



India's Most Attractive Brands 2016

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AT FIRST SIGHT

As most humans would like to believe, love—or attraction—is a poetic, magical thing that occurs because your perfect partner, the person created just for you, meets you at the perfect moment. Well, if you believe so, sorry to burst your bubble. Love is much more a scientific process than it is poetic, a result of the brain constantly evaluating and the senses collecting data when potential mates meet. Though there are no formulae for love, roughly stated, it has higher chances of success if the first step is satisfactorily dealt with, that is, the visual parameters are met – the sight of that special someone seems pleasurable and desirable. However, as simple as this may seem, even just this first step brings in many parameters that are deeply coded – part genetic, part cultural, part environmental, and part psychological. A rough-edged tick mark against these measures allows the suitor to make further explorations.

At the next levels, at least in this example, supremely fast and deeper calculations within the brain occur with each interaction, fed through cognitive and sensory inputs as each person investigates cues for health, fertility, social status, economic ability, success, emotional maturity, and charisma, among other parameters. Each of these criteria and more are pre-coded in our complex mind-matrix of attraction. As the fitment betters, chances of attraction success grow higher and higher. I can almost visualize an equation of love that can be applied to any two people, with the outcome resulting in an Attractiveness Quotient between a potential couple based on many social, cultural, psychological, and genetic parameters.

Many brand traditionalists like to believe that the attraction generated by the brand is also poetic, much like human love, as if the customer and the brand were made for each other — for eternity. Nothing, unfortunately for the brand, is further than the truth. The love generated by brands, or Brand Attractiveness, is not any different from the complex calculations that human minds do when seeking the choice of a mate. There is one big difference, though — the brand is

always the suitor, continuously sending signals, cues, and information to gain the continued affection of the customer. The customer (roughly called this, but applies to all stakeholders — employees, partners, investors, and so on) on the other hand is constantly evaluating the brand, and is calculating if that is the best available choice in that circumstance. If the available choice changes, or the circumstances change, chances are that so will brand attraction.

It is therefore very important to understand this dynamic entity called Brand Attractiveness, the inherent magnetic pull that brands exert (or not), at a fundamental level and through a scientific methodology. Before we move on, though, a counterintuitive observation: in most cases, customers have a standard evaluation system, differently calibrated for each because desire and attraction are based on very strong basis of four not-easily-altered aspects of culture, values, knowledge, and vision. If this is the case, how are brands wrong in saying that Brand Attractiveness is immutable and permanent?

This is largely on account of the fact that the customer brand attraction is largely a *best-fit-under-the-current-circumstances* type of adjustment (not unlike humans in love). And the customers are constantly scouting, looking for, and evaluating for better fits. Sometimes, competing brands make better, more alluring offers that are often too enticing for the customer and tug at his/her heartstrings. Sometimes, the customer has new information on the brand that he was so far unaware of, which may shake the held belief that attracted him to the brand in the first place. Sometimes, of course, the customer outlook changes and impacts the brand-customer relationship.

What, then, is the answer? What must a brand do to keep its appeal? The first step is to know what the customers want in the relationship, what it is that they find so attractive. The second step is to send evocative signals and messages that are not aligned only to the brand, but also to the needs and desires of the customer.

TRA Research provides valuable data on Brand Attractiveness to leading brands in the country to help them embellish their desire quotient, through precise communications and through insightful action. Such scientific approaches have strengthened these brand relationships with their stakeholders, giving them a better quality of association with better predictability. On the other side of the same coin, the brand-customer relationship is the basis of all commerce, and if this is strengthened, business too is strengthened.

In the journey of Brand Attractiveness, there are no easy paths, only right paths.

Warm Regards, N. Chandramouli CEO TRA Research



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01

India's Most Attractive Brands 2016

India's Most Attractive Brands 2016

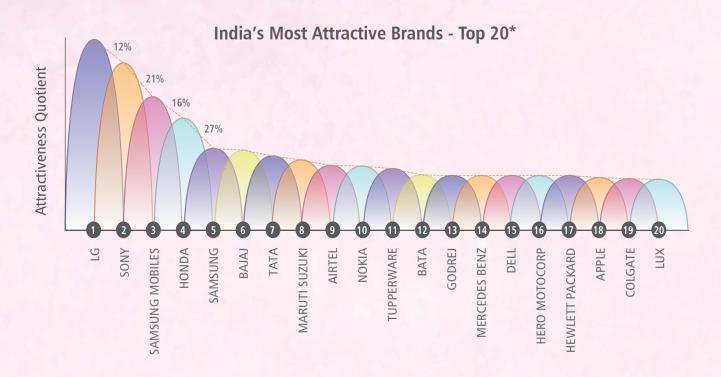
Your premium brand better be delivering something special, or it's not going to get business.

— Warren Buffett

This year's India's Most Attractive Brands Report, just as the two issues before it, has seen stiff competition. While we have had 208 new entrants into the top 1000 Most Attractive Brands listings, 341 brands have seen their ranks fall as compared to the 2015 listings. Only one, a fabric giant, has maintained its ranking from last year's listings.

Attractiveness, that magnetic force that brands subliminally exert on their audience, is a facet that brands are finding themselves increasingly needing to build in order to draw more and more consumers to not just be brand users but be brand advocates, transmitting their brands to everyone they meet. In this third edition, TRA Research is proud to present the brands that have gone this extra mile and strived to elicit that desire-based longing in their audience.

India's Most Attractive Brands 2016 has a fresh rank leader this time round, after crowning Samsung Mobiles as the rank leader for the last two issues, in 2013 and 2015. This year's top 20 brands list also sees the arrival of three new names, indicating that proactive efforts in a dynamic market like India never go unheeded in the eyes of the people of our country.



THE TOP 20 MOST ATTRACTIVE BRANDS

LG has taken the crown of India's Most Attractive Brand for the year 2016. The South-Korea-based Consumer Electronics giant has slowly but steadily been bettering its rank over the three issues of the India's Most Attractive Brands Report, going from being 4th in 2013 to being 2nd in 2015 and ultimately 1st this year.

Sony comes in at rank 2, with its Attractiveness Quotient (AQ) trailing the leader's by 12%. Interestingly, Sony too

operates in the Consumer Electronics segment in the country. Displaying consistency in a rapidly-evolving and demanding market, the Japanese conglomerate has always appeared among the top 3 Most Attractive brands in the country, being ranked 2nd in 2013, 3rd in 2015, and back to 2nd this year.

Samsung Mobiles ranks 3rd in the listings this year, with an AQ 21% lesser than the previous brand. The South-Korean company's grip at the very top of the India's Most Attractive Brands Report listings—ranked 1st in both 2013 and 2015—has been loosened slightly this year. Notable, however, is that Samsung continues to lead in the highly-competitive personal phone segment in the Report.

Honda, the Japanese Automobile manufacturer, appears at rank 4 in the listings. Another brand that has displayed steady progress among the Report's three editions, Honda has climbed to the 4th spot after being placed 6th in 2015 and 24th in 2013. Off the previous rank by 16%, Honda has managed a strong top 5 finish in this year's listings.

Samsung, the Consumer Electronics giant, rounds off the top 5 Most Attractive Brands for 2016. Trailing the closest brand by 27%, the brand charts one of the largest movements in the top 20 listings, leaping from rank 87 in 2015 to rank 5 this time round. An observation to note is how the appearance of Samsung in the fifth spot means that there are 3 Consumer Electronics brands among the top 5 Most Attractive brands.

The first wholly Indian conglomerate to crack the listings, Bajaj, comes in at the 6th spot, having closely fought for the 5th and missing it by a mere 3%. The kitchen-systems-to-automobiles giant is a mainstay of the top 10 rankings of the Report, having been placed 9th consecutively in 2013 and 2015 and hopping to the 6th spot this year. Following it closely, just 7% off, is Tata, another wholly indigenous corporation that has stakes in a multitude of industries in the country. It has consistently been in the top 5 rankings (5th in 2013 and 4th in 2015) but has dipped to 7th this time round. However, the sudden and uncharacteristic departure of its erstwhile Chairman and the return of the indubitable Ratan Tata as the interim Chairman makes this a brand to keep on the radar. Maruti Suzuki, the quintessential Automobile manufacturer, comes in at the 8th spot, narrowly missing the previous spot by 6%. Having slid slightly from its 7th position in 2013 to the 12th in 2015, the company has upped its ranking to 8th in the 2016 listings and completes a trifecta for automobile manufacturers in the top 10 rankings.

Telecommunication giant Airtel shoots up the rankings to be placed 9th after having been placed 18th and 22nd in the 2015 and 2013 Reports respectively. The Indian brand has 8% fewer AQ as compared to the closest competitor in the listings and has fought hard to keep the 9th rank as, trailing just 1% AQ behind, is Nokia, the Finnish personal gadgetry giant that is making a strong bid to return to its glory days in the Indian subcontinent. While the mobile phone manufacturer was placed 3rd in 2013, it has seen a gradual decline, having been placed 7th in 2015 and now 10th in 2016.

The surprise entrant in the top 20 listing of India's Most Attractive Brands is the kitchenware direct seller, Tupperware. Catapulting itself from rank 931 in 2015 to 11 this year, the Indian kitchen mainstay brand has missed a top 10 spot by a mere 4%. Footwear brand Bata is next in the listings, placed 12th and off the 11th spot by 10%. This Indian brand began its journey being placed at rank 11 in 2013 and dipped to the 14th spot last year. Godrej, the third multi-faceted indigenous conglomerate in the top 20 listings, comes in at the 13th spot this year, falling slightly from its 10th rank last year.

Luxury four-wheeler manufacturer Mercedes Benz has leaped up to the 14th spot after occupying the 133rd spot in the India's Most Attractive Brands 2015 rankings. Closely following it is the personal technology giant, Dell, ranked 15th, which has fallen from its 5th rank in 2015. Hero Motorcorp, the two-wheeler manufacturing brand, has also seen a dip in rankings to be placed 16th in this year's rankings after having been placed 11th in 2015.

Hewlett Packard, the American personal technology giant, is placed 17th, also dipping from its ranking of 8 in last year's Report. Apple, which was ranked 15th last year, has slipped slightly to the 18th spot but has maintained its top 20 ranking. The FMCG segment makes an appearance in the form of Colgate, the oral hygiene brand, which has jumped from its ranking of 53 last year to 19 this year. Completing the top 20 India's Most Attractive Brands for 2016 is another FMCG entrant, Lux, which has climbed into this exalted list after having been placed 29th in 2015.



ATTRACTALK





Attractiveness is the capability of a brand to draw a customer in and to sustain an enduring and trusting relationship with them. From product innovation, to marketing, and customer service — a number of factors contribute to the Attractiveness of a brand. But the most significant aspect that builds Attractiveness in the consumers' minds is the role the brand plays in their lives. We tend to be most attracted to brands that reflect our personalities, enable us to accomplish tasks, and complement the way we live.

Every brand has a unique void to fill. In a burgeoning global business environment, more brands are offering similar products/services with few key differentiators. The experience that draws a consumer in is not restricted to product specifications or the innovation in technology a brand offers. There is a unique quotient that makes a brand a cut above the rest - the value proposition for the customer. This is not necessarily functional; it is how the customer perceives the brand in his/her life. That is what draws our customers to us, as against the rest of the competition. Dell's singular objective is not limited to numbers in terms of customer acquisition. It is about the experience that we are creating among our technology-aware and -unaware audiences. We wish not only to deliver products, but to build a seamless technology ecosystem that enables our customers. Attractiveness for us is not only in terms of product sales, but the customer looking to us each time there is a technology requirement. Our focus at Dell is to consistently offer the best technology across diverse verticals. Our brand promise is our driving philosophy and it is the basis of the bond we share with our customers. "Power to do more" is an accurate depiction of the Dell philosophy.

The brand-customer relationship drives the growth of a brand in the market. However, the circle of influence extends beyond the customer to a number of stakeholders. The trust of these stakeholders converges with the value offered by a brand to reinforce the credibility that a brand may claim for itself. The equity of a brand is governed by these forces, whose favor can enable a brand to complement its offerings with reliable advocacy. As a brand, Dell puts the customer first, but a deeper understanding shows that we are equally dedicated to establishing mutual trust with all our key stakeholders in an effort to create a positive ecosystem that nurtures overall performance.

No consumer brand can make an impact on its target audience without offering a holistic proposition that draws them towards the brand. Brands need to ask themselves repeatedly, "how can we add (even more) value to the lives of our customers?" Customer loyalty is the direct result of the Attractiveness and trust that a brand evokes. At Dell, we attempt to innovate for India and create products with the sole purpose of creating great user experiences. We do this by keenly listening to our customers and understanding their requirements. We believe that technology adoption alone does not suffice to deliver its true value. We want our customers to embrace the complete potential of technology to accomplish their endeavors. This is the reason customers see us not as an enabler, but as a companion who complements and maximizes their achievements. These experiences with the Dell brand ensure that our customers become our best brand ambassadors, leading to Dell becoming the technology 'brand of choice'. If I was to evaluate the key factors of Brand Attractiveness, they would be:

- **Winning Trust** Winning consumer trust through active listening and engagement is one of the key factors that make a brand attractive.
- **Service** Resolving issues, accepting feedback, and generally being available after sales enhance the Attractiveness of a brand.
- **Innovation** A brand that imbues innovation in its products is seen as attractive. Everybody likes to be associated with a trendsetter.



02

Category Leaders

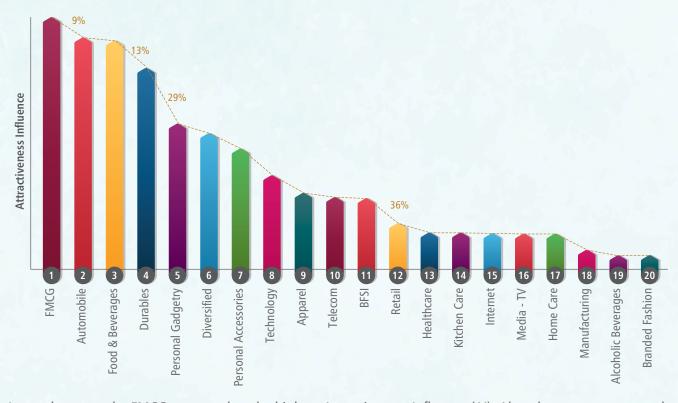
Brand Attractiveness – Category Leaders

This chapter endeavors to give an overview of the various categories on the Attractiveness scale. We will be leveraging three distinct types of analyses for this. Firstly, the Attractiveness Influence of a Super-category, that is, the sum total of the individual Attractiveness Quotients of the brands that feature in a particular Super-category. This shows the total influence of the Category on the Attractiveness scale, demonstrating its capacity to assume the traits of Attractiveness. The second important analysis that can be considered is the total number of brands that feature within the Super-category. The third level of analysis is done according to the Average Attractiveness Quotients of brands in a particular Super-category, which provides a fresh perspective on the data.

TOP 20 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 an interesting dataset because individual brands with a high Attractiveness Quotient raise the overall Attractiveness Influence of their relevant groups.

Attractiveness Influence of Top 20 Categories

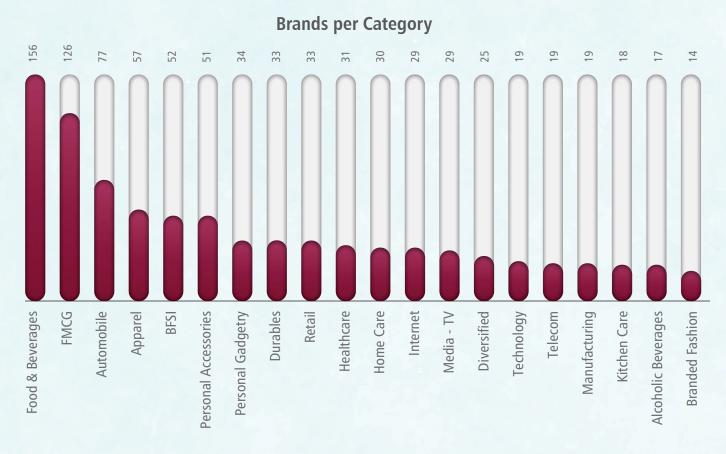


Just as last year, the FMCG category has the highest Attractiveness Influence (AI). Also, the reappearance and dominance of the Bath and Beauty product sub-category within this Super-category is something to remark on. The products in this sub-category aid Attractiveness as a whole, and it isn't a stretch to presume that these particular products would themselves weigh higher on the factor of Attractiveness Influence. The FMCG Super-category's AI is 9% higher than that of the next category, Automobiles, which has jumped from the fourth place last year to the second this year. Food & Beverages, which had enjoyed the second spot last year,

comes in just 1% AI behind the Automobiles Super-category at the third spot this time round. The Durables Super-category comes in at the fourth rank, a good 13% behind the previous category. A large distance behind in terms of Attractiveness Influence, arrives the fifth category, Personal Gadgetry, lagging Durables by 29%.

With a gap of 6%, enters the Diversified category of brands, placed sixth in this year's Report. At seventh position in Attractiveness Influence and 11% behind is the Personal Accessories category. The categories Technology, Apparel, and Telecom conclude the top 10 categories as per their AI, coming in at 24%, 20%, and 7% behind their respectively previous categories.

The one most significant change when studying Attractiveness Influence of categories is that the Automobile segment, which had the 4th highest AI last year, has jumped to 2nd place this year. When analyzed with the number of automobile brands in each year's list, Automobiles had 57 brands listed last year against 77 brands this year. Also, among the top 50 India's Most Attractive Brands, the Automobile category had 7 brands last year, which has risen to 9 brands this year. This combination of inputs shows that the Automobile segment is becoming attractive both quantitatively and qualitatively, showing a smart growth over the last year, and one can expect tangible impact in the auto market over the next 12 months.



Moving on to the second level of analysis, we have graphically charted in descending order the number of brands in any particular category. The list is topped by F&B with 156 brands, closely followed by FMCG with 126. A massive gap of 49% separates the top 2 categories from the one that is placed third - Automobiles - which is a repetition of what happened in 2015. Apparel comes in at rank four with 57 brands to its name, 20% behind. BFSI, which has 52 brands, and Personal Accessories, which has 51, are placed fifth and sixth. Personal Gadgetry, 17% behind the previous category, has 34 brands that it can call its own. In a tight 8th-9th-10th finish, the categories Durables, Retail, and Healthcare are placed very close to each other with 33, 33, and 31 brands respectively.

The top 6 categories by number of brands encompass a whopping 519 brands, showing the high propensity of these categories to Attractiveness. The top 3 in this segregation are just a toss-up of the Attractiveness Influence top 3 brands, showing the importance of Attractiveness strategies for these three categories.

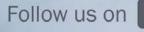
WE UNDERSTAND





Use our insights to build a lasting relationship with your stakeholders:



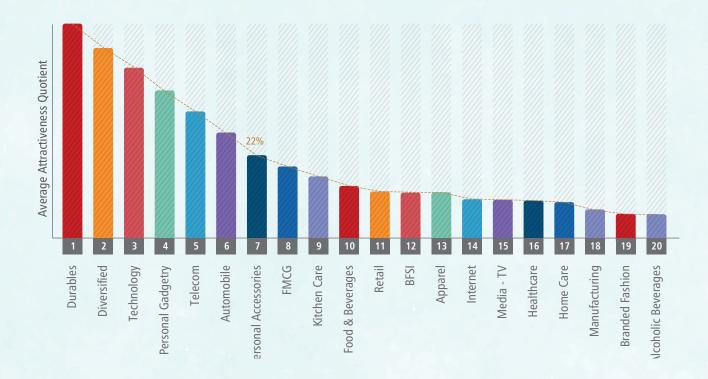








Average AQ



The third level of analysis is done according to the Average Attractiveness Quotients of brands in any particular category. This is achieved by means of calculating the Average Attractiveness Quotient for each category and its children-brands. This level of analysis often provides results that are vastly different from the preceding types of analyses.

The listings change dramatically when the Attractiveness Influence graph is compared to the Average AQ graph. Looking at merely a subset, say the top 5 categories among these two types of analyses, can prove to be a good example of the stark difference in the pecking order. Here is the top 5 listings by Average AQ - (1) Durables, (2) Diversified, (3) Technology, (4) Personal Gadgetry, and (5) Telecom.

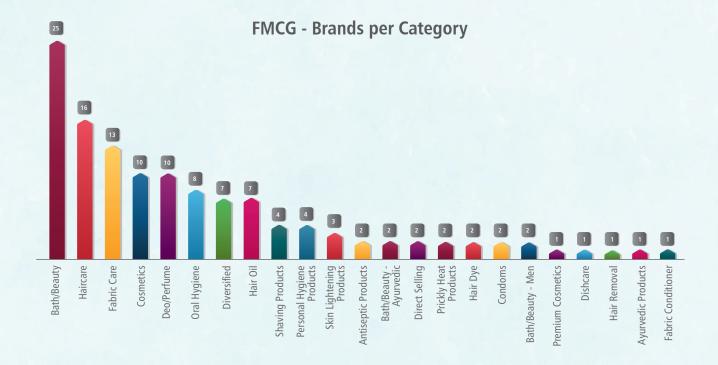
CATEGORY-WISE MOST ATTRACTIVE BRANDS

In the previous chapter, we presented the top 20 Most Attractive Brands across India. As critical as the overall listings may be, perhaps the most relevant discussion for a brand is its performance within its own category, among its own peers. As illustrated in the top 20 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 Attractiveness 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 earlier).

FMCG

With a total of 126 brands - second only to the Food & Beverages category - and ranked eighth in terms of Average AQ, the FMCG category still has the highest Attractiveness Influence (AI) this year. The Bath and Beauty segment leads the category with a total of 25 brands, followed by Haircare with 16 brands, Fabric Care with 13 brands, and the Cosmetics and Deo/Perfume categories, featuring 10 brands each.

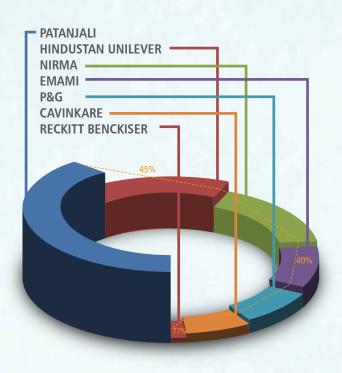


FMCG – Diversified

Patanjali, which debuted in 2015 as India's 371st Most Attractive Brand, has not only secured the first place in the FMCG — Diversified sub-category but also moved up 284 positions in the overall listing to be ranked as the 87th Most Attractive Brand of 2016. The largest FMCG brand in India, Hindustan Unilever, has improved its standing from third place in 2015 to become the second Most Attractive FMCG — Diversified brand in 2016, with 45% lower AQ than the leader. The battle between the Goliaths of India's FMCG industry and the home-grown brand, Patanjali, is no new story, and it is thus not surprising to find the two fight it out in the battle of Attractiveness too.

Desi brands Nirma and Emami have come in at the third and fourth place respectively and have a difference of 40% in AQ. Procter & Gamble, which held the lead last year, has slipped to the fifth rank in the category with an overall ranking of 333 among

FMCG-Diversified*



the overall listings of the top 1000 Most Attractive Brands. Two new entrants this year include Chennai-based Cavinkare, ranked sixth, and British multinational Reckitt Benckiser, which rounds up the category with its seventh rank, amassing 77% lower AQ than the previous brand.

Bath/Beauty

Kahlil Gibran notes, "Beauty is not in the face; beauty is a light in the heart." The Bath and Beauty sub-category has enabled countless consumers to feel more "beautiful". It is no wonder that within the FMCG category, Bath/Beauty products lead the competition with a total of 25 brands. Lux has not only regained its lead as the Most Attractive Bath/Beauty Brand in 2016, but has also gained 9 places to be ranked as India's 20th Most Attractive Brand in the overall listings. Dove, with a 13% lower AQ, has settled at the 43rd place in the overall ranking, a

fall of 18 ranks since 2015. Nivea is positioned at the third place, followed by Lifebuoy, which has jumped 52 ranks to be placed as India's 100th Most Attractive Brand. Godrej's 60-year-old flagship brand, Cinthol, is ranked fifth, up from last year's 18th rank in the subcategory. Pears, Garnier, Santoor, Rexona, and Hamam make up the bottom half of the top 10 Most Attractive Bath/Beauty brands this year. In terms of sheer ranking shifts, Rexona has had the highest improvement, having jumped a total of 124 places from 285th in 2015 to 161st rank in 2016.

Bath/Beauty*



FMOTIONAL APPEAL Positivity



Alpana ParidaManaging Director,
DY Works

Prands, essentially, are a collection of feelings and perceptions we form around a product or a service. The brand identity or logo is somewhat like a bar code and when our brain scans it, it unlocks all the perceptions attached to a brand.

Our brains are hard-wired to seek pleasure and happiness, and positive brand associations are memorable and stay with us for a long time. The attribute of *Positivity* helps a brand linger longer in our perception field, and such brands encourage customer preference, loyalty, and affinity. In this way, for a brand, being seen as exuding *Positivity* is crucial in all its outreach.

Certain brands have *Positivity* in their very names—such as Hero—which evokes values that are looked up to. Other brands have names that mean little—but over the years have meaning attached to them—such as Haldiram's or Pepsi.

Thus, brands need to work hard to ensure that they are able to control a positive narrative for the brand at all brand touch-points, and not just during advertising. The moment of truth—when a consumer pays money to actually buy a product or a service, choosing a certain brand over several others—is where packaging plays a major role and so does the retail environment or a brand's digital footprint.

All of these factors add up to an opportunity to create a strong positive recall for the brand, and it would pay great dividends for brands to pay attention to these.



ATTRACTALK

Ashwin PadmanabhanChief Operating Officer,
Reliance Broadcast Network Limited



suno sungo, life bango!

Attractiveness for brands is less about being "attractive" per se and more about having the inherent ability to grab the attention of your target audience in a highly cluttered environment. Attractiveness is more about how innovatively you communicate — be it a message, a brand campaign, the launch of a new show, and so on. If you can stand out and get noticed in the eyes of your consumer, you can be counted as being attractive. As an extension to this, I would imagine that creating an overwhelming, engaging, and memorable experience is what helps you build your Attractiveness Quotient.

92.7 BIG FM's listeners see us as a radio network that offers them original, fresh, and engaging content on a regular basis. As a radio network, we thrive on our unique programming concepts. Our campaigns more often than not have a socially responsible message and make our listeners contribute and act. We are proud to have some of the best and instantly likeable voices as the guiding forces of our shows. Shows such as Suhaana Safar and Yaadon Ka Idiot Box are among the most heard shows on radio because they hit a chord with our listeners. These factors build our Attractiveness.

Among our successful campaigns, the one we ran for the Nissan Sunny clicked immediately with our listeners as our shows, music, and programming were also integrated accordingly. Likewise, our India Sharing Season campaign for Idea Cellular created immense buzz about the new way to share Internet across the nation. Our RJs went live on air for over 100 hours as part of what we termed RJ Marathon.

In terms of our flagship properties, we took the grand finale of Benadryl BIG Golden Voice Season 4 to another level this year by telecasting the finale on our entertainment channel BIG Magic for the very first time. Such is the kind of effort we put in to elevate and enhance client and brand communication effectively through our media platforms, which has been able to touch all corners of the country.

92.7 BIG FM was the first private radio station to go retro in seven markets, including Mumbai, Delhi, and Kolkata. The retro positioning and stationality synced well with several campaigns and client integrations. Diversified outreach has been brought out with our involvement in Kolkata's Mahesh Rath Yatra and our partnership with India's first Folk and Fusion Music Festival. Being the largest radio station in the country, we were also the preferred choice to be associated with Vodafone for the unique One Nation, One Song, One Network campaign.

In terms of the most significant communication, BIG Green Ganesha, the eco-friendly initiative by 92.7 BIG FM, has grown tremendously and delivered its core messaging for 10 years consistently. The ideology has even been replicated in Kolkata during Durgostav as BIG Green Durga.

A brand being attractive or unattractive is a matter of perspective. Despite having a seamless communication strategy and team in place, one might not succeed in building a successful brand identity. It is highly subjective to the market and the environment the brand operates in. We at 92.7 BIG FM make an effort to maintain the brand image that we have. We strike a balance between what is essential and what is appealing to the market. Our communication revolves around these core traits. We also keep ourselves updated with the latest trends so that the Brand Attractiveness stays relevant.

This is how BIG FM stays ahead of the competition when it comes to Attractiveness:

- We are at the cutting edge of innovative broadcasting
- We have a clear vision and established goals
- As a brand, we are acutely aware of who we are catering to; our success is highly dependent on how well we comprehend the market nuances
- We deliver as promised or our listeners flip a switch as simple as that
- Our values hit a chord with our listeners, and our communication never lets the baton fall

Deo/Perfume

Fogg leads this year as the Most Attractive Deo/ Perfume brand, beating its main competitor Axe by a margin of 10% AQ. Non-alcoholic deodorant brand Eva has moved up from the seventh rank in 2015 to be at the third place in 2016. Yet, its AQ is 71% lower than its immediate predecessor. In fourth place is men's deo brand Wild Stone, marketed by the little-known McNroe Consumer Products, from Kolkata. Denver is ranked fifth, having climbed 618 ranks this year in the overall listings, and is followed by ITC's Engage, Layer'r Shot, and Spinz in the 6th, 7th, and 8th ranks respectively. The category's worst slip in ranks this year is attributed to Spinz's 449rank drop. 79-year old American brand Old Spice is the penultimate brand in this category. Envy, from the same house as Denver, is ranked as the tenth Most Attractive Deo/Perfume brand in the country.

#53 AXE EVA EVA EVA ENGAGE SPINZ SPINZ ENGAGE CLD SPICE CLD SPICE



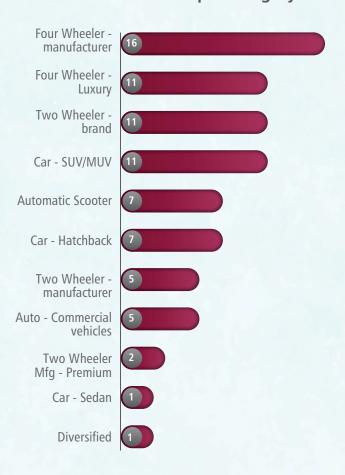
easy to communicate the message containing the USP of the product offering

Mahesh Gupta, Chairman, Kent RO Systems Ltd.

AUTOMOBILES

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

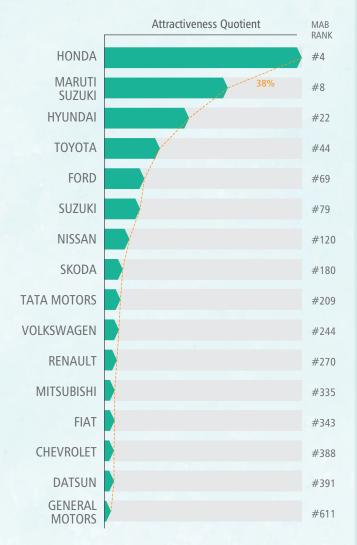
Automobiles - Brands per Category



Automobiles — Four Wheeler — Manufacturer

Honda, the 53-year-old Japanese conglomerate, has managed to keep its lead and become India's Most Attractive Four-Wheeler Manufacturer brand in 2016. It has also won the accolade of India's Fourth Most Attractive Brand in the overall listings, making it the only representative for the Automobiles category among the top 5 brands. Following it is the Indian brand Maruti Suzuki, which ranked 8th in the overall listing. Third, fourth, and fifth positions were taken by Hyundai, Toyota, and Ford respectively. Suzuki, which did not make an appearance in 2015, ranks

Automobiles-Four-WheelerManufacturer*



sixth, followed by Nissan, which had a 36% lower AQ. Skoda and Tata Motors are ranked eighth and ninth respectively, both of which have slipped compared to their 2015 rankings. German auto major Volkswagen is ranked as the tenth Most Attractive Four-Wheeler Manufacturer in the country.

Automobiles – Four Wheeler – Luxury

Mercedes Benz has earned itself the title of India's Most Attractive Four-Wheeler Luxury Car Manufacturing Brand, having jumped 119 ranks compared to its 2015 ranking to become the 14th Most Attractive Brand in India this year in the overall listings. After leading the sub-category for two years in 2013 and 2015, German manufacturer BMW has moved down to the second place in 2016, with an AQ 22% lower than the leading brand. Audi comes in at the third spot with an overall ranking of 35 this year. Tata-owned Jaguar continues to be at the fourth position, with the Italian luxury car manufacturer

Emotional Maturity



Ashish Bhasin Chairman & CEO South Asia, Dentsu Aegis Network, Chairman Posterscope & MKTG - Asia Pacific

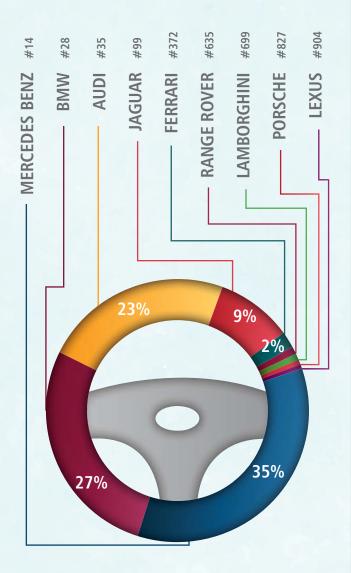
E motional Maturity is not built overnight. Being seen as an emotionally-mature organization demands that you display certain vital attributes - self-belief, composure under threat, and the ability to act and not just react - these are important attributes of Emotional Maturity. Companies could be 200 years old and yet be emotionally juvenile and confrontational when attacked by the campaigns of its competitors. On the other hand, some relatively recent brands display significantly greater maturity.

Take WhatsApp, for example. A few years agobefore it was taken over by the social networking giant Facebook - WhatsApp gained dominance among the instant messaging service providers segment in the Indian market. Soon enough, anticipating the business potential in this niche segment, other players began to appear. One of these competitors, commanding a large advertising budget, based its campaign primarily on badmouthing WhatsApp, covertly of course.

Not many companies, established or otherwise, could have resisted returning the favor in kind. But WhatsApp, desisted. The restraint it showed gave WhatsApp far more positive emotional maturity than it would have gained had it started a reactive campaign of its own. This composure showed the absolute belief WhatsApp had in its product, which in turn demonstrated its Emotional Maturity.

Brands must aim to keep adding to the Emotional Equity in the minds of their audience at all times to be seen as an Attractive brand. It is like a savings bank account where you keep adding to the Emotional Equity and on a rainy day, draw upon it.

Four Wheeler - Luxury*



Ferrari trailing behind it in the 5th position. The bottom half of the sub-category has brands like Range Rover in sixth place, Lamborghini in seventh, Porsche in eighth, and finally the new entrant, Lexus, in the ninth place. All brands in the sub-category, except Range Rover, have seen a huge improvement in their overall Attractiveness Quotients compared to 2015.

F&B

With a total of 156 brands, the Food & Beverages category leads the overall list in the number of Most Attractive Brands. However, in terms of its overall Attractiveness Influence, the category ranks third, just 1% lower than its predecessor – the Automobile category. The category ranked tenth in terms of the Average Attractiveness Quotient per brand, the same as last year.

FMOTIONAL APPEAL Hope



Pradyumna Vyas
Director, National Institute of
Design and Member Secretary,
India Design Council

The ability to inspire Hope is among the key traits every brand must possess. It is generated through self-generated positivity, which is evident in some of the leading brands that have got accepted by the masses in our country. The cooperative movement initiated by Dr. Verghese Kurien, which culminated in the Amul brand, has already achieved international recognition. In the industrial design sector, Titan is influencing the market through its brands such as Fastrack, Titan Eye+, and Tanishq.

Hope can be seen as a self-triggered emotion that everybody gains from. Presently, organic and eco-friendly products have a huge global market and are riding the wave of hope. When you get down to it, these natural products and the companies that sell them are riding the wave of hope. The consumers' hope that a natural lifestyle will help them lead healthier, fuller, longer lives.

Another attribute of Hope is that it keeps positive focus on the future and avoids unnecessary intrinsic exaggeration of challenges and issues that brands face. Imagine a brand portraying a positive outlook in the face of difficulties. This is purely internal-stakeholder-facing, that is, employees, investors, and so on. Hope has the ability to make even the most insurmountable problems seem surmountable.

Hope is much like salt in food — its true worth understandable only in absentia. Brands that do not exude Hope never have and never will gain any traction among consumers. The emotions that a brand can evoke among its consumers is what truly counts in the long run, and makes the brand seem Attractive or otherwise.

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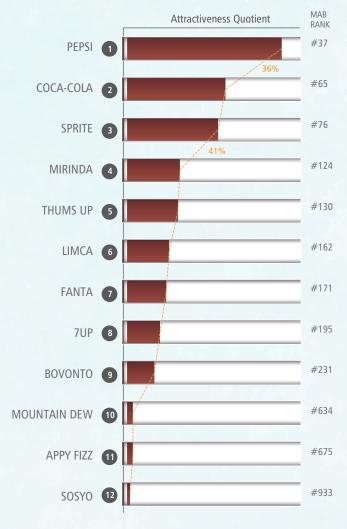




F&B – Aerated Beverages

The category continues to be dominated by Pepsi and Coca-Cola, who have maintained their first and second position respectively for the third time in a row. After being on the fourth position in the subcategory in both 2013 and 2015, Sprite has finally promoted itself to India's third Most Attractive Aerated Beverages Brand. Mirinda, with its AQ 41% lower than the previous brand, is ranked fourth in the category and is trailed by Thums Up, Limca, and Fanta in fifth, sixth, and seventh ranks. 7Up has slipped down to the eighth position with an overall ranking of 195 in the Most Attractive Brands List. Bovonto, which made its debut last year, has moved a rank above to the ninth position. Mountain Dew is ranked tenth in the category, having recorded a 219-rank fall this year, and an AQ 77% lower than the preceding brand. Two new entrants to this list are Appy Fizz in the 11th place and Sosyo in the 12th.

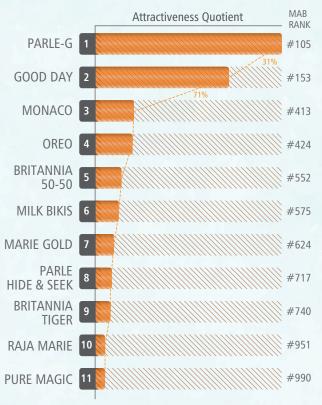
Aerated Beverages*



F&B - Biscuits - Brand

Parle-G continues to rule the category for the third time this year. The next Most Attractive Biscuit Brand is Britannia's Good Day, which has made a remarkable improvement in its overall ranking from 223rd in 2015 to 153rd in 2016. Monaco, with a 71% lower AQ, has taken the third place in the Most Attractive Biscuit Brand 2016 list, and is followed by Oreo and Britannia 50-50 in fourth and fifth positions respectively. Milk Bikis comes in at the sixth position. Marie Gold, Parle's Hide & Seek, Britannia Tiger, and Raja Marie rank seventh, eighth, ninth, and tenth respectively. Pure Magic rounds up the category list as the 11th Most Attractive Biscuit Brand.

Biscuits - Brand*

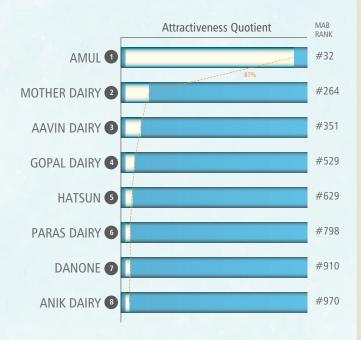


Dairy – Diversified

Amul has emerged as India's Most Attractive Dairy — Diversified brand. It leads the race by a huge margin of 87% in terms of Attractiveness Quotient. Further, the Anand-based dairy company has improved its overall ranking since 2015 to be ranked as the 32nd Most Attractive Brand in the country. Mother Dairy comes in second, followed by Aavin Dairy and Gopal Dairy in third and fourth places respectively. Chennai-based Hatsun has successfully been enlisted

into the country's Top 1,000 brands for the first time, and ranks as fifth in this particular sub-category. Paras Dairy and Danone rank sixth and seventh respectively. Indore-based Anik Dairy, which is in talks to be bought by the world's largest dairy company, Lactalis, comes in at the eighth rank this year.

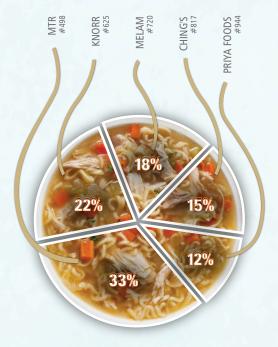
Dairy - Diversified*



RTC Foods

MTR is ranked as India's Most Attractive RTC Foods brand. However, in terms of its Overall Attractiveness ranking, MTR has fallen drastically from 98th

RTC Foods*



*Values are with respect to the Attractiveness Quotient recorded in 2016 #MAB 2016 Overall Rank

Relevant Utility



Dominic TwyfordClient Services Director,
FITCH South Asia

The more variety you offer, the more you can sell and the more profit you make, right? Why satisfy a singular need when you can appeal to a wider audience by fulfilling multiple needs?

While this scenario may sound appealing, it is fundamentally flawed due to a psychological principle called Goal Dilution. This principle suggests that people believe that something that only does X will do it far better than something that can do X, Y, and Z. So, when brands overpromise or overstate their case, they are often taken less seriously than those that focus on a singular area of competence. It's just human nature.

Entire categories have been revolutionized by brand specialization. Consider the household-cleaning category and the ultimate in this utility — bleach. Where we once had a single bottle of generic bleach in the cupboard that was used for multiple cleaning purposes, now there are a multitude of bleach-based products for specific usages — liquids, wipes, and gels have been designed for specific rooms of the house and even different surfaces.

The end result is that shoppers now regularly buy multiple bleach-based cleaning products for the home, each one designed for a specific purpose, often staying loyal to the brand they see as the expert in this area.

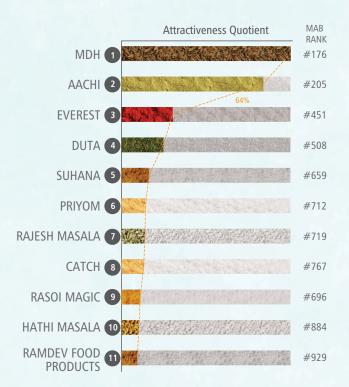
While mass appeal sounds nice, sometimes single-minded, laser-like focus is even more appealing — particularly to consumers. So what are you expert at? Be the Master, not the Jack.

position in 2015 to 498th in 2016. Ranked second and third respectively are German brand, Knorr, ranked 625th in the overall rankings, and a new entrant, South-Indian brand, Melam Foods, ranked 720th in the overall listings. With the 817th rank in the Top 1,000 Most Attractive Brands list, Ching's comes in at the fourth place. Hyderabad-based Priya Foods has bagged the fifth place in the RTC Foods category.

Spices

The top 3 positions in the Spices category is still dominated by the same three brands as last year — MDH in the first place, Aachi in the second, and Everest in the third position. MDH has shown consistent improvement in its ranking from being third in 2013, second in 2015, and finally being ranked as India's Most Attractive Spices Brand in 2016. The two-time champion in this category, Aachi, has moved to the second place with a 16% lower

Spices*



Attractiveness Quotient than the former. Everest has continued to maintain its third position this year, and is followed by Duta Spices, Suhana, and Priyom in fourth, fifth, and sixth places respectively. Debut brand Rajesh Masala (ranked 7th), Catch (ranked 8th), Rasoi Magic (9th), Hathi Masala (10th), and Ramdev Food Products (11th) round off the bottom half of the Spices category.

Conscious Effort



Prof. Usha Patel,Dean - Academics,
Indian Institute of Art & Design

Will you learn to tie your shoelaces only when you go live in a boarding school? Will you plant saplings only after the Earth becomes a desert? It is very important for any brand to cultivate an awareness of what they truly value and identify issues and potentially threatening situations early. Once that's done, they need to consciously develop a run-down list of circumstances and situations where their brand image can be scarred. Working with this, brand stakeholders must envision ways to tackle these situations while keeping their brand values at the forefront.

There is another kind of crisis, though — ones that are self-created. Brands need to be wise with their ambitions and must not leap at every opportunity that comes along, no matter how alluring it seems. Clarity in the core brand values gives resilience and enables companies to remain focused towards their vision without being derailed. This careful approach towards business will help them avert and preempt situations of crisis.

If brands remain conscious of the times and about their ethical value systems, they automatically exert a certain level of magnetic pull that attracts the audience to itself. Given, of course, that they communicate this.

Brands that demonstrate Conscious Effort stand out from their competition as they are seen to be clearly a cut above the rest. Moreover, it takes a certain level of intellectual prowess and maturity to even consider portraying oneself as making Conscious Efforts. This gives the brand a certain flair and appeals to the masses from a rational level.



ATTRACTALK

Mahesh Gupta Chairman, Kent RO Systems Ltd.



Attractiveness is a set of key attributes of the brand that make the brand stand out of the lot and generate interest and inquisitiveness among the target audience. It is based on deep desires that are inbuilt in all humans as a result of their experiences in life, their environment, their upbringing, and the current circumstances they live in, among other parameters.

For us, the primary attribute is the quality of the product we offer. Kent Mineral RO Water Purifiers are the best certified water purifiers. We have the highest quality certifications from WQA and NSF of USA and ISI in India. Kent's patented Mineral RO technology also builds on Attractiveness, as it offers something very unique to the consumers. The Mineral RO technology maintains the essential natural minerals in purified water, besides removing the dissolved impurities.

Space-saving design, user-friendliness, and a strong after-sales servicing network also contribute toward our Brand's Attractiveness Quotient. And all of this is effectively communicated as well, making our customers see the efforts we make day in and day out to bring them a superior product. Moreover, the one delivering our outgoing communication is also a special personality who has a popular appeal to all Indians. Our Brand Ambassador, Smt. Hema Malini Ji, features in all our advertising campaigns and is loved by everyone. The key deliverables of our products are communicated by her in a very simple and lucid manner in the advertisements. This simple yet strong communication by Hema Mailini Ji has worked well for us. Not only is the endorser falling under the category of attractive but the messaging of our advertisements is also one that exude this property.

We are very excited about our latest advertising campaign, wherein Kent's HEPA Air Purifiers are being advertised alongside Kent's RO Water Purifiers. The viewers have appreciated Hema Malini Ji's double role and are relating that to her famous role in the movie of old, Sita-Gita. Most of our advertising campaigns also stress upon the global certifications received by Kent, which validate the claim of providing 100% pure drinking water and offering 100% pure air.

A brand's Attractiveness is central to the brand's Identity. For any marketing campaign to be successful, it is very important that a brand catches the attention of its target audience, which is possible only through building on its Attractiveness Quotient. At Kent, we have worked diligently on this and our efforts to build Attractiveness is seamlessly attached to our Brand Identity. In fact, when analyzed, all our communications and promotional effort that we have made follows the simple process of linking our Brand Image to the inherent Attractiveness of our brand.

Once a brand has been able to catch the attention of its consumers, it becomes relatively easy to communicate the message containing the USP of the products being offered. This is a core belief of Kent as well. We have seen in our experience that once people become attracted to your brand, it is very rare that they will change their choice for further purchases. It follows naturally that the more the Attractiveness of a brand, the better are the chances that the desired impression is left on the consumer's mind. However, it is also to be noted that there are 2 types of customers — brand users and brand transmitters. Those customers who go and talk about your brand are the most cherished consumers of all, as they not only buy our products but can help us reach others as well.

In my opinion, the facets that make Kent an attractive brand are:

- Innovation and Technology
- Performance and Quality
- Certifications

Packaged Snacks

Haldiram's is the clear leader in the Packaged Snacks category, with a 47% higher Attractiveness Quotient than its nearest competitor, Frito-Lay. Balaji Foods ranks third with a 29% lower AQ and is followed by Kurkure in the fourth place. Bingo ranks fifth, Bikanervala sixth, and Bikaji Foods is seventh in this sub-category. Bapi Chanachur, a popular snacks name in Eastern India, is ranked eighth, followed by Uncle Chips and Crax in ninth and tenth place respectively.



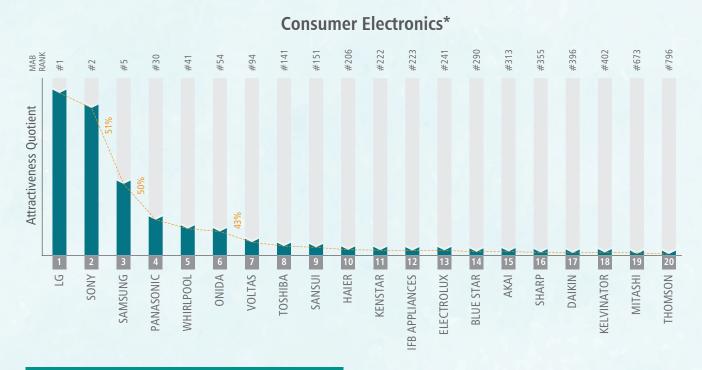
DURABLES

Exerting the third-highest Attractiveness Influence (AI) and securing the highest Average AQ per brand, is the category of Durables. This category's total AI was about 13% lesser than the Food & Beverages category's. With only 33 players in the category, having three brands among the top 20 India's Most Attractive Brands has worked as an advantage for this category in terms of the Average Attractiveness Quotient per brand.

Consumer Electronics

India's Most Attractive Brand in the overall listings, LG, naturally leads in the Consumer Electronics category, with an Attractiveness Quotient 12% higher than its nearest competitor, Sony. Next in line, Samsung, ranked third and has 51% lower AQ than its predecessor. The high level of competition between the top 2 players in the category is seen to fall drastically as we progress through the ranking. Panasonic ranks fourth in the Consumer Electronics category with an AQ that is 50% lower than the previous brand. Whirlpool ranks fifth,

Onida is sixth, and Voltas is ranked seventh in the sub-category. Toshiba, Sansui, and Haier bring up the rear of the ten Most Attractive Durables category as the eighth, ninth, and tenth brands in that order of rank.

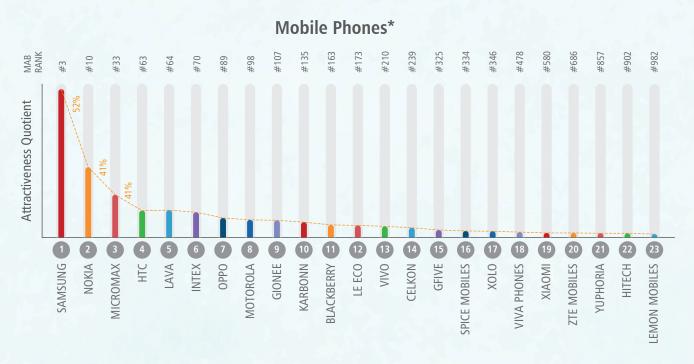


PERSONAL GADGETRY

Despite being populated with merely 34 brands, the Personal Gadgetry category exerts the fifth highest Attractiveness Influence, about 29% lower than the total Attractiveness Influence exerted by the previous category, Durables. In terms of the Average Attractiveness Quotient per brand in the overall listings, this category is placed fourth this year. The top 10 brands in the Personal Gadgetry category fall within India's Top 100 Most Attractive Brands, lending this sub-category further strength.

Mobile Phones

Samsung Mobiles is the clear leader in the Mobile Phone category this year. It has managed to maintain an AQ difference of 57% with Nokia, which maintains the second position in this category. Coming in third is



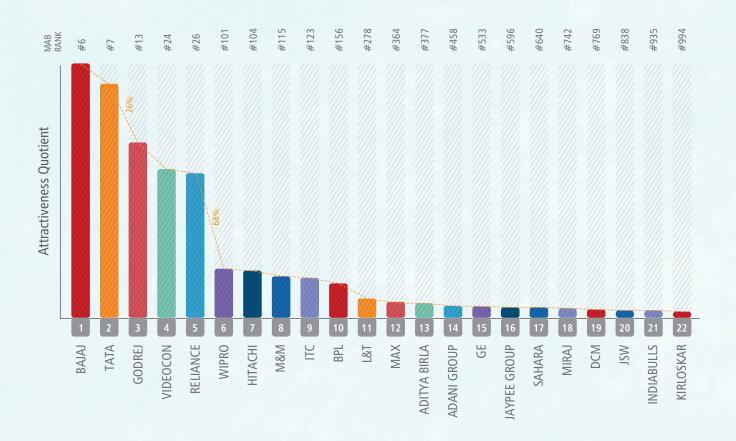
India's own Micromax, which is also India's 33rd Most Attractive Brand. HTC ranks fourth, Lava ranks fifth, and Intex is in the sixth position. The bottom-half of the sub-category is dominated by closely competing Mobile Phone brands such as Oppo (placed seventh), Motorola (placed eighth), Gionee (placed ninth), and Karbonn (placed tenth).

DIVERSIFIED

The Diversified category of brands exerted the sixth highest Attractiveness Influence, 6% lower than that of the Personal Gadgetry category of brands. With 25 brands, the category was ranked second in terms of Average Attractiveness Quotient per brand. Within the Diversified category, we have three more sub-categories, that is, Technology, Healthcare/Agriculture, and Diversified once again.

Within the sub-category of Diversified brands, Bajaj leads the pack, closely followed by Tata with a slightly lower AQ (7%). The leader has consistently improved its ranking over the years from 3rd in 2013, to 2nd in 2015, and finally ranking as the Most Attractive Diversified Brand of 2016. Godrej, which slipped from the overall top 10 India's Most Attractive Brands list and secured the 13th place this year, has managed to keep up its third place in the category. The fourth and fifth places are taken by Videocon and Reliance respectively, a reversal of last year's rankings for the two brands. The bottom-half of the Diversified category sees a steep fall in AQ, with Wipro ranking sixth and scoring an AQ that is 68% lower than its predecessor. Hitachi ranks seventh, Mahindra & Mahindra ranks eighth, and ITC fell three ranks to the ninth place. BPL ranks tenth in the category.

Diversified*



PERSONAL ACCESSORIES

With almost as many brands in its list as the Apparel category, the 51 brands of Personal Accessories include Footwear, Sportswear, Watches, Jewelry, Eyewear, and Grooming Appliances, among a few others. Typically,



ATTRACTALK

A. Padmasingh Isaac Founder & Chairman, Aachi Group of Companies



Prand Attractiveness is the measure of a brand's ability to lead customers into purchasing the product repeatedly as a result of its constituents, which are in perfect sync with customer needs. It is all about the consumer pull a Brand is able to generate. At Aachi's, our brand's Attractiveness Quotient is a result of our consistently delivering the right unique taste and satisfying the palate. Another factor is the well-thought-out-and-designed packaging of our products. Not only is it aesthetically pleasing but also designed in a manner that makes them instantaneously synonymous with the Aachi brand in the minds of all our customers nation-wide.

The Aachi brand embodies some key values. First comes the value of inclusivity of its primary stakeholders, like the multitude of retailers served efficiently through our supply chain network. The value of quality integration in all its business processes stands it in good stead with all its stakeholders, such as suppliers and customers as well. Aachi exemplifies the value of true service to society by demonstrating the tenet of giving back to society in whatever possible way it can.

Aachi's brand communication is unique to the extent of clearly communicating to the target audience at an appropriate time. The thematic communication of Aachi has gone a long way in establishing the Aachi Brand in consumers' minds. The brand's popular campaign Thai Veetu Seethanam is about a girl who has been loved and cared for by her parents. The girl loves her mother's delicious dishes. As time goes by and she gets married and goes to her new home, she longs for her parents' love and affection and finds it difficult to part from her parents. The emotion-filled scene shows the girl receiving the inheritance that her mother has so lovingly gifted. That gift is a big box of an assortment of Aachi spices, condiments, and food packs, which she carries with her to her new home. Her eyes moist, she bids goodbye to her parents. This campaign made Aachi a brand that brings emotional bonding in families to the table, literally.

Brand Attractiveness is the force that helps Aachi customers stick to the brand. One of the most attractive attributes for a brand is Trust. A brand is seen to be trustworthy only when all the promises the brand makes are delivered to customers time and again. Aachi is a brand built on customer Trust. Quality is another aspect of the brand. Aachi maintains the highest quality and standards in all the processes for all the offerings of the brand. Aachi's quality standards are non-negotiable. The price of a brand's products needs to be fully aligned to the perceived Value of the brand. When the brand offers high quality at low costs, customers are delighted. Aachi follows the policy of offering good-quality products at affordable prices.

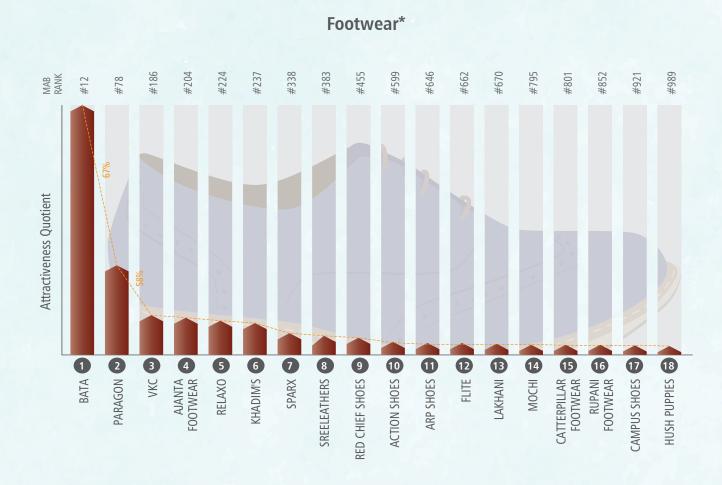
A brand needs to Service its customers in ways that they expect it to do. Matching and going beyond such customer expectations, be it primary customers or secondary ones, would always generate greater brand attractiveness. Aachi's service delivery standards are uniquely differentiated as the brand constantly strives to deliver products to retailers on time. A brand needs to be Consistent in delivering all the consumer needs and expectations it aspires to fulfill. It is only then that customers will stick with the brand. Aachi stands for its quality of consistently delivering the right product, in the right place, at the right price, and at the right time.

The creation of a solid brand identity was the first step for Aachi, and we have now moved forward to obtain a place in the consumers' hearts, which is the most significant aspect of Brand Attractiveness.

personal accessories are understood to be items that minutely define, and sometimes even mimic, the personality of the user. This category is therefore inextricably tied to Attractiveness. This year, the number of Personal Accessories brands in the Top 20 Most Attractive Brands list has been shortened to just one, Bata, from the Footwear sub-category.

Footwear

Bata, ranked as the 12th Most Attractive Brand in the country in the overall listings, leads the Footwear category with an Attractiveness Quotient that is 67% higher than the next brand, Paragon. VKC, Ajanta, and Relaxo follow suit in third, fourth, and fifth spots respectively. Ranked second in the category in 2015, Khadim's has moved to the sixth rank. It must be noted, though, that it has gained 64 spots in the overall Attractiveness listings since last year. Sparx, ranked seventh, has seen a 108-rank drop since 2015, and is followed by Sree Leathers, which fell 32 places in the overall rankings. Red Chief Shoes and Action Shoes round off the top 10 Most Attractive Footwear Brands list this year. New entrants to the category include ARP Shoes (ranked 11th), Caterpillar Footwear (ranked 15th), Rupani Footwear (ranked 16th), and Hush Puppies (ranked 18th).



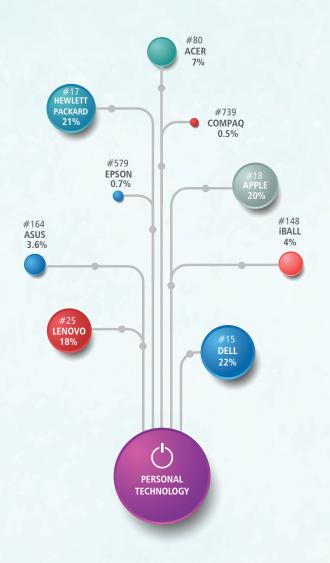
TECHNOLOGY

In total, 19 brands feature in the Technology category. In terms of the Average Attractiveness Quotient per brand, the Technology category ranked third highest. Moreover, due to the consumers' cognitive bias that if a brand is good at one type of technology, it will probably be good at a related one too has allowed technology brands to migrate quite easily across sectors with little adaptation in their outgoing communication. With many brands making the transition during the writing of this Report, their exact classification becomes a difficult task.

Personal Technology

Dell continues to rule the Personal technology category for the third time this year. Closely following it is Hewlett Packard, with an Attractiveness Quotient only a percent lower than the leader. Apple ranks third in the category with only 3% lower AQ than that of HP. It can be surmised that there is an intense competition between the top 3 brands in terms of Attractiveness, which have also secured ranks among the country's Top 20 Most Attractive Brands in the overall listings. Lenovo ranks fourth in this list and is gravitating towards the top 3, with an AQ only 14% lower than its predecessor. The competition for Attractiveness falls sharply in the bottom-half of the top 10 Most Attractive Personal Tech Brands, with Acer ranked fifth, iBall ranked sixth, and Asus ranked seventh. Epson and Compag are ranked eighth and ninth in this category.

Personal Technology*



RATIONAL APPEAL

Creativity



Prasanna Sankhe, Co-Founder & Creative Head, Hyphen

Think of any brand that you love. Not just a brand that you buy. But love. And defend. And recommend. And fight for. Chances are that brands like Nike, Adidas, Samsung, and Apple will figure in the list. Now, what is the quality that sets these brands apart from the tens of thousands of brands in the world?

In one word, it's Creativity.

Creativity not just in presenting new and interesting ideas on communication campaigns but creativity in engaging with the consumer as well. Creativity in developing new products based on consumer needs. Creativity in product display. Creativity in packaging.

Think about your own excitement while unwrapping a new phone. It's because some creative thought has gone into the packaging. And it is because of this creativity and its unique manifestation along the entire consumer touchpoint journey that the consumer keeps getting small pleasant surprises from the brand. It's a complete experience and not just a transaction anymore.

And when the transactional nature between a brand and a consumer stops and is converted into a dialog, that's when the consumer becomes a brand advocate.

Take Apple's ecosystem, for instance. What Apple developed is an entire system for a consumer's online needs. Not just products. An entire solution that no other brand had thought of. And the payoff is Brand Loyalty, no matter what product Apple releases. Aiding this is simple and creative communication that is endearing to the consumer.

That's how you get an Attractive Brand.

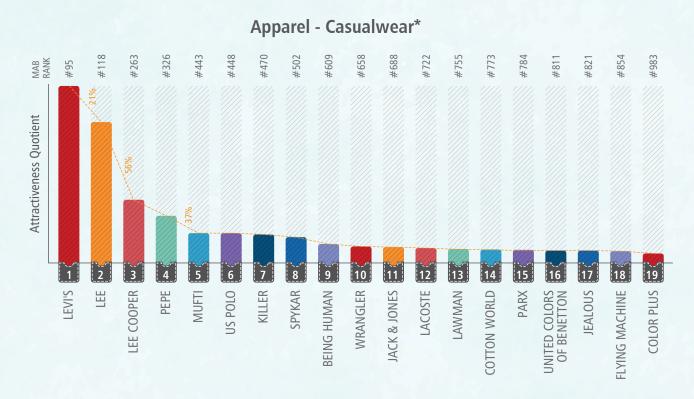
APPAREL

In terms of Attractiveness Influence, the Apparel category ranks tenth, with a total of 57 Most Attractive Brands. Apart from the regular sub-categories that make an appearance in our list every year, this year, we have seen the entrance of a new sub-category, Kidswear Supplier, with Kerala-based Kitex, the world's third largest and India's largest producer of children's apparel, featuring as the solo brand. Moreover, compared with 2015, the total number of Most Attractive Brands in both the Formalwear and Casualwear categories has dropped this year.



Apparel – Casualwear

The Casualwear segment, overall, has seen a dip in its rankings, with most brands (except US Polo and Killer) having slipped from their last year's ranks. This year, as it did in 2015 and 2013, Levi's continues to rule

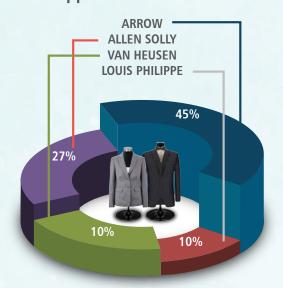


and therefore define the Casualwear category. Still, in terms of its overall ranking, the American denim jeans brand was ranked as India's 95th Most Attractive Brand in the overall rankings, 27 ranks below its position last year. Just 5% below in terms of Attractiveness Quotient (AQ) is another American brand, Lee, which has maintained its second position in the sub-category for the second year in a row. Lee Cooper comes in at the third place and is placed 263rd in the overall rankings. Pepe is a close fourth, followed by the Indian brand, Mufti. US Polo ranks in the sixth position, followed by Killer, which has a 6% lower AQ. Spykar, another Indian-origin brand has slipped from its fourth place in 2015 to be at the eighth place in 2016. Being Human has also slipped compared to last year and is ranked ninth. Wrangler rounds up the top 10 of the casualwear sub-category as India's 658th Most Attractive Brand in the overall listings.

Apparel – Formalwear

The Formalwear sub-category under Apparel has four brands competing for the top position. Arrow, the 131-year-old American brand comes on top as the Most Attractive Formalwear Brand of 2016, a repetition of last year's performance. However, it secured 160th rank in the overall listing, 19 spots lower than last year. In the second position is Allen Solly, which had 2% lower AQ than its predecessor. The third place in the sub-category is taken by Van Heusen, which came in at the 342nd rank in the overall list, an improvement of 67 ranks from last year. Louis Philippe, placed 518th in the overall ranking list, comes in as the fourth Most Attractive Formalwear Brand in 2016.

Apparel - Formalwear*

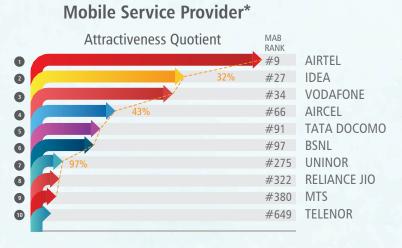


TELECOM

The Telecom sector features a total of 19 brands. In terms of Attractiveness Influence, it is ranked tenth, while it had the fifth highest Average AQ levels compared to other categories. In our listings, the largest number of brands in the Telecom category fall under the Mobile Service Provider sub-sector.

Mobile Service Provider

Airtel, Idea, and Vodafone are ranked as the top 3 Most Attractive Mobile Service Provider (MSP) Brands of 2016, maintaining the same places in the sub-category as in 2015. However, the top 3 MSP brands have improved their overall ranking in the overall listing compared to 2015. Aircel is ranked fourth, with



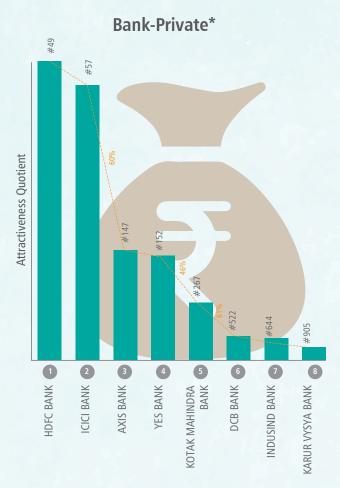
43% lower AQ than the preceding brand. That is followed by Tata Docomo in the fifth position. BSNL has fallen in rank this year to the sixth position, and is followed by Uninor (now Telenor) in the seventh place. Not surprisingly, Uninor is ranked in our listing this year even though the brand name has been discontinued — an indicator of the residual recall value of the brand Uninor. Reliance Jio is ranked eighth, while MTS and Telenor round off this year's Most Attractive Mobile Service Providers listings.

BANKING, FINANCIAL SERVICES, AND INSURANCE (BFSI)

BFSI ranks as the fifth most populated category in our listings, with the 11th highest Attractiveness Influence, 1% lower than the Telecom sector. The category has witnessed the entry of 11 new brands, from the likes of Angel Broking, to PSU banks such as Indian Overseas Bank, to foreign banks such as Wells Fargo, and even includes private insurance players such as Metlife and Aegon, to name just a few.

Bank - Private

Heading the Bank — Private category is HDFC Bank, which has moved up from the 2nd position in 2015. ICICI, which was leading this list in 2015, has come second with an AQ difference of 11% from the previous brand. Its overall ranking, however, has improved from the 61st Most Attractive Brand

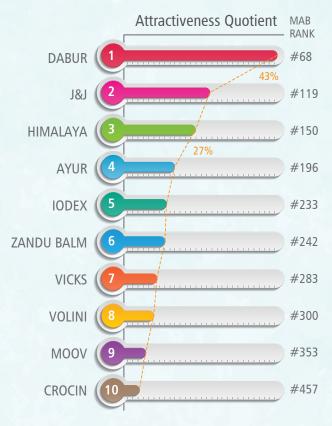


in 2015 to the 57th Most Attractive Brand in 2016. Axis Bank ranks third with a 60% lower AQ and Yes Bank follows with the fourth rank. Kotak Mahindra Bank ranks fifth, with an All-India ranking of 267,

119 ranks below its last year's ranking. This has been the highest drop in terms of individual Attractiveness ranking for any private-sector Bank. DCB Bank and IndusInd Bank have been ranked sixth and seventh respectively. The newest entrant is Karur Vysya Bank, which has claimed the 8th place in the category.

HEALTHCARE

Healthcare*



Ranked 13th in terms of overall Attractiveness, the category of Healthcare is an important one in terms of overall significance to consumer lives. Brands in this category range from the sub-categories of OTC products and Pharmaceuticals to Unani medicine and Ayurvedic Products. Leading for the third time is home-grown Diversified brand Dabur with an all-India ranking of 68 in terms of Attractiveness. The second Most Attractive Healthcare Brand is the multinational Johnson & Johnson, which had 43% lower AQ than the leader. Himalaya saw a 62-rank fall in its overall Attractiveness ranking and is in the third place. Ayurveda brand, Ayur, ranks fourth and is followed by Pain Balm brands Iodex and Zandu Balm in fifth and sixth positions. OTC brand Vicks ranks seventh, while Volini and Moov follow in the eighth and ninth place. OTC brand Crocin tie off the top 10 list of Most Attractive Healthcare brands.

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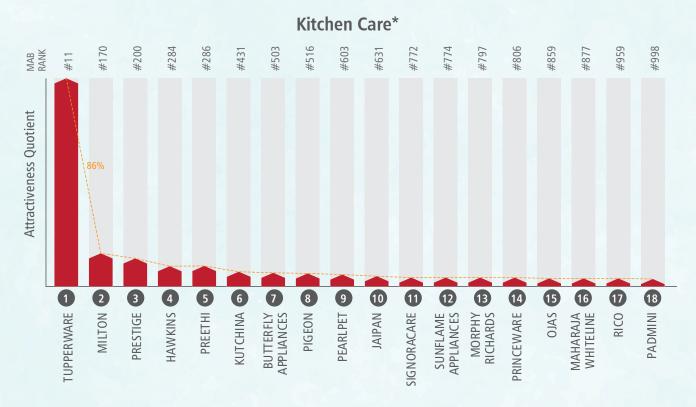


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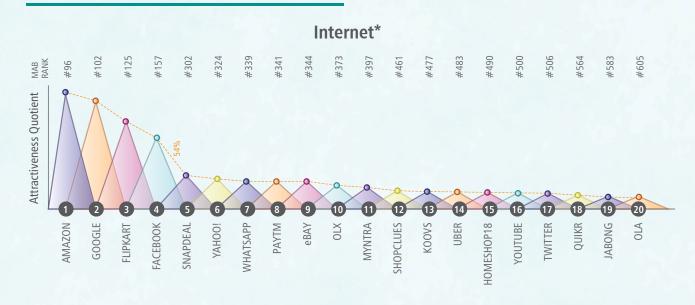
KITCHEN CARE

Tupperware has seen a miraculous rise in its ranking from being the 931st in 2015 to be the 11th Most Attractive Brand in the overall rankings. This also granted it the leading position in the Kitchen Care category. It is followed by Milton, whose Attractiveness Quotient lags 87% behind the leading brand. Prestige and Hawkins rank third and fourth respectively in the Most Attractive Kitchen Care Brand category. New entrant Preethi Appliances is ranked fifth, followed by Kitchen Systems brand Kutchina in sixth and Butterfly Appliances in the seventh position. Kitchen appliances brand Pigeon is positioned in the eighth place with Kitchenware



brand Pearlpet ranking ninth in the category. Cookware brand Jaipan is ranked tenth in this category. All brands in the Kitchen Care category have seen a fair improvement in their Attractiveness ranking since 2015, except Maharaja Whiteline, whose ranking slipped 43 positions to 877 in 2016 from 834 in 2015.

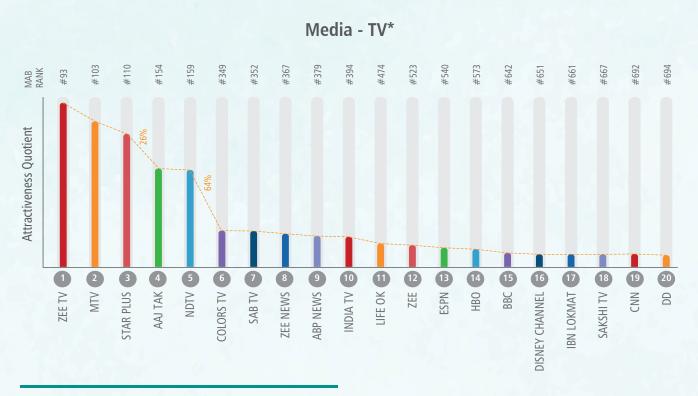
INTERNET



This year, Amazon is ranked as India's Most Attractive Internet Brand, with Google following it closely with 6% lower Attractiveness Quotient. Online retailers seem to rule the category's top-half as Flipkart has come in at the third place. Social networking behemoth Facebook appears at the fourth place with 19% lower Attractiveness Quotient compared to its predecessor. Another online retailer, Snapdeal, is positioned as the fifth Most Attractive Internet Brand for 2016. The second half of the top 10 in the sub-category is led by Yahoo! in sixth place, WhatsApp in seventh, and the digital wallet player Paytm in the eighth position. eBay and OLX finish as the ninth and tenth Most Attractive Internet Brands.

MEDIA - TV

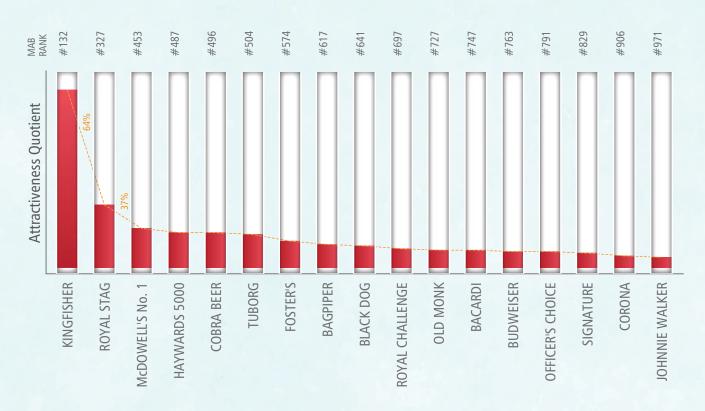
Zee TV has kept up last year's leading position as the Most Attractive Media — TV Brand for 2016. Surprisingly, MTV has leaped from its 18th position in the category listing of 2015 to the second position this year. 2015's second Most Attractive Media - TV brand, Star Plus, has slipped to the third place. Hindi News Channel Aaj Tak ranks fourth and is India's 154th Most Attractive Brand in the overall listings. It is closely followed by Media Cluster brand NDTV in the fifth place. Ranked sixth in the list is the Hindi GEC Colors TV, which has a 64% lower Attractiveness Quotient compared to the previous brand. Another Hindi GEC, SAB TV, follows in the seventh place. Hindi News Channels Zee News, ABP News and India TV rank eighth, ninth, and tenth respectively.



ALCOHOLIC BEVERAGES

Continuing its winning streak, Kingfisher is still the Most Attractive Alcoholic Beverages Brand. It features in 132nd place in the overall Most Attractive Brands list, a minor improvement of five ranks from last year. Ranked second, and with 64% lower Attractiveness Quotient is the whisky brand, Royal Stag, which has maintained its second position from last year. Another whisky brand McDowell's No. 1 ranks third in the list, followed by beer brand Haywards 5000 in the fourth position. After its brief exit from the Most Attractive Alcoholic Beverages list in 2015, Cobra has made a comeback as the Fifth Most Attractive Alcoholic Beverage Brand this year. Tuborg is ranked sixth, recording a fall of 61 ranks in the overall rankings. Foster's has made a remarkable 418-rank jump to be ranked seventh on this list. Bagpiper, Black Dog, and Royal Challenge make up the remaining Top Ten Most Attractive Alcoholic Beverages this year, ranking in at eighth, ninth, and tenth place respectively.

Alcoholic Beverages*



LUXURY FASHION



ATTRACTALK





Attractiveness is a state of desirability — a sense that provides pleasure or delight. Especially in appearance or the actions of a brand, Attractiveness is a feature that arouses interest. For Livpure, the consumers' needs, product features, and benefits are important factors of consideration. Attractiveness helps in reducing customers' inhibitions regarding a product. Design, methodology, and approach all contribute to Brand Attractiveness.

It is wisely said that beauty lies in the eye of beholder; however, this may not be a wise axiom to go with when it comes to Brand Attractiveness as regards the consumer. A brand has to have eye-catchy outer appearances to grab the eyeballs and keep them hooked — visual appeal and aesthetics play big roles. Creating strong brand positioning largely depends on a brand's uniqueness and the trust people place in the company, which are also the virtues of Attractiveness. Innovation in design has been a hallmark of Livpure. This is one of the reasons why our products have created a strong base. A strong, dedicated team and decades of research have resulted in the creation of one of the best ROs in India.

The brand trust generated by Livpure among its consumer base has been our biggest asset. Livpure is the first Indian company to launch India's 1st Smart RO, equipped with world-class features. The company aims to enhance the quality of life by delivering world class products that deliver nothing but unmatched purity. Incorporated in 2011, today, the company enjoys the trust of millions of its satisfied customers, which is a testament to its success. With its wide network of dealers and distributors across the country, Livpure takes pride in delivering prompt and efficient service through its professionally trained SmartSquad Service Technicians.

Livpure has always been ahead in bringing the finest technology and services to its customers. Innovation and research have been an integral part in formulating any Livpure campaign. So far, we have been able to achieve the desired results with our effective campaigns, especially the one around our move to bring the 1st Smart Water Purifier to Indian shores. As the name suggests, our campaign too was "smart". Since our ROs are equipped with smart features like purity level indicators, service-due alerts, Bluetooth connectivity, and more, our promotions gravitated around the catchy phrase "Ye Pehle Hi Batata Hai". We categorically and artfully informed customers about these features, which were a first in India and immediately set us up as trendsetters.

For Livpure, consumer perception is very important. We value their expectations and strive to understand their needs. After all, every business entity has to reflect the values of the company, and for that it is necessary to engage customers, understand their needs, and value their opinion. To make a statement in the market and create strong brand appeal, Brand Attractiveness has to be the primary focus for any company. And Livpure is proud to have created a healthy perception in the minds of our consumers. We have strengthened our brand identity by leveraging the strong image of the core brand.

Livpure, having launched India's first Smart Water Purifiers, promise absolutely pure drinking water. That fact itself makes us attractive. However, here is a break-down of our attributes that contribute to Attractiveness:

- Genuine innovation to deliver value
- Heavily invested in a wide and responsive service network, which includes several free-of-cost service packages to our users
- Recognized by industry experts, Livpure is one of the most awarded brands in India, which gives us the confidence we need to continue our good work



03

Unveiling the Chemistry

Unveiling the Chemistry

Remember the last time you ate at your favorite restaurant? Or the last time you had a new pair of trousers tailored? Or when you dreamily looked at the mobile phone that you aspire to own? Brands, places, people — all exude strong forces of attraction that result from our personal socio-psycho-cultural experiences, and when they arouse positive feelings of these experiences, they exert a magnetic pull. They beckon us, and we are drawn, quite often beyond our control, towards them.

Hypnotic and mesmerizing, brands have the power of attraction stronger than merely how they look, speak, or act. Brands that resonate with us radiate feelings in us — some positive, some not. The attraction power of such brands cannot be ignored, and they bring out emotions in us as if they were human, exerting the same appeals as humans do. This attraction is the same as one feels when in love, and sends rushing through our veins the same chemicals as when one is lovesick. The drive is more than animalistic, and humans actively seek to fill any vacuum in fulfillment through associations that satiate the four important needs of culture, values, knowledge, and vision.

Knowing and impacting this attraction quotient of brands needs a scientific approach, as the stakes for the brands in this one outcome is quite significant. People buy not because the product or service fulfills a need, but rather because it fulfills a desire. TRA embarked on this mission to find a method to quantify attractiveness by first understanding its primal ingredients. Over three years, we spoke to several hundred psychologists, sociologists, anthropologists, and communication experts to comprehend attraction. After much empirical and pilot testing, TRA has an Attractiveness Matrix, which, at its atomic level, has 36 Traits that impact Brand Attractiveness. These are further clubbed into 12 Demeanors, which converge into 4 Appeals – the foundations of attractiveness.

Becoming desirable is merely the first step. More important and tedious than becoming desirable is sustaining this desire in an era when newer and better choices are available to fill the desire voids.

The brand stakeholders—the customers, employees, partners, and investors—are always scanning the environment for better, more effective ways to fulfill their desires. This is no fault of theirs, no question mark on their loyalty — it's just the way humans are designed. Brands that try and understand their desirability or Attractiveness Quotient are the ones that will find the means to sustain this ephemeral albeit strong bond.

SELECTING THE SAMPLE

Who Did We Talk To?

Consumer-influencers are a very important category of people that not only consume or know about brand consumption, but also hold sway over other stakeholders. They are the 10% of the population that typically influences the balance 90% of the population. They are influencers because of some important traits like competence, integrity, commitment, authority, and reputation, among others. It was this type of respondent that we sought to survey. TRA was fortunate to have as its statistical partner the Indian Statistical Institute (ISI), the country's oldest institute singularly devoted to the research, teaching, and consulting of statistics and social sciences. ISI's scope was to help define the respondents, ensure sample randomization, and to test the statistical validity of the results.

As brand choice increases, giving hundreds of alternatives for every purchase being made, the decision-maker is driven by intrinsic desires but is keen to endorse his buying decisions. Whether it is a TV, refrigerator, car, washing machine, kitchen system, or mobile phone, buyers become more confident of their buying through the opinions of other trusted and reputed sources. However, these opinions are so important that they need to be studied further.

Opinions, the subjective generalized belief of a community, are essentially of three kinds – primary,

secondary, and tertiary. Audiences who carry these opinions are also identified by these three terms. Of these, the first two are the most important opinions, and they are analyzed thoroughly in this research. And in both classes, the respondents were opinion leaders — making the combination a potent one. Here's why.

A primary opinion is generated by those who have had first-hand experience and have directly interacted with the brand in some way. These people, who have a tactile experience of the brand, include employees, customers, investors, and partners, among others. The Primary experience emanates from the actions of the Brand — the value-cost benefit received by the customer, the sales experience at the store, the employee's belief in the organization's value systems, the after-sales service, the investor's perception of returns generated for them, and so on. Every action of the Brand builds or erodes opinion.

The Secondary opinion is perhaps even a little more important than the Primary opinion. Those who carry this type of opinion are people who have not had a direct experience of the brand, but have experienced it through others — vicarious experiencers. Though they have not interacted with the brand, they are acutely impacted by any large change in the brand and have heard about it from a trusted and close source. This includes the family and friends of the employees and investors, community, peers, and employees in competing organizations, among others. What's more, when these opinions come from the mouthpiece of a customer-influencer, it enhances the credibility of the opinion and also gives it a bigger circle of influence.

Strict criteria were maintained to ensure that all respondents fit one of these two categories. Their own brand knowledge and brand usage patterns were studied. Equally stringent criteria were maintained to ensure that they were influencers (see Respondent Selection Criteria). The final respondents chosen 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.

Winner's Attributes



Ashish Mishra Managing Director, Interbrand

istorically, the concept of "brands" has always played second fiddle to the far more important attribute called "business success". Everything an organization did was to achieve business success, not the promotion of the brand itself. The concept of Branding was seen as an overhead — a side-show left to the Marketing department and contributed to by creative and media agents, people who enthusiastically extolled its virtues but could never prove its value.

Indeed, for anything to be of consequence in business in the days gone by, its materiality needed to be clear and measurable. Since no one could achieve the analytical depth for isolating and measuring the economic impact of brands and branding, it was always convenient to keep it on the side-lines.

These days, though, brands are flying left, right, and center. The management of brands is a multi-billion-dollar business. However, when we get down to brass tacks, what is of relevance is whether the consumer is enticed to go back and consume the brand that you are promoting; in short, is your brand attractive?

Fascinatingly, the world of brands and branding is so dynamic that any new brand that exudes the right kind of spirit and wherewithal can become the favourite of the masses overnight with some well-executed communication. It is important for brands to behave like and take on the attitude of a winner from the word go. Having belief and 100% conviction in what one is selling is key. This confidence trickles down and a brand's stakeholders can sense that that particular brand possesses certain Winner's Attributes, making it all the more attractive.

SOME THINGS JUST WORK BETTER TOGETHER.

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Culling the Respondents

In the process of data collection, all consumerinfluencers had to attach their visiting cards with the questionnaire to serve 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 and experts verified this for exactness of match. 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. Other verifications were also undertaken directly from the respondents over the phone call, such as the time of day during their interview, duration, purpose, method, and so on to ratify the authenticity of the data. This process resulted in more than 40% rejections, eliminating the chaff and making the data cleaner.

To be able to create a sharp pool of data points that helped construct the Brand Attractiveness Quotient in MAB 2016, we collected information from close to 2,400 consumer-influencers. This large pool of respondents ensured that we were able to generate enough information to extract the necessary data with an error margin of 1.90%, reflecting a high degree of accuracy of the data. It has always been extremely important for us to have the MAB sample echo actual consumers' voices and have a low margin of error, because brands not only depend on this for brand insights but the rank in the MAB list is also now a standard way of endorsement of a brand's inherent Attractiveness.

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 77% male and 23% female respondents so that it reflects India's gender distribution in corporate India.

To ensure accuracy and precision in the data-collection process, interviews and questionnaires were conducted in English. As a prerequisite to sample selection, respondents were required to be fluent in English and display sufficient proficiency communicating in English and also have proficiency in one more Indian language to be able to get brand inputs from two language sources and to have command over a larger circle of

influence. More than 90% of the respondents were from the SEC A category, as it was observed that this class typically has a larger influence as compared to its peer set. 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 biased 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 26-30 years of age, constituting about 22% of the sample. This was followed by the group who were 31-35 years of age, at 20% of the sample. The remaining age groups, 21-25, 36-40, 41-45, and 46-50, made up 18%, 18%, 14%, and 8% of the sample respectively.

Ensuring an Even Spread

To ensure that each and every response was the respondent's own opinion and was not colored by bias, no more than 15 interviews were conducted in any 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 – 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 greater vigor. 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. Therefore, questionnaires with incomplete data or discrepancies were rejected.

Sharpening the Tools

Throughout this extensive and exhaustive datacollection process, respondents were put through a number of screens before finalizing their input. However, it is not exclusively the respondents who were extensively screened. Special attention was given to selecting the interviewers and their supervisors as well, based on three criteria. Once selected, each interviewer was ranked on a scale of 1 – 10 points 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 out of 30 were selected to conduct the interactions with the respondents.

Very often, our mannerisms, our eyes, and the tone of our voice betray us, giving away a lot more than we intend to. In order to prevent Interviewer's Bias or leading consumer 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.

Given the nature of the research, each individual would normally mention his/her own cache of brands due to the universal phenomenon of Brand Channelization – the mind is tricked into only mentioning a narrow range of brands to a variety of questions whose answers must be names of brands. To eliminate the Brand Channelization bias, each respondent had to name 15 brands in the international, national, and local categories, which stimulated brand-related threads in their minds and also tested their brand-centric knowledge. This year, the number of unique brands that emerged from the study was approximately 10,500. This expansive list demonstrates 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.

Brand Attractiveness is the measure of a brand's ability to lead customers into purchasing the product repeatedly as a result of its constituents, which are in perfect sync with customer needs.

A. Padmasingh Isaac, Founder & Chairman, Aachi Group of Companies

Social Maturity



Lulu Raghavan Managing Director, Landor, India

Arecent research study by McKinsey & Company has uncovered a simple secret of how companies like Unilever, Philips, Amazon, and Netflix have achieved phenomenal growth – by getting closer to their customers and by meeting their needs better than their competitors do.

The heady days where global brands had just one global formula for consumers in different geographies are long gone (be it in product, experience, or communications). Today, "meaningful difference" and "relentless relevance" are absolutely critical to creating and driving brand value. Neither can be achieved without brands customizing their offerings for the different markets and communities that they operate in.

In India, this happens at two levels. At one level, we have global brands that have a locally relevant offering for India that is different from their offerings in other countries. McDonald's McAloo Tikki Burger, Lay's Magic Masala, or Starbucks' Mango Frappuccino are a few examples. Snickers has a "vegetarian avatar" just for India.

At the second level, global and Indian brands recognize that India is a country of countries and a one-size-fits-all approach may lose out on deeper consumer engagement. Tanishq's wedding collections pays homage to the Indian bride and the community she belongs to, so you have distinctly different jewellery pieces designed for the Marwari bride and the Tamilian bride, for example.

Whether global, national, or regional, brands must be fearlessly adaptive to local markets to succeed.

Discovering the Undiscovered

It is naturally exciting to see which brands have found the fancy of the consumers, but the excitement does not end there. The discovery of undiscovered brands, those that do not usually find entry into many lists, is what delights by far the most. On scrutiny, we found that most of these undiscovered brands were local leaders, without a national presence. In a few cases, these were niche brands that do not have the reach or the communication power, and could only emerge in such a list through such an in-depth survey.

It was also very gratifying to see that the ranking and statistics generated by TRA was used by Private Equity and Venture Capital Funds to find yet-undiscovered brands that had created a brand niche for themselves but had little mindshare. Several of these investing companies also request TRA for detailed brand insights data, which gives them perspective beyond the normal diligence of promoters, balance sheets, and P&Ls.

SOME RESPONDENT INSIGHTS

We queried each respondent for the media brands that they read or viewed and three more that they thought were most informative. The respondents' media picks not only provide an insight into their mindsets but also show the influencers' hierarchy of choices. In two separate questions, we also queried our respondents on their most recalled brands as well as the brands that they personally use.

The response data from these three queries have been ranked and the top 20 have been presented as follows.



Brands need to work hard to ensure that they are able to control a positive narrative for the

brand at all brand touch-points, and not just during advertising.

Alpana Parida, Managing Director, DY Works

Self-Control



Arvind Sharma,
Tech & Internet Entrepreneur,
Ex-Chairman,
Leo Burnett- India Subcontinent

Since brands are run by humans, it is not a trait one can possibly expect brands to have either. However, all stakeholders innately need to be sure their brands have Self-control. Brands always need to be keep their focus on the long-term.

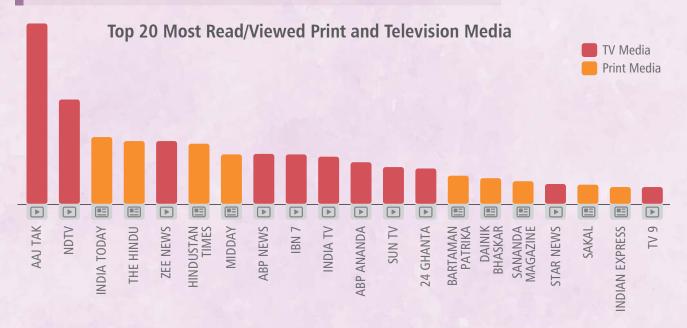
On the flip side, though, always acting instinctively or even impulsively can itself be the long-term strategy for some brands. An example of such a brand would be Virgin. Its long-term appeal to its consumers lies in the fact that it always acts instinctively and appeals to its consumers' hearts and imagination.

Whether a brand should be controlled and deliberate or totally impulsive in its behaviors depends entirely on the category it operates in. Take the example of banks; they are the quintessentially "controlled" keepers of our monies. Banking institutions always need to act in a steady manner. A financial brand that acts impulsively to maximize its deposits and offers me unrealistic returns today may not be around tomorrow to return my principal!

Brands appealing to the youth or serving haute fashion, on the other hand, need to be less controlled, sometimes even deliberately impulsive. Moreover, in most categories, diametrically opposite approaches can be successful because they appeal to different segments. Take soft drinks, for example. Coca-Cola — controlled, always inclusive, responsible. Thums Up — less controlled, appeals to the Indian male. Pepsi — even less controlled, targets youth. How big each brand will eventually become depends on the size of these segments.

In managing any brand, your consumer profile has to determine your approach, and the magnitude of your demonstrated Self-control too.

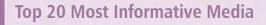
Top 20 Most Read/Viewed Print and Television Media



Aaj Tak claims the highest stake for the second year to appear as India's Most Read/Viewed Media in 2016 in MAB 2016, followed by NDTV, the channel cluster that was ranked fifth in 2015. India Today, the four-decade-old magazine, previously ranked seventh in 2015, now appears in third position and leads among all print publications as the most read. It is followed by The Hindu at the fourth rank, an impressive feat for the Chennai-based newspaper that did not appear among last year's top 20 brands.

Zee News is in the fifth place, and is followed by Hindustan Times and Midday in sixth and seventh places respectively. The middle order of the top 20 Most Read/Viewed Media is dominated by TV Media with ABP News, IBN 7, India TV, popular Bengali news channel ABP Ananda, Sun TV, and 24 Ghanta featuring at ranks 8 to 13 respectively.

The next five brands in the listings are Bartaman Patrika at the 14th position, Dainik Bhaskar at the 15th, the Bengali women's magazine Sananda at the 16th, Star News at the 17th, and Marathi newspaper Sakal at the 18th. The penultimate brand is Indian Express, and TV 9 completes the top 20 Most Read/Viewed media in the country.





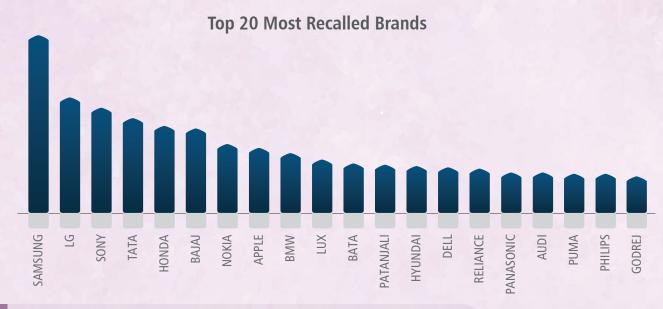
Though the borders between news and entertainment are getting blurred, a key factor that remains consistent is their Information Value. This is perhaps the reason that media exists — the core of their being. In this too Aaj Tak takes the pole position as India's Most Informative Media, with NDTV, the channel cluster, in second place. Another TV Media channel, Zee News, is in the third position with The Times of India, the highest placed print media in this ranking, in fourth position. The fifth position is the magazine, India Today. ABP Ananda and ABP News, both TV media, follow in the sixth and seventh positions. IBN 7, the Hindi news channel is in eighth position with Bengali news channel 24 Ghanta not far behind. The Hindu is at the tenth position. Sun News, India TV, and Star News are ranked 11th, 12th, and 13th respectively. Hindustan Times and Midday follow next in the rankings, with international news channel BBC making an appearance in the 16th position. Bringing up the rear are Dainak Bhaskar at 17th, Bartaman Patrika at 18th, Kannada news channel Udaya News at 19th, and Hindi newspaper Hindustan rounding up the top 20 Most Informative Media rankings.

Top 20 Most Recalled Brands

Advertising legend John Hegarty once said, "Better to be known for something than be forgotten for nothing." Hegarty speaks about Brand Recall as one of the most potent assets a brand has at its disposal — for if you are not recalled, you will not be considered. In this ranking, we present to you the top 20 Most Recalled Brands, which starts with Samsung, the consumer electronics and durables giant. LG follows in tow as the second most Recalled Brand. With Sony in third place, this year's listings represent a relative repetition of last year's top 3 Most Recalled brands in the country.

Tata, Honda, and Bajaj are in 4th, 5th, and 6th positions, in that order. Microsoft's Nokia enters the ranking at 7th place with Apple in 8th. BMW is in 9th position with the bath and beauty brand Lux finishing the top 10 Most Recalled brands.

Bata is 11th in our rankings, with the Indian FMCG player Patanjali making an appearance for the first time in this list; it is in the 12th spot. Hyundai comes in at rank 13, with Dell, Reliance, and Panasonic at the 14th, 15th, and 16th spots respectively. Luxury car brand Audi takes the 17th rank. The last three brands in the top 20 Most Recalled brands listings are Puma, Philips, and Godrej respectively.



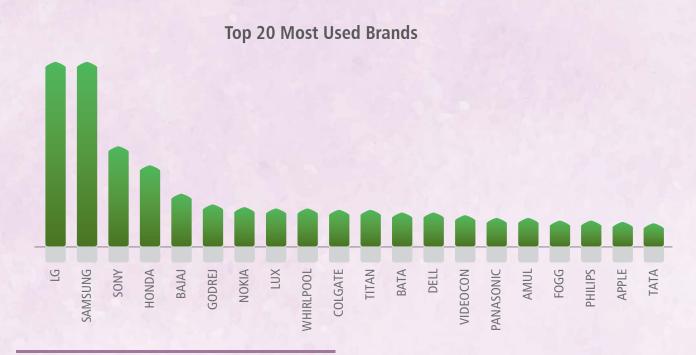
Top 20 Most Used Brands

As mentioned earlier, our respondents were queried about the top 5 brands that they currently use or have used in the past based on their preferences and choices. Tactile experiences are deep and leave a lasting impression, and it is not surprising that the top three brands are LG, Samsung, and Sony, in that order — a perfect mirror reflection of the top 3 Most Attractive Brands in this year's Report. Further, the fight between LG

and Samsung is a close one, which is a testament to the substantial market share these consumer electronics titans enjoy among the Indian populace. Automobile major Honda is ranked fourth in the list of Most Used brands, closely followed by Indian conglomerate, Bajaj, which is ranked 5th.

The list of the top 20 Most Used brands in India can be divided distinctly into two groups: the top 5 brands and the rest of the brands. This is because the top 5 Most Used brands display a marked difference in volume shares between consecutive brands. After that, there is hardly much difference between the fifteen brands that complete the listings. In descending order of volume share, the Most Used brands in India today, ranked 6th to 20th are Godrej, Nokia, Lux, Whirlpool, Colgate, Titan, Bata, Dell, Videocon, Panasonic, Amul, Fogg, Philips, Apple, and Tata.

The graph illustrating this ranking is presented as follows:



EXPLORING ATTRACTION

Deep analysis and study of the demeanors of Brand Attractiveness gave birth to the concept of Attractiveness Quotient. There are times when the true appreciation of a piece of 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 behind an individual finding a brand attractive. Lastly, questions meant to familiarize us with the various media the consumer is exposed to were also framed.

Often, when 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 led to the vivid brandscape we now enjoy.

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 and alongside each brand name there was an option to rate the suitability of that brand for that particular attribute on a 5-point scale. More than just flippantly putting down the name of a brand, the suitability score supported our analysis of their answers, which further supported the evaluation of their opinion. This provided us with a depth and range of answers that made an entire range of brands come to life.

To explore the consumer-influencer's psyche further and to understand the reasons that they found something attractive, we asked them to list five of their own Most Attractive Brands. This was the last question of the questionnaire. In addition to their listing of five brands, 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. A peculiar finding here was how we continued to come across brands that were thought of as extremely attractive by our respondents but were not being used by them.

As human beings in an increasingly globalizing world, we are the product of our environment. With the media wielding significant influence in contemporary society, our vision and opinions on various matters are often colored, knowingly or otherwise. This often happens with brands, and the final question asked to our respondents was specifically aimed at gauging their level of exposure to various brands and their sources of information.

The data-collection process now finished, using the data 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 widespread 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 quantified at three levels. The levels are Attributes (or Traits), Brand Behaviors (or Demeanors), 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 the 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 pinhole 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 is the 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, to understand the level of variance from the mean. In simpler words, it brings to light how much 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



ATTRACTALK

Sanjib Roy,CEO,
Sintex Industries Limited, Plastics Division



Attractiveness in brands can be understood to be a magnetic force that plays on the desire quotient that they have built with their consumers. The ultimate dream consumer for a brand is someone who not only buys from them but looks to the brand whenever they have a need to fulfil in that segment of their lives. For example, a person who buys a premium phone of a particular brand looks to that brand's products when they want to buy a laptop or gift a low-range phone for their nephew. We at Sintex have strived to be considered as just such a brand.

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.

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 the upper management 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 tradeshows 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, and as a company that invests its time and resources in innovation to develop solutions for problems — existing and anticipated. In short, a company that thinks much ahead of its time.

The most significant communication in the past for Sintexd 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 in the manner in which "Xerox" has become synonymous with "photocopier", "Surf" with "washing powder", and "Hoover" with "vacuum cleaner". Today, our communication has evolved to incorporate our philosophy of creating simple, rightly engineered products. And from a functional platform, we moved on to a larger space to create relevance to the end user. This is why our motto is "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 the communicated correct and consistent, 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 the times and investing in innovation. Sintex has developed as an entity that cares for its stakeholders. All these elements together have ensured Sintex remains one of the most popular and attractive brands in the industry.

playing a pivotal role. To take this intense, raw, 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. 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 (Brand Suitability Average Score). 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)

The factors we discussed can be mathematically 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 of a brand, we need to know how many times its name manifested itself in the respondents' minds; that is, the frequency. When a person is passionate about something, they talk about it, a lot. The frequency was multiplied by 0.67 to equate the 5-point scale of the second influence to the 3-point scale of the first influence on Brand Attractiveness™. The second part of the influence is represented as:

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

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

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

Where:

 SD_o represents Overall Brand Suitability Score Standard Deviation

 SD_i represents all i^{th} Brand Suitability Standard Deviation

 $p_{\rm Si}$ represents the $i^{\rm th}$ Brand Average Suitability $o_{\rm Si}$ represents the $i^{\rm th}$ Brand Occurrence Frequency of the Brand Attractiveness questions

 \bar{X}_{5i} represents the i^{th} Brand Average Positions of Brand Attractiveness questions

 p_{γ_i} represents all i^{th} Brand Average Positions of the Recall question

 o_7 represents the i^{th} Brand Frequency of Occurrence of the Recall question



USING BRAND ATTRACTIVENESS

When a brand understands the Attractiveness it exudes, 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 totally new metrics, enabling brands to overcome paradigm blindness. Over the years, Brand Attractiveness Report has provided invaluable insights to leading

global organizations, allowing them to make themselves more competitive and relevant in these fast-changing times.

India's Most Attractive Brands 2016 has been privileged to partner and work with many of the 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 that appear in the list of India's 1000 Most Attractive Brands license the Power of Attraction Symbol from TRA and use it in their marketing communications, internal communications, investor communications, and shareholder communications to showcase the Attractiveness held in their brand.

2. 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 futurerelevant strategies in board meetings, while some investment bankers and PE funds use this data to make investment decisions in other brands. When used along with Trust, the report is called the Buying Propensity Report, since Buying Propensity = Brand Trust + Brand Attractiveness.

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.

Charisma



Dr. Preeti ShroffDean, MICA
Director, Centre for Development
Management & Communication

Prands are a part of the everyday life of the consumer. They have multifarious opportunities to engage with their target audience in any number of ways. However, if there is one trait that is globally agreed on to be an indicator of Attractiveness, it is Charisma. Brands that possess leader-like qualities are thought of as charismatic. The advantage for brands by taking on the attributes of a leader is that relational bonding can be easily developed with the consumers. This bonding can then to be extended further.

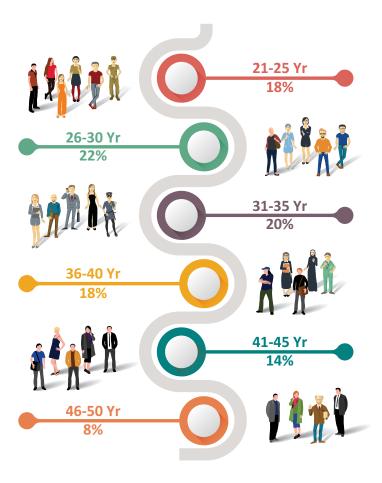
Brands with Charisma become an essential part of the everyday life of the consumer because they are "one of a kind" and always serve a purpose in their consumers' lives! Also, brands with Charisma are able to derive a direct connection with their consumers' beliefs and value systems.

Being seen as charismatic translates directly into a greater number of brand advocates, those amazing partners of a brand that not only purchase its products but also go and talk about it to their family, friends, colleagues, and so on. What is important to note is that Charisma is not as much to be possessed as to be communicated to the target audience.

Indian brands realize this and leverage it well. In an effort to be seen as charismatic, brands reach out to celebrities and other charming personalities that can hit a chord with the target audience. This displays that brands in our country are mature and are using their communication well to be seen as more Attractive among its peers.

Respondent Selection Criteria

Age Group distribution (21 to 50 Years)



SEC - A/B



Not more than 15 interviews in any one organisation across India



Salaried Individuals



Must Not Be Employed With











Advertising

BPOs or KPOs

Monthly Salary Income









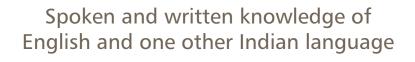




Male to Female Ratio



Respondent must have had a Tactile and Vicarious experience of brands

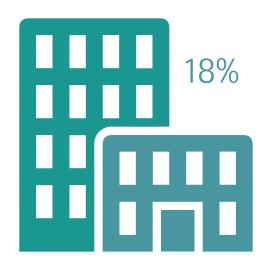






Employed in an organisation with turnover less than INR 50 Crores

Employed in an organisation with turnover more than INR 50 Crores







04

of Attraction

Laws of Attraction

Attraction. The irresistible emotional pull caused by the subliminal force of desire, which has the ability to transform relationships — be it with individuals or brands. As humans become more connected, there is a transformation in our relationship reasoning — we use "individual reasoning" in our relationships, which is in contrast to the "collective reasoning" that we used in the past. Desires, a broth of a lifetime of complex socio-psycho-cultural ingredients, guide most human perceptions, decisions, and actions today.

Individual reasoning has made Attraction the primary reason for curiosity and affinity at one end, as also sensuality and eroticism at the other. To even be considered worthy of being in a relationship with consumers, a Brand has to arouse and stimulate. Brand Attractiveness is a powerful, intangible force that stretches far beyond just the physical aesthetics of a brand. Potent Brand Attractiveness strategies exert a pull on consumers and subtly but irresistibly draw them towards the brand.

To desire an object, person, or outcome is to develop a sense of longing for it. This longing, precipitated by the craving to belong, stretches to the depth of human nature — the intrinsic need to have high Social Worth. When a brand possesses the ability to draw a consumer to itself, by connecting rationally, emotionally, through communication, or by creating a desire or aspiration, the brand, by association, helps increase the individual's Social Worth and displays Brand 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 four Appeals makes it easier to comprehend Brand Attractiveness. This also makes brand behavior easier to analyze. Each Appeal 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 four gives brands that elusive quality of sustained Attractiveness. To take Brand Attractiveness to a resonant crescendo, the brand essentially needs to stimulate audiences and rouse deep-seated traits of sensuality and eroticism to then work in its favor. These not only come by naturally exhibiting Demeanors that imply it, but also by creating anticipation, elusiveness, and impulse. Brands that acquire such a personality are coveted and lusted after.

The four Appeals of Brand Attractiveness are Emotional Appeal, Rational Appeal, Communication Appeal, and Aspirational Appeal. To understand brands more intimately, each Appeal is further expounded as Demeanors. These Demeanors, totaling 12, are placed in the four Appeals equally — three Demeanors per appeal. Deepening the Brand Attraction analysis, each Appeal additionally portrays a variety of 36 Traits or characteristics. These are the basis on which Brand Attractiveness is measured, calculated, and analyzed.

The first two Appeals—Emotional and Rational—are conceptually based on Aristotle's Pathos and Logos – logic and emotion. Communication and Aspirational Appeals have been deduced over several years of research, discussions, application, and empirical observations by TRA.

Recognizing the pivotal contributions of Brand Consultants to brand development, we have incorporated into the Report their incisive insights on the demeanors of Brand Attractiveness to understand it better. Moreover, we have included the views of the Heads of reputed Design and Creative Education Institutes because these educators impart knowledge to those students who will mold desirability in the brands of the future. Their viewpoints render the academic edge to our study.

Brand Attracti

Each and every Brand has in-built appeal, a magnetic force that attracts audience's interests and create a magnetic pull towards itself is termed intuitively, Brand Attractiveness cannot be easily communicated

TRA's proprietary Attractiveness Matrix has 4 Foundations,

A Brand that feeds Hope is able to create a sense of positivity in everyone it comes in contact with. Hope helps to keep focus on the future and takes attention away from problems. A self-triggered positivity, Hope is vital for the Brand's communication strategy.



Emotional Maturity is displayed when one takes charge of one's emotions. It is a sign of strength demonstrated through attributes like patience, thoughtful actions, calmness in the face of difficulty, tolerance to anxiety, moderation in expressions, selfless actions, self-reliance, and the ability to cope with difficult results.



Feeds Hope

Closely connected to optimism, but not in the same manner as hope, Positivity is synonymous with cheerfulness, the demonstration of enthusiasm and happiness, and an excited disposition. For a Brand, Positivity is not just an emotion but a chosen personality trait that draws the audience toward it.



APPEAL APPEAL

Charisma implies a Brand's visual, auditory, and cognitive Attractiveness based on contextual references such as culture, generation, community, and region. The importance of an attractive appearance and personality can be quite great, and in a few cases it is often the sole determining factor for appeal.



COMMUNICATION APPEAL

When communication demonstrates grace and control, it exudes the charm Communication Appeal seeks to achieve. Oration has better appeal if it seems natural, unprepared, and without pretention. It is necessary for Brands that the appeal be sensitive and relevant to the audiences.



Trust

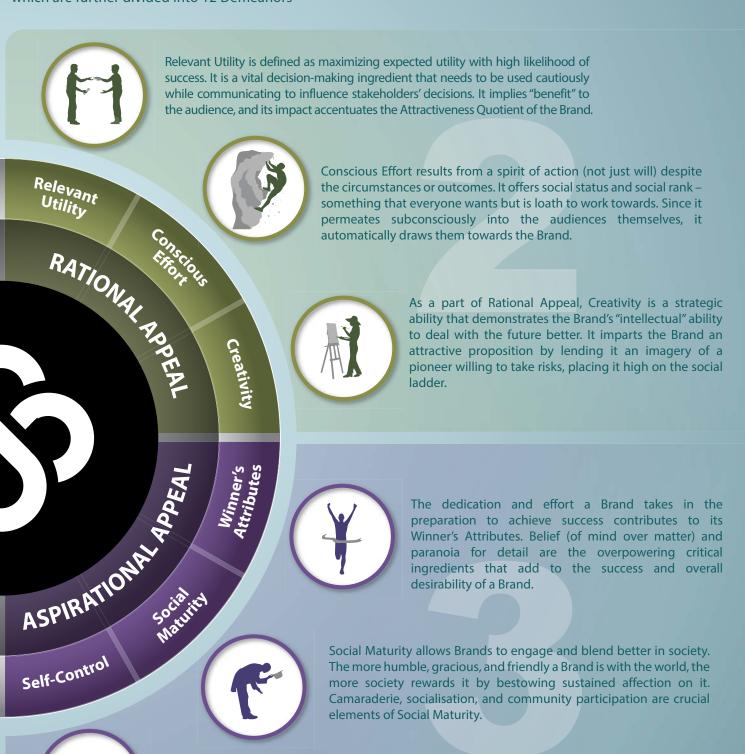
Trust is the umbilical cord of every human connection and acts as a basic prerequisite for attraction. The foundation of a strong "brand connect" with all stakeholders can only be created with Trust. By converting simple awareness to strong commitment, Trust transforms ordinary stakeholders into devoted ambassadors.



veness Matrix

people towards it. This intrinsic capacity of a Brand to arouse the as Brand Attractiveness. Difficult to break down but understood without an understanding of the proponents of Attractiveness.

which are further divided into 12 Demeanors



Delaying gratification and holding-off instinctive impulses, that is, having greater Self-Control, allows one to evaluate alternative actions. Self-Control is also the demonstration of the power of mind over natural animalistic urges – a behaviour that shows that the Brand accepts long-term gain as a definite

advantage over short-term pleasure.

EMOTIONAL APPEAL

Positivity

Emotional Maturity

Hope

The origin of emotion lies in 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 or orientation. 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. The individual's 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, which can be recalled instantly by the individual.

Additionally, thoughts, the environment, and the relevant disposition influence what a person feels and what they emote or express at any given moment. Emotions generate feelings — deep-rooted physiological and psychological sensations that help an individual relate, adapt, or cope with any situation. They could be conscious or sub-conscious, but emotions are essential to managing our personal outlook, which includes social behavior. They also help segregate non-verbal communication into precise expressions that can be understood easily and universally, like a mirthful smile, a confused frown, an aggressive tightening of the facial muscles, a bemused grin, or a bored laxness of the eyelids.

All brands draw emotional responses from their consumers and the audience that their outgoing communications target. However, brands that demonstrate real emotional personalities are those that are rewarded with positive responses from their consumers. As a result, consumers are drawn in and they engage with the brand in mutually beneficial manners.

Generating attraction or desirability through emotions requires three visceral operators, also known as Demeanors. These draw positive reactions in the audience. The Demeanors associated with Emotional Appeal are Positivity, Emotional Maturity, and Hope.

Emotional Appeal Characteristics



- Building and maintaining strong relationships should be a priority for Brands
- Brands should have a pleasant and non-controversial disposition, which attracts the affection of the audience
- Brands should be seen as empathetic, sensitive, and patient
- Brands should be and be seen as loyal
- A comforting appearance and a friendly tone go a long way for Brands

Positivity

Brands wielding the demeanor of Positivity inspire the audience as they dare to go against the flow, display better decision-making skills, and have a flair to take on autonomous responsibilities. 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, an excited disposition, and alertness to material situations. Though it is not an emotion itself, it is an emotional personality trait — a chosen attitude.

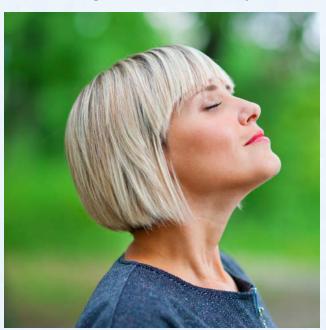
Positivity builds a cheerful, pleasurable, happy, and inspiring environment for those who associate with

entities of this disposition. The positive action itself becomes the goal.



Emotional Maturity

Emotional Maturity is a sign of conscious self-control, that is, taking charge of one's emotions. Expressions of self-control indicate clearly that the brand is a socially-responsible one. Brands that are successful in imbibing and displaying this trait are in conscious control and prevent accidental harm to society and themselves. They therefore reflect as if they are incapable of self-centered or selfish behavior. In addition to this, the Emotional Maturity of a brand is displayed through patience, a caring outlook towards people and the wider world, self-reliance, thought-led actions, humility, calmness



COMMUNICATION APPEAL

Oration



Praveen Das, Co Founder & CCo, Happy Creatives

Brands are very much like people — with personality, vision, a unique tone of voice, and a map of where they are going. For a brand to have a successful relationship with its consumer, the first thing it needs is to have compelling conversations. This is done through telling immersive stories that lead to lasting relationships.

Compelling communication can be anything that is single-minded, fulfills a need, solves a problem, and entertains. Communication can take the form of a logo, website, YouTube video, blog, TV spot, game, VR, AR, and many more. Technology and its users have evolved considerably, which is why communicators too need to be agile and keep up with technology.

Take Flipkart, for example. When it first launched, no one wanted to use it, because no one trusted online shopping. Their TV commercials used children as adults, who made purchases online using the Cash-on-Delivery option. This showed consumers how trustworthy and easy it was to use online shopping, making Flipkart an overnight sensation. Zoozoo characters, created for Vodafone, were very endearing and people loved to see what they would do next. The Ola boat during the Chennai floods was an agile move that was topical and tactically brilliant.

Today, people have become propagators of brands. All we have to do is trigger their minds with quality conversations to create an affinity for the brand. In India, with our rich diversity, there arises a need to speak to everyone, but individually. This is where "Design Thinking" becomes a strong asset and technology a key enabler.

in the face of difficulty, a high degree of tolerance towards anxiety, conscious moderation, selfless actions, a co-operative disposition, and the ability to cope with adversity.

On the contrary, lack of Emotional Maturity can be seen when brands make negative statements, portray themselves as better by drawing negative connotations on competing brands, indulge in pedantry and lecturing, humiliate others, or display pity.

Hope

Borne off self-generated positivity, Hope allows a brand to imbue composure and have a goal, even when everything seems to be lost, which is what sets this attribute apart from all the others. Thus, a brand that displays the Hope trait is able to maintain focus on the future and divert attention from current problems, which is a handy ability to have. 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, and this is why it is the most quintessential of human experiences.

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 leverages Hope, it makes the audience believe.

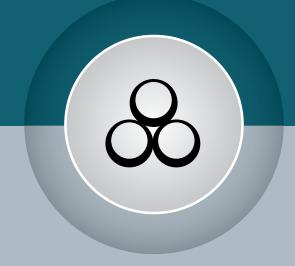
RATIONAL APPEAL

Relevant Utility Conscious Effort

Creativity

Ancient Greek mathematicians ended their mathematical proofs with the Latin phrase *quod erat demonstrandum*, indicating that the solution has resulted in "the very thing it was required to have shown". A similar demand is made by this appeal, which serves the Rational Aspect of attractiveness.

Rational Appeal Characteristics



- Brands must give equal importance to the ends as well as the means of achieving them
- Brands should be seen to be in control, poised
- All of the actions of a brand must be systematic and understood by its audience
- Similarly, the brand's measurable progress, track record, results, and action must be demonstrated
- Brands must seem and behave predictably, with efficiency and strength of resolve
- Brands should strive to demonstrate their correctness, thoroughness, competitive spirit, and leadership



ATTRACTALK





Pindividual has the urge to continually improve one's standard of living, and brands have an opportunity to contribute to that basal aspiration. Khadim's helps meet the desires of a large mass of consumers who appreciate quality in an affordable budget. Additionally, we strive to help them enjoy moments that make life special. For this, it is essential that communication connect subliminally with our consumers on an emotional level. And one of the highest pedestals that a brand can be elevated to is to be seen as an attractive one by a large corpus of the target audience.

Khadim's brings the impossible together – quality fashion that that is affordable. We continue to delight customers with an array of fashionable yet functional footwear and accessories, which makes them a highly attractive alternate 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 as well. Khadim's has offered countless small-shoe-manufacturing entrepreneurs as well as retail stores a business opportunity of structured, stable, consistent growth.

We portray ourselves as a family brand and we connect with all our stakeholders with the same emotion, which has given us more than fair returns in the past and continues to do so even now. A testimony to the Khadim's universal and democratic appeal was its iconic tagline Khadim Shara Din, which cut across various sections of society and made our brand relevant to a wide section of buyers across India. It still is recognized as our most prolific campaign yet.

While every brand must appear differently to its customers, it is the values of the brand that the customer experiences and which help in creating a lasting impact. Marketing that makes a person invest in the brand only one time and never again is no marketing at all. Attraction cannot just be based on looks alone, and nor would it be wise to consider Attractiveness to be based solely on a brand's products, 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, which 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. Once a brand learns how to do that, leveraging the resultant positive mindshare that consumers have for the brand is not a task that is too difficult.

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 — our roots. This means a lot to our consumers too, who are inadvertent fellow-journeymen in our rich history.

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 and this is what our consumers find the highest resonance with. We are a people-centric brand; customers step into Khadim's stores with a lot of confidence, knowing that they will find high-quality products to suit their need, desires, purposes, and be easy on the 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.

To satisfy this appeal, a brand's communication to its audience must be logically deduced, demonstrating the sought conclusion.

Rationale is a bridge that helps us arrive at the truth. It is a tool of 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.

Relevant Utility

The development of utility as a concept can be traced back to the empirical hypothesis in the study of Economics, where it is purported that all human decision making occurs within the sphere of what that human stands to gain from a particular choice as compared to the alternatives. 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 the accomplishment of the goal in consideration. Relevant Utility may therefore be defined as maximizing the expected utility with a high likelihood of success. It is the basis of all rational behavior, and therefore of attraction as well. It can also be seen as the (expected) satisfaction of (preexisting) needs from consumption.



Since brands communicate to influence stakeholder decisions in their favor, Relevant Utility is a vital decision-making ingredient and 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 the 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 of the 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 themselves. As a result, this appeal permeates subconsciously into the audiences' minds themselves. Conscious effort (which rejuvenates its sibling, Hope) is the action that makes the impossible appear possible and it therefore builds attraction for the brand.

Creativity



Creativity is the 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 Rational Appeal in the Brand Attractiveness Matrix, 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 unchartered 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 said brand to the position of thought-leader.



Today, "meaningful difference" and "relentless relevance" are absolutely critical to creating and

driving brand value

Lulu Raghavan, Managing Director, Landor, India

COMMUNICATION APPEAL

Trust



Sudhir Nair, Managing Director - Digital, Omnicom Media Group

One of the best bi-products of the Digital Age is an aware consumer. There is no scope for brands to be complacent or take the consumer for granted. In today's connected world, there is no way brands can promote substandard products or substandard service and get away with it.

Additionally, there is no scope for unattended complaints or queries either, which formed the lion's share of a company's after-sales services for consumers. The reason is very simple. Every time a brand does any of these, it creates a trust deficit and thereafter just adds to it. In this connected world, this has a domino effect.

Consumers these days are spoilt for choice, unlike earlier times. They are lured with range, deals, and discounts. In such a scenario, building or maintaining brand loyalty is a tall order. It comes at a premium. Most products are at parity with very little to differentiate. So, the only thing that will ensure consumers stick with a particular brand is their relationship and experience with the latter, and that is led by trust.

Consumers will not shy away from stating openly if their experience has not been good from sales to post-sales. Consumers are willing to forgive and forget too as long as brands own up. Consumers will also defend brands if the odds are stacked against them. Trust is the only thing that will weave this kind of equation, and it effectively means just one thing — loyalty and trust are two sides of the same coin, it just differs with your perspective, the way you look at it.

ASPIRATIONAL APPEAL

Self-Control

Social Maturity

Winner's **Attributes**

Just like individuals and communities, brands too are characterized by the aspirations that drive them. They seek higher achievements in social, intellectual, spiritual, 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

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 seek when they sense it.

Aspirational Appeal is made up of three Demeanors – Winner's Attributes, Social Maturity, and Self-Control.

who come in contact with entities that carry such traits. Ambitions, on the other hand, are more

relatable to acquisitions, à la personal glorifications, and therefore are less transferrable to others. Though

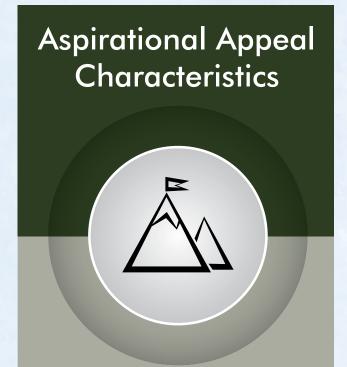
Winner's Attributes

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 to brand success is that success in itself is not the sole objective. In fact, if the success is fait accompli for a contestant—for example, when a world-champion competes with an underdog in the boxing ring—chances are that the public sentiment will flow naturally towards the one unlikely to succeed, the underdog.

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.

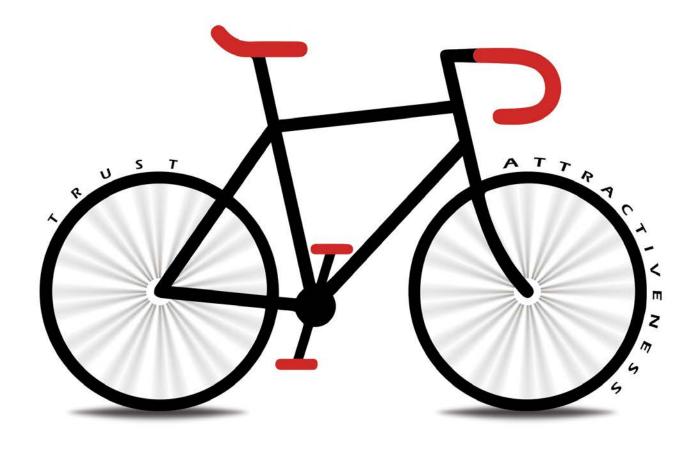
Brands are likely to gain considerable Aspirational Appeal and the adulation of audiences through absorbing the attributes of a winner in their persona, through action as well as through organizational behavior.





- Engagements with audiences must be constant and should follow well-though-out strategies
- Brands need to demonstrate their status and their outgoing communication must enhance their prestige
- Brands should act in a manner that begets acknowledgement, recognition, and compliments
- Brands must strive to display stimulating environment, almost with playfulness
- Brands should eschew routine and be innovative in their communications

Buying Propensity[®] is based on the momentum of Trust and Attractiveness.



Reach out to us to know the Buying Propensity of your brand.



Jyotsna Gupta

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E: jyotsna.gupta@trustadvisory.info







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 direction, and even expectations.

Social Maturity is the collective perceived cultural responsibility that one acquires, resulting in behavior that helps preserve a brand's social correctness. 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 seamlessly.

Self-Control

Self-Control is the ability to hold off instinctive impulses and delay gratification in an attempt to allow an entity to evaluate alternative actions. Self-control is necessary to maintain sanity and balance among humans and it takes on even more importance in the unmonitored commune of brands. Brands that demonstrate self-control refrain from displays of avarice — be it for growth, profits, publicity, or other "selfish" needs.

Brands with conscious 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 demonstrates like no other attribute can how much the brand accepts long-term gain over short-term pleasure.



COMMUNICATION APPEAL Charisma Oration Trust

What we see, hear, or know about brands can be termed as the brands' communication. However, each brand chooses ways to go about this process. Communication with stakeholders and end users can happen in a variety of ways. The Communication Appeal of a brand is the attraction that the brand cashes in due to the impact of this exchange.

The significance of Communication Appeal is analogous to the general ambience of a restaurant. The food may be delicious, but if there's a stench in the air, the food loses all its appeal. To ensure the other three appeals do not lose their influence, a brand's Communication Appeal needs to be attractive and relevant to the target audience. It is thus a principal component to building brand attraction.

Charisma, Oration, and Trustare the three Demeanors that Communication Appeal encompasses.

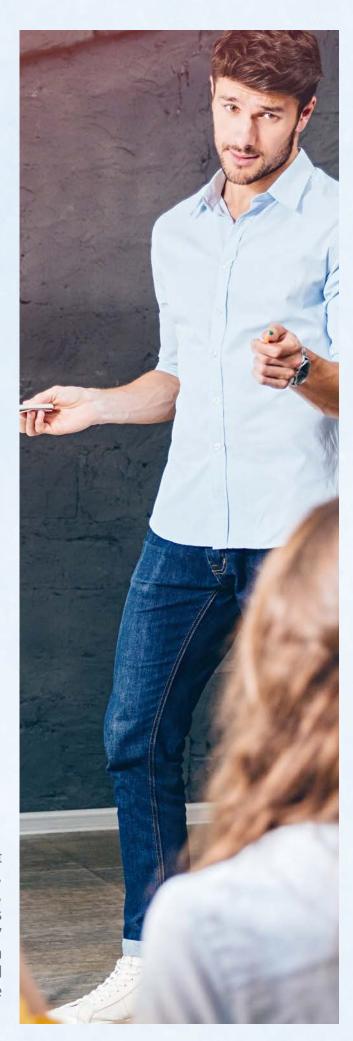
Communication Appeal Characteristics



- The building of stakeholder trust should be sought after by Brands of all sizes
- Brands must have a high listening quotient and their actions must birth from interactive engagements
- Brands must be seen as autonomous and self-governed but follow the norms of transparency and accountability
- Brand Communication must be aligned to goals and be seen as preemptive and proactive
- Brands should build bridges by using a judicious mix of all Appeals of Communication

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 logics of golden proportions, mate selection, "outside" reflecting or not reflecting the "inside", self-worth assessment, and so on. 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 unique to culture, time, 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.



Attractiveness for brands is less about being "attractive" per se and more about having the

inherent ability to grab the attention of your target audience in a highly cluttered environment. Attractiveness is more about how innovatively you communicate – be it a message, a brand campaign, the launch of a new show, and so on

> Ashwin Padmanabhan, Chief Operating Officer, Reliance Broadcast Network Limited

Oration

"I am just preparing my impromptu remarks," said Winston Churchill. As an outstanding orator, Churchill had mastered the most substantial part of Communication Appeal. It is no less important for brands too, as transmitting ideas well is the cornerstone 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 Communication Appeal must be extremely careful about how they converse with a given audience. Due attention must be given to ensure the outreach be sensitive and relevant to pertinent audiences.



Trust

Trust is the 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 something that is "...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 foundations for a strong brand connect



with all stakeholders, converting simple awareness to strong commitment, thus helping change ordinary stakeholders into devoted ambassadors.

In unison, these traits support each other and form the basis of Brand Attractiveness. Using these attributes, brands can achieve the delicate balance between the dichotomy of emotion and rationale to appeal to and inhabit the hearts and minds of the Indian consumer.

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 oneway street — it takes two to tango. As much as consumers are expected to engage with brands, brands too need to 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.

Having said that, there are still times when brands experience a drop in their Attractiveness Quotient. As distressing as the situation sounds, interventions

to ensure a high quotient are within the capacity of brands to execute, if they are committed to engage with their consumers constructively. 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 could result in a make-or-break situation for brands that are unable to act or communicate effectively.

MAINTAINING THAT WINNING STRFAK

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

Overall, Brand Attractiveness is the result of an integrated effort to maintain a cohesive brand strategy that works towards the brand making itself attractive to its end users — be it customers, employees, investors, or partners. Through action as well as communication, brands can ensure overall attractiveness by adopting a holistic approach to their consumer engagements. The spin-off effects of these interventions are multifold, which when combined with Brand Trust are the seed for the branding golden egg — creating a high Buying Propensity (keenness to buy) for the brand.



From product innovation, to marketing, and customer service – a number of factors

contribute to the Attractiveness of a brand. But the most significant aspect that builds Attractiveness in the consumers' minds is the role the brand plays in their lives.

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



Category-wise Listings



A lot of times, people don't know what they want until you show it to them



- Steve Jobs

This year's 1000 Most Attractive Brands have been classified into 40 Categories and 276 Sub-categories, with the players in the sub-categories clearly segregated and a visual comparison made for each and every one.

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.

CATEGORY WISE ALL INDIA LISTINGS

ALCOHOLIC BEVERAGES



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	132	137	5	KINGFISHER	Beer
2	327	175	-152	ROYAL STAG	Whisky
3	453	506	53	McDOWELL'S No. 1	Whisky
4	487	717	230	HAYWARDS 5000	Beer
5	496	1318	822	COBRA BEER	Beer
6	504	443	-61	TUBORG	Beer
7	574	992	418	FOSTER'S	Beer
8	617	885	268	BAGPIPER	Whisky
9	641	900	259	BLACK DOG	Scotch Whisky
10	697	339	-358	ROYAL CHALLENGE	Whisky
11	727	1290	563	OLD MONK	Rum
12	747	779	32	BACARDI	Rum
13	763	1282	519	BUDWEISER	Beer
14	791	839	48	OFFICER'S CHOICE	Whisky
15	829	1164	335	SIGNATURE	Whisky
16	906	1395	489	CORONA	Beer
17	971	-	-	JOHNNIE WALKER	Scotch Whisky

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	132	137	5	KINGFISHER
2	487	717	230	HAYWARDS 5000
3	496	1318	822	COBRA BEER
4	504	443	-61	TUBORG
5	574	992	418	FOSTER'S
6	763	1282	519	BUDWEISER
7	906	1395	489	CORONA

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RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	727	1290	563	OLD MONK
2	747	779	32	BACARDI



Scotch Whisky

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	641	900	259	BLACK DOG
2	971	-	-	JOHNNIE WALKER

Whisky

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	327	175	-152	ROYAL STAG
2	453	506	53	McDOWELL'S No. 1
3	617	885	268	BAGPIPER
4	697	339	-358	ROYAL CHALLENGE
5	791	839	48	OFFICER'S CHOICE
6	829	1164	335	SIGNATURE

APPAREL



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	23	31	8	RAYMOND	Fabrics to Brands
2	74	139	65	JOCKEY	Innerwear
3	95	68	-27	LEVI'S	Casualwear
4	118	73	-45	LEE	Casualwear
5	140	172	32	PETER ENGLAND	Menswear
6	158	-	-	ОТТО	Menswear
7	160	141	-19	ARROW	Formalwear
8	207	207	0	VIMAL	Fabrics to Brands
9	232	284	52	RUPA	Innerwear
10	235	218	-17	SIYARAMS	Fabrics to Brands
11	254	321	67	ALLEN SOLLY	Formalwear
12	260	300	40	RAMRAJ COTTON	Dhotis
13	263	237	-26	LEE COOPER	Casualwear



APPAREL

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
14	310	490	180	ZODIAC	Menswear
15	326	320	-6	PEPE	Casualwear
16	329	272	-57	ZARA	Fast Fashion
17	342	400	58	VAN HEUSEN	Formalwear
18	363	-	-	LUX COZI	Innerwear
19	368	426	58	POOMER	Innerwear
20	371	-	-	POOMEX	Innerwear
21	406	647	241	MANGO	Womenswear
22	443	390	-53	MUFTI	Casualwear
23	448	475	27	US POLO	Casualwear
24	460	561	101	DOLLAR	Innerwear
25	463	437	-26	AMUL MACHO	Innerwear
26	467	368	-99	BIBA	Womenswear - Ethnic
27	470	673	203	KILLER	Casualwear
28	497	994	497	ARVIND	Fabrics to Brands
29	502	190	-312	SPYKAR	Casualwear
30	518	514	-4	LOUIS PHILIPPE	Formalwear
31	521	446	-75	WILLS LIFESTYLE	Premium Apparel
32	528	877	349	GAP	Fast Fashion
33	557	311	-246	S. KUMARS	Fabrics to Brands
34	572	1179	607	GRASIM	Fabrics to Brands
35	609	384	-225	BEING HUMAN	Casualwear
36	622	-	-	INDIAN TERRAIN	Menswear
37	658	481	-177	WRANGLER	Casualwear
38	672	240	-432	TURTLE	Menswear
39	676	727	51	COTTONKING	Menswear
40	688	1312	624	JACK & JONES	Casualwear
41	722	439	-283	LACOSTE	Casualwear
42	726	401	-325	MONTE CARLO	Diversified
43	736	385	-351	JOHN PLAYERS	Menswear
44	755	-	-	LAWMAN	Casualwear
45	773	-	-	COTTON WORLD	Casualwear
46	784	1442	658	PARX	Casualwear
47	811	1639	828	UNITED COLORS OF BENETTON	Casualwear
48	821	-	-	JEALOUS	Casualwear
49	822	-	-	FBB FASHION	Diversified
50	837	-	-	KAMAL SAREES	Sarees
51	846	-	-	H&M	Fast Fashion



APPAREL

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
52	854	945	91	FLYING MACHINE	Casualwear
53	867	389	-478	W	Womenswear
54	903	-	-	ASHIMA GROUP	Cotton Fabric Manufacturer
55	925	531	-394	BELMONTE	Fabrics to Brands
56	936	-	-	KITEX	Kidswear - Supplier
57	983	1032	49	COLOR PLUS	Casualwear

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RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	95	68	-27	LEVI'S
2	118	73	-45	LEE
3	263	237	-26	LEE COOPER
4	326	320	-6	PEPE
5	443	390	-53	MUFTI
6	448	475	27	US POLO
7	470	673	203	KILLER
8	502	190	-312	SPYKAR
9	609	384	-225	BEING HUMAN
10	658	481	-177	WRANGLER
11	688	1312	624	JACK & JONES
12	722	439	-283	LACOSTE
13	755	-	-	LAWMAN
14	773	-	-	COTTON WORLD
15	784	1442	658	PARX
16	811	1639	828	UNITED COLORS OF BENETTON
17	821	-	-	JEALOUS
18	854	945	91	FLYING MACHINE
19	983	1032	49	COLOR PLUS

Cotton Fabric Manufacturer

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	903	-	-	ASHIMA GROUP



Dhotis

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	260	300	40	RAMRAJ COTTON

Diversified

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	726	401	-325	MONTE CARLO
2	822	-	-	FBB FASHION

Fabrics to Brands

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	23	31	8	RAYMOND
2	207	207	0	VIMAL
3	235	218	-17	SIYARAMS
4	497	994	497	ARVIND
5	557	311	-246	S. KUMARS
6	572	1179	607	GRASIM
7	925	531	-394	BELMONTE

Fast Fashion

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	329	272	-57	ZARA
2	528	877	349	GAP
3	846	-	-	H&M

Formalwear

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	160	141	-19	ARROW
2	254	321	67	ALLEN SOLLY
3	342	400	58	VAN HEUSEN
4	518	514	-4	LOUIS PHILIPPE



Innerwear

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	74	139	65	JOCKEY
2	232	284	52	RUPA
3	363	-	-	LUX COZI
4	368	426	58	POOMER
5	371	-	-	POOMEX
6	460	561	101	DOLLAR
7	463	437	-26	AMUL MACHO

Kidswear - Supplier

RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	936	-	-	KITEX

Menswear

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	140	172	32	PETER ENGLAND
2	158	-	-	ОТТО
3	310	490	180	ZODIAC
4	622	-	-	INDIAN TERRAIN
5	672	240	-432	TURTLE
6	676	727	51	COTTONKING
7	736	385	-351	JOHN PLAYERS

Premium Apparel

RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	521	446	-75	WILLS LIFESTYLE

Sarees

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	837	-	-	KAMAL SAREES



	Womenswear						
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME			
1	406	647	241	MANGO			
2	867	389	-478	W			
	Womenswear - Ethnic						

	Womenswear Edinic							
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME				
1	467	368	-99	BIBA				

Automobile



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	4	6	2	HONDA	Four Wheeler - manufacturer
2	8	12	4	MARUTI SUZUKI	Four Wheeler - manufacturer
3	14	133	119	MERCEDES BENZ	Four Wheeler - Luxury
4	16	11	-5	HERO MOTOCORP	Two Wheeler - manufacturer
5	22	37	15	HYUNDAI	Four Wheeler - manufacturer
6	28	33	5	BMW	Four Wheeler - Luxury
7	31	57	26	YAMAHA	Two Wheeler - manufacturer
8	35	46	11	AUDI	Four Wheeler - Luxury
9	38	34	-4	TVS	Two Wheeler - manufacturer
10	44	66	22	TOYOTA	Four Wheeler - manufacturer
11	69	94	25	FORD	Four Wheeler - manufacturer
12	79	-	-	SUZUKI	Four Wheeler - manufacturer
13	86	157	71	ROYAL ENFIELD	Two Wheeler - manufacturer
14	99	249	150	JAGUAR	Four Wheeler - Luxury
15	120	129	9	NISSAN	Four Wheeler - manufacturer
16	149	106	-43	BAJAJ PULSAR	Two Wheeler - brand
17	180	179	-1	SKODA	Four Wheeler - manufacturer
18	197	588	391	VOLVO	Auto - Commercial vehicles
19	209	158	-51	TATA MOTORS	Four Wheeler - manufacturer



Automobile

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
20	219	212	-7	HONDA ACTIVA	Automatic Scooter
21	234	332	98	TOYOTA INNOVA	Car - SUV/MUV
22	244	251	7	VOLKSWAGEN	Four Wheeler - manufacturer
23	247	450	203	BHARAT BENZ	Auto - Commercial vehicles
24	270	377	107	RENAULT	Four Wheeler - manufacturer
25	279	351	72	EICHER	Auto - Commercial vehicles
26	282	203	-79	ASHOK LEYLAND	Auto - Commercial vehicles
27	308	826	518	BAJAJ AUTO	Two Wheeler - manufacturer
28	331	286	-45	KTM DUKE	Two Wheeler - brand
29	335	325	-10	MITSUBISHI	Four Wheeler - manufacturer
30	340	-	-	TATA INDICA	Car - Hatchback
31	343	459	116	FIAT	Four Wheeler - manufacturer
32	372	423	51	FERRARI	Four Wheeler - Luxury
33	385	603	218	HARLEY DAVIDSON	Two Wheeler Mfg - Premium
34	388	267	-121	CHEVROLET	Four Wheeler - manufacturer
35	391	708	317	DATSUN	Four Wheeler - manufacturer
36	414	-	-	MARUTI SUZUKI SWIFT	Car - Hatchback
37	415	206	-209	HERO SPLENDOR	Two Wheeler - brand
38	416	279	-137	TATA NANO	Car - Hatchback
39	439	-	-	HONDA DIO	Automatic Scooter
40	471	1181	710	TOYOTA QUALIS	Car - SUV/MUV
41	509	1073	564	HONDA CITY	Car - Sedan
42	524	-	-	MARUTI SUZUKI ZEN	Car - Hatchback
43	545	1146	601	VESPA	Automatic Scooter
44	551	545	-6	SWARAJ MAZDA	Auto - Commercial vehicles
45	607	1149	542	HYUNDAI i10	Car - Hatchback
46	611	677	66	GENERAL MOTORS	Four Wheeler - manufacturer
47	616	1497	881	CHEVROLET TAVERA	Car - SUV/MUV
48	635	471	-164	RANGE ROVER	Four Wheeler - Luxury
49	674	-	-	YAMAHA V STAR	Two Wheeler - brand
50	682	785	103	MAHINDRA SCORPIO	Car - SUV/MUV
51	685	1419	734	HUMMER	Four Wheeler - Luxury Brand
52	687	1168	481	RENAULT DUSTER	Car - SUV/MUV
53	690	1346	656	TATA SAFARI	Car - SUV/MUV
54	699	1363	664	LAMBORGHINI	Four Wheeler - Luxury
55	733	1138	405	HERO HONDA CBZ	Two Wheeler - brand
56	738	510	-228	MARUTI SUZUKI ALTO	Car - Hatchback
57	744	1111	367	TVS JUPITER	Automatic Scooter



Automobile

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
58	760	-	-	BAJAJ DISCOVER	Two Wheeler - brand
59	780	1644	864	MARUTI SUZUKI ERTIGA	Car - SUV/MUV
60	790	1367	577	TVS WEGO	Automatic Scooter
61	799	667	-132	FORCE MOTORS	Diversified
62	815	-	-	RENAULT LODGY	Car - SUV/MUV
63	818	1087	269	HONDA SHINE	Two Wheeler - brand
64	827	1144	317	PORSCHE	Four Wheeler - Luxury
65	832	494	-338	TVS APACHE	Two Wheeler - brand
66	843	-	-	MERCEDES GLA	Four Wheeler - Luxury Brand
67	869	1094	225	HYUNDAI SANTRO	Car - Hatchback
68	900	-	-	MAHINDRA KUV100	Car - SUV/MUV
69	904	-	-	LEXUS	Four Wheeler - Luxury
70	916	-	-	HERO DUET	Automatic Scooter
71	923	-	-	YAMAHA FAZER	Two Wheeler - brand
72	934	-	-	YAMAHA FZ	Two Wheeler - brand
73	938	-	-	MAHINDRA GUSTO	Automatic Scooter
74	939	-	-	HYUNDAI CRETA	Car - SUV/MUV
75	976	1040	64	DUCATI	Two Wheeler Mfg - Premium
76	991	-	-	NISSAN EVALIA	Car - SUV/MUV
77	993	-	-	TVS VICTOR	Two Wheeler - brand

Auto - Commercial vehicles

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	197	588	391	VOLVO
2	247	450	203	BHARAT BENZ
3	279	351	72	EICHER
4	282	203	-79	ASHOK LEYLAND
5	551	545	-6	SWARAJ MAZDA



Automatic Scooter

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	219	212	-7	HONDA ACTIVA
2	439	-	-	HONDA DIO
3	545	1146	601	VESPA
4	744	1111	367	TVS JUPITER
5	790	1367	577	TVS WEGO
6	916	-	-	HERO DUET
7	938	-	-	MAHINDRA GUSTO

Car - Hatchback

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	340	-	-	TATA INDICA
2	414	-	-	MARUTI SUZUKI SWIFT
3	416	279	-137	TATA NANO
4	524	-	-	MARUTI SUZUKI ZEN
5	607	1149	542	HYUNDAI i10
6	738	510	-228	MARUTI SUZUKI ALTO
7	869	1094	225	HYUNDAI SANTRO

Car - SUV/MUV

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	234	332	98	TOYOTA INNOVA
2	471	1181	710	TOYOTA QUALIS
3	616	1497	881	CHEVROLET TAVERA
4	682	785	103	MAHINDRA SCORPIO
5	687	1168	481	RENAULT DUSTER
6	690	1346	656	TATA SAFARI
7	780	1644	864	MARUTI SUZUKI ERTIGA
8	815	-	-	RENAULT LODGY
9	900	-	-	MAHINDRA KUV100
10	939	-	-	HYUNDAI CRETA
11	991	-	-	NISSAN EVALIA



Car - Sedan

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	509	1073	564	HONDA CITY

Diversified

RANK		MAB 2015		BRAND NAME
1	799	667	-132	FORCE MOTORS

Four Wheeler - Luxury

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	14	133	119	MERCEDES BENZ
2	28	33	5	BMW
3	35	46	11	AUDI
4	99	249	150	JAGUAR
5	372	423	51	FERRARI
6	635	471	-164	RANGE ROVER
7	699	1363	664	LAMBORGHINI
8	827	1144	317	PORSCHE
9	904	-	-	LEXUS

Four Wheeler - Luxury Brand

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	685	1419	734	HUMMER
2	843	-	-	MERCEDES GLA



Four Wheeler - manufacturer

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	4	6	2	HONDA
2	8	12	4	MARUTI SUZUKI
3	22	37	15	HYUNDAI
4	44	66	22	TOYOTA
5	69	94	25	FORD
6	79	-	-	SUZUKI
7	120	129	9	NISSAN
8	180	179	-1	SKODA
9	209	158	-51	TATA MOTORS
10	244	251	7	VOLKSWAGEN
11	270	377	107	RENAULT
12	335	325	-10	MITSUBISHI
13	343	459	116	FIAT
14	388	267	-121	CHEVROLET
15	391	708	317	DATSUN
16	611	677	66	GENERAL MOTORS

Two Wheeler - brand

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	149	106	-43	BAJAJ PULSAR
2	331	286	-45	KTM DUKE
3	415	206	-209	HERO SPLENDOR
4	674	-	-	YAMAHA V STAR
5	733	1138	405	HERO HONDA CBZ
6	760	-	-	BAJAJ DISCOVER
7	818	1087	269	HONDA SHINE
8	832	494	-338	TVS APACHE
9	923	-	-	YAMAHA FAZER
10	934	-	-	YAMAHA FZ
11	993	-	-	TVS VICTOR



Two Wheeler - manufacturer

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	16	11	-5	HERO MOTOCORP
2	31	57	26	YAMAHA
3	38	34	-4	TVS
4	86	157	71	ROYAL ENFIELD
5	308	826	518	BAJAJ AUTO

Two Wheeler Mfg - Premium

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	385	603	218	HARLEY DAVIDSON
2	976	1040	64	DUCATI

Automobile-Related



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	112	80	-32	MRF	Tyres
2	175	146	-29	CEAT	Tyres
3	257	196	-61	APOLLO TYRES	Tyres
4	332	259	-73	CASTROL	Lubricants
5	425	542	117	BOSCH	Automobile Electronics
6	430	816	386	JK TYRE AND INDUSTRIES	Tyres
7	452	328	-124	EXIDE	Auto - Batteries
8	590	718	128	GOODYEAR	Tyres
9	610	515	-95	AMARON	Auto - Batteries
10	648	601	-47	BRIDGESTONE	Tyres
11	782	-	-	TOTAL	Lubricants
12	836	809	-27	DUNLOP	Tyres
13	973	428	-545	SERVO	Lubricants



Auto - Batteries

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	452	328	-124	EXIDE
2	610	515	-95	AMARON

Automobile Electronics

	RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
ı	1	425	542	117	BOSCH

Lubricants

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	332	259	-73	CASTROL
2	782	-	-	TOTAL
3	973	428	-545	SERVO

Tyres

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	112	80	-32	MRF
2	175	146	-29	CEAT
3	257	196	-61	APOLLO TYRES
4	430	816	386	JK TYRE AND INDUSTRIES
5	590	718	128	GOODYEAR
6	648	601	-47	BRIDGESTONE
7	836	809	-27	DUNLOP



Baby Care



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	128	589	461	CERELAC	Infant Cereals
2	287	-	-	LIBERO	Diapers
3	401	482	81	HUGGIES	Diapers
4	417	303	-114	PAMPERS	Diapers
5	623	679	56	BABYOYE	Baby/Kids Products

Baby/Kids Products								
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME				
1	623	679	56	BABYOYE				

	Diapers								
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME					
1	287	-	-	LIBERO					
2	401	482	81	HUGGIES					
3	417	303	-114	PAMPERS					

Infant Cereals						
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME		
1	128	589	461	CERELAC		

CATEGORY WISE ALL INDIA LISTINGS

BFSI



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
1	46	59	13	LIC	Insurance - PSU
2	48	65	17	STATE BANK OF INDIA	Bank - PSU
3	49	74	25	HDFC BANK	Bank - Private
4	57	61	4	ICICI BANK	Bank - Private
5	147	260	113	AXIS BANK	Bank - Private
6	152	302	150	YES BANK	Bank - Private
7	236	178	-58	HSBC	Bank - Foreign
8	249	509	260	BANK OF BARODA	Bank - PSU
9	250	609	359	BANK OF INDIA	Bank - PSU
10	267	148	-119	KOTAK MAHINDRA BANK	Bank - Private
11	298	338	40	PNB BANK	Bank - PSU
12	330	516	186	RBI	Bank - Federal
13	356	566	210	BAJAJ ALLIANZ	Insurance - Private
14	369	625	256	CANARA BANK	Bank - PSU
15	404	489	85	CITIBANK	Bank - Foreign
16	421	556	135	UNION BANK OF INDIA	Bank - PSU
17	435	747	312	VISA	Credit/Debit card
18	442	585	143	AVIVA LIFE INSURANCE	Insurance - Private
19	444	242	-202	IDBI BANK	Bank - PSU
20	491	-	-	ANGEL BROKING	Broking
21	522	660	138	DCB BANK	Bank - Private
22	530	-	-	METLIFE INSURANCE	Insurance - Private
23	548	903	355	DENA BANK	Bank - PSU
24	550	-	-	INDIAN OVERSEAS BANK	Bank - PSU
25	560	-	-	MASTERCARD	Credit/Debit card
26	571	418	-153	UCO BANK	Bank - PSU
27	612	1093	481	BANK OF MAHARASHTRA	Bank - PSU
28	644	799	155	INDUSIND BANK	Bank - Private
29	652	825	173	BHARTI AXA	Insurance - Private
30	656	-	-	STATE BANK OF HYDERABAD	Bank - PSU
31	684	993	309	INDIAN BANK	Bank - PSU
32	730	713	-17	ALLAHABAD BANK	Bank - PSU
33	745	1034	289	AMERICAN EXPRESS	Credit/Debit card
34	752	-	-	MOTILAL OSWAL	Financial Services - Diversified
35	789	1015	226	TATA AIG GENERAL INSURANCE	Insurance - Private
36	803	801	-2	MUTHOOT FINANCE	Financial Services
37	810	1240	430	JP MORGAN	Bank - Foreign
38	812	1081	269	ANDHRA BANK	Bank - PSU



BFSI

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
39	826	1105	279	STANDARD CHARTERED	Bank - Foreign
40	835	-	-	WELLS FARGO	Bank - Foreign
41	847	1150	303	BARCLAYS	Bank - Foreign
42	855	-	-	SOFTBANK	Venture Capital Fund
43	866	1472	606	BANK OF AMERICA	Bank - Foreign
44	880	1235	355	BIRLA SUN LIFE INSURANCE	Insurance - Private
45	887	1215	328	SARASWAT BANK	Bank - Cooperative
46	905	-	-	KARUR VYSYA BANK	Bank - Private
47	914	354	-560	DHFL	Home Finance
48	945	702	-243	RELIGARE	Financial Services - Diversified
49	960	1108	148	STAR HEALTH INSURANCE	Insurance - Private
50	967	-	-	SHRIRAM CITY UNION FINANCE	Financial Services
51	968	617	-351	MAX BUPA	Health Insurance
52	996	-	-	AEGON LIFE	Insurance - Private

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	887	1215	328	SARASWAT BANK

Bank - Foreign

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	236	178	-58	HSBC
2	404	489	85	CITIBANK
3	810	1240	430	JP MORGAN
4	826	1105	279	STANDARD CHARTERED
5	835	-	-	WELLS FARGO
6	847	1150	303	BARCLAYS
7	866	1472	606	BANK OF AMERICA



Bank - Federal

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	330	516	186	RBI

Bank - Private

RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	49	74	25	HDFC BANK
2	57	61	4	ICICI BANK
3	147	260	113	AXIS BANK
4	152	302	150	YES BANK
5	267	148	-119	KOTAK MAHINDRA BANK
6	522	660	138	DCB BANK
7	644	799	155	INDUSIND BANK
8	905	-	-	KARUR VYSYA BANK

Bank - PSU

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	48	65	17	STATE BANK OF INDIA
2	249	509	260	BANK OF BARODA
3	250	609	359	BANK OF INDIA
4	298	338	40	PNB BANK
5	369	625	256	CANARA BANK
6	421	556	135	UNION BANK OF INDIA
7	444	242	-202	IDBI BANK
8	548	903	355	DENA BANK
9	550	-	-	INDIAN OVERSEAS BANK
10	571	418	-153	UCO BANK
11	612	1093	481	BANK OF MAHARASHTRA
12	656	-	-	STATE BANK OF HYDERABAD
13	684	993	309	INDIAN BANK
14	730	713	-17	ALLAHABAD BANK
15	812	1081	269	ANDHRA BANK



Broking

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	491	-	-	ANGEL BROKING

Credit/Debit card

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	435	747	312	VISA
2	560	-	-	MASTERCARD
3	745	1034	289	AMERICAN EXPRESS

Financial Services

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	803	801	-2	MUTHOOT FINANCE
2	967	-	-	SHRIRAM CITY UNION FINANCE

Financial Services - Diversified

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	752	-	-	MOTILAL OSWAL
2	945	702	-243	RELIGARE

Health Insurance

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	
1	968	617	-351	MAX BUPA	

Home Finance

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	914	354	-560	DHFL



Insurance - Private

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	356	566	210	BAJAJ ALLIANZ
2	442	585	143	AVIVA LIFE INSURANCE
3	530	-	-	METLIFE INSURANCE
4	652	825	173	BHARTI AXA
5	789	1015	226	TATA AIG GENERAL INSURANCE
6	880	1235	355	BIRLA SUN LIFE INSURANCE
7	960	1108	148	STAR HEALTH INSURANCE
8	996	-	-	AEGON LIFE

Insurance - PSU

RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	46	59	13	LIC

Venture Capital Fund

RANK	MAB 2016		rank Diff.	BRAND NAME	
1	855	-	-	SOFTBANK	

Branded Fashion



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	166	89	-77	FASTRACK	Branded Fashion
2	292	399	107	GUCCI	Luxury Fashion
3	337	405	68	DENIM	Branded Fashion
4	553	657	104	DIESEL	Branded Fashion
5	638	345	-293	CANALI	Luxury Fashion
6	653	-	-	MARC O'POLO	Luxury Fashion
7	711	1129	418	FOSSIL	Branded Fashion



Branded Fashion

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
8	792	526	-266	CALVIN KLEIN	Luxury Fashion
9	814	976	162	ARMANI	Luxury Fashion
10	844	-	-	COACH	Luxury Fashion
11	885	-	-	D&G	Luxury Fashion
12	886	613	-273	HUGO BOSS	Luxury Fashion
13	919	-	-	HERMES	Luxury Fashion
14	977	1265	288	CHRISTIAN DIOR	Luxury Fashion

Branded Fashion

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	166	89	-77	FASTRACK
2	337	405	68	DENIM
3	553	657	104	DIESEL
4	711	1129	418	FOSSIL

Luxury Fashion

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	292	399	107	GUCCI
2	638	345	-293	CANALI
3	653	-	-	MARC O'POLO
4	792	526	-266	CALVIN KLEIN
5	814	976	162	ARMANI
6	844	-	-	COACH
7	885	-	-	D&G
8	886	613	-273	HUGO BOSS
9	919	-	-	HERMES
10	977	1265	288	CHRISTIAN DIOR



Cable



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	729	759	30	HATHWAY	Cable Network

Cigarette



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	320	562	242	GOLD FLAKE	Cigarette
2	484	1330	846	MARLBORO	Cigarette
3	758	716	-42	CLASSIC CIGARETTES	Cigarette
4	940	-	-	CHARMINAR CIGARETTES	Cigarette

Construction



RANK	MAB 2016	MAB 2015		BRAND NAME	SUB-CATEGORY
1	882	914	32	DLF	Real Estate Developer

Diversified



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	6	9	3	BAJAJ	Diversified
2	7	4	-3	TATA	Diversified
3	13	10	-3	GODREJ	Diversified



Diversified

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
4	21	20	-1	PHILIPS	Technology - Diversified
5	24	26	2	VIDEOCON	Diversified
6	26	23	-3	RELIANCE	Diversified
7	101	107	6	WIPRO	Diversified
8	104	83	-21	HITACHI	Diversified
9	115	32	-83	MAHINDRA & MAHINDRA	Diversified
10	123	28	-95	ITC	Diversified
11	156	96	-60	BPL	Diversified
12	276	547	271	SIEMENS	Technology - Diversified
13	278	264	-14	L&T	Diversified
14	364	318	-46	MAX	Diversified
15	377	493	116	ADITYA BIRLA	Diversified
16	458	289	-169	ADANI GROUP	Diversified
17	533	-	-	GE	Diversified
18	596	902	306	JAYPEE GROUP	Diversified
19	640	591	-49	SAHARA	Diversified
20	742	-	-	MIRAJ	Diversified
21	769	1322	553	DCM	Diversified
22	828	1335	507	BAYER	Healthcare/Agriculture
23	838	1591	753	JSW	Diversified
24	935	798	-137	INDIABULLS	Diversified
25	994	628	-366	KIRLOSKAR	Diversified

	Diversified								
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME					
1	6	9	3	BAJAJ					
2	7	4	-3	TATA					
3	13	10	-3	GODREJ					
4	24	26	2	VIDEOCON					
5	26	23	-3	RELIANCE					
6	101	107	6	WIPRO					
7	104	83	-21	HITACHI					
8	115	32	-83	MAHINDRA & MAHINDRA					



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
9	123	28	-95	ITC
10	156	96	-60	BPL
11	278	264	-14	L&T
12	364	318	-46	MAX
13	377	493	116	ADITYA BIRLA
14	458	289	-169	ADANI GROUP
15	533	-	-	GE
16	596	902	306	JAYPEE GROUP
17	640	591	-49	SAHARA
18	742	-	-	MIRAJ
19	769	1322	553	DCM
20	838	1591	753	JSW
21	935	798	-137	INDIABULLS
22	994	628	-366	KIRLOSKAR

Healthcare/Agriculture								
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME				
1	828	1335	507	BAYER				

Technology - Diversified								
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME				
1	21	20	-1	PHILIPS				
2	276	547	271	SIEMENS				



DTH



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
1	201	277	76	TATA SKY	DTH
2	274	381	107	DISHTV	DTH

Durables



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	1	2	1	LG	Consumer Electronics
2	2	3	1	SONY	Consumer Electronics
3	5	87	82	SAMSUNG	Consumer Electronics
4	30	43	13	PANASONIC	Consumer Electronics
5	41	19	-22	WHIRLPOOL	Consumer Electronics
6	54	24	-30	ONIDA	Consumer Electronics
7	94	35	-59	VOLTAS	Consumer Electronics
8	141	51	-90	TOSHIBA	Consumer Electronics
9	151	108	-43	SANSUI	Consumer Electronics
10	206	147	-59	HAIER	Consumer Electronics
11	222	246	24	KENSTAR	Consumer Electronics
12	223	156	-67	IFB APPLIANCES	Consumer Electronics
13	241	226	-15	ELECTROLUX	Consumer Electronics
14	243	144	-99	KENT	Water Purifier
15	290	189	-101	BLUE STAR	Consumer Electronics
16	294	586	292	PUREIT	Water Purifier
17	313	304	-9	AKAI	Consumer Electronics
18	314	387	73	CARRIER	Air Conditioning
19	355	233	-122	SHARP	Consumer Electronics
20	378	408	30	AQUAGUARD	Water Purifier
21	384	643	259	SYMPHONY	Coolers
22	396	202	-194	DAIKIN	Consumer Electronics
23	402	191	-211	KELVINATOR	Consumer Electronics
24	410	891	481	JBL	Audio equipment
25	418	507	89	O GENERAL	Air Conditioning

Durables

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
26	441	926	485	PIONEER	Audio equipment
27	515	631	116	LIVPURE	Water Purifier
28	673	921	248	MITASHI	Consumer Electronics
29	679	-	-	MARSHALL	Audio equipment
30	681	378	-303	SINGER	Sewing Machines
31	796	532	-264	THOMSON	Consumer Electronics
32	849	636	-213	EUREKA FORBES	Purification Systems
33	874	1595	721	AO SMITH	Water Heater

Air Conditioning

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	314	387	73	CARRIER
2	418	507	89	O GENERAL

Audio equipment

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	410	891	481	JBL
2	441	926	485	PIONEER
3	679	-	-	MARSHALL

Consumer Electronics

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	1	2	1	LG
2	2	3	1	SONY
3	5	87	82	SAMSUNG
4	30	43	13	PANASONIC
5	41	19	-22	WHIRLPOOL
6	54	24	-30	ONIDA
7	94	35	-59	VOLTAS



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
8	141	51	-90	TOSHIBA
9	151	108	-43	SANSUI
10	206	147	-59	HAIER
11	222	246	24	KENSTAR
12	223	156	-67	IFB APPLIANCES
13	241	226	-15	ELECTROLUX
14	290	189	-101	BLUE STAR
15	313	304	-9	AKAI
16	355	233	-122	SHARP
17	396	202	-194	DAIKIN
18	402	191	-211	KELVINATOR
19	673	921	248	MITASHI
20	796	532	-264	THOMSON

Coolers

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	384	643	259	SYMPHONY

Purification Systems

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	849	636	-213	EUREKA FORBES

Sewing Machines

	RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
ĺ	1	681	378	-303	SINGER



Water Heater						
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME		
1	874	1595	721	AO SMITH		

Water Purifier								
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME				
1	243	144	-99	KENT				
2	294	586	292	PUREIT				
3	378	408	30	AQUAGUARD				
4	515	631	116	LIVPURE				

Education



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	561	943	382	AMITY UNIVERSITY	University - Indian
2	647	-	-	NIT	Engineering Institutes
3	741	990	249	OXFORD	University - International
4	871	-	-	SRISHTI SCHOOL	Art and Design
5	876	844	-32	IIT	Engineering Institutes
6	965	520	-445	KANGAROO KIDS	Pre-School
7	985	444	-541	NIIT	Training Institute - IT

Art and Design						
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME		
1	871	-	-	SRISHTI SCHOOL		



Engineering Institutes

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	647	-	-	NIT
2	876	844	-32	IIT

Pre-School

RANK	MAB 2016	MAB 2015		BRAND NAME
1	965	520	-445	KANGAROO KIDS

Training Institute - IT

RANK	MAB 2016		RANK DIFF.	BRAND NAME
1	985	444	-541	NIIT

University - Indian

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	561	943	382	AMITY UNIVERSITY

University - International

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	741	990	249	OXFORD

CATEGORY WISE ALL INDIA LISTINGS

Energy



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	179	-	-	HINDUSTAN PETROLEUM	Oil and Gas
2	277	552	275	INDIAN OIL	Oil and Gas
3	336	851	515	BHARATGAS	LPG
4	387	250	-137	BHARAT PETROLEUM	Oil and Gas
5	411	-	-	SHELL	Oil and Gas
6	447	407	-40	ONGC	Oil and Gas
7	578	-	-	RELIANCE ENERGY	Integrated Power
8	589	-	-	TATA POWER	Integrated Power
9	632	-	-	SUZLON	Wind Energy
10	757	484	-273	INDANE GAS	LPG
11	766	574	-192	GAIL	Natural gas

Integrated Power

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	578	-	-	RELIANCE ENERGY
2	589	-	-	TATA POWER

LPG

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	336	851	515	BHARATGAS
2	757	484	-273	INDANE GAS

Natural gas

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	766	574	-192	GAIL



Oil and Gas

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	179	-	-	HINDUSTAN PETROLEUM
2	277	552	275	INDIAN OIL
3	387	250	-137	BHARAT PETROLEUM
4	411	-	-	SHELL
5	447	407	-40	ONGC

Wind Energy

RANK		MAB 2015		BRAND NAME
1	632	-	-	SUZLON

Entertainment



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	585	1155	570	T-SERIES	Diversified
2	723	1584	861	UTV	Diversified
3	732	876	144	PVR	Cinema - Display
4	926	895	-31	INOX	Cinema - Display
5	958	-	-	IMAX	Cinema - Display
6	972	1303	331	BIG BOSS	TV Show

Cinema - Display

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	732	876	144	PVR
2	926	895	-31	INOX
3	958	-	-	IMAX

Diversified				
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	585	1155	570	T-SERIES
2	723	1584	861	UTV
			TV S	show
RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	972	1303	331	BIG BOSS

FMCG



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	19	53	34	COLGATE	Oral Hygiene
2	20	29	9	LUX	Bath/Beauty
3	43	25	-18	DOVE	Bath/Beauty
4	45	78	33	DETTOL	Antiseptic Products
5	50	41	-9	LAKME	Cosmetics
6	53	70	17	FOGG	Deo/Perfume
7	55	122	67	SUNSILK	Haircare
8	56	64	8	NIVEA	Bath/Beauty
9	60	45	-15	AXE	Deo/Perfume
10	61	40	-21	POND'S	Cosmetics
11	73	348	275	CLEAN & CLEAR	Cosmetics
12	87	371	284	PATANJALI	Diversified
13	88	113	25	PEPSODENT	Oral Hygiene
14	90	77	-13	RIN	Fabric Care
15	100	152	52	LIFEBUOY	Bath/Beauty
16	106	214	108	CLINIC PLUS	Haircare
17	108	210	102	CINTHOL	Bath/Beauty
18	109	128	19	CLOSEUP	Oral Hygiene
19	111	120	9	PEARS	Bath/Beauty



FMCG

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
20	114	140	26	SURF EXCEL	Fabric Care
21	116	75	-41	GARNIER	Bath/Beauty
22	117	97	-20	L'OREAL	Cosmetics
23	127	90	-37	FAIR & LOVELY	Skin Lightening Products
24	129	103	-26	TIDE	Fabric Care
25	138	181	43	ARIEL	Fabric Care
26	143	114	-29	SANTOOR	Bath/Beauty
27	145	110	-35	PANTENE	Haircare
28	155	93	-62	OLAY	Premium Cosmetics
29	161	285	124	REXONA	Bath/Beauty
30	167	485	318	MEDIMIX	Bath/Beauty - Ayurvedic
31	168	186	18	HINDUSTAN UNILEVER	Diversified
32	172	102	-70	HAMAM	Bath/Beauty
33	178	201	23	VASELINE	Bath/Beauty
34	189	188	-1	PARACHUTE	Hair Oil
35	191	287	96	HEAD & SHOULDERS	Haircare
36	199	109	-90	NIRMA	Diversified
37	216	356	140	EVA	Deo/Perfume
38	230	421	191	AMWAY	Direct Selling
39	240	205	-35	ORAL-B	Oral Hygiene
40	246	315	69	BABOOL	Oral Hygiene
41	251	160	-91	PARK AVENUE	Bath/Beauty
42	253	118	-135	VICCO	Oral Hygiene
43	255	334	79	WHEEL	Fabric Care
44	261	138	-123	GILLETTE	Shaving Products
45	272	394	122	LOTUS	Cosmetics
46	280	306	26	SET WET	Bath/Beauty
47	281	256	-25	WILD STONE	Deo/Perfume
48	296	253	-43	BOROLINE	Bath/Beauty
49	299	340	41	CHIK SHAMPOO	Haircare
50	301	145	-156	EMAMI	Diversified
51	304	615	311	LIVON	Haircare
52	307	263	-44	BOROPLUS	Bath/Beauty
53	311	366	55	SENSODYNE	Oral Hygiene
54	318	-	-	ORIFLAME	Direct Selling
55	333	38	-295	P&G	Diversified
56	359	658	299	NYCIL	Prickly Heat Products
57	370	-	-	CAVINKARE	Diversified



FMCG

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
58	375	486	111	HENKO DETERGENT	Fabric Care
59	389	184	-205	VIVEL	Bath/Beauty
60	392	688	296	SUPER-MAX	Shaving Products
61	419	500	81	REVLON	Cosmetics
62	420	436	16	UJALA	Fabric Care
63	429	1047	618	DENVER	Deo/Perfume
64	432	360	-72	ELLE 18	Cosmetics
65	433	811	378	KESH KALA	Hair Dye
66	434	319	-115	AVON COSMETICS	Cosmetics
67	440	455	15	EXO DISHCARE	Dishcare
68	445	612	167	WHISPER	Personal Hygiene Products
69	464	467	3	EVERYUTH	Bath/Beauty
70	466	453	-13	SAVLON	Antiseptic Products
71	468	244	-224	LIRIL	Bath/Beauty
72	473	935	462	BAJAJ ALMOND HAIR OIL	Hair Oil
73	475	225	-250	MARGO	Bath/Beauty
74	479	897	418	CHANDRIKA SOAPS	Bath/Beauty - Ayurvedic
75	480	497	17	DERMICOOL	Prickly Heat Products
76	481	765	284	SUPER VASMOL	Hair Dye
77	505	663	158	TRESEMME	Haircare
78	513	-	-	JAI SOAPS	Bath/Beauty
79	531	981	450	FAIREVER	Skin Lightening Products
80	535	539	4	ENGAGE	Deo/Perfume
81	538	969	431	STAYFREE	Personal Hygiene Products
82	544	567	23	LAYER'R SHOT	Deo/Perfume
83	558	480	-78	FAIR AND HANDSOME	Skin Lightening Products
84	567	-	-	JOY COSMETICS	Cosmetics
85	577	971	394	CLINIC ALL CLEAR	Haircare
86	582	386	-196	NIHAR	Hair Oil
87	591	1451	860	PARACHUTE JASMINE OIL	Hair Oil
88	592	216	-376	VEET	Hair Removal
89	595	1175	580	MEERA	Haircare
90	601	-	-	STREAX HAIR CARE	Haircare
91	604	691	87	FA	Bath/Beauty
92	618	629	11	FENA	Fabric Care
93	619	-	-	GODREJ NO. 1	Bath/Beauty
94	620	818	198	DABUR AMLA	Haircare
95	654	337	-317	SOFY	Personal Hygiene Products



FMCG

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
96	665	-	-	KOTEX	Personal Hygiene Products
97	666	413	-253	TOPAZ	Shaving Products
98	668	410	-258	DABUR VATIKA	Haircare
99	671	-	-	DABUR LAL OIL	Hair Oil
100	680	-	-	MOODS	Condoms
101	705	-	-	555 SOAP	Fabric Care
102	709	288	-421	NAVRATNA OIL	Hair Oil
103	721	-	-	MYSORE SANDAL	Bath/Beauty
104	724	275	-449	SPINZ	Deo/Perfume
105	728	431	-297	SUNLIGHT	Fabric Care
106	731	948	217	HAIR & CARE	Haircare
107	748	743	-5	BRYLCREEM	Haircare
108	751	650	-101	KOHINOOR	Condoms
109	788	1088	300	SAFED DETERGENT	Fabric Care
110	824	-	-	CLEAR SHAMPOO	Haircare
111	830	646	-184	PALMOLIVE	Bath/Beauty
112	839	-	-	ROOP MANTRA CREAM	Ayurvedic Products
113	851	565	-286	OLD SPICE	Deo/Perfume
114	883	707	-176	VI-JOHN	Shaving Products
115	890	800	-90	COMFORT FABRIC	Fabric Conditioner
116	895	-	-	ARAMUSK	Bath/Beauty - Men
117	897	222	-675	YARDLEY	Bath/Beauty
118	907	461	-446	DABUR LAL DANTMANJAN	Oral Hygiene
119	913	576	-337	GHARI	Fabric Care
120	918	1014	96	CHARMIS	Cosmetics
121	922	-	-	SOUMI'S CAN GROW LOTION	Haircare
122	930	1003	73	ENVY	Deo/Perfume
123	946	-	-	COCORAJ HAIR OIL	Hair Oil
124	961	-	-	RECKITT BENCKISER	Diversified
125	981	-	-	PARK AVENUE GOOD MORNING	Bath/Beauty - Men
126	988	1426	438	EZEE	Fabric Care

Antiseptic Products								
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME				
1	45	78	33	DETTOL				
2	466	453	-13	SAVLON				



Ayurvedic Products

	RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
ı	1	839	-	-	ROOP MANTRA CREAM

Bath/Beauty

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	20	29	9	LUX
2	43	25	-18	DOVE
3	56	64	8	NIVEA
4	100	152	52	LIFEBUOY
5	108	210	102	CINTHOL
6	111	120	9	PEARS
7	116	75	-41	GARNIER
8	143	114	-29	SANTOOR
9	161	285	124	REXONA
10	172	102	-70	HAMAM
11	178	201	23	VASELINE
12	251	160	-91	PARK AVENUE
13	280	306	26	SET WET
14	296	253	-43	BOROLINE
15	307	263	-44	BOROPLUS
16	389	184	-205	VIVEL
17	464	467	3	EVERYUTH
18	468	244	-224	LIRIL
19	475	225	-250	MARGO
20	513	-	-	JAI SOAPS
21	604	691	87	FA
22	619	-	-	GODREJ NO. 1
23	721	-	-	MYSORE SANDAL
24	830	646	-184	PALMOLIVE
25	897	222	-675	YARDLEY



Bath/Beauty - Ayurvedic

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	167	485	318	MEDIMIX
2	479	897	418	CHANDRIKA SOAPS

Bath/Beauty - Men

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	895	-	-	ARAMUSK
2	981	-	-	PARK AVENUE GOOD MORNING

Condoms

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	680	-	-	MOODS
2	751	650	-101	KOHINOOR

Cosmetics

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	50	41	-9	LAKME
2	61	40	-21	POND'S
3	73	348	275	CLEAN & CLEAR
4	117	97	-20	L'OREAL
5	272	394	122	LOTUS
6	419	500	81	REVLON
7	432	360	-72	ELLE 18
8	434	319	-115	AVON COSMETICS
9	567	-	-	JOY COSMETICS
10	918	1014	96	CHARMIS



Deo/Perfume

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	53	70	17	FOGG
2	60	45	-15	AXE
3	216	356	140	EVA
4	281	256	-25	WILD STONE
5	429	1047	618	DENVER
6	535	539	4	ENGAGE
7	544	567	23	LAYER'R SHOT
8	724	275	-449	SPINZ
9	851	565	-286	OLD SPICE
10	930	1003	73	ENVY

Direct Selling

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	230	421	191	AMWAY
2	318	-	-	ORIFLAME

Dishcare

RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	440	455	15	EXO DISHCARE

Diversified

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	87	371	284	PATANJALI
2	168	186	18	HINDUSTAN UNILEVER
3	199	109	-90	NIRMA
4	301	145	-156	EMAMI
5	333	38	-295	P&G
6	370	-	-	CAVINKARE
7	961	-	-	RECKITT BENCKISER



Fabric Care

RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	90	77	-13	RIN
2	114	140	26	SURF EXCEL
3	129	103	-26	TIDE
4	138	181	43	ARIEL
5	255	334	79	WHEEL
6	375	486	111	HENKO DETERGENT
7	420	436	16	UJALA
8	618	629	11	FENA
9	705	-	-	555 SOAP
10	728	431	-297	SUNLIGHT
11	788	1088	300	SAFED DETERGENT
12	913	576	-337	GHARI
13	988	1426	438	EZEE

Fabric Conditioner

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	890	800	-90	COMFORT FABRIC

Hair Dye

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	433	811	378	KESH KALA
2	481	765	284	SUPER VASMOL

Hair Oil

RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	189	188	-1	PARACHUTE
2	473	935	462	BAJAJ ALMOND HAIR OIL
3	582	386	-196	NIHAR
4	591	1451	860	PARACHUTE JASMINE OIL
5	671	-	-	DABUR LAL OIL



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
6	709	288	-421	NAVRATNA OIL
7	946	-	-	COCORAJ HAIR OIL

Hair Removal						
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME		
1	592	216	-376	VEET		

Haircare						
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME		
1	55	122	67	SUNSILK		
2	106	214	108	CLINIC PLUS		
3	145	110	-35	PANTENE		
4	191	287	96	HEAD & SHOULDERS		
5	299	340	41	CHIK SHAMPOO		
6	304	615	311	LIVON		
7	505	663	158	TRESEMMÉ		
8	577	971	394	CLINIC ALL CLEAR		
9	595	1175	580	MEERA		
10	601	-	-	STREAX HAIR CARE		
11	620	818	198	DABUR AMLA		
12	668	410	-258	DABUR VATIKA		
13	731	948	217	HAIR & CARE		
14	748	743	-5	BRYLCREEM		
15	824	-	-	CLEAR SHAMPOO		
16	922	-	-	SOUMI'S CAN GROW		

Oral Hygiene							
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME			
1	19	53	34	COLGATE			



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RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
2	88	113	25	PEPSODENT
3	109	128	19	CLOSEUP
4	240	205	-35	ORAL-B
5	246	315	69	BABOOL
6	253	118	-135	VICCO
7	311	366	55	SENSODYNE
8	907	461	-446	DABUR LAL DANTMANJAN

Personal Hygiene Products						
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME		
1	445	612	167	WHISPER		
2	538	969	431	STAYFREE		
3	654	337	-317	SOFY		

KOTEX

Premium Cosmetics								
RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME				
1	155	93	-62	OLAY				

Prickly Heat Products							
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME			
1	359	658	299	NYCIL			
2	480	497	17	DERMICOOL			



Shaving Products

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	261	138	-123	GILLETTE
2	392	688	296	SUPER-MAX
3	666	413	-253	TOPAZ
4	883	707	-176	VI-JOHN

Skin Lightening Products

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	127	90	-37	FAIR & LOVELY
2	531	981	450	FAIREVER
3	558	480	-78	FAIR AND HANDSOME



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
1	32	63	31	AMUL	Dairy - Diversified
2	37	13	-24	PEPSI	Aerated Beverages
3	42	67	25	NESTLE	Diversified
4	47	55	8	BRITANNIA	Diversified
5	65	48	-17	COCA-COLA	Aerated Beverages
6	71	124	53	HORLICKS	Nutritional Supplement
7	72	150	78	HALDIRAM'S	Packaged Snacks
8	75	62	-13	MAAZA	Non-aerated Beverages
9	76	84	8	SPRITE	Aerated Beverages
10	81	255	174	AASHIRVAAD	Staple Kitchen Ingredients
11	92	363	271	PARLE	Diversified
12	105	39	-66	PARLE-G	Biscuits - Brand
13	113	112	-1	CADBURY'S	Confectionery
14	121	85	-36	BOOST	Nutritional Supplement
15	124	119	-5	MIRINDA	Aerated Beverages

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
16	130	92	-38	THUMS UP	Aerated Beverages
17	134	280	146	BOURNVITA	Nutritional Supplement
18	136	95	-41	FRITO-LAY	Packaged Snacks
19	139	121	-18	MANGO FROOTI	Non-aerated Beverages
20	142	198	56	TATA SALT	Salt
21	144	232	88	MANGOLA	Non-aerated Beverages
22	153	223	70	GOOD DAY	Biscuits - Brand
23	162	101	-61	LIMCA	Aerated Beverages
24	165	568	403	BROOKE BOND TEA	Tea
25	169	99	-70	BISLERI	Packaged Drinking Water
26	171	262	91	FANTA	Aerated Beverages
27	176	224	48	MDH	Spices
28	177	197	20	COMPLAN	Nutritional Supplement
29	182	-	-	POLO	Mouth Freshener
30	183	278	95	BRU	Instant Coffee
31	185	153	-32	BALAJI FOODS	Packaged Snacks
32	187	227	40	KISSAN	Processed Foods - Fruits/Veg
33	192	316	124	FORTUNE	Edible Oil
34	195	49	-146	7UP	Aerated Beverages
35	198	281	83	TATA TEA	Теа
36	205	159	-46	AACHI	Spices
37	211	100	-111	NESTLE MAGGI	Instant Noodles
38	214	696	482	CADBURY GEMS	Candy
39	217	245	28	LIPTON	Теа
40	229	269	40	KURKURE	Packaged Snacks
41	231	448	217	BOVONTO	Aerated Beverages
42	248	268	20	SUNFEAST	Diversified
43	259	317	58	SAFFOLA	Edible Oil
44	264	309	45	MOTHER DAIRY	Dairy - Diversified
45	266	282	16	PRIYAGOLD BISCUITS	Diversified
46	271	276	5	CADBURY DAIRY MILK	Chocolate Bar
47	285	167	-118	NESCAFE	Instant Coffee
48	288	243	-45	AQUAFINA	Packaged Drinking Water
49	289	213	-76	VADILAL	Ice Cream
50	291	472	181	GLUCON-D	Powdered Drink
51	306	164	-142	KINLEY	Packaged Drinking Water
52	315	229	-86	BINGO	Packaged Snacks
53	316	445	129	RED BULL	Energy Drink

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
54	345	-	-	BIKANERVALA	Packaged Snacks
55	348	648	300	HAJMOLA	Digestive Tablets
56	351	193	-158	AAVIN DAIRY	Dairy - Diversified
57	361	-	-	RED LABEL TEA	Теа
58	365	369	4	RASNA	Powdered Drink
59	386	414	28	HAVMOR	Ice Cream
60	408	534	126	CADBURY 5STAR	Chocolate Bar
61	409	528	119	SUNRISE OIL	Edible Oil
62	413	-	-	MONACO	Biscuits - Brand
63	422	388	-34	NESTLE KITKAT	Chocolate Bar
64	424	194	-230	OREO	Biscuits - Brand
65	428	323	-105	KELLOGG'S	Breakfast Cereal
66	437	-	-	SATHI OIL	Edible Oil
67	450	776	326	RAJNIGANDHA	Mouth Freshener - Traditional
68	451	333	-118	EVEREST	Spices
69	469	558	89	SHAKTI BHOG FOODS	Staple Kitchen Ingredients
70	488	640	152	DALDA	Hydrogenated Vegetable Oil
71	489	183	-306	SLICE	Non-aerated Beverages
72	492	909	417	SUNFEAST YIPPEE NOODLES	Instant Noodles
73	493	557	64	INDIA GATE BASMATI	Packaged Rice
74	498	98	-400	MTR	RTC Foods
75	499	462	-37	CADBURY PERK	Chocolate Bar
76	507	1401	894	MOHANI TEA	Tea
77	508	664	156	DUTA	Spices
78	519	310	-209	TAJ MAHAL TEA	Tea
79	520	358	-162	HALLS	Cough Drops
80	529	383	-146	GOPAL DAIRY	Dairy - Diversified
81	534	211	-323	DABUR REAL	Packaged Juice
82	539	483	-56	BISK FARM	Diversified
83	541	-	-	SILVER COIN	Staple Kitchen Ingredients
84	546	956	410	RUCHI GOLD OIL	Edible Oil
85	552	174	-378	BRITANNIA 50-50	Biscuits - Brand
86	568	796	228	PAN PARAG	Mouth Freshener - Traditional
87	575	1068	493	MILK BIKIS	Biscuits - Brand
88	587	1231	644	BOOMER	Chewing Gum
89	600	416	-184	SUNDROP	Edible Oil
90	615	-	-	KAMLA PASAND PAN MASALA	Mouth Freshener - Traditional
91	624	417	-207	MARIE GOLD	Biscuits - Brand

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
92	625	1482	857	KNORR	RTC Foods
93	626	1499	873	COFFY BITE	Candy
94	629	1287	658	HATSUN	Dairy - Diversified
95	630	618	-12	NUTRELA	Soya Foods
96	633	344	-289	KWALITY WALLS	Ice Cream
97	634	415	-219	MOUNTAIN DEW	Aerated Beverages
98	636	-	-	DAAWAT BASMATI	Packaged Rice
99	637	729	92	DHARA	Edible Oil
100	650	732	82	NESTLE MUNCH	Chocolate Bar
101	655	724	69	CENTER FRESH	Chewing Gum
102	659	569	-90	SUHANA	Spices
103	663	499	-164	BIKAJI FOODS	Packaged Snacks
104	669	-	-	BERTOLLI	Edible Olive Oil
105	675	-	-	APPY FIZZ	Aerated Beverages
106	693	1479	786	KINDER JOY	Candy
107	696	-	-	PRIYOM	Spices
108	698	1103	405	ALPENLIEBE	Candy
109	702	463	-239	MENTOS	Mouth Freshener
110	703	-	-	BAPI CHANACHUR	Packaged Snacks
111	712	-	-	RAJESH MASALA	Spices
112	714	-	-	LOTTE	Confectionery
113	716	-	-	TAJ MAHAL BASMATI RICE	Packaged Rice
114	717	641	-76	PARLE HIDE & SEEK	Biscuits - Brand
115	719	1153	434	CATCH	Spices
116	720	-	-	MELAM	RTC Foods
117	740	-	-	BRITANNIA TIGER	Biscuits - Brand
118	746	529	-217	TANG	Powdered Drink
119	749	1343	594	GOWARDHAN GHEE	Ghee
120	767	819	52	RASOI MAGIC	Spices
121	775	684	-91	GANESH ATTA	Staple Kitchen Ingredients
122	776	622	-154	GOLD WINNER OIL	Edible Oil
123	779	513	-266	TIC TAC	Mouth Freshener
124	783	-	-	RAJDHANI BASMATI RICE	Packaged Rice
125	794	833	39	CANDYMAN	Candy
126	798	-	-	PARAS DAIRY	Dairy - Diversified
127	800	258	-542	AROKYA MILK	Dairy - Milk
128	802	479	-323	GOKUL MILK	Dairy - Milk
129	809	-	-	PASS PASS	Mouth Freshener



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
130	813	1253	440	LION DATES	Dates
131	817	987	170	CHING'S	RTC Foods
132	833	1531	698	WAGH BAKRI	Tea
133	850	745	-105	UNCLE CHIPS	Packaged Snacks
134	856	755	-101	ARUN ICECREAM	Ice Cream
135	884	1044	160	HATHI MASALA	Spices
136	892	1271	379	CRAX	Packaged Snacks
137	901	-	-	BIKANO	Packaged Snacks
138	908	750	-158	SOCIETY TEA	Tea
139	909	583	-326	HAPPYDENT	Chewing Gum
140	910	1183	273	DANONE	Dairy - Diversified
141	911	762	-149	TROPICANA	Packaged Juice
142	920	633	-287	LEHAR	Packaged Snacks
143	929	435	-494	RAMDEV FOOD PRODUCTS	Spices
144	933	-	-	SOSYO	Aerated Beverages
145	943	1682	739	QUAKER OATS	Breakfast Cereal
146	944	-	-	PRIYA FOODS	RTC Foods
147	949	940	-9	NUTRILITE	Dietary Supplement
148	950	1055	105	AAKASH NAMKEEN	Packaged Snacks
149	951	-	-	RAJA MARIE	Biscuits - Brand
150	964	-	-	LAL QILLA	Packaged Rice
151	970	-	-	ANIK DAIRY	Dairy - Diversified
152	980	661	-319	RAIL NEER	Packaged Drinking Water
153	984	1259	275	ANKUR SALT	Salt
154	986	-	-	RKG GHEE	Ghee
155	987	-	-	HASMUKH TEA	Теа
156	990	-	-	PURE MAGIC	Biscuits - Brand

Aerated Beverages

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	37	13	-24	PEPSI
2	65	48	-17	COCA-COLA
3	76	84	8	SPRITE
4	124	119	-5	MIRINDA
5	130	92	-38	THUMS UP



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
6	162	101	-61	LIMCA
7	171	262	91	FANTA
8	195	49	-146	7UP
9	231	448	217	BOVONTO
10	634	415	-219	MOUNTAIN DEW
11	675	-	-	APPY FIZZ
12	933	-	-	SOSYO

	Biscuits - Brand							
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME				
1	105	39	-66	PARLE-G				
2	153	223	70	GOOD DAY				
3	413	-	-	MONACO				
4	424	194	-230	OREO				
5	552	174	-378	BRITANNIA 50-50				
6	575	1068	493	MILK BIKIS				
7	624	417	-207	MARIE GOLD				
8	717	641	-76	PARLE HIDE & SEEK				
9	740	-	-	BRITANNIA TIGER				
10	951	-	-	RAJA MARIE				
11	990	-	-	PURE MAGIC				

Breakfast Cereal							
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME			
1	428	323	-105	KELLOGG'S			
2	943	1682	739	QUAKER OATS			



Candy

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	214	696	482	CADBURY GEMS
2	626	1499	873	COFFY BITE
3	693	1479	786	KINDER JOY
4	698	1103	405	ALPENLIEBE
5	794	833	39	CANDYMAN

Chewing Gum

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	587	1231	644	BOOMER
2	655	724	69	CENTER FRESH
3	909	583	-326	HAPPYDENT

Chocolate Bar

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	271	276	5	CADBURY DAIRY MILK
2	408	534	126	CADBURY 5STAR
3	422	388	-34	NESTLE KITKAT
4	499	462	-37	CADBURY PERK
5	650	732	82	NESTLE MUNCH

Confectionery

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	113	112	-1	CADBURY'S
2	714	-	-	LOTTE



Cough Drops

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	520	358	-162	HALLS

Dairy - Diversified

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	32	63	31	AMUL
2	264	309	45	MOTHER DAIRY
3	351	193	-158	AAVIN DAIRY
4	529	383	-146	GOPAL DAIRY
5	629	1287	658	HATSUN
6	798	-	-	PARAS DAIRY
7	910	1183	273	DANONE
8	970	-	-	ANIK DAIRY

Dairy - Milk

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	800	258	-542	AROKYA MILK
2	802	479	-323	GOKUL MILK

Dates

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	813	1253	440	LION DATES

Dietary Supplement

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	949	940	-9	NUTRILITE



Digestive Tablets

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	348	648	300	HAJMOLA

Diversified

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	42	67	25	NESTLE
2	47	55	8	BRITANNIA
3	92	363	271	PARLE
4	248	268	20	SUNFEAST
5	266	282	16	PRIYAGOLD BISCUITS
6	539	483	-56	BISK FARM

Edible Oil

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	192	316	124	FORTUNE
2	259	317	58	SAFFOLA
3	409	528	119	SUNRISE OIL
4	437	-	-	SATHI OIL
5	546	956	410	RUCHI GOLD OIL
6	600	416	-184	SUNDROP
7	637	729	92	DHARA
8	776	622	-154	GOLD WINNER OIL

Edible Olive Oil

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	669	-	-	BERTOLLI



Energy Drink

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	316	445	129	RED BULL

Ghee

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	749	1343	594	GOWARDHAN GHEE
2	986	-	-	RKG GHEE

Hydrogenated Vegetable Oil

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	488	640	152	DALDA

Ice Cream

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	289	213	-76	VADILAL
2	386	414	28	HAVMOR
3	633	344	-289	KWALITY WALLS
4	856	755	-101	ARUN ICECREAM

Instant Coffee

RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	183	278	95	BRU
2	285	167	-118	NESCAFE



Instant Noodles

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	211	100	-111	NESTLE MAGGI
2	492	909	417	SUNFEAST YIPPEE NOODLES

Mouth Freshener - Traditional

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	450	776	326	RAJNIGANDHA
2	568	796	228	PAN PARAG
3	615	-	-	KAMLA PASAND PAN MASALA

Mouth Freshener

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	182	-	-	POLO
2	702	463	-239	MENTOS
3	779	513	-266	TIC TAC
4	809	-	-	PASS PASS

Non-aerated Beverages

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	75	62	-13	MAAZA
2	139	121	-18	MANGO FROOTI
3	144	232	88	MANGOLA
4	489	183	-306	SLICE

Nutritional Supplement

RANK	MAB 2016	MAB 2015		BRAND NAME
1	71	124	53	HORLICKS



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
2	121	85	-36	BOOST
3	134	280	146	BOURNVITA
4	177	197	20	COMPLAN

Packaged Drinking Water

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	169	99	-70	BISLERI
2	288	243	-45	AQUAFINA
3	306	164	-142	KINLEY
4	980	661	-319	RAIL NEER

Packaged Juice

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	534	211	-323	DABUR REAL
2	911	762	-149	TROPICANA

Packaged Rice

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	493	557	64	INDIA GATE BASMATI
2	636	-	-	DAAWAT BASMATI
3	716	-	-	TAJ MAHAL BASMATI RICE
4	783	-	-	RAJDHANI BASMATI RICE
5	964	-	-	LAL QILLA

Packaged Snacks

RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	72	150	78	HALDIRAM'S
2	136	95	-41	FRITO-LAY



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
3	185	153	-32	BALAJI FOODS
4	229	269	40	KURKURE
5	315	229	-86	BINGO
6	345	-	-	BIKANERVALA
7	663	499	-164	BIKAJI FOODS
8	703	-	-	BAPI CHANACHUR
9	850	745	-105	UNCLE CHIPS
10	892	1271	379	CRAX
11	901	-	-	BIKANO
12	920	633	-287	LEHAR
13	950	1055	105	AAKASH NAMKEEN

Powdered Drink

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	291	472	181	GLUCON-D
2	365	369	4	RASNA
3	746	529	-217	TANG

Processed Foods - Fruits/Veg

RANK	MAB 2016	MAB 2015		BRAND NAME
1	187	227	40	KISSAN

RTC Foods

RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	498	98	-400	MTR
2	625	1482	857	KNORR
3	720	-	-	MELAM
4	817	987	170	CHING'S
5	944	-	-	PRIYA FOODS



Salt

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	142	198	56	TATA SALT
2	984	1259	275	ANKUR SALT

Soya Foods

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	630	618	-12	NUTRELA

Spices

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	176	224	48	MDH
2	205	159	-46	AACHI
3	451	333	-118	EVEREST
4	508	664	156	DUTA
5	659	569	-90	SUHANA
6	696	-	-	PRIYOM
7	712	-	-	RAJESH MASALA
8	719	1153	434	CATCH
9	767	819	52	RASOI MAGIC
10	884	1044	160	HATHI MASALA
11	929	435	-494	RAMDEV FOOD PRODUCTS

Staple Kitchen Ingredients

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	81	255	174	AASHIRVAAD
2	469	558	89	SHAKTI BHOG FOODS
3	541	-	-	SILVER COIN
4	775	684	-91	GANESH ATTA



	Теа								
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME					
1	165	568	403	BROOKE BOND TEA					
2	198	281	83	TATA TEA					
3	217	245	28	LIPTON					
4	361	-	-	RED LABEL TEA					
5	507	1401	894	MOHANI TEA					
6	519	310	-209	TAJ MAHAL TEA					
7	833	1531	698	WAGH BAKRI					
8	908	750	-158	SOCIETY TEA					
9	987	-	-	HASMUKH TEA					

Government Body



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	381	536	155	KHADI BHANDAR	Village Products
2	759	-	-	INDIAN AIR FORCE	Armed Forces
3	978	-	-	SPEED POST	Express Service

Armed Forces								
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME				
1	759	-	-	INDIAN AIR FORCE				

Express Service								
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME				
1	978	-	-	SPEED POST				

	Village Products			
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	381	536	155	KHADI BHANDAR

Healthcare



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	68	52	-16	DABUR	Ayurveda - Diversified
2	119	177	58	J&J	Healthcare - Diversified
3	150	88	-62	HIMALAYA	Ayurveda - Diversified
4	196	322	126	AYUR	Ayurveda - Diversified
5	233	496	263	IODEX	Pain Balm
6	242	502	260	ZANDU BALM	Pain Balm
7	283	173	-110	VICKS	OTC
8	300	460	160	VOLINI	Pain Balm
9	353	192	-161	MOOV	Pain Balm
10	457	867	410	CROCIN	OTC
11	465	-	-	AJANTA PHARMA	Pharmaceuticals
12	482	551	69	VLCC	Health Management
13	486	-	-	HIMANI FAST RELIEF	Pain Balm
14	495	678	183	NOVA HEALTHCARE	Short-stay Surgery
15	532	305	-227	CIPLA	Pharmaceuticals
16	554	438	-116	ENO	OTC
17	556	659	103	AMRUTANJAN	Pain Balm
18	566	464	-102	PEDIASURE	Health Food Supplements - Kids
19	569	350	-219	GSK	Pharmaceuticals
20	597	638	41	HAMDARD	Unani Medicine
21	608	596	-12	FORTIS HOSPITALS	Hospitals
22	677	-	-	NUTRIGAIN	Ayurvedic Products
23	683	1115	432	APOLLO HOSPITALS	Hospitals
24	743	1230	487	ZYDUS CADILA	Pharmaceuticals
25	781	813	32	MANKIND PHARMA	Pharmaceuticals

Healthcare

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
26	891	266	-625	TIGER BALM	Pain Balm
27	894	1122	228	KAYA	Skin Care Services
28	899	-	-	NESTLE NAN PRO	Infant Formula
29	927	1460	533	B-TEX	Skin Cream
30	942	1601	659	DIGENE	ОТС
31	999	-	-	INTAS PHARMA	Pharmaceuticals

Ayurveda - Diversified

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	68	52	-16	DABUR
2	150	88	-62	HIMALAYA
3	196	322	126	AYUR

Ayurvedic Products

RANK	MAB 2016		RANK DIFF.	BRAND NAME
1	677	-	-	NUTRIGAIN

Health Food Supplements - Kids

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	566	464	-102	PEDIASURE

Health Management

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	482	551	69	VLCC



Healthcare - Diversified

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	119	177	58	I&I

Hospitals

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	608	596	-12	FORTIS HOSPITALS
2	683	1115	432	APOLLO HOSPITALS

Infant Formula

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	899	-	-	NESTLE NAN PRO

ОТС

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	283	173	-110	VICKS
2	457	867	410	CROCIN
3	554	438	-116	ENO
4	942	1601	659	DIGENE

Pain Balm

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	233	496	263	IODEX
2	242	502	260	ZANDU BALM
3	300	460	160	VOLINI
4	353	192	-161	MOOV
5	486	-	-	HIMANI FAST RELIEF
6	556	659	103	AMRUTANJAN
7	891	266	-625	TIGER BALM



Pharmaceuticals

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	465	-	-	AJANTA PHARMA
2	532	305	-227	CIPLA
3	569	350	-219	GSK
4	743	1230	487	ZYDUS CADILA
5	781	813	32	MANKIND PHARMA
6	999	-	-	INTAS PHARMA

Short-stay Surgery

RANK		MAB 2015		BRAND NAME
1	495	678	183	NOVA HEALTHCARE

Skin Care Services

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	894	1122	228	KAYA

Skin Cream

RANK	MAB 2016		RANK DIFF.	BRAND NAME
1	927	1460	533	B-TEX

Unani Medicine

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	597	638	41	HAMDARD



Home Care



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	137	330	193	HARPIC	Toilet Cleaner
2	174	307	133	GOOD KNIGHT	Mosquito repellent
3	188	336	148	FEVICOL	Adhesives
4	194	161	-33	VIM	Dishcare
5	218	370	152	ALL OUT	Mosquito repellent
6	221	683	462	DOMEX	Toilet Cleaner
7	238	524	286	NEELKAMAL	Furniture
8	256	429	173	LIZOL	Disinfectant
9	258	700	442	MORTEIN	Mosquito repellent
10	360	220	-140	EVEREADY	Consumer Batteries
11	376	236	-140	AJANTA	Clocks
12	395	-	-	ODONIL	Air Freshener
13	403	326	-77	NIPPO	Consumer Batteries
14	426	1300	874	PARRYWARE	Sanitaryware
15	436	-	-	ROCA	Sanitaryware - Premium
16	510	406	-104	HINDWARE	Sanitaryware
17	563	1196	633	AIRWICK	Air Freshener
18	570	-	-	SUPREME	Furniture
19	581	-	-	GROHE	Bathroom Fittings - Premium
20	586	180	-406	DURACELL	Consumer Batteries
21	594	581	-13	CERA	Sanitaryware
22	657	949	292	CYCLE AGARBATTI	Agarbattis
23	765	686	-79	COLIN	Cleaning Solutions
24	823	-	-	MIKADO	Pest Control Products
25	834	1112	278	DR FIXIT	Waterproofing Solutions
26	848	964	116	PRIL	Dishcare
27	888	-	-	MR MUSCLE	Cleaning Solutions
28	952	-	-	FEVISTIK	Adhesives
29	974	893	-81	MAXO	Mosquito repellent
30	995	-	-	JOKER GUM	Adhesives

	Adhesives							
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME				
1	188	336	148	FEVICOL				
2	952	-	-	FEVISTIK				



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
3	995	-	-	JOKER GUM

Agarbattis

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	657	949	292	CYCLE AGARBATTI

Air Freshener

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	395	-	-	ODONIL
2	563	1196	633	AIRWICK

Bathroom Fittings - Premium

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	581	-	-	GROHE

Cleaning Solutions

RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	765	686	-79	COLIN
2	888	-	-	MR MUSCLE

Clocks

RANK		MAB 2015		BRAND NAME
1	376	236	-140	AJANTA



Consumer Batteries

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	360	220	-140	EVEREADY
2	403	326	-77	NIPPO
3	586	180	-406	DURACELL

Dishcare

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	194	161	-33	VIM
2	848	964	116	PRIL

Disinfectant

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	256	429	173	LIZOL

Furniture

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	238	524	286	NEELKAMAL
2	570	-	-	SUPREME

Mosquito repellent

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	174	307	133	GOOD KNIGHT
2	218	370	152	ALL OUT
3	258	700	442	MORTEIN
4	974	893	-81	MAXO



Pest Control Products

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	823	-	-	MIKADO

Sanitaryware

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	426	1300	874	PARRYWARE
2	510	406	-104	HINDWARE
3	594	581	-13	CERA

Sanitaryware - Premium

R.	ANK		MAB 2015		BRAND NAME
	1	436	-	-	ROCA

Toilet Cleaner

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	137	330	193	HARPIC
2	221	683	462	DOMEX

Waterproofing Solutions

RANK		MAB 2015		BRAND NAME
1	834	1112	278	DR FIXIT

Home Furnishing



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	476	347	-129	KURL-ON	Mattresses
2	804	597	-207	SLEEPWELL	Mattresses

Hospitality



RAN	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	269	783	514	TAJ HOTELS	Hotels - Premium
2	628	-	-	OBEROI HOTELS	Hotels - Premium

Household Electricals



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
1	58	71	13	USHA FANS	Fans
2	208	162	-46	HAVELLS	Fast Moving Electrical Goods
3	213	142	-71	ANCHOR	Fast Moving Electrical Goods
4	226	217	-9	KHAITAN	Fans
5	252	296	44	SURYA LED	LED
6	262	-	-	ORIENT	Fans
7	319	392	73	SYSKA LED	LED
8	602	314	-288	V-GUARD	Fast Moving Electrical Goods
9	879	1074	195	POLAR FAN	Fans
10	896	1205	309	MICROTEK	Invertors



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Fans MAB RANK MAB **RANK BRAND NAME** 2015 2016 DIFF. 58 71 **USHA FANS** 13 2 226 217 -9 **KHAITAN** 262 ORIENT 3

195

POLAR FAN

Fast Moving Electrical Goods							
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME			
1	208	162	-46	HAVELLS			
2	213	142	-71	ANCHOR			
3	602	314	-288	V-GUARD			

Invertors							
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME			
1	896	1205	309	MICROTEK			

LED							
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME			
1	252	296	44	SURYA LED			
2	319	392	73	SYSKA LED			

CATEGORY WISE ALL INDIA LISTINGS

Internet



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	96	195	99	AMAZON	Online Retailer - Diversified
2	102	105	3	GOOGLE	Internet Search
3	125	346	221	FLIPKART	Online Retailer - Diversified
4	157	359	202	FACEBOOK	Social Networking
5	302	365	63	SNAPDEAL	Online Retailer - Diversified
6	324	271	-53	YAHOO!	Internet Search
7	339	297	-42	WHATSAPP	Instant Messaging Service
8	341	530	189	PAYTM	Digital Wallet
9	344	-	-	eBAY	Online Retailer - Diversified
10	373	432	59	OLX	Internet Classifieds Service
11	397	668	271	MYNTRA	Online Retailer - Fashion
12	461	984	523	SHOPCLUES	Online Retailer - Diversified
13	477	-	-	KOOVS	Online Retailer - Fashion
14	483	-	-	UBER	Online Taxi Aggregator
15	490	-	-	HOMESHOP18	Online Retailer - Diversified
16	500	611	111	YOUTUBE	Video-sharing
17	506	424	-82	TWITTER	Social Networking
18	564	602	38	QUIKR	Internet Classifieds Service
19	583	487	-96	JABONG	Online Retailer - Fashion
20	605	292	-313	OLA	Online Taxi Aggregator
21	664	1491	827	LINKEDIN	Professional Networking
22	700	623	-77	GMAIL	Email service
23	786	806	20	JUSTDIAL	Local Search Services
24	864	-	-	NAAPTOL	Online Retailer - Diversified
25	865	-	-	PAYPAL	Digital Wallet
26	872	-	-	OXIGEN WALLET	Digital Wallet
27	873	961	88	HOTSTAR APP	Entertainment Application
28	937	-	-	VOONIK	Online Retailer - Women's Fashion
29	948	-	-	OYO ROOMS	Hotel Room Aggregator

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RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	341	530	189	PAYTM
2	865	-	-	PAYPAL
3	872	-	-	OXIGEN WALLET



Email service

RANK	MAB 2016			BRAND NAME
1	700	623	-77	GMAIL

Entertainment Application

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	873	961	88	HOTSTAR APP

Hotel Room Aggregator

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	948	-	-	OYO ROOMS

Instant Messaging Service

RANK	MAB 2016	MAB 2015		BRAND NAME
1	339	297	-42	WHATSAPP

Internet Classifieds Service

RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	373	432	59	OLX
2	564	602	38	QUIKR



Internet Search

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	102	105	3	GOOGLE
2	324	271	-53	YAHOO!

Local Search Services

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	786	806	20	JUSTDIAL

Online Retailer - Diversified

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	96	195	99	AMAZON
2	125	346	221	FLIPKART
3	302	365	63	SNAPDEAL
4	344	-	-	eBAY
5	461	984	523	SHOPCLUES
6	490	-	-	HOMESHOP18
7	864	-	-	NAAPTOL

Online Retailer - Fashion

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	397	668	271	MYNTRA
2	477	-	-	KOOVS
3	583	487	-96	JABONG



Online Retailer - Women's Fashion

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	937	-	-	VOONIK

Online Taxi Aggregator

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	483	-	-	UBER
2	605	292	-313	OLA

Professional Networking

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	664	1491	827	LINKEDIN

Social Networking

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	157	359	202	FACEBOOK
2	506	424	-82	TWITTER

Video-sharing

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	500	611	111	YOUTUBE



Kitchen Care



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	11	931	920	TUPPERWARE	Kitchenware
2	170	505	335	MILTON	Kitchenware
3	200	380	180	PRESTIGE	Cookware
4	284	495	211	HAWKINS	Cookware
5	286	-	-	PREETHI	Kitchen Appliances
6	431	504	73	KUTCHINA	Kitchen Systems
7	503	705	202	BUTTERFLY APPLIANCES	Kitchen Appliances
8	516	797	281	PIGEON	Kitchen Appliances
9	603	-	-	PEARLPET	Kitchenware
10	631	1163	532	JAIPAN	Cookware
11	772	-	-	SIGNORACARE	Kitchen Appliances
12	774	1159	385	SUNFLAME APPLIANCES	Kitchen Appliances
13	797	1349	552	MORPHY RICHARDS	Kitchen Appliances
14	806	-	-	PRINCEWARE	Kitchenware
15	859	-	-	OJAS	Silverware
16	877	834	-43	MAHARAJA WHITELINE	Kitchen Appliances
17	959	-	-	RICO	Kitchen Appliances
18	998	-	-	PADMINI	Kitchen Appliances

 /III/OKO
 kware

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	200	380	180	PRESTIGE
2	284	495	211	HAWKINS
3	631	1163	532	JAIPAN

Kitchen Appliances

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	286	-	-	PREETHI
2	503	705	202	BUTTERFLY APPLIANCES
3	516	797	281	PIGEON
4	772	-	-	SIGNORACARE
5	774	1159	385	SUNFLAME APPLIANCES



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
6	797	1349	552	MORPHY RICHARDS
7	877	834	-43	MAHARAJA WHITELINE
8	959	-	-	RICO
9	998	-	-	PADMINI

Kitchen Systems

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	431	504	73	KUTCHINA

Kitchenware

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	11	931	920	TUPPERWARE
2	170	505	335	MILTON
3	603	-	-	PEARLPET
4	806	-	-	PRINCEWARE

Silverware

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	859	-	-	OJAS



Manufacturing



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	202	123	-79	BIRLA CEMENT	Cement
2	220	204	-16	AMBUJA CEMENT	Cement
3	303	238	-65	ASIAN PAINTS	Paints
4	317	231	-86	ACC	Cement
5	350	270	-80	ULTRATECH CEMENT	Cement
6	374	-	-	ASTRAL PIPES	Pipes
7	398	-	-	TATA STEEL	Metal
8	412	361	-51	DULUX PAINTS	Paints
9	423	327	-96	NEROLAC	Paints
10	438	501	63	CROMPTON GREAVES	Engineering
11	472	419	-53	JK CEMENT	Cement
12	517	924	407	FINOLEX	Diversified
13	588	554	-34	BINANI CEMENT	Cement
14	627	355	-272	SINTEX	Diversified
15	725	-	-	NIPPON PAINTS	Paints
16	754	-	-	AIRBUS	Aircraft
17	816	491	-325	DALMIA BHARAT CEMENT	Cement
18	957	1296	339	JINDAL STEEL	Metal
19	979	527	-452	GREENPLY	Plywood

- 1		7	-
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RANK	MAB 2016	MAB 2015		BRAND NAME
1	754	-	-	AIRBUS

Cement

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	202	123	-79	BIRLA CEMENT
2	220	204	-16	AMBUJA CEMENT
3	317	231	-86	ACC
4	350	270	-80	ULTRATECH CEMENT
5	472	419	-53	JK CEMENT
6	588	554	-34	BINANI CEMENT
7	816	491	-325	DALMIA BHARAT CEMENT



Diversified

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	517	924	407	FINOLEX
2	627	355	-272	SINTEX

Engineering

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	438	501	63	CROMPTON GREAVES

Metal

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	398	-	-	TATA STEEL
2	957	1296	339	JINDAL STEEL

Paints

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	303	238	-65	ASIAN PAINTS
2	412	361	-51	DULUX PAINTS
3	423	327	-96	NEROLAC
4	725	-	-	NIPPON PAINTS

Pipes

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	374	-	-	ASTRAL PIPES



	Plywood			
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	979	527	-452	GREENPLY

Media - Print



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	273	-	-	LOKMAT	Newspaper - Marathi
2	357	-	-	HINDUSTAN TIMES	Newspaper - English
3	366	854	488	DAINIK JAGRAN	Newspaper - Hindi
4	382	-	-	THE HINDU	Newspaper - English
5	514	1558	1044	THE INDIAN EXPRESS	Newspaper - English
6	525	752	227	INDIA TODAY	Magazine - English
7	527	704	177	TIMES OF INDIA	Newspaper - English
8	536	-	-	ASIAN AGE	Newspaper - English
9	598	1270	672	OUTLOOK	Magazine - English
10	713	670	-43	DAINIK BHASKAR	Newspaper - Hindi
11	718	-	-	DAILY THANTHI	Newspaper - Tamil
12	853	1632	779	NAVBHARAT TIMES	Newspaper - Hindi
13	870	1313	443	AMAR UJALA	Newspaper - Hindi
14	924	-	-	SANDESH	Newspaper - Gujarati

Magazine - English						
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME		
1	525	752	227	INDIA TODAY		
2	598	1270	672	OUTLOOK		



Newspaper - English

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	357	-	-	HINDUSTAN TIMES
2	382	-	-	THE HINDU
3	514	1558	1044	THE INDIAN EXPRESS
4	527	704	177	TIMES OF INDIA
5	536	-	-	ASIAN AGE

Newspaper - Gujarati

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	924	-	-	SANDESH

Newspaper - Hindi

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	366	854	488	DAINIK JAGRAN
2	713	670	-43	DAINIK BHASKAR
3	853	1632	779	NAVBHARAT TIMES
4	870	1313	443	AMAR UJALA

Newspaper - Marathi

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	273	-	-	LOKMAT

Newspaper - Tamil

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	718	-	-	DAILY THANTHI

CATEGORY WISE ALL INDIA LISTINGS

Media - TV



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	93	209	116	ZEE TV	Hindi GEC
2	103	831	728	MTV	Music Channel
3	110	273	163	STAR PLUS	Hindi GEC
4	154	564	410	AAJ TAK	Hindi News
5	159	283	124	NDTV	Channel Cluster
6	349	312	-37	COLORS TV	Hindi GEC
7	352	511	159	SAB TV	Hindi GEC
8	367	498	131	ZEE NEWS	Hindi News
9	379	349	-30	ABP NEWS	Hindi News
10	394	-	-	INDIA TV	Hindi News
11	474	1572	1098	LIFE OK	Hindi GEC
12	523	-	-	ZEE	Channel Cluster
13	540	-	-	ESPN	Sports
14	573	1348	775	НВО	English Movies
15	642	847	205	BBC	International News Channel
16	651	1166	515	DISNEY CHANNEL	Kids Channel
17	661	-	-	IBN LOKMAT	Regional News Channel
18	667	-	-	SAKSHI TV	Regional News Channel
19	692	-	-	CNN	International News Channel
20	694	-	-	DD	Government Channel Cluster
21	710	1391	681	ABP ANANDA	Regional News Channel
22	762	-	-	NBC NEWS	International News Channel
23	770	849	79	DISCOVERY CHANNEL	Factual Entertainment
24	787	1237	450	STAR GOLD	Hindi Movies
25	805	766	-39	FOX ENGLISH MOVIES	English Movies
26	841	537	-304	SONY MAX	Hindi Movies
27	860	372	-488	ZOOM TV	Hindi GEC
28	992	1174	182	TV 9	Channel Cluster
29	1000	925	-75	STAR MOVIES	English Movies

 hanna	Cluster

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	159	283	124	NDTV
2	523	-	-	ZEE
3	992	1174	182	TV 9



English Movies

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME		
1	573	1348	775	НВО		
2	805	766	-39	FOX ENGLISH MOVIES		
3	1000	925	-75	STAR MOVIES		

Factual Entertainment

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	770	849	79	DISCOVERY CHANNEL

Government Channel Cluster

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	694	-	-	DD

Hindi GEC

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME			
1	93	209	116	ZEE TV			
2	110	273	163	STAR PLUS			
3	349	312	-37	COLORS TV			
4	352	511	159	SAB TV			
5	474	1572	1098	LIFE OK			
6	860	372	-488	ZOOM TV			

Hindi Movies

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	787	1237	450	STAR GOLD
2	841	537	-304	SONY MAX



Hindi News

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME		
1	154	564	410	AAJ TAK		
2	367	498	131	ZEE NEWS		
3	379	349	-30	ABP NEWS		
4	394	-	-	INDIA TV		

International News Channel

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	642	847	205	BBC
2	692	-	-	CNN
3	762	-	-	NBC NEWS

Kids Channel

RANK	MAB 2016		RANK DIFF.	BRAND NAME	
1	651	1166	515	DISNEY CHANNEL	

Music Channel

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	103	831	728	MTV

Regional News Channel

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	
1	661	-	-	IBN LOKMAT	
2	667	-	-	SAKSHI TV	
3	710	1391	681	ABP ANANDA	

	Sports			
RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	540	-	-	ESPN

Media - Radio



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY	
1	715	607	-108	BIG FM	FM	
2	868	652	-216	RADIO MIRCHI	FM	

Musical Instruments



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	734	-	-	GIBSON GUITARS	Guitars

NGO



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	706	-	-	CARE INDIA	NGO
2	845	1218	373	CRY	NGO



Personal Accessories



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	12	14	2	BATA	Footwear
2	29	54	25	SONATA	Watches
3	36	27	-9	PUMA	Sportswear
4	39	58	19	ADIDAS	Sportswear
5	51	16	-35	TITAN	Watches
6	59	22	-37	REEBOK	Sportswear
7	67	44	-23	NIKE	Sportswear
8	78	125	47	PARAGON	Footwear
9	84	134	50	WOODLAND	Outdoor Gear
10	122	169	47	VIP	Luggage/Bags
11	184	60	-124	ROLEX	Luxury Watches
12	186	182	-4	VKC	Footwear
13	190	170	-20	HMT WATCHES	Watches
14	204	-	-	AJANTA FOOTWEAR	Footwear
15	224	295	71	RELAXO	Footwear
16	237	301	64	KHADIM'S	Footwear
17	297	299	2	RAY-BAN	Eyewear
18	309	171	-138	TANISHQ	Jewellery
19	323	584	261	SAFARI	Luggage/Bags
20	328	117	-211	RADO	Luxury Watches
21	338	230	-108	SPARX	Footwear
22	358	-	-	POWER	Sportswear
23	383	352	-31	SREELEATHERS	Footwear
24	393	373	-20	FILA	Sportswear
25	446	440	-6	TBZ	Jewellery
26	454	135	-319	CITIZEN	Watches
27	455	508	53	RED CHIEF SHOES	Footwear
28	459	331	-128	TIMEX	Watches
29	547	840	293	KALYAN JEWELLERS	Jewellery
30	559	430	-129	QUARTZ	Watches
31	562	254	-308	P C CHANDRA JEWELLERS	Jewellery
32	565	1441	876	GITANJALI GEMS	Jewellery
33	599	219	-380	ACTION SHOES	Footwear
34	646	-	-	ARP SHOES	Footwear
35	662	1223	561	FLITE	Footwear
36	670	621	-49	LAKHANI	Footwear
37	695	379	-316	AMERICAN TOURISTER	Luggage/Bags
38	701	503	-198	Q&Q WATCHES	Watches

Personal Accessories

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
39	764	820	56	SENCO GOLD JEWELLERS	Jewellery
40	768	968	200	SAMSONITE	Luggage/Bags
41	777	293	-484	TISSOT	Luxury Watches
42	785	894	109	MAXIMA	Watches
43	795	671	-124	MOCHI	Footwear
44	801	-	-	CATTERPILLAR FOOTWEAR	Footwear
45	807	-	-	KEMEI	Grooming Appliances
46	842	-	-	OMAX	Watches
47	852	-	-	RUPANI FOOTWEAR	Footwear
48	878	521	-357	VVD GOLD	Jewellery
49	921	781	-140	CAMPUS SHOES	Footwear
50	941	-	-	BHATIA JEWELLERS	Jewellery
51	989	-	-	HUSH PUPPIES	Footwear

Eyewear								
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME				
1	297	299	2	RAY-BAN				

	Footwear								
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME					
1	12	14	2	BATA					
2	78	125	47	PARAGON					
3	186	182	-4	VKC					
4	204	-	-	AJANTA FOOTWEAR					
5	224	295	71	RELAXO					
6	237	301	64	KHADIM'S					
7	338	230	-108	SPARX					
8	383	352	-31	SREELEATHERS					
9	455	508	53	RED CHIEF SHOES					
10	599	219	-380	ACTION SHOES					
11	646	-	-	ARP SHOES					
12	662	1223	561	FLITE					
13	670	621	-49	LAKHANI					



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
14	795	671	-124	МОСНІ
15	801	-	-	CATTERPILLAR FOOTWEAR
16	852	-	-	RUPANI FOOTWEAR
17	921	781	-140	CAMPUS SHOES
18	989	-	-	HUSH PUPPIES

Grooming Appliances								
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME				
1	807	-	-	KEMEI				

	Jewellery									
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME						
1	309	171	-138	TANISHQ						
2	446	440	-6	TBZ						
3	547	840	293	KALYAN JEWELLERS						
4	562	254	-308	P C CHANDRA JEWELLERS						
5	565	1441	876	GITANJALI GEMS						
6	764	820	56	SENCO GOLD JEWELLERS						
7	878	521	-357	VVD GOLD						
8	941	-	-	BHATIA JEWELLERS						

	Luggage/Bags								
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME					
1	122	169	47	VIP					
2	323	584	261	SAFARI					
3	695	379	-316	AMERICAN TOURISTER					
4	768	968	200	SAMSONITE					



Luxury Watches

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	184	60	-124	ROLEX
2	328	117	-211	RADO
3	777	293	-484	TISSOT

Outdoor Gear

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
	84	134	50	WOODLAND

Sportswear

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	36	27	-9	PUMA
2	39	58	19	ADIDAS
3	59	22	-37	REEBOK
4	67	44	-23	NIKE
5	358	-	-	POWER
6	393	373	-20	FILA

Watches

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	29	54	25	SONATA
2	51	16	-35	TITAN
3	190	170	-20	HMT WATCHES
4	454	135	-319	CITIZEN
5	459	331	-128	TIMEX
6	559	430	-129	QUARTZ
7	701	503	-198	Q&Q WATCHES
8	785	894	109	MAXIMA
9	842	-	-	OMAX

CATEGORY WISE ALL INDIA LISTINGS

Personal Gadgetry



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	3	1	-2	SAMSUNG	Mobile Phones
2	10	7	-3	NOKIA	Mobile Phones
3	33	17	-16	MICROMAX	Mobile Phones
4	63	36	-27	HTC	Mobile Phones
5	64	56	-8	LAVA	Mobile Phones
6	70	111	41	INTEX	Mobile Phones
7	82	290	208	iPHONE	Mobile Phone Brand
8	85	86	1	CANON	Camera
9	89	341	252	OPPO	Mobile Phones
10	98	79	-19	MOTOROLA	Mobile Phones
11	107	104	-3	GIONEE	Mobile Phones
12	135	110	-25	KARBONN	Mobile Phones
13	163	126	-37	BLACKBERRY	Mobile Phones
14	173	-	-	LE ECO	Mobile Phones
15	210	393	183	VIVO	Mobile Phones
16	212	116	-96	NIKON	Camera
17	215	-	-	RELIANCE LYF	Mobile Phone Brand
18	228	-	-	KODAK	Camera
19	239	546	307	CELKON	Mobile Phones
20	321	130	-191	CASIO	Personal Technology
21	325	239	-86	GFIVE	Mobile Phones
22	334	168	-166	SPICE MOBILES	Mobile Phones
23	346	151	-195	XOLO	Mobile Phones
24	405	-	-	SAMSUNG GALAXY	Mobile Phone Brand
25	478	-	-	VIVA PHONES	Mobile Phones
26	580	919	339	XIAOMI	Mobile Phones
27	614	395	-219	SANDISK	Memory storage
28	686	837	151	ZTE MOBILES	Mobile Phones
29	857	-	-	YUPHORIA	Mobile Phones
30	893	200	-693	SONY XPERIA	Mobile Phone Brand
31	902	433	-469	HITECH	Mobile Phones
32	947	1268	321	KINGSTON	Memory storage
33	956	-	-	REDMI	Mobile Phone Brand
34	982	604	-378	LEMON MOBILES	Mobile Phones



Camera MAB RANK MAB **RANK BRAND NAME** 2015 DIFF. 1 86 **CANON** 85 1 2 212 116 NIKON -96 3 228 **KODAK**

Memory storage							
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME			
1	614	395	-219	SANDISK			
2	947	1268	321	KINGSTON			

Mobile Phone Brand						
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME		
1	82	290	208	iPHONE		
2	215	-	-	RELIANCE LYF		
3	405	-	-	SAMSUNG GALAXY		
4	893	200	-693	SONY XPERIA		
5	956	-	-	REDMI		



Mobile Phones

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	3	1	-2	SAMSUNG
2	10	7	-3	NOKIA
3	33	17	-16	MICROMAX
4	63	36	-27	HTC
5	64	56	-8	LAVA
6	70	111	41	INTEX
7	89	341	252	OPPO
8	98	79	-19	MOTOROLA
9	107	104	-3	GIONEE
10	135	110	-25	KARBONN
11	163	126	-37	BLACKBERRY
12	173	-	-	LE ECO
13	210	393	183	VIVO
14	239	546	307	CELKON
15	325	239	-86	GFIVE
16	334	168	-166	SPICE MOBILES
17	346	151	-195	XOLO
18	478	-	-	VIVA PHONES
19	580	919	339	XIAOMI
20	686	837	151	ZTE MOBILES
21	857	-	-	YUPHORIA
22	902	433	-469	HITECH
23	982	604	-378	LEMON MOBILES

Personal Technology

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	321	130	-191	CASIO

CATEGORY WISE ALL INDIA LISTINGS

Retail



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	40	185	145	PIZZA HUT	Diner/Restaurant
2	52	72	20	KFC	QSR
3	83	149	66	DOMINO'S	QSR
4	131	166	35	MCDONALD'S	QSR
5	203	154	-49	BIG BAZAAR	Personal Goods
6	265	362	97	PANTALOONS	Personal Goods
7	295	404	109	D-MART	Hypermarket
8	305	449	144	SUBWAY	QSR
9	354	265	-89	METRO	Retail - Footwear
10	400	427	27	CROMA	Consumer Electronics
11	427	916	489	WALMART	Hypermarket
12	501	710	209	CAFE COFFEE DAY	Café
13	511	241	-270	MONGINIS	Cakeshop
14	542	1089	547	IKEA	Furniture
15	613	692	79	SPENCERS	Hypermarket
16	645	789	144	SHOPPERS STOP	Personal Goods
17	691	1121	430	BURGER KING	QSR
18	707	549	-158	STARBUCKS	Café
19	750	-	-	LIFESTYLE	Personal Goods
20	753	-	-	TARGET	Hypermarket
21	771	458	-313	JUMBOKING	QSR - Indian
22	819	898	79	TITANEYE +	Eyecare
23	831	-	-	MORE	Hypermarket
24	862	-	-	ALFA STORE	General
25	863	958	95	HELIOS WATCHES	Luxury Watch Store
26	881	1356	475	VIJAY SALES	Consumer Electronics
27	917	434	-483	PAKIZA DEPARTMENTAL STORES	Personal Goods
28	928	-	-	BARISTA	Café
29	953	-	-	RELIANCE DIGITAL	Consumer Electronics
30	954	-	-	SMOKIN' JOE'S	QSR
31	962	-	-	FAASO'S	QSR
32	969	-	-	INORBIT	Shopping mall
33	975	-	-	POORVIKA MOBILE STORE	Mobile Phone Store



Café

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	501	710	209	CAFE COFFEE DAY
2	707	549	-158	STARBUCKS
3	928	-	-	BARISTA

Cakeshop

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	511	241	-270	MONGINIS

Consumer Electronics

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	400	427	27	CROMA
2	881	1356	475	VIJAY SALES
3	953	-	-	RELIANCE DIGITAL

Diner/Restaurant

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	40	185	145	PIZZA HUT

Eyecare

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	819	898	79	TITANEYE +

Furniture

RANK	MAB 2016	MAB 2015		BRAND NAME
1	542	1089	547	IKEA



General

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	862	-	-	ALFA STORE

Hypermarket

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	295	404	109	D-MART
2	427	916	489	WALMART
3	613	692	79	SPENCERS
4	753	-	-	TARGET
5	831	-	-	MORE

Luxury Watch Store

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	863	958	95	HELIOS WATCH STORE

Mobile Phone Store

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	975	-	-	POORVIKA MOBILE STORE

Personal Goods

RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	203	154	-49	BIG BAZAAR
2	265	362	97	PANTALOONS
3	645	789	144	SHOPPERS STOP
4	750	-	-	LIFESTYLE
5	917	434	-483	PAKIZA DEPARTMENTAL STORES



QSR

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	52	72	20	KFC
2	83	149	66	DOMINO'S
3	131	166	35	MCDONALD'S
4	305	449	144	SUBWAY
5	691	1121	430	BURGER KING
6	954	-	-	SMOKIN' JOE'S
7	962	-	-	FAASO'S

QSR - Indian

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	771	458	-313	JUMBOKING

Retail - Footwear

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	354	265	-89	METRO

Shopping mall

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	969	-	-	INORBIT

CATEGORY WISE ALL INDIA LISTINGS

Services



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
1	181	155	-26	IBM	Consulting/Services
2	347	-	-	DHL	Express Service - International
3	485	1261	776	FEDEX	Express Service - International
4	512	1027	515	ACCENTURE	Consulting/Services
5	543	525	-18	DTDC	Express Service
6	576	-	-	TOPS SECURITY	Security Services
7	708	874	166	BLUE DART	Express Service
8	756	-	-	UPS COURIER	Express Service - International
9	793	963	170	CAPGEMINI	Consulting/Services
10	932	-	-	TNT COURIER SERVICES	Express Service
11	997	257	-740	THOMAS COOK	Travel Services

Consulting/Services

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	181	155	-26	IBM
2	512	1027	515	ACCENTURE
3	793	963	170	CAPGEMINI

Express Service

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	543	525	-18	DTDC
2	708	874	166	BLUE DART
3	932	-	-	TNT COURIER SERVICES

Express Service - International

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	347	-	-	DHL
2	485	1261	776	FEDEX
3	756	-	-	UPS COURIER

	Security Services			
RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME
1	576	-	-	TOPS SECURITY
			Travel S	Services
RANK	MAB 2016	MAB 2015	Travel S	Services BRAND NAME

Stationery



RANK	MAB 2016	MAB 2015	rank Diff.	BRAND NAME	SUB-CATEGORY
1	62	127	65	CELLO	Writing Accessories
2	133	76	-57	NATARAJ	Writing Accessories
3	225	132	-93	APSARA STATIONERY	Writing Accessories
4	227	274	47	PARKER PENS	Premium Writing Accessories
5	245	665	420	REYNOLDS	Writing Accessories
6	293	208	-85	CAMLIN	Diversified
7	362	-	-	DOMS INDIA	Writing Accessories
8	449	518	69	CLASSMATE	Notebooks
9	549	376	-173	LINC PENS	Writing Accessories
10	593	697	104	CAMEL STATIONERY	Art Supplies
11	621	-	-	ADD GEL PEN	Writing Accessories
12	689	595	-94	MONTEX	Writing Accessories
13	735	-	-	LUXOR	Writing Accessories
14	820	912	92	FABER-CASTELL	Diversified
15	840	165	-675	SUNDARAM	Notebooks
16	861	-	-	KING BALLPENS	Writing Accessories
17	915	672	-243	ROTOMAC PENS	Writing Accessories
18	955	620	-335	LEXI PENS	Writing Accessories
19	966	-	-	FLAIR PENS	Writing Accessories



Art Supplies

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	593	697	104	CAMEL STATIONERY

Diversified

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	293	208	-85	CAMLIN
2	820	912	92	FABER-CASTELL

Notebooks

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	449	518	69	CLASSMATE
2	840	165	-675	SUNDARAM

Premium Writing Accessories

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	227	274	47	PARKER PENS

Writing Accessories

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	62	127	65	CELLO
2	133	76	-57	NATARAJ
3	225	132	-93	APSARA STATIONERY
4	245	665	420	REYNOLDS
5	362	-	-	DOMS INDIA
6	549	376	-173	LINC PENS
7	621	-	-	ADD GEL PEN
8	689	595	-94	MONTEX
9	735	-	-	LUXOR



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
10	861	-	-	KING BALLPENS
11	915	672	-243	ROTOMAC PENS
12	955	620	-335	LEXI PENS
13	966	-	-	FLAIR PENS

Technology



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	15	5	-10	DELL	Personal Technology
2	17	8	-9	HEWLETT PACKARD	Personal Technology
3	18	15	-3	APPLE	Personal Technology
4	25	21	-4	LENOVO	Personal Technology
5	77	47	-30	HCL	Diversified
6	80	50	-30	ACER	Personal Technology
7	126	81	-45	MICROSOFT	Software Products
8	148	115	-33	iBALL	Personal Technology
9	164	136	-28	ASUS	Personal Technology
10	193	91	-102	INTEL	Semiconductor Technology
11	268	199	-69	INFOSYS	Software Services
12	407	777	370	CISCO	Networks - Diversified
13	456	215	-241	TCS	Software Services
14	526	934	408	ORACLE	Software Products
15	579	396	-183	EPSON	Personal Technology
16	739	911	172	COMPAQ	Personal Technology
17	808	938	130	KASPERSKY	Security Products
18	858	896	38	LINUX OS	Operating System
19	889	909	20	WINDOWS	Operating System

Diversified							
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME			
1	77	47	-30	HCL			



Networks - Diversified

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	407	777	370	CISCO

Operating System

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	858	896	38	LINUX OS
2	889	909	20	WINDOWS

Personal Technology

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	15	5	-10	DELL
2	17	8	-9	HEWLETT PACKARD
3	18	15	-3	APPLE
4	25	21	-4	LENOVO
5	80	50	-30	ACER
6	148	115	-33	iBALL
7	164	136	-28	ASUS
8	579	396	-183	EPSON
9	739	911	172	COMPAQ

Security Products

RANK	MAB 2016	MAB 2015		BRAND NAME
1	808	938	130	KASPERSKY



Semiconductor Technology

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	193	91	-102	INTEL

Software Products

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	126	81	-45	MICROSOFT
2	526	934	408	ORACLE

Software Services

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	268	199	-69	INFOSYS
2	456	215	-241	TCS

Telecom



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	9	18	9	AIRTEL	Mobile Service Provider
2	27	30	3	IDEA	Mobile Service Provider
3	34	42	8	VODAFONE	Mobile Service Provider
4	66	82	16	AIRCEL	Mobile Service Provider
5	91	176	85	TATA DOCOMO	Mobile Service Provider
6	97	69	-28	BSNL	Mobile Service Provider
7	275	402	127	UNINOR	Mobile Service Provider

Telecom

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
8	322	-	-	RELIANCE JIO	Mobile Service Provider
9	380	187	-193	MTS	Mobile Service Provider
10	390	442	52	MTNL	Landline Service Provider
11	537	1471	934	VERIZON	Wireless Telecommunications
12	606	-	-	RELIANCE COMMUNICATIONS	Diversified
13	643	827	184	HUAWEI	Diversified
14	649	-	-	TELENOR	Mobile Service Provider
15	704	-	-	AT&T	Backbone Infrastructure
16	825	-	-	TATA COMMUNICATIONS	Enterprise Telephony Services
17	875	-	-	BEETEL	Landline Unit Provider
18	898	923	25	TIKONA BROADBAND	Internet Service Provider
19	963	-	-	TATA TELESERVICES	Diversified

Backbone Infrastructure

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	704	-	-	AT&T

Diversified

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	606	-	-	RELIANCE COMMUNICATIONS
2	643	827	184	HUAWEI
3	963	-	-	TATA TELESERVICES

Enterprise Telephony Services

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	825	-	-	TATA COMMUNICATIONS



Internet Service Provider

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	898	923	25	TIKONA BROADBAND

Landline Service Provider

RANK		MAB 2015		BRAND NAME
1	390	442	52	MTNL

Landline Unit Provider

RANK		MAB 2015		BRAND NAME
1	875	-	-	BEETEL

Mobile Service Provider

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	9	18	9	AIRTEL
2	27	30	3	IDEA
3	34	42	8	VODAFONE
4	66	82	16	AIRCEL
5	91	176	85	TATA DOCOMO
6	97	69	-28	BSNL
7	275	402	127	UNINOR
8	322	-	-	RELIANCE JIO
9	380	187	-193	MTS
10	649	-	-	TELENOR

Wireless Telecommunications				
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	537	1471	934	VERIZON

Transportation



RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	146	456	310	AIR INDIA	Government Airlines
2	312	535	223	JET AIRWAYS	Airlines - Indian
3	399	791	392	SPICEJET	Airlines - Indian
4	462	-	-	AVON CYCLES	Bicycles
5	494	-	-	INDIAN RAILWAYS	Rail Transportation
6	555	-	-	MALAYSIA AIRLINES	Airlines - International
7	584	642	58	ATLAS CYCLES	Bicycles
8	639	1308	669	HERCULES	Bicycles
9	660	1667	1007	BRITISH AIRWAYS	Airlines - International
10	678	247	-431	INDIGO AIRLINES	Airlines - Indian
11	737	-	-	LUFTHANSA	Airlines - International
12	761	-	-	HERO CYCLES	Bicycles
13	778	-	-	SAUDIA	Airlines - International
14	912	1135	223	BSA CYCLES	Bicycles
15	931	1157	226	EMIRATES	Airlines - International

	Airlines - Indian							
RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME				
1	312	535	223	JET AIRWAYS				
2	399	791	392	SPICEJET				
3	678	247	-431	INDIGO AIRLINES				



Airlines - International

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	555	-	-	MALAYSIA AIRLINES
2	660	1667	1007	BRITISH AIRWAYS
3	737	-	-	LUFTHANSA
4	778	-	-	SAUDIA
5	931	1157	226	EMIRATES

Bicycles

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	462	-	-	AVON CYCLES
2	584	642	58	ATLAS CYCLES
3	639	1308	669	HERCULES
4	761	-	-	HERO CYCLES
5	912	1135	223	BSA CYCLES

Government Airlines

RANK	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME
1	146	456	310	AIR INDIA

Rail Transportation

RANK	MAB 2016			BRAND NAME
1	146	456	310	AIR INDIA

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2010



Indian Consultancy of the year

2011



Best PR Agency of the Year

2014



Excellence in Government & Corporate PR







06

All India Listings

All India Listings



Marketing without data is like driving

Dan Zarrella – Award-winning social media scientist and author of four books, including "The Science of Marketing"

Every year, this list reveals India's Most Attractive Brands - the privileged 1000 that have surpassed all others in their magnetic appeal and cast a web of desire around their consumers, who keep coming back to them for more. The brands that have made it here possess greater mindshare among India's populace than the brands that have not.

This Report is a result of a primary research conducted in 16 major Indian cities with almost 2,400 consumer-influencers using TRA's proprietary Attractiveness Matrix.

1		MAB	MAB	RANK	BRAND NAME	CATEGORY
Sony	U LG	2016	2015	DIFF.		
3 1 -2 SAMSUNG* Personal Gadgetry 4 6 2 HONDA Automobile 5 87 82 SAMSUNG Durables 5 Durables 5 SAMSUNG Durables 5 Durables 6 9 3 BAJAJ Diversified 7 4 -3 TATA Diversified 8 12 4 MARUTI SUZUKI Automobile 9 18 9 AIRTEL Telecom 10 7 -3 NOKIA Personal Gadgetry 11 931 920 TUPPERWARE Kitchen Care 12 14 2 BATA Personal Accessories 13 10 -3 GODREJ Diversified 14 133 119 MERCEDES BENZ Automobile 15 5 -10 DELL Technology 16 11 -5 HERO MOTOCORP Automobile 17 8 -9 HEWLETT PACKARD Technology 18 15 -3 APPLE Technology 18 15 -3 APPLE Technology 19 53 34 COLGATE FMCG 20 29 9 LUX FMCG 21 20 -1 PHILIPS Diversified 22 37 15 HYUNDAI Automobile 23 31 8 RAYMOND Apparel 24 26 2 VIDEOCON Diversified 25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry	Vifo's Chood at #1					
A	Thes Good at #1					
Scorobing its way into Top 5						
Somman						
Top 5	Cancal in a idea was in ba			82		
8 12 4 MARUTI SUZUKI Automobile 9 18 9 AIRTEL Telecom 10 7 -3 NOKIA Personal Gadgetry 11 931 920 TUPPERWARE Kitchen Care 12 14 2 BATA Personal Accessories 13 10 -3 GODREJ Diversified 14 133 119 MERCEDES BENZ Automobile 15 5 -10 DELL Technology 16 11 -5 HERO MOTOCORP Automobile 17 8 -9 HEWLETT PACKARD Technology 18 15 -3 APPLE Technology 19 53 34 COLGATE FMCG 20 29 9 LUX FMCG 21 20 -1 PHILIPS Diversified 22 37 15 HYUNDAI Automobile 23 31 8 RAYMOND Apparel 24 26 2 VIDEOCON Diversified 25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		6	9	3	BAJAJ	
9 18 9 AIRTEL Telecom 10 7 -3 NOKIA Personal Gadgetry 11 931 920 TUPPERWARE Kitchen Care 12 14 2 BATA Personal Accessories 13 10 -3 GODREJ Diversified 14 133 119 MERCEDES BENZ Automobile 15 5 -10 DELL Technology 16 11 -5 HERO MOTOCORP Automobile 17 8 -9 HEWLETT PACKARD Technology 18 15 -3 APPLE Technology 19 53 34 COLGATE FMCG 20 29 9 LUX FMCG 21 20 -1 PHILIPS Diversified 22 37 15 HYUNDAI Automobile 23 31 8 RAYMOND Apparel 24 26 2 VIDEOCON Diversified 25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry	SAMSUNG	7	4	-3	TATA	
10 7 -3 NOKIA Personal Gadgetry 11 931 920 TUPPERWARE Kitchen Care 12 14 2 BATA Personal Accessories 13 10 -3 GODREJ Diversified 14 133 119 MERCEDES BENZ Automobile 15 5 -10 DELL Technology 16 11 -5 HERO MOTOCORP Automobile 17 8 -9 HEWLETT PACKARD Technology 18 15 -3 APPLE Technology 19 53 34 COLGATE FMCG 20 29 9 LUX FMCG 21 20 -1 PHILIPS Diversified 22 37 15 HYUNDAI Automobile 23 31 8 RAYMOND Apparel 24 26 2 VIDEOCON Diversified 25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		8	12	4	MARUTI SUZUKI	Automobile
11 931 920 TUPPERWARE Kitchen Care 12 14 2 BATA Personal Accessories 13 10 -3 GODREJ Diversified 14 133 119 MERCEDES BENZ Automobile 15 5 -10 DELL Technology 16 11 -5 HERO MOTOCORP Automobile 17 8 -9 HEWLETT PACKARD Technology 18 15 -3 APPLE Technology 19 53 34 COLGATE FMCG 20 29 9 LUX FMCG 21 20 -1 PHILIPS Diversified 22 37 15 HYUNDAI Automobile 23 31 8 RAYMOND Apparel 24 26 2 VIDEOCON Diversified 25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		9	18	9	AIRTEL	Telecom
12 14 2 BATA Personal Accessories 13 10 -3 GODREJ Diversified 14 133 119 MERCEDES BENZ Automobile 15 5 -10 DELL Technology 16 11 -5 HERO MOTOCORP Automobile 17 8 -9 HEWLETT PACKARD Technology 18 15 -3 APPLE Technology 19 53 34 COLGATE FMCG 20 29 9 LUX FMCG 21 20 -1 PHILIPS Diversified 22 37 15 HYUNDAI Automobile 23 31 8 RAYMOND Apparel 24 26 2 VIDEOCON Diversified 25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		10	7	-3	NOKIA	Personal Gadgetry
13 10 -3 GODREJ Diversified 14 133 119 MERCEDES BENZ Automobile 15 5 -10 DELL Technology 16 11 -5 HERO MOTOCORP Automobile 17 8 -9 HEWLETT PACKARD Technology 18 15 -3 APPLE Technology 19 53 34 COLGATE FMCG 20 29 9 LUX FMCG 21 20 -1 PHILIPS Diversified 22 37 15 HYUNDAI Automobile 23 31 8 RAYMOND Apparel 24 26 2 VIDEOCON Diversified 25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		11	931	920	TUPPERWARE	Kitchen Care
14		12	14	2	BATA	Personal Accessories
15		13	10	-3	GODREJ	Diversified
16		14	133	119	MERCEDES BENZ	Automobile
17 8 -9 HEWLETT PACKARD Technology 18 15 -3 APPLE Technology 19 53 34 COLGATE FMCG 20 29 9 LUX FMCG 21 20 -1 PHILIPS Diversified 22 37 15 HYUNDAI Automobile 23 31 8 RAYMOND Apparel 24 26 2 VIDEOCON Diversified 25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		1 5	5	-10	DELL	Technology
18 15 -3 APPLE Technology 19 53 34 COLGATE FMCG 20 29 9 LUX FMCG 21 20 -1 PHILIPS Diversified 22 37 15 HYUNDAI Automobile 23 31 8 RAYMOND Apparel 24 26 2 VIDEOCON Diversified 25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		16	11	-5	HERO MOTOCORP	Automobile
19 53 34 COLGATE FMCG 20 29 9 LUX FMCG 21 20 -1 PHILIPS Diversified 22 37 15 HYUNDAI Automobile 23 31 8 RAYMOND Apparel 24 26 2 VIDEOCON Diversified 25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		17	8	-9	HEWLETT PACKARD	Technology
20 29 9 LUX FMCG 21 20 -1 PHILIPS Diversified 22 37 15 HYUNDAI Automobile 23 31 8 RAYMOND Apparel 24 26 2 VIDEOCON Diversified 25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		18	15	-3	APPLE	Technology
21 20 -1 PHILIPS Diversified 22 37 15 HYUNDAI Automobile 23 31 8 RAYMOND Apparel 24 26 2 VIDEOCON Diversified 25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		19	53	34	COLGATE	FMCG
22 37 15 HYUNDAI Automobile 23 31 8 RAYMOND Apparel 24 26 2 VIDEOCON Diversified 25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		20	29	9	LUX	FMCG
23 31 8 RAYMOND Apparel 24 26 2 VIDEOCON Diversified 25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		21	20	-1	PHILIPS	Diversified
24 26 2 VIDEOCON Diversified 25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		22	37	15	HYUNDAI	Automobile
25 21 -4 LENOVO Technology 26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		23	31	8	RAYMOND	Apparel
26 23 -3 RELIANCE Diversified 27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		24	26	2	VIDEOCON	Diversified
27 30 3 IDEA Telecom 28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		25	21	-4	LENOVO	Technology
28 33 5 BMW Automobile 29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		26	23	-3	RELIANCE	Diversified
29 54 25 SONATA Personal Accessories 30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		27	30	3	IDEA	Telecom
30 43 13 PANASONIC Durables 31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		28	33	5	BMW	Automobile
31 57 26 YAMAHA Automobile 32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		29	54	25	SONATA	Personal Accessories
32 63 31 AMUL Food & Beverage 33 17 -16 MICROMAX Personal Gadgetry		30	43	13	PANASONIC	Durables
33 17 -16 MICROMAX Personal Gadgetry		31	57	26	YAMAHA	Automobile
		32	63	31	AMUL	Food & Beverage
34 42 8 VODAFONE Telecom		33	17	-16	MICROMAX	Personal Gadgetry
		34	42	8	VODAFONE	Telecom
35 46 11 AUDI Automobile		35	46	11	AUDI	Automobile
36 27 -9 PUMA Personal Accessories		36	27	-9	PUMA	Personal Accessories
Pizza 36 27 -9 PUMA Personal Accessories 37 13 -24 PEPSI Food & Beverage 38 34 -4 TVS Automobile	Pizza	37	13	-24	PEPSI	Food & Beverage
38 34 -4 TVS Automobile	Hut	38	34	-4	TVS	_
An attractive pizza, 39 58 19 ADIDAS Personal Accessories	An attractive pizza	39	58	19	ADIDAS	Personal Accessories
anyone? 40 185 145 PIZZA HUT Retail		40	185	145	PIZZA HUT	Retail

	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
	41	19	-22	WHIRLPOOL	Durables
	42	67	25	NESTLE	Food & Beverage
भारतीय जीवन बीमा निगम	43	25	-18	DOVE	FMCG
Habitual topper of the	44	66	22	TOYOTA	Automobile
BFSI attractiveness	45	78	33	DETTOL	FMCG
charts	46	59	13	LIC	BFSI
	47	55	8	BRITANNIA	Food & Beverage
	48	65	17	STATE BANK OF INDIA	BFSI
	49	74	25	HDFC BANK	BFSI
	50	41	-9	LAKME	FMCG
	51	16	-35	TITAN	Personal Accessories
	52	72	20	KFC	Retail
# IAW#	_ 53	70	17	FOGG	FMCG
Fogg axes AXE	54	24	-30	ONIDA	Durables
	55	122	67	SUNSILK	FMCG
	56	64	8	NIVEA	FMCG
	57	61	4	ICICI BANK	BFSI
	58	71	13	USHA FANS	Household Electricals
	59	22	-37	REEBOK	Personal Accessories
f to the first	- 60	45	-15	AXE	FMCG
Caught in the Fogg?	61	40	-21	POND'S	FMCG
	62	127	65	CELLO	Stationery
	63	36	-27	HTC	Personal Gadgetry
	64	56	-8	LAVA	Personal Gadgetry
	65	48	-17	COCA-COLA	Food & Beverage
	66	82	16	AIRCEL	Telecom
	67	44	-23	NIKE	Personal Accessories
	68	52	-16	DABUR	Healthcare
	69	94	25	FORD	Automobile
	70	111	41	INTEX	Personal Gadgetry
	71	124	53	HORLICKS	Food & Beverage
	72	150	78	HALDIRAM'S	Food & Beverage
Clean & Clear path to	- 73	348	275	CLEAN & CLEAR	FMCG
Attractiveness	74	139	65	JOCKEY	Apparel
	75	62	-13	MAAZA	Food & Beverage
	76	84	8	SPRITE	Food & Beverage
Stepping up into Top	77	47	-30	HCL	Technology
100	78	125	47	PARAGON	Personal Accessories
	79	-	-	SUZUKI	Automobile
	80	50	-30	ACER	Technology



On a comeback trail

2013 - 81 2015 - 290 2016 - 82

Yoga to jeans - will this train stop?

Maintaining 2nd time leadership in Hindi GEC

amazon

Amazing win into the world's web!

Musically attractive



MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
81	255	174	AASHIRVAAD	Food & Beverage
82	290	208	iPHONE	Personal Gadgetry
83	149	66	DOMINO'S	Retail
84	134	50	WOODLAND	Personal Accessories
85	86	1	CANON	Personal Gadgetry
86	157	71	ROYAL ENFIELD	Automobile
_ 87	371	284	PATANJALI	FMCG
88	113	25	PEPSODENT	FMCG
89	341	252	OPPO	Personal Gadgetry
90	77	-13	RIN	FMCG
91	176	85	TATA DOCOMO	Telecom
92	363	271	PARLE	Food & Beverage
93	209	116	ZEE TV	Media - TV
94	35	-59	VOLTAS	Durables
95	68	-27	LEVI'S	Apparel
96	195	99	AMAZON	Internet
97	69	-28	BSNL	Telecom
98	79	-19	MOTOROLA	Personal Gadgetry
99	249	150	JAGUAR	Automobile
100	152	52	LIFEBUOY	FMCG
101	107	6	WIPRO	Diversified
102	105	3	GOOGLE	Internet
103	831	728	MTV	Media - TV
104	83	-21	HITACHI	Diversified
105	39	-66	PARLE-G	Food & Beverage
106	214	108	CLINIC PLUS	FMCG
107	104	-3	GIONEE	Personal Gadgetry
108	210	102	CINTHOL	FMCG
109	128	19	CLOSEUP	FMCG
110	273	163	STAR PLUS	Media - TV
111	120	9	PEARS	FMCG
112	80	-32	MRF	Automobile-Related
113	112	-1	CADBURY'S	Food & Beverage
114	140	26	SURF EXCEL	FMCG
115	32	-83	MAHINDRA & MAHINDRA	Diversified
116	75	-41	GARNIER	FMCG
117	97	-20	L'OREAL	FMCG
118	73	-45	LEE	Apparel
119	177	58	1&1	Healthcare
120	129	9	NISSAN	Automobile

	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
	121	85	-36	BOOST	Food & Beverage
	122	169	47	VIP	Personal Accessories
	123	28	-95	ITC	Diversified
	124	119	-5	MIRINDA	Food & Beverage
	125	346	221	FLIPKART	Internet
	126	81	-45	MICROSOFT	Technology
	127	90	-37	FAIR & LOVELY	FMCG
4	128	589	461	CERELAC	Baby Care
	129	103	-26	TIDE	FMCG
	130	92	-38	THUMS UP	Food & Beverage
	131	166	35	MCDONALD'S	Retail
	132	137	5	KINGFISHER	Alcoholic Beverages
	133	76	-57	NATARAJ	Stationery
	134	280	146	BOURNVITA	Food & Beverage
	135	110	-25	KARBONN	Personal Gadgetry
	136	95	-41	FRITO-LAY	Food & Beverage
\dashv	— 137	330	193	HARPIC	Home Care
	138	181	43	ARIEL	FMCG
	139	121	-18	MANGO FROOTI	Food & Beverage
	140	172	32	PETER ENGLAND	Apparel
	141	51	-90	TOSHIBA	Durables
	142	198	56	TATA SALT	Food & Beverage
	143	114	-29	SANTOOR	FMCG
	144	232	88	MANGOLA	Food & Beverage
	145	110	-35	PANTENE	FMCG
	146	456	310	AIR INDIA	Transportation
	147	260	113	AXIS BANK	BFSI
	148	115	-33	iBALL	Technology
	149	106	-43	BAJAJ PULSAR	Automobile
	150	88	-62	HIMALAYA	Healthcare
	151	108	-43	SANSUI	Durables
	152	302	150	YES BANK	BFSI
	153	223	70	GOOD DAY	Food & Beverage
	154	564	410	AAJ TAK	Media - TV
	155	93	-62	OLAY	FMCG
	156	96	-60	BPL	Diversified
4	157	359	202	FACEBOOK	Internet
	158	-	-	ОТТО	Apparel
	159	283	124	NDTV	Media - TV
	160	141	-19	ARROW	Apparel



Maxjump in Baby care category

HARPIC Harpic took on more than the toilet challenge

Sabse Tez newsworthy climb

Most attractive social network last three reports

Dominating the Channel Cluster category for the 2nd time



	MAB 2016	MAB 2015	rank Diff.	BRAND NAME	CATEGORY
	161	285	124	REXONA	FMCG
	162	101	-61	LIMCA	Food & Beverage
	163	126	-37	BLACKBERRY	Personal Gadgetry
	164	136	-28	ASUS	Technology
_	- 165	568	403	BROOKE BOND TEA	Food & Beverage
	166	89	-77	FASTRACK	Branded Fashion
	167	485	318	MEDIMIX	FMCG
	168	186	18	HINDUSTAN UNILEVER	FMCG
	169	99	-70	BISLERI	Food & Beverage
	170	505	335	MILTON	Kitchen Care
	171	262	91	FANTA	Food & Beverage
	172	102	-70	HAMAM	FMCG
-	_ 173	-	-	LE ECO	Personal Gadgetry
	174	307	133	GOOD KNIGHT	Home Care
	175	146	-29	CEAT	Automobile-Related
	176	224	48	MDH	Food & Beverage
	177	197	20	COMPLAN	Food & Beverage
	178	201	23	VASELINE	FMCG
	179	-	-	HINDUSTAN PETROLEUM	Energy
	180	179	-1	SKODA	Automobile
	181	155	-26	IBM	Services
	182	-	-	POLO	Food & Beverage
	183	278	95	BRU	Food & Beverage
	184	60	-124	ROLEX	Personal Accessories
	185	153	-32	BALAJI FOODS	Food & Beverage
	186	182	-4	VKC	Personal Accessories
	187	227	40	KISSAN	Food & Beverage
	188	336	148	FEVICOL	Home Care
	189	188	-1	PARACHUTE	FMCG
	190	170	-20	HMT WATCHES	Personal Accessories



First among first-time mobile phone entrants

> Bubbling down, bubbling up... 2013 - 80 2015 - 49 2016 - 195

Voltzing into top 200, most attractive Commercial Vehical

	177	197	20	COMPLAN	Food & Beverage
	178	201	23	VASELINE	FMCG
	179	-	-	HINDUSTAN PETROLEUM	Energy
	180	179	-1	SKODA	Automobile
	181	155	-26	IBM	Services
	182	-	-	POLO	Food & Beverage
	183	278	95	BRU	Food & Beverage
	184	60	-124	ROLEX	Personal Accessories
	185	153	-32	BALAJI FOODS	Food & Beverage
	186	182	-4	VKC	Personal Accessories
	187	227	40	KISSAN	Food & Beverage
	188	336	148	FEVICOL	Home Care
	189	188	-1	PARACHUTE	FMCG
	190	170	-20	HMT WATCHES	Personal Accessories
	191	287	96	HEAD & SHOULDERS	FMCG
	192	316	124	FORTUNE	Food & Beverage
	193	91	-102	INTEL	Technology
	194	161	-33	VIM	Home Care
	195	49	-146	7UP	Food & Beverage
	196	322	126	AYUR	Healthcare
	197	588	391	VOLVO	Automobile
le .	198	281	83	TATA TEA	Food & Beverage
al	199	109	-90	NIRMA	FMCG
	200	380	180	PRESTIGE	Kitchen Care

BRAND NAME

CATEGORY

MAB

2015

MAB

2016

RANK

DIFF.



Maggi retained trust, but plummeted in attractiveness

Been around since 1968, makes it to most attractive candy

Ups the ante, beats Lizol to take 2nd position



24 states, 650 locations - is reach spreading its attraction?

201	277	76	TATA SKY	DTH
202	123	-79	BIRLA CEMENT	Manufacturing
203	154	-49	BIG BAZAAR	Retail
204	-	-	AJANTA FOOTWEAR	Personal Accessories
205	159	-46	AACHI	Food & Beverage
206	147	-59	HAIER	Durables
207	207	0	VIMAL	Apparel
208	162	-46	HAVELLS	Household Electricals
209	158	-51	TATA MOTORS	Automobile
210	393	183	VIVO	Personal Gadgetry
_211	100	-111	NESTLE MAGGI	Food & Beverage
212	116	-96	NIKON	Personal Gadgetry
213	142	-71	ANCHOR	Household Electricals
214	696	482	CADBURY GEMS	Food & Beverage
215	-	-	RELIANCE LYF	Personal Gadgetry
216	356	140	EVA	FMCG
217	245	28	LIPTON	Food & Beverage
218	370	152	ALL OUT	Home Care
219	212	-7	HONDA ACTIVA	Automobile
220	204	-16	AMBUJA CEMENT	Manufacturing
221	683	462	DOMEX	Home Care
222	246	24	KENSTAR	Durables
223	156	-67	IFB APPLIANCES	Durables
224	295	71	RELAXO	Personal Accessories
225	132	-93	APSARA STATIONERY	Stationery
226	217	-9	KHAITAN	Household Electricals
227	274	47	PARKER PENS	Stationery
228	-	-	KODAK	Personal Gadgetry
229	269	40	KURKURE	Food & Beverage
230	421	191	AMWAY	FMCG
231	448	217	BOVONTO	Food & Beverage
232	284	52	RUPA	Apparel
233	496	263	IODEX	Healthcare
234	332	98	TOYOTA INNOVA	Automobile
235	218	-17	SIYARAMS	Apparel
236	178	-58	HSBC	BFSI
237	301	64	KHADIM'S	Personal Accessories
238	524	286	NEELKAMAL	Home Care
239	546	307	CELKON	Personal Gadgetry
240	205	-35	ORAL-B	FMCG

LACALT	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
KENI	241	226	-15	ELECTROLUX	Durables
Mineral RO	241	502	260	ZANDU BALM	Healthcare
Water Purifiers Ab har parivar hoga swasth	_ 243	144	-99	KENT	Durables
Pure attraction - 3 year	244	251	7	VOLKSWAGEN	Automobile
leader	245	665	420	REYNOLDS	Stationery
	246	315	69	BABOOL	FMCG
Scripting its climb well	247	450	203	BHARAT BENZ	Automobile
	248	268	203	SUNFEAST	Food & Beverage
	249	509	260	BANK OF BARODA	BFSI
	250	609	359	BANK OF INDIA	BFSI
118 2015	251	160	-91	PARK AVENUE	FMCG
	252	296	44	SURYA LED	Household Electricals
254	253	118	-135	VICCO	FMCG
254 253 2013 2016	254	321	67	ALLEN SOLLY	Apparel
YoYo in Oral	255	334	79	WHEEL	FMCG
Hygiene	256	429	173	LIZOL	Home Care
	257	196	-61	APOLLO TYRES	Automobile-Related
	258	700	442	MORTEIN	Home Care
	259	317	58	SAFFOLA	Food & Beverage
	260	300	40	RAMRAJ COTTON	Apparel
	261	138	-123	GILLETTE	FMCG
Still the best a man	262	-	-	ORIENT	Household Electricals
can get??	263	237	-26	LEE COOPER	Apparel
	264	309	45	MOTHER DAIRY	Food & Beverage
	265	362	97	PANTALOONS	Retail
	266	282	16	PRIYAGOLD BISCUITS	Food & Beverage
Wearing the Taj	267	148	-119	KOTAK MAHINDRA BANK	BFSI
42	268	199	-69	INFOSYS	Technology
TAT	_ 269	783	514	TAJ HOTELS	Hospitality
IAI	270	377	107	RENAULT	Automobile
Hotels Resorts	271	276	5	CADBURY DAIRY MILK	Food & Beverage
and Palaces	272	394	122	LOTUS	FMCG
	273	-	-	LOKMAT	Media - Print
	274	381	107	DISHTV	DTH
	275	402	127	UNINOR	Telecom
Legacy Effect?	276	547	271	SIEMENS	Diversified
	277	552	275	INDIAN OIL	Energy
	278	264	-14	L&T	Diversified

18/

279

280

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26

EICHER

SET WET

Automobile FMCG

Libero	
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Surprise by newest entrant leading the Diapers category

LIVON
Smooth, Silky, Shiny erowth

Riding into glory - 500 rank rise

MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
281	256	-25	WILD STONE	FMCG
282	203	-79	ASHOK LEYLAND	Automobile
283	173	-110	VICKS	Healthcare
284	495	211	HAWKINS	Kitchen Care
285	167	-118	NESCAFE	Food & Beverage
286	-	-	PREETHI	Kitchen Care
287	-	-	LIBERO	Baby Care
288	243	-45	AQUAFINA	Food & Beverage
289	213	-76	VADILAL	Food & Beverage
290	189	-101	BLUE STAR	Durables
291	472	181	GLUCON-D	Food & Beverage
292	399	107	GUCCI	Branded Fashion
293	208	-85	CAMLIN	Stationery
294	586	292	PUREIT	Durables
295	404	109	D-MART	Retail
296	253	-43	BOROLINE	FMCG
297	299	2	RAY-BAN	Personal Accessories
298	338	40	PNB BANK	BFSI
299	340	41	CHIK SHAMPOO	FMCG
300	460	160	VOLINI	Healthcare
301	145	-156	EMAMI	FMCG
302	365	63	SNAPDEAL	Internet
303	238	-65	ASIAN PAINTS	Manufacturing
304	615	311	LIVON	FMCG
305	449	144	SUBWAY	Retail
306	164	-142	KINLEY	Food & Beverage
307	263	-44	BOROPLUS	FMCG
308	826	518	BAJAJ AUTO	Automobile
309	171	-138	TANISHQ	Personal Accessories
310	490	180	ZODIAC	Apparel
311	366	55	SENSODYNE	FMCG
312	535	223	JET AIRWAYS	Transportation
313	304	-9	AKAI	Durables
314	387	73	CARRIER	Durables
315	229	-86	BINGO	Food & Beverage
316	445	129	RED BULL	Food & Beverage
317	231	-86	ACC	Manufacturing
318	-	-	ORIFLAME	FMCG
319	392	73	SYSKA LED	Household Electricals
320	562	242	GOLD FLAKE	Cigarette

BRAND NAME

CATEGORY

Personal Accessories

FMCG

Home Care

	321	130	-191	CASIO	Personal Gadgetry
	322	-	-	RELIANCE JIO	Telecom
	323	584	261	SAFARI	Personal Accessories
	324	271	-53	YAHOO!	Internet
	325	239	-86	GFIVE	Personal Gadgetry
	326	320	-6	PEPE	Apparel
	327	175	-152	ROYAL STAG	Alcoholic Beverages
	328	117	-211	RADO	Personal Accessories
	329	272	-57	ZARA	Apparel
	330	516	186	RBI	BFSI
	331	286	-45	KTM DUKE	Automobile
	332	259	-73	CASTROL	Automobile-Related
	333	38	-295	P&G	FMCG
	334	168	-166	SPICE MOBILES	Personal Gadgetry
	335	325	-10	MITSUBISHI	Automobile
_	336	851	515	BHARATGAS	Energy
	337	405	68	DENIM	Branded Fashion
	338	230	-108	SPARX	Personal Accessories
	339	297	-42	WHATSAPP	Internet
	340	-	-	TATA INDICA	Automobile
	341	530	189	PAYTM	Internet
	342	400	58	VAN HEUSEN	Apparel
	343	459	116	FIAT	Automobile
	344	-	-	eBAY	Internet
	345	-	-	BIKANERVALA	Food & Beverage
	346	151	-195	XOLO	Personal Gadgetry
	347	-	-	DHL	Services
	348	648	300	HAJMOLA	Food & Beverage
	349	312	-37	COLORS TV	Media - TV
	350	270	-80	ULTRATECH CEMENT	Manufacturing
	351	193	-158	AAVIN DAIRY	Food & Beverage
	352	511	159	SAB TV	Media - TV
_	353	192	-161	MOOV	Healthcare
	354	265	-89	METRO	Retail
	355	233	-122	SHARP	Durables
	356	566	210	BAJAJ ALLIANZ	BFSI
_	357	-	-	HINDUSTAN TIMES	Media - Print

P&GGambling away attraction

MAB

2016

MAB

2015

RANK

DIFF.

Raising flame in LPG category



Slip disc?

Most attractive English print media

358

359

360

658

220

299

-140

POWER

EVEREADY

NYCIL

	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
	- 361	-	-	RED LABEL TEA	Food & Beverage
	362	-	-	DOMS INDIA	Stationery
	- 363	-	-	LUX COZI	Apparel
	364	318	-46	MAX	Diversified
	365	369	4	RASNA	Food & Beverage
	366	854	488	DAINIK JAGRAN	Media - Print
Comeback	367	498	131	ZEE NEWS	Media - TV
	368	426	58	POOMER	Apparel
	369	625	256	CANARA BANK	BFSI
	_ 370	-	-	CAVINKARE	FMCG
	371	-	-	POOMEX	Apparel
	372	423	51	FERRARI	Automobile
	373	432	59	OLX	Internet
	- 374	-	-	ASTRAL PIPES	Manufacturing
	375	486	111	HENKO DETERGENT	FMCG
	376	236	-140	AJANTA	Home Care
	377	493	116	ADITYA BIRLA	Diversified
New Entrant	378	408	30	AQUAGUARD	Durables
	379	349	-30	ABP NEWS	Media - TV
	380	187	-193	MTS	Telecom
	381	536	155	KHADI BHANDAR	Government Body
	382	-	-	THE HINDU	Media - Print
	383	352	-31	SREELEATHERS	Personal Accessories
	384	643	259	SYMPHONY	Durables
	385	603	218	HARLEY DAVIDSON	Automobile
	386	414	28	HAVMOR	Food & Beverage
	387	250	-137	BHARAT PETROLEUM	Energy
	388	267	-121	CHEVROLET	Automobile
	389	184	-205	VIVEL	FMCG
	390	442	52	MTNL	Telecom
	391	708	317	DATSUN	Automobile
	392	688	296	SUPER-MAX	FMCG
	393	373	-20	FILA	Personal Accessories
	394	-	-	INDIA TV	Media - TV
	_ 395	-	-	ODONIL	Home Care
)	396	202	-194	DAIKIN	Durables
Comeback	397	668	271	MYNTRA	Internet
- Mondon	398	-	-	TATA STEEL	Manufacturing
	399	791	392	SPICEJET	Transportation
	400	427	27	CROMA	Retail

MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
401	482	81	HUGGIES	Baby Care
402	191	-211	KELVINATOR	Durables
403	326	-77	NIPPO	Home Care
404	489	85	CITIBANK	BFSI
405	-	-	SAMSUNG GALAXY	Personal Gadgetry
406	647	241	MANGO	Apparel
407	777	370	CISCO	Technology
408	534	126	CADBURY 5STAR	Food & Beverage
409	528	119	SUNRISE OIL	Food & Beverage
410	891	481	JBL	Durables
411	-	-	SHELL	Energy
412	361	-51	DULUX PAINTS	Manufacturing
413	-	-	MONACO	Food & Beverage
414	-	-	MARUTI SUZUKI SWIFT	Automobile
415	206	-209	HERO SPLENDOR	Automobile
416	279	-137	TATA NANO	Automobile
417	303	-114	PAMPERS	Baby Care
418	507	89	O GENERAL	Durables
419	500	81	REVLON	FMCG
420	436	16	UJALA	FMCG
421	556	135	UNION BANK OF INDIA	BFSI
422	388	-34	NESTLE KITKAT	Food & Beverage
423	327	-96	NEROLAC	Manufacturing
424	194	-230	OREO	Food & Beverage
425	542	117	BOSCH	Automobile-Related
426	1300	874	PARRYWARE	Home Care
427	916	489	WALMART	Retail
428	323	-105	KELLOGG'S	Food & Beverage
429	1047	618	DENVER	FMCG
430	816	386	JK TYRE AND INDUSTRIES	Automobile-Related
431	504	73	KUTCHINA	Kitchen Care
432	360	-72	ELLE 18	FMCG
433	811	378	KESH KALA	FMCG
434	319	-115	AVON COSMETICS	FMCG
435	747	312	VISA	BFSI
436	-	-	ROCA	Home Care
437	-	-	SATHI OIL	Food & Beverage
438	501	63	CROMPTON GREAVES	Manufacturing
439	-	-	HONDA DIO	Automobile
440	455	15	EXO DISHCARE	FMCG



First time in Top 500

its favorites?

Roca

Only Premium
Sanitaryware Brand in
top 1000

	MAB	MAB	RANK	BRAND NAME	CATEGORY
	2016	2015	DIFF.	DIAND NAME	CATEGORI
	441	926	485	PIONEER	Durables
	442	585	143	AVIVA LIFE INSURANCE	BFSI
	443	390	-53	MUFTI	Apparel
	444	242	-202	IDBI BANK	BFSI
	445	612	167	WHISPER	FMCG
	446	440	-6	TBZ	Personal Accessories
	447	407	-40	ONGC	Energy
	448	475	27	US POLO	Apparel
	449	518	69	CLASSMATE	Stationery
	450	776	326	RAJNIGANDHA	Food & Beverage
	451	333	-118	EVEREST	Food & Beverage
	452	328	-124	EXIDE	Automobile-Related
	453	506	53	McDOWELL'S No. 1	Alcoholic Beverages
	454	135	-319	CITIZEN	Personal Accessories
	455	508	53	RED CHIEF SHOES	Personal Accessories
	456	215	-241	TCS	Technology
_	457	867	410	CROCIN	Healthcare
	458	289	-169	ADANI GROUP	Diversified
	459	331	-128	TIMEX	Personal Accessories
	460	561	101	DOLLAR	Apparel
_	461	984	523	SHOPCLUES	Internet
	462	-	-	AVON CYCLES	Transportation
	463	437	-26	AMUL MACHO	Apparel
	464	467	3	EVERYUTH	FMCG
	465	-	-	AJANTA PHARMA	Healthcare
	466	453	-13	SAVLON	FMCG
	467	368	-99	BIBA	Apparel
	468	244	-224	LIRIL	FMCG
	469	558	89	SHAKTI BHOG FOODS	Food & Beverage
	470	673	203	KILLER	Apparel
	471	1181	710	TOYOTA QUALIS	Automobile
	472	419	-53	JK CEMENT	Manufacturing
	473	935	462	BAJAJ ALMOND HAIR OIL	FMCG
_	474	1572	1098	LIFE OK	Media - TV
	475	225	-250	MARGO	FMCG
	476	347	-129	KURL-ON	Home Furnishing
	477	-	-	KOOVS	Internet
	478	-	_	VIVA PHONES	Personal Gadgetry
	479	897	418	CHANDRIKA SOAPS	FMCG
	480	497	17	DERMICOOL	FMCG

CITIZEN

Anti-clockwise winding?

Riding into glory - 500 rank rise

> Watch out brand -largest climb in attractiveness

Life OK

Life really OK among Top 500

SUPER VASMOL

MAB

2015

765

RANK

DIFF.

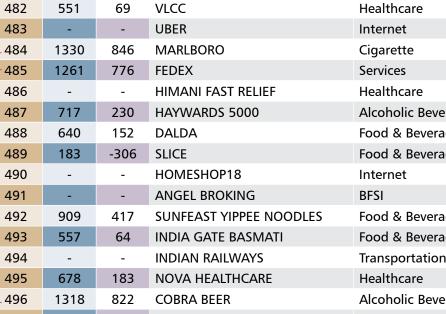
284

MAB

2016

481





BRAND NAME

CATEGORY

FMCG



Spectacular leap in Top 1000



Top 1000 \

Spectacular leap in Top 1000

483	-	-	UBER	Internet
_484	1330	846	MARLBORO	Cigarette
-485	1261	776	FEDEX	Services
486	-	-	HIMANI FAST RELIEF	Healthcare
487	717	230	HAYWARDS 5000	Alcoholic Beverages
488	640	152	DALDA	Food & Beverage
489	183	-306	SLICE	Food & Beverage
490	-	-	HOMESHOP18	Internet
491	-	-	ANGEL BROKING	BFSI
492	909	417	SUNFEAST YIPPEE NOODLES	Food & Beverage
493	557	64	INDIA GATE BASMATI	Food & Beverage
494	-	-	INDIAN RAILWAYS	Transportation
495	678	183	NOVA HEALTHCARE	Healthcare
496	1318	822	COBRA BEER	Alcoholic Beverages
497	994	497	ARVIND	Apparel
498	98	-400	MTR	Food & Beverage
499	462	-37	CADBURY PERK	Food & Beverage
500	611	111	YOUTUBE	Internet
501	710	209	CAFE COFFEE DAY	Retail
502	190	-312	SPYKAR	Apparel
503	705	202	BUTTERFLY APPLIANCES	Kitchen Care
504	443	-61	TUBORG	Alcoholic Beverages
505	663	158	TRESEMMÉ	FMCG
506	424	-82	TWITTER	Internet
_ 507	1401	894	MOHANI TEA	Food & Beverage
508	664	156	DUTA	Food & Beverage
509	1073	564	HONDA CITY	Automobile
510	406	-104	HINDWARE	Home Care
511	241	-270	MONGINIS	Retail
512	1027	515	ACCENTURE	Services
513	-	-	JAI SOAPS	FMCG
_ 514	1558	1044	THE INDIAN EXPRESS	Media - Print
515	631	116	LIVPURE	Durables
516	797	281	PIGEON	Kitchen Care
517	924	407	FINOLEX	Manufacturing
518	514	-4	LOUIS PHILIPPE	Apparel
519	310	-209	TAJ MAHAL TEA	Food & Beverage
520	358	-162	HALLS	Food & Beverage

MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
521	446	-75	WILLS LIFESTYLE	Apparel
522	660	138	DCB BANK	BFSI
523	-	-	ZEE	Media - TV
524	-	-	MARUTI SUZUKI ZEN	Automobile
525	752	227	INDIA TODAY	Media - Print
526	934	408	ORACLE	Technology
527	704	177	TIMES OF INDIA	Media - Print
528	877	349	GAP	Apparel
529	383	-146	GOPAL DAIRY	Food & Beverage
530	-	-	METLIFE INSURANCE	BFSI
531	981	450	FAIREVER	FMCG
532	305	-227	CIPLA	Healthcare
533	-	-	GE	Diversified
534	211	-323	DABUR REAL	Food & Beverage
535	539	4	ENGAGE	FMCG
536	-	-	ASIAN AGE	Media - Print
537	1471	934	VERIZON	Telecom
538	969	431	STAYFREE	FMCG
539	483	-56	BISK FARM	Food & Beverage
540	-	-	ESPN	Media - TV
541	-	-	SILVER COIN	Food & Beverage
542	1089	547	IKEA	Retail
543	525	-18	DTDC	Services
544	567	23	LAYER'R SHOT	FMCG
_ 545	1146	601	VESPA	Automobile
546	956	410	RUCHI GOLD OIL	Food & Beverage
547	840	293	KALYAN JEWELLERS	Personal accessories
548	903	355	DENA BANK	BFSI
549	376	-173	LINC PENS	Stationery
550	-	-	INDIAN OVERSEAS BANK	BFSI
- 551	545	-6	SWARAJ MAZDA	Automobile
552	174	-378	BRITANNIA 50-50	Food & Beverage
553	657	104	DIESEL	Branded Fashion
554	438	-116	ENO	Healthcare
555	-	-	MALAYSIA AIRLINES	Transportation
556	659	103	AMRUTANJAN	Healthcare
557	311	-246	S. KUMARS	Apparel
558	480	-78	FAIR AND HANDSOME	FMCG

QUARTZ

MASTERCARD

-129

Cipla

"Drop in the steady graph? 2013 - 306 2015 - 305 2016 - 532"

Cospa

Attractive Italiano

Losing its charm

559

560

430

Personal Accessories

BFSI



	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
	561	943	382	AMITY UNIVERSITY	Education
	562	254	-308	P C CHANDRA JEWELLERS	Personal Accessories
	563	1196	633	AIRWICK	Home Care
	564	602	38	QUIKR	Internet
	<u>5</u> 65	1441	876	GITANJALI GEMS	Personal Accessories
	566	464	-102	PEDIASURE	Healthcare
	567	-	-	JOY COSMETICS	FMCG
	568	796	228	PAN PARAG	Food & Beverage
	569	350	-219	GSK	Healthcare
	570	-	-	SUPREME	Home Care
	571	418	-153	UCO BANK	BFSI
	572	1179	607	GRASIM	Apparel
	573	1348	775	НВО	Media - TV
	574	992	418	FOSTER'S	Alcoholic Beverages
	575	1068	493	MILK BIKIS	Food & Beverage
	576	-	-	TOPS SECURITY	Services
	577	971	394	CLINIC ALL CLEAR	FMCG
	578	-	-	RELIANCE ENERGY	Energy
	579	396	-183	EPSON	Technology
	580	919	339	XIAOMI	Personal Gadgetry
	581	-	-	GROHE	Home Care
	582	386	-196	NIHAR	FMCG
	583	487	-96	JABONG	Internet
	584	642	58	ATLAS CYCLES	Transportation
	585	1155	570	T-SERIES	Entertainment
	586	180	-406	DURACELL	Home Care
	587	1231	644	BOOMER	Food & Beverage
	588	554	-34	BINANI CEMENT	Manufacturing
	589	-	-	TATA POWER	Energy
	590	718	128	GOODYEAR	Automobile-Related
_	- 591	1451	860	PARACHUTE JASMINE OIL	FMCG
	592	216	-376	VEET	FMCG
	593	697	104	CAMEL STATIONERY	Stationery
	594	581	-13	CERA	Home Care
	595	1175	580	MEERA	FMCG
	596	902	306	JAYPEE GROUP	Diversified





Fragrant cousin of category leader

2nd magazine in list underdog outsider

597

598

599

600

638

1270

219

416

41

672

-380

-184

HAMDARD

OUTLOOK

SUNDROP

ACTION SHOES

Healthcare Media - Print

Personal Accessories

Food & Beverage

	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
	601	-	-	STREAX HAIR CARE	FMCG
	— 602	314	-288	V-GUARD	Household Electricals
	603	-	-	PEARLPET	Kitchen Care
	604	691	87	FA	FMCG
Attractiveness unguarded?	605	292	-313	OLA	Internet
	606	-	-	RELIANCE COMMUNICATIONS	Telecom
	607	1149	542	HYUNDAI i10	Automobile
Accelerating in reverse?	608	596	-12	FORTIS HOSPITALS	Healthcare
	609	384	-225	BEING HUMAN	Apparel
OLV	610	515	-95	AMARON	Automobile-Related
	611	677	66	GENERAL MOTORS	Automobile
	612	1093	481	BANK OF MAHARASHTRA	BFSI
	613	692	79	SPENCERS	Retail
Average climb of SUV/	614	395	-219	SANDISK	Personal Gadgetry
MUV brands goes up 542 ranks! Tavera	615	-	-	KAMLA PASAND PAN MASALA	Food & Beverage
leads climb	616	1497	881	CHEVROLET TAVERA	Automobile
	617	885	268	BAGPIPER	Alcoholic Beverages
	618	629	11	FENA	FMCG
	619	-	-	GODREJ NO. 1	FMCG
CHEVROLET	620	818	198	DABUR AMLA	FMCG
	621	-	-	ADD GEL PEN	Stationery
	622	-	-	INDIAN TERRAIN	Apparel
	623	679	56	BABYOYE	Baby Care
	624	417	-207	MARIE GOLD	Food & Beverage
	625	1482	857	KNORR	Food & Beverage
	626	1499	873	COFFY BITE	Food & Beverage
Right bite	627	355	-272	SINTEX	Manufacturing
	628	-	-	OBEROI HOTELS	Hospitality
	629	1287	658	HATSUN	Food & Beverage
	630	618	-12	NUTRELA	Food & Beverage
	631	1163	532	JAIPAN	Kitchen Care
	632	-	-	SUZLON	Energy
	633	344	-289	KWALITY WALLS	Food & Beverage
	634	415	-219	MOUNTAIN DEW	Food & Beverage
	635	471	-164	RANGE ROVER	Automobile
	636	-	-	DAAWAT BASMATI	Food & Beverage
	637	729	92	DHARA	Food & Beverage
	638	345	-293	CANALI	Branded Fashion
	639	1308	669	HERCULES	Transportation
	640	591	-49	SAHARA	Diversified

MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
641	900	259	BLACK DOG	Alcoholic Beverages
642	847	205	BBC	Media - TV
643	827	184	HUAWEI	Telecom
644	799	155	INDUSIND BANK	BFSI
645	789	144	SHOPPERS STOP	Retail
646	-	-	ARP SHOES	Personal Accessories
647	-	-	NIT	Education
648	601	-47	BRIDGESTONE	Automobile-Related
649	-	-	TELENOR	Telecom
650	732	82	NESTLE MUNCH	Food & Beverage
651	1166	515	DISNEY CHANNEL	Media - TV
652	825	173	BHARTI AXA	BFSI
653	-	-	MARC O'POLO	Branded Fashion
654	337	-317	SOFY	FMCG
655	724	69	CENTER FRESH	Food & Beverage
656	-	-	STATE BANK OF HYDERABAD	BFSI
657	949	292	CYCLE AGARBATTI	Home Care
658	481	-177	WRANGLER	Apparel
659	569	-90	SUHANA	Food & Beverage
660	1667	1007	BRITISH AIRWAYS	Transportation
661	-	-	IBN LOKMAT	Media - TV
662	1223	561	FLITE	Personal Accessories
663	499	-164	BIKAJI FOODS	Food & Beverage
664	1491	827	LINKEDIN	Internet
665	-	-	КОТЕХ	FMCG
666	413	-253	TOPAZ	FMCG
667	-	-	SAKSHI TV	Media - TV
668	410	-258	DABUR VATIKA	FMCG
669	-	-	BERTOLLI	Food & Beverage
670	621	-49	LAKHANI	Personal Accessories
671	-	-	DABUR LAL OIL	FMCG
_ 672	240	-432	TURTLE	Apparel
673	921	248	MITASHI	Durables
674	-	-	YAMAHA V STAR	Automobile
675	-	-	APPY FIZZ	Food & Beverage
676	727	51	COTTONKING	Apparel
677	-	-	NUTRIGAIN	Healthcare
678	247	-431	INDIGO AIRLINES	Transportation
679	-	-	MARSHALL	Durables
680	-	-	MOODS	FMCG

BRITISH AIRWAYS

To fly. To serve. Attraction swerve.

Isme hai Style



Too slow and unsteady?

Jet, Spice climb, Indigo dives

	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
	681	378	-303	SINGER	Durables
	682	785	103	MAHINDRA SCORPIO	Automobile
	683	1115	432	APOLLO HOSPITALS	Healthcare
	684	993	309	INDIAN BANK	BFSI
JACK JONES	685	1419	734	HUMMER	Automobile
Jack and Jones went up	686	837	151	ZTE MOBILES	Personal Gadgetry
the hill of Attractiveness	687	1168	481	RENAULT DUSTER	Automobile
	688	1312	624	JACK & JONES	Apparel
	689	595	-94	MONTEX	Stationery
	690	1346	656	TATA SAFARI	Automobile
	691	1121	430	BURGER KING	Retail
	692	-	-	CNN	Media - TV
	693	1479	786	KINDER JOY	Food & Beverage
	694	-	-	DD	Media - TV
	695	379	-316	AMERICAN TOURISTER	Personal Accessories
	696	-	-	PRIYOM	Food & Beverage
1	697	339	-358	ROYAL CHALLENGE	Alcoholic Beverages
Royally Challenged?	698	1103	405	ALPENLIEBE	Food & Beverage
	699	1363	664	LAMBORGHINI	Automobile
	700	623	-77	GMAIL	Internet
	701	503	-198	Q&Q WATCHES	Personal Accessories
	702	463	-239	MENTOS	Food & Beverage
	703	-	-	BAPI CHANACHUR	Food & Beverage
	704	-	-	AT&T	Telecom
	705	-	-	555 SOAP	FMCG
	706	-	-	CARE INDIA	NGO
	707	549	-158	STARBUCKS	Retail
Navratna	708	874	166	BLUE DART	Services
EXTRA THANDA	709	288	-421	NAVRATNA OIL	FMCG
OIL	710	1391	681	ABP ANANDA	Media - TV
Jet, Spice climb, Indigo dives	711	1129	418	FOSSIL	Branded Fashion
	712	-	-	RAJESH MASALA	Food & Beverage
	713	670	-43	DAINIK BHASKAR	Media - Print
	714	-	-	LOTTE	Food & Beverage
	715	607	-108	BIG FM	Media-Radio
Leads big in Attractiveness	716	-	-	TAJ MAHAL BASMATI RICE	Food & Beverage
Facilities 177	717	641	-76	PARLE HIDE & SEEK	Food & Beverage
	718	-	-	DAILY THANTHI	Media - Print

719

720

1153

434

CATCH

MELAM

Food & Beverage

Food & Beverage



Reverse Spinz

Old Monk, youth spirit



G - hee hee hee to the top

MAB	MAB	RANK	BRAND NAME	CATEGORY
2016	2015	DIFF.	MAYCODE CANDAL	FNACC
721	420	-	MYSORE SANDAL	FMCG
722	439	-283	LACOSTE	Apparel
723	1584	861	UTV	Entertainment
_ 724	275	-449	SPINZ	FMCG
725	-	-	NIPPON PAINTS	Manufacturing
726	401	-325	MONTE CARLO	Apparel
727	1290	563	OLD MONK	Alcoholic Beverages
728	431	-297	SUNLIGHT	FMCG
729	759	30	HATHWAY	Cable
730	713	-17	ALLAHABAD BANK	BFSI
731	948	217	HAIR & CARE	FMCG
732	876	144	PVR	Entertainment
733	1138	405	HERO HONDA CBZ	Automobile
734	-	-	GIBSON GUITARS	Musical Instruments
735	-	-	LUXOR	Stationery
736	385	-351	JOHN PLAYERS	Apparel
737	-	-	LUFTHANSA	Transportation
738	510	-228	MARUTI SUZUKI ALTO	Automobile
739	911	172	COMPAQ	Technology
740	-	-	BRITANNIA TIGER	Food & Beverage
741	990	249	OXFORD	Education
742	-	-	MIRAJ	Diversified
743	1230	487	ZYDUS CADILA	Healthcare
744	1111	367	TVS JUPITER	Automobile
745	1034	289	AMERICAN EXPRESS	BFSI
746	529	-217	TANG	Food & Beverage
747	779	32	BACARDI	Alcoholic Beverages
748	743	-5	BRYLCREEM	FMCG
- 749	1343	594	GOWARDHAN GHEE	Food & Beverage
750	-	-	LIFESTYLE	Retail
751	650	-101	KOHINOOR	FMCG
752	-	-	MOTILAL OSWAL	BFSI
753	-	-	TARGET	Retail
754	-	-	AIRBUS	Manufacturing
755	-	-	LAWMAN	Apparel
756	-	-	UPS COURIER	Services
757	484	-273	INDANE GAS	Energy
758	716	-42	CLASSIC CIGARETTES	Cigarette
759	-	-	INDIAN AIR FORCE	Government Body
760	-	-	BAJAJ DISCOVER	Automobile

Discovery

Discovering its appeal - steady climb up

Vada pav, Bada fall **JUMBOKING**

Watch the drop!

AROKYA

Milk category curdles -

800

258

-542

AROKYA MILK

	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
İ	761	-	-	HERO CYCLES	Transportation
ĺ	762	-	-	NBC NEWS	Media - TV
İ	763	1282	519	BUDWEISER	Alcoholic Beverages
ĺ	764	820	56	SENCO GOLD JEWELLERS	Personal Accessories
	765	686	-79	COLIN	Home Care
	766	574	-192	GAIL	Energy
	767	819	52	RASOI MAGIC	Food & Beverage
	768	968	200	SAMSONITE	Personal Accessories
	769	1322	553	DCM	Diversified
+	- 770	849	79	DISCOVERY CHANNEL	Media - TV
-	771	458	-313	JUMBOKING	Retail
	772	-	-	SIGNORACARE	Kitchen Care
	773	-	-	COTTON WORLD	Apparel
	774	1159	385	SUNFLAME APPLIANCES	Kitchen Care
	775	684	-91	GANESH ATTA	Food & Beverage
	776	622	-154	GOLD WINNER OIL	Food & Beverage
+	777	293	-484	TISSOT	Personal Accessories
	778	-	-	SAUDIA	Transportation
	779	513	-266	TIC TAC	Food & Beverage
	780	1644	864	MARUTI SUZUKI ERTIGA	Automobile
	781	813	32	MANKIND PHARMA	Healthcare
	782	-	-	TOTAL	Automobile-Related
	783	-	-	RAJDHANI BASMATI RICE	Food & Beverage
	784	1442	658	PARX	Apparel
	785	894	109	MAXIMA	Personal Accessories
	786	806	20	JUSTDIAL	Internet
	787	1237	450	STAR GOLD	Media - TV
	788	1088	300	SAFED DETERGENT	FMCG
	789	1015	226	TATA AIG GENERAL INSURANCE	BFSI
	790	1367	577	TVS WEGO	Automobile
	791	839	48	OFFICER'S CHOICE	Alcoholic Beverages
	792	526	-266	CALVIN KLEIN	Branded Fashion
	793	963	170	CAPGEMINI	Services
	794	833	39	CANDYMAN	Food & Beverage
	795	671	-124	MOCHI	Personal Accessories
	796	532	-264	THOMSON	Durables
	797	1349	552	MORPHY RICHARDS	Kitchen Care
	798	-	-	PARAS DAIRY	Food & Beverage
	799	667	-132	FORCE MOTORS	Automobile

Food & Beverage

BRAND NAME

CATEGORY



MAB

2016

MAB

2015

RANK

DIFF.

a Lion

Roaring into the list

Looks good...

Sundaram ®
Education Revolution
Benchfight with

Classmate over the years

	2016	2015	DIFF.							
	801	-	-	CATTERPILLAR FOOTWEAR	Personal Accessories					
	802	479	-323	GOKUL MILK	Food & Beverage					
_	803	801	-2	MUTHOOT FINANCE	BFSI					
	804	597	-207	SLEEPWELL	Home Furnishing					
	805	766	-39	FOX ENGLISH MOVIES	Media - TV					
	806	-	-	PRINCEWARE	Kitchen Care					
	807	-	-	KEMEI	Personal Accessories					
	808	938	130	KASPERSKY	Technology					
	809	-	-	PASS PASS	Food & Beverage					
	810	1240	430	JP MORGAN	BFSI					
	811	1639	828	UNITED COLORS OF BENETTON	Apparel					
	812	1081	269	ANDHRA BANK	BFSI					
	813	1253	440	LION DATES	Food & Beverage					
	814	976	162	ARMANI	Branded Fashion					
	815	-	-	RENAULT LODGY	Automobile					
	816	491	-325	DALMIA BHARAT CEMENT	Manufacturing					
	817	987	170	CHING'S	Food & Beverage					
	818	1087	269	HONDA SHINE	Automobile					
	819	898	79	TITANEYE +	Retail					
	820	912	92	FABER-CASTELL	Stationery					
	821	-	-	JEALOUS	Apparel					
	822	-	-	FBB FASHION	Apparel					
	823	-	-	MIKADO	Home Care					
	824	-	-	CLEAR SHAMPOO	FMCG					
	825	-	-	TATA COMMUNICATIONS	Telecom					
	826	1105	279	STANDARD CHARTERED	BFSI					
	827	1144	317	PORSCHE	Automobile					
	828	1335	507	BAYER	Diversified					
	829	1164	335	SIGNATURE	Alcoholic Beverages					
	830	646	-184	PALMOLIVE	FMCG					
	831	-	-	MORE	Retail					
	832	494	-338	TVS APACHE	Automobile					
	833	1531	698	WAGH BAKRI	Food & Beverage					
	834	1112	278	DR FIXIT	Home Care					
	835	-	-	WELLS FARGO	BFSI					
	836	809	-27	DUNLOP	Automobile-Related					
	837	-	-	KAMAL SAREES	Apparel					
	838	1591	753	JSW	Diversified					
	839	-	-	ROOP MANTRA CREAM	FMCG					
	840	165	-675	SUNDARAM	Stationery					

	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY					
ĺ	841	537	-304	SONY MAX	Media - TV					
ĺ	842	-	-	OMAX	Personal Accessories					
	843	-	-	MERCEDES GLA	Automobile					
	844	-	-	COACH	Branded Fashion					
	845	1218	373	CRY	NGO					
	846	-	-	H&M	Apparel					
	847	1150	303	BARCLAYS	BFSI					
	848	964	116	PRIL	Home Care					
	849	636	-213	EUREKA FORBES	Durables					
	850	745	-105	UNCLE CHIPS	Food & Beverage					
	851	565	-286	OLD SPICE	FMCG					
	852	-	-	RUPANI FOOTWEAR	Personal Accessories					
٦	853	1632	779	NAVBHARAT TIMES	Media - Print					
	854	945	91	FLYING MACHINE	Apparel					
	855	-	-	SOFTBANK	BFSI					
	856	755	-101	ARUN ICECREAM	Food & Beverage					
	857	-	-	YUPHORIA	Personal Gadgetry					
	858	896	38	LINUX OS	Technology					
	859	-	-	OJAS	Kitchen Care					
	860	372	-488	ZOOM TV	Media - TV					
	861	-	-	KING BALLPENS	Stationery					
	862	-	-	ALFA STORE	Retail					
	863	958	95	HELIOS WATCH STORE	Retail					
	864	-	-	NAAPTOL	Internet					
	865	-	-	PAYPAL	Internet					
	866	1472	606	BANK OF AMERICA	BFSI					
7	867	389	-478	W	Apparel					
	868	652	-216	RADIO MIRCHI	Media-Radio					
	869	1094	225	HYUNDAI SANTRO	Automobile					
	870	1313	443	AMAR UJALA	Media - Print					
	871	-	-	SRISHTI SCHOOL	Education					
	872	-	-	OXIGEN WALLET	Internet					
	873	961	88	HOTSTAR APP	Internet					
	874	1595	721	AO SMITH	Durables					
	875	-	-	BEETEL	Telecom					
	876	844	-32	IIT	Education					
	877	834	-43	MAHARAJA WHITELINE	Kitchen Care					
	878	521	-357	VVD GOLD	Personal Accessories					
	879	1074	195	POLAR FAN	Household Electricals					
	880	1235	355	BIRLA SUN LIFE INSURANCE	BFSI					

Biggest rise in attractiveness among regional print





Is this getting #UnAttractive?____



MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY					
881	1356	475	VIJAY SALES	Retail					
882	914	32	DLF	Construction					
883	707	-176	VI-JOHN	FMCG					
884	1044	160	HATHI MASALA	Food & Beverage					
885	-	-	D&G	Branded Fashion					
886	613	-273	HUGO BOSS	Branded Fashion					
887	1215	328	SARASWAT BANK	BFSI					
888	-	-	MR MUSCLE	Home Care					
889	909	20	WINDOWS	Technology					
890	800	-90	COMFORT FABRIC	FMCG					
891	266	-625	TIGER BALM	Healthcare					
892	1271	379	CRAX	Food & Beverage					
893	200	-693	SONY XPERIA	Personal Gadgetry					
894	1122	228	KAYA	Healthcare					
895	-	-	ARAMUSK	FMCG					
896	1205	309	MICROTEK	Household Electricals					
897	222	-675	YARDLEY	FMCG					
898	923	25	TIKONA BROADBAND	Telecom					
899	-	-	NESTLE NAN PRO	Healthcare					
900	-	-	MAHINDRA KUV100	Automobile					
901	-	-	BIKANO	Food & Beverage					
902	433	-469	HITECH	Personal Gadgetry					
903	-	-	ASHIMA GROUP	Apparel					
904	-	-	LEXUS	Automobile					
905	-	-	KARUR VYSYA BANK	BFSI					
906	1395	489	CORONA	Alcoholic Beverages					
907	461	-446	DABUR LAL DANTMANJAN	FMCG					
908	750	-158	SOCIETY TEA	Food & Beverage					
909	583	-326	HAPPYDENT	Food & Beverage					
910	1183	273	DANONE	Food & Beverage					
911	762	-149	TROPICANA	Food & Beverage					
912	1135	223	BSA CYCLES	Transportation					
913	576	-337	GHARI	FMCG					
914	354	-560	DHFL	BFSI					
915	672	-243	ROTOMAC PENS	Stationery					
916	-	-	HERO DUET	Automobile					
917	434	-483	PAKIZA DEPARTMENTAL STORES	Retail					
918	1014	96	CHARMIS	FMCG					
919	-	-	HERMES	Branded Fashion					
920	633	-287	LEHAR	Food & Beverage					



Save the Tiger?

Downwardly mobile

Slips the attractiveness slope





	MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY						
	921	781	-140	CAMPUS SHOES	Personal Accessories						
ĺ	922	-	-	SOUMI'S CAN GROW	FMCG						
Ì	923	-	-	YAMAHA FAZER	Automobile						
	924	-	-	SANDESH	Media - Print						
	925	531	-394	BELMONTE	Apparel						
	926	895	-31	INOX	Entertainment						
	927	1460	533	B-TEX	Healthcare						
	928	-	-	BARISTA	Retail						
4	929	435	-494	RAMDEV FOOD PRODUCTS	Food & Beverage						
	930	1003	73	ENVY	FMCG						
	931	1157	226	EMIRATES	Transportation						
	932	-	-	TNT COURIER SERVICES	Services						
	933	-	-	SOSYO	Food & Beverage						
	934	-	-	YAMAHA FZ	Automobile						
	935	798	-137	INDIABULLS	Diversified						
	936	-	-	KITEX	Apparel						
	937	-	-	VOONIK	Internet						
	938	-	-	MAHINDRA GUSTO	Automobile						
	939	-	-	HYUNDAI CRETA	Automobile						
	940	-	-	CHARMINAR CIGARETTES	Cigarette						
	941	-	-	BHATIA JEWELLERS	Personal Accessories						
\dashv	942	1601	659	DIGENE	Healthcare						
\dashv	943	1682	739	QUAKER OATS	Food & Beverage						
	944	-	-	PRIYA FOODS	Food & Beverage						
	945	702	-243	RELIGARE	BFSI						
	946	-	-	COCORAJ HAIR OIL	FMCG						
	947	1268	321	KINGSTON	Personal Gadgetry						
	948	-	-	OYO ROOMS	Internet						
	949	940	-9	NUTRILITE	Food & Beverage						
	950	1055	105	AAKASH NAMKEEN	Food & Beverage						
	951	-	-	RAJA MARIE	Food & Beverage						
	952	-	-	FEVISTIK	Home Care						
	953	-	-	RELIANCE DIGITAL	Retail						
	954	-	-	SMOKIN' JOE'S	Retail						
7	955	620	-335	LEXI PENS	Stationery						
	956	-	-	REDMI	Personal Gadgetry						
	957	1296	339	JINDAL STEEL	Manufacturing						
	958	-	-	IMAX	Entertainment						
	959	-	-	RICO	Kitchen Care						
	960	1108	148	STAR HEALTH INSURANCE	BFSI						



SINCE 1965

AHEM, NOT PATANJALI

DIGENE

Tummy feels better

Paratha vs oats - the fight continues

Leaking ink



Attractiveness uninsured?

100% Performance -Maybe next time?





Losing IT

Cook's compass lost

MAB 2016	MAB 2015	RANK DIFF.	BRAND NAME	CATEGORY
961	-	-	RECKITT BENCKISER	FMCG
962	-	-	FAASO'S	Retail
963	-	_	TATA TELESERVICES	Telecom
964	-	-	LAL QILLA	Food & Beverage
965	520	-445	KANGAROO KIDS	Education
966	-	-	FLAIR PENS	Stationery
967	-	-	SHRIRAM CITY UNION FINANCE	BFSI
968	617	-351	MAX BUPA	BFSI
969	-	-	INORBIT	Retail
970	-	-	ANIK DAIRY	Food & Beverage
971	-	-	JOHNNIE WALKER	Alcoholic Beverages
972	1303	331	BIG BOSS	Entertainment
- 973	428	-545	SERVO	Automobile-Related
974	893	-81	MAXO	Home Care
975	-	-	POORVIKA MOBILE STORE	Retail
976	1040	64	DUCATI	Automobile
977	1265	288	CHRISTIAN DIOR	Branded Fashion
978	-	-	SPEED POST	Government Body
979	527	-452	GREENPLY	Manufacturing
980	661	-319	RAIL NEER	Food & Beverage
981	-	-	PARK AVENUE GOOD MORNING	FMCG
982	604	-378	LEMON MOBILES	Personal Gadgetry
983	1032	49	COLOR PLUS	Apparel
984	1259	275	ANKUR SALT	Food & Beverage
985	444	-541	NIIT	Education
986	-	-	RKG GHEE	Food & Beverage
987	-	-	HASMUKH TEA	Food & Beverage
988	1426	438	EZEE	FMCG
989	-	-	HUSH PUPPIES	Personal Accessories
990	-	-	PURE MAGIC	Food & Beverage
991	-	-	NISSAN EVALIA	Automobile
992	1174	182	TV 9	Media - TV
993	-	-	TVS VICTOR	Automobile
994	628	-366	KIRLOSKAR	Diversified
995	-	-	JOKER GUM	Home Care
996	-	-	AEGON LIFE	BFSI
997	257	-740	THOMAS COOK	Services
998	-	-	PADMINI	Kitchen Care
999	-	-	INTAS PHARMA	Healthcare
1000	925	-75	STAR MOVIES	Media - TV

Must haves in your library.













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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 Brand Attractiveness and Brand Trust. Over a decade of research has helped TRA discover the granular attributes and traits that make the fundamentals of a brand.

ACKNOWLEDGMENTS

TRA acknowledges the many thousand hours of dedicated effort put in by all our partners, researchers and fieldwork staff to maintain the strict rigour of this study.

Research Methodology



Fieldwork



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