



**08**

## **ALL-INDIA LISTINGS OF 1000 MOST DESIRED BRANDS**



# ALL INDIA LISTINGS

## INDIA'S MOST DESIRED BRANDS - 2020

	MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
 Apple bites one rank to play catch	01	SAMSUNG	GADGETRY	MOBILE PHONES
	02	APPLE IPHONE	GADGETRY	MOBILE PHONE-SERIES (PREMIUM)
	03	SAMSUNG	CONSUMER ELECTRONICS	DIVERSIFIED
 594 rank highjump	04	SONY TV	MEDIA - TV	HINDI GEC
	05	MARUTI SUZUKI	AUTOMOBILE	FOUR WHEELER - MFR.
 2nd year leader in Laptops	06	DELL	TECHNOLOGY	LAPTOPS
	07	SAMSUNG	CONSUMER ELECTRONICS	TELEVISIONS
 Amul desire karta hai India	08	AMUL	FOOD & BEVERAGE	MILK
	09	HONDA ACTIVA	AUTOMOBILE	AUTOMATIC SCOOTER
	10	HYUNDAI	AUTOMOBILE	FOUR WHEELER - MFR.
 Zara: an enticing aura	11	LAKME	FMCG	COSMETICS
	12	MI	GADGETRY	MOBILE PHONE - SERIES
	13	LG	CONSUMER ELECTRONICS	DIVERSIFIED
 Bankable brand, stays top of BFSI	14	ZARA	RETAIL	FAST FASHION
	15	LG	CONSUMER ELECTRONICS	TELEVISIONS
 Has shown steady progress	16	STATE BANK OF INDIA	BFSI	BANK - PSU
	17	ROYAL ENFIELD	AUTOMOBILE	TWO WHEELER - MFR.
 Loved Indian Corporation	18	TITAN	PERSONAL ACCESSORIES	WATCHES
	19	LIC	BFSI	LIFE INSURANCE - PSU
 Enriched soft touch works	20	BATA	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
	21	LUX	FMCG	SOAPS
 Tops telecom first time	22	RELIANCE JIO	TELECOM	MOBILE SERVICE PROVIDER
	23	VIVO	GADGETRY	MOBILE PHONES
 Sara ka sahara hai	24	NIKE	APPARELS	SPORTSWEAR
	25	HONDA	AUTOMOBILE	TWO WHEELER - MFR.
 Just Desire It	26	COLGATE	FMCG	ORAL HYGIENE
	27	ICICI BANK	BFSI	BANK - PRIVATE
 Slides 7 ranks	28	HERO MOTOCORP	AUTOMOBILE	TWO WHEELER - MFR.
	29	LG	CONSUMER ELECTRONICS	REFRIGERATORS
 Jeff's \$1 bn plan at work?	30	TATA SALT	FOOD & BEVERAGE	SALT
	31	AMAZON	INTERNET	ONLINE RETAIL - DIVERSIFIED
 Closest finish ever	32	SONY	CONSUMER ELECTRONICS	DIVERSIFIED
	33	OPPO	GADGETRY	MOBILE PHONES
	34	PUMA	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
	35	AIRTEL	TELECOM	MOBILE SERVICE PROVIDER
	36	MERCEDES BENZ	AUTOMOBILE	FOUR WHEELER - LUXURY
	37	BMW	AUTOMOBILE	FOUR WHEELER - LUXURY
	38	AUDI	AUTOMOBILE	FOUR WHEELER - LUXURY
	39	ADIDAS	APPARELS	SPORTSWEAR
	40	BAJAJ	AUTOMOBILE	TWO WHEELER - MFR.

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 Biscuit king	41	TATA MOTORS	AUTOMOBILE	FOUR WHEELER - MFR.
	42	HONDA	AUTOMOBILE	FOUR WHEELER - MFR.
 Tales of tradition & desire	43	LENOVO	TECHNOLOGY	LAPTOPS
	44	BRITANNIA	FOOD & BEVERAGE	BISCUITS
	45	TANISHQ	PERSONAL ACCESSORIES	JEWELLERY
 Re-entry after swag sips	46	NOKIA	GADGETRY	MOBILE PHONES
	47	DOVE	FMCG	SOAPS
	48	TATA	DIVERSIFIED	DIVERSIFIED
	49	PEPSI	FOOD & BEVERAGE	AERATED BEVERAGES
 Old magic wearing off? Down by 38 ranks	50	VODAFONE-IDEA	TELECOM	MOBILE SERVICE PROVIDER
	51	CANON	GADGETRY	CAMERAS
	52	RAYMOND MADE TO MEASURE	APPARELS	TAILORED MENSWEAR
 Up by 141 ranks, 2 <sup>nd</sup> among laptops	53	HEWLETT PACKARD	TECHNOLOGY	LAPTOPS
	54	NESTLE MAGGI	FOOD & BEVERAGE	INSTANT NOODLES
	55	APPLE MacBook	TECHNOLOGY	LAPTOPS
 Bettering its desire 4 years in a row	56	HONDA CITY	AUTOMOBILE	CAR - SEDAN
	57	TOYOTA	AUTOMOBILE	FOUR WHEELER - MFR.
	58	GODREJ	CONSUMER ELECTRONICS	REFRIGERATORS
 A cool 10 ranks gained	59	AMUL	FOOD & BEVERAGE	BUTTER
	60	TVS	AUTOMOBILE	TWO WHEELER - MFR.
 Utterly up 46 ranks	61	MARUTI SUZUKI SWIFT	AUTOMOBILE	CAR - HATCHBACK
 Has improved its appeal over 5 reports	62	TATA TEA	FOOD & BEVERAGE	TEA
	63	SENCO GOLD	PERSONAL ACCESSORIES	JEWELLERY
	64	FOSSIL	PERSONAL ACCESSORIES	WATCHES
 Handcrafting success by 122 rank rise	65	AMUL	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
	66	NESTLE	FOOD & BEVERAGE	DIVERSIFIED
	67	NIVEA	FMCG	SKINCARE
 Desire built over 100 years	68	TATA STEEL	MANUFACTURING	METAL
	69	KFC	RETAIL	QSR
 Pressure on sale, 2 <sup>nd</sup> in category	70	PARLE	FOOD & BEVERAGE	BISCUITS
	71	PUNJAB NATIONAL BANK	BFSI	BANK - PSU
	72	RICHLOOK	APPARELS	WINTERWEAR
	73	LG	CONSUMER ELECTRONICS	WASHING MACHINES
	74	HDFC BANK	BFSI	BANK - PRIVATE
 Lipsmacking 323 ranks gain	75	PANASONIC	CONSUMER ELECTRONICS	TELEVISIONS
	76	CADBURY	FOOD & BEVERAGE	CONFECTIONERY - DIVERSIFIED
	77	HORLICKS	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
 Sneaks up as Most Desired A/C	78	VOLTAS	CONSUMER ELECTRONICS	AIR CONDITIONERS
	79	SAFFOLA	FOOD & BEVERAGE	EDIBLE OIL
	80	PARLE G	FOOD & BEVERAGE	BISCUITS - BRAND

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 Ati-Sundar	81	GOOGLE	INTERNET	INTERNET SEARCH
	82	DETTOL	FMCG	SOAPS
 Assembles 417 ranks climb	83	MUTHOOT FINANCE	BFSI	FINANCIAL SERVICES
	84	PANASONIC	CONSUMER ELECTRONICS	AIR CONDITIONERS
	85	PRESTIGE	KITCHEN CARE	COOKWARE
 Leads Life Insurance, rallies up 629 positions	86	HEWLETT PACKARD	TECHNOLOGY	PERSONAL TECHNOLOGY
	87	IKEA	RETAIL	READY-TO-ASSEMBLE FURNITURE
	88	DAIKIN	CONSUMER ELECTRONICS	AIR CONDITIONERS
 Despite 600+ ranks up, yet 4th among A/Cs	89	AVIVA LIFE INSURANCE	BFSI	LIFE INSURANCE - PRIVATE
	90	SAMSUNG	CONSUMER ELECTRONICS	AIR CONDITIONERS
	91	PEDIASURE	HEALTHCARE	HEALTH FOOD SUPPLEMENTS-KIDS
 Loses a bit of its gas	92	FOGG	FMCG	DEO
	93	RAYMOND	APPARELS	FABRIC TO BRANDS
 Tata's Sonata, slipping ranks	94	SONATA	PERSONAL ACCESSORIES	WATCHES
	95	LG	CONSUMER ELECTRONICS	AIR CONDITIONERS
 5 year leader of category	96	SAMSUNG	CONSUMER ELECTRONICS	WASHING MACHINES
	97	WHIRLPOOL	CONSUMER ELECTRONICS	WASHING MACHINES
 Three of top 5 watch brands are from Tata	98	BISLERI	FOOD & BEVERAGE	PACKAGED DRINKING WATER
	99	FASTRACK	PERSONAL ACCESSORIES	WATCHES - YOUTH
	100	SONY	CONSUMER ELECTRONICS	TELEVISIONS
 Flickers from previous year's 13th rank	101	APPLE	TECHNOLOGY	PERSONAL TECHNOLOGY
	102	FORD	AUTOMOBILE	FOUR WHEELER - MFR.
 Big fall in desire quotient, 55 rank dip	103	DELL	TECHNOLOGY	PERSONAL COMPUTERS
	104	DOVE	FMCG	HAIRCARE
	105	GODREJ	FMCG	DIVERSIFIED
 Rises 518 ranks, Loving it	106	MCDONALD'S	RETAIL	QSR
	107	PHILIPS	FAST MOVING ELECTRICAL GOODS	LIGHTING
	108	GODREJ	HOME CARE	LOCKS
	109	AAJ TAK	MEDIA - TV	HINDI NEWS
	110	HIMALAYA	FMCG	SKINCARE - AYURVEDIC
	111	SINGER	HOME CARE	SEWING MACHINES
 141 slices earned, such pizzaz	112	PARACHUTE	FMCG	HAIR OIL
	113	ZEE LEARN	EDUCATION	DIVERSIFIED
	114	DOMINO'S	RETAIL	QSR
	115	BIBA	APPARELS	ETHNICWEAR - WOMEN
 Besting its own record	116	HONDA CB SHINE	AUTOMOBILE	TWO WHEELER - BRAND
	117	PEARS	FMCG	SOAPS
	118	CADBURY DAIRY MILK	FOOD & BEVERAGE	CHOCOLATE - BRAND
 73 points gained, menswear leader	119	CADBURY 5 STAR	FOOD & BEVERAGE	CHOCOLATE - BRAND
	120	OTTO	APPARELS	MENSWEAR

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	121	THE TIMES OF INDIA	MEDIA - PRINT	NEWSPAPER - ENGLISH
	122	FIAT	AUTOMOBILE	FOUR WHEELER - MFR.
	123	AASHIRVAAD ATTA	FOOD & BEVERAGE	PACKAGED FLOUR
	124	FORTUNE	FOOD & BEVERAGE	EDIBLE OIL
	125	MAHINDRA & MAHINDRA	AUTOMOBILE	FOUR WHEELER - MFR.
	126	PUMA	APPARELS	SPORTSWEAR
National crush's beauty secret?	127	SAMSUNG	CONSUMER ELECTRONICS	REFRIGERATORS
	128	YAMAHA	AUTOMOBILE	TWO WHEELER - MFR.
	129	APSARA	STATIONERY	WRITING ACCESSORIES
	130	POND'S	FMCG	SKINCARE
	131	REDMI	GADGETRY	MOBILE PHONE - SERIES
2nd to Puma in sports footwear	132	REDTAPE	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
	133	REEBOK	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
	134	MRF	AUTOMOBILE - RELATED	TYRES
Galloping 338 ranks to win	135	WHIRLPOOL	CONSUMER ELECTRONICS	REFRIGERATORS
	136	JOCKEY	APPARELS	INNERWEAR
	137	SUZUKI	AUTOMOBILE	FOUR WHEELER - MFR.
 Moves from PSU to Private bank	138	IDBI BANK	BFSI	BANK - PRIVATE
	139	RADO	PERSONAL ACCESSORIES	WATCHES - PREMIUM
	140	PANTALOONS	RETAIL	PERSONAL GOODS
Climbing 61 scores up with Krrish	141	MARUTI SUZUKI ALTO	AUTOMOBILE	CAR - HATCHBACK
	142	PETER ENGLAND	APPARELS	MENSWEAR
	143	BALAJI WAFERS	FOOD & BEVERAGE	PACKAGED SNACKS
 Writes history with 128 rank jump	144	PARKER	STATIONERY	WRITING ACCESSORIES
	145	ARROW	APPARELS	FORMALWEAR
	146	FACEBOOK	INTERNET	SOCIAL NETWORKING
	147	CITIBANK	BFSI	BANK - FOREIGN
 Never slept to earn 161 ranks	148	USHA	CONSUMER APPLIANCES	FANS
	149	ONIDA	CONSUMER ELECTRONICS	TELEVISIONS
	150	PHILIPS LED	FAST MOVING ELECTRICAL GOODS	LED
	151	ROLEX	PERSONAL ACCESSORIES	LUXURY WATCHES
	152	LEE	APPARELS	CASUALWEAR
	153	RELIANCE	DIVERSIFIED	DIVERSIFIED
	154	VIDEOCON	CONSUMER ELECTRONICS	TELEVISIONS
	155	BIRLA CEMENT	MANUFACTURING	CEMENT
	156	WAGH BAKRI	FOOD & BEVERAGE	TEA
	157	SEIKO	PERSONAL ACCESSORIES	WATCHES - PREMIUM
 Kalyan enters top 200 for the 1st time	158	KALYAN JEWELLERS	PERSONAL ACCESSORIES	JEWELLERY
	159	WHIRLPOOL	CONSUMER ELECTRONICS	DIVERSIFIED
	160	MAYBELLINE	FMCG	COSMETICS

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	161	NISSAN	AUTOMOBILE	FOUR WHEELER - MFR.
	162	ASIAN PAINTS	MANUFACTURING	PAINTS
	163	LAYS	FOOD & BEVERAGE	PACKAGED SNACKS
	164	L'OREAL	FMCG	HAIRCARE
	165	NATARAJ	STATIONERY	WRITING ACCESSORIES
100+ years old, up 488 desire ranks	166	BAJAJ PULSAR	AUTOMOBILE	TWO WHEELER - BRAND
	167	MDH	FOOD & BEVERAGE	SPICES
	168	OREO	FOOD & BEVERAGE	BISCUITS - BRAND
After Uber Eats, gains 439 ranks	169	ZOMATO	INTERNET	ONLINE FOOD AGGREGATOR
	170	ALLEN SOLLY	APPARELS	FORMALWEAR
	171	LEVI'S	APPARELS	CASUALWEAR
	172	HITACHI	CONSUMER ELECTRONICS	AIR CONDITIONERS
	173	HEWLETT PACKARD	TECHNOLOGY	PRINTERS
	174	NIRMA	FMCG	SOAPS
	175	D MART	RETAIL	HYPERMARKET - INDIAN
Slow and steady results, adds 61 ranks	176	HALDIRAM'S	RETAIL	QSR - INDIAN
	177	PATANJALI	FMCG	DIVERSIFIED
	178	DAINIK BHASKAR	MEDIA - PRINT	NEWSPAPER - HINDI
	179	PANTENE	FMCG	HAIRCARE
	180	PIZZA HUT	RETAIL	QSR
	181	INDIA TODAY	MEDIA - TV	ENGLISH NEWS
	182	GOOGLE PLAY STORE	INTERNET	APP STORE
	183	TAJ HOTELS	HOSPITALITY	HOTELS - PREMIUM
	184	SANTOOR	FMCG	SOAPS
	185	MICROSOFT	TECHNOLOGY	SOFTWARE PRODUCTS
	186	GODREJ INTERIO	RETAIL	FURNITURE/HOME INTERIORS
	187	HINDUSTAN TIMES	MEDIA - PRINT	NEWSPAPER - ENGLISH
	188	PANASONIC	CONSUMER ELECTRONICS	DIVERSIFIED
	189	POND'S	FMCG	TALCUM POWDER
	190	BAJAJ FINANCE	BFSI	FINANCIAL SERVICES
	191	WOODLAND	PERSONAL ACCESSORIES	FOOTWEAR - OUTDOOR
	192	HINDUSTAN PETROLEUM	ENERGY	OIL & GAS - RETAIL
	193	BRU	FOOD & BEVERAGE	INSTANT COFFEE
	194	KOTAK MAHINDRA BANK	BFSI	BANK - PRIVATE
	195	L'OREAL	FMCG	COSMETICS
	196	ARIEL	FMCG	FABRICARE
	197	ONE PLUS	GADGETRY	MOBILE PHONES
	198	HALDIRAM'S	FOOD & BEVERAGE	PACKAGED SNACKS
	199	POTHYS	RETAIL	DEPARTMENTAL STORE - APPAREL
Ambitious 669 designer ranks gain	200	ACER	TECHNOLOGY	LAPTOPS

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201	POND'S	FMCG	COSMETICS
202	OLAY	FMCG	SKINCARE
203	BRITANNIA	FOOD & BEVERAGE	DIVERSIFIED
204	COMPLAN	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
205	NESCAFE	FOOD & BEVERAGE	INSTANT COFFEE
206	JAGUAR	AUTOMOBILE	FOUR WHEELER - LUXURY
207	PARAGON	PERSONAL ACCESSORIES	FOOTWEAR - RUBBER
208	AXIS BANK	BFSI	BANK - PRIVATE
209	CASIO	PERSONAL ACCESSORIES	WATCHES
210	ACC CEMENT	MANUFACTURING	CEMENT
211	SURF EXCEL	FMCG	FABRICARE
212	PATANJALI	HEALTHCARE	AYURVEDIC PRODUCTS
213	SAMSUNG	GADGETRY	TABLETS
214	BIG BAZAAR	RETAIL	HYPERMARKET - INDIAN
215	FAIR & LOVELY	FMCG	SKIN LIGHTENING PRODUCTS
216	BANK OF BARODA	BFSI	BANK - PSU
217	BLUE STAR	CONSUMER ELECTRONICS	AIR CONDITIONERS
218	VIVEL	FMCG	SOAPS
219	KAWASAKI	AUTOMOBILE	TWO WHEELER - MFR.
220	DENIM	BRANDED FASHION	BRANDED FASHION
221	RADIO ONE	MEDIA - RADIO	FM CHANNEL
222	VIP	PERSONAL ACCESSORIES	LUGGAGE/BAGS
223	CEAT	AUTOMOBILE - RELATED	TYRES
224	OLA	INTERNET	ONLINE TAXI AGGREGATOR
225	RELIANCE JIO	TELECOM	SERVICES - DIVERSIFIED
226	TVS CREDIT	BFSI	FINANCIAL SERVICES - RURAL
227	CLOSE UP	FMCG	ORAL HYGIENE
228	BAJAJ ALLIANZ	BFSI	INSURANCE - DIVERSIFIED
229	GARNIER	FMCG	HAIR COLOUR
230	ABP NEWS	MEDIA - TV	HINDI NEWS
231	VOLVO	AUTOMOBILE	FOUR WHEELER - LUXURY
232	COCA-COLA	FOOD & BEVERAGE	AERATED BEVERAGES
233	PEPSODENT	FMCG	ORAL HYGIENE
234	SUNFEAST	FOOD & BEVERAGE	BISCUITS
235	PATANJALI DANT KANTI	FMCG	ORAL HYGIENE
236	SUNSILK	FMCG	HAIRCARE
237	HONDA	AUTOMOBILE	SCOOTERS
238	RELIANCE TRENDS	RETAIL	PERSONAL GOODS
239	SKODA	AUTOMOBILE	FOUR WHEELER - MFR.
240	SENSODYNE	FMCG	ORAL HYGIENE

HT Media Group



HT Media buyout effect?



Scores a ranking century



500+ rank gain, yet its biscuits reach only 3rd



Trending up 704 ranks

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	241	RENAULT	AUTOMOBILE	FOUR WHEELER - MFR.
	242	YES BANK	BFSI	BANK - PRIVATE
	243	GODREJ	CONSUMER ELECTRONICS	WASHING MACHINES
	244	UNION BANK OF INDIA	BFSI	BANK - PSU
	245	DABUR REAL	FOOD & BEVERAGE	PACKAGED JUICE
	246	AMUL	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
	247	PHILIPS	CONSUMER ELECTRONICS	DIVERSIFIED
	248	LOKMAT	MEDIA - PRINT	NEWSPAPER - MARATHI
 Being Human Bhai ka swag	249	BEING HUMAN	BRANDED FASHION	CELEBRITY-LED BRAND
	250	VASELINE	FMCG	SKINCARE
	251	BOOST	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
	252	ONIDA	CONSUMER ELECTRONICS	AIR CONDITIONERS
 ZEE5 First time entrant leads video streaming	253	ZEE5	INTERNET	VIDEO STREAMING
	254	AAKASH INSTITUTE	EDUCATION	TEST PREP
	255	BOVONTO	FOOD & BEVERAGE	AERATED BEVERAGES
	256	SONY	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
	257	ORIENT	CONSUMER APPLIANCES	FANS
	258	CARRIER	CONSUMER ELECTRONICS	AIR CONDITIONERS
	259	CLINIC PLUS	FMCG	HAIRCARE
	260	NALLI	APPARELS	SAREES - HANDCRAFTED
	261	DABUR AMLA	FMCG	HAIR OIL
 DUCATI Out of fizz - worst performance in 5 years	262	DUCATI	AUTOMOBILE	TWO WHEELER - PREMIUM
	263	BANK OF INDIA	BFSI	BANK - PSU
	264	FANTA	FOOD & BEVERAGE	AERATED BEVERAGES
	265	SAMSUNG	TECHNOLOGY	LAPTOPS
 Kangaroo Kids Kids agenda tops list	266	KANGAROO KIDS	EDUCATION	PRE-SCHOOL
	267	VOLKSWAGEN	AUTOMOBILE	FOUR WHEELER - MFR.
	268	FLIPKART	INTERNET	ONLINE RETAIL - DIVERSIFIED
 TATA SKY Skyfall!	269	TATA SKY	DTH	DTH
	270	LLOYD	CONSUMER ELECTRONICS	AIR CONDITIONERS
	271	KHADIM'S	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
	272	HIMALAYA	FMCG	SOAPS - AYURVEDIC
	273	JK SPICES	FOOD & BEVERAGE	SPICES
 WhatsApp It's up 295 ranks	274	LIPTON	FOOD & BEVERAGE	TEA
	275	WHATSAPP	INTERNET	INSTANT MESSAGING SERVICE
	276	WHISPER	FMCG	PERSONAL HYGIENE PRODUCTS
	277	DON BOSCO	EDUCATION	SCHOOL
	278	TVS SCOOTY	AUTOMOBILE	AUTOMATIC SCOOTER
 Ferrari Cantering up 40 ranks	279	NESTLE KITKAT	FOOD & BEVERAGE	CHOCOLATE - BRAND
	280	FERRARI	AUTOMOBILE	FOUR WHEELER - SUPER LUXURY

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281	KISSAN	FOOD & BEVERAGE	PROCESSED FOODS
282	RAYBAN	PERSONAL ACCESSORIES	EYEWEAR
283	TV9	MEDIA - TV	CHANNEL CLUSTER
284	LG	KITCHEN CARE	KITCHEN APPLIANCES - PREMIUM
285	APOLLO HOSPITALS	HEALTHCARE	HOSPITALS - PRIVATE
286	RIN	FMCG	FABRICARE
287	REEBOK	APPARELS	SPORTSWEAR
288	CAMLIN	STATIONERY	WRITING ACCESSORIES
289	H&M	RETAIL	FAST FASHION
290	LIFEBUOY	FMCG	ANTISEPTIC PRODUCTS
291	INDIA GATE BASMATI	FOOD & BEVERAGE	PACKAGED RICE
292	DUNLOP	AUTOMOBILE - RELATED	TYRES
293	HMT	PERSONAL ACCESSORIES	WATCHES
294	MTR	FOOD & BEVERAGE	RTC FOODS
295	MOTO	GADGETRY	MOBILE PHONES
296	BRITANNIA GOODDAY	FOOD & BEVERAGE	BISCUITS - BRAND
297	MANGO FROOTI	FOOD & BEVERAGE	NON-AERATED BEVERAGES
298	ADANI	ENERGY	OIL & GAS - PRIVATE
299	KTM	AUTOMOBILE	TWO WHEELER - MFR.
300	PATANJALI	FMCG	SOAPS - AYURVEDIC
301	GUCCI	BRANDED FASHION	LUXURY FASHION
302	AMERICAN TOURISTER	PERSONAL ACCESSORIES	LUGGAGE/BAGS
303	MINU	APPARELS	ETHNICWEAR - WOMEN
304	KHAITAN	CONSUMER APPLIANCES	FANS
305	JEEP	AUTOMOBILE	FOUR WHEELER - MFR.
306	ITC	DIVERSIFIED	DIVERSIFIED
307	LOTUS	FMCG	SKINCARE
308	GARNIER	FMCG	SKINCARE
309	AMUL	FOOD & BEVERAGE	YOGURT
310	DETTOL	FMCG	ANTISEPTIC PRODUCTS
311	SAKTHI MASALA	FOOD & BEVERAGE	SPICES
312	TATA MOTORS	AUTOMOBILE	COMMERCIAL VEHICLES
313	WIPRO	FMCG	DIVERSIFIED
314	AACHI	FOOD & BEVERAGE	SPICES
315	ZODIAC	APPARELS	MENSWEAR
316	RAJDHANI BESAN	FOOD & BEVERAGE	STAPLE KITCHEN INGREDIENTS
317	NDTV	MEDIA - TV	ENGLISH NEWS
318	EVEREST	FOOD & BEVERAGE	SPICES
319	RELIANCE PETROLEUM	ENERGY	OIL & GAS - DIVERSIFIED
320	MAC	FMCG	COSMETICS - PREMIUM



Ayurveda rules



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321	JK TYRE	AUTOMOBILE - RELATED	TYRES
322	ARUN ICECREAMS	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
323	SUN PHARMA	HEALTHCARE	PHARMACEUTICALS - INDIAN
324	AMBUJA CEMENT	MANUFACTURING	CEMENT
325	CADBURY	FOOD & BEVERAGE	CHOCOLATES - DIVERSIFIED
326	VIBRO	FOOD & BEVERAGE	AERATED BEVERAGES
327	CIPLA	HEALTHCARE	PHARMACEUTICALS - INDIAN
328	CESC	ENERGY	ELECTRIC UTILITY
329	K.RAHEJA	REAL ESTATE	DIVERSIFIED
330	FACES	FMCG	COSMETICS
331	HINDUSTAN UNILEVER	FMCG	DIVERSIFIED
332	OYO ROOMS	INTERNET	HOTEL ROOM AGGREGATOR
333	PHILIPS	CONSUMER ELECTRONICS	TELEVISIONS
334	AMUL	FOOD & BEVERAGE	GHEE
335	AAVIN DAIRY	FOOD & BEVERAGE	MILK
336	CORNETTO	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT-BRAND
337	ULTRATECH CEMENT	MANUFACTURING	CEMENT
338	BINGO	FOOD & BEVERAGE	PACKAGED SNACKS
339	SANSUI	CONSUMER ELECTRONICS	TELEVISIONS
340	SWIGGY	INTERNET	ONLINE FOOD AGGREGATOR
341	EXPRESS AVENUE	RETAIL	MALL
342	FBB	RETAIL	PERSONAL GOODS
343	TIDE	FMCG	FABRICARE
344	TCS	TECHNOLOGY	SOFTWARE SERVICES
345	RED FM	MEDIA - RADIO	FM CHANNEL
346	INFOSYS	TECHNOLOGY	SOFTWARE SERVICES
347	SONY	GADGETRY	HEADPHONES
348	VESPA	AUTOMOBILE	SCOOTERS
349	CASTROL	AUTOMOBILE - RELATED	LUBRICANTS
350	COTTON KING	APPARELS	CASUALWEAR
351	FORUM MALL	RETAIL	MALL
352	UMBRO	APPARELS	SPORTSWEAR
353	BSNL	TELECOM	MOBILE SERVICE PROVIDER
354	OKAYA	CONSUMER APPLIANCES	INVERTER BATTERIES
355	AIR INDIA	TRANSPORTATION	GOVERNMENT AIRLINES
356	LG	GADGETRY	MOBILE PHONES
357	BAJAJ ALMOND DROPS	FMCG	HAIR OIL
358	SARAYANA STORES	RETAIL	MEGA STORE
359	KELLOGG'S	FOOD & BEVERAGE	BREAKFAST CEREAL
360	RAJASTHAN PATRIKA	MEDIA - PRINT	NEWSPAPER - HINDI



Makes sweet re-entry with 661 rank jump



Only brand to have lost ranks in this category



Software services avg fall by 206 ranks



Powerful & energetic debut

# ALL INDIA LISTINGS

## INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
361	HYUNDAI CRETA	AUTOMOBILE	SUV - BRAND
362	PREETHI	KITCHEN CARE	KITCHEN APPLIANCES
363	HSBC	BFSI	BANK - FOREIGN
364	HERITAGE FOODS	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
365	TIMEX	PERSONAL ACCESSORIES	WATCHES
366	JK PAPER	MANUFACTURING	PAPER
367	TROPICANA	FOOD & BEVERAGE	PACKAGED JUICE
368	GOLD FLAKE	FMCG	CIGARETTE - BRAND
369	SUN TV	MEDIA - TV	TAMIL GEC
370	VEEDOL	AUTOMOBILE - RELATED	LUBRICANTS
371	SPARX	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
372	HEAD & SHOULDERS	FMCG	HAIRCARE
373	SONY VAIO	TECHNOLOGY	LAPTOPS
374	KWALITY WALLS	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
375	MAHINDRA BOLERO	AUTOMOBILE	SUV - BRAND
376	ACTION	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
377	GSK	HEALTHCARE	PHARMACEUTICALS - FOREIGN
378	VAN HEUSEN	APPARELS	FORMALWEAR
379	TATA POWER	ENERGY	ELECTRIC UTILITY
380	WHIRLPOOL	CONSUMER ELECTRONICS	AIR CONDITIONERS
381	AXE	FMCG	DEO
382	RBI	BFSI	BANK - FEDERAL
383	INTEX	TECHNOLOGY	LAPTOPS
384	NATURALS	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
385	NIHAR NATURALS	FMCG	HAIR OIL
386	SURYA	FAST MOVING ELECTRICAL GOODS	LIGHTING
387	MAHINDRA TRUCK & BUS	AUTOMOBILE	COMMERCIAL VEHICLES
388	BAJAJ ELECTRICALS	FAST MOVING ELECTRICAL GOODS	DIVERSIFIED
389	THE HINDU	MEDIA - PRINT	NEWSPAPER - ENGLISH
390	ASUS	TECHNOLOGY	LAPTOPS
391	INDIAN OIL	ENERGY	OIL & GAS - RETAIL
392	NILKAMAL	HOME CARE	FURNITURE
393	INTEL	TECHNOLOGY	SEMICONDUCTORS
394	PARK AVENUE	FMCG	DEO
395	RELIANCE GENERAL INSURANCE	BFSI	GENERAL INSURANCE - PRIVATE
396	MOTHER DAIRY	FOOD & BEVERAGE	MILK
397	REYNOLDS	STATIONERY	WRITING ACCESSORIES
398	AMUL	FOOD & BEVERAGE	CHEESE
399	PHOENIX MARKETCITY	RETAIL	MALL
400	MEDIMIX	FMCG	SOAPS - AYURVEDIC



Axe-effect: not working any more

**Mahindra**  
Truck and Bus

Accelerating nearer to the top




Best performance in 3 years  
due to sensible reporting

# ALL INDIA LISTINGS

## INDIA'S MOST DESIRED BRANDS - 2020

 Alchemic rise of 500 ranks

 Make some noise-re-enters after a gap year

 Drops 67 ranks on controversies

 Bull is 2nd to the horse, though gains 131 slots

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
401	BENELLI	AUTOMOBILE	TWO WHEELER - BRAND
402	MADAME	APPARELS	WOMENSWEAR
403	MAAZA	FOOD & BEVERAGE	NON-AERATED BEVERAGES
404	TATA CHEMICALS	MANUFACTURING	CHEMICALS
405	LENOVO	TECHNOLOGY	PERSONAL TECHNOLOGY
406	HAWKINS	KITCHEN CARE	COOKWARE
407	HAIER	CONSUMER ELECTRONICS	REFRIGERATORS
408	MONTEX	STATIONERY	WRITING ACCESSORIES
409	L'OREAL	FMCG	HAIR COLOUR
410	WOODLAND	APPARELS	OUTDOOR WEAR
411	MARUTI SUZUKI VITARA BREZZA	AUTOMOBILE	SUV - BRAND
412	JBL	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
413	BRITANNIA	FOOD & BEVERAGE	CHEESE
414	SUNRISE FOODS	FOOD & BEVERAGE	SPICES
415	MAX	RETAIL	FAST FASHION
416	ZEE NEWS	MEDIA - TV	HINDI NEWS
417	KALIMARK	FOOD & BEVERAGE	AERATED BEVERAGE MFR.
418	REVLON	FMCG	COSMETICS
419	CROMPTON GREAVES	CONSUMER APPLIANCES	FANS
420	ROCA	HOME CARE	BATHROOM FIXTURES - PREMIUM
421	AMUL	FOOD & BEVERAGE	CHOCOLATES - DIVERSIFIED
422	SREELEATHERS	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
423	NESTLE	FOOD & BEVERAGE	CHOCOLATES - DIVERSIFIED
424	NANDINI	FOOD & BEVERAGE	MILK
425	NIKON	GADGETRY	CAMERAS
426	NESTLE	FOOD & BEVERAGE	MILK
427	P.C.CHANDRA JEWELLERS	PERSONAL ACCESSORIES	JEWELLERY
428	HONDA UNICORN	AUTOMOBILE	TWO WHEELER - BRAND
429	KINGFISHER	ALCOHOLIC BEVERAGES	BEER
430	HARPIC	FMCG	TOILET CLEANER
431	AMARON	AUTOMOBILE - RELATED	AUTO - BATTERIES
432	PATANJALI	FMCG	SKINCARE - AYURVEDIC
433	MARUTI SUZUKI CIAZ	AUTOMOBILE	CAR - SEDAN
434	O GENERAL	CONSUMER ELECTRONICS	AIR CONDITIONERS
435	HINDWARE	HOME CARE	BATHROOM FIXTURES
436	DHARA	FOOD & BEVERAGE	EDIBLE OIL
437	LAMBORGHINI	AUTOMOBILE	FOUR WHEELER - SUPER LUXURY
438	RADIO MIRCHI	MEDIA - RADIO	FM CHANNEL
439	JIO PHONE	GADGETRY	MOBILE PHONES
440	MIO AMORE	RETAIL	BAKERY

# ALL INDIA LISTINGS

## INDIA'S MOST DESIRED BRANDS - 2020



208 ranks debited, worst show in 4 years



majboot jod toota, 183 ranks unstuck



No owner's Pride - drops 394 spots



Dripping sweet victory

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
441	PAYTM	INTERNET	ONLINE PAYMENT SERVICE
442	RED BULL	FOOD & BEVERAGE	ENERGY DRINK
443	AYUR	FMCG	SOAPS - AYURVEDIC
444	AIRTEL	DTH	DTH
445	TOSHIBA	TECHNOLOGY	LAPTOPS
446	WONDER CEMENT	MANUFACTURING	CEMENT
447	IFB	CONSUMER ELECTRONICS	WASHING MACHINES
448	SANGEETHA VEG RESTAURANT	RETAIL	RESTAURANT CHAIN
449	USHA	CONSUMER APPLIANCES	IRONS
450	SPRITE	FOOD & BEVERAGE	AERATED BEVERAGES
451	7UP	FOOD & BEVERAGE	AERATED BEVERAGES
452	FABINDIA	APPARELS	HANDWOVEN GARMENTS
453	EVEREADY	FMCG	CONSUMER BATTERIES
454	G-SHOCK	PERSONAL ACCESSORIES	SHOCK RESISTANT WATCHES
455	LIBERTY	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
456	FEVICOL	FMCG	ADHESIVE
457	CHAMBOR	FMCG	COSMETICS
458	HAIER	CONSUMER ELECTRONICS	DIVERSIFIED
459	PURABI	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
460	BHARATGAS	ENERGY	LPG
461	SUNLIGHT	FMCG	FABRICARE
462	HAVMOR	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
463	ONIDA	CONSUMER ELECTRONICS	DIVERSIFIED
464	BROOKE BOND RED LABEL	FOOD & BEVERAGE	TEA - BRAND
465	GEMINI	FOOD & BEVERAGE	EDIBLE OIL
466	KENT	CONSUMER APPLIANCES	WATER PURIFIERS
467	BMW MOTORRAD	AUTOMOBILE	TWO WHEELER-BRAND(PREMIUM)
468	RKG	FOOD & BEVERAGE	GHEE
469	CINTHOL	FMCG	SOAPS
470	SUNFEAST YIPPEE NOODLES	FOOD & BEVERAGE	INSTANT NOODLES
471	CANARA BANK	BFSI	BANK - PSU
472	ASUS	TECHNOLOGY	PERSONAL TECHNOLOGY
473	KELVINATOR	CONSUMER ELECTRONICS	REFRIGERATORS
474	INDIA TV	MEDIA - TV	HINDI NEWS
475	JOHNSON	HOME CARE	CERAMICS
476	A2B	RETAIL	RESTAURANT CHAIN
477	PAVERS ENGLAND	PERSONAL ACCESSORIES	WOMEN'S HAND BAGS
478	MI	CONSUMER ELECTRONICS	TELEVISIONS
479	PATANJALI	FOOD & BEVERAGE	HONEY
480	LIMCA	FOOD & BEVERAGE	AERATED BEVERAGES

# ALL INDIA LISTINGS

## INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
481	HIMALAYA	HEALTHCARE	AYURVEDIC PRODUCTS
482	YAHOO	INTERNET	EMAIL SERVICE
483	BOSCH	AUTOMOBILE - RELATED	AUTOMOBILE ELECTRONICS
484	TATA CAPITAL	BFSI	FINANCIAL SERVICES
485	SAKTHI SUGARS	MANUFACTURING	SUGAR
486	WESTSIDE	RETAIL	PERSONAL GOODS
487	DELHI PUBLIC SCHOOL	EDUCATION	SCHOOL
488	PARLE MONACO	FOOD & BEVERAGE	BISCUITS - BRAND
489	NOVARTIS	HEALTHCARE	PHARMACEUTICALS - FOREIGN
490	HAVELLS	FAST MOVING ELECTRICAL GOODS	DIVERSIFIED
491	JSW STEEL	MANUFACTURING	METAL
492	MAX LIFE INSURANCE	BFSI	LIFE INSURANCE - PRIVATE
493	EXIDE	AUTOMOBILE - RELATED	AUTO - BATTERIES
494	GIORGIO ARMANI	FMCG	PERFUMES
495	HRX	BRANDED FASHION	CELEBRITY-LED BRAND
496	YOUTUBE	INTERNET	VIDEO-SHARING
497	BAGGIT	PERSONAL ACCESSORIES	WOMEN'S HAND BAGS
498	INDIGO AIRLINES	TRANSPORTATION	AIRLINES - INDIAN
499	WHEEL	FMCG	FABRICARE
500	UCO BANK	BFSI	BANK - PSU
501	EESL	ENERGY	ENERGY SERVICES
502	UBER	INTERNET	ONLINE TAXI AGGREGATOR
503	NIRMA	FMCG	FABRICARE
504	SIYARAM	APPARELS	FABRICS
505	SAGAR RATNA	RETAIL	RESTAURANT CHAIN
506	GAP	RETAIL	FAST FASHION
507	REXONA	FMCG	SOAPS
508	NILGIRI'S	RETAIL	GROCERY
509	PRIYAGOLD	FOOD & BEVERAGE	BISCUITS
510	RBL BANK	BFSI	BANK - PRIVATE
511	FLORIDA	HOME CARE	HOME FASHION
512	BROOKE BOND TAJ MAHAL	FOOD & BEVERAGE	TEA - BRAND
513	NAKKHEERAN	MEDIA - PRINT	MAGAZINE - TAMIL
514	SUPREME	HOME CARE	FURNITURE
515	COOKME	FOOD & BEVERAGE	SPICES
516	TVS TYRES	AUTOMOBILE - RELATED	TYRES
517	ING BANK	BFSI	BANK - FOREIGN
518	LIVPURE	CONSUMER APPLIANCES	WATER PURIFIERS
519	HCL	TECHNOLOGY	PERSONAL TECHNOLOGY
520	DAAWAT	FOOD & BEVERAGE	PACKAGED RICE



Koi Mil Gaya - new entrant

# ALL INDIA LISTINGS

## INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
521	SKYBAGS	PERSONAL ACCESSORIES	LUGGAGE/BAGS
522	STAR PLUS	MEDIA - TV	HINDI GEC
523	ESBEDA	PERSONAL ACCESSORIES	WOMEN'S HAND BAGS
524	DUKE AUTO	AUTOMOBILE	E-RICKSHAW - MFR.
525	LEE COOPER	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
526	CLUB FACTORY	INTERNET	ONLINE RETAIL - DIVERSIFIED
527	LAKHANI	PERSONAL ACCESSORIES	FOOTWEAR - RUBBER
528	HAIER	CONSUMER ELECTRONICS	AIR CONDITIONERS
529	VIDEOCON	CONSUMER ELECTRONICS	WASHING MACHINES
530	RELIANCE INFRASTRUCTURE	ENERGY	ELECTRIC UTILITY
531	SOCIETY TEA	FOOD & BEVERAGE	TEA
532	VIDEOCON	CONSUMER ELECTRONICS	REFRIGERATORS
533	JEYACHANDRAN	RETAIL	DEPARTMENTAL STORE - APPAREL
534	CROMA	RETAIL	CONSUMER ELECTRONICS
535	CELLO	STATIONERY	WRITING ACCESSORIES
536	GARNIER	FMCG	HAIRCARE
537	HYUNDAI SANTRO	AUTOMOBILE	CAR - HATCHBACK
538	ANANDA VIKATAN	MEDIA - PRINT	MAGAZINE - TAMIL
539	BISK FARM	FOOD & BEVERAGE	DIVERSIFIED
540	BURGER KING	RETAIL	QSR
541	LIFESTYLE	RETAIL	PERSONAL GOODS
542	SAWAI MAN SINGH HOSPITAL	HEALTHCARE	HOSPITALS - PUBLIC
543	VKC	PERSONAL ACCESSORIES	FOOTWEAR - PU
544	SPENCER'S	RETAIL	HYPERMARKET - INDIAN
545	ORIFLAME	FMCG	COSMETICS
546	CAT	PERSONAL ACCESSORIES	FOOTWEAR - WORK BOOTS
547	ZEE TV	MEDIA - TV	HINDI GEC
548	PARLE	FOOD & BEVERAGE	DIVERSIFIED
549	HAJMOLA	FOOD & BEVERAGE	DIGESTIVE TABLETS
550	DABUR	HEALTHCARE	CHAWANPRASH
551	SLEEPWELL	HOME CARE	MATTRESSES
552	FORTUNER	AUTOMOBILE	LUXURY SUV - BRAND
553	KINLEY	FOOD & BEVERAGE	PACKAGED DRINKING WATER
554	ANNAPURNA	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
555	THUMS UP	FOOD & BEVERAGE	AERATED BEVERAGES
556	LINKEDIN	INTERNET	SOCIAL NETWORKING-PROFESSIONAL
557	VASANTH & CO	RETAIL	CONSUMER ELECTRONICS
558	FA	FMCG	DEO
559	EENADU	MEDIA - PRINT	NEWSPAPER - TELUGU
560	SUZUKI GIXXER	AUTOMOBILE	TWO WHEELER - BRAND



Thundered down 365 ranks



Comeback after a year, networks up 358 ranks

# ALL INDIA LISTINGS

## INDIA'S MOST DESIRED BRANDS - 2020

	MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
	561	LIBAS	APPARELS	ETHNICWEAR - WOMEN
	562	AASHIRVAAD RICE	FOOD & BEVERAGE	PACKAGED RICE
 Beautiful debut	563	NYKAA	INTERNET	ONLINE RETAIL - BEAUTY
	564	PVR	ENTERTAINMENT	CINEMA - DISPLAY
	565	PATANJALI	FOOD & BEVERAGE	EDIBLE OIL
	566	EMAMI	FMCG	DIVERSIFIED
	567	TODAY TEA	FOOD & BEVERAGE	TEA
 Not in good health, 310 notches down	568	LEE COOPER	APPARELS	CASUALWEAR
	569	CYCLE AGARBATTI	FMCG	AGARBATTIS
	570	FORTIS HEALTHCARE	HEALTHCARE	HOSPITALS - PRIVATE
	571	RADAAN MEDIAWORKS	ENTERTAINMENT	PRODUCTION HOUSE
	572	SPUNK	APPARELS	CASUALWEAR
	573	GENERAL INSURANCE CORPORATION	BFSI	GENERAL INSURANCE - PSU
 Mad Over Debut, sugary win	574	PIGEON	KITCHEN CARE	KITCHEN APPLIANCES
	575	MAD OVER DONUTS	RETAIL	DONUTS
	576	JK CEMENT	MANUFACTURING	CEMENT
	577	GILLETTE	FMCG	SHAVING PRODUCTS
	578	PUNJAB KESARI	MEDIA - PRINT	NEWSPAPER - HINDI
	579	DABUR HONEY	FOOD & BEVERAGE	HONEY
	580	CROMPTON GREAVES	FAST MOVING ELECTRICAL GOODS	DIVERSIFIED
	581	BERGER PAINTS	MANUFACTURING	PAINTS
	582	LUMINOUS	CONSUMER APPLIANCES	INVERTER BATTERIES
	583	ONGC	ENERGY	OIL & GAS - PSU
	584	AROKYA	FOOD & BEVERAGE	MILK
	585	MAX HOSPITAL	HEALTHCARE	HOSPITALS - PRIVATE
	586	BRITANNIA BOURBON	FOOD & BEVERAGE	BISCUITS - BRAND
 Upward slope, downward 565 ranks	587	CASIO	TECHNOLOGY	PERSONAL TECHNOLOGY
	588	HERO CYCLES	MANUFACTURING	BICYCLES
	589	BOROLINE	FMCG	ANTISEPTIC CREAM - AYURVEDIC
	590	GODREJ NO.1	FMCG	SOAPS
	591	SHALIMAR PAINTS	MANUFACTURING	PAINTS
	592	BPL	CONSUMER ELECTRONICS	TELEVISIONS
 Spectacular new entrance	593	SYSKA	CONSUMER APPLIANCES	DIVERSIFIED
	594	VOGUE	PERSONAL ACCESSORIES	EYEWEAR
	595	NEW INDIA ASSURANCE	BFSI	GENERAL INSURANCE - PSU
	596	PROMISE	FMCG	ORAL HYGIENE
	597	AMIRA NATURE FOODS	FOOD & BEVERAGE	PACKAGED RICE
	598	iBALL	GADGETRY	MOBILE PHONES
 22 rank sink	599	VOLTAS	CONSUMER ELECTRONICS	DIVERSIFIED
	600	BOURNVITA	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS