



THE BRAND TRUST REPORT

India Study **2012**

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Introduction



Trust is the very basis of social and business life. When it breaks down, it brings life, as we know it, crumbling down. Since The Brand Trust Report™ (BTR), India Study, 2011 was published last year, several global events have shocked and rocked the world. The worldwide financial crisis is evident when we see small countries succumb and go under, and when the largest countries of the world show no signs of recovery from their moribund intensive-care condition. Companies considered 'too large to fail' have failed and business leaders with impeccable records have been found indulging in questionable practices. Those businesses, governments, media and leaders, who chose the short-cut, and yielded to the lure of lucre and power, have caved in. Trust was thus eroded, creating a new band of skeptics, those who lack belief in everything, even themselves.

However, while some brands have dropped precipitously in their Brand Trust™ rankings in this year's Brand Trust Report (BTR 2012) since last year, others have gained immense trust among their stakeholders during the same time. The prescient brands which have climbed steadily even in the bad times have done so by providing sharp focus and intense value to stakeholders. When attempting to build and buttress Brand Trust™, the more trying the circumstances, the better the opportunity to build and establish trust. This report reflects the trust in stakeholders as of November 2011, the fieldwork for BTR 2012 concluded in that month, and the events that occurred after this time will not be reflected in the audience perceptions.

Trust Research Advisory's proprietary Trust Matrix™ measures 61 tangible and intangible aspects of Brand Trust™ (called primary components), which, like primary colours are to all colours, combine to encompass all positive behaviours and attitudes towards a brand. The responses to these 61-components focus on the 'ingredients' that make up Brand Trust™, eliciting stakeholder responses from deep-seated associations the brand makes with them.

The ranking in BTR 2012 maps the attitudes of Brand Trust™, reflecting the most recent pulse of influencers and consumers of brands. In line with our definition of brand trust, the information shared here is for your reference and is not intended to be a

variety of categories including corporate, consumer, service, products, individuals - anything embedded in their minds as 'ideas with soul'.

The Brand Trust Report™ maps the brand topography of India on the universal metric of Trust - a proxy for all the different experiences that any brand generates. But this year's report goes much beyond that. It not only offers a Trust-comparative between brands but also provides the most important comparison of all the one with oneself, - a time-line comparison between BTR 2011 and BTR 2012. Such an examination will provide extraordinary insights by drawing correlations between the action/communications undertaken in the corresponding period and the results on Brand Trust™ that emerged.

India matters and how! The large population and domestic consumption, combined with a high growth rate has ensured that most multinational brands have turned their 'India strategy' to 'India is the strategy'. Domestic Indian brands carry the natural advantage of being on home turf with a better knowledge of the local culture and understanding of the stakeholder. But international brands are giving Indian brands a run for their money. Many brands which lead in India are of foreign origin - Korean, Japanese, American, German, British, Chinese, Swiss and Dutch (The results of BTR 2011 evidenced this: 45 foreign companies with headquarters outside India were featured among India's Most Trusted 300 list, of which 5 were among the 10 Most Trusted Brands), and they lead in market because they lead in trust.

Brands which have focused on Brand Trust™ have consequently gained market share, revenues and profits. On the other hand, brands that have focused only on the latter have invariably lost both. Establishing the intangible of trust is essential to gain all things measureable and brands that use this insight have already won the biggest victory of all - winning the hearts of stakeholders.

A rough calculation of worldwide expenditure on brand communication in 2011 puts it in the range US\$ 1 trillion, humungous by any count. This money spent on brand communications can mean the difference between the success and failure of any good idea - be it a product or service. The BTR shows basis that communication which helps build Brand Trust™ actually helps buttress the brand's core. However, it also shows that if the money spent on such communication does not help build trust in brands, it is good as squandered, and opportunities wasted.

The most rewarding part of this journey was in that the science of Brand Trust™ was able to deliver to brands much more than it promised. Some brands have made use of Brand Trust™ to maximize value from their communications. Other brands have taken the introspective route and used Brand Specific Reports to internalize action based on how they stand on the 61-primary components of Brand Trust™. Some have used the same reports to chart their competitive strategy by studying the comparisons between themselves and competing brands. This has helped them understand subtle differences in audience perceptions and given them a chance to change course accordingly. Yet some others have licensed the 'Symbol of Trust' to communicate the endorsement received by the BTR ranking in their collaterals and communications. The BTR inadvertently has, in fact, become a realization of the tenets that we propound, and as its true owners, the users and readers of the BTR have shown us more direction than we were initially aware of.

I thank all those who sent several suggestions, thoughts and insights on The Brand Trust Report™ last year. I assure you that each has been given its due consideration. Those found well supported and relevant (of these there were several), have been included in the current report. However, improvements are a continuous process and I would appreciate your thoughts, ideas and questions on BTR 2012, so that we may be able to bring you an even better report in the future. Please write to me at mouli@trustadvisory.info

This report, very humbly, is a dedication to your continued support.

N. Chandramouli



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01

INDIA'S MOST
TRUSTED BRANDS

INDIA'S MOST TRUSTED BRANDS

Comparisons between brands based on 'trust' has been possible because of the comprehensive Brand Trust Matrix™ developed by Trust Research Advisory.

Before the winners of the coveted title of “India's Most Trusted Brands”- in this case those who have emerged as the first choice of the consumers and influencers - are announced, a few word about the efforts that went into the study are in order.

It is not easy to compare brands. The degree of difficulty increases manifold when the basis of comparison is 'Trust'. These difficult comparisons have been possible because of the comprehensive Brand Trust Matrix™ developed by us at Trust Research Advisory (TRA) over several years of research. The reader may turn to Chapter 6 to understand this matrix in greater depth.

To facilitate the analysis further, TRA employed the services of the prestigious Indian Statistical Institute (ISI) to design a Brand Trust Index™

The index calculation used last year has been refined further this year. ISI also analyzed the copious data generated from the primary research and helped make better sense of it. The institute had the added responsibility of statistically validating inputs as well as findings that have gone into this report as well.

The exacting methodology and the elaborate steps taken to ensure complete accuracy and authenticity of sampling, data collection and analysis is also elaborated in Chapter 7 of this report. The reader may go through these chapters first, as reading these before going through the results will make their interpretation more meaningful.

The basis for this report is the primary research conducted by TRA across 2718 respondents in 15 Indian cities. The research generated

ON TRUST



Moon B. Shin,
MD & CEO, LG

We believe in putting a customer above all else. To give global-standard products to our customers, we maintain the most stringent quality controls, including processes such as Six Sigma. The depth and width of our service channels are designed to exceed customers' expectations at all times.

Our core objective is to offer products that are in sync with the needs of the Indian consumer, with the promise of supreme functionality. At the same time, we continuously invest in building brand trust, as well as in the flagship product -- communication.

Trust is important and a key factor in building brand loyalty for us; and employees, customers, investors and media all play a major role in building trust for our brand. We try to establish an emotional connect with our target audience and develop products customized to their needs and requirements. This, delivered consistently, leads to trust in our brand.

Brands are important in the consumer-goods market since they are the interface between consumers and the company, and consumers tend to develop staunch loyalty to brands. Failure to dialogue with a brand's current and future consumers through any deficiency in recognizing consumer aspirations and life-truths can be a threat to those brands. India is currently one of the most competitive markets in the world and any brand targeting Indian consumers must have a very thoughtful and distinctive approach. We are in the constant process of listening to its consumers and trade partners, creating products and services that make life better for them.

Our customers are the real owners of the brand. We are for the customers and by the customers; external customers, who are the users of our products and services, and internal customers, who are our employees. It is with their input that we create ever-enhanced offerings, and it is with their patronage that we enjoy growth and profitability.

17000 unique brands. The profile of these respondents was very carefully chosen so that apart from being direct consumers, they were 'influencers' in their circles be it family or their professional circles. Please see Chapter 3 for a detailed analysis of the respondents and their

Now, having explained very briefly how the study was undertaken, we put forward a standard disclaimer: the fieldwork of this study was concluded before November 2011 and, accordingly, all the influences on Brand Trust™ can only be attributed to occurrences prior to

The Brand Trust Report™, India Study, 2012 (BTR 2012) is the second in its series, with the ~~BTR 2011~~ launched in January of 2011. Those who may have missed the earlier report may acquire it by sending in their request to enquiries@trustadvisory.info.



presented here as the BTR A-List. This study will provide insights into the reasons why some brands are universally trusted and others are subject to regional, zonal, gender or other kinds of bias. Naturally, this year, we will also have the advantage of comparing the results of BTR 2012 with those that emerged last year and brands are bound to derive benefits from this exercise as well.

India's 10 Most Trusted Brands

On the face of it, this year's list of 'India's 10 Most Trust Brands' looks rather similar to that in BTR 2011. However, some interesting new trends, surprise entries and shifts in positions are noticeable when the results are probed deeper.

India's Most Trusted Brand in 2011 and 2012

Nokia maintains its position and is India's Most Trusted Brand in 2012 as well. Nokia's leading position in Brand Trust™ is despite the innumerable barbs that the brand has had to face globally and in India regarding its inability to introduce differentiated products in the wake

of significant, strong competition from iPhone and other competitors. Yet, to add to Nokia's crowning glory of being India's Most Trusted Brand this year, is the fact that it maintains its lead by a significant 25% over the second Most Trusted brand of BTR 2012, Tata. Last year, Nokia had a similar lead over Tata approximately 26%, which was at second place in BTR 2011 as well. Though brand Tata continues to maintain its place as India's 2nd Most Trusted Brand, its lead over the brand in the 3rd position has reduced significantly to only 6% this year as compared to its 18% lead last year. The gaps of Brand Trust Index™ between Nokia and Tata (25%) and between Sony and Maruti Suzuki (38%) are of considerable significance, considering the fact that the maximum BTI gap between the consecutive ranked brands from 11th to 1000th is only 8%.

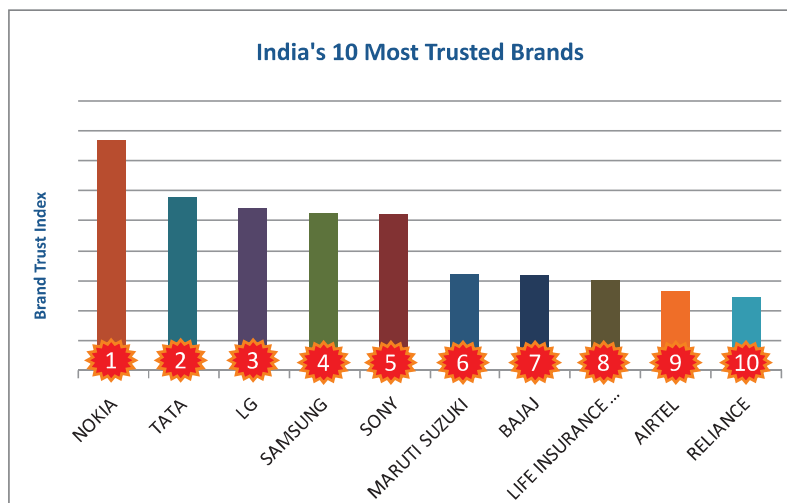
As for the other brands which have claimed their position among the Ten Most Trusted Brands, the list has only gone through a small shuffle.

The two Korean brands, LG & Samsung, have edged ahead of the Japanese brand Sony in Brand Trust™ this year.

However, one significant slot change is that the Korean brands LG (BTR 2012 ranked 3rd) and Samsung (ranked 4th) have edged ahead of the Japanese brand Sony (ranked 5th this year). More significantly, Samsung, at 4th rank has outranked the 5th ranked Sony by a very significant margin - almost 38%. This is the largest gap between any two consecutive brands among the top 1000, and showing Sony's fall, rather than the other's gain. Trailing close on its tail, at 6th rank, is Maruti Suzuki. This brand moved up a notch from last year when it ranked 7th.

At 7th rank this year is a new entrant, Bajaj, which did not feature in the Top 10 list in BTR 2011. Last year, it was ranked as the 12th Most Trusted Brand. The next two brands in the Top 10, LIC ranked 8th and Airtel ranked 9th, hold firmly to their last year's positions. Reliance slips a few notches from its a high 6th rank last year but just manages to stay among

Bajaj jumps from 12th rank last year to 7th this year.



in India, ranked as the 10th Most Trusted Brand in 2012.

The one brand which moves out of the Top 10 list from last year is Titan. It has slipped to 12th rank in this year's list.

Reading between the lines

Last year, several brands in the top 10 have had their trust tainted and perhaps that has been a reason for their decreasing lead. Epic brands like Tata and Reliance came under substantial media glare last year for all the wrong reasons. Nokia has been under pressure for its products and Maruti Suzuki has faced labour issues.

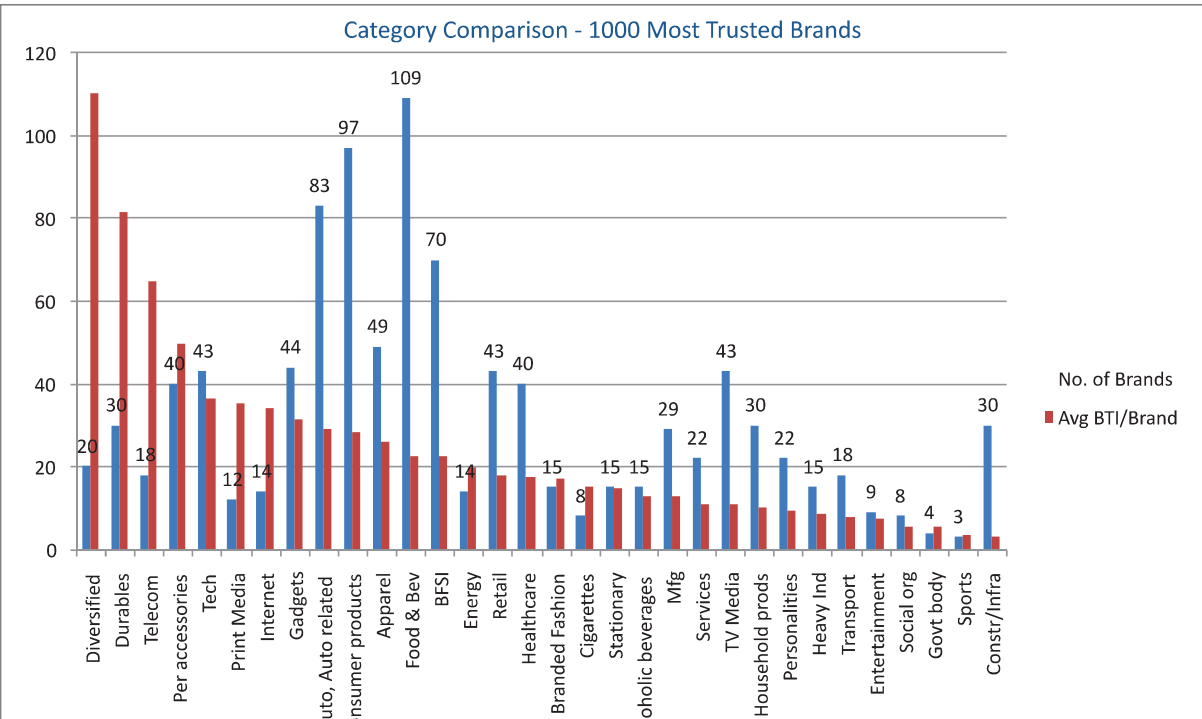
What is significant to note in this year's 10 Most Trusted Brands is that the gaps between brands in the Brand Trust Index™ have narrowed significantly, except for a few

instances, wherein the distance between the Brand Trust Index™ of two consecutive brands is high. Last year, the sum total of the Brand Trust Index™ of the first five brands was above the total of the next 45 brands put together. This year, the closing gap in the Brand Trust Index™ is evident from the fact that the top 5 just manage to be approximately near the sum of the Brand Trust™ Indices the subsequent 11 brands.

When
checking
Brand Trust
concentration,
only 5
categories
can be seen
among
the top 10.

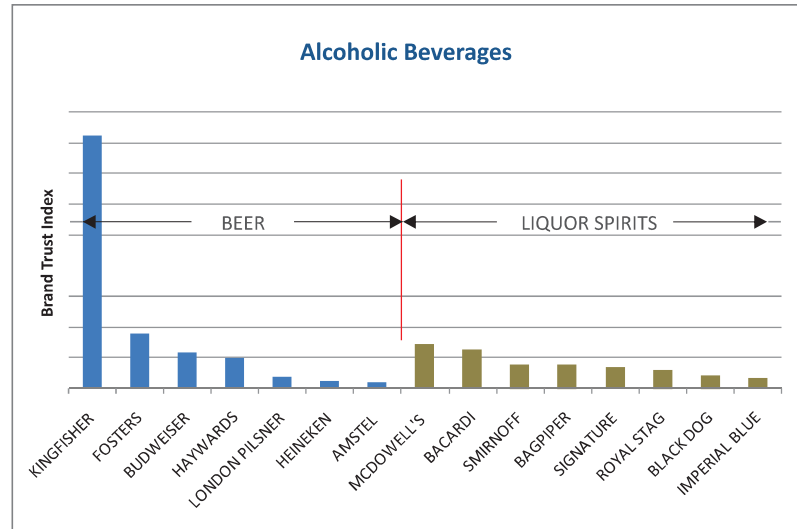
A study of categories

A look at the different categories (in this graph we have combined some to make a total of 32 categories for simplicity) and the number of brands featuring in each (from the 1000 Most Trusted Brands) shows very high brand density in some categories. This reveals the strong connection of these categories to perceptions of trust. Four categories stand out Food & Beverage (109 brands), Consumer Products (97 brands), Auto/Auto-related (83 brands), and BFSI (70 brands). Put together, these account for more than 15% of all brands featuring in the list. Categories with the least brands (in single digits) representing them, in reverse order, are Sports (3 brands), Government bodies (4 brands), Cigarettes (8 brands), Social Organizations (8 brands) and



Entertainment (9 brands).

A category's proclivity, or the lack of it, for Brand Trust™ becomes evident from one more observation in the above graph. The red bars, which show the average Brand Trust Index™ in the particular category, often overshoot or undershoot the blue bars. This depicts the disproportionate upward or downward Brand Trust™ pull of that category (an upward pull shows a naturally higher Brand Trust™ that a category exhibits). The categories with higher Brand Trust™ include Diversified, Durables, Telecom, Print Media, Internet and Personal accessories, in that order. Among the categories featured, the ones that present a surprise for being at the lower end include Construction,



Social Welfare Organizations and TV Media.

Category analysis

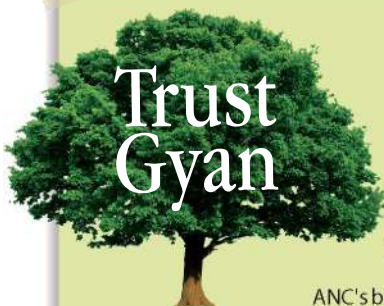
In this section we study each category in detail and the graphical representations correspond to the actual Brand Trust™ indices. We begin here in alphabetical order.

Alcoholic Beverages

If there is one leader by far in the category of Alcoholic Beverages, it is **Kingfisher**, the thirty-three year old beer brand. It also has the distinction of being the only Alcoholic Beverage brand to make it to the Top 100 on this list. Brand Kingfisher has a lead of over 350% over its contender in second



Old bird..



Alok Nanda & Company

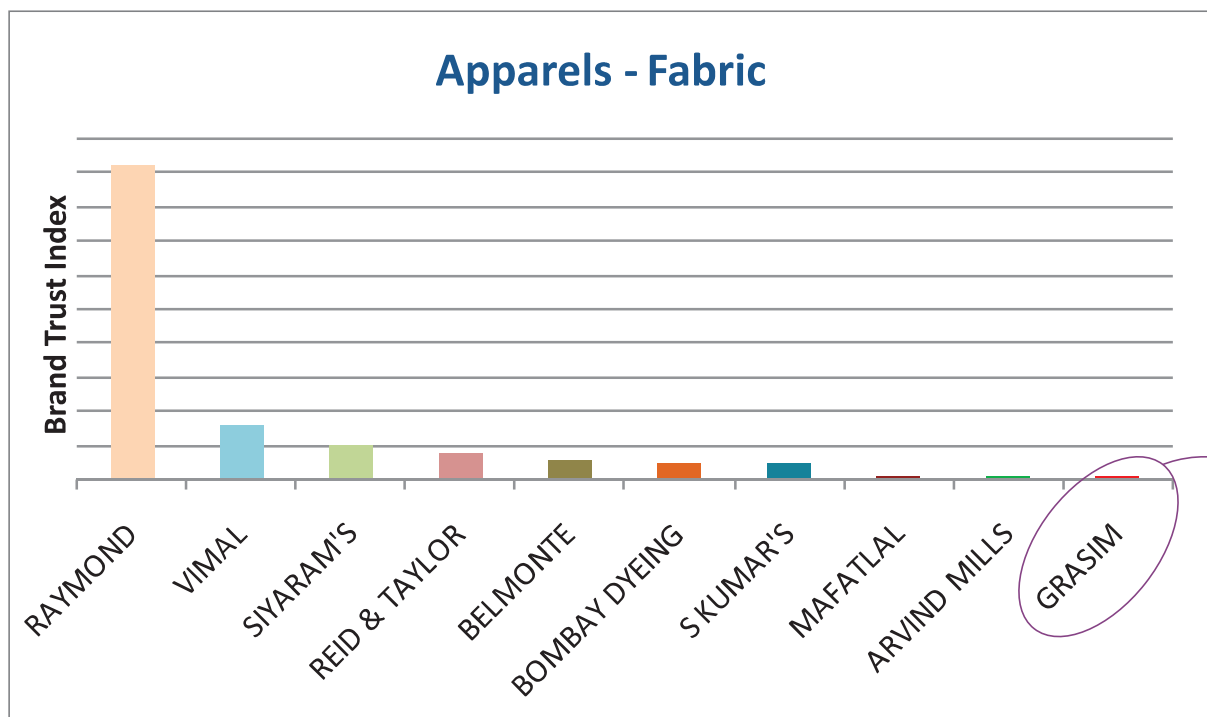
In a world where consumers are more informed and selective than ever, brand trust cannot be built by applying a formula. Successful brands have to sound authentic to connect to people. Alok Nanda & Co. (ANC) has developed a particular approach to building customer trust it transforms companies.

It begins by plugging into a company's DNA and helping it find a specific vision and voice. Then, it repositions brands as market leaders by creating new categories or redefining the ones they are already in.

ANC's brand strategies have been transformative. For instance, today Lodha isn't seen as merely a real-estate company; it is considered a purveyor of luxury lifestyles. Likewise, its client Marico has transitioned from an FMCG company to an Indian corporate whose unconventional business ideas compete with the best in the world. ANC also worked with the Taj Group of Hotels and helped it express its sophisticated brand of South Asian hospitality, making it highly desirable for affluent consumers in the US, Europe and Japan.

When ANC partnered with Marico, it helped the latter to redefine its core philosophy and business vision through a detailed mapping of its culture and market perception. ANC gave it an articulation which encapsulated Marico's philosophy of maximising human potential. With Ambuja, it realised that the most powerful reason for an investor to 'buy' a company is the most intangible: the quality of management. Accordingly, ANC researched how top managements think in order to help build a strong corporate brand that enhanced the shareholder value for Ambuja.

The firm has gained its experience and developed its approach by worked with the country's finest CEOs, CFOs and HR departments, legendary professors at the cutting-edge of marketing and branding, retailers with whom it has transformed large swathes of high streets and malls and entrepreneurs who move at lightning speed.



place Fosters, the Australian beer. This category, with 15 brands featured in it, has 7 beer brands and 8 brands in the Liquor Spirits sub-category. When the Brand Trust™ of the sub-categories of Beer and Liquor Spirits are compared, Beer seems to be twice as trusted as Liquor Spirits, but if we remove Kingfisher from this equation, the two sub-categories are almost at par.

Apparels

Clothes maketh the man. And, clothes probably maketh the woman a bit more. As much as the Brand Trust™ composite of Outward Appearance matters in building trust in brands, Apparels too carry great importance for people. This list is led by Raymond, which maintains the 1st rank it acquired last year, from among 49 brands that feature in Apparel category. Jockey leads the

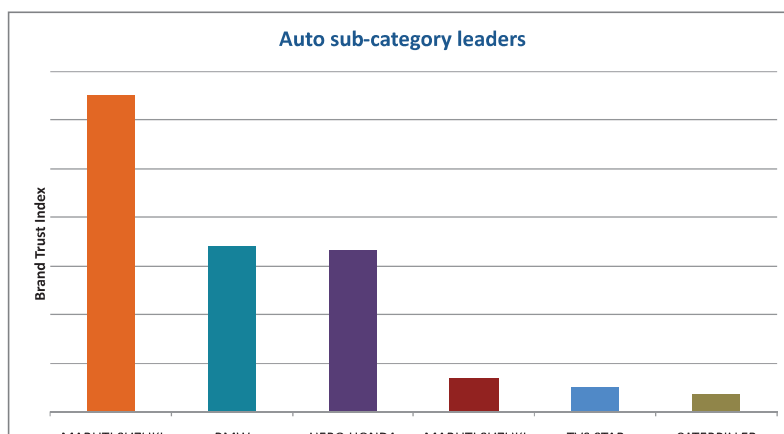
Rupa and Amul Macho. The Ready-mades sub-category with 33 brands featured, has Lee in the lead with Levi's right behind it. Women's wear is lead by Zara, followed by the brands Mango and Meena Bazaar.

Among Apparels, the Fabric sub-category features 10 brands (in which Raymond also leads the list). Vimal, the second in the list after Raymond (the only fabric brand in the Top 100 Most Trusted brands of BTR 2012), is a significant notch

lower. Arvind Mills ranked 975th and Grasim rank 999th just about make an entry into the coveted 1000 Most Trusted Brands of BTR 2012

Automotive

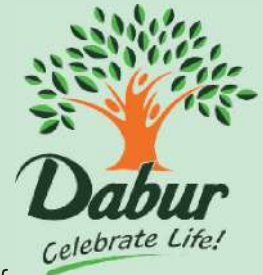
The Automotive category with 74 entries covers a wide variety of sub-categories segregated for convenience of interpretation and analysis as, Four-wheeler manufacturers, Two-wheelers manufacturers, Car brands, Two-



ON TRUST



Sunil Duggal,
CEO, Dabur



In 1884, Dr. S. K. Burman, a Kolkata-based ayurved doctor set up an ayurved pharmacy, Dabur, motivated by a noble thought: "What is that life worth which cannot bring comfort to others?" Building on this legacy of quality and experience of over 125 years, we today are one of India's most trusted names and the world's largest ayurved and natural healthcare company. We work continuously to update our portfolio in line with changing consumer demands and aspirations. Our herbal heritage has helped the brand achieve consumers' trust, market share and growth. We have a strong in-house research wing that follows a 'bush-to-brand' approach, and has an in-house nursery, which grows several rare herbs that go into our various products.

We consider our products, consumers, investors and employees as important pillars in building brand trust. While very few Indian companies have survived the vagaries of time, fewer still have been able to withstand the onslaught of multinationals, post-liberalization; probably none has been able to adapt and transform itself as well as we during our 125-year-long existence thanks to the unflinching support of consumers.

We considered the onslaught of MNCs, post-liberalization, as a looming threat. Our brand overcame that challenge by building a nimble-footed organization, committed to our heritage, and by living up to our motto of being dedicated to the health and well-being of every household.

With our range, boasting several ayurved and natural products, we have been in the forefront of making ayurved contemporary and more acceptable to the modern consumer both in India and abroad.

Our products, though a part of every Indian household, are marketed in more than 60 countries worldwide including the UK and the US. Today, our products spread the goodness of traditional India and traditional Indian medicine across the world. Brand Dabur has been built, over the years, on the trust of its consumers and considers them the true owners. Our motto is to be dedicated to the health and well being of every household.

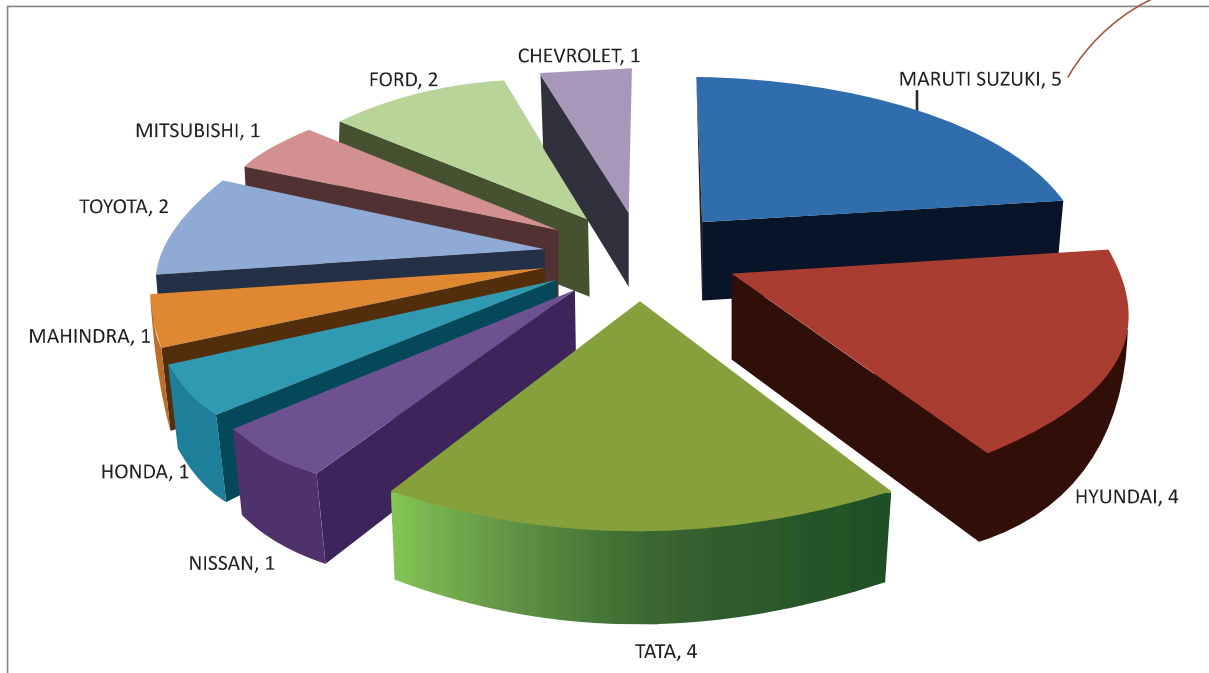
wheeler brands, Luxury cars and Heavy equipment.

The vibrant Automotive sector lends itself to an independent benchmarking of the leaders in sub-

number of brands in each sub-category. The first three brands in this graph also featured in BTR 2011.

Maruti Suzuki ranked 7th last year and improved its rank to 6th position this

BMW
ranked 33rd
last year moved
up to 24th



Dzire
Alto
Wagon R
800
SX 4

year, has moved up considerably to 24th rank this year. The German luxury car manufacturer has, in fact, overtaken even Hero Honda, which slides to the 25th rank in BTR 2012 (probably due to the change of the company's name to Hero Motocorp in July 2011). Hero Motocorp, the new entity, makes a silent entry rank 837th this year and within just less than 4 months of its birth.

In the Automotive category, the car brands which fight hard for market share and consumer trust so fiercely

should be looked at more closely. The one aspect that will shed much light on the trust that car companies carry is by the sheer number of car brands which have made it into India's 1000 Most Trusted Brands from each manufacturer. Out of 22 car brands that made it to the top 1000, Maruti Suzuki leads in sheer numbers with 5 brands, Hyundai and Tata have 4 each, Toyota and Ford have 2 each, and the others have only one brand each. The first two slots of car brands are claimed by Maruti Suzuki with the first being

Dzire, and the next being the Alto. Hyundai's i10 and i20 take the 3rd and 4th slots among the car brands.

Since an automobile is hardly useful without its tyres, a small discussion on the Tyres category is probably warranted. MRF (ranked at a high 53rd in the All India list and the only tyre brand to feature among the Top 100 Most Trusted Brands) emerges as the clear leader of these rollers by an enormous margin. CEAT, Goodyear, Bridgestone and Michellin follow, albeit far behind.

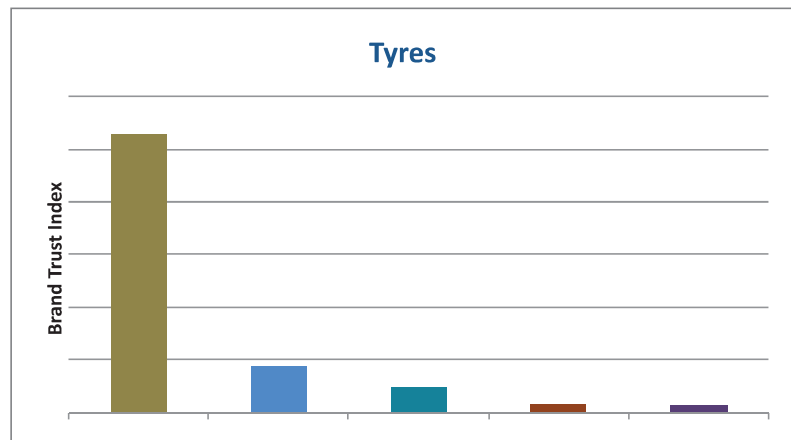
BFSI

The Banking, Financial Services and Insurance sector is one which should

Banking	
PSU	12
Foreign	10
Pvt	8
Coop	1

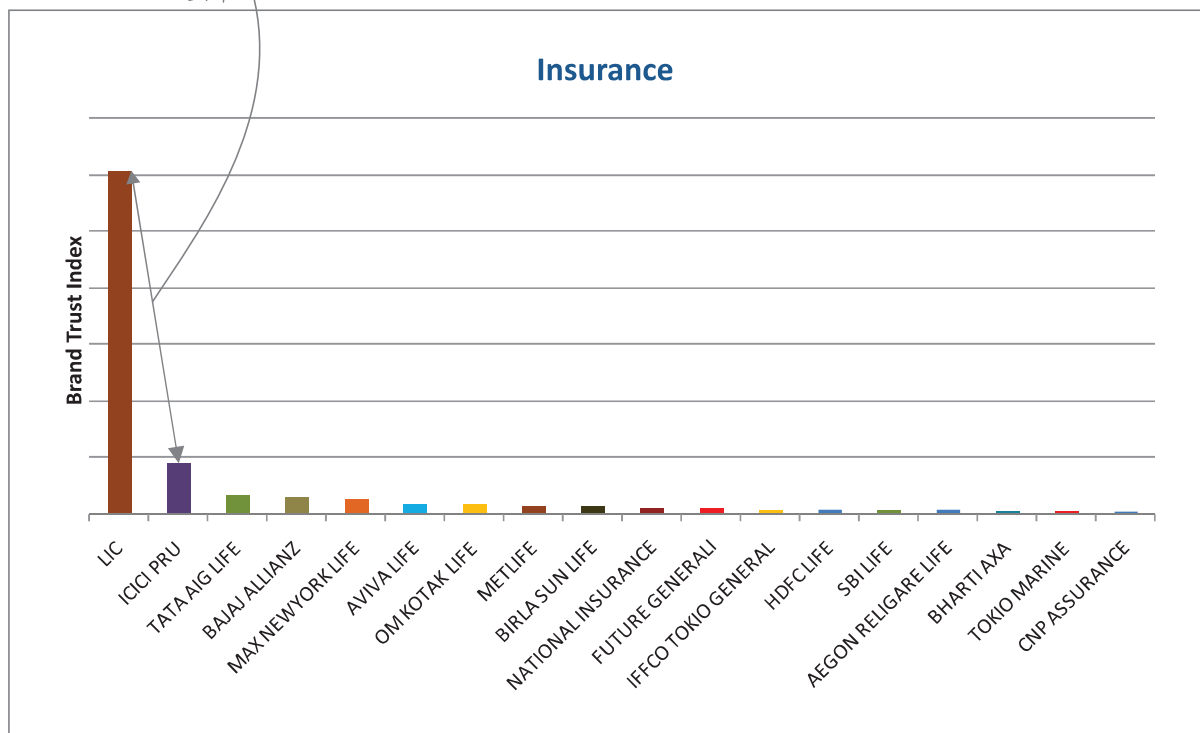
ideally have the highest Brand Trust™, since entrusting

someone else with one's money requires paramount trust. As would



The Brand Trust gap between LIC & ICICI Prudential is 574%.

INDIA'S MOST TRUSTED BRANDS



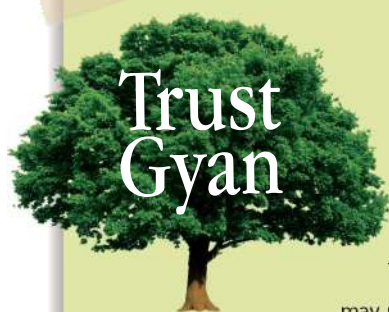
Insurance has 11 life and 5 non-life entries in BTR 2012.

category has a very high number of brands which make it to the list of India's 1000 Most Trusted Brands.

Banking alone has 33 entries, with the Reserve Bank of India (All India Rank 176) at 8th rank among Banks

and Insurance has 18 entries.

The sub-category of Banking has 12 PSU banks, 10 foreign banks and



LAW & KENNETH

Law and Kenneth (L&K) pride themselves on leading from the front in the independent agencies landscape, through their approach and execution. They do not believe in conforming to the traditional 'advertising agency' mould, wherein the agency-client relationship starts and ends with a campaign. They aim to foster long term business partnerships with their clients.

Their approach goes beyond the 'big communication idea'; they endeavour to provide business solutions which may range from assessing the foray of a client in a particular product category; to breathing life into a product by providing it a tangible form (naming, identity and positioning); to extending it into consumer mind space through media agnostic communication ideas, which could range from an innovative packaging idea to different shopper marketing strategies or an activation/digitally lead engagement platform or just a traditional advertising campaign.

L&K believes in building brands right from scratch and giving them a differentiated direction through a deep understanding of the Indian consumer, more from a socio-cultural and geo political perspective than just a demographic perspective. The agency's earliest brand partners came to them when they had little pedigree in their respective categories and expressed a desire to create a space in the consumers' heart, in the midst of many other promising brands.

It strongly believes that the core of human behavior is deep set in the 'belief system' that has either been passed on from generations or those that people have lived with from their formative years. This governs human perception of life and everything else, including brands. Against this backdrop, L&K takes a step back and identifies these 'belief systems', decodes them and moulds or alters them through incisive communication, thereby creating a favorable disposition and hence a deeper connect with brands.

8 Private banks making an entry into this list. Also noteworthy on this list is the inclusion of the National Cooperative Bank, a bank founded in 1947, which is ranked ahead of Rabobank and even Bank of America. Another important sub-category of BFSI that deserves attention is Insurance. Of the 18 Insurance brands which have made an entry among the BTR 2012 1000 Most Trusted Brands, 11 are life insurance companies, led by LIC (also at All India BTR rank 8). ICICI Prudential Life is next on the list of Insurers (at All India BTR rank 156), followed by Tata AIG Life and Bajaj Allianz (counted as a single brands as respondents did not differentiate). The other insurer for which respondents did not differentiate between Life and General insurance was Future Generali, which ranked 11th among insurers. The 4 general insurers that made it to the list are National Insurance, Iffco Tokio, Tokio Marine and CNP Assurance. In a year which is going to be excruciating for Insurance companies, Brand Trust™

is bound to play a very important role in the leadership and competitiveness of these brands.

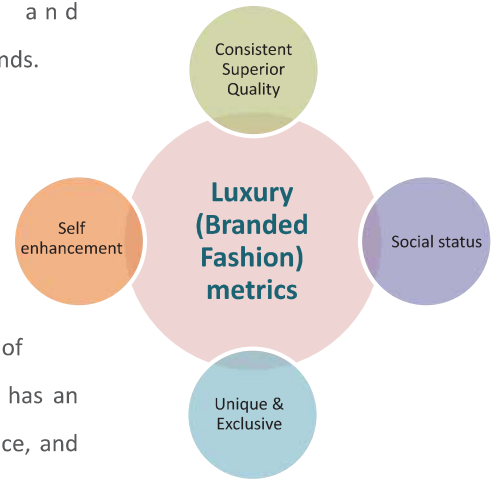
Branded Fashion

The demand for luxury, they say, is inversely correlated with its price.

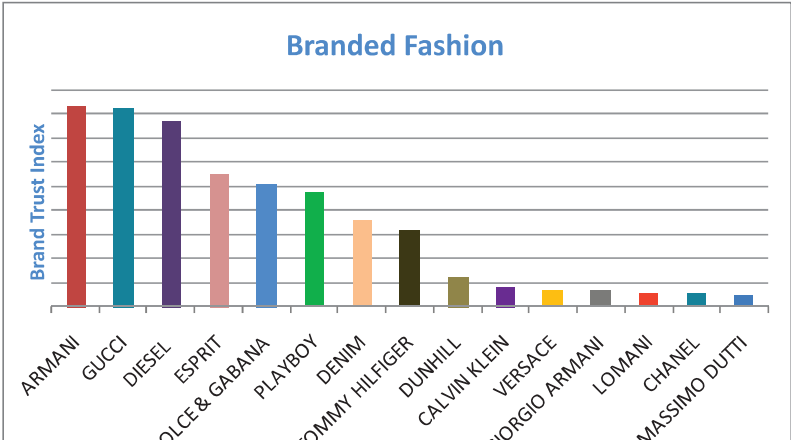
Though the consumption of branded fashion (or luxury) has an inverse relationship with price, and instead it is directly proportional to the Brand Trust™ it generates.

Luxury and Branded Fashion typical depends on four metrics for its sustenance, namely, Superior quality, Social Status, Uniqueness and Self-Enhancement. Brand Trust™ is central to all these four metrics, without which they would not stand the test.

The Branded Fashion category is unlike any other in the Brand Trust™ Report, 2012, because there are four distinct layers visible from an analysis of the Brand Trust™ Indices. Within each of these layers, there is not much perceptible difference in the first three ranks leading the



layers, however there is a significant difference between the layers themselves. The first three ranked in this category (the ones that also form the first layer), namely, Armani (ranked 1st), Gucci (ranked 2nd) and Diesel (ranked 3rd), are separated from each other by only 5%. However, this layer is separated from the next by a difference of 29%. Similarly, the brands in the next layer, i.e., Esprit (4th), D&G (5th) and Playboy (6th) have an approximate 7% difference between their respective Brand Trust™ Indices, but this layer is distinguished from the subsequent one by a difference of 25% on the Brand Trust Index™. The third layer is formed by Denim (7th) and Tommy Hilfiger (8th), separated from each other by approximately 10% on the BTI, but differentiated from the last layer by a difference of 62% on the Brand Trust Index™.



Construction

ON TRUST



Sam Balsara,
CEO, MadisonWorld

MADISON WORLD

We are modern and progressive in our outlook but old fashioned in our value systems. We will be fiercely competitive in the market place but at no stage will we compromise on our values. We will not sacrifice our values for short term gain or even under impossible circumstances.

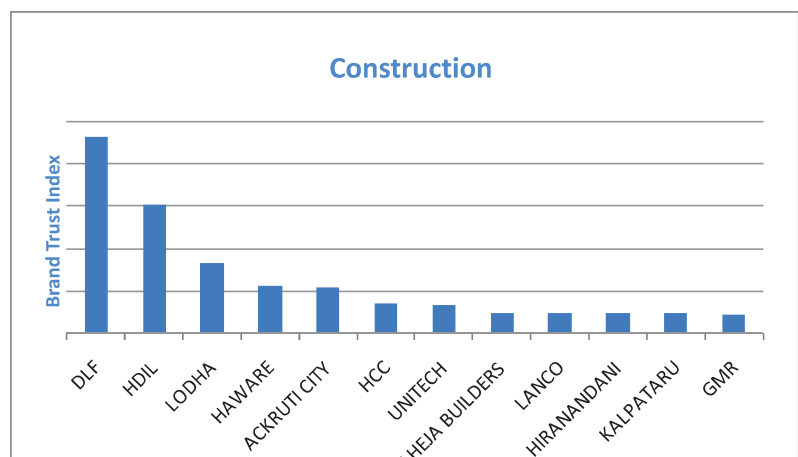
– The Madison World Philosophy

That in a statement is Madison. Madison World, a diversified Communications Group with 24 Units across 10 Specialized Functions, offers integrated and specialist services in different areas of Communication like Advertising, Media, Business Analytics, Out-of-Home, Rural, Retail, Entertainment, Mobile and Sports. It employs over 1,000 communication professionals across cities in India, Sri Lanka and Thailand. Dealing with some of the World's most recognized brands and

India's largest and most renowned business houses over a period of two and a half decades, Madison realized that 'Trust' is a very important principal in a relationship – the 'Trust' that organizations place in Madison to ensure it makes their Brands trustworthy in the eyes of their customers. Right at the outset, Madison established a Vision and Value statement that has become the guiding light in everything that it does. Today, it credits its success largely to following certain principles which it has termed as the Laws of Madison.

- i) Client focus - Intense focus on the clients' business doing whatever it takes to improve clients' business results. Madison stands by this philosophy by having few but large clients and dedicated teams to service each of these businesses and ensures senior level involvement in all client businesses. It has the highest number of employees per client and the highest billing per client in the industry.
- ii) Diversification with focus – With media getting more fragmented, Madison diversified into newer areas to help clients best optimize their communications. Madison also keeps an intense focus in its core business areas, and therefore is able to bring greater value to its clients.
- iii) Innovation: Innovation is integral to Madison and it is evident in all Madison's engagements with clients through ideas, and in the communications Madison creates for its clients. Such an approach has helped Madison develop its own unique positioning platform, iEngine, to better encapsulate what it delivers to each of its clients individually and to ensure that each Madisonite focuses on individual client expectations.

leads the construction category list. is followed by HDIL at 2nd and the luxury player, Lodha, at 3rd position. The percentage gap between these first three sequential brands is a very significant 61%. The gaps are so wide that the last 5 brands in this category, i.e., Raheja, Lanco, Hiranandani, Kalpataru and GMR, are all ranked between 908 and 990



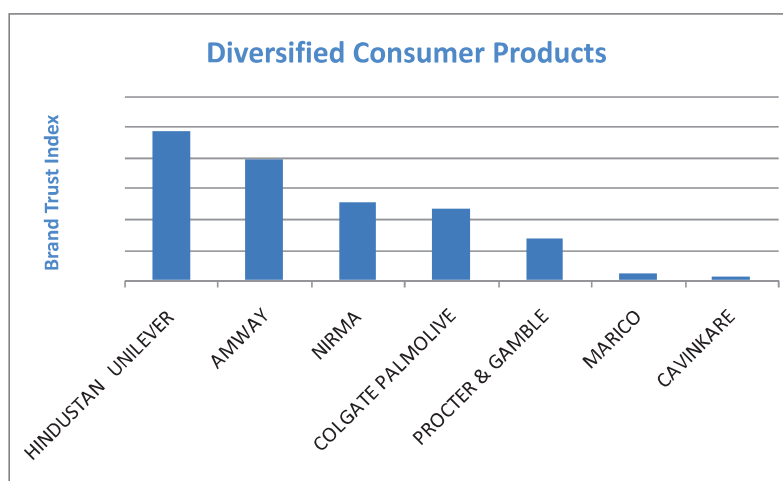
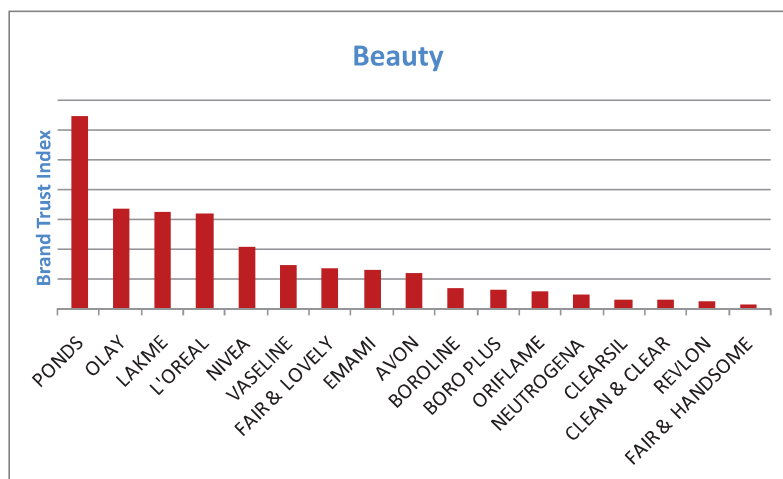
Consumer Products

This year, out of a total of 97 brands in the Consumer Products category, Lux stands first, followed by Pond's in second place and Dove in the third, displacing last year's leader, Colgate which moves to a distant seventh rank. With the Bath and Beauty segregated into sub-segment this year, the ranks and the gaps in Brand Trust™ become are sharply visible.

Lux is the Most Trusted Brand in the Bath sub-category, followed by Dove and Dettol. Pond's leads the Beauty sub-category by more than a fair margin and the next three sequentially, namely, Olay, Lakme and L'Oreal, following each other by a negligible margin.

Colgate has retained its leading position in the sub-category of Oral hygiene, followed by Pepsodent and Close-Up.

Seven corporates into Consumer Products with diversified portfolios fall in this list. They are led by Hindustan Unilever, followed by Amway in 2nd place and Nirma at 3rd. The others sequentially are Colgate



Palmolive, Procter & Gamble, Marico and CavinKare.

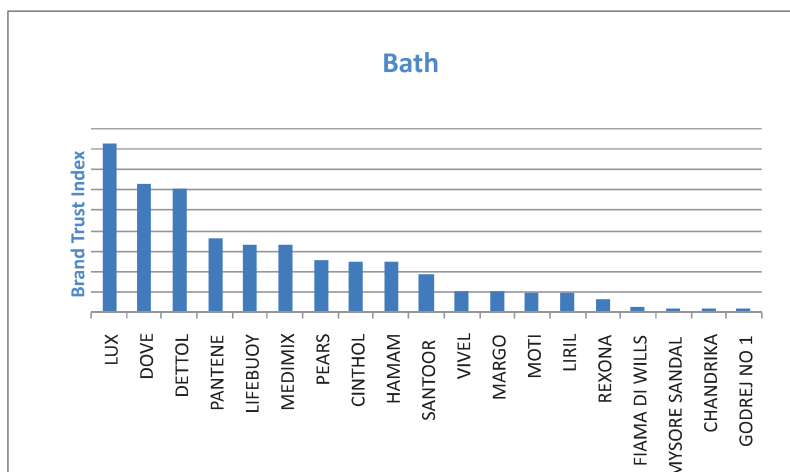
Diversified Businesses

The brands in the Diversified category are India's biggest and the brand name list sounds like a who's who of Indian industry. This category

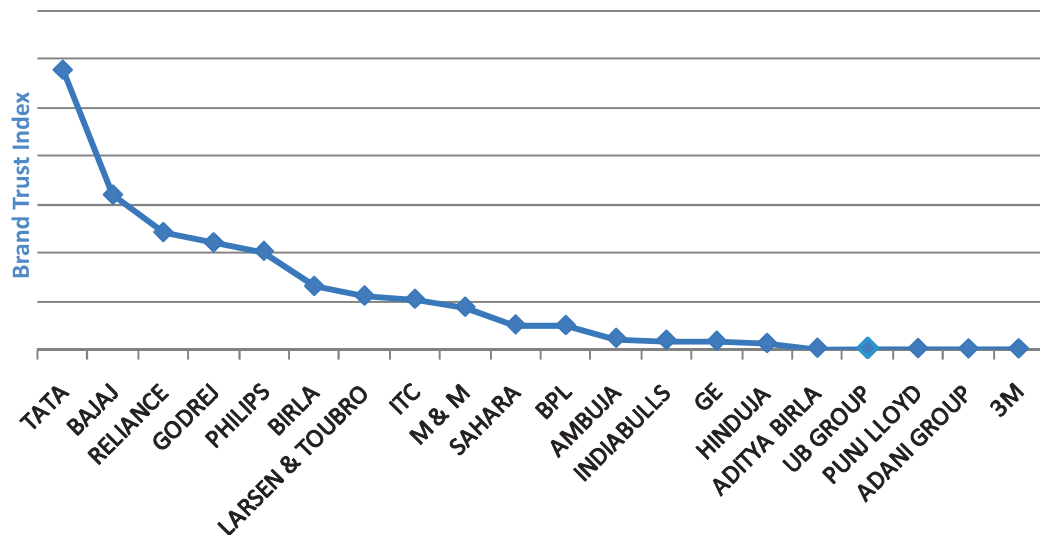
also carries with it the distinction of having the highest average Category Trust.

Tata, the 150-year-old giant, is ranked 1st in this list, followed by another veteran of 70 years, Bajaj, ranked 2nd. Reliance the brand founded by the legendary Dhirubhai Ambani, also considered as the company which rejuvenated the Indian stock market ranks 3rd on this list. Godrej, is another century old brand, with interests ranging from soaps to furniture, and ranked 4th on this list. Birla at rank 6 features after Philips, which is the first brand of foreign origin in this list. The Aditya Birla

Tata, Godrej - both 100+ year old brands make it to India's 15 Most Trusted Brands



Diversified



The brands Birla & Aditya Birla are often interchangeably used by respondents.

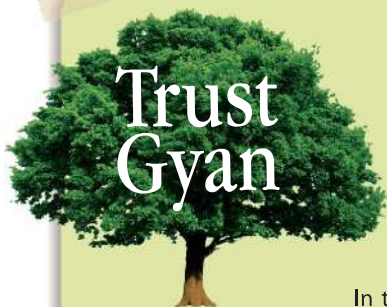
at 16th rank. However, it must be noted that many do not make distinctions between the brands Birla and Aditya Birla, and one is used interchangeably for the other by more than a few.

L&T at 7th, ITC at 8th and M&M at 9th, the fall in Brand Trust™ Indices is rapid. In fact, the line graph of the 20 companies that make up the Diversified category looks like the ideal long-tail curve, showing rapidly

falling indices as the ranks progress.

Durables

The Durables category has the second highest 'category trust'. It has a total of 30 brands featuring among



VGC

Vyas Giannetti Creative believes in using the power of design to mine a high ROI for brands through the rigorous and intensive use of relevant and effective processes. VGC's four step 'Intelligent Design' process helps the client's brand and business evolve continuously. These steps are, (i) Brand Assessment

In this step the critical areas of the brand are identified and analyzed. Once analyzed, it leads to Brand

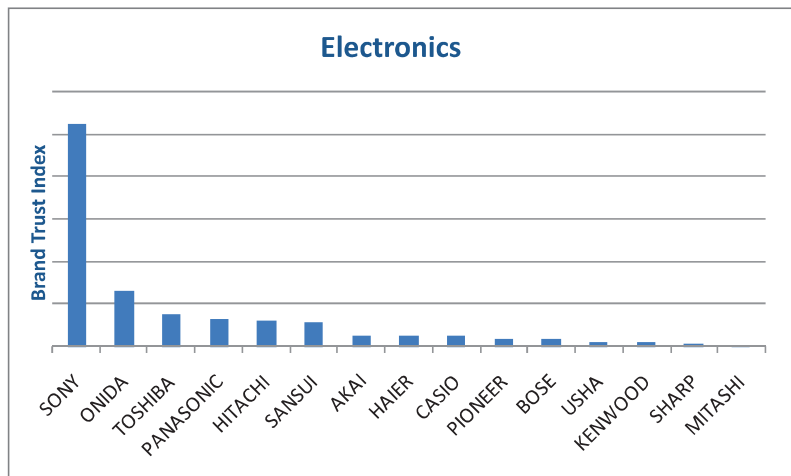
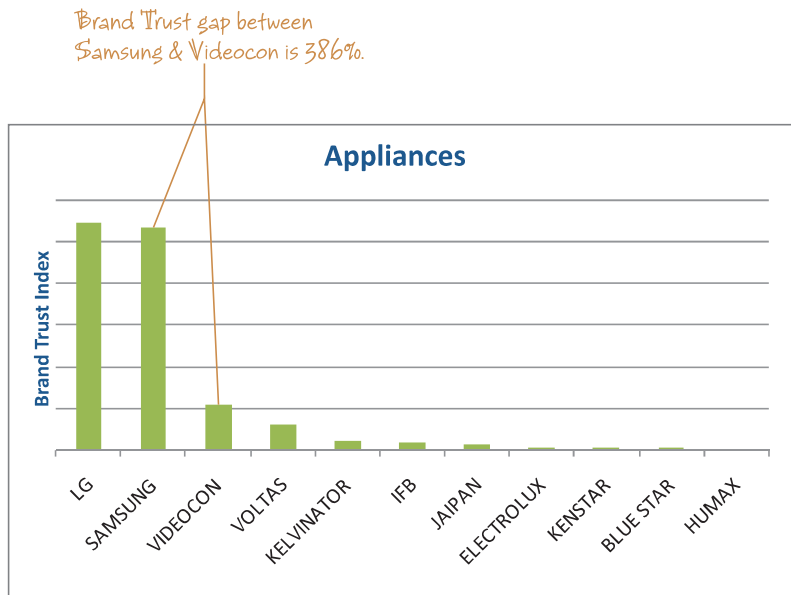
Positioning ideas from which the Brand Communications strategy concepts evolve. (ii) Brand Immersion This step leads from the converged Brand Positioning, from which the communication strategy emerges for design ideas. This in turn results in the visual and the verbal expression of the brand. (iii) Brand Reinforcement helps create the communication tool-kit with collective involvement in the form of Brand Communication, platforms, workshops, training, (iv) Brand Management the cycle step which helps implement the strategy, expression through sustainable ideas. The creative idea is maintained through periodic immersion and audits.

VGC's processes traverse the entire ecology of Design. From branding to advertising, from identity management to packaging, from retail solutions to digital signages, from web to interactive media and more, their design solutions help cut through the clutter in the marketplace. VGC's effective execution combined to their unique blend of local and world-class design has provided clients with

India's 1000 Most Trusted Brands featured in The Brand Trust Report, 2012 edition.

We have segregated this category into three sub-categories with brands of similar profiles - Electronics, Appliances and Water-Purifiers. The last sub-category was included because four brands, exclusively into water purifiers emerged in the top 100 list, which also underlines the growing importance of this segment.

In the Appliances sub-category, LG ranks first. Samsung ranks a close second, with just a 3% difference in Brand Trust™ indices. After this, however, the difference in BTI between the second and Videocon, ranked 3rd, is a very steep fall of 386%.

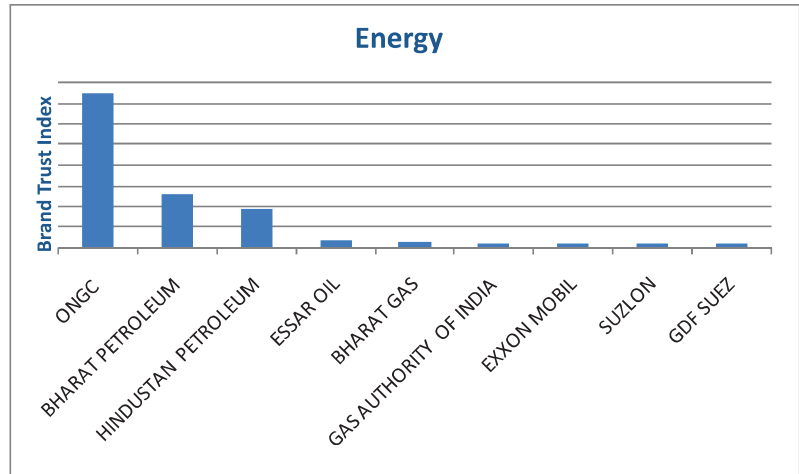


Durables has the second highest category trust



In the Electronics, sub-category, Sony ranks first and is almost 300% higher than the brand at second place, Onida. Toshiba ranks 3rd and Panasonic ranks 4th on this list.

The Water-Purifier sub-category is led by Pureit, followed by Kent, which ranks 2nd, Eureka Forbes ranked 3rd and Aquaguard flanks the outside at 4th rank.



Education

Education is extremely important to Indians and 16 brands feature in this category. Leading the list are two computer education companies, NIIT ranked 1st and Aptech ranked 2nd. Interestingly, NIIT has a triple digit difference of 116% above Aptech. IIT, the much acclaimed educational pillar of India, ranks 3rd in Brand Trust™ and is probably outranked only because of the sheer reach and access of the first two.

The sub-categories in Education are represented as follows: Graduate/ PG 9 brands, Computer education 4 brands, Pre-school 2 brands and one

education services company.

Energy

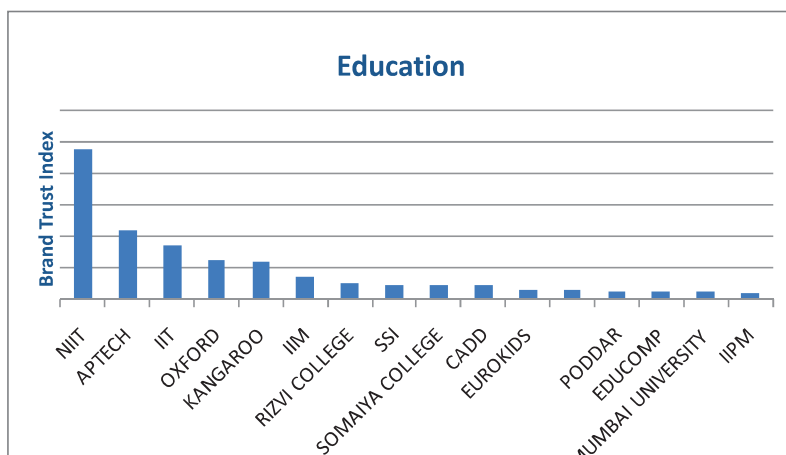
In the energy category, the leading three brands are PSUs (with a majority government holding). ONGC tops the list with rank 1. The second ranked Bharat Petroleum is 182% behind it in terms of Brand Trust Index™ and Hindustan Petroleum, ranked 3rd, follows close behind. The gap between HP and the next brand, i.e. Essar Oil, is a mind-boggling 399%.

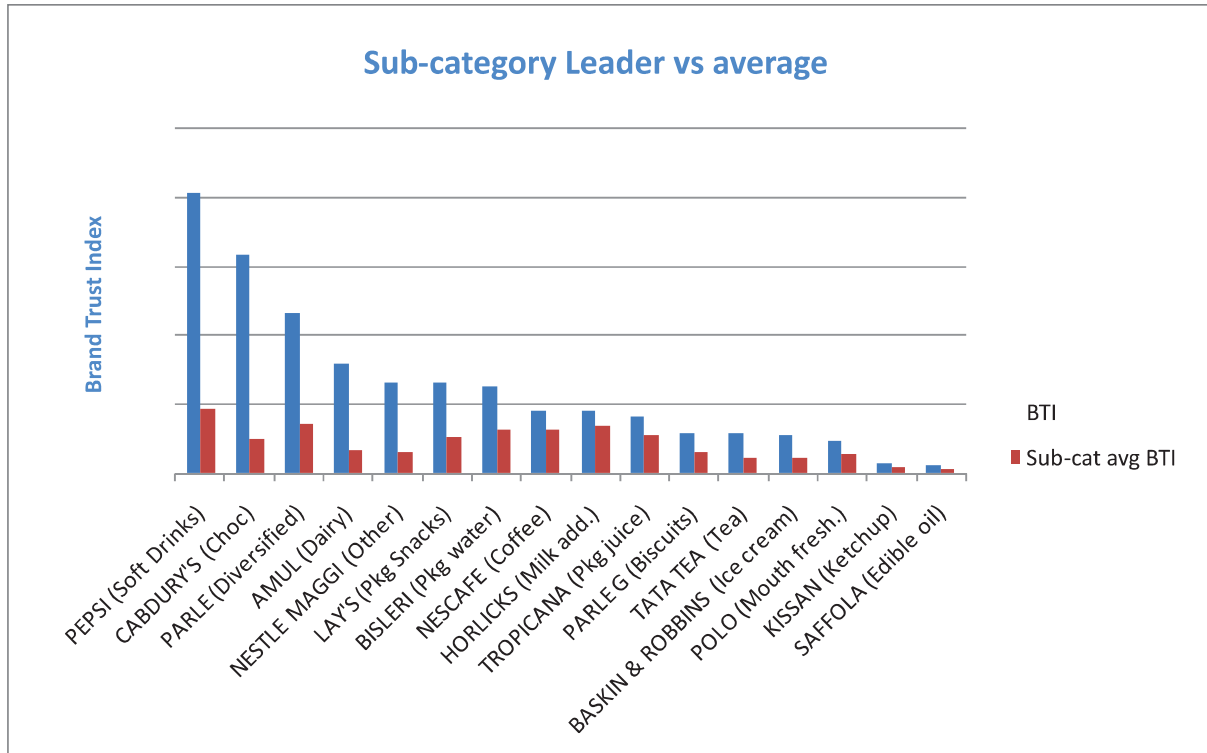
Suzlon deserves a special mention as it is the only non-conventional

energy company to feature in the Energy category. It ranks 8th among the 9 brands that feature in this list and incidentally, Suzlon ranks 941st among the All India 1000 Most Trusted Brands.

Food & Beverage

The Food & Beverage category has 109 brands in its segment. Since consumption of any food/beverage is completely dependent on the trust that one places in it, it is not surprising that this category features the largest numbers of brands. Surprisingly, however, the Trust of 'Food & Beverage' as a category ranks 12th, below Personal Accessories, Consumer Products and even Apparels. Pepsi emerges as the surprise leader of the Food & Beverage Category, followed by Cadbury's, which is ranked 2nd and Parle, ranked 3rd. The other aerated soft drink brand and a strong marketplace contender to the first-ranked, Coca-Cola, ranks 4th in the F&B category.

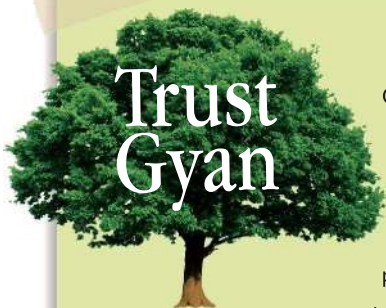




It has been necessary to divide this large category into a wide variety of sub-segments to allow easy and visible comparison. These sub-segments are Biscuits, Chocolates,

Dairy Products, Diversified, Edible Oil, Ice-Cream, Ketchup, Milk Additives, Packaged Juice, Packaged Snacks, Packaged Water, Soft Drinks, Tea and Others. While several types

of analysis is possible (and encouraged) with this large category, we've limited our discussion to a comparison of the leaders in each sub-category.



Over the past 50 years, Ulka Advertising (now the DraftfcBUlka Group) has stayed true to its founding principles of forging long-term strategic partnerships with its clients.

In line with this belief, the agency has invested in creating a strong account-planning culture, with over forty planners across offices. Using strong proprietary tools such as Mind& Mood, VIP, ICON, Chess, etc, it continuously seeks to improve its understanding of consumers' attitudes and behavior. It's research has culminated in a large body of published work, including books of cases and in-depth consumer studies, such as AutoMood, WomanMood, TeenMood, What's in her bag, etc.

The company's unmatched track record of strategy-led brand-building advertising has been acknowledged time and again, making it the only agency to have won the Advertising Effectiveness Awards - 'The Effies' - ten times in a row, apart from several other awards.

Through these divisions, the DraftfcBUlka Group serves over 250 brands of more than 100 clients in sectors as diverse as automobiles, consumer goods, consumer durables, technology, financial services and retail, in emerging and traditional media. The agency's philosophy is reflected in its enduring client relationships such as those with ITC, Zodiac, Nerolac - which can be traced back to its first decade after conception. Many other clients including Wipro, GCMF, Tata Consultancy Services, Hero Honda, Tata Motors, Whirlpool - have been with the agency for over a decade.



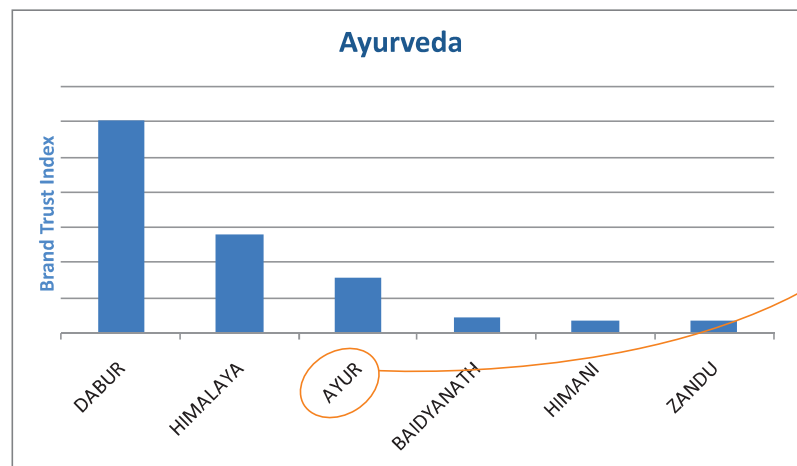
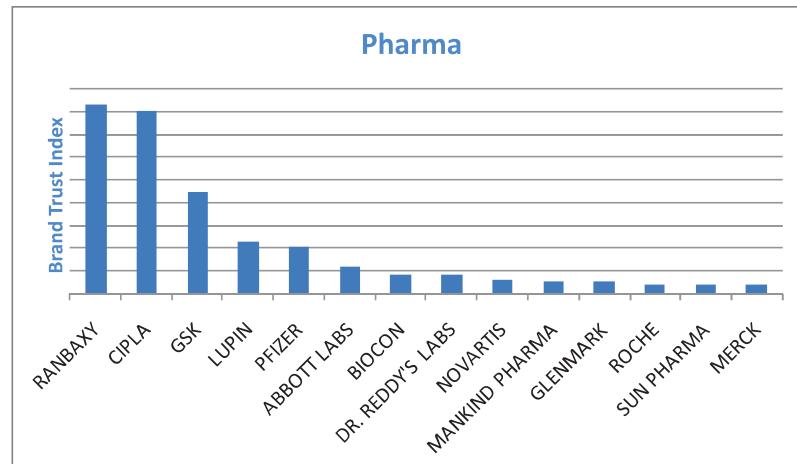
A comparison of the Brand Trust™ of the first rankers with the average BTI in each sub-category shows how the leader is ahead of the others by a significant margin. This difference, however, gets lower for Instant Coffee, Milk Additives and Packaged Juice. The average BTI of the sub-categories Soft Drinks, Diversified, Packaged Water, Instant Coffee and Milk Additives are similar, even though the BTI of their leading individual brands, Pepsi, Parle, Bisleri, Nescafe and Horlicks, respectively, have large differences between them.

Healthcare

The healthcare category has 40 brands among the 1000 Most Trusted Brands in India. It has been segregated into the subsectors of Ayurveda, Balms, Diversified, Pharmaceuticals and Others.

In the Pharmaceuticals sub-category, Ranbaxy ranks first, followed by generics giant, Cipla. Of the 14 brands that feature in this sub-category, 7 brands have foreign ownership and 7 are Indian. GSK at the 3rd position acts like a midway step to somewhat bridge the BTI gap between the 2nd and 4th position. The BTI gap between Cipla and GSK is 78% and between GSK and 4th ranked Lupin is 94%.

An analysis of the Ayurveda sub-category, which features 6 brands, shows Dabur ranked 1st, Himalaya ranked 2nd and a surprise entry, Ayur,



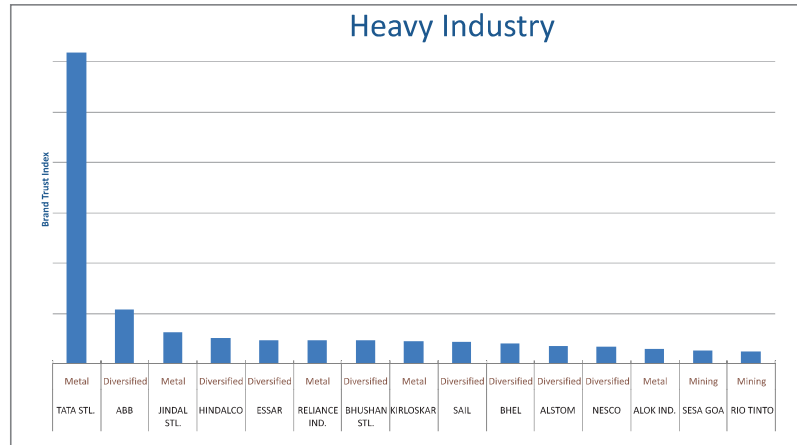
and the well-advertised Zandu make it to 4th, 5th and 6th rank, respectively.



Healthcare
needs more
stakeholder
trust than
any other
category.

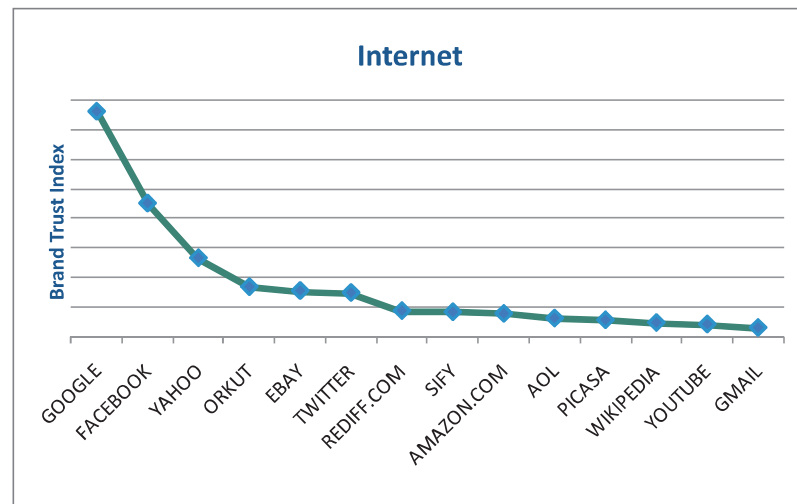
Heavy Industry

In the heavy industry category, there is Tata Steel...and then there are the rest. Tata Steel is ranked first with a 473% lead in BTI terms over ABB, the second ranked. ABB too has a 73% lead over the Jindal Steel, which follows it. After that, the differences become negligible. The two mining brands - Sesa Goa and Rio Tinto - are second last and last, at 14th and 15th positions, respectively.



Internet

With the BTR, the Internet businesses can now rank themselves with criterion other than market capitalization or valuations alone. On the Brand Trust Index™ scale, Google is ranked 1st, Facebook 2nd and Yahoo! ranks 3rd. The margin between the



Rank second most trusted among internet brands



Google the only internet brand

Among manufacturing brands, Asian Paints leads in the Paints sector and ACC in the Cement sector.

..... INDIA'S MOST TRUSTED BRANDS

first and second and that between the second and third are substantially wide, settling some old disputes (and probably creating some new ones!) Orkut (yes!), ranks as the 4th Most Trusted Internet Brand (for those who don't know, Orkut with its claimed 52 million active users worldwide is also the leading social network in a few niche geographies, like Brazil). This is followed by eBay at 5th and the ever popular microblogging service, Twitter at 6th rank. Google's other two products, Youtube and Gmail rank 13th and 14th

in the list of 14 brands listed in this category.

Manufacturing

The Manufacturing category is segregated into sub-categories of Cement, Chemicals, Paints, Engineering, Fertilizer, Diversified and Others. In this analysis, we study two sub-segments Cement and Paints on comparable scales.

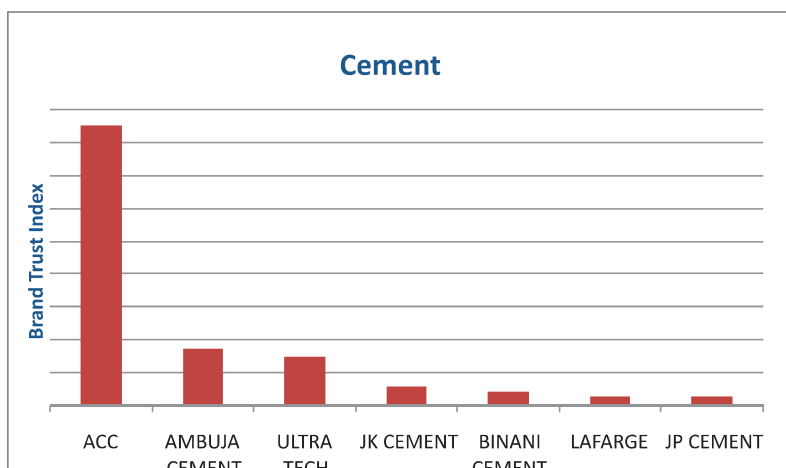
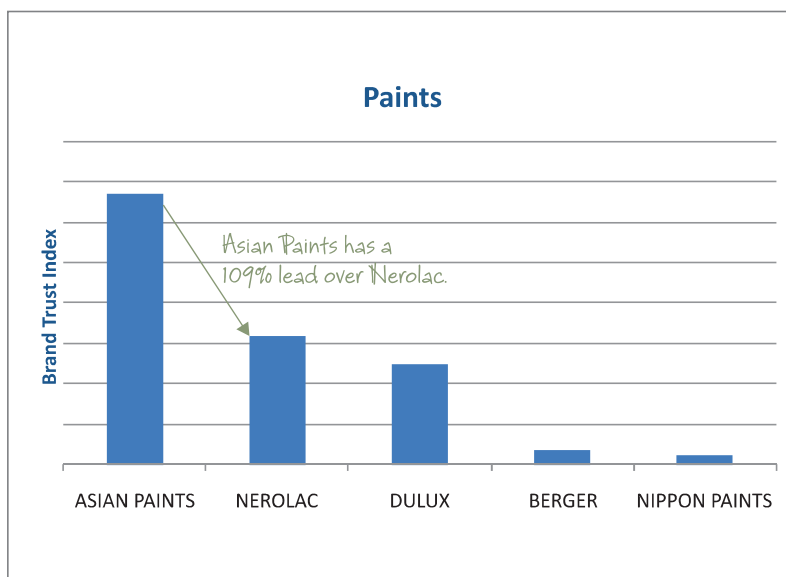
Asian Paints and ACC are the leaders in their respective sub-categories, namely Paints and Cement. ACC has a 404% lead over the second ranked Ambuja Cement, whereas Asian

Paints has a 109% lead over the second in its sub-category, Nerolac. However, while comparing sub-categories, it emerges that Paints have a higher category Brand TrustTM than Cement by 39%.

Media: Print

The pen often seems mightier than the sword, and many of today's brand battles (among others) are fought through the media and PR.

BCCL, the granddaddy of media, dominates the print media line-up with four print media brands (from amongst 12), ranking among the top 1000 Most Trusted Brands of India. These are Times of India (ranked 1st), Femina (ranked 3rd), Economic Times (ranked 6th) and Mumbai Mirror (ranked 12th). Hindustan Times is the 2nd Most Trusted Print Media brand and Hindustan, a Hindi daily from the same stable, ranks 9th in the list of Most Trusted in the Print Media category. The four magazines which feature in this list include Stardust, from Magna Publications (ranked 5th), India Today (ranked 7th), Forbes (ranked 10th) and Elle18 (ranked 11th).



ON TRUST



S. D Shibulal,
CEO & MD, Infosys

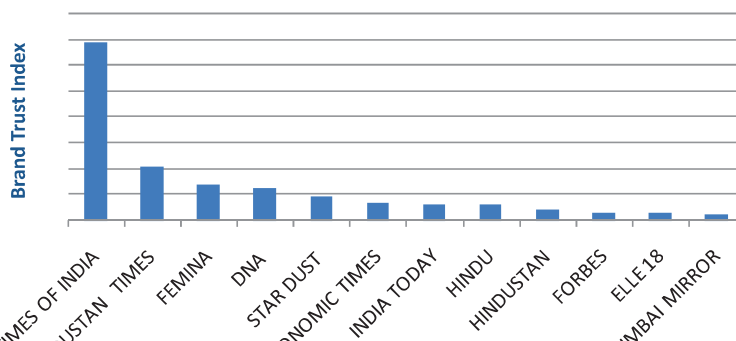
Infosys has always led from the front, while establishing the highest levels of performance, and we have many 'firsts' to our credit; we are one of the first Indian companies to focus on creating a global brand; the first to share its wealth with its employees through the Employee Stock Option Plans (ESOPs); the first Indian company to be listed on NASDAQ (INFY) amongst other achievements. These key milestones have reinforced the fact that we uphold the interests of all our stakeholders and this in turn has enabled us to gain their trust.

Over the past three decades of our existence, we have evolved into a brand that is synonymous with the highest levels of fairness, integrity and ethical behavior. Infosys has earned the trust of all its stakeholders by clearly articulating its value systems and adhering to it no matter what the cost. We have pioneered adherence to world-class corporate governance principles and demonstrated sustained performance in delivering value to all its stakeholders. These key reasons have enabled Infosys to become the trusted brand that it is today.

Trust, in any context, takes a long time to build but can be easily lost. We have rightfully earned the trust of all our stakeholders but the challenge is to sustain that trust. To this end, we have always focused on ensuring that we add sustained value to all our stakeholders. Our value system, which is time and context-invariant, has been the driving force behind all our business decisions. Clear articulation, communication and adherence to value systems backed by performance are the prerequisites to earning the trust of any stakeholder. Individuals and organizations alike need to walk the talk and lead by example. They also need to ensure that they deliver the promises that they make to their stakeholders.

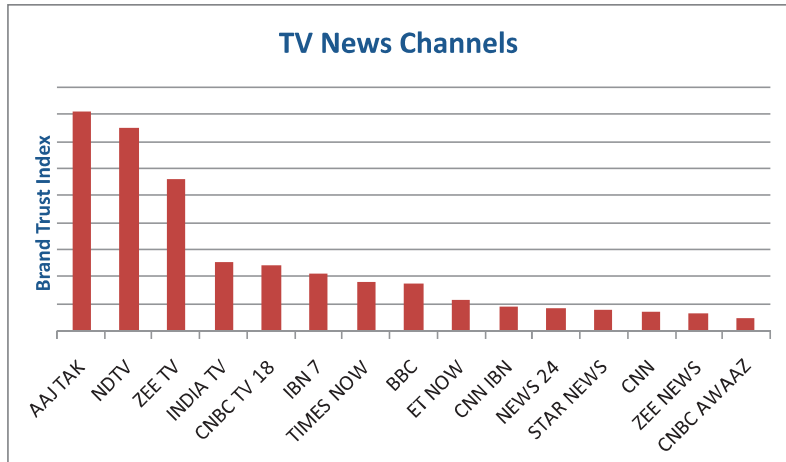
Finally, our employees have played a critical role in shaping and strengthening the Infosys brand. They have been the brand ambassadors of Infosys to the external world. They have led by example in institutionalizing the value systems of the organization in every aspect of their professional lives. They have continued the Infosys legacy of value driven performance.

Print Media



Media: TV News Channels

There is no news medium like TV because of its depth of reach, easy of consumption and absence of any bias based on literacy. The list of 15 News channels that fall within India's 1000 Most Trusted Brands is dominated by Hindi News channels. There are 8 Hindi News channels in

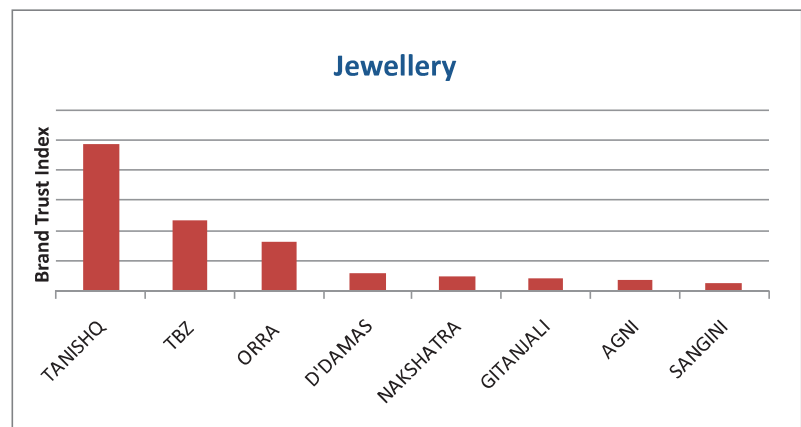


channels. Aaj Tak is ranked 1st among the TV news channels, followed by NDTV, the Hindi channel, at 2nd rank.

Personal Accessories

The Personal Accessories category is made up of the sub-categories Eyewear, Footwear, Jewellery, Luggage, Sports Accessories, Watches and Others.

The Footwear sub-category is led by the global veteran of this segment - Bata, ranked 1st, followed by Woodland in 2nd place. Surprise entries among the top ranks in this sub-category are made by Sparx (ranked 3rd) and Paragon (ranked 4th). India's love for gold and jewellery is



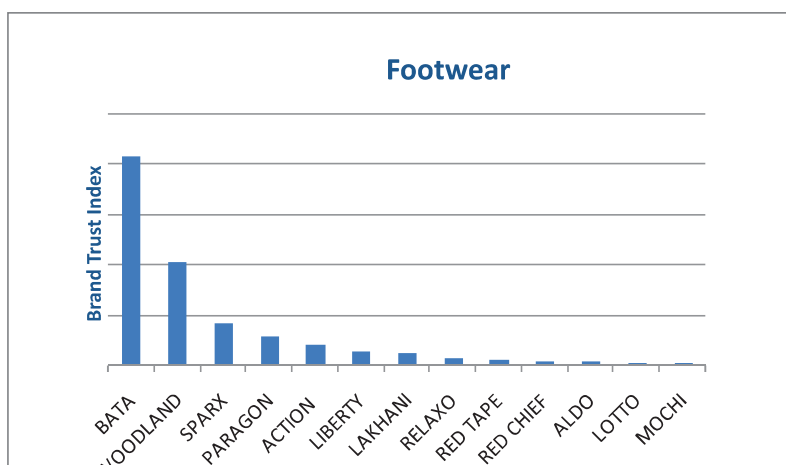
legendary. The Jewellery sub-category has 8 brands among India's 1000 Most Trusted Brands. Led by Tanishq, ranked 1st, the list also includes Tribhuvandas Bhimji Zaveri (TBZ) in 2nd place and Orra in the 3rd. Clearly distinguished from these three are the next 5 brands in

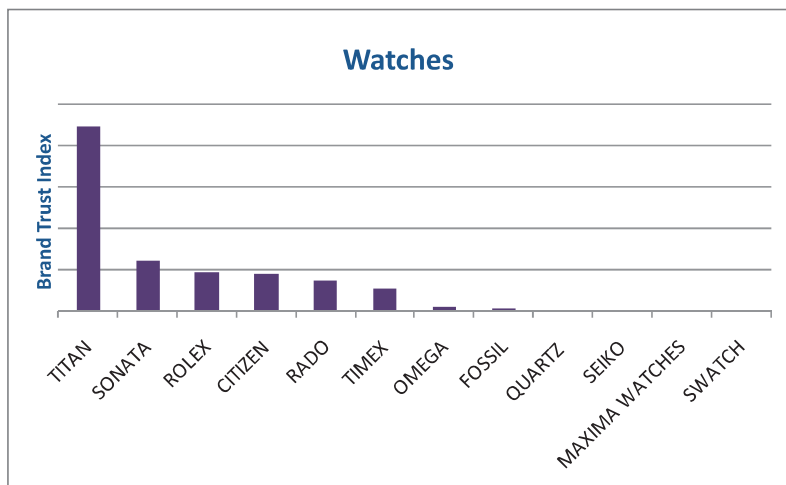
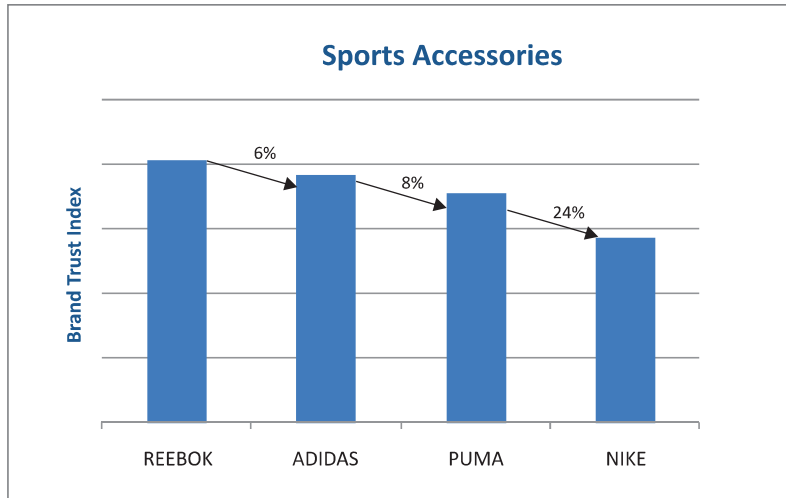
sequential order, with little difference in Brand Trust™ indices between them. These are D'Damas, Nakshatra, Gitanjali, Agni and Sangini, in that order. One trivia that may make for lighter scrutiny is that most of these latter brands have a brand ambassador. D'Damas Sonakshi Sinha, Nakshatra Katrina Kair, Gitanjali Shahrukh Khan, Agni

Amrita Rao, and Sangini Salman Khan & Kareena Kapoor. Wonder what this says about the impact of the endorsements.

Though there are five brands in the Sports Accessories sub-category, we will restrict our analysis to four of those which are closely comparable. These are Reebok (1st), Adidas (2nd), Puma (3rd) and Nike (4th). The difference between the first three is marginal at best, though Nike is approximately 24% below Puma, which stands 3rd.

In the Watches sub-segment, 12 brands make an appearance. Titan tops the list, followed by Sonata in second place. Rolex is ranked 3rd and Citizen, Rado and Timex are ranked





this sub-category is Blackberry, from Research In Motion's (RIM's) stable. Blackberry has bettered its ranking from 3rd last year, even though in BR 2012 it is 412% below Nokia in terms of Brand Trust™. The Indian brand Micromax has upstaged many others to rank a creditable 3rd (even though it has fallen from second position last year to third this year) followed by HTC in 4th place. Another Indian Brand, Maxx, ranks 5th and Motorola falls one rank to 6th in this year's BTR 2012. Of the 17 Mobile Phone brands that feature in India's 1000 Most Trusted Brands, only 7 are of international origin. The remaining 10 are of Indian origin; of these, 2 brands feature among the top 5 mobile brands in India. This is probably indicative of a future trend in this very important segment.

Personal Gadgets

The Personal Gadgets category has 40 brands ranked among India's 1000 Most Trusted Brands. It has the fourth highest Category Trust (as represented by the average trust of the brands in this category). Only two sub-categories make any comparison possible - Cameras and the omnipresent, omnipotent, Mobile Phones.

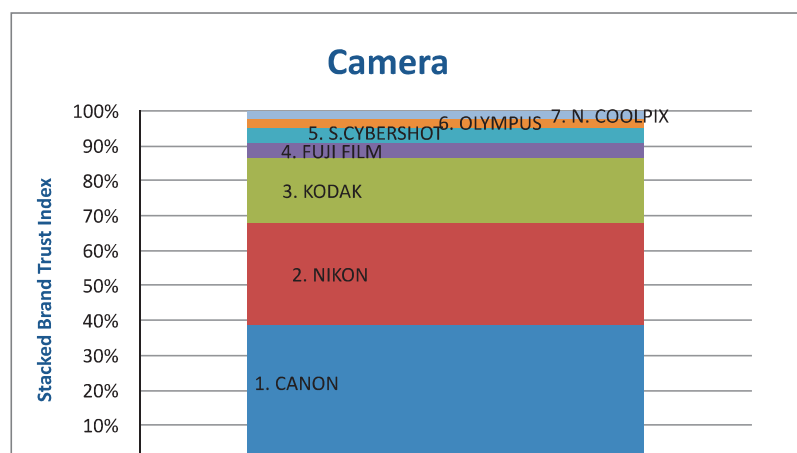
Canon is ranked 1st in the Camera sub-category, followed by Nikon (ranked 2nd) and Kodak (ranked 3rd). After Fuji at 4th rank, Sony Cybershot stands at 5th, Olympus with its compact yet powerful range gets

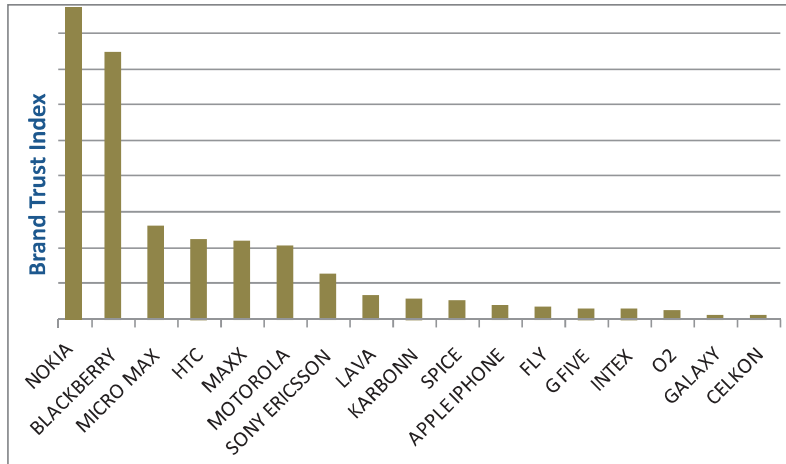
7th rank.

Nokia raises the bar (almost literally as seen in the graph) as India's Most Trusted Brand across 14000 unique brands. Among the 17 mobile phone brands which feature in the top 1000, the smart phone ranking 2nd in

Personalities

The personalities in this category are placed in sub-categories, namely Social, Business, Cinema, Sports and Spiritual circles and therefore, what comes to light is most interesting to





shortest possible time. Among personalities, he is ahead by 130% of the cricketing wonder, Sachin Tendulkar, who ranks 2nd in the All India Personalities Category.

Cinema Personalities

Salman Khan, the actor who has reinvented himself substantially and has interests in social causes as well, ranks 1st among the Most Trusted Cinema Personalities. (he also ranks at a very high 3rd in the Overall Personalities list). Among Cinema Personalities, he is just a shade above Amitabh Bachchan, who ranks 2nd among Cinema Personalities (and 4th in the overall Personalities list). Amitabh Bachchan is closely followed by Aamir Khan who ranks 3rd among Cinema Personalities and 5th among Overall Personalities (incidentally, Aamir Khan was the only Actor to feature in last year's

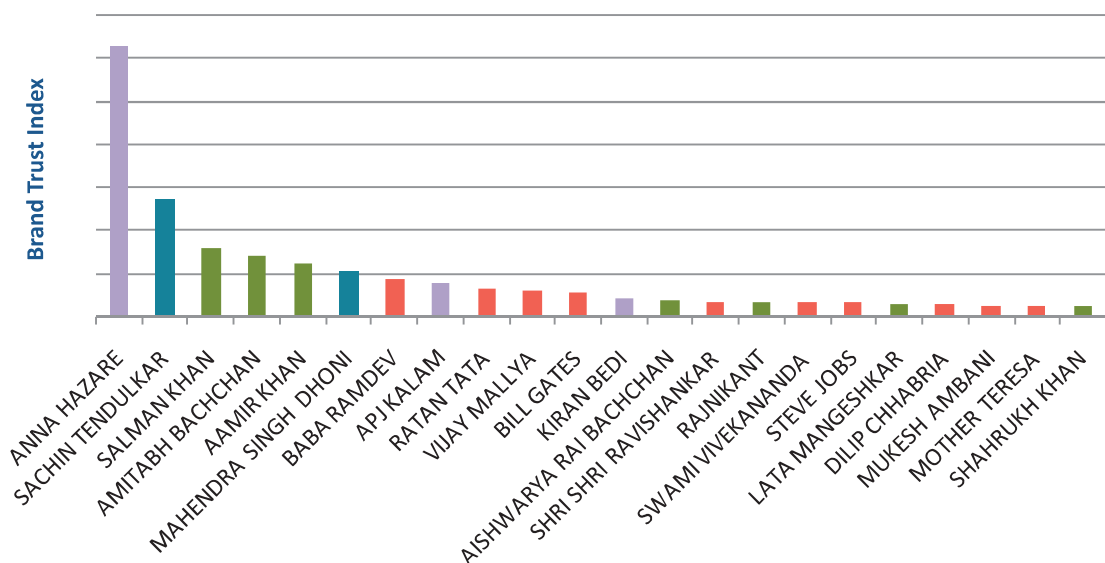


Anna Hazare ranked 106th in the All-India list and leads among personalities.

study.

In The Brand Trust Report, 2012, the leading personality ranked 1st among all Personalities is Anna Hazare (ranked 106th in the All India list), leading a list of 22 personalities who feature as 'brands' among India's 1000 Most Trusted Brands. Anna Hazare has come into the spectrum of national consciousness last year and can easily be dubbed as a 'personality brand' that became the most trusted across the nation in the

Personalities



ON TRUST



Sangeetha N,
President (West)
Executive Creative Director
RK SWAMY BBDO

The MTNL makeover

RK
SWAMY
BBDO

RK SWAMY BBDO's core belief is in consistent long-term brand building, creative ideas, the people development.

With Indian roots, this agency has operations the USA as well, and its advertising flavour has a distinct Indian rhythm to it. The innate understanding of the Indian consumer helps create deep and lasting engagements for clients.

RK SWAMY BBDO brings the client distinct advantages of being knowledge, swift, and yet cost effective to gain maximum mileage from communications in ever challenging environments.

An instance is evident in the case of MTNL, a company which has many firsts to its credit – from broadband, to IPTV, and even the much touted 3G. But it was a big challenge – since each

offering was under a different brand name. To compound it, MTNL had limited city offerings (Mumbai and Delhi only). Of course, there was the legacy also to take care of, that MTNL brought close associations to 'landlines', and not to cellular services.

RK SWAMY BBDO started the mandate by identifying the need for creating brand communication guidelines to create uniformity and a consistent look. Along with this, a reduction in the number of sub-brands, added to MTNL's focus on '3G democratization', became the cornerstone of the MTNL communication strategy.

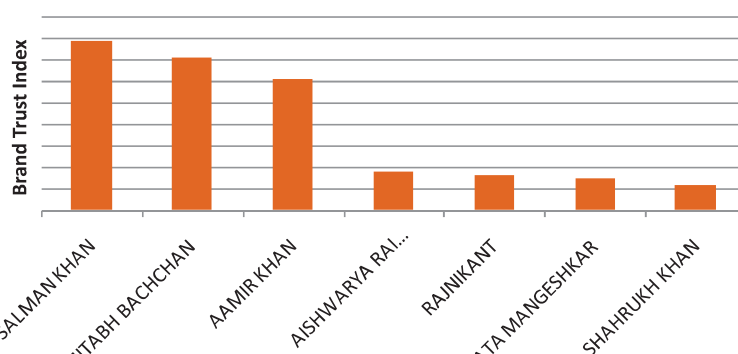
Along with the main differentiate the 3G offering in a cluttered market, strong tactical campaigns were also created to highlight other key strengths of MTNL. Real and attributable superlatives like 'fastest' and 'widest network' helped create a distinctive positioning for the brand. The 'no hidden charges' put focus on an often missed area, and highlighted MTNL's values and pedigree.

RK SWAMY BBDO created communication for MTNL with a strong appeal to the growing universe of young – a discerning audience that seeks the latest technology, yet with limited budgets. MTNL's product offerings and affordable tariffs were the right fit for this customer group. MTNL looked youthful and vibrant in its image, and it was visible where the youth usually congregated, and what they usually read/watched.

The approach helped MTNL not only become a preferred customer choice, but the brand also gained significant a youth connect with current and potential users.

BTR 2011 list). The other Bachchan who features in this list is **Aishwarya Rai-Bachchan**, ranked 4th in the Cinema list. No discussion on Indian cinema is complete without **Rajnikant** and he features as the 5th Most Trusted Cinema Personality across India. **Lata Mangeshkar** (ranked 6th in the Cinema list) is the only non-actor cinema personality

Cinema Personalities



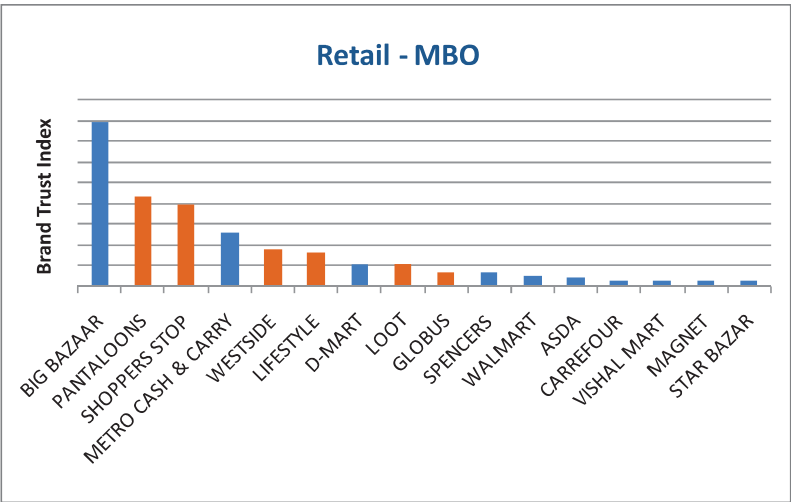
higher than the 7th ranked Badshah of Bollywood, **Shahrukh Khan**.

Social Personalities

The two personalities who make it after Anna Hazare, among Social Personalities, are the universally respected ex-President of India, Dr. Abdul Kalam (ranked 2nd) and Kiran Bedi (ranked 3rd), who is herself an Anna camp activist and supporter. So, just as the Anna factor has shaken up the entire nation, it has shaken up the Personalities Category as well, with two entries from the camp among India's 1000 Most Trusted Brands.

Business Personalities

An analysis of the Business Personalities makes an interesting study, with some expected and some unexpected names featuring in the list. It would not be unexpected that Ratan Tata, ranked 1st, heads this list as India's Most Trusted Business Person. He is followed in 2nd rank by Vijay Mallya, the man who built a global alcohol business, put India on the F1 map and also created an in-flight experience that anyone will find difficult



to emulate. Microsoft founder and global philanthropist, Bill Gates, ranks 3rd, nearly 86% higher than 4th ranked Steve Jobs in the list of trusted business personalities. Car designer, Dilip Chhabria, features 5th on this list of heavyweights, by virtue of his extraordinary innovation in cars. Mukesh Ambani stands as the 6th Most Trusted Business Personality in India.

Retail

Ranked 1st this year, Kentucky Fried Chicken leap-frogs over Big Bazaar - ranked 2nd (and ranked 3rd last year) and McDonald's - ranked 3rd (ranked 1st last year) in this year's Retail list, which comprises of 43 retail brand

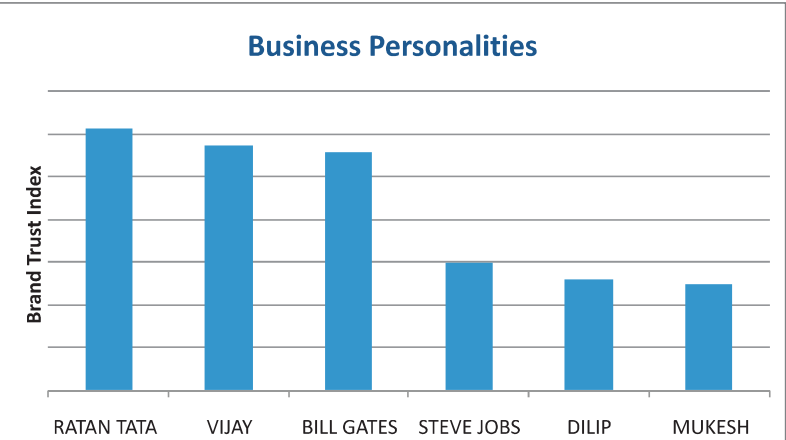
entries that made it to the top 1000 Most Trusted Brands list. This list has the most even Brand Trust gaps between brands, with the average fall in BTI per rank at only 10%.

The Most Trusted Brands in each of the sub-categories are: Appliances Retail Croma, Café Coffee Day, Food Retail Food Bazaar, Household goods Big Bazaar, Personal goods Pantaloons, QSR KFC and Shopping Malls InOrbit. The 'Others' segment has Archies in the lead.

Among Multi-Brand Outlets in retail, the Household goods and the Personal goods retailers have been segregated for more specific comparison. However, if one were to combine the two sub-categories, this graphical representation emerges. Big Bazaar and Pantaloons, both owned by the Future Group, rank 1st and 2nd, respectively. Shoppers Stop makes it to the 3rd rank among the MBOs followed by Metro Cash & Carry (ranked 4th) and Westside (ranked 5th).

Services

The Services category is led by



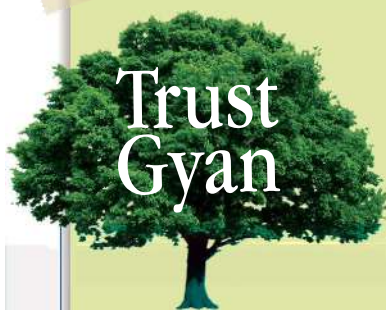
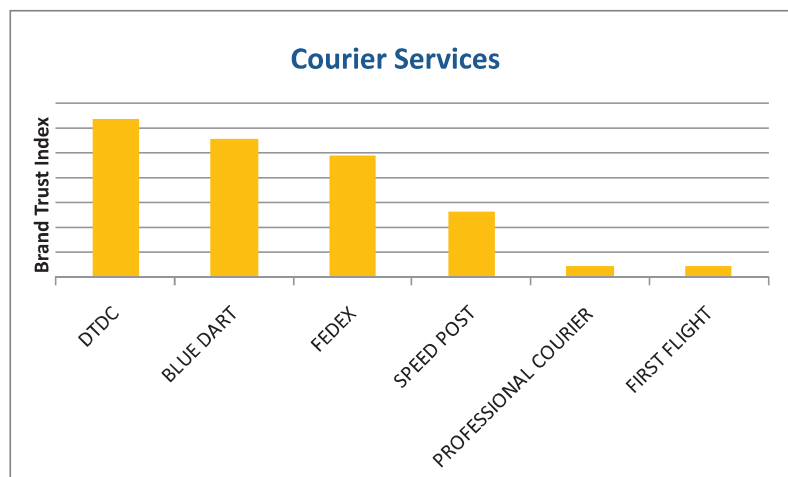
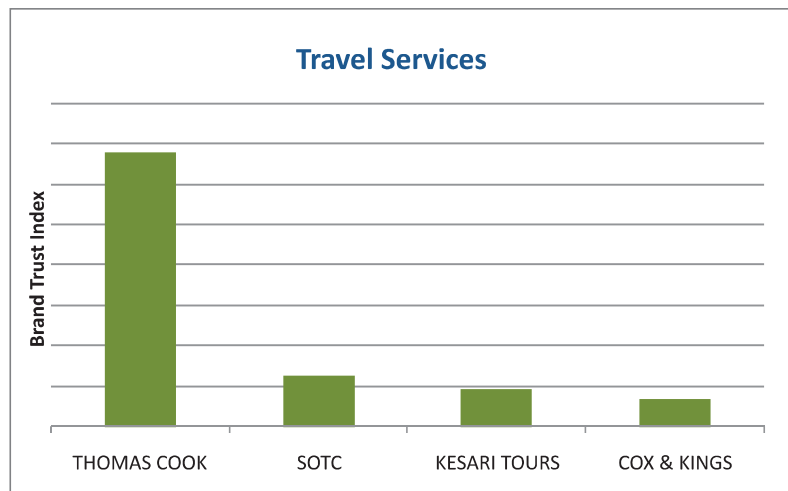
DTDC ranked 2nd. To facilitate analysis, the category is segmented into sub-categories of Consulting, Courier Services, Pest Control and Travel Services. In the Consulting Services sub-category there are only two entrants - Accenture (ranked 1st) and Ernst & Young (ranked 2nd).

In the Travel Services sub-sector, after first ranked Thomas Cook, SOTC, Kesari Tours and Cox & Kings follow at 2nd, 3rd and 4th place respectively.

In the Courier Services sub-category, after first ranked DTDC, Blue Dart ranks 2nd and FedEx 3rd. The government-owned courier service, Speed Post, takes its place as the 4th Most Trusted Courier brand in India.

Social Organizations

Among Social Welfare Organizations, Being Human is ranked 1st amongst a

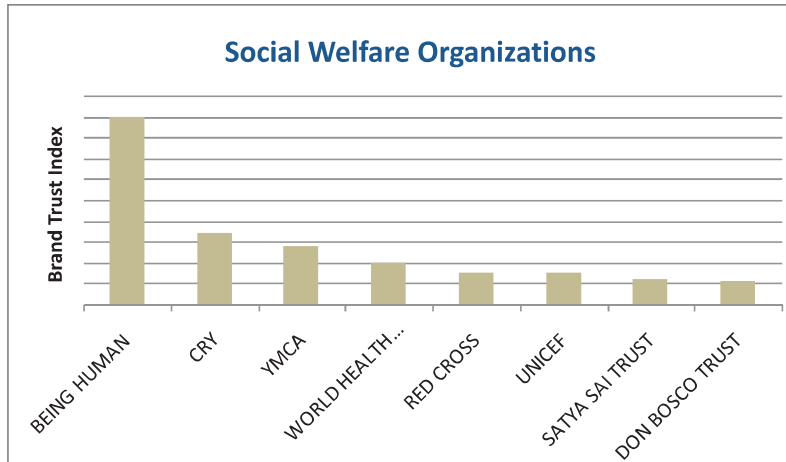


J W T

"Somewhere in your product, or in your business, there is a 'difference', an idea that can be developed into a story so big, so vital and so compelling to your public as to isolate your product from its competitors, and make your public think of it as distinctly a different kind of product."
J. Walter Thompson, 1917

This philosophy has guided JWT in contributing to each of India's most trusted brands. It focuses on creating the brand idea that differentiates. Then, it strives to develop and refresh huge, enduring brand ideas. So that they continue being relevant and interesting. Consumers' ongoing trust in these brands is an outward expression of this inner philosophy at work.

JWT's clients include the Lux, Rin and Sunsilk brands of Unilever, Forevermark and HPCL. It handles the brands of Godrej & Boyce Ltd.'s household appliance products such as refrigerators, washing machines, air conditioners and security equipment, alongside those of Godrej Consumer Products Ltd. It has also worked with a variety of brands from Kellogg's to Morgan Stanley and Kingfisher Airlines to D'damas Jewellery.

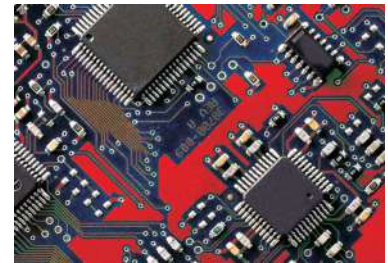


The Technology category is divided into 8 sub-categories of which we are considering three for discussions here - Hardware, Diversified and Software services (marked by the three colours).

Telephony

Mobile Telephony has helped India's connectivity to grow exponentially.

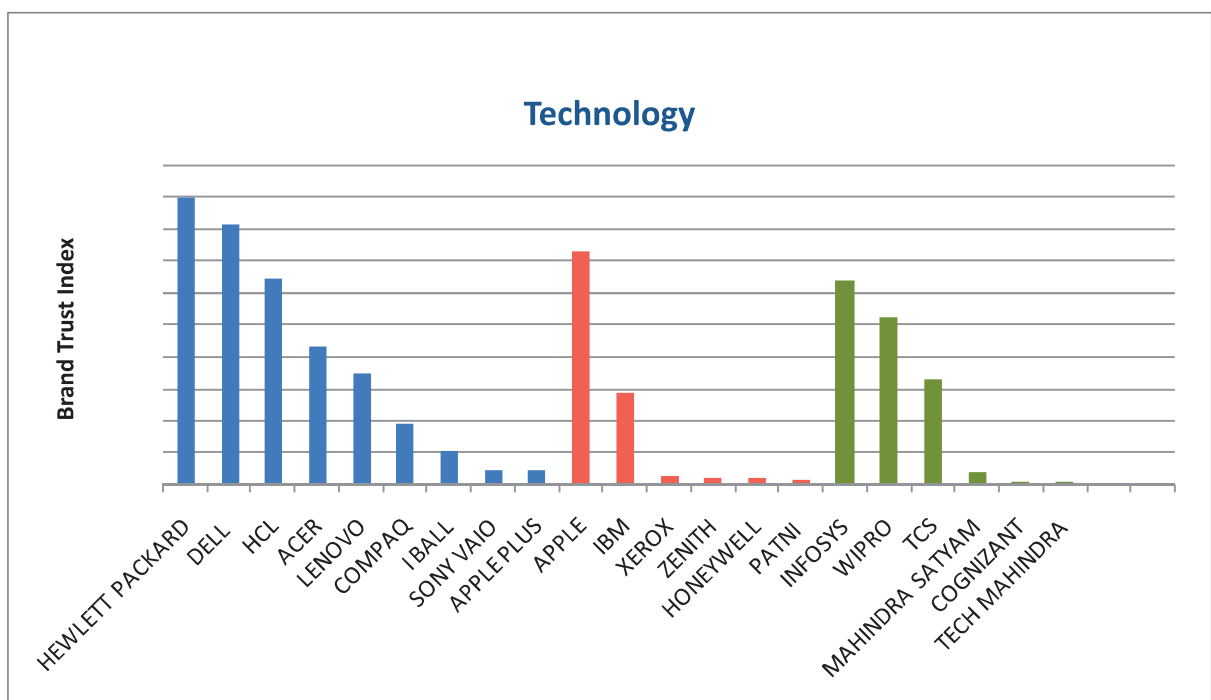
list of 8 organizations which figured in this category. Perhaps it accrues the impact of its association with Salman Khan. The lead of Being Human over the 2nd ranked CRY and the 3rd ranked YMCA is much too wide to ignore. Two important global organizations that also make it to the Most Trusted list are the World Health Organization (WHO) at 4th rank and Unicef, the children's welfare organization, at 6th.



Technology

With 43 brand entries among India's 1000 Most Trusted Brands, Technology ranks as the 5th Most Trusted Category. Hewlett Packard, in 1st place, leads the Technology rankings. It is followed Dell (ranked 2nd) and the ubiquitous Apple, which is ranked as the 3rd Most Trusted Brand among Technology Brands in India. HCL ranks 4th and Infosys is ranked 5th among all Technology brands.

**Hewlett Packard
ranks 1st among
43 technology
brands followed
by Dell.**



ON TRUST

TBWA\INDIA

TBWA\ believes in making advertisements that reward the audience with elements of surprise and delight and the shock of recognition. It believes in respecting people's intelligence, their sense of adventure and their wit and revealing its clients in a whole new light. It endeavours to grab unclaimed territory by showing that what its clients do is singular, extraordinary and even world-changing. In the process, it makes sure that its clients enjoy the stature they deserve: prominence and fame for the particular ideal they embody. It also aims to ensure that the client is more prosperous as a result of the whole exercise. TBWA\ sums up this philosophy in one simple word: disruption.

According to TBWA\, 'disruption' is not destructive. It is creation. Disruption is a means of creating something dynamic to replace something that has become static. It's retiring old, low-yielding ideas and launching new, highly profitable ones. Disruption challenges convention and changes the way in which things are conventionally seen.

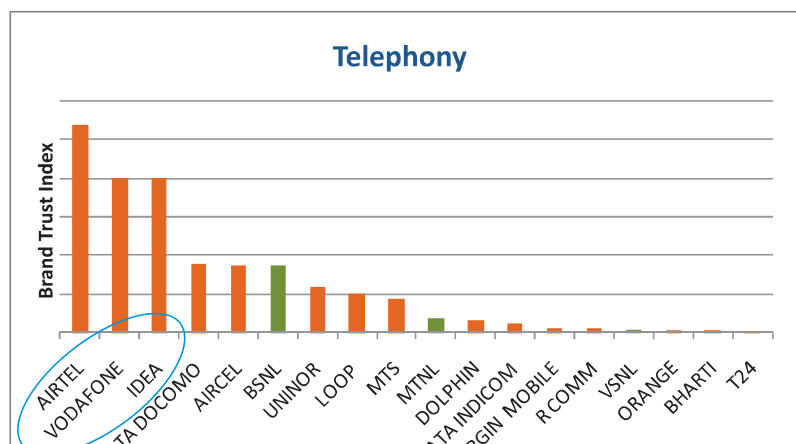
While the process followed by TBWA\ is never exactly the same for any two brands, the logical progression moves from identifying conventions to creating disruption and finally, establishing a vision for the brand.

TBWA\ first case study in disruption was Apple's Macintosh. The convention was - people should become 'computer literate'. Steve jobs' disruption was 'computers should be people-literate, designed to work the way people do'. That way, computers would serve people and become tools of imagination. This generated disruptive advertising ideas like the famous 1984 'spot' and later, 'think different'.

Disruption can be applied to a company in many ways: at an organizational level or a brand level. The methodology and process can be employed to answer just about any challenge that a brand or company may have. It is not just a way to come up with advertising ideas, it is a new way to think.

TBWA\ is ranked among the Top-Ten worldwide advertising agencies and was recognized by Advertising Age in 2010 as the "Best International Network of the Decade".

In the sub-category - Mobile Telephony - the leading three brands retain their last year's positions. Airtel (ranked 1st) continues to top the list, Vodafone ranks 2nd and Idea ranks 3rd in the list of 18 telephony brands that emerged in the search for India's 1000 Most Trusted Brands. There are only three landline telephony brands (marked in green

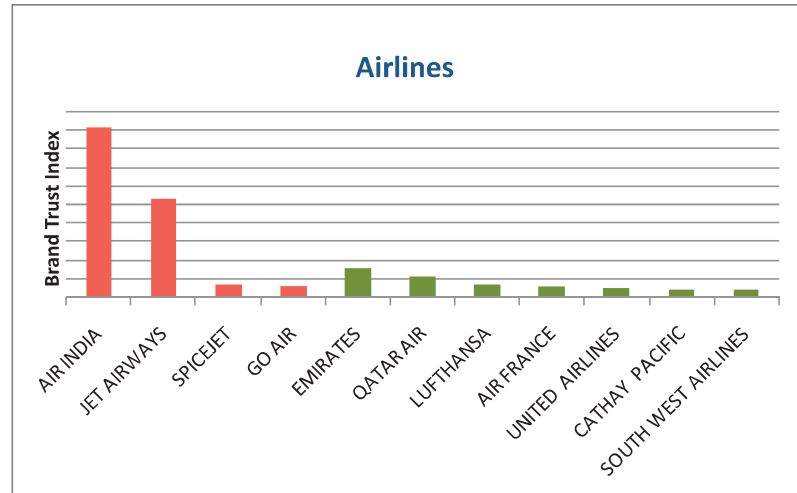


MTNL among these.

Airlines

An airline, if anything, is totally dependent on its quality of service, timeliness of arrival, and consistency of operations. If any of these begin flagging, trust depreciates rapidly. The year 2011 has been tumultuous for airlines and a study of this sub-category may be interesting as a case.

Among the domestic airlines, Air India leads with 1st rank, with Jet Airways ranked 2nd and Spicejet ranked 3rd. Among the Foreign airlines sub-category, Emirates takes the lead, ranking 1st, followed by Qatar Air (ranking 2nd) and Lufthansa (ranking 3rd). There is very little



difference between the Brand Trust Index values among the remaining Foreign Airlines and the sequence of listing after the 3rd is Air France, United Airlines, Cathay Pacific and Southwest Airlines.



Air India, the government owned carrier, leads in Brand Trust among all domestic airlines.



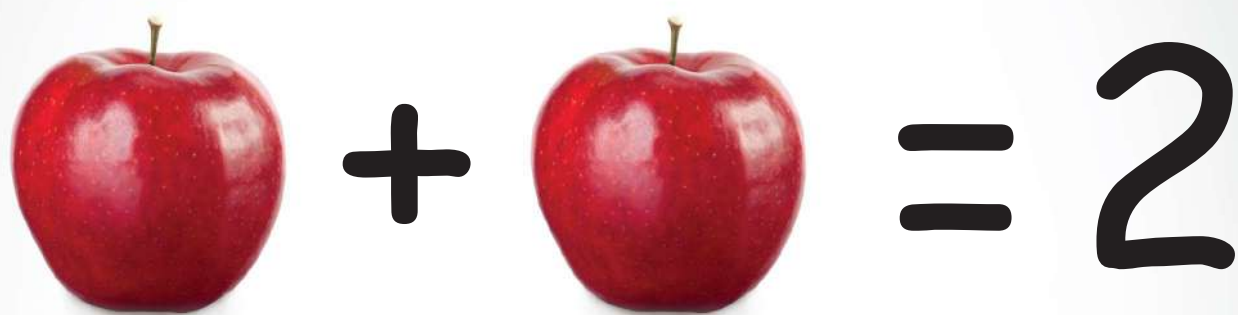
Established in India more than 80 years ago, Ogilvy & Mather Private Ltd. has since grown in size and stature and generated talent that has made a mark on the advertising sector not only in India but across the world.

Ogilvy

Ogilvy's India story is clearly demonstrated through the accolades and continuous recognition it receives in the advertising sector for creative excellence and effectiveness. It prides itself on delivering a creative product that is effective. It has been responsible for the big campaigns of effectiveness winners like Cadbury's 'Shubh Arambh' and Vodafone's 'Blackberry Boys'. The continued success of the Zoozoos online and the scale of the Unilever 'Khushiyon ki doli' rural outreach program are a reflection of the agency's strength in connecting with audiences at both ends of the pyramid. Its work on the 'Fox Crime launch' - an integrated TV and online campaign was path breaking.

Since its inception, the agency has many firsts to its credit - the first to consistently win 'Agency of the Year' at the ABBYs, the first to earn the title 'No.1 Agency in the Brand Equity Agency Reckoner' for eight consecutive years and its Executive Chairman & Creative Director (Ogilvy South Asia), Piyush Pandey, was the first Asian President of a Jury at the 52nd Cannes Advertising Festival in 2004.

More recently, during the past year, it has also won a total of 30 medals at the Goafest Creative Abbys and 5 Metals at AME's amongst other medals and accolades at various ceremonies including the EFFIES and WARC 2011, Cannes, Spikes Asia, APPIES, the Yahoo Blg



02

THE BTR
METHODOLOGY

THE BTR METHODOLOGY

This year's
research
generated
2 million
data points,
17000 unique
brands
from 15 cities.

The very high methodology rigour has been followed in all aspects of The Brand Trust Report™. From the questionnaire to sampling, fieldwork and quality control, analysis methods and reporting formats were scrutinized and examined to ensure they matched standards set by The Brand Trust Report™, India Study, 2011.

The BTR questionnaire has been intricately designed, querying nearly 425 aspects (of which 391 directly brand-related) and has generated nearly 20,00,000 (two million) data-points. Naturally, the core of the study is TRA's 61-primary components of Brand Trust™. However, it also took into account two other important influences on Brand Trust™ - brand recall and the trust experience of brands. The

trust-experience question also asked respondents to answer why they trust the brands they named.

For the 61-components of Brand Trust™, the respondents were shown showcards with the statement (which was also read out for ease of comprehension) and they were asked to name three brands each. These responses were deliberately open-ended, allowing respondents to name anything they perceived as a brand and they believed fit the question. This generated a list of more than 17000 unique brands.

The questionnaire was intricate in dealing with the responses to brands. To avoid external influences from creeping in when respondents were naming brands, showcards

were utilised. Drawing experience from our pilot studies which showed that responses changed with variations in explanation, though the interviewers read out the statements, they were not allowed to assist in any interpretation of the 61-primary components.

In the questionnaire while studying three brand-related influences, the first was brand recall. This part of the question required each respondent to write down 15 brands that respondents recalled unassisted. As a change to the recall-question methodology of BTR 2011, respondents were asked to name local, national and multinational brands separately. This allowed

brands in each of these 'categories' to come become active in the memory of the respondents. A total of approximately forty thousand brand-name responses were generated from this question alone.

The second influence on brands was Brand Trust™ which were respondent's brand name responses to the 'ingredients' of trust. In this, the questionnaire probed the respondents at two levels. Firstly, for each of the 61-primary components, the respondents were asked to name three brands, with each respondent giving a wide range of brands, specific to every primary component. After this difficult task, each respondent was asked to rate the brands mentioned on a suitability score of 1 to 5 ("not suitable at all" to "completely suitable") for the particular Brand Trust™ component. This process gave a two-dimensional rating of each brand recalled, (i) by which was recalled first, second or third, and (ii) the respondent's considered 'suitability' rating for the brand named with the component. This helped eliminate any bias that might enter due to high brand recall and to provide a scale to the rating, and it also forced the respondent to bring focus back to the brand with the component (and the meaning).

must never be measured by directly querying regarding trust, in this part of the study there was no mention of the word 'trust' in any of the questions. This part of the study alone gave us approximately 5,00,000 brand names as responses.

The third influence on brands studied was the 'total experience of trust' in order to gain insight into the overt and covert factors influencing Brand Trust™. In this question, each respondent was asked to name five 'most-trusted brands' and the reasons they trusted them. This part generated approximately 13,500 brand names as responses.

The Statistical Analysis

The Indian Statistical Institute (SQC & OR Unit, Mumbai) was the partner agency to analyze the data statistically and helped us generate an index. The Brand Trust Index, was simplified from last year, to be able to sensitively create a brand with lower occurrences. Subsequently the sensitivity and relevance of the index have been rechecked and found to be satisfactory.

The Brand Trust Index™ was developed using the two trust influencer on brands according to the study - Brand Trust components and the sum total experience of trust. The index is extremely sensitive as it takes into account the

The BTR study influences were Brand recall, Brand Trust™ components, Component suitability.



ON TRUST



Prasad Pabrekar,
MD, Spykar

In 1992, when we started our operations, Spykar sold only jeans; more specifically, jeans for young male customers. Our brand fulfilled the needs of the target group as our products were vibrant and had an element of fashion built into them. By 1996, we added shirts to our product line but maintained the same target customer with respect to age and fashion quotient. Two years later, we branched out by offering tee-shirts and semi-formal trousers under a sub-brand 'Forays'. Both these offerings were very well received. In the same year, we commenced operations with national chains and by 2000, we introduced a range accessories to complete our bouquet of offerings. In 2004, we launched our standalone retail format, prior to which Spykar was being sold through multi-brand outlets and national chains.

From the inception of our brand and operations, we have always strived to put our best foot forward by consistently offering better-than-expected quality. While every other Indian brand was reluctant to offer products beyond a certain price, we endeavored to enhance our offering by creating better products with superior workmanship. Our offerings always stayed ahead of our competitors' and that was our promise. Most of all, we stayed true to our original audience and its fashion skew. As you can imagine, with an audience as young as ours, we had to stay abreast to be relevant to them.

These were the most important reasons for our brand achieving its current stature. We were not swayed by short term gains and that itself culminated in us being acknowledged as the market leader, category creator and expert in fashion jeans.

We were amongst the few Indian brands that went on to set up an exclusive brand store platform. This allowed the brand to gain immense stature and reach dizzy heights. The consumers in the Spykar family embraced the new retail format and since then there has been no looking back. We went on to become the first to penetrate tier 2 and 3 markets and now we have a presence in tier 4 markets as well.

The secret of our success has been our steadfast and unyielding attitude towards providing supreme quality, innovation, timeliness and fashion. The trade developed trust in the brand as they were sure that they would never lose a customer on account of quality and service and they preferred to deal and transact in Spykar over other brands. Our steadfast belief in offering superior products had the trade swearing by our name and they were never insecure about pushing the brand on account of our commitment to quality and styling. This confidence encouraged them to promote the brand fiercely.

To add to it, there was a time when we were the only Indian brand on the national denim scene and our competitors were heritage and MNC brands. This made our distributors respect our brand. They felt like they were our partners and worked along with us towards creating a great brand. Without the trade behind us, we would not have had the courage to soar. This feeling of true inclusiveness may also have been instrumental in converting emotions into trust.

With their help, and a near fanaticism on product delivery from our end, Spykar eventually moved ahead of its contemporaries. We have been followed by many and our success has inspired many Indian brands to believe that they can also crack it. Our advice to such brands is: "Be honest to the cause, keep a keen eye on the consumers and calibrate the business with its core audience at regular intervals."

61-primary components) and its visible aspects of Brand Trust (the unassisted responses on the most-trusted brands) as well. The Brand Trust Index so created takes into account the overt and covert Brand Trust™ influences.

The first part of the index was created using the four most obvious variables arising from the 61-primary components of Brand Trust. The four parameters are standard deviation of suitability, position (whether it was mentioned as the first, second or third choice for the specific primary component) average, the suitability average score of the brand and the occurrences.

This can be represented as:

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

The other direct visible influence on brands most trusted by the respondent was also considered for their frequency, position and weighted suitability. Further, this was multiplied by 0.67 to equate the five-point scale of the second influence to the three-point scale of the first influence on Brand Trust™. The second part of the influence is represented as:

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

The addition of these gave us the

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

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

Whereas SD_o represents overall brand suitability score standard deviation,

SD_i represents all i th brand suitability standard deviation,

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

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

X_{5i} represents the i th brand average suitability,

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

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

Using Brand Trust™

There are several ways of effectively using a template for Brand Trust™.

First among them is an intricate understanding of the trust held in any brand. While most measure a brand in terms of market share, brand value, etc., (the more important invisible and intangible components of trust) are unfortunately lost to measurement.

This exercise attempts to look at Brand Trust™ holistically and create a singular parameter for its tangible and intangible components.

The Brand Trust Index™
was developed using
TRA's BT Components
and the sum total
experience of trust.

Some of the ways to use Brand Trust™ and the resultant index are explained below:

1. Aspects to communicate; aspects to act on: An evolved understanding of Brand Trust™ will be useful to find the deficient and proficient primary components of Brand Trust™. This

Communicate the proficient out of the action

Helps make better stakeholder decisions.



helps address the micro-parts of a brand's trust directly. Typically, for swift and positive impact on the brand, the proficient primary components can be communicated better and deficient primary components can 'actioned' to make them better.

2. Knowing the current mindsets of your stakeholders: Brand custodians believe that they have understood all aspects of the brand, which they often (mistakenly) think to be stable and fixed. However, since stakeholders constantly engage with brands, they see it in a dynamic, ever-changing spectrum. The stakeholder's rating of a brand on primary components would help

brand-owners. The better the listening, the closer one can respond to meet their expectations. Often this has been seen as an invaluable tool in any product changes and innovations, and it helps get a better 'gut-feel' about the clients.

3. Brand, Category and Cross-Industry Benchmarking: The Brand Trust Index™ is a benchmarking tool that allows Brands to study best practices in the industry and outside, to help overcome 'paradigm blindness' (when brands often don't review/change their paradigms despite a compelling need to do so). A cross-industry benchmarking can help brands learn from best practices from outside the industry (and to thus break paradigms of their own industry).

4. Year-on Year Benchmarking: One important tool to measure a brand's growth is to see its year-on-year progress on certain components.

Helps overcome paradigm blindness and gives better strategy



The 300 brands listed in BTR 2011 have the advantage of being able to measure their progress on 61 researched components and to compare it against various initiatives taken in the same period. This helps bring a sharper focus on budget allocations.

How brands benefited from the BTR listing

There are several ways that brands have utilised the enormous pool of data that has been generated during the Brand Trust™ studies. Several brands have used this data in different ways and have benefited.

1. **Specific Brand Reports:** Some brands have used Specific Brand Reports to know and understand the ratings of the 61-primary components of their brand. This report has been pivotal in creating specific, internal, employee workshops, communication-program modifications and for marketing lead approaches. Some companies have used this report during **Board meetings** while discussing strategies - sometimes during normal times, with one even using this report as a blueprint to overcome a brand's crisis.

2. **Competitive strategy:** Some brands have used Specific Brand

ON TRUST



Ajit Nambiar
Chairman & MD, BPL

The BPL story started in 1963, when we started manufacturing precision electrical instruments, meant for defence applications under trying conditions. Within a few years, we graduated to indigenous manufacture of medical electronic equipment such as electro-cardiographs and, thereafter, electronic testing and measuring instruments. Over the years, we expanded our range to include entertainment electronics, home appliances, telecoms equipment and mobile telephony and LED lanterns. In time, we became a trusted household brand and carved a place for ourselves in over 20 million homes and hearts.

The trust that we won from customers came from our commitment to quality, performance reliability, induction of new technology and our hard-earned reputation in providing easily accessible and prompt aftermarket service support. Further, we made sure our products were always affordable and within easy reach of aspiring customers. This ensured loyal customers and won nation-wide acclaim in the industry.

We believe a strong brand can be built only on the back of good products and happy customers. For instance, we had a crucial edge over many of our competitors since we had backward-integrated our manufacturing process; this allowed us tight control over our end-product quality. This helped the BPL brand differentiate itself from others, who then at the mercy of imported kits, which often affected the quality of their products and availability of critical spares and cost of aftermarket service.

We invested in creating a manufacturing infrastructure of global standards and focused on building a strong R&D to help technology adoption and product innovation. This resulted in offering our customers the best-in-class products, which would give them a truly great experience. Our fundamental philosophy, inherited from our founding promoters: "We are and always will be dedicated to making our customers' lives happier, healthier and more productive."

Not only how well we make a product but also how we market it endears a brand to customers. Over the years, we have utilised innovations in brand communications that have been entertaining and memorable, bundled festival offers aimed at middle-class Indian families our core constituency. At the ground level, we opened BPL Galleries to showcase our technology and products. We invested substantially in marketing to make BPL a household brand and our best ambassador has been our products.

At BPL, we endeavour to understand what consumers need and want. For instance, in most of India, power cuts are a fact of life. Yet power outages interrupt lives and rob us of productive time. When we met consumers affected by long blackouts, we found that school-going children suffer the most as it interrupts their studies. They are compelled to study using poor alternatives, candle-light and oil lamps. This drove us to find a solution. Our R&D team created the BPL Studylite, six hours of light without power, using the latest in lighting technology, LED lights, and metal-halide batteries. We even collaborated with SankaraNethralaya, Chennai, to make it the first study light ever that is safe for eyes, particularly children's. In 2010, Studylite won the prestigious award for design excellence, a rare achievement for an Indian brand.

Trust in a brand comes from doing things right for customers, every time. It is not an easy promise to but we always try to live up to it. At times we have failed but instead of hiding behind excuses, we have accepted our shortcomings and corrected what was wrong. This has won us genuine customer appreciation. We have realised that customers don't expect us to be perfect but want us to be honest.

In keeping with future Indian customers, we have re-fashioned our brand promise to: Happier LivingEveryday. That BPL will endeavour to keep with its technology, products, service and the commitment of a well-knit and motivated team.

We want BPL to be a brand associated making people happier in life. We value the trust reposed in us by millions and will nurture the faith and build on it through our future products and services.

brands vis-a-vis the competition and the reports have provided them with detailed analyses of stakeholders' perceptions. The valuable data inputs have helped them adapt their own communications and marketing strategies in order to gain a competitive edge.

Using statutory communications and even internal documents as competitive strategy.



3. Licensing the 'Symbol of Trust':

Due to the rigour of the BTR, many have licensed the 'Symbol of Trust' to be used in their brand collaterals and communication. This option was made available only to those brands that were listed among India's most trusted brands in The Brand Trust Report™.

4. Annual Reports and Chairman

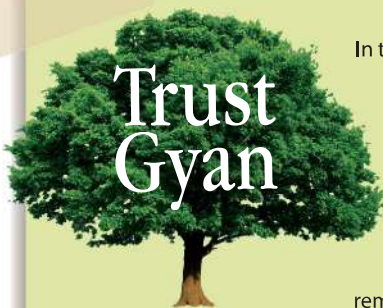
Speeches: Several Indian and multinational brands have used their listing among India's Most-Trusted Brands in their Annual Reports. The listing has also found its way into stock-market analysts' reports, which have used the listing in BTR as a strong endorsement of the trust in a brand.

5. Consultancy on Brand Trust™:

Some brands have mandated TRA with Brand Trust™ consultancy, and the journey of improving areas of the brand's trust among the stakeholders has begun.

6. The Brand Trust Report™ and

plaques: One universal opportunity that this listing among India's most-trusted brands provided was using The BTR itself as a showcase of trust endorsement. Copies of BTR were sent to clients, investors and other important stakeholders. In cases, duplicate copies of the plaques were requested from us and these were placed in showrooms and offices of the brands.



In the much-hyped world of advertising personalities and account and people movements, R K SWAMY BBDO stands by its belief in client focus, consistent long-term brand building, creative ideas, the professional development of its people and delivering results over and over again. These attributes make it one of the top five marketing communication groups in the country, consistently.

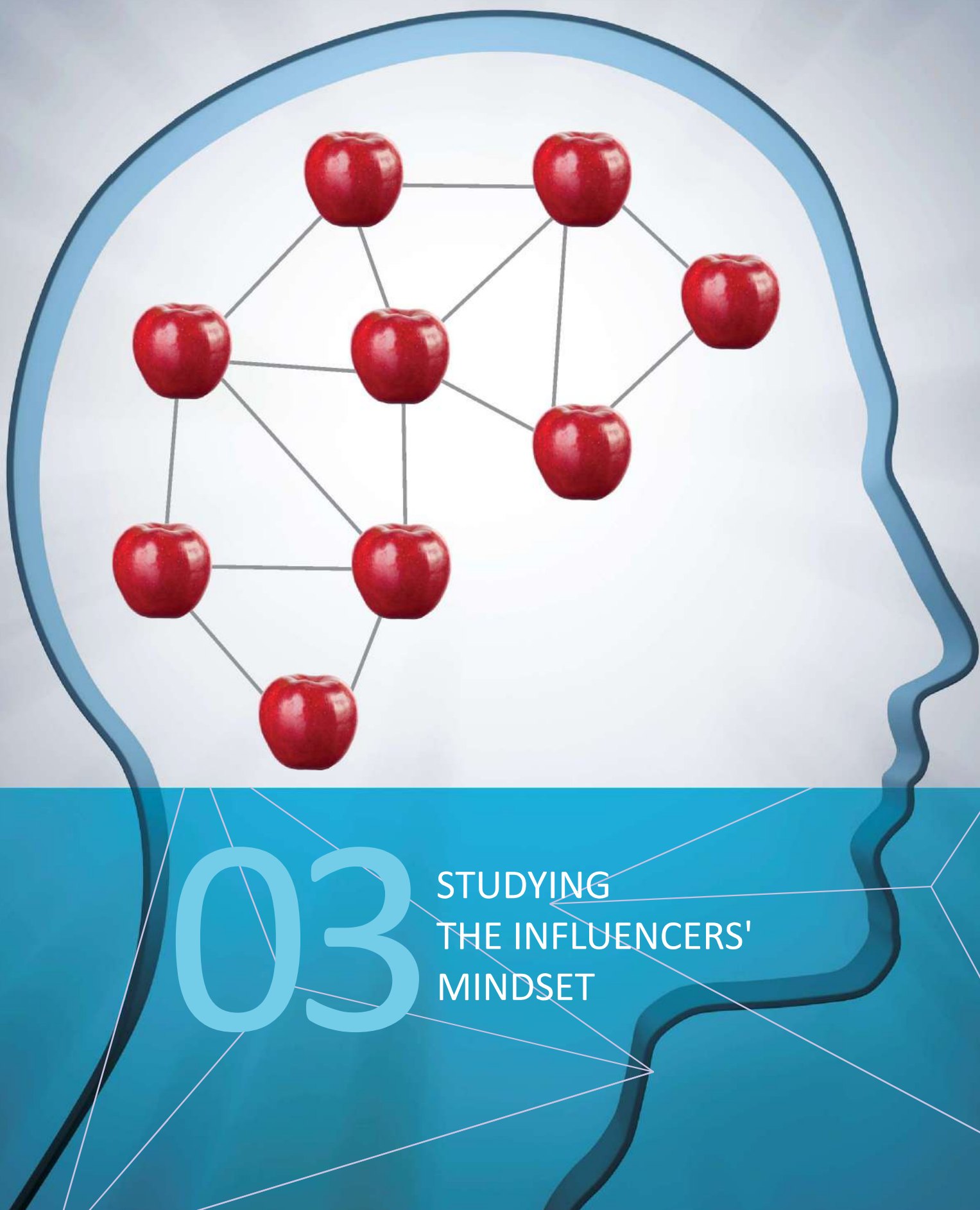
The Hansa bird, the group logo, sums up its philosophy. This mythological bird has the remarkable ingenuity to separate milk from water. Translated to the business of advertising and marketing services, the group continuously hones its skills to separate the wheat from the chaff, the core from the mass, the essential from the irrelevant. This philosophy has enabled the group to provide its clients a clear, concise path to marketing success by putting their business objectives at the centre of every relationship.

Part of the R K SWAMY HANSA Group, with deep roots in the Indian market, this agency has operations the USA as well. The advertising produced by R K SWAMY BBDO has a distinct Indian rhythm to it. With an innate understanding of the Indian consumer, the creative work of the agency makes a deep and lasting connection.

As the agency realises that results are best achieved with foundational knowledge of the market and the consumer, it continuously invests in developing this knowledge base on behalf of its clients - be it original research to understand consumer motivations or producing market guides that are used by the entire industry or client-specific innovative techniques to uncover customer motivations.

The cost-effective solutions provided by R K SWAMY and its knowledge-based recommendations, with practical and speedy implementation have helped it to attract and retain major clients across a wide spectrum of categories and services. With a continuous

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STUDYING
THE INFLUENCERS'
MINDSET

STUDYING THE INFLUENCERS' MINDSET

The Brand Trust Report is a deep study into the mindset of the 'influencer-consumer', i.e. the 10% of influencers who impact the other 90% significantly. To access the 'influencer' category has been difficult, as they are more busy than normal. They are also less approachable because of their active job profiles. While delineating the 'influencer-consumer' category, one of the primary criteria is that they were to be salaried individuals. This criterion essentially eliminates house-wives, retired people, students and business persons.

While all categories do make purchase decisions, our pilot studies showed that the level of engagement of salaried persons with other people was much higher than these categories. Even among the salaried

respondents, the selection process had 'difficult' criteria that identified those who were in the higher echelons of their peer-profiles.

There were more eliminations than acceptances of respondent profiles. Among the basic criteria requirements was the condition that the respondent must speak English proficiently (since most Indians speak and understand at least one regional language). This ensured that the respondents were able to communicate with a larger audience and were also able to absorb communication from the brand in more than one language. Further, to ensure that the 61-components in the questionnaire were consistently answered, the questionnaires were only delivered in English.

ON TRUST



Going for great



Sandip Basu,
MD & CEO,
Loop Mobile (India)

Loop is a highly trusted brand because of its matched quality mobile experience consistently for the last 16 years. Backed with investments in network and infrastructure, and focus on innovation and warmth of relationships has helped in making Loop the 4th Most Trusted Mobile Telecom brand in this report last year. We understand the Mumbaikar, - their journeys, aspirations and lifestyle. Our reach across Mumbai and an empathetic response to our subscribers needs have helped us stay attuned to them, earning their trust.

Every telecom operator faced a threat of Mobile Number Portability, and Loop faced it more as we are a one-circle operator. But this also came as an opportunity. We charted a two-pronged strategy at existing subscriber retention, as also to invite new subscribers from other networks. Among the various initiatives, one which made a mark was the launch of 'Going for Great Challenge'. This included Network Challenge, Service Guarantee, Loop Mobile Privileges and Best Value Plan. All these initiatives combined reinforced our subscribers as our brand ambassadors. Never one to give in to short-term gains, we focused on best customer plans like 'Best Value Plan' inviting trust and building loyalty of our subscribers. Finally, as per November 30th, 2011, and became evident when we emerged nationally as the 4th operator with net positive gain in MNP and overall lowest churn in comparison to subscriber base.

We do not believe in resting, and constantly endeavour to engage and provide positive value to all our stakeholders. Our principles of Brand Trust are based the Three As - being Accessible, Acknowledge all stakeholders and Address all needs.

Another criterion for choosing influencer-consumers was that they had to have an innate ability to influence others with their impressions. Naturally, they needed to have a very good understanding of the nuances of brands as well. Further, to qualify as an 'influencer'.

or B, necessarily working in a large organization, such that the chances of influencing others was higher. Influencers also had to be among the higher salary bracket in their age group. Most importantly, the respondent's interpretations of the 61-primary component parameters

dilution. The stringent criteria set for the respondents ensured that they not only have a strong opinion on brands but they also had influence on them and other stakeholders, through their actions. The criteria also required the respondents to possess the organizational and social

Since the respondents were in the highest echelons of their strata, the interviewers had to be carefully selected after a test on three criteria. Each potential interviewer was ranked on a scale of 1-10 on 3 parameters i.e. (a) Pronunciation of words (b) Even voice while reading the statements (c) Fluency in English. Only those who got more than a total of 22 points across all three criteria were selected to conduct interviews.

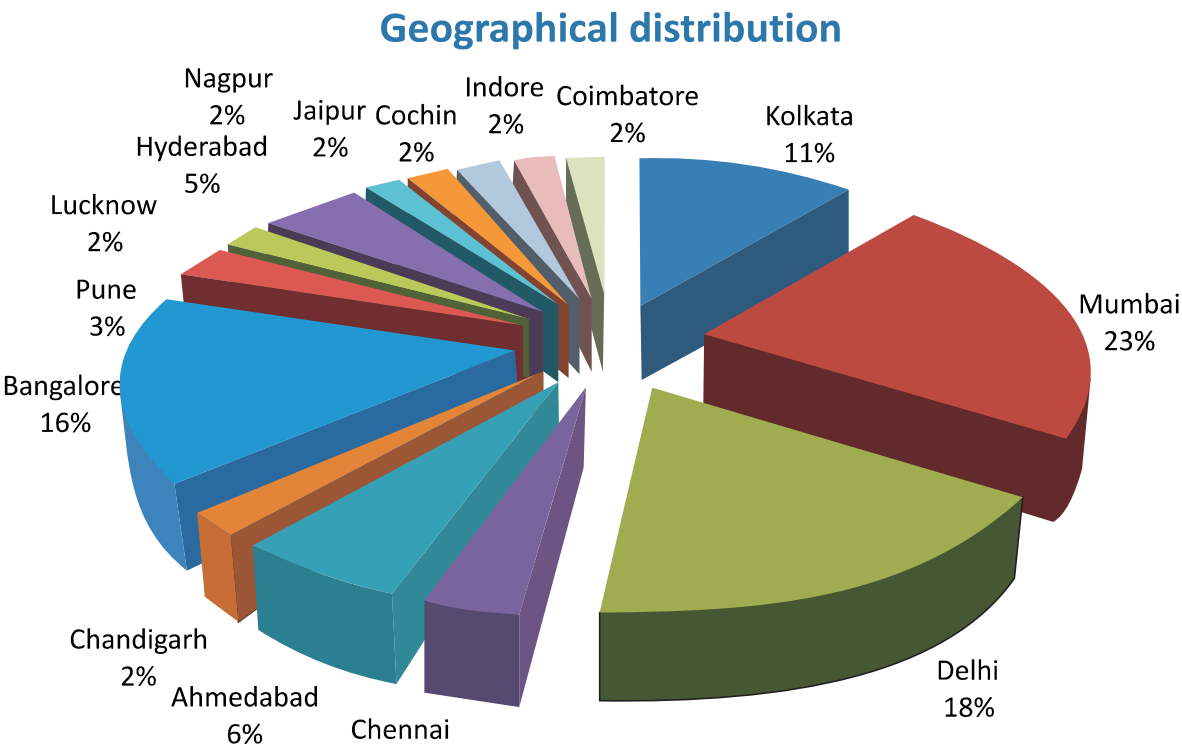
Though identifying influencer-respondents was not difficult, to make them spare over an hour for the interview certainly was. A few other criteria imposed increased the degree of difficulty of the interviews but were included since they added to the study's robustness. Every respondent had to attach a visiting

card on the interview sheet and interview sheets without these were summarily rejected. All the questionnaires were telephonically back-checked (100% back-checking). All questionnaires had to be filled-in in upper-case (capital letters) to facilitate more accurate data punching. Though this may seem like a very small requirement, it takes up to 20-25% more time to fill up a questionnaire in capitals than it does to complete it in running handwriting. Any questionnaire filled up illegibly was also rejected.

The act of fixing interviews itself was a mammoth task. It involved multiple calls for appointments, several postponements of confirmed appointments and abrupt mid-interviews endings. Instead of

ensuring that each interviewer is pushed to conduct a maximum number of interviews per day, our task was quite the contrary; we limited them to doing only 2 interviews per day to ensure quality. Maintaining a fieldwork team for the project spanning over 75 days was a task for each city's leader. And of course, voluntary and forced departures of interviewers due the stringent criteria, was a routine occurrence.

Last year's study, BTR 2011, was conducted across 2310 respondents in 9 cities. This year, the scope of The Brand Trust Report, India Study, 2012 was expanded substantially to give the data a better spread. The research for BTR 2012 was conducted across 15 Indian cities covering 2718



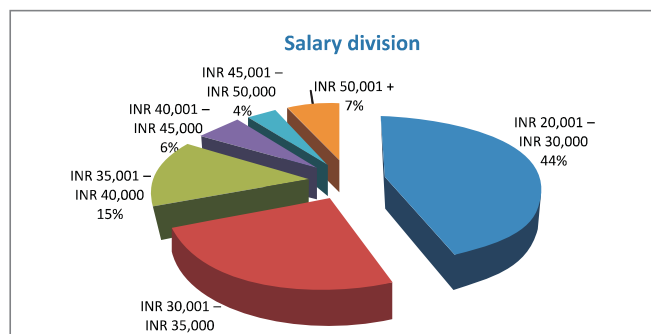
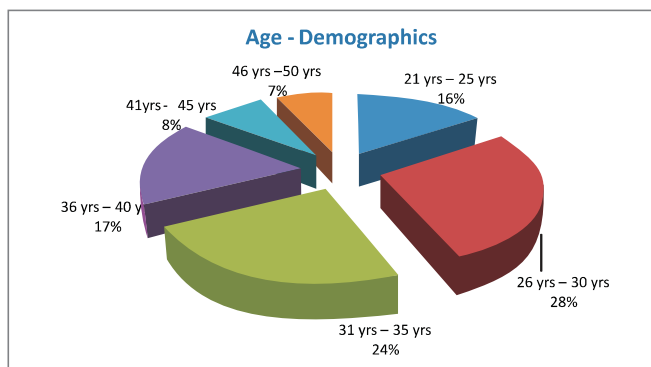
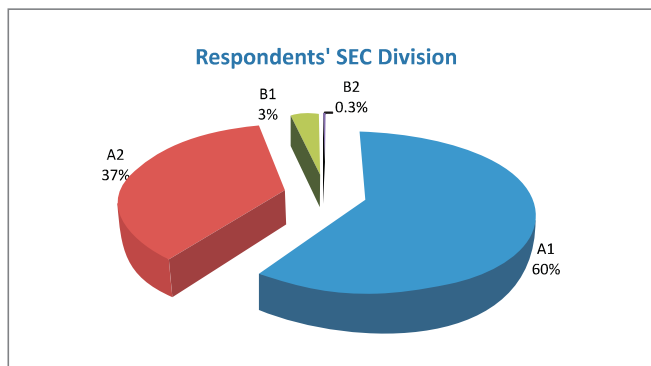
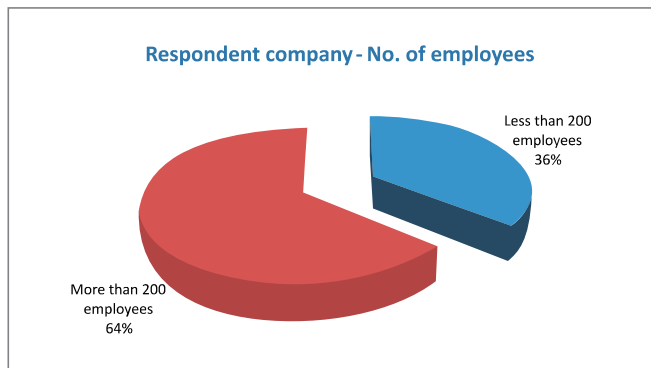
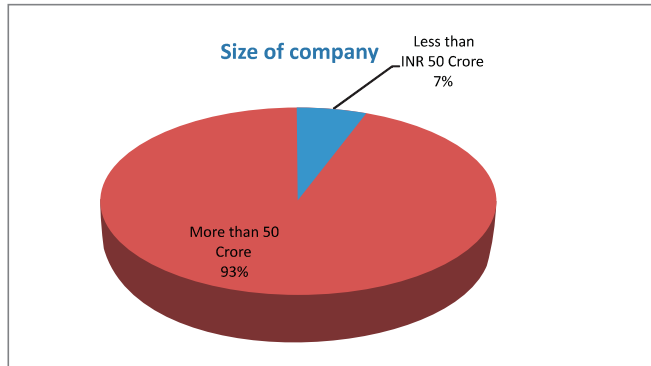
respondents, 17% increase over last year.

In the search for the 'influencer' respondent, the size of the companies that the respondents worked in was one of the important criteria. While 93% of respondents worked in companies with a turnover of over Rs 50 crores, 64% of these companies had 200 employees or more, adding to the scope for workplace engagement for the respondents. The respondents were all from the SEC A/B category with 97% in the SEC-A Category. Of these, 60% were A1 category. The age criteria for the respondents was also kept close to the census figures, so that this respondent set was the closest possible representation of India's influencers.

The minimum salary cut-off level for the entry into the respondent's list was Rs.2,40,000 per annum. This hike over last year was set due to the entry level change in the age criteria, and also due to the rising price index.

Rigour of fieldwork

The complex idea of Brand Trust™ was developed over two-and-half years, and such a scientific rigour necessitated that its measurement be done with commensurate finesse. The phenomenal success of The Brand Trust Report™ in its launch year made it imperative that we only

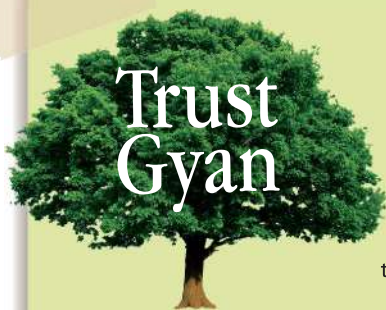


methodology of last year. Our new pilot studies this year helped us make a few changes in the fieldwork methodology. We used show-cards for the 61-components, as we did last year, but this year, we also asked the interviewers to read out the question aloud so as to bring back focus on each component. Last year, we had asked the interviewers not to participate in the respondents' thinking process at all, however, this year we used 20 standard 'encouragements' to motivate the respondents to continue and give involved responses despite the tedium of the one hour interviewing. In the brand sheet, where the respondent named 15 brands unassisted on Top-of-Mind recall, this

year, we prompted the respondents to name 5 international, 5 national and 5 local brands, so as to neutralize size bias.

This year, the interviewers had to necessarily read out aloud the 61-components (and therefore, the tougher criteria for selecting interviewers), while the show-card was shown to them. Our research had shown that this combination of 'seeing' and 'hearing' helped the respondent connect with the statement and helped elicit better brand name response. Further, research also revealed that the use of 'encouraging' statements (without referring to any brand names) would help the respondent to refocus attention when giving a brand-name

response. These statements implicitly encouraged the respondent to look again at the statement, to read the statement again, to think more about the brands and in general, to try harder. There were also general (though standardized) positive reinforcements that egged-on the respondents. These included statements that told the respondents that the interview was going well, thanking them for the responses and other encouragements like 'We are almost done', 'Your responses have been very unique', from a pre-constructed list available with the interviewer. Naturally, the interviewers were told to be careful not to overdo the encouragements, lest they seem contrived.



CONTACT

Over a period of 25 years, Contact Advertising (CA) has been evolving along with its clients, who have entrusted the health of their brands to it. During this time, it has developed a well-defined method of ensuring that its client's brands continually 'grow younger'. To them, 'growing young' is all about ensuring that a brand is consistently relevant to its patrons, even when the patronage may undergo change itself.

CA believes that every brand has the potential for everlasting greatness. It sees itself as a facilitator that recognizes potential in brands and helps to constantly refresh them and make them perennially recognizable and desirable. In a nutshell, it endeavours to make brands 'everlasting'.

Towards achieving this end, it keeps a watch on all aspects that affect a brand and uses a process called 'Unboxing', which involves deep diving into the fundamental drivers that affect any aspect of a brand. Then it uses scientific and tested methods to draw valuable insights that add overall value. In a sense, unboxing takes brands out of the artificial boxes that they tend to get slotted into.

Unboxing is a multi-pronged approach through which various aspects of a brand's universe are analyzed. CA studies aspects such as the category, the direct and indirect competition, current and potential consumers, advantages delivered and harnessed by the brand and its products, etc. It also observes the effect that the brand personality itself has on every one of these areas. This process is rigorously conducted in conjunction with representatives from its clients' brand, product, sales, logistics and management. The result of this exercise is a brand that is driven and owned holistically.

These primary components of Brand Trust™ are intangible behavioural attributes and not very easy to respond to. For example, one attribute, among the 61, was “The Brand is caring”. Though a reasonably easy concept to understand, if the reader attempted to give three relevant brand names in response to this stimulus, the difficulty in giving responses will become evident. Three brand names for each of the 61 primary components, i.e. 183 brand responses in total from each interviewee. Once the brand names were given for the specific component, each respondent was asked to give a suitability index (on a scale of 1 to 5) for each brand to the component. This was even tougher for the respondent, but it got

complete focus on the component and the brand, eliminating all other distractions. Each successful interview took over an hour, with some going over 2 hours too. The total interview-hours crossed 15,000!

To ensure the authenticity of the respondent, on completion, each respondent was asked to sign twice on the questionnaire, once in the beginning and once in the end. The signatures provide proof of an authentic respondent. Added to this the respondents had to provide a visiting card as proof of job-identity. Any questionnaire without any one of the above criteria was cancelled without any questions. The demands on the interviewers were extremely high and 100% telephonic back-

checks were done. There was a very low tolerance for any error in the questionnaires and these were discarded if any of the stringent criteria were unfulfilled.

What people prefer to read

'You are what you read' is the appropriate maxim in this information age. But surely enough, it applies to this type of reading as well. To gauge the respondents better, we asked them two questions about their media habits. These questions, asking the respondent about Media viewed/read most regularly, and media found to be most informative, generated 3 each responses from every respondent and we got a total of 16,308 media-name responses.



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“ If you want the world to trust you, you must put trust at your core, and take fear out of the picture.” -Swami Sukhabodhananda, AdAsia 2011

This is exactly the strategy that the new Dentsu India has adopted while reshaping itself and the business of communications in India.

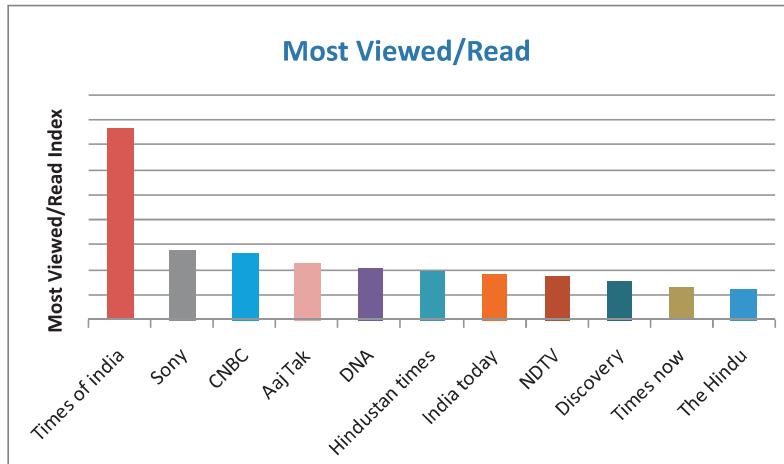
The agency believes that far too often, advertising agencies operate out of fear of small and big things - of ideas being rejected; of missing deadlines; of relationships hinging on things beyond work; of others taking credit for their work; of losing in the game of one-upmanship.

Consequently, it has begun to displace fears by putting in place a new breed of people who are taking charge, equipped with talent, aptitude and most importantly, the mission to win trust – the client's in the agency; the client's customer's trust in the client and the trust of its employees in the fact that disruptive change can be channeled towards good for everybody, at every level...

Dentsu is creating the right environment for this breed of people with the amalgamation of innovation, technology and enterprise...in an integrated, future-ready way that creates ecosystems for experiences and dialogues. Innovative thinking prepares the ground for creating delight - for clients and customers alike. Technology brings to life innovation, making it a reality that surprises and delights. And enterprise allows free rein for the spirit of innovation to drive how the agency delivers delight. This troika of tools - technology, innovation, enterprise - combines well with a harmony imparted by a Japanese yen for discipline, foresight and long-term thinking.

The result is a leaner, hungrier Dentsu India Group attracting the right people to its fold, the right partners to its roster and the right path to

dentsu

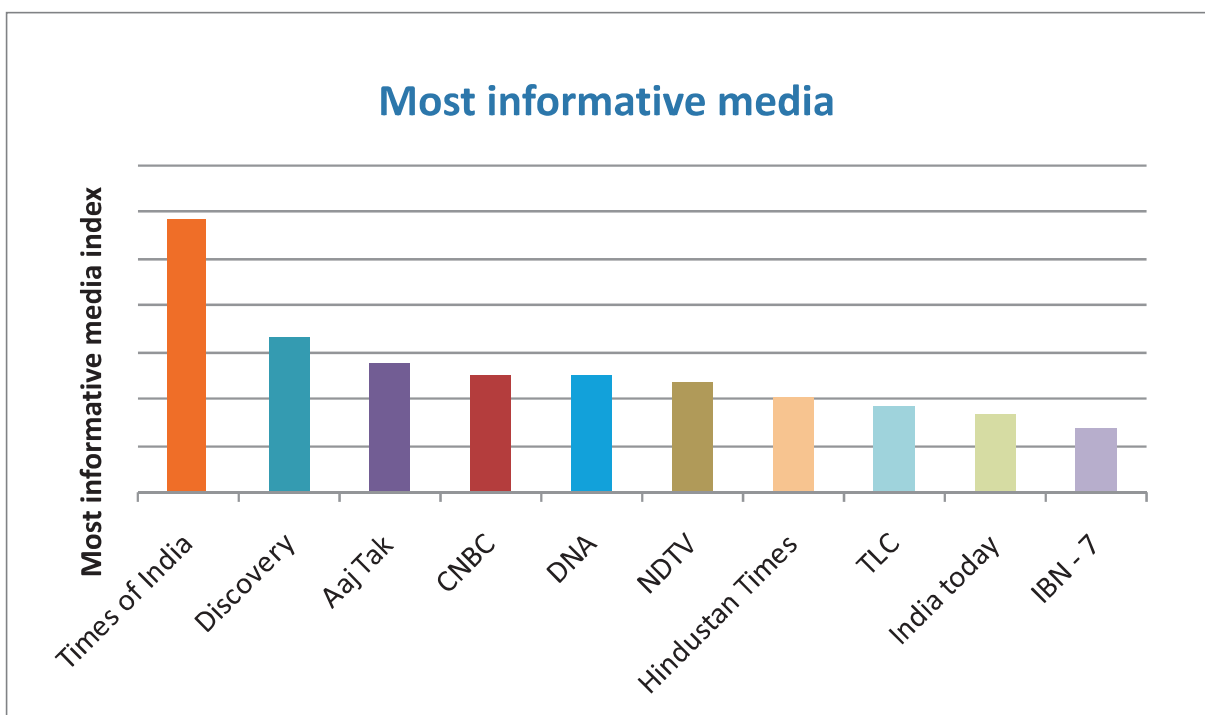


A mapping of the 10 Most-Viewed/Read media revealed that the Times of India was the most preferred media source. However, interestingly, the lead that the Times of India had over the 2nd ranked media has almost halved from last year. CNBC beats Aaj Tak as the 2nd Most-preferred media and Aaj Tak is ranked 3rd. DNA climbs one position and last year's 4th ranked, The Hindu, slips to 10th position in the preferred

media list. India Today, the only magazine in this list, climbed to 6th rank, while NDTV slipped from 5th position last year to 7th rank this year. Discovery rose in the ranks from 15th position last year to 8th this year, the most significant rise by any media. Times Now is the only new entrant in this year's list; it stood 9th.

Among the media considered most

informative, Times of India leads again. The lead, however, has also lessened by half since last year, a sign of its waning clout in the crowded and competitive media space. Aaj Tak, which held second position in this list last year, slips to 3rd position this year, with Discovery taking the 2nd rank, up two notches from last year. CNBC also moves up 2 notches to 4th rank this year and DNA moves up four ranks to 5th rank this year. NDTV makes a fresh entry at 7th rank and Hindustan Times, which was ranked 8th last year has slipped 3 ranks from its last year's position at 5th. The lifestyle channel, TLC is at 8th rank followed by India Today at 9th rank. At the 10th rank in the Most-informative media this year, is the Hindi channel IBN-7. Both Star News and The Hindu are out of the top 10 Most Informative media list this year.





04

UNDERSTANDING
BRAND TRUST™

Understanding the Brand Trust Matrix™

In the commercial world, the intangible aspect of Brand Trust™ impacts the behaviour and performance of its business stakeholders in many intriguing ways.

Among all forms of exchange, the most visible, direct and tangible impact of trust is probably seen in businesses. And that's only natural since the result of trust erosion in businesses is very real, painful, and immediate. It threatens, with monumental and often irrecoverable harm, often the very survival of organizations, its people, clients and, most importantly, its culture. As the benefits that human connections bring to commerce and transactions have increased, the need for trust in transacting has also commensurately. This is true more so because business relationships have taken priority over our social relationships (sometimes flourishing even at their cost). We buy from stores we have never visited, we hire people we have never seen, we partner

electronically punched sentences. We are constantly demonstrating that business is trust incarnate.

In the commercial world, the intangible aspect of Brand Trust™ impacts the behaviour and performance of its business stakeholders in many intriguing ways. It creates the foundation of a strong brand connect with all stakeholders, converting simple awareness to strong commitment. This, in turn, transforms normal people who have an indirect or direct stake in the organization into devoted ambassadors, accruing concomitant advantages like easier brand extensions acceptability, premium perception and even acceptance of temporary quality deficiencies.



Brand Trust™ is
perceived like we
perceive colours,
in that it cannot be
directly
interpreted as a
single entity.
Instead, each input
received by the brain
gets split into its
primary
components.

combination of several individual elements and there is no direct means to achieve or acquire it. Let us take the concept of colours to understand Brand Trust™ more easily. Colourimetry, the science of colours, explains the perception of colour by the eye and the brain, and studies its application in communications, art, physics and electro-magnetics. No matter how simple any colour is, we do not see it as the same single colour received by the eye. Instead, the colour is reduced by the brain into three primary ones - red, green and blue - by the brain. The different combinations and degrees of each of these primary colours allow humans to perceive a mindboggling 10 million different combinations.

Brand Trust™ is similar in that it cannot be directly interpreted as a single entity. Instead, each input received by the brain gets split into its primary trust components. This results in varying combinations that can give rise to inconceivable millions of perceptions. Brand Trust™, though an innate response, is complex to understand. It is based on a combination of psychological, sociological and communication triggers, responses to stimuli between the trustor, trustee and the environment.

To understand Brand Trust™ better

communications, initially we thought it important to determine parameters for it - something that would allow its measurement of Brand Trust™ and make it universally relatable. But a universal measurement of Brand Trust™ is difficult, in much the same way as the universal measurement of 'happiness' is difficult. Two people rating themselves on a 'Happiness Index' of 100 may rate themselves 95 and 98 respectively, but it is not necessary that on an actual individual level, the 95 is below the 98 (since no standard parameters for happiness exist). If, however, we knew the components of Happiness, we could use them to measure happiness across people of different cultures, regions, or other demographics. For example, we may come up with common Happiness factors like Personal Achievement, Financial Stability, Health Normalcy, among several others, that can be used to create the Happiness Index.

Naturally, the more refined the components of happiness studied, the more refined the results would be. Brand Trust™ too can be measured in a similar fashion. However, most current measurement techniques in this area are inadequate, as the trust-related questions asked are oversimplified to only 'who' we trust and 'how much' we trust. Responses to such

The right way of
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primary ingredients.

will, therefore, not lead to uniform determiners. To measure Brand Trust™ we must know and measure its primary components that universally and uniformly hold true across audiences, geographies and cultures.

Also, just as we cannot ask for happiness and get it, one cannot just ask to be trusted and acquire it. We see many communications which make blatant claims like “Most Trusted Brand” - without establishing any proof of this trust. Such careless communications unfortunately erodes the very trust being attempted, by being too direct about it. The right way of developing and measuring Brand Trust™ is to focus and build on the its ingredients, the primary components that make up Brand Trust™.

However, while developing Trust, one comes across a unique dilemma, stated as the Trust Paradox.

..... UNDERSTANDING THE BRAND TRUST MATRIX™

Trust Paradox™ and Trust Corollary

The Trust Paradox™ presents an enigma in the manner in which businesses and brands communicate and what they seek to achieve. It could be stated thus: “If any business, entity, brand or individual solely focuses on building trust, it will lose trust in the long run.” The Paradox summarizes the need to focus on the ingredients that build trust and not directly on the result. Trust is realized from a combination of action, communication, perception and the 'being' of the entity, and each of these must be worked on directly, so that the outcome (trust) is a natural by-product and not the reverse.

The Trust Corollary™, the other half of this statement, is defined as what an entity must focus

on in order to build trust - its primary components. The

corollary tells us that it is necessary to understand all the primary components of Brand Trust™, to hit on a solution for the Trust Paradox™. Due to the enquiry that arose from this corollary, Trust Research Advisory conducted nearly two years of dedicated research, interviewing behavioral scientists, psychologists, communication experts and sociologists, to understand and collate these primary ingredients of trust. The research revealed over 100 primary ingredients of trust, which were finally culled to the essential 61-primary components that make up Brand Trust™.

“If any business,
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solely focuses
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the long run”,

Matrix™, composed of 61-primary components. These were then empirically applied to several live business situations to understand their impact on business strategy, communication and crisis situations. Finally, after several discussion rounds, a successful hypothesis was created by amalgamating the universal theory of trust and its application in Brand Trust™.

Brand Trust™ is the result of the action, behavior, communication and attitude of an entity, and the maximum trust builds from its action component. Action plays the most important part in creating trust among audiences who have directly engaged with the brand, i.e. the primary experience-carrying 'Primary Audiences'. And, the tools of communication play a vital role in transferring the trust experience to audiences who have never experienced the brand, i.e. the all important 'Secondary Audience'.

The components of Trust

Brand Trust™, in its most basic form, is the quality of an 'idea' being considered trustworthy or believable, and an environment of trust is the essential foundation for any progressive transaction to take place. It is the elemental bond on which every other positive human response is built. Though Brand Trust™ completely depends on an individual's beliefs, values and perceptions, the trust classification made here can be considered universal.

The seeming duality of 'uniqueness and universality' of Brand Trust™ can be understood with reference to our unique tastes in music, though general classifications of 'good' and 'bad' music are universal. Trust also follows the individual-collective principles similar to music. The individual influences that impact Brand Trust™ may be counted as minor 'personality and cultural deviations', but most parts of what we consider to be Brand Trust™ are common to most audiences around the world.

Over time, the more evident notations of Brand Trust™ in business (pedigree, size, performance, etc.) have changed and subtler ones now exert stronger influences. Let us take a closer look on these important notations of trust and

As the first steps to deciphering Brand Trust™, it is important to understand that trust can be built proactively only through the actions of the trustee (the person desirous of trust), and is based on three foundational elements, which should ideally be applied sequentially. These are:

(i) Building Capacity to Trust

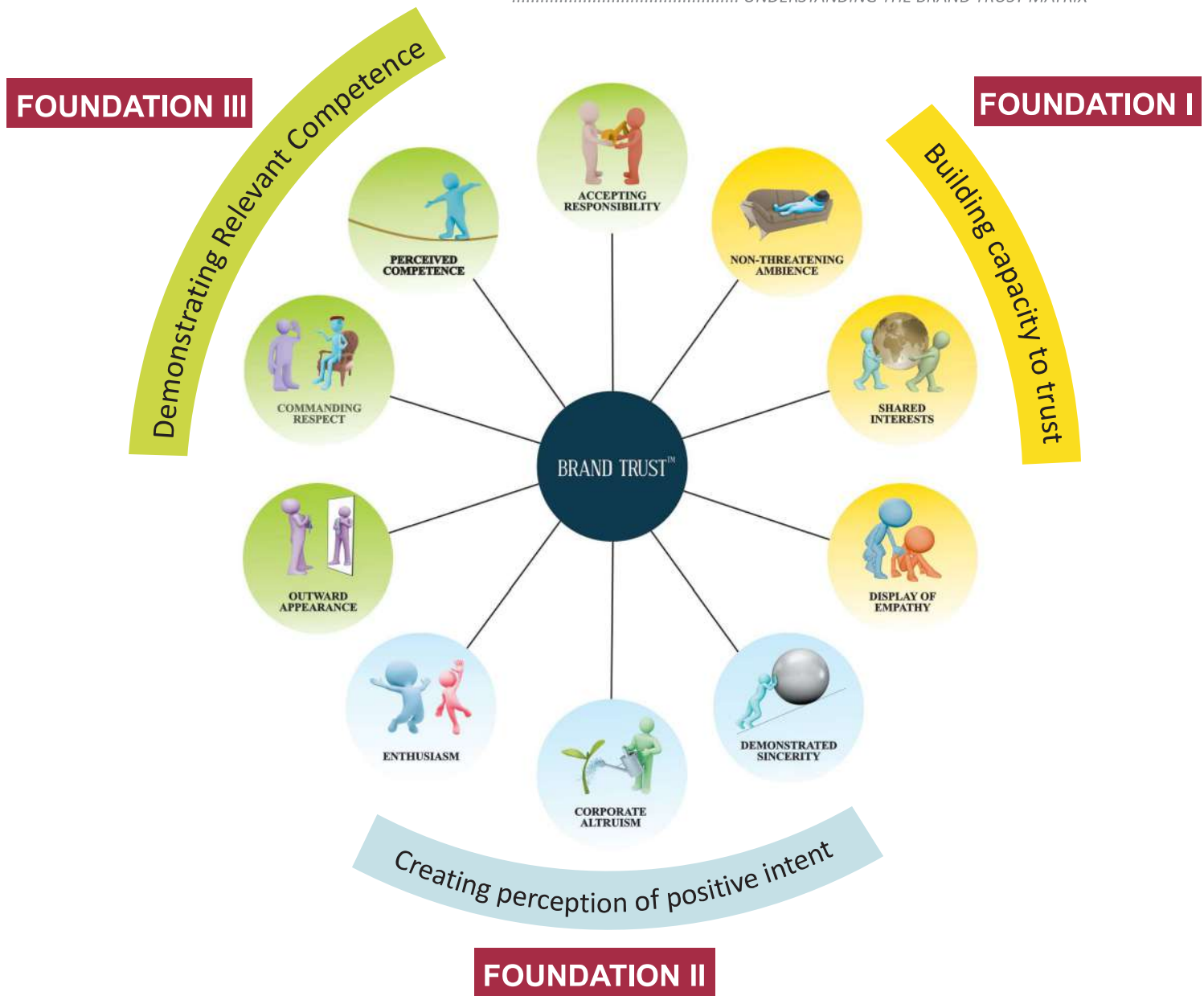
(ii) Building Perception of Positive Intent

(iii) Demonstrating Relevant Competence

These three foundations of Brand Trust™ comprise 10 composites, i.e. common traits grouped together from the 61 primary components of Brand Trust™.

Building 'Capacity to Trust', the first foundation, helps by making the trust-environment conducive and inviting the trustor (one who trusts) to assume a degree of vulnerability in the relationship. The second, creating 'Perception of Positive Intention' renders the trustee's intent to be perceived as beneficial and acceptable by the trustor, further strengthening the trust bond. And the last foundation, 'Demonstrating Relevant Competence', showcases the trustee's competence for the act-of-trust assigned. It gives the trustor a high degree of confidence in the outcome through Brand Trust™.

Brand Trust is subject to individual personality and cultural deviations.



(I) Foundation base - Building capacity to trust

The first step towards building trust is to sensitize the trustor and build a conducive and inviting environment.

All other trust-related reinforcements notwithstanding, a person would be amenable to vulnerability in a trust relationship only if s/he perceives the transaction environment to have these three essential

be completely non-threatening;
(ii) There must be shared interests and
(iii) There must be visible empathy that the trustor must see in the trustee's attitude and behavior.

Non-Threatening Ambience

The environment of trust is crucial in the development of trust. Any environment which hints at competition, manipulation, intimidation or coercion is immediately seen as a threat (gross

negates a basic prerequisite of trust. Unless the ambience is seen by the trustor as completely secure, building trust becomes impossible. It is therefore appropriately discussed as the first criterion in building trust.

Perceived vulnerabilities in any situation lead to perceptions of threat, in turn, resulting in fight or flight responses. Mostly, these perceived vulnerabilities are never overt or visible and it is the subtle

ON TRUST



Anand Mahindra,
Vice-Chairman & MD,
M&M

No great secret lies behind the highly-trusted Mahindra brand. Consistent delivery against a promise is the single biggest driver of trust for a brand. This is something that the Mahindra brand has been doing ever since it entered business. Apart from this, factors like high quality products/services, adherence to highest standards of corporate governance, the very high integrity of the leaders who run the company and adherence to a set of values in conducting business have helped the Mahindra brand earn the trust of all its stakeholders.

Since the Group was founded in 1945, the brand has lived up to the values and ideals that then defined the company. In the late 90s, we went through an exercise to identify, define and articulate a set of values that specify how we conduct the business. These values have always been with us. Its founders strongly believed that businesses must drive positive change for customers and the communities where they operate. The present leaders continue to believe in this simple tenet. We believe that one has to deliver on promises made, day in and day out – this is a 24/7/365 day job. There are no specific milestones that one can plan and build into this journey. This was the philosophy of the founders of the company, who through their work, demonstrated a set of values that continue to guide our business to this day. Over the years, these values have permeated every part of the Group and have proven to be an invaluable set of guiding principles in helping brand Mahindra be true to its core.

We consider our employees as crucial in building trust for the brand. Perceptions about a brand are built through signals sent out by two sources – products/services and employees (including the leaders). While superior products/services are necessary and always important, the true source of brand differentiation will always be the employees. We believe that products quickly become commoditized whereas a unique culture with empowered employees who constantly deliver value to stakeholders is extremely difficult to emulate or beat. The responsibility of consistent delivery of the brand promise while living the core values of the brand rests with all employees. Mahindra places a great deal of emphasis in communicating and reinforcing the company's core values throughout the business and this has helped the brand.

Selection of the right business partners who constantly demonstrate a commitment to the brand and its values is critical. Almost all of Mahindra's partners have imbibed the brand's values and strive hard to live them.

Of course, all this would not have been possible without support from customers – the people who recognise and buy into what a brand stands for. It is the customer who ultimately vouches for the "trust" factor that he/she sees in a brand – and the market performance of the Mahindra brand is a direct reflection of the trust reposed in it by its customers.

As a business grows - organically and/or inorganically - it often becomes difficult to maintain a consistent level of performance on the parameters on which the brand is built. This could have mutated into a threat to the trust in Mahindra's brand but we had a set of clearly-defined values and good leaders who could "walk the talk". Hence, it became easier to manage high business growth while ensuring adherence to those values.

We have no doubt whatsoever that brand Mahindra is co-owned by its employees and all external stakeholders. We believe that, in this age of the internet and social media, major decisions on the brand are often a result of crowd sourcing, where external stakeholders contribute major insights. We also see internal employee buy-in as a very crucial factor in brand decisions.

Our advice to brands that wish to emulate us is: Consistent delivery against the brand promise, while following fair and ethical business practices is probably the most important factor that drives trust.

- ✓ Absence of bias
- ✓ Cultural neutrality
- ✓ Concern for other's safety



Non-Threatening Ambience

determine a threat perception. Even small differences in beliefs, opinions, morals, values, stereotypes, expectations and inherent cultural differences can result in an increased threat perception.

For any trust bond to begin, the non-threatening ambience can be reinforced by displaying cultural neutrality, absence of bias and an overall concern for the other's safety. One of the important aspects of a trust-conducive environment is the ease of approachability of the trustee. (Some brands that maintain voluntary isolation become unapproachable and breach this norm) Also, if the brand helps create a comforting ambience through action and communication, and demonstrates a high awareness of a stakeholder's perceptions, it creates a Non-Threatening Ambience and crosses the first hurdle towards

Shared Interests

Common interests usually symbolize common cultural and social backgrounds, leading to expectations of better mutual understanding and chances of better engagement

in higher transactional predictability, eventually leading to a better trust environment. Liking similar things increases the chances that the participants have a similarity of thought processes, indicating a greater chance of long-term compatibility. The 'Shared Interests' composite also showcases a congruence of values, beliefs and thoughts.

Even in an unknown crowd, people who like a common sport like football will trust others who also like the game (and it becomes better if both are fans of the same team), even if there is nothing else the two hold in common. The same is the case with readers who enjoy books by the same author. When 'Shared Interests' extend from the casual into areas of professional, academic and specific social overlaps, trust is further reinforced. Of the other invisible and often missed aspects of developing 'Shared Interests' is the attribute of initiative, a common-enough behavioural attribute in every HR manager's search list.

Shared Interests



Display of Empathy

To create a trust-conducive environment, the display of empathy has greater importance than the earlier two composites discussed. Empathy is a complex sequence, which shows and reinforces an emotional connect between target audience and brand. Colloquially speaking, it is the ability of the brand to step outside of itself and see the world through the 'emotional' eyes of the other. An empathic brand is quick to perceive fresh opportunities with audiences because of its close emotional connection with them. This offers a brand the ability to take risks on unexplored fronts with greater confidence, with a 'gut-feel' for the right decisions.

The reason that empathy is so intrinsic to our behavior is revealed in a recent study that shows that empathic appeal is hard-wired in our brain. You wince when you see pain inflicted on someone else (as when a helpless boy is kicked by a school bully); a part of the viewer's brain reacts in the same manner as the person being hurt (with the same pain chemicals flowing through the viewer). However, this pain chemical changes from pain to empathy when another part of the brain tells us that the 'pain' is happening to someone else. Research has shown that in cases where the latter part is suppressed in individuals, the viewer

ON TRUST



Harkirat Singh,
Managing Director,
Woodland



When Woodland entered the Indian foot-ware market, it was largely unregulated. We built up a

category of specialized 'adventure sports' shoes, differently positioned. We established ourselves as a rugged, outdoor leather shoe brand, preferred by adventurers, especially youth. Globally too, we were well accepted and known for the quality and durability of our products. Over the years, based on feedback from customers, we have expanded our range of products to include Yoga wear, a Kids collection and our sub-brand WOODS, comprising shoes and accessories for formal wear.

Our brand legacy, the quality of products, our understanding of current trends and customer needs, constant innovation and efforts to be eco-friendly are what positions us as highly trusted.

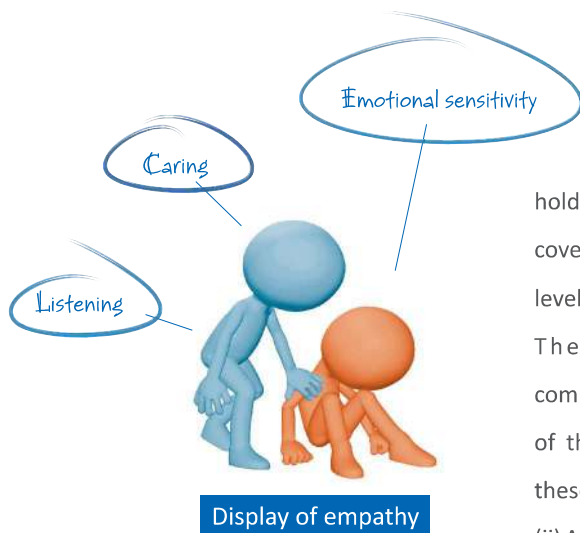
The soul of the brand is eco-consciousness right from production to sale and being in consonance with the environment. We build such an association only through promotions and our systems, processes and practices. We strengthen this by altering our entire range of shoes and apparel, leaning towards more eco-friendly products made with materials and chemicals that do not harm nature. To make eco-friendliness our brand recall, we introduced a range of bio-degradable shoes.

Our consistent efforts to preserve the environment and bring products in line with consumer preference set us apart from competition and raise customer confidence in us. We are known as a sturdy, durable, high-quality and value-for-money brand, with bold designs in apparel and accessories. We tied up with a German company, Desma, for automated technology (robots in manufacturing).

As brand trust is the sum of past experience with a brand, brand image and recall and is positively associated with brand loyalty. Our stakeholders (employees, investors, customers) have been vital in helping us build a trusted brand. On one hand, customers and sales, etc. are important for business success but on the other, employees are critical for the survival and sustenance of a brand. Employees are brand ambassadors in themselves and project the core brand values. The more connected they are to the brand the more loyal they are and loyalty in turn creates a motivated workforce for better customer satisfaction, thus leaving a direct impact on the business.

Media too has been extremely critical as it helps build the right perception of the brand. We reach out to an ever-increasing base through the mass media of communications to clarify perceptions and respond to feedback. We successfully feel the pulse of consumers and make a difference in their lives. But what makes our brand a success is consumer trust, without which no amount of marketing skills would help.

We gain and retain the trust of stakeholders by consistent delivery. We consistently understand stakeholders' needs and strive to meet them. We are committed to setting a high standard, understanding and incorporating industry trends in our products and delivery. Our quality, product range, innovation, consistency in delivery, customer service, and after-sales service contribute in gaining stakeholder trust.



them.

Though empathy is natural to most of us, it is essential to demonstrate it. The important aspects that help in creating brand empathy are care, listening and emotional sensitivity. Apart from these obvious aspects, empathy also comprises showcasing compassion and the brand's ability to relate to and understand the audience.

(II) Foundation base - Creating perception of positive intent

Not only is it necessary for the trustee to have the right intent behind actions, but this intent must also be openly displayed for trust to take root. This important second foundation of Brand Trust™ - perception of positive intent - needs to be established firmly and reinforced frequently, since the brand's audiences are constantly re-assessing and re-calibrating the 'intent-o-meter' of everything they engage with.

If a strong and deep-rooted

hold, it can, though temporarily, cover for the lack of the other two levels of foundation of Brand Trust™.

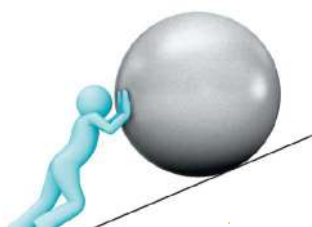
There are three important composites for building perception of the brand's positive intent, and these are (i) Demonstrated Sincerity, (ii) Altruism and, (iii) Enthusiasm.

Demonstrated Sincerity

Though the term sincerity has many interpretations in normal usage, it has a stricter application when it comes to trust. For a brand or an individual, display of sincerity has both social and personal implications, and consequently, 'outer' and 'inner' manifestations. A brand that displays inner sincerity shows high ethical and moral values, self-regulated governance, and integrity. Brands which display outer sincerity showcase the highest degree of transparency and command genuine respect from their audiences.

Sincerity, an important Brand Trust component, has inner and outer manifestations

Demonstrated Sincerity

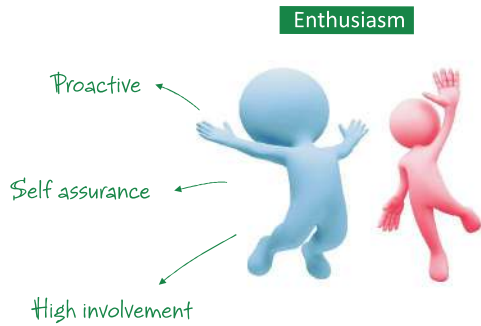


Corporate Altruism



Corporate Altruism

Several brands undertake social responsibility as charity; a few do so for the brand, but no one can dispute the direct benefits that accrue from any form of altruism. Corporate altruism is demonstrated when a brand acts beyond areas of self-benefit and works for a larger, socially-beneficial cause. Corporate altruism is an important composite that organically builds a high trust-quotient for the trustee. Yet, altruism has a significant time lag between action and result, and therefore, requires patience for results to become visible. Brands must engage socially without looking for swift results that they are so accustomed to. When a brand engages in selfless action, showcases a generous attitude and shows its socially-conscious disposition, it gains significant trust highly resistant to the erosion with passage of time. An often-neglected but crucial aspect of altruism is a brand's association with teaching, guiding and counsel - aspects that give an important meaning to the act of sharing and spreading knowledge



Enthusiasm

The third important composite that showcases right intent, enthusiasm, may come as a surprise to many. Though everyone appreciates the value of an enthusiastic response, few know it to be an important constituent of trust. Due to the direct correlation between the success of any transaction and the enthusiasm of the participants, this composite is a 'real' indication of greater interest in a positive outcome. Since trustee enthusiasm implies a greater

Though everyone knows the value of an enthusiastic response, few know it to be an important trust component

involvement, commensurately increasing chances of success, it naturally holds an important position in building trust. Displayed enthusiasm also demonstrates a

trustee's self-assurance and shows a greater degree of trustee confidence in the result. The composite of enthusiasm reaches far beyond our casual understanding of the term and is best felt when the brand relationship is charged with vibrancy which leads to a higher degree of outcome motivation and a proactive approach.

Foundation base -
Showcasing
Relevant Competence



The third foundation of Brand Trust™, Relevant Competence, appeals to the rational side of the brain. The perception of competence should be considered as a 'transactional' factor in trust, and



Leo Burnett believes that everything in the business of advertising can be distilled down to two things - people and their behavior. Accordingly, it has never lost sight of one important thing: what matters to people. Everything the agency does in connection with branding is designed with a larger human purpose in mind.

A brand with a meaningful human purpose gets to play a long-term role in people's lives, acting as a badge, a community, an entertainer and an information resource. However, according to Leo Burnett, the exercise doesn't stop at identifying a brand's purpose. It's about helping brands do things instead of just saying things. It constitutes 'Deeds' or 'Acts' that show you where the heart of that brand, company or organization is; what it cares about; what it believes in. It creates emotional connections that deepen over time and changes the way people think.

Acts are important. A product advantage can be erased overnight and messaging can be replicated. Act creation that delivers layers of brand experience is not only defining, it's insulating.

This philosophy, which Leo Burnett calls HumanKind connects people and brands at a whole new level, where a brand's human purpose is displayed and where consequently, consumers feel an emotional response.

The agency's brand successes exemplify its intrinsic belief in the power of a brand's Human Purpose and Acts to build enduring, robust brands. HumanKind has helped Leo Burnett to navigate brands to ever greater heights, year after year. It has propelled Thums Up to the

Leo Burnett

Leo Burnett

seen as a measure of the ingredients necessary in the trustee that would ensure the highest probability of good results.

Competence is perceived through physical, transactional and social factors. Among the physical factors, the brand's appearance accounts for much more than just a first impression. It is taken as a signal of all the physical representations combined. Two other factors, social in nature, Commanding Respect and Authority are equally important in showing competence, as these aspects reflect social legacy and hierarchy, which indirectly convey the competence of the trustee.

The foundational base of competence rests on the composites of (i) Outward Appearance, (ii) Perceived Competence, (iii) Commanding Respect and, (iv) Authority

Outward Appearance

Beauty is not just skin-deep as this composite would suggest. It is true, though, that a substantial amount of first trust-signals are provided by the 'packaging'. We often tend to predict the contents based on outward appearance, and hence this becomes an important determinant in the trustor's perception.

The Outward Appearance is a natural indicator of achievement, success and, often, good content. However, though Outward Appearance is



must have more attributes. It is important for the brand to 'look the part' to show relevance. For instance, a security brand would need to have a strong and tough external persona in order to 'look the part'.

Physical appearance, expression, functional fit, conformation to standards, consistent performance, and honors help present a trustworthy outward appearance to a trustee.

Perceived Competence

Competence and perception of competence are completely different though the difference may not seem much when viewed casually. While the former is the ability to achieve



successful results, the latter is only a perception or judgment of the same, based on physical and non-physical cues.

The physical aspects of this important composite are expertise and experience and credentials (a proven history of competence). The non-physical aspects of this composite include the brand's sincerity and the much-discussed aspect of knowledge.

Commanding Respect

Commanding Respect is the most



visible trait of a leader, though it is not easy to decipher how or why one achieves it (despite tomes been written on the subject). However, in the trust context, this composite takes into consideration several tangible aspects such as accountability, skill, leadership, values and personality of the brand.

To command respect, a brand must not only be successful in its field, but needs to have strength of personality as well. Having a significant following and holding sway over its following depict mass acceptance of a Brand

placed in anything, be it people or brands.

Accepting Responsibility

While the courage to accept failure is an important primary component of this composite, the meaning of the word 'responsibility', as implied here, is responsibility in normal working conditions. It should not to be misunderstood as being limited to 'accepting responsibility when wrong' alone.

The other aspects that bring out this composite best are a brand's expressed responsibility towards stakeholders and an acute awareness of its duties. Brands which show a high score in this composite have three other components - professional poise,

Courage to accept failure
Stands by decisions / Balance



Accepting Responsibility

balance and standing by its decisions in the face of adversity, which provide a strong perception of how well any brand accepts its responsibilities.

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Trust and Brand Trust™ are universal and the Trust Matrix™ is universally applicable to all other extensions of trust with excellent results - Investor Trust, Employee Trust, Stakeholder Trust and others. In the learnings that The Brand Trust Report™ presented, it emerged that most of

the Brand Trust™ equations have to be applied in a very careful and controlled manner for every action, perception and communication overlaps others, diluting some, strengthening others. Small variations amplify irregularities and the results may fall short of expectations and a few truant cases may even go awry.

Another use of this Trust Matrix™ has been its use as a successful business strategy template. The results of the Trust Matrix™ research outline which communication areas to focus on and how, but also areas for business action. Since this matrix includes the business entity's action, communication and perception, it presents a universal string theory for possible solutions on any aspect of the entity.



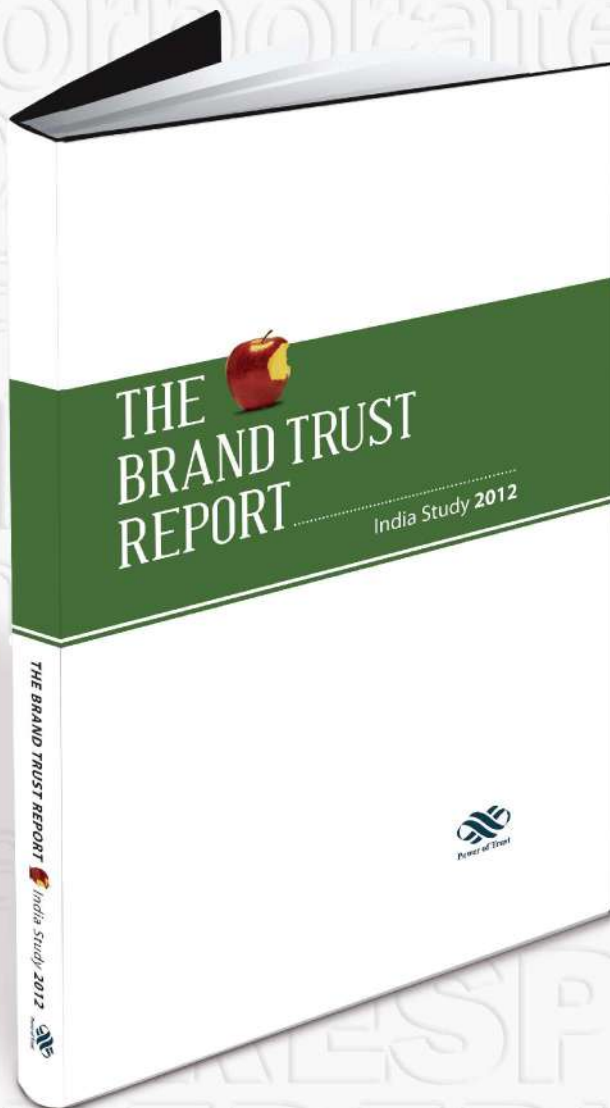


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and what makes them so trusted.

**Study Partners**

Research Methodology

**TRUST**  
RESEARCH ADVISORY

Statistical Analysis



INDIAN STATISTICAL INSTITUTE

# Composites comparison

| BUILDING CAPACITY TO TRUST |                 |         |                 |                 |                 | CREATING PERCEPTION OF POSITIVE INTENT... |                 |                    |                 |
|----------------------------|-----------------|---------|-----------------|-----------------|-----------------|-------------------------------------------|-----------------|--------------------|-----------------|
| NON-THREATENING AMBIENCE   |                 | EMPATHY |                 | SHARED INTEREST |                 | DEMONSTRATED SINCERITY                    |                 | CORPORATE ALTRUISM |                 |
| RANK                       | BRAND           | RANK    | BRAND           | RANK            | BRAND           | RANK                                      | BRAND           | RANK               | BRAND           |
| 1                          | LIC             | 1       | DETTOL          | 1               | SBI             | 1                                         | SBI             | 1                  | DETTOL          |
| 2                          | RELIANCE        | 2       | DOVE            | 2               | VODAFONE        | 2                                         | BMW             | 2                  | BIRLA           |
| 3                          | SBI             | 3       | PARLE           | 3               | IDEA            | 3                                         | INFOSYS         | 3                  | TATA            |
| 4                          | LG              | 4       | VODAFONE        | 4               | AIRTEL          | 4                                         | DABUR           | 4                  | L&T             |
| 5                          | PONDS           | 5       | NOKIA           | 5               | VIDEOCON        | 5                                         | LIC             | 5                  | INFOSYS         |
| 6                          | HEWLETT PACKARD | 6       | LUX             | 6               | REEBOK          | 6                                         | GODREJ          | 6                  | DABUR           |
| 7                          | GOOGLE          | 7       | PONDS           | 7               | BATA            | 7                                         | HDFC            | 7                  | GOOGLE          |
| 8                          | HDFC            | 8       | AIRTEL          | 8               | PARLE           | 8                                         | L&T             | 8                  | LIC             |
| 9                          | COCA-COLA       | 9       | LG              | 9               | PEPSI           | 9                                         | PARLE           | 9                  | LEE             |
| 10                         | LEE             | 10      | NIKE            | 10              | CADBURY'S       | 10                                        | TATA            | 10                 | GODREJ          |
| 11                         | RAYMONDS        | 11      | ADIDAS          | 11              | NOKIA           | 11                                        | BIRLA           | 11                 | SBI             |
| 12                         | SAMSUNG         | 12      | PUMA            | 12              | SONY            | 12                                        | BATA            | 12                 | ONIDA           |
| 13                         | VIDEOCON        | 13      | DABUR           | 13              | HDFC            | 13                                        | MARUTI SUZUKI   | 13                 | LEVI'S          |
| 14                         | PHILIPS         | 14      | LIC             | 14              | SAMSUNG         | 14                                        | HCL             | 14                 | HDFC            |
| 15                         | DOVE            | 15      | TITAN           | 15              | PUMA            | 15                                        | LEE             | 15                 | VIDEOCON        |
| 16                         | DETTOL          | 16      | FORD            | 16              | PHILIPS         | 16                                        | TOYOTA          | 16                 | BAJAJ           |
| 17                         | LUX             | 17      | PEPSI           | 17              | HERO HONDA      | 17                                        | BAJAJ           | 17                 | NIKE            |
| 18                         | NIKE            | 18      | SAMSUNG         | 18              | HCL             | 18                                        | CADBURY'S       | 18                 | PUMA            |
| 19                         | ONIDA           | 19      | CADBURY'S       | 19              | DOVE            | 19                                        | ADIDAS          | 19                 | VODAFONE        |
| 20                         | GODREJ          | 20      | DELL            | 20              | DETTOL          | 20                                        | BLACKBERRY      | 20                 | ADIDAS          |
| 21                         | IDEA            | 21      | GODREJ          | 21              | APPLE           | 21                                        | HEWLETT PACKARD | 21                 | CADBURY'S       |
| 22                         | BLACKBERRY      | 22      | BATA            | 22              | MARUTI SUZUKI   | 22                                        | RELIANCE        | 22                 | HONDA           |
| 23                         | PARLE           | 23      | REEBOK          | 23              | TITAN           | 23                                        | REEBOK          | 23                 | DELL            |
| 24                         | VODAFONE        | 24      | HCL             | 24              | LEE             | 24                                        | COCA-COLA       | 24                 | RELIANCE        |
| 25                         | HERO HONDA      | 25      | SONY            | 25              | COCA-COLA       | 25                                        | DOVE            | 25                 | REEBOK          |
| 26                         | PEPSI           | 26      | COCA-COLA       | 26              | ONIDA           | 26                                        | APPLE           | 26                 | AIRTEL          |
| 27                         | TITAN           | 27      | HDFC            | 27              | HEWLETT PACKARD | 27                                        | DELL            | 27                 | LG              |
| 28                         | BAJAJ           | 28      | HONDA           | 28              | INFOSYS         | 28                                        | PONDS           | 28                 | HEWLETT PACKARD |
| 29                         | DABUR           | 29      | HERO HONDA      | 29              | LG              | 29                                        | PEPSI           | 29                 | COCA-COLA       |
| 30                         | MARUTI SUZUKI   | 30      | IDEA            | 30              | BLACKBERRY      | 30                                        | ONIDA           | 30                 | PHILIPS         |
| 31                         | LEVI'S          | 31      | LEVI'S          | 31              | BAJAJ           | 31                                        | HONDA           | 31                 | PEPSI           |
| 32                         | SONY            | 32      | RELIANCE        | 32              | DABUR           | 32                                        | HERO HONDA      | 32                 | PONDS           |
| 33                         | HCL             | 33      | LEE             | 33              | PONDS           | 33                                        | SAMSUNG         | 33                 | RAYMONDS        |
| 34                         | BIRLA           | 34      | PHILIPS         | 34              | GODREJ          | 34                                        | TITAN           | 34                 | HCL             |
| 35                         | TATA            | 35      | HEWLETT PACKARD | 35              | LIC             | 35                                        | PUMA            | 35                 | LUX             |
| 36                         | HONDA           | 36      | BLACKBERRY      | 36              | LEVI'S          | 36                                        | VIDEOCON        | 36                 | TITAN           |
| 37                         | REEBOK          | 37      | SBI             | 37              | GOOGLE          | 37                                        | DETTOL          | 37                 | SAMSUNG         |
| 38                         | NOKIA           | 38      | RAYMONDS        | 38              | DELL            | 38                                        | PHILIPS         | 38                 | IDEA            |
| 39                         | TOYOTA          | 39      | TATA            | 39              | LUX             | 39                                        | SONY            | 39                 | HERO HONDA      |
| 40                         | FORD            | 40      | BAJAJ           | 40              | TOYOTA          | 40                                        | LG              | 40                 | PARLE           |
| 41                         | ADIDAS          | 41      | BIRLA           | 41              | RAYMONDS        | 41                                        | NOKIA           | 41                 | FORD            |
| 42                         | AIRTEL          | 42      | MARUTI SUZUKI   | 42              | NIKE            | 42                                        | VODAFONE        | 42                 | BATA            |
| 43                         | L&T             | 43      | GOOGLE          | 43              | ADIDAS          | 43                                        | GOOGLE          | 43                 | MARUTI SUZUKI   |
| 44                         | BATA            | 44      | VIDEOCON        | 44              | RELIANCE        | 44                                        | NIKE            | 44                 | SONY            |
| 45                         | PUMA            | 45      | ONIDA           | 45              | HONDA           | 45                                        | RAYMONDS        | 45                 | NOKIA           |
| 46                         | DELL            | 46      | TOYOTA          | 46              | BIRLA           | 46                                        | LUX             | 46                 | TOYOTA          |
| 47                         | APPLE           | 47      | APPLE           | 47              | FORD            | 47                                        | IDEA            | 47                 | APPLE           |

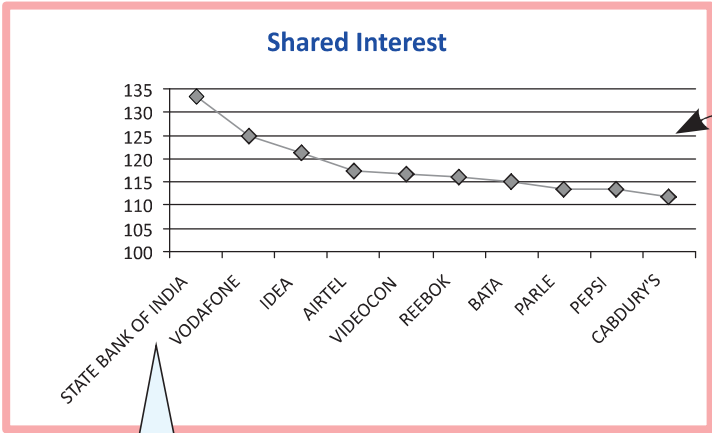
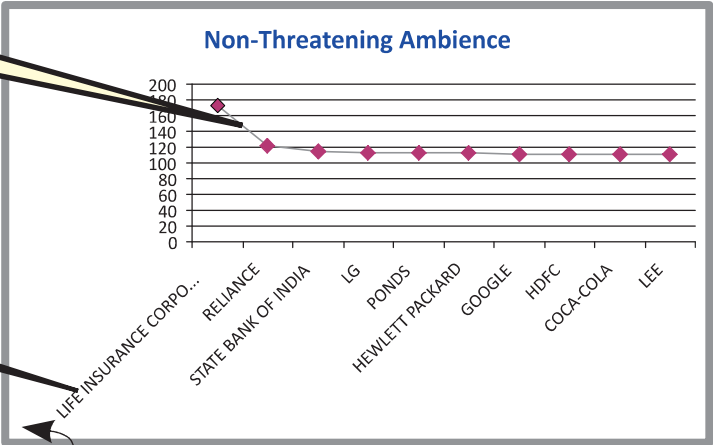


# Top 50 Most Trusted Brands

| ... POSITIVE INTENT |                 | SHOWCASING COMPETENCE |                 |                    |                 |                      |                 |                          |                 |
|---------------------|-----------------|-----------------------|-----------------|--------------------|-----------------|----------------------|-----------------|--------------------------|-----------------|
| ENTHUSIASM          |                 | OUTWARD APPEARANCE    |                 | COMMANDING RESPECT |                 | PERCEIVED COMPETENCE |                 | ACCEPTING RESPONSIBILITY |                 |
| RANK                | BRAND           | RANK                  | BRAND           | RANK               | BRAND           | RANK                 | BRAND           | RANK                     | BRAND           |
| 1                   | ONIDA           | 1                     | BMW             | 1                  | BMW             | 1                    | GOOGLE          | 1                        | INFOSYS         |
| 2                   | COCA-COLA       | 2                     | LEVI'S          | 2                  | RAYMONDS        | 2                    | APPLE           | 2                        | L&T             |
| 3                   | PEPSI           | 3                     | BLACKBERRY      | 3                  | BIRLA           | 3                    | TITAN           | 3                        | RELIANCE        |
| 4                   | TOYOTA          | 4                     | APPLE           | 4                  | REEBOK          | 4                    | DELL            | 4                        | HDFC            |
| 5                   | SAMSUNG         | 5                     | MARUTI SUZUKI   | 5                  | GOOGLE          | 5                    | COCA-COLA       | 5                        | HEWLETT PACKARD |
| 6                   | APPLE           | 6                     | CADBURY'S       | 6                  | APPLE           | 6                    | FORD            | 6                        | TOYOTA          |
| 7                   | PUMA            | 7                     | TOYOTA          | 7                  | FORD            | 7                    | SONY            | 7                        | DELL            |
| 8                   | AIRTEL          | 8                     | DOVE            | 8                  | TATA            | 8                    | L&T             | 8                        | TATA            |
| 9                   | HERO HONDA      | 9                     | BATA            | 9                  | PUMA            | 9                    | PHILIPS         | 9                        | HERO HONDA      |
| 10                  | ADIDAS          | 10                    | FORD            | 10                 | GODREJ          | 10                   | ADIDAS          | 10                       | ONIDA           |
| 11                  | CADBURY'S       | 11                    | TITAN           | 11                 | IDEA            | 11                   | HONDA           | 11                       | HONDA           |
| 12                  | IDEA            | 12                    | PONDS           | 12                 | BAJAJ           | 12                   | DABUR           | 12                       | HCL             |
| 13                  | BLACKBERRY      | 13                    | LEE             | 13                 | HONDA           | 13                   | ONIDA           | 13                       | BIRLA           |
| 14                  | FORD            | 14                    | SONY            | 14                 | NIKE            | 14                   | BATA            | 14                       | FORD            |
| 15                  | LUX             | 15                    | NOKIA           | 15                 | HERO HONDA      | 15                   | LUX             | 15                       | VIDEOCON        |
| 16                  | LG              | 16                    | SAMSUNG         | 16                 | NOKIA           | 16                   | GODREJ          | 16                       | BAJAJ           |
| 17                  | HONDA           | 17                    | DELL            | 17                 | ADIDAS          | 17                   | TOYOTA          | 17                       | RAYMONDS        |
| 18                  | TATA            | 18                    | AIRTEL          | 18                 | MARUTI SUZUKI   | 18                   | VIDEOCON        | 18                       | BMW             |
| 19                  | NIKE            | 19                    | RAYMONDS        | 19                 | INFOSYS         | 19                   | PARLE           | 19                       | LEVI'S          |
| 20                  | HCL             | 20                    | NIKE            | 20                 | CADBURY'S       | 20                   | NOKIA           | 20                       | LUX             |
| 21                  | LEE             | 21                    | REEBOK          | 21                 | LEE             | 21                   | NIKE            | 21                       | MARUTI SUZUKI   |
| 22                  | SONY            | 22                    | PARLE           | 22                 | HCL             | 22                   | MARUTI SUZUKI   | 22                       | PONDS           |
| 23                  | BAJAJ           | 23                    | PUMA            | 23                 | BLACKBERRY      | 23                   | HEWLETT PACKARD | 23                       | BLACKBERRY      |
| 24                  | PONDS           | 24                    | HONDA           | 24                 | PHILIPS         | 24                   | CADBURY'S       | 24                       | LG              |
| 25                  | LEVI'S          | 25                    | PHILIPS         | 25                 | SONY            | 25                   | BAJAJ           | 25                       | IDEA            |
| 26                  | HDFC            | 26                    | ADIDAS          | 26                 | SAMSUNG         | 26                   | PEPSI           | 26                       | SONY            |
| 27                  | REEBOK          | 27                    | IDEA            | 27                 | AIRTEL          | 27                   | BLACKBERRY      | 27                       | TITAN           |
| 28                  | DELL            | 28                    | LUX             | 28                 | TITAN           | 28                   | HERO HONDA      | 28                       | DABUR           |
| 29                  | DOVE            | 29                    | PEPSI           | 29                 | LEVI'S          | 29                   | RAYMONDS        | 29                       | NIKE            |
| 30                  | VODAFONE        | 30                    | VIDEOCON        | 30                 | BATA            | 30                   | LG              | 30                       | VODAFONE        |
| 31                  | PHILIPS         | 31                    | LG              | 31                 | PEPSI           | 31                   | DOVE            | 31                       | PUMA            |
| 32                  | RAYMONDS        | 32                    | BAJAJ           | 32                 | VIDEOCON        | 32                   | HCL             | 32                       | SBI             |
| 33                  | BATA            | 33                    | COCA-COLA       | 33                 | LG              | 33                   | BMW             | 33                       | PHILIPS         |
| 34                  | MARUTI SUZUKI   | 34                    | HEWLETT PACKARD | 34                 | LUX             | 34                   | INFOSYS         | 34                       | GODREJ          |
| 35                  | NOKIA           | 35                    | VODAFONE        | 35                 | RELIANCE        | 35                   | IDEA            | 35                       | AIRTEL          |
| 36                  | RELIANCE        | 36                    | GOOGLE          | 36                 | L&T             | 36                   | SAMSUNG         | 36                       | NOKIA           |
| 37                  | GOOGLE          | 37                    | HCL             | 37                 | TOYOTA          | 37                   | TATA            | 37                       | PEPSI           |
| 38                  | HEWLETT PACKARD | 38                    | DABUR           | 38                 | ONIDA           | 38                   | AIRTEL          | 38                       | BATA            |
| 39                  | BIRLA           | 39                    | HERO HONDA      | 39                 | VODAFONE        | 39                   | LEVI'S          | 39                       | LIC             |
| 40                  | TITAN           | 40                    | RELIANCE        | 40                 | DELL            | 40                   | VODAFONE        | 40                       | REEBOK          |
| 41                  | VIDEOCON        | 41                    | ONIDA           | 41                 | HEWLETT PACKARD | 41                   | PONDS           | 41                       | APPLE           |
| 42                  | BMW             | 42                    | L&T             | 42                 | COCA-COLA       | 42                   | RELIANCE        | 42                       | CADBURY'S       |
| 43                  | DABUR           | 43                    | GODREJ          | 43                 | HDFC            | 43                   | BIRLA           | 43                       | ADIDAS          |
| 44                  | L&T             | 44                    | BIRLA           | 44                 | SBI             | 44                   | SBI             | 44                       | DETTOL          |
| 45                  | PARLE           | 45                    | INFOSYS         | 45                 | PONDS           | 45                   | REEBOK          | 45                       | PARLE           |
| 46                  | GODREJ          | 46                    | DETTOL          | 46                 | DETTOL          | 46                   | PUMA            | 46                       | LEE             |
| 47                  | INFOSYS         | 47                    | TATA            | 47                 | LG              | 47                   | LEE             | 47                       | DOVE            |

After LIC, a steep fall, and then it remains a flat line

Last year LIC also led in Non-threatening Ambience, SBI was 2<sup>nd</sup>, and HDFC 3<sup>rd</sup>



SBI sneaks up from 44<sup>th</sup> rank last year to 1<sup>st</sup> rank. Vodafone comes up from 5<sup>th</sup> to 2<sup>nd</sup>

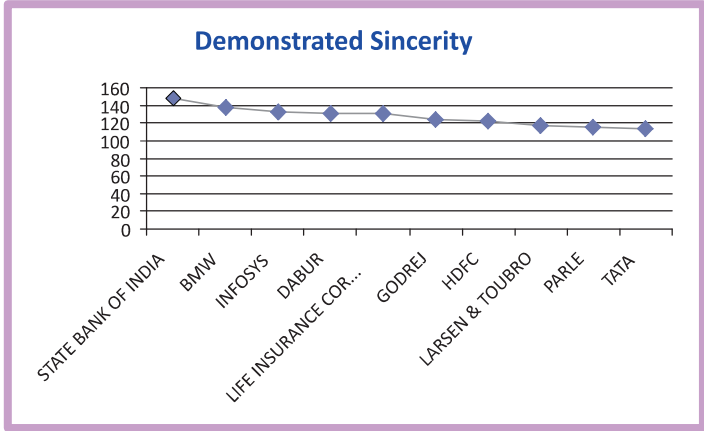
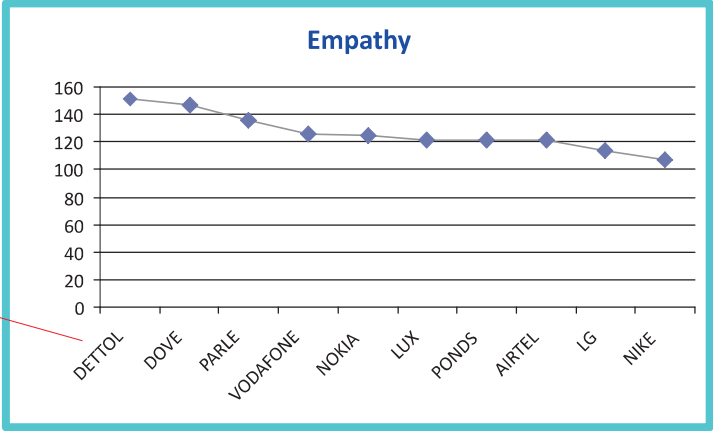
NOKIA



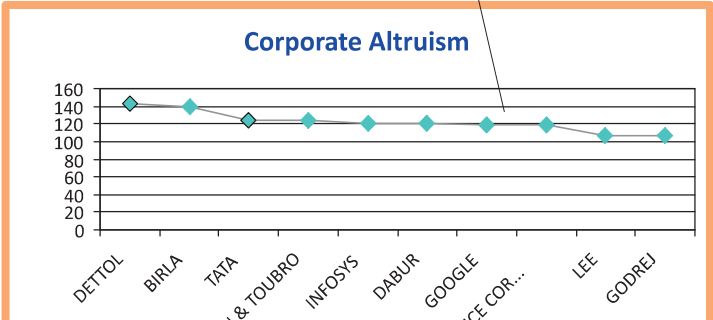
Not in either list!



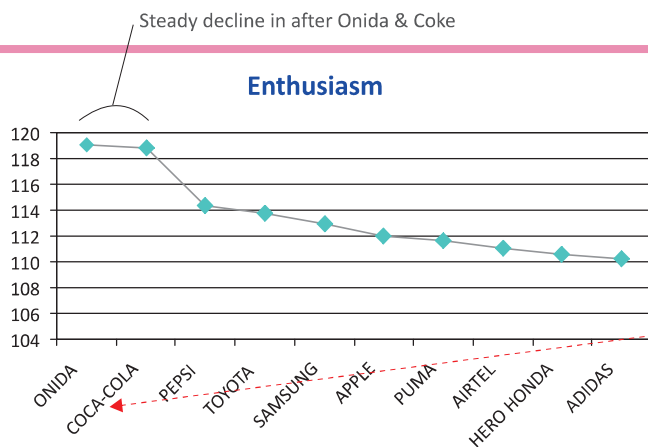
BTR 2011 leaders in Empathy



If you do it, do it well & sustainably. Else, Corporate Altruism is not a differentiator.



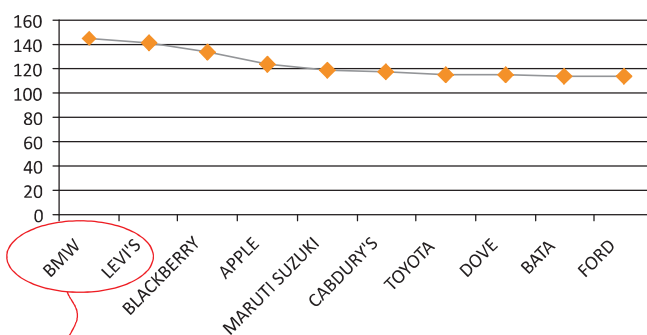
### Enthusiasm



*Coca-Cola*

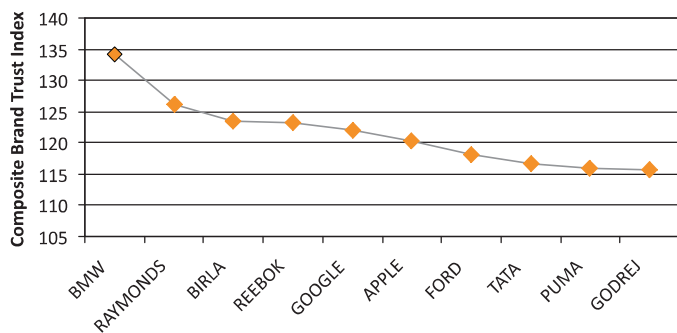
Rank outsider to 2<sup>nd</sup> rank

### Outward Appearance



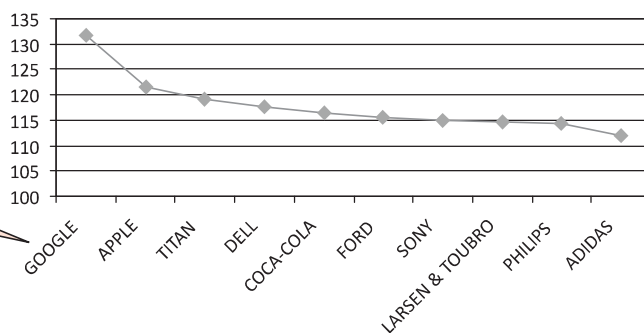
Last year's  
leaders also

### Commanding Respect



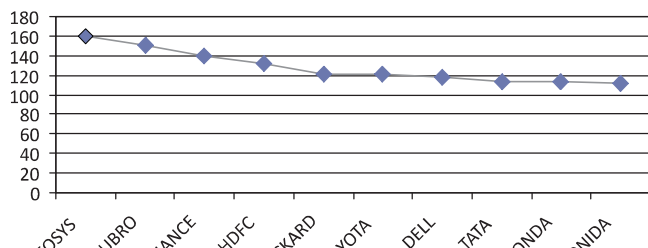
BMW leads both  
Composite lists

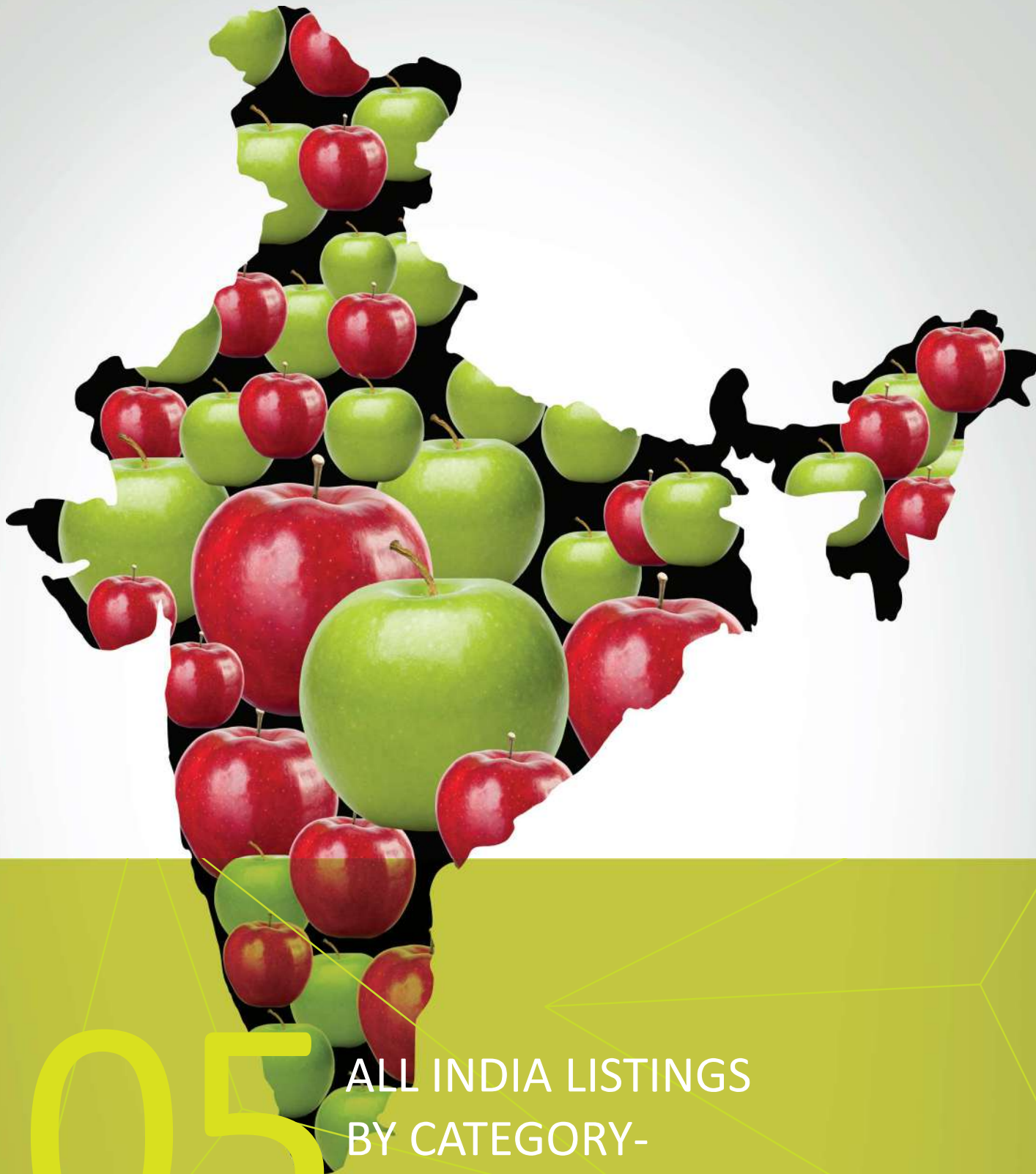
### Perceived Competence



Only Internet company  
in 2011 & 2012 to make it  
to top any Composite list

### Accepting Responsibility





05

ALL INDIA LISTINGS  
BY CATEGORY-  
TOP 1000



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## ALL INDIA LISTINGS BY CATEGORY - TOP 1000

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“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

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

### 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       |

| 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                   |



## 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                    |

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

## 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         |

| 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                      |

# 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           |

## 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 |

| 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     |

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

| 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     |

| 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                         |

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

| 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              |

### 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          |

| 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                 |



## 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

| CLASSIFIEDS 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

| CLASSIFIEDS 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      | KAI PATARI      | Construction          |

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

## 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                     |

| 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            |

## 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      | CLEARASIL         | 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                   |

| 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      | CLEARASIL           |
| 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                     |

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

| 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                  |

## 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          |

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

### 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                  |

| APPLIANCES 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          |

| 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                   |

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

| 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                  |

| 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               |

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

| 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             |

| 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                   |

# 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     |

| 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        |



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

| 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                  |

| 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      |

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

## 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        | HEMOCARE                    |
| 3                | 307      | PRESTIGE COOKERS   | KITCHEN APPLIANCES          |
| 4                | 313      | AIRWICK            | HEMOCARE                    |
| 5                | 357      | HARPIC             | HEMOCARE                    |
| 6                | 362      | SLEEPWELL MATTRESS | MATTRESS                    |

| HEMOCARE RANK | BTR 2012 | SUB-CATEGORY HEMOCARE |
|---------------|----------|-----------------------|
| 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                  |

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

| H/HOLD<br>PROD<br>RANK | BTR<br>2012 | BRAND           | CATEGORY<br>HOUSEHOLD PRODUCTS |
|------------------------|-------------|-----------------|--------------------------------|
| 8                      | 388         | DOMEX           | HEMOCARE                       |
| 9                      | 390         | HIT             | HEMOCARE                       |
| 10                     | 393         | VIM             | HOME CARE                      |
| 11                     | 551         | BAYGON          | MOSQUITO REPELLENT             |
| 12                     | 555         | KLI NOL         | HEMOCARE                       |
| 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         | LUMINOUS        | INVERTERS/ BATTERIES           |
| 20                     | 919         | COLIN           | HEMOCARE                       |
| 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<br>APPL<br>RANK | BTR<br>2012 | SUB-CATEGORY<br>KITCHEN APPL |
|-------------------------|-------------|------------------------------|
| 1                       | 307         | PRESTIGE COOKERS             |
| 2                       | 936         | BUTTERFLY                    |
| 3                       | 951         | PIGEON                       |

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

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

### Infrastructure

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

### Internet

|   | BTR<br>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    |

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

| 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

| LUBRICANTS 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          |

| 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           |

### 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                 |

| 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         |

## 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       |

| 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           |

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

## 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        |

| 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     |



## 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                       |

| 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                 |

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

| 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       |

## 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    | DATA CARD                 |

| 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 DATA CARD |
|----------------|----------|------------------------|
| 1              | 883      | TATA PHOTON            |

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

### 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                       |

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

| 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                 |

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

### Sports

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

### Stationary

| STNRV 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            |

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

## 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                  |

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

| 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

| TELEPHONY 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<br>RANK | BTR<br>2012 | BRAND               | CATEGORY<br>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<br>RANK | BTR<br>2012 | SUB-CATEGORY<br>AIRCRAFT |
|------------------|-------------|--------------------------|
| 1                | 756         | AIRBUS                   |
| 2                | 945         | BOEING                   |

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

| BUS<br>SERVICE<br>RANK | BTR<br>2012 | SUB-CATEGORY<br>BUS SERVICE |
|------------------------|-------------|-----------------------------|
| 1                      | 513         | BEST                        |
| 2                      | 580         | NEETA TRAVELS               |

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

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

| 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                       |

| 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            |



## 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            | 222        | 115       | 82        | 122        | MERCEDES BENZ     |

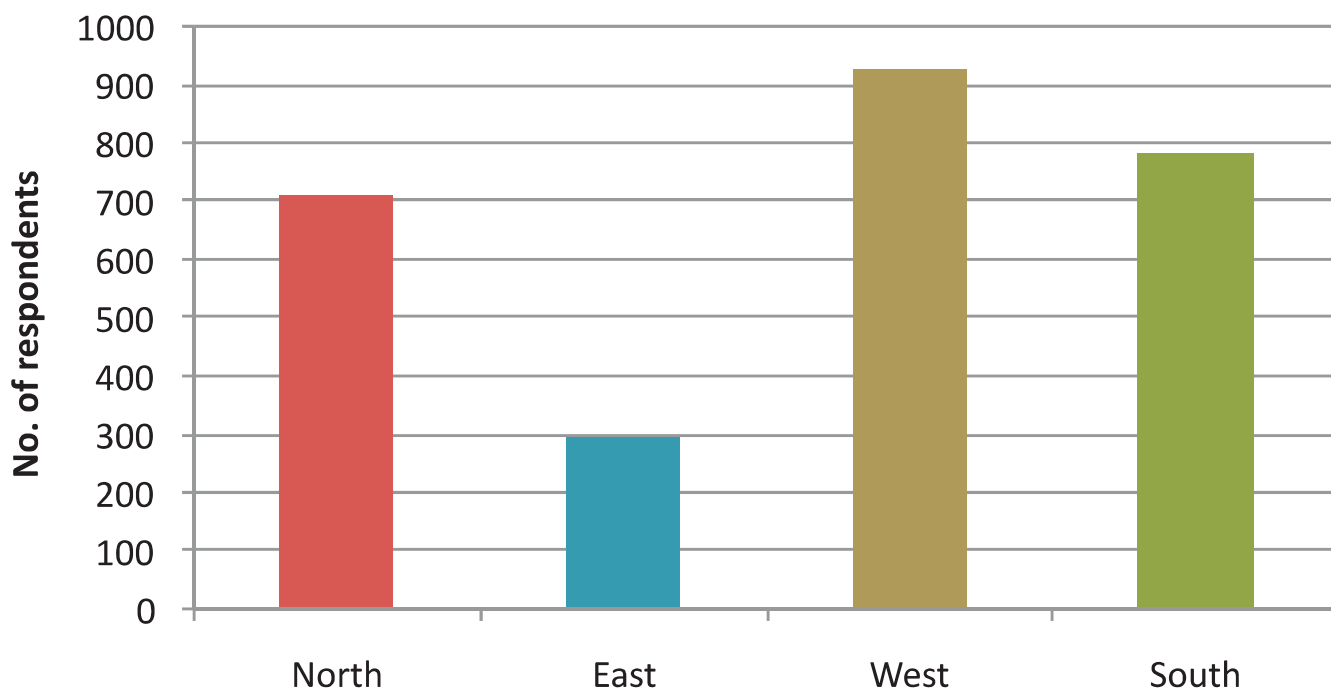
| ALL INDIA RANK | RANK NORTH | RANK EAST | RANK WEST | RANK SOUTH | BRAND           |
|----------------|------------|-----------|-----------|------------|-----------------|
| 121            | 136        | 153       | 109       | 124        | PARACHUTE       |
| 122            | 143        | 161       | 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        |

## 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                 |

## ZONE-WISE ALL INDIA BRAND TRUST™ RANKING

Zonewise respondent distribution



Two hundred brands for each zone have been ranked in the Zone-wise lists. These lists have been compared to the All India ranks to make the comparison easier.

The 15 cities and respondents were divided in the four zones as under:

**North** - 712 respondents from Delhi, Lucknow, Chandigarh, Jaipur, Indore

**East** - 298 respondents from Kolkata

**West** - 926 respondents from Mumbai, Ahmedabad, Pune, Nagpur

**South** - 782 respondents from Chennai, Bangalore, Hyderabad, Kochi, Coimbatore

Several brands get a pull zonally and this could be due to either of the 3 Ps - Preferences, Presence or Perception. These pulls are not always positive. In the listings, the red markings on the zone columns shows the rank getting pulled down due to that zone, and the green shows the brand gets pushed up due to the zone.

Many of these findings will throw up surprises, some are certain to shock as well.



06

INDIA'S MOST TRUSTED  
LISTINGS BY RANK -  
TOP 1000

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# INDIA'S MOST TRUSTED LISTINGS BY RANK -TOP 1000

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A total of 17000 unique brands were studied and ranked through the BTR research this year. However, we have only listed the top 1000 Most Trusted Brands due to paucity of space.

In case you seek details of a brand which is not listed here in terms of Brand Trust™ rank among 17000, its category rank, or a comparison of the Brand Trust™ components, you may write to [enquiries@trustadvisory.info](mailto:enquiries@trustadvisory.info).

To read the listings, you may see the green band as a good sign, the orange band as a sign of something not so good, and the yellow band as a general comment.

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

| RANK                                                       |          | NAME OF BRAND | CATEGORY                   | SUB-CATEGORY         |
|------------------------------------------------------------|----------|---------------|----------------------------|----------------------|
| BTR 2012                                                   | BTR 2011 |               |                            |                      |
| #1 Nokia & #2 Tata maintain their ranks of last year       | 1        | NOKIA         | Personal Gadgets           | Mobile Phones        |
|                                                            | 2        | TATA          | Diversified                | Diversified          |
|                                                            | 3        | 4 ↑           | LG                         | Durables             |
|                                                            | 4        | 5 ↓           | SAMSUNG                    | Durables             |
|                                                            | 5        | 3 ↓           | SONY                       | Durables             |
|                                                            | 6        | 7 ↑           | MARUTI SUZUKI              | Automotive           |
|                                                            | 7        | 12 ↑          | BAJAJ                      | Diversified          |
|                                                            | 8        | 8             | LIFE INSURANCE CORPORATION | BFSI                 |
|                                                            | 9        | 9             | AIRTEL                     | Telecom              |
|                                                            | 10       | 6 ↓           | RELIANCE                   | Diversified          |
| Gaining Trust steadily. What an Idea Sirji!!               | 11       | 22 ↑          | GODREJ                     | Diversified          |
|                                                            | 12       | 10 ↓          | TITAN                      | Personal Accessories |
|                                                            | 13       | 18 ↑          | BATA                       | Personal Accessories |
|                                                            | 14       | 25 ↑          | PHILIPS                    | Diversified          |
|                                                            | 15       | 14 ↓          | REEBOK                     | Personal Accessories |
|                                                            | 16       | 36 ↑          | PEPSI                      | Food & Beverage      |
|                                                            | 17       | 16 ↓          | VODAFONE                   | Telecom              |
|                                                            | 18       | 38 ↑          | IDEA                       | Telecom              |
|                                                            | 19       | 11 ↓          | STATE BANK OF INDIA        | BFSI                 |
|                                                            | 20       | 21 ↑          | ADIDAS                     | Personal Accessories |
| Dip due to transitioning from Hero Honda to Hero Motocorp. | 21       | 20 ↓          | RAYMONDS                   | Apparel              |
|                                                            | 22       | 23 ↑          | HEWLETT PACKARD            | Technology           |
|                                                            | 23       | 69 ↑          | PUMA                       | Personal Accessories |
|                                                            | 24       | 33 ↑          | BMW                        | Automotive           |
|                                                            | 25       | 13 ↓          | HERO HONDA                 | Automotive           |
|                                                            | 26       | 24 ↓          | LUX                        | Consumer Products    |
|                                                            | 27       | 27            | DELL                       | Technology           |
|                                                            | 28       | 90 ↑          | CABDURY'S                  | Food & Beverage      |
|                                                            | 29       | 66 ↑          | TOYOTA                     | Automotive           |
|                                                            | 30       | 15 ↓          | ICICI BANK                 | BFSI                 |
| Jumps 62 rank. Enjoying success of Trust.                  | 31       | 70 ↑          | GOOGLE                     | Internet             |
|                                                            | 32       | 84 ↑          | BLACKBERRY                 | Personal Gadgets     |
|                                                            | 33       | 44 ↑          | LEE                        | Apparel              |
|                                                            | 34       | 49 ↑          | APPLE                      | Technology           |
|                                                            | 35       |               | HONDA                      | Automotive           |
|                                                            | 36       | 31 ↑          | NIKE                       | Personal Accessories |
|                                                            | 37       | 48 ↑          | BIRLA                      | Diversified          |
|                                                            | 38       | 34 ↓          | ONIDA                      | Durables             |
|                                                            | 39       | 40 ↑          | PONDS                      | Consumer Products    |
|                                                            |          |               |                            | Beauty               |

Steve Jobs effect?



# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

| RANK     |          | NAME OF BRAND          | CATEGORY             | SUB-CATEGORY                |
|----------|----------|------------------------|----------------------|-----------------------------|
| BTR 2012 | BTR 2011 |                        |                      |                             |
| 41       | 29 ↓     | HCL                    | Technology           | Hardware                    |
| 42       | 35 ↓     | INFOSYS                | Technology           | Software Services           |
| 43       | 41 ↓     | DOVE                   | Consumer Products    | Bath                        |
| 44       | 46 ↑     | DETTOL                 | Consumer Products    | Bath                        |
| 45       | 45       | DABUR                  | Healthcare           | Ayurvedic                   |
| 46       | 58 ↑     | PARLE                  | Food & Beverage      | Diversified                 |
| 47       | 79 ↑     | LARSEN & TOUBRO        | Diversified          | Diversified                 |
| 48       | 26 ↓     | LEVI'S                 | Apparel              | Readymades                  |
| 49       | 60 ↑     | COCA-COLA              | Food & Beverage      | Soft drink                  |
| 50       |          | FORD                   | Automotive           | Four wheeler - Manufacturer |
| 51       | 42 ↓     | VIDEOCON               | Durables             | Household appliances        |
| 52       | 94 ↑     | ARROW                  | Apparel              | Readymades                  |
| 53       | 77 ↑     | MRF                    | Automotive - Related | Tyres                       |
| 54       | 63 ↑     | ITC                    | Diversified          | Diversified                 |
| 55       | 37 ↓     | WIPRO                  | Technology           | Software Services           |
| 56       | 104 ↑    | AUDI                   | Automotive           | Luxury cars                 |
| 57       | 53 ↓     | WOODLAND               | Personal Accessories | Footwear                    |
| 58       | 51 ↓     | INTEL                  | Technology           | Other                       |
| 59       | 56 ↓     | FASTRACK               | Personal Accessories | Personal accessories        |
| 60       | 39 ↓     | HINDUSTAN UNILEVER     | Consumer Products    | Diversified                 |
| 61       | 71 ↑     | AXE                    | Consumer Products    | Perfumery                   |
| 62       | 17 ↓     | COLGATE                | Consumer Products    | Oral hygiene                |
| 63       | 126 ↑    | SKODA                  | Automotive           | Luxury cars                 |
| 64       | 150 ↑    | TATA DOCOMO            | Telecom              | Mobile Telephony            |
| 65       | 295 ↑    | FACEBOOK               | Internet             | Social Networking           |
| 66       | 68 ↑     | M & M                  | Diversified          | Diversified                 |
| 67       | 106 ↑    | AIRCEL                 | Telecom              | Mobile Telephony            |
| 68       | 65 ↓     | BSNL                   | Telecom              | Telephony                   |
| 69       | 110      | ACER                   | Technology           | Hardware                    |
| 70       |          | HERO                   | Automotive           | Two Wheeler - manufacturer  |
| 71       | 75 ↑     | YAMAHA                 | Automotive           | Two Wheeler - manufacturer  |
| 72       | 209 ↑    | ACC                    | Manufacturing        | Cement                      |
| 73       | 61 ↓     | GARNIER                | Consumer Products    | Haircare                    |
| 74       | 97 ↑     | KINGFISHER             | Alcoholic Beverages  | Beer                        |
| 75       | 91 ↑     | KENTUCKY FRIED CHICKEN | Retail               | QSR                         |
| 76       | 136 ↑    | AMWAY                  | Consumer Products    | Diversified                 |
| 77       | 85 ↓     | BIG BAZAAR             | Retail               | Household goods             |
| 78       | 57 ↓     | AMUL                   | Food & Beverage      | Dairy Products              |
| 79       | 50 ↓     | MCDONALD'S             | Retail               | QSR                         |

Leads in the luxury car segment



Facebook moves 231 ranks upwards to 65<sup>th</sup> rank



Making waves - jumps 39 rank.

Pioneer & trend setter of cement took a high jump



# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK

| BTR 2012 | BTR 2011 | NAME OF BRAND     | CATEGORY             | SUB-CATEGORY                |
|----------|----------|-------------------|----------------------|-----------------------------|
| 81       | 197 ↑    | TOSHIBA           | Durables             | Electronics                 |
| 82       |          | ONGC              | Energy               | Oil /Gas                    |
| 83       | 83       | HYUNDAI           | Automotive           | Four wheeler - Manufacturer |
| 84       | 72 ↓     | JOHNSON & JOHNSON | Healthcare           | Diversified                 |
| 85       | 100 ↑    | PANTENE           | Consumer Products    | Bath                        |
| 86       | 67 ↓     | BRITANNIA         | Food & Beverage      | Diversified                 |
| 87       | 86 ↓     | LENOVO            | Technology           | Hardware                    |
| 88       | 151 ↑    | TIMES OF INDIA    | Media - Print        | Newspaper                   |
| 89       | 173 ↑    | SPYKAR            | Apparel              | Readymades                  |
| 90       | 30 ↓     | MICROSOFT         | Technology           | Software                    |
| 91       | 228 ↑    | ASIAN PAINTS      | Manufacturing        | Paints                      |
| 92       | 127 ↑    | VIP               | Personal Accessories | Luggage                     |
| 93       | 164 ↑    | OLAY              | Consumer Products    | Beauty                      |
| 94       | 76 ↓     | TCS               | Technology           | Software Services           |
| 95       | 83 ↓     | PROVOGUE          | Apparel              | Readymades                  |
| 96       | 117 ↑    | LIFEBUOY          | Consumer Products    | Bath                        |
| 97       | 132 ↑    | CANON             | Personal Gadgets     | Cameras                     |
| 98       | 236 ↑    | MEDIMIX           | Consumer Products    | Bath                        |
| 99       | 105 ↑    | NESTLE MAGGI      | Food & Beverage      | Other                       |
| 100      | 109 ↑    | LAY'S             | Food & Beverage      | Packaged Snacks             |
| 101      | 99 ↓     | PEPSODENT         | Consumer Products    | Oral hygiene                |
| 102      | 73 ↓     | PANASONIC         | Durables             | Electronics                 |
| 103      | 54 ↓     | TVS               | Automotive           | Two Wheeler - manufacturer  |
| 104      | 47 ↓     | LAKME             | Consumer Products    | Beauty                      |
| 105      | 135 ↑    | L'OREAL           | Consumer Products    | Beauty                      |
| 106      |          | ANNA HAZARE       | Personality          | Social Personality          |
| 107      | 124 ↑    | VOLTAS            | Durables             | Household appliances        |
| 108      | 120 ↑    | BISLERI           | Food & Beverage      | Packaged Water              |
| 109      | 287 ↑    | CROMA             | Retail               | Appliances                  |
| 110      | 172 ↑    | TATA STEEL        | Heavy Industries     | Metal                       |
| 111      | 98 ↓     | SONATA            | Personal Accessories | Watches                     |
| 112      |          | WHIRLPOOL         | Durables             | Household appliances        |
| 113      | 144 ↑    | UNINOR            | Telecom              | Mobile Telephony            |
| 114      | 129 ↑    | GILLETTE          | Consumer Products    | Personal products           |
| 115      | 166 ↑    | HITACHI           | Durables             | Electronics                 |
| 116      | 32 ↓     | IBM               | Technology           | Diversified                 |
| 117      | 143 ↑    | HIMALAYA          | Healthcare           | Ayurvedic                   |
| 118      | 225 ↑    | SHELL             | Lubricants           | Lubricants                  |
| 119      | 142 ↑    | SANSUI            | Durables             | Electronics                 |

Paid ₹7486 Cr. dividend - the largest for any Indian company.

The only media to make it in Top 100 Most Trusted Brands



Anna Hazare leads the personality category

Third highest rank-rise: Up by 178 ranks.

Fall by 84 ranks.

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK

| BTR 2012 | BTR 2011 | NAME OF BRAND         | CATEGORY             | SUB-CATEGORY        |
|----------|----------|-----------------------|----------------------|---------------------|
| 121      | 95 ↓     | RAYBAN                | Personal Accessories | Eyewear             |
| 122      | 81 ↓     | MERCEDES BENZ         | Automotive           | Luxury cars         |
| 123      | 114 ↓    | PARACHUTE             | Consumer Products    | Haircare            |
| 124      | 88 ↓     | HSBC                  | BFSI                 | Banking             |
| 125      | 248 ↑    | CAFÉ COFFEE DAY       | Retail               | Café/Deli           |
| 126      | 80 ↓     | MICRO MAX             | Personal Gadgets     | Mobile Phones       |
| 127      | 107 ↓    | YAHOO                 | Internet             | Diversified online  |
| 128      | 82 ↓     | SAHARA                | Diversified          | Diversified         |
| 129      | 62 ↓     | LOOP                  | Telecom              | Mobile Telephony    |
| 130      | 195 ↑    | HMT                   | Manufacturing        | Diversified         |
| 131      | 55 ↓     | BPL                   | Diversified          | Diversified         |
| 132      | 179 ↑    | PEPE                  | Apparel              | Readymades          |
| 133      | 146 ↑    | NIRMA                 | Consumer Products    | Diversified         |
| 134      | 192 ↑    | NIKON                 | Personal Gadgets     | Cameras             |
| 135      | 269 ↑    | DOMINO'S              | Retail               | QSR                 |
| 136      | 163 ↑    | JOCKEY                | Apparel              | Innerwear           |
| 137      | 111 ↓    | PEARS                 | Consumer Products    | Bath                |
| 138      | 174 ↑    | CINTHOL               | Consumer Products    | Bath                |
| 139      | 170 ↑    | NATRAJ                | Stationary           | Writing Accessories |
| 140      | 229 ↑    | THUMS UP              | Food & Beverage      | Soft drink          |
| 141      | 119 ↓    | TANISHQ               | Personal Accessories | Jewellery           |
| 142      | 167 ↑    | HAMAM                 | Consumer Products    | Bath                |
| 143      | 89 ↓     | AXIS BANK             | BFSI                 | Banking             |
| 144      | 187 ↑    | NIIT                  | Education            | Computer Education  |
| 145      | 139 ↑    | ROLEX                 | Personal Accessories | Watches             |
| 146      |          | COLGATE PALMOLIVE     | Consumer Products    | Diversified         |
| 147      |          | MAAZA                 | Food & Beverage      | Soft drink          |
| 148      | 149 ↑    | CITIZEN               | Personal Accessories | Watches             |
| 149      | 208 ↑    | IDBI BANK             | BFSI                 | Banking             |
| 150      | 205 ↑    | AIR INDIA             | Transportation       | Airlines - Indian   |
| 151      | 241 ↑    | ALL OUT               | Household Products   | Mosquito Repellent  |
| 152      | 219 ↑    | CASTROL               | Lubricants           | Lubricants          |
| 153      | 204 ↑    | NESCAFE               | Food & Beverage      | Instant Coffee      |
| 154      | 273 ↑    | HTC                   | Personal Gadgets     | Mobile Phones       |
| 155      |          | HORLICKS              | Food & Beverage      | Milk Additives      |
| 156      | 266 ↑    | ICICI PRUDENTIAL LIFE | BFSI                 | Insurance           |
| 157      | 168 ↑    | MAXX                  | Personal Gadgets     | Mobile Phones       |
| 158      | 186 ↑    | MTS                   | Telecom              | Mobile Telephony    |
| 159      |          | PANTALOONS            | Retail               | Personal goods      |

123 rank jump. Trust, served hot!



On time delivery of Trust.

Stock price & Trust slump.



Winning by driving away mosquitoes

First in Brand Trust among private insurance cos.

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

Will  
Google  
buyout  
help build trust?

Making a mark  
in Branded  
Fashion



Leader among  
car brands

India's most trusted  
travel services brand.

| RANK     |          | NAME OF BRAND         | CATEGORY             | SUB-CATEGORY                |
|----------|----------|-----------------------|----------------------|-----------------------------|
| BTR 2012 | BTR 2011 |                       |                      |                             |
| 161      |          | RANBAXY               | Healthcare           | Pharmaceuticals             |
| 162      |          | HDFC BANK             | BFSI                 | Banking                     |
| 163      | 152 ↓    | GUCCI                 | Branded Fashion      | Branded Fashion Accessories |
| 164      | 96 ↓     | MOTOROLA              | Personal Gadgets     | Mobile Phones               |
| 165      | 282 ↑    | SPARX                 | Personal Accessories | Footwear                    |
| 166      | 262 ↑    | NIVEA                 | Consumer Products    | Beauty                      |
| 167      | 212 ↑    | CLOSE UP              | Consumer Products    | Oral hygiene                |
| 168      | 190 ↑    | AAJ TAK               | Media - TV           | News Channel                |
| 169      |          | TROPICANA             | Food & Beverage      | Packaged Juice              |
| 170      | 133 ↓    | CIPLA                 | Healthcare           | Pharmaceuticals             |
| 171      | 140 ↓    | RIN                   | Consumer Products    | Fabric care                 |
| 172      | 121 ↓    | NESTLE                | Food & Beverage      | Diversified                 |
| 173      | 256 ↑    | SHOPPERS STOP         | Retail               | Personal goods              |
| 174      | 253 ↑    | BANK OF INDIA         | BFSI                 | Banking                     |
| 175      | 235 ↑    | DIESEL                | Branded Fashion      | Branded Fashion Accessories |
| 176      | 161 ↓    | RESERVE BANK OF INDIA | BFSI                 | Banking                     |
| 177      | 182 ↑    | COMPAQ                | Technology           | Hardware                    |
| 178      | 87 ↑     | RADO                  | Personal Accessories | Watches                     |
| 179      |          | FEVICOL               | Consumer Products    | Adhesive                    |
| 180      | 234 ↑    | NDTV                  | Media - TV           | News Channel                |
| 181      | 250 ↑    | CANARA BANK           | BFSI                 | Banking                     |
| 182      | 128 ↓    | PIZZA HUT             | Retail               | QSR                         |
| 183      |          | SANTOOR               | Consumer Products    | Bath                        |
| 184      | 116 ↓    | PARKER                | Stationary           | Writing Accessories         |
| 185      |          | VICKS                 | Healthcare           | Balm                        |
| 186      | 211 ↑    | MIRINDA               | Food & Beverage      | Soft drink                  |
| 187      | 141 ↓    | HEAD & SHOULDER       | Consumer Products    | Haircare                    |
| 188      |          | MARUTI SUZUKI DZIRE   | Automotive           | Car - brand                 |
| 189      | 138 ↓    | COMPLAN               | Food & Beverage      | Milk Additives              |
| 190      |          | CADBURY 5 STAR        | Food & Beverage      | Chocolates                  |
| 191      |          | THOMAS COOK           | Services             | Travel services             |
| 192      | 201 ↑    | HALDIRAM              | Food & Beverage      | Packaged Snacks             |
| 193      | 254 ↑    | ORKUT                 | Internet             | Social Networking           |
| 194      | 93 ↓     | SUNSILK               | Consumer Products    | Haircare                    |
| 195      |          | DUKES                 | Food & Beverage      | Soft drink                  |
| 196      | 101 ↓    | ZODIAC                | Apparel              | Readymades                  |
| 197      | 130 ↓    | VIMAL                 | Apparel              | Fabric                      |
| 198      | 156 ↓    | BOOST                 | Food & Beverage      | Milk Additives              |
| 199      | 122 ↓    | PARK AVENUE           | Apparel              | Readymades                  |

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK

| BTR 2012 | BTR 2011 | NAME OF BRAND        | CATEGORY             | SUB-CATEGORY                |
|----------|----------|----------------------|----------------------|-----------------------------|
| 201      | 218 ↑    | CADBURY'S DAIRY MILK | Food & Beverage      | Chocolates                  |
| 202      |          | AYUR                 | Healthcare           | Ayurvedic                   |
| 203      |          | APSARA               | Stationary           | Writing Accessories         |
| 204      |          | DTDC                 | Services             | Courier Service             |
| 205      |          | DISCOVERY            | Media - TV           | Media - Other               |
| 206      |          | KODAK                | Personal Gadgets     | Cameras                     |
| 207      | 252 ↑    | TATA SKY             | DTH                  | DTH                         |
| 208      |          | FROOTI               | Food & Beverage      | Soft drink                  |
| 209      |          | EBAY                 | Internet             | Online Shopping             |
| 210      | 188 ↓    | SURF EXCEL           | Consumer Products    | Fabric care                 |
| 211      |          | LIVON                | Consumer Products    | Haircare                    |
| 212      |          | WILLS                | Cigarettes           | Cigarettes                  |
| 213      |          | FIAT                 | Automotive           | Four wheeler - Manufacturer |
| 214      |          | GOOD KINGHT          | Household Products   | Homecare                    |
| 215      |          | THOMAS SCOTT         | Apparel              | Readymades                  |
| 216      |          | TWITTER              | Internet             | Microblogging               |
| 217      | 177 ↓    | PVR                  | Entertainment        | Cinema - Display            |
| 218      |          | PARLE G              | Food & Beverage      | Biscuits                    |
| 219      | 171 ↓    | VASELINE             | Consumer Products    | Beauty                      |
| 220      | 180 ↓    | DABUR VATIKA         | Consumer Products    | Haircare                    |
| 221      |          | CROCIN               | Healthcare           | Other                       |
| 222      |          | TATA TEA             | Food & Beverage      | Tea                         |
| 223      |          | NISSAN               | Automotive           | Four wheeler - Manufacturer |
| 224      | 108 ↓    | TIMEX                | Personal Accessories | Watches                     |
| 225      |          | ZEE TV               | Media - TV           | News Channel                |
| 226      |          | BLUE DART            | Services             | Courier Service             |
| 227      | 231 ↑    | EXIDE                | Automotive - Related | Auto - other                |
| 228      |          | CADBURY'S PERK       | Food & Beverage      | Chocolates                  |
| 229      | 300 ↑    | ESPRIT               | Branded Fashion      | Branded Fashion Accessories |
| 230      | 217 ↓    | PARAGON              | Personal Accessories | Footwear                    |
| 231      |          | DHFL                 | BFSI                 | Housing Finance             |
| 232      |          | BINGO                | Food & Beverage      | Packaged Snacks             |
| 233      | 213 ↓    | PUREIT               | Durables             | Water Purifier              |
| 234      | 59 ↓     | SACHIN TENDULKAR     | Personality          | Sports Personality          |
| 235      |          | PROCTER & GAMBLE     | Consumer Products    | Diversified                 |
| 236      |          | BASKIN & ROBBINS     | Food & Beverage      | Ice Cream                   |
| 237      |          | JET AIRWAYS          | Transportation       | Airlines - Indian           |
| 238      |          | NESTLE KITKAT        | Food & Beverage      | Chocolates                  |
| 239      |          | AKAI                 | Durables             | Electronics                 |



Kyuki Daag Acche hai-falling.

All time great, leader of biscuits sub- category

India's most trusted auto- related brand

101 rank fall

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK

| BTR 2012 | BTR 2011 | NAME OF BRAND              | CATEGORY             | SUB-CATEGORY                |
|----------|----------|----------------------------|----------------------|-----------------------------|
| 241      | 44 ↓     | LEE COOPER                 | Apparel              | Readymades                  |
| 242      | 102 ↓    | FAIR & LOVELY              | Consumer Products    | Beauty                      |
| 243      | 92 ↓     | SONY ERICSSON              | Personal Gadgets     | Mobile Phones               |
| 244      | 292 ↑    | EMAMI                      | Consumer Products    | Beauty                      |
| 245      |          | METRO CASH & CARRY         | Retail               | Household goods             |
| 246      |          | FERRARI                    | Automotive           | Luxury cars                 |
| 247      | 145 ↓    | JOHN PLAYER                | Apparel              | Readymades                  |
| 248      |          | TVS STAR                   | Automotive           | Two Wheeler - brand         |
| 249      | 260 ↑    | DOLCE & GABANA             | Branded Fashion      | Branded Fashion Accessories |
| 250      |          | ORAL B                     | Consumer Products    | Personal products           |
| 251      |          | CHEVEROLET                 | Automotive           | Four wheeler - Manufacturer |
| 252      |          | STATE BANK OF HYDERABAD    | BFSI                 | Banking                     |
| 253      |          | TLC TRAVEL & LIVING        | Media - TV           | Channel - GEC               |
| 254      |          | DULUX                      | Manufacturing        | Paints                      |
| 255      | 19 ↓     | HAIER                      | Durables             | Electronics                 |
| 256      |          | AMBUJA                     | Diversified          | Diversified                 |
| 257      |          | CAMEL                      | Stationary           | Writing Accessories         |
| 258      |          | CASIO                      | Durables             | Electronics                 |
| 259      |          | FEDEX                      | Services             | Courier Service             |
| 260      |          | AQUAFINA                   | Food & Beverage      | Packaged Water              |
| 261      | 278 ↑    | GOLD FLAKE                 | Cigarettes           | Cigarettes                  |
| 262      | 203 ↓    | BOURNIVITA                 | Food & Beverage      | Milk Additives              |
| 263      |          | PARLE HIDE & SEEK          | Food & Beverage      | Biscuits                    |
| 264      | 147 ↓    | POLO                       | Food & Beverage      | Mouth Freshner              |
| 265      |          | PLAYBOY                    | Branded Fashion      | Branded Fashion Accessories |
| 266      |          | MOOV                       | Healthcare           | Balm                        |
| 267      | 123 ↓    | LIMCA                      | Food & Beverage      | Soft drink                  |
| 268      | 249 ↓    | KENT                       | Durables             | Water Purifier              |
| 269      | 283 ↑    | TRIBHUVANDAS BHIMJI ZAVERI | Personal Accessories | Jewellery                   |
| 270      |          | IODEX                      | Healthcare           | Balm                        |
| 271      |          | BRITANNIA BOURBON          | Food & Beverage      | Biscuits                    |
| 272      |          | AVON                       | Consumer Products    | Beauty                      |
| 273      | 131 ↓    | DLF                        | Construction         | Construction                |
| 274      | 207 ↓    | VOLVO                      | Automotive           | Four wheeler - Manufacturer |
| 275      | 258 ↓    | KINLEY                     | Food & Beverage      | Packaged Water              |
| 276      |          | MARIE                      | Food & Beverage      | Biscuits                    |
| 277      | 103 ↓    | VAN HEUSEN                 | Apparel              | Readymades                  |
| 278      | 103 ↓    | TAJ HOTELS                 | Hospitality          | Hotels                      |
| 279      | 154 ↓    | GSK                        | Healthcare           | Pharmaceuticals             |



India's most trusted two-wheeler brand



Though it falls by 140+ ranks, it continues to be India's most trusted construction brand

Glaxo falls steeply, though is ranked 3<sup>rd</sup>

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK

| BTR 2012 | BTR 2011 | NAME OF BRAND        | CATEGORY             | SUB-CATEGORY                |
|----------|----------|----------------------|----------------------|-----------------------------|
| 281      |          | VICCO                | Consumer Products    | Oral hygiene                |
| 282      | 222 ↓    | APTECH               | Education            | Computer Education          |
| 283      |          | ORBIT                | Food & Beverage      | Mouth Freshner              |
| 284      |          | TIDE                 | Consumer Products    | Fabric care                 |
| 285      |          | MDH                  | Food & Beverage      | Other                       |
| 286      | 137 ↓    | VOLKSWAGEN           | Automotive           | Four wheeler - Manufacturer |
| 287      | 246 ↓    | ACCENTURE            | Services             | Consulting                  |
| 288      | 276 ↓    | I BALL               | Technology           | Hardware                    |
| 289      |          | KELVINATOR           | Durables             | Household appliances        |
| 290      | 240 ↓    | BRITANNIA TIGER      | Food & Beverage      | Biscuits                    |
| 291      |          | HINDUSTAN TIMES      | Media - Print        | Newspaper                   |
| 292      | 78 ↓     | KOTAK MAHINDRA BANK  | BFSI                 | Banking                     |
| 293      | 189 ↓    | INDIABULLS           | Diversified          | Diversified                 |
| 294      | 297 ↑    | CISCO                | Technology           | Telecom infrastructure      |
| 295      | 159 ↓    | TATA MOTORS          | Automotive           | Four wheeler - Manufacturer |
| 296      |          | PUNJAB NATIONAL BANK | BFSI                 | Banking                     |
| 297      | 220 ↓    | RED LABEL            | Food & Beverage      | Tea                         |
| 298      | 251 ↓    | KINETIC NOVA         | Automotive           | Two Wheeler - brand         |
| 299      | 157 ↓    | SIYARAM'S            | Apparel              | Fabric                      |
| 300      |          | KELLOGG'S            | Food & Beverage      | Other                       |
| 301      |          | DENA BANK            | BFSI                 | Banking                     |
| 302      |          | ACTION               | Personal Accessories | Footwear                    |
| 303      |          | EUREKA FORBES        | Durables             | Water Purifier              |
| 304      | 265 ↓    | VIVEL                | Consumer Products    | Bath                        |
| 305      | 243 ↓    | UTI                  | BFSI                 | Other                       |
| 306      | 264 ↓    | FOOD BAZAAR          | Retail               | Food                        |
| 307      | 185 ↓    | PRESTIGE COOKERS     | Household Products   | Kitchen Appliances          |
| 308      |          | PIONEER              | Durables             | Electronics                 |
| 309      |          | VISA                 | BFSI                 | Credit Card                 |
| 310      |          | BABOOL               | Consumer Products    | Oral hygiene                |
| 311      |          | SERVO                | Lubricants           | Lubricants                  |
| 312      |          | MARGO                | Consumer Products    | Bath                        |
| 313      |          | AIRWICK              | Household Products   | Homecare                    |
| 314      |          | HINDUSTAN PETROLEUM  | Energy               | Oil /Gas                    |
| 315      |          | MOTI                 | Consumer Products    | Bath                        |
| 316      |          | TATA SALT            | Food & Beverage      | Other                       |
| 317      |          | MARLBORO             | Cigarettes           | Cigarettes                  |
| 318      |          | GE                   | Diversified          | Diversified                 |
| 319      | 178 ↓    | MTNL                 | Telecom              | Telephony                   |

Ranks 2<sup>nd</sup> in computer education category



Tata Motors has 136 rank fall from last year



India's most trusted credit card brand

India's most trusted



# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK

| BTR 2012 | BTR 2011 | NAME OF BRAND           | CATEGORY              | SUB-CATEGORY                |
|----------|----------|-------------------------|-----------------------|-----------------------------|
| 321      |          | HIPPO                   | Food & Beverage       | Packaged Snacks             |
| 322      | 183 ↓    | CITIBANK                | BFSI                  | Banking                     |
| 323      | 223 ↓    | ANCHOR                  | Consumer Products     | Oral hygiene                |
| 324      |          | BARISTA                 | Retail                | Café/Deli                   |
| 325      | 154 ↓    | LIRIL                   | Consumer Products     | Bath                        |
| 326      |          | FOSTERS                 | Alcoholic Beverages   | Beer                        |
| 327      |          | BEING HUMAN             | Social Organization   | Social Welfare              |
| 328      |          | RASNA                   | Food & Beverage       | Soft drink                  |
| 329      | 280 ↓    | STAR                    | Media - TV            | Channel cluster             |
| 330      |          | DENIM                   | Branded Fashion       | Branded Fashion Accessories |
| 331      |          | CEAT                    | Automotive - Related  | Tyres                       |
| 332      | 289 ↓    | WESTSIDE                | Retail                | Personal goods              |
| 333      |          | BALAJI                  | Food & Beverage       | Packaged Snacks             |
| 334      | 272 ↓    | DOLPHIN                 | Telecom               | Mobile Telephony            |
| 335      | 169 ↓    | BRU                     | Food & Beverage       | Instant Coffee              |
| 336      |          | IIT                     | Education             | Graduate/PG                 |
| 337      | 158 ↓    | USHA FANS               | Household Electricals | Fans                        |
| 338      | 257 ↓    | APOLLO HOSPITALS        | Healthcare            | Other                       |
| 339      |          | BOSE                    | Durables              | Electronics                 |
| 340      | 196 ↓    | FANTA                   | Food & Beverage       | Soft drink                  |
| 341      |          | IFB                     | Durables              | Household appliances        |
| 342      | 259 ↓    | AMBUJA CEMENT           | Manufacturing         | Cement                      |
| 343      |          | REDIFF.COM              | Internet              | Diversified online          |
| 344      | 271 ↓    | COLORS                  | Media - TV            | Channel - GEC               |
| 345      |          | MARUTI SUZUKI ALTO      | Automotive            | Car - brand                 |
| 346      |          | MOUNTAIN DEW            | Food & Beverage       | Soft drink                  |
| 347      | 230 ↓    | ORRA                    | Personal Accessories  | Jewellery                   |
| 348      | 155 ↓    | LIFESTYLE               | Retail                | Personal goods              |
| 349      |          | ORIENT FANS             | Household Electricals | Fans                        |
| 350      |          | HYUNDAI i10             | Automotive            | Car - brand                 |
| 351      |          | HAVELLS                 | Household Electricals | Accessories                 |
| 352      |          | SIFY                    | Internet              | Broadband Service           |
| 353      |          | TATA AIG LIFE INSURANCE | BFSI                  | Insurance                   |
| 354      | 165 ↓    | TOMMY HILFGER           | Branded Fashion       | Branded Fashion Accessories |
| 355      |          | SALMAN KHAN             | Personality           | Cinema Personality          |
| 356      |          | HYUNDAI i20             | Automotive            | Car - brand                 |
| 357      |          | HARPIC                  | Household Products    | Homecare                    |
| 358      | 184 ↓    | REID & TAYLOR           | Apparel               | Fabric                      |
| 359      |          | BAJAJ ALLIANZ           | BFSI                  | Insurance                   |



As is the actor, his  
NGO is a hit too!

Leader among  
campus education

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

| RANK     |          | NAME OF BRAND       | CATEGORY             | SUB-CATEGORY        |
|----------|----------|---------------------|----------------------|---------------------|
| BTR 2012 | BTR 2011 |                     |                      |                     |
| 361      |          | TATA NANO           | Automotive           | Car - brand         |
| 362      |          | SLEEPWELL MATTRESS  | Household Products   | Other               |
| 363      |          | HDIL                | Construction         | Construction        |
| 364      |          | MORTIEN             | Household Products   | Homecare            |
| 365      |          | VOLINI              | Healthcare           | Balm                |
| 366      |          | OXYRICH             | Food & Beverage      | Packaged Water      |
| 367      | 191 ↓    | CELLO PENS          | Stationary           | Writing Accessories |
| 368      |          | AMAZON.COM          | Internet             | Online Shopping     |
| 369      |          | PARLE MELODY        | Food & Beverage      | Chocolates          |
| 370      |          | ULTRA TECH          | Manufacturing        | Cement              |
| 371      |          | CINEMAX             | Entertainment        | Cinema - Display    |
| 372      |          | GULF OIL            | Lubricants           | Lubricants          |
| 373      |          | FEMINA              | Media - Print        | Magazine            |
| 374      |          | AMITABH BACHCHAN    | Personality          | Cinema Personality  |
| 375      |          | MCDOWELL'S          | Alcoholic Beverages  | Liquor Spirits      |
| 376      |          | HINDUJA             | Diversified          | Diversified         |
| 377      |          | CAMLIN              | Stationary           | Writing Accessories |
| 378      |          | LAVA                | Personal Gadgets     | Mobile Phones       |
| 379      |          | STAR MOVIES         | Media - TV           | Channel - Movies    |
| 380      |          | HAPPY DENT          | Food & Beverage      | Mouth Freshner      |
| 381      |          | NESTLE MUNCH        | Food & Beverage      | Chocolates          |
| 382      |          | ARCHIES             | Retail               | Other               |
| 383      |          | MAX NEW YORK LIFE   | BFSI                 | Insurance           |
| 384      |          | STAR TV             | Media - TV           | Channel - GEC       |
| 385      |          | PROTINEX            | Healthcare           | Other               |
| 386      |          | SPEED POST          | Services             | Courier Service     |
| 387      |          | FOOD FOOD           | Media - TV           | Channel - GEC       |
| 388      |          | DOMEX               | Household Products   | Homecare            |
| 389      |          | CADBURY'S GEMS      | Food & Beverage      | Chocolates          |
| 390      |          | HIT                 | Household Products   | Homecare            |
| 391      | 274 ↓    | KILLER              | Apparel              | Readymades          |
| 392      |          | LIBERTY             | Personal Accessories | Footwear            |
| 393      |          | VIM                 | Consumer Products    | Fabric care         |
| 394      |          | BRITANNIA MARIEGOLD | Food & Beverage      | Biscuits            |
| 395      |          | TATA INDICOM        | Telecom              | Mobile Telephony    |
| 396      |          | REXONA              | Consumer Products    | Bath                |
| 397      |          | 555                 | Cigarettes           | Cigarettes          |
| 398      |          | DABUR REAL ACTIV    | Food & Beverage      | Packaged Juice      |
| 399      | 247 ↓    | DNA                 | Media - Print        | Newspaper           |

Cello falls 176 ranks from last year



Evergreen Big B ranks 2<sup>nd</sup> among cinema actors

Delivering when needed!

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK

| BTR 2012 | BTR 2011 | NAME OF BRAND         | CATEGORY             | SUB-CATEGORY         |
|----------|----------|-----------------------|----------------------|----------------------|
| 401      |          | BACARDI               | Alcoholic Beverages  | Liquor Spirits       |
| 402      |          | INDIA TV              | Media - TV           | News Channel         |
| 403      |          | POLOROID              | Personal Accessories | Eyewear              |
| 404      | 115 ↓    | REYNOLDS              | Stationary           | Writing Accessories  |
| 405      |          | OXFORD                | Education            | Graduate/PG          |
| 406      |          | GOKUL MILK            | Food & Beverage      | Dairy Products       |
| 407      |          | CLINIC PLUS           | Consumer Products    | Haircare             |
| 408      |          | VADILAL               | Food & Beverage      | Ice Cream            |
| 409      | 281 ↓    | ORACLE                | Technology           | Software             |
| 410      | 153 ↓    | JAIPAN                | Durables             | Household appliances |
| 411      |          | AMERICAN TOURISTER    | Personal Accessories | Luggage              |
| 412      |          | BRISTOL               | Cigarettes           | Cigarettes           |
| 413      |          | KARBONN               | Personal Gadgets     | Mobile Phones        |
| 414      |          | TIC TAC               | Food & Beverage      | Mouth Freshner       |
| 415      |          | KURKURE               | Food & Beverage      | Packaged Snacks      |
| 416      |          | KANGAROO              | Education            | Preschool Education  |
| 417      |          | FEVIKWIK              | Consumer Products    | Adhesive             |
| 418      |          | AAMIR KHAN            | Personality          | Cinema Personality   |
| 419      |          | CNBC TV 18            | Media - TV           | News Channel         |
| 420      |          | 7 UP                  | Food & Beverage      | Soft drink           |
| 421      |          | MARUTI SUZUKI WAGON R | Automotive           | Car - brand          |
| 422      |          | VLCC                  | Healthcare           | Other                |
| 423      |          | BUDWEISER             | Alcoholic Beverages  | Beer                 |
| 424      |          | USHA                  | Durables             | Electronics          |
| 425      |          | NISSAN MICRA          | Automotive           | Car - brand          |
| 426      |          | AOL                   | Internet             | Diversified online   |
| 427      |          | BORO PLUS             | Consumer Products    | Beauty               |
| 428      |          | LUPIN                 | Healthcare           | Pharmaceuticals      |
| 429      |          | BELMONTE              | Apparel              | Fabric               |
| 430      |          | BOUNTY                | Food & Beverage      | Chocolates           |
| 431      |          | SPICE                 | Personal Gadgets     | Mobile Phones        |
| 432      |          | HONDA CITY            | Automotive           | Car - brand          |
| 433      |          | LEXI                  | Stationary           | Writing Accessories  |
| 434      |          | MTV                   | Media - TV           | Channel - GEC        |
| 435      |          | BANK OF BARODA        | BFSI                 | Banking              |
| 436      |          | BRITANNIA 50-50       | Food & Beverage      | Biscuits             |
| 437      |          | LAKHANI               | Personal Accessories | Footwear             |
| 438      |          | HERO HONDA SPLENDOR   | Automotive           | Two Wheeler - brand  |
| 439      |          | ABB                   | Heavy Industries     | Diversified          |

Popular spirit:  
Ranks 2<sup>nd</sup> behind  
McDowell's

Oracle's fall - 128 ranks  
over last year.



Ranks 3<sup>rd</sup> among  
cinema personality  
behind Salman & Amitabh

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK

| BTR 2012 | BTR 2011 | NAME OF BRAND                | CATEGORY             | SUB-CATEGORY       |
|----------|----------|------------------------------|----------------------|--------------------|
| 441      |          | IBN 7                        | Media - TV           | News Channel       |
| 442      |          | CLASSIC                      | Cigarettes           | Cigarettes         |
| 443      |          | BRITANNIA JIM JAM            | Food & Beverage      | Biscuits           |
| 444      |          | UNION BANK OF INDIA          | BFSI                 | Banking            |
| 445      | 198 ↓    | ORIFLAME                     | Consumer Products    | Beauty             |
| 446      |          | PICASA                       | Internet             | Photograph sharing |
| 447      |          | MAHENDRA SINGH DHONI         | Personality          | Sports Personality |
| 448      |          | D-MART                       | Retail               | Household goods    |
| 449      |          | SUGAR FREE                   | Healthcare           | Other              |
| 450      |          | PFIZER                       | Healthcare           | Pharmaceuticals    |
| 451      |          | KOUTONS                      | Apparel              | Readymades         |
| 452      | 113 ↓    | LOUIS PHILIPPE               | Apparel              | Readymades         |
| 453      |          | HAYWARDS                     | Alcoholic Beverages  | Beer               |
| 454      |          | LOOT                         | Retail               | Personal goods     |
| 455      |          | BOSCH                        | Automotive - Related | Auto - other       |
| 456      |          | DISNEY                       | Media - TV           | Media - Other      |
| 457      |          | LEXUS                        | Automotive           | Luxury cars        |
| 458      |          | BOMBAY DYEING                | Apparel              | Fabric             |
| 459      |          | SAP                          | Technology           | Software           |
| 460      |          | MARS                         | Food & Beverage      | Chocolates         |
| 461      |          | LOSE                         | Food & Beverage      | Chocolates         |
| 462      |          | AMRUTANJAN                   | Healthcare           | Balm               |
| 463      |          | CHINGS                       | Food & Beverage      | Other              |
| 464      |          | KWALITY WALLS                | Food & Beverage      | Ice Cream          |
| 465      |          | AQUAGUARD                    | Durables             | Water Purifier     |
| 466      |          | VIJAYA BANK                  | BFSI                 | Banking            |
| 467      |          | BOMBAY MUNICIPAL CORPORATION | Government Body      | Municipal body     |
| 468      |          | KOHINOOR                     | Food & Beverage      | Diversified        |
| 469      |          | GOODYEAR                     | Automotive - Related | Tyres              |
| 470      |          | BAIDYANATH                   | Healthcare           | Ayurvedic          |
| 471      |          | RED BULL                     | Food & Beverage      | Soft drink         |
| 472      |          | E 24                         | Media - TV           | Channel - GEC      |
| 473      |          | ESPN                         | Media - TV           | Channel - Sports   |
| 474      |          | SONY VAIO                    | Technology           | Hardware           |
| 475      |          | KENWOOD                      | Durables             | Electronics        |
| 476      |          | APPLE PLUS                   | Technology           | Hardware           |
| 477      |          | STAR DUST                    | Media - Print        | Magazine           |
| 478      | 199 ↓    | CLINIC ALL CLEAR             | Consumer Products    | Haircare           |
| 479      |          | TIMES NOW                    | Media - TV           | News Channel       |



World winner is ranked 6<sup>th</sup> Most Trusted among personalities

**ESPN**

ESPN races ahead of Star Sports

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK

| BTR 2012 | BTR 2011 | NAME OF BRAND           | CATEGORY              | SUB-CATEGORY                |
|----------|----------|-------------------------|-----------------------|-----------------------------|
| 481      |          | ZATAK                   | Consumer Products     | Perfumery                   |
| 482      |          | BAJAJ AVENGER           | Automotive            | Two Wheeler - brand         |
| 483      |          | SONY WORLD              | Retail                | Appliances                  |
| 484      |          | BBC                     | Media - TV            | News Channel                |
| 485      |          | S KUMAR'S               | Apparel               | Fabric                      |
| 486      |          | CROCODILE               | Apparel               | Readymades                  |
| 487      |          | OM KOTAK LIFE INSURANCE | BFSI                  | Insurance                   |
| 488      |          | INORBIT                 | Retail                | Shopping Mall               |
| 489      |          | WIKIPEDIA               | Internet              | Encyclopedia                |
| 490      |          | LINDT                   | Food & Beverage       | Chocolates                  |
| 491      |          | RENAULT                 | Automotive            | Four wheeler - Manufacturer |
| 492      |          | ROLLS ROYCE             | Automotive            | Luxury cars                 |
| 493      |          | NEUTROGENA              | Consumer Products     | Beauty                      |
| 494      |          | ARIEL                   | Consumer Products     | Fabric care                 |
| 495      |          | BABA RAMDEV             | Personality           | Spiritual Personality       |
| 496      |          | WRANGLER                | Apparel               | Readymades                  |
| 497      |          | LODHA                   | Construction          | Construction                |
| 498      |          | FEDERAL BANK            | BFSI                  | Banking                     |
| 499      |          | GREENLAM PLY            | Construction          | Other                       |
| 500      |          | APPLE IPHONE            | Personal Gadgets      | Mobile Phones               |
| 501      |          | HYATT                   | Hospitality           | Hotels                      |
| 502      |          | AAREY                   | Food & Beverage       | Dairy Products              |
| 503      |          | PARLE KRACKJACK         | Food & Beverage       | Biscuits                    |
| 504      |          | SMIRNOFF                | Alcoholic Beverages   | Liquor Spirits              |
| 505      |          | APJ KALAM               | Personality           | Social Personality          |
| 506      |          | FOUR SQUARE             | Cigarettes            | Cigarettes                  |
| 507      |          | EVEREADY                | Consumer Products     | Batteries                   |
| 508      |          | ATLAS                   | Transportation        | Other                       |
| 509      |          | EMIRATES                | Transportation        | Airlines - Foreign          |
| 510      |          | KHAITAN                 | Household Electricals | Fans                        |
| 511      |          | GLUCON D                | Healthcare            | Other                       |
| 512      |          | YOUTUBE                 | Internet              | Video sharing               |
| 513      |          | BEST                    | Transportation        | Bus service                 |
| 514      |          | BAGPIPER                | Alcoholic Beverages   | Liquor Spirits              |
| 515      |          | HBO                     | Media - TV            | Channel - Movies            |
| 516      |          | AMERICAN EXPRESS        | BFSI                  | Credit Card                 |
| 517      |          | METLIFE                 | BFSI                  | Insurance                   |
| 518      |          | PASTONJI                | Food & Beverage       | Ice Cream                   |
| 519      |          | MAHINDRA SATYAM         | Technology            | Software services           |



Yoga power!  
Leads among spiritual  
personalities

2<sup>nd</sup> most trusted  
hospitality brand  
after Taj Hotels

India's most trusted  
batteries brand

Most trusted  
Foreign airline

For trust,  
Best is Best!!



# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

| RANK     |          | NAME OF BRAND         | CATEGORY             | SUB-CATEGORY                |
|----------|----------|-----------------------|----------------------|-----------------------------|
| BTR 2012 | BTR 2011 |                       |                      |                             |
| 521      | 285 ↓    | HIMANI                | Healthcare           | Ayurvedic                   |
| 522      |          | ZANDU                 | Healthcare           | Ayurvedic                   |
| 523      |          | FUJI FILM             | Personal Gadgets     | Cameras                     |
| 524      |          | NEXT                  | Retail               | Appliances                  |
| 525      |          | ELECTROLUX            | Durables             | Household appliances        |
| 526      |          | UJALA                 | Consumer Products    | Fabric care                 |
| 527      |          | ZARA                  | Apparel              | Womens wear                 |
| 528      |          | KENSTAR               | Durables             | Household appliances        |
| 529      |          | EICHER                | Automotive           | Heavy Equipment             |
| 530      |          | SUN TV                | Media - TV           | Channel - GEC               |
| 531      | 268 ↓    | INDIAN RAILWAYS       | Transportation       | Other                       |
| 532      |          | IIM                   | Education            | Graduate/PG                 |
| 533      |          | FLY                   | Personal Gadgets     | Mobile Phones               |
| 534      |          | BARCLAYS BANK         | BFSI                 | Banking                     |
| 535      |          | LAWRENCE & MAYO       | Retail               | Other                       |
| 536      |          | BOMBAY STOCK EXCHANGE | BFSI                 | Exchange                    |
| 537      |          | INDIAN BANK           | BFSI                 | Banking                     |
| 538      |          | SUNFEAST PASTA TREAT  | Food & Beverage      | Other                       |
| 539      |          | EROS                  | Entertainment        | Cinema - Other              |
| 540      |          | MITSUBISHI            | Automotive           | Four wheeler - Manufacturer |
| 541      |          | MUTHOOT               | BFSI                 | Finance                     |
| 542      |          | CROMPTON GREAVES      | Manufacturing        | Engineering                 |
| 543      |          | SIGNATURE             | Alcoholic Beverages  | Liquor Spirits              |
| 544      |          | KORES                 | Stationary           | Other                       |
| 545      |          | KISSAN                | Food & Beverage      | Ketchup etc.                |
| 546      |          | CRY                   | Social Organization  | Social Welfare              |
| 547      |          | GLOBUS                | Retail               | Personal goods              |
| 548      |          | LIPTON                | Food & Beverage      | Tea                         |
| 549      |          | SPENCERS              | Retail               | Household goods             |
| 550      |          | TATA INDIGO           | Automotive           | Car - brand                 |
| 551      |          | BAYGON                | Household Products   | Mosquito Repellent          |
| 552      |          | ECONOMIC TIMES        | Media - Print        | Newspaper                   |
| 553      | 255 ↓    | BAJAJ PULSAR          | Automotive           | Two Wheeler - brand         |
| 554      |          | YES BANK              | BFSI                 | Banking                     |
| 555      |          | KLI NOL               | Household Products   | Homecare                    |
| 556      |          | TOBLERONE             | Food & Beverage      | Chocolates                  |
| 557      |          | OMEGA                 | Personal Accessories | Watches                     |
| 558      |          | WHEEL                 | Consumer Products    | Fabric care                 |
| 559      | 227 ↓    | ALLEN SOLLY           | Apparel              | Readymades                  |

India's most trusted women wear brand



Fall from last year of 263 rank



India's most trusted Finance brand

Only business daily to feature in BTR 1000

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK

| BTR 2012 | BTR 2011 | NAME OF BRAND                  | CATEGORY             | SUB-CATEGORY                |
|----------|----------|--------------------------------|----------------------|-----------------------------|
| 561      |          | BIRLA SUN LIFE                 | BFSI                 | Insurance                   |
| 562      |          | PAN AMERICA                    | Apparel              | Readymades                  |
| 563      | 267 ↓    | INDIA TODAY                    | Media - Print        | Magazine                    |
| 564      |          | SONY CYBERSHOT                 | Personal Gadgets     | Cameras                     |
| 565      |          | SOTC                           | Services             | Travel services             |
| 566      |          | SAINT GOBAIN                   | Manufacturing        | Other                       |
| 567      |          | FA                             | Consumer Products    | Perfumery                   |
| 568      |          | NIPPO                          | Consumer Products    | Batteries                   |
| 569      |          | VIRGIN MOBILE                  | Telecom              | Mobile Telephony            |
| 570      | 261 ↓    | MTR                            | Food & Beverage      | Other                       |
| 571      |          | HINDU                          | Media - Print        | Newspaper                   |
| 572      |          | TATA SAFARI                    | Automotive           | Car - brand                 |
| 573      |          | INTEX                          | Personal Gadgets     | Mobile Phones               |
| 574      |          | JINDAL STEEL                   | Heavy Industries     | Metal                       |
| 575      |          | YARDLEY                        | Consumer Products    | Perfumery                   |
| 576      |          | GENERAL MOTORS                 | Automotive           | Four wheeler - Manufacturer |
| 577      |          | ABBOTT LABS                    | Healthcare           | Pharmaceuticals             |
| 578      |          | NATIONAL GEOGRAPHIC            | Media - TV           | Media - Other               |
| 579      |          | RELIANCE COMMUNICATION PVT LTD | Telecom              | Mobile Telephony            |
| 580      |          | NEETA TRAVELS                  | Transportation       | Bus service                 |
| 581      |          | SHARP                          | Durables             | Electronics                 |
| 582      |          | DURACELL                       | Consumer Products    | Batteries                   |
| 583      |          | RATAN TATA                     | Personality          | Businessperson              |
| 584      |          | STAR PLUS                      | Media - TV           | Channel - GEC               |
| 585      |          | ING VYSYA BANK                 | BFSI                 | Banking                     |
| 586      |          | FEVISTICK                      | Consumer Products    | Adhesive                    |
| 587      |          | QATAR AIR                      | Transportation       | Airlines - Foreign          |
| 588      |          | DUNHILL                        | Branded Fashion      | Branded Fashion Accessories |
| 589      |          | CLEARASIL                      | Consumer Products    | Beauty                      |
| 590      |          | RUPA                           | Apparel              | Innerwear                   |
| 591      |          | CLEAN & CLEAR                  | Consumer Products    | Beauty                      |
| 592      |          | ENO                            | Healthcare           | Other                       |
| 593      |          | ROYAL STAG                     | Alcoholic Beverages  | Liquor Spirits              |
| 594      |          | BLUE STAR                      | Durables             | Household appliances        |
| 595      |          | ET NOW                         | Media - TV           | News Channel                |
| 596      |          | RELAXO                         | Personal Accessories | Footwear                    |
| 597      | 225 ↓    | SHELL                          | Lubricants           | Lubricants                  |
| 598      |          | SAFFOLA                        | Food & Beverage      | Edible Oil                  |
| 599      |          | ABN AMRO                       | BFSI                 | Banking                     |

Falling trends



Ending his innings on a high note – As India's most trusted business personality

Ranks 2<sup>nd</sup> among innerwear - behind Jockey



# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK



Up or down, he is always the King of Good times



Business + philanthropist profile



Clicking India's Trust!

Leads Kamasutra (rank 1000) by 264 ranks.

| BTR 2012 | BTR 2011 | NAME OF BRAND          | CATEGORY              | SUB-CATEGORY                |
|----------|----------|------------------------|-----------------------|-----------------------------|
| 601      |          | NATIONAL INSURANCE CO. | BFSI                  | Insurance                   |
| 602      |          | ORPAT                  | Household Electricals | Fans                        |
| 603      |          | VIJAY MALLYA           | Personality           | Businessperson              |
| 604      |          | COLOUR PLUS            | Apparel               | Readymades                  |
| 605      |          | MONGINIS               | Retail                | Café/Deli                   |
| 606      |          | NEEL KAMAL             | Manufacturing         | Other                       |
| 607      |          | GRAMEEN BANK           | BFSI                  | Banking                     |
| 608      |          | MOSER BAER             | Technology            | Storage                     |
| 609      |          | PRIYA GOLD             | Food & Beverage       | Biscuits                    |
| 610      |          | BILCARE                | Healthcare            | Other                       |
| 611      |          | HAWARE                 | Construction          | Construction                |
| 612      |          | YMCA                   | Social Organization   | World organization          |
| 613      |          | XEROX                  | Technology            | Diversified                 |
| 614      |          | HYUNDAI SANTRO         | Automotive            | Car - brand                 |
| 615      |          | BILL GATES             | Personality           | Businessperson              |
| 616      |          | WILDSTONE              | Consumer Products     | Perfumery                   |
| 617      |          | RED TAPE               | Personal Accessories  | Footwear                    |
| 618      |          | KINETIC                | Automotive            | Two Wheeler - manufacturer  |
| 619      |          | ACKRUTI CITY           | Construction          | Construction                |
| 620      |          | OLYMPUS                | Personal Gadgets      | Cameras                     |
| 621      |          | ADOBE                  | Technology            | Software                    |
| 622      |          | AJANTA                 | Household Products    | Other                       |
| 623      |          | GMAIL                  | Internet              | Email                       |
| 624      |          | FUTURE GENERALI        | BFSI                  | Insurance                   |
| 625      |          | SPINZ                  | Consumer Products     | Perfumery                   |
| 626      |          | JK CEMENT              | Manufacturing         | Cement                      |
| 627      |          | MUFTI                  | Apparel               | Readymades                  |
| 628      |          | INDIA AIRFORCE         | Government Body       | Defence                     |
| 629      |          | HINDALCO               | Heavy Industries      | Metal                       |
| 630      |          | D'DÉCOR                | Household Products    | Other                       |
| 631      |          | YELLOW PAGES           | Classified services   | Classifieds                 |
| 632      |          | O2                     | Personal Gadgets      | Mobile Phones               |
| 633      |          | ASHOK LEYLAND          | Automotive            | Four wheeler - Manufacturer |
| 634      |          | RIZVI COLLEGE          | Education             | Graduate/PG                 |
| 635      |          | COTTON KING            | Apparel               | Readymades                  |
| 636      |          | MOODS                  | Consumer products     | Condoms                     |
| 637      |          | SSI                    | Education             | Computer Education          |
| 638      |          | HISTORY CHANNEL        | Media - TV            | Media - Other               |
| 639      |          | SYNTEL                 | Technology            | Software                    |

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

| RANK     |          | NAME OF BRAND       | CATEGORY             | SUB-CATEGORY               |
|----------|----------|---------------------|----------------------|----------------------------|
| BTR 2012 | BTR 2011 |                     |                      |                            |
| 641      |          | REVLON              | Consumer Products    | Beauty                     |
| 642      |          | FOSSIL              | Personal Accessories | Watches                    |
| 643      |          | STANDARD CHARTERED  | BFSI                 | Banking                    |
| 644      |          | VIJAY SALES         | Retail               | Appliances                 |
| 645      |          | ESSAR               | Heavy Industries     | Diversified                |
| 646      |          | DABUR HAJMOLA       | Healthcare           | Other                      |
| 647      |          | ZENITH              | Technology           | Diversified                |
| 648      |          | AT&T                | Technology           | Telecom infrastructure     |
| 649      | 244 ↓    | AASHIRWAAD          | Food & Beverage      | Diversified                |
| 650      |          | PARX                | Apparel              | Readymades                 |
| 651      |          | BENSON & HEDGES     | Cigarettes           | Cigarettes                 |
| 652      |          | AMARON              | Automotive - Related | Auto - other               |
| 653      |          | FIAMA DI WILLS      | Consumer Products    | Bath                       |
| 654      |          | OKAYA               | Household Products   | Inverters/ Batteries       |
| 655      |          | HARD ROCK CAFÉ      | Retail               | Café/Deli                  |
| 656      |          | ITI                 | Technology           | Telecom infrastructure     |
| 657      |          | RELIANCE INDUSTRIES | Heavy Industries     | Diversified                |
| 658      |          | MARUTI SUZUKI 800   | Automotive           | Car - brand                |
| 659      |          | BHUSHAN STEEL       | Heavy Industries     | Metal                      |
| 660      |          | NAKSHATRA           | Personal accessories | Jewellery                  |
| 661      |          | MOTHER DAIRY        | Food & Beverage      | Dairy Products             |
| 662      |          | DINSHAWS            | Food & Beverage      | Ice Cream                  |
| 663      |          | KESARI TOURS        | Services             | Travel Services            |
| 664      |          | WHISPER             | Consumer Products    | Personal products          |
| 665      |          | SHIKAKAI            | Consumer Products    | Haircare                   |
| 666      |          | NAVRATNA HAIR OIL   | Consumer Products    | Haircare                   |
| 667      |          | KIRLOSKAR           | Heavy Industries     | Diversified                |
| 668      |          | GITANJALI           | Personal Accessories | Jewellery                  |
| 669      |          | JP MORGAN           | BFSI                 | Finance                    |
| 670      |          | ROYAL ENFIELD       | Automotive           | Two Wheeler - manufacturer |
| 671      |          | CNN IBN             | Media - TV           | News Channel               |
| 672      |          | MENTOS              | Food & Beverage      | Mouth Freshner             |
| 673      |          | SAIL                | Heavy Industries     | Metal                      |
| 674      |          | SURYA ROSHNI        | Household Products   | Other                      |
| 675      |          | SOMAIYA COLLEGE     | Education            | Graduate/PG                |
| 676      |          | CADD                | Education            | Computer Education         |
| 677      |          | BENETTON            | Apparel              | Readymades                 |
| 678      |          | MANNAPURAM FINANCE  | BFSI                 | Finance                    |
| 679      |          | HINDUSTAN           | Media - Print        | Newspaper                  |

Steep fall



Expanding territories.

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK

| BTR 2012 | BTR 2011 | NAME OF BRAND                 | CATEGORY            | SUB-CATEGORY                |
|----------|----------|-------------------------------|---------------------|-----------------------------|
| 681      |          | MAHINDRA SCORPIO              | Automotive          | Car - brand                 |
| 682      |          | BIOCON                        | Healthcare          | Pharmaceuticals             |
| 683      |          | CRISIL                        | BFSI                | Other                       |
| 684      |          | WOCKHARDT                     | Healthcare          | Diversified                 |
| 685      |          | NAVNEET                       | Stationary          | Notebooks                   |
| 686      |          | ERICSSON                      | Technology          | Telecom infrastructure      |
| 687      |          | BLACK DOG                     | Alcoholic Beverages | Liquor Spirits              |
| 688      |          | NEWS 24                       | Media - TV          | News Channel                |
| 689      |          | SOCIETY                       | Food & Beverage     | Tea                         |
| 690      |          | ADITYA BIRLA                  | Diversified         | Diversified                 |
| 691      |          | PEUGEOT                       | Automotive          | Four wheeler - Manufacturer |
| 692      |          | SET WET                       | Consumer Products   | Haircare                    |
| 693      |          | ESCORTS                       | Automotive          | Heavy Equipment             |
| 694      |          | KIRAN BEDI                    | Personality         | Social Personality          |
| 695      |          | BHARAT ELECTRONICS            | Heavy Industries    | Diversified                 |
| 696      |          | DR. REDDY'S LABS              | Healthcare          | Pharmaceuticals             |
| 697      |          | MARICO                        | Consumer Products   | Diversified                 |
| 698      |          | IFFCO TOKIO GENERAL INSURANCE | BFSI                | Insurance                   |
| 699      |          | NDTV IMAGINE                  | Media - TV          | Channel - GEC               |
| 700      |          | FINOLEX                       | Manufacturing       | Diversified                 |
| 701      |          | STAR NEWS                     | Media - TV          | News Channel                |
| 702      |          | HARLEY DAVIDSON               | Automotive          | Two Wheeler - manufacturer  |
| 703      |          | VSNL                          | Telecom             | Telephony                   |
| 704      |          | LONDON PILSNER                | Alcoholic Beverages | Beer                        |
| 705      |          | MASTER CARD                   | BFSI                | Credit Card                 |
| 706      |          | CALVIN KLEIN                  | Branded Fashion     | Branded Fashion Accessories |
| 707      |          | TATA INDICA                   | Automotive          | Car - brand                 |
| 708      |          | WORLD HEALTH ORGANIZATION     | Social Organization | World organization          |
| 709      |          | DUPONT                        | Manufacturing       | Diversified                 |
| 710      |          | LILIPUT                       | Apparel             | Readymades                  |
| 711      |          | ERNST & YOUNG                 | Services            | Consulting                  |
| 712      |          | EVEREST                       | Food & Beverage     | Other                       |
| 713      |          | ASDA                          | Retail              | Household goods             |
| 714      |          | BINANI CEMENT                 | Manufacturing       | Cement                      |
| 715      |          | ZEE                           | Media - TV          | Channel cluster             |
| 716      |          | BERGER                        | Manufacturing       | Paints                      |
| 717      |          | HONEYWELL                     | Technology          | Diversified                 |
| 718      |          | NTPC                          | Infrastructure      | Power                       |
| 719      |          | MYSORE SANDAL                 | Consumer Products   | Bath                        |



Fire brand Bedi makes a mark!



# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK

| BTR 2012 | BTR 2011 | NAME OF BRAND          | CATEGORY             | SUB-CATEGORY                |
|----------|----------|------------------------|----------------------|-----------------------------|
| 721      |          | ESSAR OIL              | Energy               | Oil /Gas                    |
| 722      |          | SINTEX                 | Manufacturing        | Other                       |
| 723      |          | HONDA UNICORN          | Automotive           | Two Wheeler - brand         |
| 724      |          | UB GROUP               | Diversified          | Diversified                 |
| 725      |          | RELIGARE SECURITIES    | BFSI                 | Other                       |
| 726      |          | CNN                    | Media - TV           | News Channel                |
| 727      |          | LIVERPOOL              | Sports               | Football                    |
| 728      |          | ORANGE                 | Telecom              | Mobile Telephony            |
| 729      |          | TVS APACHE             | Automotive           | Two Wheeler - brand         |
| 730      |          | AGNI                   | Personal accessories | Jewellery                   |
| 731      |          | ALSTOM                 | Heavy Industries     | Diversified                 |
| 732      |          | IPL                    | Sports               | Cricket League              |
| 733      |          | AXN                    | Media - TV           | Channel - GEC               |
| 734      |          | NIKON COOLPIX          | Personal Gadgets     | Cameras                     |
| 735      |          | DANONE                 | Food & Beverage      | Dairy Products              |
| 736      |          | SPICEJET               | Transportation       | Airlines - Indian           |
| 737      |          | HERO HONDA PASSION     | Automotive           | Two Wheeler - brand         |
| 738      |          | AISHWARYA RAI BACHCHAN | Personality          | Cinema Personality          |
| 739      |          | MARRIOTT               | Hospitality          | Hotels                      |
| 740      |          | HCC                    | Construction         | Construction                |
| 741      |          | BASF                   | Manufacturing        | Chemicals                   |
| 742      |          | TOPAZ                  | Consumer Products    | Personal products           |
| 743      | 275 ↓    | VERSACE                | Branded Fashion      | Branded Fashion Accessories |
| 744      |          | FENA                   | Consumer Products    | Fabric care                 |
| 745      |          | PUNJ LLOYD             | Diversified          | Diversified                 |
| 746      |          | SUNDARAM               | Stationary           | Notebooks                   |
| 747      |          | HDFC LIFE INSURANCE    | BFSI                 | Insurance                   |
| 748      |          | LUFTHANSA              | Transportation       | Airlines - Foreign          |
| 749      |          | NESCO                  | Heavy Industries     | Diversified                 |
| 750      |          | KBC                    | Media - TV           | Media - Other               |
| 751      |          | NOVARTIS               | Healthcare           | Pharmaceuticals             |
| 752      |          | PATNI                  | Technology           | Diversified                 |
| 753      |          | DR. BATRA'S            | Healthcare           | Other                       |
| 754      |          | COX & KINGS            | Services             | Travel Services             |
| 755      |          | PORSCHE                | Automotive           | Luxury cars                 |
| 756      |          | AIRBUS                 | Transportation       | Aircraft                    |
| 757      |          | MONTEX                 | Stationary           | Writing Accessories         |
| 758      |          | UNITECH                | Construction         | Construction                |
| 759      |          | JAGUAR                 | Automotive           | Luxury cars                 |



The other Bachchan.



Fast drop

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK



| BTR 2012 | BTR 2011 | NAME OF BRAND                | CATEGORY             | SUB-CATEGORY                |
|----------|----------|------------------------------|----------------------|-----------------------------|
| 761      |          | SHRI SHRI RAVISHANKAR        | Personality          | Spiritual Personality       |
| 762      |          | MMRDA                        | Government Body      | Metropolitan development    |
| 763      |          | EUROKIDS                     | Education            | Preschool Education         |
| 764      |          | ZANDU BALM                   | Healthcare           | Balm                        |
| 765      |          | RED CHIEF                    | Personal Accessories | Footwear                    |
| 766      |          | INDIAN ARMY                  | Government Body      | Defence                     |
| 767      |          | TVS SCOOTY                   | Automotive           | Two Wheeler - brand         |
| 768      |          | FERRERO ROCHER               | Food & Beverage      | Chocolates                  |
| 769      |          | T-SERIES                     | Entertainment        | Cinema - Other              |
| 770      |          | GIORGIO ARMANI               | Branded Fashion      | Branded Fashion Accessories |
| 771      |          | INDIAN OVERSEAS BANK         | BFSI                 | Banking                     |
| 772      |          | BARCELONA                    | Sports               | Football                    |
| 773      |          | BRIDGESTONE                  | Automotive - Related | Tyres                       |
| 774      |          | SBI LIFE INSURANCE           | BFSI                 | Insurance                   |
| 775      |          | KINGSTON                     | Technology           | Storage                     |
| 776      |          | PLANET M                     | Retail               | Other                       |
| 777      |          | FORBES                       | Media - Print        | Magazine                    |
| 778      |          | RAJNIKANT                    | Personality          | Cinema Personality          |
| 779      |          | SWAMI VIVEKANANDA            | Personality          | Spiritual Personality       |
| 780      |          | BHARTI                       | Telecom              | Mobile Telephony            |
| 781      |          | LACOSTE                      | Apparel              | Readymades                  |
| 782      |          | TOYOTA INNOVA                | Automotive           | Car - brand                 |
| 783      |          | ZEE NEWS                     | Media - TV           | News Channel                |
| 784      |          | EMERSON                      | Technology           | Other                       |
| 785      |          | ELLE 18                      | Media - Print        | Magazine                    |
| 786      |          | ALDO                         | Personal accessories | Footwear                    |
| 787      |          | CAMBRIDGE                    | Apparel              | Readymades                  |
| 788      |          | BANGALORE UNIVERSITY         | Education            | Graduate/PG                 |
| 789      |          | MITSUBISHI LANCER            | Automotive           | Car - brand                 |
| 790      |          | FORCE MOTORS                 | Automotive           | Four wheeler - Manufacturer |
| 791      |          | ANDROID                      | Technology           | Operating System            |
| 792      |          | MICHELLIN                    | Automotive - Related | Tyres                       |
| 793      |          | TODAY TEA                    | Food & Beverage      | Tea                         |
| 794      |          | RED CROSS                    | Social Organization  | World organization          |
| 795      |          | PRITISH NANDY COMMUNICATIONS | Entertainment        | Cinema - Other              |
| 796      |          | UNICEF                       | Social Organization  | World organization          |
| 797      |          | BHARAT GAS                   | Energy               | Oil /Gas                    |
| 798      |          | STAPLES                      | Retail               | Other                       |
| 799      |          | ALOK INDUSTRIES              | Heavy Industries     | Diversified                 |

From South India to All India. Mind it!

The only operating system in the report



Tourist Landmark

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK

| BTR 2012 | BTR 2011 | NAME OF BRAND          | CATEGORY              | SUB-CATEGORY               |
|----------|----------|------------------------|-----------------------|----------------------------|
| 801      |          | ORIENT PSPO            | Household Electricals | Fans                       |
| 802      |          | GO AIR                 | Transportation        | Airlines - Indian          |
| 803      |          | MANKIND PHARMA         | Healthcare            | Pharmaceuticals            |
| 804      |          | LML                    | Automotive            | Two Wheeler - manufacturer |
| 805      |          | THERMAX                | Manufacturing         | Engineering                |
| 806      |          | STEVE JOBS             | Personality           | Businessperson             |
| 807      |          | AEGON RELIGARE LIFE    | BFSI                  | Insurance                  |
| 808      |          | HONDA ACTIVA           | Automotive            | Two Wheeler - brand        |
| 809      |          | GALAXY                 | Personal Gadgets      | Mobile Phones              |
| 810      |          | CHANDRIKA              | Consumer Products     | Bath                       |
| 811      |          | AIR FRANCE             | Transportation        | Airlines - Foreign         |
| 812      |          | LATA MANGESHKAR        | Personality           | Cinema Personality         |
| 813      |          | AMUL MACHO             | Apparel               | Innerwear                  |
| 814      |          | BAYER                  | Manufacturing         | Chemicals                  |
| 815      |          | FORD MUSTANG           | Automotive            | Car - brand                |
| 816      |          | ADANI GROUP            | Diversified           | Diversified                |
| 817      |          | MARBONITE              | Construction          | Other                      |
| 818      |          | CELKON                 | Personal Gadgets      | Mobile Phones              |
| 819      |          | MARUTI SX4             | Automotive            | Car - brand                |
| 820      |          | MANGO                  | Apparel               | Womens wear                |
| 821      |          | DTH                    | DTH                   | DTH                        |
| 822      |          | BHARTI AXA             | BFSI                  | Insurance                  |
| 823      |          | UNITED AIRLINES        | Transportation        | Airlines - Foreign         |
| 824      |          | 3M                     | Diversified           | Diversified                |
| 825      |          | DABUR LAL DANTMANJAN   | Consumer Products     | Oral hygiene               |
| 826      |          | DABUR AMLA             | Consumer Products     | Haircare                   |
| 827      |          | SUBWAY                 | Retail                | QSR                        |
| 828      |          | DEUTSCHE BANK          | BFSI                  | Banking                    |
| 829      |          | GLENMARK               | Healthcare            | Pharmaceuticals            |
| 830      |          | PIDILITE               | Manufacturing         | Other                      |
| 831      |          | ACE COMMODITY EXCHANGE | BFSI                  | Exchange                   |
| 832      |          | CLASSMATE              | Stationary            | Notebooks                  |
| 833      |          | INOX                   | Entertainment         | Cinema - Display           |
| 834      |          | ETERNITY               | Consumer Products     | Perfumery                  |
| 835      |          | VICTORINOX             | Personal Accessories  | Personal accessories       |
| 836      |          | VIDEOCON D2H           | DTH                   | DTH                        |
| 837      |          | HERO MOTOCORP          | Automotive            | Two Wheeler - manufacturer |
| 838      |          | HEERA PANNA            | Retail                | Retail                     |
| 839      |          | HYUNDAI EON            | Automotive            | Car - brand                |



iJobs



Singing melody ranks 6<sup>th</sup> among cinema personalities

## ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

| RANK     |          | NAME OF BRAND          | CATEGORY             | SUB-CATEGORY                |
|----------|----------|------------------------|----------------------|-----------------------------|
| BTR 2012 | BTR 2011 |                        |                      |                             |
| 841      |          | LAFARGE                | Manufacturing        | Cement                      |
| 842      | 284 ↓    | TAJ MAHAL TEA          | Food & Beverage      | Tea                         |
| 843      |          | SUNFLOWER              | Food & Beverage      | Edible Oil                  |
| 844      |          | SANGINI                | Personal Accessories | Jewellery                   |
| 845      |          | CHEVROLET TRAVERA      | Automotive           | Car - brand                 |
| 846      |          | RICHFEEL               | Consumer Products    | Haircare                    |
| 847      |          | BIG CINEMA             | Entertainment        | Cinema - Display            |
| 848      |          | RELIANCE FRESH         | Retail               | Food                        |
| 849      |          | MICROTEK               | Household Products   | Inverters/ Batteries        |
| 850      |          | CREDIT SUISSE          | BFSI                 | Finance                     |
| 851      |          | SESA GOA               | Heavy Industries     | Mining                      |
| 852      |          | SAHARA ONE             | Media - TV           | Channel - GEC               |
| 853      |          | MAFATLAL               | Apparel              | Fabric                      |
| 854      |          | FAIR & HANDSOME        | Consumer Products    | Beauty                      |
| 855      |          | STARBUCKS              | Retail               | Café/Deli                   |
| 856      |          | LINC                   | Stationary           | Writing Accessories         |
| 857      |          | QUARTZ                 | Personal Accessories | Watches                     |
| 858      |          | HEINEKEN               | Alcoholic Beverages  | Beer                        |
| 859      |          | LOMANI                 | Branded Fashion      | Branded Fashion Accessories |
| 860      |          | STAR SPORTS            | Media - TV           | Channel - Sports            |
| 861      |          | MUMBAI MIRROR          | Media - Print        | Newspaper                   |
| 862      |          | JP CEMENT              | Manufacturing        | Cement                      |
| 863      |          | DILIP CHHABRIA         | Personality          | Businessperson              |
| 864      |          | PODDAR                 | Education            | Graduate/PG                 |
| 865      |          | PARLE MONACO           | Food & Beverage      | Biscuits                    |
| 866      |          | HEINZ                  | Food & Beverage      | Ketchup etc.                |
| 867      |          | MORE                   | Retail               | Food                        |
| 868      |          | GAS AUTHORITY OF INDIA | Energy               | Oil /Gas                    |
| 869      |          | EDUCOMP                | Education            | Education company           |
| 870      |          | RUCHI'S                | Food & Beverage      | Other                       |
| 871      |          | EXCEL                  | Technology           | Software                    |
| 872      |          | NINTENDO               | Technology           | Other                       |
| 873      |          | PALMOLIVE              | Consumer Products    | Personal care               |
| 874      |          | TVS VICTOR             | Automotive           | Two Wheeler - brand         |
| 875      |          | CHANEL                 | Branded Fashion      | Branded Fashion Accessories |
| 876      |          | GSFC                   | Manufacturing        | Fertilizer                  |
| 877      |          | MUMBAI UNIVERSITY      | Education            | Graduate/PG                 |
| 878      |          | NIPPON PAINTS          | Manufacturing        | Paints                      |
| 879      |          | EXXON MOBIL            | Energy               | Oil /Gas                    |



# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK

| BTR 2012 | BTR 2011 | NAME OF BRAND          | CATEGORY             | SUB-CATEGORY                |
|----------|----------|------------------------|----------------------|-----------------------------|
| 881      |          | ICRA                   | BFSI                 | Other                       |
| 882      |          | BANK OF MAHARASHTRA    | BFSI                 | Banking                     |
| 883      |          | TATA PHOTON            | Personal Gadgets     | Datacard                    |
| 884      |          | VICEROY HOTELS         | Hospitality          | Hotels                      |
| 885      |          | RIO TINTO              | Heavy Industries     | Mining                      |
| 886      |          | ROYAL BANK OF SCOTLAND | BFSI                 | Banking                     |
| 887      |          | FEEDBACK VENTURES      | BFSI                 | Finance                     |
| 888      |          | HALLS                  | Food & Beverage      | Mouth Freshner              |
| 889      |          | GINI & JONY            | Apparel              | Readymades                  |
| 890      |          | V GUARD                | Manufacturing        | Other                       |
| 891      |          | SUKAM                  | Household Products   | Inverters/ Batteries        |
| 892      |          | MASSIMO DUTTI          | Branded Fashion      | Branded Fashion Accessories |
| 893      |          | SEIKO                  | Personal Accessories | Watches                     |
| 894      |          | MUKESH AMBANI          | Personality          | Businessperson              |
| 895      |          | FORD IKON              | Automotive           | Car - brand                 |
| 896      |          | MOTILAL OSWAL          | BFSI                 | Other                       |
| 897      |          | GODREJ NO 1            | Consumer Products    | Bath                        |
| 898      |          | RCF                    | Manufacturing        | Fertilizer                  |
| 899      |          | ROTOMAC                | Stationary           | Writing Accessories         |
| 900      |          | PAN PARAG              | Food & Beverage      | Other                       |
| 901      |          | AMUL BUTTER            | Food & Beverage      | Dairy Products              |
| 902      |          | MEENA BAZAAR           | Apparel              | Womens wear                 |
| 903      |          | CAVINKARE              | Consumer Products    | Diversified                 |
| 904      |          | AGP VIDEO              | Technology           | Other                       |
| 905      |          | CARREFOUR              | Retail               | Household goods             |
| 906      |          | ASK ME                 | Classified services  | Classifieds                 |
| 907      |          | CATHAY PACIFIC         | Transportation       | Airlines - Foreign          |
| 908      |          | RAHEJA BUILDERS        | Construction         | Construction                |
| 909      |          | LUMINOUS               | Household Products   | Inverters/ Batteries        |
| 910      |          | JJ HOSPITAL            | Healthcare           | Other                       |
| 911      |          | CHIC                   | Consumer Products    | Haircare                    |
| 912      |          | MOTHER TERESA          | Personality          | Spiritual Personality       |
| 913      |          | PEST CONTROL OF INDIA  | Services             | Pest Control Services       |
| 914      |          | ORIENTAL BANK          | BFSI                 | Banking                     |
| 915      |          | OBEROI                 | Hospitality          | Hotels                      |
| 916      |          | SATYA SAI TRUST        | Social Organization  | Social Welfare              |
| 917      |          | AMSTEL                 | Alcoholic Beverages  | Beer                        |
| 918      |          | GAP                    | Apparel              | Readymades                  |
| 919      |          | COLIN                  | Household Products   | Homecare                    |



Also ranks among world's richest.



Saint of hope: Sisters of Charity.

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS

## RANK

| BTR 2012 | BTR 2011 | NAME OF BRAND        | CATEGORY             | SUB-CATEGORY                |
|----------|----------|----------------------|----------------------|-----------------------------|
| 921      |          | NEW YORKER           | Retail               | Other                       |
| 922      |          | TRANSCEND            | Technology           | Storage                     |
| 923      |          | FORTUNE REFINED OIL  | Food & Beverage      | Edible Oil                  |
| 924      |          | CNBC AWAAZ           | Media - TV           | News Channel                |
| 925      |          | VISHAL MART          | Retail               | Household goods             |
| 926      |          | MAGNET               | Retail               | Household goods             |
| 927      |          | CESC                 | Infrastructure       | Electricity                 |
| 928      |          | MONTE CARLO          | Apparel              | Readymades                  |
| 929      |          | AIG                  | BFSI                 | Other                       |
| 930      |          | FOODRITE             | Food & Beverage      | Diversified                 |
| 931      |          | LOTTO                | Personal Accessories | Footwear                    |
| 932      |          | T24                  | Telecom              | Mobile Telephony            |
| 933      |          | MAERSK               | Transportation       | Other                       |
| 934      |          | PROFESSIONAL COURIER | Services             | Courier Service             |
| 935      |          | KAMAT HOTELS         | Hospitality          | Hotels                      |
| 936      |          | BUTTERFLY            | Household Products   | Kitchen Appliances          |
| 937      |          | ROCHE                | Healthcare           | Pharmaceuticals             |
| 938      |          | MITASHI              | Durables             | Electronics                 |
| 939      |          | STAR GOLD            | Media - TV           | Channel - GEC               |
| 940      |          | MICO                 | Automotive - Related | Auto - other                |
| 941      |          | SUZLON               | Energy               | Wind power                  |
| 942      | 293 ↓    | COGNIZANT            | Technology           | Software Services           |
| 943      |          | DON BOSCO TRUST      | Social Organization  | Social Welfare              |
| 944      |          | ASHOK MASALE         | Food & Beverage      | Other                       |
| 945      |          | BOEING               | Transportation       | Aircraft                    |
| 946      |          | CHERRY BLOSSOM       | Consumer Products    | Personal products           |
| 947      |          | VI JOHN              | Consumer Products    | Personal care               |
| 948      |          | SHAHRUKH KHAN        | Personality          | Cinema Personality          |
| 949      |          | OPEL                 | Automotive           | Four wheeler - Manufacturer |
| 950      |          | REVITAL              | Healthcare           | Other                       |
| 951      |          | PIGEON               | Household Products   | Kitchen Appliances          |
| 952      |          | SUN PHARMA           | Healthcare           | Pharmaceuticals             |
| 953      |          | OREO                 | Food & Beverage      | Biscuits                    |
| 954      |          | LANCO                | Construction         | Construction                |
| 955      |          | HIRANANDANI          | Construction         | Construction                |
| 956      |          | IIPM                 | Education            | Graduate/PG                 |
| 957      |          | CANTABIL             | Apparel              | Readymades                  |
| 958      |          | BAE SYSTEM           | Manufacturing        | Other                       |
| 959      |          | KALPATARU            | Construction         | Construction                |

Third in growth, lagging in trust.



DON KHAN

# ALL INDIA LISTINGS- TOP 1000 MOST TRUSTED BRANDS


## RANK

| BTR<br>2012 | BTR<br>2011 | NAME OF BRAND             | CATEGORY             | SUB-CATEGORY         |
|-------------|-------------|---------------------------|----------------------|----------------------|
| 961         |             | SOUTH WEST AIRLINES       | Transportation       | Airlines - Foreign   |
| 962         |             | FIRST FLIGHT              | Services             | Courier Service      |
| 963         |             | MAXIMA WATCHES            | Personal Accessories | Watches              |
| 964         |             | MOVIE STAR                | Entertainment        | Cinema - Display     |
| 965         |             | NATIONAL COOP BANK        | BFSI                 | Banking              |
| 966         |             | MERCK                     | Healthcare           | Pharmaceuticals      |
| 967         |             | PSL                       | Manufacturing        | Other                |
| 968         |             | MOCHI                     | Personal Accessories | Footwear             |
| 969         |             | SAB TV                    | Media - TV           | Channel - GEC        |
| 970         |             | SHAKTI BHOG               | Food & Beverage      | Diversified          |
| 971         |             | SANDISK                   | Technology           | Storage              |
| 972         |             | CYCLE AGARBATTI           | Household Products   | Other                |
| 973         |             | TOKIO MARINE              | BFSI                 | Insurance            |
| 974         |             | FASHION STREET            | Retail               | Retail               |
| 975         |             | ARVIND MILLS              | Apparel              | Fabric               |
| 976         |             | HAIR & CARE               | Consumer Products    | Haircare             |
| 977         |             | RABOBANK                  | BFSI                 | Banking              |
| 978         |             | PAMPERS                   | Consumer Products    | Personal products    |
| 979         |             | CNP ASSURANCE             | BFSI                 | Insurance            |
| 980         |             | GDF SUEZ                  | Energy               | Oil /Gas             |
| 981         |             | TOYOTA COROLLA            | Automotive           | Car - Brand          |
| 982         |             | SHRIRAM TRANSPORT FINANCE | BFSI                 | Finance              |
| 983         |             | HUMAX                     | Durables             | Household appliances |
| 984         |             | HYPER CITY                | Retail               | Shopping Mall        |
| 985         |             | ODOMOS                    | Household Products   | Mosquito repellent   |
| 986         |             | SWATCH                    | Personal Accessories | Watches              |
| 987         |             | CADBURY'S ECLAIRS         | Food & Beverage      | Chocolates           |
| 988         |             | HARRISON                  | Household Products   | Other                |
| 989         |             | TECH MAHINDRA             | Technology           | Software Services    |
| 990         |             | GMR                       | Construction         | Construction         |
| 991         |             | FACT                      | Manufacturing        | Fertilizer           |
| 992         |             | LOTUS                     | Technology           | Software             |
| 993         |             | FAME ADLABS               | Entertainment        | Cinema - Display     |
| 994         |             | BANK OF AMERICA           | BFSI                 | Banking              |
| 995         |             | UNCLE CHIPS               | Food & Beverage      | Packaged Snacks      |
| 996         |             | STAR BAZAR                | Retail               | Household goods      |
| 997         |             | NATURALS ICE CREAM        | Food & Beverage      | Ice Cream            |
| 998         |             | ADANI WILMAR              | Food & Beverage      | Edible Oil           |
| 999         |             | GRASIM                    | Apparel              | Fabric               |

Born with India's  
independence, in 1947.



Building



The BTR 2012 research gave us 17000 unique brands, of which we could only list the top 1000 due to space constraints in this report.

For ease, this report largely compares ranks and does not go into the component level comparisons. That is a matter of much more detailed discussions. For some brands which wanted a detailed analysis of the components, we did component level comparisons within other brands of the same category. A few gave us benchmark brands outside their own category, and results threw up extremely relevant and interesting comparisons, learnings and applications.

TRA will be able to mine the detailed data for anyone desirous of behavioural comparisons – you may mail your enquiries with your brand name and those it must be compared to [enquiries@trustadvisory.info](mailto:enquiries@trustadvisory.info). Sometimes comparisons are also possible with the BTR 2011 data.

As years pass, we will be able to map the transition topography for brands, and the researcher in us, eagerly awaits for the next year's report, **The Brand Trust Report, India Study, 2013.**

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when the blue lotus blooms, universal goodness reigns



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C O M M U N I C A T I O N S

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### *Research Methodology*



### *Statistical Analysis*



INDIAN STATISTICAL INSTITUTE

### *Fieldwork*



### *Creatives*

