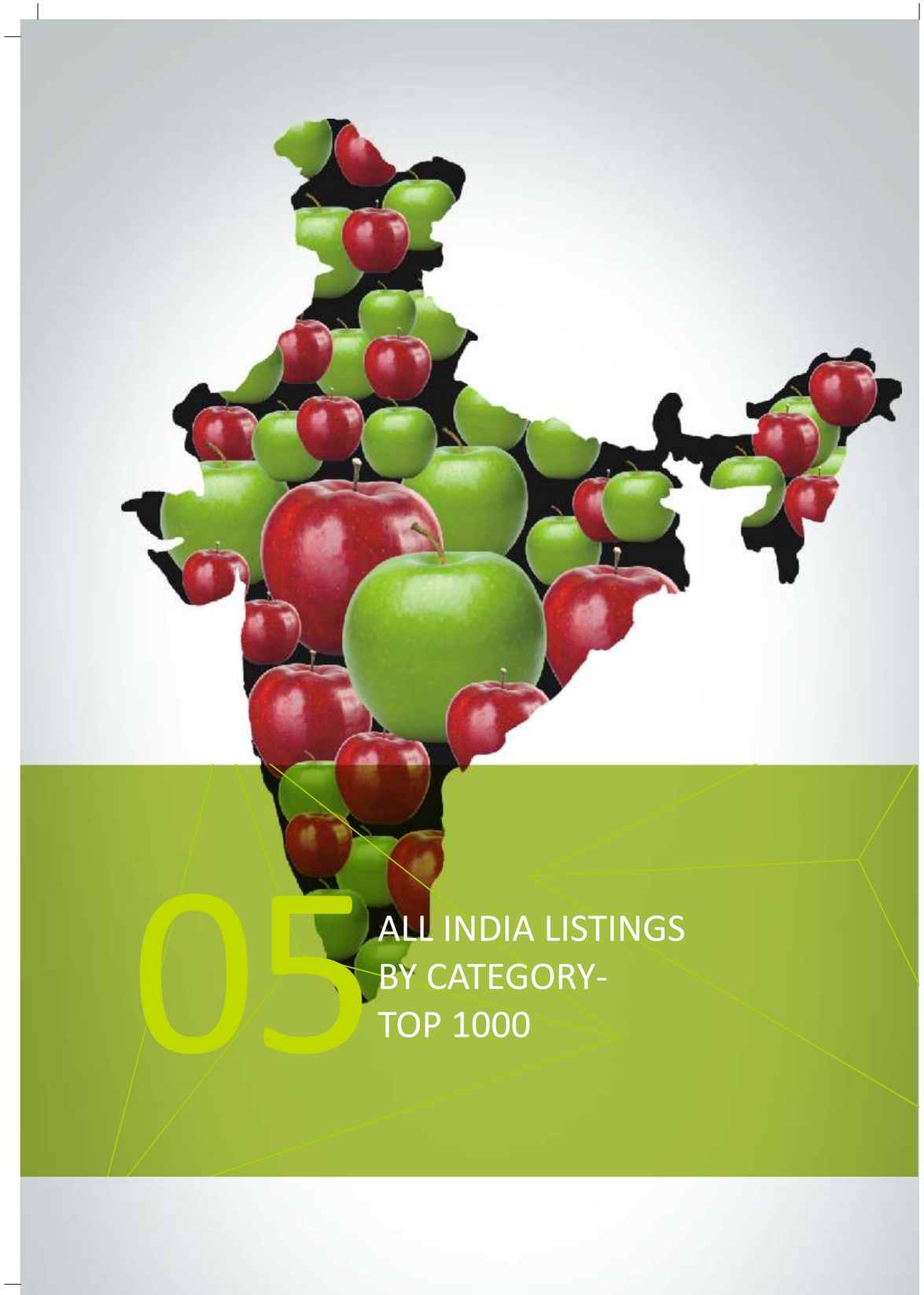


05 ALL INDIA LISTINGS BY CATEGORY- TOP 1000

ALL INDIA LISTINGS BY CATEGORY - TOP 1000

"While the serial ranking of India's Most Trusted Brands is an important achievement, brands are most interest in knowing how they have fared within their own categories. The following chapter on Category listings ranks the brands within their own categories and sub-categories, to give comparisons at two levels, a macro- and a micro-comparison. This study, the most important in this entire report, will provide significant learnings to the reader."

Alcoholic Beverages

ALCBEV RANK	BTR 2012	BRAND	CATEGORY ALCOHOLIC BEVERAGES
1	74	KINGFISHER	BEER
2	326	FOSTERS	BEER
3	375	MCDOWELL'S	LIQUOR SPIRITS
4	401	BACARDI	LIQUOR SPIRITS
5	423	BUDWEISER	BEER
6	453	HAYWARDS	BEER
7	504	SMIRNOFF	LIQUOR SPIRITS
8	514	BAGPIPER	LIQUOR SPIRITS
9	543	SIGNATURE	LIQUOR SPIRITS
10	593	ROYALSTAG	LIQUOR SPIRITS
11	687	BLACK DOG	LIQUOR SPIRITS
12	704	LONDON PILSNER	BEER
13	760	IMPERIAL BLUE	LIQUOR SPIRITS
14	858	HEINEKEN	BEER
15	917	AMSTEL	BEER

BEER RANK	BTR 2012	SUB-CATEGORY BEER
1	74	KINGFISHER
2	326	FOSTERS
3	423	BUDWEISER
4	453	HAYWARDS
5	704	LONDON PILSNER
6	858	HEINEKEN
7	917	AMSTEL

LIQ.SPRTS RANK	BTR 2012	SUB-CATEGORY LIQUOR SPIRITS
1	375	MCDOWELL'S
2	401	BACARDI
3	504	SMIRNOFF
4	514	BAGPIPER
5	543	SIGNATURE
6	593	ROYAL STAG
7	687	BLACK DOG

Apparel

APPAREL RANK	BTR 2012	BRAND	CATEGORY APPAREL
1	21	RAYMONDS	FABRIC
2	33	LEE	READYMADES
3	48	LEVI'S	READYMADES
4	52	ARROW	READYMADES
5	80	PETER ENGLAND	READYMADES
6	89	SPYKAR	READYMADES
7	95	PROVOGUE	READYMADES
8	132	PEPE	READYMADES
9	136	JOCKEY	INNERWEAR
10	196	ZODIAC	READYMADES
11	197	VIMAL	FABRIC
12	199	PARK AVENUE	READYMADES
13	215	THOMAS SCOTT	READYMADES
14	241	LEE COOPER	READYMADES
15	247	JOHN PLAYER	READYMADES
16	277	VAN HEUSEN	READYMADES

FABRIC RANK	BTR 2012	SUB-CATEGORY FABRIC
1	21	RAYMONDS
2	197	VIMAL
3	299	SIYARAM'S
4	358	REID & TAYLOR
5	429	BELMONTE
6	458	BOMBAY DYEING
7	485	S KUMAR'S
8	853	MAFATLAL
9	975	ARVIND MILLS
10	999	GRASIM

INNERWR RANK	BTR 2012	SUB-CATEGORY INNERWEAR
1	136	JOCKEY
2	590	RUPA
3	813	AMUL MACHO

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

APPAREL RANK	BTR 2012	BRAND	CATEGORY APPAREL
17	299	SIYARAM'S	FABRIC
18	358	REID & TAYLOR	FABRIC
19	360	ZOD	READYMADES
20	391	KILLER	READYMADES
21	429	BELMONTE	FABRIC
22	451	KOUTONS	READYMADES
23	452	LOUIS PHILIPPE	READYMADES
24	458	BOMBAY DYEING	FABRIC
25	485	S KUMAR'S	FABRIC
26	486	CROCODILE	READYMADES
27	496	WRANGLER	READYMADES
28	527	ZARA	WOMENS WEAR
29	559	ALLEN SOLLY	READYMADES
30	562	PAN AMERICA	READYMADES
31	590	RUPA	INNERWEAR
32	604	COLOUR PLUS	READYMADES
33	627	MUFTI	READYMADES
34	635	COTTON KING	READYMADES
35	650	PARX	READYMADES
36	677	BENETTON	READYMADES
37	710	LILIPUT	READYMADES
38	781	LACOSTE	READYMADES
39	787	CAMBRIDGE	READYMADES
40	813	AMUL MACHO	INNERWEAR
41	820	MANGO	WOMENS WEAR
42	853	MAFATLAL	FABRIC
43	889	GINI & JONY	READYMADES
44	902	MEENA BAZAAR	WOMENS WEAR
45	918	GAP	READYMADES
46	928	MONTE CARLO	READYMADES
47	957	CANTABIL	READYMADES
48	975	ARVIND MILLS	FABRIC
49	999	GRASIM	FABRIC

READY MADES RANK	BTR 2012	SUB-CATEGORY READYMADES
1	33	LEE
2	48	LEVI'S
3	52	ARROW
4	80	PETER ENGLAND
5	89	SPYKAR
6	95	PROVOGUE
7	132	PEPE
8	196	ZODIAC
9	199	PARK AVENUE
10	215	THOMAS SCOTT
11	241	LEE COOPER
12	247	JOHN PLAYER
13	277	VAN HEUSEN
14	360	ZOD
15	391	KILLER
16	451	KOUTONS
17	452	LOUIS PHILIPPE
18	486	CROCODILE
19	496	WRANGLER
20	559	ALLEN SOLLY
21	562	PAN AMERICA
22	604	COLOUR PLUS
23	627	MUFTI
24	635	COTTON KING
25	650	PARX
26	677	BENETTON
27	710	LILIPUT
28	781	LACOSTE
29	787	CAMBRIDGE
30	889	GINI & JONY
31	918	GAP
32	928	MONTE CARLO
33	957	CANTABIL

WOMENS WEAR RANK	BTR 2012	SUB-CATEGORY WOMENS WEAR
1	527	ZARA
2	820	MANGO
3	902	MEENA BAZAAR

Automotive

AUTO-MOTIVE RANK	BTR 2012	BRAND	CATEGORY AUTOMOTIVE
1	6	MARUTI SUZUKI	4 WHEELER - MFG
2	24	BMW	LUXURY CARS
3	25	HERO HONDA	2 WHEELER - MFG
4	29	TOYOTA	4 WHEELER - MFG
5	35	HONDA	4 WHEELER - MFG
6	50	FORD	4 WHEELER - MFG
7	56	AUDI	LUXURY CARS
8	63	SKODA	LUXURY CARS
9	70	HERO	2 WHEELER - MFG
10	71	YAMAHA	2 WHEELER - MFG
11	83	HYUNDAI	4 WHEELER - MFG
12	103	TVS	2 WHEELER - MFG
13	120	SUZUKI	2 WHEELER - MFG
14	122	MERCEDES BENZ	LUXURY CARS
15	188	MARUTI SUZUKI DZIRE	CAR - BRAND
16	213	FIAT	4 WHEELER - MFG
17	223	NISSAN	4 WHEELER - MFG
18	246	FERRARI	LUXURY CARS
19	248	TVS STAR	TWO WHEELER - BRAND
20	251	CHEVEROLET	4 WHEELER - MFG
21	274	VOLVO	4 WHEELER - MFG
22	286	VOLKSWAGEN	4 WHEELER - MFG
23	295	TATA MOTORS	4 WHEELER - MFG
24	298	KINETIC NOVA	2 WHEELER - MFG
25	320	CATERPILLER	HEAVY EQUIPMENT
26	345	MARUTI SUZUKI ALTO	CAR - BRAND
27	350	HYUNDAI I10	CAR - BRAND
28	356	HYUNDAI I20	CAR - BRAND
29	361	TATA NANO	CAR - BRAND
30	421	MARUTI SUZUKI WAGON R	CAR - BRAND
31	425	NISSAN MICRA	CAR - BRAND
32	432	HONDA CITY	CAR - BRAND
33	438	HERO HONDA SPLENDOR	2 WHEELER - MFG
34	457	LEXUS	LUXURY CARS
35	482	BAJAJ AVENGER	2 WHEELER - MFG
36	491	RENAULT	4 WHEELER - MFG
37	492	ROLLS ROYCE	LUXURY CARS
38	529	EICHER	HEAVY EQUIPMENT

CAR RANK	BTR 2012	SUB-CATEGORY CAR
1	188	MARUTI SUZUKI DZIRE
2	345	MARUTI SUZUKI ALTO
3	350	HYUNDAI i10
4	356	HYUNDAI i20
5	361	TATA NANO
6	421	MARUTI SUZUKI WAGON R
7	425	NISSAN MICRA
8	432	HONDA CITY
9	550	TATA INDIGO
10	572	TATA SAFARI
11	614	HYUNDAI SANTRO
12	658	MARUTI SUZUKI 800
13	681	MAHINDRA SCORPIO
14	707	TATA INDICA
15	782	TOYOTA INNOVA
16	789	MITSUBISHI LANCER
17	815	FORD MUSTANG
18	819	MARUTI SX4
19	839	HYUNDAI EON
20	845	CHEVROLET TRAVERA
21	895	FORD IKON
22	981	TOTOTA COROLLA

LUXURY CAR RANK	BTR 2012	SUB-CATEGORY LUXURY CARS
1	24	BMW
2	56	AUDI
3	63	SKODA
4	122	MERCEDES BENZ
5	246	FERRARI
6	457	LEXUS
7	492	ROLLS ROYCE
8	755	PORSCHE
9	759	JAGUAR

4-WHLER MFG RANK	BTR 2012	SUB-CATEGORY 4-WHEELER MFG
1	6	MARUTI SUZUKI
2	29	TOYOTA
3	35	HONDA
4	50	FORD

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

AUTO-MOTIVE RANK	BTR 2012	BRAND	CATEGORY AUTOMOTIVE
39	540	MITSUBISHI	4 WHEELER - MFG
40	550	TATA INDIGO	CAR - BRAND
41	553	BAJAJ PULSAR	CAR - BRAND
42	572	TATA SAFARI	4 WHEELER - MFG
43	576	GENERAL MOTORS	CAR - BRAND
44	614	HYUNDAI SANTRO	2 WHEELER - MFG
45	618	KINETIC	4 WHEELER - MFG
46	633	ASHOK LEYLAND	CAR - BRAND
47	658	MARUTI SUZUKI 800	2 WHEELER - MFG
48	670	ROYAL ENFIELD	CAR - BRAND
49	681	MAHINDRA SCORPIO	4 WHEELER - MFG
50	691	PEUGEOT	HEAVY EQUIPMENT
51	693	ESCORTS	2 WHEELER - MFG
52	702	HARLEY DAVIDSON	CAR - BRAND
53	707	TATA INDICA	2 WHEELER - MFG
54	723	HONDA UNICORN	2 WHEELER - MFG
55	729	TVS APACHE	2 WHEELER - MFG
56	737	HERO HONDA PASSION	2 WHEELER - MFG
57	755	PORSCHE	LUXURY CARS
58	759	JAGUAR	LUXURY CARS
59	767	TVS SCOOTY	2 WHEELER - MFG
60	782	TOYOTA INNOVA	CAR - BRAND
61	789	MITSUBISHI LANCER	CAR - BRAND
62	790	FORCE MOTORS	4 WHEELER - MFG
63	804	LML	2 WHEELER - MFG
64	808	HONDA ACTIVA	2 WHEELER - MFG
65	815	FORD MUSTANG	CAR - BRAND
66	819	MARUTI SX4	CAR - BRAND
67	837	HERO MOTOCORP	2 WHEELER - MFG
68	839	HYUNDAI EON	CAR - BRAND
69	840	HERO HONDA HUNK	2 WHEELER - MFG
70	845	CHEVROLET TRAVERA	CAR - BRAND
71	874	TVS VICTOR	2 WHEELER - MFG
72	895	FORD IKON	CAR - BRAND
73	949	OPEL	4 WHEELER - MFG
74	981	TOYOTA COROLLA	CAR - BRAND

4-WHLER MFG RANK	BTR 2012	SUB-CATEGORY 4-WHEELER MFG
5	83	HYUNDAI
6	213	FIAT
7	223	NISSAN
8	251	CHEVEROLET
9	274	VOLVO
10	286	VOLKSWAGEN
11	295	TATA MOTORS
12	491	RENAULT
13	540	MITSUBISHI
14	576	GENERAL MOTORS
15	633	ASHOK LEYLAND
16	691	PEUGEOT
17	790	FORCE MOTORS
18	949	OPEL

2-WHLER MFG RANK	BTR 2012	SUB-CATEGORY 2-WHEELER MFG
1	25	HERO HONDA
2	70	HERO
3	71	YAMAHA
4	103	TVS
5	120	SUZUKI
6	618	KINETIC
7	670	ROYAL ENFIELD
8	702	HARLEY DAVIDSON
9	804	LML
10	837	HERO MOTOCORP

2-WHLER RANK	BTR 2012	SUB-CATEGORY TWO WHEELERS
1	248	TVS STAR
2	298	KINETIC NOVA
3	438	HERO HONDA SPLENDOR
4	482	BAJAJ AVENGER
5	553	BAJAJ PULSAR
6	723	HONDA UNICORN
7	729	TVS APACHE
8	737	HERO HONDA PASSION
9	767	TVS SCOOTY
10	808	HONDA ACTIVA
11	840	HERO HONDA HUNK
12	874	TVS VICTOR

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

HEAVY EQUIP RANK	BTR 2012	SUB-CATEGORY HEAVY EQUIPMENT
1	320	CATERPILLER
2	529	EICHER
3	693	ESCORTS

Auto-Other

AUTO-OTHER RANK	BTR 2012	BRAND	CATEGORY AUTO - OTHER
1	53	MRF	TYRES
2	227	EXIDE	AUTO - OTHER
3	331	CEAT	TYRES
4	455	BOSCH	AUTO - OTHER
5	469	GOODYEAR	TYRES
6	652	AMARON	AUTO - OTHER
7	773	BRIDGESTONE	TYRES
8	792	MICHELLIN	TYRES
9	940	MICO	AUTO - OTHER

AUTO-RELATED RANK	BTR 2012	SUB-CATEGORY AUTO RELATED
1	227	EXIDE
2	455	BOSCH
3	652	AMARON
4	940	MICO

TYRES RANK	BTR 2012	SUB-CATEGORY TYRES
1	53	MRF
2	331	CEAT
3	469	GOODYEAR
4	773	BRIDGESTONE
5	792	MICHELLIN

BFSI

BFSI RANK	BTR 2012	BRAND	CATEGORY BFSI
1	8	LIC	INSURANCE
2	19	STATE BANK OF INDIA	BANKING
3	30	ICICI BANK	BANKING
4	40	HDFC	HOUSING FINANCE
5	124	HSBC	BANKING
6	143	AXIS BANK	BANKING
7	149	IDBI BANK	BANKING
8	156	ICICI PRUDENTIAL LIFE	INSURANCE
9	162	HDFC BANK	BANKING
10	174	BANK OF INDIA	BANKING
11	176	RESERVE BANK OF INDIA	CENTRAL BANK
12	181	CANARA BANK	BANKING
13	231	DHFL	HOUSING FINANCE
14	252	STATE BANK OF HYD.	BANKING

BANKING RANK	BTR 2012	SUB-CATEGORY BANKING
1	19	STATE BANK OF INDIA
2	30	ICICI BANK
3	124	HSBC
4	143	AXIS BANK
5	149	IDBI BANK
6	162	HDFC BANK
7	174	BANK OF INDIA
8	176	RESERVE BANK OF INDIA
9	181	CANARA BANK
10	252	STATE BANK OF HYDERABAD
11	292	KOTAK MAHINDRA BANK
12	296	PUNJAB NATIONAL BANK
13	301	DENA BANK
14	322	CITIBANK
15	435	BANK OF BARODA
16	444	UNION BANK OF INDIA
17	466	VIJAYA BANK

BFSI RANK	BTR 2012	BRAND	CATEGORY BFSI
15	292	KOTAK MAHINDRA BANK	BANKING
16	296	PUNJAB NATIONAL BANK	BANKING
17	301	DENA BANK	BANKING
18	305	UTI	MUTUAL FUND
19	309	VISA	CREDIT CARD
20	322	CITIBANK	BANKING
21	353	TATA AIG LIFE	INSURANCE
22	359	BAJAJ ALLIANZ	INSURANCE
23	383	MAX NEW YORK LIFE	INSURANCE
24	435	BANK OF BARODA	BANKING
25	444	UNION BANK OF INDIA	BANKING
26	466	VIJAYA BANK	BANKING
27	480	AVIVA LIFE INSURANCE	INSURANCE
28	487	OM KOTAK LIFE	INSURANCE
29	498	FEDERAL BANK	BANKING
30	516	AMERICAN EXPRESS	CREDIT CARD
31	517	METLIFE	INSURANCE
32	534	BARCLAYS BANK	BANKING
33	536	BOMBAY STOCK EXCH.	EXCHANGE
34	537	INDIAN BANK	BANKING
35	541	MUTHOOT	FINANCE
36	554	YES BANK	BANKING
37	561	BIRLA SUN LIFE	INSURANCE
38	585	ING VYSYA BANK	BANKING
39	599	ABN AMRO	BANKING
40	601	NATIONAL INSURANCE	INSURANCE
41	607	GRAMEEN BANK	BANKING
42	624	FUTURE GENERALI	INSURANCE
43	643	STANDARD CHARTERED	BANKING
44	669	JP MORGAN	FINANCE
45	678	MANNAPURAM FINANCE	FINANCE
46	683	CRISIL	RATING AGENCY
47	698	IFFCO TOKIO GENERAL	INSURANCE
48	705	MASTER CARD	CREDIT CARD
49	725	RELIGARE SECURITIES	STOCK BROKING
50	747	HDFC LIFE INSURANCE	INSURANCE
51	771	INDIAN OVERSEAS BANK	BANKING
52	774	SBI LIFE INSURANCE	INSURANCE
53	807	AEGON RELIGARE LIFE	INSURANCE
54	822	BHARTI AXA	INSURANCE

BANKING RANK	BTR 2012	SUB-CATEGORY BANKING
18	498	FEDERAL BANK
19	534	BARCLAYS BANK
20	537	INDIAN BANK
21	554	YES BANK
22	585	ING VYSYA BANK
23	599	ABN AMRO
24	607	GRAMEEN BANK
25	643	STANDARD CHARTERED
26	771	INDIAN OVERSEAS BANK
27	828	DEUTSCHE BANK
28	882	BANK OF MAHARASHTRA
29	886	ROYAL BANK OF SCOTLAND
30	914	ORIENTAL BANK
31	965	NATIONAL COOP BANK
32	977	RABO BANK
33	994	BANK OF AMERICA

CREDIT CRDS RANK	BTR 2012	SUB-CATEGORY CREDIT CARDS
1	309	VISA
2	516	AMERICAN EXPRESS
3	705	MASTER CARD

EXCHANGE RANK	BTR 2012	SUB-CATEGORY EXCHANGE
1	536	BOMBAY STOCK EXCHANGE
2	831	ACE COMMODITY EXCH.

FINANCE RANK	BTR 2012	SUB-CATEGORY FINANCE
1	541	MUTHOOT
2	669	JP MORGAN
3	678	MANNAPURAM FINANCE
4	850	CREDIT SUISSE
5	887	FEEDBACK VENTURES
6	982	SHRIRAM TRANS. FIN.

HOUSING FINANCE RANK	BTR 2012	SUB-CATEGORY HOUSING FINANCE
1	40	HDFC
2	231	DHFL

BFSI RANK	BTR 2012	BRAND	CATEGORY BFSI
55	828	DEUTSCHE BANK	BANKING
56	831	ACE	EXCHANGE
57	850	CREDIT SUISSE	FINANCE
58	881	ICRA	RATING AGENCY
59	882	BANK OF MAHA	BANKING
60	886	RYL BANK OF SCOTLAND	BANKING
61	887	FEEDBACK VENTURES	FINANCE
62	896	MOTILAL OSWAL	STOCK BROKING
63	914	ORIENTAL BANK	BANKING
64	929	AIG	MUTUAL FUND
65	965	NATIONAL COOP BANK	BANKING
66	973	TOKIO MARINE	INSURANCE
67	977	RABO BANK	BANKING
68	979	CNP ASSURANCE	INSURANCE
69	982	SHRIRAM TRANS. FIN.	FINANCE
70	994	BANK OF AMERICA	BANKING

INSURANCE RANK	BTR 2012	SUB-CATEGORY INSURANCE
1	8	LIFE INSURANCE CORPORATION
2	156	ICICI PRUDENTIAL LIFE
3	353	TATA AIG LIFE INSURANCE
4	359	BAJAJ ALLIANZ
5	383	MAX NEW YORK LIFE
6	480	AVIVA LIFE INSURANCE
7	487	OM KOTAK LIFE INSURANCE
8	517	METLIFE
9	561	BIRLA SUN LIFE
10	601	NATIONAL INSURANCE CO.
11	624	FUTURE GENERALI
12	698	IFFCO TOKIO GENERAL
13	747	HDFC LIFE INSURANCE
14	774	SBI LIFE INSURANCE
15	807	AEGON RELIGARE LIFE
16	822	BHARTI AXA
17	973	TOKIO MARINE
18	979	CNP ASSURANCE

OTHER RANK	BTR 2012	SUB-CATEGORY OTHER
1	305	UTI
2	683	CRISIL
3	725	RELIGARE SECURITIES
4	881	ICRA
5	896	MOTILAL OSWAL
6	929	AIG

Branded Fashion

BRANDED FASHION RANK	BTR 2012	BRAND	CATEGORY BRANDED FASHION
1	160	ARMANI	BRANDED FASHION
2	163	GUCCI	BRANDED FASHION
3	175	DIESEL	BRANDED FASHION
4	229	ESPRIT	BRANDED FASHION
5	249	DOLCE & GABANA	BRANDED FASHION
6	265	PLAYBOY	BRANDED FASHION
7	330	DENIM	BRANDED FASHION
8	354	TOMMY HILFIGER	BRANDED FASHION
9	588	DUNHILL	BRANDED FASHION
10	706	CALVIN KLEIN	BRANDED FASHION
11	743	VERSACE	BRANDED FASHION
12	770	GIORGIO ARMANI	BRANDED FASHION
13	859	LOMANI	BRANDED FASHION
14	875	CHANEL	BRANDED FASHION
15	892	MASSIMO DUTTI	BRANDED FASHION

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

Cigarettes

CIGARETTES RANK	BTR 2012	BRAND	CATEGORY CIGARETTES
1	212	WILLS	CIGARETTES
2	261	GOLD FLAKE	CIGARETTES
3	317	MARLBORO	CIGARETTES
4	397	555	CIGARETTES
5	412	BRISTOL	CIGARETTES
6	442	CLASSIC	CIGARETTES
7	506	FOUR SQUARE	CIGARETTES
8	651	BENSON & HEDGES	CIGARETTES

Classifieds

CLASSI-FIEDS RANK	BTR 2012	BRAND	CATEGORY CLASSIFIEDS
1	440	JUST DIAL	CLASSIFIED
2	631	YELLOW PAGES	CLASSIFIED
3	906	ASK ME	CLASSIFIED

Construction-other

CONSTR.-OTHER RANK	BTR 2012	BRAND	CATEGORY CONSTR.-OTHER
1	499	GREENLAM PLY	PLYWOOD
2	817	MARBONITE	TILES

Construction

CLASSI-FIEDS RANK	BTR 2012	BRAND	CATEGORY CONSTRUCTION
1	273	DLF	Construction
2	363	HDIL	Construction
3	497	LODHA	Construction
4	611	HAWARE	Construction
5	619	ACKRUTI CITY	Construction
6	740	HCC	Construction
7	758	UNITECH	Construction
8	908	RAHEJA BUILDERS	Construction
9	954	LANCO	Construction
10	955	HIRANANDANI	Construction
11	959	KALPATARU	Construction
12	990	GMR	Construction

Consumer Products

CONSUMER PRODUCTS RANK	BTR 2012	BRAND	CATEGORY CONSUMER PRODUCTS
1	26	LUX	BATH
2	39	PONDS	BEAUTY
3	43	DOVE	BATH
4	44	DETTOL	BATH
5	60	HINDUSTAN UNILEVER	DIVERSIFIED
6	61	AXE	PERFUMERY
7	62	COLGATE	ORAL HYGEINE
8	73	GARNIER	HAIRCARE
9	76	AMWAY	DIVERSIFIED
10	85	PANTENE	BATH
11	93	OLAY	BEAUTY
12	96	LIFEBUOY	BATH
13	98	MEDIMIX	BATH
14	101	PEPSODENT	ORAL HYGEINE
15	104	LAKME	BEAUTY
16	105	L'OREAL	BEAUTY
17	114	GILLETTE	PERSONAL PRODUCTS
18	123	PARACHUTE	HAIRCARE
19	133	NIRMA	DIVERSIFIED
20	137	PEARS	BATH
21	138	CINTHOL	BATH
22	142	HAMAM	BATH
23	146	COLGATE PALMOLIVE	DIVERSIFIED
24	166	NIVEA	BEAUTY
25	167	CLOSE UP	ORAL HYGEINE
26	171	RIN	FABRIC CARE
27	179	FEVICOL	ADHESIVE
28	183	SANTOOR	BATH
29	187	HEAD & SHOULDER	HAIRCARE
30	194	SUNSILK	HAIRCARE
31	210	SURF EXCEL	FABRIC CARE
32	211	LIVON	HAIRCARE
33	219	VASELINE	BEAUTY
34	220	DABUR VATIKA	DIVERSIFIED
35	235	PROCTER & GAMBLE	BEAUTY
36	242	FAIR & LOVELY	BEAUTY
37	244	EMAMI	BEAUTY

ADHESIVES RANK	BTR 2012	SUB-CATEGORY ADHESIVES
1	179	FEVICOL
2	417	FEVIKWIK
3	586	FEVISTICK

BATH RANK	BTR 2012	SUB-CATEGORY BATH
1	26	LUX
2	43	DOVE
3	44	DETTOL
4	85	PANTENE
5	96	LIFEBUOY
6	98	MEDIMIX
7	137	PEARS
8	138	CINTHOL
9	142	HAMAM
10	183	SANTOOR
11	304	VIVEL
12	312	MARGO
13	315	MOTI
14	325	LIRIL
15	396	REXONA
16	653	FIAMA DI WILLS
17	719	MYSORE SANDAL
18	810	CHANDRIKA
19	897	GODREJ NO 1

BATTERIES RANK	BTR 2012	SUB-CATEGORY BATTERIES
1	507	EVEREADY
2	568	NIPPO
3	582	DURACELL

BEAUTY RANK	BTR 2012	SUB-CATEGORY BEAUTY
1	39	PONDS
2	93	OLAY
3	104	LAKME
4	105	L'OREAL
5	166	NIVEA
6	219	VASELINE
7	242	FAIR & LOVELY

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

CONSUMER PRODUCTS RANK	BTR 2012	BRAND	CATEGORY CONSUMER PRODUCTS
38	250	ORAL B	PERSONAL PRODUCTS
39	272	AVON	BEAUTY
40	281	VICCO	ORAL HYGEINE
41	284	TIDE	FABRIC CARE
42	304	VIVEL	BATH
43	310	BABOOL	ORAL HYGEINE
44	312	MARGO	BATH
45	315	MOTI	BATH
46	323	ANCHOR	ORAL HYGEINE
47	325	LIRIL	BATH
48	396	REXONA	BATH
49	400	BOROLINE	BEAUTY
50	407	CLINIC PLUS	HAIRCARE
51	417	FEVIKWIK	ADHESIVE
52	427	BORO PLUS	BEAUTY
53	445	ORIFLAME	BEAUTY
54	478	CLINIC ALL CLEAR	HAIRCARE
55	481	ZATAK	PERFUMERY
56	493	NEUTROGENA	BEAUTY
57	494	ARIEL	FABRIC CARE
58	507	EVEREADY	BATTERIES
59	526	UJALA	FABRIC CARE
60	558	WHEEL	FABRIC CARE
61	567	FA	PERFUMERY
62	568	NIPPO	BATTERIES
63	575	YARDLEY	PERFUMERY
64	582	DURACELL	BATTERIES
65	586	FEVISTICK	ADHESIVE
66	589	CLEARSIL	BEAUTY
67	591	CLEAN & CLEAR	BEAUTY
68	616	WILDSTONE	PERFUMERY
69	625	SPINZ	PERFUMERY
70	636	MOODS	CONDOMS
71	641	REVLON	BEAUTY
72	653	FIAMA DI WILLS	BATH
73	664	WHISPER	PERSONAL PRODUCTS
74	665	SHIKAKAI	HAIRCARE
75	666	NAVRATNA HAIR OIL	HAIRCARE
76	692	SET WET	HAIRCARE
77	697	MARICO	DIVERSIFIED

BEAUTY RANK	BTR 2012	SUB-CATEGORY BEAUTY
8	244	EMAMI
9	272	AVON
10	400	BOROLINE
11	427	BORO PLUS
12	445	ORIFLAME
13	493	NEUTROGENA
14	589	CLEARSIL
15	591	CLEAN & CLEAR
16	641	REVLON
17	854	FAIR & HANDSOME

CONDOMS RANK	BTR 2012	SUB-CATEGORY CONDOMS
1	636	MOODS
2	1000	KAMASUTRA

DIVERSIFIED RANK	BTR 2012	SUB-CATEGORY DIVERSIFIED
1	60	HINDUSTAN UNILEVER
2	76	AMWAY
3	133	NIRMA
4	146	COLGATE PALMOLIVE
5	235	PROCTER & GAMBLE
6	697	MARICO
7	903	CAVINKARE

FABRIC CARE RANK	BTR 2012	SUB-CATEGORY FABRIC CARE
1	171	RIN
2	210	SURF EXCEL
3	284	TIDE
4		
5	494	ARIEL
6	526	UJALA
7	558	WHEEL
8	744	FENA

CONSUMER PRODUCTS RANK	BTR 2012	BRAND	CATEGORY CONSUMER PRODUCTS
78	719	MYSORE SANDAL	BATH
79	742	TOPAZ	PERSONAL PRODUCTS
80	744	FENA	FABRIC CARE
81	810	CHANDRIKA	BATH
82	825	DABUR LAL DANTMANJAN	ORAL HYGEINE
83	826	DABUR AMLA	HAIRCARE
84	834	ETERNITY	PERFUMERY
85	846	RICHFEEL	HAIRCARE
86	854	FAIR & HANDSOME	BEAUTY
87	873	PALMOLIVE	PERSONAL CARE
88	880	CHARLIE	PERFUMERY
89	897	GODREJ NO 1	BATH
90	903	CAVINKARE	DIVERSIFIED
91	911	CHIC	HAIRCARE
92	946	CHERRY BLOSSOM	PERSONAL PRODUCTS
93	947	VI JOHN	PERSONAL CARE
94	976	HAIR & CARE	HAIRCARE
95	978	PAMPERS	PERSONAL PRODUCTS
96	1000	KAMASUTRA	CONDOMS

HAIRCARE RANK	BTR 2012	SUB-CATEGORY HAIRCARE
1	73	GARNIER
2	123	PARACHUTE
3	187	HEAD & SHOULDER
4	194	SUNSILK
5	211	LIVON
6	220	DABUR VATIKA
7	407	CLINIC PLUS
8	478	CLINIC ALL CLEAR
9	665	SHIKAKAI
10	666	NAVRATNA HAIR OIL
11	692	SET WET
12	826	DABUR AMLA
13	846	RICHFEEL
14	911	CHIC
15	976	HAIR & CARE

ORAL HYGIENE RANK	BTR 2012	SUB-CATEGORY ORAL HYGIENE
1	62	COLGATE
2	101	PEPSODENT
3	167	CLOSE UP
4	281	VICCO
5	310	BABOOL
6	323	ANCHOR
7	825	DABUR LAL DANTMANJAN

PERFUMERY RANK	BTR 2012	SUB-CATEGORY PERFUMERY
1	61	AXE
2	481	ZATAK
3	567	FA
4	575	YARDLEY
5	616	WILDSTONE
6	625	SPINZ
7	834	ETERNITY
8	880	CHARLIE

PERSONAL CARE RANK	BTR 2012	SUB-CATEGORY PERSONAL CARE
1	873	PALMOLIVE
2	947	VI JOHN

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

PERS. PROD. RANK	BTR 2012	SUB-CATEGORY PERSONAL PRODUCTS
1	114	GILLETTE
2	250	ORAL B
3	664	WHISPER
4	742	TOPAZ
5	946	CHERRY BLOSSOM
6	978	PAMPERS

Diversified

DIVERSIFIED RANK	BTR 2012	BRAND	CATEGORY DIVERSIFIED
1	2	TATA	DIVERSIFIED
2	7	BAJAJ	DIVERSIFIED
3	10	RELIANCE	DIVERSIFIED
4	11	GODREJ	DIVERSIFIED
5	14	PHILIPS	DIVERSIFIED
6	37	BIRLA	DIVERSIFIED
7	47	LARSEN & TOUBRO	DIVERSIFIED
8	54	ITC	DIVERSIFIED
9	66	M & M	DIVERSIFIED
10	128	SAHARA	DIVERSIFIED
11	131	BPL	DIVERSIFIED
12	256	AMBUJA	DIVERSIFIED
13	293	INDIABULLS	DIVERSIFIED
14	318	GE	DIVERSIFIED
15	376	HINDUJA	DIVERSIFIED
16	690	ADITYA BIRLA	DIVERSIFIED
17	724	UB GROUP	DIVERSIFIED
18	745	PUNJ LLOYD	DIVERSIFIED
19	816	ADANI GROUP	DIVERSIFIED
20	824	3M	DIVERSIFIED

DTH

DTH RANK	BTR 2012	BRAND	CATEGORY DTH
1	207	TATA SKY	DTH
2	821	DTH	DTH
3	836	VIDEOCON D2H	DTH

Durables

DURABLES RANK	BTR 2012	BRAND	CATEGORY DURABLES
1	3	LG	HOUSEHOLD APPLIANCES
2	4	SAMSUNG	HOUSEHOLD APPLIANCES
3	5	SONY	ELECTRONICS
4	38	ONIDA	ELECTRONICS
5	51	VIDEOCON	DIVERSIFIED
6	81	TOSHIBA	ELECTRONICS
7	102	PANASONIC	ELECTRONICS
8	107	VOLTAS	HOUSEHOLD APPLIANCES
9	115	HITACHI	ELECTRONICS
10	119	SANSUI	ELECTRONICS
11	233	PUREIT	WATER PURIFIER
12	239	AKAI	ELECTRONICS
13	255	HAIER	ELECTRONICS
14	258	CASIO	ELECTRONICS
15	268	KENT	WATER PURIFIER
16	289	KELVINATOR	HOUSEHOLD APPLIANCES
17	303	EUREKA FORBES	ELECTRONICS
18	308	PIONEER	ELECTRONICS
19	339	BOSE	HOUSEHOLD APPLIANCES
20	341	IFB	KITCHEN APPLIANCES
21	410	JAIPAN	ELECTRONICS
22	424	USHA	WATER PURIFIER
23	465	AQUAGUARD	WATER PURIFIER
24	475	KENWOOD	ELECTRONICS
25	525	ELECTROLUX	HOUSEHOLD APPLIANCES
26	528	KENSTAR	HOUSEHOLD APPLIANCES
27	581	SHARP	ELECTRONICS
28	594	BLUE STAR	HOUSEHOLD APPLIANCES
29	938	MITASHI	ELECTRONICS
30	983	HUMAX	SETTOP BOX

ELECTR-ONICS RANK	BTR 2012	SUB-CATEGORY ELECTRONICS
1	5	SONY
2	38	ONIDA
3	81	TOSHIBA
4	102	PANASONIC
5	115	HITACHI
6	119	SANSUI
7	239	AKAI
8	255	HAIER
9	258	CASIO
10	308	PIONEER
11	339	BOSE
12	424	USHA
13	475	KENWOOD
14	581	SHARP
15	938	MITASHI

APPLIA-NCES RANK	BTR 2012	SUB-CATEGORY APPLIANCES
1	3	LG
2	4	SAMSUNG
3	51	VIDEOCON
4	107	VOLTAS
5	112	WHIRLPOOL
6	289	KELVINATOR
7	341	IFB
8	410	JAIPAN
9	525	ELECTROLUX
10	528	KENSTAR
11	594	BLUE STAR

WATER PURIFIER RANK	BTR 2012	SUB-CATEGORY WATER PURIFIER
1	233	PUREIT
2	268	KENT
3	303	EUREKA FORBES
4	465	AQUAGUARD

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

Education

EDUCATION RANK	BTR 2012	BRAND	CATEGORY EDUCATION
1	144	NIIT	COMPUTER EDUCATION
2	282	APTECH	COMPUTER EDUCATION
3	336	IIT	TECHNICAL
4	405	OXFORD	UNIVERSITY
5	416	KANGAROO	PRESCHOOL EDUCATION
6	532	IIM	MANAGEMENT
7	634	RIZVI COLLEGE	COLLEGE
8	637	SSI	COMPUTER EDUCATION
9	675	SOMAIYA COLLEGE	COLLEGE
10	676	CADD	COMPUTER EDUCATION
11	763	EUROKIDS	PRESCHOOL EDUCATION
12	788	BANGALORE UNIVERSITY	COLLEGE
13	864	PODDAR	COLLEGE
14	869	EDUCOMP	EDUCATION COMPANY
15	877	MUMBAI UNIVERSITY	UNIVERSITY
16	956	IIPM	COLLEGE

GRADUATE / PG RANK	BTR 2012	SUB-CATEGORY GRADUATE/PG
1	336	IIT
2	405	OXFORD
3	532	IIM
4	634	RIZVI COLLEGE
5	675	SOMAIYA COLLEGE
6	788	BANGALORE UNIVERSITY
7	864	PODDAR
8	877	MUMBAI UNIVERSITY
9	956	IIPM

COMP EDUCATION RANK	BTR 2012	SUB-CATEGORY COMP EDUCATION
1	144	NIIT
2	282	APTECH
3	637	SSI
4	676	CADD

PRESCHOOL RANK	BTR 2012	SUB-CATEGORY PRESCHOOL
1	416	KANGAROO
2	763	EUROKIDS

EDU COMPANY RANK	BTR 2012	SUB-CATEGORY EDU COMPANY
1	869	EDUCOMP

Energy

ENERGY RANK	BTR 2012	BRAND	CATEGORY ENERGY
1	82	ONGC	OIL /GAS
2	240	BHARAT PETROLEUM	OIL /GAS
3	314	HINDUSTAN PETROLEUM	OIL /GAS
4	721	ESSAR OIL	OIL /GAS
5	797	BHARAT GAS	OIL /GAS
6	868	GAS AUTHORITY OF INDIA	OIL /GAS
7	879	EXXON MOBIL	OIL /GAS
8	941	SUZLON	WIND POWER
9	980	GDF SUEZ	OIL /GAS

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

Entertainment

ENTERTAINMENT RANK	BTR 2012	BRAND	CATEGORY ENTERTAINMENT
1	217	PVR	DISPLAY
2	371	CINEMAX	DISPLAY
3	539	EROS	PRODUCTION
4	769	T-SERIES	MUSIC
5	795	PRITISH NANDY COM.	PRODUCTION
6	833	INOX	DISPLAY
7	847	BIG CINEMA	DISPLAY
8	964	MOVIE STAR	DISPLAY
9	993	FAME ADLABS	DISPLAY

Food & Beverage

F&B RANK	BTR 2012	BRAND	CATEGORY FOOD & BEVERAGE
1	16	PEPSI	SOFT DRINK
2	28	CABDURY'S	CHOCOLATES
3	46	PARLE	DIVERSIFIED
4	49	COCA-COLA	SOFT DRINK
5	78	AMUL	DAIRY PRODUCTS
6	86	BRITANNIA	DIVERSIFIED
7	99	NESTLE MAGGI	OTHER
8	100	LAY'S	PACKAGED SNACKS
9	108	BISLERI	PACKAGED WATER
10	140	THUMS UP	SOFT DRINK
11	147	MAAZA	SOFT DRINK
12	153	NESCAFE	INSTANT COFFEE
13	155	HORLICKS	MILK ADDITIVES
14	169	TROPICANA	PACKAGED JUICE
15	172	NESTLE	DIVERSIFIED
16	186	MIRINDA	SOFT DRINK
17	189	COMPLAN	MILK ADDITIVES
18	190	CADBURY 5 STAR	CHOCOLATES
19	192	HALDIRAM	PACKAGED SNACKS
20	195	DUKES	SOFT DRINK

BISCUITS RANK	BTR 2012	SUB-CATEGORY BISCUITS
1	218	PARLE G
2	263	PARLE HIDE & SEEK
3	271	BRITANNIA BOURBON
4	276	MARIE
5	280	BRITANNIA GOODAY
6	290	BRITANNIA TIGER
7	394	BRITANNIA MARIEGOLD
8	436	BRITANNIA 50-50
9	443	BRITANNIA JIM JAM
10	503	PARLE KRACKJACK
11	609	PRIYA GOLD
12	865	PARLE MONACO
13	953	OREO

CHOCOLATE RANK	BTR 2012	SUB-CATEGORY CHOCOLATE
1	28	CABDURY'S
2	190	CADBURY 5 STAR
3	201	CADBURY'S DAIRY MILK
4	228	CADBURY'S PERK
5	238	NESTLE KITKAT
6	369	PARLE MELODY
7	381	NESTLE MUNCH
8	389	CADBURY'S GEMS
9	430	BOUNTY
10	460	MARS
11	461	AFTER EIGHT

CONSUMER PRODUCTS RANK	BTR 2012	BRAND	CATEGORY CONSUMER PRODUCTS
21	198	BOOST	MILK ADDITIVES
22	201	CADBURY'S DAIRY MILK	CHOCOLATES
23	208	FROOTI	SOFT DRINK
24	218	PARLE G	BISCUITS
25	222	TATA TEA	TEA
26	228	CADBURY'S PERK	CHOCOLATES
27	232	BINGO	PACKAGED SNACKS
28	236	BASKIN & ROBBINS	ICE CREAM
29	238	NESTLE KITKAT	CHOCOLATES
30	260	AQUAFINA	PACKAGED WATER
31	262	BOURNIVITA	MILK ADDITIVES
32	263	PARLE HIDE & SEEK	BISCUITS
33	264	POLO	MOUTH FRESHNER
34	267	LIMCA	SOFT DRINK
35	271	BRITANNIA BOURBON	BISCUITS
36	275	KINLEY	PACKAGED WATER
37	276	MARIE	BISCUITS
38	280	BRITANNIA GOODAY	BISCUITS
39	283	ORBIT	MOUTH FRESHNER
40	285	MDH	OTHER
41	290	BRITANNIA TIGER	BISCUITS
42	297	RED LABEL	TEA
43	300	KELLOGG'S	OTHER
44	316	TATA SALT	OTHER
45	321	HIPPO	PACKAGED SNACKS
46	328	RASNA	SOFT DRINK
47	333	BALAJI	PACKAGED SNACKS
48	335	BRU	INSTANT COFFEE
49	340	FANTA	SOFT DRINK
50	346	MOUNTAIN DEW	SOFT DRINK
51	366	OXYRICH	PACKAGED WATER
52	369	PARLE MELODY	CHOCOLATES
53	380	HAPPY DENT	MOUTH FRESHNER
54	381	NESTLE MUNCH	CHOCOLATES
55	389	CADBURY'S GEMS	CHOCOLATES
56	394	BRITANNIA MARIEGOLD	BISCUITS
57	398	DABUR REAL ACTIV	PACKAGED JUICE
58	406	GOKUL MILK	DAIRY PRODUCTS
59	408	VADILAL	ICE CREAM
60	414	TIC TAC	MOUTH FRESHNER

CHOCOLATE RANK	BTR 2012	SUB-CATEGORY CHOCOLATE
12	490	LINDT
13	556	TOBLERONE
14	768	FERRERO ROCHER
15	987	CADBURY'S ECLAIRS

DAIRY PRODUCTS RANK	BTR 2012	SUB-CATEGORY DAIRY PRODUCTS
1	78	AMUL
2	406	GOKUL MILK
3	502	AAREY
4	661	MOTHER DAIRY
5	735	DANONE
6	901	AMUL BUTTER
7	920	NANDINI MILK

DIVERSIFIED RANK	BTR 2012	SUB-CATEGORY DIVERSIFIED
1	46	PARLE
2	86	BRITANNIA
3	172	NESTLE
4	468	KOHINOOR
5	649	AASHIRWAAD
6	930	FOODRITE
7	970	SHAKTI BHOG

EDIBLE OIL RANK	BTR 2012	SUB-CATEGORY EDIBLE OIL
1	598	SAFFOLA
2	843	SUNFLOWER
3	923	FORTUNE REFINED OIL
4	998	ADANI WILMAR

ICE CREAM RANK	BTR 2012	SUB-CATEGORY ICE CREAM
1	236	BASKIN & ROBBINS
2	408	VADILAL
3	464	KWALITY WALLS
4	518	PASTONJI
5	662	DINSHAWS
6	997	NATURALS ICE CREAM

CONSUMER PRODUCTS RANK	BTR 2012	BRAND	CATEGORY CONSUMER PRODUCTS
61	415	KURKURE	PACKAGED SNACKS
62	420	7 UP	SOFT DRINK
63	430	BOUNTY	CHOCOLATES
64	436	BRITANNIA 50-50	BISCUITS
65	443	BRITANNIA JIM JAM	BISCUITS
66	460	MARS	CHOCOLATES
67	461	AFTER EIGHT	CHOCOLATES
68	463	CHINGS	OTHER
69	464	KWALITY WALLS	ICE CREAM
70	468	KOHINOOR	DIVERSIFIED
71	471	RED BULL	SOFT DRINK
72	490	LINDT	CHOCOLATES
73	502	AAREY	DAIRY PRODUCTS
74	503	PARLE KRACKJACK	BISCUITS
75	518	PASTONJI	ICE CREAM
76	538	SUNFEAST PASTA TREAT	OTHER
77	545	KISSAN	KETCHUP ETC.
78	548	LIPTON	TEA
79	556	TOBLERONE	CHOCOLATES
80	570	MTR	OTHER
81	598	SAFFOLA	EDIBLE OIL
82	609	PRIYA GOLD	BISCUITS
83	649	AASHIRWAAD	DIVERSIFIED
84	661	MOTHER DAIRY	DAIRY PRODUCTS
85	662	DINSHAWS	ICE CREAM
86	672	MENTOS	MOUTH FRESHNER
87	689	SOCIETY	TEA
88	712	EVEREST	OTHER
89	735	DANONE	DAIRY PRODUCTS
90	768	FERRERO ROCHER	CHOCOLATES
91	793	TODAY TEA	TEA
92	842	TAJ MAHAL TEA	TEA
93	843	SUNFLOWER	EDIBLE OIL
94	865	PARLE MONACO	BISCUITS
95	866	HEINZ	KETCHUP ETC.
96	870	RUCHI'S	OTHER
97	888	HALLS	MOUTH FRESHNER
98	900	PAN PARAG	OTHER
99	901	AMUL BUTTER	DAIRY PRODUCTS
100	920	NANDINI MILK	DAIRY PRODUCTS

COFFEE RANK	BTR 2012	SUB-CATEGORY COFFEE
1	153	NESCAFE
2	335	BRU

KETCHUP ETC. RANK	BTR 2012	SUB-CATEGORY KETCHUP ETC.
1	545	KISSAN
2	866	HEINZ

MILK ADDITIVE RANK	BTR 2012	SUB-CATEGORY MILK ADDITIVE
1	155	HORLICKS
2	189	COMPLAN
3	198	BOOST
4	262	BOURNIVITA

MOUTH FRESHENERS RANK	BTR 2012	SUB-CATEGORY MOUTH FRESHENERS
1	264	POLO
2	283	ORBIT
3	380	HAPPY DENT
4	414	TIC TAC
5	672	MENTOS
6	888	HALLS

OTHER RANK	BTR 2012	SUB-CATEGORY OTHER
1	99	NESTLE MAGGI
2	285	MDH
3	300	KELLOGG'S
4	316	TATA SALT
5	463	CHINGS
6	538	SUNFEAST PASTA TREAT
7	570	MTR
8	712	EVEREST
9	870	RUCHI'S
10	900	PAN PARAG
11	944	ASHOK MASALE

PACKAGED JUICE RANK	BTR 2012	SUB-CATEGORY PACKAGED JUICE
1	169	TROPICANA
2	398	DABUR REAL ACTIV

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

CONSUMER PRODUCTS RANK	BTR 2012	BRAND	CATEGORY CONSUMER PRODUCTS
101	923	FORTUNE REFINED OIL	EDIBLE OIL
102	930	FOODRITE	DIVERSIFIED
103	944	ASHOK MASALE	OTHER
104	953	OREO	BISCUITS
105	970	SHAKTI BHOG	DIVERSIFIED
106	987	CADBURY'S ECLAIRS	CHOCOLATES
107	995	UNCLE CHIPS	PACKAGED SNACKS
108	997	NATURALS ICE CREAM	ICE CREAM
109	998	ADANI WILMAR	EDIBLE OIL

PACKAGED SNACKS RANK	BTR 2012	SUB-CATEGORY PACKAGED SNACKS
1	100	LAY'S
2	192	HALDIRAM
3	232	BINGO
4	321	HIPPO
5	333	BALAJI
6	415	KURKURE
7	995	UNCLE CHIPS

PACKAGED WATER RANK	BTR 2012	SUB-CATEGORY PACKAGED WATER
1	108	BISLERI
2	260	AQUAFINA
3	275	KINLEY
4	366	OXYRICH

SOFT DRINKS RANK	BTR 2012	SUB-CATEGORY SOFT DRINKS
1	16	PEPSI
2	49	COCA-COLA
3	140	THUMS UP
4	147	MAAZA
5	186	MIRINDA
6	195	DUKES
7	208	FROOTI
8	267	LIMCA
9	328	RASNA
10	340	FANTA
11	346	MOUNTAIN DEW
12	420	7 UP
13	471	RED BULL

TEA RANK	BTR 2012	SUB-CATEGORY TEA
1	222	TATA TEA
2	297	RED LABEL
3	548	LIPTON
4	689	SOCIETY
5	793	TODAY TEA
6	842	TAJ MAHAL TEA

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

Govt Body

GOVT BODY RANK	BTR 2012	BRAND	CATEGORY GOVT BODY
1	467	BOMBAY MUNICIPAL CORP.	MUNICIPAL BODY
2	628	INDIA AIRFORCE	DEFENCE
3	762	MMRDA METROPOLITAN	DEVELOPMENT
4	766	INDIAN ARMY	DEFENCE

Healthcare

HEALTH CARE RANK	BTR 2012	BRAND	CATEGORY HEALTHCARE
1	45	DABUR	DIVERSIFIED
2	84	JOHNSON & JOHNSON	DIVERSIFIED
3	117	HIMALAYA	AYURVEDIC
4	161	RANBAXY	PHARMACEUTICALS
5	170	CIPLA	PHARMACEUTICALS
6	185	VICKS	BALM
7	202	AYUR	AYURVEDIC
8	221	CROCIN	BRAND - HEALTHCARE
9	266	MOOV	BALM
10	270	IODEX	BALM
11	279	GSK	PHARMACEUTICALS
12	338	APOLLO HOSPITALS	HOSPITALS
13	365	VOLINI	BALM
14	385	PROTINEX	BRAND - HEALTHCARE
15	422	VLCC	BRAND - HEALTHCARE
16	428	LUPIN	PHARMACEUTICALS
17	449	SUGAR FREE	BRAND - HEALTHCARE
18	450	PFIZER	PHARMACEUTICALS
19	462	AMRUTANJAN	BALM
20	470	BAIDYANATH	AYURVEDIC
21	511	GLUCON D	BRAND - ENERGY MIX
22	521	HIMANI	AYURVEDIC
23	522	ZANDU	AYURVEDIC
24	577	ABBOTT LABS	PHARMACEUTICALS
25	592	ENO	BRAND - HEALTHCARE

AYURVEDA RANK	BTR 2012	SUB-CATEGORY AYURVEDA
1	45	DABUR
2	117	HIMALAYA
3	202	AYUR
4	470	BAIDYANATH
5	521	HIMANI
6	522	ZANDU

BALM RANK	BTR 2012	SUB-CATEGORY BALM
1	185	VICKS
2	266	MOOV
3	270	IODEX
4	365	VOLINI
5	462	AMRUTANJAN
6	764	ZANDU BALM

OTHER RANK	BTR 2012	SUB-CATEGORY OTHER
1	221	CROCIN
2	338	APOLLO HOSPITALS
3	385	PROTINEX
4	422	VLCC
5	449	SUGAR FREE
6	511	GLUCON D
7	592	ENO
8	610	BILCARE
9	646	DABUR HAJMOLA
10	753	DR. BATRA'S
11	910	JJ HOSPITAL
12	950	REVITAL

HEALTH CARE RANK	BTR 2012	BRAND	CATEGORY HEALTHCARE
26	610	BILCARE	PHARMA - SERVICES
27	646	DABUR HAJMOLA	BRAND - HEALTHCARE
28	682	BIOCON	PHARMACEUTICALS
29	684	WOCKHARDT	DIVERSIFIED
30	696	DR. REDDY'S LABS	PHARMACEUTICALS
31	751	NOVARTIS	PHARMACEUTICALS
32	753	DR. BATRA'S	HOMEOPATHY
33	764	ZANDU BALM	BALM
34	803	MANKIND PHARMA	PHARMACEUTICALS
35	829	GLENMARK	PHARMACEUTICALS
36	910	JJ HOSPITAL	BRAND - HEALTHCARE
37	937	ROCHE	PHARMACEUTICALS
38	950	REVITAL	BRAND - HEALTHCARE
39	952	SUN PHARMA	PHARMACEUTICALS
40	966	MERCK	PHARMACEUTICALS

DIVERSIFIED RANK	BTR 2012	SUB-CATEGORY DIVERSIFIED
1	84	JOHNSON & JOHNSON
2	684	WOCKHARDT

PHARMA RANK	BTR 2012	SUB-CATEGORY PHARMACEUTICALS
1	161	RANBAXY
2	170	CIPLA
3	279	GSK
4	428	LUPIN
5	450	PFIZER
6	577	ABBOTT LABS
7	682	BIOCON
8	696	DR. REDDY'S LABS
9	751	NOVARTIS
10	803	MANKIND PHARMA
11	829	GLENMARK
12	937	ROCHE
13	952	SUN PHARMA
14	966	MERCK

Heavy Industry

HEAVY IND. RANK	BTR 2012	BRAND	CATEGORY HEAVY INDUSTRY
1	110	TATA STEEL	METAL
2	439	ABB	DIVERSIFIED
3	574	JINDAL STEEL	METAL
4	629	HINDALCO	DIVERSIFIED
5	645	ESSAR	DIVERSIFIED
6	657	RELIANCE INDUSTRIES	METAL
7	659	BHUSHAN STEEL	DIVERSIFIED
8	667	KIRLOSKAR	METAL
9	673	SAIL	DIVERSIFIED
10	695	BHARAT ELECTRONICS	DIVERSIFIED
11	731	ALSTOM	DIVERSIFIED
12	749	NESCO	DIVERSIFIED
13	799	ALOK INDUSTRIES	MINING
14	851	SESA GOA	MINING
15	885	RIO TINTO	METAL

DVRSD RANK	BTR 2012	SUB-CATEGORY DIVERSIFIED
1	439	ABB
2	645	ESSAR
3	657	RELIANCE INDUSTRIES
4	667	KIRLOSKAR
5	695	BHARAT ELECTRONICS
6	731	ALSTOM
7	749	NESCO
8	799	ALOK INDUSTRIES

METAL RANK	BTR 2012	SUB-CATEGORY METAL
1	110	TATA STEEL
2	574	JINDAL STEEL
3	629	HINDALCO
4	659	BHUSHAN STEEL
5	673	SAIL

Hospitality

HOSPITALITY RANK	BTR 2012	BRAND	CATEGORY HOSPITALITY
1	278	TAJ HOTELS	HOTELS
2	501	HYATT	HOTELS
3	739	MARRIOTT	HOTELS
4	884	VICEROY HOTELS	HOTELS
5	915	OBEROI	HOTELS
6	935	KAMAT HOTELS	HOTELS

MINING RANK	BTR 2012	SUB-CATEGORY MINING
1	851	SESA GOA
2	885	RIO TINTO

Household Electricals

ELECTRICALS RANK	BTR 2012	BRAND	CATEGORY HOUSEHOLD ELECTRICALS
1	337	USHA FANS	FANS
2	349	ORIENT FANS	FANS
3	351	HAVELLS	ACCESSORIES
4	510	KHAITAN	FANS
5	602	ORPAT	FANS
6	801	ORIENT PSPO	FANS

Household Products

H/HOLD PROD RANK	BTR 2012	BRAND	CATEGORY HOUSEHOLD PRODUCTS
1	151	ALL OUT	MOSQUITO REPELLENT
2	214	GOOD KINGHT	HOMECARE
3	307	PRESTIGE COOKERS	KITCHEN APPLIANCES
4	313	AIRWICK	HOMECARE
5	357	HARPIC	HOMECARE
6	362	SLEEPWELL MATRESS	MATTRESS
7	364	MORTIEN	HOMECARE

HOMECARE RANK	BTR 2012	SUB-CATEGORY HOMECARE
1	214	GOOD KINGHT
2	313	AIRWICK
3	357	HARPIC
4	364	MORTIEN
5	388	DOMEX
6	390	HIT
7	393	VIM
8	555	KLI NOL
9	919	COLIN

INVERTERS RANK	BTR 2012	SUB-CATEGORY INVERTERS
1	654	OKAYA
2	849	MICROTEK
3	891	SUKAM
4	909	LUMINIOUS

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

H/HOLD PROD RANK	BTR 2012	BRAND	CATEGORY HOUSEHOLD PRODUCTS
8	388	DOMEX	HOMECARE
9	390	HIT	HOMECARE
10	393	VIM	HOME CARE
11	551	BAYGON	MOSQUITO REPELLENT
12	555	KLI NOL	HOMECARE
13	622	AJANTA	WALL CLOCKS
14	630	D'DÉCOR	HOME FABRICS
15	654	OKAYA	INVERTERS/ BATTERIES
16	674	SURYA ROSHNI	LIGHTING
17	849	MICROTEK	INVERTERS/ BATTERIES
18	891	SUKAM	INVERTERS/ BATTERIES
19	909	LUMINIOUS	INVERTERS/ BATTERIES
20	919	COLIN	HOMECARE
21	936	BUTTERFLY	KITCHEN APPLIANCES
22	951	PIGEON	KITCHEN APPLIANCES
23	972	CYCLE AGARBATTI	OTHER
24	985	ODOMOS	MOSQUITO REPELLENT
24	988	HARRISON	LOCKS

KITCHEN APPL RANK	BTR 2012	SUB-CATEGORY KITCHEN APPL
1	307	PRESTIGE COOKERS
2	936	BUTTERFLY
3	951	PIGEON

MOSQUITO REPELLENT RANK	BTR 2012	SUB-CATEGORY MOSQUITO REPELLENT
1	151	ALL OUT
2	551	BAYGON
3	985	ODOMOS

OTHER RANK	BTR 2012	SUB-CATEGORY OTHER
1	362	SLEEPWELL MATRESS
2	622	AJANTA
3	630	D'DÉCOR
4	674	SURYA ROSHNI
5	972	CYCLE AGARBATTI
6	988	HARRISON

Infrastructure

INFRA RANK	BTR 2012	BRAND	CATEGORY INFRASTRUCTURE
1	718	NTPC	POWER
2	720	JNPT TRUST	PORT TRUST
3	927	CESC	ELECTRICITY

Internet

	BTR 2012	BRAND	
1	31	GOOGLE	SEARCH ENGINE
2	65	FACEBOOK	SOCIAL NETWORKING
3	127	YAHOO	DIVERSIFIED ONLINE
4	193	ORKUT	SOCIAL NETWORKING
5	209	EBAY	ONLINE SHOPPING
6	216	TWITTER	MICROBLOGGING

INTERNET RANK	BTR 2012	BRAND	CATEGORY INTERNET
7	343	REDIFF.COM	DIVERSIFIED ONLINE
8	352	SIFY	BROADBAND SERVICE
9	368	AMAZON.COM	ONLINE SHOPPING
10	426	AOL	DIVERSIFIED ONLINE
11	446	PICASA	PHOTOGRAPH SHARING
12	489	WIKIPEDIA	ENCYCLOPEDIA
13	512	YOUTUBE	VIDEO SHARING
14	623	GMAIL	EMAIL

Lubricants

LUBRIC-ANTS RANK	BTR 2012	BRAND	CATEGORY LUBRICANTS
1	118	SHELL	LUBRICANTS
2	152	CASTROL	LUBRICANTS
3	311	SERVO	LUBRICANTS
4	372	GULF OIL	LUBRICANTS
5	597	SHELL	LUBRICANTS

Manufacturing

MFG RANK	BTR 2012	BRAND	CATEGORY MANUFACTURING
1	72	ACC	CEMENT
2	91	ASIAN PAINTS	PAINTS
3	130	HMT	DIVERSIFIED
4	200	NEROLAC	PAINTS
5	254	DULUX	PAINTS
6	342	AMBUJA CEMENT	CEMENT
7	370	ULTRA TECH	CEMENT
8	542	CROMPTON GREAVES	ENGINEERING
9	566	SAINT GOBAIN	GLASS
10	606	NEEL KAMAL	PLASTICS
11	626	JK CEMENT	CEMENT
12	700	FINOLEX	DIVERSIFIED

CEMENT RANK	BTR 2012	SUB-CATEGORY CEMENT
1	72	ACC
2	342	AMBUJA CEMENT
3	370	ULTRA TECH
4	626	JK CEMENT
5	714	BINANI CEMENT
6	841	LAFARGE
7	862	JP CEMENT

CHEM RANK	BTR 2012	SUB-CATEGORY CHEMICALS
1	741	BASF
2	814	BAYER

DIVFIED RANK	BTR 2012	SUB-CATEGORY DIVERSIFIED
1	130	HMT
2	700	FINOLEX
3	709	DUPONT

ENGG. RANK	BTR 2012	SUB-CATEGORY ENGINEERING
1	542	CROMPTON GREAVES
2	805	THERMAX

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

MFG RANK	BTR 2012	BRAND	CATEGORY MANUFACTURING
13	709	DUPONT	DIVERSIFIED
14	714	BINANI CEMENT	CEMENT
15	716	BERGER	PAINTS
16	722	SINTEX	TANKS
17	741	BASF	CHEMICALS
18	805	THERMAX	ENGINEERING
19	814	BAYER	CHEMICALS
20	830	PIDILITE	ADHESIVE
21	841	LAFARGE	CEMENT
22	862	JP CEMENT	CEMENT
23	876	GSFC	FERTILIZER
24	878	NIPPON PAINTS	PAINTS
25	890	V GUARD	OTHER
26	898	RCF	FERTILIZER
27	958	BAE SYSTEM	DEFENCE
28	967	PSL	PIPES
29	991	FACT	FERTILIZER

FERTILIZER RANK	BTR 2012	SUB-CATEGORY FERTILIZER
1	876	GSFC
2	898	RCF
3	991	FACT

OTHER RANK	BTR 2012	SUB-CATEGORY OTHER
1	566	SAINT GOBAIN
2	606	NEEL KAMAL
3	722	SINTEX
4	830	PIDILITE
5	890	V GUARD
6	958	BAE SYSTEM
7	967	PSL

PAINTS RANK	BTR 2012	SUB-CATEGORY PAINTS
1	91	ASIAN PAINTS
2	200	NEROLAC
3	254	DULUX
4	716	BERGER
5	878	NIPPON PAINTS

Media - Print

MEDIA PRINT RANK	BTR 2012	BRAND	CATEGORY MEDIA - PRINT
1	88	TIMES OF INDIA	NEWSPAPER
2	291	HINDUSTAN TIMES	NEWSPAPER
3	373	FEMINA	MAGAZINE - WOMEN
4	399	DNA	NEWSPAPER
5	477	STAR DUST	MAGAZINE - MOVIES
6	552	ECONOMIC TIMES	NEWSPAPER
7	563	INDIA TODAY	MAGAZINE - GENERAL
8	571	HINDU	NEWSPAPER
9	679	HINDUSTAN	NEWSPAPER
10	777	FORBES	MAGAZINE - BUSINESS
11	785	ELLE 18	MAGAZINE - WOMEN
12	861	MUMBAI MIRROR	NEWSPAPER

MAGAZINE RANK	BTR 2012	SUB-CATEGORY MAGAZINE
1	373	FEMINA
2	477	STAR DUST
3	563	INDIA TODAY
4	777	FORBES
5	785	ELLE 18

PRINTS RANK	BTR 2012	SUB-CATEGORY PRINTS
1	88	TIMES OF INDIA
2	291	HINDUSTAN TIMES
3	399	DNA
4	552	ECONOMIC TIMES
5	571	HINDU
6	679	HINDUSTAN
7	861	MUMBAI MIRROR

Media - TV

MEDIA TV RANK	BTR 2012	BRAND	CATEGORY MEDIA - TV
1	168	AAJ TAK	NEWS CHANNEL
2	180	NDTV	NEWS CHANNEL
3	205	DISCOVERY	MEDIA - OTHER
4	225	ZEE TV	NEWS CHANNEL
5	253	TLC TRAVEL & LIVING	CHANNEL - GEC
6	329	STAR	CHANNEL - GEC
7	344	COLORS	CHANNEL - GEC
8	379	STAR MOVIES	CHANNEL - MOVIES
9	384	STAR TV	CHANNEL - GEC
10	387	FOOD FOOD	CHANNEL - GEC
11	402	INDIA TV	NEWS CHANNEL
12	419	CNBC TV 18	NEWS CHANNEL
13	434	MTV	CHANNEL - GEC
14	441	IBN 7	NEWS CHANNEL
15	456	DISNEY	MEDIA - OTHER
16	472	E 24	CHANNEL - GEC
17	473	ESPN	CHANNEL - SPORTS
18	479	TIMES NOW	NEWS CHANNEL
19	484	BBC	NEWS CHANNEL
20	515	HBO	CHANNEL - MOVIES
21	520	UTV	CHANNEL - GEC
22	530	SUN TV	CHANNEL - GEC
23	578	NATIONAL GEOGRAPHIC	MEDIA - OTHER
24	584	STAR PLUS	CHANNEL - GEC
25	595	ET NOW	NEWS CHANNEL
26	638	HISTORY CHANNEL	MEDIA - OTHER
27	671	CNN IBN	NEWS CHANNEL
28	688	NEWS 24	NEWS CHANNEL
29	699	NDTV IMAGINE	CHANNEL - GEC
30	701	STAR NEWS	NEWS CHANNEL
31	715	ZEE	MEDIA - OTHER
32	726	CNN	NEWS CHANNEL
33	733	AXN	CHANNEL - GEC
34	750	KBC	TV PROGRAM
35	783	ZEE NEWS	NEWS CHANNEL
36	852	SAHARA ONE	CHANNEL - GEC

GEC RANK	BTR 2012	SUB-CATEGORY GEC
1	253	TLC TRAVEL & LIVING
2	344	COLORS
3	384	STAR TV
4	387	FOOD FOOD
5	434	MTV
6	472	E 24
7	530	SUN TV
8	584	STAR PLUS
9	699	NDTV IMAGINE
10	733	AXN
11	852	SAHARA ONE
12	939	STAR GOLD
13	969	SAB TV

MOVIES RANK	BTR 2012	SUB-CATEGORY MOVIES
1	379	STAR MOVIES
2	515	HBO

SPORTS RANK	BTR 2012	SUB-CATEGORY SPORTS
1	473	ESPN
2	860	STAR SPORTS

CLUSTER RANK	BTR 2012	SUB-CATEGORY CHANNEL CLUSTER
1	329	STAR
2	520	UTV
3	715	ZEE

OTHER RANK	BTR 2012	SUB-CATEGORY OTHER
1	205	DISCOVERY
2	456	DISNEY
3	578	NATIONAL GEOGRAPHIC
4	638	HISTORY CHANNEL
5	750	KBC

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

PERSONAL ACC RANK	BTR 2012	BRAND	CATEGORY PERSONAL ACCESSORIES
37	860	STAR SPORTS	CHANNEL - SPORTS
38	924	CNBC AWAAZ	NEWS CHANNEL
39	939	STAR GOLD	CHANNEL - GEC
40	969	SAB TV	CHANNEL - GEC

NEWS RANK	BTR 2012	SUB-CATEGORY NEWS
1	168	AAJ TAK
2	180	NDTV
3	225	ZEE TV
4	402	INDIA TV
5	419	CNBC TV 18
6	441	IBN 7
7	479	TIMES NOW
8	484	BBC
9	595	ET NOW
10	671	CNN IBN
11	688	NEWS 24
12	701	STAR NEWS
13	726	CNN
14	783	ZEE NEWS
15	924	CNBC AWAAZ

Personal Accessories

PERSONAL ACC RANK	BTR 2012	BRAND	CATEGORY PERSONAL ACCESSORIES
1	12	TITAN	WATCHES
2	13	BATA	FOOTWEAR
3	15	REEBOK	SPORTS ACCESSORIES
4	20	ADIDAS	SPORTS ACCESSORIES
5	23	PUMA	SPORTS ACCESSORIES
6	36	NIKE	SPORTS ACCESSORIES
7	57	WOODLAND	FOOTWEAR
8	59	FASTRACK	PERSONAL ACCESSORIES
9	92	VIP	LUGGAGE
10	111	SONATA	WATCHES
11	121	RAYBAN	EYEWEAR
12	141	TANISHQ	JEWELLERY
13	145	ROLEX	WATCHES
14	148	CITIZEN	WATCHES
15	165	SPARX	FOOTWEAR
16	178	RADO	WATCHES
17	224	TIMEX	WATCHES

EYE WEAR RANK	BTR 2012	SUB-CATEGORY EYEWEAR
1	121	RAYBAN
2	403	POLOROID

FOOT WEAR RANK	BTR 2012	SUB-CATEGORY FOOTWEAR
1	13	BATA
2	57	WOODLAND
3	165	SPARX
4	230	PARAGON
5	302	ACTION
6	392	LIBERTY
7	437	LAKHANI
8	596	RELAXO
9	617	RED TAPE
10	765	RED CHIEF
11	786	ALDO
12	931	LOTTO
13	968	MOCHI

PERSONAL ACC RANK	BTR 2012	BRAND	CATEGORY PERSONAL ACCESSORIES
18	230	PARAGON	FOOTWEAR
19	269	TBZ	JEWELLERY
20	302	ACTION	FOOTWEAR
21	347	ORRA	JEWELLERY
22	392	LIBERTY	FOOTWEAR
23	403	POLOROID	EYEWEAR
24	411	AMERICAN TOURISTER	LUGGAGE
25	437	LAKHANI	FOOTWEAR
26	557	OMEGA	WATCHES
27	596	RELAXO	FOOTWEAR
28	600	D'DAMAS	JEWELLERY
29	617	RED TAPE	FOOTWEAR
30	642	FOSSIL	WATCHES
31	660	NAKSHATRA	JEWELLERY
32	668	GITANJALI	JEWELLERY
33	680	SG	SPORTS ACCESSORIES
34	730	AGNI	JEWELLERY
35	765	RED CHIEF	FOOTWEAR
36	786	ALDO	FOOTWEAR
37	835	VICTORINOX	PERSONAL ACCESSORIES
38	844	SANGINI	JEWELLERY
39	857	QUARTZ	WATCHES
40	893	SEIKO	WATCHES
41	931	LOTTO	FOOTWEAR
42	963	MAXIMA WATCHES	WATCHES
43	968	MOCHI	FOOTWEAR
44	986	SWATCH	WATCHES

JEWELLERY RANK	BTR 2012	SUB-CATEGORY JEWELLERY
1	141	TANISHQ
2	269	TBZ
3	347	ORRA
4	600	D'DAMAS
5	660	NAKSHATRA
6	668	GITANJALI
7	730	AGNI
8	844	SANGINI

LUGGAGE RANK	BTR 2012	SUB-CATEGORY LUGGAGE
1	92	VIP
2	411	AMERICAN TOURISTER

PERSONAL ACC RANK	BTR 2012	SUB-CATEGORY PERSONAL ACCESSORIES
1	59	FASTRACK
2	835	VICTORINOX

SPORTS ACC RANK	BTR 2012	SUB-CATEGORY SPORTS ACCESSORIES
1	15	REEBOK
2	20	ADIDAS
3	23	PUMA
4	36	NIKE
5	680	SG

WATCHES RANK	BTR 2012	SUB-CATEGORY WATCHES
1	12	TITAN
2	111	SONATA
3	145	ROLEX
4	148	CITIZEN
5	178	RADO
6	224	TIMEX
7	557	OMEGA
8	642	FOSSIL
9	857	QUARTZ
10	893	SEIKO
11	963	MAXIMA WATCHES
12	986	SWATCH

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

Personal Gadgets

PERSONAL GADGETS RANK	BTR 2012	BRAND	CATEGORY PERSONAL GADGETS
1	1	NOKIA	MOBILE PHONES
2	32	BLACKBERRY	MOBILE PHONES
3	97	CANON	CAMERAS
4	126	MICRO MAX	MOBILE PHONES
5	134	NIKON	CAMERAS
6	154	HTC	MOBILE PHONES
7	157	MAXX	MOBILE PHONES
8	164	MOTOROLA	MOBILE PHONES
9	206	KODAK	CAMERAS
10	243	SONY ERICSSON	MOBILE PHONES
11	378	LAVA	MOBILE PHONES
12	413	KARBONN	MOBILE PHONES
13	431	SPICE	MOBILE PHONES
14	500	APPLE IPHONE	MOBILE PHONES
15	523	FUJI FILM	CAMERAS
16	533	FLY	MOBILE PHONES
17	560	G FIVE	MOBILE PHONES
18	564	SONY CYBERSHOT	CAMERAS
19	573	INTEX	MOBILE PHONES
20	620	OLYMPUS	CAMERAS
21	632	O2	MOBILE PHONES
22	734	SONY COOLPIX	CAMERAS
23	809	GALAXY	MOBILE PHONES
24	818	CELKON	MOBILE PHONES
25	883	TATA PHOTON	DATACARD

CAMERA RANK	BTR 2012	SUB-CATEGORY CAMERA
1	97	CANON
2	134	NIKON
3	206	KODAK
4	523	FUJI FILM
5	564	SONY CYBERSHOT
6	620	OLYMPUS
7	734	SONY COOLPIX

MOBILE RANK	BTR 2012	SUB-CATEGORY MOBILE PHONES
1	1	NOKIA
2	32	BLACKBERRY
3	126	MICRO MAX
4	154	HTC
5	157	MAXX
6	164	MOTOROLA
7	243	SONY ERICSSON
8	378	LAVA
9	413	KARBONN
10	431	SPICE
11	500	APPLE IPHONE
12	533	FLY
13	560	G FIVE
14	573	INTEX
15	632	O2
16	809	GALAXY
17	818	CELKON

DATA CARD RANK	BTR 2012	SUB-CATEGORY DATACARD
1	883	TATA PHOTON

Personality

PERSON RANK	BTR 2012	BRAND	CATEGORY PERSONALITY
1	106	ANNA HAZARE	SOCIAL PERSONALITY
2	234	SACHIN TENDULKAR	SPORTS PERSONALITY
3	355	SALMAN KHAN	CINEMA PERSONALITY
4	374	AMITABH BACHCHAN	CINEMA PERSONALITY
5	418	AAMIR KHAN	CINEMA PERSONALITY
6	447	MAHENDRA SINGH DHONI	SPORTS PERSONALITY
7	495	BABA RAMDEV	SPIRITUAL PERSONALITY
8	505	APJ KALAM	SOCIAL PERSONALITY
9	583	RATAN TATA	BUSINESSPERSON
10	603	VIJAY MALLYA	BUSINESSPERSON
11	615	BILL GATES	BUSINESSPERSON
12	694	KIRAN BEDI	SOCIAL PERSONALITY
13	738	AISHWARYA RAI BACHCHAN	CINEMA PERSONALITY
14	761	SHRI SHRI RAVISHANKAR	SPIRITUAL PERSONALITY
15	778	RAJNIKANT	CINEMA PERSONALITY
16	779	SWAMI VIVEKANANDA	SPIRITUAL PERSONALITY
17	806	STEVE JOBS	BUSINESSPERSON
18	812	LATA MANGESHKAR	CINEMA PERSONALITY
19	863	DILIP CHHABRIA	BUSINESSPERSON
20	894	MUKESH AMBANI	BUSINESSPERSON
21	912	MOTHER TERESA	SPIRITUAL PERSONALITY
22	948	SHAHRUKH KHAN	CINEMA PERSONALITY

BUSINESS RANK	BTR 2012	SUB-CATEGORY BUSINESS
1	583	RATAN TATA
2	603	VIJAY MALLYA
3	615	BILL GATES
4	806	STEVE JOBS
5	863	DILIP CHHABRIA
6	894	MUKESH AMBANI

CINEMA RANK	BTR 2012	SUB-CATEGORY CINEMA
1	355	SALMAN KHAN
2	374	AMITABH BACHCHAN
3	418	AAMIR KHAN
4	738	AISHWARYA RAI BACHCHAN
5	778	RAJNIKANT
6	812	LATA MANGESHKAR
7	948	SHAHRUKH KHAN

SOCIAL RANK	BTR 2012	SUB-CATEGORY SOCIAL
1	106	ANNA HAZARE
2	505	APJ KALAM
3	694	KIRAN BEDI

SPIRITUAL RANK	BTR 2012	SUB-CATEGORY SPIRITUAL
1	495	BABA RAMDEV
2	761	SHRI SHRI RAVISHANKAR
3	779	SWAMI VIVEKANANDA
4	912	MOTHER TERESA

SPORTS RANK	BTR 2012	SUB-CATEGORY SPORTS
1	234	SACHIN TENDULKAR
2	447	MAHENDRA SINGH DHONI

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

Retail

RETAIL RANK	BTR 2012	BRAND	CATEGORY RETAIL
1	75	KENTUCKY FRIED CHI.	QSR
2	77	BIG BAZAAR	HOUSEHOLD GOODS
3	79	MCDONALD'S	QSR
4	109	CROMA	APPLIANCES
5	125	CAFÉ COFFEE DAY	CAFÉ
6	135	DOMINO'S	QSR
7	159	PANTALOONS	PERSONAL GOODS
8	173	SHOPPERS STOP	PERSONAL GOODS
9	182	PIZZA HUT	QSR
10	245	METRO CASH & CARRY	HOUSEHOLD GOODS
11	306	FOOD BAZAAR	FOOD
12	324	BARISTA	CAFÉ
13	332	WESTSIDE	PERSONAL GOODS
14	348	LIFESTYLE	PERSONAL GOODS
15	382	ARCHIES	GREETINGS
16	448	D-MART	HOUSEHOLD GOODS
17	454	LOOT	PERSONAL GOODS
18	483	SONY WORLD	APPLIANCES
19	488	INORBIT	SHOPPING MALL
20	524	NEXT	APPLIANCES
21	535	LAWRENCE & MAYO	EYEWEAR
22	547	GLOBUS	PERSONAL GOODS
23	549	SPENCERS	HOUSEHOLD GOODS
24	605	MONGINIS	DELI
25	640	WALMART	HOUSEHOLD GOODS
26	644	VIJAY SALES	APPLIANCES
27	655	HARD ROCK CAFÉ	CAFÉ
28	713	ASDA	HOUSEHOLD GOODS
29	776	PLANET M	MUSIC, MOBILES
30	798	STAPLES	STATIONARY

APPL RANK	BTR 2012	SUB-CATEGORY APPLIANCES
1	109	CROMA
2	483	SONY WORLD
3	524	NEXT
4	644	VIJAY SALES

CAFÉ/ DELI RANK	BTR 2012	SUB-CATEGORY CAFÉ/DELI
1	125	CAFÉ COFFEE DAY
2	324	BARISTA
3	605	MONGINIS
4	655	HARD ROCK CAFÉ
5	800	CAFÉ LEOPOLD
6	855	STARBUCKS

FOOD RANK	BTR 2012	SUB-CATEGORY FOOD
1	306	FOOD BAZAAR
2	848	RELIANCE FRESH
3	867	MORE

H/HOLD GOODS RANK	BTR 2012	SUB-CATEGORY HOUSEHOLD GOODS
1	77	BIG BAZAAR
2	245	METRO CASH & CARRY
3	448	D-MART
4	549	SPENCERS
5	640	WALMART
6	713	ASDA
7	905	CARREFOUR
8	925	VISHAL MART
9	926	MAGNET
10	996	STAR BAZAR

RETAIL RANK	BTR 2012	BRAND	CATEGORY RETAIL
31	800	CAFÉ LEOPOLD	CAFÉ
32	827	SUBWAY	QSR
33	838	HEERA PANNA	RETAIL
34	848	RELIANCE FRESH	FOOD
35	855	STARBUCKS	CAFÉ
36	867	MORE	FOOD
37	905	CARREFOUR	HOUSEHOLD GOODS
38	921	NEW YORKER	RESTAURANT
39	925	VISHAL MART	HOUSEHOLD GOODS
40	926	MAGNET	HOUSEHOLD GOODS
41	974	FASHION STREET	RETAIL
42	984	HYPER CITY	SHOPPING MALL
43	996	STAR BAZAR	HOUSEHOLD GOODS

OTHER RANK	BTR 2012	SUB-CATEGORY OTHER
1	382	ARCHIES
2	535	LAWRENCE & MAYO
3	776	PLANET M
4	798	STAPLES
5	921	NEW YORKER

PRSNL GOODS RANK	BTR 2012	SUB-CATEGORY PERSONAL GOODS
1	159	PANTALOONS
2	173	SHOPPERS STOP
3	332	WESTSIDE
4	348	LIFESTYLE
5	454	LOOT
6	547	GLOBUS

QSR RANK	BTR 2012	SUB-CATEGORY QSR
1	75	KENTUCKY FRIED CHICKEN
2	79	MCDONALD'S
3	135	DOMINO'S
4	182	PIZZA HUT
5	827	SUBWAY

RETAIL RANK	BTR 2012	SUB-CATEGORY RETAIL
1	838	HEERA PANNA
2	974	FASHION STREET

MALLS RANK	BTR 2012	SUB-CATEGORY SHOPPING MALLS
1	488	INORBIT
2	984	HYPER CITY

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

Services

SERVICES RANK	BTR 2012	BRAND	CATEGORY SERVICES
1	191	THOMAS COOK	TRAVEL SERVICES
2	204	DTDC	COURIER SERVICE
3	226	BLUE DART	COURIER SERVICE
4	259	FEDEX	COURIER SERVICE
5	287	ACCENTURE	CONSULTING
6	386	SPEED POST	COURIER SERVICE
7	565	SOTC	TRAVEL SERVICES
8	663	KESARI TOURS	TRAVEL SERVICES
9	711	ERNST & YOUNG	CONSULTING
10	754	COX & KINGS	TRAVEL SERVICES
11	913	PEST CONTROL OF INDIA	PEST CONTROL SERVICES
12	934	PROFESSIONAL COURIER	COURIER SERVICE
13	962	FIRST FLIGHT	COURIER SERVICE

CONSLT RANK	BTR 2012	SUB-CATEGORY CONSULTING
1	287	ACCENTURE
2	711	ERNST & YOUNG

COURIER RANK	BTR 2012	SUB-CATEGORY COURIER
1	204	DTDC
2	226	BLUE DART
3	259	FEDEX
4	386	SPEED POST
5	934	PROFESSIONAL COURIER
6	962	FIRST FLIGHT

PEST CONTROL RANK	BTR 2012	SUB-CATEGORY PEST CONTROL
1	913	PEST CONTROL OF INDIA

TRAVEL RANK	BTR 2012	SUB-CATEGORY TRAVEL
1	191	THOMAS COOK
2	565	SOTC
3	663	KESARI TOURS
4	754	COX & KINGS

Social Organization

SOCIAL ORG RANK	BTR 2012	BRAND	CATEGORY SOCIAL ORGANIZATION
1	327	BEING HUMAN	SOCIAL WELFARE
2	546	CRY	SOCIAL WELFARE
3	612	YMCA	WORLD ORGANIZATION
4	708	WHO	WORLD ORGANIZATION
5	794	RED CROSS	WORLD ORGANIZATION
6	796	UNICEF	WORLD ORGANIZATION
7	916	SATYA SAI TRUST	SOCIAL WELFARE
8	943	DON BOSCO TRUST	SOCIAL WELFARE

SOCIAL SERVICE RANK	BTR 2012	SUB-CATEGORY SOCIAL SERVICE
1	327	BEING HUMAN
2	546	CRY
3	916	SATYA SAI TRUST
4	943	DON BOSCO TRUST

WORLD ORG RANK	BTR 2012	SUB-CATEGORY WORLD ORG
1	612	YMCA
2	708	WHO
3	794	RED CROSS
4	796	UNICEF

Sports

SPORTS RANK	BTR 2012	BRAND	CATEGORY SPORTS
1	727	LIVERPOOL	FOOTBALL
2	732	IPL	CRICKET LEAGUE
3	772	BARCELONA	FOOTBALL

Stationary

STNRY RANK	BTR 2012	BRAND	CATEGORY STATIONARY
1	139	NATRAJ	WRITING ACCESSORIES
2	184	PARKER	WRITING ACCESSORIES
3	203	APSARA	WRITING ACCESSORIES
4	257	CAMEL	WRITING ACCESSORIES
5	367	CELLO PENS	WRITING ACCESSORIES
6	377	CAMLIN	WRITING ACCESSORIES
7	404	REYNOLDS	WRITING ACCESSORIES
8	433	LEXI	WRITING ACCESSORIES
9	544	KORES	OFFICE ACCESSORIES
10	685	NAVNEET	NOTEBOOKS
11	746	SUNDARAM	NOTEBOOKS
12	757	MONTEX	WRITING ACCESSORIES
13	832	CLASSMATE	NOTEBOOKS
14	856	LINC	WRITING ACCESSORIES
15	899	ROTOMAC	WRITING ACCESSORIES

NOTE BOOKS RANK	BTR 2012	SUB-CATEGORY NOTEBOOKS
1	685	NAVNEET
2	746	SUNDARAM
3	832	CLASSMATE

OFFICE ACC RANK	BTR 2012	SUB-CATEGORY OFFICE ACCESSORIES
1	544	KORES

WRITING ACC RANK	BTR 2012	SUB-CATEGORY WRITING ACCESSORIES
1	139	NATRAJ
2	184	PARKER
3	203	APSARA
4	257	CAMEL
5	367	CELLO PENS
6	377	CAMLIN
7	404	REYNOLDS
8	433	LEXI
9	757	MONTEX

Technology

TECH RANK	BTR 2012	BRAND	CATEGORY TECHNOLOGY
1	22	HEWLETT PACKARD	HARDWARE
2	27	DELL	HARDWARE
3	34	APPLE	DIVERSIFIED

DIVERSIFIED RANK	BTR 2012	SUB-CATEGORY DIVERSIFIED
1	34	APPLE
2	116	IBM
3	613	XEROX
4	647	ZENITH
5	717	HONEYWELL
6	752	PATNI

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

TECH RANK	BTR 2012	BRAND	CATEGORY TECHNOLOGY
4	41	HCL	HARDWARE
5	42	INFOSYS	SOFTWARE SERVICES
6	55	WIPRO	SOFTWARE SERVICES
7	58	INTEL	OTHER
8	69	ACER	HARDWARE
9	87	LENOVO	HARDWARE
10	90	MICROSOFT	SOFTWARE
11	94	TCS	SOFTWARE SERVICES
12	116	IBM	DIVERSIFIED
13	177	COMPAQ	HARDWARE
14	288	I BALL	HARDWARE
15	294	CISCO	TELECOM INFRA.
16	409	ORACLE	SOFTWARE
17	459	SAP	SOFTWARE
18	474	SONY VAIO	HARDWARE
19	476	APPLE PLUS	HARDWARE
20	519	MAHINDRA SATYAM	SOFTWARE SERVICES
21	608	MOSER BAER	STORAGE
22	613	XEROX	DIVERSIFIED
23	621	ADOBE	SOFTWARE
24	639	SYNTEL	SOFTWARE
25	647	ZENITH	DIVERSIFIED
26	648	AT&T	TELECOM INFRA.
27	656	ITI	TELECOM INFRA.
28	686	ERICSSON	TELECOM INFRA.
29	717	HONEYWELL	DIVERSIFIED
30	752	PATNI	DIVERSIFIED
31	775	KINGSTON	STORAGE
32	784	EMERSON	OTHER
33	791	ANDROID	OPERATING SYSTEM
34	871	EXCEL	SOFTWARE
35	872	NINTENDO	OTHER
36	904	AGP VIDEO	OTHER
37	922	TRANSCEND	STORAGE
38	942	COGNIZANT	SOFTWARE SERVICES
39	960	NORTON ANTIVIRUS	SOFTWARE
40	971	SANDISK	STORAGE
41	989	TECH MAHINDRA	SOFTWARE SERVICES
42	992	LOTUS	SOFTWARE

HRDWR RANK	BTR 2012	SUB-CATEGORY HARDWARE
1	22	HEWLETT PACKARD
2	27	DELL
3	41	HCL
4	69	ACER
5	87	LENOVO
6	177	COMPAQ
7	288	I BALL
8	474	SONY VAIO
9	476	APPLE PLUS

OTHER RANK	BTR 2012	SUB-CATEGORY OTHER
1	58	INTEL
2	784	EMERSON
3	872	NINTENDO
4	904	AGP VIDEO

SFTWR RANK	BTR 2012	SUB-CATEGORY SOFTWARE
1	90	MICROSOFT
2	409	ORACLE
3	459	SAP
4	621	ADOBE
5	639	SYNTEL
6	871	EXCEL
7	960	NORTON ANTIVIRUS
8	992	LOTUS

SFTWR SERVICES RANK	BTR 2012	SUB-CATEGORY SOFTWARE SERVICES
1	42	INFOSYS
2	55	WIPRO
3	94	TCS
4	519	MAHINDRA SATYAM
5	942	COGNIZANT
6	989	TECH MAHINDRA

STORAGE RANK	BTR 2012	SUB-CATEGORY STORAGE
1	608	MOSER BAER
2	775	KINGSTON
3	922	TRANSCEND
4	971	SANDISK

TECH INFRA RANK	BTR 2012	SUB-CATEGORY TECH INFRASTRUCTURE
1	294	CISCO
2	648	AT&T
3	656	ITI
4	686	ERICSSON

Telephony

TELE PHONY RANK	BTR 2012	BRAND	CATEGORY TELEPHONY
1	9	AIRTEL	MOBILE TELEPHONY
2	17	VODAFONE	MOBILE TELEPHONY
3	18	IDEA	MOBILE TELEPHONY
4	64	TATA DOCOMO	MOBILE TELEPHONY
5	67	AIRCEL	MOBILE TELEPHONY
6	68	BSNL	TELEPHONY
7	113	UNINOR	MOBILE TELEPHONY
8	129	LOOP	MOBILE TELEPHONY
9	158	MTS	MOBILE TELEPHONY
10	319	MTNL	TELEPHONY
11	334	DOLPHIN	MOBILE TELEPHONY
12	395	TATA INDICOM	MOBILE TELEPHONY
13	569	VIRGIN MOBILE	MOBILE TELEPHONY
14	579	RELIANCE COMM	MOBILE TELEPHONY
15	703	VSNL	TELEPHONY
16	728	ORANGE	MOBILE TELEPHONY
17	780	BHARTI	MOBILE TELEPHONY
18	932	T24	MOBILE TELEPHONY

CATEGORY-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

Transportation

TRANSP RANK	BTR 2012	BRAND	CATEGORY TRANSPORTATION
1	150	AIR INDIA	AIRLINES - INDIAN
2	237	JET AIRWAYS	AIRLINES - INDIAN
3	508	ATLAS	BICYCLES
4	509	EMIRATES	AIRLINES - FOREIGN
5	513	BEST	BUS SERVICE
6	531	INDIAN RAILWAYS	RAILWAYS
7	580	NEETA TRAVELS	BUS SERVICE
8	587	QATAR AIR	AIRLINES - FOREIGN
9	736	SPICEJET	AIRLINES - INDIAN
10	748	LUFTHANSA	AIRLINES - FOREIGN
11	756	AIRBUS	AIRCRAFT
12	802	GO AIR	AIRLINES - INDIAN
13	811	AIR FRANCE	AIRLINES - FOREIGN
14	823	UNITED AIRLINES	AIRLINES - FOREIGN
15	907	CATHAY PACIFIC	AIRLINES - FOREIGN
16	933	MAERSK	SHIPPING
17	945	BOEING	AIRCRAFT
18	961	SOUTH WEST AIRLINES	AIRLINES - FOREIGN

AIRCRAFT RANK	BTR 2012	SUB-CATEGORY AIRCRAFT
1	756	AIRBUS
2	945	BOEING

FOREIGN AIRLINES RANK	BTR 2012	SUB-CATEGORY FOREIGN AIRLINES
1	509	EMIRATES
2	587	QATAR AIR
3	748	LUFTHANSA
4	811	AIR FRANCE
5	823	UNITED AIRLINES
6	907	CATHAY PACIFIC
7	961	SOUTH WEST AIRLINES

AIRLINES INDIA RANK	BTR 2012	SUB-CATEGORY AIRLINES INDIA
1	150	AIR INDIA
2	237	JET AIRWAYS
3	736	SPICEJET
4	802	GO AIR

BUS SERVICE RANK	BTR 2012	SUB-CATEGORY BUS SERVICE
1	513	BEST
2	580	NEETA TRAVELS

BUS SERVICE RANK	BTR 2012	SUB-CATEGORY OTHER
1	508	ATLAS
2	531	INDIAN RAILWAYS
3	933	MAERSK

ALL INDIA RANK	RANK NORTH	RANK EAST	RANK WEST	RANK SOUTH	BRAND
1	1	6	2	1	NOKIA
2	6	8	1	2	TATA
3	2	1	5	4	LG
4	3	4	6	3	SAMSUNG
5	4	2	4	5	SONY
6	5	49	12	16	MARUTI SUZUKI
7	7	18	7	10	BAJAJ
8	12	47	3	6	LIFE INSURANCE CORPORATION
9	11	14	16	7	AIRTEL
10	19	22	9	9	RELIANCE
11	21	25	11	13	GODREJ
12	31	23	8	11	TITAN
13	24	17	10	24	BATA
14	9	32	40	17	PHILIPS
15	16	11	18	21	REEBOK
16	8	16	20	39	PEPSI
17	32	36	14	15	VODAFONE
18	13	31	27	14	IDEA
19	38	55	24	8	STATE BANK OF INDIA
20	23	3	22	32	ADIDAS
21	33	15	17	19	RAYMONDS
22	37	7	31	22	HEWLETT PACKARD
23	40	5	29	28	PUMA
24	39	10	34	25	BMW
25	10	114	35	48	HERO HONDA
26	29	26	15	33	LUX
27	55	19	30	18	DELL
28	28	24	19	46	CABDURY'S
29	20	132	21	43	TOYOTA
30	46	40	13	51	GOOGLE
31	22	28	32	50	BLACKBERRY
32	26	13	66	30	LEE
33	17	35	58	42	APPLE
34	15	106	53	26	HONDA
35	25	34	47	40	NIKE
36	18	54	43	55	BIRLA
37	52	9	73	45	ONIDA
38	30	80	36	49	PONDS
39	62	75	44	23	HDFC
40	49	30	51	37	HCL

ALL INDIA RANK	RANK NORTH	RANK EAST	RANK WEST	RANK SOUTH	BRAND
41	134	111	65	12	INFOSYS
42	27	59	48	53	DOVE
43	43	38	38	54	DETTOL
44	44	27	33	69	DABUR
45	34	128	25	84	PARLE
46	127	56	37	38	LARSEN & TOUBRO
47	14	105	91	66	LEVI'S
48	51	42	45	60	COCA-COLA
49	66	33	81	35	FORD
50	42	39	62	57	VIDEOCON
51	47	12	102	77	ARROW
52	71	51	106	29	MRF
53	76	120	56	36	ITC
54	87	61	52	41	WIPRO
55	50	46	54	68	AUDI
56	48	63	71	56	WOODLAND
57	61	76	70	47	INTEL
58	80	37	41	67	FASTRACK
59	185	215	77	20	HINDUSTAN UNILEVER
60	129	71	46	58	AXE
61	35	151	63	95	COLGATE
62	63	20	82	87	SKODA
63	103	58	75	52	TATA DOCOMO
64	86	29	49	98	FACEBOOK
65	54	143	55	71	M & M
66	81	43	100	59	AIRCEL
67	132	214	101	27	BSNL
68	115	41	64	74	ACER
69	116	68	137	44	HERO
70	58	57	72	82	YAMAHA
71	57	44	104	70	ACC
72	74	70	60	76	GARNIER
73	122	60	78	61	KINGFISHER
74	123	66	50	85	AMWAY
75	139	122	28	138	BIG BAZAAR
76	65	#N/A	39	102	AMUL
77	75	48	69	99	MCDONALD'S
78	79	78	103	64	PETER ENGLAND
79	59	166	119	73	TOSHIBA
80	164	65	83	63	ONGC

Zonal pull on Brand Trust Index: Loss Gain

ZONE-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

ALL INDIA RANK	RANK NORTH	RANK EAST	RANK WEST	RANK SOUTH	BRAND
81	45	335	129	89	HYUNDAI
82	70	97	90	90	JOHNSON & JOHNSON
83	72	89	74	110	PANTENE
84	73	181	84	88	BRITANNIA
85	124	79	68	93	LENOVO
86	120	110	86	83	TIMES OF INDIA
87	90	51	79	86	SPYKAR
88	138	92	89	72	MICROSOFT
89	93	164	80	96	ASIAN PAINTS
90	82	130	98	94	VIP
91	96	67	97	107	OLAY
92	211	53	107	78	TCS
93	126	73	127	80	PROVOGUE
94	88	88	116	91	LIFEBUOY
95	78	218	59	131	CANON
96	53	119	138	113	MEDIMIX
97	64	179	95	120	NESTLE MAGGI
98	92	82	94	118	LAY'S
99	109	141	76	103	PEPSODENT
100	100	185	87	81	PANASONIC
101	111	253	114	62	TVS
102	140	171	61	100	LAKME
103	114	165	57	142	L'OREAL
104	158	198	42	179	ANNA HAZARE
105	89	91	111	92	VOLTAS
106	77	96	85	176	BISLERI
107	113	69	118	116	CROMA
108	107	50	160	125	TATA STEEL
109	85	95	125	109	SONATA
110	106	311	123	65	WINDOWS XP
111	97	77	169	97	UNINOR
112	154	107	67	129	GILLETTE
113	83	90	112	160	HITACHI
114	249	308	92	75	IBM
115	69	162	149	119	HIMALAYA
116	101	74	200	111	SHELL
117	56	173	132	151	SANSUI
118	166	64	130	135	SUZUKI
119	141	138	105	139	RAYBAN
120	202	145	88	122	MERCEDES BENZ

ALL INDIA RANK	RANK NORTH	RANK EAST	RANK WEST	RANK SOUTH	BRAND
121	136	153	109	124	PARACHUTE
122	143	161	115	106	HSBC
123	131	131	93	161	CAFÉ COFFEE DAY
124	67	86	181	163	MICRO MAX
125	188	121	96	115	YAHOO
126	91	123	182	114	SAHARA
127	177	93	124	130	LOOP
128	104	108	189	123	HMT
129	60	397	152	149	BPL
130	125	85	142	170	PEPE
131	94	109	157	157	NIRMA
132	105	200	120	169	NIKON
133	144	72	143	172	DOMINO'S
134	195	125	147	101	JOCKEY
135	68	226	133	182	PEARS
136	102	81	207	153	CINTHOL
137	155	149	126	141	NATRAJ
138	119	160	153	143	THUMS UP
139	95	155	171	158	TANISHQ
140	162	102	163	134	HAMAM
141	187	302	99	133	AXIS BANK
142	227	170	113	132	NIIT
143	327	87	134	112	ROLEX
145	118	98	217	150	CITIZEN
146	133	178	150	145	AIR INDIA
147	135	101	204	162	ALL OUT
148	137	113	173	164	CASTROL
149	99	192	144	215	NESCAFE
150	160	116	166	155	HTC
151	163	117	268	105	HORLICKS
153	178	104	180	137	MAXX
154	169	195	195	117	MTS
155	203	127	128	165	PANTALOONS
156	197	103	179	166	ARMANI
157	153	220	186	148	RANBAXY
158	183	221	135	171	HDFC BANK
159	159	112	139	258	GUCCI
160	215	222	161	108	MOTOROLA

Zonal pull on Brand Trust Index: Loss Gain

ZONE-WISE ALL INDIA BRAND TRUST™ RANKING (TOP 1000 BRANDS)

ALL INDIA RANK	RANK NORTH	RANK EAST	RANK WEST	RANK SOUTH	BRAND
161	273	99	140	180	SPARX
162	84	234	172	247	NIVEA
163	175	309	145	152	CLOSE UP
164	192	94	159	201	AAJ TAK
165	108	115	309	175	TROPICANA
166	212	231	146	156	CIPLA
167	171	421	108	214	RIN
168	147	412	168	147	NESTLE
169	209	224	117	224	SHOPPERS STOP
170	228	136	148	178	BANK OF INDIA
171	167	100	231	193	DIESEL
172	259	83	194	181	RESERVE BANK OF INDIA
173	151	202	187	191	COMPAQ
174	213	158	184	167	RADO
175	150	124	213	211	FEVICOL
176	194	144	281	136	NDTV
177	282	129	199	159	CANARA BANK
178	148	167	226	188	PIZZA HUT
179	238	140	215	154	SANTOOR
180	328	256	121	186	PARKER
181	165	180	206	177	VICKS
182	156	137	238	208	MIRINDA
183	170	268	175	213	HEAD & SHOULDER
184	256	142	294	140	MARUTI SUZUKI DZIRE
185	233	357	177	146	COMPLAN
186	142	201	227	238	CADBURY 5 STAR
187	245	203	188	173	THOMAS COOK
188	199	384	122	338	HALDIRAM
189	98	191	162	144	KENTUCKY FRIED CHICKEN
190	287	152	151	245	ORKUT
191	110	447	233	223	SUNSILK
192	219	223	396		DUKES
193	128	135	291	222	ZODIAC
194	117	168	276	291	VIMAL
195	272	489	230	121	BOOST
196	218	182	221	198	PARK AVENUE
197	231	401	156	205	NEROLAC
198	201	187	260	187	AYUR
199	235	188	201	219	APSARA
200	307	175	185	207	DTDC

Zonal pull on Brand Trust Index: Loss Gain

Space for ad