

THE BRAND TRUST REPORT

India Study 2016

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INTRODUCTION

Brands exist to meet the needs, desires, opportunities and vulnerabilities that exist in the world, the fulfillment of which results in human gratification. However, the habitat that brands and businesses exist in is visibly and rapidly transforming, as if the brand ice-age were thawing extremely fast. The strategy of navigating the market turf is not easy even in normal circumstances, and when the environment is amorphous and ambiguous, brands often struggle to come to grips with a unifying strategy. The need for a universal approach which provides options for the diverse stages of brand life-cycle as well as situations ranging from combative markets to crises and one that works just as well for startups and mature organizations is perhaps a greater imperative than any other intellectual input needed by the world of brands today.

However, to work universally such a universal 'string theory' of brand strategy must be founded in the elemental ingredients of the brand so that it can address the diverse range of circumstances that the brand encounters. Trust is the fundamental substrate on which all exchanges take place and brands require different types of 'exchange' to nourish them, much as humans require air, water and food. Trust is the force which binds brands to their ecosystem helping shape identity and building relationships with all known and unknown stakeholders. Without building, maintaining or refurbishing trust constantly, brands will invariably weaken, wither or fade. The widespread applicability of the Brand Trust Matrix is best checked when it itself applies to other brand related theories. Theories ranging from Market segmentation, Pricing strategy, Brand promise, Core competence, Bottom-of-pyramid to Competitive modeling and others are well-explained in terms of Brand Trust. That the trust matrix addresses these quite ably demonstrates the robustness of the model.

Trust erosion in brands occurs as naturally as the death of cells in living things. Some brands face this trust attrition noticeably fast and the more diligent

ones among them seek innovative and dramatic solutions often reaching out to trust as their answer. In other brands the trust attrition is slower, frequently unnoticeable due to the numerous other eco-changes that distract the brand custodians. In the best of such cases, brands tend to use the 'tried-and-tested' strategy that reeks of paradigm blindness and in the worst of cases they employ loosely put together plans that play pretend.

Much like the 'String Theory of Everything' in physics, the Brand Trust Matrix has proven its robustness in being successfully applied to big and small brands alike, from startups to colossal brands, and in a diversity ranging from trucks to restaurant chains, durables to airlines. TRA's Brand Trust Matrix, comprised of 61 Brand Attributes, 10 Brand Behaviours, and 3 Foundations, is a comprehensive brand strategy matrix that measures the minutiae of intangible trust ingredients. Where this matrix intertwines with the four drivers of a brand, namely, Vision, Values, Culture and Knowledge, a strategic roadmap specific to the brand emerges.

Together with the data of its 6th edition, The Brand Trust Report has collected over 3 million brand datapoints on over 20,000 brands generated from an annual study conducted across 16 cities. This veritable repository of the brand world can be easily accessed by brands to understand their own and competitive insights that guide brand communication and brand action.

Brands are as precious to the world as they are to the custodians. They are, after all, the tangible manifestation of ideas. I draw from Emerson's observation of humans: *We are by nature observers, and thereby learners. That is our permanent state.* Quite similarly, custodians must constantly observe the trust their brands command. They must know, understand and analyze the trust quotient of their brand to be able to enhance it with their customers, employees, investors and all those others who impact the brand's life. With due apologies to the poet, I alter the original, *All brands must constantly observe and learn about their trust. That must become a brand's permanent state.*

I want to close by thanking all the brands and brand custodians that have placed their trust on us. It is not only because they have supported us, but because they have understood, experimented, believed and now made Brand Trust a part of their core strategy.

Warm regards,

N. Chandramouli
CEO

TRA (Formerly Trust Research Advisory)



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THE BRAND TRUST REPORT.....

India Study 2016

Part I

ANALYSIS OF BTR 2016 RESULTS



01

**India's Most
Trusted Brands**

India's Most Trusted Brands

ANALYSIS OF INDIA'S 20 MOST TRUSTED BRANDS

The climb to the top is hard and tedious but one thing the brands at the top can attest to - the view is definitely worth it. Brands that feature among the top 20 within The Brand Trust Report, 2016, have established long and trusted legacies. These legacies have left a lasting impression in the Indian psyche as the report illustrates. Having created their impact, these brands retain their status by continual efforts towards creating and maintaining consumer trust. In this chapter outlines India's Top 20 Most Trusted Brands. Samsung Mobiles is India's Most Trusted Brand for 2016. The mobile-technology behemoth steadily climbed toward this

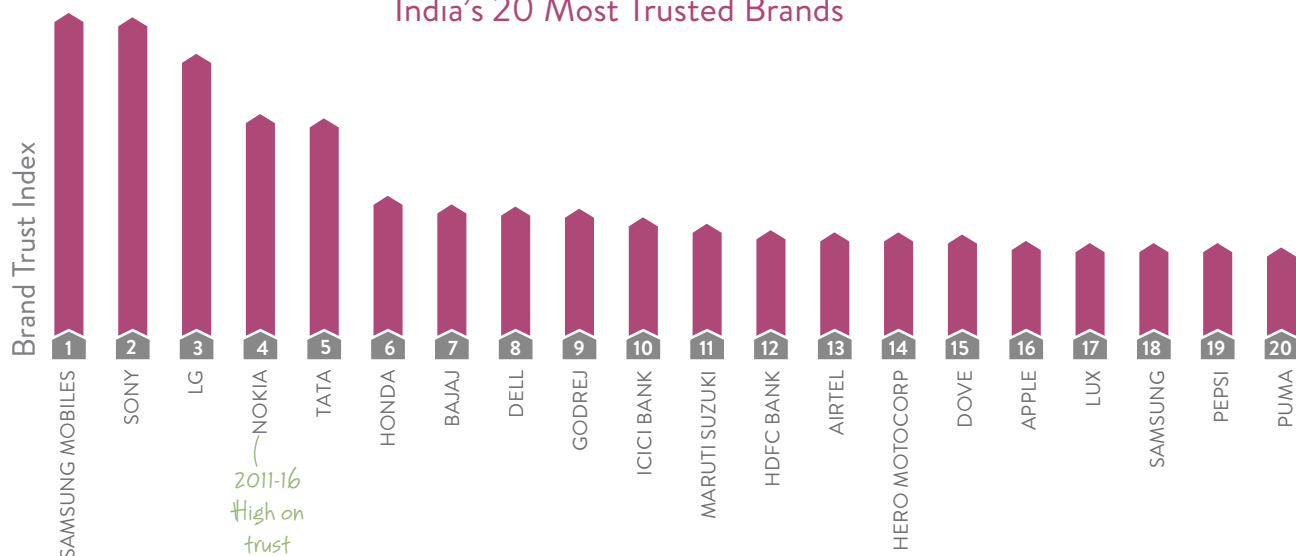
Rank 2016	Rank 2015	Rank Diff	Brand Name	Super Category	Category	% BTI Diff From Previous
1	2	1	SAMSUNG MOBILES	Personal Gadgets	Mobile Phones	-
2	3	1	SONY	Durables	Consumer Electronics	1%
3	1	-2	LG	Durables	Consumer Electronics	11%
4	5	1	NOKIA	Personal Gadgets	Mobile Phones	21%
5	4	-1	TATA	Diversified	Diversified	2%
6	7	1	HONDA	Automobile	Four Wheeler - manufacturer	32%
7	6	-1	BAJAJ	Diversified	Diversified	6%
8	8	0	DELL	Technology	Personal Technology	1%
9	9	0	GODREJ	Diversified	Diversified	1%
10	48	38	ICICI BANK	BFSI	Bank - Private	7%
11	16	5	MARUTI SUZUKI	Automobile	Four Wheeler - manufacturer	4%
12	341	329	HDFC BANK	BFSI	Bank - Private	5%
13	17	4	AIRTEL	Telecom	Mobile Telephony	1%
14	15	1	HERO MOTOCORP	Automobile	Two Wheeler - manufacturer	1%
15	23	8	DOVE	FMCG	Bath/Beauty	2%
16	13	-3	APPLE	Technology	Personal Technology	5%
17	267	250	LUX	FMCG	Bath/Beauty	1%
18	71	53	SAMSUNG	Durables	Consumer Electronics	1%
19	24	5	PEPSI	Food & Beverage	Aerated Beverages	1%
20	54	34	PUMA	Personal Accessories	Sportswear	3%

noticeable gap

spot before nabbing the top spot this year dominating across categories and asserting itself as India's Most Trusted Brand. With newer and innovative technologies emerging including full-HD mobile phone displays, 12 megapixel cameras and dual-SIM capabilities, this leading mobile brand is one to keep an eye on.

Second on the podium and separated by less than 1% BTI from Samsung Mobiles is Sony and it regains its 2014's second-position, making a climb up from last year's third place ranking. Despite a drop in smartphone sales compared to the same time last year, Sony's recent financial report paints a pretty picture for the Japanese durables giant, which indicates good tidings for long-term prospects despite the current downturn.

India's 20 Most Trusted Brands



Down two ranks from last year, LG is at third place separated by 11% in Brand Trust Index from the second ranked. LG, the Korean consumer durables, has also seen a 12% rise in sales growth after three years of flat growth, and it may be indicative of its potential rise in trust ranks in the years to come.

Following on from LG, Nokia, once synonymous with mobile phones, rises up one position from 2015's ranking to occupy fourth place. It is no longer a secret that this brand once eponymous with the category is re-entering the mobile phone market. Having been India's Most Trusted Brand in 2011, 2012 and 2013, the brand was always among the top five Most Trusted Brands in India in all the last 6 reports. The first Indian brand to appear in this list, the home-grown Tata Group, drops one position from last year claiming fifth place this year continuing an unbroken dominance in Diversified category for the past five years, the industry-giant continues to assert its prowess in the Indian market and mindshare.

Separated by the biggest percentage difference (32%) from its preceding brand is Japanese public auto multinational Honda which claims sixth position, one position up from last year's rankings, while India's own Bajaj drops a position from last year, entering this year's rankings at seventh. Illustrating unwavering consistency in its commitment to its consumers, Dell maintains its eighth position for a second year running truly bringing home the power

to do more. Also maintaining its position from 2015 is industry stalwart Godrej in ninth position typifying brand surety. Rounding up India's Top 10 Most Trusted Brands is ICICI Bank, moving an impressive 38 positions up and making a spectacular recovery from its 2015 drop to 48th position from 2014's twenty-eighth. The bank for the first time has beaten the PSU behemoth, SBI, in overall trust overtaking it significantly to make it India's Most Trusted Bank also.

Opening up the second-half of the Top 20 rankings is Maruti Suzuki at 11th position with the **biggest climber in the Top 20 rankings – HDFC Bank** – making a first time appearance in the Top 100 of India's Most Trusted Brands at twelfth position. HDFC Bank's mammoth 329-position jump secures its position, is close on the heels of the India's Most Trusted Bank. What is of greater significance, perhaps, is that HDFC Bank has also overtaken SBI in the overall banking category, which takes All India 23rd rank, moving it out of the prestigious India's Most Trusted 20 list.

Telecom giant Airtel asserts its status as India's Most Trusted Telecoms brand as well as being India's Top Mobile Telephony Brand. Airtel is up four positions from last year, occupying this year's 13th rank, further separated by a mere 1% from its predecessor. Following that closely is Hero Motocorp, the two-wheeler manufacturer, which comes in at 14th position, barely 1% behind Airtel.

The first Fast Moving Consumer Goods (FMCG) brand entering the Top 20 ranking is Dove at 15th position with a eight rank upward movement over last year. The Hindustan Unilever owned brand has embedded itself to become the largest premium brand in the FMCG giant's portfolio.

@ 13th in 2015

Reflecting its shrinking market-share, Apple occupies 16th position down a disappointing three positions from 2015. Following the death of its founder Steve Jobs in 2011, Apple has been unable to regain the original sheen of innovation. While the company's report rankings still evidence consumer trust, Apple has yet to assert dominance of the Indian market.

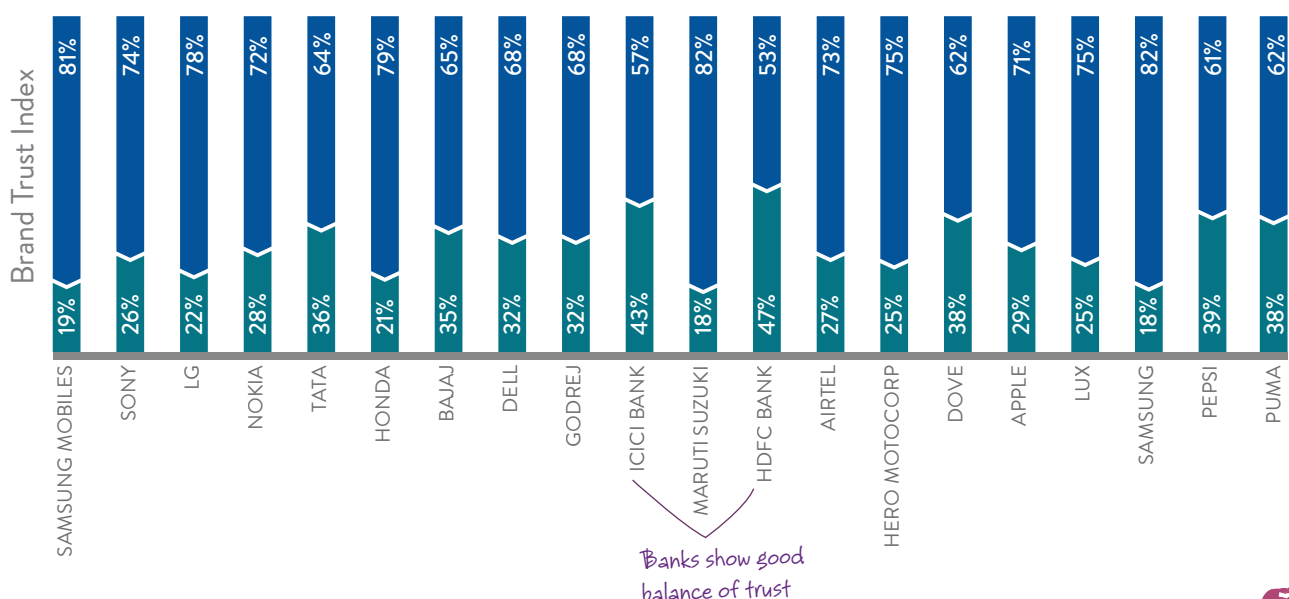
In 17th position, Lux makes it to the Most Trusted 20 this year sharply ascending 250 ranks over last year's rankings. The brand surprisingly has a history of oscillating with varying amplitudes in its trust ranks over the years. In the Durables category, dominating Consumer Electronics, Samsung climbs 53 rankings from 2015's rankings making it to this year's 18th position. Rounding up the final two positions on the Top 20 Most Trusted Brands list are Pepsi at 19th position and Puma, the personal accessories leader at twentieth rank.

This year's Top 20 ranks have shown the entrance of seven brands, some making massive leaps in their rankings when compared to 2015. In a line-graph analysis of the Top 20 ranking, the percentage differences between the brands are smaller than last year's dramatic drops and differences. Having observed data patterns over a period of time, Trust rankings certainly show glimpses of future brand performance. Drawing from these trends, the brands appearing in the Top 20 are certainly ones watch keenly.

Deeper Understanding Of Brand Trust

Chefs craft experiences. The combination of ingredients is more than a chemical reaction. It is the confluence of sustained thought and dedicated experimentation. Different combinations of different ingredients produce varying results but it is the right combination of the right ingredients in the right quantities that makes gastronomic magic happen. Similarly, trust has a smorgasbord of ingredients. Inspired by Einstein's famous call-to-action to find simplicity in complexity, we have distilled the understanding of Brand Trust into two parts. First is the Trust Quotient of 61 attributes that make up trust. The second calculates the total assemblage of trust. Together they form the Brand Trust Index. Even though each category-grouping has its own ideal ratio of Attribute to Assembly, the current sensitivity of the Brand Trust Index assigns 75% weightage of Attributes and 25% weightage of Assembly. Using the chef-analogy, the ingredients are the Attributes while the holistic experience of the created dish is the Assembly. Understanding this facilitates better brand communication.

Brand Trust = Trust on Attributes + Trust Assembly



India's Most Trusted Brands

Super Category	#1 India's Most Trusted	#2 India's Second Most Trusted
Alcoholic Beverages	KINGFISHER (Beer)	ROYAL STAG (Whisky)
Apparel	RAYMONDS (Fabric)	LEE (Casualwear)
Automobile	HONDA (Four Wheeler - manufacturer)	MARUTI SUZUKI (Four Wheeler - manufacturer)
Automobile-Related	MRF (Tyres)	CEAT (Tyres)
BFSI	ICICI BANK (Bank - Private)	HDFC BANK (Bank - Private)
Branded Fashion	FASTRACK (Branded Fashion)	DENIM (Branded Fashion)
Cable	HATHWAY (Cable Network)	
Cigarette	GOLD FLAKE (Cigarette)	CLASSIC (Cigarette)
Construction	DLF (Real Estate Developer)	RNA BUILDERS (Real Estate Developer)
Consumer Products	GILLETTE (Shaving Products)	TOPAZ (Shaving Products)
Diversified	TATA (Diversified)	BAJAJ (Diversified)
DTH	DISH TV (DTH)	TATA SKY (DTH)
Durables	SONY (Consumer Electronics)	LG (Consumer Electronics)
Education	OXFORD (Graduate/PG Education)	OSMANIA UNIVERSITY (University)
Energy	BHARATGAS (LPG)	SHELL (Oil and Gas)
Entertainment	PVR (Cinema - Display)	T-SERIES (Cinema - Diversified)
FMCG	DOVE (Bath/Beauty)	LUX (Bath/Beauty)
Food & Beverage	PEPSI (Aerated Beverages)	AMUL (Dairy - Diversified)
Government Body	B.E.S.T. (Bus Transportation)	INDIAN RAILWAYS (Rail Transportation)
Healthcare	DABUR (Ayurveda)	HIMALAYA (Ayurveda)
Heavy Industries	TATA TISCON (TMT Bars)	TATA STEEL (Metal & Mining)
Home Care	GOOD KNIGHT (Mosquito repellent)	ALL OUT (Mosquito repellent)
Home Furnishing	SLEEPWELL (Mattresses)	KURLON (Mattresses)
Hospitality	TAJ BENGAL HOTEL (Hotels)	SAYAJI (Hotels)
Household Electricals	USHA FANS (Fans)	HAVELLS (Fast Moving Electrical Goods)
Household Products	LUMINOUS (Inverters / Batteries)	MICROTEK INVERTER (Inverters / Batteries)
Internet	GOOGLE (Internet Search)	AMAZON (Internet - Online Shopping)
Kitchen Care	PRESTIGE (Kitchen Appliances)	HAWKINS (Kitchen Appliances)
Lubricants	CASTROL (Lubricants)	SERVO (Lubricants)
Luxury Fashion	ARMANI (Luxury Fashion)	GUESS (Luxury Fashion)
Manufacturing	BIRLA CEMENT (Cement)	ACC CEMENT (Cement)
Media - Print	HINDUSTAN TIMES (Newspaper - English)	TIMES OF INDIA (Newspaper - English)
Media - Radio	FEVER 104 FM (FM)	92.7 BIG FM (FM)
Media - TV	ZEE TV (Hindi GEC)	STAR GOLD (Hindi Movies)
NGO	CARE INDIA (NGO)	
Personal Accessories	PUMA (Sportswear)	BATA (Footwear)
Personal Care	LOTUS HERBALS (Personal care/cosmetics)	AVON (Personal care/cosmetics)
Personal Gadgets	SAMSUNG MOBILES (Mobile Phones)	NOKIA (Mobile Phones)
Personality	AMITABH BACHCHAN (Cinema - Male)	SALMAN KHAN (Cinema - Male)
Publisher	RAJKAMAL PRAKASHAN (Publisher)	
Retail	KFC (QSR)	DOMINO'S (QSR)
Services	IBM (Consulting/Services)	DHL (Express Service)
Sports	IPL (Cricket League)	
Stationary	CELLO (Writing Accessories)	APSARA (Writing Accessories)
Technology	DELL (Personal Technology)	APPLE (Personal Technology)
Telecom	AIRTEL (Mobile Telephony)	IDEA (Mobile Telephony)
Transport	SPICEJET (Airlines - Indian)	AIR INDIA (Government Airlines)

ON TRUST



IDBI Bank has voyaged from being a development finance institution, with a key nation-building mandate, to being a full-service commercial bank. Today, as one of the youngest full-service public sector commercial banks, it touches the lives of millions of Indians by providing the entire breadth of financial products and services under one roof. To expand its retail footprint, the Bank has amalgamated itself with the erstwhile IDBI Bank Limited and United Western Bank. Besides its core banking and project finance area, the Bank has an established presence in areas such as priority sector lending and financial inclusion. Our staff, which is one of the youngest and most qualified among our peers, strives to make every interaction with our customers a pleasant and satisfactory experience.

Brand Trust is a vital constituent in brand building. We are of firm conviction that when a brand diligently focuses on its trust quotient, it gains market share, product premium and consumer acceptance. In an industry built around products that are at their most basic level largely homogenous, building and maintaining brand trust and attractiveness is our key priority. Our brand recognition and value is a reflection of the enhanced trust in the brand which, in part, is attributable to the branding and product campaigns in addition to the awards and accolades won by IDBI Bank. Our brand building efforts saw significant improvement in brand rankings compiled by various agencies. Leading global research organisations like Millward Brown (Brand Z) and Brand Finance have placed IDBI Bank among the top 50 brands in India across sectors.

In keeping with IDBI Bank's legacy of nation-building and based on the underlying theme of 'celebration of 50 years of friendship', we aptly incorporated our brand positioning as "Bank Aisa, Dost Jaisa". Customers today undertake transactions by the delivery channel of their choice and they trust their bank to ensure a safe and fault proof execution. IDBI Bank has been serving the diverse financial needs of

Kishor Kharat
MD & CEO,
IDBI Bank



our customers, just like a friend would do. We have the unflinching support from Government of India, which is complemented by our young work-force, always eager to provide service and solutions to our customers on a digitized platform and in the pleasing ambience of our branches as also non-branch points of deliveries in our network.

In present age, we appreciate that a 'one size fits all' approach no longer works for banking. Hence, customers are looking for products suited to their industry that can be tailored to their particular needs. Customers demand a high level of service in return for their business with the bank. So the decision on whether or not to change their bank for additional products is primarily driven by how service-focused the bank is perceived to be. If a bank is not providing a near-world class customer experience and service level it is likely to lose customers.

The Bank also recognizes its duties as a responsible corporate and has taken various important initiatives not only in the banking domain, but also for the benefit of the society and the nation at large. In fact IDBI Bank had been working on various noteworthy humanitarian projects well before the time, when CSR became a statutory industry-wide responsibility and practice. We ensure through the social media platforms that our customers are aware of the work being done by their Bank towards socially relevant projects.

Trust is built and maintained by many small actions over time. Trust is not a matter of technique, tricks, or tools but of character. At IDBI Bank, we take steps to build a strong character of dependability and staunchly believe that our customer is our primary priority. We take efforts to improve the way we engage with our customers ensuring par excellence customer experience across all channels of delivery. We strive to do right for our customers in the hope that it would lead to unwavering customer loyalty, thereby enabling us to carve a "niche" in the highly competitive field of banking.



02

Categorywise Study of Trust in Brands

Categorywise Study of Trust in Brands

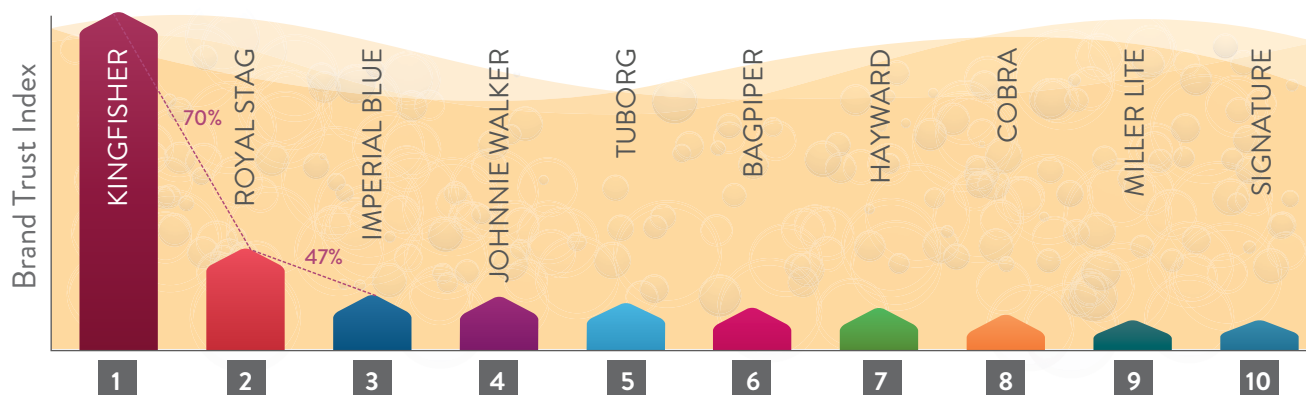
Scientists are always looking for 'observable features' that allow them to group different species together and see how they are related to each other. Similarly, by comparing the characteristics of various brands we have been able to classify them further by dividing each of the larger groups (Super Categories) into smaller groups (Categories). Brands are extraordinarily important as they are the interface between the consumer and ideas. Brands are timeless, the soul of a business thought, and hence continue to exist, virtually never getting destroyed. In The Brand Trust Report, the brands that are 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, 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 relevant to the brands that have been clubbed under it.

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

Alcoholic Beverages

Alcoholic Beverages is a Super Category made up of five Categories; namely Beer, Whisky, Vodka, Premium Whisky and Liquor Manufacturer. This year's Most Trusted Alcoholic Beverage is Kingfisher Beer, a leader in this Super Category for the last 6 years of the report. This is followed by Royal Stag Whisky, nearly 70% Brand Trust Index units behind, which has steadily climbed up to reach this rank. Following this in third position is *Men will be Men* Imperial Blue which has also trooped up the ranks over the years. Johnnie Walker, making a comeback in this year's report is the leading Premium Whisky Brand in fourth position. Separated by 10%, Tuborg Beer enters fifth position dropping a steep 126 ranks from last year. In sixth, seventh, eighth, ninth and tenth positions are Bagpiper Whisky, Hayward Beer, Cobra Beer, Miller Lite Beer and Signature Whisky respectively. Of these, Miller Lite has made an entrance in the list for the first time. keeps on walking

Alcoholic Beverages





Bengt Rittri
Founder and CEO,
Blueair



NON-THREATENING AMBIENCE

Ask people what ambience implies for them and most will almost certainly say it has to do with the character, atmosphere, mood, feeling, look and tone of a particular place. Few people would want to visit a restaurant, hotel or store that doesn't project a good feeling. The same applies to a brand. If people don't feel good about a brand, they certainly will be less interested in buying its products and service offerings.

When I founded Blueair in 1996, I had already spent time working with one of the world's top global makers of white goods. And a key lesson I brought to my own company from my earlier job was the absolute need from the start to work consistently on building a brand that people could both like and trust. That demands embedding a brand-driven culture in the very soul of a company and having a lifelong commitment to building and sustaining a mindset of entrenched innovation, best technology, genuine quality and delivering on promises. Branding is not about fleeting impact; it is about nurturing a foundation for long-term advocacy, customer and partner loyalty and a sustainable bottom line.

So what is Blueair's brand ambience? To understand, we need to go back to the very start of our journey. At our launch in 1996 and during the first few years we saw our mission as one of making the best machines in the world to purify the indoor air of all the nasty particles, dust, chemicals, allergens and germs that could threaten people's health. But as time passed we soon came to realize that there was a bigger story to our mission.

We saw our job was not just to make a better piece of machinery, but also embraced delivering enhanced health and wellbeing to our customers. That insight gave huge meaning to our founding ethos that everyone has the right to breathe clean air. And it was a brand-positioning wake up call. Suddenly brand

ambience at Blueair was not based on the number of units we produced, but on the number of people we helped to live nicer, healthier lives in a world where air pollution has emerged as the biggest single threat facing humanity. You don't need to take my word for that shocking last sentence. The World Health Organisation (WHO) issued a damning report in 2014 saying 7 million people die prematurely every year due to exposure to air pollution.

For many years, our messaging content has not focused solely on promoting our products at Blueair. We've focused instead on building an emotional and authentic connection with the communities in which we sell our products by seeking to demonstrate our thought leadership when it comes to the root causes and consequences of indoor and outdoor air pollution – and the solutions that are available in the here and now.

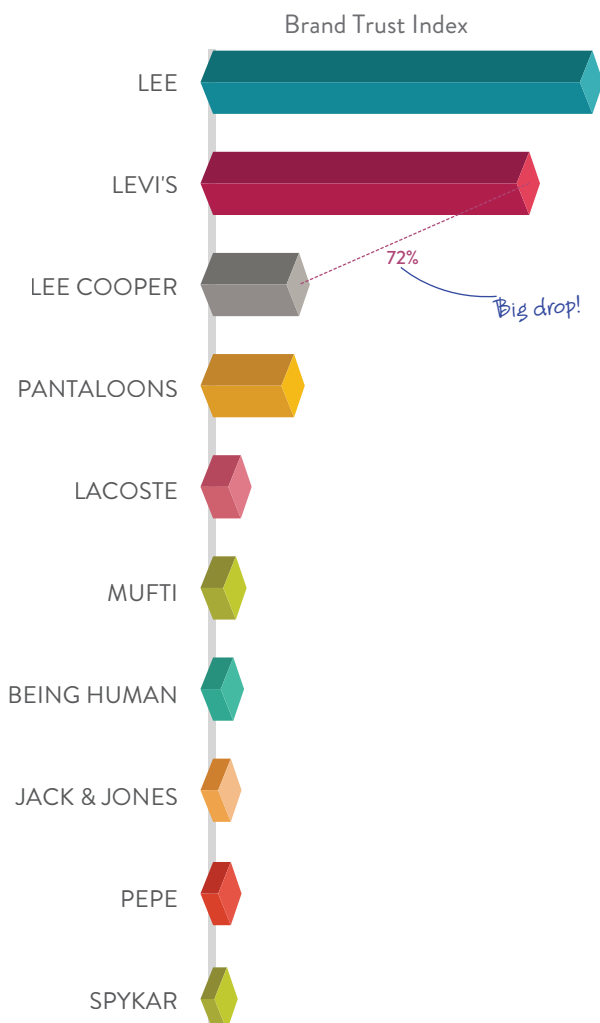
Building emotional connections are a key part of the Blueair culture. We want our customers to know that we care genuinely about the health and wellbeing of them, their loved ones or workmates... and that we work as hard as we can to help them breathe air as clean as nature intended. That translates into listening and responding in real and genuine ways to the needs and desires of our customers to win their trust and respect. That's why our market research is geared to help us create air-purifying solutions that our actual customers have told us they like.

Delivering on our promises is a bedrock of Blueair's brand ambience. We work hard inside the company to nurture a passion among everyone working throughout Blueair for a purpose that goes beyond making money. Why? Because we want the people who depend on their Blueair air-purifying product to know our relentless drive to improve our technology and service solutions is because we are here for them. Now, that's why we call creating brand ambience.

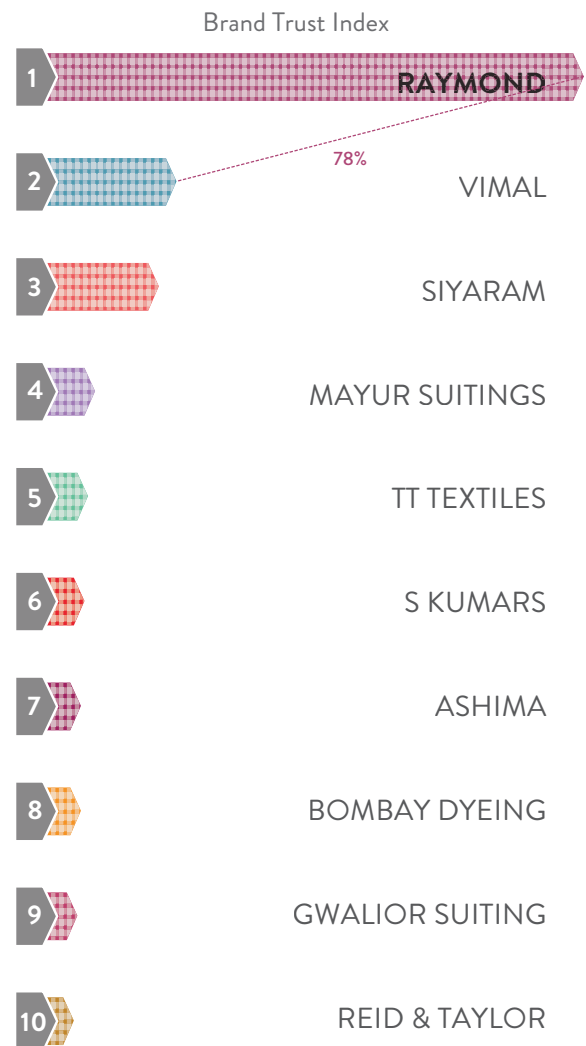
Apparel – Casualwear

The Apparel Category, populated with 50 brands, is split into 14 Categories. The largest of these Categories is Casualwear with 14 brands and since the first Brand Trust Report in 2011, Lee and Levi's have taken turns at the first and second positions in this Category. In the sixth year of this report, Lee edges to become the Most Trusted Casualwear brand for a second year in a row. In a stark contrast to the 2% difference between the two brands last year, this year Levi's trails 16% behind Lee. Ranked third is Lee Cooper, behind in Brand Trust Index (BTI) by a substantial 72% behind the previous. Pantaloons places in fourth position separated from Lacoste by 68%. Mufti and Salman Khan's Being Human follow in sixth and seventh position, while Jack & Jones follows in eighth position making reappearance from last year's ranks. Pepe follows in ninth position dropping precipitously by 390 ranks from 2015's ranks with Spykar in tenth.

Apparel – Casualwear



Apparel – Fabric*



If the total trust of the category of Fabric were considered to be a pie, then the share of the pie that would go to each of the ten brands that feature in it as shown in this chart. Raymond is the clear leader in this category with over half of the total category share at 60%. Separated by a large 77% and claiming 13% of the trust pie, Vimal has the largest share of trust among the remaining brands, followed by Siyaram in third position which has 11%. Gaining 29 ranks from last year, Mayur Suiting occupies fourth position while TT Textiles, making a first time entry into The Brand Trust Report, lags 24% behind with 3% of the pie. In sixth, seventh and eighth positions are S Kumars - gaining a whopping 300 ranks from 2015, Ashima separated by a mere 3% from Bombay Dyeing respectively. In ninth position is Gwalior Suiting 16% behind Bombay Dyeing. Making one of the largest drops by nearly 500 ranks is Reid & Taylor rounding up the tenth position of the Fabric category.

Automobile - Car - Hatchback

In what can be termed as an upset, Maruti Suzuki Swift has claimed the top rank overtaking Tata Nano as India's Most Trusted Hatchback and gaining 123 ranks from last year's ranking. Tata Nano, which led the category for the last three years, has dropped 235 ranks from 2015 to claim second position – separated by 51% from the pole. In third position, Hyundai Santro with a Brand Trust Report overall ranking of 432 dropping a substantial 210 ranks. The Santro is followed by Tata Indica with a 42% difference in ranking and has a rank difference of 328 from 2015. Hyundai's i20 ranks in at fifth position, followed by Maruti Suzuki Alto, Maruti Suzuki Zen and Maruti Suzuki Wagon R rank sixth, seventh and eighth positions respectively. Maruti Suzuki's Wagon R is making a reappearance in the Most Trusted list securing an overall Trust Ranking of 921. In the ninth and tenth positions are Hyundai i10 and Ford Figo, dropping 35 ranks from last year.

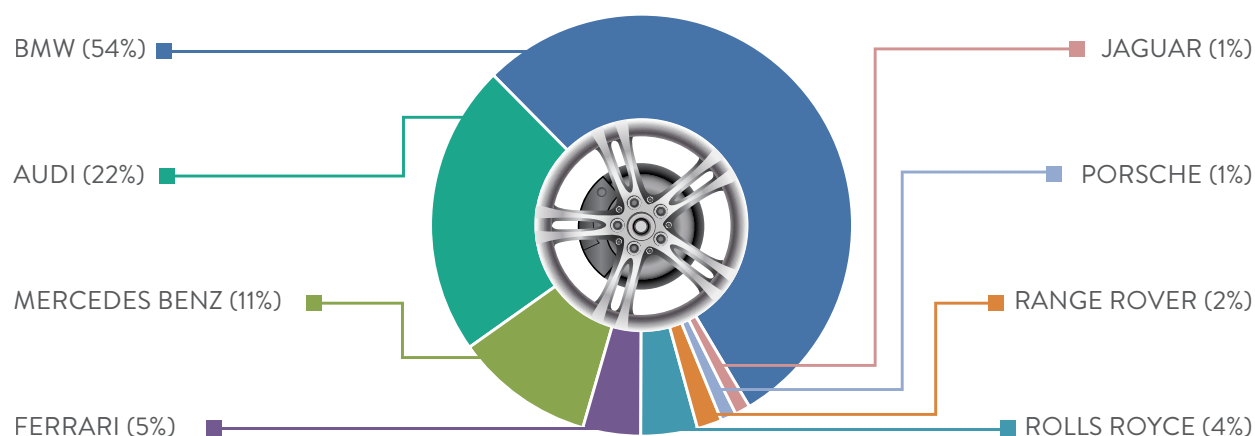
Category Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	% Rank Diff with Previous
1	249	372	123	MARUTI SUZUKI SWIFT	
2	398	163	-235	TATA NANO	51%
3	432	222	-210	HYUNDAI SANTRO	9%
4	618	290	-328	TATA INDICA	42%
5	669	513	-156	HYUNDAI i20	12%
6	738	683	-55	MARUTI SUZUKI ALTO	15%
7	780	609	-171	MARUTI SUZUKI ZEN	8%
8	921	-	-	MARUTI SUZUKI WAGON R	28%
9	940	-	-	HYUNDAI i10	4%
10	947	912	-35	FORD FIGO	1%

Automobile – Four Wheeler Luxury

Sheer. Trusted. Pleasure.

Three German brands are on the Four Wheeler Luxury dais this year. BMW, Audi and Mercedes Benz occupy first, second and third positions respectively. Although dropping 12 ranks from last year's list BMW maintains its top position among Luxury Cars and also a prestigious place among India's Top 100 Most Trusted Brands. Audi and Mercedes Benz both dropped 67 ranks from last year with Audi separated from its competitor BMW by 58%. The prancing horse, Ferrari, gallops up six positions from 2015 and claims fourth position in this category while the Tata owned Jaguar leaps up 11 positions claiming fifth position. Porsche is the biggest gainer in this category up 181 positions from last year. Keeping it local, another Tata owned brand, Range Rover, ranks seventh in this category separated by 37% from Porsche. Rounding up the ranks Rolls Royce is separated a minimal 3% from Range Rover in eighth position by making a reappearance in this year's ranking after missing the top 1000 slot in last year's report.

Automobile – Four Wheeler Luxury*



* Values are with respect to the Brand Trust Index recorded in 2016

ON TRUST



Today, BMW is the strongest and the most trusted automotive brand in India. We have established the most efficient and unparalleled customer orientation across our dealer network in the country. And we have the most desirable product portfolio in India that delivers 'Sheer Driving Pleasure'.

We created the most powerful letter in the world – BMW M – and with it a thrilling future of performance. We created a new vision of mobility with BMW i – mobility that is both beautiful and sustainable. We created an adrenaline gushing experience with the BMW X range of sports activity vehicles.

We offer exclusively authentic premium luxury products, which are differentiated by their emotional appeal, uncompromising engineering, innovative technology and outstanding quality. BMW India will redefine automotive excellence in 2016 with 14 power-packed launches across the entire portfolio. Driving enthusiasts and BMW fans will be fascinated with irresistible products, each one of which will set new benchmarks. Starting with the launch of the new BMW 3 Series, the all-new BMW 7 Series and the all-new BMW X1 at Auto Expo and the BMW X5 M Sport, we have kicked-off an exciting product offensive. MINI is set to increase the temperature on Indian roads with the launch of the all-new MINI Convertible and MINI Clubman. This year, motorcycling enthusiasts can look forward to enjoying the 'ultimate riding experience' with the most-awaited brand from BMW Group – BMW Motorrad.

At BMW, we believe preserving the circle of 'Sheer Driving Pleasure' is essential for success. This circle can only be completed by introducing innovative products, building world class dealerships, maintaining state-of-the-art equipment, motivating and training a workforce that engages passionately with our clientele and delivers premium service standards ahead of its time.

Our customers value the quality of our premium products. We focus on creating a 'complete brand experience' for them, be it in terms of products, tactical delivery or service quality. Owning a luxury car will never

Philipp von Sahr President, BMW Group India



be inexpensive but BMW guarantees complete peace of mind with absolute transparency and zero surprises when it comes to 'cost of ownership'. We enhance ownership experience throughout the entire lifecycle of our products with customer-friendly services such as guaranteed buy-back with BMW 360°, BMW Service Inclusive, BMW Repair Inclusive and BMW Secure. BMW India has also launched the bespoke 'BMW Privé' customer loyalty program with unmatched privileges.

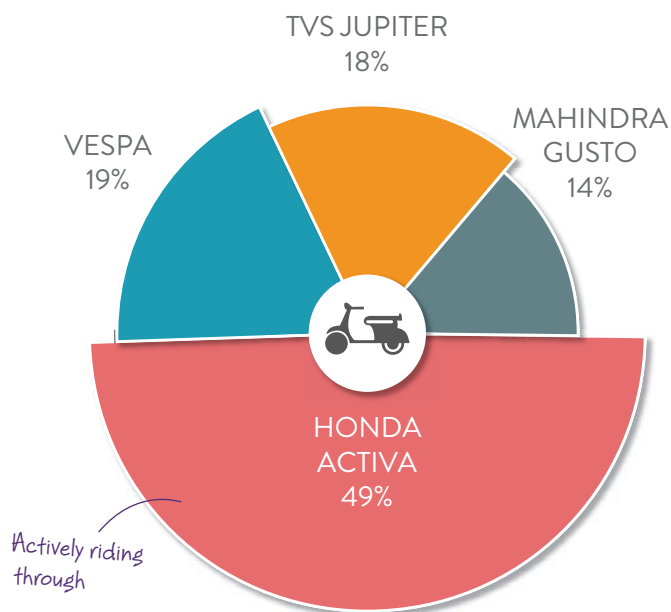
At BMW, the understanding of luxury and the appreciation for finer things extends deeper to other aspects of life as well. Innovative channels of engagements in lifestyle, sport, art and our collaborations with leading cultural platforms across the country bring real 'Joy' to our customers. BMW Art Cars in India, India Art Fair, Kochi-Muziris Biennale, Jodhpur One World Retreat and the BMW Guggenheim Labs; all these engagements have brought our customers closer to us. We have also broadened the horizons by creating exclusive events to connect with our clientele across the country with BMW Experience Tour in 18 cities, BMW Golf International in 14 cities and BMW India Bridal Fashion Week in 5 cities.

BMW has always looked towards India with a long-term perspective and our strategy is based on an inclusive approach. In 2015, the BMW Group increased its investment in India to 11.3 billion rupees. Presently, eight BMW models are being locally produced at BMW Plant Chennai. Celebrating the 'Make in India' initiative, BMW has further strengthened its commitment to the Indian market by increasing the level of localisation at BMW Plant Chennai upto 50 percent.

This year is set to be full of important milestones and celebrations as the BMW Group completes 100 years of automotive excellence. In the last centenary, BMW Group has created, shaped and advanced mobility. We are proud of our heritage, proud of what we have built and also proud of how we look ahead. Because the best way to predict the future is to create it! And that is what each one of us at BMW Group is contributing towards – the future. Now we look to the 'Next 100 Years'!

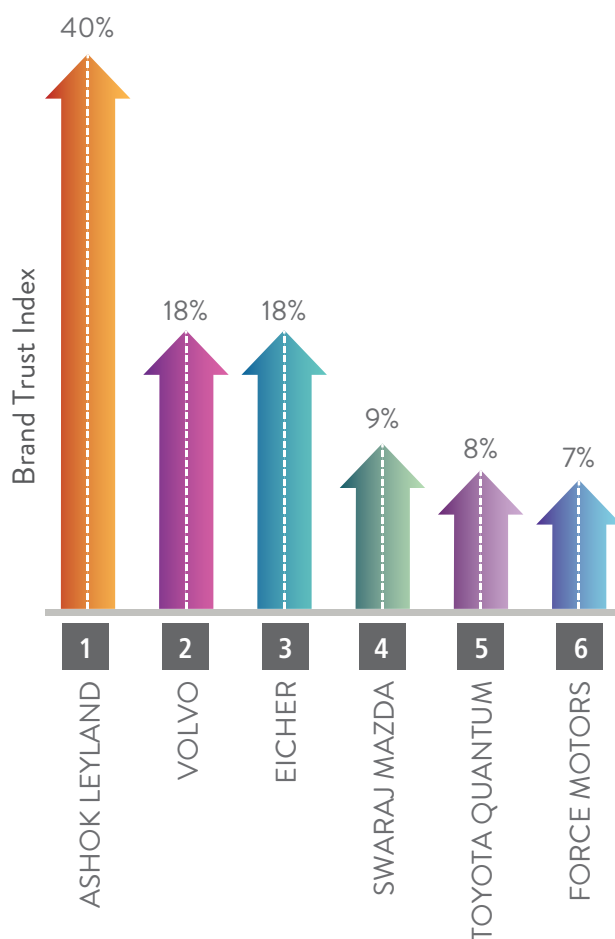
Some additional Automobile Graphs

Automobile - Automatic Scooter*



* Values are with respect to the Brand Trust Index recorded in 2016

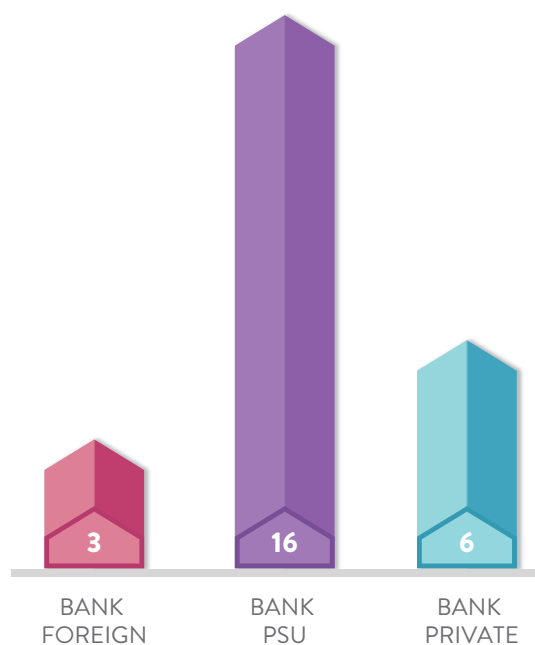
Automobile - Auto - Commercial Vehicle



BFSI

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 26 banks in this list comprise of 3 foreign banks (HSBC, Citibank, Standard Chartered), 6 private banks (ICICI Bank, HDFC Bank, Kotak Mahindra Bank, Yes Bank, Axis Bank and Karur Vyasa Bank) and 16 PSU banks (State Bank Of India, IDBI Bank, Punjab National Bank, Bank Of India, Bank Of Baroda, Indian Overseas Bank, Canara Bank, Indian Bank, UCO Bank, Union Bank Of India, Vijaya Bank, United Bank Of India, Dena Bank, Allahabad Bank, Oriental Bank, Punjab And Sindh Bank). The two other Bank Categories are Cooperative with one entry – Cosmos Bank (All India Rank 698) – and also with a single entry, the Federal Bank Category has RBI (All India Rank 381).

BFSI - Number of Banks represented in Top 1000 Most Trusted



When the different types of banks are compared as in the graph given here, PSU Banks command the most weight followed closely by Private Banks. Amongst the three foreign brands HSBC leads the category and is followed by Citibank with a 55% differential, further followed by Standard Chartered at a 90% difference.

that's huge!

ON TRUST



Sanjib Roy
CEO,

Sintex Industries Limited, Plastics Division



Trust leads us to do great things. To us, Trust means the confidence that our customers, associates, employees, shareholders, vendors and all our stakeholders place in our ability to perform our responsibilities towards them in the most earnest and satisfactory manner. To us, trust is an intangible quality which we make tangible with our professional and ethical conduct and by competently fulfilling our role and responsibilities. We aspire to become a company that symbolises Trust. We at Sintex, count 'trust' as one of our core values. We trust in ourselves first, and then go on to win the customer's.

The best way to build trust among a brand's stakeholders is effective communication. The stakeholders should be completely aware of the strength of the brand. It is also the brand's responsibility to ensure it delivers its promises, and when you do that consistently over a period of time, trust is built.

First and foremost, we constantly communicate with all our stakeholders via various media to ensure that we know what they want and they know what we are doing to fulfil their expectations. In all these communications we give them assurance that we have their best interest in mind whenever we take a decision and we are working towards meeting a combined goal of prosperity and wellness. We ensure we provide quality products and services and value for money to our customers. We ensure we provide healthy financial returns to our shareholders. We ensure we pay timely and fair wages to our staff and provide them a healthy work environment to grow.

As a result of these efforts, people trust our vision, our values, our policies of doing fair and profitable business, creating a win-win situation for all parties. Our customers trust our capabilities in producing superior quality products that are rightly priced. Our vendors trust us for being a buyer that likes to play fair and believes in creating a thriving environment for all to prosper. Our employees trust us to be a company

that cares for them and that will help them fulfil their financial dreams by always remaining in business and paying them fair wages. Our shareholders trust us to give them the kind of financial returns which they had hoped while investing in our company.

Each marketing communication touch-point leverages the trust factor. With the water tanks, it is the trust that the products won't need maintenance and with the doors, it is the fact that it is termite resistant and hence durable. We are able to encourage the consumers to trust the brand because of the quality and durability our products feature.

In all our marketing communications we ensure we are projected and accepted as Thought Leaders, Market Leaders, as Solution Providers, as a company that invests its time and resources in innovation, in developing solutions for problems – existing and anticipated, a company that thinks much ahead of its time.

The most significant communication has been our very famous advertisement with the tag line "Every Black Tank is not Sintex". We started off making the black overhead water storage tanks which became so popular that till date many people refer to overhead water storage tanks as 'Sintex'. 'Sintex' and 'water tank' have become synonymous, just like 'Xerox' became synonymous to a 'photocopier', 'Surf' became synonymous to 'washing powder'.

When consumers start referring to brand names as generic names, it indicates that a particular brand not only enjoys its position as a product innovator in a market (a company that introduces a certain concept or product in the market for the first time), but also as market leaders. They also enjoy an abnormally high brand visibility – either because they advertise a lot, or because their product is visible in every household. These are direct indicators of a brand's popularity which is not possible without winning consumers' trust first.



Ajay Jalan
Founder & Managing Partner,
Next Orbit Ventures

SHARED INTERESTS



Nurturing a common identity creates a sense of unity between a brand and its stakeholders. Sharing a common interest, passion or cause only cements this relationship. A common goal and shared identity reduces divisiveness and encourages consumers to bond on a personal and emotional level. A brand engaging in conversations and interactions with its consumers builds a sense of 'We' rather than 'Me' between the two. A case in point is the constant issue of body weight. On one end of the spectrum is the increase in the obesity rates among Indians in the last two decades or so; while at the other end the glamour world has made people lunatically obsessed with the so called "size zero figure". However, looking at the brighter side, awareness and influences have also helped in promoting a healthy lifestyle. In this scenario, Subway can be taken as an example of a brand that shares similar interests with individuals who believe in living a healthy lifestyle.

Similarly, we, at Next Orbit Ventures share a common interest with the investors and the start-ups who believe in the government's 'Make in India' initiative. To this end, Next Orbit Ventures and its investors have a keen interest in the electronics system design and manufacturing (ESDM) sector. We invest in companies that share a similar vision, companies who believe that India is on the threshold of experiencing a third industrial revolution in the ESDM space and whose aim is to position India as the world's most preferred ESDM destination.

Next Orbit Ventures understand how people attribute positive characteristics to organisations and brands with which they share similar values. Connecting within an area of shared interest provides a wide avenue for the brand to work on their relationship and build on their trust quotient. Most brands are driven by functional benefits which are not related towards nurturing

consumer relationships. Brands need to concentrate on the latter in order to develop a lasting bond. As trust often needs to be given for it to be returned, it is essential that a brand should focus on shaping this association. There is symbolic value in soliciting input and sharing decision control with stakeholders. Similarly, when such control is hoarded and others feel that they are not trusted (such as with monitoring and surveillance systems), they may be more likely to act out against the brand. Next Orbit Ventures therefore, is actively engaged in listening to its investors, focusing on their interests and making careful decisions regarding their investment. By doing so, we always strive to establish strong credibility in the market.

The importance of sharing commonalities with the investor is the underlying theme of our operations. Our look out is always to endeavor to fuel the next big innovation in the ESDM sector and enable those companies to grow to scale. Next Orbit Ventures, in its effort to fuel and accelerate investment in the ESDM sector, always remains informed and in control of the investee companies. Our aim is to look after the interests of the investee company and the investor, the most important stakeholders for our business. By focusing on the "Partnership Focus" theme, we have successfully managed the timely infusion of capital into high impact and scalable ventures. We have further backed these ventures with customized 360 degrees mentoring and listing at Stock exchange for price transparency and tax benefits to its investors.

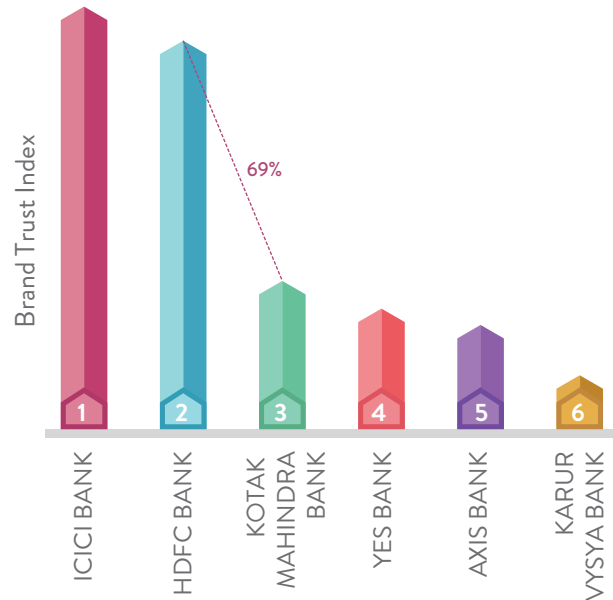
Finally, our core objective is to strengthen the Trust that our stakeholders have in our brand. To this end, we have built a strong team of capable and entrepreneurial individuals who further our vision to find and build the future of India as the world's most preferred ESDM destination.

Among the Private Banks, ICICI Bank leads the group followed closely by HDFC Bank in second position. Separated by 69%, Kotak Mahindra Bank is in third position followed by Yes Bank in fourth position. Despite Axis Bank's stock falling by over 30% in last year's financial year, the bank retains high trust – ranking fifth in this Category and ranking 113 overall.

Other significant climbers in the BFSI Category include American Express – ranking first in Credit Card Category and climbing a whopping 690 ranks. Making a comeback, Visa ranks second in the same Category and ranked 315 overall.

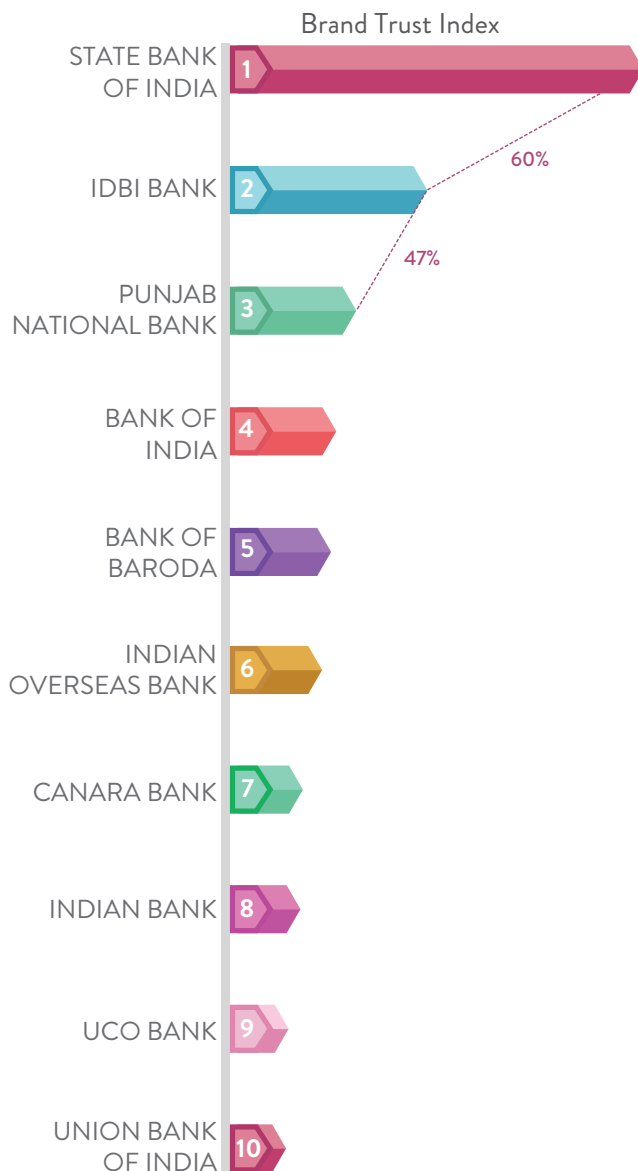
most trusted credit card

BFSI - Bank - Private

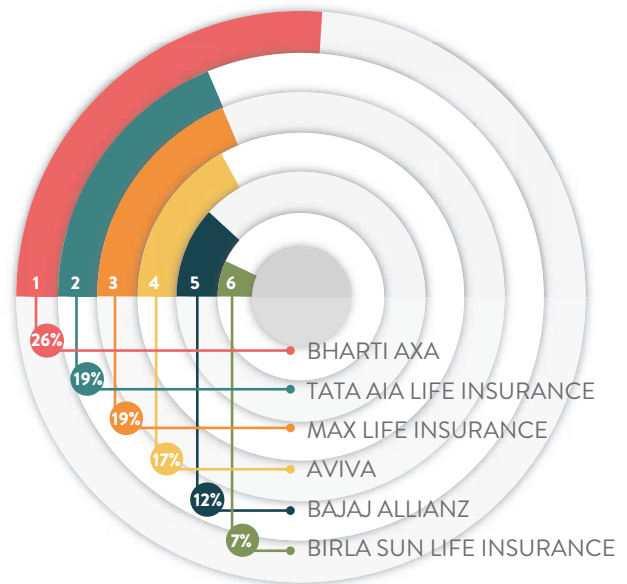


Other BFSI Graphs

Bank - PSU

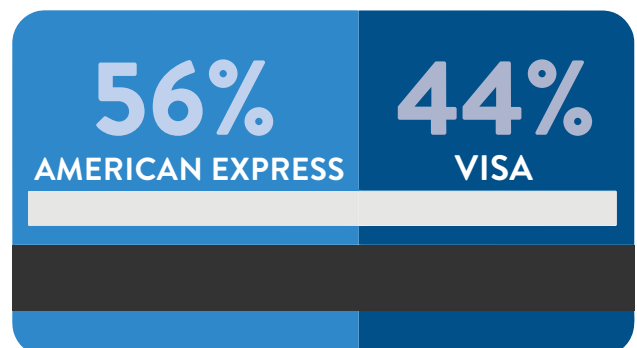


Insurance - Private*



* Values are with respect to the Brand Trust Index recorded in 2016

Credit Cards*

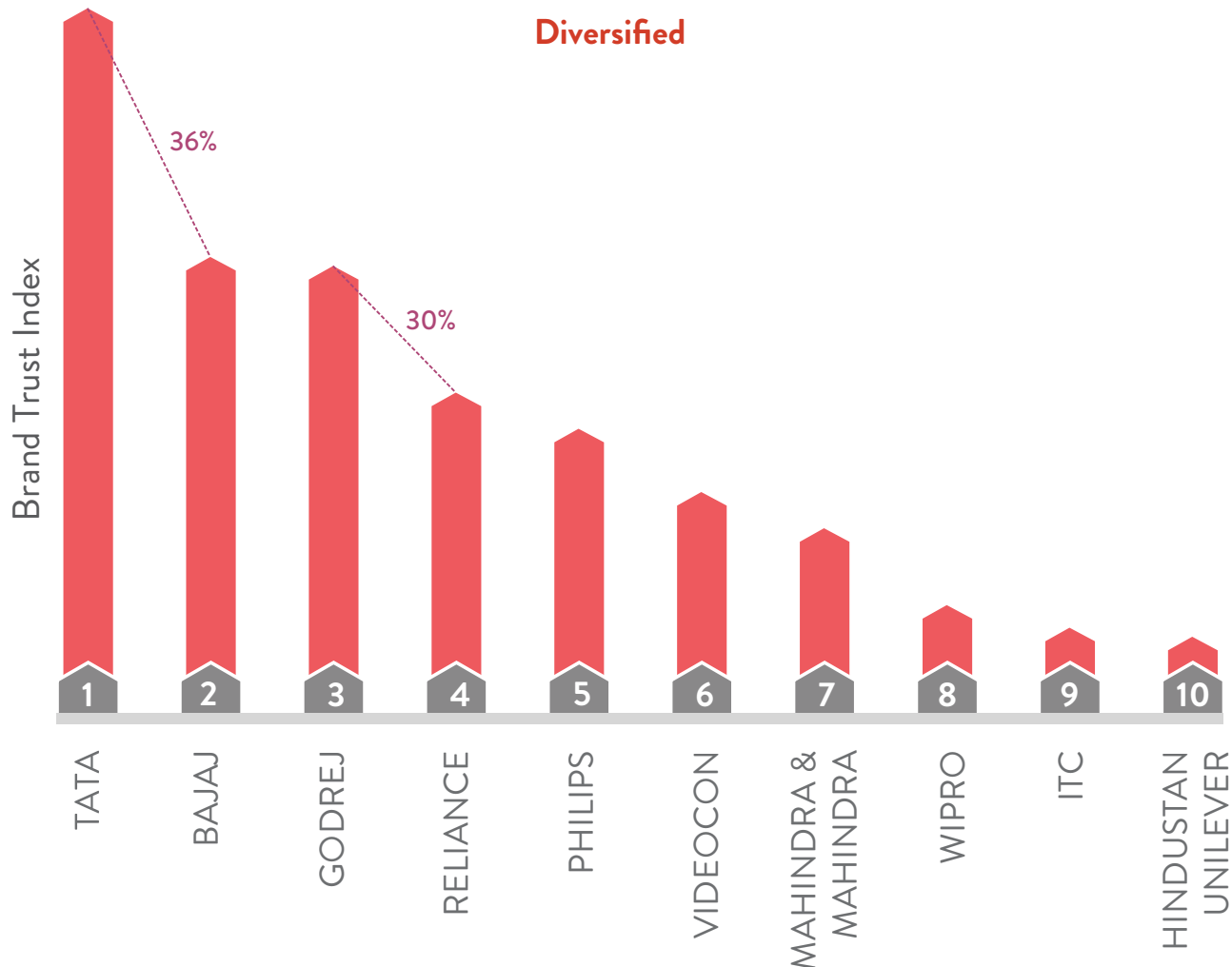


* Values are with respect to the Brand Trust Index recorded in 2016

Diversified

Of the 22 brands that appear in the Diversified Super Category, three are among the Top 20 Most Trusted Brands. The Diversified Category in BTR 2016 is defined as those brands which traverse four or more unconnected sectors. For the fourth year in a row, Tata dominates this category. This Indian giant is followed by another indigenous brand, Bajaj, 36% behind the leader. Maintaining its third rank in this set is Godrej with a 2% BTI variance between ranks. India's second-largest publicly traded company, Reliance, drops 8 ranks from last year with an overall trust ranking of 22 and is in fourth place in this group. The only brand in the Diversified Technology Category, Phillips, ranks at fifth among the larger set and has dropped 10 ranks over last year. In comparison, Videocon has gained 10 ranks and occupies sixth position. Mahindra and Mahindra is down 22 ranks from last year and stands at seventh position. Indian multinational Wipro ranks at eighth and is separated by 45% from Mahindra and Mahindra. ITC and Hindustan Unilever round up the ranks in ninth and tenth positions respectively.

Sustaining the legacy



Durables - Consumer Electronics

Three of India's Most Trusted brands Sony, LG and Samsung appear in this category making it a fairly important category in this analysis. Sony leads with an overall trust ranking in second position followed closely by LG separated by 11% even though LG's overall ranking has dropped two positions. Samsung is the biggest gainer on the podium, up 53 ranks from last year though separated by a large 63% from LG. Onida occupies fourth position and Panasonic fifth position. American multinational Whirlpool is in sixth position in this category and it is separated by 55% from Japanese owned Sansui. Toshiba, Voltas and Hitachi roundup the consumer electronic ranks in eighth, ninth and tenth positions respectively.

Life's still good



**INGUZ: An ancient Viking rune symbolising
where there is a will, there is a way.**

With more than a glorious decade of diverse clients, Comniscient has been consistently setting bench marks as a leading non-advertising based communications group.

Till date we retain the objective which we started off with – we still do things differently, we still work for the fortunes of our clients and our values manifest in our endeavours - we believe. we achieve.

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Daksesh Parikh
Editor,
Business India

DISPLAY OF EMPATHY



Building empathy or a relationship with a brand goes far beyond getting customer involvement in focused discussion groups. Good product and years of investing in marketing and targeted advertising has led to brands like Tatas, Godrej, Bajaj, Sony, LG, Videocon creating strong emotional affinity with customers. The relationships are so strong that when a washing machine is beyond repair, the house wife will insist on buying her favourite brand that has stood by her over the years. When one goes to the store, one often sees customers heading straight towards a LG, Videocon or Godrej section. This is despite the clutter of machines displayed and is in a way reflective of the bonding between the customer and the brand.

Building relations is based on the inter-play of several factors. One may not be able to single out the most important factor which goes towards building empathy. In financial services, good governance would be an overriding factor that will create a deep bonding with the customers. In other cases, bonding through social media, off-site events, phone calls or using innovative systems for reaching-out are used. Smart advertising, through using models from day-to-day life, like the liftman or the harried housewives in case of soaps and detergents may help. The famous Lalita ji's Surf campaign to target Nirma's ascendancy is 70's is one of the most memorable. Bajaj Electrical's ad of a grandfather with the catchy jingle, "jab me chotha baccha tha, badi shararat karta tha, meri chori pakdi jati...." was another one which dwelt on the long-term relations the brand enjoyed through generations.

Relationships over the years may help customers in making a choice, despite the compelling proposition offered by competing brands. Asian Paints, like Xerox has become synonymous with the industry. However, getting a share of the mind and the wallet will ensure sales or repeated sales. Like every relationship a lot more is required to sustain the same. It goes beyond capturing mobile phone details and calling the customer by name in a polite manner.

During the life time of the product, the experience of the customer - be it post sales initiatives like providing prompt after sales services or calling up to inquire about the satisfaction of the repairs effected - also plays a major part in sustaining relationship. Remember how irritating it is to hear the oft repeated "Your call is important to us...please wait." What customers appreciate is honesty and integrity in dealings. For instance, if a part is unavailable and a company's representative calls up without the harassed customer having to make repeated calls about the part being now available, it would reflect genuine care for the customer. It strengthens relationships much more than mouthing empty platitudes and singing hosannas about customer's satisfaction being at the top of the company's agenda.

One bad experience or even a slip in communication during the life-cycle of the product mars the relationship. And the snubbed customer is dangerous. Failure of a car manufacturer to communicate the discontinuance of a dealer, his service center and shifting it to Thane, even for a couple of months is enough for the customer to feel cheated. In a bid to save Rs. 20 and not communicating to the car owner, the company stands the chance of losing Rs. 35-50 lakh if the customer breaks off his relationship with the company.

Getting a customer and building relations requires a considerable investment of time, effort and money. Sustaining that relationship is even more difficult. In a supply-strained economy such things did not matter. However, when brands are jostling for building relations afresh every minute of the day, strengthening relations matters.

There is lot written on brand empathy, with each one suggesting various ways of keeping interests alive with customers. At the end of the day, instead of taking customers for granted, companies with strong brands have to take more proactive steps. After all, like any relationship empathy with the brand cannot be taken for granted. A little more personal interaction or innovative methods may help in fostering relations and ensuring they remain afresh.

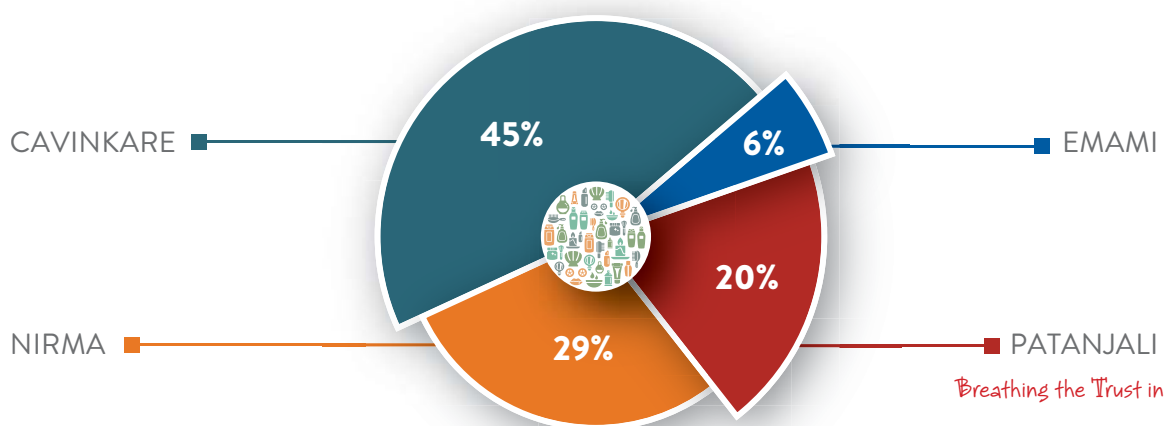
Category Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	% Rank Diff with Previous
1	2	3	1	SONY	-
2	3	1	-2	LG	11%
3	18	71	53	SAMSUNG	63%
4	33	57	24	ONIDA	36%
5	38	46	8	PANASONIC	11%
6	44	53	9	WHIRLPOOL	9%
7	107	661	554	SANSUI	55%
8	116	506	390	TOSHIBA	9%
9	118	96	-22	VOLTAS	4%
10	138	102	-36	HITACHI	13%

deep gap

FMCG – Diversified

The four brands in this category illustrate that no matter the size, in the end trust alone matters. Dethroning last year's category leader, Emami, Cavinkare gains an impressive 447 ranks to place itself as India's most trusted FMCG – Diversified Brand. Nirma features in the second position, separated with a difference of 37% BTI from Cavinkare. Gaining 403 ranks from last year, the spiritual guru led Patanjali claims fourth position followed by Emami which had dropped 286 ranks from 2015.

FMCG – Diversified*



Breathing the Trust in

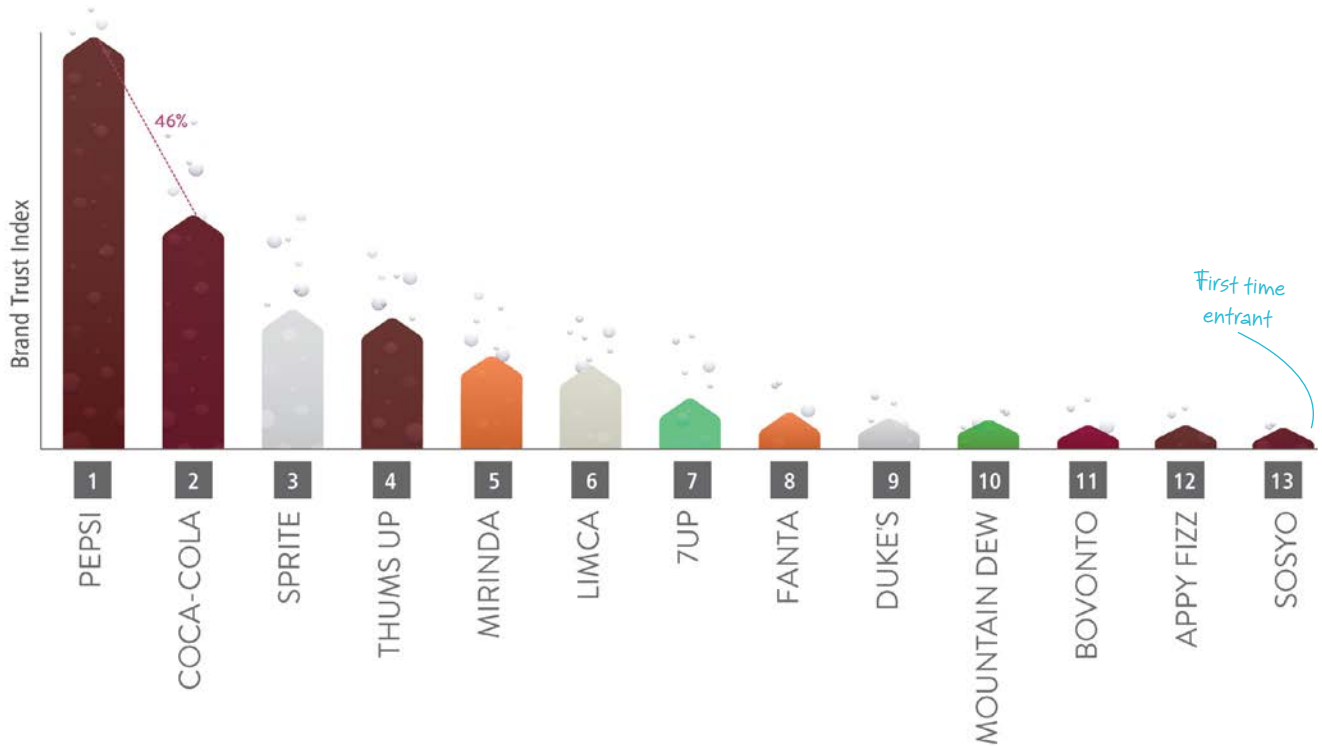
* Values are with respect to the Brand Trust Index recorded in 2016

F&B – Aerated Drinks

As the **Leading Super Category (Food & Beverage)** and with legendary brands frequently in spectacular marketing showdowns, Aerated Beverages is a category where a brand's trust rating is so much more valuable. Two brands making stellar appearances in this year's ranks are Bovonto and Sosyo. Both brands are leaders in their regions yet hold a high enough Trust Quotient to make an impact on All India ranks. Pepsi leads in this Category five ranks up from last year and is also the only Food & Beverage brand to appear in the Top 20. The red and white ribbons of Coca-Cola follow in second position 46% below Pepsi. Sprite completes the dais gaining a massive 327 ranks in overall trust ranking in third position. Separated by a small 8% and up 60 ranks from last year Thums Up inches into the Top 100 Most Trusted Brands at fourth position in this category and 91 in overall trust rank. Mirinda, Limca and 7Up rank at fifth, sixth and seventh position while Fanta drops 61 ranks into the eighth position. PepsiCo-owned Duke's makes a reappearance in this year's ranking at ninth position in this category and Mountain Dew, 9% below Duke's, ranks 10th. The exclusively South Indian behemoth Bovonto appears at rank 11, with Appy Fizz and Gujarat's Sosyo following in at 12th and 13th respectively.

fizzing up to the lead

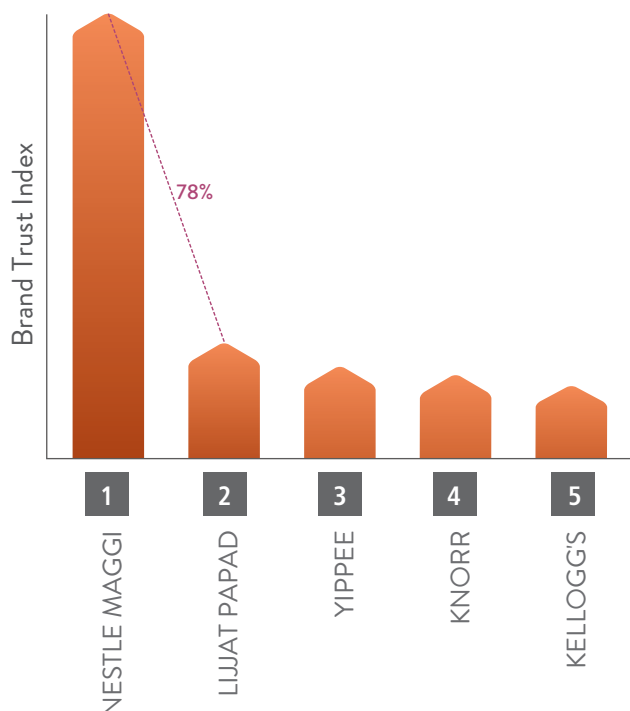
F&B – Aerated Drinks



F&B – Fast Moving Foods

This year's Fast Moving Food Category ranks illustrate that elusive thing called 'brand prowess'. Despite its trial by media, Nestle's Maggi leads this category further gaining 42 ranks from 2015 and occupying 65th position in overall trust ranks in the list.

F&B – Fast Moving Foods



Further, it is interesting to note that fieldwork for the Brand Trust Report began in October 2016, well after Maggi was banned from Indian store shelves. Furthermore, the mindspace dominance Maggi among Food & Beverage brands shows as it leads head over shoulders from second ranked Lijjat Papad, nearly 76% trust points behind. Perhaps benefitting from the Maggi controversy, Yippee makes one of the biggest gains in ranks soaring up 505 ranks in overall trust ranking from 2015 and is placed third in this category. Knorr and Kellogg's round-up the ranks in fourth and fifth positions respectively.

Household Electricals – LED

The inclusion of this category is an important one as it highlights the growing awareness of green lifestyle habits. 'Going Green' is no longer lip-service and Surya LED Light's stellar debut entry into this year's ranks as the leader in its category is good news for eco-enthusiasts (All India ranking of 233). Separated by a substantial 55%, Pune-based Syska LED follows with 28% of the trust pie and is up two ranks from last year. Oreva LED, also making its debut in the report, rounds up the ranking in third with an overall Trust Ranking of 904.

ON TRUST



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



Looking back at 2015 – Shaping an exciting growth path, crafting a superlative consumer product range and a mission to establish Dell as a household brand name was our focus for the year. Working towards increasing PC penetration in India, Dell has been consistently expanding its network of Dell Exclusive Stores while simultaneously developing its network of resellers and increasing brand visibility in multi-brand and large format retail stores. In addition to growing the physical presence of the brand, the calendar year was dotted with various marketing campaigns, both online and offline, to ensure constant engagement with our users. Active listening and engagement with the customer lies at the core of building brand trust and ensuring that our consumers resonate with brand Dell. This has been a key achievement for the brand in an industry where consumers are consistently wooed by multiple brands in the category.

Through our Back to School (BTS) and Back to College (BTC) student outreach programs, Dell advocated PC learning for students as opposed to the deeply embedded concept of rote learning in our country. The brand took a stand on adopting a practical approach to learning that allows students to discover their individual interests and identities, using technology, which is something that resonates with this segment of PC technology users. Dell's school contact program - Dell Champs, saw its 5th successful year. Touching 400 schools in the country, the program featured an interactive technology quiz that gave parents a chance to partner with their child in their success and also included engagement programs on how the PC can be used to enhance everyday life. Reiterating this message of learning through technology and consistent engagement, our aim was to put Dell in the consideration set for students and create brand recall. Dell also initiated the 'Dell PC Literacy Days' campaign to engage with existing consumers and also win the confidence of new users to celebrate the World Computer Literacy Day.

It is important that consumers understand the values and beliefs of the brand. We have spoken about a few of the marketing campaigns that allow us to create a positive brand image and gives consumers the confidence in Dell as a brand. We build this confidence by individually forming a connection with the consumer on an emotional level. It is important to have a consistent two-way communication approach with consumers, which ensures that they feel connected with the brand. We did this by maintaining conversations with consumers through our 'Listen and Respond' program. The program warrants that the brand continues conversations with consumers at an individual level to drive brand trust. By using the technology tools that our customers are using to communicate, we were able to initiate conversations and respond to customer queries, thereby building brand loyalty and fostering brand trust among our customers. The program also allows us to garner customer insights that are incorporated to enhance our technology and business strategies to better serve our customers.

Brand trust is one of the biggest accolades that we receive from our customers. We are always listening to our consumers and working on making the Dell experience one that is completely unique. Making technology more accessible, and increasing the PC penetration in the country also contributes to our goal of building preference for the Dell brand and increasing consumer trust. In the current dynamic market, where customers are increasingly mobile and aware of services available to them, it is of utmost importance to keep adapting to the market and consumer needs. We are of the opinion that our consumers are our brand ambassadors. We at Dell, are constantly striving to address our consumers' technology needs, be a brand that consumers identify with and can trust that they will be the number one priority of the brand.



ENTHUSIASM



Harini Ramachandran

Co-founder & Executive Director,

A&H Group - School of Excellence, NLP Bliss

Be it people, products or services, Trust is something people perceive at an unconscious level, within the a few seconds of having their first sensory experience with the brand. Either it comes across as credible or questionable. With multiple sensory experiences of the brand by hearsay, advertisements, reviews etc. over time, their opinion and their initial map of trust impression either gets deeper to reiterate their initial impressions or undergoes some changes.

Every human being processes information at a multi-sensory level. Which means a brand perception is stored in the mind in a visual (see), auditory (hear), kinesthetic (feel), gustatory (taste) and olfactory (smell) sense, irrespective of whether they have actually experienced the brand as a first-hand user yet or not. They have perceptions in all of these senses stored in them, when they see the brand, hear the tone, sense the intentions, as well as perceive a sense of taste and smell of the brand as well. It is impeccable how sometimes, the perception even before a person actually experiences a brand can be almost accurate based on the 'word' in the market, advertisements they see, or even having a direct visual experience of seeing the product/service but not actually consuming it yet. This brings in now the undeniable need for a brand to create the right perception, and the right kind of enthusiasm goes a long way into having a chance at nailing perceptions, accurately.

Enthusiasm in the right proportions can go a long way into building trust. Enthusiasm that demonstrates genuine interest, concern and passion for getting to the root of the need builds deep trust that sustains with time, as enthusiasm that steps with this intention, also spreads into innovation within respectable consumer boundaries. It also helps the brand see, hear, and feel the needs and responses of the customer, and tweak their products and communication in a way that just fits. Credible Enthusiasm.

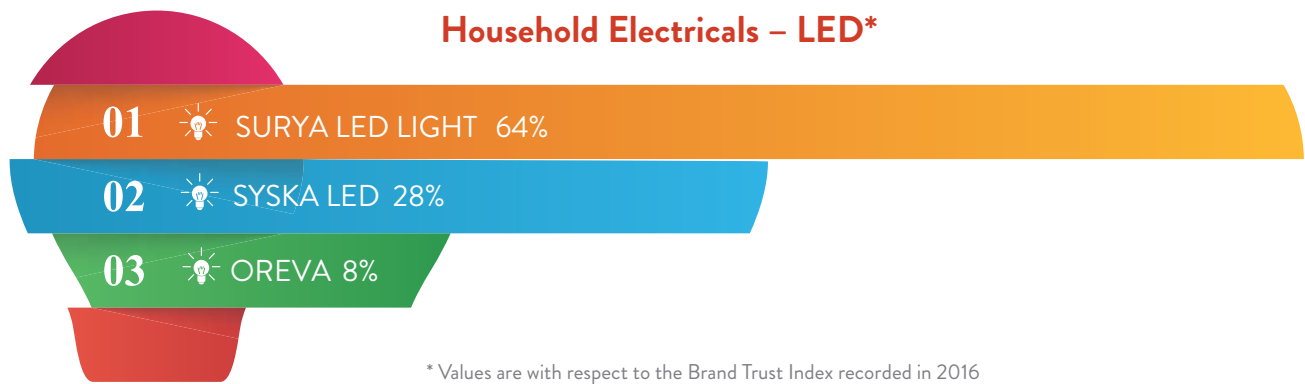
Brands that tread on the philosophy of creating fear

psychosis or a large proportion of flattery & bribe to the customer often end up putting their trust quotient on fire. Whilst the intention of most brands is to create trust, when one steps even an inch past an acceptable firewall that customers rightfully have, in an attempt to sell a concept too hard, or even the mildest form of perceived insensitivity throws the trust quotient down the wall for brands.

Brands are after all created as a culmination of people, ideas, thoughts, values, beliefs and respect. When in the right concoction, and the right proportion, and when the stakeholders constantly calibrate the effects of what the brand continues to communicate, and continue to evolve, the trust quotient increases, deepens and so does the responsibility. Because, the meaning of communication is in the response you get. Enthusiasm with respect for privacy, values and beliefs of the customer where even an attempt of breaking of mindsets happens ethically keeping sensitivity as top priority, certainly increases trust that people have on the brand. Credible Enthusiasm.

The most credible, value driven, non-judgmental individuals must constitute the top management of any great company. Because the effects of these incredibly important factors flows top down, all the way into the front-end staff, sales, production etc. and the customer is only reacting to what is being bestowed on them - the entire culmination of all the thoughts in the board room all the way to what they see. Employees are often reflections of the 'real stuff' in the management. Every employee is a brand ambassador. Who they are individually also, affects people's judgment of the brand. When people involved in the system all the way from the top to the ones in the bottom evolve as better people, their internal congruence cannot not reflect the brand they represent! Such must be the enthusiasm of brand-creators (every person in the system, every decision, every thought) whilst they rejoice in watching their brand continue to be trusted by people and grow, easily and more.

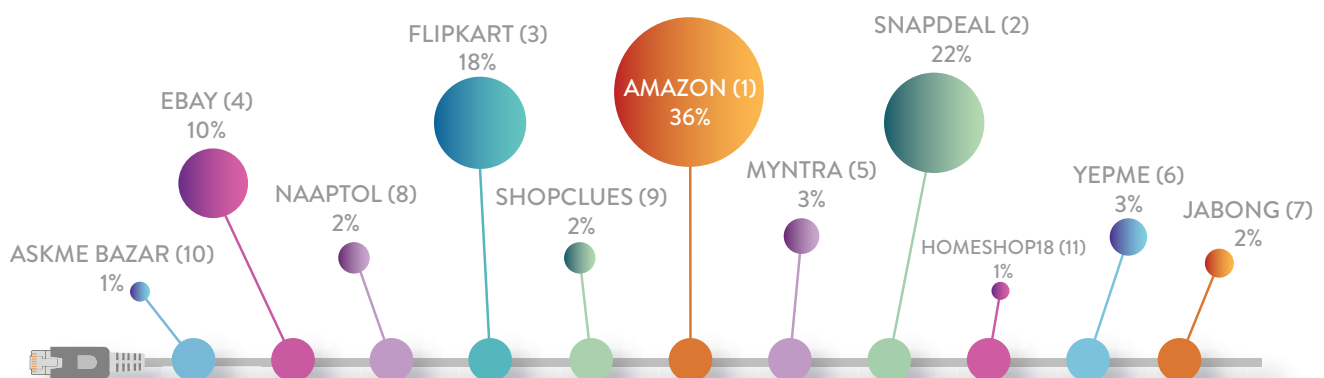
Household Electricals – LED*



Internet – Online Shopping

Comparing all the Online Services together makes an interesting study in the Brand Trust held in each of these services. The global online shopping giant Amazon has moved up 63 ranks above its previous ranking and is also the leading brand of this Category. Snapdeal is the second Most Trusted in this list with 22% of the share of the trust pie. Despite Flipkart's losses in 2015's Financial Year of close to Rs 2,000 crore, the brand follows in third most trusted online services brand with 18% of the trust pie. Such an anomaly is not odd in a category where trust gain and trust loss are both extremely swift phenomena. Ebay, the online auction portal is ranked India's fourth Most Trusted Online Shopping with 10% of the share. Together these four brands have 86% of the total trust pie leaving less than a quarter of the pie to be shared among the eight other brands on this list, which they do somewhat equally. The brands which follow are Myntra (5th), Yepme.com (6th), Jabong (7th), Naaptol (8th), Shopclues.com (9th), AskMeBazar (10th) and Home Shop18 (11th).

Online Services*



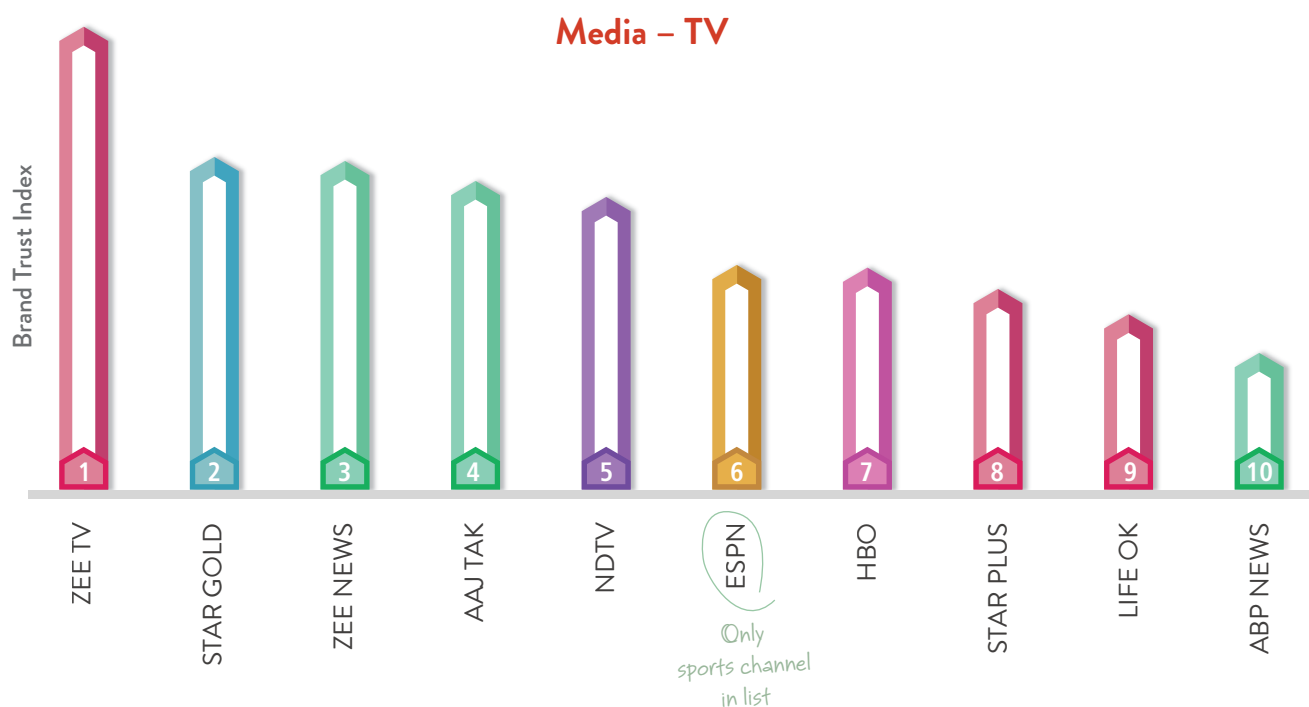
Media – TV

In this Super Category, there are 14 Sub Categories, the largest being Hindi GEC with 5 and Hindi News with 5. Top performers in the Super Category are **NDTV** which maintains its dominance as a Channel Cluster leader even though it has dropped 133 ranks from last year. Aaj Tak is one of the biggest gainers in All India ranks climbing 709 ranks. Star Gold makes its debut entry in a Sub Category of its own and an All India ranking of 224.

Zee TV, the Indian media and entertainment channel,

is India's Most Trusted in this Super Category, followed by Star Gold at 30% below, which ranks as India's second Most Trusted TV Media. The third ranking is also claimed by a brand from the Zee cluster, Zee News, at a 6% trust differential and is the first Hindi News brand in this list. Aaj Tak also in the Hindi News category is India's fourth Most Trusted TV Media. NDTV, previously leading this category, is ranked fifth this year. ESPN is at sixth and is the first among the Sports Channels and at seventh rank is HBO, the American premium cable

network. Also in the Hindi GEC Category is Star Plus which ranks eighth, followed by Life OK at the ninth position. The others which follow are ABP News(10th), Sun TV (11th), Discovery Channel (12th), BBC (13th), ABP Ananda (14th), India TV (15th), MTV (16th), IBN 7 (17th), Colors TV (18th), Vijay TV (19th), News Time (20th), POGO (21st), AXN (22nd), ETV News (23rd) and Sab TV (24th).



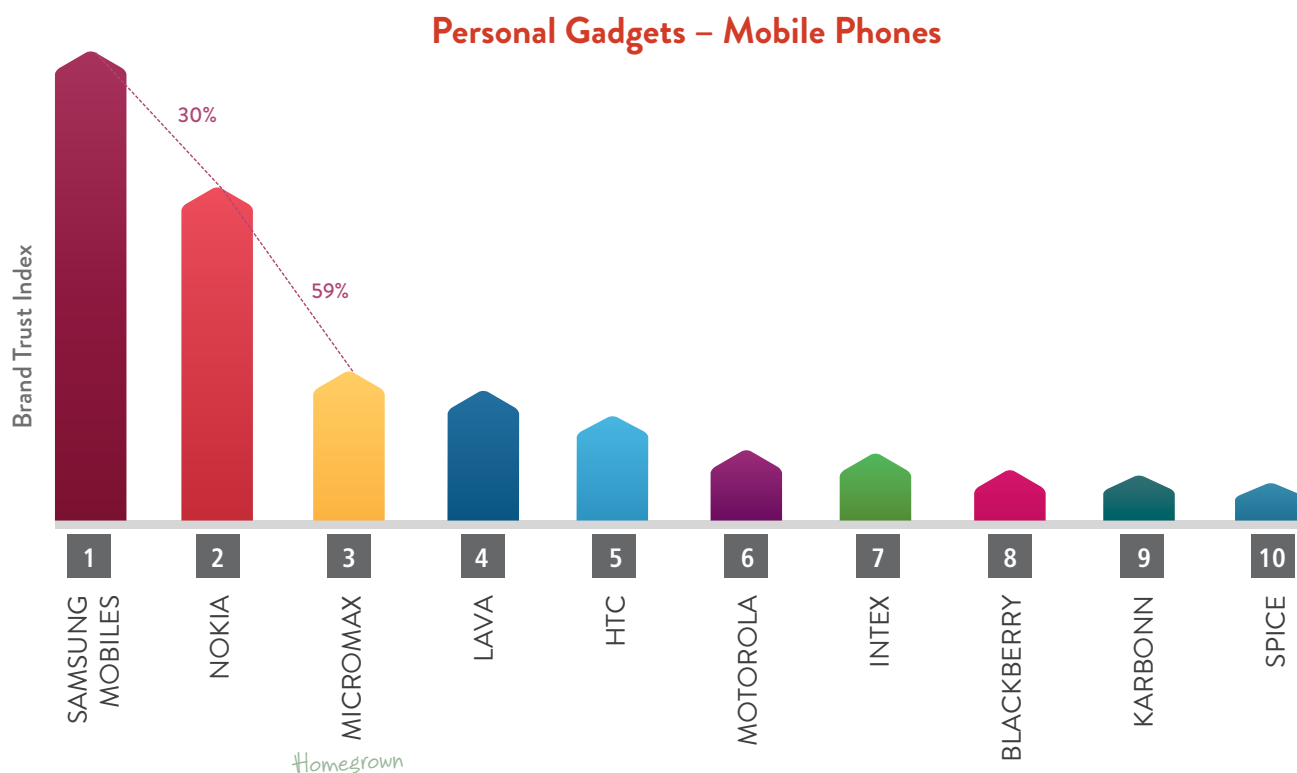
Personal Accessories – Jewellery

Of the 12 Jewellery brands listed, four are new entrants in the list. The brand ranks range from All-India 298th rank to All-India 958th rank giving wide rank gaps between successive brands of this list.

Tanishq, a Tata brand, drops down 28 ranks over the last year to rank 298 in BTR 2016, leading in India's Most Trusted Jewellery brand Category. With a small gap of 39% Brand Trust Index from the first is Kalyan Jewellers ranked second, followed closely by TBZ as India's third Most Trusted Jewellery brand. D'damas, the single largest jewellery franchise brand in India ranks at fourth position. Senco Gold Jewellers closely follows and ranks fifth and Joyalukkas comes in at sixth rank. The next two brands are Geetanjali Gems and P C Chandra Jewellers ranked seventh and eighth respectively in this list. The other brands which follow are Anjali Jewellers (9th), Navratan Jewellers (10th), GRT Jewellers (11th) and Nakshatra (12th).

Category Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	% Rank Diff with Previous
1	298	270	-28	TANISHQ	-
2	411	349	-62	KALYAN JEWELLERS	39%
3	463	470	7	TBZ	15%
4	488	779	291	D'DAMAS	7%
5	553	670	117	SENCO GOLD JEWELLERS	20%
6	557	-	-	JOYALUKKAS	2%
7	609	-	-	GEETANJALI GEMS	12%
8	644	490	-154	P C CHANDRA JEWELLERS	8%
9	652	556	-96	ANJALI JEWELLERS	2%
10	664	-	-	NAVRATAN JEWELLERS	2%
11	716	603	-113	GRT JEWELLERS	12%
12	958	-	-	NAKSHATRA	41%

Personal Gadgets – Mobile Phones



The importance of mobiles is evident to the world and the mobile revolution is like the second personal technology revolution, after personal computing eased creation and communication. Thirty-two mobile brands feature among India's 1000 Most Trusted Brands and the list is led by Samsung Mobiles, which also ranks All-India first. Nokia, the brand which was a leader in this segment for the first three years of this report is the second Most Trusted Mobile brand in India. The lure of the Indian consumer being irresistible, **Nokia now is ready for its second coming kickstarting again 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 third Most Trusted Mobile brand. Ranked India's fourth Most Trusted Mobile brand is LAVA, another Indian brand to look out for. Close behind are HTC ranked fifth, Motorola ranked sixth and Intex ranked seventh in terms of Brand Trust. The next in series in the Most Trusted Mobiles list are BlackBerry (8th), Karbonn (9th), Spice (10th), Oppo (11th), Gionee (12th), Celkon (13th), Xolo (14th), Lumia (15th), Vivo (16th), Monix Mobile (17th), Xiaomi (18th), Cool Pad (19th), Maxx Mobile (20th), Gfive Phone (21st), Hitech (22nd), Geepee Mobile (23rd).

Personalities

It's no secret that there is a strong association between culture and the value placed on brands. These associations extend beyond inanimate objects to animate personalities – brands in their own right. 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.

Amitabh Bachchan is India's Most Trusted Personality brand for 2016, moving down by 27 ranks from last year though maintaining his ranking

for the second year running. Salman Khan is India's second Most Trusted Personality and is up by 338 ranks over last year. He is followed very closely by Sachin Tendulkar, up 531 ranks from last year, is India's third Most Trusted Personality.

Shahrukh Khan features as fourth Most Trusted Personality followed by Aamir Khan at fifth. Nana natsamrat Patekar makes an entry this year at the sixth position followed by the flamboyant Ratan Tata making it to the seventh spot with a spate of startup investments in his hip pocket. The recent

People's Choice award winner Priyanka Chopra ranks eighth and **Baba Ramdev** is the ninth Most Trusted Personality. The sports veteran Sourav Ganguly ranks tenth.

The others in the list who follow are Bill Gates (11th), Hrithik Roshan (12th), Katrina Kaif (13th), Kumar Sanu (14th), Alia Bhatt (15th), Kareena Kapoor (16th), Madhuri Dixit (17th), Mahendra Singh Dhoni (18th), Rekha (19th), Ranbir Kapoor (20th), Aishwarya Rai Bachchan (21st) and Akshay Kumar (22nd).

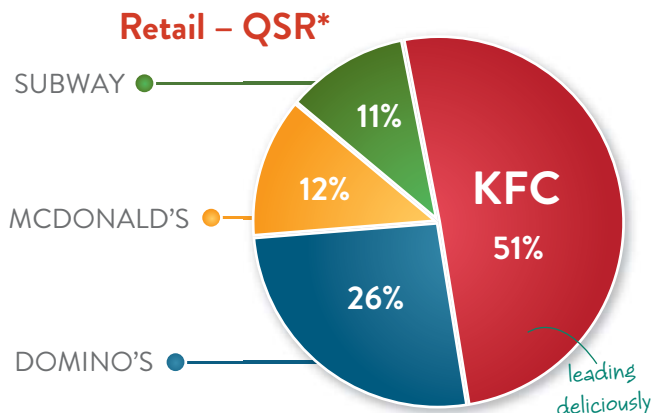
PERSONALITIES*



* Values are with respect to the Brand Trust Index recorded in 2016

Retail – QSR

The QSR sector sees a clear division between the brands with **KFC leading this category having a share of more than half of the pie (51%)**. Domino's shares a slice of 26%, thus ranking as the second Most Trusted Retail-QSR brand. The remaining portions of this category are captured by McDonald's at third position, with a 12% pie share followed by Subway as India's fourth Most Trusted Retail – QSR brand.



* Values are with respect to the Brand Trust Index recorded in 2016

Technology

Dell, the American multinational computer technology company, is India's eighth Most Trusted Brand. For the second year running, Dell holds its leading position as India's Most Trusted Personal Technology brand. Apple which has dropped down by 3 ranks from the previous report follows in the second position. The next two brands are almost at similar levels as last year, with Hewlett Packard and Lenovo at third and fourth positions respectively. The fifth position is taken by HCL followed by Acer ranking sixth. The seventh position is taken by Microsoft, which has pulled up 75 ranks from the previous report. TCS, iBall and Intel rank at eighth, ninth and tenth positions respectively.

The others in the list who follow are Infosys (11th), Asus (12th), Epson (13th), Oracle (14th), Cisco (15th), Windows (16th), Zenith (17th), Tata Photon (18th), Compaq (19th), Konica Minolta (20th)

ON TRUST

VIDEOCON



Digital DTH Service

The pay TV category in India is seeing a massive change. Analog transmission is changing over to digital and every year millions of households are getting digitized. The consumer are coming out of their comfort zone of analog cable and embracing this change. To bring in this change, trust plays a critical role. With the trust of more than 8 crore consumers, we are India's fastest growing DTH service today.

Videocon as a group has a huge legacy and that has got seamlessly passed on to Videocon d2h. This works for the brand and it is perceived as a reliable brand. The most important factor for the brand is to understand the requirement of its consumers and deliver innovative solutions. We, at Videocon d2h have developed quality products and services that help our consumers have the best of entertainment available to them, easily.

Being truthful and simple in our communication is very important. All our communication clearly states what the brand has to offer to its consumers. Also consistency in communication plays a critical role in building trust. We have been focused on providing innovative technologically advanced products on a regular basis to our consumers. The campaign of ours "Khushiyan ki Chatri" rides on the similar trust that people have placed on Videocon d2h. People get their daily dose of entertainment/happiness through the reflector, fondly called as 'Chatri' in everyday parlance. It is this trust that the people have on the brand which reflects in happiness as a result of consumer's positive perception.

Trust is one of the most common attribute that Videocon d2h uses in its campaign. It is this brand trust that attracts consumers to the brand. Consumers trust on Videocon d2h is based on the foundation that Videocon d2h caters to each & every age group & strata of society. For e.g., there is channel for infants - d2h rhymes which no other DTH service provider is offering. Similarly for the affluent consumer, there is India's 1st 4K Ultra HD

Saurabh Dhoot Executive Chairman, Videocon d2h Limited



Channel. All these unique and targeted services translate into trust for the brand and further aid in market leadership. The consistent performance of the brand in developing innovative products like 1000 GB HD DVR, Radio frequency remote or offering more than 525 channels and services, all reflect the ability of the brand to provide cutting edge technology. We have our own bouquet of in house active service channels like d2h Cinema HD, d2h Hollywood HD, d2h Spice, d2h Kids, d2h Darshan and a variety of Smart services like Smart English, Smart Games, etc. All these technological innovations are the jewels in the crown, of the brands impressive portfolio.

Engaging with Stakeholders is a key aspect and is critical for every brand. Foundations of the brand Videocon d2h are very strong. Our success in building a Pan India distribution channel, strong customer value proposition, superior service orientation through own service centres & service franchisees, track record of introducing technologically innovative product and service offerings, highlights our commitment to maintaining a strong relationship with all our stakeholders. To affirm our belief in building trust with the stakeholders & consumers, we have 9 customer care centres with 3500 executives taking care of daily queries supported by strong on field service support. We have over 300 own service centres & more than 20000 service engineers/installers spread across 7500 top towns in India to attend and resolve the service issues within 4-6 hrs. Videocon d2h is the 1st Indian Media company to be listed on NASDAQ which ensures huge value for the stakeholders. This Brand Trust has also brought us global recognition in the form of the Pay TV Operator of the Year @ MIPCOM 2015, Cannes & also awards like Asia's Most Promising DTH Brand, The Economic Times Best Brand. Further with the mandatory digitization of phase III and Phase IV towns, there is a huge opportunity of close to 100 Million households available and it is consumer trust alone that can make the brand supreme.



Jose Peter
CEO & Co-Founder,
Arogya Finance

CORPORATE ALTRUISM



In today's competitive world business is customer-centric. The era that we live in is characterized by an enormous trust deficit. The term and its associated feeling have become more common in the last few years. In earlier times, the reasons for trust deficit were visible and common enough to be easily understood. Food, mate, shelter and physical safety, typically characterize four deep-rooted territorial instincts. These exist to this day as market-share wars or in battles for cubicle space at offices and are often the reason for aggression. Over time, these four basic needs were replaced by more intricate social needs in which the competition spread to a variety of other things - wealth, property or something as intangible as social praise. In current times, trust has become far more complex and difficult to decipher. The trust deficit exists for several reasons both known and unknown. The dependency on trust increases exponentially with every connection we make be it social or business, and the need to have a more robust and scientific way of understanding trust is also becoming imperative.

Part of building trust is cultivating altruism. Altruists may reap unexpected financial benefits from their kindness because others will feel compelled to reward their kindness; other research has found that donating money to charity might makes corporations more valuable. In other words, altruism is good for our bottom line.

Altruism promotes social connections. When we give to others, they feel closer to us and we also feel closer to them. "Being kind and generous leads you to perceive others more positively and more charitably."

Business enterprises too have specific duties and responsibilities in society's division of labor. They are primarily to provide goods and services that succeed in meeting customer demands and can be sold at competitive prices. This is done while maintaining the interests of the corporation while adhering to laws and regulation. The goods and services made available through markets provide society with many different kinds of social value.

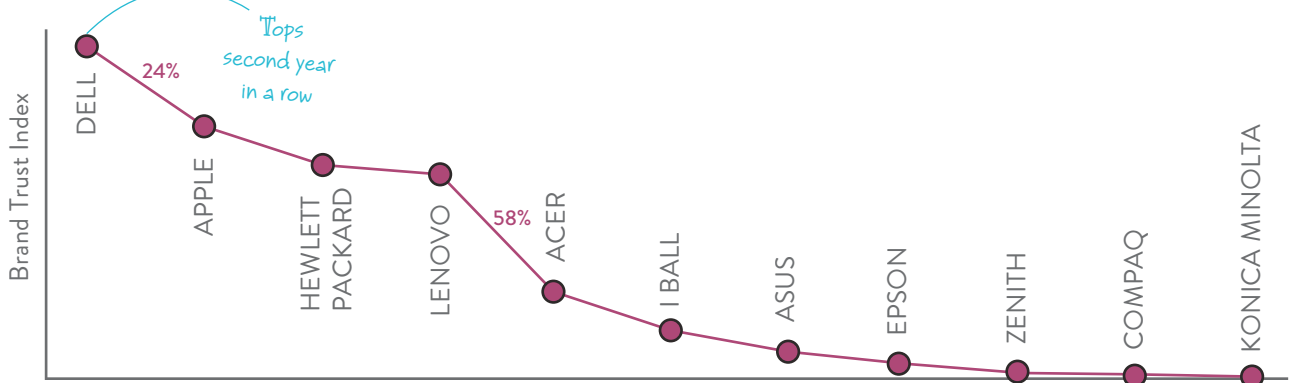
The benefits of engaging in a philanthropic act can be divided into two broad groups. They are public benefit and personal benefit. Public benefit is the result of the activities that individuals, philanthropists and non profit organizations pursue for the benefit of others. It takes various forms such as improved education, delivery of food, health services to the destitute, increased employment opportunities for the less fortunate, accessibility of art to all, etc. The private benefit of philanthropy is the reward experienced by the donor, the volunteer, the activist or the philanthropist. This can be a matter of feeling better about oneself, a sense of achievement, recognition or acknowledgment by society, access to powerful politicians, invitations to high-level events, etc;

The principles and core elements of corporate altruism are as follows:

- 1) Businesses should conduct and govern themselves with ethics, transparency and accountability.
- 2) Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle.
- 3) Businesses should promote the wellbeing of all employees.
- 4) Businesses should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalized.
- 5) Businesses should respect and promote human rights.
- 6) Business should respect, protect and make efforts to restore the environment.
- 7) Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner.
- 8) Businesses should support inclusive growth and equitable development.
- 9) Businesses should engage with and provide value to their customers and consumers in a responsible manner.

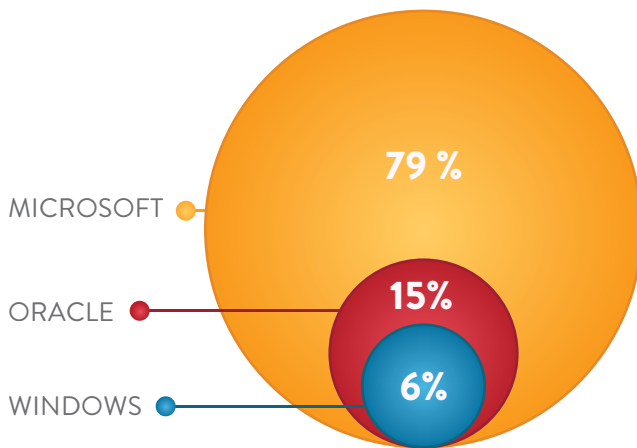
Society in general and businesses in particular require trust as a solid ground for cooperation. Trust requires confidence in the fairness of institutions and in the honesty of cooperation partners based on a set of common ethical foundations. Altruism may create the common good that sustains this trust in political, economic and social life. Thus altruism and trust go hand-in-hand and are two sides of the same coin.

Technology – Personal Technology



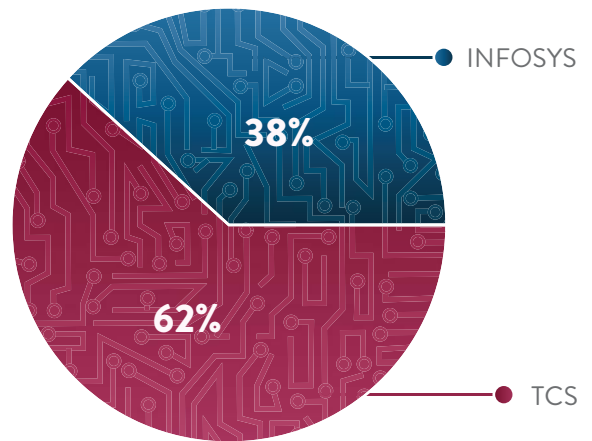
Additional Technology Graphs

Technology - Software Products*



* Values are with respect to the Brand Trust Index recorded in 2016

Technology - Software Services*

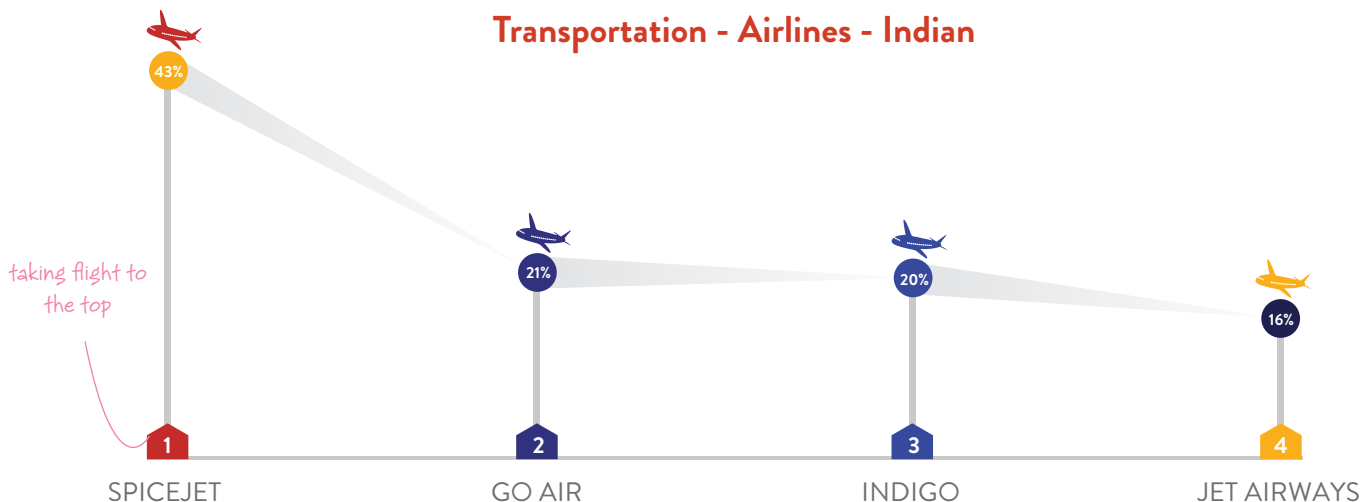


* Values are with respect to the Brand Trust Index recorded in 2016

Transportation – Airlines – Indian

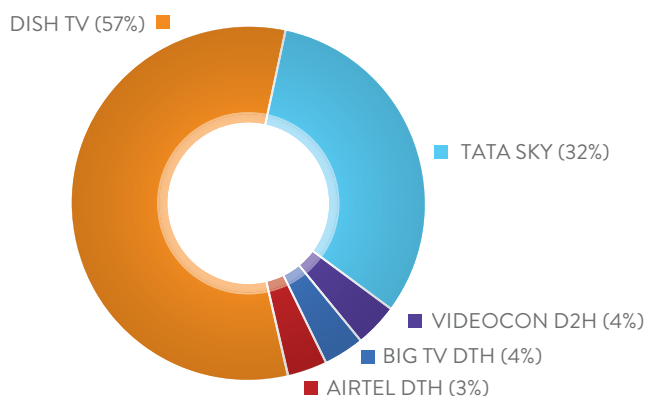
In the Indian Airline sector among private players Spice Jet leads this category with a share a little less than half of the pie at 43%, showing the changing air turf of India. An equal division is witnessed between the brands Go Air and Indigo with a share of 21% and 20% respectively. Etihad partnered Jet Airways takes off at 16% of the remaining shares in this category.

Transportation - Airlines - Indian



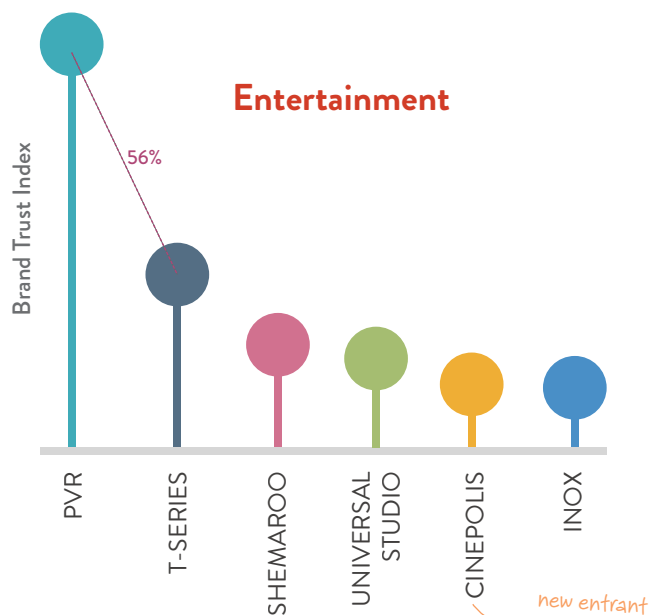
A Few Additional Super Category Graphs

DTH



* Values are with respect to the Brand Trust Index recorded in 2016

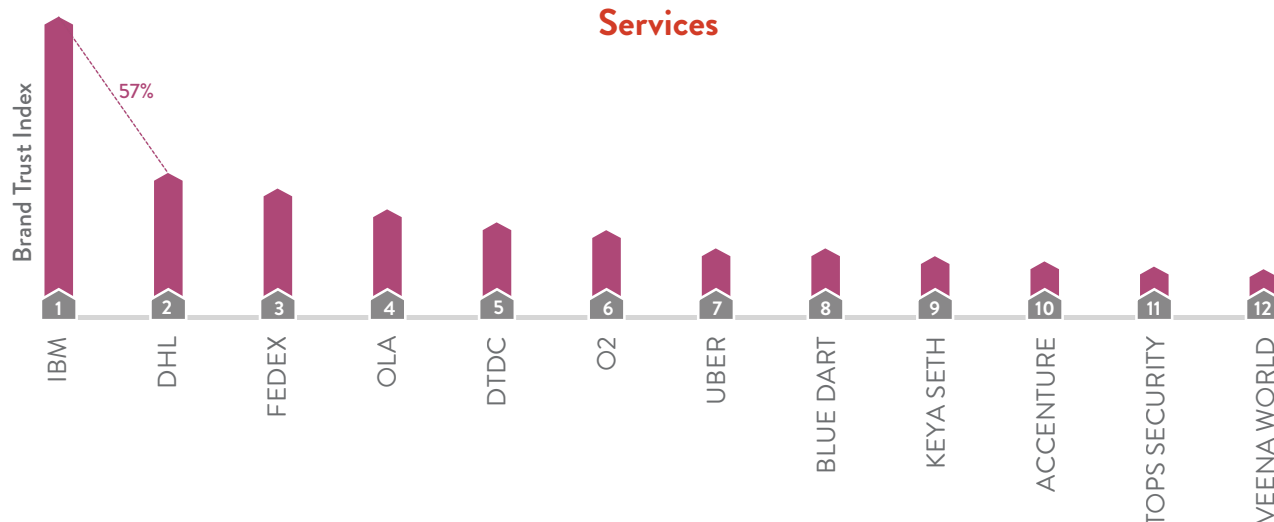
Entertainment



Lubricants

Category Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category	% Rank Diff with Previous
1	418	309	-109	CASTROL	Lubricants	Lubricants	-
2	772	757	-15	SERVO	Lubricants	Lubricants	61%
3	788	958	170	VEEDOL	Lubricants	Lubricants	3%
4	908	-	-	GULF OIL LUBRICANT	Lubricants	Lubricants	25%

Services



Stationary

Category Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category	% Rank Diff with Previous
1	94	97	3	CELLO	Writing Accessories	-
2	151	84	-67	APSARA	Writing Accessories	61%
3	174	106	-68	NATARAJ	Writing Accessories	3%
4	246	299	53	REYNOLDS	Writing Accessories	25%
5	272	347	75	PARKER PENS	Premium Writing Accessories	

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THE BRAND TRUST REPORT.....

India Study 2016

Part II

UNDERSTANDING TRUST AND BRAND TRUST



03

Understanding The Brand Trust Matrix

UNDERSTANDING

The Brand Trust Matrix

Trust is a crucial aspect for brands since trust is a prerequisite to purchase. Trust builds an emotional bond between a consumer and a brand and Brand Trust is a product of this intangible bond. Just as magic is considered as a bridge between the visible world and the invisible world, Brand Trust too creates a bridge that connects the intangible attributes of a brand to the tangible attributes. This invisible but real connection between the intangibles and the tangibles is the most important connection that a brand must recognize.

Making
Trust
easier to
understand

Brand Trust has conventionally not been measured as it has often been not been seen as a core brand strategy, but also because it traverses the fields of communications, sociology and psychology, fields which do not merge often. However, TRA took the hard route and created a metric for trust after thousands of hours of interviewing with specialists of the three fields. The result was the creation of a globally copyrighted methodology, The Brand Trust Matrix. The Brand Trust Report is one outcome of this endeavour.

Brand Trust Matrix is complex in its making, but simple in its application and that has made the measurement of trust possible and universally relatable. Brand Trust speaks the language of brands and reveals a deeper knowledge about the elements that comprise what trust really means to a brand and its stakeholders. We live in an environment where we are in constant contact with diverse brands through various mediums. This gives an opportunity for brands to connect with their audiences, and depending on how they engage, Brand Trust is impacted. As already established, trust is the selling proposition for any brand and consumers purchase a particular brand because of the degree of trust they attach to it.

Brand Trust measures the primary attributes of a brand and aspects that uniformly hold true across audiences, geographies and cultures. Everyone has their own path of discovering their way of crossing the invisible bridge. Understanding Brand Trust assists brands and consumers to cross this bridge with a better perspective.

The Components Of Brand Trust

Brand Trust is a product of 61 different ingredients. These coalesce into 10 Brand Behaviours, which in turn merge into three foundations of trust. At all three levels, the accretion of trust is solely dependent on the action of the trustee brand. The three foundations of Brand Trust are:

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

These three foundations of Brand Trust comprise of 10 Brand Behaviors which are classified for easy application in business scenarios. A Brand Behavior may be considered to be a business trait that combines primary components which display common behavior in a brand and business. These are explained in the following sections, under the Trust Foundations they have been classified under.

UNDERSTANDING The Brand Trust Matrix

First Foundation

Building Capacity To Trust

An environment of Trust is essential for the trustor to assume the necessary vulnerability needed for the trust bond to form. The need for this foundation is that the brand must emanate messages and signals that make a stakeholder feel comfortable to let their guard down. It has to emerge from a perceived genuineness of the brand. The Brand Behaviours that make up Building Capacity to Trust are Non-Threatening Ambience, Shared Interests between the brand and consumers, and Displaying Empathy.



Non-Threatening Ambience

A brand should create an ambience that is welcoming, conducive to the stakeholder and one in which the stakeholder feels secure. Being intimidated by a brand will not allow the consumer to explore a brand. A non-threatening ambience offers consumers the freedom to initiate trusting a brand. This helps brands to begin the process of building a relationship based on trust with its consumers.



Shared Interests

As the saying goes 'birds of a feather flock together', this is also the case with brands and its stakeholders. A relationship of trust is formed between the two based on their common interests. Their compatibility helps to strengthen and enhance the trust bond. When consumers share a similar interest with brands they are also in sync with its values and beliefs. The outcome of this relationship is greater understanding and acceptance of the brand. Brands that widen their consumer outreach to capture audiences with similar interests attract a larger network of consumers who consequently share their interests with others.



Display Of Empathy

Empathy is known to increase prosocial behaviors. Empathy is important to let the brand stakeholders know that their problems are not theirs alone and that they can trust the brand to help solve it. Empathy is important for any relationship to survive, when a brand showcases their empathic side they create a bond with their consumers. Such a bond generates and builds a stronger connection between the two that goes beyond just a transaction. Empathy is a natural human need and by strengthening this trait, brands gain trust from consumers. If a brand displays empathy, empathy will be very naturally reciprocated in the form consumer trust.

ON TRUST



Sandeep Ghosh
CEO & MD,
Bharti AXA Life



It is incredible news for all of us that Bharti AXA has been chosen as the Most Trusted Private Life Insurer. What makes this news even more satisfying is that, for a young brand like ours, we have reached the top, second time in a row!

Trust is paramount in the life insurance category. When we commit to protect the families of our consumers during unfortunate times, the discussion goes beyond asking them to buy our product - We are asking them to trust us. And trust, thus, is the single most important reason for the category of life insurance to exist.

Trust, when it comes to brands, has varied manifestations in the consumer's mind. While we had the choice of creating our brand on imagery and rhetoric, we have consciously carved out the position of a customer-centric brand. We give our consumers real, tangible reasons and proofs to trust us, a strategy that is termed as the "Strategy of Proof" in the AXA world. We created multiple marketing campaigns to communicate our position viz., 48 Hours Fund Release Campaign - an industry first service proposition wherein Bharti AXA Life guarantees the payment of the fund value in 48 hours post claim intimation, else pays an additional interest of 1% of fund value for every day of delay, Dedicated Claims Handler Campaign - another industry first wherein Bharti AXA Life provides a dedicated claims handler that will help the claimant at all stages of the claims process. Due to its honest intent and customer-centric approach, the "Strategy of Proof" framework acts as a key catalyst in making the brand reach the position in which it is today. Our signature succinctly articulates our brand philosophy of "Jeevan Suraksha Ka Naya Nazariya" - A New Perspective in Life Protection.

While we have traversed a long way in building trust in the consumer's mind in the traditional media territory, a focused and meticulous strategy has helped us maintain the same on the digital media as well. The tenets and the process of creating a brand

online though are strikingly different. The consumer wants to know the brand before they engage, interact and transact with it. What becomes important then, is the nature of conversations that take place during the entire lifecycle of converting an audience to a consumer. We understand this approach through our experience and have continuously invested in creating a framework that builds affinity towards the brand and gets the consumers to participate in our conversations. We believe that getting into honest conversations with our audience is the key; this is where trust is built or broken. We identified that social media where there is a two way conversation between the consumers and the brand is a key space where trust can be built. Hence, we have created the brand across all leading social media channels, like Facebook, LinkedIn, Twitter, Instagram and YouTube.

Naya Nazariya the essence of our brand promise is what we propagate through our social media presence. In this effort we have provided information around the category cues like health, savings and protection, told heart-warming stories about people who provide *Naya Nazariya* (new perspectives) in the area of protection, and in the process created content that our audience wants to consume, appreciate and share amongst their networks. During last year the brand at various points has managed to touch highs of being the most engaging brand on Facebook and no.1 on LinkedIn's Talent Brand Index. For a third wave entrant within the life insurance space, that is a big endorsement from our audience. In the digital world what matters is being able to understand the audience better, and to bring conversations to a mutually beneficial conclusion. Next logical step on digital will now be to strengthen this eco-system that creates conversations and pushes conclusions through an organic model.

We again thank our consumers for trusting us and putting us where we think we belong. Our endeavor will be to further push the customer-centricity agenda and provide a best in class experience to our consumers.

UNDERSTANDING The Brand Trust Matrix

Second Foundation

Creating Perception of Positive Intent

To reinforce consumer trust, brands should showcase that their intent in the relationship is benign. The energetic vibe of optimism attracts people towards its presence. Consumers are constantly gauging the intent of brands and small behavioural slips can make them recalibrate trust based on this foundation. On the other hand, brands constantly showcasing their positive intent will inevitably attract consumer trust. Perception of a brand's positive intent reflects in the three Brand Behaviors which are Demonstrated Sincerity, Altruism and Enthusiasm.



Enthusiasm

Henry Ford famously said, “You can do anything if you have enthusiasm.” Enthusiasm is an inspiring zeal that creates a dynamic interest to accomplish the task at hand. The key to brand enthusiasm is to move beyond a product's function and build an emotional connection with consumers. A brand should create a sense of enthusiasm amongst consumers as enthusiasm creates a drive to purchase a brand. Enthusiasm helps forge brand loyalists who will vouch for the brand and enthusiastically support the brand.



Corporate Altruism

Evolutionary scientists speculate that altruism has deep roots in human nature because helping and cooperation promotes the survival of our species. Though many believe that as humans we have an intense need to compete, research shows that the need to cooperate is higher than to compete. When brands reveal their cooperative side they are seen as altruistic and socially well balanced. Displaying corporate altruism portrays the brand as understanding and having a sense of social responsibility. This generates consumer trust and respect towards the brand.



Demonstrated Sincerity

Sincerity is a virtue of one who speaks and acts in sync with their values and beliefs. A brand displaying sincerity illustrates a commitment to the values and beliefs they hold. It also portrays the genuineness of a brand. Sincerity has both social and personal implications and is measured in honesty of effort. The outcome may be important, but just the sheer effort of trying will build trust in a brand.

ON TRUST

KUTCHINA
CELEBRATE COOKING

When it comes to consumer connect, trust plays the most vital role. And in doing so, it should be kept in mind that there is no room for inconsistencies. And the trust has to be built through tangible deliveries to the customer. It is the positive consistent experiences of a consumer that will lead to brand trust over the time which also needs to be sustained. In today's rapidly changing landscape, as consumers' expectations of brands are on the rise, trust is a critical driver of brand resonance.

At Kutchina, we have always strived to offer the best in class kitchen appliances and modular kitchens. Over the years we have been offering the latest technology and designs through our products thereby building customer loyalty and trust. Delivering what our customers want and living upto their expectations is what builds the trust.

We always ensure that every time a customer walks into our store he/she leaves it with a smile and comes back the next time. Being in the industry of consumer durables, it is also imperative to deliver unparalleled after sales services for our products. It is through the after sales service that the customer can measure the level of our commitment. Commitment is also a factor that is important to build trust for the brand. At Kutchina, we have dedicated service centres all across the nation to resolve any query within the shortest span of time. We are backed by one of the largest service network of over 32 service stations equipped with trained technicians, functioning across the country at various locations. Not only should a brand aim at meeting the expectations of the customers but also surpassing the expectations to build the trust.

Also, constant communication with the customer for their feedback and reviews on the product and their after sales service is a way to build the trust. Today, consumers are heavily influenced

Namit Bajoria
Director,
Kutchina



by word of the mouth publicity and always rely on customer reviews to form opinions about a business before making any purchasing decisions. Acting upon those reviews and responding to the reviews are few ways of increasing consumer engagement and is one of the most powerful strategies to build trust. In order to further strengthen consumer engagement, we have also introduced Kutchina Konnect – a social media platform solely aimed at communicating with the consumers on regular basis. Regular feeds on the new products, answering consumer queries, health tips, food facts and regular contests have helped a great deal in bonding with the existing as well as potential customers.

A brand is perceived as we show to the world. Therefore, the communication through the marketing campaigns should reflect exactly what image of the brand we want to build. Thus, at Kutchina, all marketing campaigns are also designed in a way that they create a connect with the consumers. Strategically planned and implemented marketing campaigns reflect the image of the brand to the outside world. It is important that every brand communicates its vision and company values to its consumers. This helps the consumers in understanding the brand better and also in building an emotional connect. Building a brand on the basis of trust helps in creating a positive perception in the minds of the consumers.

We value trust of our consumers and thus always ensure these quality standards while trying to make our products available at best possible price without compromising on our product honesty because Kutchina is India's leading Kitchen Appliance today just because of trust that we have built through our quality. Thus even our product and brand communication is clear, transparent and exactly lays out what our product actually has, thereby helping consumer make an informed decision and choose us because of what we honestly are.

UNDERSTANDING The Brand Trust Matrix

Third Foundation

Demonstrating Relevant Competence

According to research, customers perceive companies and brands in the same way that they perceive people, assessing them for warmth and competence. The third foundation thus highlights the importance of consumers assessing a brand on their spontaneous judgments and perceptions. Brands need to showcase their competence and expertise to garner respect and consumer trust. Any person or brand needs competence to successfully and efficiently carry out a duty. By doing so they prove to be worthy for the position they hold.

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



Accepting Responsibility

Accepting responsibility is accepting the willingness to take up the responsibility of the brand, its stakeholders and the environment in general. A brand accepting responsibility for their actions highlights their concern and understanding towards consumers, displaying the maturity of the brand. Further, in times of crisis, consumer trust is enhanced when a brand has the courage to accept its failures and take responsibility for its actions. The innate sense of responsibility and the attitude to take on whatever task needs doing attracts consumers. Traits like persistence, perseverance and tenacity when adopted and incorporated widen the scope of consumer trust.



Perceived Competence

Perceived Competence is based on stakeholder evaluation of a brand's effectiveness and capability. It is characterized as a brand's awareness, beliefs, expectancy, or understanding of abilities, skills, or capacities to be effective in interactions within its environment. Brands should not only be perceived as competent but should exhibit their capability as well. Brands should therefore display strong expertise, experience, credentials and knowledge to live up to the belief of their consumers. Such behavior helps in strengthening consumer trust and building their perception towards the brand.



Commanding Respect

It is important for a brand to be respected by consumers so that they can trust and believe in it. Through a large following, Commanding Respect places a brand in high regard and recognition. Naturally, to command respect, a brand must influence and inspire a large number of stakeholders which generates both trust and admiration. Also, brands know the importance not only commanding respect but also on maintaining this respect. The brand leads the way in accordance with its values, beliefs, dignity, and grace in order to gain a strong character. Commanding respect places a brand to be a good role model and one that leads and inspires consumers.



Outward Appearance

A brand's first appearance sets the stage of how consumers view and develop an image of the brand. Consumers form opinions based upon their taste, values and beliefs based on Outward Appearance. They are drawn to a brand because of the image that is in front of them. Without this, consumers are unable to acknowledge its existence and as a result the brand loses the opportunity to capture consumers' trust. A well-designed product is more likely to entice the consumer to trust the brand. Importantly, more so than aesthetic appeal, the brand must look its part, keeping the Outward Appearance in line with the core brand offering.

ON TRUST



At Cinépolis, we make a promise to our customers of offering them the best cinematic experience in the country. Trust to us means living up to this promise with everything we do. From excellence in customer service to constantly looking for new ways to enhance the movie-going experience, every effort at Cinépolis is a manifestation of our commitment to customer satisfaction.

Every time a customer walks into a Cinépolis multiplex, their trust in our brand becomes further strengthened. Each aspect of their movie viewing experience reverberates with our dedication to offer them the most spectacular outlet from their daily routines. Trust is certainly the foremost priority for a brand. In fact, it encompasses all aspects of the brand identity. We ensure that our customers get exactly the kind of entertainment experience that they seek. Thanks to this unrelenting focus on winning and maintaining our customers' trust, in a short span of time we have managed to build a large and loyal customer base in India.

Commitment is another factor pivotal to our strategy of fostering a deep sense of trust in our patrons. The value of integrity is also central to our brand's trust quotient. We view integrity as dedication to upholding the consistency in whatever we do. Excellence in service by constantly trying to surpass customer expectations is another vital value.

"Being Popcorn" is the essence of Cinépolis. What this means is that we encourage everyone in our team to be fun-loving, creative and curious. This energy is apparent across our movie halls and is exuded by all our staff members. It makes each Cinépolis multiplex a happy place to be in. This means that movie-goers who come to Cinépolis, leave with a feeling of ebullience and complete rejuvenation thanks to their overall experience.

Our brand trust is built through everyday interactions with our customers. From the moment they purchase

Javier Sotomayor
Managing Director,
Cinépolis India



their tickets, step into Cinépolis premises, buy their popcorn and beverages, immerse themselves in the sensational movie watching experience and enjoy the superb sound quality, each facet of the time that our patrons spend with us is instrumental in contributing to the trust between the brand and them. Cinépolis is also unflinchingly dedicated to always evolving our offerings to the consumer which adds tremendously to the trust that they feel towards our brand. From innovative film screenings, events for movie buffs, enabling interactions with their favourite stars to enhancing the food and beverage menu at our in-house coffee shop, Coffee Tree, we are always looking at new ways in which we can infuse more delight into the cinematic experiences of our valued patrons.

Our brand positioning is "Best Cinema Experience". This positioning embodies the very essence of the Cinépolis brand identity. Staying true to this proposition, we have always strived to make our customers feel truly cherished with our best-in-breed services and facilities as the pioneers in Multiplex technology with our key initiatives – IMAX, VIP, Club Cinépolis, Dolby Atmos, 4DX, 100% Digital Screen, Real D 3D and Coffee Tree café.

Brands should be reliable with respect to the offering or promise they have made to the consumer. This is the foremost determiner of whether a brand is trustworthy or not. The brand should also be consistent across all the channels in terms of delivering the offering. Cinépolis, as a brand is known for providing the best cinema experience in the country. We are able to enjoy this positioning with our constant focus on customer needs and commitment to innovate every day to improve our service standards.

Our loyal patrons know for certain that when they come to enjoy a movie at any Cinépolis multiplex, they are guaranteed a wonderful time. We are able to inspire this confidence in our customers and are continuously looking to enrich their experience. We believe this will help us to retain and build trust with our customers.

The Brand

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

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 Interests 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.



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.

BUILDING CAPACITY TO TRUST



DEMONSTRATING REL

Trust Matrix

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



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 Altruism of a brand makes a consumer associate with those organizations that follow similar social principles. Of course, brands that act beyond narrow areas of self-interest and work towards larger socially beneficial causes build a higher trust quotient amongst consumers.



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.



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.

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.

CREATING PERCEPTION OF POSITIVE INTENT

of Trust

EVANT COMPETENCE

THE BRAND TRUST REPORT.....

India Study 2016

Part III

FIELDWORK AND RESPONDENT PROFILE



04

Knowing The BTR Methodology

Knowing The BTR Methodology

The BTR Methodology

A global first - The Brand Trust Matrix is a product of five years of research with hundreds of hours spent interviewing experts from three scientific disciplines – sociology, psychology and communications. After a stretch of exploration and pilot studies we developed an accurate methodology to measure Brand Trust through our proprietary 61- attribute Brand Trust Matrix. The matrix underwent in-depth scrutiny before being copyrighted.

We have launched five editions of The Brand Trust Report, this being the sixth edition. The first edition was launched in the year 2011 through primary research that placed brands in India on our trust radar. This year's edition of The Brand Trust Report has interviews conducted with 2500 consumer - influencers from 16 Indian cities. The fieldwork was conducted between August and November 2015 by more than 450 field personnel and each interview took an average of 1½ hours involving more than 18,000 hours of total research time. Nearly 6 million data points were collected and 20,000 unique brands emerged from the study.

The standard of The BTR has improved year on year. The suggestions and feedback of brands have only helped in fine-tuning our reports. Also, quality control, analysis methods, reporting format, was scrutinized and re-examined to better enhance and exceed the standards set by our previous editions.

Consumer influencers were interviewed with the help of a questionnaire which was designed to ensure we get the valuable answers to the 419 questions that were asked. Stringent minimum acceptance criteria for the questionnaires were maintained to ensure authenticity of data. These included:

Measuring Trust

A meter is a unit of measuring length but we often overlook the science behind it. 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 ensuring that all length and distance measurements can be made. Small inaccuracies can mean the difference between life and death. This claim will sound less exaggerated when we realize the pin-pointed accuracy needed to design anything from an artificial heart-valve to a rocket engine. Brand Trust is similar and it is useful only when defined accurately and measured without compromise.

accuracy
is critical

- 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
- All questionnaires had to have accompanying visiting cards

As the questionnaire is the most crucial element for the report and especially fieldwork, its format had to be designed accurately to collect the Brand Trust responses to brands.

Each of the 61-attributes of Brand Trust required interviewers to read out the Brand Trust attribute statements supported by visual showcards of the same statements to give a cognitive and auditory

absorption before seeking responses. This was done due to lessons learnt from our pilot studies which showed that the respondents brand answers could get influenced if attributes were explained. The interviewer is thus not allowed to assist in the interpretations of the attributes. The responses to each of the attributes allow the respondents to name the brand they perceive to fit the question asked, be it an individual, product, service or any other. The final list gives us more than **20,000 unique brands**, which showcase a variety of many long-lasting along with a streak of many new brands.

The Brand Trust questionnaire has three parts to it. In the first, the respondents were asked to name fifteen brands that came to their mind among local brands, national brands and multinational brands. The question generated more than **55,000 brand responses**. It allowed the respondent to bring out several brands into the active memory of the respondent along with their interconnections preventing selective channelization. It gave a value to a small yet significant part of the Brand Trust Index (BTI), namely its Recall Quotient. The second part focuses on the Brand Trust Index (BTI) namely its Recall Quotient which is small yet significant. The third part of the questionnaire is related to brands focused on the 61 attributes of Brand Trust. For each attribute the respondent had to name three brands most suited for each attribute/showcard in response to the question. 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 end of the questionnaire, the respondents are asked to name five brands which they used and five more they trusted, with reasons. This last part gives 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 obscure 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 TM. 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:

SD_o represents overall brand suitability score standard deviation,

SD_i represents all ith brand suitability standard deviation,

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

p_{5i} represents ith brand average positions of Brand

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DEMONSTRATED SINCERITY



Swati Khandelwal
National Editor,
Bloomberg TV India

What do you think of when you hear the word 'sincere'? Dictionaries have a variety of definitions. It can mean freedom from deceit, hypocrisy or duplicity. Perhaps you think of something or something that has integrity or is very earnest. It isn't easy to define because sincerity is not something you hear or see, it's something you feel. Stripping it down to its essence, to be sincere is to be true to what you say.

One of the biggest pillars of building trust is demonstrating sincerity. Sincerity is the assessment that you are honest, that you say what you mean and mean what you say; you can be believed and taken seriously. It also means when you express an opinion it is valid, useful, and is backed up by sound thinking and evidence. Finally, it means that your actions will align with your words.

So what is Sincerity?

Sincerity is the virtue of one who speaks and acts truly about his or her own feelings, beliefs, thoughts, and desires. Trust is the belief that someone or something is reliable, good, honest, effective, etc. It isn't enough to tell someone what's pleasing to hear, but the truth plays an important factor in sincerity as well. Why must we practice this virtue? First and foremost, without sincerity, hypocrisy and deception would be rampant. People would be saying things that they don't mean, deceiving others with what they say. With such condition, the truth will be hardly seen, and may lead to chaos. When a friend asks how he looks like, and you say he looks good when in fact he doesn't, just to make you look better, do you think that it will in fact do any good? If he finds out what you have done, chaos will occur. Secondly sincerity helps bring about change. If everyone were so hypocritical with what they

say, nothing will change for people would see that what others say are really not meant. When we tell a friend "stop your vices", we have to mean it and not be hypocritical. We may tell him to do so, but if he sees you being so hypocritical and not stopping the vices yourself, it will result in him not doing so.

As we can see, sincerity is an essential virtue in this world of ours. Bonds of trust would break without sincerity. A sincere person will enjoy a large circle of friends. A sincere person usually has an honest mind. He is truthful to everyone. He rarely tells lies. Because of his distinguished characteristic, most people will like him. On the other hand, people will sometimes exclude a person without sincerity, since he is untruthful. In fact, no one likes a liar. Most people would like to trust a sincere person. Friendly attitude towards people is another dignified feature of a sincere person. A sincere person always regards people with love. He never treats anybody like a piece of dirt. Thus, he usually wins respect of others. On the contrary, an insincere person is difficult to deal with. He never behaves the same toward people. While dealing with wealthy and elegant people, he takes a position of being modest. However, he may change his standpoint when handling with poor people. He may appear very arrogant. No one is likely to trust an insincere person.

Demonstrating Sincerity for a brand has both social and personal implications, and consequently, 'outer' and 'inner' manifestations. A brand which displays inner sincerity shows high ethical and moral values, self-regulated governance, and integrity. Brands which display outer sincerity do so by showcasing the highest degree of transparency and by commanding genuine respect from their audiences...So one needs to be sincere to be able to earn trust of someone.

Trust questions

\bar{X}_{si} represents the i th brand average suitability,
 $o7_i$ represents i th brand frequency of occurrence
of the Recall question,
 $p7_i$ represents all i th brand average positions of the
Recall question.

Using Brand Trust™

Brand Trust helps a brand to gauge their position amongst the plethora of brands existent in the industry. It guides them to get not only an overview but also an in depth knowledge of themselves and their competition with a completely new metric. 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 sixth year, BTR 2016 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.



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.



ACCEPTING RESPONSIBILITY



Tamaal Roy
CEO,

Biomatiques Identification Solutions Pvt. Ltd.

The opposite of giving an excuse is accepting responsibility. To bring about change of any kind in any sphere of life we must learn to take accountability at the earliest. Just like success, we must accept personal responsibility for our own failures as well. We cannot make our success or happiness dependent on blind faith or luck, acts of God or the actions of others.

Today we live in an entirely different world with the advent of the Internet, and most recently, the rapid rise of social media. With more and more social networking platforms coming up it has become even easier for everyone to scrutinize a company, its employees and most importantly the managing style of business. It is easy to make mistakes in this world and it is even easier for people to learn about those mistakes through blogs, social media and review websites.

With all the changes in the way we interact with each other, being accountable is more important than ever. A company must hold itself accountable when it makes mistakes. And it is going to make mistakes from time to time. Passing the buck and avoiding accountability can be a road to disaster. People do not mind when companies make mistakes. But what they do mind is when companies try to place blame everywhere else except for where it actually belongs which is the company itself.

As a brand, we at Biomatiques Identification Solutions Pvt. Ltd. believe that it is essential to find solutions to tough problems. Building faith in the minds of the customers and the stake holders has always been extremely important. All business owners are responsible today to create an environment that would leave the world in a better state than it was before they entered the market. A positive social and environmental impact will communicate the message of accepting

responsibility, thus definitely influencing the way people look at a company.

An honest approach never fails. Acknowledging and addressing your customer's complaints and grievances shows how genuinely interested you are in them. Many companies in the past have been able to transform a negative perception into a positive one only because they were honest in owning up their shortcomings and reaching out to their customers.

In 2009, Toyota went through a similar crisis. The company had to recall over 8 million vehicles worldwide to address issues of "unintended acceleration." It had to suspend production of some of its most popular models, testify before the US Congress, and face the national limelight. The estimated costs from its recall crisis were around \$5 billion and sales slid by 16 percent.

However Toyota decided to take ownership and went into crisis management mode in order to fix the acceleration problem. As a result, in 2012, it became the world's first automobiles company to produce over 10 million cars in a single year. Today, it is still known as a recognized and one of the most respected automobiles brands in the world.

Revival of a tainted impression from the minds of people can be a daunting task. And at times it can even take years to regain the brand image. But patience and perseverance always pays rich dividends in the end. Challenging undesirable perceptions as soon as they arise is the key to building a successful brand. Defending the brand and managing its reputation is extremely crucial, especially in the face of negative feedback on service and quality. The decision to rebuild customer relationships and show the world that the brand cares for quality and consistency shows acceptance of responsibility. Ultimately, this is what earns trust.

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05

Understanding The Respondents

Understanding The Respondents

An American academic said that Brands are not ends in themselves; they're a solution. He has also implied that brands are only a way to achieve other things - expressions of deep-seated desires, manifestations of innermost feelings. Branding is a concept that extends far beyond the marketing of "brand name". Trust is the main component through which brands form their identities in the consumer's mind. Thus, Brand Trust is a major influencer in creating the desired perception for the brand in the consumer's mind.

Sociologists, anthropologists, marketers and leaders have long held that trust is the fundamental part of all transactions and exchanges. Even more so in businesses, because since the erosion of trust in business is often viscerally painful sometimes even threatening its very existence. In its sixth 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 twice as important, even more so taking into consideration the practical importance of this data. Therefore, the respondent criteria took the utmost significance in The Brand Trust Report. The respondent of this study is the consumer influencer, 10% of the consumer influences the remaining 90% of their decisions. The criteria set to define these influencers were not difficult but finding and accessing them was an onerous task. However the start point of the criteria 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.

The difficulty pertaining to the accessibility of a

respondent is usually directly correlated to the degree of robustness of the study. Hence from experience accessing the respondents would not be easy. So as to avoid any mid-interview abandoning, the interviewers would fully brief the respondent about the time and effort for the BTR questionnaire to be filled out. Despite this, nearly 21% 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 called for the cancellation of the entire questionnaire, resulting in a rejection rate of approximately 21%. BTR 2016's fieldwork resulted in collection of 2500 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.

Ensuring accuracy

TRA conducts annual pilot studies to revalidate the respondent criteria, and the respondent criteria set for this were as follows:

All respondents had to be salaried employees and 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, 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 the criteria for the respondents defined as follows:

- » Salaried Individuals
(Businessmen/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. Twenty standard 'encouragements' were used to motivate the respondent to continue and give involved responses despite the tedium of the interviewing. In the brand sheet, the respondents were asked to name 5 international, 5 national and 5 local brands that helped in triggering better brand

responses for 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 led to garnering of 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.

In order to ensure authenticity of the questionnaires, each respondent was asked to sign twice in two different places on the document and provide any form of identity proof (such as a visiting card). Any questionnaire without any one of the above criterion, was cancelled. The final survey yielded 5 million datapoints and 15,000 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



Abhinav Upadhyay Head - Marketing & Innovation, ZEE LEARN Ltd.



Trust is a crucial aspect in any relationship, be it personal or business. For Zee Learn trust is a vital aspect of our relationship with our valued business partners and parents. One of the key factors that build trust is complete transparency with customers in every engagement. This ensures that they have faith in us and don't see it as just a plain business relationship. They should envision us as specialists in our respective category and believe in our vision of nurturing talent across the country. It is the trust and belief in our group philosophy and operations that keep new business partners wanting to be associated with us. This is evident in many ways; today Kidzee is Asia's largest Preschool network with more than 1500 centres across India and Nepal.

At Zeelearn we have a dedicated research team which is constantly in touch with the consumers and keeps generating relevant insights that help our brands to be part of our audience's life. In today's era consumers are spoilt for choice. If you're not seen as a relevant brand, then you're soon out of business. Keeping pace with the existing demand and having a futuristic outlook ensures that we stay ahead of the pack. For Zee Learn we follow this mantra and our market performance backs our claims. To build such trust and to sustain this momentum it needs to fulfill basic consumer criteria of not just fulfilling consumer needs but making the brand more trustworthy through every single engagement and touch point.

Kidzee was awarded the "Most Trusted Preschool Institute for the year 2014" and Zee Learn was awarded the "Most Trusted Education Brand for the year 2015" by the Brand Trust report. With both our brands achieving such consistent recognition, our trust in our philosophy only becomes stronger. Zee Learn has always believed in one philosophy "What is right for the child" anything and everything that makes the child better is something that we focus on and communicate. We don't believe in making any superiority claim unless it is proven factually. Most of our work and communication is a result of feedback

from parents and business partners through robust research and consumer understanding.

Actions speak louder than words. Kidzee as a brand is known for providing the most secure learning environment for children which along with its trademarked pedagogy "Interactive iLLUME" fosters stronger and faster learning for children from Playgroup to Senior Kindergarten. At Zee Learn we have started a safety programme "ICARE" which educates people about child abuse and how to prevent it. This is done for every single child, teacher, parent and partners on an ongoing basis.

We carry forward the thought of keeping the child at the centre of learning with Mount Litera Zee Schools - our chain of K12 schools. At Mount Litera Zee School, we follow an integrated approach towards Learner Centric Education (LCE). This means that all components of schooling - methodology, teacher competence, assessment, infrastructure, extra/co-curriculars and parents - come together to deliver what is best for each child. This is a significant departure from the teacher-led, rote-learning environment prevalent in most schools in India. At Mount Litera Zee School, we help students discover what they are good at (not whether they are good or not). We equip them with life skills (critical thinking, conceptual understanding and strong moral fibre) to succeed in the new knowledge economy. And we prepare them to ace the test of life.

With the legacy of Zee Learn, Kidzee has empowered over 1500 women entrepreneurs and thousands of teachers across India to contribute towards the future of India by becoming a part of Asia's largest preschool network. To have the trust and faith of these amazing women is a matter of amazing pride for us.

It is no surprise today when our partners turn around and say "Think Education, Think Zee Learn."



Kamal Johari
Managing Director,
Nobel Hygiene

PERCEIVED COMPETENCE



The capability and skill which enables a brand to display suitable and sufficient proficiency is what is known as competence. Perceived Competence makes the brand responsible to keep to its reputation. It places the brand on a pedestal to repeatedly outperform itself every single time. Although Perceived Competence theoretically may seem to be the result of an achievement it mostly is an effect of potential and caliber. It is a given that only the most competent brands can survive the battle of the fittest. The brand needs to have the ability to stay strong and face the hurdles that come their way. This only helps in enhancing the quality of the brand. Consumers need to believe and see the capability a brand portrays. Displaying this trait enables a brand to gain more stakeholders and widen their customer outreach. We at Nobel value the trust our consumers place in us and endeavor to maintain competence in our industry.

Competence structures and influences the way consumers engage themselves with a particular brand. By doing so, they naturally tend to trust a competent brand even more. Nobel Hygiene is consequently a leader in its field as we build trust by showcasing competence through the products we manufacture. When trust is attached to a brand it is subconsciously more valued by the consumer. Trust is a state of mind, an expectation held by consumers about another that the other behaves or responds in a predictable and mutually acceptable manner. Trust therefore is related to consumers expecting our brand to perform its role competently. We as a result are inspired by the trust received and are motivated to improve, build and gain consumer trust. Competency is not a luxury; it is an indispensable means to foster consumer trust.

Consumers relate to brands the way they relate

with other human beings. They perceive brands to be competent or not depending on the “traits” a brand portrays. Competence is one of the humane factors that lead consumers to believe in and trust a brand. When it comes to our products, consumers need to see the brand as a competent one. If they fail to perceive it as competent they will not be convinced to purchase the product. Consumers not only care about a brand’s features and benefits but they also care about a relational aspect of a brand. This helps to nurture a consumer - brand relationship and like any other relationship, its foundation is also built on trust. Brands have to cultivate this unique relationship and try their best to live up to the perceptions consumers have of them. When consumers place their trust in a brand, it motivates the brand to explore its internal rewards of competence and self-determination. We have continuously made efforts to connect with our customers and nurture their trust by providing them with world – class hygiene products. This in turn motivates the brand to strive for greater goals and achievements. Having goals like outperforming and establishing a unique status in the market will lead the brand to achieve a higher level of competency in the future.

Perception differs from person to person as mentioned above, however it is the responsibility of the brand to create an impression of competence. Not only does a brand’s delivery and intentions matter but also its perceived ability to stay strong and overcome obstacles affect how consumers perceive, feel, and behave towards it. To conclude, it is the skill, capability and caliber of a brand which makes it unique and gives it a competitive advantage. In the process, the brand creates an image and reputation to be perceived as competent.

Those who don't believe in magic
will never find it.



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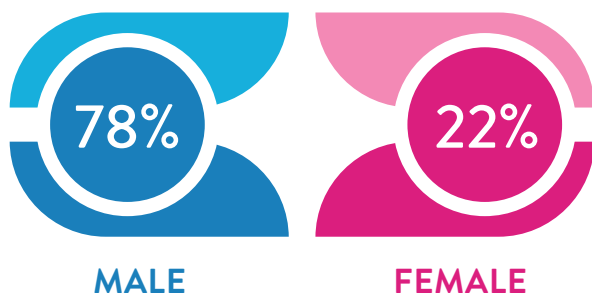
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BTR 2016 - UNDERSTANDING THE RESPONDENTS

Respondents By Gender

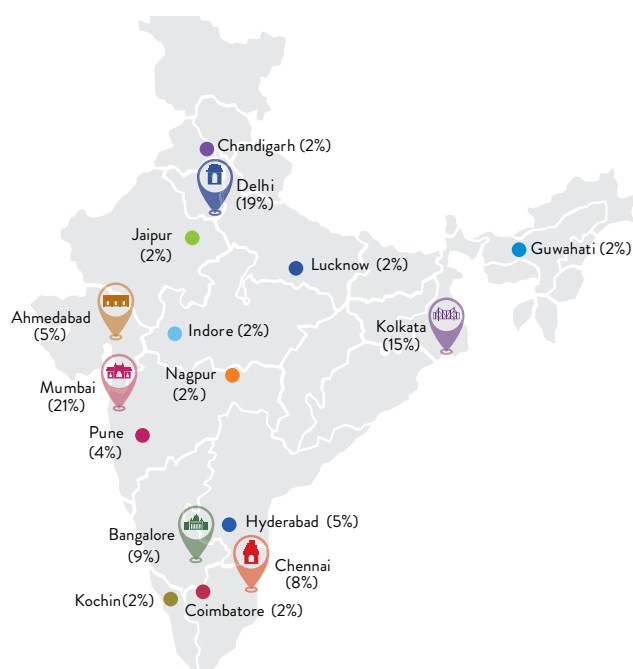
The Gender division of the respondents was Male – 78% to Female – 22% maintained as a ratio in each city and age group, approximately mirroring the working class gender ratios. Despite the percentage of women being far lesser in the number, metro cities faced a substantial difficulty in filling the quota of female respondents. The cities which proved particularly difficult were surprisingly **Chennai, Bangalore and less surprisingly Nagpur and Ahmedabad.**

Respondents Gender Division



* Values are with respect to the Brand Trust Index recorded in 2016

City - Wise Distribution



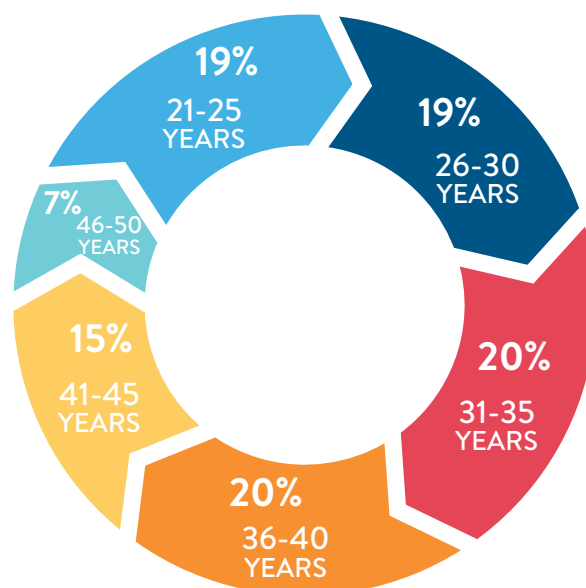
* Values are with respect to the Brand Trust Index recorded in 2016

The city-wise distribution of the 2500 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, Mumbai had the highest number of respondents at 520 (21%), followed by 470 respondents in Delhi (19%), Kolkata with 377 respondents (15%) and Chennai with 188 (8%). Bangalore contributed to 9% (234 respondents) and the other cities were as follows Hyderabad at 119 (5%) and Ahmedabad at 119 (5%), Pune – 88 (4%), other cities like Chandigarh, Lucknow, Jaipur, Cochin, Indore, Coimbatore, Guwahati and Nagpur had 2% respondents each.

Respondent - Age Distribution

The different age groups of the respondents in this study were divided as follows – 21yrs to 25yrs (19%), 26yrs to 30yrs (19%), 31yrs to 35yrs (20%), 36yrs to 40yrs (20%), 41yrs to 45yrs (15%) and 46yrs to 50yrs (7%). 58% of the respondent population was below 35 years of age reflecting the population distribution of India.

Age Wise Distribution



* Values are with respect to the Brand Trust Index recorded in 2016

SEC Distribution

The respondents were mandated to be in the classical SEC A, B segments and these segmentations were strictly maintained. 91% of the respondents were either in A1 (50%), A2 (41%) or A3 (8%) categories. B1 constituted 1% of the total respondents.

*Refer graph on the next page

ON TRUST



Water is nature's greatest gift to all of earth's inhabitants. Without it, mankind's survival is hard to imagine. A future without clean, drinking water is bound to be a bleak one. We, at Kent, believe that everyone has a right to consume this gift of life – water – in its purest form. And Kent's goal is to make this possible.

Kent developed a breakthrough technology and launched the India's first domestic RO water purifier back in 1999. Over time, we have established a strong foothold in the Indian market with a wide network of over 1,500 distributors, 10,000 dealers and over 500 direct marketing franchises. The deep penetration of marketing network is supplemented by a service support network of 800 service centres and a force of centrally trained service technicians who provide reliable after sales service. As a result we have conquered 40% market share in the RO water purifier segment.

We at Kent understand that having a common goal creates brand connect and builds Trust in a brand. The consumer's welfare has been the backbone of all our endeavors since the beginning. In accordance with our goal to make the world a healthy and a happy family, we strive to provide innovative health care products that purify the water we drink, the food we eat and the air we breathe. We share a vision of helping people live healthier lives, and since 1999, have diversified from water purifiers to other health care products like Air Purifiers, Vegetable Purifier, Water Softener, Bed Cleaner, Cyclonic Vacuum Cleaners and Cold Pressed Juicer. As a leader in health care technologies, Kent products touch millions of lives every day.

More importantly, Trust that we have gained in these years is cemented by various internationally acclaimed third-party testing labs and certification agencies. Kent has to its credit the certifications from laboratories like NSF & WQA of USA, ISI and CE. Kent's contribution to the health sector in India and other parts of the world have been recognized year after year and is reflected in the awards conferred to

Mahesh Gupta
Chairman,
Kent RO Systems Ltd.



the company – Best Domestic Water Purifier Brand (2006, 2007 & 2008), Golden Peacock Award for Eco Innovation 2007, Most Trusted Water Purifier Brand (2013, 2014 & 2015), Asia's Most Promising Brand 2013-14, Asia's Most Admired brand 2014-15 and many more.

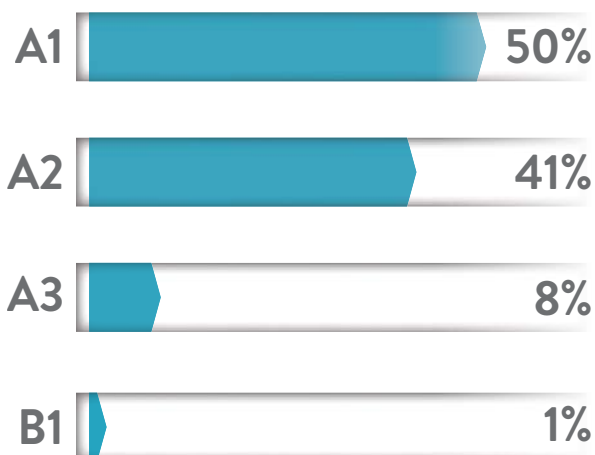
With a high purification capacity – Kent RO purifies water at a much faster rate of 15 ltr per hour; fully automatic and computer controlled models that require minimal intervention from the consumer; and a filter change alarm among others, we at Kent are continuously making every endeavor to better serve our customers. This enables our consumers to consider us worthy of their Trust.

In order to ensure that the Trust we built over several years remains intact, we have embraced an aggressive brand promotion as a way of life. Our marketing strategy is driven by our reputed brand ambassadors who have added immense and noticeable equity to our brand name and products. Brand Trust is driven by a number of factors, but a wise selection of brand endorser is one of the most key decisions that a brand must take, apart from having the best product line up in its stable.

At Kent, we also realize that pure drinking water is a universal right. The rural population is less capable of investing in the relatively expensive RO Water Purifiers, and also face a serious power issue. Rural India is also more vulnerable to fatal diseases due to the dissolved impurities, especially arsenic that is dissolved in water, and cannot be removed by boiling alone. We have designed a low cost water purifier which works without electricity and which removes even arsenic from water apart from removing bacteria, viruses and cysts.

A brand that caters to the needs of its society is a brand that deserves the consumer's Trust. Thus, it is our endeavor to strive to be a brand that the consumer can Trust with their eyes closed, just as they do while consuming a glass of 100% safe drinking water.

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, 86% worked in companies with more than 200 employees, and 77% respondents worked in organizations that had a turnover of Rs.50 Crore or more.

Employer Company



Income Distribution

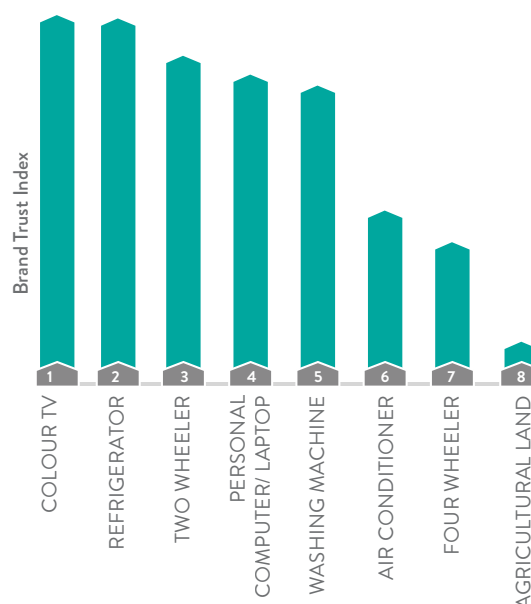
The income distribution of the respondents is shown in the table below. The range of income (between 20,001 and 50,000) has the average percentage of 31%, whereas the income range (between 45,001 and <50,000) has the average percentage of 5%. Of this, 28% earned between Rs. 20,001 and Rs.30,000, 31% earned between Rs. 30,001 and Rs.35,000, 18% earned between Rs. 35,001 and Rs.40,000 per month and 9% earned between Rs.40,001 and Rs. 45,000, 7% earned Rs. 45,001 to Rs. 50,000 and 6% earned above Rs. 50,001.

Income	Percentage
INR 20,001 - INR 30,000 (Avg INR 25,000)	28%
INR 30,001 - INR 35,000 (Avg INR 32,500)	31%
INR 35,001 - INR 40,000 (Avg INR 37,500)	18%
INR 40,001 - INR 45,000 (Avg INR 42,500)	9%
INR 45,001 - INR 50,000 (Avg INR 47,500)	7%
INR 50,001 +	6%

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 own a Color TV and 99% owned a Refrigerator, 89% owned a Two Wheeler, 81% had a Washing Machine and 84% had a Personal Computer or Laptop. However, only 8% owned or had access to an Agricultural Land and 46% had access to an Air Conditioner.

Items Owned At Home



Do you know your brand's Buying Propensity?

Trust and Attractiveness together make a brand's Buying Propensity - the inherent quality of a brand to influence the stakeholder both on a physical and subliminal level.



Kriya

Balances
energy
and
transforms
thought
into
action

The Buying Propensity Report empowers brands to transform their thoughts into action.



To know your brand's Buying Propensity call us:

Pritam Shah

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E: pritam@trustadvisory.info

A
COMNISCIENT
GROUP
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COMMANDING RESPECT



Kaushik Sinha

**Vice President - Corpcomm, CSR, Admin,
Magma Fincorp Ltd.**

Financing business revolves around Trust and Respect. You will hardly see Asset Finance companies trying out aggressive marketing campaigns because asset finance is sold on word of mouth which spreads only after a pleasant experience with the organization (some small advertising campaigns are done purely for top of mind recall). Customers don't buy from people they don't trust. Therefore, nurturing relationships with customers is a crucial part of financing business.

At Magma, the relationship with our customers begins right when the Magma representative visits the customer for the first time to understand his current needs and offers solutions that suit the customer's requirements best. A look into a daily sales call report will reveal how Magma's Field Officers are trained and expected to listen to a customer and ask questions to establish that first bond of trust. Once the deal is finalized, a customer's ability to trust the company is dependent upon exhibiting consistent and persistent behavior over time. Following the idea of a "Single Window System" Magma has the unique practice of deploying the same sales person for all transactional as well as fresh business needs that the customer has in the future. This system is appropriately backed up by our efficient customer service tele-calling team. Over a few exchanges, a bond of trust and respect is created that helps build opinion and positive word of mouth that is absolutely priceless.

Respect for oneself guides our morals; respect for others guides our manners. Well, not just the manner in which we conduct ourselves with others but also the manner in which we choose to live life, enjoy ourselves and do serious business. For over 2 decades, Magma Fincorp has been in the serious business of transforming aspirations of a large cross-section of the 'unbanked' Indian population into credible achievements. When we started our journey in 1989, we wanted to create an organization with a rock solid foundation; a Magmatic core based on the trust and respect of the 'Rurban' population that we since selected to support. At the heart of earning this respect is the company's commitment to providing equality of opportunity to the

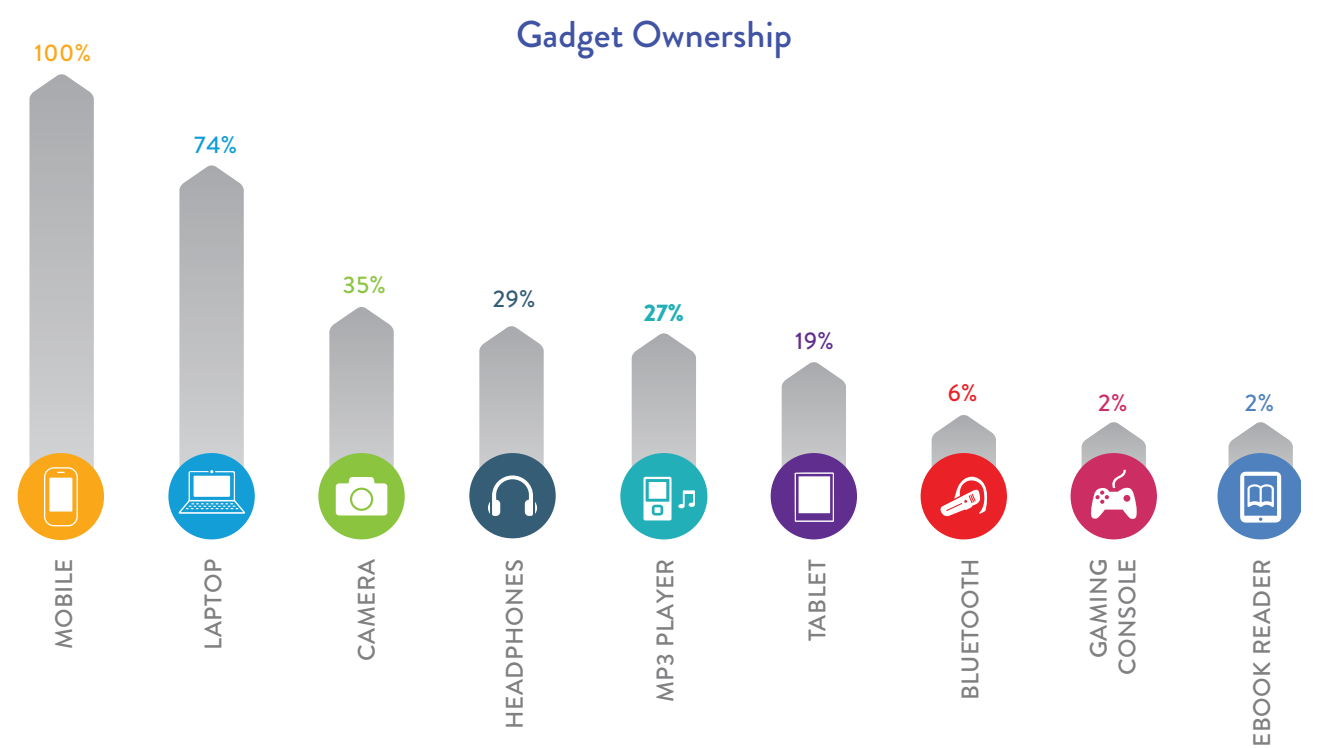
economically disenfranchised.

Started with only 3 people in 1989, we have been able to establish our presence into the interiors of the country by focusing on the under-penetrated semi-urban and rural markets. Today, we serve 22 states through 230+ branches. Each branch caters to an area of 40 km radius - translating into a wider reach and better penetration. Further, we have our presence in 1900 talukas through our own team of 3500 field officers. We are represented by a qualified team of around 9200 Magmaites. We stand by the Government's policy of financial inclusion by providing credit to the rural poor, also fulfilling the dreams of millions of first-time entrepreneurs. The first time buyers (FTBs) experience the biggest problem in loan mobilisation. A number of such prospective owners and entrepreneurs shy from banks and financial institutions because they simply cannot comply with the extensive paperwork required by such institutions. Nor can they provide the collateral security that most demand.

For this disadvantaged community, Magma is a friend, financier and guide. We finance dreams that transform vehicle drivers and machine operators into truck owners and equipment owners, who turn to Magma as the financing agency of first recall, whenever they need to buy their second vehicle or upgrade to fleet owners. We also finance agriculturists who buy commercial vehicles to supplement their seasonal agricultural revenues with steady income from transportation. The MUVs financed by the Company are not used for leisure but core commercial applications like the transportation of passengers and freight across rural and semi-urban India. In bridging the gap, we help to set in motion a virtuous cycle of income, prosperity and growth, enriching the individual, community and country.

Respect gets respect, trusts begets trust. We foster fairness, impartiality and clarity in all our dealings. That unshakable foundation of honesty and openness helps us earn the trust and command the respect of customers, employees and other stakeholders.

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. 62% of the BTR respondents had made a purchase within the last 12 months and of them in the last 3 months, 29% had made a purchase between 2 to 4 times, with about 9% having made a purchase more than 5 to 7 times in the last three months. 100% of the respondents owned mobiles while 74% owned laptops and 19% owned tablets.





OUTWARD APPEARANCE



Suman Anjoy
Zonal Head-North & East,
Lawrence and Mayo

The cold, hard, definition of a brand is the perceptions, ideas, concepts, and visuals that distinguish one product from others in the same market. So, when you think about it, the way you speak, work, communicate and write, it all adds up to create a personality that distinguishes you from others, thus establishing your own personal brand.

A first impression is based on your outward appearance. Things that are evident right away, before they dig deeper. Your store's front location (tidy/clean, organized/messy, modern/dated, caring staff/uncaring staff, etc.), your website (professional looking as appropriate for your type, loads quickly, well laid out and easy to navigate, helpful content that is up-to-date, mobile optimized and easy to view and navigate on mobile devices, etc.) and your social networks (complete profile, high quality profile photo and cover image, up-to-date information, active with regularly shared content that is helpful and interesting). At Lawrence and Mayo, we would never compromise on these core values. In fact, our mission statement says that we aim to be a good corporate citizen, by scaling the height of excellence, providing value for money to customers, with thrust on service and faith in people.

Taking care of your outward appearance doesn't mean you (or your business) need to spend a fortune on developing your look and appearance or to be or look like something you are not. It does mean making sure your image (brand, store front locations, online presence and customer experience) reflects who you are and the products and services you are selling, in a professional way that fits with your type of business and resonates with those you hope to reach.

This allows prospective consumers to 'size you up' quickly (which they will do anyway) and helps ensure their first and ongoing impression is accurate.

There are a number of things that factor into creating a good first impression with potential customers. Branding is one of them. Branding helps create a visual way of identifying your business in the marketplace, a public persona that people can easily recognize and identify with your business. As with the big name brands that we recognize, brand name recognition takes time to build. That said the images (logo, colours, fonts) and slogans or taglines we associate with particular brands are not the only key to their success. Customer experience is the key contributor in the success of the recognized brands and, customer experience isn't only 'service with a smile.' Great customer service is much more than a smile.

First impressions are of a long-term, one that results from dealing with the business owners and staff and using our products and services. For brands like Nike, Apple and McDonald's, if they had not delivered on the product and service side to begin with, even their big advertising budgets would only have yielded short-term success.

Branding is physical, and it is held in the hearts and minds of consumers. It is their experiences, judgments and attitude from a company. It delves into retail environments, staff, websites, haulage vehicles, interactivity and online presence. But branding is also a mental appearance; the tone of voice, attitude and personality of a brand that are keys to creating something that people can associate with.

ON TRUST

Mahindra
Rise.

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.

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.

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. 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. 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. 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.

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.

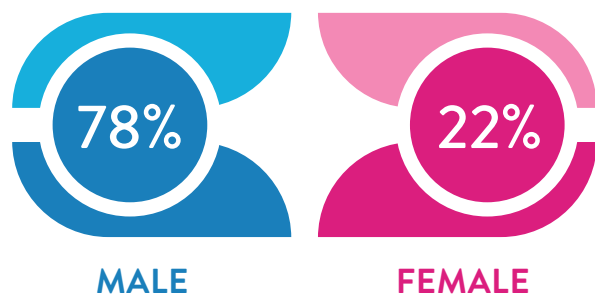
Building a brand based on emotions like security and trust creates positive perceptions in consumers' minds. We believe in communicating to customers that they can trust brand Mahindra through our brand messaging and through various touch points with the brand which leads to experiences that reinforce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

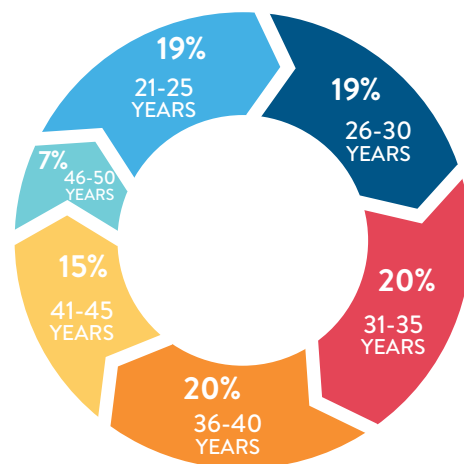
Maintaining a trust relationship with stakeholders is of utmost importance for a brand. Consumers are unforgiving when the brand promises are broken. There is no room for inconsistency when you base your brand messages and experiences on trust. Mahindra is among the most trusted brands in the country 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.

UNDERSTANDING THE RESPONDENTS*

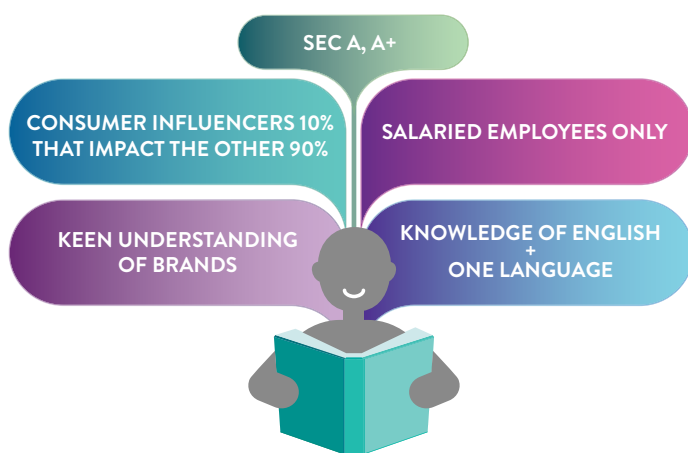
GENDER RATIO



WHAT'S MY AGE ?



WHAT I EARN?
INCOME CRITERIA ₹ PER MONTH

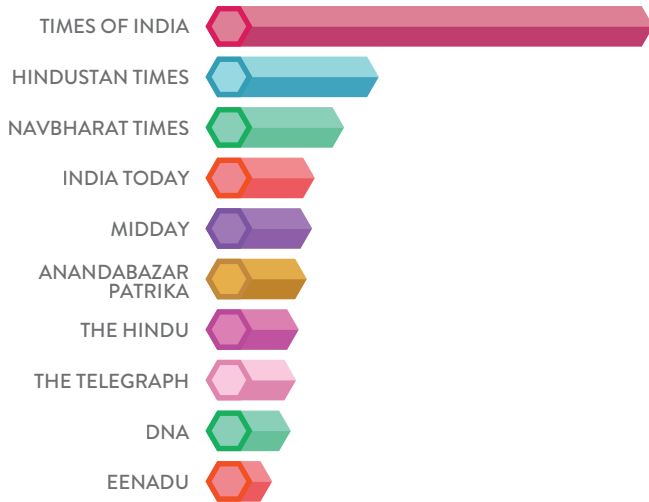


WHO I AM?

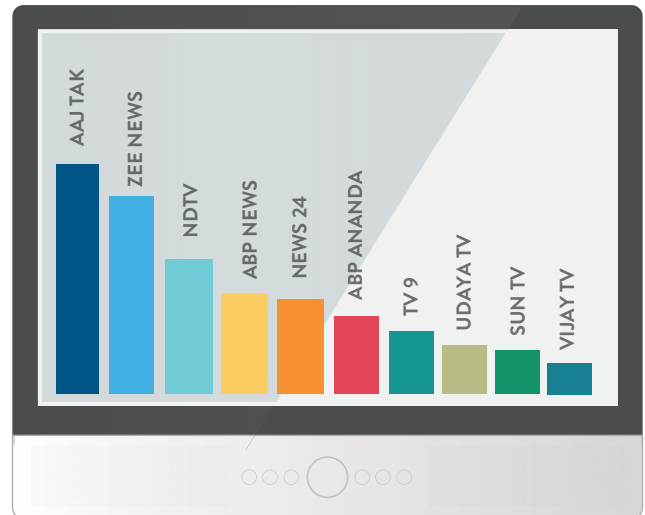


WHERE I WORK?

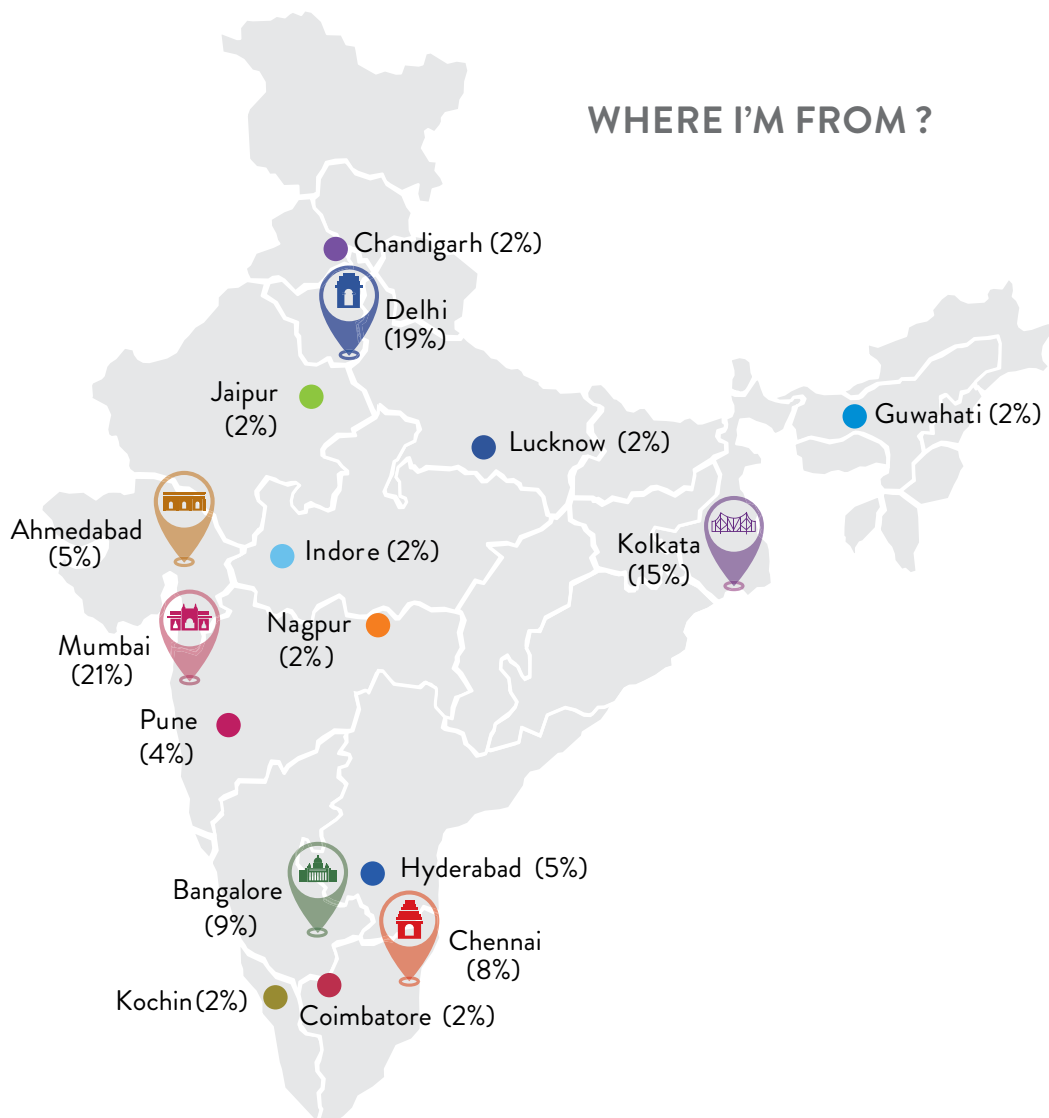
WHAT I READ ?



WHAT I WATCH ?



WHERE I'M FROM ?



THE BRAND TRUST REPORT.....

India Study 2016

Part IV

BTR 2016 LISTINGS

MOST TRUSTED BRANDS



06

**All India Listing Of 1000
Most Trusted Brands**

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

First consecutive brands holding ranks in BTR history from 2015

LUX
Lathering up the trust ladder ranks

Consistently a part of the Top 100 since 2011


Will the retrospective tax of \$2 billion mar its freshness

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Category
1	2	1	SAMSUNG MOBILES	Personal Gadgets	Mobile Phones
2	3	1	SONY	Durables	Consumer Electronics
3	1	-2	LG	Durables	Consumer Electronics
4	5	1	NOKIA	Personal Gadgets	Mobile Phones
5	4	-1	TATA	Diversified	Diversified
6	7	1	HONDA	Automobile	Four Wheeler - manufacturer
7	6	-1	BAJAJ	Diversified	Diversified
8	8	0	DELL	Technology	Personal Technology
9	9	0	GODREJ	Diversified	Diversified
10	48	38	ICICI BANK	BFSI	Bank - Private
11	16	5	MARUTI SUZUKI	Automobile	Four Wheeler - manufacturer
12	341	329	HDFC BANK	BFSI	Bank - Private
13	17	4	AIRTEL	Telecom	Mobile Telephony
14	15	1	HERO MOTOCORP	Automobile	Two Wheeler - manufacturer
15	23	8	DOVE	FMCG	Bath/Beauty
16	13	-3	APPLE	Technology	Personal Technology
17	267	250	LUX	FMCG	Bath/Beauty
18	71	53	SAMSUNG	Durables	Consumer Electronics
19	24	5	PEPSI	Food & Beverage	Aerated Beverages
20	54	34	PUMA	Personal Accessories	Sportswear
21	35	14	IDEA	Telecom	Mobile Telephony
22	14	-8	RELIANCE	Diversified	Diversified
23	41	18	STATE BANK OF INDIA	BFSI	Bank - PSU
24	11	-13	BATA	Personal Accessories	Footwear
25	29	4	MICROMAX	Personal Gadgets	Mobile Phones
26	10	-16	HEWLETT PACKARD	Technology	Personal Technology
27	38	11	LENOVO	Technology	Personal Technology
28	18	-10	PHILIPS	Diversified	Diversified - Technology
29	63	34	VODAFONE	Telecom	Mobile Telephony
30	30	0	TITAN	Personal Accessories	Watches
31	72	41	SONATA	Personal Accessories	Watches
32	105	73	LAVA	Personal Gadgets	Mobile Phones
33	57	24	ONIDA	Durables	Consumer Electronics
34	44	10	VIDEOCON	Diversified	Diversified
35	20	-15	LIC	BFSI	Insurance - PSU
36	22	-14	COLGATE	FMCG	Oral hygiene
37	80	43	HTC	Personal Gadgets	Mobile Phones
38	46	8	PANASONIC	Durables	Consumer Electronics
39	37	-2	ADIDAS	Personal Accessories	Sportswear
40	19	-21	DABUR	Healthcare	Ayurveda

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Catagory
41	12	-29	AMUL	Food & Beverage	Dairy - Diversified
42	26	-16	COCA-COLA	Food & Beverage	Aerated Beverages
43	21	-22	MAHINDRA & MAHINDRA	Diversified	Diversified
44	53	9	WHIRLPOOL	Durables	Consumer Electronics
45	33	-12	HYUNDAI	Automobile	Four Wheeler - manufacturer
46	59	13	TVS	Automobile	Two Wheeler - manufacturer
47	86	39	BOOST	Food & Beverage	Nutritional supplement
48	49	1	NIKE	Personal Accessories	Sportswear
49	32	-17	PONDS	FMCG	Bath/Beauty
50	27	-23	DETTOL	FMCG	Antiseptics
51	79	28	MRF	Automobile - Related	Tyres
52	40	-12	RAYMOND	Apparel	Fabric
53	45	-8	HCL	Technology	Technology - Diversified
54	65	11	REEBOK	Personal Accessories	Sportswear
55	43	-12	BMW	Automobile	Four Wheeler - Luxury
56	25	-31	LAKME	FMCG	Bath/Beauty
57	91	34	SUNSILK	FMCG	Haircare
58	39	-19	PARLE G	Food & Beverage	Biscuits - Brand
59	36	-23	KFC	Retail	QSR
60	51	-9	LEE	Apparel	Casualwear
61	77	16	ARROW	Apparel	Formalwear
62	31	-31	BRITANNIA	Food & Beverage	F&B - Diversified
63	64	1	IDBI BANK	BFSI	Bank - PSU
64	92	28	TOYOTA	Automobile	Four Wheeler - manufacturer
65	107	42	NESTLE MAGGI	Food & Beverage	Fast Moving Foods
66	137	71	KOTAK MAHINDRA BANK	BFSI	Bank - Private
67	109	42	FOGG	FMCG	Deo/Perfume
68	56	-12	ACER	Technology	Personal Technology
69	74	5	HORLICKS	Food & Beverage	Nutritional supplement
70	90	20	YAMAHA	Automobile	Two Wheeler - manufacturer
71	52	-19	LEVI'S	Apparel	Casualwear
72	164	92	MOTOROLA	Personal Gadgets	Mobile Phones
73	-	-	BIRLA CEMENT	Manufacturing	Cement
74	50	-24	GOOGLE	Internet	Internet Search
75	522	447	CAVINKARE	FMCG	Diversified
76	134	58	USHA FANS	Household Electricals	Fans
77	61	-16	FORD	Automobile	Four Wheeler - manufacturer
78	113	35	NESTLE	Food & Beverage	F&B - Diversified
79	406	327	SPRITE	Food & Beverage	Aerated Beverages
80	103	23	TATA DOCOMO	Telecom	Mobile Telephony

IDBI BANK

Steadily climbing
2015 - 64
2014 - 85
2013 - 159



Makes a spectacular reappearance from 1033 in 2013

What a jump!

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Category
81	117	36	BRITANNIA GOOD DAY	Food & Beverage	Biscuits - Brand
82	150	68	INTEX	Personal Gadgets	Mobile Phones
83	146	63	AMAZON	Internet	Internet - Online Shopping
84	28	-56	AXE	FMCG	Deo/Perfume
85	160	75	MICROSOFT	Technology	Software Products
86	75	-11	AIRCEL	Telecom	Mobile Telephony
87	133	46	WIPRO	Diversified	Diversified
88	67	-21	FASTRACK	Branded Fashion	Branded Fashion
89	55	-34	CADBURY'S	Food & Beverage	F&B - Diversified
90	122	32	PANTENE	FMCG	Bath/Beauty
91	151	60	THUMS UP	Food & Beverage	Aerated Beverages
92	112	20	RADO	Personal Accessories	Luxury Watches
93	136	43	KINGFISHER	Alcoholic Beverages	Beer
94	97	3	CELLO	Stationary	Writing Accessories
95	180	85	VIP	Personal Accessories	Luggage/Bags
96	161	65	TIDE	FMCG	Fabric care
97	149	52	SANTOOR	FMCG	Bath/Beauty
98	135	37	BSNL	Telecom	Mobile Telephony
99	375	276	YES BANK	BFSI	Bank - Private
100	759	659	YAHOO	Internet	Internet Search
101	123	22	RIN	FMCG	Fabric care
102	98	-4	CANON	Personal Gadgets	Camera
103	274	171	ROLEX	Personal Accessories	Luxury Watches
104	95	-9	PEPSODENT	FMCG	Oral hygiene
105	111	6	CLOSE UP	FMCG	Oral hygiene
106	120	14	HSBC	BFSI	Bank - Foreign
107	661	554	SANSUI	Durables	Consumer Electronics
108	130	22	HMT WATCHES	Personal Accessories	Watches
109	206	97	GOOD KNIGHT	Home Care	Mosquito repellent
110	85	-25	FAIR & LOVELY	FMCG	Bath/Beauty
111	188	77	PEARS	FMCG	Bath/Beauty
112	428	316	HINDUSTAN TIMES	Media - Print	Newspaper - English
113	78	-35	AXIS BANK	BFSI	Bank - Private
114	34	-80	ITC	Diversified	Diversified
115	88	-27	DOMINO'S	Retail	QSR
116	506	390	TOSHIBA	Durables	Consumer Electronics
117	254	137	FACEBOOK	Internet	Social Networking
118	96	-22	VOLTAS	Durables	Consumer Electronics
119	69	-50	MAAZA	Food & Beverage	Non-aerated Beverages
120	139	19	NIRMA	FMCG	Diversified



Is the Cadbury rank fall a reflection of the cocoa crisis?

India's most trusted writing accessory

Acing English newspaper category as well as the overall print media category

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

Snack to the top: #1 packaged snack



See-sawing
2015 - 155
2014 - 47
2013 - 325



#1 personal care cosmetics

Top FM radio media brand tuning in as a new entrant

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Category
121	166	45	PARACHUTE	FMCG	Haircare
122	439	317	PUNJAB NATIONAL BANK	BFSI	Bank - PSU
123	125	2	TCS	Technology	Software Services
124	179	55	BALAJI	Food & Beverage	Packaged Snacks
125	262	137	I BALL	Technology	Personal Technology
126	275	149	VIM	FMCG	Dishcare
127	170	43	BOURNVITA	Food & Beverage	Nutritional supplement
128	99	-29	NIVEA	FMCG	Bath/Beauty
129	62	-67	AUDI	Automobile	Four Wheeler - Luxury
130	242	112	MIRINDA	Food & Beverage	Aerated Beverages
131	155	24	HINDUSTAN UNILEVER	Diversified	Diversified
132	94	-38	BLACKBERRY	Personal Gadgets	Mobile Phones
133	87	-46	KARBONN	Personal Gadgets	Mobile Phones
134	47	-87	BPL	Diversified	Diversified
135	240	105	ORAL B	FMCG	Oral hygiene
136	368	232	LIPTON	Food & Beverage	Tea
137	197	60	NIKON	Personal Gadgets	Camera
138	102	-36	HITACHI	Durables	Consumer Electronics
139	153	14	KODAK	Personal Gadgets	Camera
140	184	44	SUZUKI	Automobile	Four Wheeler - manufacturer
141	145	4	ALL OUT	Home Care	Mosquito repellent
142	174	32	SNAPDEAL	Internet	Internet - Online Shopping
143	82	-61	L'OREAL	FMCG	Haircare
144	131	-13	HIMALAYA	Healthcare	Ayurveda
145	144	-1	CLINIC PLUS	FMCG	Haircare
146	655	509	LOTUS HERBALS	Personal care	Personal care/cosmetics
147	68	-79	HALDIRAM'S	Food & Beverage	Packaged Snacks
148	281	133	SUNFEAST	Food & Beverage	Biscuit - Diversified
149	183	34	DISH TV	DTH	DTH
150	89	-61	PIZZA HUT	Retail	Diner/Restaurant
151	84	-67	APSARA	Stationary	Writing Accessories
152	159	7	BOROPLUS	FMCG	Bath/Beauty
153	215	62	ACC CEMENT	Manufacturing	Cement
154	101	-53	BIG BAZAAR	Retail	Personal Goods
155	265	110	REXONA	FMCG	Bath/Beauty
156	-	-	FEVER 104 FM	Media-Radio	FM
157	147	-10	PETER ENGLAND	Apparel	Menswear
158	383	225	KENSTAR	Durables	Consumer Electronics
159	152	-7	HAVELLS	Household Electricals	Fast Moving Electrical Goods
160	178	18	LIMCA	Food & Beverage	Aerated Beverages

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016



India's Most
Trusted pain
balm



Breathing new
life into India's
FMCG market

4 brands in
Top 1000 have
retained ranks



#1 Graduate/PG
education is also
gains >700 ranks

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Category
161	156	-5	AASHIRWAAD	Food & Beverage	Packaged Atta
162	212	50	FLIPKART	Internet	Internet - Online Shopping
163	244	81	IODEX	Healthcare	Pain Balm
164	176	12	MDH	Food & Beverage	Masala
165	236	71	TATA TEA	Food & Beverage	Tea
166	76	-90	INTEL	Technology	Semiconductor
167	234	67	NISSAN	Automobile	Four Wheeler - manufacturer
168	129	-39	LIFEBUOY	FMCG	Bath/Beauty
169	329	160	AVON	Personal care	Personal care/cosmetics
170	73	-97	CINTHOL	FMCG	Bath/Beauty
171	60	-111	GARNIER	FMCG	Bath/Beauty
172	211	39	BANK OF INDIA	BFSI	Bank - PSU
173	576	403	PATANJALI	FMCG	Diversified
174	106	-68	NATARAJ	Stationary	Writing Accessories
175	264	89	JOCKEY	Apparel	Innerwear
176	191	15	ZEE TV	Media - TV	Hindi GEC
177	177	0	WOODLAND	Personal Accessories	Footwear
178	226	48	OLX.IN	Internet	Internet Classifieds Service
179	268	89	BAJAJ PULSAR	Automobile	Two Wheeler - brand
180	453	273	SPICE	Personal Gadgets	Mobile Phones
181	126	-55	SURF EXCEL	FMCG	Fabric care
182	252	70	OLAY	FMCG	Bath/Beauty
183	141	-42	IBM	Services	Consulting/Services
184	229	45	AMWAY	FMCG	Direct Selling
185	384	199	GLUCON D	Food & Beverage	Powdered Drink
186	73	-113	CINTHOL	FMCG	Bath/Beauty
187	66	-121	LAYS	Food & Beverage	Packaged Snacks
188	381	193	WHEEL	FMCG	Fabric care
189	913	724	OXFORD	Education	Graduate/PG Education
190	207	17	FEVICOL	FMCG	Adhesive
191	119	-72	INFOSYS	Technology	Software Services
192	165	-27	AMBUJA CEMENT	Manufacturing	Cement
193	335	142	MEDIMIX	FMCG	Bath/Beauty
194	195	1	BANK OF BARODA	BFSI	Bank - PSU
195	798	603	BHARATGAS	Energy	LPG
196	209	13	CEAT	Automobile - Related	Tyres
197	272	75	ZANDU BALM	Healthcare	Pain Balm
198	457	259	SHARP	Durables	Consumer Electronics
199	251	52	CADBURY 5 STAR	Food & Beverage	Chocolate Bar
200	635	435	ASUS	Technology	Personal Technology

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016



Only salt brand
in the Top 1000

Tops 3 years in
a row



It's sahara's
massive rank
gain a sign of
revival?

Sabse Tez
AAJ TAK

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Catagory
201	645	444	SHELL	Energy	Oil and Gas
202	201	-1	FORTUNE	Food & Beverage	F&B - Diversified
203	114	-89	GILLETTE	Consumer Products	Shaving Products
204	213	9	TATA SALT	Food & Beverage	Salt
205	340	135	TIMES OF INDIA	Media - Print	Newspaper - English
206	210	4	P&G	Diversified	Diversified
207	260	53	TATA MOTORS	Automobile	Four Wheeler - manufacturer
208	574	366	CITIBANK	BFSI	Bank - Foreign
209	444	235	VLCC	Healthcare	Health Management
210	266	56	VIMAL	Apparel	Fabric
211	230	19	MOTHER DAIRY	Food & Beverage	Dairy - Diversified
212	354	142	MAX	Diversified	Diversified
213	-	-	INDIAN OVERSEAS BANK	BFSI	Bank - PSU
214	695	481	SINTEX	Manufacturing	Diversified
215	963	748	SAHARA	Diversified	Diversified
216	-	-	YOUTUBE	Internet	Video-sharing
217	175	-42	MCDONALD'S	Retail	QSR
218	510	292	RANBAXY	Healthcare	Pharmaceuticals
219	143	-76	HAIER	Durables	Consumer Electronics
220	93	-127	J&J	Healthcare	Healthcare - Diversified
221	127	-94	ANCHOR ELECTRICALS	Household Electricals	Fast Moving Electrical Goods
222	-	-	SPARX	Personal Accessories	Footwear
223	318	95	HONDA ACTIVA	Automobile	Automatic Scooter
224	-	-	STAR GOLD	Media - TV	Hindi Movies
225	83	-142	L & T	Diversified	Diversified
226	-	-	ZEE NEWS	Media - TV	Hindi News
227	247	20	CADBURY DAIRY MILK	Food & Beverage	Chocolate Bar
228	928	700	RED BULL	Food & Beverage	Energy Drink
229	312	83	TATA SKY	DTH	DTH
230	765	535	OPPO	Personal Gadgets	Mobile Phones
231	108	-123	KURKURE	Food & Beverage	Packaged Snacks
232	172	-60	ARIEL	FMCG	Fabric care
233	-	-	SURYA LED LIGHT	Household Electricals	LED
234	167	-67	LEE COOPER	Apparel	Casualwear
235	456	221	SIYARAM	Apparel	Fabric
236	169	-67	MERCEDES BENZ	Automobile	Four Wheeler - Luxury
237	186	-51	KISSAN	Food & Beverage	F&B - Diversified
238	947	709	AAJ TAK	Media - TV	Hindi News
239	850	611	MANGOLA	Food & Beverage	Non-aerated Beverages
240	626	386	DNA	Media - Print	Newspaper - English

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016



Blockbusting
category leader
for three years



No pain
Only gain

Everyone's Bhai,
Always trusted

267
2016
605
2015
519
2014

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Category
241	441	200	RUPA	Apparel	Innerwear
242	181	-61	VICCO	FMCG	Oral hygiene
243	142	-101	ASIAN PAINTS	Manufacturing	Paints
244	385	141	SUBWAY	Retail	QSR
245	148	-97	PANTALOONS	Apparel	Casualwear
246	299	53	REYNOLDS	Stationary	Writing Accessories
247	233	-14	DABUR VATIKA	FMCG	Haircare
248	795	547	APOLLO TYRES	Automobile - Related	Tyres
249	372	123	MARUTI SUZUKI SWIFT	Automobile	Car - Hatchback
250	223	-27	AMITABH BACHCHAN	Personality	Cinema - Male
251	-	-	SPICEJET	Transportation	Airlines - Indian
252	-	-	TWITTER	Internet	Social Networking
253	526	273	DULUX PAINTS	Manufacturing	Paints
254	121	-133	NDTV	Media - TV	Channel Cluster
255	193	-62	PARAGON	Personal Accessories	Footwear
256	232	-24	VASELINE	FMCG	Bath/Beauty
257	701	444	EBAY	Internet	Internet - Online Shopping
258	185	-73	POLO CANDY	Food & Beverage	Mouth Freshner
259	292	33	INDIAN OIL	Energy	Oil and Gas
260	746	486	WHATSAPP	Internet	Instant Messaging Service
261	482	221	ROYAL STAG	Alcoholic Beverages	Whisky
262	323	61	RAYBAN	Personal Accessories	Eyewear
263	592	329	CROCIN	Healthcare	OTC
264	400	136	AMRUTANJAN	Healthcare	Pain Balm
265	157	-108	LIJJAT PAPAD	Food & Beverage	Fast Moving Foods
266	162	-104	LOOP	Telecom	Mobile Telephony
267	605	338	SALMAN KHAN	Personality	Cinema - Male
268	689	421	CADBURY GEMS	Food & Beverage	Candy
269	493	224	SUNRISE OIL	Food & Beverage	Edible Oil
270	538	268	WILD STONE	FMCG	Deo/Perfume
271	443	172	MORTEIN	Home Care	Mosquito repellent
272	347	75	PARKER PENS	Stationary	Premium Writing Accessories
273	440	167	UJALA	FMCG	Fabric care
274	110	-164	AACHI MASALA	Food & Beverage	Masala
275	358	83	TIMEX	Personal Accessories	Watches
276	714	438	PARLE	Food & Beverage	Biscuits - Diversified
277	504	227	VADILAL	Food & Beverage	Ice Cream
278	454	176	HAJMOLA	Food & Beverage	Candy
279	969	690	AMERICAN EXPRESS	BFSI	Credit/Debit card
280	391	111	ROYAL ENFIELD	Automobile	Two Wheeler - manufacturer

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

	BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Category
	281	128	-153	MTR	Food & Beverage	RTC Foods
	282	189	-93	AJANTA	Home Care	Clocks
	283	132	-151	7UP	Food & Beverage	Aerated Beverages
	284	287	3	DHFL	BFSI	Home Finance
	285	784	499	VKC	Personal Accessories	Footwear
	286	219	-67	FILA	Personal Accessories	Sportswear
Most Trusted home appliance	287	673	386	MILTON	Home Care	Home Appliances
	288	555	267	HIMANI FAST RELIEF	Healthcare	Pain Balm
	289	405	116	EPSON	Technology	Personal Technology
	290	248	-42	SAFFOLA	Food & Beverage	Edible Oil
	291	302	11	NEROLAC	Manufacturing	Paints
	292	380	88	O GENERAL	Durables	Consumer Electronics
	293	342	49	GOLD FLAKE	Cigarette	Cigarette
	294	288	-6	TAJ MAHAL TEA	Food & Beverage	Tea
	295	-	-	HINDUSTAN MOTORS	Automobile	Four Wheeler - manufacturer
	296	238	-58	KINLEY	Food & Beverage	Packaged Drinking Water
	297	327	30	SKODA	Automobile	Four Wheeler - manufacturer
	298	270	-28	TANISHQ	Personal Accessories	Jewellery
	299	332	33	RELAXO	Personal Accessories	Footwear
	300	392	92	SAMSUNG GALAXY	Personal Gadgets	Mobile Phone - Brand
	301	203	-98	AIR INDIA	Transportation	Government Airlines
	302	442	140	ASHOK LEYLAND	Automobile	Auto - Commercial vehicles
ESPN Trust sixer #1 Sports TV debut	303	-	-	ESPN	Media - TV	Sports
	304	300	-4	VIVEL	FMCG	Bath/Beauty
	305	436	131	ORIENT	Household Electricals	Fans
	306	-	-	HBO	Media - TV	English Movies
	307	455	148	GIONEE	Personal Gadgets	Mobile Phones
	308	326	18	CAMEL	Stationary	Writing Accessories
	309	438	129	NILKAMAL	Home Care	Furniture/Furnishing Retail
	310	-	-	THOMSON	Durables	Consumer Electronics
	311	623	312	ENGAGE	FMCG	Deo/Perfume
Gaining ranks Quikr	312	505	193	QUIKR	Internet	Internet Classifieds Service
	313	492	179	CANARA BANK	BFSI	Bank - PSU
	314	320	6	PRESTIGE	Kitchen Care	Kitchen Appliances
	315	-	-	VISA	BFSI	Credit/Debit card
	316	-	-	RAMDEV FOOD PRODUCTS	Food & Beverage	F&B - Diversified
	317	822	505	YIPPEE	Food & Beverage	Fast Moving Foods
	318	124	-194	AKAI TV	Durables	Consumer Product
	319	494	175	BHARAT PETROLEUM	Energy	Oil and Gas
KENT Mineral RO Water Purifiers Consistently trusted category leader for the last 5 years	320	192	-128	KENT	Durables	Water Purifier

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Catagory
321	703	382	DHL	Services	Express Service
322	181	-141	VICKS	Healthcare	OTC
323	560	237	OLD SPICE	FMCG	Deo/Perfume
324	104	-220	HAMAM	FMCG	Bath/Beauty
325	-	-	PAY PAL	Internet	Online Payment Service
326	256	-70	NESTLE KITKAT	Food & Beverage	Chocolate Bar
327	-	-	GMAIL	Internet	Email service
328	579	251	STAR PLUS	Media - TV	Hindi GEC
329	736	407	DUTA SPICES	Food & Beverage	Masala
330	70	-260	BINGO	Food & Beverage	Packaged Snacks
331	-	-	INDIAN BANK	BFSI	Bank - PSU
332	615	283	HAVMOR	Food & Beverage	Ice Cream
333	697	364	PVR	Entertainment	Cinema - Display
334	451	117	SLICE	Food & Beverage	Non-aerated Beverages
335	-	-	OSMANIA UNIVERSITY	Education	University
336	530	194	CROMA	Retail	Consumer Electronics
337	910	573	ORACLE	Technology	Software Products
338	304	-34	CHEVROLET	Automobile	Four Wheeler - manufacturer
339	216	-123	BLUE STAR	Durables	Consumer Electronics
340	138	-202	BRU	Food & Beverage	Instant Coffee
341	-	-	PAYTM	Internet	Online Payment Service
342	540	198	CHIK SHAMPOO	FMCG	Bath/Beauty
343	271	-72	DENIM	Branded Fashion	Branded Fashion
344	187	-157	PARK AVENUE	FMCG	Bath/Beauty
345	279	-66	BABOOL	FMCG	Oral hygiene
346	228	-118	CIPLA	Healthcare	Pharmaceuticals
347	173	-174	AAVIN DAIRY	Food & Beverage	Dairy Products
348	-	-	FEDEX	Services	Express Service
349	118	-231	COMPLAN	Food & Beverage	Nutritional supplement
350	-	-	KARUR VYSYA BANK	BFSI	Bank - Private
351	529	178	KNORR	Food & Beverage	Fast Moving Foods
352	158	-194	HARPIC	Home Care	Toilet Cleaner
353	249	-104	AQUAFINA	Food & Beverage	Packaged Drinking Water
354	81	-273	BOROLINE	FMCG	Bath/Beauty
355	-	-	TATA TISCON	Heavy Industries	TMT Bars
356	449	93	CISCO	Technology	Diversified
357	882	525	LIFE OK	Media - TV	Hindi GEC
358	481	123	RASNA	Food & Beverage	Powdered Drink
359	225	-134	KHAITAN	Household Electricals	Fans
360	978	618	MONTEX	Stationary	Writing Accessories

Has more....
Trust

paytm

Trust pays

South dominated
Aavin dairy is
also India's Most
Trusted Dairy
Product



Only toilet
cleaner in Top
1000

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

JK Cement

Cementing trust

Topping its sub-category 2 years running superceeding ICICI prudential in 2015

India's trust leading health insurance brand since 2014

India's Most Trusted Premium Whisky making a reappearance from 297 in 2014

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Catagory
361	418	57	HINDWARE	Home Care	Bath fixtures
362	276	-86	BISK FARM	Food & Beverage	Biscuits - Diversified
363	293	-70	JOHN PLAYER	Apparel	Menswear
364	316	-48	PRIYA FOODS	Food & Beverage	F&B - Diversified
365	235	-130	FROOTI	Food & Beverage	Non-aerated Beverages
366	617	251	NANDINI MILK	Food & Beverage	Dairy - Milk
367	516	149	BROOKE BOND TEA	Food & Beverage	Tea
368	886	518	JK CEMENT	Manufacturing	Cement
369	395	26	BHARTI AXA	BFSI	Insurance - Private
370	890	520	92.7 BIG FM	Media-Radio	FM
371	231	-140	CAMLIN	Stationary	Writing Accessories
372	903	531	SACHIN TENDULKAR	Personality	Sports - Male
373	246	-127	EVEREST	Food & Beverage	Masala
374	371	-3	KELVINATOR	Durables	Consumer Electronics
375	291	-84	HAWKINS	Kitchen Care	Kitchen Appliances
376	257	-119	PARRYWARE	Home Care	Bath fixtures
377	298	-79	MARGO	FMCG	Bath/Beauty
378	202	-176	HEAD & SHOULDER	FMCG	Haircare
379	480	101	KELLOGG'S	Food & Beverage	Fast Moving Foods
380	594	214	BAJAJ DISCOVER	Automobile	Two Wheeler - brand
381	581	200	RBI	BFSI	Bank - Federal
382	182	-200	ACTION SHOES	Personal Accessories	Footwear
383	283	-100	SHAHRUKH KHAN	Personality	Cinema - Male
384	-	-	HERO BIKE PASSION	Automobile	Two Wheeler - brand
385	471	86	MTNL	Telecom	Landline telephony
386	218	-168	NESCAFE	Food & Beverage	Instant Coffee
387	338	-49	WILLS LIFESTYLE	Apparel	Branded Apparel
388	-	-	LAY'S MAXX	Food & Beverage	Packaged Snacks
389	750	361	MIDDAY	Media - Print	Newspaper - English
390	489	99	LAKHANI	Personal Accessories	Footwear
391	-	-	IMPERIAL BLUE	Alcoholic Beverages	Whisky
392	479	87	NOVA HEALTHCARE	Healthcare	Daycare services
393	563	170	MAX BUPA	BFSI	Health Insurance
394	208	-186	KHADIM	Personal Accessories	Footwear
395	-	-	JOHNNIE WALKER	Alcoholic Beverages	Premium Whisky
396	622	226	ORPAT	Household Electricals	Fans
397	360	-37	CELKON	Personal Gadgets	Mobile Phones
398	163	-235	TATA NANO	Automobile	Car - Hatchback
399	285	-114	ORIFLAME	FMCG	Direct Selling
400	168	-232	CITIZEN	Personal Accessories	Watches

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Catagory
401	-	-	CHANDRIKA	FMCG	Bath/Beauty
402	116	-286	EMAMI	FMCG	Diversified
403	-	-	LUX COZI	Apparel	Innerwear
404	625	221	XOLO	Personal Gadgets	Mobile Phones
405	495	90	BUTTERFLY APPLIANCES	Kitchen Care	Kitchen Appliances
406	224	-182	IFB APPLIANCES	Durables	Kitchen Appliances
407	478	71	KOHINOOR BASMATI RICE	Food & Beverage	Packaged Rice
408	-	-	GO AIR	Transportation	Airlines - Indian
409	411	2	SYSKA LED	Household Electricals	LED
410	955	545	LUMIA	Personal Gadgets	Mobile Phones
411	349	-62	KALYAN JEWELLERS	Personal accessories	Jewellery
412	330	-82	ALLEN SOLLY	Apparel	Branded Apparel
413	521	108	IIFL	BFSI	Bank - Financial Services
414	-	-	AMUL BUTTER	Food & Beverage	Butter
415	397	-18	CROMPTON GREAVES	Manufacturing	Engineering
416	-	-	OLA	Services	Online Taxi Aggregator
417	808	391	REVLON	FMCG	Bath/Beauty
418	309	-109	CASTROL	Lubricants	Lubricants
419	297	-122	EXIDE	Automobile - Related	Auto - Batteries
420	628	208	PIONEER	Durables	Audio equipment
421	-	-	HINDUSTAN UNIVERSITY	Education	University
422	398	-24	INDIGO	Transportation	Airlines - Indian
423	668	245	CREAMBELL	Food & Beverage	Ice Cream
424	-	-	KIDZEE	Education	Pre-School
425	301	-124	PAMPERS	FMCG	Diapers
426	420	-6	DABUR LAL DANTMANJAN	FMCG	Oral hygiene
427	459	32	TVS APACHE	Automobile	Two Wheeler - brand
428	295	-133	AMERICAN TOURISTER	Personal Accessories	Luggage/Bags
429	732	303	YARDLEY	FMCG	Deo/Perfume
430	417	-13	RENAULT	Automobile	Four Wheeler - manufacturer
431	305	-126	TUBORG	Alcoholic Beverages	Beer
432	222	-210	HYUNDAI SANTRO	Automobile	Car - Hatchback
433	873	440	CADBURY PERK	Food & Beverage	Chocolate Bar
434	-	-	ARVIND	Apparel	Apparel - Diversified
435	-	-	GOWARDHAN GHEE	Food & Beverage	Ghee
436	352	-84	ABP NEWS	Media - TV	Hindi News
437	735	298	KANGAROO KIDS	Education	Pre-School
438	600	162	SUN TV	Media - TV	Tamil GEC
439	445	6	FERRARI	Automobile	Four Wheeler - Luxury
440	431	-9	MITSUBISHI	Automobile	Four Wheeler - manufacturer



Second appearance in BTR history and climbing its way up



Debut!

#1 Trusted Diapers

Only ghee brand in Top 1000



ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

Savlon
Making a comeback
from 518th in 2014

tbz
Accessorising its way
to the top 3 jewellery
brands


Entrée India's most
trusted dinnerware
brand

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Catagory
441	452	11	JAGUAR	Automobile	Four Wheeler - Luxury
442	557	115	OREO	Food & Beverage	Biscuits - Brand
443	-	-	HUGO BOSS	Branded Fashion	Branded Fashion
444	-	-	VESPA	Automobile	Automatic Scooter
445	-	-	LUMINOUS	Household Products	Inverters / Batteries
446	486	40	NIPPO BATTERIES	FMCG	Consumer Batteries
447	-	-	SAVLON	FMCG	Antiseptics
448	-	-	SOCIETY TEA	Food & Beverage	Tea
449	-	-	TVS JUPITER	Automobile	Automatic Scooter
450	949	499	HATHWAY	Cable	Cable Network
451	190	-261	FANTA	Food & Beverage	Aerated Beverages
452	356	-96	CLASSIC	Cigarette	Cigarette
453	587	134	D MART	Retail	Hypermarket
454	204	-250	EVA	FMCG	Deo/Perfume
455	448	-7	VAN HEUSEN	Apparel	Branded Apparel
456	408	-48	AQUAGUARD	Durables	Water Purifier
457	659	202	DTDC	Services	Express Service
458	593	135	GOKUL MILK	Food & Beverage	Dairy - Milk
459	261	-198	AAMIR KHAN	Personality	Cinema - Male
460	705	245	TOYOTA INNOVA	Automobile	Car - SUV/MUV
461	464	3	CALVIN KLEIN	Branded Fashion	Branded Fashion
462	-	-	DUKE'S	Food & Beverage	Aerated Beverages
463	470	7	TBZ	Personal Accessories	Jewellery
464	559	95	NIHAR	FMCG	Haircare
465	396	-69	VOLKSWAGEN	Automobile	Four Wheeler - manufacturer
466	-	-	VIVO	Personal Gadgets	Mobile Phones
467	872	405	MANFORCE	FMCG	Condoms
468	536	68	ODONIL	Home Care	Air Freshener
469	432	-37	SIEMENS	Diversified	Diversified
470	346	-124	PALMOLIVE	FMCG	Bath/Beauty
471	776	305	DUNLOP	Automobile - Related	Tyres
472	140	-332	MOOV	Healthcare	Pain Balm
473	-	-	SKYPE	Internet	Video Call Service
474	523	49	NIIT	Education	Training
475	194	-281	LIZOL	FMCG	Disinfectant
476	895	419	BAGPIPER	Alcoholic Beverages	Whisky
477	-	-	LA OPALA	Home Care	Dinnerware
478	797	319	TATA AIA LIFE INSURANCE	BFSI	Insurance - Private
479	-	-	NANA PATEKAR	Personality	Cinema - Male
480	644	164	CYCLE AGARBATTI	Home Care	Agarbatti

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

New Entrants

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Catagory
481	919	438	HAYWARD	Alcoholic Beverages	Beer
482	686	204	MAX LIFE INSURANCE	BFSI	Insurance - Private
483	-	-	JBL	Durables	Audio equipment
484	-	-	MAGNUM	Food & Beverage	Ice Cream
485	636	151	ONGC	Energy	Oil and Gas
486	-	-	SHALIMAR PAINTS	Manufacturing	Paints
487	402	-85	BRITANNIA TIGER	Food & Beverage	Biscuits - Brand
488	779	291	D'DAMAS	Personal Accessories	Jewellery
489	382	-107	GHARI DETERGENT	FMCG	Fabric care
490	669	179	LOUIS PHILIPPE	Apparel	Branded Apparel
491	366	-125	ANMOL	Food & Beverage	Biscuits - Diversified
492	744	252	RAJNIGANDHA	Food & Beverage	Mouth Freshner - Traditional
493	294	-199	LIRIL	FMCG	Bath/Beauty
494	633	139	JET AIRWAYS	Transportation	Airlines - Indian
495	854	359	MAMY POKO PANTS	FMCG	Diapers
496	296	-200	MOUNTAIN DEW	Food & Beverage	Aerated Beverages
497	-	-	TATA STEEL	Heavy Industries	Metal & Mining
498	253	-245	MTS	Telecom	Mobile Telephony
499	-	-	LINKEDIN	Internet	Social Networking
500	726	226	FAIR AND HANDSOME	FMCG	Bath/Beauty
501	462	-39	METRO	Retail	Retail - Footwear
502	-	-	TAJ BENGAL HOTEL	Hospitality	Hotels
503	-	-	O2	Services	Spa
504	345	-159	TAAZA	Food & Beverage	Tea
505	761	256	AVIVA	BFSI	Insurance - Private
506	867	361	RAIL NEER	Food & Beverage	Packaged Drinking Water
507	621	114	ATLAS CYCLE	Transportation	Bicycles
508	308	-200	DABUR AMLA	FMCG	Bath/Beauty
509	514	5	DHARA	Food & Beverage	Edible Oil
510	377	-133	SKYBAGS	Personal Accessories	Luggage/Bags
511	477	-34	DISCOVERY CHANNEL	Media - TV	Factual entertainment
512	838	326	VOLVO	Automobile	Auto - Commercial vehicles
513	241	-272	CASIO	Personal Gadgets	Personal Technology
514	-	-	BAJAJ ELECTRICALS	Durables	Consumer Electronics
515	461	-54	TROPICANA	Food & Beverage	Packaged Juice
516	545	29	MAYUR SUITINGS	Apparel	Fabric
517	379	-138	MONGINIS	Retail	Cakeshop
518	679	161	MOCHI	Personal Accessories	Footwear
519	941	422	BOOMER	Food & Beverage	Chewing Gum
520	348	-172	COBRA	Alcoholic Beverages	Beer

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

Second appearance
with 256 rank loss



Most trusted
English news

3rd appearance in
BTR

India's Most
Trusted Hindi
Newspaper

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Category
521	319	-202	DLF	Construction	Real Estate Developer
522	485	-37	INDIA GATE	Food & Beverage	Packaged Rice
523	465	-58	SUNDROP	Food & Beverage	Edible Oil
524	537	13	BINANI CEMENT	Manufacturing	Cement
525	-	-	LUPIN	Healthcare	Pharmaceuticals
526	547	21	HONDA CITY	Automobile	Car - Sedan
527	664	137	EICHER	Automobile	Auto - Commercial vehicles
528	497	-31	ZODIAC	Apparel	Formalwear
529	273	-256	MAXIMA WATCHES	Personal Accessories	Watches
530	836	306	MAHARAJA APPLIANCES	Durables	Kitchen Appliances
531	324	-207	LACOSTE	Apparel	Casualwear
532	-	-	AAKRITI SAREE	Apparel	Saree
533	904	371	98.3 RADIO MIRCHI FM	Media-Radio	FM
534	311	-223	ELLE 18	FMCG	Bath/Beauty
535	585	50	POLAR FAN	Household Electricals	Fans
536	-	-	TUPPERWARE	Kitchen Care	Kitchen Appliances
537	-	-	MAHINDRA GUSTO	Automobile	Automatic Scooter
538	583	45	BBC	Media - TV	English News
539	282	-257	KWALITY WALLS	Food & Beverage	Ice Cream
540	217	-323	DAIKIN	Durables	Consumer Electronics
541	200	-341	AYUR	Healthcare	Ayurveda
542	591	49	INDIA TODAY	Media - Print	Magazine - English
543	-	-	PAKIZA DEPARTMENTAL STORE	Retail	General
544	654	110	DOLLAR	Apparel	Innerwear
545	-	-	JAYPEE CEMENT	Manufacturing	Cement
546	709	163	PEDIASURE	Healthcare	Baby Food
547	976	429	ZARA	Branded Fashion	Branded Fashion
548	-	-	SAYAJI	Hospitality	Hotels
549	846	297	AIRWICK	Home Care	Air Freshener
550	446	-104	RATAN TATA	Personality	Business - Male
551	518	-33	PAN PARAG	Food & Beverage	Mouth Freshner - Traditional
552	310	-242	BRITANNIA 50 50	Food & Beverage	Biscuits - Brand
553	670	117	SENCO GOLD JEWELLERS	Personal Accessories	Jewellery
554	474	-80	UCO BANK	BFSI	Bank - PSU
555	258	-297	APOLLO HOSPITALS	Healthcare	Hospitals
556	770	214	MUFTI	Apparel	Casualwear
557	-	-	JOYALUKKAS	Personal Accessories	Jewellery
558	-	-	93.5 RED FM	Media	Radio FM
559	688	129	SREE LEATHERS	Personal Accessories	Footwear
560	775	215	NAVBHARAT TIMES	Media - Print	Newspaper - Hindi

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Catagory
561	-	-	HONDA CRF	Automobile	Two Wheeler - brand
562	837	275	T-SERIES	Entertainment	Cinema - Diversified
563	874	311	ABP ANANDA	Media - TV	Regional News Channel
564	237	-327	CLASSMATE	Stationary	Notebooks
565	731	166	CENTER FRESH	Food & Beverage	Chewing Gum
566	-	-	PHILIPS CFL	Household Electricals	CFL
567	370	-197	KIRLOSKAR	Diversified	Diversified
568	-	-	MONIX MOBILE	Personal Gadgets	Mobile Phones
569	677	108	HERO SPLENDOR	Automobile	Two Wheeler - brand
570	-	-	APNA SWEETS	Retail	Sweets center
571	-	-	TIGER BALM	Healthcare	Pain Balm
572	855	283	SET WET	FMCG	Bath/Beauty
573	590	17	PUREIT	Durables	Water Purifier
574	-	-	AMUL INNERWEAR	Apparel	Innerwear
575	902	327	FUJI FILM	Personal Gadgets	Camera
576	353	-223	DALDA	Food & Beverage	Hydrogenated Vegetable Oil
577	721	144	OMEGA	Personal Accessories	Watches
578	-	-	DENVER PERFUME	FMCG	Deo/Perfume
579	-	-	SYMPHONY	Durables	Coolers
580	-	-	MYNTRA	Internet	Internet - Online Shopping
581	550	-31	LAFARGE	Manufacturing	Cement
582	-	-	LOTTE	Diversified	Diversified
583	-	-	MILLER LITE	Alcoholic Beverages	Beer
584	390	-194	TISSOT	Personal Accessories	Watches
585	-	-	KAMASUTRA	FMCG	Condoms
586	351	-235	SINGER	Home Care	Home Appliances
587	-	-	IRIS HOSPITAL	Healthcare	Hospitals
588	-	-	LOVABLE	Apparel	Lingerie
589	933	344	B.E.S.T.	Government Body	Bus Transportation
590	-	-	MILMA	Food & Beverage	Dairy - Diversified
591	-	-	MADHUR SUGAR	Food & Beverage	Sugar
592	339	-253	BIKANERVALA	Food & Beverage	Packaged Snacks
593	331	-262	TOPAZ	Consumer Products	Shaving Products
594	849	255	AMARON	Automobile - Related	Auto - Batteries
595	-	-	PARLE GOLD STAR	Food & Beverage	Biscuits - Brand
596	826	230	FORTIS HOSPITAL	Healthcare	Hospitals
597	805	208	INDIA TV	Media - TV	Hindi News
598	619	21	COLOR PLUS	Apparel	Menswear
599	-	-	SIGNATURE	Alcoholic Beverages	Whisky
600	601	1	MUTHOOT FINANCE	BFSI	Diversified - Finance



Time to Trust
2012 - 557
2013 - 337
2014 - 399

I've seen a new entrant



Signing on a first appearance

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016


Tuning down from
549 in 2015


Trust energy levels
going low falling 209
ranks from 2015

Climbing up the
online shopping
ladder



Consistently shining
at 637 and 630 in
2014

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Category
601	421	-180	FIAT	Automobile	Four Wheeler - manufacturer
602	-	-	WINDOWS	Technology	Software Products
603	-	-	LG TV	Durables	Consumer Electronics
604	549	-55	MTV	Media - TV	Music Channel
605	-	-	OLIVIA	FMCG	Bath/Beauty
606	-	-	NAVNEET	Stationary	Writing Accessories
607	-	-	BAJAJ AUTO	Automobile	Two Wheeler - manufacturer
608	612	4	BLACK DOG	Alcoholic Beverages	Premium Whisky
609	-	-	GEETANJALI GEMS	Personal Accessories	Jewellery
610	401	-209	DURACELL	FMCG	Consumer Batteries
611	-	-	TT TEXTILES	Apparel	Fabric
612	-	-	TEVA PHARMACEUTICALS	Healthcare	Pharmaceuticals
613	-	-	LIBERO	FMCG	Diapers
614	899	285	SMIRNOFF	Alcoholic Beverages	Vodka
615	641	26	JK TYRE	Automobile - Related	Tyres
616	-	-	CRYSTAL	Kitchen Care	Kitchen Appliances
617	-	-	BAJAJ KAWASAKI	Automobile	Two Wheeler - brand
618	290	-328	TATA INDICA	Automobile	Car - Hatchback
619	653	34	YEPME.COM	Internet	Internet - Online Shopping
620	-	-	BUDWEISER	Alcoholic Beverages	Beer
621	589	-32	DABUR HONEY	Food & Beverage	Honey
622	981	359	ZENITH	Technology	Personal Technology
623	-	-	KANNAN DEVAN	Food & Beverage	Tea
624	389	-235	BOVONTO	Food & Beverage	Aerated Beverages
625	-	-	ELITE	Personal Accessories	Footwear
626	643	17	EUREKA FORBES	Durables	Water Purifier
627	584	-43	FENA	FMCG	Fabric care
628	-	-	UBER	Services	Online Taxi Aggregator
629	541	-88	FIAMA DI WILLS	FMCG	Bath/Beauty
630	-	-	IBN 7	Media - TV	Hindi News
631	745	114	BRIDGESTONE	Automobile - Related	Tyres
632	977	345	HUAWEI	Telecom	Diversified
633	245	-388	CARRIER	Durables	Consumer Electronics
634	-	-	SUPREME	Home Care	Furniture/Furnishing Retail
635	917	282	HONDA SHINE	Automobile	Two Wheeler - brand
636	328	-308	BAIDYANATH	Healthcare	Ayurveda
637	630	-7	COLGATE CIBACA	FMCG	Oral hygiene
638	367	-271	FA	FMCG	Bath/Beauty
639	783	144	BLUE DART	Services	Express Service
640	350	-290	GUCCI	Branded Fashion	Branded Fashion

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

Piggy chops topping the pops



BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Category
641	748	107	PRIYANKA CHOPRA	Personality	Cinema - Female
642	483	-159	CAFE COFFEE DAY (CCD)	Retail	Café
643	620	-23	UNION BANK OF INDIA	BFSI	Bank - PSU
644	490	-154	P C CHANDRA JEWELLERS	Personal Accessories	Jewellery
645	220	-425	HUGGIES	FMCG	Diapers
646	-	-	BAJAJ ALLIANZ	BFSI	Insurance - Private
647	843	196	MAKEMYTRIP	Internet	Travel Services
648	956	308	PEARLPET	Kitchen Care	Kitchen Appliances
649	986	337	TATA PHOTON	Technology	Datacard
650	810	160	BABA RAMDEV	Personality	Spiritual Leader
651	-	-	ROCA	Home Care	Bath fixtures
652	556	-96	ANJALI JEWELLERS	Personal Accessories	Jewellery
653	953	300	S KUMARS	Apparel	Fabric
654	-	-	INDIAN RAILWAYS	Government Body	Rail Transportation
655	859	204	GEMINI OIL	Food & Beverage	Edible oil
656	434	-222	TURTLE	Apparel	Menswear
657	289	-368	BERGER PAINTS	Manufacturing	Paints
658	-	-	BEING HUMAN	Apparel	Casualwear
659	567	-92	NESTLE MUNCH	Food & Beverage	Chocolate Bar
660	525	-135	MONTE CARLO	Apparel	Apparel - Diversified
661	682	21	BAJAJ CAPITAL	BFSI	Mutual Funds/ Investment Services
662	-	-	SUNLIGHT DETERGENT	FMCG	Fabric care
663	-	-	VIJAYA BANK	BFSI	Bank - PSU
664	-	-	NAVRATAN JEWELLERS	Personal Accessories	Jewellery
665	286	-379	COLORS TV	Media - TV	Hindi GEC
666	359	-307	MAHINDRA SCORPIO	Automobile	Car - SUV/MUV
667	-	-	MANYAVAR	Apparel	Ethnicwear
668	488	-180	SOURAV GANGULY	Personality	Sports - Male
669	513	-156	HYUNDAI I20	Automobile	Car - Hatchback
670	678	8	INDANE GAS	Energy	LPG
671	303	-368	LIVON	FMCG	Bath/Beauty
672	647	-25	SHAKTI BHOG	Food & Beverage	Packaged Atta
673	718	45	SAFARI	Personal Accessories	Luggage/Bags
674	199	-475	MCDOWELL'S	Alcoholic Beverages	Whisky
675	-	-	HATHI MASALA	Food & Beverage	Masala
676	754	78	FINOLEX	Manufacturing	Diversified
677	374	-303	TOMMY HILFIGER	Branded Fashion	Branded Fashion
678	-	-	UNITED BANK OF INDIA	BFSI	Bank - PSU
679	509	-170	SHOPPERS STOP	Retail	Personal Goods
680	227	-453	SPINZ DEO	FMCG	Deo/Perfume

Ahead of Prapti Fashion in ethnicwear



A choppy fashion wave

2014 939
2015 509
2016 679

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

Will HUL's struggle with the brand ease?



Entering with a bang



Surprising lone entry in a trust sensitive category

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Category
681	711	30	GSK	Healthcare	Pharmaceuticals
682	676	-6	SANDISK	Personal Gadgets	Memory storage
683	786	103	AJANTA PHARMA	Healthcare	Pharmaceuticals
684	-	-	BILL GATES	Personality	Business - Male
685	277	-408	SUPER-MAX	Consumer Products	Shaving Products
686	-	-	LOKMAT	Media - Print	Newspaper - Marathi
687	548	-139	ARISTOCRAT	Personal Accessories	Luggage/Bags
688	-	-	ANNAPURNA	Food & Beverage	F&B - Diversified
689	403	-286	MORE	Retail	Hypermarket
690	-	-	MARLBORO	Cigarette	Cigarette
691	-	-	AJANTA FOOTWEAR	Personal Accessories	Footwear
692	690	-2	FEVIKWIK	FMCG	Adhesive
693	569	-124	NESTLE EVERYDAY MILK	Food & Beverage	Dairy - Milk
694	507	-187	RED LABEL TEA	Food & Beverage	Tea
695	313	-382	EVEREADY	FMCG	Consumer Batteries
696	-	-	HRITHIK ROSHAN	Personality	Cinema - Male
697	640	-57	ARISH AYURVEDIC	Healthcare	Ayurveda
698	-	-	COSMOS BANK	BFSI	Bank - Cooperative
699	-	-	IPL	Sports	Cricket League
700	610	-90	GAIL	Energy	Natural gas
701	985	284	ANANDABAZAR PATRIKA	Media - Print	Newspaper - Bengali
702	-	-	PANASONIC TV	Durables	Consumer Product
703	334	-369	WHISPER	FMCG	Personal Hygiene Products
704	-	-	TULSHI AGARBATTI	Home Care	Agarbattis
705	-	-	CROWN	Durables	Consumer Electronics
706	-	-	B-TEX	Healthcare	Skin Cream
707	198	-509	DABUR REAL	Food & Beverage	Packaged Juice
708	-	-	PARACHUTE JASMINE OIL	FMCG	Haircare
709	-	-	VIJAY TV	Media - TV	Tamil GEC
710	812	102	KEYA SETH	Services	Spa
711	519	-192	NYCIL	FMCG	Prickly Heat Powder
712	-	-	MOTILAL OSWAL	BFSI	Mutual Funds/ Investment Services
713	-	-	OXIGEN WALLET	Internet	Online Payment Service
714	-	-	KOHLER	Home Care	Bath fixtures
715	-	-	THE TELEGRAPH	Media - Print	Newspaper - English
716	603	-113	GRT JEWELLERS	Personal Accessories	Jewellery
717	533	-184	NAVRATNA COOL OIL	FMCG	Haircare
718	-	-	ASIATIC	Retail	General
719	891	172	GODREJ LOCK	Home Care	Locks
720	413	-307	HONDA CB UNICORN	Automobile	Two Wheeler - brand

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016



Debut!

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Catagory
721	357	-364	VOLINI	Healthcare	Pain Balm
722	-	-	V-GUARD	Household Electricals	Fast Moving Electrical Goods
723	799	76	MESWAK	FMCG	Oral hygiene
724	362	-362	COMPAQ	Technology	Personal Technology
725	243	-482	JABONG	Internet	Internet - Online Shopping
726	-	-	PRAPTI FASHION	Apparel	Ethnicwear
727	790	63	MICROTEK INVERTER	Household Products	Inverters / Batteries
728	-	-	XIAOMI	Personal Gadgets	Mobile Phones
729	539	-190	ARMANI	Luxury Fashion	Luxury Fashion
730	614	-116	BAJAJ ALMOND HAIR OIL	FMCG	Haircare
731	906	175	NAAPTOL	Internet	Internet - Online Shopping
732	-	-	RACOLD	Durables	Water Heaters
733	-	-	RED CHIEF SHOES	Personal Accessories	Footwear
734	-	-	BRITANNIA CAKE	Food & Beverage	Cake
735	-	-	RNA BUILDERS	Construction	Real Estate Developer
736	-	-	ALPENLIEBE	Food & Beverage	Candy
737	-	-	METRO ICECREAM	Food & Beverage	Ice Cream
738	683	-55	MARUTI SUZUKI ALTO	Automobile	Car - Hatchback
739	416	-323	BROOKE BOND 3 ROSES	Food & Beverage	Tea
740	42	-698	ADITYA BIRLA	Diversified	Diversified
741	534	-207	ETA SOAP	FMCG	Fabric care
742	527	-215	MAYBELLINE	Personal care	Personal care/cosmetics
743	-	-	VIMAL PAN MASALA	Food & Beverage	Mouth Freshner - Traditional
744	221	-523	EVERYUTH	FMCG	Bath/Beauty
745	-	-	TELENOR	Telecom	Mobile Telephony
746	-	-	NESTLE MILKY BAR	Food & Beverage	Chocolate Bar
747	412	-335	HERO MOTOCORP CBZ	Automobile	Two Wheeler - brand
748	387	-361	ENO	Healthcare	OTC
749	546	-203	MANKIND	Healthcare	Pharmaceuticals
750	-	-	MOTI MAHAL	Retail	Diner/Restaurant
751	-	-	ASHIMA	Apparel	Fabric
752	793	41	HERO CYCLE	Transportation	Bicycles
753	-	-	CP PLUS	Household Electricals	Fast Moving Electrical Goods
754	935	181	PORSCHE	Automobile	Four Wheeler - Luxury
755	-	-	SAFED	FMCG	Fabric care
756	-	-	SHEMAROO	Entertainment	Content Production/Distribution
757	998	241	ACCENTURE	Services	Consulting/Services
758	284	-474	DOMEX	FMCG	Disinfectant
759	639	-120	ELECTROLUX	Durables	Consumer Electronics
760	764	4	DALMIA BHARAT CEMENT	Manufacturing	Cement



Effervescent Trust?

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

Is the trust dyeing?



New entry and 1st in the category



Planning a comeback in 2016

Bringing colour as India's Most Trusted

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Catagory
761	649	-112	KATRINA KAIF	Personality	Cinema - Female
762	666	-96	GANESH ATTA	Food & Beverage	Packaged Atta
763	884	121	BLUE HEAVEN COSMETICS	Personal care	Personal care/cosmetics
764	768	4	HAIR & CARE	FMCG	Haircare
765	-	-	KUMAR SANU	Personality	Singer
766	-	-	I PILL	Healthcare	OTC
767	-	-	JACK & JONES	Apparel	Casualwear
768	-	-	FOSTER'S	Alcoholic Beverages	Beer
769	373	-396	BOMBAY DYEING	Apparel	Fabric
770	840	70	GODREJ NO 1	FMCG	Bath/Beauty
771	-	-	UTI	BFSI	Mutual Funds/ Investment Services
772	757	-15	SERVO	Lubricants	Lubricants
773	-	-	LOTTO	Personal Accessories	Footwear
774	500	-274	HENKO DETERGENT	FMCG	Fabric care
775	-	-	PUNJAB KESARI	Media - Print	Newspaper - Punjabi
776	-	-	MOBIKWIK	Internet	Online Payment Service
777	-	-	AIRTEL 4G	Telecom	Mobile Telephony
778	278	-500	EXO DISH CARE	FMCG	Dishcare
779	-	-	INDU LEKHA OIL	FMCG	Haircare
780	609	-171	MARUTI SUZUKI ZEN	Automobile	Car - Hatchback
781	-	-	TRESEMME	FMCG	Haircare
782	-	-	MANIKCHAND	Diversified	Diversified
783	393	-390	PEPE	Apparel	Casualwear
784	-	-	NEWS TIME	Media - TV	Regional News Channel
785	830	45	BAJAJ AMLA SHIKAKAI HAIR OIL	FMCG	Haircare
786	-	-	MODERN BREAD	Food & Beverage	Bread
787	450	-337	SWARAJ MAZDA	Automobile	Auto - Commercial vehicles
788	958	170	VEEDOL	Lubricants	Lubricants
789	719	-70	KINGSTON	Personal Gadgets	Memory storage
790	-	-	GOODYEAR	Automobile - Related	Tyres
791	741	-50	KTM DUKE	Automobile	Two Wheeler - brand
792	512	-280	SPYKAR	Apparel	Casualwear
793	613	-180	HERBAL LIFE	Healthcare	Direct Selling
794	-	-	XPERT	FMCG	Dishcare
795	422	-373	BOSCH	Automobile - Related	Automobile Products
796	469	-327	SLEEPWELL	Home Furnishing	Mattresses
797	725	-72	KESH KALA	FMCG	Hair Dye
798	437	-361	APPY FIZZ	Food & Beverage	Aerated Beverages
799	-	-	PARLE 20 20	Food & Beverage	Biscuits - Brand
800	747	-53	KAJARIA TILES	Construction	Tiles

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

Leaders in white cloth



Filming its first appearance into the BTR

Trust ink running out?

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Catagory
801	862	61	DENA BANK	BFSI	Bank - PSU
802	-	-	LLOYD	Durables	Consumer Electronics
803	671	-132	MYSORE SANDAL	FMCG	Bath/Beauty
804	-	-	OFFICER'S CHOICE BLUE	Alcoholic Beverages	Whisky
805	-	-	ROLAND	Manufacturing	Electronic Music Equipment
806	-	-	SILK CUT	Cigarette	Cigarette
807	-	-	PARAS DAIRY	Food & Beverage	Dairy - Diversified
808	-	-	AOC	Durables	Consumer Electronics
809	100	-709	BIKAJI FOODS	Food & Beverage	Packaged Snacks
810	-	-	POGO	Media - TV	Kids channel
811	796	-15	RAMRAJ COTTON	Apparel	White Cloth
812	-	-	MOODS	FMCG	Condoms
813	-	-	SNICKERS	Food & Beverage	Chocolate Bar
814	572	-242	DUCKBACK	Apparel	Rainwear
815	-	-	HERO KARIZMA ZMR	Automobile	Two Wheeler - brand
816	712	-104	CADILA	Healthcare	Pharmaceuticals
817	742	-75	COLOR BAR	Personal care	Personal care/cosmetics
818	205	-613	CLEAN & CLEAR	FMCG	Bath/Beauty
819	-	-	THE HINDU	Media - Print	Newspaper - English
820	715	-105	BEETEL	Telecom	Phones
821	-	-	BAJAJ PLATINA	Automobile	Two Wheeler - brand
822	355	-467	NATIONAL INSURANCE	BFSI	Insurance - PSU
823	-	-	ALLAHABAD BANK	BFSI	Bank - PSU
824	-	-	NAVY CUT	Cigarette	Cigarette
825	631	-194	BADSHAH MASALA	Food & Beverage	Masala
826	-	-	COOL PAD	Personal Gadgets	Mobile Phones
827	972	145	SEIKO	Personal Accessories	Watches
828	-	-	RAJKAMAL PRAKASHAN	Publisher	Publisher
829	618	-211	KEO KARPIN	FMCG	Haircare
830	-	-	UNIVERSAL STUDIO	Entertainment	Content Production/Distribution
831	-	-	PARAG MILK	Food & Beverage	Dairy - Milk
832	869	37	PASS PASS	Food & Beverage	Mouth Freshner
833	-	-	VCARE	FMCG	Bath/Beauty
834	789	-45	BLENDERS PRIDE	Alcoholic Beverages	Whisky
835	263	-572	LINC PENS	Stationary	Writing Accessories
836	-	-	ALFA STORE	Retail	General
837	710	-127	HOMA BREAD	Food & Beverage	Bread
838	-	-	LAYER'R SHOT	FMCG	Deo/Perfume
839	568	-271	BHEL	Manufacturing	Heavy Engineering
840	515	-325	DIESEL	Apparel	Casualwear

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016



Retains #1 yet falling



Entrée into Mouth Freshener - Traditional



First time entrant

Only brand in its category

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Category
841	475	-366	CADBURY ÉCLAIR	Food & Beverage	Chocolate Bar
842	463	-379	MENTOS	Food & Beverage	Mouth Freshner
843	171	-672	TOPS SECURITY	Services	Security Services
844	-	-	MAHINDRA BOLERO	Automobile	Car - SUV/MUV
845	-	-	8 PM WHISKY	Alcoholic Beverages	Whisky
846	-	-	GLAM UP	Personal care	Personal care/cosmetics
847	-	-	INDIABULLS	Diversified	Diversified
848	259	-589	HALLS	Food & Beverage	Mouth Freshner
849	-	-	ENDURA MASS	Food & Beverage	Nutritional Protein supplement
850	-	-	BABA ELAICHI	Food & Beverage	Mouth Freshner - Traditional
851	-	-	NTPC	Energy	Energy
852	-	-	FOUR SQUARE	Cigarette	Cigarette
853	-	-	RELIANCE DIGITAL	Retail	Consumer Electronics
854	665	-189	GWALIOR SUITING	Apparel	Fabric
855	-	-	GOOD LUCK STEEL	Manufacturing	Engineering
856	602	-254	MAXX MOBILE	Personal Gadgets	Mobile Phones
857	-	-	AXN	Media - TV	English GEC
858	-	-	AJANTA HOTEL	Hospitality	Hotels
859	606	-253	TVS STARCITY	Automobile	Two Wheeler - brand
860	-	-	MICHELIN	Automobile - Related	Tyres
861	-	-	LLOYD LED TV	Durables	Consumer Electronics
862	472	-390	LIFESTYLE	Retail	Personal Goods
863	430	-433	KURLON	Home Furnishing	Mattresses
864	-	-	SHOPCLUES.COM	Internet	Internet - Online Shopping
865	-	-	BILLABONG	Education	International School
866	501	-365	DARK FANTASY	Food & Beverage	Biscuits - Brand
867	749	-118	AMITY UNIVERSITY	Education	University
868	-	-	THE WEEK	Media - Print	Magazine - English
869	-	-	KC PAL & SONS	Retail	Food and Beverage
870	-	-	ASTRAL PIPES	Manufacturing	Pipes
871	648	-223	HAMDARD	Healthcare	Unani Medicine
872	239	-633	ADANI	Diversified	Diversified
873	-	-	ADDICTION	FMCG	Deo/Perfume
874	595	-279	VEET	FMCG	Bath/Beauty
875	344	-531	ALL CLEAR	FMCG	Haircare
876	-	-	ALIA BHATT	Personality	Cinema - Female
877	-	-	ORIENTAL BANK	BFSI	Bank - PSU
878	250	-628	JINDAL STEEL	Heavy Industries	Metal & Mining
879	987	108	FLAIR	Stationary	Writing Accessories
880	788	-92	KAREENA KAPOOR	Personality	Cinema - Female

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Category
881	-	-	KINDER JOY	Food & Beverage	Candy
882	-	-	MAHINDRA AUTO	Automobile	Four Wheeler - manufacturer
883	823	-60	BIRLA SUN LIFE INSURANCE	BFSI	Insurance - Private
884	-	-	OUTLOOK	Media - Print	Magazine - English
885	-	-	TOYOTA QUANTUM	Automobile	Auto - Commercial vehicles
886	-	-	PARAMPARA AYURVED	Healthcare	Ayurveda
887	-	-	LUXOR	Stationary	Writing Accessories
888	-	-	MADHURI DIXIT	Personality	Cinema - Female
889	-	-	GFIVE PHONE	Personal Gadgets	Mobile Phones
890	691	-199	AMULYA	Food & Beverage	Dairy - Whitener
891	990	99	GUESS	Luxury Fashion	Luxury Fashion
892	415	-477	KILLER	Apparel	Casualwear
893	558	-335	MAHENDRA SINGH DHONI	Personality	Sports - Male
894	662	-232	THE ASSAM TRIBUNE	Media - Print	Newspaper - English
895	-	-	VEENA WORLD	Services	Travel Services
896	-	-	HITECH	Personal Gadgets	Mobile Phones
897	561	-336	KUTCHINA	Durables	Kitchen Appliances
898	816	-82	RELIANCE FRESH	Retail	Food and Beverage
899	399	-500	REID & TAYLOR	Apparel	Fabric
900	427	-473	US POLO	Apparel	Casualwear
901	931	30	TATA SAFARI	Automobile	Car - SUV/MUV
902	-	-	VIDEOCON D2H	DTH	DTH
903	672	-231	HERCULES	Transportation	Bicycles
904	-	-	OREVA	Household Electricals	LED
905	967	62	FEMINA	Media - Print	Magazine - English
906	-	-	LADY BIRD CYCLE	Transportation	Bicycles
907	893	-14	MINU SAREES	Apparel	Saree
908	-	-	GULF OIL LUBRICANT	Lubricants	Lubricants
909	361	-548	CARE INDIA	NGO	NGO
910	-	-	CAMPUS SHOES	Personal Accessories	Footwear
911	865	-46	PARLE HIDE & SEEK	Food & Beverage	Biscuits - Brand
912	-	-	EENADU	Media - Print	Newspaper - Telugu
913	-	-	MONT BLANC	Luxury Fashion	Luxury Fashion
914	542	-372	LEHAR	Food & Beverage	Packaged Snacks
915	388	-527	CATCH MASALA	Food & Beverage	Masala
916	-	-	RALCO TYRES	Automobile - Related	Tyres
917	-	-	ETV NEWS	Media - TV	Regional Channel Cluster
918	-	-	SAGAR RATNA	Retail	Diner/Restaurant
919	-	-	ASKME BAZAR	Internet	Internet - Online Shopping
920	-	-	PUNJAB AND SIND BANK	BFSI	Bank - PSU

"Taking the national market by storm"


VIDEOCON (d2h)
Digital DTH Service

Big contender in a competitive DTH space

Is this an indication of future expansion?

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016

	BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Catagory
	921	-	-	MARUTI SUZUKI WAGON R	Automobile	Car - Hatchback
	922	-	-	EMPORIO ARMANI	Luxury Fashion	Luxury Fashion
	923	-	-	PODDAR	Education	Graduate/PG Education
	924	815	-109	WRANGLER	Apparel	Casualwear
	925	-	-	GEEPEE MOBILE	Personal Gadgets	Mobile Phones
	926	-	-	ST COLUMBA'S SCHOOL	Education	School
	927	-	-	PILSBURY	Food & Beverage	Packaged Atta
World's largest cine chain marks an impression in India	928	-	-	BIG TV DTH	DTH	DTH
	929	-	-	IRISH SPRING	FMCG	Bath/Beauty
	930	-	-	CINEPOLIS	Entertainment	Cinema - Display
	931	-	-	MAIL TODAY	Media - Print	Newspaper - English
	932	424	-508	UNCLE CHIPS	Food & Beverage	Packaged Snacks
Dropping and still crispy	933	762	-171	HUSH PUPPIES	Personal Accessories	Footwear
	934	677	-257	HERO HONDA SPLENDOR	Automobile	Two Wheeler - brand
	935	-	-	TOMMY GIRL	FMCG	Deo/Perfume
	936	407	-529	SONALIKA TRACTOR	Automobile	Tractors
	937	577	-360	GAP	Branded Fashion	Branded Fashion
	938	-	-	SUNDARAM FINANCE	BFSI	Diversified - Finance
	939	-	-	SHAW WALLACE	Alcoholic Beverages	Liquor Manufacturer
	940	-	-	HYUNDAI I10	Automobile	Car - Hatchback
	941	-	-	FORCE MOTORS	Automobile	Auto - Commercial vehicles
	942	-	-	TATA INDICOM	Telecom	Telecom services
	943	-	-	COTTON KING	Apparel	Menswear
	944	425	-519	MANGO	Apparel	Womenswear
	945	-	-	AIRTEL DTH	DTH	DTH
	946	879	-67	STANDARD CHARTERED	BFSI	Bank - Foreign
	947	912	-35	FORD FIGO	Automobile	Car - Hatchback
	948	-	-	CRI PUMPS	Manufacturing	Industrial Equipment
	949	-	-	ESCORT HOSPITAL	Healthcare	Hospitals
	950	-	-	DAAWAT BASMATI	Food & Beverage	Packaged Rice
Trust battle turf tilting towards TV?	951	378	-573	DAINIK BHASKAR	Media - Print	Newspaper - Hindi
	952	-	-	SONY XPERIA ULTRA	Personal Gadgets	Mobile Phone - Brand
	953	524	-429	WAGH BAKRI	Food & Beverage	Tea
	954	429	-525	CANDYMAN	Food & Beverage	Candy
	955	756	-199	DAINIK JAGRAN	Media - Print	Newspaper - Hindi
	956	-	-	LOTTE CHOCO PIE	Food & Beverage	Chocolate Candy
	957	871	-86	ANIK SPRAY	Food & Beverage	Dairy - Whitener
	958	-	-	NAKSHATRA	Personal Accessories	Jewellery
	959	-	-	INOX	Entertainment	Cinema - Display
	960	-	-	KINETIC LUNA	Automobile	Two Wheeler - brand

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2016



Classic comeback

Is brand diffusion suggesting a drop in trust?

Airlifted to Trust



BTR 2016	BTR 2015	Rank Gain/Fall	Name Of Brand	Super Catagory	Catagory
961	627	-334	DERMICOOL	FMCG	Prickly Heat Powder
962	834	-128	AIWA	Durables	Consumer Electronics
963	-	-	CARTRADE	Internet	Online Automotive Classifieds
964	870	-94	REKHA	Personality	Cinema - Female
965	819	-146	RANGE ROVER	Automobile	Four Wheeler - Luxury
966	733	-233	RANBIR KAPOOR	Personality	Cinema - Male
967	-	-	AISHWARYA RAI BACHCHAN	Personality	Cinema - Female
968	-	-	SOSYO	Food & Beverage	Aerated Beverages
969	337	-632	SAB TV	Media - TV	Hindi GEC
970	-	-	SUN PHARMA	Healthcare	Pharmaceuticals
971	-	-	VERO MODA	Apparel	Womenswear
972	-	-	ROOH AFZA	Food & Beverage	Non-aerated Beverages
973	929	-44	MAXO	Home Care	Mosquito repellent
974	896	-78	TITAN RAGA	Personal Accessories	Watches
975	-	-	ALL INDIA RADIO FM	Media-Radio	FM
976	-	-	TEACHER'S	Alcoholic Beverages	Whisky
977	-	-	BODY SHOP	FMCG	Bath/Beauty
978	-	-	SAAVN	Internet	Online Music App
979	-	-	ROLLS ROYCE	Automobile	Four Wheeler - Luxury
980	-	-	JAC OLIVOL	FMCG	Bath/Beauty
981	828	-153	KOPIKO	Food & Beverage	Candy
982	-	-	HOME SHOP18	Internet	Internet - Online Shopping
983	-	-	SPARTAN SPORTS	Manufacturing	Sport Equipment
984	728	-256	LIVPURE	Durables	Water Purifier
985	-	-	XXX DETERGENT	FMCG	Fabric care
986	-	-	PROTINEX	Food & Beverage	Nutritional supplement
987	-	-	BARCLAYS	BFSI	Bank - Financial Services
988	-	-	BAKERI GROUP	Construction	Real Estate Developer
989	499	-490	IIT	Education	Technical
990	772	-218	RENAULT DUSTER	Automobile	Car - SUV/MUV
991	-	-	SU-KAM	Household Products	Inverters / Batteries
992	-	-	FEM BLEACH	FMCG	Bath/Beauty
993	-	-	AKSHAY KUMAR	Personality	Cinema - Male
994	-	-	DABUR CHYAWANPRASH	Food & Beverage	Chyawanprash
995	-	-	KONICA MINOLTA	Technology	Personal Technology
996	307	-689	STAYFREE	FMCG	Personal Hygiene Products
997	656	-341	SUPER VASMOL	FMCG	Hair Dye
998	-	-	HIKE MESSENGER	Internet	Instant Messaging Service
999	-	-	HIMGANGE	FMCG	Haircare
1000	-	-	GIVSON	Manufacturing	Guitars



07

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

CATEGORY - WISE ALL INDIA LISTING

ALCOHOLIC BEVERAGES SUPER CATEGORY



Alcohol Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	93	136	43	KINGFISHER	Alcoholic Beverages	Beer
2	261	482	221	ROYAL STAG	Alcoholic Beverages	Whisky
3	391	-	-	IMPERIAL BLUE	Alcoholic Beverages	Whisky
4	395	-	-	JOHNNIE WALKER	Alcoholic Beverages	Premium Whisky
5	431	305	-126	TUBORG	Alcoholic Beverages	Beer
6	476	895	419	BAGPIPER	Alcoholic Beverages	Whisky
7	481	919	438	HAYWARD	Alcoholic Beverages	Beer
8	520	348	-172	COBRA	Alcoholic Beverages	Beer
9	583	-	-	MILLER LITE	Alcoholic Beverages	Beer
10	599	-	-	SIGNATURE	Alcoholic Beverages	Whisky
11	608	612	4	BLACK DOG	Alcoholic Beverages	Premium Whisky
12	614	899	285	SMIRNOFF	Alcoholic Beverages	Vodka
13	620	-	-	BUDWEISER	Alcoholic Beverages	Beer
14	674	199	-475	MCDOWELL'S	Alcoholic Beverages	Whisky
15	768	-	-	FOSTER'S	Alcoholic Beverages	Beer
16	804	-	-	OFFICER'S CHOICE BLUE	Alcoholic Beverages	Whisky
17	834	789	-45	BLENDERS PRIDE	Alcoholic Beverages	Whisky
18	845	-	-	8 PM WHISKY	Alcoholic Beverages	Whisky
19	939	-	-	SHAW WALLACE	Alcoholic Beverages	Liquor Manufacturer
20	976	-	-	TEACHER'S	Alcoholic Beverages	Whisky

Beer

Beer Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	93	136	43	KINGFISHER	Beer
2	431	305	-126	TUBORG	Beer
3	481	919	438	HAYWARD	Beer
4	520	348	-172	COBRA	Beer
5	583	-	-	MILLER LITE	Beer
6	620	-	-	BUDWEISER	Beer
7	768	-	-	FOSTER'S	Beer

Premium Whisky

Premium Whisky Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	395	-	-	JOHNNIE WALKER	Premium Whisky
2	608	612	4	BLACK DOG	Premium Whisky

CATEGORY - WISE ALL INDIA LISTING

Whisky

Whisky Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	261	482	221	ROYAL STAG	Whisky
2	391	-	-	IMPERIAL BLUE	Whisky
3	476	895	419	BAGPIPER	Whisky
4	599	-	-	SIGNATURE	Whisky
5	674	199	-475	MCDOWELL'S	Whisky
6	804	-	-	OFFICER'S CHOICE BLUE	Whisky
7	834	789	-45	BLENDERS PRIDE	Whisky
8	845	-	-	8 PM WHISKY	Whisky
9	976	-	-	TEACHER'S	Whisky

Vodka

Vodka Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	614	899	285	SMIRNOFF	Vodka

Liquor Manufacturer

Liquor Manufacturer Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	939	-	-	SHAW WALLACE	Liquor Manufacturer

APPAREL SUPER CATEGORY



Apparel Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	52	40	-12	RAYMOND	Apparel	Fabric
2	60	51	-9	LEE	Apparel	Casualwear
3	61	77	16	ARROW	Apparel	Formalwear
4	71	52	-19	LEVI'S	Apparel	Casualwear
5	157	147	-10	PETER ENGLAND	Apparel	Menswear
6	175	264	89	JOCKEY	Apparel	Innerwear
7	210	266	56	VIMAL	Apparel	Fabric

CATEGORY - WISE ALL INDIA LISTING

APPAREL SUPER CATEGORY

Apparel Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
8	234	167	-67	LEE COOPER	Apparel	Casualwear
9	235	456	221	SIYARAM	Apparel	Fabric
10	241	441	200	RUPA	Apparel	Innerwear
11	245	148	-97	PANTALOONS	Apparel	Casualwear
12	363	293	-70	JOHN PLAYER	Apparel	Menswear
13	387	338	-49	WILLS LIFESTYLE	Apparel	Branded Apparel
14	403	-	-	LUX COZI	Apparel	Innerwear
15	412	330	-82	ALLEN SOLLY	Apparel	Branded Apparel
16	434	-	-	ARVIND	Apparel	Apparel - Diversified
17	455	448	-7	VAN HEUSEN	Apparel	Branded Apparel
18	490	669	179	LOUIS PHILIPPE	Apparel	Branded Apparel
19	516	545	29	MAYUR SUITINGS	Apparel	Fabric
20	528	497	-31	ZODIAC	Apparel	Formalwear
21	531	324	-207	LACOSTE	Apparel	Casualwear
22	532	-	-	AKRITI SAREE	Apparel	Saree
23	544	654	110	DOLLAR	Apparel	Innerwear
24	556	770	214	MUFTI	Apparel	Casualwear
25	574	-	-	AMUL INNERWEAR	Apparel	Innerwear
26	588	-	-	LOVABLE	Apparel	Lingerie
27	598	619	21	COLOR PLUS	Apparel	Menswear
28	611	-	-	TT TEXTILES	Apparel	Fabric
29	653	953	300	S KUMARS	Apparel	Fabric
30	656	434	-222	TURTLE	Apparel	Menswear
31	658	-	-	BEING HUMAN	Apparel	Casualwear
32	660	525	-135	MONTE CARLO	Apparel	Apparel - Diversified
33	667	-	-	MANYAVAR	Apparel	Ethnicwear
34	726	-	-	PRAPTI FASHION	Apparel	Ethnicwear
35	751	-	-	ASHIMA	Apparel	Fabric
36	767	-	-	JACK & JONES	Apparel	Casualwear
37	769	373	-396	BOMBAY DYEING	Apparel	Fabric
38	783	393	-390	PEPE	Apparel	Casualwear
39	792	512	-280	SPYKAR	Apparel	Casualwear
40	811	796	-15	RAMRAJ COTTON	Apparel	White Cloth
41	814	572	-242	DUCKBACK	Apparel	Rainwear
42	840	515	-325	DIESEL	Apparel	Casualwear
43	854	665	-189	GWALIOR SUITING	Apparel	Fabric
44	892	415	-477	KILLER	Apparel	Casualwear
45	899	399	-500	REID & TAYLOR	Apparel	Fabric
46	900	427	-473	US POLO	Apparel	Casualwear
47	907	893	-14	MINU SAREES	Apparel	Saree
48	924	815	-109	WRANGLER	Apparel	Casualwear

CATEGORY - WISE ALL INDIA LISTING

APPAREL SUPER CATEGORY

Apparel Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
49	943	-	-	COTTON KING	Apparel	Casualwear
50	944	425	-519	MANGO	Apparel	Womenswear
51	971	-	-	VERO MODA	Apparel	Womenswear

Casualwear

Casual-wear Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	60	51	-9	LEE	Casualwear
2	71	52	-19	LEVI'S	Casualwear
3	234	167	-67	LEE COOPER	Casualwear
4	245	148	-97	PANTALOONS	Casualwear
5	531	324	-207	LACOSTE	Casualwear
6	556	770	214	MUFTI	Casualwear
7	658	-	-	BEING HUMAN	Casualwear
8	767	-	-	JACK & JONES	Casualwear
9	783	393	-390	PEPE	Casualwear
10	792	512	-280	SPYKAR	Casualwear
11	840	515	-325	DIESEL	Casualwear
12	892	415	-477	KILLER	Casualwear
13	900	427	-473	US POLO	Casualwear
14	924	815	-109	WRANGLER	Casualwear

Fabric

Fabric Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	52	40	-12	RAYMOND	Fabric
2	210	266	56	VIMAL	Fabric
3	235	456	221	SIYARAM	Fabric
4	516	545	29	MAYUR SUITINGS	Fabric
5	611	-	-	TT TEXTILES	Fabric
6	653	953	300	S KUMARS	Fabric
7	751	-	-	ASHIMA	Fabric
8	769	373	-396	BOMBAY DYEING	Fabric
9	854	665	-189	GWALIOR SUITING	Fabric
10	899	399	-500	REID & TAYLOR	Fabric

CATEGORY - WISE ALL INDIA LISTING

Formalwear

Formal-wear Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	61	77	16	ARROW	Formalwear
2	412	330	-82	ALLEN SOLLY	Formalwear
3	455	448	-7	VAN HEUSEN	Formalwear
4	490	669	179	LOUIS PHILIPPE	Formalwear
5	528	497	-31	ZODIAC	Formalwear

Innerwear

Inner-wear-Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	175	264	89	JOCKEY	Innerwear
2	241	441	200	RUPA	Innerwear
3	403	-	-	LUX COZI	Innerwear
4	544	654	110	DOLLAR	Innerwear
5	574	-	-	AMUL INNERWEAR	Innerwear

Menswear

Mens-wear-Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	157	147	-10	PETER ENGLAND	Menswear
2	363	293	-70	JOHN PLAYER	Menswear
3	598	619	21	COLOR PLUS	Menswear
4	656	434	-222	TURTLE	Menswear
5	943	-	-	COTTON KING	Menswear

Apparel - Diversified

Apparel Diversi-fied Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	434	-	-	ARVIND	Apparel - Diversified
2	660	525	-135	MONTE CARLO	Apparel - Diversified

White Cloth

White Cloth Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	811	796	-15	RAMRAJ COTTON	White Cloth

CATEGORY - WISE ALL INDIA LISTING

Lingerie

Lingerie Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	588	-	-	LOVABLE	Lingerie

Rainwear

Rain-wear Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	814	572	-242	DUCKBACK	Rainwear

Saree

Saree Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	532	-	-	AAKRITI SAREE	Saree
2	907	893	-14	MINU SAREES	Saree

Womenswear

Wom-enswear Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	944	425	-519	MANGO	Womenswear
2	971	-	-	VERO MODA	Womenswear

Ethnicwear

Ethnicwear Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	667	-	-	MANYAVAR	Ethnicwear
2	726	-	-	PRAPTI FASHION	Ethnicwear

Branded Apparel

Branded Apparel Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	387	338	-49	WILLS LIFESTYLE	Branded Apparel
2	412	330	-82	ALLEN SOLLY	Branded Apparel
3	455	448	-7	VAN HEUSEN	Branded Apparel
4	490	669	179	LOUIS PHILIPPE	Branded Apparel

CATEGORY - WISE ALL INDIA LISTING

AUTOMOBILE SUPER CATEGORY



Auto- mobile Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	6	7	1	HONDA	Automobile	Four Wheeler - manufacturer
2	11	16	5	MARUTI SUZUKI	Automobile	Four Wheeler - manufacturer
3	14	15	1	HERO MOTOCORP	Automobile	Two Wheeler - manufacturer
4	45	33	-12	HYUNDAI	Automobile	Four Wheeler - manufacturer
5	46	59	13	TVS	Automobile	Two Wheeler - manufacturer
6	55	43	-12	BMW	Automobile	Four Wheeler - Luxury
7	64	92	28	TOYOTA	Automobile	Four Wheeler - manufacturer
8	70	90	20	YAMAHA	Automobile	Two Wheeler - manufacturer
9	77	61	-16	FORD	Automobile	Four Wheeler - manufacturer
10	129	62	-67	AUDI	Automobile	Four Wheeler - Luxury
11	140	184	44	SUZUKI	Automobile	Four Wheeler - manufacturer
12	167	234	67	NISSAN	Automobile	Four Wheeler - manufacturer
13	179	268	89	BAJAJ PULSAR	Automobile	Two Wheeler - brand
14	207	260	53	TATA MOTORS	Automobile	Four Wheeler - manufacturer
15	223	318	95	HONDA ACTIVA	Automobile	Automatic Scooter
16	236	169	-67	MERCEDES BENZ	Automobile	Four Wheeler - Luxury
17	249	372	123	MARUTI SUZUKI SWIFT	Automobile	Car - Hatchback
18	280	391	111	ROYAL ENFIELD	Automobile	Two Wheeler - manufacturer
19	295	-	-	HINDUSTAN MOTORS	Automobile	Four Wheeler - manufacturer
20	297	327	30	SKODA	Automobile	Four Wheeler - manufacturer
21	302	442	140	ASHOK LEYLAND	Automobile	Auto - Commercial vehicles
22	338	304	-34	CHEVROLET	Automobile	Four Wheeler - manufacturer
23	380	594	214	BAJAJ DISCOVER	Automobile	Two Wheeler - brand
24	384	-	-	HERO BIKE PASSION	Automobile	Two Wheeler - brand
25	398	163	-235	TATA NANO	Automobile	Car - Hatchback
26	427	459	32	TVS APACHE	Automobile	Two Wheeler - brand
27	430	417	-13	RENAULT	Automobile	Four Wheeler - manufacturer
28	432	222	-210	HYUNDAI SANTRO	Automobile	Car - Hatchback
29	439	445	6	FERRARI	Automobile	Four Wheeler - Luxury
30	440	431	-9	MITSUBISHI	Automobile	Four Wheeler - manufacturer
31	441	452	11	JAGUAR	Automobile	Four Wheeler - Luxury
32	444	-	-	VESPA	Automobile	Automatic Scooter
33	449	-	-	TVS JUPITER	Automobile	Automatic Scooter
34	460	705	245	TOYOTA INNOVA	Automobile	Car - SUV/MUV
35	465	396	-69	VOLKSWAGEN	Automobile	Four Wheeler - manufacturer
36	512	838	326	VOLVO	Automobile	Auto - Commercial vehicles
37	526	547	21	HONDA CITY	Automobile	Car - Sedan
38	527	664	137	EICHER	Automobile	Auto - Commercial vehicles
39	537	-	-	MAHINDRA GUSTO	Automobile	Automatic Scooter
40	561	-	-	HONDA CRF	Automobile	Two Wheeler - brand

CATEGORY - WISE ALL INDIA LISTING

Auto- mobile Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
41	569	677	108	HERO SPLENDOR	Automobile	Two Wheeler - brand
42	601	421	-180	FIAT	Automobile	Four Wheeler - manufacturer
43	607	-	-	BAJAJ AUTO	Automobile	Two Wheeler - manufacturer
44	617	-	-	BAJAJ KAWASAKI	Automobile	Two Wheeler - brand
45	618	290	-328	TATA INDICA	Automobile	Car - Hatchback
46	635	917	282	HONDA SHINE	Automobile	Two Wheeler - brand
47	666	359	-307	MAHINDRA SCORPIO	Automobile	Car - SUV/MUV
48	669	513	-156	HYUNDAI I20	Automobile	Car - Hatchback
49	720	413	-307	HONDA CB UNICORN	Automobile	Two Wheeler - brand
50	738	683	-55	MARUTI SUZUKI ALTO	Automobile	Car - Hatchback
51	747	412	-335	HERO MOTOCORP CBZ	Automobile	Two Wheeler - brand
52	754	935	181	PORSCHE	Automobile	Four Wheeler - Luxury
53	780	609	-171	MARUTI SUZUKI ZEN	Automobile	Car - Hatchback
54	787	450	-337	SWARAJ MAZDA	Automobile	Auto - Commercial vehicles
55	791	741	-50	KTM DUKE	Automobile	Two Wheeler - brand
56	815	-	-	HERO KARIZMA ZMR	Automobile	Two Wheeler - brand
57	821	-	-	BAJAJ PLATINA	Automobile	Two Wheeler - brand
58	844	-	-	MAHINDRA BOLERO	Automobile	Car - SUV/MUV
59	859	606	-253	TVS STARCITY	Automobile	Two Wheeler - brand
60	882	-	-	MAHINDRA AUTO	Automobile	Four Wheeler - manufacturer
61	885	-	-	TOYOTA QUANTUM	Automobile	Auto - Commercial vehicles
62	901	931	30	TATA SAFARI	Automobile	Car - SUV/MUV
63	921	-	-	MARUTI SUZUKI WAGON R	Automobile	Car - Hatchback
64	934	677	-257	HERO HONDA SPLENDOR	Automobile	Two Wheeler - brand
65	936	407	-529	SONALIKA TRACTOR	Automobile	Tractors
66	940	-	-	HYUNDAI I10	Automobile	Car - Hatchback
67	941	-	-	FORCE MOTORS	Automobile	Auto - Commercial vehicles
68	947	912	-35	FORD FIGO	Automobile	Car - Hatchback
69	960	-	-	KINETIC LUNA	Automobile	Two Wheeler - brand
70	965	819	-146	RANGE ROVER	Automobile	Four Wheeler - Luxury
71	979	-	-	ROLLS ROYCE	Automobile	Four Wheeler - Luxury
72	990	772	-218	RENAULT DUSTER	Automobile	Car - SUV/MUV

Car - Sedan

Car - Sedan Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	526	547	21	HONDA CITY	Car - Sedan

CATEGORY - WISE ALL INDIA LISTING

Auto - Commercial vehicles

Auto - Commercial Vehicles Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	302	442	140	ASHOK LEYLAND	Auto - Commercial vehicles
2	512	838	326	VOLVO	Auto - Commercial vehicles
3	527	664	137	EICHER	Auto - Commercial vehicles
4	787	450	-337	SWARAJ MAZDA	Auto - Commercial vehicles
5	885	-	-	TOYOTA QUANTUM	Auto - Commercial vehicles
6	941	-	-	FORCE MOTORS	Auto - Commercial vehicles

Automatic Scooter

Auto-matic Scooter Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	223	318	95	HONDA ACTIVA	Automatic Scooter
2	444	-	-	VESPA	Automatic Scooter
3	449	-	-	TVS JUPITER	Automatic Scooter
4	537	-	-	MAHINDRA GUSTO	Automatic Scooter

Car - Hatchback

Car Hatch-back Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	249	372	123	MARUTI SUZUKI SWIFT	Car - Hatchback
2	398	163	-235	TATA NANO	Car - Hatchback
3	432	222	-210	HYUNDAI SANTRO	Car - Hatchback
4	618	290	-328	TATA INDICA	Car - Hatchback
5	669	513	-156	HYUNDAI I20	Car - Hatchback
6	738	683	-55	MARUTI SUZUKI ALTO	Car - Hatchback
7	780	609	-171	MARUTI SUZUKI ZEN	Car - Hatchback
8	921	-	-	MARUTI SUZUKI WAGON R	Car - Hatchback
9	940	-	-	HYUNDAI I10	Car - Hatchback
10	947	912	-35	FORD FIGO	Car - Hatchback

CATEGORY - WISE ALL INDIA LISTING

Car - SUV/MUV

Car - SUV/MUV Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	460	705	245	TOYOTA INNOVA	Car - SUV/MUV
2	666	359	-307	MAHINDRA SCORPIO	Car - SUV/MUV
3	844	-	-	MAHINDRA BOLERO	Car - SUV/MUV
4	901	931	30	TATA SAFARI	Car - SUV/MUV
5	990	772	-218	RENAULT DUSTER	Car - SUV/MUV

Four Wheeler - manufacturer

Four Wheeler -manuf. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	6	7	1	HONDA	Four Wheeler - manufacturer
2	11	16	5	MARUTI SUZUKI	Four Wheeler - manufacturer
3	45	33	-12	HYUNDAI	Four Wheeler - manufacturer
4	64	92	28	TOYOTA	Four Wheeler - manufacturer
5	77	61	-16	FORD	Four Wheeler - manufacturer
6	140	184	44	SUZUKI	Four Wheeler - manufacturer
7	167	234	67	NISSAN	Four Wheeler - manufacturer
8	207	260	53	TATA MOTORS	Four Wheeler - manufacturer
9	295	-	-	HINDUSTAN MOTORS	Four Wheeler - manufacturer
10	297	327	30	SKODA	Four Wheeler - manufacturer
11	338	304	-34	CHEVROLET	Four Wheeler - manufacturer
12	430	417	-13	RENAULT	Four Wheeler - manufacturer
13	440	431	-9	MITSUBISHI	Four Wheeler - manufacturer
14	465	396	-69	VOLKSWAGEN	Four Wheeler - manufacturer
15	601	421	-180	FIAT	Four Wheeler - manufacturer
16	882	-	-	MAHINDRA AUTO	Four Wheeler - manufacturer

Tractors

Tractors Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	936	407	-529	SONALIKA TRACTOR	Tractors

CATEGORY - WISE ALL INDIA LISTING

Two Wheeler - Brand

Two Wheeler - brand Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	179	268	89	BAJAJ PULSAR	Two Wheeler - brand
2	380	594	214	BAJAJ DISCOVER	Two Wheeler - brand
3	384	-	-	HERO BIKE PASSION	Two Wheeler - brand
4	427	459	32	TVS APACHE	Two Wheeler - brand
5	561	-	-	HONDA CRF	Two Wheeler - brand
6	569	677	108	HERO SPLENDOR	Two Wheeler - brand
7	617	-	-	BAJAJ KAWASAKI	Two Wheeler - brand
8	635	917	282	HONDA SHINE	Two Wheeler - brand
9	720	413	-307	HONDA CB UNICORN	Two Wheeler - brand
10	747	412	-335	HERO MOTOCORP CBZ	Two Wheeler - brand
11	791	741	-50	KTM DUKE	Two Wheeler - brand
12	815	-	-	HERO KARIZMA ZMR	Two Wheeler - brand
13	821	-	-	BAJAJ PLATINA	Two Wheeler - brand
14	859	606	-253	TVS STARCITY	Two Wheeler - brand
15	934	677	-257	HERO HONDA SPLENDOR	Two Wheeler - brand
16	960	-	-	KINETIC LUNA	Two Wheeler - brand

Four Wheeler - Luxury

Four Wheeler -Luxury Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	55	43	-12	BMW	Four Wheeler - Luxury
2	129	62	-67	AUDI	Four Wheeler - Luxury
3	236	169	-67	MERCEDES BENZ	Four Wheeler - Luxury
4	439	445	6	FERRARI	Four Wheeler - Luxury
5	441	452	11	JAGUAR	Four Wheeler - Luxury
6	754	935	181	PORSCHE	Four Wheeler - Luxury
7	965	819	-146	RANGE ROVER	Four Wheeler - Luxury
8	979	-	-	ROLLS ROYCE	Four Wheeler - Luxury

CATEGORY - WISE ALL INDIA LISTING

Two Wheeler - manufacturer

	Two Wheeler -manuf. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
	1	14	15	1	HERO MOTOCORP	Two Wheeler - manufacturer
	2	46	59	13	TVS	Two Wheeler - manufacturer
	3	70	90	20	YAMAHA	Two Wheeler - manufacturer
	4	280	391	111	ROYAL ENFIELD	Two Wheeler - manufacturer
	5	607	-	-	BAJAJ AUTO	Two Wheeler - manufacturer

AUTOMOBILE-RELATED SUPER CATEGORY



Auto. Related Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	51	79	28	MRF	Automobile - Related	Tyres
2	196	209	13	CEAT	Automobile - Related	Tyres
3	248	795	547	APOLLO TYRES	Automobile - Related	Tyres
4	419	297	-122	EXIDE	Automobile - Related	Auto - Batteries
5	471	776	305	DUNLOP	Automobile - Related	Tyres
6	594	849	255	AMARON	Automobile - Related	Auto - Batteries
7	615	641	26	JK TYRE	Automobile - Related	Tyres
8	631	745	114	BRIDGESTONE	Automobile - Related	Tyres
9	790	-	-	GOODYEAR	Automobile - Related	Tyres
10	795	422	-373	BOSCH	Automobile - Related	Automobile Products
11	860	-	-	MICHELIN	Automobile - Related	Tyres
12	916	-	-	RALCO TYRES	Automobile - Related	Tyres

Auto - Batteries

Batteries Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	419	297	-122	EXIDE	Auto - Batteries
2	594	849	255	AMARON	Auto - Batteries

Automobile Products

Auto Products Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	795	422	-373	BOSCH	Automobile Products

CATEGORY - WISE ALL INDIA LISTING

Tyres

	Tyres Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
	1	51	79	28	MRF	Tyres
	2	196	209	13	CEAT	Tyres
	3	248	795	547	APOLLO TYRES	Tyres
	4	471	776	305	DUNLOP	Tyres
	5	615	641	26	JK TYRE	Tyres
	6	631	745	114	BRIDGESTONE	Tyres
	7	790	-	-	GOODYEAR	Tyres
	8	860	-	-	MICHELIN	Tyres
	9	916	-	-	RALCO TYRES	Tyres

BFSI SUPER CATEGORY



BFSI Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	10	48	38	ICICI BANK	BFSI	Bank - Private
2	12	341	329	HDFC BANK	BFSI	Bank - Private
3	23	41	18	STATE BANK OF INDIA	BFSI	Bank - PSU
4	35	20	-15	LIC	BFSI	Insurance - PSU
5	63	64	1	IDBI BANK	BFSI	Bank - PSU
6	66	137	71	KOTAK MAHINDRA BANK	BFSI	Bank - Private
7	99	375	276	YES BANK	BFSI	Bank - Private
8	106	120	14	HSBC	BFSI	Bank - Foreign
9	113	78	-35	AXIS BANK	BFSI	Bank - Private
10	122	439	317	PUNJAB NATIONAL BANK	BFSI	Bank - PSU
11	172	211	39	BANK OF INDIA	BFSI	Bank - PSU
12	194	195	1	BANK OF BARODA	BFSI	Bank - PSU
13	208	574	366	CITIBANK	BFSI	Bank - Foreign
14	213	-	-	INDIAN OVERSEAS BANK	BFSI	Bank - PSU
15	279	969	690	AMERICAN EXPRESS	BFSI	Credit/Debit card
16	284	287	3	DHFL	BFSI	Home Finance
17	313	492	179	CANARA BANK	BFSI	Bank - PSU
18	315	-	-	VISA	BFSI	Credit/Debit card
19	331	-	-	INDIAN BANK	BFSI	Bank - PSU
20	350	-	-	KARUR VYSYA BANK	BFSI	Bank - Private
21	369	395	26	BHARTI AXA	BFSI	Insurance - Private
22	381	581	200	RBI	BFSI	Bank - Federal
23	393	563	170	MAX BUPA	BFSI	Health Insurance
24	413	521	108	IIFL	BFSI	Bank - Financial Services

CATEGORY - WISE ALL INDIA LISTING

BFSI SUPER CATEGORY

BFSI Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
25	478	797	319	TATA AIA LIFE INSURANCE	BFSI	Insurance - Private
26	482	686	204	MAX LIFE INSURANCE	BFSI	Insurance - Private
27	505	761	256	AVIVA	BFSI	Insurance - Private
28	554	474	-80	UCO BANK	BFSI	Bank - PSU
29	600	601	1	MUTHOOT FINANCE	BFSI	Diversified - Finance
30	643	620	-23	UNION BANK OF INDIA	BFSI	Bank - PSU
31	646	-	-	BAJAJ ALLIANZ	BFSI	Insurance - Private
32	661	682	21	BAJAJ CAPITAL	BFSI	Mutual Funds/ Investment Services
33	663	-	-	VIJAYA BANK	BFSI	Bank - PSU
34	678	-	-	UNITED BANK OF INDIA	BFSI	Bank - PSU
35	698	-	-	COSMOS BANK	BFSI	Bank - Cooperative
36	712	-	-	MOTILAL OSWAL	BFSI	Mutual Funds/ Investment Services
37	771	-	-	UTI	BFSI	Mutual Funds/ Investment Services
38	801	862	61	DENA BANK	BFSI	Bank - PSU
39	822	355	-467	NATIONAL INSURANCE	BFSI	Insurance - PSU
40	823	-	-	ALLAHABAD BANK	BFSI	Bank - PSU
41	877	-	-	ORIENTAL BANK	BFSI	Bank - PSU
42	883	823	-60	BIRLA SUN LIFE INSURANCE	BFSI	Insurance - Private
43	920	-	-	PUNJAB AND SIND BANK	BFSI	Bank - PSU
44	938	-	-	SUNDARAM FINANCE	BFSI	Diversified - Finance
45	946	879	-67	STANDARD CHARTERED	BFSI	Bank - Foreign
46	987	-	-	BARCLAYS	BFSI	Bank - Financial Services

Bank - Cooperative

Bank Coop. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	698	-	-	COSMOS BANK	Bank - Cooperative

Bank - Financial Services

Financial Services Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	413	521	108	IIFL	Bank - Financial Services
2	987	-	-	BARCLAYS	Bank - Financial Services

Bank - Federal

Federal Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	381	581	200	RBI	Bank - Federal

CATEGORY - WISE ALL INDIA LISTING

Bank - Foreign

Foreign Bank Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	106	120	14	HSBC	Bank - Foreign
2	208	574	366	CITIBANK	Bank - Foreign
3	946	879	-67	STANDARD CHARTERED	Bank - Foreign

Bank - Private

Pvt. Bank Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	10	48	38	ICICI BANK	Bank - Private
2	12	341	329	HDFC BANK	Bank - Private
3	66	137	71	KOTAK MAHINDRA BANK	Bank - Private
4	99	375	276	YES BANK	Bank - Private
5	113	78	-35	AXIS BANK	Bank - Private
6	350	-	-	KARUR VYSYA BANK	Bank - Private

Bank - PSU

Bank - PSU Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	23	41	18	STATE BANK OF INDIA	Bank - PSU
2	63	64	1	IDBI BANK	Bank - PSU
3	122	439	317	PUNJAB NATIONAL BANK	Bank - PSU
4	172	211	39	BANK OF INDIA	Bank - PSU
5	194	195	1	BANK OF BARODA	Bank - PSU
6	213	-	-	INDIAN OVERSEAS BANK	Bank - PSU
7	313	492	179	CANARA BANK	Bank - PSU
8	331	-	-	INDIAN BANK	Bank - PSU
9	554	474	-80	UCO BANK	Bank - PSU
10	643	620	-23	UNION BANK OF INDIA	Bank - PSU
11	663	-	-	VIJAYA BANK	Bank - PSU
12	678	-	-	UNITED BANK OF INDIA	Bank - PSU
13	801	862	61	DENA BANK	Bank - PSU
14	823	-	-	ALLAHABAD BANK	Bank - PSU
15	877	-	-	ORIENTAL BANK	Bank - PSU
16	920	-	-	PUNJAB AND SIND BANK	Bank - PSU

CATEGORY - WISE ALL INDIA LISTING

Credit/Debit card

Card Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	279	969	690	AMERICAN EXPRESS	Credit/Debit card
2	315	-	-	VISA	Credit/Debit card

Diversified - Finance

Diversified Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	600	601	1	MUTHOOT FINANCE	Diversified - Finance
2	938	-	-	SUNDARAM FINANCE	Diversified - Finance

Home Finance

Home Finance Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	284	287	3	DHFL	Home Finance

Health Insurance

Health Insurance Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	393	563	170	MAX BUPA	Health Insurance

Insurance - Private

Pvt Insurance Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	369	395	26	BHARTI AXA	Insurance - Private
2	478	797	319	TATA AIA LIFE INSURANCE	Insurance - Private
3	482	686	204	MAX LIFE INSURANCE	Insurance - Private
4	505	761	256	AVIVA	Insurance - Private
5	646	-	-	BAJAJ ALLIANZ	Insurance - Private
6	883	823	-60	BIRLA SUN LIFE INSURANCE	Insurance - Private

CATEGORY - WISE ALL INDIA LISTING

Insurance - PSU

Insurance Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	35	20	-15	LIC	Insurance - PSU
2	822	355	-467	NATIONAL INSURANCE	Insurance - PSU

Mutual Funds/ Investment Services

Investment Service Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	661	682	21	BAJAJ CAPITAL	Mutual Funds/ Investment Services
2	712	-	-	MOTILAL OSWAL	Mutual Funds/ Investment Services
3	771	-	-	UTI	Mutual Funds/ Investment Services

BRANDED FASHION SUPER CATEGORY



Branded Fashion Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	88	67	-21	FASTRACK	Branded Fashion	Branded Fashion
2	343	271	-72	DENIM	Branded Fashion	Branded Fashion
3	443	-	-	HUGO BOSS	Branded Fashion	Branded Fashion
4	461	464	3	CALVIN KLEIN	Branded Fashion	Branded Fashion
5	547	976	429	ZARA	Branded Fashion	Branded Fashion
6	640	350	-290	GUCCI	Branded Fashion	Branded Fashion
7	677	374	-303	TOMMY HILFGER	Branded Fashion	Branded Fashion
8	937	577	-360	GAP	Branded Fashion	Branded Fashion

CABLE SUPER CATEGORY



Cable Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	450	949	499	HATHWAY	Cable	Cable Network

CATEGORY - WISE ALL INDIA LISTING

CIGARETTE SUPER CATEGORY



Cigarette Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	293	342	49	GOLD FLAKE	Cigarette	Cigarette
2	452	356	-96	CLASSIC	Cigarette	Cigarette
3	690	-	-	MARLBORO	Cigarette	Cigarette
4	806	-	-	SILK CUT	Cigarette	Cigarette
5	824	-	-	NAVY CUT	Cigarette	Cigarette
6	852	-	-	FOUR SQUARE	Cigarette	Cigarette

CONSUMER PRODUCTS SUPER CATEGORY



Products Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	203	114	-89	GILLETTE	Consumer Products	Shaving Products
2	593	331	-262	TOPAZ	Consumer Products	Shaving Products
3	685	277	-408	SUPER-MAX	Consumer Products	Shaving Products

CONSTRUCTION SUPER CATEGORY



Const. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	521	319	-202	DLF	Construction	Real Estate Developer
2	735	-	-	RNA BUILDERS	Construction	Real Estate Developer
3	800	747	-53	KAJARIA TILES	Construction	Tiles
4	988	-	-	BAKERI GROUP	Construction	Real Estate Developer

Real Estate Developer

Real Estate Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	521	319	-202	DLF	Real Estate Developer
2	735	-	-	RNA BUILDERS	Real Estate Developer
3	988	-	-	BAKERI GROUP	Real Estate Developer

Tiles

Real Estate Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	800	747	-53	KAJARIA TILES	Tiles

CATEGORY - WISE ALL INDIA LISTING

DIVERSIFIED SUPER CATEGORY



Diver-sified Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	5	4	-1	TATA	Diversified	Diversified
2	7	6	-1	BAJAJ	Diversified	Diversified
3	9	9	0	GODREJ	Diversified	Diversified
4	22	14	-8	RELIANCE	Diversified	Diversified
5	28	18	-10	PHILIPS	Diversified	Diversified - Technology
6	34	44	10	VIDEOCON	Diversified	Diversified
7	43	21	-22	MAHINDRA & MAHINDRA	Diversified	Diversified
8	87	133	46	WIPRO	Diversified	Diversified
9	114	34	-80	ITC	Diversified	Diversified
10	131	155	24	HINDUSTAN UNILEVER	Diversified	Diversified
11	134	47	-87	BPL	Diversified	Diversified
12	206	210	4	P&G	Diversified	Diversified
13	212	354	142	MAX	Diversified	Diversified
14	215	963	748	SAHARA	Diversified	Diversified
15	225	83	-142	L & T	Diversified	Diversified
16	469	432	-37	SIEMENS	Diversified	Diversified
17	567	370	-197	KIRLOSKAR	Diversified	Diversified
18	582	-	-	LOTTE	Diversified	Diversified
19	740	42	-698	ADITYA BIRLA	Diversified	Diversified
20	782	-	-	MANIKCHAND	Diversified	Diversified
21	847	-	-	INDIABULLS	Diversified	Diversified
22	872	239	-633	ADANI	Diversified	Diversified

Diversified - Technology

Diver. Tech. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	28	18	-10	PHILIPS	Diversified - Technology

CATEGORY - WISE ALL INDIA LISTING

Diversified

Diversi- fied Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	5	4	-1	TATA	Diversified
2	7	6	-1	BAJAJ	Diversified
3	9	9	0	GODREJ	Diversified
4	22	14	-8	RELIANCE	Diversified
5	34	44	10	VIDEOCON	Diversified
6	43	21	-22	MAHINDRA & MAHINDRA	Diversified
7	87	133	46	WIPRO	Diversified
8	114	34	-80	ITC	Diversified
9	131	155	24	HINDUSTAN UNILEVER	Diversified
10	134	47	-87	BPL	Diversified
11	206	210	4	P&G	Diversified
12	212	354	142	MAX	Diversified
13	215	963	748	SAHARA	Diversified
14	225	83	-142	L & T	Diversified
15	469	432	-37	SIEMENS	Diversified
16	567	370	-197	KIRLOSKAR	Diversified
17	582	-	-	LOTTE	Diversified
18	740	42	-698	ADITYA BIRLA	Diversified
19	782	-	-	MANIKCHAND	Diversified
20	847	-	-	INDIABULLS	Diversified
21	872	239	-633	ADANI	Diversified

DTH SUPER CATEGORY



DTH Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	149	183	34	DISH TV	DTH	DTH
2	229	312	83	TATA SKY	DTH	DTH
3	902	-	-	VIDEOCON D2H	DTH	DTH
4	928	-	-	BIG TV DTH	DTH	DTH
5	945	-	-	AIRTEL DTH	DTH	DTH

CATEGORY - WISE ALL INDIA LISTING

DURABLES SUPER CATEGORY



Durables Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	2	3	1	SONY	Durables	Consumer Electronics
2	3	1	-2	LG	Durables	Consumer Electronics
3	18	71	53	SAMSUNG	Durables	Consumer Electronics
4	33	57	24	ONIDA	Durables	Consumer Electronics
5	38	46	8	PANASONIC	Durables	Consumer Electronics
6	44	53	9	WHIRLPOOL	Durables	Consumer Electronics
7	107	661	554	SANSUI	Durables	Consumer Electronics
8	116	506	390	TOSHIBA	Durables	Consumer Electronics
9	118	96	-22	VOLTAS	Durables	Consumer Electronics
10	138	102	-36	HITACHI	Durables	Consumer Electronics
11	158	383	225	KENSTAR	Durables	Consumer Electronics
12	198	457	259	SHARP	Durables	Consumer Electronics
13	219	143	-76	HAIER	Durables	Consumer Electronics
14	292	380	88	O GENERAL	Durables	Consumer Electronics
15	310	-	-	THOMSON	Durables	Consumer Electronics
16	318	124	-194	AKAI TV	Durables	Consumer Product
17	320	192	-128	KENT	Durables	Water Purifier
18	339	216	-123	BLUE STAR	Durables	Consumer Electronics
19	374	371	-3	KELVINATOR	Durables	Consumer Electronics
20	406	224	-182	IFB APPLIANCES	Durables	Kitchen Appliances
21	420	628	208	PIONEER	Durables	Audio equipment
22	456	408	-48	AQUAGUARD	Durables	Water Purifier
23	483	-	-	JBL	Durables	Audio equipment
24	514	-	-	BAJAJ ELECTRICALS	Durables	Consumer Electronics
25	530	836	306	MAHARAJA APPLIANCES	Durables	Kitchen Appliances
26	540	217	-323	DAIKIN	Durables	Consumer Electronics
27	573	590	17	PUREIT	Durables	Water Purifier
28	579	-	-	SYMPHONY	Durables	Coolers
29	603	-	-	LG TV	Durables	Consumer Electronics
30	626	643	17	EUREKA FORBES	Durables	Water Purifier
31	633	245	-388	CARRIER	Durables	Consumer Electronics
32	702	-	-	PANASONIC TV	Durables	Consumer Product
33	705	-	-	CROWN	Durables	Consumer Electronics
34	732	-	-	RACOLD	Durables	Water Heaters
35	759	639	-120	ELECTROLUX	Durables	Consumer Electronics
36	802	-	-	LLOYD	Durables	Consumer Electronics
37	808	-	-	AOC	Durables	Consumer Electronics
38	861	-	-	LLOYD LED TV	Durables	Consumer Electronics
39	897	561	-336	KUTCHINA	Durables	Kitchen Appliances

CATEGORY - WISE ALL INDIA LISTING

DURABLES SUPER CATEGORY

Durables Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
40	962	834	-128	AIWA	Durables	Consumer Electronics
41	984	728	-256	LIVPURE	Durables	Water Purifier

Audio equipment

Audio Equipment Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	420	628	208	PIONEER	Audio equipment
2	483	-	-	JBL	Audio equipment

Consumer Product

Coolers Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	318	124	-194	AKAI TV	Consumer Product
2	702	-	-	PANASONIC TV	Consumer Product

Coolers

Cons. Products Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	579	-	-	SYMPHONY	Coolers

Kitchen Appliances

Appliances Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	406	224	-182	IFB APPLIANCES	Kitchen Appliances
2	530	836	306	MAHARAJA APPLIANCES	Kitchen Appliances
3	897	561	-336	KUTCHINA	Kitchen Appliances

Water Heaters

Heaters Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	732	-	-	RACOLD	Water Heaters

CATEGORY - WISE ALL INDIA LISTING

Consumer Electronics

Cons. Elec. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	2	3	1	SONY	Consumer Electronics
2	3	1	-2	LG	Consumer Electronics
3	18	71	53	SAMSUNG	Consumer Electronics
4	33	57	24	ONIDA	Consumer Electronics
5	38	46	8	PANASONIC	Consumer Electronics
6	44	53	9	WHIRLPOOL	Consumer Electronics
7	107	661	554	SANSUI	Consumer Electronics
8	116	506	390	TOSHIBA	Consumer Electronics
9	118	96	-22	VOLTAS	Consumer Electronics
10	138	102	-36	HITACHI	Consumer Electronics
11	158	383	225	KENSTAR	Consumer Electronics
12	198	457	259	SHARP	Consumer Electronics
13	219	143	-76	HAIER	Consumer Electronics
14	292	380	88	O GENERAL	Consumer Electronics
15	310	-	-	THOMSON	Consumer Electronics
16	339	216	-123	BLUE STAR	Consumer Electronics
17	374	371	-3	KELVINATOR	Consumer Electronics
18	514	-	-	BAJAJ ELECTRICALS	Consumer Electronics
19	540	217	-323	DAIKIN	Consumer Electronics
20	603	-	-	LG TV	Consumer Electronics
21	633	245	-388	CARRIER	Consumer Electronics
22	705	-	-	CROWN	Consumer Electronics
23	759	639	-120	ELECTROLUX	Consumer Electronics
24	802	-	-	LLOYD	Consumer Electronics
25	808	-	-	AOC	Consumer Electronics
26	861	-	-	LLOYD LED TV	Consumer Electronics
27	962	834	-128	AIWA	Consumer Electronics

Water Purifier

Purifier Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	320	192	-128	KENT	Water Purifier
2	456	408	-48	AQUAGUARD	Water Purifier
3	573	590	17	PUREIT	Water Purifier
4	626	643	17	EUREKA FORBES	Water Purifier
5	984	728	-256	LIVPURE	Water Purifier

CATEGORY - WISE ALL INDIA LISTING

EDUCATION SUPER CATEGORY



Education Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	189	913	724	OXFORD	Education	Graduate/PG Education
2	335	-	-	OSMANIA UNIVERSITY	Education	University
3	421	-	-	HINDUSTAN UNIVERSITY	Education	University
4	424	-	-	KIDZEE	Education	Pre-School
5	437	735	298	KANGAROO KIDS	Education	Pre-School
6	474	523	49	NIIT	Education	Training
7	865	-	-	BILLABONG	Education	International School
8	867	749	-118	AMITY UNIVERSITY	Education	University
9	923	-	-	PODDAR	Education	Graduate/PG Education
10	926	-	-	ST COLUMBA'S SCHOOL	Education	School
11	989	499	-490	IIT	Education	Technical

Graduate/PG Education

Graduate/PG Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	189	913	724	OXFORD	Graduate/PG Education
2	923	-	-	PODDAR	Graduate/PG Education

International School

Int. School-Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	865	-	-	BILLABONG	International School

Pre-School

Pre-School Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	424	-	-	KIDZEE	Pre-School
2	437	735	298	KANGAROO KIDS	Pre-School

CATEGORY - WISE ALL INDIA LISTING

School

School Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	926	-	-	ST COLUMBA'S SCHOOL	School

Technical

Technical Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	989	499	-490	IIT	Technical

Training

Technical Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	474	523	49	NIIT	Training

University

University Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	335	-	-	OSMANIA UNIVERSITY	University
2	421	-	-	HINDUSTAN UNIVERSITY	University
3	867	749	-118	AMITY UNIVERSITY	University

CATEGORY - WISE ALL INDIA LISTING

ENERGY SUPER CATEGORY



Energy Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	195	798	603	BHARATGAS	Energy	LPG
2	201	645	444	SHELL	Energy	Oil and Gas
3	259	292	33	INDIAN OIL	Energy	Oil and Gas
4	319	494	175	BHARAT PETROLEUM	Energy	Oil and Gas
5	485	636	151	ONGC	Energy	Oil and Gas
6	670	678	8	INDANE GAS	Energy	LPG
7	700	610	-90	GAIL	Energy	Natural gas
8	851	-	-	NTPC	Energy	Energy

Energy

Energy Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	851	-	-	NTPC	Energy

LPG

LPG Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	195	798	603	BHARATGAS	LPG
2	670	678	8	INDANE GAS	LPG

Natural Gas

Gas Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	700	610	-90	GAIL	Natural gas

Oil and Gas

Oil & Gas Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	201	645	444	SHELL	Oil and Gas
2	259	292	33	INDIAN OIL	Oil and Gas
3	319	494	175	BHARAT PETROLEUM	Oil and Gas
4	485	636	151	ONGC	Oil and Gas

CATEGORY - WISE ALL INDIA LISTING

ENTERTAINMENT SUPER CATEGORY



Entertainment Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	333	697	364	PVR	Entertainment	Cinema - Display
2	562	837	275	T-SERIES	Entertainment	Cinema - Diversified
3	756	-	-	SHEMAROO	Entertainment	Content Production/Distribution
4	830	-	-	UNIVERSAL STUDIO	Entertainment	Content Production/Distribution
5	930	-	-	CINEPOLIS	Entertainment	Cinema - Display
6	959	-	-	INOX	Entertainment	Cinema - Display

Cinema - Display

Cinema Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	333	697	364	PVR	Cinema - Display
2	930	-	-	CINEPOLIS	Cinema - Display
3	959	-	-	INOX	Cinema - Display

Cinema - Diversified

Cinema Diversified Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	562	837	275	T-SERIES	Cinema - Diversified

Content Production/Distribution

Pro./ Dis. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	756	-	-	SHEMAROO	Content Production/Distribution
2	830	-	-	UNIVERSAL STUDIO	Content Production/Distribution

CATEGORY - WISE ALL INDIA LISTING

FMCG SUPER CATEGORY



FMCG Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	15	23	8	DOVE	FMCG	Bath/Beauty
2	17	267	250	LUX	FMCG	Bath/Beauty
3	36	22	-14	COLGATE	FMCG	Oral hygiene
4	49	32	-17	PONDS	FMCG	Bath/Beauty
5	50	27	-23	DETTOL	FMCG	Antiseptics
6	56	25	-31	LAKME	FMCG	Bath/Beauty
7	57	91	34	SUNSILK	FMCG	Haircare
8	67	109	42	FOGG	FMCG	Deo/Perfume
9	75	522	447	CAVINKARE	FMCG	Diversified
10	84	28	-56	AXE	FMCG	Deo/Perfume
11	90	122	32	PANTENE	FMCG	Bath/Beauty
12	96	161	65	TIDE	FMCG	Fabric care
13	97	149	52	SANTOOR	FMCG	Bath/Beauty
14	101	123	22	RIN	FMCG	Fabric care
15	104	95	-9	PEPSODENT	FMCG	Oral hygiene
16	105	111	6	CLOSE UP	FMCG	Oral hygiene
17	110	85	-25	FAIR & LOVELY	FMCG	Bath/Beauty
18	111	188	77	PEARS	FMCG	Bath/Beauty
19	120	139	19	NIRMA	FMCG	FMCG - Diversified
20	121	166	45	PARACHUTE	FMCG	Haircare
21	126	275	149	VIM	FMCG	Dishcare
22	128	99	-29	NIVEA	FMCG	Bath/Beauty
23	135	240	105	ORAL B	FMCG	Oral hygiene
24	143	82	-61	L'OREAL	FMCG	Haircare
25	145	144	-1	CLINIC PLUS	FMCG	Haircare
26	152	159	7	BOROPLUS	FMCG	Bath/Beauty
27	155	265	110	REXONA	FMCG	Bath/Beauty
28	168	129	-39	LIFEBUOY	FMCG	Bath/Beauty
29	170	73	-97	CINTHOL	FMCG	Bath/Beauty
30	171	60	-111	GARNIER	FMCG	Bath/Beauty
31	173	576	403	PATANJALI	FMCG	Diversified
32	181	126	-55	SURF EXCEL	FMCG	Fabric care
33	182	252	70	OLAY	FMCG	Bath/Beauty
34	184	229	45	AMWAY	FMCG	Direct Selling
35	186	73	-113	CINTHOL	FMCG	Bath/Beauty
36	188	381	193	WHEEL	FMCG	Fabric care
37	190	207	17	FEVICOL	FMCG	Adhesive
38	193	335	142	MEDIMIX	FMCG	Bath/Beauty
39	232	172	-60	ARIEL	FMCG	Fabric care
40	242	181	-61	VICCO	FMCG	Oral hygiene
41	247	233	-14	DABUR VATIKA	FMCG	Haircare

CATEGORY - WISE ALL INDIA LISTING

FMCG SUPER CATEGORY

FMCG Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
42	256	232	-24	VASELINE	FMCG	Bath/Beauty
43	270	538	268	WILD STONE	FMCG	Deo/Perfume
44	273	440	167	UJALA	FMCG	Fabric care
45	304	300	-4	VIVEL	FMCG	Bath/Beauty
46	311	623	312	ENGAGE	FMCG	Deo/Perfume
47	323	560	237	OLD SPICE	FMCG	Deo/Perfume
48	324	104	-220	HAMAM	FMCG	Bath/Beauty
49	342	540	198	CHIK SHAMPOO	FMCG	Bath/Beauty
50	344	187	-157	PARK AVENUE	FMCG	Bath/Beauty
51	345	279	-66	BABOOL	FMCG	Oral hygiene
52	354	81	-273	BOROLINE	FMCG	Bath/Beauty
53	377	298	-79	MARGO	FMCG	Bath/Beauty
54	378	202	-176	HEAD & SHOULDER	FMCG	Haircare
55	399	285	-114	ORIFLAME	FMCG	Direct Selling
56	401	-	-	CHANDRIKA	FMCG	Bath/Beauty
57	402	116	-286	EMAMI	FMCG	Diversified
58	417	808	391	REVLON	FMCG	Bath/Beauty
59	425	301	-124	PAMPERS	FMCG	Diapers
60	426	420	-6	DABUR LAL DANTMANJAN	FMCG	Oral hygiene
61	429	732	303	YARDLEY	FMCG	Deo/Perfume
62	446	486	40	NIPPO BATTERIES	FMCG	Consumer Batteries
63	447	-	-	SAVLON	FMCG	Antiseptics
64	454	204	-250	EVA	FMCG	Deo/Perfume
65	464	559	95	NIHAR	FMCG	Haircare
66	467	872	405	MANFORCE	FMCG	Condoms
67	470	346	-124	PALMOLIVE	FMCG	Bath/Beauty
68	475	194	-281	LIZOL	FMCG	Disinfectant
69	489	382	-107	GHARI DETERGENT	FMCG	Fabric care
70	493	294	-199	LIRIL	FMCG	Bath/Beauty
71	495	854	359	MAMY POKO PANTS	FMCG	Diapers
72	500	726	226	FAIR AND HANDSOME	FMCG	Bath/Beauty
73	508	308	-200	DABUR AMLA	FMCG	Bath/Beauty
74	534	311	-223	ELLE 18	FMCG	Bath/Beauty
75	572	855	283	SET WET	FMCG	Bath/Beauty
76	578	-	-	DENVER PERFUME	FMCG	Deo/Perfume
77	585	-	-	KAMASUTRA	FMCG	Condoms
78	605	-	-	OLIVIA	FMCG	Bath/Beauty
79	610	401	-209	DURACELL	FMCG	Consumer Batteries
80	613	-	-	LIBERO	FMCG	Diapers
81	627	584	-43	FENA	FMCG	Fabric care
82	629	541	-88	FIAMA DI WILLS	FMCG	Bath/Beauty

CATEGORY - WISE ALL INDIA LISTING

FMCG SUPER CATEGORY

FMCG Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
83	637	630	-7	COLGATE CIBACA	FMCG	Oral hygiene
84	638	367	-271	FA	FMCG	Bath/Beauty
85	645	220	-425	HUGGIES	FMCG	Diapers
86	662	-	-	SUNLIGHT DETERGENT	FMCG	Fabric care
87	671	303	-368	LIVON	FMCG	Bath/Beauty
88	680	227	-453	SPINZ DEO	FMCG	Deo/Perfume
89	692	690	-2	FEVIKWIK	FMCG	Adhesive
90	695	313	-382	EVEREADY	FMCG	Consumer Batteries
91	703	334	-369	WHISPER	FMCG	Personal Hygiene Products
92	708	-	-	PARACHUTE JASMINE OIL	FMCG	Haircare
93	711	519	-192	NYCIL	FMCG	Prickly Heat Powder
94	717	533	-184	NAVRATNA COOL OIL	FMCG	Haircare
95	723	799	76	MESWAK	FMCG	Oral hygiene
96	730	614	-116	BAJAJ ALMOND HAIR OIL	FMCG	Haircare
97	741	534	-207	ETA SOAP	FMCG	Fabric care
98	744	221	-523	EVERYUTH	FMCG	Bath/Beauty
99	755	-	-	SAFED	FMCG	Fabric care
100	758	284	-474	DOMEX	FMCG	Disinfectant
101	764	768	4	HAIR & CARE	FMCG	Haircare
102	770	840	70	GODREJ NO 1	FMCG	Bath/Beauty
103	774	500	-274	HENKO DETERGENT	FMCG	Fabric care
104	778	278	-500	EXO DISH CARE	FMCG	Dishcare
105	779	-	-	INDU LEKHA OIL	FMCG	Haircare
106	781	-	-	TRESEMME	FMCG	Haircare
107	785	830	45	BAJAJ AMLA SHIKAKAI HAIR OIL	FMCG	Haircare
108	794	-	-	XPERT	FMCG	Dishcare
109	797	725	-72	KESH KALA	FMCG	Hair Dye
110	803	671	-132	MYSORE SANDAL	FMCG	Bath/Beauty
111	812	-	-	MOODS	FMCG	Condoms
112	818	205	-613	CLEAN & CLEAR	FMCG	Bath/Beauty
113	829	618	-211	KEO KARPIN	FMCG	Haircare
114	833	-	-	VCARE	FMCG	Bath/Beauty
115	838	-	-	LAYER'R SHOT	FMCG	Deo/Perfume
116	873	-	-	ADDICTION	FMCG	Deo/Perfume
117	874	595	-279	VEET	FMCG	Bath/Beauty
118	875	344	-531	ALL CLEAR	FMCG	Haircare
119	929	-	-	IRISH SPRING	FMCG	Bath/Beauty
120	935	-	-	TOMMY GIRL	FMCG	Deo/Perfume
121	961	627	-334	DERMICOOL	FMCG	Prickly Heat Powder
122	977	-	-	BODY SHOP	FMCG	Bath/Beauty
123	980	-	-	JAC OLIVOL	FMCG	Bath/Beauty

CATEGORY - WISE ALL INDIA LISTING

FMCG SUPER CATEGORY

FMCG Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
124	985	-	-	XXX DETERGENT	FMCG	Fabric care
125	992	-	-	FEM BLEACH	FMCG	Bath/Beauty
126	996	307	-689	STAYFREE	FMCG	Personal Hygiene Products
127	997	656	-341	SUPER VASMOL	FMCG	Hair Dye
128	999	-	-	HIMGANGE	FMCG	Haircare

Adhesive

Adhesive Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	190	207	17	FEVICOL	Adhesive
2	692	690	-2	FEVIKWIK	Adhesive

Antiseptics

Anti-septics Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	50	27	-23	DETTOL	Antiseptics
2	447	-	-	SAVLON	Antiseptics

Condoms

Condoms Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	467	872	405	MANFORCE	Condoms
2	585	-	-	KAMASUTRA	Condoms
3	812	-	-	MOODS	Condoms

Consumer Batteries

Batteries Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	446	486	40	NIPPO BATTERIES	Consumer Batteries
2	610	401	-209	DURACELL	Consumer Batteries
3	695	313	-382	EVEREADY	Consumer Batteries

CATEGORY - WISE ALL INDIA LISTING

Bath/Beauty

Bath/ Beauty Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	15	23	8	DOVE	Bath/Beauty
2	17	267	250	LUX	Bath/Beauty
3	49	32	-17	PONDS	Bath/Beauty
4	56	25	-31	LAKME	Bath/Beauty
5	90	122	32	PANTENE	Bath/Beauty
6	97	149	52	SANTOOR	Bath/Beauty
7	110	85	-25	FAIR & LOVELY	Bath/Beauty
8	111	188	77	PEARS	Bath/Beauty
9	128	99	-29	NIVEA	Bath/Beauty
10	152	159	7	BOROPLUS	Bath/Beauty
11	155	265	110	REXONA	Bath/Beauty
12	168	129	-39	LIFEBUOY	Bath/Beauty
13	170	73	-97	CINTHOL	Bath/Beauty
14	171	60	-111	GARNIER	Bath/Beauty
15	182	252	70	OLAY	Bath/Beauty
16	186	73	-113	CINTHOL	Bath/Beauty
17	193	335	142	MEDIMIX	Bath/Beauty
18	256	232	-24	VASELINE	Bath/Beauty
19	304	300	-4	VIVEL	Bath/Beauty
20	324	104	-220	HAMAM	Bath/Beauty
21	342	540	198	CHIK SHAMPOO	Bath/Beauty
22	344	187	-157	PARK AVENUE	Bath/Beauty
23	354	81	-273	BOROLINE	Bath/Beauty
24	377	298	-79	MARGO	Bath/Beauty
25	401	-	-	CHANDRIKA	Bath/Beauty
26	417	808	391	REVLON	Bath/Beauty
27	470	346	-124	PALMOLIVE	Bath/Beauty
28	493	294	-199	LIRIL	Bath/Beauty
29	500	726	226	FAIR AND HANDSOME	Bath/Beauty
30	508	308	-200	DABUR AMLA	Bath/Beauty
31	534	311	-223	ELLE 18	Bath/Beauty
32	572	855	283	SET WET	Bath/Beauty
33	605	-	-	OLIVIA	Bath/Beauty
34	629	541	-88	FIAMA DI WILLS	Bath/Beauty
35	638	367	-271	FA	Bath/Beauty
36	671	303	-368	LIVON	Bath/Beauty
37	744	221	-523	EVERYUTH	Bath/Beauty
38	770	840	70	GODREJ NO 1	Bath/Beauty
39	803	671	-132	MYSORE SANDAL	Bath/Beauty
40	818	205	-613	CLEAN & CLEAR	Bath/Beauty

CATEGORY - WISE ALL INDIA LISTING

Bath/ Beauty Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
41	833	-	-	VCARE	Bath/Beauty
42	874	595	-279	VEET	Bath/Beauty
43	929	-	-	IRISH SPRING	Bath/Beauty
44	980	-	-	JAC OLIVOL	Bath/Beauty
45	992	-	-	FEM BLEACH	Bath/Beauty
46	977	-	-	BODY SHOP	Bath/Beauty

Deo/Perfume

Deo/ Perfume Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	67	109	42	FOGG	Deo/Perfume
2	84	28	-56	AXE	Deo/Perfume
3	270	538	268	WILD STONE	Deo/Perfume
4	311	623	312	ENGAGE	Deo/Perfume
5	323	560	237	OLD SPICE	Deo/Perfume
6	429	732	303	YARDLEY	Deo/Perfume
7	454	204	-250	EVA	Deo/Perfume
8	578	-	-	DENVER PERFUME	Deo/Perfume
9	680	227	-453	SPINZ DEO	Deo/Perfume
10	838	-	-	LAYER'R SHOT	Deo/Perfume
11	873	-	-	ADDICTION	Deo/Perfume
12	935	-	-	TOMMY GIRL	Deo/Perfume

Diapers

Diapers Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	425	301	-124	PAMPERS	Diapers
2	495	854	359	MAMY POKO PANTS	Diapers
3	613	-	-	LIBERO	Diapers
4	645	220	-425	HUGGIES	Diapers

Direct Selling

Direct Selling Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	184	229	45	AMWAY	Direct Selling
2	399	285	-114	ORIFLAME	Direct Selling

CATEGORY - WISE ALL INDIA LISTING

Dishcare

Dishcare Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	126	275	149	VIM	Dishcare
2	778	278	-500	EXO DISH CARE	Dishcare
3	794	-	-	XPERT	Dishcare

Disinfectant

Disinfectant Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	475	194	-281	LIZOL	Disinfectant
2	758	284	-474	DOMEX	Disinfectant

Diversified

Diversified Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	75	522	447	CAVINKARE	Diversified
2	120	139	19	NIRMA	Diversified
3	173	576	403	PATANJALI	Diversified
4	402	116	-286	EMAMI	Diversified

Hair Dye

Hair Dye Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	797	725	-72	KESH KALA	Hair Dye
2	997	656	-341	SUPER VASMOL	Hair Dye

CATEGORY - WISE ALL INDIA LISTING

Haircare

Hair-care Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	57	91	34	SUNSILK	Haircare
2	121	166	45	PARACHUTE	Haircare
3	143	82	-61	L'OREAL	Haircare
4	145	144	-1	CLINIC PLUS	Haircare
5	247	233	-14	DABUR VATIKA	Haircare
6	378	202	-176	HEAD & SHOULDER	Haircare
7	464	559	95	NIHAR	Haircare
8	708	-	-	PARACHUTE JASMINE OIL	Haircare
9	717	533	-184	NAVRATNA COOL OIL	Haircare
10	730	614	-116	BAJAJ ALMOND HAIR OIL	Haircare
11	764	768	4	HAIR & CARE	Haircare
12	779	-	-	INDU LEKHA OIL	Haircare
13	781	-	-	TRESEMME	Haircare
14	785	830	45	BAJAJ AMLA SHIKAKAI HAIR OIL	Haircare
15	829	618	-211	KEO KARPIN	Haircare
16	875	344	-531	ALL CLEAR	Haircare
17	999	-	-	HIMGANGE	Haircare

Oral hygiene

Oral hygiene Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	36	22	-14	COLGATE	Oral hygiene
2	104	95	-9	PEPSODENT	Oral hygiene
3	105	111	6	CLOSE UP	Oral hygiene
4	135	240	105	ORAL B	Oral hygiene
5	242	181	-61	VICCO	Oral hygiene
6	345	279	-66	BABOOL	Oral hygiene
7	426	420	-6	DABUR LAL DANTMANJAN	Oral hygiene
8	637	630	-7	COLGATE CIBACA	Oral hygiene
9	723	799	76	MESWAK	Oral hygiene

Prickly Heat Powder

Powder Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	711	519	-192	NYCIL	Prickly Heat Powder
2	961	627	-334	DERMICOOL	Prickly Heat Powder

CATEGORY - WISE ALL INDIA LISTING

Personal Hygiene Products

Hygiene Products Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	703	334	-369	WHISPER	Personal Hygiene Products
2	996	307	-689	STAYFREE	Personal Hygiene Products

Fabric care

Fabric care Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	96	161	65	TIDE	Fabric care
2	101	123	22	RIN	Fabric care
3	181	126	-55	SURF EXCEL	Fabric care
4	188	381	193	WHEEL	Fabric care
5	232	172	-60	ARIEL	Fabric care
6	273	440	167	UJALA	Fabric care
7	489	382	-107	GHARI DETERGENT	Fabric care
8	627	584	-43	FENA	Fabric care
9	662	-	-	SUNLIGHT DETERGENT	Fabric care
10	741	534	-207	ETA SOAP	Fabric care
11	755	-	-	SAFED	Fabric care
12	774	500	-274	HENKO DETERGENT	Fabric care
13	985	-	-	XXX DETERGENT	Fabric care

F&B SUPER CATEGORY



F&B Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	19	24	5	PEPSI	Food & Beverage	Aerated Beverages
2	41	12	-29	AMUL	Food & Beverage	Dairy - Diversified
3	42	26	-16	COCA-COLA	Food & Beverage	Aerated Beverages
4	47	86	39	BOOST	Food & Beverage	Nutritional supplement
5	58	39	-19	PARLE G	Food & Beverage	Biscuits - Brand
6	62	31	-31	BRITANNIA	Food & Beverage	F&B - Diversified
7	65	107	42	NESTLE MAGGI	Food & Beverage	Fast Moving Foods
8	69	74	5	HORLICKS	Food & Beverage	Nutritional supplement
9	78	113	35	NESTLE	Food & Beverage	F&B - Diversified
10	79	406	327	SPRITE	Food & Beverage	Aerated Beverages
11	81	117	36	BRITANNIA GOOD DAY	Food & Beverage	Biscuits - Brand

CATEGORY - WISE ALL INDIA LISTING

F&B SUPER CATEGORY

F&B Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
12	89	55	-34	CADBURY'S	Food & Beverage	F&B - Diversified
13	91	151	60	THUMS UP	Food & Beverage	Aerated Beverages
14	119	69	-50	MAAZA	Food & Beverage	Non-aerated Beverages
15	124	179	55	BALAJI	Food & Beverage	Packaged Snacks
16	127	170	43	BOURNVITA	Food & Beverage	Nutritional supplement
17	130	242	112	MIRINDA	Food & Beverage	Aerated Beverages
18	136	368	232	LIPTON	Food & Beverage	Tea
19	147	68	-79	HALDIRAM'S	Food & Beverage	Packaged Snacks
20	148	281	133	SUNFEAST	Food & Beverage	Biscuits - Diversified
21	160	178	18	LIMCA	Food & Beverage	Aerated Beverages
22	161	156	-5	AASHIRWAAD	Food & Beverage	Packaged Atta
23	164	176	12	MDH	Food & Beverage	Masala
24	165	236	71	TATA TEA	Food & Beverage	Tea
25	185	384	199	GLUCON D	Food & Beverage	Powdered Drink
26	187	66	-121	LAYS	Food & Beverage	Packaged Snacks
27	199	251	52	CADBURY 5 STAR	Food & Beverage	Chocolate Bar
28	202	201	-1	FORTUNE	Food & Beverage	F&B - Diversified
29	204	213	9	TATA SALT	Food & Beverage	Salt
30	211	230	19	MOTHER DAIRY	Food & Beverage	Dairy - Diversified
31	227	247	20	CADBURY DAIRY MILK	Food & Beverage	Chocolate Bar
32	228	928	700	RED BULL	Food & Beverage	Energy Drink
33	231	108	-123	KURKURE	Food & Beverage	Packaged Snacks
34	237	186	-51	KISSAN	Food & Beverage	F&B - Diversified
35	239	850	611	MANGOLA	Food & Beverage	Non-aerated Beverages
36	258	185	-73	POLO CANDY	Food & Beverage	Mouth Freshner
37	265	157	-108	LIJJAT PAPAD	Food & Beverage	Fast Moving Foods
38	268	689	421	CADBURY GEMS	Food & Beverage	Candy
39	269	493	224	SUNRISE OIL	Food & Beverage	Edible Oil
40	274	110	-164	AACHI MASALA	Food & Beverage	Masala
41	276	714	438	PARLE	Food & Beverage	Biscuits - Diversified
42	277	504	227	VADILAL	Food & Beverage	Ice Cream
43	278	454	176	HAJMOLA	Food & Beverage	Candy
44	281	128	-153	MTR	Food & Beverage	RTC Foods
45	283	132	-151	7UP	Food & Beverage	Aerated Beverages
46	290	248	-42	SAFFOLA	Food & Beverage	Edible Oil
47	294	288	-6	TAJ MAHAL TEA	Food & Beverage	Tea
48	296	238	-58	KINLEY	Food & Beverage	Packaged Drinking Water
49	316	-	-	RAMDEV FOOD PRODUCTS	Food & Beverage	F&B - Diversified
50	317	822	505	YIPPEE	Food & Beverage	Fast Moving Foods
51	326	256	-70	NESTLE KITKAT	Food & Beverage	Chocolate Bar
52	329	736	407	DUTA SPICES	Food & Beverage	Masala

CATEGORY - WISE ALL INDIA LISTING

F&B SUPER CATEGORY

F&B Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
53	330	70	-260	BINGO	Food & Beverage	Packaged Snacks
54	332	615	283	HAVMOR	Food & Beverage	Ice Cream
55	334	451	117	SLICE	Food & Beverage	Non-aerated Beverages
56	340	138	-202	BRU	Food & Beverage	Instant Coffee
57	347	173	-174	AAVIN DAIRY	Food & Beverage	Dairy Products
58	349	118	-231	COMPLAN	Food & Beverage	Nutritional supplement
59	351	529	178	KNORR	Food & Beverage	Fast Moving Foods
60	353	249	-104	AQUAFINA	Food & Beverage	Packaged Drinking Water
61	358	481	123	RASNA	Food & Beverage	Powdered Drink
62	362	276	-86	BISK FARM	Food & Beverage	Biscuits - Diversified
63	364	316	-48	PRIYA FOODS	Food & Beverage	F&B - Diversified
64	365	235	-130	FROOTI	Food & Beverage	Non-aerated Beverages
65	366	617	251	NANDINI MILK	Food & Beverage	Dairy - Milk
66	367	516	149	BROOKE BOND TEA	Food & Beverage	Tea
67	373	246	-127	EVEREST	Food & Beverage	Masala
68	379	480	101	KELLOGG'S	Food & Beverage	Fast Moving Foods
69	386	218	-168	NESCAFE	Food & Beverage	Instant Coffee
70	388	-	-	LAY'S MAXX	Food & Beverage	Packaged Snacks
71	407	478	71	KOHINOOR BASMATI RICE	Food & Beverage	Packaged Rice
72	414	-	-	AMUL BUTTER	Food & Beverage	Butter
73	423	668	245	CREAMBELL	Food & Beverage	Ice Cream
74	433	873	440	CADBURY PERK	Food & Beverage	Chocolate Bar
75	435	-	-	GOWARDHAN GHEE	Food & Beverage	Ghee
76	442	557	115	OREO	Food & Beverage	Biscuits - Brand
77	448	-	-	SOCIETY TEA	Food & Beverage	Tea
78	451	190	-261	FANTA	Food & Beverage	Aerated Beverages
79	458	593	135	GOKUL MILK	Food & Beverage	Dairy - Milk
80	462	-	-	DUKE'S	Food & Beverage	Aerated Beverages
81	484	-	-	MAGNUM	Food & Beverage	Ice Cream
82	487	402	-85	BRITANNIA TIGER	Food & Beverage	Biscuits - Brand
83	491	366	-125	ANMOL	Food & Beverage	Biscuits - Diversified
84	492	744	252	RAJNIGANDHA	Food & Beverage	Mouth Freshner - Traditional
85	496	296	-200	MOUNTAIN DEW	Food & Beverage	Aerated Beverages
86	504	345	-159	TAAZA	Food & Beverage	Tea
87	506	867	361	RAIL NEER	Food & Beverage	Packaged Drinking Water
88	509	514	5	DHARA	Food & Beverage	Edible Oil
89	515	461	-54	TROPICANA	Food & Beverage	Packaged Juice
90	519	941	422	BOOMER	Food & Beverage	Chewing Gum
91	522	485	-37	INDIA GATE	Food & Beverage	Packaged Rice
92	523	465	-58	SUNDROP	Food & Beverage	Edible Oil
93	539	282	-257	KWALITY WALLS	Food & Beverage	Ice Cream

CATEGORY - WISE ALL INDIA LISTING

F&B SUPER CATEGORY

F&B Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
94	551	518	-33	PAN PARAG	Food & Beverage	Mouth Freshner - Traditional
95	552	310	-242	BRITANNIA 50 50	Food & Beverage	Biscuits - Brand
96	565	731	166	CENTER FRESH	Food & Beverage	Chewing Gum
97	576	353	-223	DALDA	Food & Beverage	Hydrogenated Vegetable Oil
98	590	-	-	MILMA	Food & Beverage	Dairy - Diversified
99	591	-	-	MADHUR SUGAR	Food & Beverage	Sugar
100	592	339	-253	BIKANERVALA	Food & Beverage	Packaged Snacks
101	595	-	-	PARLE GOLD STAR	Food & Beverage	Biscuits - Brand
102	621	589	-32	DABUR HONEY	Food & Beverage	Honey
103	623	-	-	KANNAN DEVAN	Food & Beverage	Tea
104	624	389	-235	BOVONTO	Food & Beverage	Aerated Beverages
105	655	859	204	GEMINI OIL	Food & Beverage	Edible oil
106	659	567	-92	NESTLE MUNCH	Food & Beverage	Chocolate Bar
107	672	647	-25	SHAKTI BHOG	Food & Beverage	Packaged Atta
108	675	-	-	HATHI MASALA	Food & Beverage	Masala
109	688	-	-	ANNAPOORNA	Food & Beverage	F&B - Diversified
110	693	569	-124	NESTLE EVERYDAY MILK	Food & Beverage	Dairy - Milk
111	694	507	-187	RED LABEL TEA	Food & Beverage	Tea
112	707	198	-509	DABUR REAL	Food & Beverage	Packaged Juice
113	734	-	-	BRITANNIA CAKE	Food & Beverage	Cake
114	736	-	-	ALPENLIEBE	Food & Beverage	Candy
115	737	-	-	METRO ICECREAM	Food & Beverage	Ice Cream
116	739	416	-323	BROOKE BOND 3 ROSES	Food & Beverage	Tea
117	743	-	-	VIMAL PAN MASALA	Food & Beverage	Mouth Freshner - Traditional
118	746	-	-	NESTLE MILKY BAR	Food & Beverage	Chocolate Bar
119	762	666	-96	GANESH ATTA	Food & Beverage	Packaged Atta
120	786	-	-	MODERN BREAD	Food & Beverage	Bread
121	798	437	-361	APPY FIZZ	Food & Beverage	Aerated Beverages
122	799	-	-	PARLE 20 20	Food & Beverage	Biscuits - Brand
123	807	-	-	PARAS DAIRY	Food & Beverage	Dairy - Diversified
124	809	100	-709	BIKAJI FOODS	Food & Beverage	Packaged Snacks
125	813	-	-	SNICKERS	Food & Beverage	Chocolate Bar
126	825	631	-194	BADSHAH MASALA	Food & Beverage	Masala
127	831	-	-	PARAG MILK	Food & Beverage	Dairy - Milk
128	832	869	37	PASS PASS	Food & Beverage	Mouth Freshner
129	837	710	-127	HOMA BREAD	Food & Beverage	Bread
130	841	475	-366	CADBURY ÉCLAIR	Food & Beverage	Chocolate Bar
131	842	463	-379	MENTOS	Food & Beverage	Mouth Freshner
132	848	259	-589	HALLS	Food & Beverage	Mouth Freshner
133	849	-	-	ENDURA MASS	Food & Beverage	Nutritional Protien supplement
134	850	-	-	BABA ELAICHI	Food & Beverage	Mouth Freshner - Traditional

CATEGORY - WISE ALL INDIA LISTING

F&B SUPER CATEGORY

F&B Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
135	866	501	-365	DARK FANTASY	Food & Beverage	Biscuits - Brand
136	881	-	-	KINDER JOY	Food & Beverage	Candy
137	890	691	-199	AMULYA	Food & Beverage	Dairy - Whitener
138	911	865	-46	PARLE HIDE & SEEK	Food & Beverage	Biscuits - Brand
139	914	542	-372	LEHAR	Food & Beverage	Packaged Snacks
140	915	388	-527	CATCH MASALA	Food & Beverage	Masala
141	927	-	-	PILSBURY	Food & Beverage	Packaged Atta
142	932	424	-508	UNCLE CHIPS	Food & Beverage	Packaged Snacks
143	950	-	-	DAAWAT BASMATI	Food & Beverage	Packaged Rice
144	953	524	-429	WAGH BAKRI	Food & Beverage	Tea
145	954	429	-525	CANDYMAN	Food & Beverage	Candy
146	956	-	-	LOTTE CHOCO PIE	Food & Beverage	Chocolate Candy
147	957	871	-86	ANIKSPRAY	Food & Beverage	Dairy - Whitener
148	968	-	-	SOSYO	Food & Beverage	Aerated Beverages
149	972	-	-	ROOH AFZA	Food & Beverage	Non-aerated Beverages
150	981	828	-153	KOPIKO	Food & Beverage	Candy
151	986	-	-	PROTINEX	Food & Beverage	Nutritional supplement
152	994	-	-	DABUR CHYAWANPRASH	Food & Beverage	Chyawanprash

Aerated Beverages

Bever-ages-Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	19	24	5	PEPSI	Aerated Beverages
2	42	26	-16	COCA-COLA	Aerated Beverages
3	79	406	327	SPRITE	Aerated Beverages
4	91	151	60	THUMS UP	Aerated Beverages
5	130	242	112	MIRINDA	Aerated Beverages
6	160	178	18	LIMCA	Aerated Beverages
7	283	132	-151	7UP	Aerated Beverages
8	451	190	-261	FANTA	Aerated Beverages
9	462	-	-	DUKE'S	Aerated Beverages
10	496	296	-200	MOUNTAIN DEW	Aerated Beverages
11	624	389	-235	BOVONTO	Aerated Beverages
12	798	437	-361	APPY FIZZ	Aerated Beverages
13	968	-	-	SOSYO	Aerated Beverages

CATEGORY - WISE ALL INDIA LISTING

Biscuits - Brand

Biscuits Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	58	39	-19	PARLE G	Biscuits - Brand
2	81	117	36	BRITANNIA GOOD DAY	Biscuits - Brand
3	442	557	115	OREO	Biscuits - Brand
4	487	402	-85	BRITANNIA TIGER	Biscuits - Brand
5	552	310	-242	BRITANNIA 50 50	Biscuits - Brand
6	595	-	-	PARLE GOLD STAR	Biscuits - Brand
7	799	-	-	PARLE 20 20	Biscuits - Brand
8	866	501	-365	DARK FANTASY	Biscuits - Brand
9	911	865	-46	PARLE HIDE & SEEK	Biscuits - Brand

Biscuits - Diversified

Biscuits Div. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	148	281	133	SUNFEAST	Biscuits - Diversified
2	276	714	438	PARLE	Biscuits - Diversified
3	362	276	-86	BISK FARM	Biscuits - Diversified
4	491	366	-125	ANMOL	Biscuits - Diversified

Bread

Bread Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	786	-	-	MODERN BREAD	Bread
2	837	710	-127	HOMA BREAD	Bread

Butter

Butter Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	414	-	-	AMUL BUTTER	Butter

Cake

Cake Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	734	-	-	BRITANNIA CAKE	Cake

CATEGORY - WISE ALL INDIA LISTING

Candy

Candy Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	268	689	421	CADBURY GEMS	Candy
2	278	454	176	HAJMOLA	Candy
3	736	-	-	ALPENLIEBE	Candy
4	881	-	-	KINDER JOY	Candy
5	954	429	-525	CANDYMAN	Candy
6	981	828	-153	KOPIKO	Candy

Chewing Gum

Chewing Gum Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	519	941	422	BOOMER	Chewing Gum
2	565	731	166	CENTER FRESH	Chewing Gum

Chocolate Bar

Chocolate Bar Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	199	251	52	CADBURY 5 STAR	Chocolate Bar
2	227	247	20	CADBURY DAIRY MILK	Chocolate Bar
3	326	256	-70	NESTLE KITKAT	Chocolate Bar
4	433	873	440	CADBURY PERK	Chocolate Bar
5	659	567	-92	NESTLE MUNCH	Chocolate Bar
6	746	-	-	NESTLE MILKY BAR	Chocolate Bar
7	813	-	-	SNICKERS	Chocolate Bar
8	841	475	-366	CADBURY ÉCLAIR	Chocolate Bar

Chocolate Candy

Chocolate Candy Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	956	-	-	LOTTE CHOCO PIE	Chocolate Candy

CATEGORY - WISE ALL INDIA LISTING

Chyawanprash

Chyawanprash Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	994	-	-	DABUR CHYAWANPRASH	Chyawanprash

Dairy - Diversified

Dairy Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	41	12	-29	AMUL	Dairy - Diversified
2	211	230	19	MOTHER DAIRY	Dairy - Diversified
3	590	-	-	MILMA	Dairy - Diversified
4	807	-	-	PARAS DAIRY	Dairy - Diversified

Dairy - Milk

Milk Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	366	617	251	NANDINI MILK	Dairy - Milk
2	458	593	135	GOKUL MILK	Dairy - Milk
3	693	569	-124	NESTLE EVERYDAY MILK	Dairy - Milk
4	831	-	-	PARAG MILK	Dairy - Milk

Dairy - Whitener

Whitener Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	890	691	-199	AMULYA	Dairy - Whitener
2	957	871	-86	ANIKSPRAY	Dairy - Whitener

Dairy Products

Dairy Products Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	347	173	-174	AAVIN DAIRY	Dairy Products

Energy Drink

Energy Drink Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	228	928	700	RED BULL	Energy Drink

CATEGORY - WISE ALL INDIA LISTING

Edible Oil

Oil Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	269	493	224	SUNRISE OIL	Edible Oil
2	290	248	-42	SAFFOLA	Edible Oil
3	509	514	5	DHARA	Edible Oil
4	523	465	-58	SUNDROP	Edible Oil
5	655	859	204	GEMINI OIL	Edible Oil

F&B - Diversified

Diversi-fied Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	62	31	-31	BRITANNIA	F&B - Diversified
2	78	113	35	NESTLE	F&B - Diversified
3	89	55	-34	CADBURY'S	F&B - Diversified
4	202	201	-1	FORTUNE	F&B - Diversified
5	237	186	-51	KISSAN	F&B - Diversified
6	316	-	-	RAMDEV FOOD PRODUCTS	F&B - Diversified
7	364	316	-48	PRIYA FOODS	F&B - Diversified
8	688	-	-	ANNAPOORNA	F&B - Diversified

Fast Moving Foods

Fast Moving Food Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	65	107	42	NESTLE MAGGI	Fast Moving Foods
2	265	157	-108	LIJJAT PAPAD	Fast Moving Foods
3	317	822	505	YIPPEE	Fast Moving Foods
4	351	529	178	KNORR	Fast Moving Foods
5	379	480	101	KELLOGG'S	Fast Moving Foods

Ghee

Ghee Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	435	-	-	GOWARDHAN GHEE	Ghee

CATEGORY - WISE ALL INDIA LISTING

Honey

Honey Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	621	589	-32	DABUR HONEY	Honey

Hydrogenated Vegetable Oil

Vegetable Oil Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	576	353	-223	DALDA	Hydrogenated Vegetable Oil

Ice Cream

Ice Cream Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	277	504	227	VADILAL	Ice Cream
2	332	615	283	HAVMOR	Ice Cream
3	423	668	245	CREAMBELL	Ice Cream
4	484	-	-	MAGNUM	Ice Cream
5	539	282	-257	KWALITY WALLS	Ice Cream
6	737	-	-	METRO ICECREAM	Ice Cream

Instant Coffee

Instant Coffee Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	340	138	-202	BRU	Instant Coffee
2	386	218	-168	NESCAFE	Instant Coffee

Masala

Masala Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	164	176	12	MDH	Masala
2	274	110	-164	AACHI MASALA	Masala
3	329	736	407	DUTA SPICES	Masala
4	373	246	-127	EVEREST	Masala
5	675	-	-	HATHI MASALA	Masala
6	825	631	-194	BADSHAH MASALA	Masala
7	915	388	-527	CATCH MASALA	Masala

CATEGORY - WISE ALL INDIA LISTING

Mouth Freshner

Mouth freshner Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	258	185	-73	POLO CANDY	Mouth Freshner
2	832	869	37	PASS PASS	Mouth Freshner
3	842	463	-379	MENTOS	Mouth Freshner
4	848	259	-589	HALLS	Mouth Freshner

Mouth Freshner - Traditional

Mouth fresh.Trad. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	492	744	252	RAJNIGANDHA	Mouth Freshner - Traditional
2	551	518	-33	PAN PARAG	Mouth Freshner - Traditional
3	743	-	-	VIMAL PAN MASALA	Mouth Freshner - Traditional
4	850	-	-	BABA ELAICHI	Mouth Freshner - Traditional

Non-aerated Beverages

Non Aerated Bev. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	119	69	-50	MAAZA	Non-aerated Beverages
2	239	850	611	MANGOLA	Non-aerated Beverages
3	334	451	117	SLICE	Non-aerated Beverages
4	365	235	-130	FROOTI	Non-aerated Beverages
5	972	-	-	ROOH AFZA	Non-aerated Beverages

Nutritional Protein supplement

Protein Supple. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	849	-	-	ENDURA MASS	Nutritional Protein supplement

CATEGORY - WISE ALL INDIA LISTING

Nutritional supplement

Nutri. Supple. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	47	86	39	BOOST	Nutritional supplement
2	69	74	5	HORLICKS	Nutritional supplement
3	127	170	43	BOURNVITA	Nutritional supplement
4	349	118	-231	COMPLAN	Nutritional supplement
5	986	-	-	PROTINEX	Nutritional supplement

Packaged Atta

Atta Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	161	156	-5	AASHIRWAAD	Packaged Atta
2	672	647	-25	SHAKTI BHOG	Packaged Atta
3	762	666	-96	GANESH ATTA	Packaged Atta
4	927	-	-	PILSBURY	Packaged Atta

Packaged Drinking Water

Water Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	296	238	-58	KINLEY	Packaged Drinking Water
2	353	249	-104	AQUAFINA	Packaged Drinking Water
3	506	867	361	RAIL NEER	Packaged Drinking Water

Packaged Juice

Juice Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	515	461	-54	TROPICANA	Packaged Juice
2	707	198	-509	DABUR REAL	Packaged Juice

Packaged Rice

Rice Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	407	478	71	KOHINOOR BASMATI RICE	Packaged Rice
2	522	485	-37	INDIA GATE	Packaged Rice
3	950	-	-	DAAWAT BASMATI	Packaged Rice

CATEGORY - WISE ALL INDIA LISTING

Powdered Drink

Powdered Drink Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	185	384	199	GLUCON D	Powdered Drink
2	358	481	123	RASNA	Powdered Drink

Packaged Snacks

Snacks Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	124	179	55	BALAJI	Packaged Snacks
2	147	68	-79	HALDIRAM'S	Packaged Snacks
3	187	66	-121	LAYS	Packaged Snacks
4	231	108	-123	KURKURE	Packaged Snacks
5	330	70	-260	BINGO	Packaged Snacks
6	388	-	-	LAY'S MAXX	Packaged Snacks
7	592	339	-253	BIKANERVALA	Packaged Snacks
8	809	100	-709	BIKAJI FOODS	Packaged Snacks
9	914	542	-372	LEHAR	Packaged Snacks
10	932	424	-508	UNCLE CHIPS	Packaged Snacks

RTC Foods

RTC Foods Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	281	128	-153	MTR	RTC Foods

Salt

Salt Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	204	213	9	TATA SALT	Salt

Sugar

Sugar Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	591	-	-	MADHUR SUGAR	Sugar

CATEGORY - WISE ALL INDIA LISTING

Tea

Tea Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	136	368	232	LIPTON	Tea
2	165	236	71	TATA TEA	Tea
3	294	288	-6	TAJ MAHAL TEA	Tea
4	367	516	149	BROOKE BOND TEA	Tea
5	448	-	-	SOCIETY TEA	Tea
6	504	345	-159	TAAZA	Tea
7	623	-	-	KANNAN DEVAN	Tea
8	694	507	-187	RED LABEL TEA	Tea
9	739	416	-323	BROOKE BOND 3 ROSES	Tea
10	953	524	-429	WAGH BAKRI	Tea

GOVERNMENT BODY SUPER CATEGORY



Govern. Initiative Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	589	933	344	B.E.S.T.	Government Body	Bus Transportation
2	654	-	-	INDIAN RAILWAYS	Government Body	Rail Transportation

HEALTHCARE SUPER CATEGORY



Health-care Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	40	19	-21	DABUR	Healthcare	Ayurveda
2	144	131	-13	HIMALAYA	Healthcare	Ayurveda
3	163	244	81	IODEX	Healthcare	Pain Balm
4	197	272	75	ZANDU BALM	Healthcare	Pain Balm
5	209	444	235	VLCC	Healthcare	Health Management
6	218	510	292	RANBAXY	Healthcare	Pharmaceuticals
7	220	93	-127	J&J	Healthcare	Healthcare - Diversified
8	263	592	329	CROCIN	Healthcare	OTC
9	264	400	136	AMRUTANJAN	Healthcare	Pain Balm
10	288	555	267	HIMANI FAST RELIEF	Healthcare	Pain Balm
11	322	269	-53	VICKS	Healthcare	OTC
12	346	228	-118	CIPLA	Healthcare	Pharmaceuticals

CATEGORY - WISE ALL INDIA LISTING

HEALTHCARE SUPER CATEGORY

Health-care Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
13	392	479	87	NOVA HEALTHCARE	Healthcare	Daycare services
14	472	140	-332	MOOV	Healthcare	Pain Balm
15	525	-	-	LUPIN	Healthcare	Pharmaceuticals
16	541	200	-341	AYUR	Healthcare	Ayurveda
17	546	709	163	PEDIASURE	Healthcare	Baby Food
18	555	258	-297	APOLLO HOSPITALS	Healthcare	Hospitals
19	571	-	-	TIGER BALM	Healthcare	Pain Balm
20	587	-	-	IRIS HOSPITAL	Healthcare	Hospitals
21	596	826	230	FORTIS HOSPITAL	Healthcare	Hospitals
22	612	-	-	TEVA PHARMACEUTICALS	Healthcare	Pharmaceuticals
23	636	328	-308	BAIDYANATH	Healthcare	Ayurveda
24	681	711	30	GSK	Healthcare	Pharmaceuticals
25	683	786	103	AJANTA PHARMA	Healthcare	Pharmaceuticals
26	697	640	-57	ARISH AYURVEDIC	Healthcare	Ayurveda
27	706	-	-	B-TEX	Healthcare	Skin Cream
28	721	357	-364	VOLINI	Healthcare	Pain Balm
29	748	387	-361	ENO	Healthcare	OTC
30	749	546	-203	MANKIND	Healthcare	Pharmaceuticals
31	766	-	-	I PILL	Healthcare	OTC
32	793	613	-180	HERBAL LIFE	Healthcare	Direct Selling
33	816	712	-104	CADILA	Healthcare	Pharmaceuticals
34	871	648	-223	HAMDARD	Healthcare	Unani Medicine
35	886	-	-	PARAMPARA AYURVED	Healthcare	Ayurveda
36	949	-	-	ESCORT HOSPITAL	Healthcare	Hospitals
37	970	-	-	SUN PHARMA	Healthcare	Pharmaceuticals

Ayurveda

Ayurveda Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	40	19	-21	DABUR	Ayurveda
2	144	131	-13	HIMALAYA	Ayurveda
3	541	200	-341	AYUR	Ayurveda
4	636	328	-308	BAIDYANATH	Ayurveda
5	697	640	-57	ARISH AYURVEDIC	Ayurveda
6	886	-	-	PARAMPARA AYURVED	Ayurveda

CATEGORY - WISE ALL INDIA LISTING

Baby Food

Baby Food Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	546	709	163	PEDIASURE	Baby Food

Daycare services

Daycare Services Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	392	479	87	NOVA HEALTHCARE	Daycare services

Direct Selling

Direct Selling Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	793	613	-180	HERBAL LIFE	Direct Selling

Health Management

Health Management Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	209	444	235	VLCC	Health Management

Healthcare - Diversified

Healthcare - Diversified Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	220	93	-127	J&J	Healthcare - Diversified

Skin Cream

Skin Cream Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	706	-	-	B-TEX	Skin Cream

Unani Medicine

Unani Medicine Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	871	648	-223	HAMDARD	Unani Medicine

CATEGORY - WISE ALL INDIA LISTING

Hospitals

Hospitals Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	555	258	-297	APOLLO HOSPITALS	Hospitals
2	587	-	-	IRIS HOSPITAL	Hospitals
3	596	826	230	FORTIS HOSPITAL	Hospitals
4	949	-	-	ESCORT HOSPITAL	Hospitals

OTC

OTC Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	263	592	329	CROCIN	OTC
2	322	279	-53	VICKS	OTC
3	748	387	-361	ENO	OTC
4	766	-	-	I PILL	OTC

Pain Balm

Pain Balm Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	163	244	81	IODEX	Pain Balm
2	197	272	75	ZANDU BALM	Pain Balm
3	264	400	136	AMRUTANJAN	Pain Balm
4	288	555	267	HIMANI FAST RELIEF	Pain Balm
5	472	140	-332	MOOV	Pain Balm
6	571	-	-	TIGER BALM	Pain Balm
7	721	357	-364	VOLINI	Pain Balm

Pharmaceuticals

Pharmaceuticals Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	218	510	292	RANBAXY	Pharmaceuticals
2	346	228	-118	CIPLA	Pharmaceuticals
3	525	-	-	LUPIN	Pharmaceuticals
4	612	-	-	TEVA PHARMACEUTICALS	Pharmaceuticals
5	681	711	30	GSK	Pharmaceuticals
6	683	786	103	AJANTA PHARMA	Pharmaceuticals
7	749	546	-203	MANKIND	Pharmaceuticals
8	816	712	-104	CADILA	Pharmaceuticals
9	970	-	-	SUN PHARMA	Pharmaceuticals

CATEGORY - WISE ALL INDIA LISTING

HEAVY INDUSTRIES SUPER CATEGORY



Heavy Ind. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	355	-	-	TATA TISCON	Heavy Industries	TMT Bars
2	497	-	-	TATA STEEL	Heavy Industries	Metal & Mining
3	878	250	-628	JINDAL STEEL	Heavy Industries	Metal & Mining

Metal & Mining

Metal & Mining Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	497	-	-	TATA STEEL	Metal & Mining
2	878	250	-628	JINDAL STEEL	Metal & Mining

TMT Bars

TMT Bars Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	355	-	-	TATA TISCON	TMT Bars

HOME CARE SUPER CATEGORY



Home Care Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	109	206	97	GOOD KNIGHT	Home Care	Mosquito repellent
2	141	145	4	ALL OUT	Home Care	Mosquito repellent
3	271	443	172	MORTEIN	Home Care	Mosquito repellent
4	282	189	-93	AJANTA	Home Care	Clocks
5	287	673	386	MILTON	Home Care	Home Appliances
6	309	438	129	NILKAMAL	Home Care	Furniture/Furnishing Retail
7	352	158	-194	HARPIC	Home Care	Toilet Cleaner
8	361	418	57	HINDWARE	Home Care	Bath fixtures
9	376	257	-119	PARRYWARE	Home Care	Bath fixtures
10	468	536	68	ODONIL	Home Care	Air Freshener
11	477	-	-	LA OPALA	Home Care	Dinnerware
12	480	644	164	CYCLE AGARBATTI	Home Care	Agarbattis
13	549	846	297	AIRWICK	Home Care	Air Freshener
14	586	351	-235	SINGER	Home Care	Home Appliances
15	634	-	-	SUPREME	Home Care	Furniture/Furnishing Retail
16	651	-	-	ROCA	Home Care	Bath fixtures

CATEGORY - WISE ALL INDIA LISTING

Home Care Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
17	704	-	-	TULSHI AGARBATTI	Home Care	Agarbattis
18	714	-	-	KOHLER	Home Care	Bath fixtures
19	719	891	172	GODREJ LOCK	Home Care	Locks
20	973	929	-44	MAXO	Home Care	Mosquito repellent

Agarbattis

Agarbattis Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	480	644	164	CYCLE AGARBATTI	Agarbattis
2	704	-	-	TULSHI AGARBATTI	Agarbattis

Air Freshener

Air Freshener Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	468	536	68	ODONIL	Air Freshener
2	549	846	297	AIRWICK	Air Freshener

Bath fixtures

Bath fixtures Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	361	418	57	HINDWARE	Bath fixtures
2	376	257	-119	PARRYWARE	Bath fixtures
3	651	-	-	ROCA	Bath fixtures
4	714	-	-	KOHLER	Bath fixtures

Clocks

Clocks Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	282	189	-93	AJANTA	Clocks

CATEGORY - WISE ALL INDIA LISTING

Dinnerware

Dinnerware Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	477	-	-	LA OPALA	Dinnerware

Furniture/Furnishing Retail

Furniture/ Furnishing Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	309	438	129	NILKAMAL	Furniture/Furnishing Retail
2	634	-	-	SUPREME	Furniture/Furnishing Retail

Home Appliances

Home Appliances Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	287	673	386	MILTON	Home Appliances
2	586	351	-235	SINGER	Home Appliances

Locks

Locks Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	719	891	172	GODREJ LOCK	Locks

Mosquito repellent

Mosquito repellent Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	109	206	97	GOOD KNIGHT	Mosquito repellent
2	141	145	4	ALL OUT	Mosquito repellent
3	271	443	172	MORTIEN	Mosquito repellent
4	973	929	-44	MAXO	Mosquito repellent

Toilet Cleaner

Toilet Cleaner Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	352	158	-194	HARPIC	Toilet Cleaner

CATEGORY - WISE ALL INDIA LISTING

HOME FURNISHING SUPER CATEGORY



Home Furnishing Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	796	469	-327	SLEEPWELL	Home Furnishing	Mattresses
2	863	430	-433	KURLON	Home Furnishing	Mattresses

HOSPITALITY SUPER CATEGORY



Hospitality Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	502	-	-	TAJ BENGAL HOTEL	Hospitality	Hotels
2	548	-	-	SAYAJI	Hospitality	Hotels
3	858	-	-	AJANTA HOTEL	Hospitality	Hotels

HOUSEHOLD ELECTRICALS SUPER CATEGORY



HH Electricals Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	76	134	58	USHA FANS	Household Electricals	Fans
2	159	152	-7	HAVELLS	Household Electricals	Fast Moving Electrical Goods
3	221	127	-94	ANCHOR ELECTRICALS	Household Electricals	Fast Moving Electrical Goods
4	233	-	-	SURYA LED LIGHT	Household Electricals	LED
5	305	436	131	ORIENT	Household Electricals	Fans
6	359	225	-134	KHAITAN	Household Electricals	Fans
7	396	622	226	ORPAT	Household Electricals	Fans
8	409	411	2	SYSKA LED	Household Electricals	LED
9	535	585	50	POLAR FAN	Household Electricals	Fans
10	566	-	-	PHILIPS CFL	Household Electricals	CFL
11	722	-	-	V-GUARD	Household Electricals	Fast Moving Electrical Goods
12	753	-	-	CP PLUS	Household Electricals	Fast Moving Electrical Goods
13	904	-	-	OREVA	Household Electricals	LED

CFL

CFL Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	566	-	-	PHILIPS CFL	CFL

CATEGORY - WISE ALL INDIA LISTING

Fans

Fans Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	76	134	58	USHA FANS	Fans
2	305	436	131	ORIENT	Fans
3	359	225	-134	KHAITAN	Fans
4	396	622	226	ORPAT	Fans
5	535	585	50	POLAR FAN	Fans

Fast Moving Electrical Goods

Fast Moving Elect. Goods Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	159	152	-7	HAVELLS	Fast Moving Electrical Goods
2	221	127	-94	ANCHOR ELECTRICALS	Fast Moving Electrical Goods
3	722	-	-	V-GUARD	Fast Moving Electrical Goods
4	753	-	-	CP PLUS	Fast Moving Electrical Goods

LED

LED Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	233	-	-	SURYA LED LIGHT	LED
2	409	411	2	SYSKA LED	LED
3	904	-	-	OREVA	LED

HOUSEHOLD PRODUCTS SUPER CATEGORY



Household Products Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	445	-	-	LUMINOUS	Household Products	Inverters / Batteries
2	727	790	63	MICROTEK INVERTER	Household Products	Inverters / Batteries
3	991	-	-	SU-KAM	Household Products	Inverters / Batteries

CATEGORY - WISE ALL INDIA LISTING

INTERNET SUPER CATEGORY



Internet Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	74	50	-24	GOOGLE	Internet	Internet Search
2	83	146	63	AMAZON	Internet	Internet - Online Shopping
3	100	759	659	YAHOO	Internet	Internet Search
4	117	254	137	FACEBOOK	Internet	Social Networking
5	142	174	32	SNAPDEAL	Internet	Internet - Online Shopping
6	162	212	50	FLIPKART	Internet	Internet - Online Shopping
7	178	226	48	OLX.IN	Internet	Internet Classifieds Service
8	216	-	-	YOUTUBE	Internet	Video-sharing
9	252	-	-	TWITTER	Internet	Social Networking
10	257	701	444	E BAY	Internet	Internet - Online Shopping
11	260	746	486	WHATSAPP	Internet	Instant Messaging Service
12	312	505	193	QUIKR	Internet	Internet Classifieds Service
13	325	-	-	PAY PAL	Internet	Online Payment Service
14	327	-	-	GMAIL	Internet	Email service
15	341	-	-	PAYTM	Internet	Online Payment Service
16	473	-	-	SKYPE	Internet	Video Call Service
17	499	-	-	LINKEDIN	Internet	Social Networking
18	580	-	-	MYNTRA	Internet	Internet - Online Shopping
19	619	653	34	YEPME.COM	Internet	Internet - Online Shopping
20	647	843	196	MAKEMYTRIP	Internet	Travel Services
21	713	-	-	OXIGEN WALLET	Internet	Online Payment Service
22	725	243	-482	JABONG	Internet	Internet - Online Shopping
23	731	906	175	NAAPTOL	Internet	Internet - Online Shopping
24	776	-	-	MOBIKWIK	Internet	Online Payment Service
25	864	-	-	SHOPCLUES.COM	Internet	Internet - Online Shopping
26	919	-	-	ASKME BAZAR	Internet	Internet - Online Shopping
27	963	-	-	CARTRADE	Internet	Online Automotive Classifieds
28	978	-	-	SAAVN	Internet	Online Music App
29	982	-	-	HOME SHOP18	Internet	Internet - Online Shopping
30	998	-	-	HIKE MESSENGER	Internet	Instant Messaging Service

Email service

Email service Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	327	-	-	GMAIL	Email service

CATEGORY - WISE ALL INDIA LISTING

Instant Messaging Service

Inst. Msg. Service Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	260	746	486	WHATSAPP	Instant Messaging Service
2	998	-	-	HIKE MESSENGER	Instant Messaging Service

Internet - Online Shopping

Online Shopping Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	83	146	63	AMAZON	Internet - Online Shopping
2	142	174	32	SNAPDEAL	Internet - Online Shopping
3	162	212	50	FLIPKART	Internet - Online Shopping
4	257	701	444	E BAY	Internet - Online Shopping
5	580	-	-	MYNTRA	Internet - Online Shopping
6	619	653	34	YEPME.COM	Internet - Online Shopping
7	725	243	-482	JABONG	Internet - Online Shopping
8	731	906	175	NAAPTOL	Internet - Online Shopping
9	864	-	-	SHOPCLUES.COM	Internet - Online Shopping
10	919	-	-	ASKME BAZAR	Internet - Online Shopping
11	982	-	-	HOME SHOP18	Internet - Online Shopping

Internet Classifieds Service

Internet Classified Service Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	178	226	48	OLX.IN	Internet Classifieds Service
2	312	505	193	QUIKR	Internet Classifieds Service

Internet Search

Internet Search Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	74	50	-24	GOOGLE	Internet Search
2	100	759	659	YAHOO	Internet Search

Online Music App

Onl. Music App Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	978	-	-	SAAVN	Online Music App

CATEGORY - WISE ALL INDIA LISTING

Online Automotive Classifieds

Online Automotive Classifieds Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	963	-	-	CARTRADE	Online Automotive Classifieds

Online Payment Service

Online Payment Service Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	325	-	-	PAY PAL	Online Payment Service
2	341	-	-	PAYTM	Online Payment Service
3	713	-	-	OXIGEN WALLET	Online Payment Service
4	776	-	-	MOBIKWIK	Online Payment Service

Social Networking

Social Networking Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	117	254	137	FACEBOOK	Social Networking
2	252	-	-	TWITTER	Social Networking
3	499	-	-	LINKEDIN	Social Networking

Travel Services

Travel Services Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	647	843	196	MAKEMYTRIP	Travel Services

Video Call Service

Video Call Service Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	473	-	-	SKYPE	Video Call Service

Video-Sharing

Video Sharing Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	216	-	-	YOUTUBE	Video-sharing

CATEGORY - WISE ALL INDIA LISTING

KITCHENCARE SUPER CATEGORY



Kitchen Appliances Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	314	320	6	PRESTIGE	Kitchen Care	Kitchen Appliances
2	375	291	-84	HAWKINS	Kitchen Care	Kitchen Appliances
3	405	495	90	BUTTERFLY APPLIANCES	Kitchen Care	Kitchen Appliances
4	536	-	-	TUPPERWARE	Kitchen Care	Kitchen Appliances
5	616	-	-	CRYSTAL	Kitchen Care	Kitchen Appliances
6	648	956	308	PEARLPET	Kitchen Care	Kitchen Appliances

LUBRICANTS SUPER CATEGORY



Lubricants Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	418	309	-109	CASTROL	Lubricants	Lubricants
2	772	757	-15	SERVO	Lubricants	Lubricants
3	788	958	170	VEEDOL	Lubricants	Lubricants
4	908	-	-	GULF OIL LUBRICANT	Lubricants	Lubricants

LUXURY FASHION SUPER CATEGORY



Luxury Fashion Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	729	539	-190	ARMANI	Luxury Fashion	Luxury Fashion
2	891	990	99	GUESS	Luxury Fashion	Luxury Fashion
3	913	-	-	MONT BLANC	Luxury Fashion	Luxury Fashion
4	922	-	-	EMPORIO ARMANI	Luxury Fashion	Luxury Fashion

CATEGORY - WISE ALL INDIA LISTING

MANUFACTURING SUPER CATEGORY



Manufacturing Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	73	-	-	BIRLA CEMENT	Manufacturing	Cement
2	153	215	62	ACC CEMENT	Manufacturing	Cement
3	192	165	-27	AMBUJA CEMENT	Manufacturing	Cement
4	214	695	481	SINTEX	Manufacturing	Diversified
5	243	142	-101	ASIAN PAINTS	Manufacturing	Paints
6	253	526	273	DULUX PAINTS	Manufacturing	Paints
7	291	302	11	NEROLAC	Manufacturing	Paints
8	368	886	518	JK CEMENT	Manufacturing	Cement
9	415	397	-18	CROMPTON GREAVES	Manufacturing	Engineering
10	486	-	-	SHALIMAR PAINTS	Manufacturing	Paints
11	524	537	13	BINANI CEMENT	Manufacturing	Cement
12	545	-	-	JAYPEE CEMENT	Manufacturing	Cement
13	581	550	-31	LAFARGE	Manufacturing	Cement
14	657	289	-368	BERGER PAINTS	Manufacturing	Paints
15	676	754	78	FINOLEX	Manufacturing	Diversified
16	760	764	4	DALMIA BHARAT CEMENT	Manufacturing	Cement
17	805	-	-	ROLAND	Manufacturing	Electronic Music Equipment
18	839	568	-271	BHEL	Manufacturing	Heavy Engineering
19	855	-	-	GOOD LUCK STEEL	Manufacturing	Engineering
20	870	-	-	ASTRAL PIPES	Manufacturing	Pipes
21	948	-	-	CRI PUMPS	Manufacturing	Industrial Equipment
22	983	-	-	SPARTAN SPORTS	Manufacturing	Sport Equipment
23	1000	-	-	GIVSON	Manufacturing	Guitars

Cement

Cement Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	73	-	-	BIRLA CEMENT	Cement
2	153	215	62	ACC CEMENT	Cement
3	192	165	-27	AMBUJA CEMENT	Cement
4	368	886	518	JK CEMENT	Cement
5	524	537	13	BINANI CEMENT	Cement
6	545	-	-	JAYPEE CEMENT	Cement
7	581	550	-31	LAFARGE	Cement
8	760	764	4	DALMIA BHARAT CEMENT	Cement

CATEGORY - WISE ALL INDIA LISTING

Diversified

Diversi- fied Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	214	695	481	SINTEX	Diversified
2	676	754	78	FINOLEX	Diversified

Electronic Music Equipment

Elect. Music Equipment Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	805	-	-	ROLAND	Electronic Music Equipment

Engineering

Engineer- ing Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	415	397	-18	CROMPTON GREAVES	Engineering
2	855	-	-	GOOD LUCK STEEL	Engineering

Guitars

Guitars Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	1000	-	-	GIVSON	Guitars

CATEGORY - WISE ALL INDIA LISTING

Heavy Engineering

Heavy Engg. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	839	568	-271	BHEL	Heavy Engineering

Industrial Equipment

Industrial Equip-ment Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	948	-	-	CRI PUMPS	Industrial Equipment

Paints

Paints Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	243	142	-101	ASIAN PAINTS	Paints
2	253	526	273	DULUX PAINTS	Paints
3	291	302	11	NEROLAC	Paints
4	486	-	-	SHALIMAR PAINTS	Paints
5	657	289	-368	BERGER PAINTS	Paints

Pipes

Pipes Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	870	-	-	ASTRAL PIPES	Pipes

Sport Equipment

Sport Equip. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	983	-	-	SPARTAN SPORTS	Sport Equipment

CATEGORY - WISE ALL INDIA LISTING

MEDIA SUPER CATEGORY



Media Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	156	-	-	FEVER 104 FM	Media	Radio FM
2	370	890	520	92.7 BIG FM	Media	Radio FM
3	533	904	371	98.3 RADIO MIRCHI FM	Media	Radio FM
4	558	-	-	93.5 RED FM	Media	Radio FM
5	975	-	-	ALL INDIA Radio FM	Media	Radio FM

MEDIA - PRINT SUPER CATEGORY



Media Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	112	428	316	HINDUSTAN TIMES	Media - Print	Newspaper - English
2	205	340	135	TIMES OF INDIA	Media - Print	Newspaper - English
3	240	626	386	DNA	Media - Print	Newspaper - English
4	389	750	361	MIDDAY	Media - Print	Newspaper - English
5	542	591	49	INDIA TODAY	Media - Print	Magazine - English
6	560	775	215	NAVBHARAT TIMES	Media - Print	Newspaper - Hindi
7	686	-	-	LOKMAT	Media - Print	Newspaper - Marathi
8	701	985	284	ANANDABAZAR PATRIKA	Media - Print	Newspaper - Bengali
9	715	-	-	THE TELEGRAPH	Media - Print	Newspaper - English
10	775	-	-	PUNJAB KESARI	Media - Print	Newspaper - Punjabi
11	819	-	-	THE HINDU	Media - Print	Newspaper - English
12	868	-	-	THE WEEK	Media - Print	Magazine - English
13	884	-	-	OUTLOOK	Media - Print	Magazine - English
14	894	662	-232	THE ASSAM TRIBUNE	Media - Print	Newspaper - English
15	905	967	62	FEMINA	Media - Print	Magazine - English
16	912	-	-	EENADU	Media - Print	Newspaper - Telugu
17	931	-	-	MAIL TODAY	Media - Print	Newspaper - English
18	951	378	-573	DAINIK BHASKAR	Media - Print	Newspaper - Hindi
19	955	756	-199	DAINIK JAGRAN	Media - Print	Newspaper - Hindi

CATEGORY - WISE ALL INDIA LISTING

Magazine - English

Magazine English Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	542	591	49	INDIA TODAY	Magazine - English
2	868	-	-	THE WEEK	Magazine - English
3	884	-	-	OUTLOOK	Magazine - English
4	905	967	62	FEMINA	Magazine - English

Newspaper - Bengali

Newspaper Bengali Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	701	985	284	ANANDABAZAR PATRIKA	Newspaper - Bengali

Newspaper - English

Newspaper English Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	112	428	316	HINDUSTAN TIMES	Newspaper - English
2	205	340	135	TIMES OF INDIA	Newspaper - English
3	240	626	386	DNA	Newspaper - English
4	389	750	361	MIDDAY	Newspaper - English
5	715	-	-	THE TELEGRAPH	Newspaper - English
6	819	-	-	THE HINDU	Newspaper - English
7	894	662	-232	THE ASSAM TRIBUNE	Newspaper - English
8	931	-	-	MAIL TODAY	Newspaper - English

Newspaper - Hindi

Newspaper Hindi Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	560	775	215	NAVBHARAT TIMES	Newspaper - Hindi
2	951	378	-573	DAINIK BHASKAR	Newspaper - Hindi
3	955	756	-199	DAINIK JAGRAN	Newspaper - Hindi

CATEGORY - WISE ALL INDIA LISTING

Newspaper - Marathi

Newspaper Marathi Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	686	-	-	LOKMAT	Newspaper - Marathi

Newspaper - Punjabi

Newspaper Punjabi Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	775	-	-	PUNJAB KESARI	Newspaper - Punjabi

Newspaper - Telugu

Newspaper Telugu Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	912	-	-	EENADU	Newspaper - Telugu

MEDIA - TV SUPER CATEGORY



Media-TV Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	176	191	15	ZEE TV	Media - TV	Hindi GEC
2	224	-	-	STAR GOLD	Media - TV	Hindi Movies
3	226	-	-	ZEE NEWS	Media - TV	Hindi News
4	238	947	709	AAJ TAK	Media - TV	Hindi News
5	254	121	-133	NDTV	Media - TV	Channel Cluster
6	303	-	-	ESPN	Media - TV	Sports
7	306	-	-	HBO	Media - TV	English Movies
8	328	579	251	STAR PLUS	Media - TV	Hindi GEC
9	357	882	525	LIFE OK	Media - TV	Hindi GEC
10	436	352	-84	ABP NEWS	Media - TV	Hindi News
11	438	600	162	SUN TV	Media - TV	Tamil GEC
12	511	477	-34	DISCOVERY CHANNEL	Media - TV	Factual entertainment
13	538	583	45	BBC	Media - TV	English News
14	563	874	311	ABP ANANDA	Media - TV	Regional News Channel
15	597	805	208	INDIA TV	Media - TV	Hindi News

CATEGORY - WISE ALL INDIA LISTING

MEDIA - PRINT SUPER CATEGORY

Media-TV Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
16	604	549	-55	MTV	Media - TV	Music Channel
17	630	-	-	IBN 7	Media - TV	Hindi News
18	665	286	-379	COLORS TV	Media - TV	Hindi GEC
19	709	-	-	VIJAY TV	Media - TV	Tamil GEC
20	784	-	-	NEWS TIME	Media - TV	Regional News Channel
21	810	-	-	POGO	Media - TV	Kids channel
22	857	-	-	AXN	Media - TV	English GEC
23	917	-	-	ETV NEWS	Media - TV	Regional Channel Cluster
24	969	337	-632	SAB TV	Media - TV	Hindi GEC

Channel Cluster

Channel Cluster Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	254	121	-133	NDTV	Channel Cluster

English GEC

English GEC Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	857	-	-	AXN	English GEC

English Movies

English Movies Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	306	-	-	HBO	English Movies

English News

English News Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	538	583	45	BBC	English News

CATEGORY - WISE ALL INDIA LISTING

Factual entertainment

Factual Enter. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	511	477	-34	DISCOVERY CHANNEL	Factual entertainment

Hindi GEC

Hindi GEC Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	176	191	15	ZEE	Hindi GEC
2	224	-	-	STAR GOLD	Hindi GEC
3	328	579	251	STAR PLUS	Hindi GEC
4	357	882	525	LIFE OK	Hindi GEC
5	665	286	-379	COLORS TV	Hindi GEC
6	969	337	-632	SAB TV	Hindi GEC

Hindi News

Hindi News Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	226	-	-	ZEE NEWS	Hindi News
2	238	947	709	AAJ TAK	Hindi News
3	436	352	-84	ABP NEWS	Hindi News
4	597	805	208	INDIA TV	Hindi News
5	630	-	-	IBN 7	Hindi News

Hindi Movies

Hindi Movies Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	224	-	-	STAR GOLD	Kids channel

Kids channel

Kids Channel Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	810	-	-	POGO	Kids channel

CATEGORY - WISE ALL INDIA LISTING

Music Channel

Music Channel Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	604	549	-55	MTV	Music Channel

Regional Channel Cluster

Regional Channel Cluster Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	917	-	-	ETV NEWS	Regional Channel Cluster

Regional News Channel

Regional News Channel Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	563	874	311	ABP ANANDA	Regional News Channel
2	784	-	-	NEWS TIME	Regional News Channel

Sports

Sports Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	303	-	-	ESPN	Sports

Tamil GEC

Tamil GEC Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	438	600	162	SUN TV	Tamil GEC
2	709	-	-	VIJAY TV	Tamil GEC

CATEGORY - WISE ALL INDIA LISTING

NGO SUPER CATEGORY



NGO Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	909	361	-548	CARE INDIA	NGO	NGO

PERSONAL ACCESSORIES SUPER CATEGORY



Personal Acces. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	20	54	34	PUMA	Personal Accessories	Sportswear
2	24	11	-13	BATA	Personal Accessories	Footwear
3	30	30	0	TITAN	Personal Accessories	Watches
4	31	72	41	SONATA	Personal Accessories	Watches
5	39	37	-2	ADIDAS	Personal Accessories	Sportswear
6	48	49	1	NIKE	Personal Accessories	Sportswear
7	54	65	11	REEBOK	Personal Accessories	Sportswear
8	92	112	20	RADO	Personal Accessories	Luxury Watches
9	95	180	85	VIP	Personal Accessories	Luggage/Bags
10	103	274	171	ROLEX	Personal Accessories	Luxury Watches
11	108	130	22	HMT WATCHES	Personal Accessories	Watches
12	177	177	0	WOODLAND	Personal Accessories	Footwear
13	222	-	-	SPARX	Personal Accessories	Footwear
14	255	193	-62	PARAGON	Personal Accessories	Footwear
15	262	323	61	RAYBAN	Personal Accessories	Eyewear
16	275	358	83	TIMEX	Personal Accessories	Watches
17	285	784	499	VKC	Personal Accessories	Footwear
18	286	219	-67	FILA	Personal Accessories	Sportswear
19	298	270	-28	TANISHQ	Personal Accessories	Jewellery
20	299	332	33	RELAXO	Personal Accessories	Footwear
21	382	182	-200	ACTION SHOES	Personal Accessories	Footwear
22	390	489	99	LAKHANI	Personal Accessories	Footwear
23	394	208	-186	KHADIM	Personal Accessories	Footwear
24	400	168	-232	CITIZEN	Personal Accessories	Watches
25	411	349	-62	KALYAN JEWELLERS	Personal accessories	Jewellery
26	428	295	-133	AMERICAN TOURISTER	Personal Accessories	Luggage/Bags
27	463	470	7	TBZ	Personal Accessories	Jewellery
28	488	779	291	D'DAMAS	Personal Accessories	Jewellery
29	510	377	-133	SKYBAGS	Personal Accessories	Luggage/Bags
30	518	679	161	MOCHI	Personal Accessories	Footwear
31	529	273	-256	MAXIMA WATCHES	Personal Accessories	Watches

CATEGORY - WISE ALL INDIA LISTING

PERSONAL ACCESSORIES SUPER CATEGORY

Personal Acces. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
32	553	670	117	SENCO GOLD JEWELLERS	Personal Accessories	Jewellery
33	557	-	-	JOYALUKKAS	Personal Accessories	Jewellery
34	559	688	129	SREE LEATHERS	Personal Accessories	Footwear
35	577	721	144	OMEGA	Personal Accessories	Watches
36	584	390	-194	TISSOT	Personal Accessories	Watches
37	609	-	-	GEETANJALI GEMS	Personal Accessories	Jewellery
38	625	-	-	ELITE	Personal Accessories	Footwear
39	644	490		P C CHANDRA JEWELLERS	Personal Accessories	Jewellery
40	652	556	-96	ANJALI JEWELLERS	Personal Accessories	Jewellery
41	664	-	-	NAVRATAN JEWELLERS	Personal Accessories	Jewellery
42	673	718	45	SAFARI	Personal Accessories	Luggage/Bags
43	687	548	-139	ARISTOCRAT	Personal Accessories	Luggage/Bags
44	691	-	-	AJANTA FOOTWEAR	Personal Accessories	Footwear
45	716	603	-113	GRT JEWELLERS	Personal Accessories	Jewellery
46	733	-	-	RED CHIEF SHOES	Personal Accessories	Footwear
47	773	-	-	LOTTO	Personal Accessories	Footwear
48	827	972	145	SEIKO	Personal Accessories	Watches
49	910	-	-	CAMPUS SHOES	Personal Accessories	Footwear
50	933	762	-171	HUSH PUPPIES	Personal Accessories	Footwear
51	958	-	-	NAKSHATRA	Personal Accessories	Jewellery
52	974	896	-78	TITAN RAGA	Personal Accessories	Watches

Eyewear

Eyewear Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	262	323	61	RAYBAN	Eyewear

Luggage/Bags

Luggage/Bags Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	95	180	85	VIP	Luggage/Bags
2	428	295	-133	AMERICAN TOURISTER	Luggage/Bags
3	510	377	-133	SKYBAGS	Luggage/Bags
4	673	718	45	SAFARI	Luggage/Bags
5	687	548	-139	ARISTOCRAT	Luggage/Bags

CATEGORY - WISE ALL INDIA LISTING

Footwear

Footwear Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	24	11	-13	BATA	Footwear
2	177	177	0	WOODLAND	Footwear
3	222	-	-	SPARX	Footwear
4	255	193	-62	PARAGON	Footwear
5	285	784	499	VKC	Footwear
6	299	332	33	RELAXO	Footwear
7	382	182	-200	ACTION SHOES	Footwear
8	390	489	99	LAKHANI	Footwear
9	394	208	-186	KHADIM	Footwear
10	518	679	161	MOCHI	Footwear
11	559	688	129	SREE LEATHERS	Footwear
12	625	-	-	ELITE	Footwear
13	691	-	-	AJANTA FOOTWEAR	Footwear
14	733	-	-	RED CHIEF SHOES	Footwear
15	773	-	-	LOTTO	Footwear
16	910	-	-	CAMPUS SHOES	Footwear
17	933	762	-171	HUSH PUPPIES	Footwear

Jewellery

Jewellery Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	298	270	-28	TANISHQ	Jewellery
2	411	349	-62	KALYAN JEWELLERS	Jewellery
3	463	470	7	TBZ	Jewellery
4	488	779	291	D'DAMAS	Jewellery
5	553	670	117	SENCO GOLD JEWELLERS	Jewellery
6	557	-	-	JOYALUKKAS	Jewellery
7	609	-	-	GEETANJALI GEMS	Jewellery
8	644	490	-154	P C CHANDRA JEWELLERS	Jewellery
9	652	556	-96	ANJALI JEWELLERS	Jewellery
10	664	-	-	NAVRATAN JEWELLERS	Jewellery
11	716	603	-113	GRT JEWELLERS	Jewellery
12	958	-	-	NAKSHATRA	Jewellery

CATEGORY - WISE ALL INDIA LISTING

Luxury Watches

Luxury Watches Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	92	112	20	RADO	Luxury Watches
2	103	274	171	ROLEX	Luxury Watches

Sportswear

Sports-wear Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	20	54	34	PUMA	Sportswear
2	39	37	-2	ADIDAS	Sportswear
3	48	49	1	NIKE	Sportswear
4	54	65	11	REEBOK	Sportswear
5	286	219	-67	FILA	Sportswear

Watches

Watches Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	30	30	0	TITAN	Watches
2	31	72	41	SONATA	Watches
3	108	130	22	HMT WATCHES	Watches
4	275	358	83	TIMEX	Watches
5	400	168	-232	CITIZEN	Watches
6	529	273	-256	MAXIMA WATCHES	Watches
7	577	721	144	OMEGA	Watches
8	584	390	-194	TISSOT	Watches
9	827	972	145	SEIKO	Watches
10	974	896	-78	TITAN RAGA	Watches

CATEGORY - WISE ALL INDIA LISTING

PERSONAL CARE SUPER CATEGORY



Personal care Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	146	655	509	LOTUS HERBALS	Personal care	Personal care/cosmetics
2	169	329	160	AVON	Personal care	Personal care/cosmetics
3	742	527	-215	MAYBELLINE	Personal care	Personal care/cosmetics
4	763	884	121	BLUE HEAVEN COSMETICS	Personal care	Personal care/cosmetics
5	817	742	-75	COLOR BAR	Personal care	Personal care/cosmetics
6	846	-	-	GLAM UP	Personal care	Personal care/cosmetics

PERSONAL GADGETS SUPER CATEGORY



Personal Gadgets Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	1	2	1	SAMSUNG MOBILES	Personal Gadgets	Mobile Phones
2	4	5	1	NOKIA	Personal Gadgets	Mobile Phones
3	25	29	4	MICROMAX	Personal Gadgets	Mobile Phones
4	32	105	73	LAVA	Personal Gadgets	Mobile Phones
5	37	80	43	HTC	Personal Gadgets	Mobile Phones
6	72	164	92	MOTOROLA	Personal Gadgets	Mobile Phones
7	82	150	68	INTEX	Personal Gadgets	Mobile Phones
8	102	98	-4	CANON	Personal Gadgets	Camera
9	132	94	-38	BLACKBERRY	Personal Gadgets	Mobile Phones
10	133	87	-46	KARBONN	Personal Gadgets	Mobile Phones
11	137	197	60	NIKON	Personal Gadgets	Camera
12	139	153	14	KODAK	Personal Gadgets	Camera
13	180	453	273	SPICE	Personal Gadgets	Mobile Phones
14	230	765	535	OPPO	Personal Gadgets	Mobile Phones
15	300	392	92	SAMSUNG GALAXY	Personal Gadgets	Mobile Phone - Brand
16	307	455	148	GIONEE	Personal Gadgets	Mobile Phones
17	397	360	-37	CELKON	Personal Gadgets	Mobile Phones
18	404	625	221	XOLO	Personal Gadgets	Mobile Phones
19	410	955	545	LUMIA	Personal Gadgets	Mobile Phones
20	466	-	-	VIVO	Personal Gadgets	Mobile Phones
21	513	241	-272	CASIO	Personal Gadgets	Personal Technology
22	568	-	-	MONIX MOBILE	Personal Gadgets	Mobile Phones
23	575	902	327	FUJI FILM	Personal Gadgets	Camera
24	682	676	-6	SANDISK	Personal Gadgets	Memory storage
25	728	-	-	XIAOMI	Personal Gadgets	Mobile Phones

CATEGORY - WISE ALL INDIA LISTING

PERSONAL GADGETS SUPER CATEGORY

Personal Gadgets Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
26	789	719	-70	KINGSTON	Personal Gadgets	Memory storage
27	826	-	-	COOL PAD	Personal Gadgets	Mobile Phones
28	856	602	-254	MAXX MOBILE	Personal Gadgets	Mobile Phones
29	889	-	-	GFIVE PHONE	Personal Gadgets	Mobile Phones
30	896	-	-	HITECH	Personal Gadgets	Mobile Phones
31	925	-	-	GEEPEE MOBILE	Personal Gadgets	Mobile Phones
32	952	-	-	SONY XPERIA ULTRA	Personal Gadgets	Mobile Phone - Brand

Camera

Camera Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	102	98	-4	CANON	Camera
2	137	197	60	NIKON	Camera
3	139	153	14	KODAK	Camera
4	575	902	327	FUJI FILM	Camera

Memory storage

Memory storage Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	682	676	-6	SANDISK	Memory storage
2	789	719	-70	KINGSTON	Memory storage

Mobile Phone - Brand

Mob. Phone Brand Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	300	392	92	SAMSUNG GALAXY	Mobile Phone - Brand
2	952	-	-	SONY XPERIA ULTRA	Mobile Phone - Brand

Personal Technology

Personal Tech. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	513	241	-272	CASIO	Personal Technology

CATEGORY - WISE ALL INDIA LISTING

Mobile Phones

Mobile Phone Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	1	2	1	SAMSUNG MOBILES	Mobile Phones
2	4	5	1	NOKIA	Mobile Phones
3	25	29	4	MICROMAX	Mobile Phones
4	32	105	73	LAVA	Mobile Phones
5	37	80	43	HTC	Mobile Phones
6	72	164	92	MOTOROLA	Mobile Phones
7	82	150	68	INTEX	Mobile Phones
8	132	94	-38	BLACKBERRY	Mobile Phones
9	133	87	-46	KARBONN	Mobile Phones
10	180	453	273	SPICE	Mobile Phones
11	230	765	535	OPPO	Mobile Phones
12	307	455	148	GIONEE	Mobile Phones
13	397	360	-37	CELKON	Mobile Phones
14	404	625	221	XOLO	Mobile Phones
15	410	955	545	LUMIA	Mobile Phones
16	466	-	-	VIVO	Mobile Phones
17	568	-	-	MONIX MOBILE	Mobile Phones
18	728	-	-	XIAOMI	Mobile Phones
19	826	-	-	COOL PAD	Mobile Phones
20	856	602	-254	MAXX MOBILE	Mobile Phones
21	889	-	-	GFIVE PHONE	Mobile Phones
22	896	-	-	HITECH	Mobile Phones
23	925	-	-	GEEPEE MOBILE	Mobile Phones

PERSONALITY SUPER CATEGORY



Personality Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	250	223	-27	AMITABH BACHCHAN	Personality	Cinema - Male
2	267	605	338	SALMAN KHAN	Personality	Cinema - Male
3	372	903	531	SACHIN TENDULKAR	Personality	Sports - Male
4	383	283	-100	SHAHRUKH KHAN	Personality	Cinema - Male
5	459	261	-198	AAMIR KHAN	Personality	Cinema - Male
6	479	-	-	NANA PATEKAR	Personality	Cinema - Male

CATEGORY - WISE ALL INDIA LISTING

PERSONALITY SUPER CATEGORY

Person- ality Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
7	550	446	-104	RATAN TATA	Personality	Business - Male
8	641	748	107	PRIYANKA CHOPRA	Personality	Cinema - Female
9	650	810	160	BABA RAMDEV	Personality	Spiritual Leader
10	668	488	-180	SOURAV GANGULY	Personality	Sports - Male
11	684	-	-	BILL GATES	Personality	Business - Male
12	696	-	-	HRITHIK ROSHAN	Personality	Cinema - Male
13	761	649	-112	KATRINA KAIF	Personality	Cinema - Female
14	765	-	-	KUMAR SANU	Personality	Singer
15	876	-	-	ALIA BHATT	Personality	Cinema - Female
16	880	788	-92	KAREENA KAPOOR	Personality	Cinema - Female
17	888	-	-	MADHURI DIXIT	Personality	Cinema - Female
18	893	558	-335	MAHENDRA SINGH DHONI	Personality	Sports - Male
19	964	870	-94	REKHA	Personality	Cinema - Female
20	966	733	-233	RANBIR KAPOOR	Personality	Cinema - Male
21	967	-	-	AISHWARYA RAI BACHCHAN	Personality	Cinema - Female
22	993	-	-	AKSHAY KUMAR	Personality	Cinema - Male

Business - Male

Business - Male Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	550	446	-104	RATAN TATA	Business - Male
2	684	-	-	BILL GATES	Business - Male

Cinema - Female

Cinema - Female Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	641	748	107	PRIYANKA CHOPRA	Cinema - Female
2	761	649	-112	KATRINA KAIF	Cinema - Female
3	876	-	-	ALIA BHATT	Cinema - Female
4	880	788	-92	KAREENA KAPOOR	Cinema - Female
5	888	-	-	MADHURI DIXIT	Cinema - Female
6	964	870	-94	REKHA	Cinema - Female
7	967	-	-	AISHWARYA RAI BACHCHAN	Cinema - Female

CATEGORY - WISE ALL INDIA LISTING

Cinema - Male

Cinema - Male Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	250	223	-27	AMITABH BACHCHAN	Cinema - Male
2	267	605	338	SALMAN KHAN	Cinema - Male
3	383	283	-100	SHAHRUKH KHAN	Cinema - Male
4	459	261	-198	AAMIR KHAN	Cinema - Male
5	479	-	-	NANA PATEKAR	Cinema - Male
6	696	-	-	HRITHIK ROSHAN	Cinema - Male
7	966	733	-233	RANBIR KAPOOR	Cinema - Male
8	993	-	-	AKSHAY KUMAR	Cinema - Male

Singer

Singer Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	765	-	-	KUMAR SANU	Singer

Spiritual Leader

Spiritual Leader Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	650	810	160	BABA RAMDEV	Spiritual Leader

Sports - Male

Sports - Male Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	372	903	531	SACHIN TENDULKAR	Sports - Male
2	668	488	-180	SOURAV GANGULY	Sports - Male
3	893	558	-335	MAHENDRA SINGH DHONI	Sports - Male

CATEGORY - WISE ALL INDIA LISTING

PUBLISHER SUPER CATEGORY



Publisher Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	828	-	-	RAJKAMAL PRAKASHAN	Publisher	Publisher

RETAIL SUPER CATEGORY



Retail Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	59	36	-23	KFC	Retail	QSR
2	115	88	-27	DOMINO'S	Retail	QSR
3	150	89	-61	PIZZA HUT	Retail	Diner/Restaurant
4	154	101	-53	BIG BAZAAR	Retail	Personal Goods
5	217	175	-42	MCDONALDS	Retail	QSR
6	244	385	141	SUBWAY	Retail	QSR
7	336	530	194	CROMA	Retail	Consumer Electronics
8	453	587	134	D MART	Retail	Hypermarket
9	501	462	-39	METRO	Retail	Retail - Footwear
10	517	379	-138	MONGINIS	Retail	Cakeshop
11	543	-	-	PAKIZA DEPARTMENTAL STORE	Retail	General
12	570	-	-	APNA SWEETS	Retail	Sweets center
13	642	483	-159	CAFE COFFEE DAY (CCD)	Retail	Café
14	679	509	-170	SHOPPERS STOP	Retail	Personal Goods
15	689	403	-286	MORE	Retail	Hypermarket
16	718	-	-	ASIATIC	Retail	General
17	750	-	-	MOTI MAHAL	Retail	Diner/Restaurant
18	836	-	-	ALFA STORE	Retail	General
19	853	-	-	RELIANCE DIGITAL	Retail	Consumer Electronics
20	862	472	-390	LIFESTYLE	Retail	Personal Goods
21	869	-	-	KC PAL & SONS	Retail	Food and Beverage
22	898	816	-82	RELIANCE FRESH	Retail	Food and Beverage
23	918	-	-	SAGAR RATNA	Retail	Diner/Restaurant

Café

Café Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	642	483	-159	CAFE COFFEE DAY (CCD)	Café

CATEGORY - WISE ALL INDIA LISTING

Cakeshop

Cakeshop Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	517	379	-138	MONGINIS	Cakeshop

Consumer Electronics

Consumer Electronics Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	336	530	194	CROMA	Consumer Electronics
2	853	-	-	RELIANCE DIGITAL	Consumer Electronics

Diner/Restaurant

Diner/Restaurant Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	150	89	-61	PIZZA HUT	Diner/Restaurant
2	750	-	-	MOTI MAHAL	Diner/Restaurant
3	918	-	-	SAGAR RATNA	Diner/Restaurant

Food and Beverage

Food and Beverage Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	869	-	-	KC PAL & SONS	Food and Beverage
2	898	816	-82	RELIANCE FRESH	Food and Beverage

General

General Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	543	-	-	PAKIZA DEPARTMENTAL STORE	General
2	718	-	-	ASIATIC	General
3	836	-	-	ALFA STORE	General

CATEGORY - WISE ALL INDIA LISTING

Hypermarket

Hypermar- ket Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	453	587	134	D MART	Hypermarket
2	689	403	-286	MORE	Hypermarket

Personal Goods

Personal Goods Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	154	101	-53	BIG BAZAAR	Personal Goods
2	679	509	-170	SHOPPERS STOP	Personal Goods
3	862	472	-390	LIFESTYLE	Personal Goods

QSR

QSR Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	59	36	-23	KFC	QSR
2	115	88	-27	DOMINO'S	QSR
3	217	175	-42	MCDONALDS	QSR
4	244	385	141	SUBWAY	QSR

Retail - Footwear

Retail - Footwear Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	501	462	-39	METRO	Retail - Footwear

Sweets center

Sweets center Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	570	-	-	APNA SWEETS	Sweets center

CATEGORY - WISE ALL INDIA LISTING

SERVICES SUPER CATEGORY



Services Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	183	141	-42	IBM	Services	Consulting/Services
2	321	703	382	DHL	Services	Express Service
3	348	-	-	FEDEX	Services	Express Service
4	416	-	-	OLA	Services	Online Taxi Aggregator
5	457	659	202	DTDC	Services	Express Service
6	503	-	-	O2	Services	Spa
7	628	-	-	UBER	Services	Online Taxi Aggregator
8	639	783	144	BLUE DART	Services	Express Service
9	710	812	102	KEYA SETH	Services	Spa
10	757	998	241	ACCENTURE	Services	Consulting/Services
11	843	171	-672	TOPS SECURITY	Services	Security Services
12	895	-	-	VEENA WORLD	Services	Travel Services

Consulting/Services

Consulting/ Services Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	183	141	-42	IBM	Consulting/Services
2	757	998	241	ACCENTURE	Consulting/Services

Express Service

Express Service Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	321	703	382	DHL	Express Service
2	348	-	-	FEDEX	Express Service
3	457	659	202	DTDC	Express Service
4	639	783	144	BLUE DART	Express Service

Online Taxi Aggregator

Online Taxi Aggregator Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	416	-	-	OLA	Online Taxi Aggregator
2	628	-	-	UBER	Online Taxi Aggregator

CATEGORY - WISE ALL INDIA LISTING

Security Services

Security Services Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	843	171	-672	TOPS SECURITY	Security Services

Spa

Spa Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	503	-	-	O2	Spa
2	710	812	102	KEYA SETH	Spa

Travel Services

Travel Services Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	895	-	-	VEENA WORLD	Travel Services

SPORTS SUPER CATEGORY



Sports Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	699	-	-	IPL	Sports	Cricket League

CATEGORY - WISE ALL INDIA LISTING

STATIONARY SUPER CATEGORY



Stationary Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	94	97	3	CELLO	Stationary	Writing Accessories
2	151	84	-67	APSARA	Stationary	Writing Accessories
3	174	106	-68	NATARAJ	Stationary	Writing Accessories
4	246	299	53	REYNOLDS	Stationary	Writing Accessories
5	272	347	75	PARKER PENS	Stationary	Premium Writing Accessories
6	308	326	18	CAMEL	Stationary	Writing Accessories
7	360	978	618	MONTEX	Stationary	Writing Accessories
8	371	231	-140	CAMLIN	Stationary	Writing Accessories
9	564	237	-327	CLASSMATE	Stationary	Notebooks
10	606	-	-	NAVNEET	Stationary	Writing Accessories
11	835	263	-572	LINC PENS	Stationary	Writing Accessories
12	879	987	108	FLAIR	Stationary	Writing Accessories
13	887	-	-	LUXOR	Stationary	Writing Accessories

Notebooks

Notebooks Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	564	237	-327	CLASSMATE	Notebooks

Premium Writing Accessories

Premium Writing Acces. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	272	347	75	PARKER PENS	Premium Writing Accessories

Writing Accessories

Writing Acces. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	94	97	3	CELLO	Writing Accessories
2	151	84	-67	APSARA	Writing Accessories
3	174	106	-68	NATARAJ	Writing Accessories
4	246	299	53	REYNOLDS	Writing Accessories
5	308	326	18	CAMEL	Writing Accessories
6	360	978	618	MONTEX	Writing Accessories
7	371	231	-140	CAMLIN	Writing Accessories
8	606	-	-	NAVNEET	Writing Accessories
9	835	263	-572	LINC PENS	Writing Accessories
10	879	987	108	FLAIR	Writing Accessories
11	887	-	-	LUXOR	Writing Accessories

CATEGORY - WISE ALL INDIA LISTING

TECHNOLOGY SUPER CATEGORY



Tech. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	8	8	0	DELL	Technology	Personal Technology
2	16	13	-3	APPLE	Technology	Personal Technology
3	26	10	-16	HEWLETT PACKARD	Technology	Personal Technology
4	27	38	11	LENOVO	Technology	Personal Technology
5	53	45	-8	HCL	Technology	Technology - Diversified
6	68	56	-12	ACER	Technology	Personal Technology
7	85	160	75	MICROSOFT	Technology	Software Products
8	123	125	2	TCS	Technology	Software Services
9	125	262	137	I BALL	Technology	Personal Technology
10	166	76	-90	INTEL	Technology	Semiconductor
11	191	119	-72	INFOSYS	Technology	Software Services
12	200	635	435	ASUS	Technology	Personal Technology
13	289	405	116	EPSON	Technology	Personal Technology
14	337	910	573	ORACLE	Technology	Software Products
15	356	449	93	CISCO	Technology	Diversified
16	602	-	-	WINDOWS	Technology	Software Products
17	622	981	359	ZENITH	Technology	Personal Technology
18	649	986	337	TATA PHOTON	Technology	Datacard
19	724	362	-362	COMPAQ	Technology	Personal Technology
20	995	-	-	KONICA MINOLTA	Technology	Personal Technology

Datacard

Datacard Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	649	986	337	TATA PHOTON	Datacard

Diversified

Diversified Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	356	449	93	CISCO	Diversified

Software Products

Software Products Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	85	160	75	MICROSOFT	Software Products
2	337	910	573	ORACLE	Software Products
3	602	-	-	WINDOWS	Software Products

CATEGORY - WISE ALL INDIA LISTING

Personal Technology

Personal Tech. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	8	8	0	DELL	Personal Technology
2	16	13	-3	APPLE	Personal Technology
3	26	10	-16	HEWLETT PACKARD	Personal Technology
4	27	38	11	LENOVO	Personal Technology
5	68	56	-12	ACER	Personal Technology
6	125	262	137	I BALL	Personal Technology
7	200	635	435	ASUS	Personal Technology
8	289	405	116	EPSON	Personal Technology
9	622	981	359	ZENITH	Personal Technology
10	724	362	-362	COMPAQ	Personal Technology
11	995	-	-	KONICA MINOLTA	Personal Technology

Semiconductor

Semicon-ductor Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	166	76	-90	INTEL	Semiconductor

Software Services

Software Services Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	123	125	2	TCS	Software Services
2	191	119	-72	INFOSYS	Software Services

Technology - Diversified

Technology Diversified Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	53	45	-8	HCL	Technology - Diversified

CATEGORY - WISE ALL INDIA LISTING

TELECOM SUPER CATEGORY



Telecom Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	13	17	4	AIRTEL	Telecom	Mobile Telephony
2	21	35	14	IDEA	Telecom	Mobile Telephony
3	29	63	34	VODAFONE	Telecom	Mobile Telephony
4	80	103	23	TATA DOCOMO	Telecom	Mobile Telephony
5	86	75	-11	AIRCEL	Telecom	Mobile Telephony
6	98	135	37	BSNL	Telecom	Mobile Telephony
7	266	162	-104	LOOP	Telecom	Mobile Telephony
8	385	471	86	MTNL	Telecom	Landline telephony
9	498	253	-245	MTS	Telecom	Mobile Telephony
10	632	977	345	HUAWEI	Telecom	Diversified
11	745	-	-	TELENOR	Telecom	Mobile Telephony
12	777	-	-	AIRTEL 4G	Telecom	Mobile Telephony
13	820	715	-105	BEETEL	Telecom	Phones
14	942	-	-	TATA INDICOM	Telecom	Telecom services

Landline telephony

Landline telephony Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	385	471	86	MTNL	Landline telephony

Mobile Telephony

Mobile Telephony Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	13	17	4	AIRTEL	Mobile Telephony
2	21	35	14	IDEA	Mobile Telephony
3	29	63	34	VODAFONE	Mobile Telephony
4	80	103	23	TATA DOCOMO	Mobile Telephony
5	86	75	-11	AIRCEL	Mobile Telephony
6	98	135	37	BSNL	Mobile Telephony
7	266	162	-104	LOOP	Mobile Telephony
8	498	253	-245	MTS	Mobile Telephony
9	745	-	-	TELENOR	Mobile Telephony
10	777	-	-	AIRTEL 4G	Mobile Telephony

CATEGORY - WISE ALL INDIA LISTING

Phones

Phones Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	820	715	-105	BEETEL	Phones

Telecom services

Telecom services Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	942	-	-	TATA INDICOM	Telecom services

Diversified

Diversified Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	632	977	345	HUAWEI	Diversified

TRANSPORTATION SUPER CATEGORY



Transportation Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	251	-	-	SPICEJET	Transportation	Airlines - Indian
2	301	203	-98	AIR INDIA	Transportation	Government Airlines
3	408	-	-	GO AIR	Transportation	Airlines - Indian
4	422	398	-24	INDIGO	Transportation	Airlines - Indian
5	494	633	139	JET AIRWAYS	Transportation	Airlines - Indian
6	507	621	114	ATLAS CYCLE	Transportation	Bicycles
7	752	793	41	HERO CYCLE	Transportation	Bicycles
8	903	672	-231	HERCULES	Transportation	Bicycles
9	906	-	-	LADY BIRD CYCLE	Transportation	Bicycles

CATEGORY - WISE ALL INDIA LISTING

Airlines - Indian

Airlines-Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	251	-	-	SPICEJET	Airlines - Indian
2	408	-	-	GO AIR	Airlines - Indian
3	422	398	-24	INDIGO	Airlines - Indian
4	494	633	139	JET AIRWAYS	Airlines - Indian

Bicycles

Bicycles Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	507	621	114	ATLAS CYCLE	Bicycles
2	752	793	41	HERO CYCLE	Bicycles
3	903	672	-231	HERCULES	Bicycles
4	906	-	-	LADY BIRD CYCLE	Bicycles

Government Airlines

Gov. Airlines Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	301	203	-98	AIR INDIA	Government Airlines

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Research Methodology



Fieldwork



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