



THE  BRAND TRUST  
REPORT

India Study **2015**

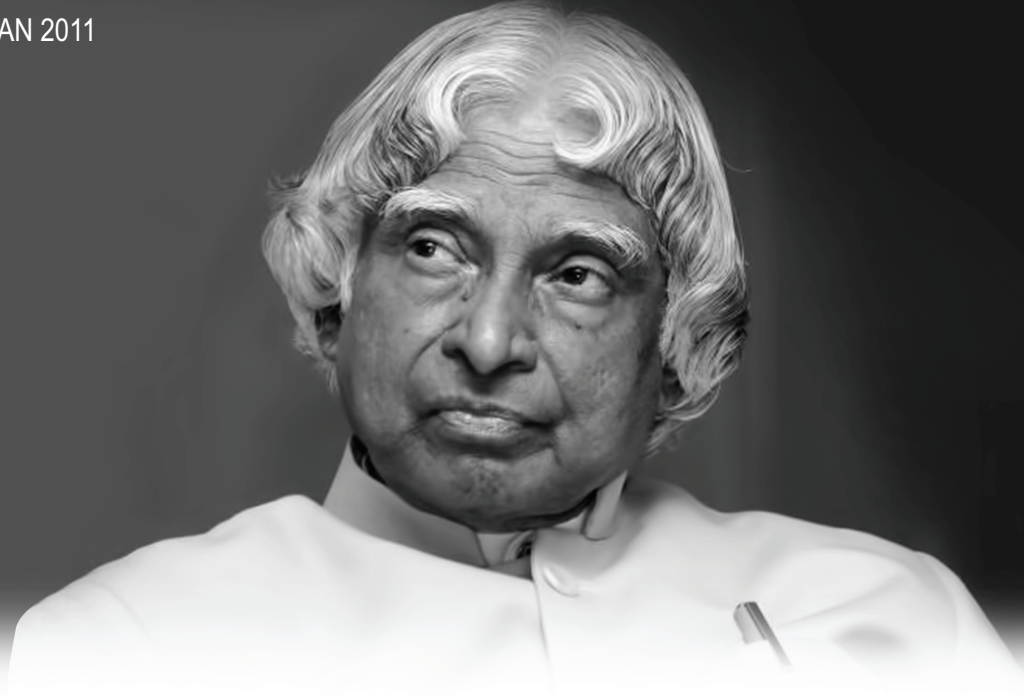




**Dr. APJ Abdul Kalam**

Former President of India

17 JAN 2011



**Extract from the message from the Former President of India  
on the launch of the inaugural issue of The Brand Trust Report, 2011**

“ I congratulate Trust Research Advisory on publishing a report on such an important topic. The depth of this report would help brands understand and improve Trust, the most essential bond in all relationships.

The exercise carried out by Trust Research Advisory is unique in bringing this out. I congratulate the efforts of Trust Research Advisory in helping build brands for the future. ”

Dr. APJ Abdul Kalam  
Former President of India

# COPYRIGHT

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# INTRODUCTION

The benefits of an information connected world have been well experienced by most of humankind. This unbound freedom of expression is giving rise to a new world with information democracy making a compelling impact on the fate of the big and powerful. Governments, institutions, brands and the influential are all being subject to microscopic scrutiny by the masses, armed to unforgivingly 'Share' unfiltered individual opinions. Every drop of individual reaction now has the potential to unnoticeably but swiftly swell into tidal wave of mass opinion.

However it may be seen, Brand Trust is fragile, like a sparrow chick held in one's hand - hold it too tight and you'll suffocate it, hold it too lightly and it will escape you. The grip has to be just right and to keep the trust bird alive and thriving, it needs constant nurturing. The brand risks associated with loss of trust in our perplexing networked world makes predictable consequences difficult, but most of us intuitively understand that trust must be a constant endeavour for better future.

The world's biggest and oldest corporates are now faced with new brand risks that threaten the trust they have painstakingly built over decades. On the other hand is the world of start-ups some of which have quickly acquired multi-billion dollar valuations backed by the trust of their investors. In their hurry to grow, a few of these start-ups have lost trust of their consumers due to wrong action, communication, transgression or plain inanity. However, no matter how different, that which went wrong in both the old and the new were the similar issues like security, privacy, caring, transparency, competence, sincerity, social values among others such, attributes that make up Brand Trust. These brands did not lose trust because they had lesser revenues or lower profits, but they lost trust because they failed to prop up the essential intangibles of Brand Trust.



A brand must constantly analyse the brand risks it faces with regard to trust to create and implement strategies that will help mitigate these risks. There will be times in a lifecycle of a company when it may communicate wrongly, make mistakes and its communication may falter, but the risk is not in the fact that these incidents occurred, but instead is resident in how prepared was an organization to mitigate the risks faced and how it reacted to them. Learning from Brand Trust related risks is how organizations build greater long-term or Residual trust.

Trust is like a river in that its different layers of trust move at different speeds akin to the cross-section of a river. The bottommost layer in the river is the slow-moving, more stable layer, which in Brand Trust is represented as Residual Trust, the trust accumulated over time and repeated successes. However, this slower layer too is impermanent and is constantly moving, albeit at a slower speed. The top layer, in both, is the fastest and also the most fleeting. In trust terms it represents anything new - new action, new brand or new communication. Brands must see the top layer of new trust as the seed that grows into the bottom layer of Residual Trust and always act with a long-term, fundamentals-oriented view.

In almost all TRA's consulting assignments on Brand Risk mitigation, the one aspect of diagnosis that carries the maximum risk is the stakeholders' self-awareness of the potential of Brand Risk. In many cases, many of the stakeholders fail to recognize this basic problem, preferring to stick their heads in the sand. It is such brands that are most vulnerable to eroding their Brand Trust. There are enough cases that surface every week on some company or the other where Brand Trust is visibly eroded at most unexpected times. As some farsighted organizations have already begun, perhaps the time has come for all organizations to create an internal Brand Trust team that constantly evaluates threats to the brand and manages its mitigation.

The Brand Trust Report is in its fifth edition and this endeavour would not have been successful without being subject to the scrutiny of brands before accepting us as a benchmark for their brand insights. The frequent exchanges with the brands have been invaluable and the value they place on our intelligence reports has annealed our resolve to make our report more robust and transparent.

Many would be happy to see the back of 2014, but if one counts the learnings that this year provided, it may be seen as one of the most valuable years in a long time.

With best regards,

**N. Chandramouli**  
CEO  
TRA (Formerly Trust Research Advisory)



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THE  BRAND TRUST  
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# Part I

ANALYSIS OF  
BTR 2015 RESULTS



# 01 India's Most Trusted Brands

# India's Most Trusted Brands

## ANALYSIS OF INDIA'S 20 MOST TRUSTED BRANDS

The struggle for the top trust slot continues, some rise and others fall, but the only thing that can be predicted with certainty is that it is not easy to stay at the top. India's Most Trusted Brand in The Brand Trust Report, India Study – 2015 (BTR 2015), is the South Korean Consumer Electronics giant, LG. The brand was ranked 4<sup>th</sup> in BTR 2014, 10<sup>th</sup> in BTR 2013, 3<sup>rd</sup> in BTR 2012 and 4<sup>th</sup> in BTR 2011, showing a consistent trust legacy, barring one year. This year though, LG has leapfrogged all other contenders to take the topmost trusted slot in India, maintaining a lead of 18% over the next brand.

Rank 2015	Rank 2014	Rank Diff	Brand Name	Super Category	Category	% BTI Diff From Previous
1	4	3	LG	Durables	Consumer Electronics	-
2	379	377	SAMSUNG MOBILES	Personal Gadgets	Mobile Phones	18%
3	2	-1	SONY	Durables	Consumer Electronics	14%
4	3	-1	TATA	Diversified	Diversified	39%
5	5	0	NOKIA	Personal Gadgets	Mobile Phones	7%
6	46	40	BAJAJ	Diversified	Diversified	1%
7	8	1	HONDA	Automobile	Four Wheeler - manufacturer	24%
8	54	46	DELL	Technology	Personal Technology	1%
9	16	7	GODREJ	Diversified	Diversified	3%
10	6	-4	HEWLETT PACKARD	Technology	Personal Technology	1%
11	145	134	BATA	Personal Accessories	Footwear	1%
12	79	67	AMUL	Food & Beverage	Dairy	3%
13	126	113	APPLE	Technology	Personal Technology	3%
14	9	-5	RELIANCE	Diversified	Diversified	9%
15	7	-8	HERO MOTOCORP	Automobile	Two Wheeler - manufacturer	2%
16	11	-5	MARUTI SUZUKI	Automobile	Four Wheeler - manufacturer	1%
17	64	47	AIRTEL	Telecom	Mobile Telephony	2%
18	12	-6	PHILIPS	Diversified - Technology	Diversified	11%
19	109	90	DABUR	Healthcare	Ayurveda	3%
20	14	-6	LIC	BFSI	Insurance - PSU	9%

Samsung Mobiles, India's largest mobile phone maker, is India's 2<sup>nd</sup> Most Trusted Brand taking a phenomenal 377 rank jump over the previous year's rank. The brand also leads the Personal Gadgets Super Category and the Category of Mobile Phones in which it ranked a low sixteenth position last year. The mobile phone category in India is among the most fiercely contested, with competition constantly brewing up lower prices and better quality. No matter how one views it, what these Korean chaebols have together achieved as India's top two trusted brands is well worth an ovation.

Sony, ranked India's 3<sup>rd</sup> Most Trusted Brand is 14% behind the previous in terms of Brand Trust Index (BTI). The Japanese Consumer Electronics innovator which has a presence in diverse segments ranging from home entertainment to digital imaging was in second place in 2014 and is down one rank this year. Tata, the salt to software diversified behemoth, is India's 4<sup>th</sup> Most Trusted Brand and is the first among homebred brands to feature in the list. It stands 39% behind its previous ranked and has lost a rank over last year.

## India's 20 Most Trusted Brands



Nokia comes in as India's 5<sup>th</sup> Most Trusted Brand maintaining its position of last year only 7% BTI behind the previous brand. Nokia was India's Most Trusted Brand for three successive years in 2011, 2012 and 2013 and the mobile brand displayed a lasting power of trust built on strong foundations that most will find difficult to duplicate. With the speculation that Nokia may re-enter the phone business after its limited period brand license to Microsoft ends on 31<sup>st</sup> December 2015, the Brand Trust leverage of Nokia in the world's fastest growing smartphone market will probably become an important decision point.

India's 6<sup>th</sup> Most Trusted Brand and neck-to-neck with the previous brand is Bajaj, one of the oldest conglomerates in India. It had ranked 46<sup>th</sup> in BTR 2014, 8<sup>th</sup> in BTR 2013, 7<sup>th</sup> in BTR 2012 and 12<sup>th</sup> in BTR 2011. The 7<sup>th</sup> Most Trusted Brand in BTR 2015 is Honda gaining one rank over its position last year and keeping 24% Brand Trust Index distance from the previous brand. The next six brands stand within a very crowded BTI space of just 12%. Dell is next only 1% BTI behind, and the Diversified Technology player gives a stellar performance to

rank as India's 8<sup>th</sup> Most Trusted Brand, up forty-six slots over the previous year's rank. Godrej takes its place as India's 9<sup>th</sup> Most Trusted Brand only 3% BTI behind the eighth ranked and up seven ranks over the previous year's report. With a narrow 1% BTI gap comes Hewlett Packard ranked as India's 10<sup>th</sup> Most Trusted Brand.

India's Most Trusted Footwear brand, Bata, is ranked 11<sup>th</sup> in BTR 2015 with very little difference from its previous ranked brand and the brand's jump of 134 places over its BTR 2014 rank is nothing short of extraordinary. The Taste of India, Amul, too makes a significant climb of 67 places over the previous year to become India's 12<sup>th</sup> Most Trusted. This year it leads in the F&B segment, a category traditionally led by aerated drinks or chocolate brands in the past years. The iconic Personal Technology brand, Apple, is India's 13<sup>th</sup> Most Trusted Brand, only 3% BTI behind the brand in the previous position. 9% below in trust points and falling five places from last year is Reliance, ranked as India's 14<sup>th</sup> Most Trusted this year. Hero Motocorp ranks 15<sup>th</sup> losing eight ranks over last year.

# ON TRUST

**Mahindra**  
Rise.



**Mr. S. P. Shukla**  
**President - Group Strategy & Chief**  
**Brand Officer Of The Mahindra Group**

The Mahindra Group is a federation of many companies, yet we are one brand. With an inspiring history, an inspiring set of values, and a clear sense of purpose. Today, Brand Mahindra is as important to our success as the quality of our products and services. It's the emotional and intellectual foundation on which our customers and stakeholders base their decisions. Our brand is driven by our 'Rise' philosophy, which gives it meaning and purpose instilling an ambition and attitude that we can achieve whatever we set our minds to. It declares who we are, how we operate, what we believe in and our collective aspirations.

Our brand philosophy, Rise, connects us to our audiences which dictates that we put our customers at the centre of our business and build strong relationships with them. Rise is a rallying cry which enables people to unify around shared ideas, values, principles, a way of life, and our common goal. It is a call to see opportunities where others can't and to set an example for the world.

In fact, our core purpose is what lays the foundation of our relationship with our audiences and is articulated thus - We will challenge conventional thinking and innovatively use all our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to Rise.

Trust is one of the building blocks of our relationship with our customers and our communities at large. And consistent delivery against a promise is the biggest driver of trust for a brand. This is something which the Mahindra Group has been doing since we entered business. Apart from this, high quality products and services, adherence to highest standards of corporate governance, the very high integrity of the leaders who run the company have helped brand Mahindra earn the trust of all its stakeholders.

We believe that we have to deliver on our promises in terms of superior products and services, day in and day out, 365 days a year. But apart from that every

brand communicates trust in two ways: external communications through advertisements, collaterals like brochures and social media and also through another important second route, our employees and our leaders.

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 rests with the employees. The fact that in all our communications, we play an enabling role with the customers as the hero also helps infuse trust in Mahindra as an enabler.

Building a brand based on emotions like security and trust creates positive perceptions in consumers' minds. We believe in communicating to customers that they can trust brand Mahindra through our brand messaging and through various touch points with the brand which leads to experiences that reinforce our messaging.

We really value our Customers as Promoters Score (CaPS), where we measure and analyze the feedback from our customers and stakeholders for all our businesses. More than any measure of market share and volumes, this score is a real indicator of the customers' levels of satisfaction with our products and services; and we measure how much trust they place in our brand.

Maintaining a trust relationship with stakeholders is of utmost importance for a brand. Consumers are unforgiving when the brand promises are broken. There is no room for inconsistency when you base your brand messages and experiences on trust. And Mahindra is among the most trusted brands in the country and has been associated with quality and value since we started our journey. The fact that we place a great deal of emphasis in communicating and reinforcing the Group's core values throughout all our businesses has helped the brand immensely in maintaining this relationship, at whose core is Trust.



# India's Most Trusted Brands

Super Category	#1 India's Most Trusted	#2 India's Second Most Trusted
Alcoholic Beverages	KINGFISHER (Beer)	MCDOWELL'S (Whisky)
Apparel	RAYMONDS (Fabric)	LEE (Casualwear)
Automobile	HONDA (Four Wheeler - Manufacturer)	HERO MOTOCORP (Two Wheeler - Manufacturer)
Automobile - Related	MRF (Tyres)	CEAT (Tyres)
BFSI	LIC (Insurance - PSU)	STATE BANK OF INDIA (Bank - PSU)
Branded Fashion	DENIM (Branded Fashion)	GUCCI (Branded Fashion)
Broadband Services	TIKONA (Broadband)	-
Cable	HATHWAY (Cable Network)	-
Cigarette	GOLD FLAKE (Cigarette)	CLASSIC MILDS (Cigarette)
Construction	DLF (Real Estate Developer)	RAHEJA (Real Estate Developer)
Consumer Products	GILLETTE (Shaving Products)	SUPER MAX (Shaving Products)
Diversified	TATA (Diversified)	BAJAJ (Diversified)
DTH	DISH TV (DTH)	TATA SKY (DTH)
Durables	LG (Consumer Electronics)	SONY (Consumer Electronics)
Education	IIT (Technical)	NIIT (Training)
Energy	HINDUSTAN PETROLEUM (Oil & Gas)	INDIAN OIL (Oil & Gas)
Entertainment	PVR (Cinema - Display)	T-SERIES (Diversified)
Eyecare	CRIZAL (Spectacle / Lens)	-
FMCG	COLGATE (Oral Hygiene)	DOVE (Bath/Beauty)
Food & Beverage	AMUL (Dairy Products)	PEPSI (Aerated Beverages)
Furnishing	GODREJ INTERIO (Furnishing Retail)	HOMESAAZ (Furnishing Retail)
Government Initiative	BSF (Security/Defence)	CPWD (Government Body)
Healthcare	DABUR (Ayurveda)	JOHNSON & JOHNSON (Healthcare - Diversified)
Home Care	AJANTA (Clocks)	NILKAMAL (Moulded Plastics)
Home Furnishing	SPRINGWELL (Mattresses)	KURLON (Mattresses)
Hospitality	TRIDENT (Hotels)	TAJ HOTELS (Hotels)
Household Electricals	HAVELLS (Fast Moving Electrical Goods)	KHAITAN (Fans)
Household goods	PARRYWARE (Bath Fixtures)	HINDWARE (Bath Fixtures)
Infrastructure	ADANI (Diversified)	HINDUSTAN CONSTRUCTION COMPANY (Infra.)
International Body	NASA (Space Organization)	-
Internet	GOOGLE (Internet Search)	AMAZON (Online Shopping)
Kitchenware	HAWKINS (Kitchen Appliances)	PRESTIGE (Cookware)
Lubricants	CASTROL (Lubricants)	SERVO (Lubricants)
Manufacturing	ASIAN PAINTS (Paints)	AMBUJA CEMENT (Cement)
Media - Print	TIMES OF INDIA (Newspaper - English)	DAINIK BHASKAR (Newspaper - Hindi)
Media - Radio	92.7 BIG FM (FM)	RADIO MIRCHI 98.3 FM (FM)
Media - TV	NDTV (Channel Cluster)	ZEE (Channel Cluster)
Personal Accessories	BATA (Footwear)	TITAN (Watches)
Personal Gadgets	SAMSUNG MOBILES (Mobile Phones)	NOKIA (Mobile Phones)
Personality	AMITABH BACHCHAN (Cinema - Male)	AAMIR KHAN (Cinema - Male)
Retail	KENTUCKY FRIED CHICKEN (QSR)	DOMINO'S (QSR)
Services	IBM (Consulting)	TOPS (Security Services)
Social Organization	CARE INDIA (NGO)	CRY (NGO)
Sports	FIFA (Football)	-
Stationary	APSARA PENCILS (Writing Accessories)	CELLO (Writing Accessories)
Technology	DELL (Personal Technology)	HEWLETT PACKARD (Personal Technology)
Telecom	AIRTEL (Mobile Telephony)	IDEA (Mobile Telephony)
Transportation	AIR INDIA (Airlines - Government)	INDIGO AIRLINES (Airlines - Private)

Ranked 16<sup>th</sup> in the Most Trusted list is Maruti Suzuki revving to keep a minute 1% BTI distance from the previous. This is followed by Airtel, 2% behind and ranked 17<sup>th</sup> to become the country's Most Trusted Mobile Telephony brand by making a climb of forty-seven ranks over last year. Philips drops six ranks over BTR 2014 to occupy the 18<sup>th</sup> position with 11% BTI lag. Dabur occupies the 19<sup>th</sup> place among India's Most Trusted and also becomes India's Most Trusted Healthcare brand, a place the Ayurveda giant held in BTR 2011 and BTR 2012 as well. LIC is India's 20<sup>th</sup> Most Trusted Brand and also the only BFSI and Insurance brand to make it to the Top 20.

Among the 20 Most Trusted Brands, there are eight new brands that were not present the previous year.

### New Entrants In Top 20 Over Last Year



These include Samsung Mobiles, Bajaj, Dell, Bata, Amul, Apple, Airtel and Dabur. The brands which exited this year's Top 20 list are the Consumer Durable brand Samsung (BTR 2015 rank 71<sup>st</sup>), M&M (BTR 2015 rank 21<sup>st</sup>), Lux (BTR 2015 rank 267<sup>th</sup>), Hyundai (BTR 2015 rank 33<sup>rd</sup>), Videocon (BTR 2015 rank 44<sup>th</sup>), HCL (BTR 2015 rank 45<sup>th</sup>), State Bank of India (BTR 2015 rank 41<sup>st</sup>) and Vodafone (BTR 2015 rank 63<sup>rd</sup>). A remarkable 334 brands that were not present in the previous year entered this year's list of India's 1000 Most Trusted Brands, causing the exit of a similar number of brands.

### Trust In Categories

Brands of twelve categories are represented among the 20 Most Trusted Brands of India. The Diversified Category has four brands represented, leading by sheer numbers, displaying the Category's inherent responsiveness to acquiring Trust. This is followed by the Personal Technology Category

which has three brands among the India's 20 Most Trusted Brands. Two brands each are represented by Consumer Electronics, Mobiles and Four Wheeler Manufacturers. The rest of the categories are represented by one brand each.

Category	No. of Brands	Trust Power
Consumer Electronics	2	18%
Pers. Gadgets - Mobiles	2	14%
Diversified	4	9%
Personal Technology	3	8%
Personal Acc. - Footwear	1	8%
F&B	1	8%
Four Wheeler - manufacturer	2	7%
Two Wheeler - manufacturer	1	7%
Mobile Telephony	1	6%
Diversified - Technology	1	6%
Healthcare - Ayurveda	1	5%
Insurance - PSU	1	5%

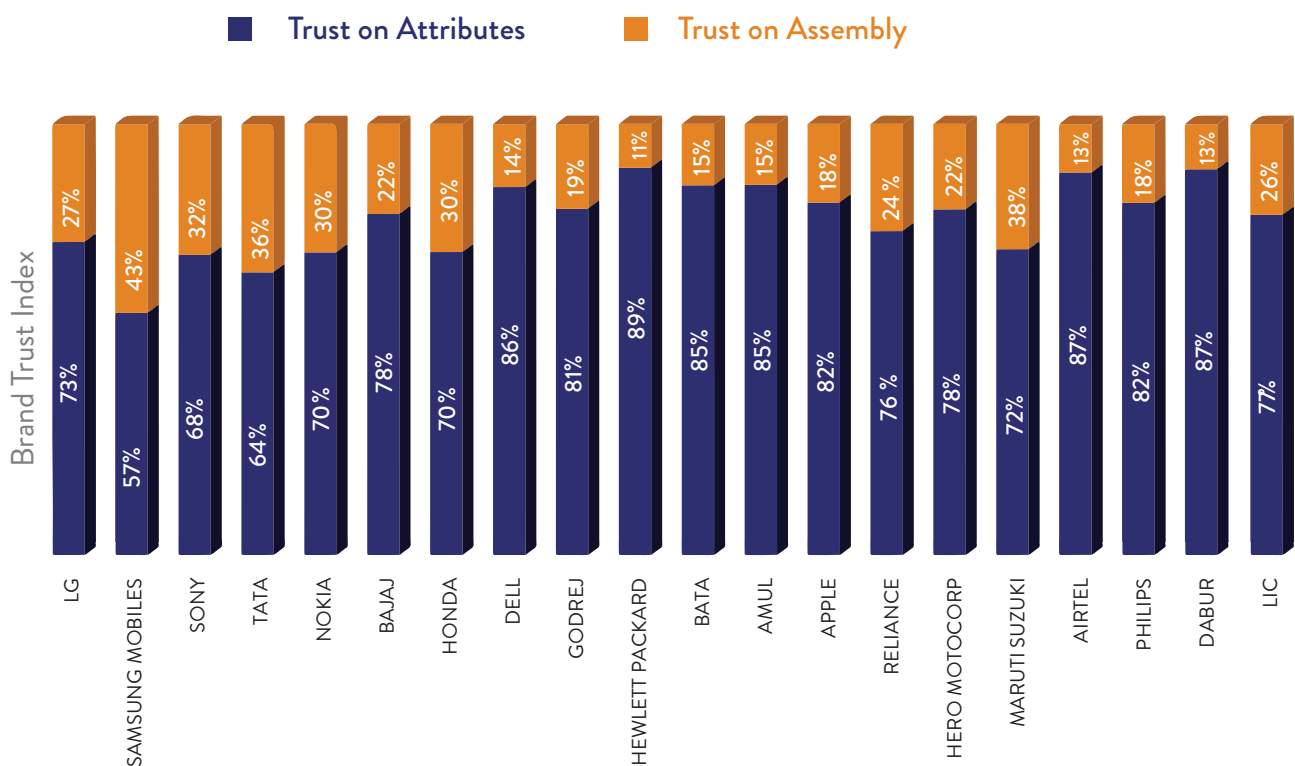
Another way to analyze this data is by looking at the weighted BTI per brand in each category called Trust Power, representative of the consumer's trust propensity for a category, indicative of shifts in consumer behaviors and attitudes. This analysis shows that Consumer Electronics with 18% share of Trust Power leads, followed by Mobiles at second place with 14% Trust Power. Diversified Category with 9% ranks third in terms of Trust Power, and ranked fourth together are Personal Technology, Footwear and F&B which share the Trust Power slots at 8% each. Automobile manufacturers (both two-wheeler and four-wheeler) rank fifth in Trust Power with 7%, while Mobile Telephony and Diversified Technology share the sixth place with 6%. Healthcare-Ayurveda and Insurance-PSU are at ranked seventh in the consumer's trust with 5% share of the Trust Power.



## Deeper Understanding Of Brand Trust

Brand Trust is made up of two parts. First, it has the trust quotient of the 61 attributes that make up trust and the second part calculates the total assemblage of trust. Together they give the Brand Trust Index. This can be better understood when compared to scrutiny of a car's quality. The overall assessment of the car would depend on the quality of the parts which make up the car (like the chassis, steering wheel, engine, radiator, tyres etc.) as also on the overall assembly of these parts to make the overall experience a good one (aesthetic appeal, smooth functioning etc.). The Brand Trust Attributes behave like the parts of the car while the Trust Assembly is akin to the overall experience of the car. Though each category has its own ideal ratio of Attribute Trust to Trust Assembly, the current sensitivity of the Brand Trust Index assigns 75% weightage to Attributes Trust and 25% weightage to Trust Assembly. An understanding of this allows brands to communicate to their audiences with greater relevance to Brand Trust and those wanting to do so could seek a deeper analysis from TRA.

### Brand Trust = Trust on Attributes + Trust Assembly



### The Brand Trust Index Gaps Across Ranks

A study of the BTI differences in percentage terms across various rank gaps gives an interesting perspective showing the degree of difficulty for brands to make steep rises and the intrinsic resistances in fall of brand ranks. This subtle analysis gives substantially more insights than a study of ranks alone.

When the four layered chart given in the next page is being studied from right to left, the first

observation is that the difference in Brand Trust Index of the 1<sup>st</sup> ranked and 50<sup>th</sup> ranked is quite huge at 641%. The number's significance becomes stark since this implies that the 50<sup>th</sup> ranked brand must get 641% of its current BTI to be able to make it to the top most position this year. In the second layer from the right, two sets of BTI differences for clusters of 25 brands are shown in percentage – Ranks 1 to 25 has a gap of 354% and Ranks 26 to 50 have a gap of only 59% which shows that the maximum BTI gaps lie in the first twenty five brands and the gaps diminish as we go lower in ranks.

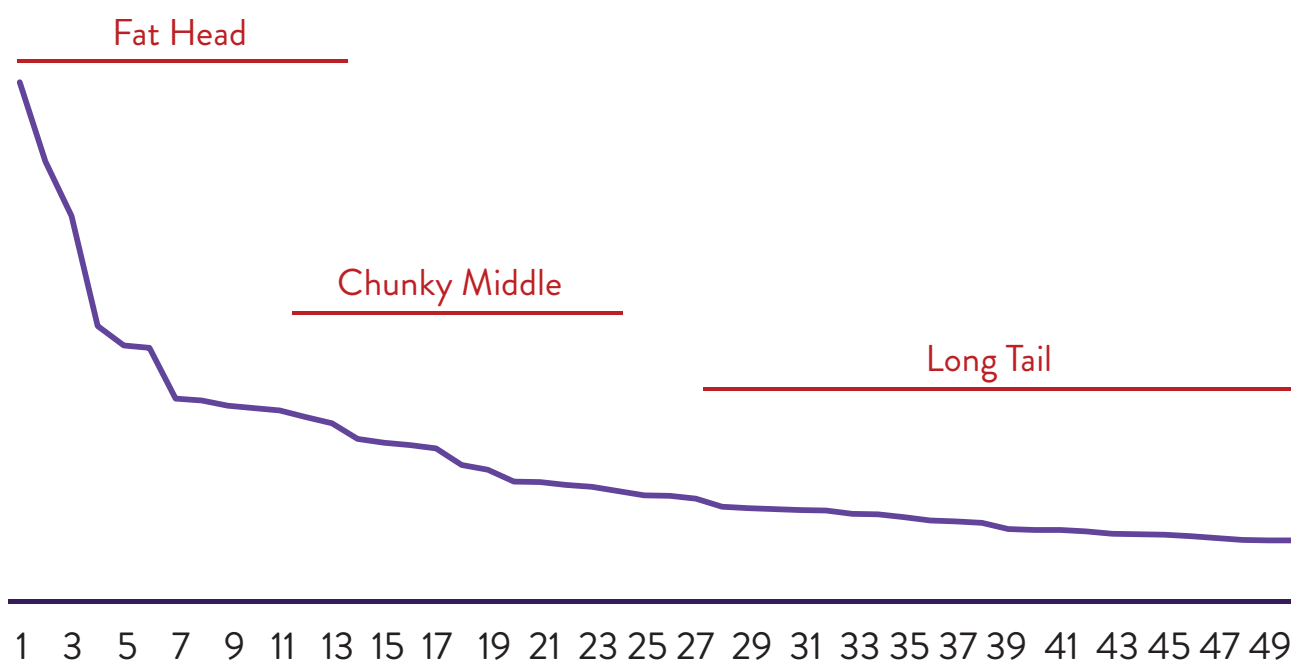
When we come to the third layer, divided into 4 sections of 10 ranks comparisons, we see that the maximum difference in BTI in percentage terms (160% in this case) lies with the first ten ranks. Similarly in the fourth layer of five brand comparisons, the maximum difference at 99% BTI is between the 1<sup>st</sup> and 5<sup>th</sup> ranked brands.

Rank gaps	% diff in BTI	Rank gaps	% diff in BTI	Rank gaps	% diff in BTI	Rank gaps	% diff in BTI
1 to 5	99%	1 to 10	160%	1 to 25	354%	1 to 50	641%
6 to 10	30%	11 to 20	55%	26 to 50	59%		
11 to 15	19%	21 to 30	26%				
16 to 20	28%	31 to 40	24%				
21 to 25	11%	41 to 50	15%				
26 to 30	13%						
31 to 35	7%						
36 to 40	11%						
41 to 45	6%						
46 to 50	6%						

If a BTI line graph of the 50 Most Trusted Brands is drawn it looks like a classic long tail graph as shown in the line graph below. We can imagine this graph in three parts, the Fat Head (that has 10 brands), Chunky Middle (with 20 brands) and the Long Tail (with 20 brands). Just a visual check of the graph shows that the Fat Head comprises of the top 20% of the brands mirroring the Pareto Principle closely. The brands which have made it to India's 10 Most Trusted Brands have the distinctive advantage of having gained a difficult lead which they must not only sustain but also continuously build on. The Chunky Middle

comprises of the brands ranging from ranks 11 through 30 – a group which needs to add extra threshold trust energy by better resource focus – understanding what areas to focus for maximum resource productivity. The brands ranking from 31 onwards need deeper analysis comparing themselves to brands aspirational to them on high trust quotients to be able to integrate the Brand Trust actions into the KRAs of their internal functions sustainably. While only the first 50 are taken as an example here, the above two statements are true all through the entire list of 1000 brands.

## BTI of 50 Most Trusted Brands\*



\*Values are with respect to the Brand Trust Index recorded in 2015



# 02 Categorywise Study Of Trust In Brands

# Categorywise Study Of Trust In Brands

Brands are best analyzed in their peer groups, an ‘apples-to-apples’ comparison if you will, given that the environment, laws, constraints and opportunities which they operate in remain more or less similar. In The Brand Trust Report, the brand names that got evoked in response to the questions asked could be anything the respondent remotely considers to be a brand – a service, a product or even a personality. The categorization of the brands is done after the results are consolidated by our editorial team after a detailed scrutiny of the nature of business and contribution to overall business among other factors. The nomenclature of the categories has evolved over the years and is reviewed each year to keep them most relevant to the brands which have been clubbed under it.

In this chapter we consider some important Super Categories and Categories depending on their size or importance. For ease and consistency, we begin in alphabetical order of the Super Categories.

## Apparel - Casualwear

Since the first Brand Trust Report in 2011, Lee and Levi’s have taken turns at the first and second positions of the Casualwear Category with Levi’s leading two years and Lee leading in the other two. In the fifth year of the report, Lee edges to become the Most Trusted Casualwear brand. Levi’s however is only 2% BTI behind it showing how close the stakes are matched. Ranked 3<sup>rd</sup> is Lee Cooper, but lags a massive 200% behind the previous. Of the 18 brands present in this category ranked 4<sup>th</sup> is a new entrant - Being Human, a brand currently owned by the Mandhana Group and following it, some 90% trust points behind the previous, is Lacoste at 5<sup>th</sup> rank. Wills Lifestyle ranks 6<sup>th</sup> in this category (gain of 531 ranks in BTR 2015) and is followed by United Colors of Benetton (7<sup>th</sup> in BTR 2015 with a gain 594 ranks). After a dip of some 10% BTI are the brands Pepe ranked 8<sup>th</sup> (falling 166 ranks over last year), Killer ranked 9<sup>th</sup> (with a phenomenal catapult of 671 ranks over last year) and US Polo ranked 10<sup>th</sup> with a gain of 12 ranks over BTR 2014.

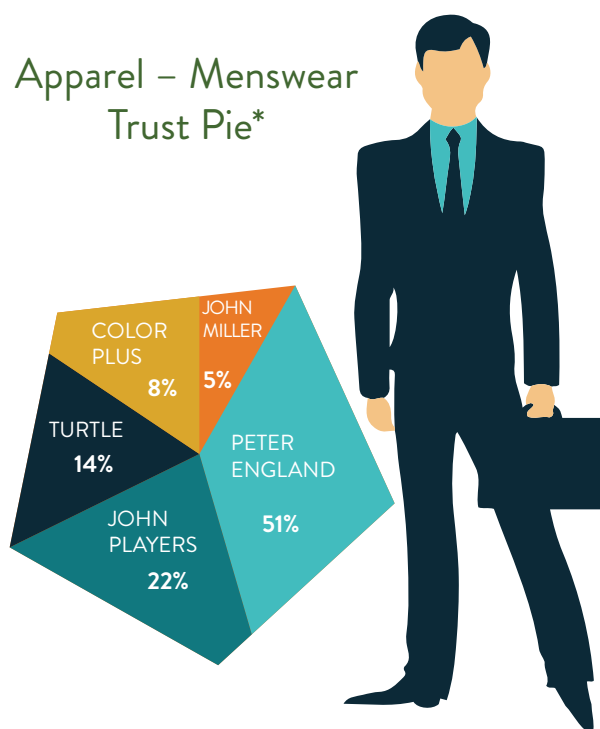


Spkyar's 409 rank fall over last year pushes it down to 12<sup>th</sup> place in this category and Provogue follows at 13<sup>th</sup> rank gaining 323 ranks over last year. The six brands which follow in the list are La Mode, Converse, Mufti, Wrangler, Crocodile and Parx.

## Apparel - Menswear

If the total trust of the category of Menswear were to be considered to be a pie, then the share of the pie that would go to each of the five brands that feature in it is shown in this chart. Peter England has the largest share of trust among these brands holding 51%, followed by John Players which has 22%. Turtle, the brand from East India takes the third largest share with 14% of the trust. Raymond owned Color Plus follows at 4<sup>th</sup> position with 8% of the trust-pie and John Miller takes the 5<sup>th</sup> share of the Menswear Trust Pie with just 5%.

### Apparel – Menswear Trust Pie\*



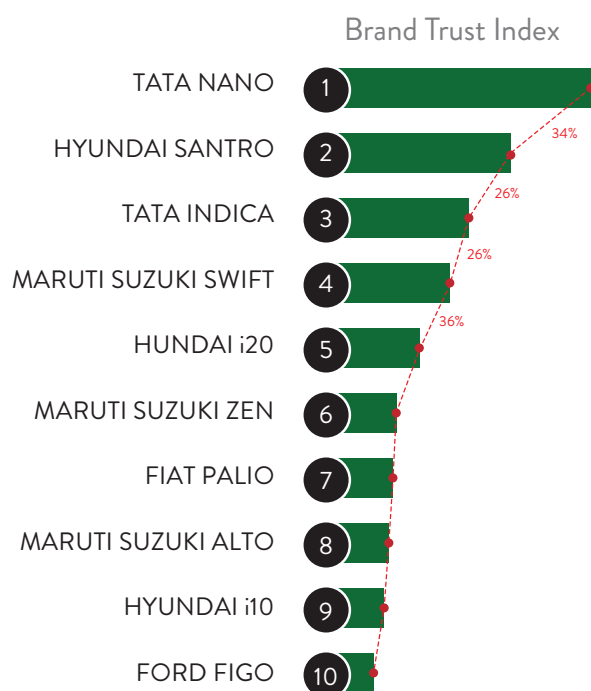
\*Values are with respect to the Brand Trust Index recorded in 2015

## Automobile - Hatchback

Tata Nano is the clear leader in the Hatchback Category when it comes to having the people's trust. The car was also the leader of the pack in The Brand Trust Report – 2014. Hyundai Santro which held the second position last year, occupies the same place and is 34% BTI below the first ranked. Another Tata car, the Tata Indica fires up to rank as

the 3<sup>rd</sup> Most Trusted Hatchback in 2015 climbing 802 ranks over its last year's position. Maruti Suzuki Swift from India's pioneering automobile manufacturer ranks 4<sup>th</sup> Most Trusted among Hatchbacks losing a position from last year and is 26% below the previous in terms of Brand Trust. Hyundai i20 retains its 5<sup>th</sup> place of last year followed by Maruti Suzuki Zen at 6<sup>th</sup> place with Fiat Palio close on its heels at 7<sup>th</sup> place. India's best-selling car for many years, Maruti Suzuki Alto, comes at 8<sup>th</sup> Most Trusted Hatchback followed by Hyundai i10 at 9<sup>th</sup> place. Ford Figo makes a new entry into the list this year and occupies the position of India's 10<sup>th</sup> Most Trusted Hatchback Car.

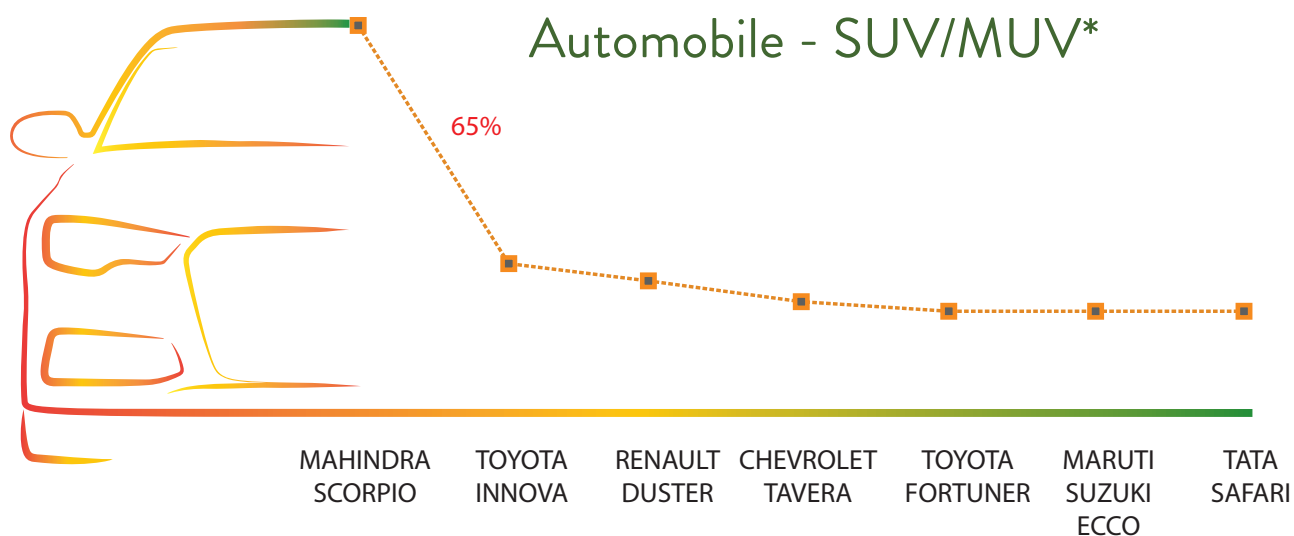
## Automobile – Hatchback



## Automobile - SUV/MUV

In terms of trust, Scorpio, Mahindra's most profitable vehicle leads by significant yards (almost 65% BTI gap) from the rest in the SUV/MUV segment. Toyota Innova, the staple of many fleets and corporates due to its low maintenance and high reliability, is India's 2<sup>nd</sup> Most Trusted in the SUV/MUV category this year. Renault's Duster is India's 3<sup>rd</sup> Most Trusted SUV/MUV, a vehicle credited with adding significantly to the fortunes of Renault in India. Chevrolet Tavera ranks 4<sup>th</sup> and is a new entrant into this list this year followed by

the forceful Toyota Fortuner, which comes in as India's 5<sup>th</sup> Most Trusted in this category. Maruti Suzuki's Ecco makes a fresh entry into the SUV/MUV segment of BTR 2015 this year to occupy the position of the 6<sup>th</sup> Most Trusted and Tata Safari comes in at 7<sup>th</sup> place.



\*Values are with respect to the Brand Trust Index recorded in 2015

## BFSI - All Banks

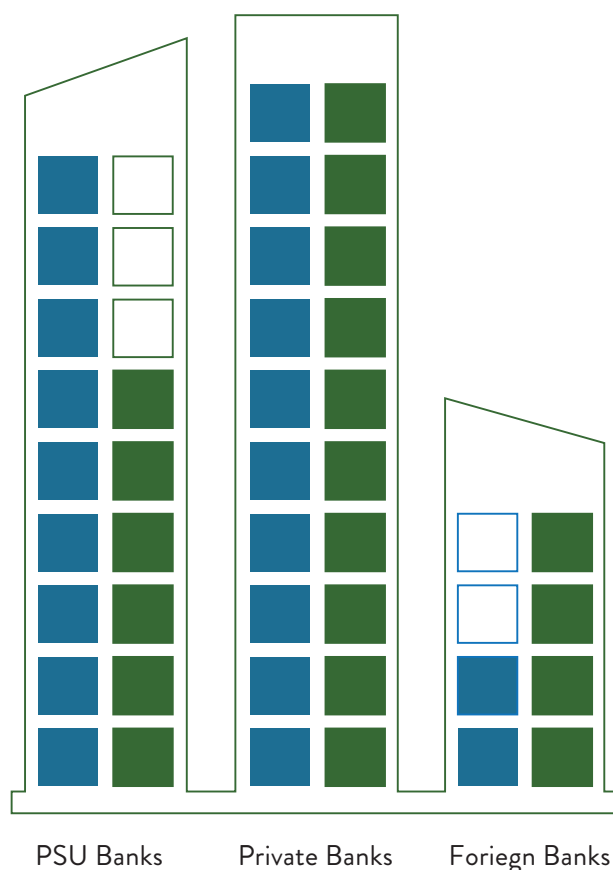
A good way to analyze Banks is to compare Private, PSU and Foreign banks together, since each one of them competes for a share of the demanding market with similar offerings. The 20 banks in this list comprise of 3 foreign banks (HSBC, Citibank, Stanchart), 7 private banks (ICICI, HDFC, Axis, Kotak Mahindra, Yes, ING Vysya, IndusInd) and 10 PSU banks (SBI, IDBI, Bank of Baroda, Bank of India, PNB, UCO, Canara, Union Bank of India, Rajasthan Bank, Dena).

Comparison	% Total Trust	% Trust Power
PSU Banks	44%	29%
Private Banks	48%	51%
Foreign Banks	8%	20%

When the different types of banks are compared as in the graph given here, Private Banks command the most weight and also have the most Trust Power followed closely by PSU Banks. On a deeper analysis however it is seen that Foreign Banks fight above their weight class in garnering 20% Trust Power as against only 8% Total Trust. PSU Banks, on the other hand, fight below their weight class demonstrating only 29% Trust Power despite having 44% Total Trust share.

## Banks - Pvt, PSU, Foreign\*

■ Total Trust    ■ Trust Power

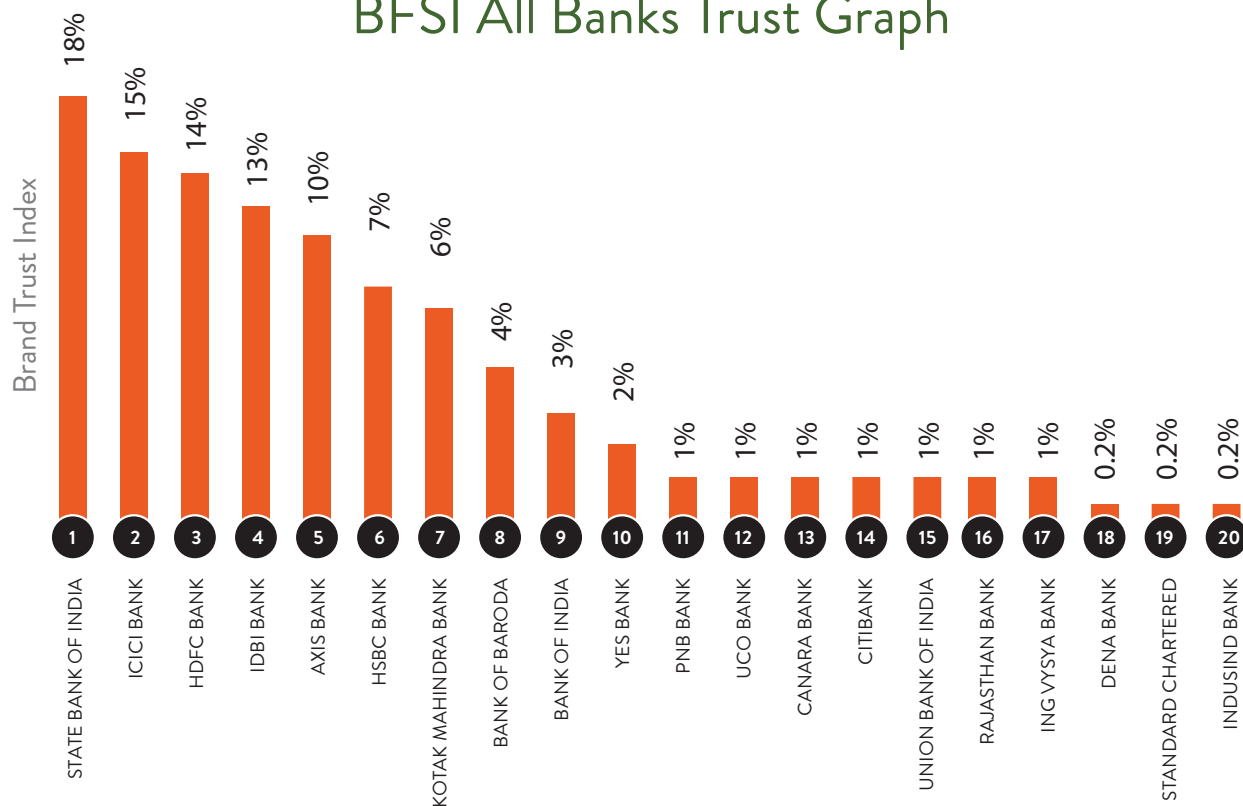


\*Values are with respect to the Brand Trust Index recorded in 2015



From the Trust Graph given below, a surprising find is that the Big Five in Banking namely, SBI (18%), ICICI Bank (15%), HDFC Bank (14%), IDBI Bank (13%) and Axis Bank (10%) combine to total 70% of the entire trust placed on banks. The five toppers comprise of one PSU Bank and four Private Banks. HSBC comes in 6<sup>th</sup> and takes 7% of the Trust Pie to become the first among Foreign Banks in this list and this is followed closely by Kotak Mahindra Bank with 6% of the Trust Pie. Bank of Baroda comes eighth with 4% of the Trust Pie, Bank of India is 9<sup>th</sup> with 3% and Yes Bank ranks 10<sup>th</sup> with 2%.

## BFSI All Banks Trust Graph



## Diversified

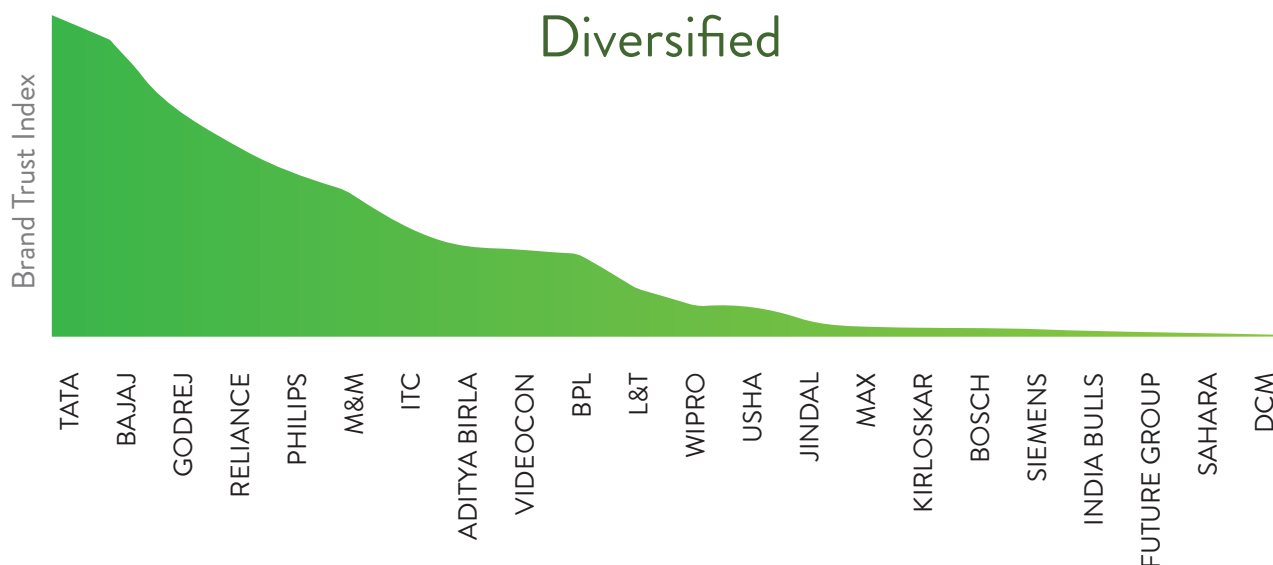
There are totally 22 brands in the Diversified Category of which 4 come among the Top 20. The Diversified Category in BTR 2015 is defined as those brands which traverse four or more unconnected sectors. In this Tata distinctly sits at the pinnacle quite deservedly occupying India's Most Trusted Diversified Brand. At 2<sup>nd</sup> place is Bajaj which was ranked tenth last year in the category, followed by Godrej at 3<sup>rd</sup> rank up one place from 2014. Reliance, ranked 4<sup>th</sup> is 16% BTI below the previous and down two slots from last year in this category.

The other brands which in the reckoning in this list are Philips at 5<sup>th</sup> place, M&M occupying the 6<sup>th</sup> position and ITC at 7<sup>th</sup> rank. Brand Aditya Birla is 8<sup>th</sup> with 18% BTI gap from the previous and is followed heel-on-heel

by Videocon ranked 9<sup>th</sup> in this category. BPL comes in next to be ranked the 10<sup>th</sup> Most Trusted Diversified Brand in India in BTR 2015. The other brands which follow are L&T (11<sup>th</sup>), Wipro (12<sup>th</sup>), Usha (13<sup>th</sup>), Jindal (14<sup>th</sup>), Max (15<sup>th</sup>), Kirloskar (16<sup>th</sup>), Bosch (17<sup>th</sup>), Siemens (18<sup>th</sup>), India Bulls (19<sup>th</sup>), Fusature Group (20<sup>th</sup>), Sahara (21<sup>st</sup>) and DCM (22<sup>nd</sup>).



## Diversified



### Durables - Consumer Electronics

This year the Consumer Electronics Category becomes a little more important, considering that India's Most Trusted Brand, LG, comes from this list. Sony is the 2<sup>nd</sup> Most Trusted Consumer Electronics Brand in India in BTR 2015, 25% BTI behind the first ranked. Panasonic ranks 3<sup>rd</sup> in Consumer Electronics though it is behind by a large 81% gap. Whirlpool comes in as the 4<sup>th</sup> Most Trusted Consumer Electronics Brand in India with a small 8% gap, quickly followed by Onida at 5<sup>th</sup> place. Samsung takes a 70 rank fall in Consumer Electronics, seemingly sacrificing the trust to its mobile brand, which ranked India's second Most

Trusted this year.

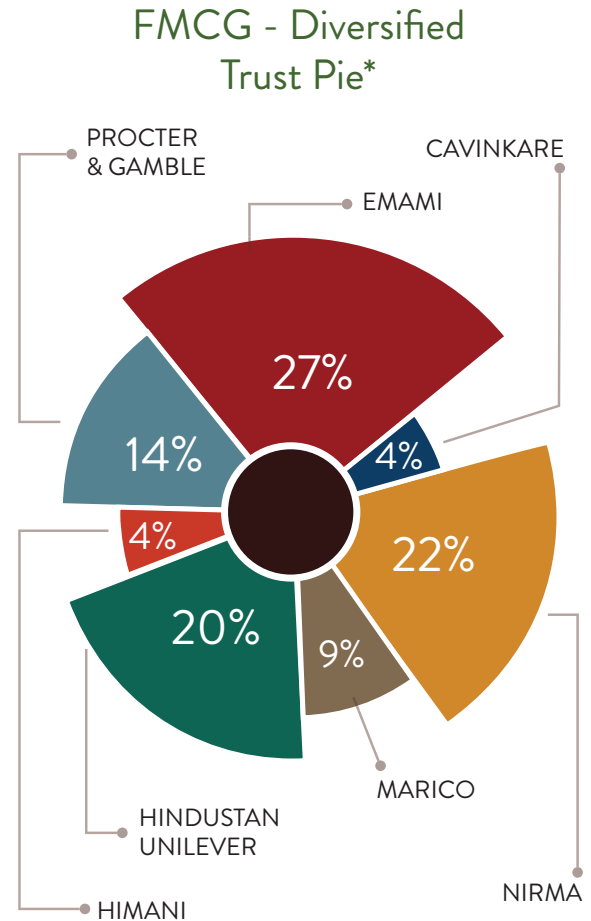
The brands which follow are Hitachi ranked 7<sup>th</sup> (lagging 31% BTI), Akai ranked 8<sup>th</sup> (lagging 15% BTI) and Haier ranked 9<sup>th</sup> (lagging 17% BTI). IFB is India's 10<sup>th</sup> Most Trusted Consumer Electronics brand behind the previous ranked by 41% BTI, followed by Kelvinator at 11<sup>th</sup> position 45% trust index below the earlier ranked brand. Sharp ranks 12<sup>th</sup> on this list and Toshiba is 13<sup>th</sup> even though it has a 425 rank steep fall over the previous year's All-India rank. 32% Brand Trust Index behind is Electrolux at 14<sup>th</sup> place followed by Sansui at 15<sup>th</sup> and Aiwa at 16<sup>th</sup> position. With the 16 brands spread over nearly 840 brand ranks, the Trust Index falls between successive ranks in this list shows wide gaps.



Category Rank	Rank 2015	Rank 2014	Rank Diff	Brand Name	% BTI Diff With Previous
1	1	4	3	LG	
2	3	2	-1	SONY	25%
3	46	40	-6	PANASONIC	81%
4	53	24	-29	WHIRLPOOL	8%
5	57	51	-6	ONIDA	5%
6	71	1	-70	SAMSUNG	22%
7	102	72	-30	HITACHI	31%
8	124	936	812	AKAI	15%
9	143	180	37	HAIER	17%
10	224	172	-52	IFB	41%
11	371	317	-54	KELVINATOR	45%
12	457	380	-77	SHARP	25%
13	506	81	-425	TOSHIBA	15%
14	639	595	-44	ELECTROLUX	32%
15	661	65	-596	SANSUI	5%
16	834	-	-	AIWA	33%

## FMCG - Diversified

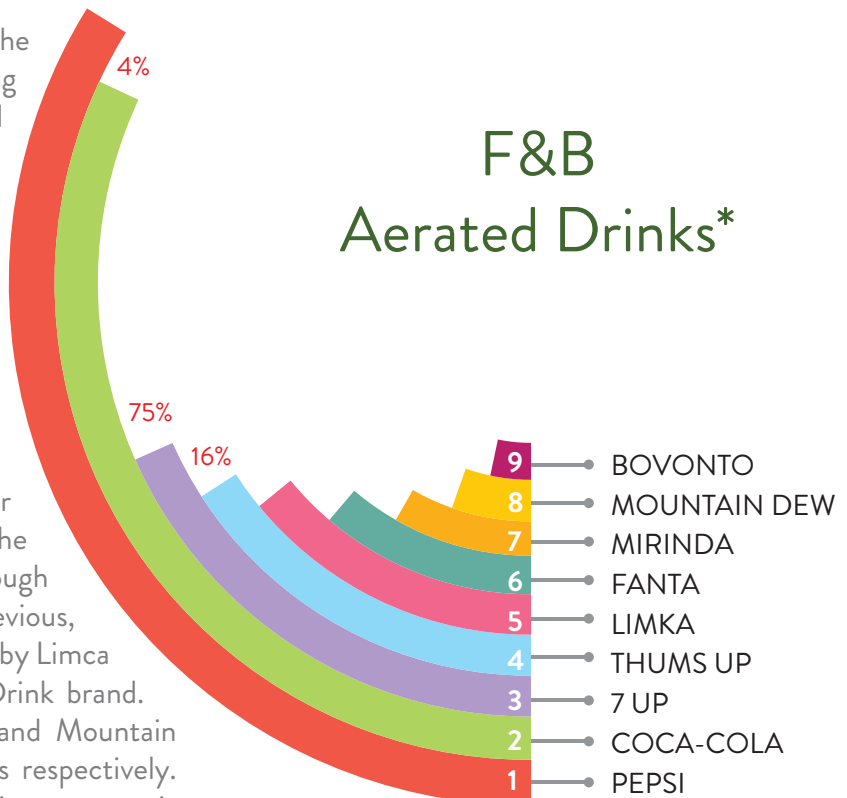
Size does not matter, especially when it comes to trust - that's what this graph goes to show. In the FMCG Diversified Category, India's Most Trusted FMCG - Diversified Brand slot goes to Emami the smallest among the top four in topline. Emami may not match up to the other three in turnover, but beats them by a good margin in Brand Trust gobbling 27% of the Trust Pie in this category. Nirma is next and ranks 2<sup>nd</sup> in this category for Brand Trust with 22% of the Trust Pie. The FMCG giant with the widest portfolio is the 3<sup>rd</sup> Most Trusted FMCG - Diversified Brand carrying 20% of the Trust Pie. Together these three brands have 69% of the share of the trust that all the 7 brands in this category collect. P&G comes a distant 4<sup>th</sup> with 14% share and Marico is 5<sup>th</sup> among the diversified FMCG brands with 9% share. CavinKare makes a surprise entry to capture 4% of the Trust Pie of this category and takes the 6<sup>th</sup> place followed by Himani which takes up 7<sup>th</sup> place.



\*Values are with respect to the Brand Trust Index recorded in 2015

## F&B - Aerated Drinks

The Aerated Drinks Category is the stuff of market wars and marketing legends and there are die hard loyalists among consumers too who would rather go thirsty than consume anything but their favourite. Pepsi is India's Most Trusted Aerated Drinks Brand in BTR 2015 and has been at the top of this category in 4 out of the 5 BTR reports, barring just 2013. Just 4% Trust Index behind is Coca-Cola, the staunch and fierce contender ranked 2<sup>nd</sup> Most Trusted. 7UP is the 3<sup>rd</sup> Most Trusted in this category though with a gap of 75% BTI from the previous, trailed by Thums Up at 4<sup>th</sup> place and by Limca as the 5<sup>th</sup> Most Trusted Aerated Drink brand. Three citrus drinks, Limca, Fanta and Mountain Dew follow at 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> ranks respectively. Ranked 9<sup>th</sup> on this list and a first time entrant is Bovonto, a locally bred brand born in South India.



\*Values are with respect to the Brand Trust Index recorded in 2015

# ON TRUST



**Mr. M.S. Raghavan**  
Chairman & Managing Director,  
IDBI Bank



IDBI Bank has over the years built a brand that believes in befriending its customers offering a human touch in whatever it does. The emotion of trust connects IDBI Bank with its customers. The new brand repositioning of the bank aims to reinforce the thought that the bank is for “everyone” and it takes care of customers as a real friend. This is also reflected with IDBI’s brand tagline ‘Bank Aisa, Dost Jaisa’.

Taking a cue from everyday lives we realized that whenever we are at the threshold of taking any big decision, there are people from whom we seek an affirmation. In most cases that person is a friend, who often helps us tide over the troubled times. We at IDBI Bank want to be the trusted friend whom our customers would call for any financial assistance they may require.

Trust is the foundation of our business and winning over this trust is very crucial for us as a bank because the stakes involved are very high. A person will never go to a bank if he or she has any ambiguity in mind. A clear and transparent conversation enthuses a spirit of faith which positions the brand on a higher pedestal. We have endeavored through our communication how dependable and trustworthy we are.

However, with trust comes heavy customer expectations that requires strict adherence to consistency and we strive to deliver the best in every customer interaction to live up to their expectations giving absolute clarity on our deliverables. The trust needs to be translated into service delivery as per promised and expected standards across all customer touch points be it the branch, ATM, Website or call-centre.

We have always been relationship focused since the time we became a bank. Right from 2008 through our Kids campaign, we emphasized our friendship focus on the customer, one that is built on the premise of trust. IDBI Bank has over the years focused its brand communication around the central idea of trust.

The attributes of kids represent the best in us, especially in virtues like trust, loyalty, friendship and unconditional support. So we used the innocent conversations of kids to show how a true friend not only enjoys your company but helps you sail through difficult times. The latest campaign of IDBI Bank attempts to convey how well IDBI takes care of its customers, like true friends with trust as an inbuilt inherent emotion.

Building a financial brand is a tough task and we need to strive for optimum delivery to create the image of a responsible banker not just as a service, but to empower and support like a friend. In the undifferentiated bank market we try to gain a competitive edge by adding value in everything we do. A sound work culture bound together with the common thread of unified vision will create a force that will propel the brand to greater heights.

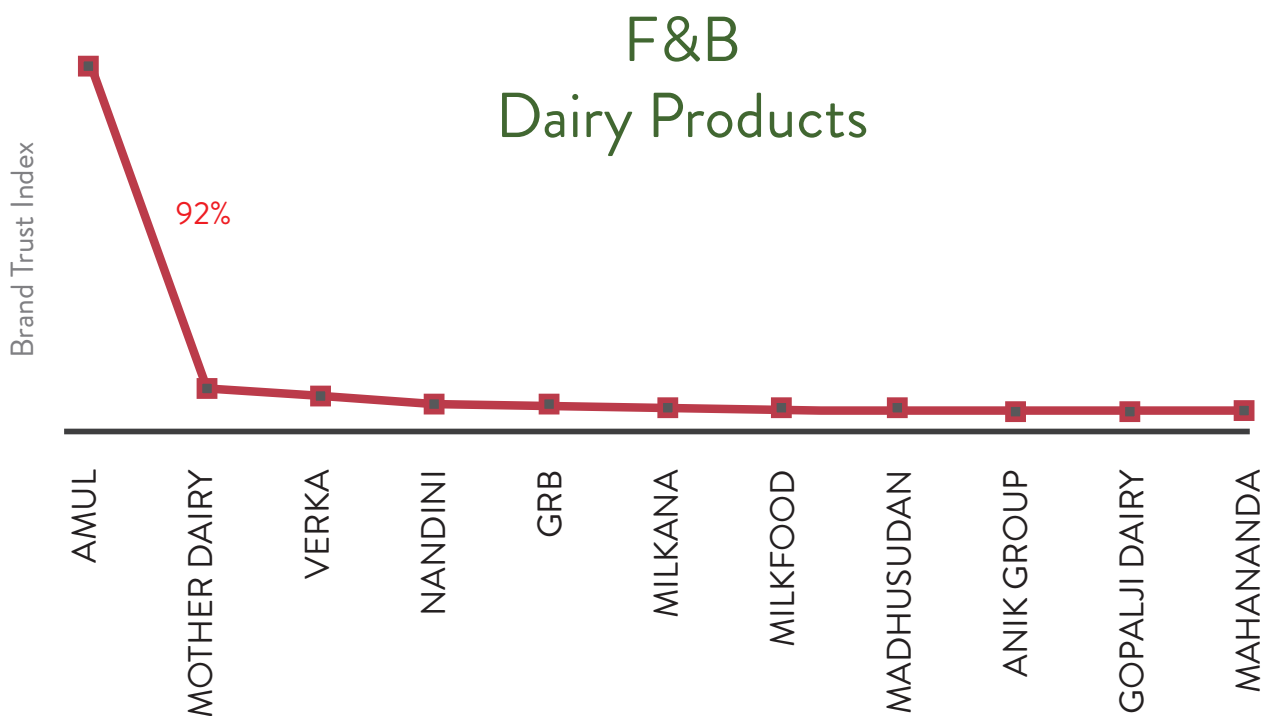
As Brand Trust is an important component of the decision making process in terms of financial products, IDBI Bank stresses on the importance of trust and being there in time of need with our latest focus being the retail/ smaller segments.

From being a financial institution for corporates in the earlier years, IDBI transformed into a bank fostering warmer and closer bonds with its retail customers. This is clearly reflected in our improved brand rankings in terms of the latest rankings of BrandZ and Interbrand.

At IDBI Bank, we understand that trust is a forward looking parameter of stakeholder’s expectations. Every time someone approaches us for a banking transaction, we try to make the transaction a pleasant experience, because happy customers always take pride in their brand and endorse the brand to others. A positive experience leads to engagement and sustained engagement results in strong brand recall. However, the more challenging part is maintaining the trust we have earned over the years as sustained effort is needed to maintain the trust earned through the years.

## F&B - Dairy Products

The entire F&B Super-Category is led by the \$ 4.2 Bn, Gujarat Cooperative brand, Amul, marking a significant change from earlier years where the Super-Category was led by the heavily advertised Aerated Drinks or Chocolate Category brands. This 1946 born brand leads the Dairy Category and is ahead of the second ranked by a big gap of 92% Brand Trust Index. The 2nd Most Trusted Brand among Dairy Products is Mother Dairy, a Government of India owned, NDDDB subsidiary. Another cooperative, this time from Punjab, Verka, is ranked the 3<sup>rd</sup> Most Trusted Dairy Products Brand in India, 61% BTI behind the previous ranked brand. Strongly keeping the cooperatives tussle on, Nandini, a brand owned a Karnataka Cooperative Milk Producers Federation (KMF), comes 4<sup>th</sup>, 38% behind the third ranked. The first private Dairy Products brand in the list is GRB which is India's 5<sup>th</sup> Most Trusted in this list. Milkana, a JV between Dabur and Dabon, is 6<sup>th</sup> in this category, behind the previous by 44% BTI. Jagatjit Industries owned Milkfood is this category's 7<sup>th</sup> Most Trusted followed by Madhusudhan Dairy at 8<sup>th</sup> rank. Anik is ranked 9<sup>th</sup>, Gopaljee Dairy at 10<sup>th</sup> and Mahananda, another cooperative, takes the 11<sup>th</sup> Most Trusted Dairy Products brand slot.



## Internet - Online Services

Comparing all the online services together makes an interesting study of the Brand Trust held in each of these services. Amazon a recent entrant compared to other online services takes a jumpstart and is the Most Trusted Online Services Brand in BTR 2015 with 25% of the Trust to be shared among the 13 brands studied. Snapdeal is the 2<sup>nd</sup> Most Trusted in this list with 21% of the share of trust, followed by the omnipresent Flipkart at 3<sup>rd</sup> place with

16% of trust. Such an anomaly is not odd in a category where trust gain and trust loss are both extremely swift phenomena. Jabong, the online fashion service is ranked India's 4<sup>th</sup> Most Trusted Online Service with 14% of the share. Together these four brands have 74% of the total Trust Pie leaving only a quarter to be shared among the nine other brands on this list, which they do somewhat equally. The brands which follow are Hopscotch (5<sup>th</sup>), Yepme (6<sup>th</sup>), Homeshop18 (7<sup>th</sup>), Ebay (8<sup>th</sup>), Redbus (9<sup>th</sup>), Bharatmatrimony (10<sup>th</sup>), Zivame (11<sup>th</sup>), Makemytrip (12<sup>th</sup>) and Naaptol (13<sup>th</sup>).

# Online Services



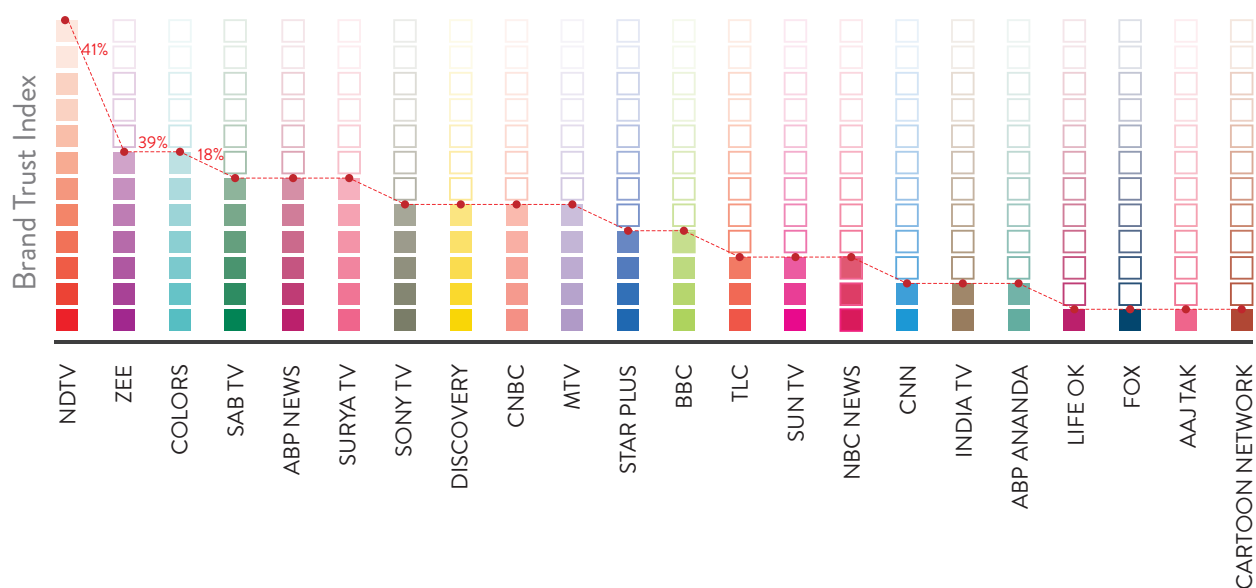
Number in parenthesis denotes the rank of the brand within the category

## Media - TV

NDTV, the Channel Cluster with 3 channels, is India's Most Trusted TV Media, followed 41% BTI behind another cluster, Zee, which ranks as India's 2<sup>nd</sup> Most Trusted TV Media. The next has an almost similar gap is the 3<sup>rd</sup> ranked TV Media, the Hindi GEC, Colors and SAB TV also in the Hindi GEC Category is India's 4<sup>th</sup> Most Trusted TV Media. ABP News is at 5<sup>th</sup> rank and is first among Hindi News Channels.

At 6<sup>th</sup> rank is the Malayalam GEC from the Sun TV Network followed by Sony Entertainment TV at 7<sup>th</sup> place. Discovery Channel, a Factual Entertainment channel is 8<sup>th</sup> and the only one in its category. CNBC is the 9<sup>th</sup> Most Trusted TV Media and the first English Business News channel in this category. The others which follow are MTV (10<sup>th</sup>), Star Plus (11<sup>th</sup>) BBC (12<sup>th</sup>), TLC (13<sup>th</sup>), Sun TV (14<sup>th</sup>), NBC News (15<sup>th</sup>), CNN (16<sup>th</sup>), India TV (17<sup>th</sup>), ABP Ananda (18<sup>th</sup>), Life OK (19<sup>th</sup>), Fox (20<sup>th</sup>), Aaj Tak (21<sup>st</sup>) and Cartoon Network (22<sup>nd</sup>).

# Media - TV



## Personal Accessories - Footwear

Of the 18 Footwear brands listed six are new entrants in the list and the brand ranks range from All-India 11th rank to All-India 856th rank giving wide rank gaps between successive brands of this list. One surprise that shows up is that the average change in ranks for these 18 brands over BTR 2014 is an average of 215 trust ranks showing the tumultuous ground of this category sits on.



Category Rank	Rank 2015	Rank 2014	Rank Diff	Brand Name	% BTI Diff From Previous
1	11	145	134	BATA	
2	177	74	-103	WOODLAND	90%
3	182	796	614	ACTION SHOES	6%
4	193	173	-20	PARAGON	10%
5	208	124	-84	KHADIM'S	8%
6	332	259	-73	RELAXO	42%
7	394	200	-194	LIBERTY	19%
8	462	197	-265	METRO	19%
9	489	326	-163	LAKHANI	8%
10	679	376	-303	MOCHI	43%
11	688	-	-	SREE LEATHERS	2%
12	693	-	-	CATWALK	0%
13	751	-	-	COMFORT	11%
14	762	-	-	HUSH PUPPIES	4%
15	784	342	-442	VKC	6%
16	806	619	-187	RED TAPE	4%
17	827	-	-	VKC PRIDE	4%
18	856	-	-	CLARKS	5%

# ON TRUST



**Mr. Soon Kwon**  
**Managing Director**  
**LG Electronics India**

We believe in making Life Good for each of our customer with our products that are high on innovation, easy to use and futuristic in nature. Over the years consumers have connected to us because of our simple yet powerful product offerings that enhance quality of life. Technology and innovation are key factors behind LG's product leadership and LG's product portfolio helped us position ourselves as a brand that delivers next generation products with advanced technology. We design and develop products that are intuitive, responsive and energy efficient. High brand trust for LG and brand connect comes from everyday personal experiences and quality of LG's product.

LG has grown to become a household name globally for over 60 years. Our endeavor has been to offer products that meet the needs of the people and we strongly believe that our product is our Hero. Further, localization is the key that goes hand-in-hand with global flagship products. We have launched Indian insight based products like India's first AC with mosquito away feature, the first refrigerator with Power cut ever cool feature which offers cooling retention upto 7 hours to keep food fresh and healthy. At the same time we have also launched World's first curved OLED TV, LG G FLEX, the world's first curved flexing Smartphone. Our dynamic product portfolio is what makes us such a trusted brand.

Trust is the most important factor behind success of any consumer brand in the world. We believe in innovation that make you smile. Also, our partners are for life; they promote us and work with us because we are ethical and have maintained great relationships on our journey of growth. Our employees trust us because LG acts like one large family. As a brand we connect lives through products, collaborations and brand associations and through consumer campaigns.

LG enjoys a very high acceptance in the market and has maintained its leadership position. As more and more players are entering the market there is a need to have a clear brand communication. We offer 360 degree experience to consumers with an excellent

product portfolio, extensive display, best-in-class shopping experiences and prompt after-sales service. LG. We create heartwarming human interest stories that talk about how we make life good for people with our product and innovations.

LG shares with its customers, their vision of a happy future, and works towards making it real. We have served millions of satisfied customers across India which helped us gain credibility and a brand name that they place their trust on. Through customer satisfaction we reinforce the competitive and premium positioning of our flagship products as well as our brand. In 2014 LG's 'World's first technologies' campaign resonated very well with consumer needs, sentiments and lifestyle, that has helped us in expanding our happy and delighted customer base.

For us, being number one as a company implies holding sound foundations of transparent management practices to achieve global competitiveness and preeminent market presence. Recently, LG Electronics has been named one the world's most sustainable corporations by two leading research organizations, earning the top honors in its sector in both the 2015 Global 100 Most Sustainable Corporations in the World Index from Corporate Knights and the 2015 Sustainability Yearbook from RobecoSAM. This only reflects our practice "the Right Way" to build an LG Electronics that is trusted by its customers and admired by the consumers around the world.

The LG Way is a reflection of core beliefs, values and aspirations that has driven our growth and success over the years leading us to deliver greater value for all our stakeholders. From appliances for kitchen, the heart of the home, to mobile phones that help you connect and allows you to record the moments of a lifetime, LG is always there. To celebrate the moments that define our lives, change how we see the world and ourselves, we've created LG as a brand that maintains a relationship with its stakeholder's basis Trust, Integrity and Love. Our partners promote us and work with us because we are ethical and have maintained great relationships with them on our journey of growth.



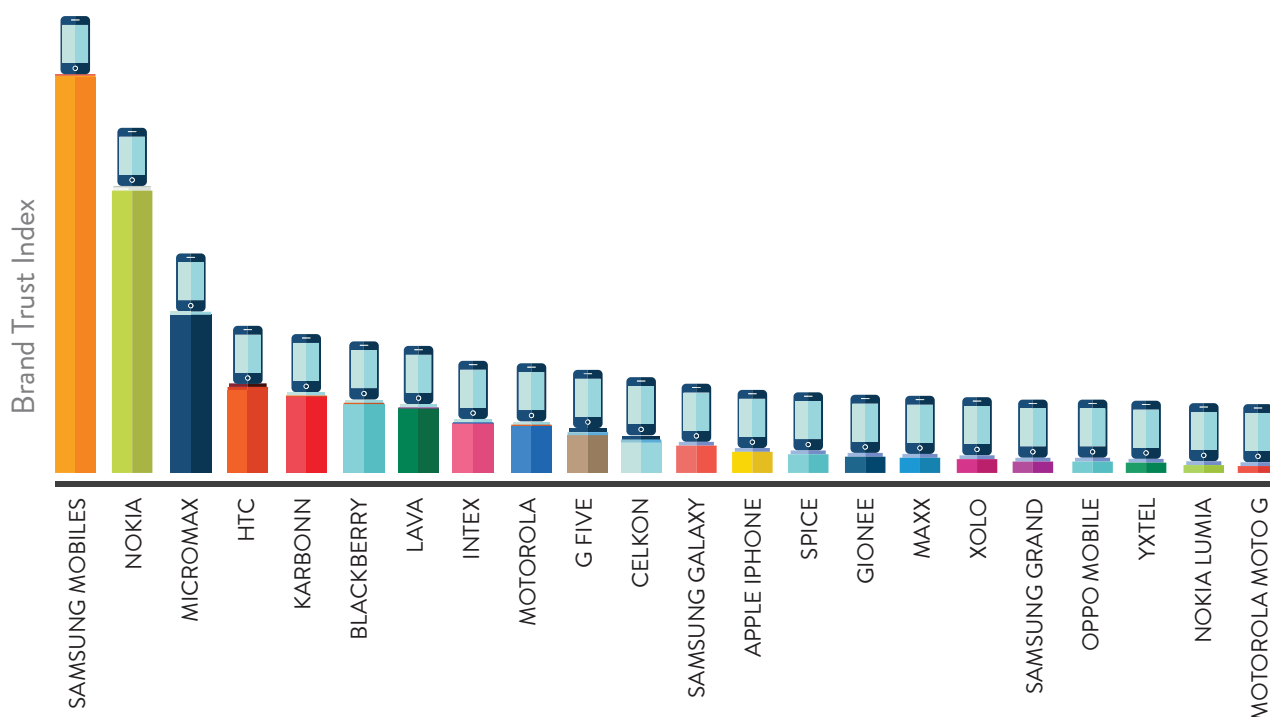
Bata gains 134 ranks over last year to make it to India's Most Trusted Footwear brand, leading this category in four out of the five years of the report. With a bulky gap of 90% Brand Trust Index from the first is Woodland ranked 2<sup>nd</sup>, followed closely by Action shoes as India's 3<sup>rd</sup> Most Trusted Footwear brand. Paragon, a brand which sells 120 million pairs of footwear each year, is India's 4<sup>th</sup> Most Trusted Footwear brand with a 10% BTI margin from the previous. Khadim closely follows and ranks 5<sup>th</sup> and Relaxo comes in at 6<sup>th</sup> rank, 42% trust points below the previous. The next two brands are equidistant in trust making Liberty ranked 7<sup>th</sup> and Metro 8<sup>th</sup> Most Trusted in this list. The other brands which follow are Lakhani (9<sup>th</sup>), Mochi (10<sup>th</sup>), Sree Leathers (11<sup>th</sup>), Catwalk (12<sup>th</sup>), Comfort (13<sup>th</sup>), Hush Puppies (14<sup>th</sup>), VKC (15<sup>th</sup>), Red Tape (16<sup>th</sup>), VKC Pride (17<sup>th</sup>) and Clarks (18<sup>th</sup>).

## Personal Accessories - Mobiles

The importance of mobiles is becoming significantly evident to the world and the mobile revolution is like the second personal technology revolution, after personal computing eased creation and communication. Twenty two mobile brands feature among India's 1000 Most Trusted Brands and the list is led by Samsung Mobiles, which also ranks All-India second. Nokia, the brand which was a leader in this segment for the last four years (of which it was All India Most Trusted Brand for three years) is the 2<sup>nd</sup> Most Trusted Mobile brand in India. Micromax, the homespun mobile brand which has very quickly acquired the privilege of

the second largest smart phone company in India, is the 3<sup>rd</sup> Most Trusted Mobile brand lagging 61% trust points behind the previous. The brand was ranked second in this list in BTR 2014. Ranked India's 4<sup>th</sup> Most Trusted Mobile brand is HTC, the Taiwanese brand with nearly 5% of the Indian market share. Close behind are Karbonn ranked 5<sup>th</sup>, Blackberry ranked 6<sup>th</sup> and Lava ranked 7<sup>th</sup> in terms of Brand Trust. The next in series in the Most Trusted Mobiles list are Intex (8<sup>th</sup>), Motorola (9<sup>th</sup>), G Five (10<sup>th</sup>), Celkon (11<sup>th</sup>), Samsung Galaxy (12<sup>th</sup>), Apple iPhone (13<sup>th</sup>), Spice (14<sup>th</sup>), Gionee (15<sup>th</sup>), Maxx (16<sup>th</sup>), Xolo (17<sup>th</sup>), Samsung Grand (18<sup>th</sup>), Oppo Mobile (19<sup>th</sup>), Yxtel (20<sup>th</sup>), Nokia Lumia (21<sup>st</sup>) and Motorola Moto G (22<sup>nd</sup>).

## Personal Accessories - Mobiles





The power to do more

# ON TRUST

**Ms. Ritu Gupta**  
**Director – Marketing, Consumer & Small Business, Dell India**



Dell looks upon itself as an enabler. We want customers to identify with the brand and see it as an extension of their own personality where the audience moves beyond a basic transactional relationship and becomes one of association. The consistent evolution and innovation at Dell is born out of our focus and dedication to the technology needs of our customers. Involving the customer at each point, we get adequate customer feedback, which leads to further innovation, delivery of superior solutions and best-in-class service. This is followed by sustained visibility and active engagement with customers to listen and talk to them to help forge enduring relationships. As a brand which has been on a steady growth trajectory in India, Dell continuously strives to create products which fuel an individual's ambitions with the power of technology.

At Dell we believe it's impossible to make an impact on our target audience without winning the consumer trust. We attempt to innovate for India and create products with the sole purpose of creating great user experiences by repeatedly asking ourselves as to how to improve the happiness and satisfaction level of our customers. We believe that technology adoption alone is not important, but leveraging the complete potential of technology to aid users to pursue their passions. This is achieved by listening to our customers and understanding their needs better to help them leverage the advantage our technology brings to their lives. The greatest testimony of the trust invested by our customers in the Dell brand is when they return to engage with us, forming loyal brand-customer relationships with the Dell brand. This ensures that our customers become our best brand ambassadors and we are privileged to get a trust surplus from them to achieve our goal in having a trusted presence in our customers' lives.

The customer is always kept at the centre of all our decision making processes. Our key to success is greater consumer engagement and constant focus

on increasing our brand's trust quotient. Social media platforms like Facebook, Twitter and LinkedIn bring new dynamics to increase the intersection between business value and customer value; to create a close connect between Dell and its customers. Our culture is based on an unwavering drive to provide practical solutions that solve real problems. We rely on an immense number of daily interactions with customers around the world to develop deep, insightful relationships that lead to innovative technology, rewarding customer experiences and superior long-term value.

Our brand tag line of 'Power to Do More' builds a strong connection for us in the end-to-end technology solutions space, keeping customer interest at its core. We have come a long way in the PC business to become the second largest PC vendor in India. We have opened 290+ Dell exclusive stores in over 170 cities across the country and have increased our consumer service reach to 30,000 pin codes. Keeping a focus on becoming a more approachable and accessible brand we have included making touchscreen technology available across our portfolio, introducing versatile devices such as convertible laptops and crafting solutions for mobile consumers in the form of Dell Venue tablets. With the online wave, we have made sure that our products are available across purchase platforms for the consumer to reach out and to connect more easily with us.

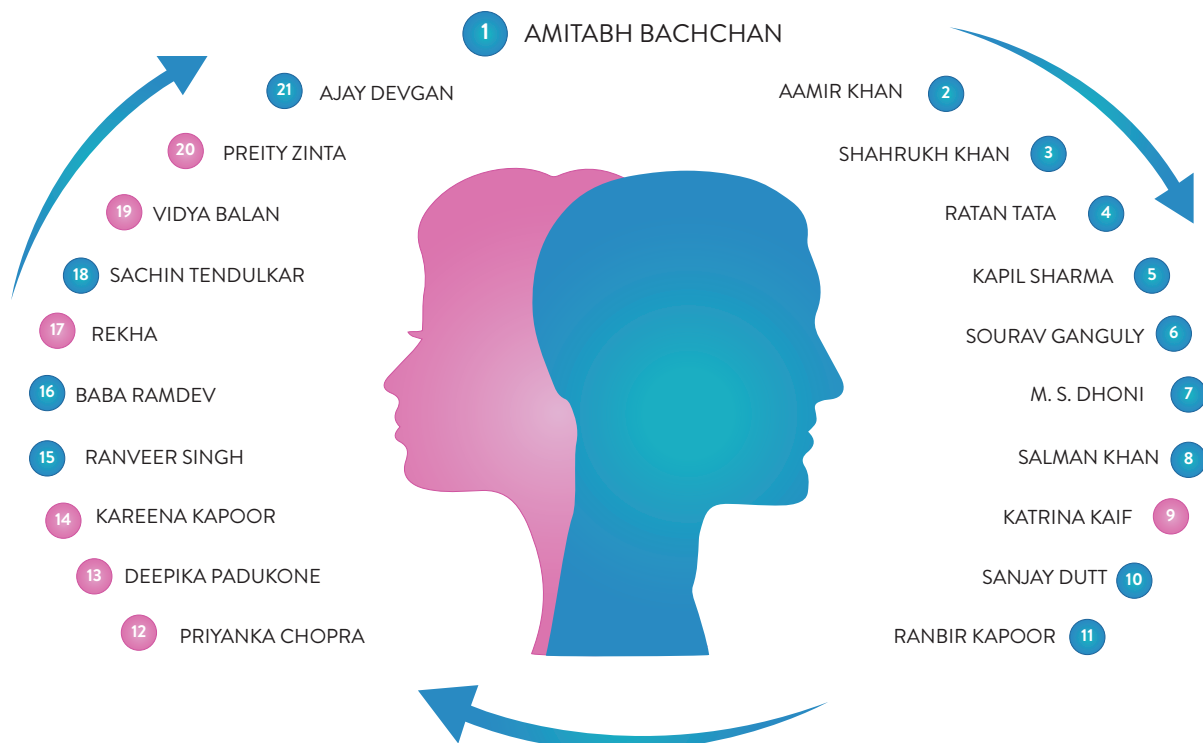
The brand-customer relationship drives the growth of a brand in the market. However, the circle of influence of a brand extends beyond its customers to a number of other stakeholders and partners, whose trust contributes to the credibility of the brand. As a brand, Dell puts the customer first, but a deeper look shows that we are equally dedicated to establishing mutual trust with all our key stakeholders in the effort to create a positive ecosystem which nurtures overall performance.

## Personalities

Personalities have traits similar to brands and achievers in entertainment, society, business and sports often get named in responses to brand related queries to respondents. One thing can now be added to the brand manager's to-do list before selecting brand ambassadors – to map the Brand Trust quotient of the personality to their own brand through TRA's available data. In The Brand Trust Report 2015, Amitabh Bachchan is India's Most Trusted Personality brand moving up 138 ranks over last year pocketing 15% of the Trust infographic

has been created among the Most Trusted Personalities due to the entrance of the stand-up comedian, Kapil Sharma, the first from this background and he ranks India's 5<sup>th</sup> Most Trusted Personality. Neck-to-neck with the previous ranked is veteran sportsman, Sourav Ganguly ranked 6<sup>th</sup> followed. Despite recent questions on performance, M.S. Dhoni ranks India's 7<sup>th</sup> Most Trusted Personality followed by Salman Khan at 8<sup>th</sup> place. Ranked 8<sup>th</sup> overall among personalities, Katrina Kaif is the first ranked female actor in the list India's Most Trusted Personalities list ranked 9<sup>th</sup> in this Category. Sanjay Dutt's recent media and movie presence has helped him enter the

## Personalities\*



\*Values are with respect to the Brand Trust Index recorded in 2015

made up of 21 personalities. Aamir PK Khan is India's 2<sup>nd</sup> Most Trusted Personality getting 13% of the share of trust and up 690 ranks over last year. He is followed very closely by Shahrukh Khan, up 94 ranks from last year is India's 3<sup>rd</sup> Most Trusted Personality with 12% of the Trust infographic.

Ratan Tata features as 4<sup>th</sup> Most Trusted Personality and is the first among Business Personalities in the list. A new category

personalities list for the first time in five years, making his debut as India's 10<sup>th</sup> Most Trusted Personality.

The others in the list who follow are Ranbir Kapoor (11<sup>th</sup>), Priyanka Chopra (12<sup>th</sup>), Deepika Padukone (13<sup>th</sup>), Kareena Kapoor (14<sup>th</sup>), Ranveer Singh (15<sup>th</sup>), Baba Ramdev (16<sup>th</sup>), Rekha (17<sup>th</sup>), Sachin Tendulkar (18<sup>th</sup>), Vidya Balan (19<sup>th</sup>), Preity Zinta (20<sup>th</sup>) and Ajay Devgn (21<sup>st</sup>).



Communicating



Consulting

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**Om·nis·cient**

**adjective**

having complete or unlimited knowledge, awareness, or understanding



**Com·nis·cient**

**adjective**

having complete or unlimited knowledge, awareness, or understanding in communications

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## Retail - Big Format Marts

Two categories of big format stores, Indian Hypermarkets and big format Personal Goods retailers are studied together in this chart given here. Big Bazaar is the Most Trusted in the big format stores climbing up 56 ranks over its BTR 2014 rank. Pantaloons, from the same stable, is

the 2<sup>nd</sup> Most Trusted, some 32% BTI below the previous. More, a part of Aditya Birla Group, stands as the 3<sup>rd</sup> Most Trusted in this list but with a gap of 70% trust index from the earlier ranked. Lifestyle ranks 4<sup>th</sup>, Shoppers Stop is 5<sup>th</sup>, Marks & Spencers is 6<sup>th</sup>, Akbarally's is 7<sup>th</sup>, Reliance Fresh ranks 8<sup>th</sup>, Westside is 9<sup>th</sup>, Heritage Fresh is 10<sup>th</sup> and Star Bazaar ranks 11<sup>th</sup> Most Trusted in this list.



Category Rank	Rank 2015	Rank 2014	Rank Diff	Brand Name	Category	% BTI Diff With Previous
1	101	157	56	BIG BAZAAR	Hypermarket - Indian	
2	148	63	-85	PANTALOONS	Personal Goods	32%
3	403	-	-	MORE	Hypermarket - Indian	70%
4	472	434	-38	LIFESTYLE	Personal Goods	19%
5	509	939	430	SHOPPERS STOP	Personal Goods	12%
6	674	-	-	MARKS & SPENCERS	Personal Goods	38%
7	752	-	-	AKBARALLY'S	Personal Goods	16%
8	816	431	-385	RELIANCE FRESH	Hypermarket - Indian	14%
9	887	784	-103	WESTSIDE	Personal Goods	14%
10	924	-	-	HERITAGE FRESH	Food and Beverage	8%
11	974	1153	179	STAR BAZAAR	Hypermarket - Indian	10%



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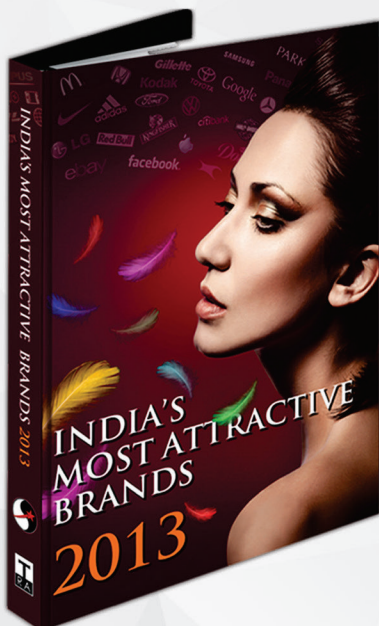


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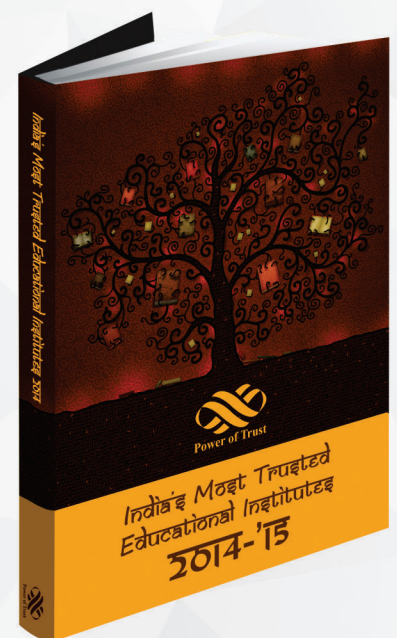
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THE  BRAND TRUST  
REPORT.....

India Study **2015**

## Part II

UNDERSTANDING TRUST  
AND BRAND TRUST



# Understanding The Brand Trust Matrix

Brand Trust is a consequence of the intricate combination of several primary ingredients and there is no direct means to achieve or acquire it. The concept of colors makes a good analogy to understand Trust more easily. We know from childhood experiments that white light can be fragmented into a spectrum of seven rainbow colors. No matter how undecipherable any color is, we do not see it as received by the eye; instead, the color is reduced to three primary ones by the brain. The permutations of the various degrees of these primary colors – red, green and blue – allow humans to perceive an incredible 10 million different combinations!

Brand Trust is similar – it cannot be interpreted as a single entity directly. Instead, each input received by the brain is split into its primary ingredients, the different combinations of which give rise to millions of perceptions. These shades of Brand Trust can be seen as a response to stimuli based on a combination of psychological, sociological and communication triggers.

To understand Brand Trust better and make it more applicable in communication, early on we thought it necessary to apply a metric for it – something that will allow its measurement and make Trust universally relatable. However, this was not an easy task – a universal metric for Brand Trust is as difficult as the measurement of Happiness. 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 one who scored himself 95 is less happy than the one who scored 98. This aberration occurs because there is no standard measurement for happiness, and its metrics do not get applied in the same way by different individuals. Although, if we knew the ‘ingredients’ of Happiness, we could use them to measure happiness universally across people of different interests and regions alike.

Brand Trust too can be measured in a similar fashion. To measure it we must know and measure its primary components, aspects that will uniformly hold true across audiences, geographies, and cultures. Brands that make blatant claims like “Most Trusted Brand” without any proof of trust being established can be termed careless communication at best. At its worst, such claims erode the very trust they are attempting to create. Just as we cannot ask for happiness and get it, brands cannot ask to be trusted and get trust. In the Brand context, this problem gets stated as the Trust Paradox.

## The Components Of Brand Trust

Trust, in its most basic form, is the quality of anything being considered believable. An environment of trust is essential for any progressive action to take place since it is the elemental bond on which every other positive human response is built. Brand Trust is as much dependent on the individuals’ beliefs, values and perceptions, as it is on the environment, culture and context.

This seeming duality of ‘uniqueness and universality’ of Brand Trust follows individual-collective principles similar to music. We all have our unique preferences in music even though general classifications of ‘good’ and ‘bad’ music are universal. The individual influences that impact Brand Trust may be counted as minor ‘personality and cultural deviations’, but the general structure of the trust is common to all.

Over time, the evident notations of Brand Trust in business (pedigree, size, performance etc.) have changed and subtle ones now exert stronger influences. Let us take a closer look at these facets and how they can be used in a business context.

Brand Trust is based on three foundations, all of which are dependent on the action of the trustee:

- Building Capacity to Trust
- Building Perception of Positive Intent
- Demonstrating Relevant Competence

These three foundations of Brand Trust comprise of 10 Brand Behaviours classified for easy application in business scenarios. A Brand Behaviour may be considered to be a business trait that combines primary components which display common behavior. These are explained in the following sections.

# ON TRUST

**TURTLE** 

**Mr. Shitanshu Jhunjunwala**  
**Director**  
**TURTLE LIMITED**



**T**urtle is a rare species, with a tough exterior shell which protects a softer inside. It adapts to its surroundings and has the lasting power to outlive most of its contemporaries. It urges you to be proactive, to take a stand, to be socially responsible and most importantly, to do it in style. Turtle is not just another fashion brand in your wardrobe. It is a company that truly epitomizes all that is conscientiously stylish.

The journey began in 1993 in Kolkata. At that point Turtle's primary focus was on men's readymade shirts at a capacity of 20 shirts per day. The shirts flew off the shelves and soon the Turtle brand was well on its way to becoming a nationwide name.

Currently, Turtle houses more than a 1000 employees, state-of-the-art warehouses in Kolkata and Bangalore and uses the best ERP software to track its orders and delivery. This has helped in transforming Turtle from where it started out, to an impressive and complete range of men's Formals, Casuals, Party-wear and much more. And now Turtle has truly given men's style a full, complete look. These include Suits, Trousers, Blazers, Jackets, Pullovers, Denims, T-shirts, Shirts, Belts, Ties, Eyewear and a wide range of Accessories. The brand has nurtured a reputation of providing international style at a formidable value to its customers.

And if you thought Turtles are slow, this one isn't. Turtle is one of the fastest growing apparel brands in the country with a nationwide presence in over 400 cities, across 1200 MBOs and over 80 exclusive brand outlets. You can even find Turtle in over 150 stores

in Central, Pantaloons, Reliance Trendz and Shoppers Stop.

Coming out of its shell, Turtle now has an international presence with export to markets in the Middle-Eastern countries. Turtle has also received a serious boost in terms of an online presence which is growing rapidly on sites such as Turtleonline.in, jabong.com, flipkart.com, myntra and amazon.in to name a few.

Interestingly, Turtle is probably the first menswear apparel brand in Asia to commercially produce and sell 'Khadi' shirts. Khadi shirts are not your regular run-of-the-mill material. It is the only fabric where the feel and texture is so unique that no two fabrics are identical —making it exclusive, subtly elegant, sophisticated & luxurious. Since it is handmade, the price of the Khadi cloth is more than that of the mill. This unique range is meant for the man who is sophisticated and well-travelled, one who is completely at ease with himself, and who values subtle elegance and luxury over loud, pretentious clothing and artificial fabrics.

But what really makes this brand stand out is its commitment to protecting the environment. Always a brand that gives back to society, Turtle ensures a share of its sales is donated to the Turtle conservation project — encouraging customers to spread the awareness of the species.

No matter how much the brand rakes in the revenues, Turtle is, has been and always will be led by the thought of being "A brand with a conscience".

# Understanding The Brand Trust Matrix

## First Foundation Building Capacity To Trust

The first step for the trustee in building Brand Trust is to help create an environment that is conducive and inviting for the trustor. Creating capacity to Trust makes the environment conducive and 'inviting' for the trustor to assume a degree of vulnerability in the trust-relationship. All other trust-related reinforcements notwithstanding, the trustor looks for three essential Brand Behaviours to assume vulnerability in the trust relationship. These are: the ambience must be perceived as Non-threatening, there must Shared Interests between the parties and, there must be visible Empathy displayed by the trustee.

Let us delve deeper into building an ambience of Trust by understanding its Brand Behaviours.

### Non-Threatening Ambience

The trust ambience is imperative for trust bonds to form. Any environment, which hints at manipulation, intimidation or coercion towards the audience, destroys trust. It is a prerequisite and building trust in its absence becomes impossible. It is, therefore, appropriately discussed as the first criterion in trust building. Perceived vulnerabilities in any situation generate a perception of threat. This, in turn, results in defense or offense responses, which are usually accompanied by acute stress symptoms in the audiences. These perceived vulnerabilities could be covert undercurrents, often seen as differences in beliefs, opinions, values, stereotypes, expectations, and even delicate cultural variations. Aspects which help create a Non-Threatening ambience include: cultural sensitivity, absence of bias, absence of intimidation, amiable ambience & ease of approachability. The focus on building a trust-conducive ambience becomes important especially for brands approaching new audiences and in such cases it is important that the brand displays all the above traits. One must be careful when applying them as overdosing may give diametrically opposite results, almost like the reaction to overfriendly strangers.

### Shared Interests

Shared Interests are symbolic of cultural and social uniformity, which shows better compatibility and understanding between the trustee and trustor. This Brand Behaviour help in higher transactional predictability and better outcome expectations, reinforcing the Trust environment. Shared Interests builds trust when the trustee displays congruence of values and beliefs, initiative, display of understanding & matching words and action. Even in an unknown group with nothing else in common, people who like the same author will trust others who have a similar liking (and it only becomes better if both like the same title of the author). If Brands share interests with audiences the degree of familiarity increases, leading to better acceptability of the Brand.

### Display Of Empathy

To create an environment amenable to Trust, the Display of Empathy is more pressing than the first two Brand Behaviours discussed. Empathy reinforces the connect between the audience and the brand and gets achieved when the brand steps outside of itself and sees through the 'emotional' eyes of the audience. An empathic brand is quick to perceive new opportunities due a better understanding of the audiences and this gives brands the ability to take risks with greater confidence, with a 'gut-feel' for the right decisions. Being hard-wired into our brains, empathy is intrinsic to our behavior - the same reason we all wince when we see pain inflicted on someone else (like when a helpless boy is kicked by a school bully). Though Empathy is natural to humans, it is necessary for a brand to demonstrate it in order to build and maintain Trust. The vital aspects that help create and show Empathy are care, listening, emotional sensitivity, compassion & understanding. Brands which show a natural understanding of the audiences' needs, listen to them and respond appropriately, generate a positive effect of Trust. Lack of empathy alienates audiences quickly.

# ON TRUST



**Ms. Kaacon Sethi**  
**Chief Marketing Officer**  
**Dainik Bhaskar**



**Mr. Pradeep Dwivedi**  
**Group Chief - Sales & Marketing**  
**Dainik Bhaskar Group**



Mr. Pradeep Dwivedi, Group Chief - Sales & Marketing, Dainik Bhaskar Group says, “At Dainik Bhaskar Group, Our ‘UnMetro – The markets driving India’ initiative has become the fountainhead of our strategic thinking that continues to unleash the true potential of cities beyond metros. Our interactions with readers, clients and the unparalleled reach and access to consumers offered by us ensures that we remain critical to the distribution value-chain and market growth of almost all large advertisers. The significant consumption upswing and sustained continuation of higher affluence levels and aspirations of consumers in Tier 2 and 3 towns and cities continues to be the focus of our UnMetro initiative. The media plays a significant role in our lives today with an omnipresent influence through a huge number of touch points ranging from the internet, television, mobile apps, newspapers, films, radio and outdoor advertising. Hence, the engagement of leading marketers to constructively discover the prospects of high opportunity markets in the evolving media ecosystem is the core UnMetro objective. Our editorial approach of differentiated and knowledge based content also connects us to our readers in a unique affinity model. In this hyper-dynamic environment, Dainik Bhaskar Group has harnessed its strengths in a way that has leveraged traditional as well as new age digital media, to empower readers with the latest information, wherever they are, and is hence highly valued by advertisers as well.”

Kaacon Sethi, Chief Marketing Officer, Dainik Bhaskar, adds, “Our readers have made us an integral part of their lives. We have earned their trust through consistent brand experiences. This is the single most essential factor that connects us to our readers. Trust is key to our business. It is at the epicenter of who

we are as a brand. In a recent large scale consumer study conducted for us by Vertebrand in 2014, one of India’s noteworthy branding companies, we discovered that our readers did not merely think of us as a newspaper – they articulated that we were an intrinsic part of their progress and success in their life.

“Which is why, our actions are in line with our philosophy – Kendra mein pathak - which means that the reader is at the center of all our actions which are designed and delivered to make their lives more enriched through the news and knowledge that they are able to receive through us as a medium. Our communication mirrors this relationship keeping in mind the aspirations of our readers. Dainik Bhaskar was declared the largest circulated national daily by the Audit Bureau of Circulations in 2014 (JJ2014). Advertisers buy target relevant audiences – Dainik Bhaskar with its leadership position as the largest daily is the premier choice of advertisers in urban markets across 12 states of India.” Kaacon further added.

Kaacon further elaborated, “Market leaders are trustworthy brands. Trustworthiness helps us to innovate in our content and delivery – in a super-connected, fast paced, content and information overloaded world which can be accessed in very short periods of time – trust is what connects us to our audience. They believe that we genuinely add value to their lives by the content that we deliver to them every day. The fact that our readers are choosing us even at a price premium over competition is the testimony to the trust that they repose in our brand. Brand Value is derived from Trust which is important to communicate to key stakeholders like readers, advertisers, trade partners and investors.”

# Understanding The Brand Trust Matrix

## Second Foundation Creating Perception of Positive Intent

It is necessary for the trustee to show the 'right intent' for trust to take root. The second Foundation of Brand Trust - Perception of Positive Intent - needs to be reinforced frequently because audiences are constantly reassessing and recalibrating the 'intent-meter' of everything they engage with. Positive Intent makes the trustee's intent perceived as beneficial and acceptable by the trustor, further strengthening the trust bond. Once this positive intent takes hold, it can cover for the lack of the other two foundations of Trust, albeit temporarily.

Perception of the brand's positive intent is based on three Brand Behaviours and these are, **Demonstrated Sincerity**, **Altruism** and **Enthusiasm**.

### Demonstrated Sincerity

Display of Sincerity has both social and personal implications, and consequently, 'outer' and 'inner' manifestations. Sincerity reflects honesty of effort and of being true to what-really-is. It is best explained by the Latin words it originated from, meaning without wax. Demonstrated Sincerity is shown by displaying high ethical values, self-regulated governance, integrity, transparency & commanding genuine respect. Companies and brands which display the above traits are seen as genuine and attract large numbers of trusting followers. Some companies have even made Demonstrated Sincerity into a corporate philosophy and if one studies such brands, the related benefits are evident. If sincerity gets well established, even transgressions are overlooked or can be overcome easily.

### Altruism

Several brands undertake social responsibility as charity, some do so to give positive disposition to the brand, but everyone understands the benefits that accrue from Altruism. Altruism is demonstrated when a brand acts beyond areas of self-benefit and works for a larger, socially-beneficial cause. In the context of Trust, Altruism is a significant Brand Behaviour that organically builds a high trust-quotient for the trustee. Yet, Altruism has a significant time lag between action and result. And, brands must engage in altruism without looking for swift results that they are so accustomed to. When the brand engages in selfless action, it shows the following attributes: generous attitude, social consciousness & teaching and guiding. To create a sustainable program of corporate altruism it requires one to balance two opposing forces. The trust aspect of altruism comes from the fact that the further removed it is from the core of the business, the more trust it will generate. The sustainability aspect of altruism comes from the fact that the more direct the connection between the act and the business, the more sustainable it will be. The organizations which get this balance right accrue benefits that are highly resistant to erosion of time.

### Enthusiasm

The third Brand Behaviour of Positive intent, Enthusiasm, may come as a surprise to many - though everyone appreciates the value of an enthusiastic response, few know it to be a core constituent of Trust. There is a direct correlation between the success of any transaction and the enthusiastic involvement of the participants, as it is an indicator of better possibility of a positive outcome.

Enthusiasm directly shows greater involvement and energy, leading to a commensurate increase in the chances of success. While in the case of the individuals, Displayed Enthusiasm can mean any of the aspects we usually understand of the term, in the case of the brand it encompasses that and also the way it communicates.

To acquire the positive benefits of Displayed Enthusiasm, a brand must act and communicate in a manner that shows it as: self-assured, self-confident, high outcome motivation, display of vibrancy and energy & having a proactive approach.

# ON TRUST



**Mr. R. Venkataraman**  
Managing Director  
India Infoline



For us at IIFL, trust remains the single most important factor that connects our brand to our audience. This trust is based on our knowledge and expertise steadily built and fine-tuned over nearly two decades. We take pride in the quality of our research and our knowledge of the domains we operate in. [www.indiainfoline.com](http://www.indiainfoline.com), which is one of the most visited and respected domains as far as the quality of research and information is concerned, was started with the objective of being an indispensable source of trusted information and intelligence on Indian business. Next, when we shifted to the transaction space, the relevance of knowledge gained further currency along with the technology edge.

Our roots are in original research – be it on economy, sectors, companies, capital markets and global financial trends. Our in-house research capabilities give us an edge in understanding industry trends, macro-economic situations, business cycles, inflation and interest rate trends, technological changes, regulatory and legal updates and environmental factors impacting labour, raw material supply, pollution norms.

As a dynamic organization, we have always kept the customer in mind, be it for innovative products or for service improvements. To provide customer delight, we needed to know the customers themselves and have their full faith and trust at all times. Our leadership has an impeccable track record and is known for its capability and integrity which has resulted in building a strong standing with all stakeholders.

From a small start-up to a leading financial services organization, Trust is very much a core property of our brand. It is the single most important factor that our brand stands for and all our initiatives seek to achieve this - be it products, customer service, marketing, technology or any other function. We

strive to cement this bond with our consumers by emphasising on the quality of our products, our research capability and performance, cutting edge technology, ability to access us through multiple channels and the quality of our people. Besides this, the quality of our products and services has also built its own salience and we have a set of very loyal and satisfied customers. All this has been possible only due to the trust that we have developed and nurtured since our inception.

Our communication is essentially oriented to reinforce the core property of trust. Being a largely retail-focused organisation, creating a niche for ourselves and driving stickiness through knowledge and quality service is of utmost importance. Using a wide multi-modal network, we aim to serve as a one-stop-shop for our consumer base and be the first port of call for any investment decision.

Our evolution from an entrepreneurial start-up to a position of market leadership is a story of steady growth by adapting to the changing environment and keeping focus on our core domain of financial services. In the area of equity broking, IIFL continues to remain a leading player in both, the retail and institutional space. Our NBFC and lending business has a diversified product portfolio rather than a single-line one. We are also a leader in the distribution of life insurance and mutual funds amongst non-bank entities.

De-risked business through multiple products and a diversified revenue stream, knowledge and efficiency as well as the constant drive for innovation allows us to grow as a brand and strengthen our consumer base. In a no touch, no feel product category like financial services, customer's trust in us is a must and holds the key to our future growth as an organisation as well as a brand.

# Understanding The Brand Trust Matrix

## Third Foundation Showcasing Relevant Competence

The third foundation of Brand Trust, Relevant Competence, appeals to the rational side of the brain. Competence showcases the trustee's ability to fulfill the act-of-trust assigned, giving the trustor a high degree of confidence in the outcome. The perception of competence is the 'transactional' factor in Brand Trust, seen as the ingredient necessary to ensure highest probability of best results. Competence is perceived through physical and social factors. Among the physical factors, the brand's appearance accounts for more than just a first impression. The outward appearance is taken as a 'signal' of all the physical representations combined. Two other factors are social in nature, Commanding Respect and Authority and are equally relevant in showing competence. These two aspects reflect the social legacy and hierarchy, which indirectly convey competence of the trustee.

The founding base of Competence rests on the Brand Behaviours of **Outward Appearance**, **Perceived Competence**, **Commanding Respect** and **Authority**.

### Outward Appearance

Beauty is not just skin deep as this Brand Behaviour would suggest, but it is true that a substantial amount of trust signals are emitted by the external 'packaging'. We often tend to predict the contents based on the outward appearance and hence this becomes a key determinant in the trustor's perception. The Outward Appearance is a natural indicator of achievement, success and good content. However, though it is meaningful for Outward Appearance to include aesthetic appeal, it is more than just that. In fact, even more important than that is for the brand to 'look the part' (for instance, a security brand would need to look 'strong' and 'tough') and show relevance toward the trust bestowed. The attributes that any brand must possess for its Outward Appearance to demonstrate trust are: physical appearance, appropriateness of expression, functional fit, conformation to standards, consistent performance & honors and titles. Brands spend enormous amounts of energy and money to build their Outward Appearance, but it is unfortunately limited to their physical appearance and attractiveness. The importance of giving equal focus to all attributes of this Brand Behaviour cannot be understated. If the Brand focuses only on its outward appearance without giving importance to the other factors of Outward Appearance, chances are that it may give audiences a feeling that the Brand 'lacks substance'.

### Perceived Competence

Competence is completely different from the perception of competence though the difference may not seem much. While the former is the ability to achieve successful results, the latter is a perception or judgment of the same based on physical and non-physical cues. The physical aspects of this Brand Behaviour are based on the following attributes: expertise and experience, credentials & knowledge. This Brand Behaviour is a standard in all introduction presentations of companies, where establishing the perception of competence is an imperative to take discussions forward. Caution must be exercised while creating Perceived Competence for any assurance of competence that falls short of expectations, breaks trust just as fast as it builds it.

### Commanding Respect

Commanding Respect is the trait of a leader and it is not easy to decipher how or why one achieves it. In the Brand Trust context, this Brand Behaviour takes into consideration several aspects like: accountability, skill, significant following, values & strength of personality. To command respect, a brand must not only be successful in its field, but needs to hold sway over its following. It shows a mass influence of the Brand and adds tremendously to the trust placed, be it people or brands. Trustees naturally want to command respect and this is probably one of the key reasons for the success of social media - the compulsive need to 'count' one's growing influence with every like, follow and share is too addictive to let go.

### Accepting Responsibility

The word 'responsibility' is to be considered as under 'normal working conditions' as also Accepting Responsibility in times of crisis. The primary components that contribute to this Brand Behaviour are: courage to accept failures, expressed responsibility towards stakeholders, awareness of its duties, professional poise and balance & standing by its decisions. Quality consciousness among producers and consumers is scaling up and with this is the ever increasing 'call-backs' of deficient products. Since our behavior in adversity determines our behavior in normal times, the nature of an organization's acceptance of responsibility in such times is one such demonstration of this Brand Behaviour of Trust.

***YOU HAVE AN IMPORTANT PR PROJECT TO DO,  
AND WANT TO ASSIGN IT TO A BIG AGENCY***

***CALL US.***



For details contact  
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# The Brand

Trust is a consequence of intricate permutations and combinations intuitively, but is difficult to break down. It is primary, dynamic and is long time to strengthen. Trust cannot be directly communicated, thus effort. TRA's propriety matrix has three foundations each of which is

**Accepting Responsibility** Entrusting a brand with the responsibility of the consumers' needs, requires that the organization accepts the responsibility for such an important task. Only brands which show a high quotient of Accepting Responsibility have a high trust rate amongst consumers, the others are most definitely discarded.



**Perceived Competence** Trust, in a way, is all about creating competence. It is only natural that an organization that is perceived to be competent is also trusted. In a country where perceptions matter a lot, it is essential for a brand to communicate its merit to stakeholders and the public.



**Commanding Respect** An organization which Commands Respect is automatically trusted. Reputation, the popular belief about the feeling of respect, is of utmost importance, especially for a brand. A brand must itself be seen as a leader before it begins to disparage other brands.



**Outward Appearance** Appearance, though enhances the brand's trust quotient, is not limited to the physical aspects like name and logo. It is the way in which the world perceives the brand. Among other things, it is also defined by the indirect perceptions of the public, friends, and family among others.



**Enthusiasm** Energy and involvement of a brand in the lives of its consumers contributes to its trust. A higher level of vibrancy and pro-activeness shown by the brand can often make the difference between a trusted organization and one which is not.



**Corporate Altruism** The Corporate associate with those organizations that brands that act beyond narrow areas of socially beneficial causes build a higher

DEMONSTRATING RELEVANT COMPETENCE



CREATING PERCEPTION

# Trust Matrix

of several primary ingredients which we may all understand subject to the changes in environment. It is mercurial, yet it takes a it needs to be built with a lot of dedicated, meticulous and delicate further divided into ten behaviors.



**Non-Threatening Ambience** An environment conducive to trust is vital while forging a strong bond with a consumer. If the environment hints at manipulation or coercion it alienates the consumer. However, not bombarding consumers with pre-meditated strategies, gives way for them to make up their mind and rely on the brand and its various products based on their own experience.



**Shared Interest** While associating with a brand, consumers seek only those products that are suitable to their needs and interests. A high Shared Interest helps give a beneficial balance between the brand and the consumer. Consumers, who are associated to brands which have a high Shared Interest with them, tend to prefer them over other brands.



**Display of Empathy** Empathy towards the consumer is more important in Brand Trust than in any other type of organization. Empathy, an emotional trait, of being able to step into the consumer's shoes, helps the consumer relate better to the brand. A brand's display of said emotion helps them build a stronger bond that can duplicate a sense of mutual belongingness between the consumer and the brand.



**Demonstrated Sincerity** Trust is only useful when it is sincere, and that too when the sincerity is demonstrated. Given that the consumer seeks to associate with the brand for personal gains, the brands behavior of Demonstrated Sincerity becomes one of the most important decisive measures for the consumer.

Altruism of a brand makes a consumer follow similar social principles. Of course, self-interest and work towards larger trust quotient amongst consumers.

BUILDING CAPACITY TO TRUST

OF POSITIVE INTENT

of Trust





THE  
BRAND TRUST  
REPORT.....

India Study **2015**

## Part III

FIELDWORK AND  
RESPONDENT PROFILE



# 04 Knowing The BTR Methodology

# Knowing The BTR Methodology

## The BTR Methodology

A three year research led to the development of the Brand Trust Matrix after hundreds of hours of interviewing with experts in three scientific disciplines - sociology, psychology and communications. Several iterations and pilot studies helped us reach an accurate research methodology to measure Brand Trust through our proprietary 61-attribute Brand Trust Matrix. Being a global first for measuring Brand Trust, the matrix went through several rounds of scrutiny before copyrights were accepted.

In 2011, we launched the first Brand Trust Report, through a primary research that would map the trust topography of brands in India and since then, we've increased the study's scope year on year. This year's report, The Brand Trust Report 2015 (BTR 2015), has interviews conducted with 2373 influencer-respondents from 16 Indian cities. The fieldwork was conducted between August 2014 and November 2012 by more than 450 field personnel and each interview took an average of 1½ hours involving more than 13,000 hours of total research time. Nearly 5 million data points were collected and 19000 unique brands emerged from the study.

The suggestions and feedback of brands have helped further fine-tune and strengthen the methodology and the rigour of the fieldwork. Also, from a point-of-view of quality control, all aspects ranging from sampling, questionnaire, fieldwork, quality control, analysis methods, reporting format, was scrutinized and re-examined to ensure they exceed the standards set by the previous four BTRs. The questionnaire was designed with great care to ensure that each of the 419 questions asked would get the respondent's full attention. Stringent

## Measuring Trust

A meter is a simple unit of measuring length but we often overlook how precise it really is. Officially, the meter is defined as 'the length of the path travelled by light in vacuum during a time interval of 1/299,792,458 of a second'. This measurement needs to be this precise so that it can have universal acceptance, and all length and distance measurements can be made with exactness. Small inaccuracies can mean the difference between life and death, and this claim will sound less exaggerated when we realize the pin-pointed accuracy needed to design anything, an artificial heart-valve or a rocket engine. Brand Trust is similar and it is useful only when defined accurately and measured without compromise.

minimum acceptance criteria for the questionnaires were maintained to ensure authenticity of data. These included:

- All questionnaires had to have accompanying visiting cards
- Respondents had to sign the questionnaire in two places in the questionnaire as confirmation of validity
- The questionnaires were 100% back-checked, and even small discrepancies in the questionnaire led to rejection

The most sensitive aspect of the fieldwork was the design of the questionnaire which had to be accurate in collecting the Brand Trust responses to brands. For each of the 61-attributes of Brand Trust queried interviewers read out the Brand Trust attribute statements supported by visual showcards of the same statements to give cognitive and auditory absorption before seeking responses.

Drawing experience from our pilot studies which showed that respondent brand answers could get influenced if attributes were explained interviewers were not allowed to assist in interpretations of the attributes. The brand responses to each of the attributes allowed respondents to name anything they perceived as a brand and thought fit the question asked, be it an individual, product, service or any other. The final list gave us more than 19000 unique brands mosaic which truly shows the variety that India represents in its diverse flavour. Of greater significance, however, is the fact that each year some brands names that emerge are true discoveries, the rising stars to watch out for, which come up over the horizon ever so quietly, and holding immense unlocked value and potential.

The brand related slice of the questionnaire itself had three portions to it. First, the respondents were asked to name fifteen brands that came to their mind among local brands, national brands and multinational brands. This question, which generated more than 55,000 brand responses, helped achieve two purposes. Firstly, it allowed the respondent to bring out several brands into the active memory of the respondent along with their interconnections preventing selective channelization. Secondly, it gave a value to a small yet significant part of the Brand Trust Index (BTI), namely its Recall Quotient. The next slice of the questionnaire related to brands focused on the 61 attributes of Brand Trust, for each of which the respondent had to name three brands most suited in response to each attribute/showcard. In addition to the brand name responses, the respondent also had to give a suitability rating for each brand named to the attribute on a 5-point scale, giving a numeric value for the trust attribute and the brand. At the very end of the questionnaire, the respondents were asked to name five brands which they used and five more they trusted, with reasons. This last part gave the Brand Trust Assembly portion of the Brand Trust Index.

## The Statistical Analysis

After five years of development, The Brand Trust Index has been designed be able to compare brands at four levels - attribute, brand behavior, trust foundation and overall Brand Trust. Over the years the index calculation has been continuously fine-

tuned to have greater sensitivity and relevance. The Brand Trust Index™ was developed using the two important trust influences on brands—Brand Trust Attributes (akin to the quality of parts of a car) and the sum total experience of trust, or Assembly of Trust (similar to the assembly of the car). The Brand Trust Index is a subtle measurement and takes into account the overt and covert Brand Trust influences - aspects of Brand Trust that normally remain hidden from normal scrutiny.

The first part of the Brand Trust Index formula was created using the four most necessary variables arising from the 61-primary components of Brand Trust. The four parameters were, 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 occurrences.

This can be represented as:

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

The other direct and visible influence on Brand Trust was the brand's frequency (how many times a brand name occurred), position (whether it was stated first, second or third among the three brands mentioned) and weighted suitability (how relevant the brand was to the attribute on a scale of 5). 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 Brand Trust Index™, represented by the following formula:

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

Whereas:

SDo represents overall brand suitability score standard deviation,

SDi represents all  $i^{\text{th}}$  brand suitability standard deviation,

$o5_i$  represents  $i^{\text{th}}$  brand occurrence frequency of the Brand Trust questions,

$p5_i$  represents  $i^{\text{th}}$  brand average positions of Brand Trust questions

$\bar{X}_{s_i}$  represents the  $i^{\text{th}}$  brand average suitability,

$o7$  represents  $i^{\text{th}}$  brand frequency of occurrence of the Recall question,

$p7_i$  represents all  $i^{\text{th}}$  brand average positions of the Recall question.

## Using Brand Trust™

When a brand understands the trust held in it, it gives the brand the ability to act with greater confidence. Apart from that the Brand Trust analysis allows brands to look at themselves and competition in a completely new environment and with a totally new metric, helping overcome paradigm blindness – a predicament that brands get afflicted with often. While most measure a brand in terms of market share, brand value, growth - the more important invisible and intangible components of Brand Trust are often missed by brands. Over the years The Brand Trust Report data has provided invaluable insights to leading global organizations allowing them to make themselves more competitive and relevant in fast changing times.



In its fifth year, BTR 2015 has been privileged to partner and work with many of the leading brands

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

**1. Power of Trust symbol** – Many leading brands which appear in the list of India's 1000 Most Trusted Brands license the 'Power of Trust' symbol from TRA and use it in their marketing communications, internal communications, investor communications and shareholder communications to showcase the trust held in their brand.



## Power of Trust

**2. Competitive Intelligence Report** – Several brands commission TRA for a competitive analysis on the various attributes of Brand Trust to make more intelligent resource allocations in marketing and communication. Some examples of the Competitive Intelligence (CI) Report usage include creating advertising messaging relevance, crisis containment communication, employee workshops, communication message modifications and new geography initiatives. Some brands have used the CI report to discuss future relevant strategies in board meetings, while some investment bankers and PE funds use this data to make investment decisions in other brands.

**3. Introspective intervention** – The most interesting part of the application of TRA's Brand Trust methodology has been when brands have commissioned TRA for doing a bespoke study with the brand's stakeholders using The Brand Trust Matrix to bring recommendations to align internal actions to stakeholder trust.

**4. Brand Derisking strategies** – The greatest risk that a brand is vulnerable to is the risk of erosion (or the absence of accretion) to its Brand Trust. The bigger the brand, the greater this risk and even India's leading brands suffer this problem. TRA consults several organizations on Brand Derisking studies, strategies and approaches.





# 05 Understanding The Respondents

# Understanding The Respondents

An US academic said that Brands are not ends in themselves; they're a solution, and he probably implied that brands are only a way to achieve other things - expressions of deep-seated desires, manifestations of innermost feelings. Among the internal expressions and manifestations that a brand engages with, the most important is that of trust. Sociologists, anthropologists, marketers and leaders have long held that trust is the fundamental part of all transactions and exchanges. Even more so because in businesses, since the erosion of trust in business is often viscerally painful sometimes even threatening its very existence.

In its fifth edition, The Brand Trust Report has become an established and trusted source of insights for brands, investors, advertising agencies, consultants and others, guiding them with data on brands. TRA has even helped chart individual KRAs in organizations such that it would align the action of the internal stakeholders to trust. The choice of respondents therefore becomes doubly important, even more so considering the importance of the use that this data is being put to. Therefore, the respondent criteria took the utmost significance in The Brand Trust Report.

The respondent of this study is the consumer-influencer, the 10% of the consumer who influences the remaining 90% in their decisions. The criteria set to define these influencers were not difficult, but finding and accessing them was an onerous task. The start point of the criteria however, was that no interviewer could use the reputation of The Brand Trust Report to recruit the respondent, lest it influence the results of the study.

Respondent access difficulty is usually directly correlated to the degree of robustness of the study, we knew from experience that accessing them

would not be easy. So as to avoid any mid-interview abandoning, the interviewers would fully brief the respondent about the time and effort that the questionnaire related to BTR would take. In spite of this, nearly 15% of the interviews were cancelled midway due to the tedium, time constraints, or other work/personal priorities.

All questionnaires were telephonically back-checked and even small discrepancies in confirmatory test questions necessitated cancellation of the entire questionnaire, resulting in approximately 24% questionnaire rejections. BTR 2015's fieldwork finally collected 2373 questionnaires for the final calculations of The Brand Trust Indices and the brand's trust ranks. Many of the accepted questionnaires took more than 90 minutes to complete, while some took as much as 120 minutes, adding to more than 15,000 hours of fieldwork.

TRA conducts annual pilot studies to revalidate the respondent criteria, and the respondent criteria set for this were as follows. All respondents to be salaried employees and they had to be in the higher salary bracket of their own peer groups (only from the SEC A and B groups). Other criteria included a brand test to check fluency of brands, ability to Read/Write/Speak two languages, with one being English, with sufficient proficiency to understand the various trust attribute questions. This 'Salaried' criterion naturally eliminates housewives, retired personnel, students, and business persons. In a nutshell, the respondents had an awareness of brands, engaged with co-workers actively, understood and received brand inputs in a minimum of two languages, one of them being English.

All respondents were to be met for face-to-face interviews with criteria for the respondents defined

as follows:

- » Salaried Individuals  
(Businessman/businesswomen were specifically excluded, considering their limited peer engagement)
- » Male-Female in 80:20 ratio  
(Keeping in line with the approximate male-female ratio in the Indian corporate field)
- » Age criteria – 21 to 50 years
- » SEC – A / B only
- » Monthly salary income > INR 20,000/- (i.e. above INR 2,40,000/- per annum)
- » Must be employed in an organization having more than 200 employees across branches (Pan-India)  
OR  
Must be employed in an organization having more than INR 50 Crores turnover
- » Must not be employed with a courier company, Public Relations, Market Research, Advertising, BPO or KPO
- » Not more than 15 interviews to be conducted in any one organization across its office in India
- » Visiting cards were to be collected from every respondent

Since the respondents were in the highest strata of their groups, the interviewers had to be carefully selected. They were tested on three criteria and each was ranked on a scale of 10 points on 3 parameters i.e. (a) Pronunciation in English (b) Voice steadiness & (c) English fluency, and only the interviewers getting above 22 points were selected.

TRA's robust Brand Trust™ necessitated that its measurement be conducted with the same effort and rigour. The phenomenal success of The Brand Trust Report over the years made us conscious of the important role it played and we have continuously improved the standard of the report. The research used showcards for the 61-components and the interviewers were asked to read out the question aloud so as to bring back focus on the attribute. Also, twenty standard 'encouragements' to motivate the respondent to continue and give involved responses despite the tedium of the one hour interviewing were used. In the brand sheet, the respondents were

asked to name 5 international, 5 national and 5 local brands to help in triggering better brand responses in the trust questions.

These primary components of Brand Trust™ are intangible behavioural attributes and considerably difficult to respond to. For example, among the 61 brand attribute questions, one was "The Brand is caring" - to which the respondent had to name three brands. Though a reasonably easy concept to understand, if the reader attempts to give three relevant brand names in response to this 'caring' stimulus, the difficulty will become evident. Three brands names for each of the 61 primary components, 183 brand responses from each interviewee, and another 183 criteria to recheck suitability (on a scale of 1 to 5) for each brand and the statement.

To ensure respondent authenticity, on completion, each respondent was asked to sign in two in the questionnaire and to give a visiting card or any other identity proof. Any questionnaire without any one of the above criterion, was cancelled.

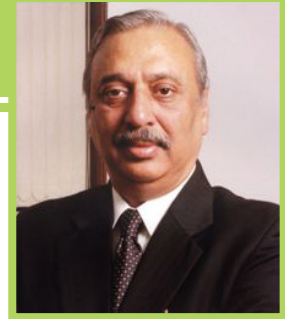
The final survey yielded 4.9 million datapoints and 19,000 unique brands, several of them local, zone or city based. While the data for all the brands is made available through our Competitive Intelligence Reports, the top 1000 of these have been listed in The Brand Trust Report this year.





# ON TRUST

**Mr. Mahesh Gupta**  
Chairman  
Kent RO Systems Ltd.



**K**ent, a leading global manufacturing entity, has an established track record of over a decade in the water purification industry and its purifiers are trusted by millions of satisfied customers worldwide. The brand has developed deep consumer trust because its products are the only ones in its category certified by laboratories of international repute like NSF, WQA and more recently ISI, which have certified KENT products for its quality and efficacy.

Kent is better placed than its competitors when it comes to identifying consumer needs as it has always been. Kent has come up with new technology innovations each year and even the genesis of brand was a result of the basic human need of providing safe drinking water for his own family. This led Chairman Mahesh Gupta's tinkering with Reverse Osmosis (RO) in his South Delhi house. This was in the mid-1990s when the water purification market was dominated by ultraviolet purifiers, and Reverse Osmosis was relatively unknown when Kent was launched 14 years ago. Today, Kent's patented Mineral RO technology is differentiated in the way that it retains the essential minerals in water, that which are required for a balanced and healthy individual, while most other RO machines strip the water of its essential minerals. KENT was also the first brand to come out with an innovative ZERO WASTAGE RO PURIFIER.

Today, Kent has a 40 per cent market share in the RO space with offices in over 20 locations across India, over 1200 channel partners nationwide and its service network panning 600 locations to ensure that customers experience a continued and trouble-free after-sales support for Kent products. The company spends 15 per cent of its revenues on marketing has had several successful campaigns consistently speaking about its delivery – Pure Water. For many years which has helped in creating a recall value of the brand whenever there is a trigger of purity and health to make Kent synonymous with RO purifiers.

Kent's awards-studded growth is a shining testimony to its phenomenal reach and acceptance by global audience. Innovation has been the lifeblood of Kent and is the core of the company's existence. With its trademarked Kent's Mineral RO™ expertise in water purification industry as a triumphant touchstone, Kent has extended its brand portfolio to air purifiers, vegetable and fruit purifiers and water softeners. It thrives to achieve its larger brand goal of making the world a healthy and a happy family. With all this and more it continues its pursuit in creating many such products.

Over the years Kent has become synonymous with offering purity, its robust technological performance and innovative designs enhancing quality of everyday living. Kent has three key stakeholders - consumers in search of safe and pure water, businesses in search of a profitable partnership and shareholders in search of better returns. We build a strong belief in our brand by giving consumers a compelling logic for buying into the brand through a trusted and loved brand ambassador, Hema Malini. Apart from conventional advertising campaigns, KENT also invests in educating the consumer, through programs and advertorials. Business associates are drawn to Kent when they are clearly communicated on how they will win, leading to better profits.

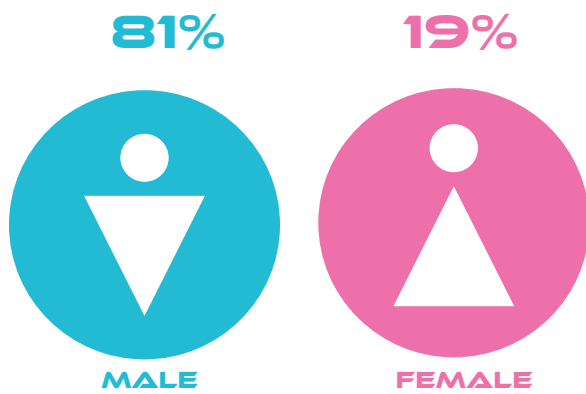
Kent's aim is to provide healthcare solutions at an affordable price to one and all around the world. All the products are designed to suit varied needs of customers and for different types of end usage. The entire range of products is competitively priced to provide value for money and easy reachability. Kent's vision of making each family a 'Healthy and Happy Family' is supported through this. Kent promotes the values of purity, importance of water for health and keeping beauty and vigour intact with good drinking water.

# BTR 2015 - UNDERSTANDING THE RESPONDENTS

## Respondents By Gender

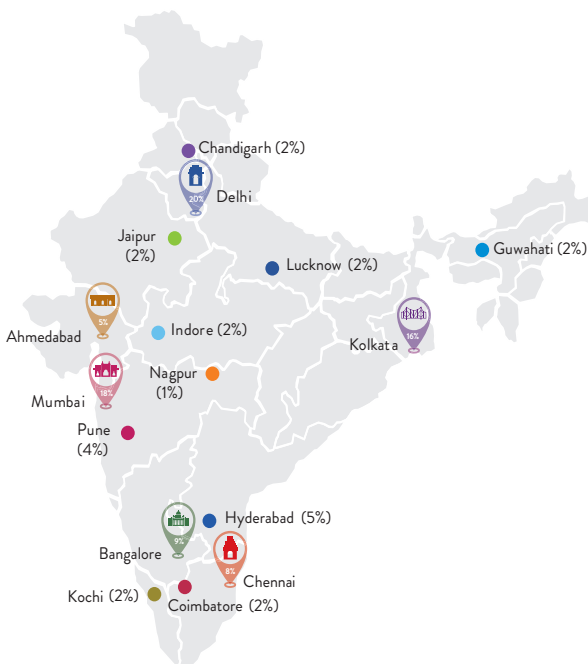
The Gender division of the respondents was Male – 81% to Female – 19% maintained as a ratio in each city and age group, approximately mirroring the working class gender ratios. Despite the percentage of women being far lesser in the number, metro cities faced a substantial difficulty in filling the quota of female respondents. The cities which proved particularly difficult were surprisingly Delhi, Mumbai, and less surprisingly Chennai and Ahmedabad.

### Respondents Gender Division



## City - Wise Distribution

### City - Wise Distribution

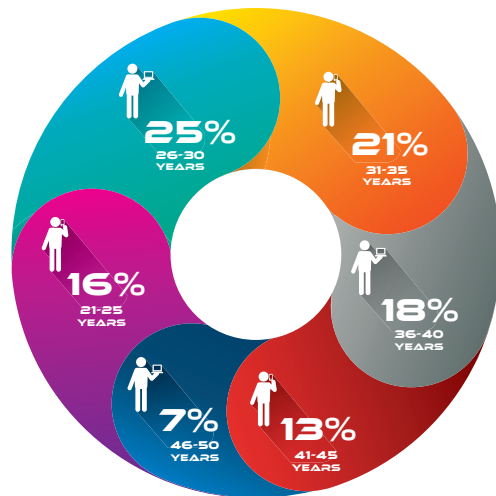


The city-wise distribution of the 2373 consumer-influencers interviewed was done on the basis of the 2011 census data to get a better representation of the country. In the four metros, Delhi had the highest number of respondents at 472 (20%), followed by 430 respondents in Mumbai (18%), Kolkata with 377 respondents (16%) and Chennai with 189 (8%). Bangalore contributed to 9% (213 respondents) and the other cities were as follows Hyderabad at 120 (5%) and Ahmedabad at 118 (5%), Pune – 95 (4%), other cities (Chandigarh, Lucknow, Jaipur, Kochi, Indore, Coimbatore, Guwahati) at 2% each and Nagpur had 1% of the respondents.

## Respondent - Age Distribution

The different age groups of the respondents in this study were divided as follows – 21yrs to 25yrs (23%), 26yrs to 30 yrs (24%), 31yrs to 35yrs (19%), 36yrs to 40yrs (16%), 41yrs to 45yrs (12%) and 46yrs to 50yrs (6%). 63% of the respondent population was below 35 years of age reflecting the population distribution of India.

### Age Wise Distribution



## SEC Distribution

The respondents were mandated to be in the classical SEC A, B segments and these segmentations were strictly maintained. 96% of the respondents were either in A1 (42%), A2 (41%) or A3 (13%) categories. B1 constituted 3% and B2 constituted 1% of the total respondents.

\*Refer graph on the next page



# ON TRUST

**Mr. Abhinav Upadhyay**  
Head – Marketing & Innovation  
**ZEE LEARN**



**Mount Litera**  
**Zee School**

Great School. Great Future

**KIDZEE**

INDIA'S FAVOURITE PRESCHOOL

Engagements that delight is the philosophy that guides us when it comes to ensuring brand promise and brand fulfilment. The reflections of this thought are represented through the faith and trust that parents place in the ZeeLearn brands today. Kidzee, our flagship brand has become Asia's largest Preschool Network with more than 1500 centres in 500 cities across India and Nepal. Our K-12 brand, Mount Litera Zee School (MLZS) is one the fastest growing school network in the country with over 150 signed up schools and growing. Mount Litera School International offers best-in-class IB education to children of Mumbai. Further, Mount Litera Zee School also in Mumbai is already being recognized as institutions of excellence.

This is possible because we are constantly evolving and staying relevant to the times and providing the finest pedagogy and learning environment for children both in Preschools as well as in K-12 and IB schools. Such recognition becomes possible only because trust and transparency form the core of our existence which our business partners, our students and students' parents reciprocate in equal measure. Parents have reconfirmed the trust in Kidzee, which is noticeable via the IPSOS Customer Satisfaction Survey 2014 where 84% of the parents rated us as being 'Excellent' on various parameters of excellence.

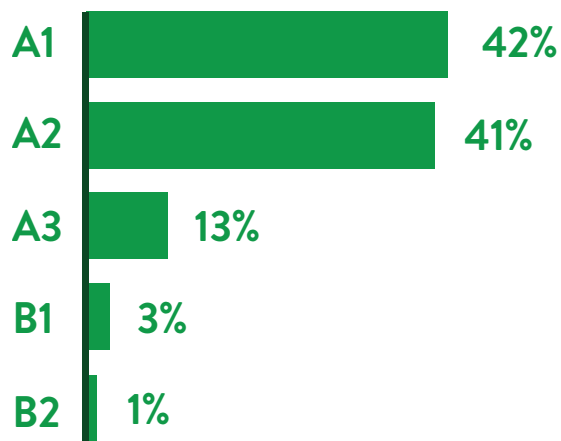
Kidzee was also awarded amongst the "Most Trusted Preschool Brand for the year 2014" by The Brand Trust report as well. This is a very humbling experience for us and we continue to strive harder than ever before to retain this trust and reach more and more parents with this across the country. When you are asking a

parent to trust you with her child, it is critical to be honest and transparent with them and live up to that trust by delivering on the promise you make in your communication. We ensure that that there are no hidden messages, as winning trust and faith requires absolute transparency. No False Claims is a motto we live by and take immense pride in. "What is right for the child" is a thought that forms the base of everything we do for any of our brands. Anything and everything that is right for the child is the only principle that our action and communication is guided by at all times.

Another aspect of our brand communication is Ease of Access. When consumers can connect quickly and without difficulty and have a delightful experience in their interaction, you win not just Trust but also their Affinity. We offer various ways in which anyone can reach us – through a phone call, through email, through digital and social media, and through SMS which helps that consumers are constantly connected to us and we are able to hear them and help them whenever they need us.

Trust is a crucial in any relationship whether personal or business. At Zee Learn, both for our internal customers as well as the parents, we strive to delight them through a culture of constant engagement and transparency. When transparency, honesty and integrity are core values that one lives by every day within the organization, trust gets extends to flow into the external stakeholders as well. We are confident that this value of integrity both within and outside the organization will help us ensure that we build a relationship based on trust with all our stakeholders.

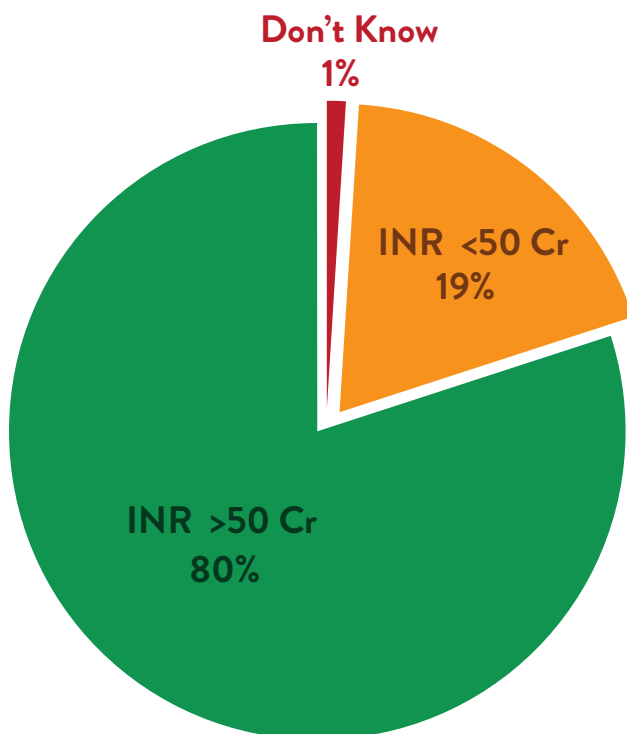
## SEC Distribution



## Employer Company

Two criteria for being selected as a respondent were that either the respondent had to be working in a company with Rs. 50 Crore turnover, or the company had to have 200 or more employees across India. Among the respondents, 83% worked in companies with more than 200 employees, and 80% respondents worked in organizations that had a turnover of Rs. 50 Crore or more

## Employer Company



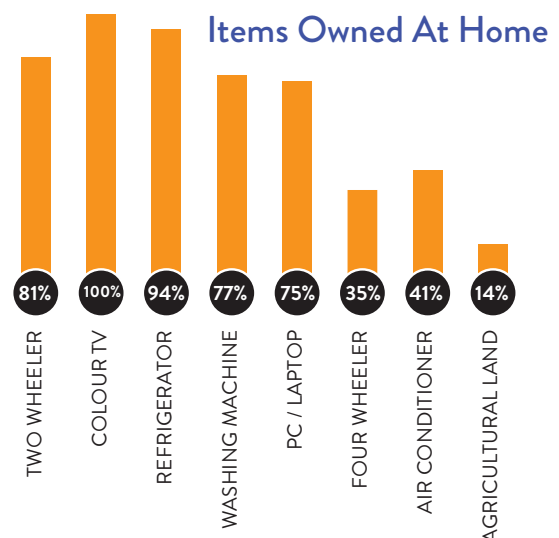
## Income Distribution

The income distribution of the respondents is shown in the chart alongside. The average income of the respondents was a little over Rs. 39,229 per month. Of this, 60% earned between Rs. 20,001 and Rs. 35,000, 19% earned between Rs. 35,001 and Rs. 40,000 per month and 10% earned between Rs. 40,001 and Rs. 50,000. 7% earned Rs. 45,001 to Rs. 50,000 and 4% earned above Rs. 50,001.

Income	Percentage
INR 20,001 - INR 30,000 (Avg INR 25,000)	35%
INR 30,001 - INR 35,000 (Avg INR 32,500)	25%
INR 35,001 - INR 40,000 (Avg INR 37,500)	19%
INR 40,001 - INR 45,000 (Avg INR 42,500)	10%
INR 45,001 - INR 50,000 (Avg INR 47,500)	7%
INR 50,001 + (Avg INR 60000)	4%

## Owned items at Home

The profile of the respondents becomes more vivid with an ownership and access at home response. As might be expected, nearly 100% of the respondents Color TV and 94% owned a Refrigerator, 81% owned a Two Wheeler, 77% had a Washing Machine and 75% had a Personal Computer or Laptop. However, only 35% owned or had access to a Car/Jeep/Van and 41% had access to an Air Conditioner.





## ON TRUST

**Mr. Rajiv Srivastava**  
**VP & GM - Printing & Personal Systems**  
**HP India**



We live in exciting times where customer preferences are constantly changing, transforming as their personal life and professional work styles evolve. This has a demand on HP to innovate the right technology and products that constantly enhance our relevance and provide an elevated experience to all our customers. It is extremely comforting that innovation is the core DNA of HP. For the last 75 years we have been launching products, solutions and services that anticipate and better fulfil the changing use case scenarios of our customers.

The plethora of information that is available today has made the customer more aware and discerning and empowered them like never before. Their need for instant access to personalized content on their terms has to be served in increasingly creative ways. Customers have an inherent faith in brand HP that it will exceed the promise – whatever that may be. They look to HP to help them address this requirement. Trust is the core of our existence. As the world's leading Technology Company, we are proud of the positive impact we have had on people's lives around the world.

HP's customer centric approach has played a significant role in reinforcing trust with our customers. Our aim is to deliver the best experience every single time that a customer engages with us - at home, at work and on the go. An experience that is differentiated and customized. All HP employees are brand ambassadors and are therefore guided by core principles of the brand in every single interaction with their customer. We have a very distributed go-to-market model and all our

partners and retail outlets – the HP extended family - are our brand champions who drive consistent and meaningful conversations that re-inforce trust in our customers.

A sustained trust relationship with our key stakeholders has enabled us to understand their needs/expectations. An understanding that has helped us to bring in innovations in our products and services that are relevant, irrespective the device choice or service requirement. This relationship has also translated into industry recognitions. This year HP has been voted #1 in Customer Satisfaction by DQ and awarded the Channel Champions Award by CRN. Then there have been many other accolades related to product innovations. We are proud of these recognitions as they are testament to how HP meets customers' demands and delivers on promises.

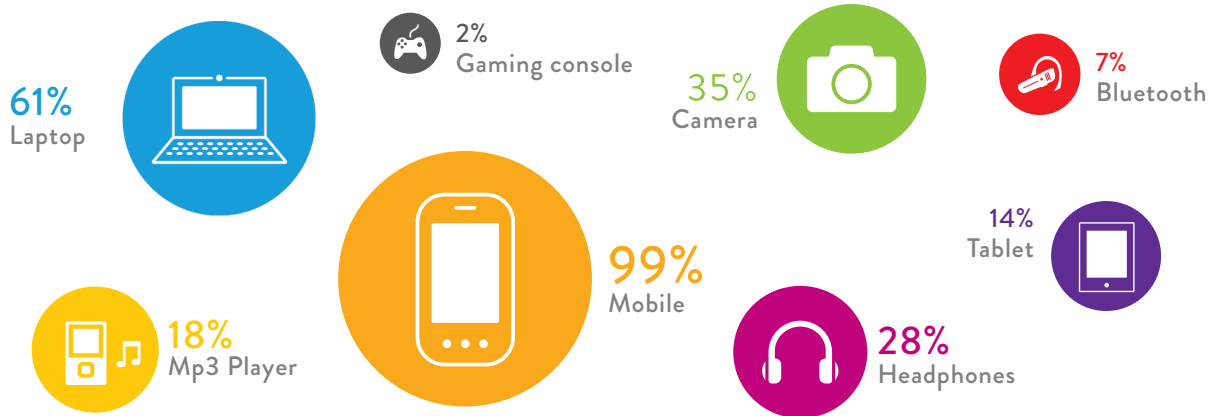
HP's media outreach through advertisements, TV commercials, point of sale branding is designed to communicate our unique value propositions – an innovation leader with a focus on customer experience. Customers relate to this benefits based approach that understands and addresses their changing needs. Our market leadership is an outcome of how customers perceive our brand and how well do our products and services meet their requirements.

HP has the potential to impact the lives of 1.25 billion Indians through its portfolio of products and services. This makes us extremely conscious and sensitive to what we do. And we are committed to make technology work for our customers- anywhere, anytime.

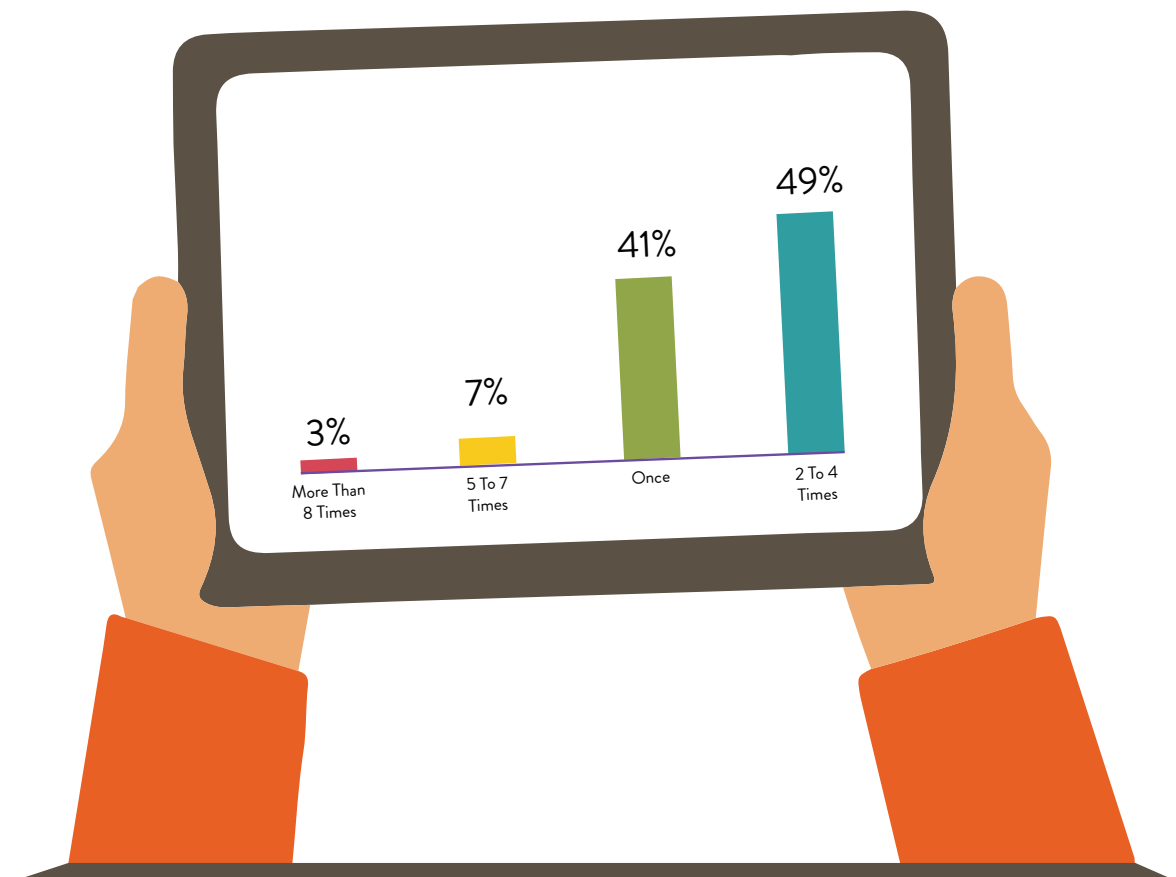


Another aspect which gives an insight into the respondent is whether they have made an online purchase and the frequency with which they transact online. 47% of the BTR respondents had made a purchase within the last 12 months and of them, in the last 3 months, 59% had made a purchase more than twice with about 10% having made a purchase more than 5 times in the last three months. 99% of the respondents owned mobiles while 61% owned laptops and 14% owned tablets

### Gadget Ownership

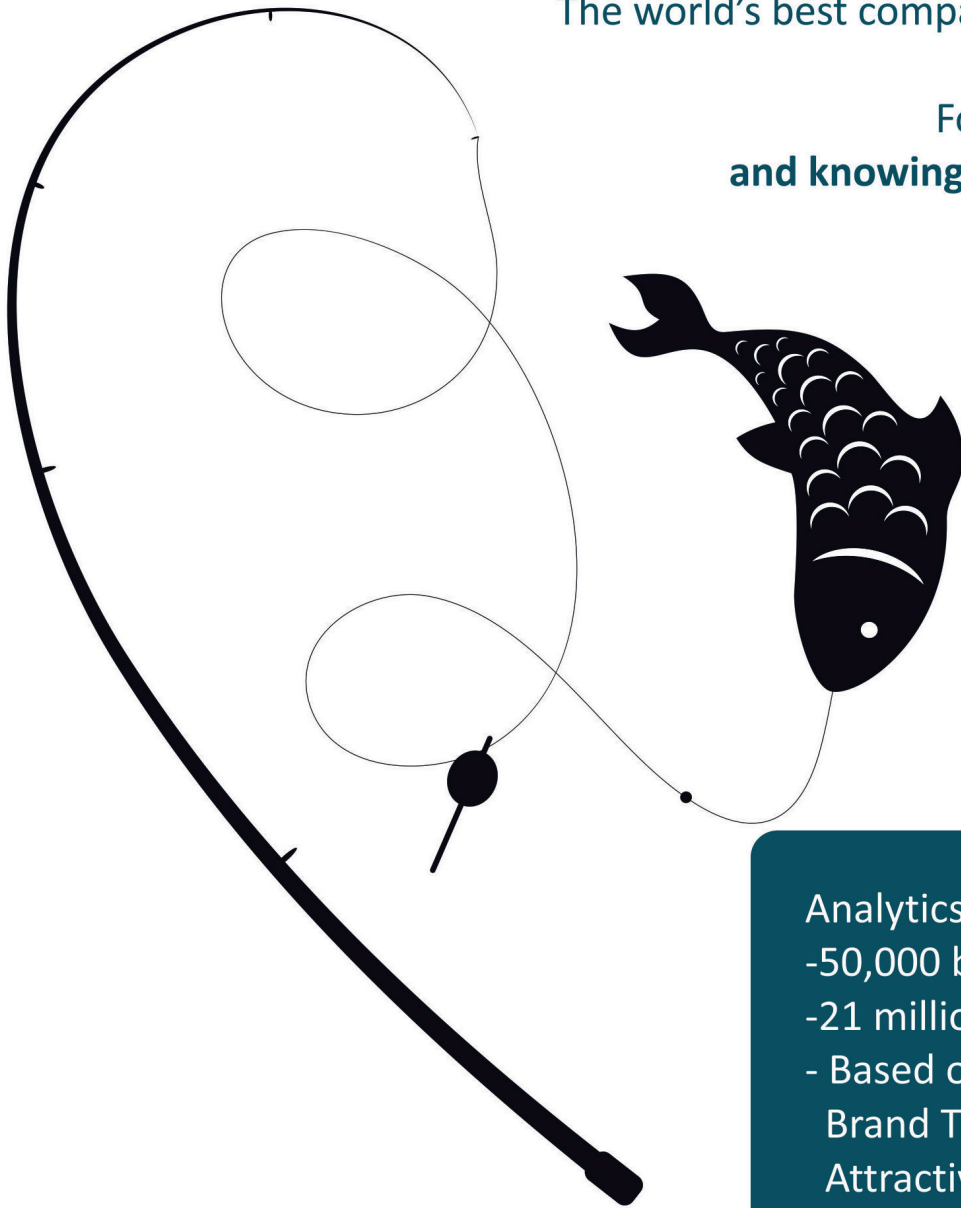


### Online Transaction In Last 3 Months



# Fishing for brand data in the wrong data pool?

The world's best companies call us for intelligent analytics on brands.  
For **efficient brand insights** and **knowing your brand performance** call us now.



Analytics from data of  
-50,000 brands  
-21 million data points  
- Based on the application of the  
Brand Trust Matrix™ &  
Attractiveness Quotient™



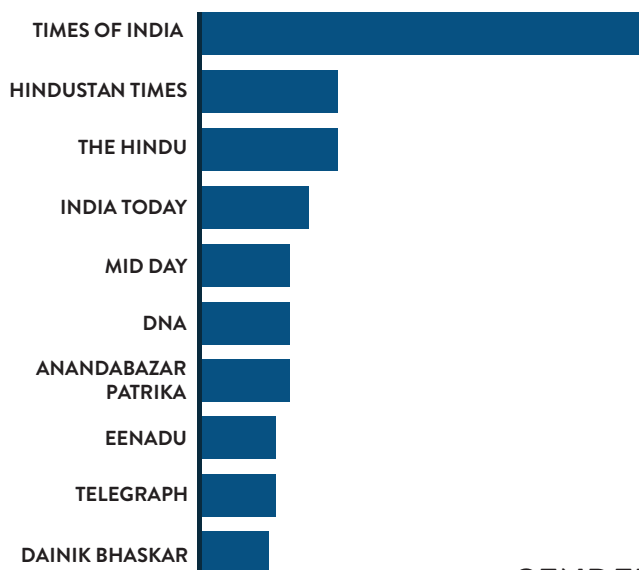
For details contact  
Antarang Das, Asst. Manager-Research  
Phone : 9987772509  
Email : [antarang@trustadvisory.info](mailto:antarang@trustadvisory.info)  
[www.trustadvisory.info](http://www.trustadvisory.info)

A  
**COMNISCIENT**  
GROUP  
COMPANY

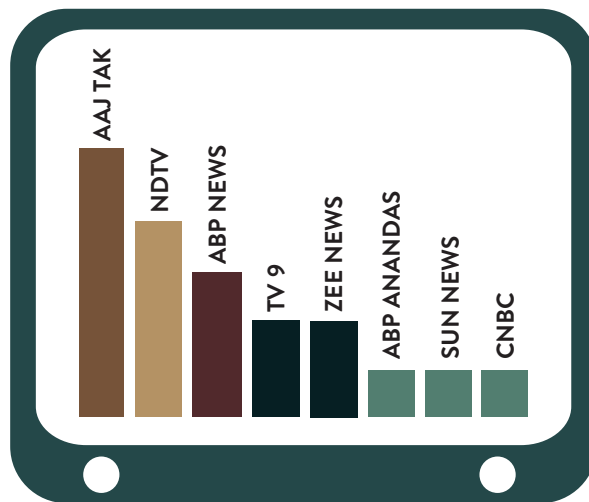


# UNDERSTANDING THE RESPONDENTS\*

## WHAT I READ ?



## WHAT I WATCH ?



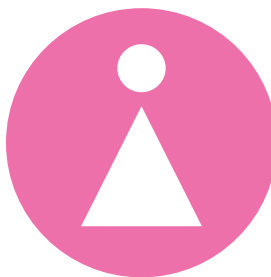
## GENDER RATIO

81%

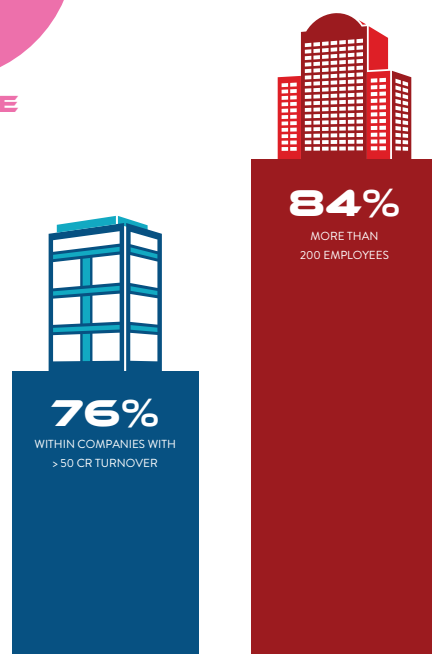
19%



MALE



FEMALE

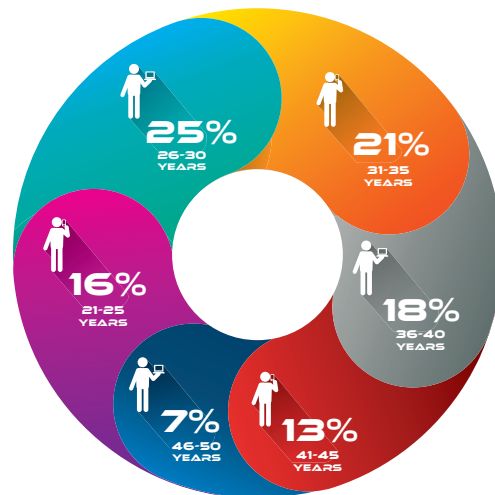


## WHERE I WORK ?

## WHAT I EARN? INCOME CRITERIA ₹ PER MONTH



## WHAT'S MY AGE?



## WHERE I'M FROM ?



\*Values are with respect to the Brand Trust Index recorded in 2015



THE   
BRAND TRUST  
REPORT.....

India Study **2015**

## Part IV

BTR 2015 LISTINGS  
MOST TRUSTED BRANDS



**06** All India listing of 1000  
Most Trusted Brands

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
1	4	3	LG	Durables	Consumer Electronics
2	379	377	SAMSUNG MOBILES	Personal Gadgets	Mobile Phones
3	2	-1	SONY	Durables	Consumer Electronics
4	3	-1	TATA	Diversified	Diversified
5	5	0	NOKIA	Personal Gadgets	Mobile Phones
6	46	40	BAJAJ	Diversified	Diversified
7	8	1	HONDA	Automobile	Four Wheeler - Manufacturer
8	54	46	DELL	Technology	Personal Technology
9	16	7	GODREJ	Diversified	Diversified
10	6	-4	HEWLETT PACKARD	Technology	Personal Technology
11	145	134	BATA	Personal Accessories	Footwear
12	79	67	AMUL	Food & Beverage	Dairy Products
13	126	113	APPLE	Technology	Personal Technology
14	9	-5	RELIANCE	Diversified	Diversified
15	7	-8	HERO MOTOCORP	Automobile	Two Wheeler - Manufacturer
16	11	-5	MARUTI SUZUKI	Automobile	Four Wheeler - Manufacturer
17	64	47	AIRTEL	Telecom	Mobile Telephony
18	12	-6	PHILIPS	Diversified	Technology
19	109	90	DABUR	Healthcare	Ayurveda
20	14	-6	LIC	BFSI	Insurance - PSU
21	10	-11	M&M	Diversified	Diversified
22	53	31	COLGATE	FMCG	Oral hygiene
23	68	45	DOVE	FMCG	Bath/Beauty
24	30	6	PEPSI	Food & Beverage	Aerated Beverages
25	36	11	LAKME	FMCG	Bath/Beauty
26	37	11	COCA-COLA	Food & Beverage	Aerated Beverages
27	196	169	DETTOL	FMCG	Bath/Beauty
28	182	154	AXE	FMCG	Deo/Perfume
29	45	16	MICROMAX	Personal Gadgets	Mobile Phones
30	21	-9	TITAN	Personal Accessories	Watches
31	137	106	BRITANNIA	Food & Beverage	F&B - Diversified
32	27	-5	PONDS	FMCG	Bath/Beauty
33	15	-18	HYUNDAI	Automobile	Four Wheeler - Manufacturer
34	43	9	ITC	Diversified	Diversified
35	22	-13	IDEA	Telecom	Mobile Telephony
36	118	82	KENTUCKY FRIED CHICKEN	Retail	QSR
37	123	86	ADIDAS	Personal Accessories	Sportswear
38	33	-5	LENOVO	Technology	Personal Technology
39	42	3	PARLE G	Food & Beverage	Biscuits
40	23	-17	RAYMONDS	Apparel	Fabric



# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
41	19	-22	STATE BANK OF INDIA	BFSI	Bank - PSU
42	35	-7	ADITYA BIRLA	Diversified	Diversified
43	150	107	BMW	Automobile	Four Wheeler - Luxury
44	17	-27	VIDEOCON	Diversified	Diversified
45	18	-27	HCL	Technology	Diversified
46	40	-6	PANASONIC	Durables	Consumer Electronics
47	514	467	BPL	Diversified	Diversified
48	28	-20	ICICI BANK	BFSI	Bank - Private
49	34	-15	NIKE	Personal Accessories	Sportswear
50	62	12	GOOGLE	Internet	Internet Search
51	44	-7	LEE	Apparel	Casualwear
52	26	-26	LEVI'S	Apparel	Casualwear
53	24	-29	WHIRLPOOL	Durables	Consumer Electronics
54	31	-23	PUMA	Personal Accessories	Sportswear
55	161	106	CADBURY'S	Food & Beverage	F&B - Diversified
56	287	231	ACER	Technology	Personal Technology
57	51	-6	ONIDA	Durables	Consumer Electronics
58	-	-	HDFC BANK	BFSI	Bank - Private
59	25	-34	TVS	Automobile	Two Wheeler - Manufacturer
60	83	23	GARNIER	FMCG	Bath/Beauty
61	299	238	FORD	Automobile	Four Wheeler - Manufacturer
62	323	261	AUDI	Automobile	Four Wheeler - Luxury
63	20	-43	VODAFONE	Telecom	Mobile Telephony
64	85	21	IDBI BANK	BFSI	Bank - PSU
65	29	-36	REEBOK	Personal Accessories	Sportswear
66	49	-17	LAYS	Food & Beverage	Packaged Snacks
67	222	155	FASTRACK	Personal Accessories	Youth Fashion Brand
68	55	-13	HALDIRAM'S	Food & Beverage	Packaged Snacks
69	148	79	MAAZA	Food & Beverage	Non-aerated Beverages
70	887	817	BINGO	Food & Beverage	Packaged Snacks
71	1	-70	SAMSUNG	Durables	Consumer Electronics
72	67	-5	SONATA	Personal Accessories	Watches
73	452	379	CINTHOL	FMCG	Bath/Beauty
74	80	6	HORLICKS	Food & Beverage	Nutritional supplement
75	309	234	AIRCEL	Telecom	Mobile Telephony
76	78	2	INTEL	Technology	Semiconductor
77	521	444	ARROW	Apparel	Formal wear
78	708	630	AXIS BANK	BFSI	Bank - Private
79	48	-31	MRF	Automobile - Related	Tyres
80	60	-20	HTC	Personal Gadgets	Mobile Phones

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
81	536	455	BOROLINE	FMCG	Bath/Beauty
82	61	-21	L'OREAL	FMCG	Haircare
83	38	-45	L & T	Diversified	Diversified
84	652	568	APSARA PENCILS	Stationary	Writing Accessories
85	231	146	FAIR & LOVELY	FMCG	Bath/Beauty
86	279	193	BOOST	Food & Beverage	Nutritional supplement
87	77	-10	KARBONN	Personal Gadgets	Mobile Phones
88	201	113	DOMINO'S	Retail	QSR
89	204	115	PIZZA HUT	Retail	Diner
90	57	-33	YAMAHA	Automobile	Two Wheeler - Manufacturer
91	112	21	SUNSIK	FMCG	Haircare
92	50	-42	TOYOTA	Automobile	Four Wheeler - Manufacturer
93	104	11	JOHNSON & JOHNSON	Healthcare	Healthcare - Diversified
94	58	-36	BLACKBERRY	Personal Gadgets	Mobile Phones
95	71	-24	PEPSODENT	FMCG	Oral hygiene
96	39	-57	VOLTAS	Durables	Air Conditioners
97	609	512	CELLO	Stationary	Writing Accessories
98	237	139	CANON	Personal Gadgets	Camera
99	96	-3	NIVEA	FMCG	Bath/Beauty
100	-	-	BIKAJI	Food & Beverage	Packaged Snacks
101	157	56	BIG BAZAAR	Food & Beverage	Personal Goods
102	72	-30	HITACHI	Durables	Consumer Electronics
103	261	158	TATA DOCOMO	Telecom	Mobile Telephony
104	153	49	HAMAM	FMCG	Bath/Beauty
105	75	-30	LAVA	Personal Gadgets	Mobile Phones
106	107	1	NATARAJ	Stationary	Writing Accessories
107	87	-20	NESTLE MAGGI	Food & Beverage	Fast Moving Foods
108	195	87	KURKURE	Food & Beverage	Packaged Snacks
109	339	230	FOGG	FMCG	Deo/Perfume
110	596	486	AACHI MASALA	Food & Beverage	Spices
111	375	264	CLOSE UP	FMCG	Oral hygiene
112	70	-42	RADO	Personal Accessories	Luxury Watches
113	115	2	NESTLE	Food & Beverage	F&B - Diversified
114	130	16	GILLETTE	Consumer Products	Shaving Products
115	525	410	BISLERI	Food & Beverage	Packaged Drinking Water
116	1186	1070	EMAMI	FMCG	Diversified
117	152	35	BRITANNIA GOOD DAY	Food & Beverage	Biscuits
118	428	310	COMPLAN	Food & Beverage	Nutritional supplement
119	110	-9	INFOSYS	Technology	Software Services
120	101	-19	HSBC	BFSI	Bank - Foreign

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
121	116	-5	NDTV	Media - TV	Channel Cluster
122	82	-40	PANTENE	FMCG	Bath/Beauty
123	102	-21	RIN	FMCG	Fabric care
124	936	812	AKAI	Durables	Consumer Electronics
125	230	105	TCS	Technology	Software Services
126	239	113	SURF EXCEL	FMCG	Fabric care
127	803	676	ANCHOR	FMCG	Oral hygiene
128	186	58	MTR	Food & Beverage	Fast Moving Foods
129	73	-56	LIFEBUOY	FMCG	Bath/Beauty
130	-	-	HMT WATCHES	Personal Accessories	Watches
131	129	-2	HIMALAYA	Healthcare	Ayurveda
132	181	49	7 UP	Food & Beverage	Aerated Beverages
133	52	-81	WIPRO	Diversified	Diversified
134	166	32	USHA	Diversified	Diversified
135	617	482	BSNL	Telecom	Mobile Telephony
136	198	62	KINGFISHER	Alcoholic Beverages	Beer
137	728	591	KOTAK MAHINDRA BANK	BFSI	Bank - Private
138	435	297	BRU	Food & Beverage	Instant Coffee
139	91	-48	NIRMA	FMCG	Diversified
140	324	184	MOOV	Healthcare	Pain Balm
141	97	-44	IBM	Services	Consulting
142	354	212	ASIAN PAINTS	Manufacturing	Paints
143	180	37	HAIER	Durables	Consumer Electronics
144	744	600	CLINIC PLUS	FMCG	Bath/Beauty
145	542	397	ALLOUT	FMCG	Mosquito repellent
146	-	-	AMAZON	Internet	Online Shopping
147	108	-39	PETER ENGLAND	Apparel	Menswear
148	63	-85	PANTALOONS	Retail	Personal Goods
149	41	-108	SANTOOR	FMCG	Bath/Beauty
150	134	-16	INTEX	Personal Gadgets	Mobile Phones
151	66	-85	THUMS UP	Food & Beverage	Aerated Beverages
152	125	-27	HAVELLS	Household Electricals	Fast Moving Electrical Goods
153	191	38	KODAK	Personal Gadgets	Camera
154	-	-	KHADI	Retail	Ethnic Products
155	47	-108	HINDUSTAN UNILEVER	FMCG	Diversified
156	232	76	AASHIRWAAD	Food & Beverage	F&B - Diversified
157	236	79	LIJJAT PAPAD	Food & Beverage	Fast Moving Foods
158	336	178	HARPIC	FMCG	Disinfectant
159	559	400	BOROPLUS	FMCG	Bath/Beauty
160	76	-84	MICROSOFT	Technology	Software Products

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
161	189	28	TIDE	FMCG	Fabric care
162	349	187	LOOP	Telecom	Mobile Telephony
163	143	-20	TATA NANO	Automobile	Car - Hatchback
164	92	-72	MOTOROLA	Personal Gadgets	Mobile Phones
165	238	73	AMBUJA CEMENT	Manufacturing	Cement
166	241	75	PARACHUTE	FMCG	Haircare
167	223	56	LEE COOPER	Apparel	Casualwear
168	-	-	CITIZEN	Personal Accessories	Watches
169	90	-79	MERCEDES BENZ	Automobile	Four Wheeler - Luxury
170	632	462	BOURNVITA	Food & Beverage	Nutritional supplement
171	800	629	TOPS	Services	Security Services
172	500	328	ARIEL	FMCG	Fabric care
173	-	-	AAVIN MILK	Food & Beverage	Milk
174	1091	917	SNAPDEAL	Internet	Online Shopping
175	86	-89	MCDONALDS	Retail	QSR
176	158	-18	MDH	Food & Beverage	Spices
177	74	-103	WOODLAND	Personal Accessories	Footwear
178	171	-7	LIMCA	Food & Beverage	Aerated Beverages
179	578	399	BALAJI	Food & Beverage	Packaged Snacks
180	-	-	VIP	Personal Accessories	Luggage/Bags
181	170	-11	VICCO	FMCG	Oral hygiene
182	796	614	ACTION SHOES	Personal Accessories	Footwear
183	147	-36	DISH TV	DTH	DTH
184	69	-115	SUZUKI	Automobile	Two Wheeler - Manufacturer
185	100	-85	POLO	Food & Beverage	Mouth Freshner
186	213	27	KISSAN	Food & Beverage	F&B - Diversified
187	117	-70	PARK AVENUE	Apparel	Formal wear
188	-	-	PEARS	FMCG	Bath/Beauty
189	925	736	AJANTA	Home Care	Clocks
190	910	720	FANTA	Food & Beverage	Aerated Beverages
191	144	-47	ZEE	Media - TV	Channel Cluster
192	135	-57	KENT	Durables	Water Purifiers
193	173	-20	PARAGON	Personal Accessories	Footwear
194	393	199	LIZOL	FMCG	Disinfectant
195	781	586	BANK OF BARODA	BFSI	Bank - PSU
196	1037	841	BIBA	Apparel	Women's Ethnicwear
197	178	-19	NIKON	Personal Gadgets	Camera
198	168	-30	DABUR REAL	Food & Beverage	Packaged Juice
199	589	390	MCDOWELL'S	Alcoholic Beverages	Whisky
200	1135	935	AYUR	Healthcare	Ayurveda

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
201	720	519	FORTUNE REFINED OIL	Food & Beverage	Edible Oil
202	252	50	HEAD & SHOULDERS	FMCG	Bath/Beauty
203	614	411	AIR INDIA	Transportation	Airlines - Government
204	-	-	EVA	FMCG	Deo/Perfume
205	-	-	CLEAN & CLEAR	FMCG	Bath/Beauty
206	185	-21	GOOD KNIGHT	FMCG	Mosquito repellent
207	-	-	FEVICOL	FMCG	Adhesives
208	124	-84	KHADIM'S	Personal Accessories	Footwear
209	711	502	CEAT	Automobile - Related	Tyres
210	59	-151	PROCTER & GAMBLE	FMCG	Diversified
211	739	528	BANK OF INDIA	BFSI	Bank - PSU
212	1111	899	FLIPKART	Internet	Online Shopping
213	199	-14	TATA SALT	Food & Beverage	Salt
214	877	663	HINDUSTAN PETROLEUM	Energy	Oil & Gas
215	240	25	ACC CEMENT	Manufacturing	Cement
216	-	-	BLUE STAR	Durables	Air Conditioners
217	-	-	DAIKIN	Durables	Air Conditioners
218	209	-9	NESCAFE	Food & Beverage	Instant Coffee
219	961	742	FILA	Personal Accessories	Sportswear
220	564	344	HUGGIES	FMCG	Diapers
221	1058	837	EVERYUTH	FMCG	Bath/Beauty
222	155	-67	HYUNDAI SANTRO	Automobile	Car - Hatchback
223	361	138	AMITABH BACHCHAN	Personality	Cinema - Male
224	172	-52	IFB	Durables	Consumer Electronics
225	188	-37	KHAITAN	Household Electricals	Fans
226	257	31	OLX.IN	Internet	Internet - Classifieds
227	400	173	SPINZ	FMCG	Deo/Perfume
228	789	561	CIPLA	Healthcare	Pharmaceuticals
229	538	309	AMWAY	FMCG	Direct Selling Brands
230	179	-51	MOTHER DAIRY	Food & Beverage	Dairy Products
231	911	680	CAMLIN	Stationary	Writing Accessories
232	246	14	VASELINE	FMCG	Bath/Beauty
233	426	193	DABUR VATIKA	FMCG	Haircare
234	187	-47	NISSAN	Automobile	Four Wheeler - Manufacturer
235	271	36	FROOTI	Food & Beverage	Non-aerated Beverages
236	121	-115	TATA TEA	Food & Beverage	Tea
237	553	316	CLASSMATE	Stationary	Notebooks
238	577	339	KINLEY	Food & Beverage	Packaged Drinking Water
239	-	-	ADANI	Infrastructure	Diversified
240	136	-104	ORAL B	FMCG	Oral hygiene

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
241	855	614	CASIO	Technology	Personal Technology
242	164	-78	MIRINDA	Food & Beverage	Aerated Beverages
243	655	412	JABONG	Internet	Internet - Fashion Shopping
244	249	5	IODEX	Healthcare	Pain Balm
245	-	-	CARRIER	Durables	Air Conditioners
246	741	495	EVEREST	Food & Beverage	Spices
247	368	121	CADBURY DAIRY MILK	Food & Beverage	Chocolate Bar
248	194	-54	SAFFOLA	Food & Beverage	Edible Oil
249	1028	779	AQUAFINA	Food & Beverage	Packaged Drinking Water
250	340	90	JINDAL	Diversified	Diversified
251	955	704	CADBURY 5 STAR	Food & Beverage	Chocolate Bar
252	84	-168	OLAY	FMCG	Bath/Beauty
253	93	-160	MTS	Telecom	Mobile Telephony
254	242	-12	FACEBOOK	Internet	Social Networking
255	-	-	CHOKHI DHANI	Retail	Restaurant
256	176	-80	NESTLE KITKAT	Food & Beverage	Chocolate Bar
257	1090	833	PARRYWARE	Household goods	Bath fixtures
258	358	100	APOLLO HOSPITALS	Healthcare	Hospitals
259	263	4	HALLS	Food & Beverage	Mouth Freshner
260	111	-149	TATA MOTORS	Automobile	Four Wheeler - Manufacturer
261	951	690	AAMIR KHAN	Personality	Cinema - Male
262	244	-18	I BALL	Technology	Personal Technology
263	282	19	LINC PENS	Stationary	Writing Accessories
264	106	-158	JOCKEY	Apparel	Innerwear
265	113	-152	REXONA	FMCG	Bath/Beauty
266	133	-133	VIMAL	Apparel	Fabric
267	13	-254	LUX	FMCG	Bath/Beauty
268	303	35	BAJAJ PULSAR	Automobile	Two Wheeler - Brand
269	226	-43	VICKS	Healthcare	OTC
270	163	-107	TANISHQ	Personal Accessories	Jewellery
271	727	456	DENIM	Branded Fashion	Branded Fashion
272	478	206	ZANDU BALM	Healthcare	Pain Balm
273	-	-	MAXIMA	Personal Accessories	Watches
274	138	-136	ROLEX	Personal Accessories	Luxury Watches
275	160	-115	VIM	FMCG	Dishcare
276	715	439	BISK FARM	Food & Beverage	Biscuits - Manufacturer
277	873	596	SUPER MAX	Consumer Products	Shaving Products
278	-	-	EXO	FMCG	Dishcare
279	956	677	BABOOL	FMCG	Oral hygiene
280	-	-	BEING HUMAN	Apparel	Casualwear

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
281	251	-30	SUNFEAST	Food & Beverage	F&B - Diversified
282	382	100	KWALITY WALLS	Food & Beverage	Ice Cream
283	377	94	SHAHRUKH KHAN	Personality	Cinema - Male
284	661	377	DOMEX	FMCG	Disinfectant
285	387	102	ORIFLAME	FMCG	Direct Selling Brands
286	780	494	COLORS	Media - TV	Hindi GEC
287	-	-	DHFL	BFSI	Housing Finance
288	247	-41	TAJ MAHAL TEA	Food & Beverage	Tea
289	214	-75	BERGER PAINTS	Manufacturing	Paints
290	1092	802	TATA INDICA	Automobile	Car - Hatchback
291	615	324	HAWKINS	Kitchencare	Kitchen Appliances
292	286	-6	INDIAN OIL	Energy	Oil & Gas
293	235	-58	JOHN PLAYERS	Apparel	Menswear
294	304	10	LIRIL	FMCG	Bath/Beauty
295	-	-	AMERICAN TOURISTER	Personal Accessories	Luggage/Bags
296	217	-79	MOUNTAIN DEW	Food & Beverage	Aerated Beverages
297	932	635	EXIDE	Automobile - Related	Auto - Batteries
298	228	-70	MARGO	FMCG	Bath/Beauty
299	119	-180	REYNOLDS	Stationary	Writing Accessories
300	128	-172	VIVEL	FMCG	Bath/Beauty
301	408	107	PAMPERS	FMCG	Diapers
302	254	-48	NEROLAC	Manufacturing	Paints
303	320	17	LIVON	FMCG	Haircare
304	448	144	CHEVROLET	Automobile	Four Wheeler - Manufacturer
305	709	404	TUBORG	Alcoholic Beverages	Beer
306	-	-	BIKANO	Food & Beverage	Packaged Snacks
307	-	-	STAYFREE SECURE	FMCG	Personal Hygiene Products
308	1198	890	DABUR AMLA	FMCG	Haircare
309	1002	693	CASTROL	Lubricants	Lubricants
310	888	578	BRITANNIA 50-50	Food & Beverage	Biscuits
311	836	525	ELLE 18	FMCG	Cosmetics
312	234	-78	TATA SKY	DTH	DTH
313	706	393	EVEREADY	FMCG	Consumer Batteries
314	1054	740	BRITANNIA BOURBON	Food & Beverage	Biscuits
315	-	-	TRIDENT	Hospitality	Hotels
316	151	-165	PRIYA GOLD	Food & Beverage	Biscuits - Manufacturer
317	281	-36	G FIVE	Personal Gadgets	Mobile Phones
318	427	109	HONDA ACTIVA	Automobile	Two Wheeler - Brand
319	628	309	DLF	Construction	Real Estate Developer
320	253	-67	PRESTIGE	Kitchencare	Cookware

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
321	-	-	COOK ME	Food & Beverage	Spices
322	593	271	MARICO	FMCG	Diversified
323	142	-181	RAYBAN	Personal Accessories	Eyewear
324	310	-14	LACOSTE	Apparel	Casualwear
325	-	-	AROKYA	Food & Beverage	Milk
326	1001	675	CAMEL	Stationary	School Stationary
327	56	-271	SKODA	Automobile	Four Wheeler - Manufacturer
328	1168	840	BAIDYANATH	Healthcare	Ayurveda
329	205	-124	AVON	FMCG	Cosmetics
330	363	33	ALLEN SOLLY	Apparel	Formalwear
331	794	463	TOPAZ	Consumer Products	Shaving Products
332	259	-73	RELAXO	Personal Accessories	Footwear
333	-	-	KOTEX	FMCG	Personal Hygiene Products
334	327	-7	WHISPER	FMCG	Personal Hygiene Products
335	277	-58	MEDIMIX	FMCG	Bath/Beauty
336	-	-	CENTURY PLY	Manufacturing	Plywood
337	460	123	SAB TV	Media - TV	Hindi GEC
338	869	531	WILLS LIFESTYLE	Apparel	Casualwear
339	899	560	BIKANER	Food & Beverage	Packaged Snacks
340	174	-166	TIMES OF INDIA	Media - Print	Newspaper - English
341	32	-309	HDFC	BFSI	Housing Finance
342	-	-	GOLD FLAKE	Cigarette	Cigarette
343	921	578	SUN FLAME	Kitchenware	Kitchen Appliances
344	-	-	ALL CLEAR SHAMPOO	FMCG	Haircare
345	585	240	TAAZA	Food & Beverage	Tea
346	738	392	PALMOLIVE	FMCG	Bath/Beauty
347	132	-215	PARKER	Stationary	Writing Accessories
348	-	-	COBRA	Alcoholic Beverages	Beer
349	331	-18	KALYAN JEWELLERS	Personal accessories	Jewellery
350	192	-158	GUCCI	Branded Fashion	Branded Fashion
351	1026	675	SINGER	Durables	Sewing Machines
352	397	45	ABP NEWS	Media - TV	Hindi News
353	-	-	DALDA	Food & Beverage	Hydrogenated Vegetable Oil
354	139	-215	MAX	Diversified	Diversified
355	1148	793	NATIONAL INSURANCE	BFSI	Insurance - PSU
356	-	-	CLASSIC MILDS	Cigarette	Cigarette
357	438	81	VOLINI	Healthcare	Pain Balm
358	146	-212	TIMEX	Personal Accessories	Watches
359	307	-52	MAHINDRA SCORPIO	Automobile	Car - SUV/MUV
360	851	491	CELKON	Personal Gadgets	Mobile Phones



# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
361	-	-	CARE INDIA	Social Organization	NGO
362	588	226	COMPAQ	Technology	Personal Technology
363	-	-	BLACK ROSE	FMCG	Hair Dye
364	958	594	UNITED COLORS OF BENETTON	Apparel	Casualwear
365	-	-	VERKA	Food & Beverage	Dairy Products
366	-	-	ANMOL BISCUITS	Food & Beverage	Biscuits - Manufacturer
367	-	-	FA	FMCG	Bath/Beauty
368	284	-84	LIPTON	Food & Beverage	Tea
369	901	532	MILKBIKIS	Food & Beverage	Biscuits
370	818	448	KIRLOSKAR	Diversified	Diversified
371	317	-54	KELVINATOR	Durables	Consumer Electronics
372	258	-114	MARUTI SUZUKI SWIFT	Automobile	Car - Hatchback
373	904	531	BOMBAY DYEING	Apparel	Fabric
374	255	-119	TOMMY HILFIGER	Branded Fashion	Branded Fashion
375	337	-38	YES BANK	BFSI	Bank - Private
376	-	-	PRIL	FMCG	Dishcare
377	407	30	SKYBAGS	Personal Accessories	Luggage/Bags
378	-	-	DAINIK BHASKAR	Media - Print	Newspaper - Hindi
379	256	-123	MONGINIS	Retail	Cake Shop
380	-	-	O GENERAL	Durables	Air Conditioners
381	243	-138	WHEEL	FMCG	Fabric care
382	675	293	GHADI DETERGENT	FMCG	Fabric care
383	273	-110	KENSTAR	Durables	Consumer Electronics
384	833	449	GLUCON D	Food & Beverage	Powdered Drink
385	432	47	SUBWAY	Retail	QSR
386	-	-	STEELBIRD	Automobile - Related	Helmets
387	-	-	ENO	Healthcare	OTC
388	-	-	CATCH	Food & Beverage	Spices
389	-	-	BOVONTO	Food & Beverage	Aerated Beverages
390	454	64	TISSOT	Personal Accessories	Luxury Watches
391	433	42	ROYAL ENFIELD	Automobile	Two Wheeler - Manufacturer
392	343	-49	SAMSUNG GALAXY	Personal Gadgets	Mobile Phone Brand
393	227	-166	PEPE	Apparel	Casualwear
394	200	-194	LIBERTY	Personal accessories	Footwear
395	-	-	BHARTI AXA	BFSI	Insurance - Private
396	127	-269	VOLKSWAGEN	Automobile	Four Wheeler - Manufacturer
397	704	307	CROMPTON GREAVES	Manufacturing	Engineering
398	566	168	INDIGO AIRLINES	Transportation	Airlines - Private
399	667	268	REID & TAYLOR	Apparel	Fabric
400	-	-	AMRUTANJAN	Healthcare	Ayurveda

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
401	1138	737	DURACELL	FMCG	Consumer Batteries
402	1185	783	TIGER BISCUITS	Food & Beverage	Biscuits
403	-	-	MORE	Retail	Hypermarket - Indian
404	224	-180	APPLE IPHONE	Personal Gadgets	Mobile Phone Brand
405	-	-	EPSON	Technology	Personal Technology
406	159	-247	SPRITE	Food & Beverage	Non-aerated Beverages
407	601	194	SONALIKA	Automobile	Tractors
408	532	124	AQUAGUARD	Durables	Water Purifiers
409	268	-141	BRITANNIA MARIEGOLD	Food & Beverage	Biscuits
410	288	-122	REVITAL	Healthcare	OTC
411	-	-	SYSKA LED	Household Electricals	Lighting
412	-	-	HERO CBZ	Automobile	Two Wheeler - Brand
413	-	-	HONDA UNICORN DAZZLER	Automobile	Two Wheeler - Brand
414	-	-	SPRINGWELL	Home Furnishing	Mattresses
415	1086	671	KILLER	Apparel	Casualwear
416	692	276	BROOKE BOND 3 ROSES	Food & Beverage	Tea
417	306	-111	RENAULT	Automobile	Four Wheeler - Manufacturer
418	929	511	HINDWARE	Household goods	Bath fixtures
419	-	-	AMUL TAAZA	Food & Beverage	Milk
420	-	-	DABUR RED	FMCG	Oral hygiene
421	773	352	FIAT	Automobile	Four Wheeler - Manufacturer
422	509	87	BOSCH	Diversified	Diversified
423	-	-	SURYA TV	Media - TV	Regional GEC
424	1163	739	UNCLE CHIPS	Food & Beverage	Packaged Snacks
425	308	-117	MANGO	Retail	Womenswear
426	1170	744	DR. REDDY	Healthcare	Pharmaceuticals
427	439	12	US POLO	Apparel	Casualwear
428	360	-68	HINDUSTAN TIMES	Media - Print	Newspaper - English
429	-	-	CANDYMAN	Food & Beverage	Candy
430	362	-68	KURLON	Home Furnishing	Mattresses
431	549	118	MITSUBISHI	Automobile	Four Wheeler - Manufacturer
432	169	-263	SIEMENS	Diversified	Diversified
433	-	-	AASHIRWAAD ATTA	Food & Beverage	Packaged Flour
434	416	-18	TURTLE	Apparel	Menswear
435	298	-137	SONY ENTERTAINMENT TELEVISION	Media - TV	Hindi GEC
436	202	-234	ORIENT FANS	Household Electricals	Fans
437	-	-	APPY	Food & Beverage	Non-aerated Beverages
438	350	-88	NILKAMAL	Home Care	Moulded Plastics
439	88	-351	PNB BANK	BFSI	Bank - PSU
440	334	-106	UJALA	FMCG	Fabric care

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
441	105	-336	RUPA	Apparel	Innerwear
442	315	-127	ASHOK LEYLAND	Automobile	Auto - Commercial vehicles
443	328	-115	MORTIEN	FMCG	Mosquito repellent
444	248	-196	VLCC	Healthcare	Wellness
445	475	30	FERRARI	Automobile	Four Wheeler - Luxury
446	1021	575	RATAN TATA	Personality	Business
447	-	-	EYETEX	FMCG	Cosmetics
448	283	-165	VAN HEUSEN	Apparel	Formalwear
449	-	-	CISCO	Technology	Diversified
450	-	-	SWARAJ MAZDA	Automobile	Auto - Commercial vehicles
451	203	-248	SLICE	Food & Beverage	Non-aerated Beverages
452	162	-290	JAGUAR	Automobile	Four Wheeler - Luxury
453	99	-354	SPICE	Personal Gadgets	Mobile Phones
454	763	309	HAJMOLA	Food & Beverage	Candy
455	-	-	GIONEE	Personal Gadgets	Mobile Phones
456	89	-367	SIYARAM'S	Apparel	Fabric
457	380	-77	SHARP	Durables	Consumer Electronics
458	-	-	DIVYA BHASKAR	Media - Print	Newspaper - Gujarati
459	1099	640	TVS APACHE	Automobile	Two Wheeler - Brand
460	411	-49	LILIPUT	Apparel	Kidswear
461	523	62	TROPICANA	Food & Beverage	Packaged Juice
462	197	-265	METRO	Personal accessories	Footwear
463	560	97	MENTOS	Food & Beverage	Mouth Freshner
464	814	350	CALVIN KLEIN	Branded Fashion	Branded Fashion
465	713	248	SUNDROP	Food & Beverage	Edible Oil
466	351	-115	TAJ HOTELS	Hospitality	Hotels
467	-	-	GILLETTE 7 O'CLOCK	Consumer Products	Shaving Products
468	450	-18	SENSODYNE	FMCG	Oral hygiene
469	441	-28	SLEEPWELL	Home Furnishing	Mattresses
470	212	-258	TBZ	Personal Accessories	Jewellery
471	260	-211	MTNL	Telecom	Landline telephony
472	434	-38	LIFESTYLE	Retail	Personal Goods
473	-	-	PARAG SAREES	Apparel	Sarees
474	294	-180	UCO BANK	BFSI	Bank - PSU
475	999	524	CADBURY ECLAIRS	Food & Beverage	Candy
476	-	-	DR BATRA'S	Healthcare	Homeopathy
477	917	440	DISCOVERY CHANNEL	Media - TV	Factual Entertainment
478	489	11	KOHINOOR	Food & Beverage	Packaged Rice
479	1112	633	NOVA HEALTHCARE	Healthcare	Daycare services
480	220	-260	KELLOGGS	Food & Beverage	Fast Moving Foods

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## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
481	695	214	RASNA	Food & Beverage	Powdered Drink
482	278	-204	ROYAL STAG	Alcoholic Beverages	Whisky
483	-	-	CAFÉ COFFEE DAY	Retail	QSR
484	849	365	GOKUL SANDAL	FMCG	Bath/Beauty
485	863	378	INDIA GATE BASMATI	Food & Beverage	Packaged Rice
486	364	-122	NIPPO	FMCG	Consumer Batteries
487	-	-	KAPIL SHARMA	Personality	Standup Comedian
488	730	242	SOURAV GANGULY	Personality	Sports
489	326	-163	LAKHANI	Personal Accessories	Footwear
490	401	-89	P C CHANDRA JEWELLERS	Personal Accessories	Jewellery
491	-	-	RAMDEV MASALA	Food & Beverage	Spices
492	840	348	CANARA BANK	BFSI	Bank - PSU
493	-	-	SUNRISE OIL	Food & Beverage	Edible Oil
494	-	-	BHARAT PETROLEUM	Energy	Oil & Gas
495	419	-76	BUTTERFLY	Kitchencare	Kitchen Appliances
496	1016	520	CRY	Social Organization	NGO
497	472	-25	ZODIAC	Apparel	Formalwear
498	-	-	CNBC	Media - TV	English Business News
499	591	92	IIT	Education	Technical
500	444	-56	HENKO	FMCG	Fabric care
501	-	-	SUNFEAST DARK FANTASY	Food & Beverage	Biscuits
502	-	-	555 SOAP	FMCG	Fabric care
503	-	-	CLUB MAHINDRA	Hospitality	Vacation Ownership
504	229	-275	VADILAL	Food & Beverage	Ice Cream
505	447	-58	QUIKR	Internet	Internet - Classifieds
506	81	-425	TOSHIBA	Durables	Consumer Electronics
507	267	-240	RED LABEL	Food & Beverage	Tea
508	-	-	SIL JAM	Food & Beverage	Jam
509	939	430	SHOPPERS STOP	Retail	Personal Goods
510	184	-326	RANBAXY	Healthcare	Pharmaceuticals
511	-	-	FAIREVER	FMCG	Bath/Beauty
512	103	-409	SPYKAR	Apparel	Casualwear
513	467	-46	HYUNDAI i20	Automobile	Car - Hatchback
514	-	-	DHARA	Food & Beverage	Edible Oil
515	635	120	DIESEL	Branded Fashion	Branded Fashion
516	692	176	BROOKE BOND	Food & Beverage	Tea
517	-	-	DAAWAT	Food & Beverage	Packaged Rice
518	345	-173	PAN PARAG	Food & Beverage	Mouth Freshner - Traditional
519	341	-178	NYCIL	FMCG	Prickly Heat Powder
520	265	-255	ULTRATECH	Manufacturing	Cement

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## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
521	-	-	IIFL	BFSI	Financial Services
522	-	-	CAVINKARE	FMCG	Diversified
523	296	-227	NIIT	Education	Training
524	-	-	WAGH BAKRI	Food & Beverage	Tea
525	-	-	MONTE CARLO	Apparel	Seasonwear
526	1122	596	DULUX	Manufacturing	Paints
527	318	-209	MAYBELLINE	FMCG	Cosmetics
528	410	-118	IIM	Education	Management
529	384	-145	KNORR	Food & Beverage	Fast Moving Foods
530	960	430	CROMA	Retail	Consumer Electronics
531	-	-	HERO PLEASURE	Automobile	Two Wheeler - Brand
532	1043	511	BIG TV	DTH	DTH
533	480	-53	NAVRATNA HAIR OIL	FMCG	Haircare
534	-	-	ETA SOAP	FMCG	Fabric care
535	-	-	CHITALE BANDHU	Food & Beverage	Diversified
536	568	32	ODONIL	FMCG	Air Freshener
537	473	-64	BINANI CEMENT	Manufacturing	Cement
538	140	-398	WILDSTONE	FMCG	Deo/Perfume
539	-	-	ARMANI	Branded Fashion	Branded Fashion
540	686	146	CHIK	FMCG	Haircare
541	-	-	FIAMA DIWILLS	FMCG	Bath/Beauty
542	634	92	LEHAR	Food & Beverage	Packaged Snacks
543	866	323	PROVOGUE	Apparel	Casualwear
544	-	-	GOLD WINNER OIL	Food & Beverage	Edible Oil
545	404	-141	MAYUR SUITINGS	Apparel	Fabric
546	940	394	MANKIND	Healthcare	Pharmaceuticals
547	291	-256	HONDA CITY	Automobile	Car - Sedan
548	-	-	ARISTOCRAT	Personal Accessories	Luggage/Bags
549	381	-168	MTV	Media - TV	Music Channel
550	795	245	LAFARGE	Manufacturing	Cement
551	-	-	MILKMAID	Food & Beverage	Condensed Milk
552	-	-	AMUL SHAKTI	Food & Beverage	Milk
553	-	-	BAILEY	Food & Beverage	Packaged Drinking Water
554	-	-	MOHANI TEA	Food & Beverage	Tea
555	177	-378	HIMANI	FMCG	Diversified
556	-	-	ANJALI JEWELLERS	Personal Accessories	Jewellery
557	193	-364	OREO	Food & Beverage	Biscuits
558	699	141	MAHENDRA SINGH DHONI	Personality	Sports
559	402	-157	NIHAR	FMCG	Haircare
560	418	-142	OLD SPICE	FMCG	Deo/Perfume

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## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
561	823	262	KUTCHINA	Kitchencare	Kitchen Equipment
562	149	-413	PREETHI	Kitchencare	Kitchen Appliances
563	451	-112	MAX BUPA	BFSI	Insurance - Health
564	-	-	AIIMS	Health care	Hospital - Government
565	-	-	DIGJAM	Apparel	Fabric
566	862	296	STREAX	FMCG	Haircare
567	386	-181	NESTLE MUNCH	Food & Beverage	Chocolate Bar
568	290	-278	BHEL	Manufacturing	Heavy Engineering
569	-	-	EVERYDAY MILK	Food & Beverage	Milk
570	569	-1	GREENPLY	Manufacturing	Plywood
571	-	-	VVD GOLD	FMCG	Haircare
572	-	-	DUCKBACK	Personal Accessories	Rainwear
573	-	-	ALPENLIEBE	Food & Beverage	Candy
574	954	380	CITIBANK	BFSI	Bank - Foreign
575	-	-	GODREJ INTERIO	Furnishing	Furnishing Retail
576	-	-	PATANJALI AYURVEDA	Health care	Ayurveda
577	-	-	GAP	Branded Fashion	Branded Fashion
578	-	-	WALMART	Retail	Hypermarket
579	389	-190	STAR PLUS	Media - TV	Hindi GEC
580	-	-	COFFEE BITE	Food & Beverage	Candy
581	276	-305	RBI	BFSI	Bank - Federal
582	-	-	BOSS	Branded Fashion	Branded Fashion
583	-	-	BBC	Media - TV	English News - International
584	-	-	FENA	FMCG	Fabric care
585	-	-	POLAR	Household Electricals	Fans
586	1064	478	INDIA BULLS	Diversified	Diversified
587	637	50	D MART	Retail	Hypermarket
588	947	359	ECONOMIC TIMES	Media - Print	Newspaper - English
589	-	-	DABUR HONEY	Food & Beverage	Honey
590	302	-288	PUREIT	Durables	Water Purifiers
591	365	-226	INDIA TODAY	Media - Print	Magazine - English
592	-	-	CROCIN	Health care	OTC
593	995	402	GOKUL MILK	Food & Beverage	Milk
594	-	-	BAJAJ DISCOVER	Automobile	Two Wheeler - Brand
595	406	-189	VEET	FMCG	Bath/Beauty
596	677	81	TLC	Media - TV	Lifestyle Channel
597	-	-	SCOOTY PEP	Automobile	Automatic Scooter
598	208	-390	UNINOR	Telecom	Mobile Telephony
599	-	-	KAMLA PASAND	Food & Beverage	Mouth Freshner - Traditional
600	934	334	SUN TV	Media - TV	Channel cluster

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## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
601	557	-44	MUTHOOT FINANCE	BFSI	Financial Services
602	274	-328	MAXX	Personal Gadgets	Mobile Phones
603	-	-	GRT JEWELLERS	Personal Accessories	Jewellery
604	-	-	SWAROVSKI	Personal Accessories	Jewellery
605	519	-86	SALMAN KHAN	Personality	Cinema - Male
606	-	-	TVS STARCITY	Automobile	Two Wheeler - Brand
607	-	-	MODIGUARD	Household goods	Bath fixtures
608	1078	470	TRANSCEND	Personal Gadgets	Memory Storage
609	456	-153	MARUTI SUZUKI ZEN	Automobile	Car - Hatchback
610	131	-479	GAIL	Energy	Natural gas
611	461	-150	HIT	FMCG	Mosquito repellent
612	-	-	BLACK DOG	Alcoholic Beverages	Premium Whisky
613	-	-	HERBAL LIFE	FMCG	Direct Selling Brands
614	1145	531	BAJAJ ALMOND	FMCG	Haircare
615	449	-166	HAVMOR	Food & Beverage	Ice Cream
616	648	32	CHINGS	Food & Beverage	Fast Moving Foods
617	774	157	NANDINI	Food & Beverage	Dairy Products
618	-	-	KEO KARPIN HAIR OIL	FMCG	Haircare
619	-	-	COLOR PLUS	Apparel	Menswear
620	233	-387	UNION BANK OF INDIA	BFSI	Bank - PSU
621	311	-310	ATLAS	Transportation	Bicycles
622	-	-	ORPAT FANS	Household Electricals	Fans
623	-	-	ENGAGE	FMCG	Deo/Perfume
624	245	-379	RAMCO	Manufacturing	Cement
625	280	-345	XOLO	Personal Gadgets	Mobile Phones
626	-	-	DNA	Media - Print	Newspaper - English
627	-	-	DERMICOOL	FMCG	Prickly Heat Powder
628	876	248	PIONEER	Durables	Audio equipment
629	756	127	PIDILITE	Manufacturing	Adhesives/Industrial Chemicals
630	-	-	CIBACA	FMCG	Oral hygiene
631	857	226	BADSHAH MASALA	Food & Beverage	Spices
632	-	-	POPULAR APPALAM	Food & Beverage	Fast Moving Foods
633	374	-259	JET AIRWAYS	Transportation	Airlines - Private
634	-	-	FIAT PALIO	Automobile	Car - Hatchback
635	1089	454	ASUS	Technology	Personal Technology
636	370	-266	ONGC	Energy	Oil & Gas
637	-	-	CHEETOS	Food & Beverage	Packaged Snacks
638	-	-	LA MODE	Apparel	Casualwear
639	595	-44	ELECTROLUX	Durables	Consumer Electronics
640	-	-	ARISH AYURVEDICS	Healthcare	Ayurveda

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## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
641	535	-106	JK TYRES	Automobile - Related	Tyres
642	332	-310	TODAY'S	Healthcare	OTC
643	-	-	EUREKA FORBES	Durables	Water/Air Purification
644	1132	488	CYCLE AGARBATTI	FMCG	Agarbattis
645	216	-429	SHELL	Energy	Oil & Gas
646	-	-	COLIN	FMCG	Glass Cleaner
647	272	-375	SHAKTI BHOG	Food & Beverage	Packaged Flour
648	1173	525	HAMDARD	Healthcare	Unani Products
649	1062	413	KATRINA KAIF	Personality	Cinema - Female
650	666	16	ICICI PRUDENTIAL	BFSI	Insurance - Private
651	-	-	CHAWLA CHICKEN	Retail	Restaurant
652	-	-	HOPSCOTCH.IN	Internet	Online Baby Products Store
653	-	-	YEPME.COM	Internet	Online Shopping
654	-	-	DOLLAR	Apparel	Innerwear
655	154	-501	LOTUS	Technology	Software Products
656	719	63	VASMOL	FMCG	Hair dye
657	-	-	CHAKRA GOLD	Food & Beverage	Tea
658	-	-	CONVERSE	Apparel	Casualwear
659	211	-448	DTDC	Services	Express Services
660	319	-341	UTI	BFSI	Mutual Fund
661	65	-596	SANSUI	Durables	Consumer Electronics
662	-	-	ASSAM TRIBUNE	Media - Print	Newspaper - English
663	-	-	D & G	Branded Fashion	Branded Fashion
664	894	230	EICHER	Automobile	Auto - Commercial vehicles
665	359	-306	GWALIOR SUITINGS	Apparel	Fabric
666	-	-	GANESH ATTA	Food & Beverage	Packaged Flour
667	-	-	NAVY CUT CIGARETTES	Cigarette	Cigarette
668	-	-	CREAM BELL	Food & Beverage	Ice Cream
669	183	-486	LOUIS PHILIPPE	Apparel	Formal wear
670	620	-50	SENCO GOLD	Personal Accessories	Jewellery
671	629	-42	MYSORE SANDAL	FMCG	Bath/Beauty
672	413	-259	HERCULES	Transportation	Bicycles
673	826	153	MILTON	Kitchenware	Home Appliances
674	-	-	MARKS & SPENCERS	Retail	Personal Goods
675	-	-	BOROSIL	Kitchenware	Home Appliances
676	534	-142	SANDISK	Personal Gadgets	Memory Storage
677	861	184	HERO SPLENDOR	Automobile	Two Wheeler - Brand
678	-	-	INDANE LPG	Energy	LPG
679	376	-303	MOCHI	Personal Accessories	Footwear
680	-	-	SAMSUNG GRAND	Personal Gadgets	Mobile Phone Brand



# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
681	-	-	NBC NEWS	Media - TV	English News - International
682	-	-	BAJAJ FINANCE	BFSI	Financial Services
683	681	-2	MARUTI SUZUKI ALTO	Automobile	Car - Hatchback
684	684	0	RUPA FRONTLINE	Apparel	Innerwear
685	-	-	DIAMOND SNACKS	Food & Beverage	Packaged Snacks
686	396	-290	MAX LIFE INSURANCE	BFSI	Insurance - Private
687	18	-669	HINDUSTAN CONSTRUCTION CO.	Infrastructure	Infrastructure
688	-	-	SREE LEATHERS	Personal Accessories	Footwear
689	-	-	GEMS	Food & Beverage	Candy
690	913	223	FEVIKWIK	FMCG	Adhesives
691	990	299	AMULYA	Food & Beverage	Dairy Whitener
692	-	-	TOP RAMEN	Food & Beverage	Fast Moving Foods
693	-	-	CATWALK	Personal Accessories	Footwear
694	647	-47	SUGAR FREE	Food & Beverage	Artificial Sweeteners
695	395	-300	SINTEX	Household goods	Water Tanks
696	664	-32	SOFY	FMCG	Personal Hygiene Products
697	295	-402	PVR	Entertainment	Cinema - Display
698	-	-	INTAS	Healthcare	Pharmaceuticals
699	-	-	RAJASTHAN BANK	BFSI	Bank - PSU
700	-	-	HOMESHOP18	Internet	Online Shopping
701	853	152	EBAY	Internet	Online Shopping
702	-	-	SANJAY DUTT	Personality	Cinema - Male
703	1199	496	DHL	Services	International Express Service
704	688	-16	HYUNDAI i10	Automobile	Car - Hatchback
705	414	-291	TOYOTA INNOVA	Automobile	Car - SUV/MUV
706	-	-	CAREFREE	FMCG	Personal Hygiene Products
707	-	-	LACTO CALAMINE	FMCG	Bath/Beauty
708	-	-	SUDHA MILK	Food & Beverage	Milk
709	464	-245	PEDIASURE	Food & Beverage	Child Food supplement
710	-	-	HOMA BREAD	Food & Beverage	Bread
711	305	-406	GSK	Healthcare	Pharmaceuticals
712	674	-38	ZYDUS CADILA	Healthcare	Pharmaceuticals
713	-	-	NASA	International Body	Space Organisation
714	98	-616	PARLE	Food & Beverage	F&B - Diversified
715	1094	379	BEETEL	Telecom	Phones
716	-	-	RAJA BISCUIT	Food & Beverage	Biscuits - Manufacturer
717	-	-	ALLEN COOPER	Personal Accessories	Men's accessories
718	625	-93	SAFARI	Personal Accessories	Luggage/Bags
719	1077	358	KINGSTON	Personal Gadgets	Memory Storage
720	-	-	REDBUS.COM	Internet	Online Bus Booking

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
721	399	-322	OMEGA	Personal Accessories	Luxury Watches
722	-	-	DOMS INDIA	Stationary	Writing Accessories
723	-	-	ARASAN SOAPS	FMCG	Fabric care
724	-	-	OMINI GEL	Health care	OTC
725	914	189	KES KING TEL	FMCG	Haircare
726	329	-397	FAIR AND HANDSOME	FMCG	Bath/Beauty
727	-	-	BSF	Government Initiative	Security/Defence
728	-	-	LIVPURE	Durables	Water Purifiers
729	-	-	EUROKIDS	Education	Pre-School
730	-	-	CHOCO PIE	Food & Beverage	Snack Cake
731	-	-	CENTER FRESH	Food & Beverage	Chewing Gum
732	333	-399	YARDLEY	FMCG	Deo/Perfume
733	-	-	RANBIR KAPOOR	Personality	Cinema - Male
734	766	32	FUTURE GROUP	Diversified	Diversified
735	165	-570	KANGAROO KIDS	Education	Pre-School
736	-	-	DUTA SPICES	Food & Beverage	Spices
737	-	-	KRACKJACK	Food & Beverage	Biscuits
738	-	-	NAKSHATRA JEWELLERY	Personal Accessories	Jewellery
739	-	-	DREAM CREAM	Food & Beverage	Biscuits
740	-	-	MEHRASONS JEWELLERS	Personal Accessories	Jewellery
741	-	-	KTM DUKE	Automobile	Two Wheeler - Brand
742	-	-	COLOR BAR	FMCG	Cosmetics
743	1172	429	MANAPURAM FINANCE	BFSI	Financial Services
744	466	-278	RAJNIGANDHA	Food & Beverage	Mouth Freshner - Traditional
745	443	-302	BRIDGESTONE	Automobile - Related	Tyres
746	546	-200	WHATSAPP	Internet	Social networking App
747	-	-	KAJARIA TILES	Manufacturing	Tiles
748	-	-	PRIYANKA CHOPRA	Personality	Cinema - Female
749	1178	429	AMITY UNIVERSITY	Education	University
750	275	-475	MIDDAY	Media - Print	Newspaper - English
751	-	-	COMFORT	Personal Accessories	Footwear
752	-	-	AKBARALLY'S	Retail	Personal Goods
753	-	-	AIRBUS	Transportation	Airlines - Manufacturer
754	-	-	FINOLEX	Manufacturing	Diversified
755	-	-	TATA AIG GENERAL INSURANCE	BFSI	Insurance - Private
756	882	126	DAINIK JAGRAN	Media - Print	Newspaper - Hindi
757	405	-352	SERVO	Lubricants	Lubricants
758	-	-	AND	Retail	Designer Apparel
759	167	-592	YAHOO	Internet	Internet Search
760	-	-	BOSE	Durables	Audio equipment

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
761	-	-	AVIVA	BFSI	Insurance - Private
762	-	-	HUSH PUPPIES	Personal Accessories	Footwear
763	-	-	HONDA AVIATOR	Automobile	Two Wheeler - Brand
764	-	-	DALMIA CEMENT	Manufacturing	Cement
765	-	-	OPPO MOBILE	Personal Gadgets	Mobile Phones
766	968	202	BHARATMATRIMONY.COM	Internet	Online Matrimony
767	802	35	SU-KAM INVERTERS	Household Electricals	Invertors / Batteries
768	770	2	HAIR & CARE	FMCG	Haircare
769	742	-27	SHREE ULTRA	Manufacturing	Cement
770	321	-449	MUFTI	Apparel	Casualwear
771	639	-132	JOHN MILLER	Apparel	Menswear
772	831	59	RENAULT DUSTER	Automobile	Car - SUV/MUV
773	-	-	RAJDHANI BASMATI	Food & Beverage	Packaged Rice
774	-	-	NOMARKS	FMCG	Bath/Beauty
775	-	-	NAVBHARAT TIMES	Media - Print	Newspaper - Hindi
776	834	58	DUNLOP	Automobile - Related	Tyres
777	505	-272	FRONTECH	Technology	Computer Hardware
778	289	-489	JUST DIAL	Internet	Local Search Services
779	1139	360	D DAMAS	Personal Accessories	Jewellery
780	-	-	THOMAS COOK	Services	Travel Services
781	-	-	DEEPIKA PADUKONE	Personality	Cinema - Female
782	-	-	SAMSONITE	Personal Accessories	Luggage/Bags
783	631	-152	BLUE DART	Services	Express Services
784	342	-442	VKC	Personal Accessories	Footwear
785	-	-	NICE BISCUIT	Food & Beverage	Biscuits
786	-	-	AJANTA PHARMA	Healthcare	Pharmaceuticals
787	-	-	ZIVAME	Internet	Online Lingiere Store
788	-	-	KAREENA KAPOOR	Personality	Cinema - Female
789	-	-	BLENDER'S PRIDE	Alcoholic Beverages	Whisky
790	705	-85	MICROTEK	Household Electricals	Invertors / Batteries
791	-	-	KESAVARDHINI	FMCG	Haircare
792	570	-222	HIPPO	Food & Beverage	Packaged Snacks
793	717	-76	HERO CYCLES	Transportation	Bicycles
794	-	-	ING VYSYA BANK	BFSI	Bank - Private
795	503	-292	APOLLO TYRES	Automobile - Related	Tyres
796	266	-530	RAMRAJ	Apparel	Dhotis
797	645	-152	TATA AIA LIFE INSURANCE	BFSI	Insurance - Private
798	-	-	BHARAT GAS	Energy	LPG
799	722	-77	MESWAK	FMCG	Oral hygiene
800	-	-	PROMISE	FMCG	Oral hygiene

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
801	-	-	CNN	Media - TV	English News - International
802	-	-	PARLE MONACO	Food & Beverage	Biscuits
803	-	-	RANVEER SINGH	Personality	Cinema - Male
804	424	-380	KAYA SKIN CLINIC	Healthcare	Skincare Services
805	644	-161	INDIA TV	Media - TV	Hindi News
806	619	-187	RED TAPE	Personal Accessories	Footwear
807	-	-	CAVINS	Food & Beverage	Non-aerated Beverages
808	356	-452	REVLON	FMCG	Cosmetics
809	-	-	KAMAL SAREES	Apparel	Sarees
810	-	-	BABA RAMDEV	Personality	Spiritual Leader
811	-	-	READER'S DIGEST	Media - Print	Magazine - English
812	832	20	KEYA SETH	FMCG	Bath/Beauty
813	-	-	AMBICA AGARBATTI	FMCG	Agarbattis
814	1056	242	GRB	Food & Beverage	Dairy Products
815	206	-609	WRANGLER	Apparel	Casualwear
816	431	-385	RELIANCE FRESH	Retail	Hypermarket - Indian
817	-	-	MILKANA	Food & Beverage	Dairy Products
818	-	-	ASWINI HAIR OIL	FMCG	Haircare
819	-	-	RANGE ROVER	Automobile	Car - Luxury
820	1100	280	SHIP	FMCG	Safety Matches
821	-	-	MILKFOOD	Food & Beverage	Dairy Products
822	793	-29	YIPPEE NOODLES	Food & Beverage	Fast Moving Foods
823	748	-75	BIRLA SUN LIFE	BFSI	Insurance - Private
824	-	-	TOYOTA ETIOS	Automobile	Car - Sedan
825	-	-	ARUN ICECREAM	Food & Beverage	Ice Cream
826	-	-	FORTIS	Healthcare	Hospitals
827	-	-	VKC PRIDE	Personal Accessories	Footwear
828	-	-	KOPIKO	Food & Beverage	Candy
829	-	-	DUNHILL	Branded Fashion	Branded Fashion
830	-	-	BAJAJ AMLA SHIKAKAI	FMCG	Haircare
831	1146	315	CPWD	Government Initiative	Government Body
832	-	-	JAIHIND COLLEGE	Education	Graduate/PG Education
833	-	-	CLEAR	FMCG	Haircare
834	-	-	AIWA	Durables	Consumer Electronics
835	809	-26	GRASIM	Apparel	Fabric
836	-	-	MAHARAJA WHITELINE	Kitchencare	Kitchen Appliances
837	371	-466	T-SERIES	Entertainment	Diversified
838	415	-423	VOLVO	Automobile	Auto - Commercial vehicles
839	613	-226	MATRIX	Telecom	International Sim card
840	682	-158	GODREJ NO. 1	FMCG	Bath/Beauty

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
841	-	-	BELMONTE	Apparel	Seasonwear
842	469	-373	LML	Automobile	Two Wheeler - Manufacturer
843	733	-110	MAKEMYTRIP	Internet	Online Travel Services
844	-	-	TIKONA	Broadband Services	Broadband
845	-	-	ZEE LEARN	Education	School
846	-	-	AIR WICK	FMCG	Air Freshener
847	-	-	SEAGRAMS	Alcoholic Beverages	Diversified
848	-	-	CISF	Government Initiative	Security/Defence
849	1184	335	AMARON	Automobile - Related	Auto - Batteries
850	-	-	MANGOLA	Food & Beverage	Non-aerated Beverages
851	-	-	CHEVROLET TAVERA	Automobile	Car - SUV/MUV
852	574	-278	BAJAJ ALLIANZ	BFSI	Insurance - Private
853	571	-282	GULF OIL	Lubricants	Lubricants
854	-	-	MAMY POKO PANTS	FMCG	Diapers
855	141	-714	SETWET	FMCG	Deo/Perfume
856	-	-	CLARKS	Personal Accessories	Footwear
857	-	-	O YES	Food & Beverage	Packaged Snacks
858	369	-489	JETKING	Education	Computer/Hardware Training
859	561	-298	GEMINI OIL	Food & Beverage	Edible oil
860	-	-	JAYPEE GROUP	Infrastructure	Diversified
861	367	-494	POWER	Energy	Performance Petrol
862	-	-	DENA BANK	BFSI	Bank - PSU
863	373	-490	TESCO	Retail	Hypermarket
864	-	-	EZEE	FMCG	Fabric care
865	765	-100	HIDE & SEEK	Food & Beverage	Biscuits
866	-	-	ADC BANK	BFSI	Bank - Cooperative
867	-	-	RAIL NEER	Food & Beverage	Packaged Drinking Water
868	-	-	ASHOK MASALE	Food & Beverage	Spices
869	-	-	PASS-PASS	Food & Beverage	Mouth Freshner
870	-	-	REKHA	Personality	Cinema - Female
871	-	-	ANIK SPRAY	Food & Beverage	Dairy Whitener
872	513	-359	MANFORCE	FMCG	Condoms
873	487	-386	PERK	Food & Beverage	Chocolate Bar
874	1044	170	ABP ANANDA	Media - TV	Regional News
875	-	-	DAEWOO	Automobile	Four Wheeler - Manufacturer
876	383	-493	ROTOMAC	Stationary	Writing Accessories
877	-	-	CAREERS 360	Education	Counselling
878	-	-	BLUE CROSS	Healthcare	Pharmaceuticals
879	758	-121	STANDARD CHARTERED	BFSI	Bank - Foreign
880	-	-	ODM WATCHES	Personal Accessories	Watches

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
881	965	84	MADHUSUDAN	Food & Beverage	Dairy Products
882	-	-	LIFE OK	Media - TV	Hindi GEC
883	-	-	CRAX	Food & Beverage	Packaged Snacks
884	-	-	BLUE HEAVEN	FMCG	Cosmetics
885	1119	234	DURIAN	Home Furnishing	Furniture
886	293	-593	JK CEMENT	Manufacturing	Cement
887	784	-103	WESTSIDE	Retail	Personal Goods
888	-	-	RAHEJA	Construction	Real Estate Developer
889	-	-	SKODA RAPID	Automobile	Car - Sedan
890	-	-	92.7 BIG FM	Media - Radio	FM
891	-	-	GODREJ LOCKS	Home Care	Locks
892	-	-	FOX	Media - TV	English Movies
893	-	-	MINU SAREES	Apparel	Sarees
894	964	70	AMBI PUR	FMCG	Air Freshener
895	1023	128	BAGPIPER	Alcoholic Beverages	Whisky
896	829	-67	TITAN RAGA	Personal Accessories	Watches
897	731	-166	VIJAYA MILK	Food & Beverage	Milk
898	-	-	TARGET	Retail	Hypermarket
899	1103	204	SMIRNOFF	Alcoholic Beverages	Vodka
900	-	-	COCORAJ	FMCG	Haircare
901	555	-346	TOYOTA FORTUNER	Automobile	Car - SUV/MUV
902	838	-64	FUJI FILM	Personal Gadgets	Camera
903	378	-525	SACHIN TENDULKAR	Personality	Sports
904	-	-	RADIO MIRCHI 98.3 FM	Media - Radio	FM
905	-	-	DORA INDIA	Apparel	Innerwear
906	-	-	NAAPTOL.COM	Internet	Online Shopping
907	1114	207	YXTEL	Personal Gadgets	Mobile Phones
908	-	-	BHIKHARAM CHANDMAL	Food & Beverage	Packaged Snacks
909	-	-	SOMANY TILES	Manufacturing	Tiles
910	511	-399	ORACLE	Technology	Software Products
911	-	-	FAST RELIEF	Healthcare	OTC
912	-	-	FORD FIGO	Automobile	Car - Hatchback
913	807	-106	OXFORD	Education	Graduate/PG Education - International
914	-	-	COMBIFLAM	Healthcare	OTC
915	-	-	CHATE CLASSES	Education	Coaching Classes
916	1134	218	JUMBO KING	Retail	Indian - QSR
917	1136	219	HONDA SHINE	Automobile	Two Wheeler - Brand
918	-	-	CERELAC	Food & Beverage	Baby Food
919	1032	113	HAYWARDS 5000	Alcoholic Beverages	Beer
920	-	-	AGGARWAL SWEETS	Retail	Sweets

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

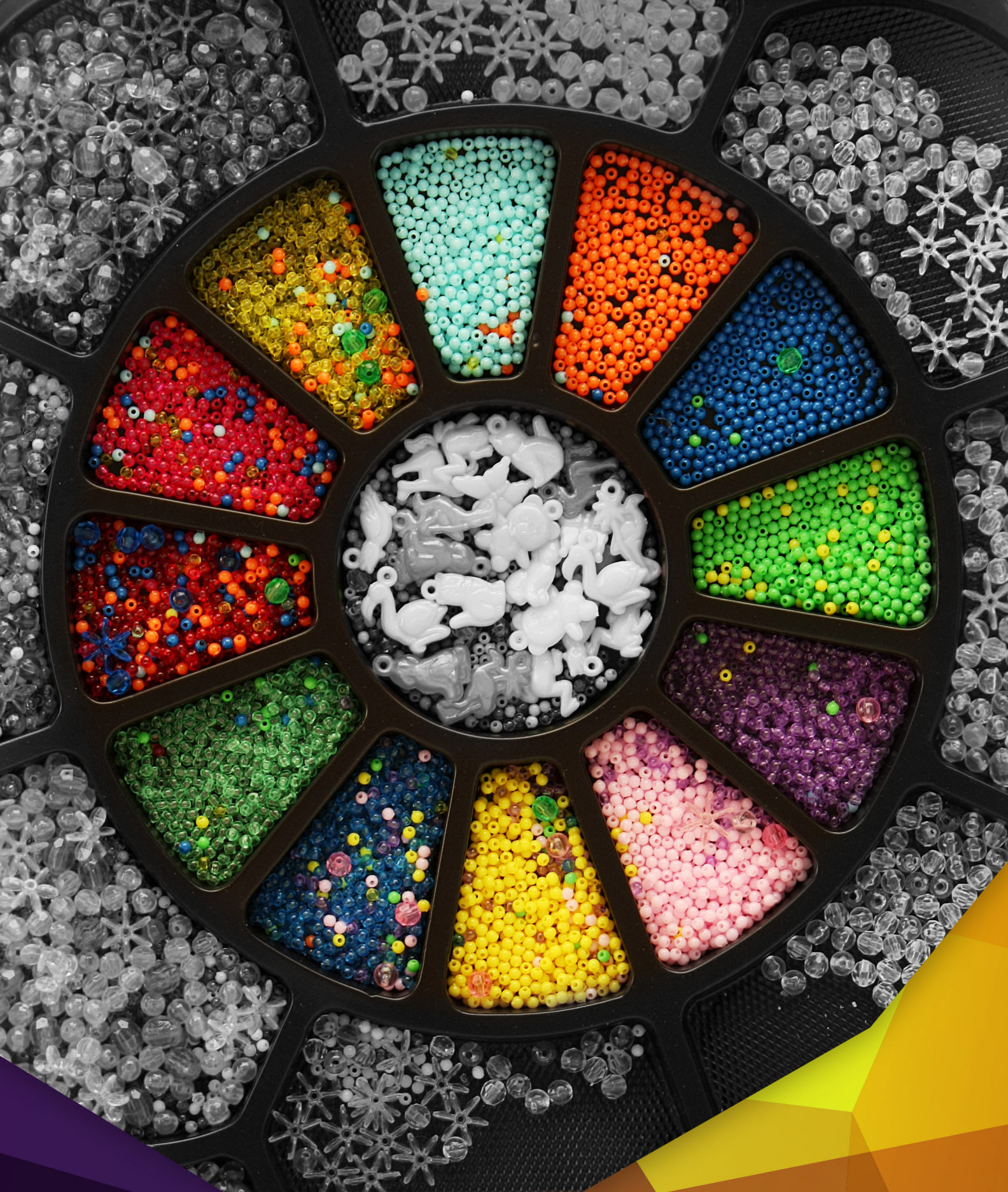
BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
921	-	-	NUTRELA OIL	Food & Beverage	Edible oil
922	-	-	HOMESAAZ	Furnishing	Furnishing Retail
923	-	-	DR FIXIT	Manufacturing	Waterproofing
924	-	-	HERITAGE FRESH	Retail	Hypermarket - Indian
925	827	-98	PFIZER	Healthcare	Pharmaceuticals
926	-	-	MARUTI SUZUKI ECCO	Automobile	Car - SUV/MUV
927	-	-	ALDI	Retail	Hypermarket
928	210	-718	RED BULL	Food & Beverage	Energy Drink
929	352	-577	MAXO	FMCG	Mosquito repellent
930	-	-	CROCODILE	Apparel	Casualwear
931	846	-85	TATA SAFARI	Automobile	Car - SUV/MUV
932	-	-	APPU GHAR	Entertainment	Amusement park
933	-	-	BEST	Government Initiative	Bus Service
934	-	-	NUTRILITE	Food & Beverage	Supplements brand
935	-	-	PORSCHE MACAN	Automobile	Car - Luxury
936	-	-	IRCTC	Government Initiative	Railways Service Provider
937	-	-	COGNIZANT	Technology	Software services
938	1036	98	HOFFMAN	Kitchencare	Kitchen Equipment
939	993	54	VSNL	Telecom	Telecom infrastructure
940	-	-	GLEN INDIA	Durables	Kitchen Appliances
941	799	-142	BOOMER	Food & Beverage	Chewing Gum
942	1045	103	GITANJALI	Personal Accessories	Jewellery
943	-	-	BABA	Food & Beverage	Mouth Freshner - Traditional
944	-	-	KAFF APPLIANCES	Durables	Kitchen Appliances
945	-	-	POTHYS	Retail	Apparel
946	-	-	CRIZAL	Eyecare	Spectacle/Lens
947	734	-213	AAJ TAK	Media - TV	Hindi News
948	-	-	VIDYA BALAN	Personality	Cinema - Female
949	753	-196	HATHWAY	Cable	Cable Network
950	1160	210	ANIK GROUP	Food & Beverage	Dairy Products
951	-	-	RAJSHRI SAREES	Apparel	Sarees
952	-	-	DELISHUS	Food & Beverage	Biscuits
953	520	-433	S KUMAR'S	Apparel	Fabric
954	-	-	GOPALJEE DAIRY	Food & Beverage	Dairy Products
955	474	-481	NOKIA LUMIA	Personal Gadgets	Mobile Phone Brand
956	-	-	PEARLPET	Kitchencare	Kitchen Containers
957	471	-486	PARX	Apparel	Casualwear
958	-	-	VEEDOL	Lubricants	Lubricants
959	-	-	FIFA	Sports	Football
960	1052	92	INDUSIND BANK	BFSI	Bank - Private

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2015

BTR 2015	BTR 2014	Rank Gain/Fall	Name Of Brand	Super Category	Category
961	-	-	MARUTI SUZUKI CIAZ	Automobile	Car - Sedan
962	779	-183	LAL QILLA RICE	Food & Beverage	Packaged Rice
963	120	-843	SAHARA	Diversified	Diversified
964	-	-	MEERA	FMCG	Haircare
965	-	-	DABUR HAIR OIL	FMCG	Haircare
966	-	-	GOPALJEE GROUP	Food & Beverage	F&B - Diversified
967	-	-	FEMINA	Media - Print	Magazine - English
968	-	-	PREITY ZINTA	Personality	Cinema - Female
969	-	-	AMERICAN EXPRESS	BFSI	Credit Card
970	-	-	AAREY MILK	Food & Beverage	Milk
971	547	-424	OCM	Apparel	Fabric
972	494	-478	SEIKO	Personal Accessories	Luxury Watches
973	-	-	CARTOON NETWORK	Media - TV	Kids Channel
974	1153	179	STAR BAZAAR	Retail	Hypermarket - Indian
975	-	-	DCM	Diversified	Diversified
976	175	-801	ZARA	Branded Fashion	Branded Fashion
977	-	-	HUAWEI	Technology	Datacard
978	292	-686	MONTEX	Stationary	Writing Accessories
979	1195	216	TVS VICTOR	Automobile	Two Wheeler - Brand
980	1120	140	LITTLE HEARTS	Food & Beverage	Biscuits
981	845	-136	ZENITH	Technology	Personal Technology
982	-	-	MOTOROLA MOTO G	Personal Gadgets	Mobile Phone Brand
983	-	-	CHARMINAR	Food & Beverage	Packaged Rice
984	-	-	FUN CINEMA	Entertainment	Cinema - Display
985	490	-495	ANANDBAZAR PATRIKA	Media - Print	Newspaper - Bengali
986	657	-329	TATA PHOTON	Technology	Datacard
987	-	-	FLAIR PENS	Stationary	Writing Accessories
988	663	-325	DDA	Government Initiative	Government Body
989	-	-	NANAVATI HOSPITAL	Healthcare	Hospitals
990	1007	17	GUESS	Branded Fashion	Branded Fashion
991	-	-	JOVEES	FMCG	Bath/Beauty
992	-	-	AJAY DEVGN	Personality	Cinema - Male
993	-	-	FCUK	Branded Fashion	Branded Fashion
994	-	-	ARISE	Food & Beverage	Packaged Rice
995	-	-	BHIMA GOLD	Personal Accessories	Jewellery
996	660	-336	MAHANANDA	Food & Beverage	Dairy Products
997	-	-	CINEMAX	Entertainment	Cinema - Display
998	1157	159	ACCENTURE	Services	Consulting
999	772	-227	UTV	Entertainment	Diversified
1000	-	-	SERIOUS MASS	Food & Beverage	Protein Supplement





**06**

**Categorywise Listing  
Of India's 1000  
Most Trusted Brands**

# CATEGORY - WISE ALL INDIA LISTING

## ALCOHOLIC BEVERAGES SUPER CATEGORY



Alcohol Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	136	198	62	KINGFISHER	Alcoholic Beverages	Beer
2	199	589	390	MCDOWELL'S	Alcoholic Beverages	Whisky
3	305	709	404	TUBORG	Alcoholic Beverages	Beer
4	348	-	-	COBRA	Alcoholic Beverages	Beer
5	482	278	-204	ROYAL STAG	Alcoholic Beverages	Whisky
6	612	-	-	BLACK DOG	Alcoholic Beverages	Premium Whisky
7	789	-	-	BLENDER'S PRIDE	Alcoholic Beverages	Whisky
8	847	-	-	SEAGRAMS	Alcoholic Beverages	Diversified
9	895	1023	128	BAGPIPER	Alcoholic Beverages	Whisky
10	899	1103	204	SMIRNOFF	Alcoholic Beverages	Vodka
11	919	1032	113	HAYWARDS 5000	Alcoholic Beverages	Beer

### Beer

Beer Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	136	198	62	KINGFISHER	Beer
2	305	709	404	TUBORG	Beer
3	348	-	-	COBRA	Beer
4	919	1032	113	HAYWARDS 5000	Beer

### Diversified

Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	847	-	-	SEAGRAMS	Diversified

### Premium Whisky

Premium Whisky Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	612	-	-	BLACK DOG	Premium Whisky

### Vodka

Vodka Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	899	1103	204	SMIRNOFF	Vodka

# CATEGORY - WISE ALL INDIA LISTING

## ALCOHOLIC BEVERAGES

### SUPER CATEGORY

### Whisky

	Whisky Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	199	589	390	MCDOWELL'S	Whisky
	2	482	278	-204	ROYAL STAG	Whisky
	3	789	-	-	BLENDER'S PRIDE	Whisky
	4	895	1023	128	BAGPIPER	Whisky

## APPAREL SUPER CATEGORY



Apparel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	40	23	-17	RAYMONDS	Apparel	Fabric
2	51	44	-7	LEE	Apparel	Casualwear
3	52	26	-26	LEVI'S	Apparel	Casualwear
4	77	521	444	ARROW	Apparel	Formalwear
5	147	108	-39	PETER ENGLAND	Apparel	Menswear
6	167	223	56	LEE COOPER	Apparel	Casualwear
7	187	117	-70	PARK AVENUE	Apparel	Formalwear
8	196	1037	841	BIBA	Apparel	Women's Ethnicwear
9	264	106	-158	JOCKEY	Apparel	Innerwear
10	266	133	-133	VIMAL	Apparel	Fabric
11	280	-	-	BEING HUMAN	Apparel	Casualwear
12	293	235	-58	JOHN PLAYERS	Apparel	Menswear
13	324	310	-14	LACOSTE	Apparel	Casualwear
14	330	363	33	ALLEN SOLLY	Apparel	Formalwear
15	338	869	531	WILLS LIFESTYLE	Apparel	Casualwear
16	364	958	594	UNITED COLORS OF BENETTON	Apparel	Casualwear
17	373	904	531	BOMBAY DYEING	Apparel	Fabric
18	393	227	-166	PEPE	Apparel	Casualwear
19	399	667	268	REID & TAYLOR	Apparel	Fabric
20	415	1086	671	KILLER	Apparel	Casualwear
21	427	439	12	US POLO	Apparel	Casualwear
22	434	416	-18	TURTLE	Apparel	Menswear
23	441	105	-336	RUPA	Apparel	Innerwear
24	448	283	-165	VAN HEUSEN	Apparel	Formalwear
25	456	89	-367	SIYARAM'S	Apparel	Fabric
26	460	411	-49	LILIPUT	Apparel	Kidswear
27	473	-	-	PARAG SAREES	Apparel	Sarees
28	497	472	-25	ZODIAC	Apparel	Formalwear

# CATEGORY - WISE ALL INDIA LISTING

## APPAREL SUPER CATEGORY

Apparel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
29	512	103	-409	SPYKAR	Apparel	Casualwear
30	525	-	-	MONTE CARLO	Apparel	Seasonwear
31	543	866	323	PROVOGUE	Apparel	Casualwear
32	545	404	-141	MAYUR SUITINGS	Apparel	Fabric
33	565	-	-	DIGJAM	Apparel	Fabric
34	619	-	-	COLOR PLUS	Apparel	Menswear
35	638	-	-	LA MODE	Apparel	Casualwear
36	654	-	-	DOLLAR	Apparel	Innerwear
37	658	-	-	CONVERSE	Apparel	Casualwear
38	665	359	-306	GWALIOR SUITINGS	Apparel	Fabric
39	669	183	-486	LOUIS PHILIPPE	Apparel	Formalwear
40	684	684	0	RUPA FRONTLINE	Apparel	Innerwear
41	770	321	-449	MUFTI	Apparel	Casualwear
42	771	639	-132	JOHN MILLER	Apparel	Menswear
43	796	266	-530	RAMRAJ	Apparel	Dhotis
44	809	-	-	KAMAL SAREES	Apparel	Sarees
45	815	206	-609	WRANGLER	Apparel	Casualwear
46	835	809	-26	GRASIM	Apparel	Fabric
47	841	-	-	BELMONTE	Apparel	Fabric
48	893	-	-	MINU SAREES	Apparel	Sarees
49	905	-	-	DORA INDIA	Apparel	Innerwear
50	930	-	-	CROCODILE	Apparel	Casualwear
51	951	-	-	RAJSHRI SAREES	Apparel	Sarees
52	953	520	-433	S KUMAR'S	Apparel	Fabric
53	957	471	-486	PARX	Apparel	Casualwear
54	971	547	-424	OCM	Apparel	Fabric

## Saree

Saree Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	473	-	-	PARAG SAREES	Sarees
2	809	-	-	KAMAL SAREES	Sarees
3	893	-	-	MINU SAREES	Sarees
4	951	-	-	RAJSHRI SAREES	Sarees

# CATEGORY - WISE ALL INDIA LISTING

## APPAREL SUPER CATEGORY

### Casualwear

	Casual-wear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	51	44	-7	LEE	Casualwear	
2	52	26	-26	LEVI'S	Casualwear	
3	167	223	56	LEE COOPER	Casualwear	
4	280	-	-	BEING HUMAN	Casualwear	
5	324	310	-14	LACOSTE	Casualwear	
6	338	869	531	WILLS LIFESTYLE	Casualwear	
7	364	958	594	UNITED COLORS OF BENETTON	Casualwear	
8	393	227	-166	PEPE	Casualwear	
9	415	1086	671	KILLER	Casualwear	
10	427	439	12	US POLO	Casualwear	
11	512	103	-409	SPYKAR	Casualwear	
12	543	866	323	PROVOGUE	Casualwear	
13	638	-	-	LA MODE	Casualwear	
14	658	-	-	CONVERSE	Casualwear	
15	770	321	-449	MUFTI	Casualwear	
16	815	206	-609	WRANGLER	Casualwear	
17	930	-	-	CROCODILE	Casualwear	
18	957	471	-486	PARX	Casualwear	

### Fabric

	Casual-wear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	40	23	-17	RAYMONDS	Fabric	
2	266	133	-133	VIMAL	Fabric	
3	373	904	531	BOMBAY DYEING	Fabric	
4	399	667	268	REID & TAYLOR	Fabric	
5	456	89	-367	SIYARAM'S	Fabric	
6	545	404	-141	MAYUR SUITINGS	Fabric	
7	565	-	-	DIGJAM	Fabric	
8	665	359	-306	GWALIOR SUITINGS	Fabric	
9	835	809	-26	GRASIM	Fabric	
10	841	-	-	BELMONTE	Fabric	
11	953	520	-433	S KUMAR'S	Fabric	
12	971	547	-424	OCM	Fabric	

# CATEGORY - WISE ALL INDIA LISTING

## APPAREL

### SUPER CATEGORY

### Formalwear

Casual-wear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	77	521	444	ARROW	Formalwear
2	187	117	-70	PARK AVENUE	Formalwear
3	330	363	33	ALLEN SOLLY	Formalwear
4	448	283	-165	VAN HEUSEN	Formalwear
5	497	472	-25	ZODIAC	Formalwear
6	669	183	-486	LOUIS PHILIPPE	Formalwear

### Innerwear

Casual-wear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	264	106	-158	JOCKEY	Innerwear
2	441	105	-336	RUPA	Innerwear
3	654	-	-	DOLLAR	Innerwear
4	684	684	0	RUPA FRONTLINE	Innerwear
5	905	-	-	DORA INDIA	Innerwear

### Menswear

Mens-wear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	147	108	-39	PETER ENGLAND	Menswear
2	293	235	-58	JOHN PLAYERS	Menswear
3	434	416	-18	TURTLE	Menswear
4	619	-	-	COLOR PLUS	Menswear
5	771	639	-132	JOHN MILLER	Menswear

### Dhotis

Dhotis Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	796	266	-530	RAMRAJ	Dhotis

# CATEGORY - WISE ALL INDIA LISTING

## APPAREL

### SUPER CATEGORY

#### Kidswear

Kidswear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	460	411	-49	LILIPUT	Kidswear

#### Seasonwear

Seasonwear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	525	-	-	MONTE CARLO	Seasonwear

#### Women's Ethnicwear

Women's Ethnicwear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	196	1037	841	BIBA	Women's Ethnicwear

## AUTOMOBILE SUPER CATEGORY



Auto-mobile Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	7	8	1	HONDA	Automobile	Four Wheeler - Manufacturer
2	15	7	-8	HERO MOTOCORP	Automobile	Two Wheeler - Manufacturer
3	16	11	-5	MARUTI SUZUKI	Automobile	Four Wheeler - Manufacturer
4	33	15	-18	HYUNDAI	Automobile	Four Wheeler - Manufacturer
5	43	150	107	BMW	Automobile	Four Wheeler - Luxury
6	59	25	-34	TVS	Automobile	Two Wheeler - Manufacturer
7	61	299	238	FORD	Automobile	Four Wheeler - Manufacturer
8	62	323	261	AUDI	Automobile	Four Wheeler - Luxury
9	90	57	-33	YAMAHA	Automobile	Two Wheeler - Manufacturer
10	92	50	-42	TOYOTA	Automobile	Four Wheeler - Manufacturer
11	163	143	-20	TATA NANO	Automobile	Car - Hatchback
12	169	90	-79	MERCEDES BENZ	Automobile	Four Wheeler - Luxury
13	184	69	-115	SUZUKI	Automobile	Two Wheeler - Manufacturer
14	222	155	-67	HYUNDAI SANTRO	Automobile	Car - Hatchback
15	234	187	-47	NISSAN	Automobile	Four Wheeler - Manufacturer
16	260	111	-149	TATA MOTORS	Automobile	Four Wheeler - Manufacturer
17	268	303	35	BAJAJ PULSAR	Automobile	Two Wheeler - Brand

# CATEGORY - WISE ALL INDIA LISTING

## AUTOMOBILE SUPER CATEGORY

Auto-mobile Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
18	290	1092	802	TATA INDICA	Automobile	Car - Hatchback
19	304	448	144	CHEVROLET	Automobile	Four Wheeler - Manufacturer
20	318	427	109	HONDA ACTIVA	Automobile	Two Wheeler - Brand
21	327	56	-271	SKODA	Automobile	Four Wheeler - Manufacturer
22	359	307	-52	MAHINDRA SCORPIO	Automobile	Car - SUV/MUV
23	372	258	-114	MARUTI SUZUKI SWIFT	Automobile	Car - Hatchback
24	391	433	42	ROYAL ENFIELD	Automobile	Two Wheeler - Manufacturer
25	396	127	-269	VOLKSWAGEN	Automobile	Four Wheeler - Manufacturer
26	407	601	194	SONALIKA	Automobile	Tractors
27	412	-	-	HERO CBZ	Automobile	Two Wheeler - Brand
28	413	-	-	HONDA UNICORN DAZZLER	Automobile	Two Wheeler - Brand
29	417	306	-111	RENAULT	Automobile	Four Wheeler - Manufacturer
30	421	773	352	FIAT	Automobile	Four Wheeler - Manufacturer
31	431	549	118	MITSUBISHI	Automobile	Four Wheeler - Manufacturer
32	442	315	-127	ASHOK LEYLAND	Automobile	Auto - Commercial vehicles
33	445	475	30	FERRARI	Automobile	Four Wheeler - Luxury
34	450	-	-	SWARAJ MAZDA	Automobile	Auto - Commercial vehicles
35	452	162	-290	JAGUAR	Automobile	Four Wheeler - Luxury
36	459	1099	640	TVS APACHE	Automobile	Two Wheeler - Brand
37	513	467	-46	HYUNDAI i20	Automobile	Car - Hatchback
38	531	-	-	HERO PLEASURE	Automobile	Two Wheeler - Brand
39	547	291	-256	HONDA CITY	Automobile	Car - Sedan
40	594	-	-	BAJAJ DISCOVER	Automobile	Two Wheeler - Brand
41	597	-	-	SCOOTY PEP	Automobile	Automatic Scooter
42	606	-	-	TVS STARCITY	Automobile	Two Wheeler - Brand
43	609	456	-153	MARUTI SUZUKI ZEN	Automobile	Car - Hatchback
44	634	-	-	FIAT PALIO	Automobile	Car - Hatchback
45	664	894	230	EICHER	Automobile	Auto - Commercial vehicles
46	677	861	184	HERO SPLENDOR	Automobile	Two Wheeler - Brand
47	683	681	-2	MARUTI SUZUKI ALTO	Automobile	Car - Hatchback
48	704	688	-16	HYUNDAI i10	Automobile	Car - Hatchback
49	705	414	-291	TOYOTA INNOVA	Automobile	Car - SUV/MUV
50	741	-	-	KTM DUKE	Automobile	Two Wheeler - Brand
51	763	-	-	HONDA AVIATOR	Automobile	Two Wheeler - Brand
52	772	831	59	RENAULT DUSTER	Automobile	Car - SUV/MUV
53	819	-	-	RANGE ROVER	Automobile	Car - Luxury
54	824	-	-	TOYOTA ETIOS	Automobile	Car - Sedan
55	838	415	-423	VOLVO	Automobile	Auto - Commercial vehicles
56	842	469	-373	LML	Automobile	Two Wheeler - Manufacturer
57	851	-	-	CHEVROLET TAVERA	Automobile	Car - SUV/MUV



# CATEGORY - WISE ALL INDIA LISTING

## AUTOMOBILE SUPER CATEGORY

Auto-mobile Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
58	875	-	-	DAEWOO	Automobile	Four Wheeler - Manufacturer
59	889	-	-	SKODA RAPID	Automobile	Car - Sedan
60	901	555	-346	TOYOTA FORTUNER	Automobile	Car - SUV/MUV
61	912	-	-	FORD FIGO	Automobile	Car - Hatchback
62	917	1136	219	HONDA SHINE	Automobile	Two Wheeler - Brand
63	926	-	-	MARUTI SUZUKI ECCO	Automobile	Car - SUV/MUV
64	931	846	-85	TATA SAFARI	Automobile	Car - SUV/MUV
65	935	-	-	PORSCHE MACAN	Automobile	Car - Luxury
66	961	-	-	MARUTI SUZUKI CIAZ	Automobile	Car - Sedan
67	979	1195	216	TVS VICTOR	Automobile	Two Wheeler - Brand

## Auto-Commercial Vehicles

Vehicle Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	442	315	-127	ASHOK LEYLAND	Auto - Commercial vehicles
2	450	-	-	SWARAJ MAZDA	Auto - Commercial vehicles
3	664	894	230	EICHER	Auto - Commercial vehicles
4	838	415	-423	VOLVO	Auto - Commercial vehicles

## Automatic Scooter

Scooter Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	597	-	-	SCOOTY PEP	Automatic Scooter

## Car-Hatchback

Car Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	163	143	-20	TATA NANO	Car - Hatchback
2	222	155	-67	HYUNDAI SANTRO	Car - Hatchback
3	290	1092	802	TATA INDICA	Car - Hatchback
4	372	258	-114	MARUTI SUZUKI SWIFT	Car - Hatchback
5	513	467	-46	HYUNDAI i20	Car - Hatchback
6	609	456	-153	MARUTI SUZUKI ZEN	Car - Hatchback
7	634	-	-	FIAT PALIO	Car - Hatchback
8	683	681	-2	MARUTI SUZUKI ALTO	Car - Hatchback
9	704	688	-16	HYUNDAI i10	Car - Hatchback
10	912	-	-	FORD FIGO	Car - Hatchback

# CATEGORY - WISE ALL INDIA LISTING

## AUTOMOBILE SUPER CATEGORY

### Car-Luxury

	Car Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	819	-	-	RANGE ROVER	Car - Luxury
	2	935	-	-	PORSCHE MACAN	Car - Luxury

### Car Sedan

	Car Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	547	291	-256	HONDA CITY	Car - Sedan
	2	824	-	-	TOYOTA ETIOS	Car - Sedan
	3	889	-	-	SKODA RAPID	Car - Sedan
	4	961	-	-	MARUTI SUZUKI CIAZ	Car - Sedan

### Car-SUV/MUV

	Car Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	359	307	-52	MAHINDRA SCORPIO	Car - SUV/MUV
	2	705	414	-291	TOYOTA INNOVA	Car - SUV/MUV
	3	772	831	59	RENAULT DUSTER	Car - SUV/MUV
	4	851	-	-	CHEVROLET TAVERA	Car - SUV/MUV
	5	901	555	-346	TOYOTA FORTUNER	Car - SUV/MUV
	6	926	-	-	MARUTI SUZUKI EECO	Car - SUV/MUV
	7	931	846	-85	TATA SAFARI	Car - SUV/MUV

### Four Wheeler-Luxury

	Car Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	43	150	107	BMW	Four Wheeler - Luxury
	2	62	323	261	AUDI	Four Wheeler - Luxury
	3	169	90	-79	MERCEDES BENZ	Four Wheeler - Luxury
	4	445	475	30	FERRARI	Four Wheeler - Luxury
	5	452	162	-290	JAGUAR	Four Wheeler - Luxury

### Tractor

	Tractor Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	407	601	194	SONALIKA	Tractors

# CATEGORY - WISE ALL INDIA LISTING

## AUTOMOBILE SUPER CATEGORY

### Four Wheeler-Manufacturer

Four Wheeler Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	7	8	1	HONDA	Four Wheeler - Manufacturer
2	16	11	-5	MARUTI SUZUKI	Four Wheeler - Manufacturer
3	33	15	-18	HYUNDAI	Four Wheeler - Manufacturer
4	61	299	238	FORD	Four Wheeler - Manufacturer
5	92	50	-42	TOYOTA	Four Wheeler - Manufacturer
6	234	187	-47	NISSAN	Four Wheeler - Manufacturer
7	260	111	-149	TATA MOTORS	Four Wheeler - Manufacturer
8	304	448	144	CHEVROLET	Four Wheeler - Manufacturer
9	327	56	-271	SKODA	Four Wheeler - Manufacturer
10	396	127	-269	VOLKSWAGEN	Four Wheeler - Manufacturer
11	417	306	-111	RENAULT	Four Wheeler - Manufacturer
12	421	773	352	FIAT	Four Wheeler - Manufacturer
13	431	549	118	MITSUBISHI	Four Wheeler - Manufacturer
14	875	-	-	DAEWOO	Four Wheeler - Manufacturer

### Two Wheeler-Brand

Two Wheeler Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	268	303	35	BAJAJ PULSAR	Two Wheeler - Brand
2	318	427	109	HONDA ACTIVA	Two Wheeler - Brand
3	412	-	-	HERO CBZ	Two Wheeler - Brand
4	413	-	-	HONDA UNICORN DAZZLER	Two Wheeler - Brand
5	459	1099	640	TVS APACHE	Two Wheeler - Brand
6	531	-	-	HERO PLEASURE	Two Wheeler - Brand
7	594	-	-	BAJAJ DISCOVER	Two Wheeler - Brand
8	606	-	-	TVS STARCITY	Two Wheeler - Brand
9	677	861	184	HERO SPLENDOR	Two Wheeler - Brand
10	741	-	-	KTM DUKE	Two Wheeler - Brand
11	763	-	-	HONDA AVIATOR	Two Wheeler - Brand
12	917	1136	219	HONDA SHINE	Two Wheeler - Brand
13	979	1195	216	TVS VICTOR	Two Wheeler - Brand

# CATEGORY - WISE ALL INDIA LISTING

## AUTOMOBILE SUPER CATEGORY

### Two Wheeler-Manufacturer

	Two Wheeler Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	15	7	-8	HERO MOTOCORP	Two Wheeler - Manufacturer
	2	59	25	-34	TVS	Two Wheeler - Manufacturer
	3	90	57	-33	YAMAHA	Two Wheeler - Manufacturer
	4	184	69	-115	SUZUKI	Two Wheeler - Manufacturer
	5	391	433	42	ROYAL ENFIELD	Two Wheeler - Manufacturer
	6	842	469	-373	LML	Two Wheeler - Manufacturer

## AUTO-RELATED SUPER CATEGORY



Auto related Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	79	48	-31	MRF	Automobile - Related	Tyres
2	209	711	502	CEAT	Automobile - Related	Tyres
3	297	932	635	EXIDE	Automobile - Related	Auto - Batteries
4	386	-	-	STEELBIRD	Automobile - Related	Helmets
5	641	535	-106	JK TYRES	Automobile - Related	Tyres
6	745	443	-302	BRIDGESTONE	Automobile - Related	Tyres
7	776	834	58	DUNLOP	Automobile - Related	Tyres
8	795	503	-292	APOLLO TYRES	Automobile - Related	Tyres
9	849	1184	335	AMARON	Automobile - Related	Auto - Batteries

### Tyres

	Auto related Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	79	48	-31	MRF	Tyres
	2	209	711	502	CEAT	Tyres
	3	641	535	-106	JK TYRES	Tyres
	4	745	443	-302	BRIDGESTONE	Tyres
	5	776	834	58	DUNLOP	Tyres
	6	795	503	-292	APOLLO TYRES	Tyres

# CATEGORY - WISE ALL INDIA LISTING

## AUTO-RELATED SUPER CATEGORY

### Auto-Batteries

	Batteries Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	297	932	635	EXIDE	Auto - Batteries
	2	849	1184	335	AMARON	Auto - Batteries

### Helmets

	Helmets Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	386	-	-	STEELBIRD	Helmets

## BFSI SUPER CATEGORY



BFSI Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	20	14	-6	LIC	BFSI	Insurance - PSU
2	41	19	-22	STATE BANK OF INDIA	BFSI	Bank - PSU
3	48	28	-20	ICICI BANK	BFSI	Bank - Private
4	58	-	-	HDFC BANK	BFSI	Bank - Private
5	64	85	21	IDBI BANK	BFSI	Bank - PSU
6	78	708	630	AXIS BANK	BFSI	Bank - Private
7	120	101	-19	HSBC	BFSI	Bank - Foreign
8	137	728	591	KOTAK MAHINDRA BANK	BFSI	Bank - Private
9	195	781	586	BANK OF BARODA	BFSI	Bank - PSU
10	211	739	528	BANK OF INDIA	BFSI	Bank - PSU
11	287	-	-	DHFL	BFSI	Housing Finance
12	341	32	-309	HDFC	BFSI	Housing Finance
13	355	1148	793	NATIONAL INSURANCE	BFSI	Insurance - PSU
14	375	337	-38	YES BANK	BFSI	Bank - Private
15	395	-	-	BHARTI AXA	BFSI	Insurance - Private
16	439	88	-351	PNB BANK	BFSI	Bank - PSU
17	474	294	-180	UCO BANK	BFSI	Bank - PSU
18	492	840		CANARA BANK	BFSI	Bank - PSU
19	521	-	-	IIFL	BFSI	Financial Services
20	563	451	-112	MAX BUPA	BFSI	Insurance - Health
21	574	954	380	CITIBANK	BFSI	Bank - Foreign
22	581	276	-305	RBI	BFSI	Bank - Federal
23	601	557	-44	MUTHOOT FINANCE	BFSI	Financial Services

# CATEGORY - WISE ALL INDIA LISTING

## BFSI SUPER CATEGORY

BFSI Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
24	620	233	-387	UNION BANK OF INDIA	BFSI	Bank - PSU
25	650	666	16	ICICI PRUDENTIAL	BFSI	Insurance - Private
26	660	319	-341	UTI	BFSI	Mutual Fund
27	682	-	-	BAJAJ FINANCE	BFSI	Financial Services
28	686	396	-290	MAX LIFE INSURANCE	BFSI	Insurance - Private
29	699	-	-	RAJASTHAN BANK	BFSI	Bank - PSU
30	743	1172	429	MANAPURAM FINANCE	BFSI	Financial Services
31	755	-	-	TATA AIG GENERAL INSURANCE	BFSI	Insurance - Private
32	761	-	-	AVIVA	BFSI	Insurance - Private
33	794	-	-	ING VYSYA BANK	BFSI	Bank - Private
34	797	645	-152	TATA AIA LIFE INSURANCE	BFSI	Insurance - Private
35	823	748	-75	BIRLA SUN LIFE	BFSI	Insurance - Private
36	852	574	-278	BAJAJ ALLIANZ	BFSI	Insurance - Private
37	862	-	-	DENA BANK	BFSI	Bank - PSU
38	866	-	-	ADC BANK	BFSI	Bank - Cooperative
39	879	758	-121	STANDARD CHARTERED	BFSI	Bank - Foreign
40	960	1052	92	INDUSIND BANK	BFSI	Bank - Private
41	969	-	-	AMERICAN EXPRESS	BFSI	Credit Card

### Bank-PSU

PSU Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	41	19	-22	STATE BANK OF INDIA	Bank - PSU
2	64	85	21	IDBI BANK	Bank - PSU
3	195	781	586	BANK OF BARODA	Bank - PSU
4	211	739	528	BANK OF INDIA	Bank - PSU
5	439	88	-351	PNB BANK	Bank - PSU
6	474	294	-180	UCO BANK	Bank - PSU
7	492	840	348	CANARA BANK	Bank - PSU
8	620	233	-387	UNION BANK OF INDIA	Bank - PSU
9	699	-	-	RAJASTHAN BANK	Bank - PSU
10	862	-	-	DENA BANK	Bank - PSU

### Bank-Cooperative

Bank Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	866	-	-	ADC BANK	Bank - Cooperative

# CATEGORY - WISE ALL INDIA LISTING

## BFSI

### SUPER CATEGORY

### Bank-Private

	Bank Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	48	28	-20	ICICI BANK	Bank - Private
	2	58	-	-	HDFC BANK	Bank - Private
	3	78	708	630	AXIS BANK	Bank - Private
	4	137	728	591	KOTAK MAHINDRA BANK	Bank - Private
	5	375	337	-38	YES BANK	Bank - Private
	6	794	-	-	ING VYSYA BANK	Bank - Private
	7	960	1052	92	INDUSIND BANK	Bank - Private

### Bank-Foreign

	Bank Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	120	101	-19	HSBC	Bank - Foreign
	2	574	954	380	CITIBANK	Bank - Foreign
	3	879	758	-121	STANDARD CHARTERED	Bank - Foreign

### Credit Card

	Bank Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	969	-	-	AMERICAN EXPRESS	Credit Card

### Bank-Federal

	Bank Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	581	276	-305	RBI	Bank - Federal

### Financial Services

	Bank Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	521	-	-	IIFL	Financial Services
	2	601	557	-44	MUTHOOT FINANCE	Financial Services
	3	682	-	-	BAJAJ FINANCE	Financial Services
	4	743	1172	429	MANAPURAM FINANCE	Financial Services

# CATEGORY - WISE ALL INDIA LISTING

## BFSI

### SUPER CATEGORY

### Insurance-Health

	Health Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	563	451	-112	MAX BUPA	Insurance - Health

### Insurance-PSU

	PSU Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	20	14	-6	LIC	Insurance - PSU
	2	355	1148	793	NATIONAL INSURANCE	Insurance - PSU

### Housing Finance

	PSU Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	287	-	-	DHFL	Housing Finance
	2	341	32	-309	HDFC	Housing Finance

### Mutual Fund

	Mutual Fund Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	660	319	-341	UTI	Mutual Fund

### Insurance-Private

	Insurance Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	395	-	-	BHARTI AXA	Insurance - Private
	2	650	666	16	ICICI PRUDENTIAL	Insurance - Private
	3	686	396	-290	MAX LIFE INSURANCE	Insurance - Private
	4	755	-	-	TATAAIG GENERAL INSURANCE	Insurance - Private
	5	761	-	-	AVIVA	Insurance - Private
	6	797	645	-152	TATAAIALIFE INSURANCE	Insurance - Private
	7	823	748	-75	BIRLA SUN LIFE	Insurance - Private
	8	852	574	-278	BAJAJ ALLIANZ	Insurance - Private



# CATEGORY - WISE ALL INDIA LISTING

## BRANDED FASHION SUPER CATEGORY



fashion Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	271	727	456	DENIM	Branded Fashion	Branded Fashion
2	350	192	-158	GUCCI	Branded Fashion	Branded Fashion
3	374	255	-119	TOMMY HILFIGER	Branded Fashion	Branded Fashion
4	464	814	350	CALVIN KLEIN	Branded Fashion	Branded Fashion
5	515	635	120	DIESEL	Branded Fashion	Branded Fashion
6	539	-	-	ARMANI	Branded Fashion	Branded Fashion
7	577	-	-	GAP	Branded Fashion	Branded Fashion
8	582	-	-	BOSS	Branded Fashion	Branded Fashion
9	663	-	-	D & G	Branded Fashion	Branded Fashion
10	829	-	-	DUNHILL	Branded Fashion	Branded Fashion
11	976	175	-801	ZARA	Branded Fashion	Branded Fashion
12	990	1007	17	GUESS	Branded Fashion	Branded Fashion
13	993	-	-	FCUK	Branded Fashion	Branded Fashion

## BROADBAND SERVICES SUPER CATEGORY



Broad Band Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	844	-	-	TIKONA	Broadband Services	Broadband

## CABLE SUPER CATEGORY



Cable Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	949	753	-200	HATHWAY	Cable	Cable Network

## CIGARETTE SUPER CATEGORY



Ciga-rette Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	342	-	-	GOLD FLAKE	Cigarette	Cigarette
2	356	-	-	CLASSIC MILDS	Cigarette	Cigarette
3	667	-	-	NAVYCUT CIGARETTES	Cigarette	Cigarette

# CATEGORY - WISE ALL INDIA LISTING

## CONSTRUCTION SUPER CATEGORY



Construction Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	319	628	309	DLF	Construction	Real Estate Developer
2	888	-	-	RAHEJA	Construction	Real Estate Developer

## CONSUMER PRODUCTS SUPER CATEGORY



Construction Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	114	130	16	GILLETTE	Consumer Products	Shaving Products
2	277	873	596	SUPER MAX	Consumer Products	Shaving Products
3	331	794	463	TOPAZ	Consumer Products	Shaving Products
4	467	-	-	GILLETTE 7 O'CLOCK	Consumer Products	Shaving Products

## DIVERSIFIED SUPER CATEGORY



Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	4	3	-1	TATA	Diversified	Diversified
2	6	46	40	BAJAJ	Diversified	Diversified
3	9	16	7	GODREJ	Diversified	Diversified
4	14	9	-5	RELIANCE	Diversified	Diversified
5	18	12	-6	PHILIPS	Diversified	Technology
6	21	10	-11	M&M	Diversified	Diversified
7	34	43	9	ITC	Diversified	Diversified
8	42	35	-7	ADITYA BIRLA	Diversified	Diversified
9	44	17	-27	VIDEOCON	Diversified	Diversified
10	47	514	467	BPL	Diversified	Diversified
11	83	38	-45	L & T	Diversified	Diversified
12	133	52	-81	WIPRO	Diversified	Diversified
13	134	166	32	USHA	Diversified	Diversified
14	250	340	90	JINDAL	Diversified	Diversified

# CATEGORY - WISE ALL INDIA LISTING

## DIVERSIFIED SUPER CATEGORY

Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
15	354	139	-215	MAX	Diversified	Diversified
16	370	818	448	KIRLOSKAR	Diversified	Diversified
17	422	509	87	BOSCH	Diversified	Diversified
18	432	169	-263	SIEMENS	Diversified	Diversified
19	586	1064	478	INDIA BULLS	Diversified	Diversified
20	734	766	32	FUTURE GROUP	Diversified	Diversified
21	963	120	-843	SAHARA	Diversified	Diversified
22	975	-	-	DCM	Diversified	Diversified

### Diversified

Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	4	3	-1	TATA	Diversified
2	6	46	40	BAJAJ	Diversified
3	9	16	7	GODREJ	Diversified
4	14	9	-5	RELIANCE	Diversified
5	21	10	-11	M&M	Diversified
6	34	43	9	ITC	Diversified
7	42	35	-7	ADITYA BIRLA	Diversified
8	44	17	-27	VIDEOCON	Diversified
9	47	514	467	BPL	Diversified
10	83	38	-45	L & T	Diversified
11	133	52	-81	WIPRO	Diversified
12	134	166	32	USHA	Diversified
13	250	340	90	JINDAL	Diversified
14	354	139	-215	MAX	Diversified
15	370	818	448	KIRLOSKAR	Diversified
16	422	509	87	BOSCH	Diversified
17	432	169	-263	SIEMENS	Diversified
18	586	1064	478	INDIA BULLS	Diversified
19	734	766	32	FUTURE GROUP	Diversified
20	963	120	-843	SAHARA	Diversified
21	975	-	-	DCM	Diversified

### Technology

Technology Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	18	12	-6	PHILIPS	Technology

# CATEGORY - WISE ALL INDIA LISTING

## DTH SUPER CATEGORY



DTH Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	183	147	-36	DISH TV	DTH	DTH
2	312	234	-78	TATA SKY	DTH	DTH
3	532	1043	511	BIG TV	DTH	DTH

## DURABLES SUPER CATEGORY



Durables Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	1	4	3	LG	Durables	Consumer Electronics
2	3	2	-1	SONY	Durables	Consumer Electronics
3	46	40	-6	PANASONIC	Durables	Consumer Electronics
4	53	24	-29	WHIRLPOOL	Durables	Consumer Electronics
5	57	51	-6	ONIDA	Durables	Consumer Electronics
6	71	1	-70	SAMSUNG	Durables	Consumer Electronics
7	96	39	-57	VOLTAS	Durables	Air Conditioners
8	102	72	-30	HITACHI	Durables	Consumer Electronics
9	124	936	812	AKAI	Durables	Consumer Electronics
10	143	180	37	HAIER	Durables	Consumer Electronics
11	192	135	-57	KENT	Durables	Water Purifiers
12	216	-	-	BLUE STAR	Durables	Air Conditioners
13	217	-	-	DAIKIN	Durables	Air Conditioners
14	224	172	-52	IFB	Durables	Consumer Electronics
15	245	-	-	CARRIER	Durables	Air Conditioners
16	351	1026	675	SINGER	Durables	Sewing Machines
17	371	317	-54	KELVINATOR	Durables	Consumer Electronics
18	380	-	-	O GENERAL	Durables	Air Conditioners
19	383	273	-110	KENSTAR	Durables	Consumer Electronics
20	408	532	124	AQUAGUARD	Durables	Water Purifiers
21	457	380	-77	SHARP	Durables	Consumer Electronics
22	506	81	-425	TOSHIBA	Durables	Consumer Electronics
23	590	302	-288	PUREIT	Durables	Water Purifiers
24	628	876	248	PIONEER	Durables	Audio equipment
25	639	595	-44	ELECTROLUX	Durables	Consumer Electronics
26	643	-	-	EUREKA FORBES	Durables	Water/Air Purification
27	661	65	-596	SANSUI	Durables	Consumer Electronics
28	728	-	-	LIVPURE	Durables	Water Purifiers
29	760	-	-	BOSE	Durables	Audio equipment
30	834	-	-	AIWA	Durables	Consumer Electronics
31	940	-	-	GLEN INDIA	Durables	Kitchen Appliances
32	944	-	-	KAFF APPLIANCES	Durables	Kitchen Appliances

# CATEGORY - WISE ALL INDIA LISTING

## DURABLES

### SUPER CATEGORY

### Consumer Electronics

	Cons. Elec. Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	1	4	3	LG	Consumer Electronics
	2	3	2	-1	SONY	Consumer Electronics
	3	46	40	-6	PANASONIC	Consumer Electronics
	4	53	24	-29	WHIRLPOOL	Consumer Electronics
	5	57	51	-6	ONIDA	Consumer Electronics
	6	71	1	-70	SAMSUNG	Consumer Electronics
	7	102	72	-30	HITACHI	Consumer Electronics
	8	124	936	812	AKAI	Consumer Electronics
	9	143	180	37	HAIER	Consumer Electronics
	10	224	172	-52	IFB	Consumer Electronics
	11	371	317	-54	KELVINATOR	Consumer Electronics
	12	383	273	-110	KENSTAR	Consumer Electronics
	13	457	380	-77	SHARP	Consumer Electronics
	14	506	81	-425	TOSHIBA	Consumer Electronics
	15	639	595	-44	ELECTROLUX	Consumer Electronics
	16	661	65	-596	SANSUI	Consumer Electronics
	17	834	-	-	AIWA	Consumer Electronics

### Sewing Machines

	Machine Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	351	1026	675	SINGER	Sewing Machines

### Air Conditioner

	AC Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	96	39	-57	VOLTAS	Air Conditioners
	2	216	-	-	BLUE STAR	Air Conditioners
	3	217	-	-	DAIKIN	Air Conditioners
	4	245	-	-	CARRIER	Air Conditioners
	5	380	-	-	O GENERAL	Air Conditioners

### Audio Equipments

	Equipments Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	628	876	248	PIONEER	Audio equipment
	2	760	-	-	BOSE	Audio equipment

# CATEGORY - WISE ALL INDIA LISTING

## DURABLES

### SUPER CATEGORY

### Water Purifiers

	Purifiers Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	192	135	-57	KENT	Water Purifiers
	2	408	532	124	AQUAGUARD	Water Purifiers
	3	590	302	-288	PUREIT	Water Purifiers
	5	728	-	-	LIVPURE	Water Purifiers

### Kitchen Appliances

	Appliances Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	940	-	-	GLEN INDIA	Kitchen Appliances
	2	944	-	-	KAFF APPLIANCES	Kitchen Appliances

### Water/Air Purification

	Purification Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	643	-	-	EUREKA FORBES	Water/Air Purification

## EDUCATION SUPER CATEGORY



Educa-tion Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	499	591	92	IIT	Education	Technical
2	523	296	-227	NIIT	Education	Training
3	528	410	-118	IIM	Education	Management
4	729	-	-	EUROKIDS	Education	Pre-School
5	735	165	-570	KANGAROO KIDS	Education	Pre-School
6	749	1178	429	AMITY UNIVERSITY	Education	University
7	832	-	-	JAIHIND COLLEGE	Education	Graduate/PG Education
8	845	-	-	ZEE LEARN	Education	School
9	858	369	-489	JETKING	Education	Computer/Hardware Training
10	877	-	-	CAREERS 360	Education	Counselling
11	913	807	-106	OXFORD	Education	Graduate/PG Education - International
12	915	-	-	CHATE CLASSES	Education	Coaching Classes

# CATEGORY - WISE ALL INDIA LISTING

## EDUCATION

### SUPER CATEGORY

### Coaching Classes

	Classes Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	915	-	-	CHATE CLASSES	Coaching Classes

### Computer/Hardware Training

	Comp/ Hard Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	858	369	-489	JETKING	Computer/Hardware Training

### Counselling

	Counsel-ling Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	877	-	-	CAREERS 360	Counselling

### Graduate/PG Education

	Graduate/ PG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	832	-	-	JAIHIND COLLEGE	Graduate/PG Education

### Graduate/PG Education-International

	Graduate/ PG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	913	807	-106	OXFORD	Graduate/PG Education - International

### Management

	Management Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	528	410	-118	IIM	Management

### School

	School Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	845	-	-	ZEE LEARN	School

# CATEGORY - WISE ALL INDIA LISTING

## EDUCATION

### SUPER CATEGORY

#### Technical

	Technical Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	499	591	92	IIT	Technical

#### Training

	Training Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	523	296	-227	NIIT	Training

#### University

	University Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	749	1178	429	AMITY UNIVERSITY	University

#### Pre-School

	Pre School Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	729	-	-	EUROKIDS	Pre-School
	2	735	165	-570	KANGAROO KIDS	Pre-School

## ENERGY SUPER CATEGORY



Energy Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	214	877	663	HINDUSTAN PETROLEUM	Energy	Oil & Gas
2	292	286	-6	INDIAN OIL	Energy	Oil & Gas
3	494	-	-	BHARAT PETROLEUM	Energy	Oil & Gas
4	610	131	-479	GAIL	Energy	Natural gas
5	636	370	-266	ONGC	Energy	Oil & Gas
6	645	216	-429	SHELL	Energy	Oil & Gas
7	678	-	-	INDANE LPG	Energy	LPG
8	798	-	-	BHARAT GAS	Energy	LPG
9	861	367	-494	POWER	Energy	Performance Petrol



# CATEGORY - WISE ALL INDIA LISTING

## ENERGY

### SUPER CATEGORY

### LPG

	LPG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	678	-	-	INDANE LPG	LPG
	2	798	-	-	BHARAT GAS	LPG

### Oil & Gas

	Oil & Gas Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	214	877	663	HINDUSTAN PETROLEUM	Oil & Gas
	2	292	286	-6	INDIAN OIL	Oil & Gas
	3	494	-	-	BHARAT PETROLEUM	Oil & Gas
	4	636	370	-266	ONGC	Oil & Gas
	5	645	216	-429	SHELL	Oil & Gas

### Natural Gas

	Gas Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	610	131	-479	GAIL	Natural gas

### Performance Petrol

	Petrol Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	861	367	-494	POWER	Performance Petrol

## ENTERTAINMENT SUPER CATEGORY



Entertainment Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	697	295	-402	PVR	Entertainment	Cinema - Display
2	837	371	-466	T-SERIES	Entertainment	Diversified
3	932	-	-	APPU GHAR	Entertainment	Amusement park
4	984	-	-	FUN CINEMA	Entertainment	Cinema - Display
5	997	-	-	CINEMAX	Entertainment	Cinema - Display
6	999	772	-227	UTV	Entertainment	Diversified

# CATEGORY - WISE ALL INDIA LISTING

## ENTERTAINMENT SUPER CATEGORY

### Amusement Park

	Park Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	932	-	-	APPU GHAR	Amusement park

### Cinema Display

	Cinema Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	697	295	-402	PVR	Cinema - Display
	2	984	-	-	FUN CINEMA	Cinema - Display
	3	997	-	-	CINEMAX	Cinema - Display

### Diversified

	Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	837	371	-466	T-SERIES	Diversified
	2	999	772	-227	UTV	Diversified

## EYECARE SUPER CATEGORY



Eyecare Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	946	-	-	CRIZAL	Eyecare	Spectacle/Lens

## FMCG SUPER CATEGORY



FMCG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	22	53	31	COLGATE	FMCG	Oral hygiene
2	23	68	45	DOVE	FMCG	Bath/Beauty
3	25	36	11	LAKME	FMCG	Bath/Beauty
4	27	196	169	DETTOL	FMCG	Bath/Beauty
5	28	182	154	AXE	FMCG	Deo/Perfume
6	32	27	-5	PONDS	FMCG	Bath/Beauty

# CATEGORY - WISE ALL INDIA LISTING

## FMCG SUPER CATEGORY

FMCG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
7	60	83	23	GARNIER	FMCG	Bath/Beauty
8	73	452	379	CINTHOL	FMCG	Bath/Beauty
9	81	536	455	BOROLINE	FMCG	Bath/Beauty
10	82	61	-21	L'OREAL	FMCG	Haircare
11	85	231	146	FAIR & LOVELY	FMCG	Bath/Beauty
12	91	112	21	SUNSILK	FMCG	Haircare
13	95	71	-24	PEPSODENT	FMCG	Oral hygiene
14	99	96	-3	NIVEA	FMCG	Bath/Beauty
15	104	153	49	HAMAM	FMCG	Bath/Beauty
16	109	339	230	FOGG	FMCG	Deo/Perfume
17	111	375	264	CLOSE UP	FMCG	Oral hygiene
18	116	1186		EMAMI	FMCG	Diversified
19	122	82	-40	PANTENE	FMCG	Bath/Beauty
20	123	102	-21	RIN	FMCG	Fabriccare
21	126	239	113	SURF EXCEL	FMCG	Fabriccare
22	127	803	676	ANCHOR	FMCG	Oral hygiene
23	129	73	-56	LIFEBUOY	FMCG	Bath/Beauty
24	139	91	-48	NIRMA	FMCG	Diversified
25	144	744	600	CLINIC PLUS	FMCG	Bath/Beauty
26	145	542		ALLOUT	FMCG	Mosquito repellent
27	149	41	-108	SANTOOR	FMCG	Bath/Beauty
28	155	47	-108	HINDUSTAN UNILEVER	FMCG	Diversified
29	158	336	178	HARPIC	FMCG	Disinfectant
30	159	559	400	BOROPLUS	FMCG	Bath/Beauty
31	161	189	28	TIDE	FMCG	Fabriccare
32	166	241	75	PARACHUTE	FMCG	Haircare
33	172	500	328	ARIEL	FMCG	Fabriccare
34	181	170	-11	VICCO	FMCG	Oral hygiene
35	188	-	-	PEARS	FMCG	Bath/Beauty
36	194	393	199	LIZOL	FMCG	Disinfectant
37	202	252	50	HEAD & SHOULDERS	FMCG	Bath/Beauty
38	204	-	-	EVA	FMCG	Deo/Perfume
39	205	-	-	CLEAN & CLEAR	FMCG	Bath/Beauty
40	206	185	-21	GOOD KNIGHT	FMCG	Mosquito repellent
41	207	-	-	FEVICOL	FMCG	Adhesives
42	210	59	-151	PROCTER & GAMBLE	FMCG	Diversified
43	220	564	344	HUGGIES	FMCG	Diapers
44	221	1058	837	EVERYUTH	FMCG	Bath/Beauty
45	227	400	173	SPINZ	FMCG	Deo/Perfume
46	229	538	309	AMWAY	FMCG	Direct Selling Brands

# CATEGORY - WISE ALL INDIA LISTING

## FMCG SUPER CATEGORY

FMCG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
47	232	246	14	VASELINE	FMCG	Bath/Beauty
48	233	426	193	DABUR VATIKA	FMCG	Haircare
49	240	136	-104	ORAL B	FMCG	Oral hygiene
50	252	84	-168	OLAY	FMCG	Bath/Beauty
51	265	113	-152	REXONA	FMCG	Bath/Beauty
52	267	13	-254	LUX	FMCG	Bath/Beauty
53	275	160	-115	VIM	FMCG	Dishcare
54	278	-	-	EXO	FMCG	Dishcare
55	279	956	677	BABOOL	FMCG	Oral hygiene
56	284	661	377	DOMEX	FMCG	Disinfectant
57	285	387	102	ORIFLAME	FMCG	Direct Selling Brands
58	294	304		LIRIL	FMCG	Bath/Beauty
59	298	228	-70	MARGO	FMCG	Bath/Beauty
60	300	128	-172	VIVEL	FMCG	Bath/Beauty
61	301	408	107	PAMPERS	FMCG	Diapers
62	303	320	17	LIVON	FMCG	Haircare
63	307	-	-	STAYFREE SECURE	FMCG	Personal Hygiene Products
64	308	1198	890	DABUR AMLA	FMCG	Haircare
65	311	836	525	ELLE 18	FMCG	Cosmetics
66	313	706		EVEREADY	FMCG	Consumer Batteries
67	322	593	271	MARICO	FMCG	Diversified
68	329	205	-124	AVON	FMCG	Cosmetics
69	333	-	-	KOTEX	FMCG	Personal Hygiene Products
70	334	327	-7	WHISPER	FMCG	Personal Hygiene Products
71	335	277	-58	MEDIMIX	FMCG	Bath/Beauty
72	344	-	-	ALL CLEAR SHAMPOO	FMCG	Haircare
73	346	738	392	PALMOLIVE	FMCG	Bath/Beauty
74	363	-	-	BLACK ROSE	FMCG	Hair Dye
75	367	-	-	FA	FMCG	Bath/Beauty
76	376	-	-	PRIL	FMCG	Dishcare
77	381	243	-138	WHEEL	FMCG	Fabriccare
78	382	675	293	GHADI DETERGENT	FMCG	Fabriccare
79	401	1138	737	DURACELL	FMCG	Consumer Batteries
80	420	-	-	DABUR RED	FMCG	Oral hygiene
81	440	334	-106	UJALA	FMCG	Fabriccare
82	443	328	-115	MORTIEN	FMCG	Mosquito repellent
83	447	-	-	EYETEX	FMCG	Cosmetics
84	468	450	-18	SENSODYNE	FMCG	Oral hygiene
85	484	849	365	GOKUL SANDAL	FMCG	Bath/Beauty
86	486	364	-122	NIPPO	FMCG	Consumer Batteries

# CATEGORY - WISE ALL INDIA LISTING

## FMCG SUPER CATEGORY

FMCG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
87	500	444	-56	HENKO	FMCG	Fabriccare
88	502	-	-	555 SOAP	FMCG	Fabriccare
89	511	-	-	FAIREVER	FMCG	Bath/Beauty
90	519	341	-178	NYCIL	FMCG	Prickly Heat Powder
91	522	-	-	CAVINKARE	FMCG	Diversified
92	527	318	-209	MAYBELLINE	FMCG	Cosmetics
93	533	480	-53	NAVRATNA HAIR OIL	FMCG	Haircare
94	534	-	-	ETA SOAP	FMCG	Fabriccare
95	536	568	32	ODONIL	FMCG	Air Freshener
96	538	140	-398	WILDSTONE	FMCG	Deo/Perfume
97	540	686	146	CHIK	FMCG	Haircare
98	541	-	-	FIAMA DIWILLS	FMCG	Bath/Beauty
99	555	177	-378	HIMANI	FMCG	Diversified
100	559	402	-157	NIHAR	FMCG	Haircare
101	560	418	-142	OLD SPICE	FMCG	Deo/Perfume
102	566	862	296	STREAX	FMCG	Haircare
103	571	-	-	VVD GOLD	FMCG	Haircare
104	584	-	-	FENA	FMCG	Fabriccare
105	595	406	-189	VEET	FMCG	Bath/Beauty
106	611	461	-	HIT	FMCG	Mosquito repellent
107	613	-	-	HERBAL LIFE	FMCG	Direct Selling Brands
108	614	1145	531	BAJAJ ALMOND	FMCG	Haircare
109	618	-	-	KEO KARPIN HAIR OIL	FMCG	Haircare
110	623	-	-	ENGAGE	FMCG	Deo/Perfume
111	627	-	-	DERMICOOL	FMCG	Prickly Heat Powder
112	630	-	-	CIBACA	FMCG	Oral hygiene
113	644	1132	488	CYCLE AGARBATTI	FMCG	Agarbattis
114	646	-	-	COLIN	FMCG	Glass Cleaner
115	656	719	63	VASMOL	FMCG	Hair dye
116	671	629	-42	MYSORE SANDAL	FMCG	Bath/Beauty
117	690	913	223	FEVIKWIK	FMCG	Adhesives
118	696	664	-32	SOFY	FMCG	Personal Hygiene Products
119	706	-	-	CAREFREE	FMCG	Personal Hygiene Products
120	707	-	-	LACTO CALAMINE	FMCG	Bath/Beauty
121	723	-	-	ARASAN SOAPS	FMCG	Fabriccare
122	725	914	189	KES KING TEL	FMCG	Haircare
123	726	329	-397	FAIR AND HANDSOME	FMCG	Bath/Beauty
124	732	333	-399	YARDLEY	FMCG	Deo/Perfume
125	742	-	-	COLOR BAR	FMCG	Cosmetics
126	768	770	2	HAIR & CARE	FMCG	Haircare

# CATEGORY - WISE ALL INDIA LISTING

## FMCG SUPER CATEGORY

FMCG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
127	774	-	-	NOMARKS	FMCG	Bath/Beauty
128	791	-	-	KESAVARDHINI	FMCG	Haircare
129	799	722	-77	MESWAK	FMCG	Oral hygiene
130	800	-	-	PROMISE	FMCG	Oral hygiene
131	808	356	-452	REVLON	FMCG	Cosmetics
132	812	832	20	KEYA SETH	FMCG	Bath/Beauty
133	813	-	-	AMBICA AGARBATTI	FMCG	Agarbattis
134	818	-	-	ASWINI HAIR OIL	FMCG	Haircare
135	820	1100	280	SHIP	FMCG	Safety Matches
136	830	-	-	BAJAJ AMLA SHIKAKAI	FMCG	Haircare
137	833	-	-	CLEAR	FMCG	Haircare
138	840	682	-158	GODREJ NO 1	FMCG	Bath/Beauty
139	846	-	-	AIR WICK	FMCG	Air Freshener
140	854	-	-	MAMY POKO PANTS	FMCG	Diapers
141	855	141	-714	SETWET	FMCG	Deo/Perfume
142	864	-	-	EZEE	FMCG	Fabriccare
143	872	513	-359	MANFORCE	FMCG	Condoms
144	884	-	-	BLUE HEAVEN	FMCG	Cosmetics
145	894	964	70	AMBI PUR	FMCG	Air Freshener
146	900	-	-	COCORAJ	FMCG	Haircare
147	929	352	-577	MAXO	FMCG	Mosquito repellent
148	964	-	-	MEERA	FMCG	Haircare
149	965	-	-	DABUR HAIR OIL	FMCG	Haircare
150	991	-	-	JOVEES	FMCG	Bath/Beauty

### Air Freshener

Air Freshner Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	536	568	32	ODONIL	Air Freshener
2	846	-	-	AIR WICK	Air Freshener
3	894	964	70	AMBI PUR	Air Freshener

### Adhesives

Adhesives Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	207	-	-	FEVICOL	Adhesives
2	690	913	223	FEVIKWIK	Adhesives

# CATEGORY - WISE ALL INDIA LISTING

## FMCG SUPER CATEGORY

### Bath/Beauty

Bath/ Beauty Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	23	68	45	DOVE	Bath/Beauty
2	25	36	11	LAKME	Bath/Beauty
3	27	196	169	DETTOL	Bath/Beauty
4	32	27	-5	PONDS	Bath/Beauty
5	60	83	23	GARNIER	Bath/Beauty
6	73	452	379	CINTHOL	Bath/Beauty
7	81	536	455	BOROLINE	Bath/Beauty
8	85	231	146	FAIR & LOVELY	Bath/Beauty
9	99	96	-3	NIVEA	Bath/Beauty
10	104	153	49	HAMAM	Bath/Beauty
11	122	82	-40	PANTENE	Bath/Beauty
12	129	73	-56	LIFEBUOY	Bath/Beauty
13	144	744	600	CLINIC PLUS	Bath/Beauty
14	149	41	-108	SANTOOR	Bath/Beauty
15	159	559	400	BOROPLUS	Bath/Beauty
16	188	-	-	PEARS	Bath/Beauty
17	202	252	50	HEAD & SHOULDERS	Bath/Beauty
18	205	-	-	CLEAN & CLEAR	Bath/Beauty
19	221	1058	837	EVERYUTH	Bath/Beauty
20	232	246	14	VASELINE	Bath/Beauty
21	252	84	-168	OLAY	Bath/Beauty
22	265	113	-152	REXONA	Bath/Beauty
23	267	13	-254	LUX	Bath/Beauty
24	294	304	10	LIRIL	Bath/Beauty
25	298	228	-70	MARGO	Bath/Beauty
26	300	128	-172	VIVEL	Bath/Beauty
27	335	277	-58	MEDIMIX	Bath/Beauty
28	346	738	392	PALMOLIVE	Bath/Beauty
29	367	-	-	FA	Bath/Beauty
30	484	849	365	GOKUL SANDAL	Bath/Beauty
31	511	-	-	FAIREVER	Bath/Beauty
32	541	-	-	FIAMA DIWILLS	Bath/Beauty
33	595	406	-189	VEET	Bath/Beauty
34	671	629	-42	MYSORE SANDAL	Bath/Beauty
35	707	-	-	LACTO CALAMINE	Bath/Beauty
36	726	329	-397	FAIR AND HANDSOME	Bath/Beauty
37	774	-	-	NOMARKS	Bath/Beauty
38	812	832	20	KEYA SETH	Bath/Beauty
39	840	682	-158	GODREJ NO 1	Bath/Beauty
40	991	-	-	JOVEES	Bath/Beauty

# CATEGORY - WISE ALL INDIA LISTING

## FMCG SUPER CATEGORY

### Agarbattis

	Agarbattis Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	644	1132	488	CYCLE AGARBATTI	Agarbattis
	2	813	-	-	AMBICA AGARBATTI	Agarbattis

### Condoms

	Condoms Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	872	513	-359	MANFORCE	Condoms

### Consumer Batteries

	Batteries Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	313	706	393	EVEREADY	Consumer Batteries
	2	401	1138	737	DURACELL	Consumer Batteries
	3	486	364	-122	NIPPO	Consumer Batteries

### Cosmetics

	Cosmetics Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	311	836	525	ELLE 18	Cosmetics
	2	329	205	-124	AVON	Cosmetics
	3	447	-	-	EYETEX	Cosmetics
	4	527	318	-209	MAYBELLINE	Cosmetics
	5	742	-	-	COLOR BAR	Cosmetics
	6	808	356	-452	REVLON	Cosmetics
	7	884	-	-	BLUE HEAVEN	Cosmetics

### Diapers

	Diapers Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	220	564	344	HUGGIES	Diapers
	2	301	408	107	PAMPERS	Diapers
	3	854	-	-	MAMY POKO PANTS	Diapers



# CATEGORY - WISE ALL INDIA LISTING

## FMCG SUPER CATEGORY

### Deo/Perfume

	Deo Perfume Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	28	182	154	AXE	Deo/Perfume
	2	109	339	230	FOGG	Deo/Perfume
	3	204	-	-	EVA	Deo/Perfume
	4	227	400	173	SPINZ	Deo/Perfume
	5	538	140	-398	WILDSTONE	Deo/Perfume
	6	560	418	-142	OLD SPICE	Deo/Perfume
	7	623	-	-	ENGAGE	Deo/Perfume
	8	732	333	-399	YARDLEY	Deo/Perfume
	9	855	141	-714	SETWET	Deo/Perfume

### Direct Selling Brands

	Selling Brands Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	229	538	309	AMWAY	Direct Selling Brands
	2	285	387	102	ORIFLAME	Direct Selling Brands
	3	613	-	-	HERBAL LIFE	Direct Selling Brands

### Dishcare

	Dishcare Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	275	160	-115	VIM	Dishcare
	2	278	-	-	EXO	Dishcare
	3	376	-	-	PRIL	Dishcare

### Disinfectant

	Disinfectant Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	158	336	178	HARPIC	Disinfectant
	2	194	393	199	LIZOL	Disinfectant
	3	284	661	377	DOMEX	Disinfectant

# CATEGORY - WISE ALL INDIA LISTING

## FMCG SUPER CATEGORY

### Diversified

	Diversi- fied Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	116	1186	1070	EMAMI	Diversified
	2	139	91	-48	NIRMA	Diversified
	3	155	47	-108	HINDUSTAN UNILEVER	Diversified
	4	210	59	-151	PROCTER & GAMBLE	Diversified
	5	322	593	271	MARICO	Diversified
	6	522	-	-	CAVINKARE	Diversified
	7	555	177	-378	HIMANI	Diversified

### Fabriccare

	Fabriccare Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	123	102	-21	RIN	Fabriccare
	2	126	239	113	SURF EXCEL	Fabriccare
	3	161	189	28	TIDE	Fabriccare
	4	172	500	328	ARIEL	Fabriccare
	5	381	243	-138	WHEEL	Fabriccare
	6	382	675	293	GHADI DETERGENT	Fabriccare
	7	440	334	-106	UJALA	Fabriccare
	8	500	444	-56	HENKO	Fabriccare
	9	534	-	-	ETA SOAP	Fabriccare
	10	502	-	-	555 SOAP	Fabriccare
	11	584	-	-	FENA	Fabriccare
	12	723	-	-	ARASAN SOAPS	Fabriccare
	13	864	-	-	EZEE	Fabriccare

### Glass Cleaner

	Glass Cleaner Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	646	-	-	COLIN	Glass Cleaner

# CATEGORY - WISE ALL INDIA LISTING

## FMCG SUPER CATEGORY

### Haircare

	Hair Care Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	82	61	-21	L'OREAL	Haircare
	2	91	112	21	SUNSILK	Haircare
	3	166	241	75	PARACHUTE	Haircare
	4	233	426	193	DABUR VATIKA	Haircare
	5	303	320	17	LIVON	Haircare
	6	308	1198	890	DABUR AMLA	Haircare
	7	344	-	-	ALL CLEAR SHAMPOO	Haircare
	8	533	480	-53	NAVRATNA HAIR OIL	Haircare
	9	540	686	146	CHIK	Haircare
	10	559	402	-157	NIHAR	Haircare
	11	566	862	296	STREAX	Haircare
	12	571	-	-	VVD GOLD	Haircare
	13	614	1145	531	BAJAJ ALMOND	Haircare
	14	618	-	-	KEO KARPIN HAIR OIL	Haircare
	15	725	914	189	KES KING TEL	Haircare
	16	768	770	2	HAIR & CARE	Haircare
	17	791	-	-	KESAVARDHINI	Haircare
	18	818	-	-	ASWINI HAIR OIL	Haircare
	19	830	-	-	BAJAJ AMLA SHIKAKAI	Haircare
	20	833	-	-	CLEAR	Haircare
	21	900	-	-	COCORAJ	Haircare
	22	964	-	-	MEERA	Haircare
	23	965	-	-	DABUR HAIR OIL	Haircare

### Mosquito Repellent

	Mosquito Repellent Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	145	542	397	ALLOUT	Mosquito repellent
	2	206	185	-21	GOOD KNIGHT	Mosquito repellent
	3	443	328	-115	MORTIEN	Mosquito repellent
	4	611	461	-150	HIT	Mosquito repellent
	5	929	352	-577	MAXO	Mosquito repellent

# CATEGORY - WISE ALL INDIA LISTING

## FMCG SUPER CATEGORY

### Oral Hygiene

	Oral Hygiene Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	22	53	31	COLGATE	Oral hygiene
	2	95	71	-24	PEPSODENT	Oral hygiene
	3	111	375	264	CLOSE UP	Oral hygiene
	4	127	803	676	ANCHOR	Oral hygiene
	5	181	170	-11	VICCO	Oral hygiene
	6	240	136	-104	ORAL B	Oral hygiene
	7	279	956	677	BABOOL	Oral hygiene
	8	420	-	-	DABUR RED	Oral hygiene
	9	468	450	-18	SENSODYNE	Oral hygiene
	10	630	-	-	CIBACA	Oral hygiene
	11	799	722	-77	MESWAK	Oral hygiene
	12	800	-	-	PROMISE	Oral hygiene

### Personal Hygiene Products

	Personal-Hygiene Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	307	-	-	STAYFREE SECURE	Personal Hygiene Products
	2	333	-	-	KOTEX	Personal Hygiene Products
	3	334	327	-7	WHISPER	Personal Hygiene Products
	4	696	664	-32	SOFY	Personal Hygiene Products
	5	706	-	-	CAREFREE	Personal Hygiene Products

### Prickly Heat Powder

	Prickly Heat Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	519	341	-178	NYCIL	Prickly Heat Powder
	2	627	-	-	DERMICOOL	Prickly Heat Powder

### Safety Matches

	Safety Matches Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	820	1100	280	SHIP	Safety Matches

# CATEGORY - WISE ALL INDIA LISTING

## FOOD & BEVERAGE SUPER CATEGORY



F & B Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	12	79	67	AMUL	Food & Beverage	Dairy Products
2	24	30	6	PEPSI	Food & Beverage	Aerated Beverages
3	26	37	11	COCA-COLA	Food & Beverage	Aerated Beverages
4	31	137	106	BRITANNIA	Food & Beverage	F&B - Diversified
5	39	42	3	PARLE G	Food & Beverage	Biscuits
6	55	161	106	CADBURY'S	Food & Beverage	F&B - Diversified
7	66	49	-17	LAYS	Food & Beverage	Packaged Snacks
8	68	55	-13	HALDIRAM'S	Food & Beverage	Packaged Snacks
9	69	148	79	MAAZA	Food & Beverage	Non-aerated Beverages
10	70	887	817	BINGO	Food & Beverage	Packaged Snacks
11	74	80	6	HORLICKS	Food & Beverage	Nutritional supplement
12	86	279	193	BOOST	Food & Beverage	Nutritional supplement
13	100	-	-	BIKAJI	Food & Beverage	Packaged Snacks
14	101	157	56	BIG BAZAAR	Food & Beverage	Personal Goods
15	107	87	-20	NESTLE MAGGI	Food & Beverage	Fast Moving Foods
16	108	195	87	KURKURE	Food & Beverage	Packaged Snacks
17	110	596	486	AACHI MASALA	Food & Beverage	Spices
18	113	115	2	NESTLE	Food & Beverage	F&B - Diversified
19	115	525	410	BISLERI	Food & Beverage	Packaged Drinking Water
20	117	152	35	BRITANNIA GOOD DAY	Food & Beverage	Biscuits
21	118	428	310	COMPLAN	Food & Beverage	Nutritional supplement
22	128	186	58	MTR	Food & Beverage	Fast Moving Foods
23	132	181	49	7 UP	Food & Beverage	Aerated Beverages
24	138	435	297	BRU	Food & Beverage	Instant Coffee
25	151	66	-85	THUMS UP	Food & Beverage	Aerated Beverages
26	156	232	76	AASHIRWAAD	Food & Beverage	F&B - Diversified
27	157	236	79	LIJJAT PAPAD	Food & Beverage	Fast Moving Foods
28	170	632	462	BOURNVITA	Food & Beverage	Nutritional supplement
29	173	-	-	AAVIN MILK	Food & Beverage	Milk
30	176	158	-18	MDH	Food & Beverage	Spices
31	178	171	-7	LIMCA	Food & Beverage	Aerated Beverages
32	156	232	76	AASHIRWAAD	Food & Beverage	F&B - Diversified
33	157	236	79	LIJJAT PAPAD	Food & Beverage	Fast Moving Foods
34	170	632	462	BOURNVITA	Food & Beverage	Nutritional supplement
35	173	-	-	AAVIN MILK	Food & Beverage	Milk
36	176	158	-18	MDH	Food & Beverage	Spices
37	178	171	-7	LIMCA	Food & Beverage	Aerated Beverages
38	185	100	-85	POLO	Food & Beverage	Mouth Freshner
39	218	209	-9	NESCAFE	Food & Beverage	Instant Coffee
40	230	179	-51	MOTHER DAIRY	Food & Beverage	Dairy Products

# CATEGORY - WISE ALL INDIA LISTING

## FOOD & BEVERAGE SUPER CATEGORY

F & B Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
41	235	271	36	FROOTI	Food & Beverage	Non-aerated Beverages
42	236	121	-115	TATA TEA	Food & Beverage	Tea
43	238	577	339	KINLEY	Food & Beverage	Packaged Drinking Water
44	242	164	-78	MIRINDA	Food & Beverage	Aerated Beverages
45	246	741	495	EVEREST	Food & Beverage	Spices
46	247	368	121	CADBURY DAIRY MILK	Food & Beverage	Chocolate Bar
47	248	194	-54	SAFFOLA	Food & Beverage	Edible Oil
48	249	1028	779	AQUAFINA	Food & Beverage	Packaged Drinking Water
49	251	955	704	CADBURY 5 STAR	Food & Beverage	Chocolate Bar
50	256	176	-80	NESTLE KITKAT	Food & Beverage	Chocolate Bar
51	259	263	4	HALLS	Food & Beverage	Mouth Freshner
52	276	715	439	BISK FARM	Food & Beverage	Biscuits - Manufacturer
53	281	251	-30	SUNFEAST	Food & Beverage	F&B - Diversified
54	282	382	100	KWALITY WALLS	Food & Beverage	Ice Cream
55	288	247	-41	TAJ MAHAL TEA	Food & Beverage	Tea
56	296	217	-79	MOUNTAIN DEW	Food & Beverage	Aerated Beverages
57	306	-	-	BIKANO	Food & Beverage	Packaged Snacks
58	310	888	578	BRITANNIA 50-50	Food & Beverage	Biscuits
59	314	1054	740	BRITANNIA BOURBON	Food & Beverage	Biscuits
60	316	151	-165	PRIYA GOLD	Food & Beverage	Biscuits - Manufacturer
61	321	-	-	COOK ME	Food & Beverage	Spices
62	325	-	-	AROKYA	Food & Beverage	Milk
63	339	899	560	BIKANER	Food & Beverage	Packaged Snacks
64	345	585	240	TAAZA	Food & Beverage	Tea
65	353	-	-	DALDA	Food & Beverage	Hydrogenated Vegetable Oil
66	365	-	-	VERKA	Food & Beverage	Dairy Products
67	366	-	-	ANMOL BISCUITS	Food & Beverage	Biscuits - Manufacturer
68	368	284	-84	LIPTON	Food & Beverage	Tea
69	369	901	532	MILKBIKIS	Food & Beverage	Biscuits
70	384	833	449	GLUCON D	Food & Beverage	Powdered Drink
71	388	-	-	CATCH	Food & Beverage	Spices
72	389	-	-	BOVONTO	Food & Beverage	Aerated Beverages
73	402	1185	783	TIGER BISCUITS	Food & Beverage	Biscuits
74	406	159	-247	SPRITE	Food & Beverage	Non-aerated Beverages
75	409	268	-141	BRITANNIA MARIEGOLD	Food & Beverage	Biscuits
76	416	692	276	BROOKE BOND 3 ROSES	Food & Beverage	Tea
77	419	-	-	AMUL TAAZA	Food & Beverage	Milk
78	424	1163	739	UNCLE CHIPS	Food & Beverage	Packaged Snacks
79	429	-	-	CANDYMAN	Food & Beverage	Candy
80	433	-	-	AASHIRWAAD ATTA	Food & Beverage	Packaged Flour

# CATEGORY - WISE ALL INDIA LISTING

## FOOD & BEVERAGE SUPER CATEGORY

F & B Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
81	437	-	-	APPY	Food & Beverage	Non-aerated Beverages
82	451	203	-248	SLICE	Food & Beverage	Non-aerated Beverages
83	454	763	309	HAJMOLA	Food & Beverage	Candy
84	461	523	62	TROPICANA	Food & Beverage	Packaged Juice
85	463	560	97	MENTOS	Food & Beverage	Mouth Freshner
86	465	713	248	SUNDROP	Food & Beverage	Edible Oil
87	475	999	524	CADBURY ECLAIRS	Food & Beverage	Candy
88	478	489	11	KOHINOOR	Food & Beverage	Packaged Rice
89	480	220	-260	KELLOGGS	Food & Beverage	Fast Moving Foods
90	481	695	214	RASNA	Food & Beverage	Powdered Drink
91	485	863	378	INDIA GATE BASMATI	Food & Beverage	Packaged Rice
92	491	-	-	RAMDEV MASALA	Food & Beverage	Spices
93	493	-	-	SUNRISE OIL	Food & Beverage	Edible Oil
94	501	-	-	SUNFEAST DARK FANTASY	Food & Beverage	Biscuits
95	504	229	-275	VADILAL	Food & Beverage	Ice Cream
96	507	267	-240	RED LABEL	Food & Beverage	Tea
97	508	-	-	SIL JAM	Food & Beverage	Jam
98	514	-	-	DHARA	Food & Beverage	Edible Oil
99	516	692	176	BROOKE BOND	Food & Beverage	Tea
100	517	-	-	DAAWAT	Food & Beverage	Packaged Rice
101	518	345	-173	PAN PARAG	Food & Beverage	Mouth Freshner - Traditional
102	524	-	-	WAGH BAKRI	Food & Beverage	Tea
103	529	384	-145	KNORR	Food & Beverage	Fast Moving Foods
104	535	-	-	CHITALE BANDHU	Food & Beverage	Diversified
105	542	634	92	LEHAR	Food & Beverage	Packaged Snacks
106	544	-	-	GOLD WINNER OIL	Food & Beverage	Edible Oil
107	551	-	-	MILKMAID	Food & Beverage	Condensed Milk
108	552	-	-	AMUL SHAKTI	Food & Beverage	Milk
109	553	-	-	BAILEY	Food & Beverage	Packaged Drinking Water
110	554	-	-	MOHANI TEA	Food & Beverage	Tea
111	557	193	-364	OREO	Food & Beverage	Biscuits
112	567	386	-181	NESTLE MUNCH	Food & Beverage	Chocolate Bar
113	569	-	-	EVERYDAY MILK	Food & Beverage	Milk
114	573	-	-	ALPENLIEBE	Food & Beverage	Candy
115	580	-	-	COFFEE BITE	Food & Beverage	Candy
116	589	-	-	DABUR HONEY	Food & Beverage	Honey
117	593	995	402	GOKUL MILK	Food & Beverage	Milk
118	599	-	-	KAMLA PASAND	Food & Beverage	Mouth Freshner - Traditional
119	615	449	-166	HAYMOR	Food & Beverage	Ice Cream
120	616	648	32	CHINGS	Food & Beverage	Fast Moving Foods

# CATEGORY - WISE ALL INDIA LISTING

## FOOD & BEVERAGE SUPER CATEGORY

F & B Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
121	617	774	157	NANDINI	Food & Beverage	Dairy Products
122	631	857	226	BADSHAH MASALA	Food & Beverage	Spices
123	632	-	-	POPULAR APPALAM	Food & Beverage	Fast Moving Foods
124	637	-	-	CHEETOS	Food & Beverage	Packaged Snacks
125	647	272	-375	SHAKTI BHOG	Food & Beverage	Packaged Flour
126	657	-	-	CHAKRA GOLD	Food & Beverage	Tea
127	666	-	-	GANESH ATTA	Food & Beverage	Packaged Flour
128	668	-	-	CREAM BELL	Food & Beverage	Ice Cream
129	685	-	-	DIAMOND SNACKS	Food & Beverage	Packaged Snacks
130	689	-	-	GEMS	Food & Beverage	Candy
131	691	990	299	AMULYA	Food & Beverage	Dairy Whitener
132	692	-	-	TOP RAMEN	Food & Beverage	Fast Moving Foods
133	694	647	-47	SUGAR FREE	Food & Beverage	Artificial Sweeteners
134	708	-	-	SUDHA MILK	Food & Beverage	Milk
135	709	464	-245	PEDIASURE	Food & Beverage	Child Food supplement
136	710	-	-	HOMA BREAD	Food & Beverage	Bread
137	714	98	-616	PARLE	Food & Beverage	F&B - Diversified
138	716	-	-	RAJA BISCUIT	Food & Beverage	Biscuits - Manufacturer
139	730	-	-	CHOCO PIE	Food & Beverage	Snack Cake
140	731	-	-	CENTER FRESH	Food & Beverage	Chewing Gum
141	736	-	-	DUTA SPICES	Food & Beverage	Spices
142	737	-	-	KRACKJACK	Food & Beverage	Biscuits
143	739	-	-	DREAM CREAM	Food & Beverage	Biscuits
144	744	466	-278	RAJNIGANDHA	Food & Beverage	Mouth Freshner - Traditional
145	773	-	-	RAJDHANI BASMATI	Food & Beverage	Packaged Rice
146	785	-	-	NICE BISCUIT	Food & Beverage	Biscuits
147	792	570	-222	HIPPO	Food & Beverage	Packaged Snacks
148	802	-	-	PARLE MONACO	Food & Beverage	Biscuits
149	807	-	-	CAVINS	Food & Beverage	Non-aerated Beverages
150	814	1056	242	GRB	Food & Beverage	Dairy Products
151	817	-	-	MILKANA	Food & Beverage	Dairy Products
152	821	-	-	MILKFOOD	Food & Beverage	Dairy Products
153	822	793	-29	YIPPEE NOODLES	Food & Beverage	Fast Moving Foods
154	825	-	-	ARUN ICECREAM	Food & Beverage	Ice Cream
155	828	-	-	KOPIKO	Food & Beverage	Candy
156	850	-	-	MANGOLA	Food & Beverage	Non-aerated Beverages
157	857	-	-	O YES	Food & Beverage	Packaged Snacks
158	859	561	-298	GEMINI OIL	Food & Beverage	Edible oil
159	865	765	-100	HIDE & SEEK	Food & Beverage	Biscuits
160	867	-	-	RAIL NEER	Food & Beverage	Packaged Drinking Water



# CATEGORY - WISE ALL INDIA LISTING

## FOOD & BEVERAGE SUPER CATEGORY

F & B Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
161	868	-	-	ASHOK MASALE	Food & Beverage	Spices
162	869	-	-	PASS-PASS	Food & Beverage	Mouth Freshner
163	871	-	-	ANIK SPRAY	Food & Beverage	Dairy Whitener
164	873	487	-386	PERK	Food & Beverage	Chocolate Bar
165	881	965	84	MADHUSUDAN	Food & Beverage	Dairy Products
166	883	-	-	CRAX	Food & Beverage	Packaged Snacks
167	897	731	-166	VIJAYA MILK	Food & Beverage	Milk
168	908	-	-	BHIKHARAM CHANDMAL	Food & Beverage	Packaged Snacks
169	918	-	-	CERELAC	Food & Beverage	Baby Food
170	921	-	-	NUTRELA OIL	Food & Beverage	Edible oil
171	928	210	-718	RED BULL	Food & Beverage	Energy Drink
172	934	-	-	NUTRILITE	Food & Beverage	Supplements brand
173	941	799	-142	BOOMER	Food & Beverage	Chewing Gum
174	943	-	-	BABA	Food & Beverage	Mouth Freshner - Traditional
175	950	1160	210	ANIK GROUP	Food & Beverage	Dairy Products
176	952	-	-	DELISHUS	Food & Beverage	Biscuits
177	954	-	-	GOPALJEE DAIRY	Food & Beverage	Dairy Products
178	962	779	-183	LAL QILLA RICE	Food & Beverage	Packaged Rice
179	966	-	-	GOPALJEE GROUP	Food & Beverage	F&B - Diversified
180	970	-	-	AAREY MILK	Food & Beverage	Milk
181	980	1120	140	LITTLE HEARTS	Food & Beverage	Biscuits
182	983	-	-	CHARMINAR	Food & Beverage	Packaged Rice
183	994	-	-	ARISE	Food & Beverage	Packaged Rice
184	996	660	-336	MAHANANDA	Food & Beverage	Dairy Products
185	1000	-	-	SERIOUS MASS	Food & Beverage	Protein Supplement

## Aerated Beverages

Beverages Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	24	30	6	PEPSI	Aerated Beverages
2	26	37	11	COCA-COLA	Aerated Beverages
3	132	181	49	7 UP	Aerated Beverages
4	151	66	-85	THUMS UP	Aerated Beverages
5	178	171	-7	LIMCA	Aerated Beverages
6	190	910	720	FANTA	Aerated Beverages
7	242	164	-78	MIRINDA	Aerated Beverages
8	296	217	-79	MOUNTAIN DEW	Aerated Beverages
9	389	-	-	BOVONTO	Aerated Beverages

# CATEGORY - WISE ALL INDIA LISTING

## FOOD & BEVERAGE SUPER CATEGORY

### Artificial Sweeteners

Sweeteners Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	694	647	-47	SUGAR FREE	Artificial Sweeteners

### Baby Food

Baby Food Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	918	-	-	CERELAC	Baby Food

### Biscuit Manufacturer

Biscuit Mft Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	276	715	439	BISK FARM	Biscuits - Manufacturer
2	316	151	-165	PRIYA GOLD	Biscuits - Manufacturer
3	366	-	-	ANMOL BISCUITS	Biscuits - Manufacturer
4	716	-	-	RAJA BISCUIT	Biscuits - Manufacturer

### Biscuits

Biscuits Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	39	42	3	PARLE G	Biscuits
2	117	152	35	BRITANNIA GOOD DAY	Biscuits
3	310	888	578	BRITANNIA 50-50	Biscuits
4	314	1054	740	BRITANNIA BOURBON	Biscuits
5	369	901	532	MILKBIKIS	Biscuits
6	402	1185	783	TIGER BISCUITS	Biscuits
7	409	268	-141	BRITANNIA MARIEGOLD	Biscuits
8	501	-	-	SUNFEAST DARK FANTASY	Biscuits
9	557	193	-364	OREO	Biscuits
10	737	-	-	KRACKJACK	Biscuits
11	739	-	-	DREAM CREAM	Biscuits
12	785	-	-	NICE BISCUIT	Biscuits
13	802	-	-	PARLE MONACO	Biscuits
14	865	765	-100	HIDE & SEEK	Biscuits
15	952	-	-	DELISHUS	Biscuits
16	980	1120	140	LITTLE HEARTS	Biscuits

# CATEGORY - WISE ALL INDIA LISTING

## FOOD & BEVERAGE SUPER CATEGORY

### Candy

	Candy Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	429	-	-	CANDYMAN	Candy
	2	454	763	309	HAJMOLA	Candy
	3	475	999	524	CADBURY ECLAIRS	Candy
	4	573	-	-	ALPENLIEBE	Candy
	5	580	-	-	COFFEE BITE	Candy
	6	689	-	-	GEMS	Candy
	7	828	-	-	KOPIKO	Candy

### Bread

	Bread Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	710	-	-	HOMA BREAD	Bread

### Chewing Gum

	Chewing Gum Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	731	-	-	CENTER FRESH	Chewing Gum
	2	941	799	-142	BOOMER	Chewing Gum

### Child Food Supplement

	Child Food Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	709	464	-245	PEDIASURE	Child Food supplement

### Condensed Milk

	Milk Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	551	-	-	MILKMAID	Condensed Milk

### Diversified

	Diver-sified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	535	-	-	CHITALE BANDHU	Diversified

# CATEGORY - WISE ALL INDIA LISTING

## FOOD & BEVERAGE SUPER CATEGORY

### Chocolate Bar

Chocolate Bar Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	247	368	121	CADBURY DAIRY MILK	Chocolate Bar
2	251	955	704	CADBURY 5 STAR	Chocolate Bar
3	256	176	-80	NESTLE KITKAT	Chocolate Bar
4	567	386	-181	NESTLE MUNCH	Chocolate Bar
5	873	487	-386	PERK	Chocolate Bar

### Edible Oil

Edible Oil Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	201	720	519	FORTUNE REFINED OIL	Edible Oil
2	248	194	-54	SAFFOLA	Edible Oil
3	465	713	248	SUNDROP	Edible Oil
4	493	-	-	SUNRISE OIL	Edible Oil
5	514	-	-	DHARA	Edible Oil
6	544	-	-	GOLD WINNER OIL	Edible Oil
7	859	561	-298	GEMINI OIL	Edible Oil
8	921	-	-	NUTRELA OIL	Edible Oil

### Dairy Products

Dairy Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	12	79	67	AMUL	Dairy Products
2	230	179	-51	MOTHER DAIRY	Dairy Products
3	365	-	-	VERKA	Dairy Products
4	617	774	157	NANDINI	Dairy Products
5	814	1056	242	GRB	Dairy Products
6	817	-	-	MILKANA	Dairy Products
7	821	-	-	MILKFOOD	Dairy Products
8	881	965	84	MADHUSUDAN	Dairy Products
9	950	1160	210	ANIK GROUP	Dairy Products
10	954	-	-	GOPALJEE DAIRY	Dairy Products
11	996	660	-336	MAHANANDA	Dairy Products

# CATEGORY - WISE ALL INDIA LISTING

## FOOD & BEVERAGE SUPER CATEGORY

### Dairy Whitener

	Dairy Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	691	990	299	AMULYA	Dairy Whitener
	2	871	-	-	ANIK SPRAY	Dairy Whitener

### Energy Drink

	Energy Drink Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	928	210	-718	RED BULL	Energy Drink

### Honey

	Honey Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	589	-	-	DABUR HONEY	Honey

### Hydrogenated Vegetable Oil

	Oil Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	353	-	-	DALDA	Hydrogenated Vegetable Oil

### F&B Diversified

	F&B Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	31	137	106	BRITANNIA	F&B - Diversified
	2	55	161	106	CADBURY'S	F&B - Diversified
	3	113	115	2	NESTLE	F&B - Diversified
	4	156	232	76	AASHIRWAAD	F&B - Diversified
	5	186	213	27	KISSAN	F&B - Diversified
	6	281	251	-30	SUNFEAST	F&B - Diversified
	7	714	98	-616	PARLE	F&B - Diversified
	8	966	-	-	GOPALJEE GROUP	F&B - Diversified

### Instant Coffee

	Coffee Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	138	435	297	BRU	Instant Coffee
	2	218	209	-9	NESCAFE	Instant Coffee

# CATEGORY - WISE ALL INDIA LISTING

## FOOD & BEVERAGE SUPER CATEGORY

### Fast Moving Foods

	F&B Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	107	107	87	-20	NESTLE MAGGI	Fast Moving Foods
2	128	128	186	58	MTR	Fast Moving Foods
3	157	157	236	79	LIJJAT PAPAD	Fast Moving Foods
4	480	480	220	-260	KELLOGGS	Fast Moving Foods
5	529	529	384	-145	KNORR	Fast Moving Foods
6	616	616	648	32	CHINGS	Fast Moving Foods
7	632	632	-	-	POPULAR APPALAM	Fast Moving Foods
8	692	692	-	-	TOP RAMEN	Fast Moving Foods
9	822	822	793	-29	YIPPEE NOODLES	Fast Moving Foods

### Ice Cream

	Ice Cream Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	282	282	382	100	KWALITY WALLS	Ice Cream
2	504	504	229	-275	VADILAL	Ice Cream
3	615	615	449	-166	HAYMOR	Ice Cream
4	668	668	-	-	CREAM BELL	Ice Cream
5	825	825	-	-	ARUN ICECREAM	Ice Cream

### Milk

	Milk Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	173	173	-	-	AAVIN MILK	Milk
2	325	325	-	-	AROKYA	Milk
3	419	419	-	-	AMUL TAAZA	Milk
4	552	552	-	-	AMUL SHAKTI	Milk
5	569	569	-	-	EVERYDAY MILK	Milk
6	593	593	995	402	GOKUL MILK	Milk
7	708	708	-	-	SUDHA MILK	Milk
8	897	897	731	-166	VIJAYA MILK	Milk
9	970	970	-	-	AAREY MILK	Milk

# CATEGORY - WISE ALL INDIA LISTING

## FOOD & BEVERAGE SUPER CATEGORY

### Jam

	Jam Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	508	-	-	SIL JAM	Jam

### Mouth Freshner-Traditional

	Mouth Fre-Trd Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	518	345	-173	PAN PARAG	Mouth Freshner - Traditional
	2	599	-	-	KAMLA PASAND	Mouth Freshner - Traditional
	3	744	466	-278	RAJNIGANDHA	Mouth Freshner - Traditional
	4	943	-	-	BABA	Mouth Freshner - Traditional

### Mouth Freshner

	Mouth Freshner Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	185	100	-85	POLO	Mouth Freshner
	2	259	263	4	HALLS	Mouth Freshner
	3	463	560	97	MENTOS	Mouth Freshner
	4	869	-	-	PASS-PASS	Mouth Freshner

### Nutritional supplement

	Nut. Suppl. Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	74	80	6	HORLICKS	Nutritional supplement
	2	86	279	193	BOOST	Nutritional supplement
	3	118	428	310	COMPLAN	Nutritional supplement
	4	170	632	462	BOURNVITA	Nutritional supplement

# CATEGORY - WISE ALL INDIA LISTING

## FOOD & BEVERAGE SUPER CATEGORY

### Non-Aerated Beverages

	Non-Aer Bev Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	69	148	79	MAAZA	Non-aerated Beverages
	2	235	271	36	FROOTI	Non-aerated Beverages
	3	406	159	-247	SPRITE	Non-aerated Beverages
	4	437	-	-	APPY	Non-aerated Beverages
	5	451	203	-248	SLICE	Non-aerated Beverages
	6	807	-	-	CAVINS	Non-aerated Beverages
	7	850	-	-	MANGOLA	Non-aerated Beverages

### Personal Goods

	Personal Goods Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	101	157	56	BIG BAZAAR	Personal Goods

### Packaged Juice

	Packd Juice Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	198	168	-30	DABUR REAL	Packaged Juice
	2	461	523	62	TROPICANA	Packaged Juice

### Packaged Rice

	Packd Rice Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	478	489	11	KOHINOOR	Packaged Rice
	2	485	863	378	INDIA GATE BASMATI	Packaged Rice
	3	517	-	-	DAAWAT	Packaged Rice
	4	773	-	-	RAJDHANI BASMATI	Packaged Rice
	5	962	779	-183	LAL QILLA RICE	Packaged Rice
	6	983	-	-	CHARMINAR	Packaged Rice
	7	994	-	-	ARISE	Packaged Rice



# CATEGORY - WISE ALL INDIA LISTING

## FOOD & BEVERAGE SUPER CATEGORY

### Packaged Snacks

	Packd Snacks Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	66	49	-17	LAYS	Packaged Snacks
	2	68	55	-13	HALDIRAM'S	Packaged Snacks
	3	70	887	817	BINGO	Packaged Snacks
	4	100	-	-	BIKAJI	Packaged Snacks
	5	108	195	87	KURKURE	Packaged Snacks
	6	179	578	399	BALAJI	Packaged Snacks
	7	306	-	-	BIKANO	Packaged Snacks
	8	339	899	560	BIKANER	Packaged Snacks
	9	424	1163	739	UNCLE CHIPS	Packaged Snacks
	10	542	634	92	LEHAR	Packaged Snacks
	11	637	-	-	CHEETOS	Packaged Snacks
	12	685	-	-	DIAMOND SNACKS	Packaged Snacks
	13	792	570	-222	HIPPO	Packaged Snacks
	14	857	-	-	O YES	Packaged Snacks
	15	883	-	-	CRAX	Packaged Snacks
	16	908	-	-	BHIKHARAMCHANDMAL	Packaged Snacks

### Powdered Drink

	Drink Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	384	833	449	GLUCON D	Powdered Drink
	2	481	695	214	RASNA	Powdered Drink

### Salt

	Salt Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	213	199	-14	TATA SALT	Salt

### Snack Cake

	Snack Cake Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	730	-	-	CHOCO PIE	Snack Cake

# CATEGORY - WISE ALL INDIA LISTING

## FOOD & BEVERAGE SUPER CATEGORY

### Spices

	Spices Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	110	596	486	AACHI MASALA	Spices
	2	176	158	-18	MDH	Spices
	3	246	741	495	EVEREST	Spices
	4	321	-	-	COOK ME	Spices
	5	388	-	-	CATCH	Spices
	6	491	-	-	RAMDEV MASALA	Spices
	7	631	857	226	BADSHAH MASALA	Spices
	8	736	-	-	DUTA SPICES	Spices
	9	868	-	-	ASHOK MASALE	Spices

### Supplements Brand

	Suppl. Brands Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	934	-	-	NUTRILITE	Supplements Brand

### Tea

	Tea Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	236	121	-115	TATA TEA	Tea
	2	288	247	-41	TAJ MAHAL TEA	Tea
	3	345	585	240	TAAZA	Tea
	4	368	284	-84	LIPTON	Tea
	5	416	692	276	BROOKE BOND 3 ROSES	Tea
	6	507	267	-240	RED LABEL	Tea
	7	516	692	176	BROOKE BOND	Tea
	8	524	-	-	WAGH BAKRI	Tea
	9	554	-	-	MOHANI TEA	Tea
	10	657	-	-	CHAKRA GOLD	Tea

### Protein Supplement

	Protein Supp Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	1000	-	-	SERIOUS MASS	Protein Supplement

# CATEGORY - WISE ALL INDIA LISTING

## FURNISHING RETAIL SUPER CATEGORY



Furn. Retail Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	575	-	-	GODREJ INTERIO	Furnishing	Furnishing Retail
2	922	-	-	HOMESAAZ	Furnishing	Furnishing Retail

## GOVERNMENT INITIATIVE SUPER CATEGORY



Govt Initiative Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	727	-	-	BSF	Government Initiative	Security/Defence
2	831	1146	315	CPWD	Government Initiative	Government Body
3	848	-	-	CISF	Government Initiative	Security/Defence
4	933	-	-	BEST	Government Initiative	Bus Service
5	936	-	-	IRCTC	Government Initiative	Railways Service Provider
6	988	663	-325	DDA	Government Initiative	Government Body

### Bus Service

Bus Service Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	933	-	-	BEST	Bus Service

### Government Body

Govt Body Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	831	1146	315	CPWD	Government Body
2	988	663	-325	DDA	Government Body

### Railways Service Provider

Rail Service Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	936	-	-	IRCTC	Railways Service Provider

# CATEGORY - WISE ALL INDIA LISTING

## GOVERNMENT INITIATIVE SUPER CATEGORY

### Security/Defence

	Security Defence Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	727	-	-	BSF	Security/Defence
	2	848	-	-	CISF	Security/Defence

## HEALTHCARE SUPER CATEGORY



Health care Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	19	109	90	DABUR	Healthcare	Ayurveda
2	93	104	11	JOHNSON & JOHNSON	Healthcare	Healthcare - Diversified
3	131	129	-2	HIMALAYA	Healthcare	Ayurveda
4	140	324	184	MOOV	Healthcare	Pain Balm
5	200	1135	935	AYUR	Healthcare	Ayurveda
6	228	789	561	CIPLA	Healthcare	Pharmaceuticals
7	244	249	5	IODEX	Healthcare	Pain Balm
8	258	358	100	APOLLO HOSPITALS	Healthcare	Hospitals
9	269	226	-43	VICKS	Healthcare	OTC
10	272	478	206	ZANDU BALM	Healthcare	Pain Balm
11	328	1168	840	BAIDYANATH	Healthcare	Ayurveda
12	357	438	81	VOLINI	Healthcare	Pain Balm
13	387	-	-	ENO	Healthcare	OTC
14	400	-	-	AMRUTANJAN	Healthcare	Ayurveda
15	410	288	-122	REVITAL	Healthcare	OTC
16	426	1170	744	DR. REDDY	Healthcare	Pharmaceuticals
17	444	248	-196	VLCC	Healthcare	Wellness
18	476	-	-	DR BATRA'S	Healthcare	Homeopathy
19	479	1112	633	NOVA HEALTHCARE	Healthcare	Daycare services
20	510	184	-326	RANBAXY	Healthcare	Pharmaceuticals
21	546	940	394	MANKIND	Healthcare	Pharmaceuticals
22	564	-	-	AIIMS	Healthcare	Hospital - Government
23	576	-	-	PATANJALI AYURVEDA	Healthcare	Ayurveda
24	592	-	-	CROCIN	Healthcare	OTC
25	640	-	-	ARISH AYURVEDICS	Healthcare	Ayurveda
26	642	332	-310	TODAY'S	Healthcare	OTC
27	648	1173	525	HAMDARD	Healthcare	Unani Products
28	698	-	-	INTAS	Healthcare	Pharmaceuticals
29	711	305	-406	GSK	Healthcare	Pharmaceuticals

# CATEGORY - WISE ALL INDIA LISTING

## HEALTHCARE SUPER CATEGORY

Health Care Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
30	712	674	-38	ZYDUS CADILA	Healthcare	Pharmaceuticals
31	724	-	-	OMINI GEL	Healthcare	OTC
32	786	-	-	AJANTA PHARMA	Healthcare	Pharmaceuticals
33	804	424	-380	KAYA SKIN CLINIC	Healthcare	Skincare Services
34	826	-	-	FORTIS	Healthcare	Hospitals
35	878	-	-	BLUE CROSS	Healthcare	Pharmaceuticals
36	911	-	-	FAST RELIEF	Healthcare	OTC
37	914	-	-	COMBIFLAM	Healthcare	OTC
38	925	827	-98	PFIZER	Healthcare	Pharmaceuticals
39	989	-	-	NANAVATI HOSPITAL	Healthcare	Hospitals

### Ayurveda

Ayurveda Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	19	109	90	DABUR	Ayurveda
2	131	129	-2	HIMALAYA	Ayurveda
3	200	1135	935	AYUR	Ayurveda
4	328	1168	840	BAIDYANATH	Ayurveda
5	400	-	-	AMRUTANJAN	Ayurveda
6	576	-	-	PATANJALI AYURVEDA	Ayurveda
7	640	-	-	ARISH AYURVEDICS	Ayurveda

### Day Care Services

Day Care Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	479	1112	633	NOVA HEALTHCARE	Daycare services

### Healthcare Diversified

Health Divsed Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	93	104	11	JOHNSON & JOHNSON	Healthcare - Diversified

# CATEGORY - WISE ALL INDIA LISTING

## HEALTH SUPER CATEGORY

### Homeopathy

	Homeo pathy Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	476	-	-	DR BATRA'S	Homeopathy

### Hospital-Government

	Hospital Govt Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	564	-	-	AIIMS	Hospital - Government

### Hospital

	Hospital Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	258	358	100	APOLLO HOSPITALS	Hospitals
	2	826	-	-	FORTIS	Hospitals
	3	989	-	-	NANAVATI HOSPITAL	Hospitals

### OTC

	OTC Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	269	226	-43	VICKS	OTC
	2	387	-	-	ENO	OTC
	3	410	288	-122	REVITAL	OTC
	4	592	-	-	CROCIN	OTC
	5	642	332	-310	TODAY'S	OTC
	6	724	-	-	OMINI GEL	OTC
	7	911	-	-	FAST RELIEF	OTC
	8	914	-	-	COMBIFLAM	OTC

### Pain Balm

	Pain Balm Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	140	324	184	MOOV	Pain Balm
	2	244	249	5	IODEX	Pain Balm
	3	272	478	206	ZANDU BALM	Pain Balm
	4	357	438	81	VOLINI	Pain Balm

# CATEGORY - WISE ALL INDIA LISTING

## HEALTH SUPER CATEGORY

### Pharmaceuticals

	Phrama Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	228	789	561	CIPLA	Pharmaceuticals
	2	426	1170	744	DR. REDDY	Pharmaceuticals
	3	510	184	-326	RANBAXY	Pharmaceuticals
	4	546	940	394	MANKIND	Pharmaceuticals
	5	698	-	-	INTAS	Pharmaceuticals
	6	711	305	-406	GSK	Pharmaceuticals
	7	712	674	-38	ZYDUS CADILA	Pharmaceuticals
	8	786	-	-	AJANTA PHARMA	Pharmaceuticals
	9	878	-	-	BLUE CROSS	Pharmaceuticals
	10	925	827	-98	PFIZER	Pharmaceuticals

### Skincare Services

	Skincare Services Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	804	424	-380	KAYA SKIN CLINIC	Skincare Services

### Unani Products

	Unani Products Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	648	1173	525	HAMDARD	Unani Products

### Wellness

	Wellness Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	444	248	-196	VLCC	Wellness

# CATEGORY - WISE ALL INDIA LISTING

## HEMOCARE SUPER CATEGORY



Home-care Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	189	925	736	AJANTA	Home Care	Clocks
2	438	350	-88	NILKAMAL	Home Care	Moulded Plastics
3	891	-	-	GODREJ LOCKS	Home Care	Locks

### Clocks

Clocks Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	189	925	736	AJANTA	Clocks

### Locks

Locks Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	891	-	-	GODREJ LOCKS	Locks

### Moulded Plastics

Moulded Plastics Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	438	350	-88	NILKAMAL	Moulded Plastics

## HOME FURNISHING SUPER CATEGORY



Home Furn Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	414	-	-	SPRINGWELL	Home Furnishing	Mattresses
2	430	362	-68	KURLON	Home Furnishing	Mattresses
3	469	441	-28	SLEEPWELL	Home Furnishing	Mattresses
4	885	1119	234	DURIAN	Home Furnishing	Furniture

### Furniture

Furniture Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	885	1119	234	DURIAN	Furniture



# CATEGORY - WISE ALL INDIA LISTING

## HOME FURNISHING SUPER CATEGORY

### Mattresses

	Mattresses Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	414	-	-	SPRINGWELL	Mattresses
	2	430	362	-68	KURLON	Mattresses
	3	469	441	-28	SLEEPWELL	Mattresses

## HOSPITALITY SUPER CATEGORY



Hospty Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	315	-	-	TRIDENT	Hospitality	Hotels
2	466	351	-115	TAJ HOTELS	Hospitality	Hotels
3	503	-	-	CLUB MAHINDRA	Hospitality	Vacation Ownership

### Hotels

	Hotels Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	315	-	-	TRIDENT	Hotels
	2	466	351	-115	TAJ HOTELS	Hotels

### Vacation Ownership

	Vacation Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	503	-	-	CLUB MAHINDRA	Vacation Ownership

## HOUSEHOLD ELECTRICALS SUPER CATEGORY



Househd elec Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	152	125	-27	HAVELLS	Household Electricals	Fast Moving Electrical Goods
2	225	188	-37	KHAITAN	Household Electricals	Fans
3	411	-	-	SYSKA LED	Household Electricals	Lighting
4	436	202	-234	ORIENT FANS	Household Electricals	Fans
5	585	-	-	POLAR	Household Electricals	Fans
6	622	-	-	ORPAT FANS	Household Electricals	Fans
7	767	802	35	SU-KAM INVERTERS	Household Electricals	Invertors / Batteries
8	790	705	-85	MICROTEK	Household Electricals	Invertors / Batteries

# CATEGORY - WISE ALL INDIA LISTING

## HOUSEHOLD ELECTRICALS SUPER CATEGORY

### Fans

	Fans Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	225	188	-37	KHAITAN	Fans
	2	436	202	-234	ORIENT FANS	Fans
	3	585	-	-	POLAR	Fans
	4	622	-	-	ORPAT FANS	Fans

### Fast Moving Electricals Goods

	Electricals Goods Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	152	125	-27	HAVELLS	Fast Moving Electrical Goods

### Investors/Batteries

	Investors Batteries Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	767	802	35	SU-KAM INVERTERS	Invertors / Batteries
	2	790	705	-85	MICROTEK	Invertors / Batteries

### Lighting

	Lighting Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	411	-	-	SYSKA LED	Lighting

## HOUSEHOLD GOODS SUPER CATEGORY



Household Goods Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	257	1090	833	PARRYWARE	Household goods	Bath fixtures
2	418	929	511	HINDWARE	Household goods	Bath fixtures
3	607	-	-	MODIGUARD	Household goods	Bath fixtures
4	695	395	-300	SINTEX	Household goods	Water Tanks

# CATEGORY - WISE ALL INDIA LISTING

## HOUSEHOLD GOODS SUPER CATEGORY

### Bath Fixtures

	Bath Fixtures Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	257	1090	833	PARRYWARE	Bath fixtures
	2	418	929	511	HINDWARE	Bath fixtures
	3	607	-	-	MODIGUARD	Bath fixtures

### Water Tanks

	Water Tanks Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	695	395	-300	SINTEX	Water Tanks

## INFRASTRUCTURE SUPER CATEGORY



Infra Structure Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	239	-	-	ADANI	Infrastructure	Diversified
2	687	18	-669	HINDUSTAN CONSTRUCTION CO.	Infrastructure	Infrastructure
3	860	-	-	JAYPEE GROUP	Infrastructure	Diversified

### Diversified

	Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	239	-	-	ADANI	Diversified
	2	860	-	-	JAYPEE GROUP	Diversified

### Infrastructure

	Infra Structure Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	687	18	-669	HINDUSTAN CONSTRUCTION CO	Infrastructure

# CATEGORY - WISE ALL INDIA LISTING

## INTERNATIONAL BODY SUPER CATEGORY



Body Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	713	-	-	NASA	International Body	Space Organisation

## INTERNET SUPER CATEGORY



Internet Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	50	62	12	GOOGLE	Internet	Internet Search
2	146	-	-	AMAZON	Internet	Online Shopping
3	174	1091	917	SNAPDEAL	Internet	Online Shopping
4	212	1111	899	FLIPKART	Internet	Online Shopping
5	226	257	31	OLX.IN	Internet	Internet - Classifieds
6	243	655	412	JABONG	Internet	Online Fashion Shopping
7	254	242	-12	FACEBOOK	Internet	Social Networking
8	505	447	-58	QUIKR	Internet	Internet - Classifieds
9	652	-	-	HOPSCOTCH.IN	Internet	Online Baby Products Store
10	653	-	-	YEPME.COM	Internet	Online Shopping
11	700	-	-	HOMESHOP18	Internet	Online Shopping
12	701	853	152	EBAY	Internet	Online Shopping
13	720	-	-	REDBUS.COM	Internet	Online Bus Booking
14	746	546	-200	WHATSAPP	Internet	Social networking App
15	759	167	-592	YAHOO	Internet	Internet Search
16	766	968	202	BHARATMATRIMONY.COM	Internet	Online Matrimony
17	778	289	-489	JUST DIAL	Internet	Local Search Services
18	787	-	-	ZIVAME	Internet	Online Lingerie Store
19	843	733	-110	MAKEMYTRIP	Internet	Online Travel Services
20	906	-	-	NAAPTOL.COM	Internet	Online Shopping

### Internet Classifieds

Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	226	257	31	OLX.IN	Internet - Classifieds
2	505	447	-58	QUIKR	Internet - Classifieds

# CATEGORY - WISE ALL INDIA LISTING

## INTERNET SUPER CATEGORY

### Online Fashion Shopping

	Online Shopping Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	243	655	412	JABONG	Online Fashion Shopping

### Internet Search

	Internet Search Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	50	62	12	GOOGLE	Internet Search
	2	759	167	-592	YAHOO	Internet Search

### Local Search Services

	Local Search Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	778	289	-489	JUST DIAL	Local Search Services

### Online Baby Products Store

	Online Store Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	652	-	-	HOPSCOTCH.IN	Online Baby Products Store

### Online Bus Booking

	Online Store Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	720	-	-	REDBUS.COM	Online Bus Booking

### Online Fashion Shopping

	Online Shopping Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	243	655	412	JABONG	Online Fashion Shopping

# CATEGORY - WISE ALL INDIA LISTING

## INTERNET SUPER CATEGORY

### Online Shopping

	Online Shopping Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	146	-	-	AMAZON	Online Shopping
	2	174	1091	917	SNAPDEAL	Online Shopping
	3	212	1111	899	FLIPKART	Online Shopping
	4	653	-	-	YEPME.COM	Online Shopping
	5	700	-	-	HOMESHOP18	Online Shopping
	6	701	853	152	EBAY	Online Shopping
	7	906	-	-	NAAPTOL.COM	Online Shopping

### Online Matrimony

	Matrimony Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	766	968	202	BHARATMATRIMONY.COM	Online Matrimony

### Online Travel Services

	Online Travel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	843	733	-110	MAKEMYTRIP	Online Travel Services

### Online Lingiere Store

	Online Lingiere Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	787	-	-	ZIVAME	Online Lingiere Store

### Social Networking

	Social Net-working Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	254	242	-12	FACEBOOK	Social Networking

### Social Networking App

	Social Net App Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	746	546	-200	WHATSAPP	Social networking App

# CATEGORY - WISE ALL INDIA LISTING

## KITCHENCARE SUPER CATEGORY



Kitchen ware Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	291	615	324	HAWKINS	Kitchencare	Kitchen Appliances
2	320	253	-67	PRESTIGE	Kitchencare	Cookware
3	343	921	578	SUN FLAME	Kitchencare	Kitchen Appliances
4	495	419	-76	BUTTERFLY	Kitchencare	Kitchen Appliances
5	561	823	262	KUTCHINA	Kitchencare	Kitchen Equipment
6	562	149	-413	PREETHI	Kitchencare	Kitchen Appliances
7	673	826	153	MILTON	Kitchencare	Home Appliances
8	675	-	-	BOROSIL	Kitchencare	Home Appliances
9	836	-	-	MAHARAJA WHITELINE	Kitchencare	Kitchen Appliances
10	938	1036	98	HOFFMAN	Kitchencare	Kitchen Equipment
11	956	-	-	PEARLPET	Kitchencare	Kitchen Containers

### Cookware

Cook ware Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	320	253	-67	PRESTIGE	Cookware

### Home Appliances

Appliances Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	673	826	153	MILTON	Home Appliances
2	675	-	-	BOROSIL	Home Appliances

### Kitchen Containers

Kitchen Containers Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	956	-	-	PEARLPET	Kitchen Containers

### Kitchen Equipment

Kitchen Equip Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	561	823	262	KUTCHINA	Kitchen Equipment
2	938	1036	98	HOFFMAN	Kitchen Equipment

# CATEGORY - WISE ALL INDIA LISTING

## KITCHENCARE SUPER CATEGORY

### Kitchen Appliances

	Appliances Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	291	615	324	HAWKINS	Kitchen Appliances
	2	343	921	578	SUN FLAME	Kitchen Appliances
	3	495	419	-76	BUTTERFLY	Kitchen Appliances
	4	562	149	-413	PREETHI	Kitchen Appliances
	5	836	-	-	MAHARAJA WHITELINE	Kitchen Appliances

## LUBRICANTS SUPER CATEGORY



Lubricants Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	309	1002	693	CASTROL	Lubricants	Lubricants
2	757	405	-352	SERVO	Lubricants	Lubricants
3	853	571	-282	GULF OIL	Lubricants	Lubricants
4	958	-	-	VEEDOL	Lubricants	Lubricants

## MANUFACTURING SUPER CATEGORY



Kitchen ware Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	142	354	212	ASIAN PAINTS	Manufacturing	Paints
2	165	238	73	AMBUJA CEMENT	Manufacturing	Cement
3	215	240	25	ACC CEMENT	Manufacturing	Cement
4	289	214	-75	BERGER PAINTS	Manufacturing	Paints
5	302	254	-48	NEROLAC	Manufacturing	Paints
6	336	-	-	CENTURY PLY	Manufacturing	Plywood
7	397	704	307	CROMPTON GREAVES	Manufacturing	Engineering
8	520	265	-255	ULTRATECH	Manufacturing	Cement
9	526	1122	596	DULUX	Manufacturing	Paints
10	537	473	-64	BINANI CEMENT	Manufacturing	Cement
11	550	795	245	LAFARGE	Manufacturing	Cement
12	568	290	-279	BHEL	Manufacturing	Heavy Engineering
13	570	569	-2	GREENPLY	Manufacturing	Plywood
14	624	245	-380	RAMCO	Manufacturing	Cement



# CATEGORY - WISE ALL INDIA LISTING

## MANUFACTURING SUPER CATEGORY

Manuf. Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
15	629	756	126	PIDILITE	Manufacturing	Adhesives/Industrial Chemicals
16	747	-	-	KAJARIA TILES	Manufacturing	Tiles
17	754	-	-	FINOLEX	Manufacturing	Diversified
18	764	-	-	DALMIA CEMENT	Manufacturing	Cement
19	769	742	-29	SHREE ULTRA	Manufacturing	Cement
20	886	293	-596	JK CEMENT	Manufacturing	Cement
21	909	-	-	SOMANY TILES	Manufacturing	Tiles
22	923	-	-	DR FIXIT	Manufacturing	Waterproofing

### Adhesive/Industrial Chemicals

Chemicals Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	629	756	126	PIDILITE	Adhesives/Industrial Chemicals

### Cement

Cement Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	165	238	73	AMBUJA CEMENT	Cement
2	215	240	25	ACC CEMENT	Cement
3	520	265	-255	ULTRATECH	Cement
4	537	473	-64	BINANI CEMENT	Cement
5	550	795	245	LAFARGE	Cement
6	624	245	-380	RAMCO	Cement
7	764	-	-	DALMIA CEMENT	Cement
8	769	742	-29	SHREE ULTRA	Cement
9	886	293	-596	JK CEMENT	Cement

### Diversified

Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	754	-	-	FINOLEX	Diversified

# CATEGORY - WISE ALL INDIA LISTING

## MANUFACTURING SUPER CATEGORY

### Engineering

Engineering Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	397	704	307	CROMPTON GREAVES	Engineering

### Heavy Engineering

Engineering Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	568	290	-279	BHEL	Heavy Engineering

### Waterproofing

Water-proofing Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	923	-	-	DR FIXIT	Waterproofing

### Paints

Paints Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	142	354	212	ASIAN PAINTS	Paints
2	289	214	-75	BERGER PAINTS	Paints
3	302	254	-48	NEROLAC	Paints
4	526	1122	596	DULUX	Paints

### Plywood

Plywood Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	336	-	-	CENTURY PLY	Plywood
2	570	569	-2	GREENPLY	Plywood

### Tiles

Tiles Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	747	-	-	KAJARIA TILES	Tiles
2	909	-	-	SOMANY TILES	Tiles

# CATEGORY - WISE ALL INDIA LISTING

## MEDIA-RADIO SUPER CATEGORY



Media Radio Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	890	-	-	92.7 BIG FM	Media - Radio	FM
2	904	-	-	RADIO MIRCHI 98.3 FM	Media - Radio	FM

## MEDIA PRINTS SUPER CATEGORY



Media Prints Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	340	174	-166	TIMES OF INDIA	Media - Print	Newspaper - English
2	378	-	-	DAINIK BHASKAR	Media - Print	Newspaper - Hindi
3	428	360	-68	HINDUSTAN TIMES	Media - Print	Newspaper - English
4	458	-	-	DIVYA BHASKAR	Media - Print	Newspaper - Gujarati
5	588	947	359	ECONOMIC TIMES	Media - Print	Newspaper - English
6	591	365	-226	INDIA TODAY	Media - Print	Magazine - English
7	626	-	-	DNA	Media - Print	Newspaper - English
8	662	-	-	ASSAM TRIBUNE	Media - Print	Newspaper - English
9	750	275	-475	MIDDAY	Media - Print	Newspaper - English
10	756	882	126	DAINIK JAGRAN	Media - Print	Newspaper - Hindi
11	775	-	-	NAVBHARAT TIMES	Media - Print	Newspaper - Hindi
12	811	-	-	READER'S DIGEST	Media - Print	Magazine - English
13	967	-	-	FEMINA	Media - Print	Magazine - English
14	985	490	-495	ANANDABAZAR PATRIKA	Media - Print	Newspaper - Bengali

### Magazine-English

Magazine English Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	591	365	-226	INDIA TODAY	Magazine - English
2	811	-	-	READER'S DIGEST	Magazine - English
3	967	-	-	FEMINA	Magazine - English

### Newspaper Bengali

Newspaper Bengali Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	985	490	-495	ANANDABAZAR PATRIKA	Newspaper - Bengali

# CATEGORY - WISE ALL INDIA LISTING

## MEDIA PRINTS SUPER CATEGORY

### Newspaper Gujarati

Newspaper Gujarati Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	458	-	-	DIVYABHASKAR	Newspaper - Gujarati

### Newspaper English

Newspaper Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	340	174	-166	TIMES OF INDIA	Newspaper - English
2	428	360	-68	HINDUSTAN TIMES	Newspaper - English
3	588	947	359	ECONOMIC TIMES	Newspaper - English
4	626	-	-	DNA	Newspaper - English
5	662	-	-	ASSAM TRIBUNE	Newspaper - English
6	750	275	-475	MIDDAY	Newspaper - English

### Newspaper Hindi

Newspaper Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	378	-	-	DAINIK BHASKAR	Newspaper - Hindi
2	756	882	126	DAINIK JAGRAN	Newspaper - Hindi
3	775	-	-	NAVBHARAT TIMES	Newspaper - Hindi

## MEDIA-TV SUPER CATEGORY



Media TV Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	121	116	-5	NDTV	Media - TV	Channel Cluster
2	191	144	-47	ZEE	Media - TV	Channel Cluster
3	286	780	494	COLORS	Media - TV	Hindi GEC
4	337	460	123	SAB TV	Media - TV	Hindi GEC
5	352	397	45	ABP NEWS	Media - TV	Hindi News
6	423	-	-	SURYA TV	Media - TV	Regional GEC
7	435	298	-137	SONY ENTERTAINMENT TELEVISION	Media - TV	Hindi GEC
8	477	917	440	DISCOVERY CHANNEL	Media - TV	Factual Entertainment
9	498	-	-	CNBC	Media - TV	English Business News
10	549	381	-168	MTV	Media - TV	Music Channel

# CATEGORY - WISE ALL INDIA LISTING

## MEDIA-TV SUPER CATEGORY

Media Tv Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
11	579	389	-190	STAR PLUS	Media - TV	Hindi GEC
12	583	-	-	BBC	Media - TV	English News - International
13	596	677	81	TLC	Media - TV	Lifestyle Channel
14	600	934	334	SUN TV	Media - TV	Channel cluster
15	681	-	-	NBC NEWS	Media - TV	English News - International
16	801	-	-	CNN	Media - TV	English News - International
17	805	644	-161	INDIA TV	Media - TV	Hindi News
18	874	1044	170	ABP ANANDA	Media - TV	Regional News
19	882	-	-	LIFE OK	Media - TV	Hindi GEC
20	892	-	-	FOX	Media - TV	English Movies
21	947	734	-213	AAJ TAK	Media - TV	Hindi News
22	973	-	-	CARTOON NETWORK	Media - TV	Kids Channel

### Channel Cluster

Channel Cluster Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	121	116	-5	NDTV	Channel Cluster
2	191	144	-47	ZEE	Channel Cluster
3	600	934	334	SUN TV	Channel cluster

### English Business News

English News Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	498	-	-	CNBC	English Business News

### English Movies

English Movies Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	892	-	-	FOX	English Movies

### English News International

English News Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	583	-	-	BBC	English News - International
2	681	-	-	NBC NEWS	English News - International
3	801	-	-	CNN	English News - International

# CATEGORY - WISE ALL INDIA LISTING

## MEDIA-TV SUPER CATEGORY

### Factual Entertainment

Enter-tainment Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	477	917	440	DISCOVERY CHANNEL	

### Hindi GEC

Hindi GEC Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	286	780	494	COLORS	Hindi GEC
2	337	460	123	SAB TV	Hindi GEC
3	435	298	-137	SONY ENTERTAINMENT TELEVISION	Hindi GEC
4	579	389	-190	STAR PLUS	Hindi GEC
5	882	-	-	LIFE OK	Hindi GEC

### Hindi News

News Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	352	397	45	ABP NEWS	Hindi News
2	805	644	-161	INDIA TV	Hindi News
3	947	734	-213	AAJ TAK	Hindi News

### Kids Channel

Kids Channel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	973	-	-	CARTOON NETWORK	Kids Channel

### Lifestyle Channel

Channel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	596	677	81	TLC	Lifestyle Channel

### Music Channel

Channel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	549	381	-168	MTV	Music Channel

# CATEGORY - WISE ALL INDIA LISTING

## MEDIA-TV SUPER CATEGORY

### Regional GEC

	Channel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	423	-	-	SURYA TV	Regional GEC

### Regional News

	Channel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	874	1044	170	ABP ANANDA	Regional News

## PERSONAL ACCESSORIES SUPER CATEGORY



Accessories Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	11	145	134	BATA	Personal Accessories	Footwear
2	30	21	-9	TITAN	Personal Accessories	Watches
3	37	123	86	ADIDAS	Personal Accessories	Sportswear
4	49	34	-15	NIKE	Personal Accessories	Sportswear
5	54	31	-23	PUMA	Personal Accessories	Sportswear
6	65	29	-36	REEBOK	Personal Accessories	Sportswear
7	67	222	155	FASTRACK	Personal Accessories	Youth Fashion Brand
8	72	67	-5	SONATA	Personal Accessories	Watches
9	112	70	-42	RADO	Personal Accessories	Luxury Watches
10	130	-	-	HMT WATCHES	Personal Accessories	Watches
11	168	-	-	CITIZEN	Personal Accessories	Watches
12	177	74	-103	WOODLAND	Personal Accessories	Footwear
13	180	-	-	VIP	Personal Accessories	Luggage/Bags
14	182	796	614	ACTION SHOES	Personal Accessories	Footwear
15	193	173	-20	PARAGON	Personal Accessories	Footwear
16	208	124	-84	KHADIM'S	Personal Accessories	Footwear
17	219	961	742	FILA	Personal Accessories	Sportswear
18	270	163	-107	TANISHQ	Personal Accessories	Jewellery
19	273	-	-	MAXIMA	Personal Accessories	Watches

# CATEGORY - WISE ALL INDIA LISTING

## PERSONAL ACCESSORIES SUPER CATEGORY

Accessories Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
20	274	138	-136	ROLEX	Personal Accessories	Luxury Watches
21	295	-	-	AMERICAN TOURISTER	Personal Accessories	Luggage/Bags
22	323	142	-181	RAYBAN	Personal Accessories	Eyewear
23	332	259	-73	RELAXO	Personal Accessories	Footwear
24	349	331	-18	KALYAN JEWELLERS	Personal Accessories	Jewellery
25	358	146	-212	TIMEX	Personal Accessories	Watches
26	377	407	30	SKYBAGS	Personal Accessories	Luggage/Bags
27	390	454	64	TISSOT	Personal Accessories	Luxury Watches
28	394	200	-194	LIBERTY	Personal Accessories	Footwear
29	462	197	-265	METRO	Personal Accessories	Footwear
30	470	212	-258	TBZ	Personal Accessories	Jewellery
31	489	326	-163	LAKHANI	Personal Accessories	Footwear
32	490	401	-89	P C CHANDRA JEWELLERS	Personal Accessories	Jewellery
33	548	-	-	ARISTOCRAT	Personal Accessories	Luggage/Bags
34	556	-	-	ANJALI JEWELLERS	Personal Accessories	Jewellery
35	572	-	-	DUCKBACK	Personal Accessories	Rainwear
36	603	-	-	GRT JEWELLERS	Personal Accessories	Jewellery
37	604	-	-	SWAROVSKI	Personal Accessories	Jewellery
38	670	620	-50	SENCO GOLD	Personal Accessories	Jewellery
39	679	376	-303	MOCHI	Personal Accessories	Footwear
40	688	-	-	SREE LEATHERS	Personal Accessories	Footwear
41	693	-	-	CATWALK	Personal Accessories	Footwear
42	717	-	-	ALLEN COOPER	Personal Accessories	Men's accessories
43	718	625	-93	SAFARI	Personal Accessories	Luggage/Bags
44	721	399	-322	OMEGA	Personal Accessories	Luxury Watches
45	738	-	-	NAKSHATRA JEWELLERY	Personal Accessories	Jewellery
46	740	-	-	MEHRASONS JEWELLERS	Personal Accessories	Jewellery
47	751	-	-	COMFORT	Personal Accessories	Footwear
48	762	-	-	HUSH PUPPIES	Personal Accessories	Footwear
49	779	1139	360	D DAMAS	Personal Accessories	Jewellery
50	782	-	-	SAMSONITE	Personal Accessories	Luggage/Bags
51	784	342	-442	VKC	Personal Accessories	Footwear
52	806	619	-187	RED TAPE	Personal Accessories	Footwear
53	827	-	-	VKC PRIDE	Personal Accessories	Footwear
54	856	-	-	CLARKS	Personal Accessories	Footwear
55	880	#N/A	#N/A	ODM WATCHES	Personal Accessories	Watches
56	896	829	-67	TITAN RAGA	Personal Accessories	Watches
57	942	1045	103	GITANJALI	Personal Accessories	Jewellery
58	972	494	-478	SEIKO	Personal Accessories	Luxury Watches
59	995	-	-	BHIMA GOLD	Personal Accessories	Jewellery



# CATEGORY - WISE ALL INDIA LISTING

## PERSONAL ACCESSORIES SUPER CATEGORY

### Eyewear

Eyewear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	323	142	-181	RAYBAN	Eyewear

### Footwear

Footwear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	11	145	134	BATA	Footwear
2	177	74	-103	WOODLAND	Footwear
3	182	796	614	ACTION SHOES	Footwear
4	193	173	-20	PARAGON	Footwear
5	208	124	-84	KHADIM'S	Footwear
6	332	259	-73	RELAXO	Footwear
7	394	200	-194	LIBERTY	Footwear
8	462	197	-265	METRO	Footwear
9	489	326	-163	LAKHANI	Footwear
10	679	376	-303	MOCHI	Footwear
11	688	-	-	SREE LEATHERS	Footwear
12	693	-	-	CATWALK	Footwear
13	751	-	-	COMFORT	Footwear
14	762	-	-	HUSH PUPPIES	Footwear
15	784	342	-442	VKC	Footwear
16	806	619	-187	RED TAPE	Footwear
17	827	-	-	VKC PRIDE	Footwear
18	856	-	-	CLARKS	Footwear

### Luggage / Bags

Bags Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	180	-	-	VIP	Luggage/Bags
2	295	-	-	AMERICAN TOURISTER	Luggage/Bags
3	377	407	30	SKYBAGS	Luggage/Bags
4	548	-	-	ARISTOCRAT	Luggage/Bags
5	718	625	-93	SAFARI	Luggage/Bags
6	782	-	-	SAMSONITE	Luggage/Bags

# CATEGORY - WISE ALL INDIA LISTING

## PERSONAL ACCESSORIES SUPER CATEGORY

### Jewellery

Jewellery Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	270	163	-107	TANISHQ	Jewellery
2	349	331	-18	KALYAN JEWELLERS	Jewellery
3	470	212	-258	TBZ	Jewellery
4	490	401	-89	P C CHANDRA JEWELLERS	Jewellery
5	556	-	-	ANJALI JEWELLERS	Jewellery
6	603	-	-	GRT JEWELLERS	Jewellery
7	604	-	-	SWAROVSKI	Jewellery
8	670	620	-50	SESCO GOLD	Jewellery
9	738	-	-	NAKSHATRA JEWELLERY	Jewellery
10	740	-	-	MEHRASONS JEWELLERS	Jewellery
11	779	1139	360	D DAMAS	Jewellery
12	942	1045	103	GITANJALI	Jewellery
13	995	-	-	BHIMA GOLD	Jewellery
14	762	-	-	HUSH PUPPIES	Footwear
15	784	342	-442	VKC	Footwear
16	806	619	-187	RED TAPE	Footwear
17	827	-	-	VKC PRIDE	Footwear
18	856	-	-	CLARKS	Footwear

### Luxury Watches

Watches Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	112	70	-42	RADO	Luxury Watches
2	274	138	-136	ROLEX	Luxury Watches
3	390	454	64	TISSOT	Luxury Watches
4	721	399	-322	OMEGA	Luxury Watches
5	972	494	-478	SEIKO	Luxury Watches

### Men's Accessories

Men's Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	717	-	-	ALLEN COOPER	Men's accessories

# CATEGORY - WISE ALL INDIA LISTING

## PERSONAL ACCESSORIES SUPER CATEGORY

### Rainwear

	Rainwear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	572	-	-	DUCKBACK	Rainwear

### Sportswear

	Sports wear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	37	123	86	ADIDAS	Sportswear
	2	49	34	-15	NIKE	Sportswear
	3	54	31	-23	PUMA	Sportswear
	4	65	29	-36	REEBOK	Sportswear
	5	219	961	742	FILA	Sportswear

### Watches

	Watches Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	30	21	-9	TITAN	Watches
	2	72	67	-5	SONATA	Watches
	3	130	-	-	HMT WATCHES	Watches
	4	168	-	-	CITIZEN	Watches
	5	273	-	-	MAXIMA	Watches
	6	358	146	-212	TIMEX	Watches
	7	880	-	-	ODM WATCHES	Watches
	8	896	829	-67	TITAN RAGA	Watches

### Youth Fashion Brand

	Youth Fashion Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	67	222	155	FASTRACK	Youth Fashion Brand

# CATEGORY - WISE ALL INDIA LISTING

## PERSONAL GADGETS SUPER CATEGORY



Personal Gadgets Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	2	379	377	SAMSUNG MOBILES	Personal Gadgets	Mobile Phones
2	5	5	0	NOKIA	Personal Gadgets	Mobile Phones
3	29	45	16	MICROMAX	Personal Gadgets	Mobile Phones
4	80	60	-20	HTC	Personal Gadgets	Mobile Phones
5	87	77	-10	KARBONN	Personal Gadgets	Mobile Phones
6	94	58	-36	BLACKBERRY	Personal Gadgets	Mobile Phones
7	98	237	139	CANON	Personal Gadgets	Camera
8	105	75	-30	LAVA	Personal Gadgets	Mobile Phones
9	150	134	-16	INTEX	Personal Gadgets	Mobile Phones
10	153	191	38	KODAK	Personal Gadgets	Camera
11	164	92	-72	MOTOROLA	Personal Gadgets	Mobile Phones
12	197	178	-19	NIKON	Personal Gadgets	Camera
13	317	281	-36	G FIVE	Personal Gadgets	Mobile Phones
14	360	851	491	CELKON	Personal Gadgets	Mobile Phones
15	392	343	-49	SAMSUNG GALAXY	Personal Gadgets	Mobile Phone Brand
16	404	224	-180	APPLE IPHONE	Personal Gadgets	Mobile Phone Brand
17	453	99	-354	SPICE	Personal Gadgets	Mobile Phones
18	455	-	-	GIONEE	Personal Gadgets	Mobile Phones
19	602	274	-328	MAXX	Personal Gadgets	Mobile Phones
20	608	1078	470	TRANSCEND	Personal Gadgets	Memory Storage
21	625	280	-345	XOLO	Personal Gadgets	Mobile Phones
22	676	534	-142	SANDISK	Personal Gadgets	Memory Storage
23	680	-	-	SAMSUNG GRAND	Personal Gadgets	Mobile Phone Brand
24	719	1077	358	KINGSTON	Personal Gadgets	Memory Storage
25	765	-	-	OPPO MOBILE	Personal Gadgets	Mobile Phones
26	902	838	-64	FUJI FILM	Personal Gadgets	Camera
27	907	1114	207	YXTEL	Personal Gadgets	Mobile Phones
28	955	474	-481	NOKIA LUMIA	Personal Gadgets	Mobile Phone Brand
29	982	-	-	MOTOROLA MOTO G	Personal Gadgets	Mobile Phone Brand

### Camera

Camera Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	98	237	139	CANON	Camera
2	153	191	38	KODAK	Camera
3	197	178	-19	NIKON	Camera
4	902	838	-64	FUJI FILM	Camera

# CATEGORY - WISE ALL INDIA LISTING

## PERSONAL GADGETS SUPER CATEGORY

### Memory Storage

Memory Storage Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	608	1078	470	TRANSCEND	Memory Storage
2	676	534	-142	SANDISK	Memory Storage
3	719	1077	358	KINGSTON	Memory Storage

### Mobile Phone Brand

Mobile Phone Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	392	343	-49	SAMSUNG GALAXY	Mobile Phone Brand
2	404	224	-180	APPLE IPHONE	Mobile Phone Brand
3	680	-	-	SAMSUNG GRAND	Mobile Phone Brand
4	955	474	-481	NOKIA LUMIA	Mobile Phone Brand
5	982	-	-	MOTOROLA MOTO G	Mobile Phone Brand

### Mobile Phones

Mobile Phone Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	2	379	377	SAMSUNG MOBILES	Mobile Phones
2	5	5	0	NOKIA	Mobile Phones
3	29	45	16	MICROMAX	Mobile Phones
4	80	60	-20	HTC	Mobile Phones
5	87	77	-10	KARBONN	Mobile Phones
6	94	58	-36	BLACKBERRY	Mobile Phones
7	105	75	-30	LAVA	Mobile Phones
8	150	134	-16	INTEX	Mobile Phones
9	164	92	-72	MOTOROLA	Mobile Phones
10	317	281	-36	G FIVE	Mobile Phones
11	360	851	491	CELKON	Mobile Phones
12	453	99	-354	SPICE	Mobile Phones
13	455	-	-	GIONEE	Mobile Phones
14	602	274	-328	MAXX	Mobile Phones
15	625	280	-345	XOLO	Mobile Phones
16	765	-	-	OPPO MOBILE	Mobile Phones
17	907	1114	207	YXTEL	Mobile Phones

# CATEGORY - WISE ALL INDIA LISTING

## PERSONALITY SUPER CATEGORY



Per-sonality Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	223	361	138	AMITABH BACHCHAN	Personality	Cinema - Male
2	261	951	690	AAMIR KHAN	Personality	Cinema - Male
3	283	377	94	SHAHRUKH KHAN	Personality	Cinema - Male
4	446	1021	575	RATAN TATA	Personality	Business
5	487	-	-	KAPIL SHARMA	Personality	Standup Comedian
6	488	730	242	SOURAV GANGULY	Personality	Sports
7	558	699	141	MAHENDRA SINGH DHONI	Personality	Sports
8	605	519	-86	SALMAN KHAN	Personality	Cinema - Male
9	649	1062	413	KATRINA KAIF	Personality	Cinema - Female
10	702	-	-	SANJAY DUTT	Personality	Cinema - Male
11	733	-	-	RANBIR KAPOOR	Personality	Cinema - Male
12	748	-	-	PRIYANKA CHOPRA	Personality	Cinema - Female
13	781	-	-	DEEPIKA PADUKONE	Personality	Cinema - Female
14	788	-	-	KAREENA KAPOOR	Personality	Cinema - Female
15	803	-	-	RANVEER SINGH	Personality	Cinema - Male
16	810	-	-	BABA RAMDEV	Personality	Spiritual Leader
17	870	-	-	REKHA	Personality	Cinema - Female
18	903	378	-525	SACHIN TENDULKAR	Personality	Sports
19	948	-	-	VIDYA BALAN	Personality	Cinema - Female
20	968	-	-	PREITY ZINTA	Personality	Cinema - Female
21	992	-	-	AJAY DEVGN	Personality	Cinema - Male

### Business

Business Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	446	1021	575	RATAN TATA	Business

### Cinema Female

Cinema Female Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	649	1062	413	KATRINA KAIF	Cinema - Female
2	748	-	-	PRIYANKA CHOPRA	Cinema - Female
3	781	-	-	DEEPIKA PADUKONE	Cinema - Female
4	788	-	-	KAREENA KAPOOR	Cinema - Female
5	870	-	-	REKHA	Cinema - Female
6	948	-	-	VIDYA BALAN	Cinema - Female
7	968	-	-	PREITY ZINTA	Cinema - Female

# CATEGORY - WISE ALL INDIA LISTING

## PERSONALITY SUPER CATEGORY

### Cinema Male

	Cinema Male Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	223	361	138	AMITABH BACHCHAN	Cinema - Male
	2	261	951	690	AAMIR KHAN	Cinema - Male
	3	283	377	94	SHAHRUKH KHAN	Cinema - Male
	4	605	519	-86	SALMAN KHAN	Cinema - Male
	5	702	-	-	SANJAY DUTT	Cinema - Male
	6	733	-	-	RANBIR KAPOOR	Cinema - Male
	7	803	-	-	RANVEER SINGH	Cinema - Male
	8	992	-	-	AJAY DEVGN	Cinema - Male

### Spiritual Leader

	Spiritual Leader Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	810	-	-	BABA RAMDEV	Spiritual Leader

### Sports

	Sports-Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	488	730	242	SOURAV GANGULY	Sports
	2	558	699	141	MAHENDRA SINGH DHONI	Sports
	3	903	378	-525	SACHIN TENDULKAR	Sports

### Standup Comedian

	Standup Comedian Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	487	-	-	KAPIL SHARMA	Standup Comedian

# CATEGORY - WISE ALL INDIA LISTING

## RETAIL SUPER CATEGORY



Retail-Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	36	118	82	KENTUCKY FRIED CHICKEN	Retail	QSR
2	88	201	113	DOMINO'S	Retail	QSR
3	89	204	115	PIZZA HUT	Retail	Diner
4	154	-	-	KHADI	Retail	Ethnic Products
5	148	63	-85	PANTALOONS	Retail	Personal Goods
6	175	86	-89	MCDONALDS	Retail	QSR
7	255	-	-	CHOKHI DHANI	Retail	Restaurant
8	379	256	-123	MONGINIS	Retail	Cake shop
9	385	432	47	SUBWAY	Retail	QSR
10	403	-	-	MORE	Retail	Hypermarket - Indian
11	425	308	-117	MANGO	Retail	Womenswear
12	472	434	-38	LIFESTYLE	Retail	Personal Goods
13	483	-	-	CAFÉ COFFEE DAY	Retail	QSR
14	509	939	430	SHOPPERS STOP	Retail	Personal Goods
15	530	960	430	CROMA	Retail	Consumer Electronics
16	578	-	-	WALMART	Retail	Hypermarket
17	587	637	50	D MART	Retail	Hypermarket
18	651	-	-	CHAWLA CHICKEN	Retail	Restaurant
19	674	-	-	MARKS & SPENCERS	Retail	Personal Goods
20	752	-	-	AKBARALLY'S	Retail	Personal Goods
21	758	-	-	AND	Retail	Designer Apparel
22	816	431	-385	RELIANCE FRESH	Retail	Hypermarket - Indian
23	863	373	-490	TESCO	Retail	Hypermarket
24	887	784	-103	WESTSIDE	Retail	Personal Goods
25	898	-	-	TARGET	Retail	Hypermarket
26	916	1134	218	JUMBO KING	Retail	Indian - QSR
27	920	-	-	AGGARWAL SWEETS	Retail	Sweets
28	924	-	-	HERITAGE FRESH	Retail	Hypermarket - Indian
29	927	-	-	ALDI	Retail	Hypermarket
30	945	-	-	POTHYS	Retail	Apparel
31	974	1153	179	STAR BAZAAR	Retail	Hypermarket - Indian

### Apparel

Apparel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	945	-	-	POTHYS	Apparel



# CATEGORY - WISE ALL INDIA LISTING

## RETAIL SUPER CATEGORY

### Consumer Electronics

	Elec- tronics Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	530	960	430	CROMA	Consumer Electronics

### Cake Shop

	Cake Shop Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	379	256	-123	MONGINIS	Cake Shop

### Designer Apparel

	Apparel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	758	-	-	AND	Designer Apparel

### Restaurant

	Restau- rant Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	2	255	-	-	CHOKHI DHANI	Restaurant
	3	651	-	-	CHAWLA CHICKEN	Restaurant

### Ethnic Products

	Ethnic Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	154	-	-	KHADI	Ethnic Products

### Hypermarket - Indian

	Hyper- market Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	403	-	-	MORE	Hypermarket - Indian
	2	816	431	-385	RELIANCE FRESH	Hypermarket - Indian
	3	924	-	-	HERITAGE FRESH	Hypermarket - Indian
	4	974	1153	179	STAR BAZAAR	Hypermarket - Indian

# CATEGORY - WISE ALL INDIA LISTING

## RETAIL SUPER CATEGORY

### Indian - QSR

	Indian QSR Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	916	1134	218	JUMBO KING	Indian - QSR

### Personal Goods

	Personal Goods Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	472	434	-38	LIFESTYLE	Personal Goods
	2	509	939	430	SHOPPERS STOP	Personal Goods
	3	674	-	-	MARKS & SPENCERS	Personal Goods
	4	752	-	-	AKBARALLY'S	Personal Goods
	5	887	784	-103	WESTSIDE	Personal Goods

### QSR

	QSR Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	36	118	82	KENTUCKY FRIED CHICKEN	QSR
	2	88	201	113	DOMINO'S	QSR
	3	175	86	-89	MCDONALDS	QSR
	4	385	432	47	SUBWAY	QSR
	5	483	-	-	CAFÉ COFFEE DAY	QSR

### Hypermarket

	Hyper-market Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	578	-	-	WALMART	Hypermarket
	2	587	637	50	D MART	Hypermarket
	3	863	373	-490	TESCO	Hypermarket
	4	898	-	-	TARGET	Hypermarket

### Sweets

	Sweets Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	920	-	-	AGGARWAL SWEETS	Sweets

# CATEGORY - WISE ALL INDIA LISTING

## RETAIL SUPER CATEGORY

### Womenswear

	Womens wear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	425	308	-117	MANGO	Womenswear

### Personal Goods

	Personal Goods Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	148	63	-85	PANTALOONS	Personal Goods

### Diner

	Diner Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	89	204	115	PIZZA HUT	Diner

## SERVICES SUPER CATEGORY



Services Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	141	97	-44	IBM	Services	Consulting
2	171	800	629	TOPS	Services	Security Services
3	659	211	-448	DTDC	Services	Express Services
4	703	1199	496	DHL	Services	International Express Service
5	780	-	-	THOMAS COOK	Services	Travel Services
6	783	631	-152	BLUE DART	Services	Express Services
7	998	1157	159	ACCENTURE	Services	Consulting

### Consulting

	Con-sulting Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	141	97	-44	IBM	Consulting
	2	998	1157	159	ACCENTURE	Consulting

# CATEGORY - WISE ALL INDIA LISTING

## SERVICES SUPER CATEGORY

### Express Services

Services Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	659	211	-448	DTDC	Express Services
2	783	631	-152	BLUE DART	Express Services

### International Express Service

Express Service Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	703	1199	496	DHL	International Express Service

### Security Service

Security Service Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	171	800	629	TOPS	Security Services

### Travel Services

Travel Service Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	780	-	-	THOMAS COOK	Travel Services

## SOCIAL ORGANISATION SUPER CATEGORY



NGO Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	361	-	-	CARE INDIA	Social Organization	NGO
2	496	1016	520	CRY	Social Organization	NGO

## SPORTS SUPER CATEGORY



Sports Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	959	-	-	FIFA	Sports	Football

# CATEGORY - WISE ALL INDIA LISTING

## STATIONARY SUPER CATEGORY



Stationary Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	84	652	568	APSARA PENCILS	Stationary	Writing Accessories
2	97	609	512	CELLO	Stationary	Writing Accessories
3	106	107	1	NATARAJ	Stationary	Writing Accessories
4	231	911	680	CAMLIN	Stationary	Writing Accessories
5	237	553	316	CLASSMATE	Stationary	Notebooks
6	263	282	19	LINC PENS	Stationary	Writing Accessories
7	299	119	-180	REYNOLDS	Stationary	Writing Accessories
8	326	1001	675	CAMEL	Stationary	School Stationary
9	347	132	-215	PARKER	Stationary	Writing Accessories
10	722	-	-	DOMS INDIA	Stationary	Writing Accessories
11	876	383	-493	ROTOMAC	Stationary	Writing Accessories
12	978	292	-686	MONTEX	Stationary	Writing Accessories
13	987	-	-	FLAIR PENS	Stationary	Writing Accessories

### Notebooks

Note books Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	237	553	316	CLASSMATE	Notebooks

### School Stationary

Stationary Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	326	1001	675	CAMEL	School Stationary

### Writing Accessories

Writing Access Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	84	652	568	APSARA PENCILS	Writing Accessories
2	97	609	512	CELLO	Writing Accessories
3	106	107	1	NATARAJ	Writing Accessories
4	231	911	680	CAMLIN	Writing Accessories
5	263	282	19	LINC PENS	Writing Accessories
6	299	119	-180	REYNOLDS	Writing Accessories
7	347	132	-215	PARKER	Writing Accessories
8	722	-	-	DOMS INDIA	Writing Accessories
9	876	383	-493	ROTOMAC	Writing Accessories
10	978	292	-686	MONTEX	Writing Accessories
11	987	-	-	FLAIR PENS	Writing Accessories

# CATEGORY - WISE ALL INDIA LISTING

## TECHNOLOGY SUPER CATEGORY



Technology Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	8	54	46	DELL	Technology	Personal Technology
2	10	6	-4	HEWLETT PACKARD	Technology	Personal Technology
3	13	126	113	APPLE	Technology	Personal Technology
4	38	33	-5	LENOVO	Technology	Personal Technology
5	45	18	-27	HCL	Technology	Diversified
6	56	287	231	ACER	Technology	Personal Technology
7	76	78	2	INTEL	Technology	Semiconductor
8	119	110	-9	INFOSYS	Technology	Software Services
9	125	230	105	TCS	Technology	Software Services
10	160	76	-84	MICROSOFT	Technology	Software Products
11	241	855	614	CASIO	Technology	Personal Technology
12	262	244	-18	I BALL	Technology	Personal Technology
13	362	588	226	COMPAQ	Technology	Personal Technology
14	405	-	-	EPSON	Technology	Personal Technology
15	449	-	-	CISCO	Technology	Diversified
16	635	1089	454	ASUS	Technology	Personal Technology
17	655	154	-501	LOTUS	Technology	Software Products
18	777	505	-272	FRONTECH	Technology	Computer Hardware
19	910	511	-399	ORACLE	Technology	Software Products
20	937	-	-	COGNIZANT	Technology	Software services
21	977	-	-	HUAWEI	Technology	Datacard
22	981	845	-136	ZENITH	Technology	Personal Technology
23	986	657	-329	TATA PHOTON	Technology	Datacard
5	18	12	-6	PHILIPS	Diversified	Technology

### Computer Hardware

Hardware Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	777	505	-272	FRONTECH	Computer Hardware

### Datacard

Datacard Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	977	-	-	HUAWEI	Datacard
2	986	657	-329	TATA PHOTON	Datacard

# CATEGORY - WISE ALL INDIA LISTING

## TECHNOLOGY SUPER CATEGORY

### Diversified

	Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	449	-	-	CISCO	Diversified

### Personal Technology

	Personal Tech Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	8	54	46	DELL	Personal Technology
	2	10	6	-4	HEWLETT PACKARD	Personal Technology
	3	13	126	113	APPLE	Personal Technology
	4	38	33	-5	LENOVO	Personal Technology
	5	56	287	231	ACER	Personal Technology
	6	241	855	614	CASIO	Personal Technology
	7	262	244	-18	I BALL	Personal Technology
	8	362	588	226	COMPAQ	Personal Technology
	9	405	-	-	EPSON	Personal Technology
	10	635	1089	454	ASUS	Personal Technology
	11	981	845	-136	ZENITH	Personal Technology

### Semiconductor

	Semi Conductor Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	76	78	2	INTEL	Semiconductor

### Software Products

	Softwr Prod Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	160	76	-84	MICROSOFT	Software Products
	2	655	154	-501	LOTUS	Software Products
	3	910	511	-399	ORACLE	Software Products

### Diversified

	Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	45	18	-27	HCL	Diversified

# CATEGORY - WISE ALL INDIA LISTING

## TECHNOLOGY SUPER CATEGORY

### Software Services

	Softwr Serv Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	119	110	-9	INFOSYS	Software Services
	2	125	230	105	TCS	Software Services
	3	937	-	-	COGNIZANT	Software services

## TELECOM SUPER CATEGORY



Telecom Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	17	64	47	AIRTEL	Telecom	Mobile Telephony
2	35	22	-13	IDEA	Telecom	Mobile Telephony
3	63	20	-43	VODAFONE	Telecom	Mobile Telephony
4	75	309	234	AIRCEL	Telecom	Mobile Telephony
5	103	261	158	TATA DOCOMO	Telecom	Mobile Telephony
6	135	617	482	BSNL	Telecom	Mobile Telephony
7	162	349	187	LOOP	Telecom	Mobile Telephony
8	253	93	-160	MTS	Telecom	Mobile Telephony
9	471	260	-211	MTNL	Telecom	Landline telephony
10	598	208	-390	UNINOR	Telecom	Mobile Telephony
11	715	1094	379	BEETEL	Telecom	Phones
12	839	613	-226	MATRIX	Telecom	International Sim card
13	939	993	54	VSNL	Telecom	Telecom infrastructure

### International Sim Card

	Inter Sim Card Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	839	613	-226	MATRIX	International Sim card

### Landline Telephony

	Telephony Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	471	260	-211	MTNL	Landline telephony



# CATEGORY - WISE ALL INDIA LISTING

## TELECOM SUPER CATEGORY

### Mobile Telephony

	Telephony Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	17	64	47	AIRTEL	Mobile Telephony
	2	35	22	-13	IDEA	Mobile Telephony
	3	63	20	-43	VODAFONE	Mobile Telephony
	4	75	309	234	AIRCEL	Mobile Telephony
	5	103	261	158	TATA DOCOMO	Mobile Telephony
	6	135	617	482	BSNL	Mobile Telephony
	7	162	349	187	LOOP	Mobile Telephony
	8	253	93	-160	MTS	Mobile Telephony
	9	598	208	-390	UNINOR	Mobile Telephony

### Phones

	Phones Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	715	1094	379	BEETEL	Phones

### Telecom Infrastructure

	Telecom Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	939	993	54	VSNL	Telecom infrastructure

## TRANSPORTATION SUPER CATEGORY



Transptn Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	203	614	411	AIR INDIA	Transportation	Airlines - Government
2	398	566	168	INDIGO AIRLINES	Transportation	Airlines - Private
3	621	311	-310	ATLAS	Transportation	Bicycles
4	633	374	-259	JET AIRWAYS	Transportation	Airlines - Private
5	672	413	-259	HERCULES	Transportation	Bicycles
6	753	-	-	AIRBUS	Transportation	Airlines - Manufacturer
7	793	717	-76	HERO CYCLES	Transportation	Bicycles

# CATEGORY - WISE ALL INDIA LISTING

## TRANSPORTATION SUPER CATEGORY

### Airlines Government

Airline Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	203	614	411	AIR INDIA	Airlines - Government

### Airlines Manufacturer

Airline Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	753	-	-	AIRBUS	Airlines - Manufacturer

### Airlines Private

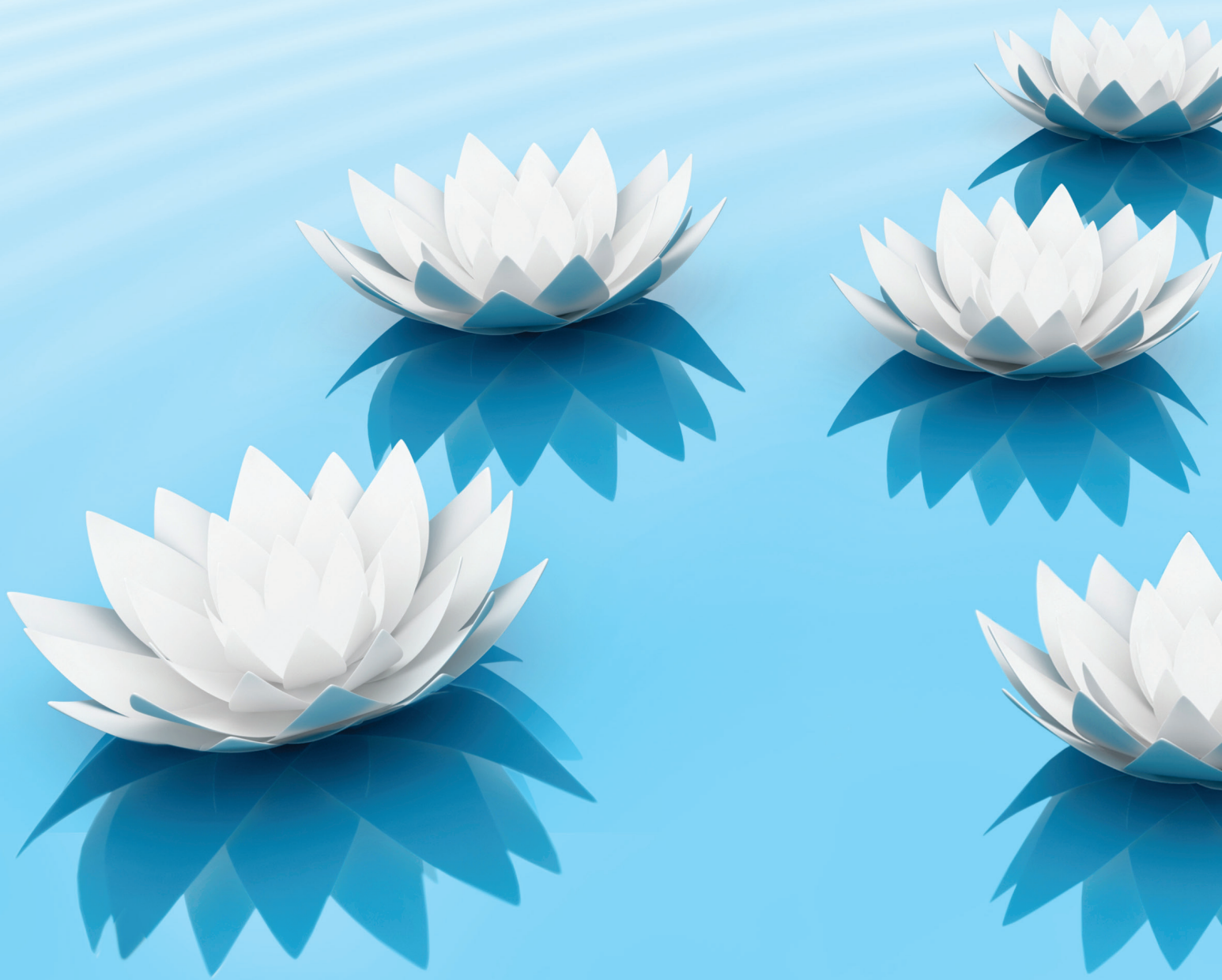
Airline Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	398	566	168	INDIGO AIRLINES	Airlines - Private
2	633	374	-259	JET AIRWAYS	Airlines - Private

### Bicycles

Bicycles Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	621	311	-310	ATLAS	Bicycles
2	672	413	-259	HERCULES	Bicycles
3	793	717	-76	HERO CYCLES	Bicycles

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## Research Methodology



## Fieldwork



## Creatives



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