEVI'S	Apparel	Casualwear
69	BSNL	Telecom	Mobile Telephony
70	FOGG	FMCG	Deo/Perfume
71	USHA	Diversified	Diversified
72	KENTUCKY FRIED CHICKEN	Retail	QSR
73	LEE	Apparel	Casualwear
74	HDFC BANK	BFSI	Bank - Private
75	GARNIER	FMCG	Bath/Beauty
76	NATARAJ	Stationary	Writing Accessories
77	RIN	FMCG	Fabric care
78	DETTOL	FMCG	Antiseptics
79	MOTOROLA	Personal Gadgets	Mobile Phones
80	MRF	Automobile - Related	Tyres

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
81	MICROSOFT	Technology	Software Products
82	AIRCEL	Telecom	Mobile Telephony
83	HITACHI	Durables	Consumer Electronics
84	SPRITE	Food & Beverage	Aerated Beverages
85	BOOST	Food & Beverage	Nutritional supplement
86	CANON	Personal Gadgets	Camera
87	SAMSUNG	Durables	Consumer Electronics
88	HIMALAYA	Healthcare	Ayurveda
89	FASTRACK	Branded Fashion	Branded Fashion
90	FAIR & LOVELY	FMCG	Bath/Beauty
91	INTEL	Technology	Semiconductor
92	THUMS UP	Food & Beverage	Aerated Beverages
93	OLAY	FMCG	Bath/Beauty
94	FORD	Automobile	Four Wheeler - manufacturer
95	LAYS	Food & Beverage	Packaged Snacks
96	BPL	Diversified	Diversified
97	L'OREAL	FMCG	Hair Care
98	MTR	Food & Beverage	Fast Moving Foods
99	BISLERI	Food & Beverage	Packaged Drinking Water
100	NESTLE MAGGI	Food & Beverage	Fast Moving Foods
101	LIMCA	Food & Beverage	Aerated Beverages
102	HAMAM	FMCG	Bath/Beauty
103	TIDE	FMCG	Fabric care
104	GIONEE	Personal Gadgets	Mobile Phones
105	GOOGLE	Internet	Internet Search
106	BAJAJ PULSAR	Automobile	Two Wheeler - brand
107	WIPRO	Diversified	Diversified
108	SANSUI	Durables	Consumer Electronics
109	NIRMA	FMCG	Diversified
110	PANTENE	FMCG	Bath/Beauty
111	INTEX	Personal Gadgets	Mobile Phones
112	CADBURY'S	Food & Beverage	F&B - Diversified
113	PEPSODENT	FMCG	Oral hygiene
114	SANTOOR	FMCG	Bath/Beauty
115	iBALL	Technology	Personal Technology
116	NIKON	Personal Gadgets	Camera
117	RADO	Personal Accessories	Luxury Watches
118	VICCO	FMCG	Oral hygiene
119	MIRINDA	Food & Beverage	Aerated Beverages
120	PEARS	FMCG	Bath/Beauty

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
121	FROOTI	Food & Beverage	Non-aerated Beverages
122	SUNSILK	FMCG	Hair Care
123	BIRLA CEMENT	Manufacturing	Cement
124	HORLICKS	Food & Beverage	Nutritional supplement
125	PARAGON	Personal Accessories	Footwear
126	BLACKBERRY	Personal Gadgets	Mobile Phones
127	CELLO	Stationary	Writing Accessories
128	CLOSE UP	FMCG	Oral hygiene
129	NISSAN	Automobile	Four Wheeler - manufacturer
130	CASIO	Technology	Personal Technology
131	KARBONN	Personal Gadgets	Mobile Phones
132	APSARA PENCILS	Stationary	Writing Accessories
133	MERCEDES BENZ	Automobile	Four Wheeler - Luxury
134	WOODLAND	Personal Accessories	Footwear
135	CITIZEN	Personal Accessories	Premium Watches
136	ASUS	Technology	Personal Technology
137	KINGFISHER	Alcoholic Beverages	Beer
138	GILLETTE	Consumer Products	Shaving Products
139	JOCKEY	Apparel	Innerwear
140	SURF EXCEL	FMCG	Fabric care
141	ARROW	Apparel	Formalwear
142	ANCHOR	FMCG	Oral hygiene
143	POLO	Apparel	Casualwear
144	KENT	Durables	Water Purifier
145	EMAMI	FMCG	Bath/Beauty
146	CEAT	Automobile - Related	Tyres
147	HAIER	Durables	Consumer Electronics
148	KOTAK MAHINDRA BANK	BFSI	Bank - Private
149	DOMINO'S	Retail	QSR
150	HALDIRAM	Food & Beverage	Packaged Snacks
151	XOLO	Personal Gadgets	Mobile Phones
152	LIFEBUOY	FMCG	Bath/Beauty
153	BALAJI	Food & Beverage	Packaged Snacks
154	BIG BAZAAR	Retail	Personal Goods
155	IBM	Services	Consulting/Services
156	IFB	Durables	Consumer Electronics
157	ROYAL ENFIELD	Automobile	Two Wheeler - manufacturer
158	TATA MOTORS	Automobile	Four Wheeler - manufacturer
159	AACHI MASALA	Food & Beverage	Masala
160	PARK AVENUE	Apparel	Formalwear

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
161	VIM	FMCG	Dish Care
162	HAVELLS	Household Electricals	Fast Moving Electrical Goods
163	SWISS	Branded Fashion	Branded Fashion
164	KINLEY	Food & Beverage	Packaged Drinking Water
165	SUNDARAM	Stationary	Notebooks
166	MCDONALDS	Retail	QSR
167	NESCAFE	Food & Beverage	Instant Coffee
168	SPICE	Personal Gadgets	Mobile Phones
169	VIP	Personal Accessories	Luggage/Bags
170	HMT WATCHES	Personal Accessories	Watches
171	TANISHQ	Personal Accessories	Jewellery
172	PETER ENGLAND	Apparel	Formalwear
173	VICKS	Healthcare	OTC
174	BRITANNIA 50-50	Food & Beverage	Biscuits
175	ROYAL STAG	Alcoholic Beverages	Whisky
176	TATA DOCOMO	Telecom	Mobile Telephony
177	JOHNSON & JOHNSON	Healthcare	Healthcare - Diversified
178	HSBC	BFSI	Bank - Foreign
179	SKODA	Automobile	Four Wheeler - manufacturer
180	DURACELL	FMCG	Consumer Batteries
181	ARIEL	FMCG	Fabric care
182	VKC	Personal Accessories	Footwear
183	SLICE	Food & Beverage	Non-aerated Beverages
184	VIVEL	FMCG	Bath/Beauty
185	PIZZA HUT	Retail	Restaurant
186	HINDUSTAN UNILEVER	FMCG	Diversified
187	MTS	Telecom	Mobile Telephony
188	PARACHUTE	FMCG	Hair Care
189	BLUE STAR	Durables	Consumer Electronics
190	SPYKAR	Apparel	Casualwear
191	KELVINATOR	Durables	Consumer Electronics
192	MOOV	Healthcare	Pain Balm
193	AAVIN MILK	Food & Beverage	Dairy Products
194	OREO	Food & Beverage	Biscuits
195	AMAZON	Internet	Online Shopping
196	APOLLO TYRES	Automobile - Related	Tyres
197	COMPLAN	Food & Beverage	Nutritional supplement
198	TATA SALT	Food & Beverage	Salt
199	INFOSYS	Technology	Software Services
200	SONY XPERIA	Personal Gadgets	Mobile Phones

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
201	VASELINE	FMCG	Bath/Beauty
202	DAIKIN	Durables	Consumer Electronics
203	ASHOK LEYLAND	Automobile	Auto - Commercial vehicles
204	AMBUJA CEMENT	Manufacturing	Cement
205	ORAL B	FMCG	Oral hygiene
206	HERO SPLENDOR	Automobile	Two Wheeler - brand
207	VIMAL	Apparel	Fabric
208	CAMLIN	Stationary	Writing Accessories
209	ZEE TV	Media - TV	Hindi GEC
210	CINTHOL	FMCG	Bath/Beauty
211	DABUR REAL	Food & Beverage	Packaged Juice
212	HONDA ACTIVA	Automobile	Two Wheeler - brand
213	VADILAL	Food & Beverage	Ice Cream
214	CLINIC PLUS	FMCG	Hair Care
215	TCS	Technology	Software Services
216	VEET	FMCG	Bath/Beauty
217	KHAITAN	Household Electricals	Fans
218	SIYARAM'S	Apparel	Fabric
219	ACTION SHOES	Personal Accessories	Footwear
220	EVEREADY	FMCG	Consumer Batteries
221	MOTOROLA MOTO G	Personal Gadgets	Mobile Phones
222	YARDLEY	FMCG	Deo/Perfume
223	BRITANNIA GOOD DAY	Food & Beverage	Biscuits
224	MDH	Food & Beverage	Masala
225	MARGO	FMCG	Bath/Beauty
226	ELECTROLUX	Durables	Consumer Electronics
227	KISSAN	Food & Beverage	F&B - Diversified
228	SALMAN KHAN	Personality	Cinema - Male
229	BINGO	Food & Beverage	Packaged Snacks
230	SPARX	Personal Accessories	Footwear
231	ACC CEMENT	Manufacturing	Cement
232	MANGOLA	Food & Beverage	Non-aerated Beverages
233	SHARP	Durables	Consumer Electronics
234	RANBAXY	Healthcare	Pharmaceuticals - Indian
235	FSSAI	Government Initiative	Government Body
236	AJANTA	Home Care	Clocks
237	LEE COOPER	Apparel	Casualwear
238	ASIAN PAINTS	Manufacturing	Paints
239	G'FIVE	Personal Gadgets	Mobile Phones
240	TURTLE	Apparel	Casualwear

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
241	MONGINIS	Retail	Cake Shop
242	IDBI BANK	BFSI	Bank - PSU
243	AQUAFINA	Food & Beverage	Packaged Drinking Water
244	LIRIL	FMCG	Bath/Beauty
245	LIPTON	Food & Beverage	Tea
246	KENSTAR	Durables	Consumer Electronics
247	INDIGO AIRLINES	Airlines	Airlines - Indian
248	CRIZAL	Eye care	Spectacle/Lens
249	JAGUAR	Automobile	Four Wheeler - Luxury
250	BHARAT PETROLEUM	Energy	Oil & Gas
251	VOLKSWAGEN	Automobile	Four Wheeler - manufacturer
252	NAKSHATRA JEWELLERY	Personal Accessories	Jewellery
253	BOROLINE	FMCG	Antiseptics
254	P C CHANDRA JEWELLERS	Personal Accessories	Jewellery
255	AASHIRWAAD ATTA	Food & Beverage	Packaged Flour
256	WILDSTONE	FMCG	Deo/Perfume
257	THOMAS COOK	Services	Travel Services
258	AROKYA	Food & Beverage	Milk
259	CASTROL	Lubricants	Lubricants
260	AXIS BANK	BFSI	Bank - Private
261	POWER	Energy	Oil & Gas
262	FANTA	Food & Beverage	Aerated Beverages
263	BOROPLUS	FMCG	Bath/Beauty
264	L & T	Diversified	Diversified
265	METRO	Retail	Footwear
266	TIGER BALM	Healthcare	Pain Balm
267	CHEVROLET	Automobile	Four Wheeler - manufacturer
268	SUNFEAST	Food & Beverage	Biscuits
269	KURKURE	Food & Beverage	Packaged Snacks
270	ULTRATECH CEMENT	Manufacturing	Cement
271	YAHOO	Internet	Internet Search
272	ZARA	Branded Fashion	Branded Fashion
273	STAR PLUS	Media - TV	Hindi GEC
274	PARKER	Stationary	Premium Writing Accessories
275	SPINZ	FMCG	Deo/Perfume
276	CADBURY DAIRY MILK	Food & Beverage	Chocolate Bar
277	TATA SKY	DTH	DTH
278	BRU	Food & Beverage	Instant Coffee
279	TATA NANO	Automobile	Car - Hatchback
280	BOURNVITA	Food & Beverage	Nutritional supplement

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
281	TATA TEA	Food & Beverage	Tea
282	PRIYA GOLD	Food & Beverage	Biscuits
283	NDTV	Media - TV	Channel Cluster
284	RUPA	Apparel	Innerwear
285	REXONA	FMCG	Bath/Beauty
286	KTM DUKE	Automobile	Two Wheeler - brand
287	HEAD & SHOULDERS	FMCG	Hair Care
288	NAVRATNA OIL	FMCG	Hair Care
289	ADANI	Diversified	Diversified
290	APPLE IPHONE	Personal Gadgets	Mobile Phones
291	NAVNEET	Stationary	Notebooks
292	OLA CABS	Services	Radio cabs
293	TISSOT	Personal Accessories	Premium Watches
294	KALIMARK	Food & Beverage	Beverages manufacturer
295	RELAXO	Personal Accessories	Footwear
296	SURYA LED LIGHT	Household Electricals	Fast Moving Electrical Goods
297	WHATSAPP	Internet	Messaging App
298	PONVANDU SOAP	FMCG	Bath/Beauty
299	RAYBAN	Personal Accessories	Eyewear
300	RAMRAJ	Apparel	General
301	KHADIM'S	Retail	Footwear
302	YES BANK	BFSI	Bank - Private
303	PAMPERS	FMCG	Diapers
304	AKAI	Durables	Consumer Electronics
305	CIPLA	Healthcare	Pharmaceuticals - Indian
306	SETWET	FMCG	Deo/Perfume
307	GOOD KNIGHT	FMCG	Mosquito repellent
308	VALVOLINE	Lubricants	Lubricants
309	MOTHER DAIRY	Food & Beverage	Dairy - Diversified
310	TAJ MAHAL TEA	Food & Beverage	Tea
311	S KUMAR'S	Apparel	Fabric
312	COLORS	Media - TV	Hindi GEC
313	TATA TISCON	Manufacturing	TMT Bars
314	V-GUARD	Household Electricals	Fast Moving Electrical Goods
315	BABOOL	FMCG	Oral hygiene
316	FORTUNE FOODS PRODUCTS	Food & Beverage	Diversified
317	SAFFOLA	Food & Beverage	Edible Oil
318	MAX	Diversified	Diversified
319	AVON	FMCG	Bath/Beauty
320	PEPE	Apparel	Casualwear

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
321	ALLEN SOLLY	Apparel	Formalwear
322	AYUR	Healthcare	Ayurveda
323	KELLOGGS	Food & Beverage	Fast Moving Foods
324	LOOP	Telecom	Mobile Telephony
325	MITSUBISHI	Automobile	Four Wheeler - manufacturer
326	NIPPO	FMCG	Consumer Batteries
327	NEROLAC	Manufacturing	Paints
328	EXIDE	Automobile - Related	Auto - Batteries
329	HERITAGE FRESH	Food & Beverage	Dairy Products
330	HARPIC	FMCG	Disinfectant
331	TIMEX	Personal Accessories	Watches
332	TOYOTA INNOVA	Automobile	Car - SUV/MUV
333	EVEREST	Food & Beverage	Masala
334	WHEEL	FMCG	Fabric care
335	CHEVROLET SPARK	Automobile	Car - Hatchback
336	FEVICOL	FMCG	Adhesives
337	SOFY	FMCG	Personal Hygiene Products
338	PNB BANK	BFSI	Bank - PSU
339	ROYAL CHALLENGE	Alcoholic Beverages	Whisky
340	CHIK	FMCG	Hair Care
341	OPPO MOBILE	Personal Gadgets	Mobile Phones
342	IMAGICA	Entertainment	Amusement park
343	OMEGA	Personal Accessories	Premium Watches
344	KWALITY WALLS	Food & Beverage	Ice Cream
345	CANALI	Apparel	Luxury Formalwear
346	FLIPKART	Internet	Online shopping
347	KURLON	Home Furnishing	Mattresses
348	CLEAN & CLEAR	FMCG	Hair Care
349	ABP NEWS	Media - TV	Hindi News
350	GSK	Healthcare	Pharmaceuticals - International
351	EICHER	Automobile	Auto - Commercial vehicles
352	SREE LEATHERS	Retail	Footwear
353	APPY	Food & Beverage	Non-aerated Beverages
354	DHFL	Diversified	Diversified
355	SINTEX	Manufacturing	Diversified
356	EVA	FMCG	Deo/Perfume
357	LACTO CALAMINE	FMCG	Bath/Beauty
358	HALLS	Food & Beverage	Mouth Freshner
359	FACEBOOK	Internet	Social networking App
360	ELLE 18	FMCG	Bath/Beauty

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
361	DULUX	Manufacturing	Paints
362	PANTALOONS	Retail	Personal Goods
363	PARLE	Food & Beverage	F & B Diversified
364	ZEN STAR	Automobile	Car - Hatchback
365	SNAPDEAL	Internet	Online shopping
366	SENSODYNE	FMCG	Oral hygiene
367	9XM	Media - TV	Music Channel
368	BIBA	Apparel	Women's Ethnicwear
369	RASNA	Food & Beverage	Powdered Drink
370	ALL OUT	FMCG	Mosquito repellent
371	PATANJALI	Healthcare	Ayurveda
372	ZOOM TV	Media - TV	Bollywood related content
373	FILA	Personal Accessories	Sportswear
374	RAMCO CEMENT	Manufacturing	Cement
375	PAPER BOAT	Food & Beverage	Non-aerated Beverages
376	LINC PENS	Stationary	Writing Accessories
377	RENAULT	Automobile	Four Wheeler - manufacturer
378	SINGER	Durables	Consumer Electronics
379	AMERICAN TOURISTER	Personal Accessories	Luggage/Bags
380	PRESTIGE	Kitchenware	Cookware
381	DISH TV	DTH	DTH
382	AMITABH BACHCHAN	Personality	Cinema - Male
383	GOPAL DAIRY	Food & Beverage	Dairy - Diversified
384	BEING HUMAN	Apparel	Casualwear
385	JOHN PLAYERS	Apparel	Formalwear
386	NIHAR	FMCG	Bath/Beauty
387	CARRIER	Durables	Air Conditioners
388	NESTLE KITKAT	Food & Beverage	Chocolate Bar
389	W	Apparel	Womenswear
390	MUFTI	Apparel	Casualwear
391	P C JEWELLERS	Personal Accessories	Jewellery
392	SYSKA LED	Household Electricals	Fast Moving Electrical Goods
393	VIVO	Personal Gadgets	Mobile Phones
394	LOTUS HERBALS	FMCG	Bath/Beauty
395	SANDISK	Technology	Data Storage
396	EPSON	Technology	Personal Technology
397	TIRUMALA MILK	Food & Beverage	Milk
398	KIDZEE	Education	Pre-School
399	GUCCI	Branded Fashion	Branded Fashion
400	VAN HEUSEN	Apparel	Formalwear

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
401	MONTE CARLO	Apparel	Casualwear
402	UNINOR	Telecom	Mobile Telephony
403	FIAMA DI WILLS	FMCG	Bath/Beauty
404	D-MART	Retail	Hypermarket
405	DENIM	Branded Fashion	Branded Fashion
406	HINDWARE	Home Care	Bath fixtures
407	ONGC	Energy	Oil & Gas
408	AQUAGUARD	Durables	Water Purifier
409	BERGER PAINTS	Manufacturing	Paints
410	DABUR VATIKA	FMCG	Hair Care
411	ENSURE	Food & Beverage	Nutritional supplement
412	ARISE MOBILE	Personal Gadgets	Mobile Phones
413	TOPAZ	Consumer Products	Shaving Products
414	HAVMOR	Food & Beverage	Ice Cream
415	MOUNTAIN DEW	Food & Beverage	Aerated Beverages
416	SUNDROP	Food & Beverage	Edible Oil
417	BRITANNIA MARIE GOLD	Food & Beverage	Biscuits
418	UCO BANK	BFSI	Bank - PSU
419	JK CEMENT	Manufacturing	Cement
420	KAJARIA	Home Care	Tiles
421	AMWAY	FMCG	Direct Selling Brands
422	SRMB	Manufacturing	TMT Bars
423	FERRARI	Automobile	Four Wheeler - Luxury
424	TWITTER	Internet	Social networking App
425	LUPIN	Healthcare	Pharmaceuticals - Indian
426	POOMER	Apparel	Innerwear
427	CROMA	Retail	Consumer Electronics
428	SERVO	Lubricants	Lubricants
429	LIZOL	FMCG	Disinfectant
430	QUARTZ	Personal Accessories	Watches
431	SUNLIGHT	FMCG	Fabric care
432	OLX.IN	Internet	Online Classifieds
433	HITECH	Personal Gadgets	Mobile Phones
434	PAKIZA	Retail	Apparel
435	RAMDEV MASALA	Food & Beverage	Masala
436	UJALA	FMCG	Fabric care
437	AMUL MACHO	Apparel	Innerwear
438	ENO	Healthcare	OTC
439	LACOSTE	Apparel	Casualwear
440	TBZ	Personal Accessories	Jewellery

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
441	SHAHRUKH KHAN	Personality	Cinema - Male
442	MTNL	Telecom	Landline telephony
443	TUBORG	Alcoholic Beverages	Beer
444	NIIT	Education	Training
445	RED BULL	Food & Beverage	Energy Drink
446	WILLS LIFESTYLE	Branded Apparel	Branded Apparel
447	LOTTO	Personal Accessories	Sportswear
448	BOVONTO	Food & Beverage	Aerated Beverages
449	SUBWAY	Retail	QSR
450	BHARAT BENZ	Automobile	Auto - Commercial vehicles
451	ICICI PRUDENTIAL	BFSI	Insurance - Private
452	RR KABEL	Household Electricals	Fast Moving Electrical Goods
453	SAVLON	FMCG	Antiseptics
454	INDIAN PREMIER LEAGUE	Sports	Cricket League
455	EXO	FMCG	Dish Care
456	AIR INDIA	Airlines	Airlines - Government
457	TANGO	Internet	Messaging App
458	JUMBO KING	Retail	QSR - Indian
459	FIAT	Automobile	Four Wheeler - manufacturer
460	VOLINI	Healthcare	Pain Balm
461	DABUR RED	FMCG	Oral hygiene
462	PERK	Food & Beverage	Chocolate Bar
463	MENTOS	Food & Beverage	Mouth Freshner
464	PEDIASURE	Food & Beverage	Nutritional supplement
465	ARASAN SOAPS	FMCG	Fabric Care
466	LIBERTY	Retail	Footwear
467	EVERYUTH	FMCG	Bath/Beauty
468	DNA	Media - Print	Newspaper - English
469	SUGAR & SPICE	Retail	Restaurant
470	BAIDYANATH	Healthcare	Ayurveda
471	RANGE ROVER	Automobile	Four Wheeler - Luxury
472	GLUCON D	Food & Beverage	Powdered Drink
473	ETA SOAP	FMCG	Bath/Beauty
474	ZOMATO	Internet	Online Resturant Search
475	US POLO	Apparel	Casualwear
476	LUMINOUS	Household Electricals	Invertors / Batteries
477	SAKTHI MASALA	Food & Beverage	Masala
478	DEEPIKA PADUKONE	Personality	Cinema - Female
479	GOKUL MILK	Food & Beverage	Dairy Products
480	FAIR & HANDSOME	FMCG	Bath/Beauty

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
481	WRANGLER	Apparel	Casualwear
482	HUGGIES	FMCG	Diapers
483	BISK FARM	Food & Beverage	Biscuits - Manufacturer
484	INDANE LPG	Energy	LPG
485	MEDIMIX	FMCG	Bath/Beauty
486	HENKO	FMCG	Fabric Care
487	JABONG	Internet	Online Fashion Shopping
488	MAHENDRA SINGH DHONI	Personality	Sports
489	CITIBANK	BFSI	Bank - Foreign
490	ZODIAC	Apparel	Formalwear
491	DALMIA CEMENT	Manufacturing	Cement
492	YEPME	Internet	Online Fashion Shopping
493	ADITYA BIRLA	Diversified	Diversified
494	TVS APACHE	Automobile	Two Wheeler - brand
495	HAWKINS	Kitchenware	Kitchen Appliances
496	IODEX	Healthcare	Pain Balm
497	DERMICOOL	FMCG	Bath/Beauty
498	ZEE NEWS	Media - TV	Hindi News
499	BIKAJI	Food & Beverage	Packaged Snacks
500	REVLON	FMCG	Bath/Beauty
501	CROMPTON GREAVES	Manufacturing	Engineering
502	ZANDU BALM	Healthcare	Pain Balm
503	Q&Q	Personal Accessories	Watches
504	KUTCHINA	Kitchencare	Kitchen Equipment
505	MILTON	Home Care	Houseware
506	MCDOWELL'S	Alcoholic Beverages	Whisky
507	O GENERAL	Durables	Air Conditioners
508	RED CHIEF	Personal Accessories	Footwear
509	BANK OF BARODA	BFSI	Bank - PSU
510	MARUTI SUZUKI ALTO	Automobile	Car - Hatchback
511	SAB TV	Media - TV	Hindi GEC
512	MID-DAY	Media - Print	Newspaper - English
513	TIC TAC	Food & Beverage	Mouth Freshner
514	LOUIS PHILIPPE	Apparel	Formalwear
515	AMARON	Automobile - Related	Auto - Batteries
516	RBI	BFSI	Bank - Federal
517	LOGITECH	Technology	Computer Hardware
518	CLASSMATE	Stationary	Notebooks
519	KITPLY	Manufacturing	Plywood
520	KANGAROO KIDS	Education	Pre-School

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
521	VVD GOLD	Personal Accessories	Jewellery
522	NATIONAL INSURANCE	BFSI	Insurance - PSU
523	PREETHI	Kitchenware	Kitchen Appliances
524	NILKAMAL	Home Care	Furniture
525	DTDC	Services	Express Service
526	CALVIN KLEIN	Branded Fashion	Branded Fashion
527	GREENPLY	Manufacturing	Plywood
528	SUNRISE OIL	Food & Beverage	Edible Oil
529	TANG	Food & Beverage	Powdered Drink
530	PAYTM	Internet	Online Payments
531	BELMONTE	Diversified	Diversified
532	THOMSON	Kitchenware	Kitchen Appliances
533	NOVINO	FMCG	Consumer Batteries
534	5 STAR	Food & Beverage	Chocolate Bar
535	JET AIRWAYS	Airlines	Airlines - Indian
536	KHADI	Retail	Ethnic Products
537	SET MAX	Media - TV	Hindi Movies
538	CORNETTO	Food & Beverage	Ice Cream
539	ENGAGE	FMCG	Deo/Perfume
540	CHITALE BANDHU	Food & Beverage	Packaged Snacks
541	KANGAROO	Stationary	Staplers
542	BOSCH	Diversified	Diversified
543	CADBURY ECLAIRS	Food & Beverage	Candy
544	NICKELODEON	Media - TV	Kids Channel
545	SWARAJ MAZDA	Automobile	Auto - Commercial vehicles
546	CELKON	Personal Gadgets	Mobile Phones
547	SIEMENS	Technology	Diversified
548	QUICK HEAL	Technology	Antivirus
549	STARBUCKS	Retail	QSR
550	CADBURY TEMPTATIONS	Food & Beverage	Chocolate Bar
551	VLCC	FMCG	Bath/Beauty
552	INDIAN OIL	Energy	Oil & Gas
553	VESTIGE	FMCG	Direct Selling Brands
554	BINANI CEMENT	Manufacturing	Cement
555	GWALIOR	Apparel	Fabric
556	UNION BANK OF INDIA	BFSI	Bank - PSU
557	INDIA GATE BASMATI	Food & Beverage	Packaged Rice
558	SHAKTI BHOG	Food & Beverage	Packaged Flour
559	BURBERRY	Branded Fashion	Branded Fashion
560	HLL LIFECARE	Healthcare	Pharmaceuticals - Indian

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
561	DOLLAR	Apparel	Innerwear
562	GOLD FLAKE	Cigarette	Cigarette
563	CHERRY BLOSSOM	Consumer Products	Shoe polish
564	AAJ TAK	Media - TV	Hindi News
565	OLD SPICE	FMCG	Deo/Perfume
566	BAJAJ ALLIANZ	BFSI	Insurance - Private
567	LAYER SHOT	FMCG	Deo/Perfume
568	BROOKE BOND	Food & Beverage	Tea
569	SUHANA MASALA	Food & Beverage	Masala
570	FIGARO	Food & Beverage	Edible Oil
571	AQUA DIAMOND	Food & Beverage	Packaged Drinking Water
572	DARODE JOG	Construction	Real Estate developer
573	DINSHAWS	Food & Beverage	Ice Cream
574	GAIL	Energy	Natural gas
575	CINNI FAN	Household Electricals	Fans
576	GHARI DETERGENT	FMCG	Fabric Care
577	HINDUSTAN PETROLEUM	Energy	Oil & Gas
578	KINETIC	Automobile	Two Wheeler - manufacturer
579	MAXX	Personal Gadgets	Mobile Phones
580	STEELBIRD	Automobile - Related	Helmets
581	CERA	Home Care	Bath fixtures
582	SAAVN	Internet	Online Music app
583	HAPPYDENT	Food & Beverage	Mouth Freshner
584	SAFARI	Personal Accessories	Luggage/Bags
585	AVIVA	BFSI	Insurance - Private
586	PUREIT	Durables	Water Purifier
587	GLISTER	FMCG	Oral hygiene
588	VOLVO	Automobile	Auto - Commercial vehicles
589	CERELAC	Food & Beverage	Baby Food
590	DODGE CHALLENGER	Automobile	Car - Sedan
591	SAHARA	Diversified	Diversified
592	BRITANNIA BOURBON	Food & Beverage	biscuits
593	DR REDDY'S	Healthcare	Pharmaceuticals - Indian
594	NIMBOOZ	Food & Beverage	Non-aerated Beverages
595	MONTEX	Stationary	Writing Accessories
596	FORTIS	Healthcare	Hospitals
597	SLEEPWELL	Home Furnishing	Mattresses
598	IMPERIAL BLUE	Alcoholic Beverages	Whisky
599	POGO	Media - TV	Kids Channel
600	AYUSH	Government Initiative	Alternative Healthcare promotion

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
601	BRIDGESTONE	Automobile - Related	Tyres
602	QUIKR	Internet	Online Classifieds
603	HARLEY DAVIDSON	Automobile	Two Wheeler - manufacturer
604	LEMON	Personal Gadgets	Mobile Phones
605	MARS PLYWOOD	Manufacturing	Plywood
606	PIDILITE	Manufacturing	Adhesives
607	92.7 BIG FM	Media - Radio	Radio
608	BANGUR CEMENT	Manufacturing	Cement
609	BANK OF INDIA	BFSI	Bank - PSU
610	AMUL MILK	Food & Beverage	Milk
611	YOUTUBE	Internet	Online Video Sharing
612	WHISPER	FMCG	Personal Hygiene Products
613	BOSS	Branded Fashion	Branded Fashion
614	RED LABEL	Alcoholic Beverages	Whisky
615	LIVON	FMCG	Bath/Beauty
616	CENTURY PLY	Manufacturing	Plywood
617	MAX BUPA	BFSI	Insurance - Health
618	NUTRELA OIL	Food & Beverage	Edible Oil
619	MANFORCE	FMCG	Condoms
620	LEXI	Stationary	Writing Accessories
621	LAKHANI	Personal Accessories	Footwear
622	GOLD WINNER OIL	Food & Beverage	Edible Oil
623	GMAIL	Internet	Email service
624	MAX LIFE INSURANCE	BFSI	Insurance - Private
625	CANARA BANK	BFSI	Bank - PSU
626	MAHINDRA XYLO	Automobile	Car - SUV/MUV
627	BREEZE	FMCG	Bath/Beauty
628	KIRLOSKAR	Diversified	Diversified
629	FENA	FMCG	Fabric care
630	GANNA.COM	Internet	Online Music app
631	LIVPURE	Durables	Water Purifier
632	JOHNSON TILES	Home Care	Tiles
633	LEHAR	Food & Beverage	Packaged Snacks
634	VASMOL	FMCG	Hair Dye
635	GANGA	FMCG	Bath/Beauty
636	EUREKA FORBES	Durables	Water/Air Purification
637	MALTOVA	Food & Beverage	Nutritional Supplement
638	HAMDARD	Healthcare	Unani Medicine
639	JINDAL	Diversified	Diversified
640	DALDA	Food & Beverage	Edible Oil

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
641	HIDE & SEEK	Food & Beverage	Biscuits
642	ATLAS	Manufacturing	Bicycles
643	SYMPHONY	Durables	Coolers
644	AMUL BUTTER	Food & Beverage	Butter
645	HIMTAJ AYURVEDA	Healthcare	Ayurveda
646	PALMOLIVE	FMCG	Bath/Beauty
647	MANGO	Apparel	Womenswear
648	HAJMOLA	Food & Beverage	Candy
649	INALSA	Kitchenware	Kitchen Appliances
650	KOHINOOR	Food & Beverage	Packaged Rice
651	GLOBE PLY	Manufacturing	Plywood
652	RADIO MIRCHI 98.3 FM	Media - Radio	Radio
653	RAHUL DRAVID	Personality	Sports
654	RANBIR KAPOOR	Personality	Cinema - Male
655	ITZ CASH	BFSI	Multipurpose Prepaid Card
656	BOURNVILLE	Food & Beverage	Chocolate Bar
657	DIESEL	Branded Fashion	Branded Fashion
658	NYCIL	FMCG	Prickly Heat Powder
659	AMRUTANJAN	Healthcare	Pain Balm
660	DCB BANK	BFSI	Bank - Private
661	RAIL NEER	Food & Beverage	Packaged Drinking Water
662	WNYK MUSIC	Internet	Online Music app
663	TRESSEMME	FMCG	Hair Care
664	COOK ME	Food & Beverage	Masala
665	REYNOLDS PEN	Stationary	Writing Accessories
666	GILLETTE 7 O'CLOCK	Consumer Products	Shaving Products
667	FORCE	Automobile	Four Wheeler - manufacturer
668	MYNTRA	Internet	Online Fashion Shopping
669	VAJRAM CEMENT	Manufacturing	Cement
670	DAINIK BHASKAR	Media - Print	Newspaper - Hindi
671	MOCHI	Retail	Footwear
672	ROTOMAC	Stationary	Writing Accessories
673	KILLER	Apparel	Casualwear
674	MOSERBAER	Technology	Data storage
675	GUESS	Branded Fashion	Branded Fashion
676	HEMA MALINI	Personality	Cinema - Female
677	GENERAL MOTORS	Automobile	Four Wheeler - manufacturer
678	NOVA HEALTHCARE	Healthcare	Daycare health services
679	MOM & ME	Retail	Baby care Products
680	CROCODILE	Apparel	Casualwear

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
681	NTPC	Energy	PSU Power Generation
682	BILLABONG	Education	School
683	DOMEX	FMCG	Disinfectant
684	GANESH GRAINS	Food & Beverage	Packaged Flour
685	SACHIN TENDULKAR	Personality	Sports
686	COLIN	FMCG	Surface cleaner
687	BIG MAGIC	Media - TV	Hindi GEC
688	SUPER MAX	Consumer Products	Shaving Products
689	ASSAM TEA	Food & Beverage	Tea
690	CARTRADE.COM	Internet	Online Automotive Classifieds
691	FA	FMCG	Bath/Beauty
692	SPENCERS	Retail	Hypermarket
693	PLAYBOY	Branded Fashion	Branded Fashion
694	REVITAL	Healthcare	OTC
695	ZATAK	FMCG	Deo/Perfume
696	GEMS	Food & Beverage	Candy
697	CAMEL	Stationary	Writing Accessories
698	SHALIMAR COCONUT OIL	FMCG	Hair Care
699	SKYBAGS	Personal Accessories	Luggage/Bags
700	MORTEIN	FMCG	Mosquito repellent
701	VIJAYA BANK	BFSI	Bank - PSU
702	RELIGARE	BFSI	BFSI - Diversified
703	WILDCRAFT	Personal Accessories	Outdoor gear
704	THE TIMES OF INDIA	Media - Print	Newspaper - English
705	BUTTERFLY	Kitchenware	Kitchen Appliances
706	LAFARGE CEMENT	Manufacturing	Cement
707	VI-JOHN	Consumer Products	Shaving Products
708	DATSUN	Automobile	Four Wheeler - manufacturer
709	NATURAL ICE CREAM	Food & Beverage	Ice Cream
710	CAFE COFFEE DAY	Retail	Café
711	PFIZER	Healthcare	Pharmaceuticals - International
712	CHEVRON	Energy	Geothermal Energy
713	ALLAHABAD BANK	BFSI	Bank - PSU
714	CANTABIL	Apparel	Casualwear
715	RUPA FRONTLINE	Apparel	Innerwear
716	CLASSIC MILDS	Cigarette	Cigarette
717	HAYWARDS 5000	Alcoholic Beverages	Beer
718	GOODYEAR	Automobile - Related	Tyres
719	WAGON R	Automobile	Car - Hatchback
720	COTY	FMCG	Bath/Beauty

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
721	SUNFLOWER OIL	Food & Beverage	Edible Oil
722	HYUNDAI I20	Automobile	Car - Hatchback
723	UNICEF	International Body	International Body
724	CENTER FRESH	Food & Beverage	Chewing Gum
725	ASSAM OIL	Food & Beverage	Edible Oil
726	MAPRO	Food & Beverage	Non-aerated Beverages
727	COTTON KING	Apparel	Casualwear
728	OSRAM	Household Electricals	Fast Moving Electrical Goods
729	DHARA	Food & Beverage	Edible Oil
730	MELODY	Food & Beverage	Candy
731	RAJA BISCUIT	Food & Beverage	Biscuits - Manufacturer
732	NESTLE MUNCH	Food & Beverage	Chocolate Bar
733	RICOH	Technology	Printers
734	STAR CEMENT	Manufacturing	Cement
735	MARUTI SUZUKI RITZ	Automobile	Car - Hatchback
736	CARDEKHO	Internet	Online Automotive Classifieds
737	DIGJAM	Apparel	Fabric
738	JW MARRIOTT	Hospitality	Hotel Company
739	FUJI FILM	Personal Gadgets	Camera
740	CAPRESE BAGS	Personal Accessories	Luggage/Bags
741	MESWAK	FMCG	Oral hygiene
742	8PM	Alcoholic Beverages	Whisky
743	BRYLCREEM	FMCG	Hair Care
744	FOOD FOOD	Media - TV	Food Channel
745	UNCLE CHIPS	Food & Beverage	Packaged Snacks
746	CROWN	Kitchenware	Kitchen Appliances
747	VISA	BFSI	Credit card
748	O2 SPA	Retail	Spa
749	BRIL	Stationary	Writing Ink
750	SOCIETY TEA	Food & Beverage	Tea
751	ANMOL BISCUITS	Food & Beverage	Biscuits - Manufacturer
752	INDIA TODAY	Media - Print	Magazine - English
753	OSWAL WOOLENS	Manufacturing	Clothing
754	ADDICTION DEO	FMCG	Deo/Perfume
755	ARUN ICECREAM	Food & Beverage	Ice Cream
756	HERO PLEASURE	Automobile	Two Wheeler - brand
757	SU-KAM INVERTERS	Household Electricals	Invertors / Batteries
758	SUTHOL	FMCG	Antiseptics
759	HATHWAY	Cable	Cable Network
760	RED FM 93.5	Media - Radio	Radio

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
761	AAMIR KHAN	Personality	Cinema - Male
762	TROPICANA	Food & Beverage	Packaged Juice
763	CESC LIMITED	Energy	Electric Supply Company
764	KEO KARPIN	FMCG	Hair Care
765	SUPER VASMOL	FMCG	Hair Dye
766	FOX	Media - TV	English Movies
767	ARAMBAGH'S CHICKEN	Retail	Multi-dimensional Foods
768	MATRIX	Telecom	International Sim card
769	HONDA JAZZ	Automobile	Car - Hatchback
770	ANNAPURNA ATTA	Food & Beverage	Packaged Flour
771	FCUK	Branded Apparel	Branded Apparel
772	KOHLER	Home Care	Bath fixtures
773	MAD OVER DONUTS	Retail	QSR
774	IIM	Education	Management
775	SONY TV	Media - TV	Hindi GEC
776	RAJNIGANDHA	Food & Beverage	Mouth Freshner - Traditional
777	CISCO	Technology	Diversified
778	UTI	BFSI	Mutual Fund
779	BACARDI	Alcoholic Beverages	Rum
780	FEMINA	Media - Print	Magazine - English
781	ACTION CAMPUS SHOES	Personal Accessories	Footwear
782	LANCER FOOTWEAR	Personal Accessories	Footwear
783	TAJ HOTELS	Hospitality	Hotel Company
784	TESCO	Retail	Hypermarket
785	MAHINDRA SCORPIO	Automobile	Car - SUV/MUV
786	ACT II POPCORN	Food & Beverage	Fast Moving Foods
787	VISIBLE WHITE	FMCG	Oral hygiene
788	BABA ELAICHI	Food & Beverage	Mouth Freshner - Traditional
789	SHOPPERS STOP	Retail	Personal Goods
790	VIRAT KOHLI	Personality	Sports
791	SPICEJET	Airlines	Airlines - Indian
792	NUPUR HEENA	FMCG	Heena
793	MAYBELLINE	FMCG	Bath/Beauty
794	MUTHOOT FINANCE	BFSI	Finance
795	HOFFMAN	Kitchencare	Kitchen Equipment
796	PAN PARAG	Food & Beverage	Mouth Freshner - Traditional
797	PIGEON	Kitchenware	Kitchen Appliances
798	INDIA BULLS	Diversified	Diversified
799	INDUSIND BANK	BFSI	Bank - Private
800	COMFORT	FMCG	Fabric Contidioner

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
801	NICE BISCUIT	Food & Beverage	Biscuits
802	MAGNUM	Food & Beverage	Ice Cream
803	HYUNDAI ELITE I20	Automobile	Car - Hatchback
804	MILANO	Food & Beverage	Biscuits
805	NAVYCUT	Cigarette	Cigarette
806	JUST DIAL	Internet	Local Search Services
807	LINE	Internet	Messaging App
808	IRCTC	Government Initiative	Online Railway & Travel
809	DUNLOP	Automobile - Related	Tyres
810	BASKIN ROBBINS	Food & Beverage	Ice Cream
811	KESH KING	FMCG	Hair Care
812	NEW PORT	Apparel	Casualwear
813	MANKIND	Healthcare	Pharmaceuticals - Indian
814	VEEDOL	Lubricants	Lubricants
815	OCM	Apparel	Fabric
816	J K TYRE	Automobile - Related	Tyres
817	JK LAKSHMI CEMENT	Manufacturing	Cement
818	DABUR AMLA	FMCG	Hair Care
819	RASOI MAGIC MASALA	Food & Beverage	Masala
820	SENCO GOLD	Personal Accessories	Jewellery
821	TATA INDICOM	Telecom	Mobile Telephony
822	TACO BELL	Retail	QSR
823	SNICKERS	Food & Beverage	Chocolate Bar
824	AMBI PUR	FMCG	Air Freshener
825	BHARTI AXA	BFSI	Insurance - Private
826	BAJAJ AUTO	Automobile	Two Wheeler - manufacturer
827	HUAWEI	Technology	Telecom Equipment
828	DMS	Education	Management
829	IFFCO TOKIO	BFSI	Insurance - Private
830	LIJJAT PAPAD	Food & Beverage	Fast Moving Foods
831	MTV	Media - TV	Music Channel
832	CARWALE	Internet	Online Automotive Classifieds
833	CANDYMAN	Food & Beverage	Candy
834	MAHARAJA WHITELINE	Kitchenware	Kitchen Appliances
835	CENTRAL	Retail	Shopping mall
836	HIMGANGE OIL	FMCG	Hair Care
837	ZTE	Personal Gadgets	Mobile Phones
838	ARISTOCRAT	Personal Accessories	Luggage/Bags
839	OFFICER'S CHOICE	Alcoholic Beverages	Whisky
840	KALYAN JEWELLERS	Personal Accessories	Jewellery

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
841	SUNDARAM MUTUAL	BFSI	Mutual Fund
842	STAR SPORTS	Media - TV	Sports channel
843	UNIVERSAL STUDIO	Entertainment	Production company
844	IIT	Education	Technical
845	SYMBIOSIS	Education	Diversified
846	SYLVAN PLY	Manufacturing	Plywood
847	BBC	Media - TV	English News
848	CHOCO PIE	Food & Beverage	Chocolate
849	DISCOVERY CHANNEL	Media - TV	Factual entertainment
850	ALKEM	Healthcare	Pharmaceuticals - Indian
851	BHARAT GAS	Energy	Oil & Gas
852	NESTLE MILKYBAR	Food & Beverage	Chocolate Bar
853	BOROSIL	Home Care	Houseware
854	DAINIK JAGRAN	Media - Print	Newspaper - Hindi
855	BHARATMATRIMONY	Internet	Online Matrimony
856	SYNDICATE BANK	BFSI	Bank - PSU
857	BRITANNIA CAKE	Food & Beverage	Fruit Bar Cake
858	BINDAAS TV	Media - TV	Hindi GEC
859	TOYOTA COROLLA	Automobile	Car - Sedan
860	ALONSA	Kitchenware	Kitchen Appliances
861	CENTRAL BANK OF INDIA	BFSI	Bank - PSU
862	ABBOTT	Healthcare	Pharmaceuticals - International
863	EAGLE FLASK	Kitchenware	Houseware
864	GAYATRI CEMENT	Manufacturing	Cement
865	GEMINI OIL	Food & Beverage	Edible Oil
866	BELKIN	Durables	Consumer Electronics
867	CROCIN	Healthcare	OTC
868	RADISSON	Hospitality	Hotel Company
869	TLC	Media - TV	Lifestyle Channel
870	MAYUR SUITINGS	Apparel	Fabric
871	HT MEDIA	Media - Print	Mass Media Company
872	TORRENTDAY	Internet	Online Download
873	OXEMBERG	Apparel	Formalwear
874	BLUE DART	Services	Express Service
875	HYUNDAI VERNA	Automobile	Car - Sedan
876	PVR	Entertainment	Cinema - Display
877	GAP	Branded Fashion	Branded Fashion
878	FLYDEO	FMCG	Deo/Perfume
879	KRACKJACK	Food & Beverage	Biscuits
880	HIT	FMCG	Mosquito repellent

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
881	ECONOMIC TIMES	Media - Print	Newspaper - English
882	ING VYSYA BANK	BFSI	Bank - Private
883	B & R CO	Manufacturing	Heavy Engineering
884	BHEL	Manufacturing	Heavy Engineering
885	BAGPIPER	Alcoholic Beverages	Whisky
886	MAXIMA	Personal Accessories	Watches
887	EMPORIO ARMANI	Branded Fashion	Branded Fashion
888	LINUX	Technology	Software Products
889	DSK	Construction	Real Estate Developer
890	AMC COOKWARE	Kitchenware	Kitchen Appliances
891	JBL	Durables	Audio equipment
892	RED CHILLIES	Entertainment	Production company
893	MAXO	FMCG	Mosquito repellent
894	OM NAMKEEN	Food & Beverage	Packaged Snacks
895	INOX	Entertainment	Cinema - Display
896	LENSKART	Internet	Online Optical Store
897	CHANDRIKA	FMCG	Bath/Beauty
898	TITAN EYE PLUS	Retail	Eyecare
899	PROVOGUE	Apparel	Casualwear
900	BLACK DOG	Alcoholic Beverages	Premium Whisky
901	WINDOWS	Technology	Operating System
902	JAYPEE GROUP	Diversified	Diversified
903	DENA BANK	BFSI	Bank - PSU
904	JEEP	Automobile	Car - SUV/MUV
905	BODY SHOP	FMCG	Bath/Beauty
906	INDICA HAIR COLOUR	FMCG	Hair Dye
907	SEAGATE	Technology	Data storage
908	SEIKO	Personal Accessories	Premium Watches
909	YIPPEE	Food & Beverage	Fast Moving Foods
910	DENDRITE	FMCG	Adhesives
911	COMPAQ	Technology	Personal Technology
912	FABER CASTELL	Stationary	Writing Accessories
913	KIWI	Consumer Products	Shoe polish
914	DLF	Construction	Real Estate Developer
915	BBM MESSENGER	Internet	Messaging App
916	WALMART	Retail	Hypermarket
917	PARAS GOLD	Personal Accessories	Jewellery
918	GODREJ INTERIO	Furnishing Retail	Furnishing Retail
919	XIAOMI	Personal Gadgets	Mobile Phones
920	UC BROWSER	Internet	Browser

ALL INDIA LISTING

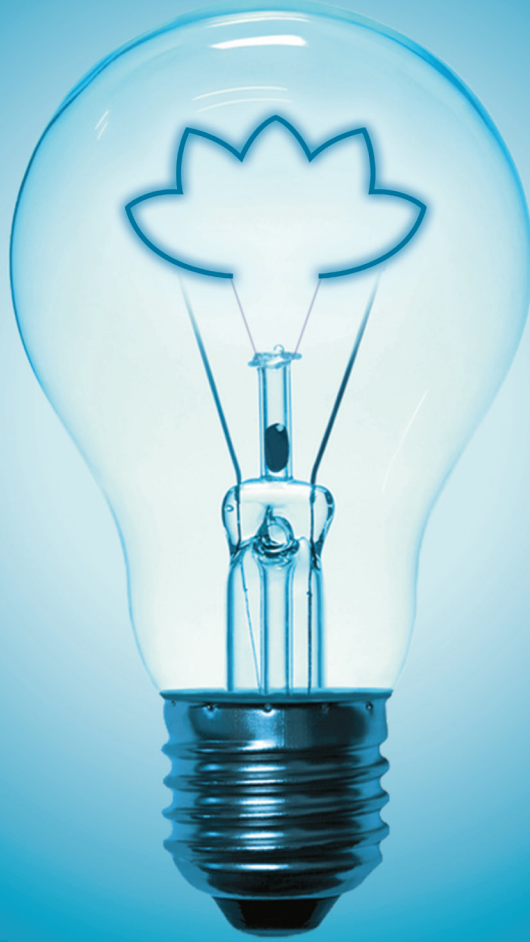
MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
921	MITASHI ELECTRONICS	Durables	Consumer Electronics
922	KOUTONS	Apparel	Casualwear
923	TIKONA	Telecom	Internet Service Provider
924	FINOLEX	Manufacturing	Diversified
925	STAR MOVIES	Media - TV	English Movies
926	PIONEER	Durables	Audio equipment
927	PUNJAB SIND BANK	BFSI	Bank - PSU
928	KELTRON	Energy	Electric Supply Company
929	TAAZA	Food & Beverage	Tea
930	SCULLERS	Apparel	Casualwear
931	TUPPERWARE	FMCG	Direct Selling Brands
932	THE TAJ MAHAL PALACE	Hospitality	Hotels
933	REID & TAYLOR	Apparel	Fabric
934	ORACLE	Technology	Software Products
935	BAJAJ ALMOND	FMCG	Hair Care
936	CHOLOROMINT	Food & Beverage	Mouth Freshner
937	BSES	Energy	Electric Supply Company
938	KASPERSKY	Technology	Antivirus
939	AMUL TAAZA	Food & Beverage	Dairy Products
940	NUTRILITE	Food & Beverage	Nutritional Supplement
941	INFIBEAM	Internet	Online shopping
942	TAG HEUER	Personal Accessories	Luxury watches
943	AMITY UNIVERSITY	Education	University
944	AIIMS	Healthcare	Hospitals
945	FLYING MACHINE	Apparel	Casualwear
946	BADSHAH MASALA	Food & Beverage	Masala
947	ANJALI JEWELLERS	Personal Accessories	Jewellery
948	HAIR & CARE	FMCG	Hair Care
949	CYCLE AGARBATTI	Home Care	Agarbattis
950	SALORA	Personal Gadgets	Mobile Phones
951	LML	Automobile	Two Wheeler - Manufacturer
952	MADHUSUDAN	Food & Beverage	Dairy - Diversified
953	TTK	Diversified	Diversified
954	VEENA WORLD	Services	Travel services
955	WHITE MISCHIEF	Alcoholic Beverages	Vodka
956	RUCHI GOLD	Food & Beverage	Edible Oil
957	SHREE ULTRA	Manufacturing	Cement
958	HELIOS WATCHES	Retail	Watches
959	BOMBAY DYEING	Apparel	Fabric
960	INSTAGRAM	Internet	Online Photo Sharing social media

ALL INDIA LISTING

MAB RANK	BRAND NAME	CATEGORY	SUB CATEGORY
961	HOTSTAR	Internet	Entertainment app
962	GRAND HYATT	Hospitality	Hotels
963	CAPGEMINI	Technology	Consulting/Services
964	PRIL	FMCG	Dish Care
965	VIMAL PAN MASALA	Food & Beverage	Mouth Freshner - Traditional
966	PLAYWIN	Internet	Online Lottery
967	CHUMBAK	Internet	Online shopping
968	SAMSONITE	Personal Accessories	Luggage/Bags
969	STAYFREE	FMCG	Personal Hygiene Products
970	CLEARASIL	FMCG	Bath/Beauty
971	CLINIC ALL CLEAR	FMCG	Hair Care
972	CNN IBN	Media - TV	English News
973	JVC	Durables	Consumer Electronics
974	ITCHGUARD	Healthcare	Anti-fungal
975	SATYAM CINEMAS	Entertainment	Cinema - Display
976	ARMANI	Branded Fashion	Branded Fashion
977	WWE	Entertainment	Wrestling
978	NOVOTEL	Hospitality	Hotel Company
979	OPERA	Internet	Browser
980	DIXCY SCOTT	Apparel	Innerwear
981	FAIREVER	FMCG	Bath/Beauty
982	HOTMAIL	Internet	Email service
983	TOMMY HILFIGER	Branded Apparel	Branded Apparel
984	SHOPCLUES	Internet	Online shopping
985	WESTERN UNION	BFSI	Money Transfer
986	LILIPUT	Apparel	Kidswear
987	CHINGS	Food & Beverage	Fast Moving Foods
988	GMR	Construction	Real Estate Developer
989	NCC	Government Initiative	Government Body
990	OXFORD	Education	International
991	ENVY 1000	FMCG	Deo/Perfume
992	FOSTERS	Alcoholic Beverages	Beer
993	INDIAN BANK	BFSI	Bank - PSU
994	ARVIND MILLS	Apparel	Fabric
995	CLUB MAHINDRA	Hospitality	Vacation Ownership
996	SCOOTY PEP	Automobile	Automatic Scooter
997	HINDUJA GROUP	Construction	Diversified
998	ANANDABAZAR PATRIKA	Media - Print	Newspaper - Regional
999	SARIDON	Healthcare	OTC
1000	GILI	Personal Accessories	Jewellery



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TRA is an actionable insights and brand intelligence company dedicated to understanding and analyzing consumer behaviour through two globally acclaimed proprietary matrices of Attractiveness Quotient and Brand Trust Index. 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



Fieldwork



Creatives



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