



# India's Most Attractive Brands 2017





# India's Most Attractive Brands 2017

# COPYRIGHTS

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TRA Research Pvt. Ltd.



# AT FIRST SIGHT

Diversity expresses variety in thinking, backgrounds, cultures, experiences, choices and world views. It celebrates the individual through their being, ethnicity, upbringing, social interaction and education. It is an appreciation of this diversity that has helped created TRA's brand theories are based on an understanding of the four core aspects of an individual's being i.e. Culture, Values, Knowledge and Vision. The intermix of these four help create a unique being, nuanced with distinctive thoughts, flavors and perspectives in an inimitable way. And it is this interaction of diverse beings that strengthens the core of a community by creating new understanding, building new bridges and creating opportunities for innovation. This is as true for humans as it is for brands. This year's report of India's Most Attractive Brands extols the importance of diversity in building appeal or attractiveness.

While diversity is important for the society at large, conformity becomes important to build and grow the smaller sub-groups of society. Conformity is useful for better organization, communication, hierarchy and control which are very often important for survival and growth of the sub-group. Both Diversity and Conformity jostle as displayed in a variety of abrasive conflicts because of divergent objectives - world versus country, sustainability versus growth, living versus winning, community versus commune, family versus individual, to elaborate a glaring few.

Appeal, the magnetic attraction that impacts those beyond the sub-group through the subconscious, is made up of four Appeal Foundations – Emotional, Rational, Aspirational and Communication, with each making a strong case for diversity. The three Demeanors of the first Foundation – Emotional Appeal – are Positivity, Emotional Maturity and Feeds Hope all three of which grow stronger with diverse views and cultural intermixes. With a positive cultural identity of oneself, Positivity grows; acceptance of others' diversity builds Emotional Maturity and seeing divergent views succeed Feeds Hope in the individual.



Rational Appeal, the second Foundation, is made of Relevant Utility, Conscious Effort and Creativity to each of which Diversity is also a strong contributor. When the utility of any action, product or service is considered for a larger cross-section of diverse individuals, its Relevant Utility value is increased manifold as it becomes more acceptable by a larger and more disparate audience. The Conscious Effort for any action to be successful for a variegated cross-section is far higher than in a conforming group and as this becomes evident to those witnessing this effort, it builds greater allure.

The third Foundation of Attractiveness, Aspirational Appeal has Self-Control, Social Maturity and Winners' Attributes as its behavioral areas, for which embracing diversity is not just supplementary, but essential. The ability to balance the forced impulses of Conformity with the urge for the larger good through Diversity gets well reflected in Self-Control. The aspect of Social Maturity, or the ability to blend better into society, is nothing without Diversity. The third Demeanor of Winners' Attributes which is enhanced through actions like self-belief, team work and work ethic are all based on accepting ones' own diversity and that of others.

The fourth Foundation that builds appeal or attractiveness is made of three Demeanors - Trust, Oration and Charisma and embracing Diversity plays a positive role in building Attractiveness through these. Trust, the umbilical cord of all human connection is shown through shared interests, empathy and a non-threatening ambience with audiences. Oration, the ability to communicate with grace and control requires one to be sensitive and relevant to audiences, showing the essential nature of believing and accepting Diversity. The last of the Demeanors for this Appeal is Charisma which requires one to understand contexts of culture, generation, community and region – all of which are core ingredients of Diversity.

I have written about the socio-psycho-cultural need for Diversity, elucidating why it is necessary, but even if this analysis was not done, the value of Diversity is innately understood by most. However, in situations where sub-groups are facing economic, emotional or psychological strain, it is possible to convince them that the survival is at stake because of Diversity, making them act in a jingoistic and tribal manner. It is important for audiences to analyze and realize this and it is for brands to be conscious of any divisive causality of their action.

Diversity can meet you in different forms - color, size, ethnicity, choices, habits, class. Brands will be tempted to use these; Indian versus foreign, black versus white, thin versus fat type of communication with their audiences, unsheathing their ill-conceived 'masterstroke'. But in the long run, and to a larger audience, such brands will become unappealing and unattractive. Accepting Diversity and using it to your strength will probably play the most significant role in building your brand's Attractiveness Quotient.

Embrace Diversity and stay attractive!

Warm regards,

N. Chandramouli  
CEO,  
TRA Research



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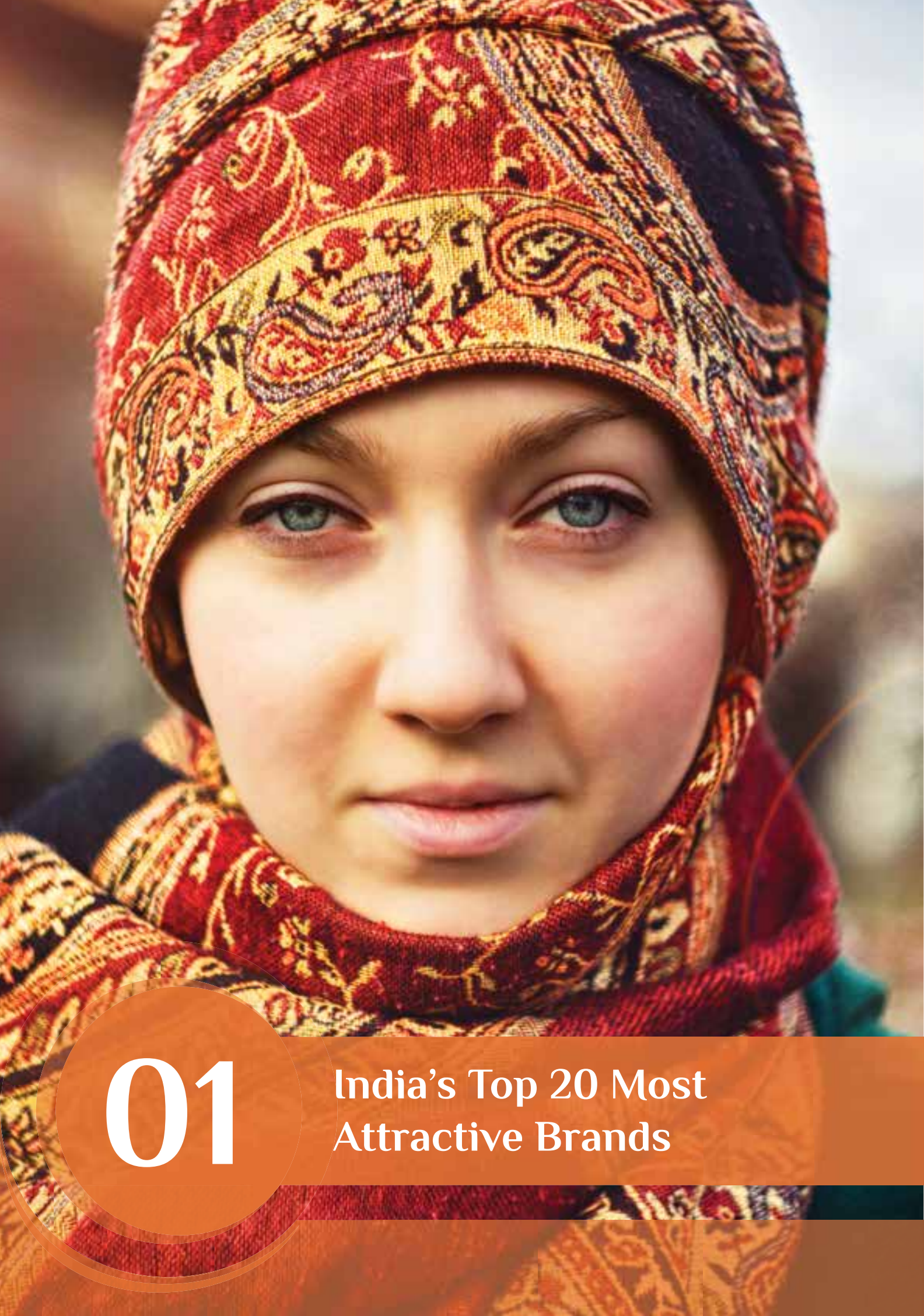
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01

India's Top 20 Most  
Attractive Brands



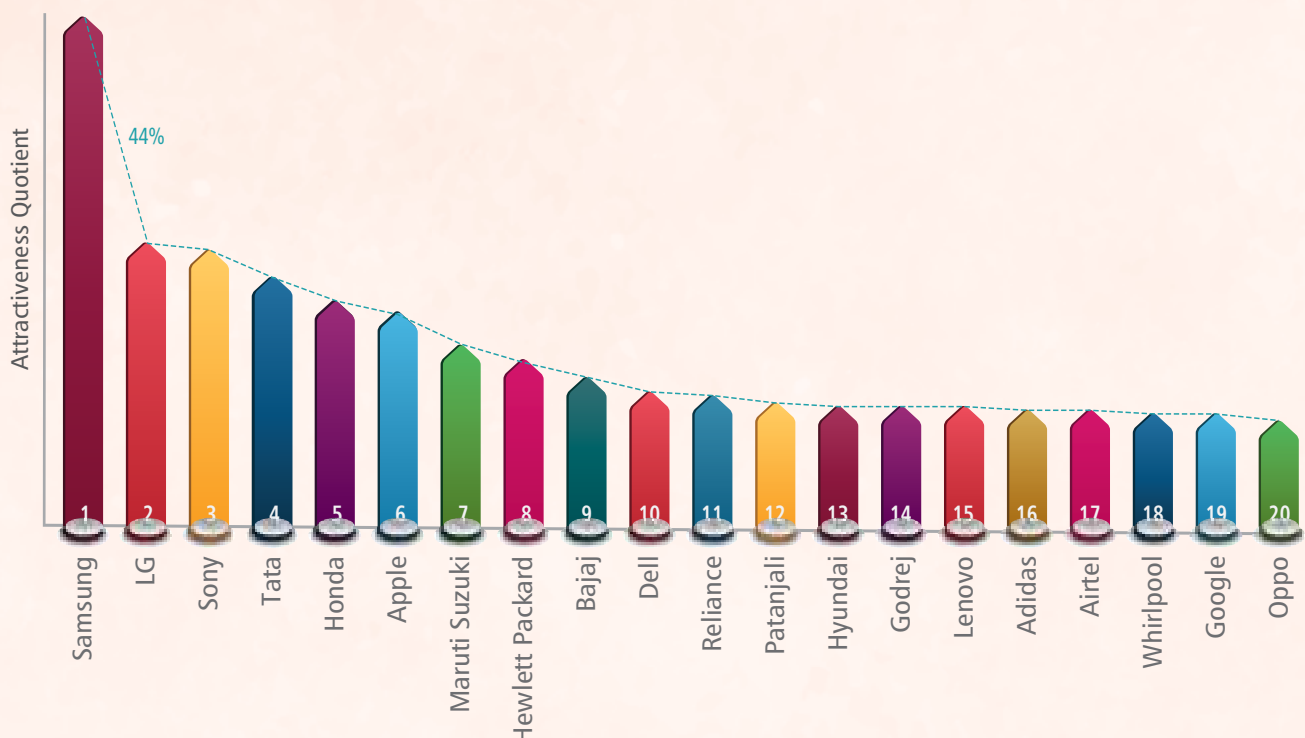
# India's Top 20 Most Attractive Brands

Brands, much like humans, subliminally exert a magnetic pull that creates a positive force of attraction towards those they interact with. Every time a brand has a human interface, its intrinsic capacity of brand appeal stimulates the interest. Attractiveness and magnetism are results of brands' inner radiance, having multi-dimensional facets. And in today's increasingly competitive world, brands are finding it of significant importance to enhance the force of attractiveness that will not just grow their brand users but will also induce the consumers to be brand advocates/evangelists.

This year's *India's Most Attractive Brands* Report, just as the reports before it, has seen stiff competition. While we have had 332 new entrants into the top 1000 Most Attractive Brands listings, 365 brands have seen their ranks fall as compared to the 2016 listings.

Following the history of the previous years, India still continues to witness the trend of Durables as a Super-category maintaining their hold on the Attractiveness Quotient. The top 3 brands come from the Durables – Consumer Electronics Category. The top 20 brand list from *India's Most Attractive Brands* 2017 also sees the arrival of eight new entries, indicating that proactive efforts in a dynamic market like India never go unheeded in the eyes of the people of our country.

## India's Most Attractive Brands - Top 20\*



## THE TOP 20 MOST ATTRACTIVE BRANDS

Samsung has taken the crown of India's Most Attractive Brand for the year 2017. This year, the South-Korean consumer electronics giant has shown a remarkable performance by taking a lead of 44% from the brand in the runner-up position, showing the largest lead in Attractiveness Quotient between brands in the top 20 listings. Samsung has been bettering its rank over the past three reports of the *India's Most Attractive Brands* report, leaping from rank 87th in 2015, to being 3rd in 2016, and ultimately 1st this year.

LG comes in at rank 2, with its Attractiveness Quotient (AQ) trailing the leader. Interestingly, LG, another South-Korean chaebol operating in the Consumer Electronics segment makes the competition in this segment stiff. LG held the title of India's Most Attractive Brand last year. LG too has displayed consistency in a rapidly-evolving and demanding market, and the brand has always appeared among the top 3 Most Attractive Brands in the country for three years in a row, having been placed 2nd in 2015, 1st in 2016, slipping back to 2nd this year.

Sony ranks 3rd in the listings this year, with only 2% lower AQ than the preceding brand. This Japanese leader has been consistently maintaining its grip among the top 3 positions of the *India's Most Attractive Brands* listings in the last three years – ranked 3rd in 2015, 2nd in 2016, and slightly weakening its position to 3rd this year. These three brands are brands to watch out for, as they have an amazing tenacity at reliably creating their audiences to be attracted to them.

Another brand that has displayed steady progress among the past three years of *India's Most Attractive Brands* is Tata. An indigenous corporation that has stakes in a multitude of industries in the country and the world, Tata appears at rank 4 in the listings. It has climbed to the 4th spot after being placed 7th in 2016. Off the previous rank by 10%, the brand has managed to enter the list this year.

Honda, the Japanese automobile manufacturer, rounds off the top 5 Most Attractive Brands for 2017. Trailing the closest brand by 10%, the brand has been displaying movement varying from rank 6 in 2015, to rank 4 in 2016, and slipping down to rank 5 this year. An observation to note is that Honda is the only automobile company to appear in the top 20 Most Attractive Brands in India in all four editions of the report.

Apple, an American multinational technology company, has acquired the 6th rank in the listings this year, vastly improving its performance from rank 18 in 2016. The personal technology innovator missed the position of rank 5 by a mere 3%. The Indian automobile manufacturer, Maruti Suzuki, has moved a step forward this year by improving its position from 8th in 2016 to 7th this year. Having missed out on rank 7 by 11%, the American

personal technology giant Hewlett Packard has shown noticeable improvement by hopping from rank 17 in 2016 to 8 this year. Another Indian giant Bajaj, appears in the top 10 rankings of the report. This year, the brand comes in at rank 9, trailing the preceding brand by 9%. The American personal technology player Dell has jumped from rank 15th in 2016 to 10th in the 2017 listings and completes the trifecta for personal technology brands in the top 10 rankings.

Reliance, India's most valuable company, climbs the ladder by acquiring rank 11th this year after having been placed 26th and 22nd in 2016 and 2015 respectively, missing the top 10 spot by a merely 3%. Patanjali, homegrown FMCG company, makes a surprise entry by leaping from rank 87th in 2016 to 12th this year, being the only FMCG player in the top 20 listing of *India's Most Attractive Brands*. Closely following it, with a gap of 2%, is a South Korean multinational automotive manufacturer, Hyundai, ranked 13th, which has hopped upwards from its 22nd position in 2016. This year, the Indian conglomerate Godrej lost its seat for rank 13 by a mere 0.03% and got placed at rank 14th, dipping down one spot from its 13th rank in 2016.

The Chinese multinational technology company Lenovo has cracked the top 20 listings this year by shooting up from rank 25 in 2016 to 15 this year. Adidas, a German sportswear corporation, has made a room for itself in the top 20 brands' list this year. The personal accessories brand has jumped from rank 39 in 2016 to 16 this year. The Indian global telecommunications services company Airtel is maintaining its position in the top 20; however, it has slipped down to rank 17 this year from its 9th position last year. Another surprise entry in the list of top 20 brands is Whirlpool. This American multinational has moved straight up from rank 41 in 2016 to 18 this year, missing its position for a higher rank by just 0.3% AQI.

Following this is another American tech company, Google, which maintains a gap of 3% from the previous brand; however, the brand has leaped to rank 19 this year after being placed at rank 102 last year. Closing the top 20 *India's Most Attractive Brands* for 2017 is another new entry in the list of top 20 brands – Oppo, the Chinese mobile phone brand has for the first time entered this exalted list after having been placed at the 89th position in 2016.



# ATTRACTALK



**A. Padmasingh Isaac**  
Founder & Chairman  
Achi Group of Companies



A brand's ability to control the consumer behaviour consciously & unconsciously by meeting the needs or desires making it magnetic for them to purchase a product or service repeatedly showcases the attractiveness. In consequence the consumers purchase motives are directed towards these products. On fulfilment of their needs & desires the drive becomes stronger to the extent that the consumer will act on it, and have the willingness to pay the price in terms of money, time, and effort. In specific to the food, the intrinsic value based on the sensory attributes like taste, appearance, flavour, texture, uniqueness & consistency are key consumer attributes of our brand to satiate the commonly sought or preferred palate needs that builds our brand's attractiveness. While ensuring the above following characteristics such as Quality, Value for money, Attractive Packaging, Pricing-affordability and making it available to all follows close on its heels that make Achi an instant hit in the minds of customers, nation-wide.

The key values of Achi stands for inclusivity of its primary stakeholder's right from the framers to customer starting from strategic procurement, making & improvising upon the products through state of art Research Laboratories, use cutting edge technologies in production, multitude of retailers serving efficiently through the brand directly through its agile supply chain network. This has ingrained the value of quality integration in all our business process that makes us class part and in good stead with all its stakeholders. The Achi brand adorns the value of true service to the society by demonstrating the principle of giving back to the society in whatever possible way it can.

Our tag line "Mother of Good Taste" speaks volumes about the traditional value the brand offers as recipe to its consumers as it were from their own mother's kitchen. Further reaching households with "Ungal Arogyam Engal Lakshyam" is reaffirming statement emphasizing on food safety & quality. These campaigns have made "Achi" to get closer to the consumers with authentic conviction.

Brand attractiveness for Achi focuses on retaining existing customer with delight and significantly add new customers its base by giving them a pleasurable experience. The most attractive attributes of Achi as a brand are **Trust** that has evolved over the years and comes true when their promises are delivered with delight, time and again. Followed by it is the **Quality** a non-negotiable aspect of the brand. We maintain high quality standards in all the processes while offerings the brand to the customer. Close on heels are the **Value**, rather the value add that the brand Achi offers. Similar to the quality circle, the value chain is embedded in all its process and procedures to make it a deserving brand, keeping the price fully aligned to the perceived value of the brand. The delight comes with an affordable price the customers pay for a quality & value added brand. Achi today is doing **Service** to its customers in ways that they expect it to do. Achi does it the social way by matching and going beyond customer expectations, be it primary customers or secondary ones, thus creating huge brand attractiveness. Achi's service delivery standards are uniquely differentiated as the brand constantly strives to door deliver products to retailers on time. **Consistency** in the delivery is all that the intrinsic customer looks forward while exercising the purchase option. Achi is a testimony for its quality of consistently delivering the right product, in the right place, in the right time at the right price.

Brand identity is about the perception of the brand by its customers. Fulfilling the needs to achieving brand identity was the first step at Achi and we have now moved forward to obtain a place in consumers' hearts which is precisely the most significant aspect of brand attractiveness.





02

Brand Attractiveness –  
Category Leaders

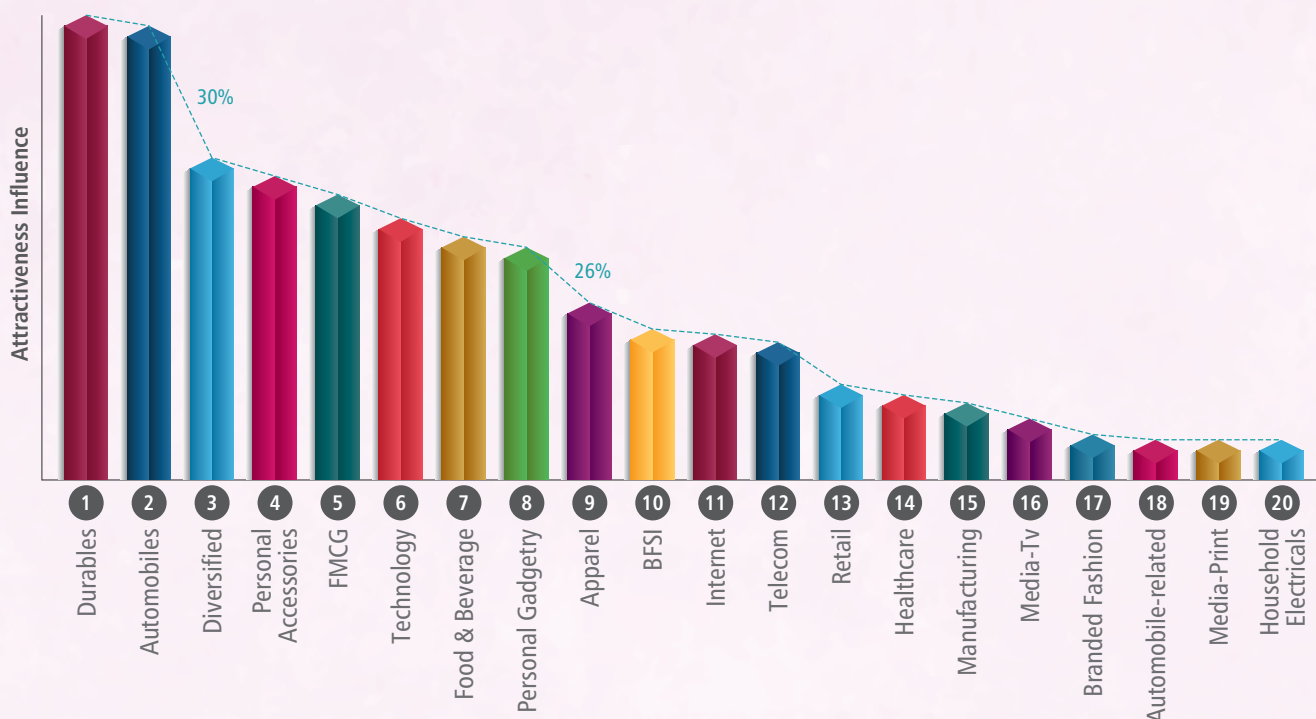
# Brand Attractiveness – Category Leaders

This chapter gives an overview of various categories and brand performances on the scale of Attractiveness Quotient, based on three distinguishable types of analysis. First type of analysis refers to a method where sum of the individual Attractiveness Quotient of brands determines the overall Attractiveness Quotient for its Super-category. This sheds light on the total influence of the Super-category on the Attractiveness scale, demonstrating its capacity to assume the traits of Attractiveness. The second type of analysis is based on taking the total number of brands featured in the Super-category. The third level of analysis is conducted according to the average Attractiveness Quotient of brands in a particular Category, providing a fresh perspective to the data.

## TOP 20 CATEGORIES

Attractiveness Influence level i.e. the first level of analysis is based on calculating the sum of Attractiveness Quotient of brands in a Category. This level often provides interesting information as individual brands with higher Attractiveness Quotient often elevate the overall Attractiveness Influence of that Super-category.

### Attractiveness Influence of Top 20 Categories



This year Durables Super-category has outperformed FMCG, a leader for the last 2 years, by taking a leap from rank 4th in 2016 to rank 1st in 2017, displaying the highest Attractiveness Influence (AI). The brands in the Durables Super-category are amenable to Attractiveness as a whole, and it isn't a stretch to presume reasons why these brands would themselves weigh higher on the factor of Attractiveness Influence. The Durables Super-category AI is 2% higher than that of the next Super-category of Automobiles.

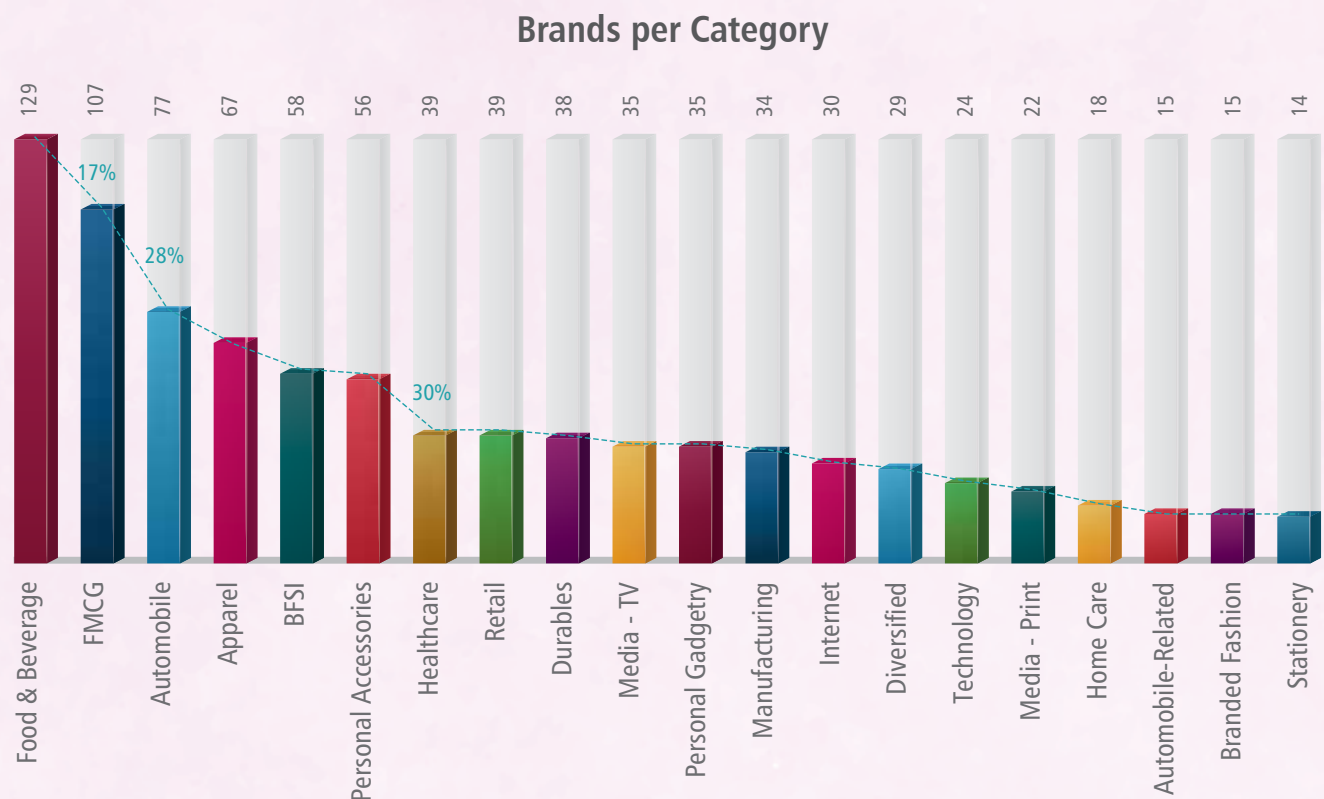
The Automobiles Super-category has shown consistency by maintaining its position of rank 2nd, however losing to the previous ranked by a mere 2%. Diversified Super-category has moved up from rank 6th in 2016



to rank 3rd in 2017, having an AI of 30% higher than that of the next Super-category. Personal Accessories which was ranked 7th in 2016 and has moved to rank 4th in 2017 taking a lead of 6% from the following Super-category.

With a difference of 9% in terms of Attractiveness Influence, Technology comes sixth for this year, that was ranked 8th in 2016. At seventh position in AI and 7% behind is the Food and Beverage. The Super-categories Personal Gadgetry, Apparel and BFSI conclude the top 10 Super-categories as per their AI, coming in at 5%, 26% and 16% behind their previous categories respectively.

The one most significant change when studying Attractiveness Influence of categories is that the Durables segment which had 4th highest AI last year, has jumped to 1st place this year. When analyzed with the number of Durable brands in each year's list, there were only 8 new brands added in the category, which shows that the overall AI of individual brands in Durables Super-category has seen growth. Durables segment is becoming attractive qualitatively, showing a smart growth over the last year, and one can expect tangible impact in the Durable segment over the next 12 months.

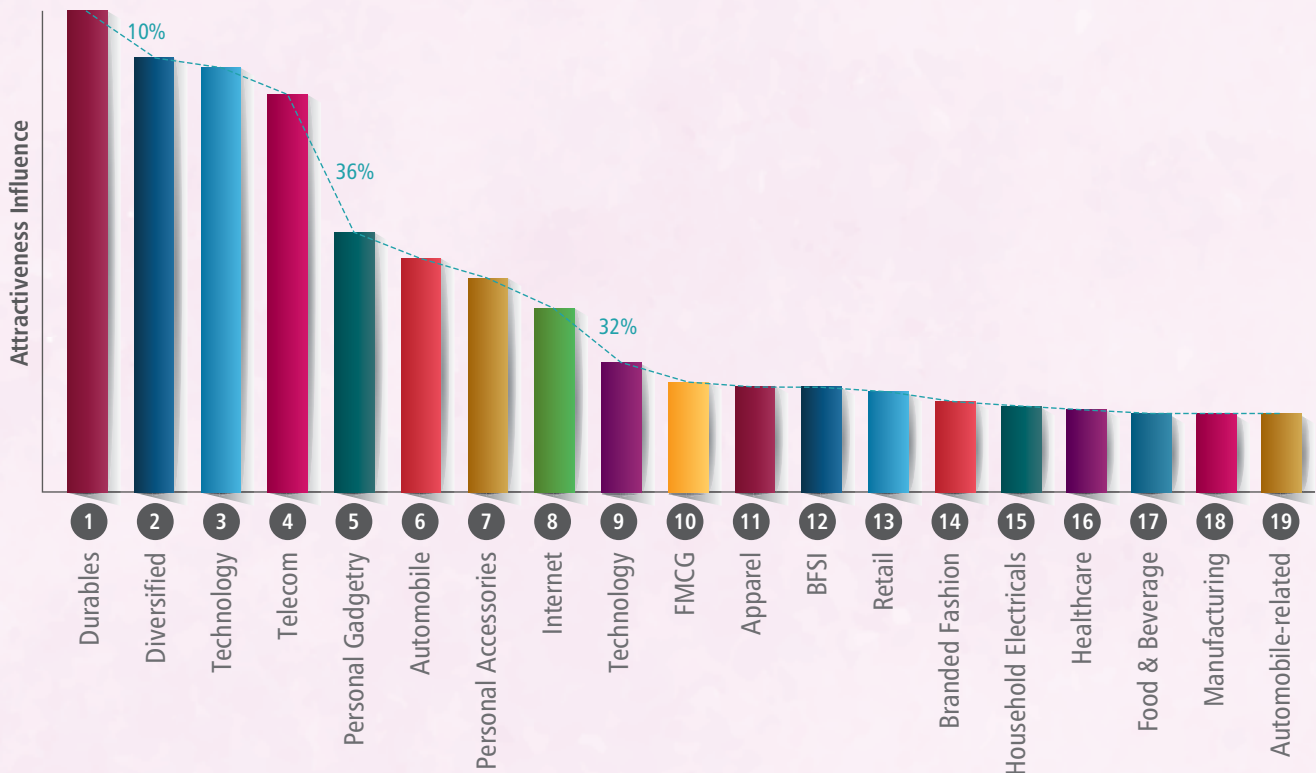


Moving on to the second level of analysis, we have graphically charted in descending order the number of brands in any particular Category. The list is topped by F&B with 129 brands, closely followed by FMCG with 107. A massive gap of 28% separates the top 2 Categories from the one that is placed third-Automobiles-which is a repetition of what happened in 2016. Apparel comes in at rank four with 67 brands to its name, 13% behind. BFSI, which has 58 brands, and Personal Accessories, which has 56, are placed fifth and sixth. Healthcare, 30% behind the previous category, has 39 brands that it can call its own. In a tight 8th, 9th, 10th finish, the categories Retail, Durables and Media-TV are placed very close to each other with 39, 38, and 31 brands respectively.

The top 6 Super-categories by number of brands encompass a whopping 438 brands, showing the high propensity of these categories to Attractiveness. Despite nearly 24% of the brands are in the Super-categories with the largest number of brands, F&B and FMCG, the total Attractiveness Influence of these Super-categories stands at 5th and 7th ranks, showing a very low AQ per brand in these groups. Durables and Diversified Super-categories do exert a lot more influence per brand in their own groups respectively.



## Average AQ



The third level of analysis is done according to the Average Attractiveness Quotients of brands in any particular Category. This is achieved by means of calculating the Average Attractiveness Quotient for each Super-category and the number of brands in it. This level of analysis often provides results that are vastly different from the preceding types of analyses.

The listings change dramatically when the Average Attractiveness Influence graph is charted. Looking at a subset, say the top 5 categories among these two types of analyses, can prove to be a good example of the stark difference in the pecking order. Here is the top 5 listings by Average AQ – (1) Durables, (2) Diversified, (3) Technology, (4) Telecom, and (5) Personal Gadgets. The Average AQ shows the Attraction the category's exerts on the audience as a whole.

## CATEGORY-WISE MOST ATTRACTIVE BRANDS

In the previous chapter, we presented the top 20 Most Attractive Brands across India. As crucial as the overall listings may be, perhaps the most relevant discussion for a brand is its performance within its own Category, among its own peers.

In the following sections, we present you with a few prominent Categories that are leaders according to the three types of analyses as mentioned earlier.

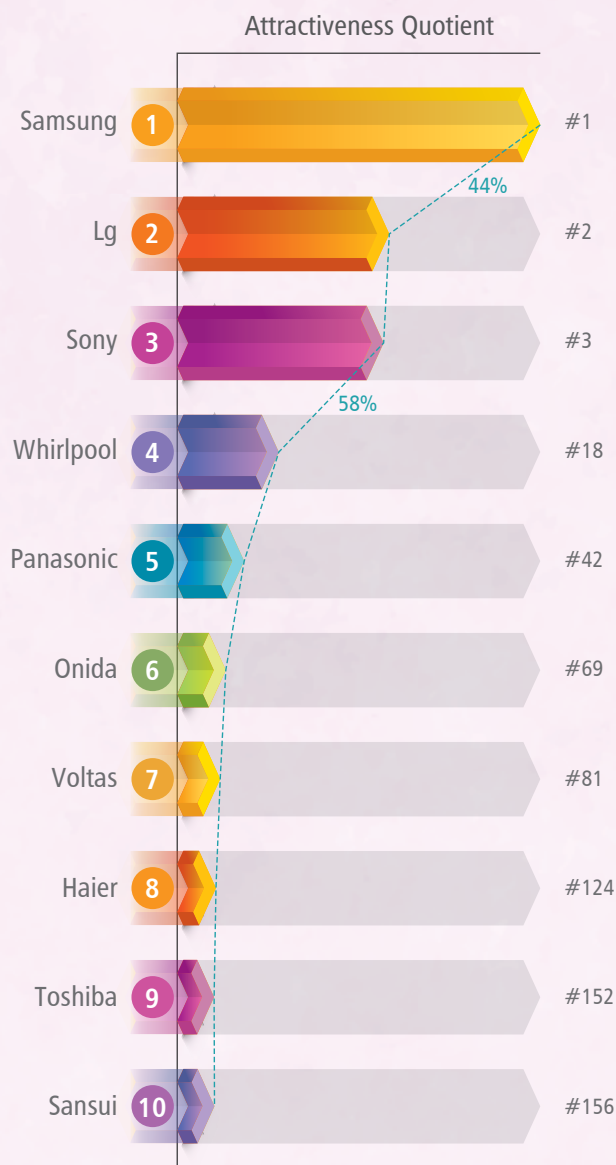
### DURABLES

Exerting the highest Attractiveness Influence and securing the highest Average AQ per brand, is the Super-category of Durables. The category's total AI is 2% higher than the Automobiles Super-category. With only 38 players, having three brands among the top 20 India's Most Attractive Brands has worked as an advantage for this Category in terms of the Average Attractiveness Quotient per brand.

## Consumer Electronics

India's Most Attractive Brand in the overall listings, Samsung, naturally leads in the Consumer Electronics category as well, with an Attractiveness Quotient 44% higher than its nearest competitor and last year's leader, LG. Next in line, Sony is ranked third and only 2% lower AQ than its predecessor. The high level of competition between the top 2 players in the Category is seen to diminish as we progress through the rankings. Whirlpool ranks fourth in the Consumer Electronics Category with an AQ that is 58% lower than the previous brand. Panasonic ranks fifth, Onida is sixth, and Voltas is ranked seventh in the Category. Haier, Toshiba, and Sansui bring up the rear of the ten Most Attractive Durables Category as the eighth, ninth, and tenth brands in that order of rank.

### Consumer Electronics



**Dr. Prakash Amte**  
Social Worker and  
Ramon Magsaysay Award  
Winner

The life led by my parents and the values my brother and I were raised in, have impacted our lives in a big way. My father never believed in any religion other than that of humanity. My parents followed the principle of service of humanity and believed work is worship. We were always encouraged to work for the betterment of people without expecting anything in return from the civilized society.

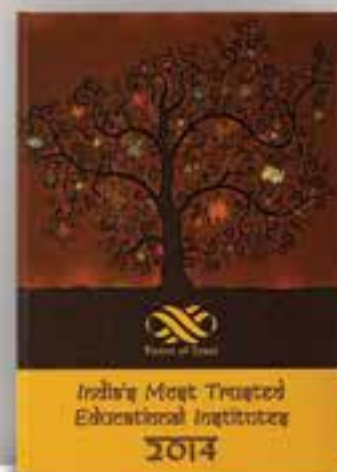
Growing up, there were lots of prejudices against leprosy patients also Baba's work drew ire and isolation from the world. As doctors of those days were not keen to participate in leprosy care I decided to become one. Later on, when my wife and I decided to first start a clinic, we contemplated whether just treating tribals medically will do them any good. We intended to create awareness and gradually worked towards building a better way of living for them. It began with the need of the people and the area, and the rest took its course naturally.

There were many things beyond our areas of expertise, which we had to learn on the job but the satisfaction derived when you help someone and see their lives change for the better energizes us to work harder. The gratification you acquire cannot be expressed.

Looking back I think it was clear, social service was the natural path for me.



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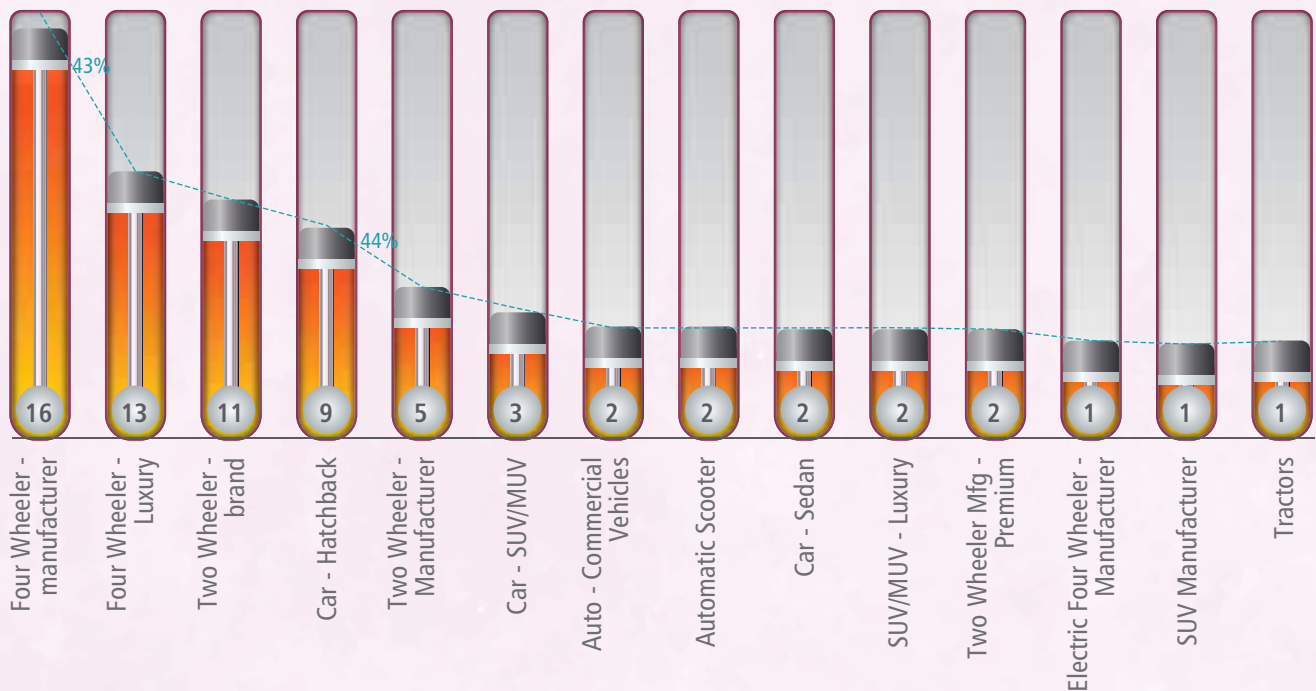
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## AUTOMOBILES

Hatchbacks, sedans, luxury cars, SUVs, MPV, motorbikes, and their luxury versions can be found in the Automobiles Category. By the number of brands per Category, the Automobiles Category ranks third among India's 1000 Most Attractive Brands. The Automobiles Category also ranks second in Attractiveness Influence and sixth in the Average Attractiveness Quotient per brand.

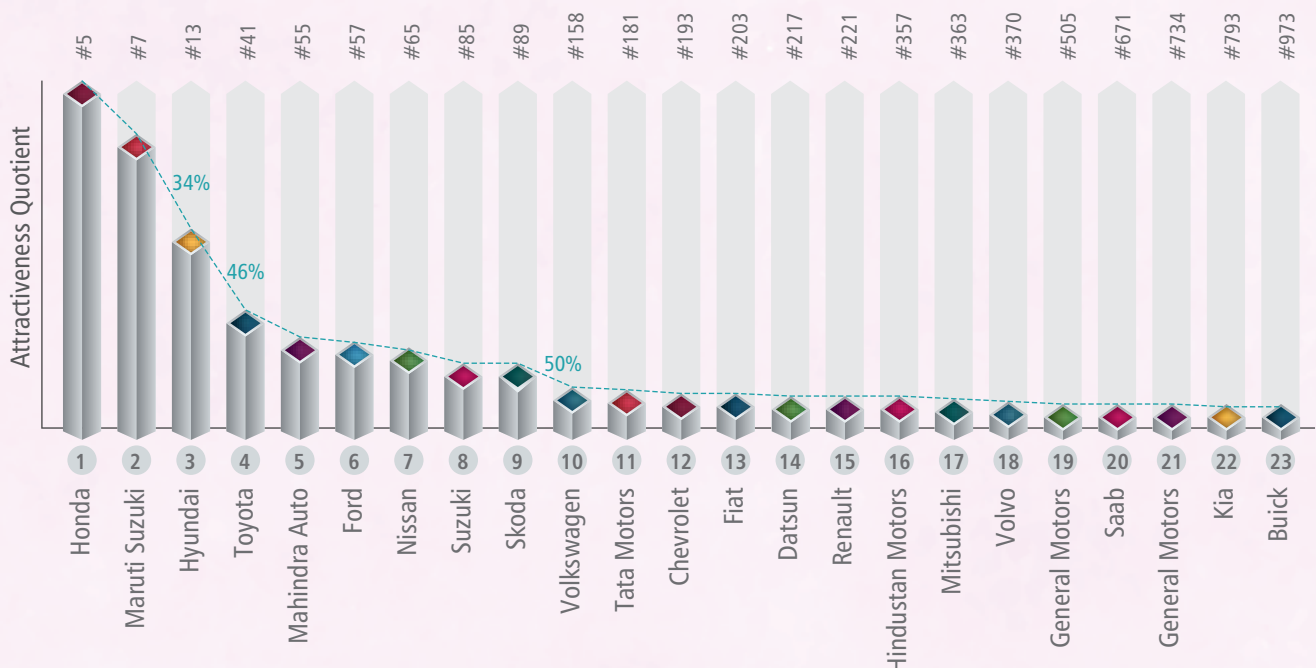
Automobiles - Brands per Category



### Automobiles – Four Wheeler – Manufacturer

Honda, the 54-year-old Japanese conglomerate, has managed to keep its lead and become India's Most Attractive Four-Wheeler Manufacturer brand in 2017. It has also won the accolade of India's Fifth Most

Automobiles – Four Wheeler – Manufacturer



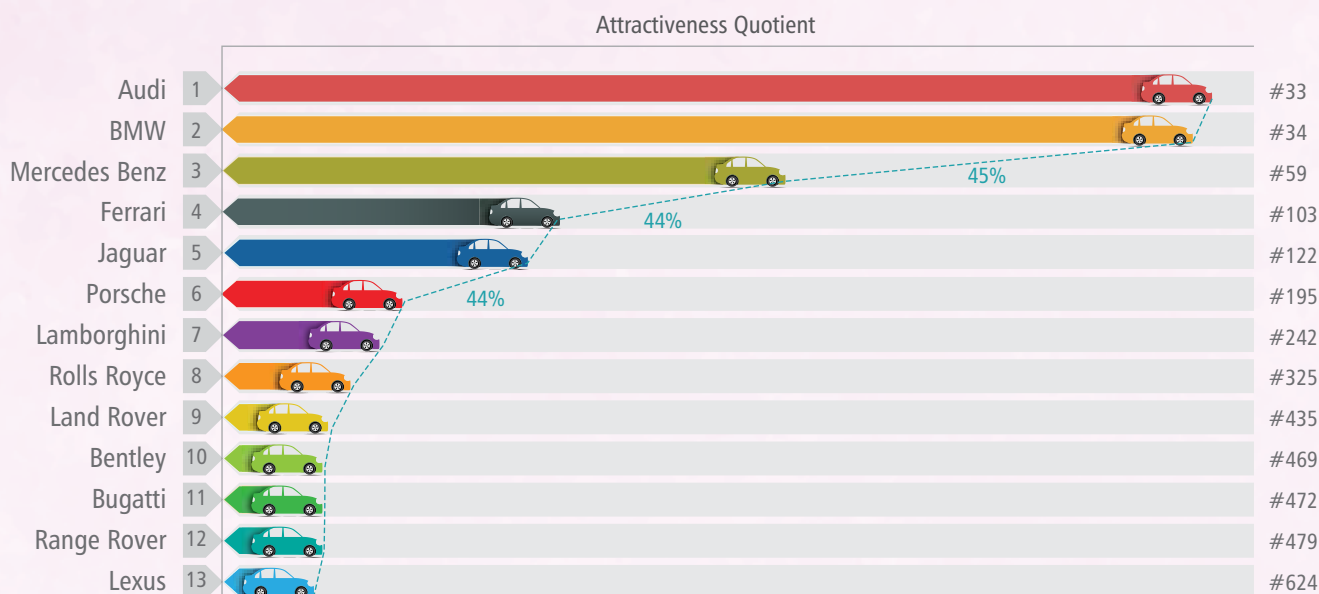


Attractive Brand in the overall listings, making it the only representative for the Automobiles Category among the top 5 brands. Following it is the Indian brand Maruti Suzuki, which ranked 7th in the overall listing. Third and fourth positions were taken by Hyundai and Toyota, respectively. This year Mahindra Auto has made an entry in the top five rankings of Automobiles-Four-Wheeler-Manufacturer, which did not make an appearance in 2016. Sixth rank position is occupied by Ford dipping its rank by one when compared to 2016. Nissan has a 9% lower AQ than its previous brand. Suzuki and Skoda are ranked eighth and ninth respectively, both of which have seen moved upwards in their 2017 rankings. German auto major Volkswagen is ranked as the tenth Most Attractive Four-Wheeler Manufacturer in the country.

## Automobiles – Four Wheeler – Luxury

Audi has earned itself the title of India's Most Attractive Four-Wheeler Luxury Car Manufacturing Brand, having jumped 2 ranks compared to its 2016 All-India ranking to become the 33rd Most Attractive Brands in India this year in the overall listings. German manufacturer BMW has consistently maintained its position of rank 2nd this year. After leading the Category for 2016, German automobile manufacturer has slipped down two positions and is placed at rank 3rd in the Automobiles–Four Wheeler–Luxury Category. Italian luxury car manufacturer Ferrari jumps up to position 4th this year from 5th position in 2016, with the Tata-owned Jaguar trailing behind it in the 5th position. The bottom half of the Category has brands like Porsche in sixth place, Lamborghini in seventh, Rolls Royce in eighth, Land Rover in the ninth place and finally Bentley rounds up the top 10 ranking for Automobiles–Four Wheeler–Luxury Category.

### Automobiles – Four Wheeler – Luxury



## DIVERSIFIED

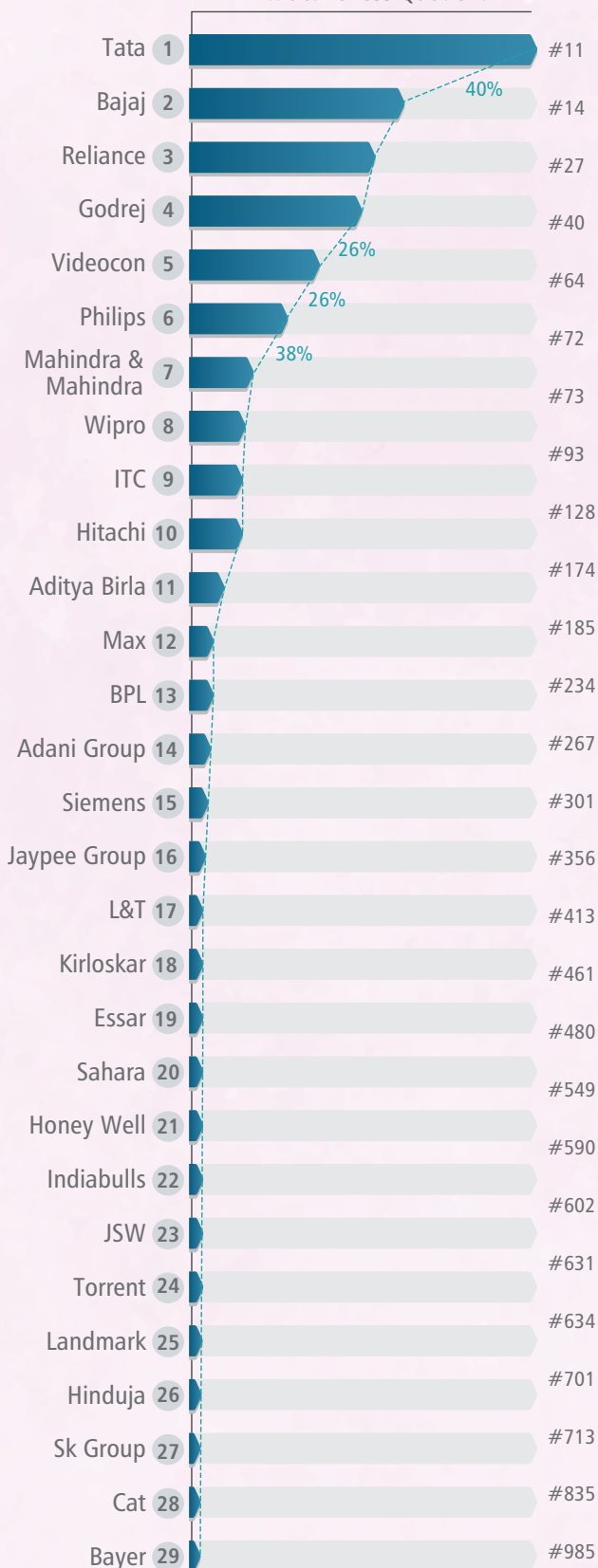
The Diversified Category of brands exerted the third highest Attractiveness Influence, 30% lower than that of the Automobile Super-category of brands. With 29 brands, this group of companies was ranked second in terms of Average Attractiveness Quotient per brand. Within the Diversified Category, we have three more sub-Categories, namely, Technology, Healthcare/Agriculture, and Diversified.

Within the Category of Diversified brands, this year Tata leads the pack, closely followed by Bajaj, and the latter has lost its leadership position of last year in the Category with a whopping 40% lower AQ. The leader has improved its ranking over the last year, and ranking as the Most Attractive Diversified Brand of 2017. Reliance which climbed two steps in ranking this year and occupies position in top three brands. Godrej, which

slipped in rank by one has secured rank 4th in 2017 and it is placed at rank 14th in the overall India's Most Attractive Brands list. The fifth and sixth places are taken by Videocon and Philips respectively. Completing the rank of top ten are Mahindra and Mahindra, Wipro, ITC and Hitachi in sequence.

## Diversified

Attractiveness Quotient



## Malini Agarwal

Founder & Creative Director  
at MissMalini Entertainment

In the digital age communication is everything. Gone are the days when your brand could be captured by a static picture on a billboard or a clever caption in a magazine. These days your brand has to breathe, it has to feel alive, and it needs to have personality. The fact is, millennial consumers have evolved. They're done with "appointment viewing", where you knew they would come to you like clockwork, and when all you needed was a slot in an ad break to capture their attention.

Now you have to go where the party is, including social media, and you better not turn up as a wallflower or the kind of brand that only talks and doesn't listen or engage. That's the equivalent of showing up at a party, sticking posters of yourself everywhere and leaving without talking to anyone! The fact is, the brands that are successful today are the ones that have found a voice with which to communicate and endear themselves to their consumers.

That voice needs to represent the qualities of your brand, be consistent in its identity and most of all feel relatable and human. Because with the myriad of options consumers have in the market today, the ones that will speak to them are the ones that feel like friends; the kind of friends that listen, communicate, and care.



Public Relations, if anything, is about building trust.  
And no one understands the science of Trust better than  
**Blue Lotus Communications.**



If you want to create, maintain or regain trust in your brand, call us for an insightful approach through PR.

2010



Indian Consultancy  
of the year

2011



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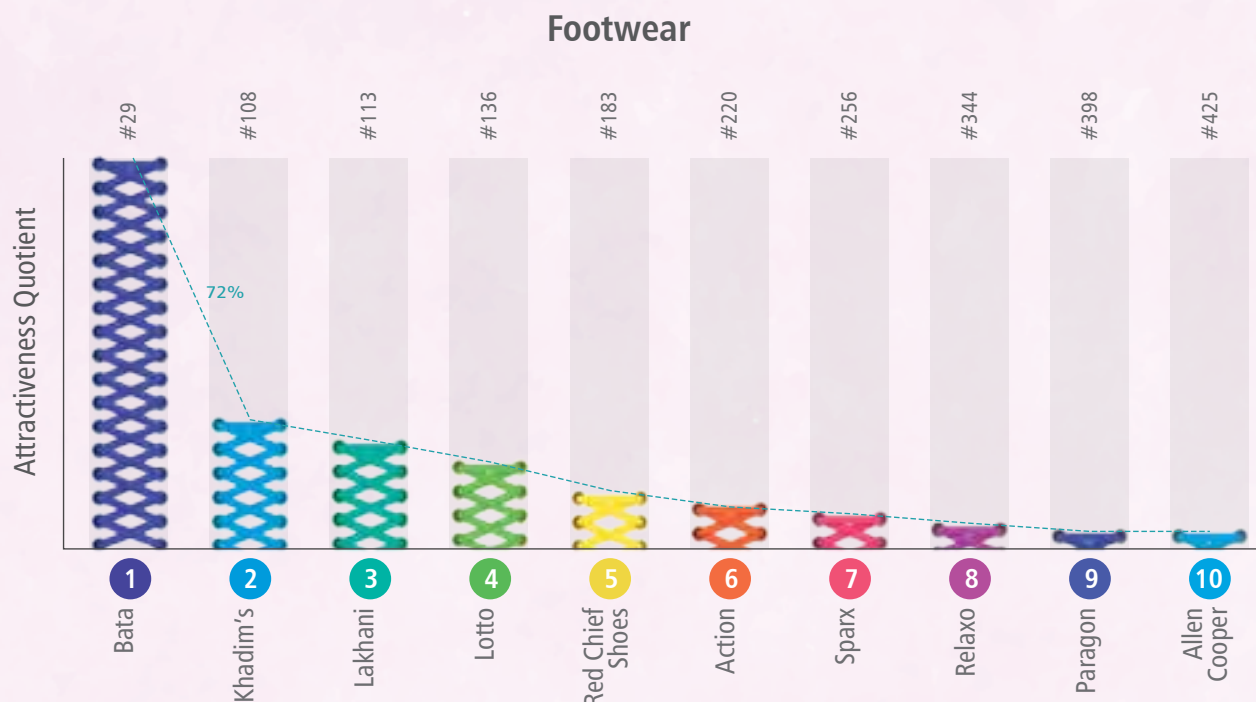
## PERSONAL ACCESSORIES

With 56 brands in the list of Personal Accessories, this Super-category includes Footwear, Sportswear, Watches, Jewelry, Eyewear, Grooming Appliances, among a few others. Typically, Personal Accessories are understood to be items that minutely define, and sometimes even mimic, the personality of the user. This Category is therefore inextricably tied to Attractiveness. There are 20 new brands in this Super-category, 11 brands have fallen out of the 56 with an average rank fall of 185 ranks and 25 brands have gained in ranks with an average gain of 187 ranks. However, this year no brand from the house of Personal Accessories category has been able to make it to the list of Top 20 Most Attractive Brands.

### Footwear

Ranked as the 12th Most Attractive Brand in 2016, the leader of this Category, Bata has slipped its position to rank 29th this year. However, the brand continues to lead Footwear Category with an Attractiveness Quotient that is 72% higher than the next brand. The Indian footwear retailer, Khadim has jumped from rank 6th in 2016 to 2nd this year. Ranked thirteenth in the Category in 2016, Lakhani has moved to rank third. A new entrant, Lotto is ranked fourth taking a lead of 36% from the next brand. Following it is Red Chief shoes; which has seen growth in its rank from ninth in 2016 to fifth this year, closing the top five for this category.

Ranked tenth in the Category in 2016, Action has moved to the sixth rank. It must be noted, though, that it has gained 379 spots in the overall Attractiveness listings since last year. Sparx, ranked seventh, has taken a leap of 82 ranks since 2016, and is followed by Relaxo, which fell 120 places in the overall rankings. Paragon and Allen Cooper close the top 10 Most Attractive Footwear Brands list this year.

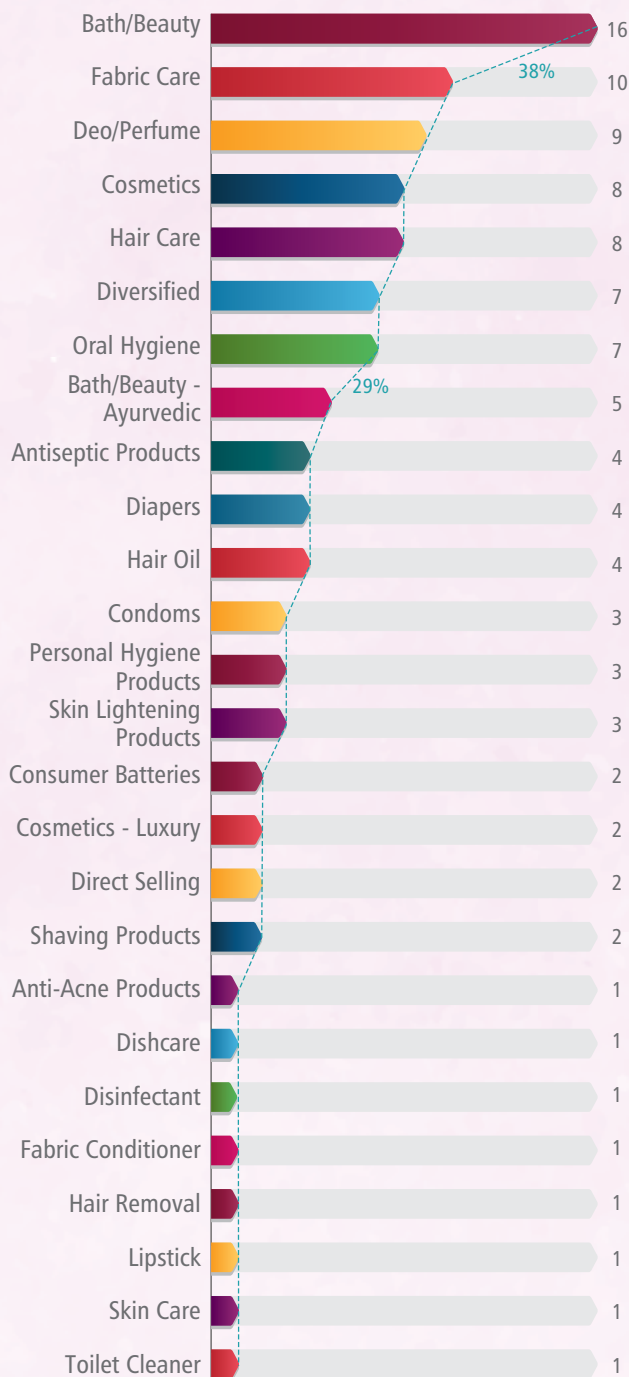


## FMCG

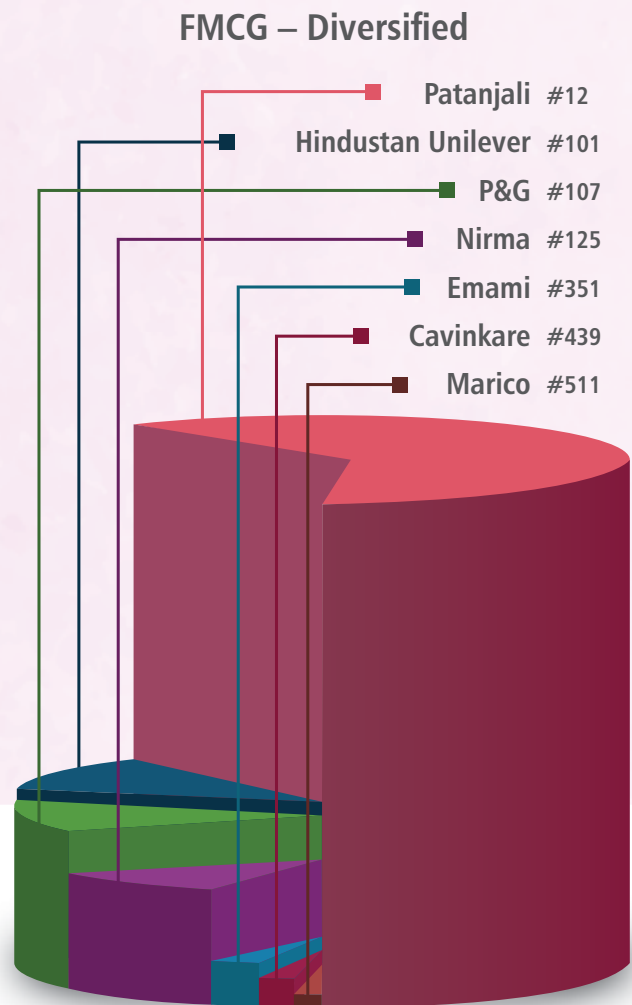
With a total of 107 brands, this year FMCG Super-category has slipped by 44%, securing fourth position in its overall Attractiveness Influence and is ranked tenth in terms of Average AQ. The Bath and Beauty segment leads the Category with a total of 16 brands, followed by Fabric Care with 10 brands, Deo/Perfume with 7 brands, and the Cosmetics and Hair-care categories, featuring 8 brands each.



## FMCG – Brands per Category



## FMCG – Diversified



Grabbing attention and taking a leap of 78% from the nearest competitor, this year Patanjali has not only secured the first place in FMCG – Diversified Category but also moved up 75 positions in the overall listing to be ranked as the 12th Most Attractive Brand of 2017. The largest FMCG brand in India, Hindustan Unilever, has maintained its position to the second Most Attractive FMCG – Diversified brand in 2017. The market battle between the Goliaths of India's FMCG industry and the home-grown brand, Patanjali, is no new story, and it is thus not surprising to find the two fight it out in the battle of Attractiveness too. Procter & Gamble, which held fifth the lead last year, has climbed up by two steps, closing the top three brands list for FMCG – Diversified category.

Desi brands Nirma and Emami have come in at the fourth and fifth place respectively and have a difference of 73% in AQ. The Chennai-based Cavinkare, ranked sixth, and Marico, which rounds up the category with its seventh rank with 21% lower AQ than the previous brand.

**Alpana Parida**  
Managing Director,  
DY Works



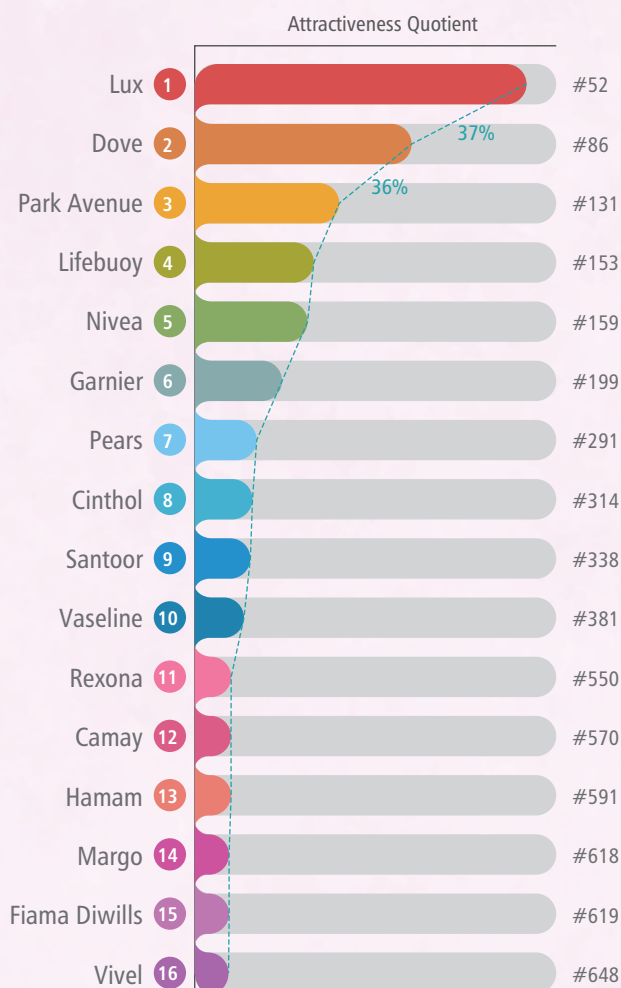
Brands need to work hard to ensure that they are able to control a positive narrative for the brand at all brand touch-points, and not just during advertising.

## Bath/Beauty

Kahlil Gibran notes, "Beauty is not in the face; beauty is a light in the heart". The Bath and Beauty Category has enabled countless consumers to feel more "attractive". It is no wonder that within the FMCG category, Bath/Beauty brands lead the competition with a total of 16 brands. Lux has maintained its lead as the Most Attractive Bath/Beauty Brand in 2017, however the brand has seen a dip in its overall ranking by 32 spots in the overall listings. Dove, with a 37% lower AQ has settled at the 86th place in the overall ranking, a fall of 43 ranks since 2016.

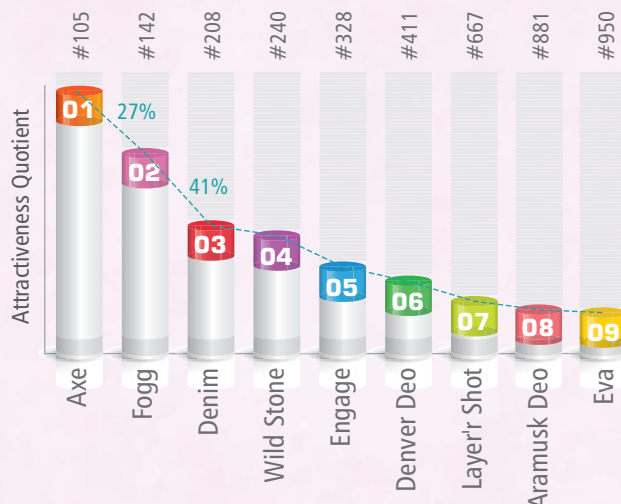
Park Avenue has jumped from rank 12th in 2016 to third this year by gaining a lead of 19% by its nearest competitor. Lifebuoy is positioned at the fourth place, followed by Nivea, which has slipped from rank 3rd in 2016, to 5th this year. Granier, is ranked sixth, up from last year's 7th rank in the Category. Pears, Cinthol, Santoor, Vaseline, and Rexona make up the bottom half of the top 10 Most Attractive Bath/Beauty brands for this year.

### Bath/Beauty



## Deo/Perfume

### Deo/Perfume



This year, Axe leads the Most Attractive Deo/Perfume Category, climbing up from rank 2nd in 2016 to 1st in 2017. Last year's Category leader, Fogg missed the leader's position by 28% AQ, securing 2nd position in the Deo/Perfume Category, however keeping a distance of 41% AQ from its nearest competitor. Taking a leap of 129 ranks from the overall listings of India's Most Attractive Brand, this year Demin has secured 3rd position in Deo/Perfume Category.

Maintaining its last year position in the Category, Wild Stone is placed fourth among Men's Deo, marketed by the unobtrusive McNroe Consumer Products, from Kolkata. ITC's Engage is ranked fifth, having climbed 207 ranks this year in the overall listings, and is followed by Denver Deo, Layer'r Shot, Aramusk Deo and Eva in the 6th, 7th, 8th and 9th ranks respectively.

## TECHNOLOGY

In total, 28 brands feature in the Technology Category. In terms of the Average Attractiveness Quotient per brand, the Technology Category ranked third highest. Moreover, due to the consumers' cognitive bias that if a brand is good at one type of technology, it will probably be good at a related one too has allowed technology brands to migrate quite easily across sectors with little adaptation in their outgoing communication. With many brands making the transition during the writing of this Report, their exact classification becomes a difficult task.



# ATTRACTALK



**Sushil Matey**  
Director - Marketing  
Livpure



Attractiveness to us is a state of desirability. The quality or features that someone possesses that can generate interest among the people whom one targets. It pleases the mind and senses in a positive manner and can result in desired actions. For Livpure, design, methodology, and approach all contribute to Brand Attractiveness. Key factors that contribute to our attractiveness quotient are Brand Differentiation through service, channel relationships and high-tech/cutting – edge products. Today the company enjoys the trust of millions of its satisfied customers, which is a testament to its success and our biggest asset. Livpure is young, modern, dynamic, different, progressive and risen from grassroots. Innovative product designs have been a hallmark of Livpure.

A strong and dedicated team has resulted in the creation of best ROs in India. We always believe in good and healthy relationship with our channel partners by having a good customer experience at the store by training their staff/ISPs for effective demos, being a true partner in their business growth, reducing efforts in everyday interaction, rewards & building a circle of trust. Service is the most critical channel through which this can be achieved, especially for a category that thrives on purity and regular service interventions. Service Engineers are the most important equity generating agents for the brand. They are constantly engaging with the end users and make or break the brand's reputation. Understanding their lives, needs, motivations, aspirations, dreams and anxieties is imperative in the exercise to empower them, thereby adding value to the service provided to the consumer. At Livpure, we provide them operational efficiency through mobile app, intensive training, freedom with accountability, setting the culture by encouraging inspiring stories, appreciation through awards and inculcating a feeling of pride to be part of the Livpure family.

We consider the attractive attributes of a brand to be - Understanding – it is important to know the market and creating a connection between business and audience. Uniqueness – Every brand shall have something distinctive. A brand should have one special thing that separates it from the competition. Passion – Without having serious passion, it is impossible to sustain in a long run. Consistency – Always deliver best every time. A consumer always expects the same level of services & quality as they have experienced the first time. It is very important to adhere to a certain quality standard with the product & service both. Competitiveness – A brand should always thrive on competition and constantly strive for improvement. Successful brands are always the movers and shakers who work towards building and optimizing the brand going above and beyond consumer expectations.

We are the 1st RO Water Purifier Company to provide India's 1st smart RO Water Purifier. We are always ahead in the category in terms of looks & technology of our water purifiers. Our recent communication comes from the insight of how consuming impure tap water, has led to innumerable health problems in India. And for kids, who are the most vulnerable, these health hazards directly affect their ability to pursue their dreams. As a result, India is losing a lot of potential talent that could've contributed to making the nation great.

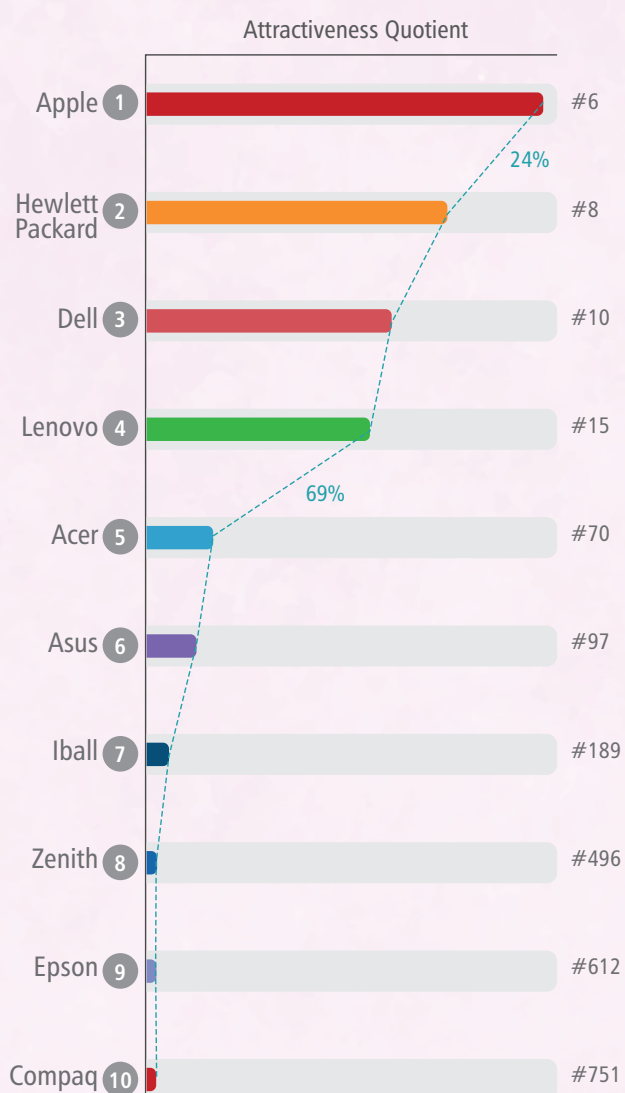
For Livpure consumer perception is very important. We value their expectations and strive to understand the needs. After all, every business entity has to reflect the values of the company, understand their needs, and value their opinion. Brand attractiveness has to be the primary focus for any company. And Livpure is proud to have created a healthy perception in the minds of our consumers.



## Personal Technology

Breaking the barrier, this year Apple leads the Personal Technology Category with 24% higher AQ by its nearest competitor, followed by Hewlett Packard who has maintained its last year's position in the Category. Dell, which continued to rule the Category for three years, has seen a dip in its ranking by 43% from the leadership position. It can be surmised that there is an intense competition between the top 3 brands in terms of Attractiveness, and all three have also secured ranks among the country's Top 20 Most Attractive Brands in the overall listings. Maintaining a distance of 69% from fifth position, Lenovo ranks fourth in this list and is gravitating towards the top 3. The competition for Attractiveness falls sharply in the bottom-half of the top 10 Most Attractive Personal Tech Brands, with Acer ranked fifth, Asus at sixth, iBall ranked seventh, and Zenith ranked eighth. Epson and Compaq are ranked ninth and tenth in this category.

### Personal Technology



**Manvendra Singh Gohil**  
Human Rights Activist

It's easy to be the usual person but when it comes to being different, it's challenging. I was born in a royal family whose ancestry goes back to 650 years of the Gohil dynasty of which I am the 39th direct descendant. Being the Crown Prince I was raised with the best luxury of life and protection with more than 22 servants taking care of the royal family.

However I decided to come out openly as gay to the media in 2006 and break all the protocols and traditions of the royal family. It was something that nobody from a royal family in India has done before and that made me different. Initially it was a struggle and it involved going against the current. However, as time went by, I started enjoying my life being different. I always wanted to live a life of honesty and truthfulness. Being different gave me the opportunity to be exposed to the outside world otherwise I would be living a cocooned life.

When one is different, one is noticed and one can inspire others. I had all the opportunities to live a luxurious life style but it was my choice to experience, the life of a commoner. I can value life and value efforts put by an individual more than what I would be if I was living a royal lifestyle. I guess being different gives me joy and happiness and that's what matters the most in life.

## F&B

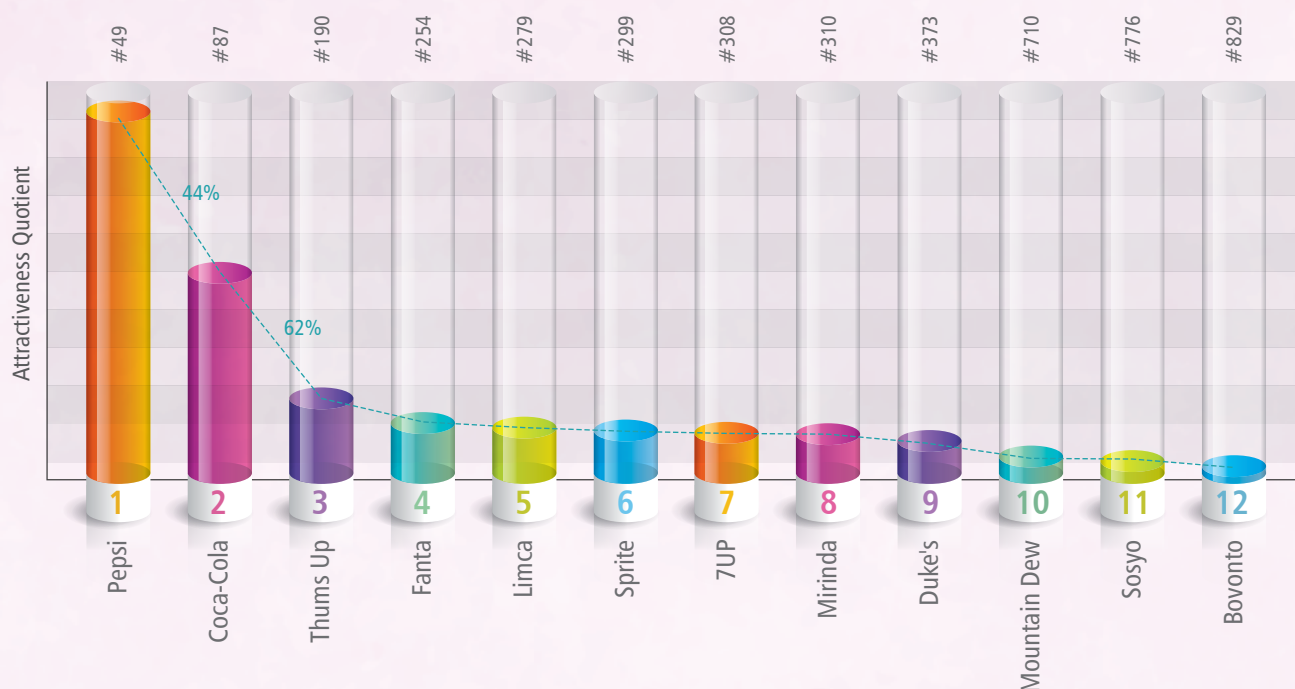
With 126 brands listed, the Food & Beverages Category leads the overall list in the number of Most Attractive brands. However, in terms of its overall Attractiveness Influence, the Super-category ranks seventh, just 7% lower than its predecessor – the Technology Super-category. The Super-category ranked seventeenth in terms of the Average Attractiveness Quotient per brand, falling by 4 spots when compared to last year.

### F&B – Aerated Beverages

The Category continues to be dominated by Pepsi and Coca-Cola, who have maintained their first and second position respectively for the fourth time in a row. Though this year Thumps Up has seen a fall in overall ranking by 60 spots, it has jumped up by one position in the F&B Super-category. Fanta, which was placed at rank 7th in 2016 has moved up to rank 4th this year. Limca, is among the off the top 5 in F&B- Aerated category with 8% higher AQ than the forth ranked.

Sprite, with its AQ 10% lower than the previous brand, is ranked sixth in the Category and is trailed by 7UP, Mirinda, Duke's and Mountain dew in seventh, eighth, ninth and tenth ranks. 7UP has moved up by one position in the Category listings, however has dipped its rank by 113 spots in the overall listings. This is followed by Sosyo at rank 12th which also ranked 12th in 2016, Bovonto, which was positioned at rank 10th in 2016, has slipped to rank 12th this year.

### F&B – Aerated Beverages

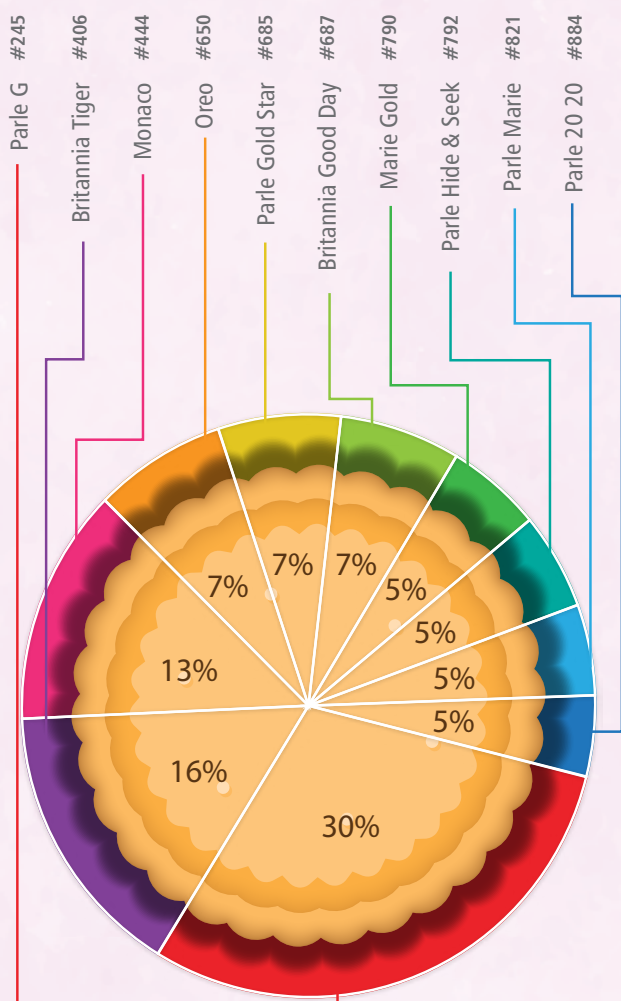


### F&B – Biscuits–Brand

Parle-G continues to rule the Biscuits–Brands Category for the fourth time this year with 48% higher AQ than its nearest competitor. The next Most Attractive Biscuit Brand is Britannia Tiger, which has made a remarkable improvement in its overall ranking from 740th in 2016 to 406th 2017. Monaco, with a 15% lower AQ, has maintained its third place in the Most Attractive Biscuit Brand 2017 list, and is followed by Oreo and Parle Gold Star in fourth and fifth positions respectively. Britannia Good Day has slipped down to rank 6th this year from 3rd in 2016. Britannia Marie Gold, Parle's Hide & Seek, Parle Marie, and Parle 20-20 rank seventh, eighth, ninth, and tenth respectively.



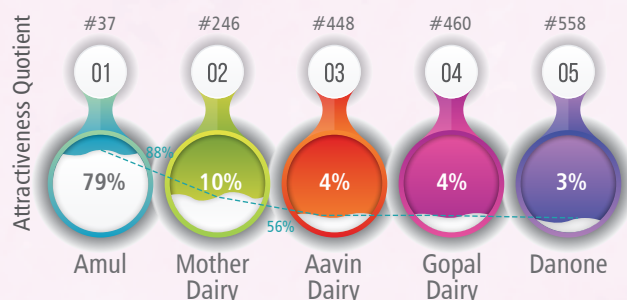
## Biscuits – Brand



## Dairy – Diversified

Just like last year, this year too Amul has emerged as India's Most Attractive Dairy-Diversified brand. It leads the race by a huge margin of 88% in terms of Attractiveness Quotient. Further, Mother Dairy has improved its overall ranking by 18 spots this year and has 56% higher AQ than the following brand. Aavin Dairy and Gopal Dairy come in third and fourth places respectively. Danone which ranked 7th in its category listing in 2016, completes the top 5 brands in Dairy- Diversified for this year.

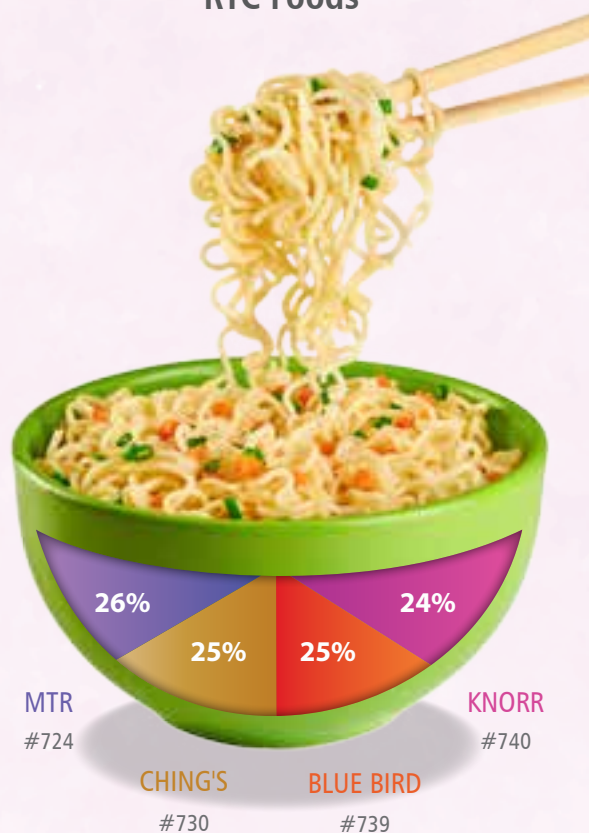
### Dairy – Diversified



## RTC Foods

MTR is ranked as India's Most Attractive RTC Foods brand. However, in terms of its Overall Attractiveness ranking, MTR has fallen drastically from 498th position in 2016 to 724th in 2017. Gaining a lead of 3% with its nearest competitor, this year Chings has secured the position of second rank which was placed fourth in 2016 in the RTC Foods category. This year Blue Bird has made a debut entry securing 739th position in the overall listings and 4th place in the RTC Foods Category. The Unilever brand, Knorr which was ranked second in 2016 has slipped down with merely 1% to rank fifth in 2017.

### RTC Foods



## Masala & Spices

The top 3 leading positions in the Masala & Spices Category is dominated by the same three brands as last year – Aachi this year in the first place, MDH in the second, and Everest in the third position. Aachi, which was ranked second in 2016, has moved up to first position this year; however the brand has seen a dip of 64 spots in its overall listings. MDH has been showing consistent improvement in its Category ranking from being third in 2013, second in 2015 and first in 2016; however the brand has seen a dip from 176th in 2016 to 374th in 2017 in All-India listings.



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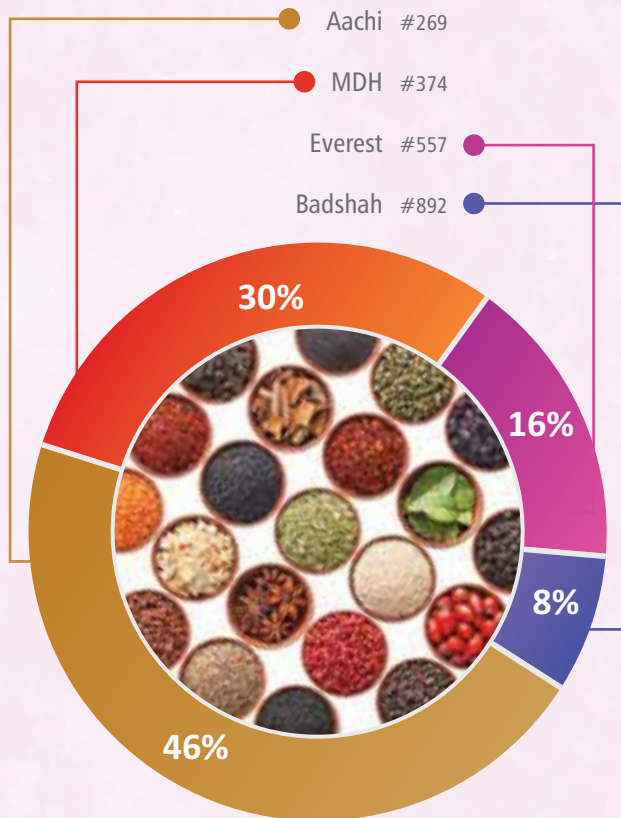
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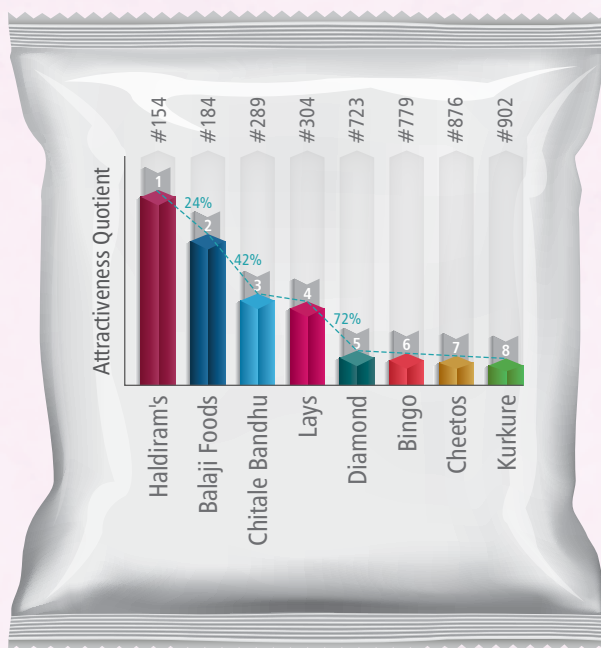
## Masala & Spices



Everest in 3rd in this category but falls by 106 ranks overall. Making an entry this year, Badshah Masala has secured the 4th place in Spices Category and 892nd rank in overall listings. With such dramatic falls, the category seems to be facing a downward pressure in terms of Attractiveness.

## Packaged Snacks

### Packaged Snacks



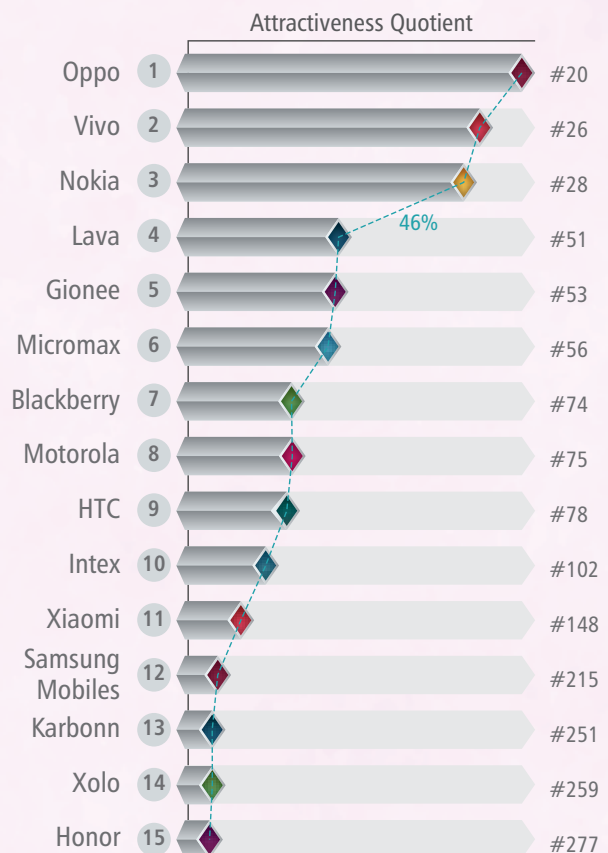
Just like last year, this year too Haldiram's has retained its position and has come up as a clear leader in the Packaged Snacks Category with a 24% higher Attractiveness Quotient than its nearest competitor, Balaji Foods. Chitale Bandhu ranks third with a 42% lower AQ and is followed by Lays in the fourth place. Diamond ranks fifth, Bingo sixth, and Cheetos is seventh in this Category. Kurkure which ranked fourth in 2016 has slipped down to eighth position by 8% lower than its predecessor brand. Indian brands definitely seem to have an advantage in this category this year.

## PERSONAL GADGETRY

Despite being populated with merely 21 brands, the Personal Gadgetry Category exerts the eighth highest Attractiveness Influence with merely 5% lower than the total Attractiveness Influence exerted by the previous Category, Food and Beverages. In terms of the Average Attractiveness Quotient per brand in the overall listings, this Category is placed seventh this year. The top 10 brands in the Personal Gadgetry Category fall within India's Top 100 Most Attractive Brands, lending this Category further strength.

## Mobile Phones

### Mobile Phones

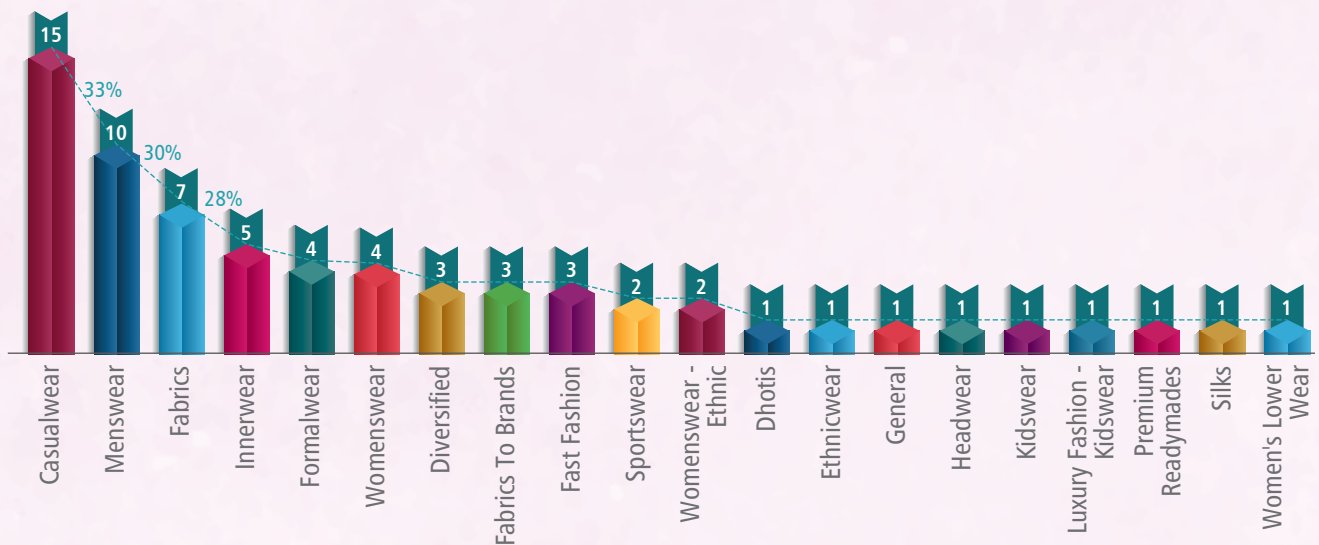


This year Oppo has taken a leap of 69 spots from last year's overall listing, making it the category leader this year with 14% more AQ than VIVO. The second rank brand in its Category has taken a huge jump of 184 spots in the overall ranking to secure the position of 26th rank. Coming in third is Nokia by having 46% higher AQ than its nearest competitor Lava. Gionee misses the fourth position by merely 1%, however coming among the top five Category listings. The bottom-half of the Category is dominated by closely competing Mobile Phone brands such as Micromax (placed sixth), Blackberry (placed seventh), Motorola (placed eighth), HTC (placed ninth), and Intex (placed tenth).

## APPAREL

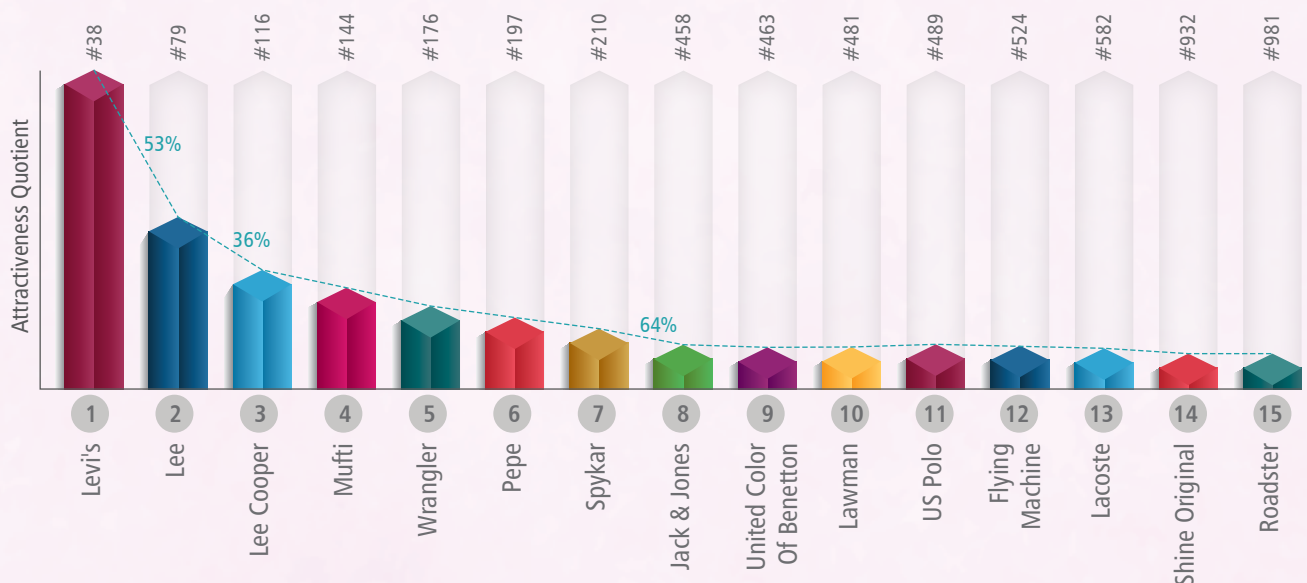
This year, the Apparels Super-category ranks twelfth in its average Attractiveness Quotient and ranks ninth in terms of Attractiveness Influence. With a total of 67 brands coming from this Super-category, it is dominated by Casualwear as maximum number of players i.e. 15 brands come from this Category. Moreover, when compared with 2016, the total number of brands in this Category has increased by 10 brands this year.

### Apparel – Brands per Category



### Apparel – Casualwear

### Apparel – Casualwear



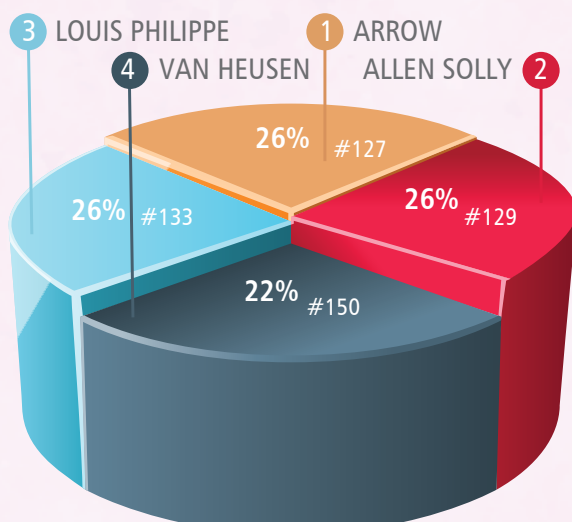


Just like last year, Levi's continues to rule and therefore define the Casualwear Category with 53% AQ than its nearest competitor, Lee. Still, in terms of its overall ranking, the American denim jeans brand was ranked as India's 95th Most Attractive Brand in the overall rankings, moving up by 57 points; it secures 38th position this year. With 53% below in terms of Attractiveness Quotient (AQ) is another American brand, Lee, which has maintained its second position in the sub-category for the third year in a row. Lee Cooper comes in at the third place and is placed 79th in the overall rankings. The Indian brand Mufti is a close fourth, followed by, Wrangler. Pepe ranks in the sixth position, followed by another Indian-origin Spykar, which has a 10% lower AQ. Jack & Jones has climbed up by 125 spots securing 129th position in the overall listings and ranked eighth in the category ranking. United Colors of Benetton and Lawman closes the top 10 brand listings for Apparel-Casualwear Category.

### Apparel – Formalwear

The Formalwear Category under Apparel has four brands competing for the top position. Arrow, the 150+ year-old American brand comes on top as the Most Attractive Formalwear Brand of 2017, a repetition of last year's performance. In the second position is Allen Solly, which has just 1% lower AQ than its predecessor. The third place in the Category is taken by Louis Philippe, climbing the position by one when compared to last year with merely 2% lower AQ. Van Heusen, placed 150th in the overall ranking list, comes in as the fourth Most Attractive Formalwear Brand in 2017.

#### Apparel – Formalwear



#### Charanjit S Shah

Architect, Educationist,  
Academician and Founder,  
Creative Group

Civic education means all processes that affect the beliefs, commitments, capabilities and actions as members of the community. Broadly defined as the provision of information and learning experiences to equip and empower the citizens to participate in democratic processes, it is an approach that employs a range of different methods and is often used in combination with other participatory governance tools. As a nation, we're despairing about taking any pride whatsoever about the functioning of our nation and the infrastructure provided to us.

It is necessary to look beyond the conventional mold of civics as the building of dutiful subjects of the state, with their memories brimming with the rules and regulations of the government. The kind of civics taught to kids in school leads to the rebellion of ideals instead of supporting them. It must be seen as an integral part of a vast civilization's process of re-inventing the society and the way it functions. It is necessary for all concerned with the various processes of societal change in India to begin to pay attention to civics – a space that links with many diverse struggles that are transforming the face of the land.

I hope in the years to come, civic education is taken seriously, for it will inculcate ideals of democracy and give us a better India.

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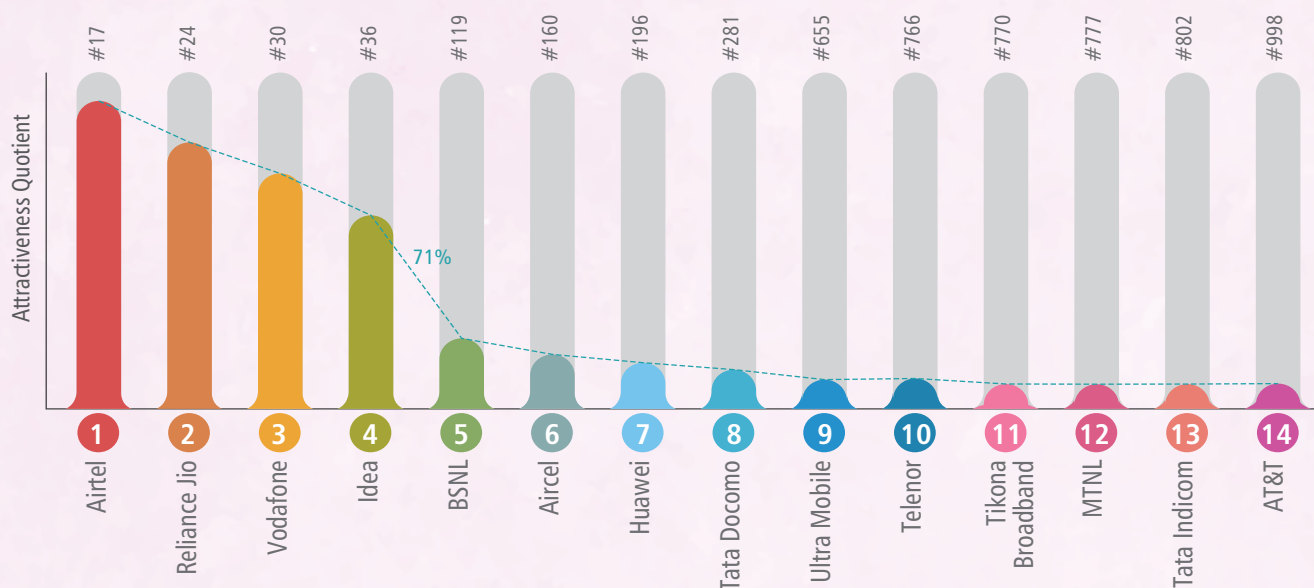
## TELECOM

The Telecom sector features a total of 14 brands. In terms of Attractiveness Influence, it is ranked twelfth, while it had the fifth highest Average AQ levels compared to other categories. In our listings this year, the largest number of brands in the Telecom Super-category falls under the Mobile Service Provider Category.

### Mobile Service Provider

Airtel, Reliance Jio, and Vodafone are ranked as the top 3 Most Attractive Mobile Service Provider (MSP) Brands of 2017, where Jio takes a whopping jump of 298 spots from last year to secure its position of 24th rank this year. Idea is ranked fourth; with 19% lower AQ than the preceding brand. That is followed by BSNL in the fifth position. Aircel has fallen in rank this year to the 160th position, and is followed by Huawei in the seventh place. Tata Docomo is ranked at 281st position in the overall listing dipping its position by 190 spots. Ultra Mobile is ranked ninth, while Telenor is the 10th Most Attractive Mobile Service Provider this year.

### Mobile Service Provider



## BANKING, FINANCIAL SERVICES AND INSURANCE (BFSI)

BFSI ranks as the fifth most populated Super-category in our listings, with the 10th highest Attractiveness Influence, 16% lower than the Apparel Super-category. In terms of the average Attractiveness Quotient the group ranks 13th. Also the Super-category has witnessed the entry of 22 new brands when compared to last year.

### Bank – Private

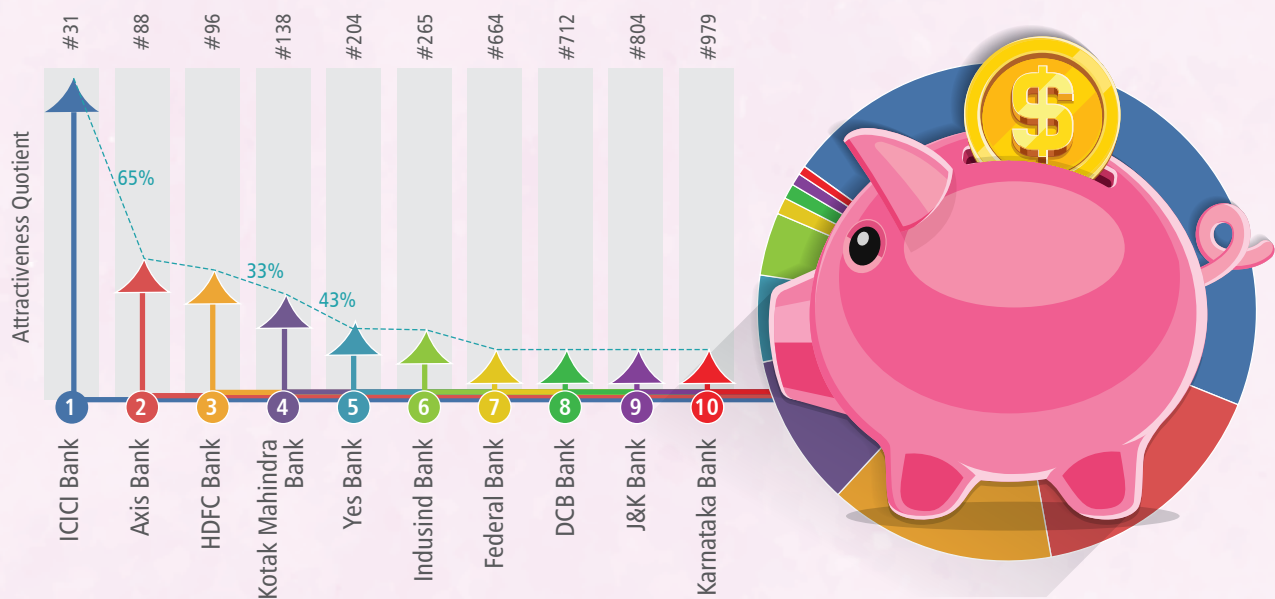
Heading the Bank – Private Category is ICICI Bank, which has moved up from the 2nd position in 2016 with AQ 65% higher than its nearest competitor. Axis bank which had secured 3rd rank in 2016 has moved up to rank 2nd this year. Following it is HDFC bank which had seen a fall of 74% from the leadership position, this year. Kotak Mahindra Bank ranks fourth with a 33% lower AQ and Yes Bank follows with the fifth rank.

Yes Bank ranks sixth, with an All-India ranking of 204, 54 ranks below its last year's ranking. Indusind and Federal Bank have been ranked seventh and eight respectively. The two brands to round the top 10 ranking in



this Category are new entrants, J & K Bank and Karnataka Bank securing ninth and tenth position, respectively.

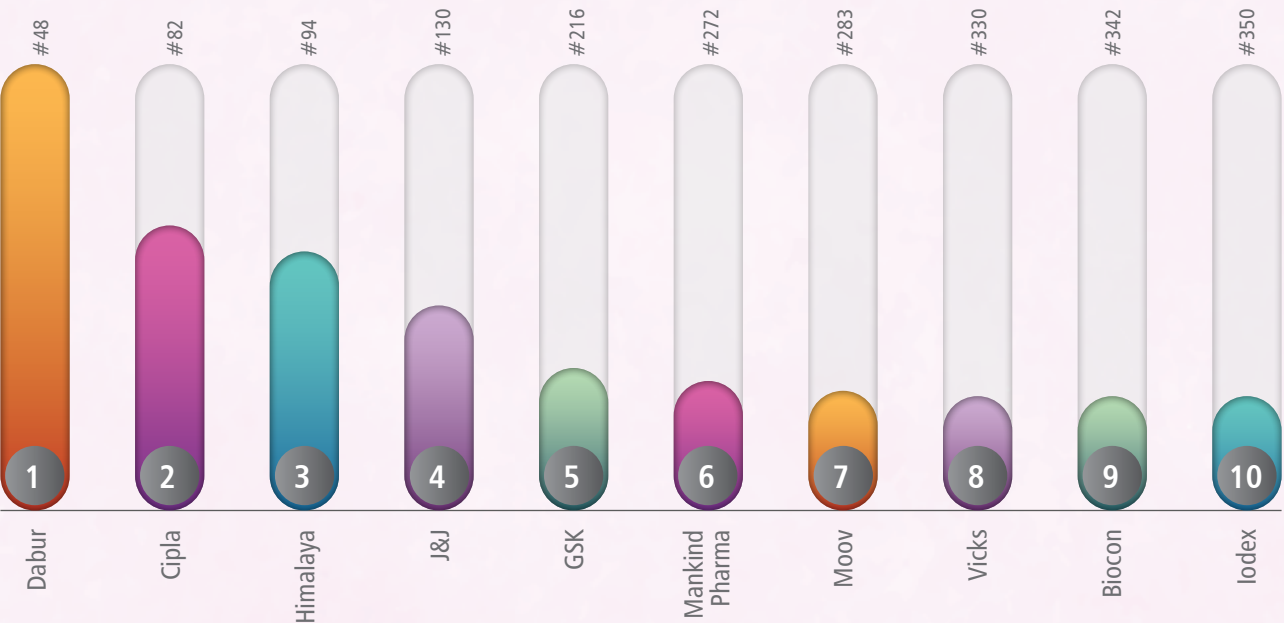
### Bank – Private



## HEALTHCARE

Ranked 14th in terms of overall Attractiveness, the Super-category of Healthcare is an important one in terms of overall significance to consumer lives. Brands in this group range from the Categories of OTC products and Pharmaceuticals to Unani medicine and Ayurvedic Products. Leading for the fourth time is home-grown Diversified brand Dabur with an all-India ranking of 48 in terms of Attractiveness. The second Most Attractive Healthcare Brand is Cipla, which had 44% lower AQ than the leader. Himalaya saw an increase in rank by 56 points in its overall Attractiveness ranking and is in the third place in its category. J&J, ranks fourth and is followed by brands GSK, Mankind Pharma, Moov, Vicks, Biocon and Iodex and Zandu Balm in ranking sequence.

### Healthcare

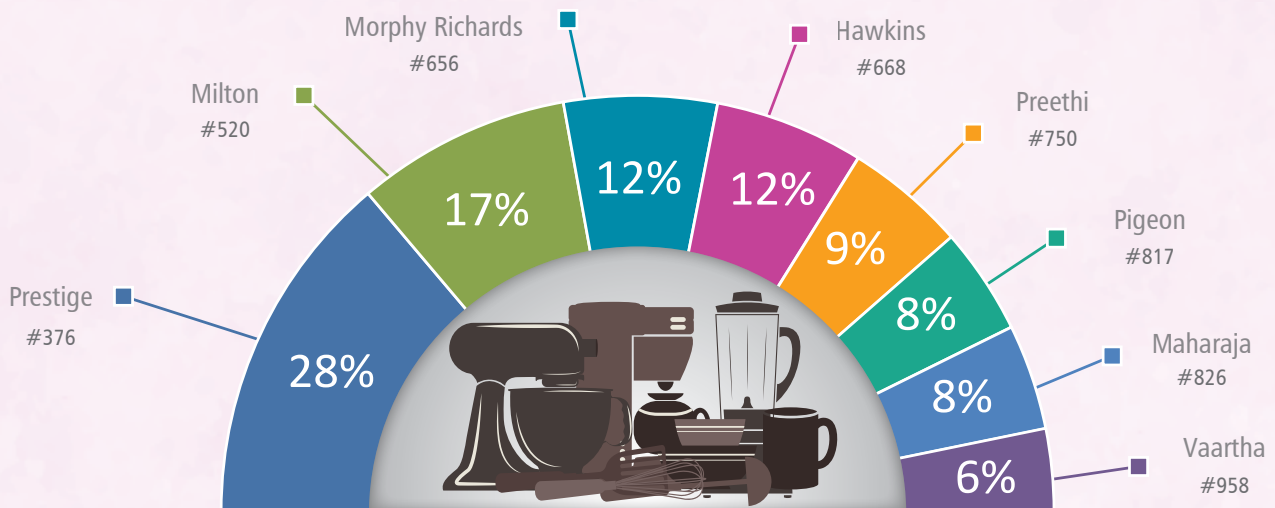


\*Values are with respect to the Attractiveness Quotient recorded in 2017  
#MAB 2017 Overall Rank

## KITCHEN CARE

Though Prestige has secured first position in the Super-category, its ranking has fallen down by 176 spots in the overall listings. It is followed by Milton, whose Attractiveness Quotient lags 40% behind the leading brand. Morphy Richards and Hawkins rank third and fourth respectively in the Most Attractive Kitchen Care Brand Category. Preethi Appliances is ranked fifth maintaining its last year's position, followed by Pigeon in sixth and Maharaja in the seventh position. Making a new entry this year, Vaartha rounds off the Kitchen Care brands.

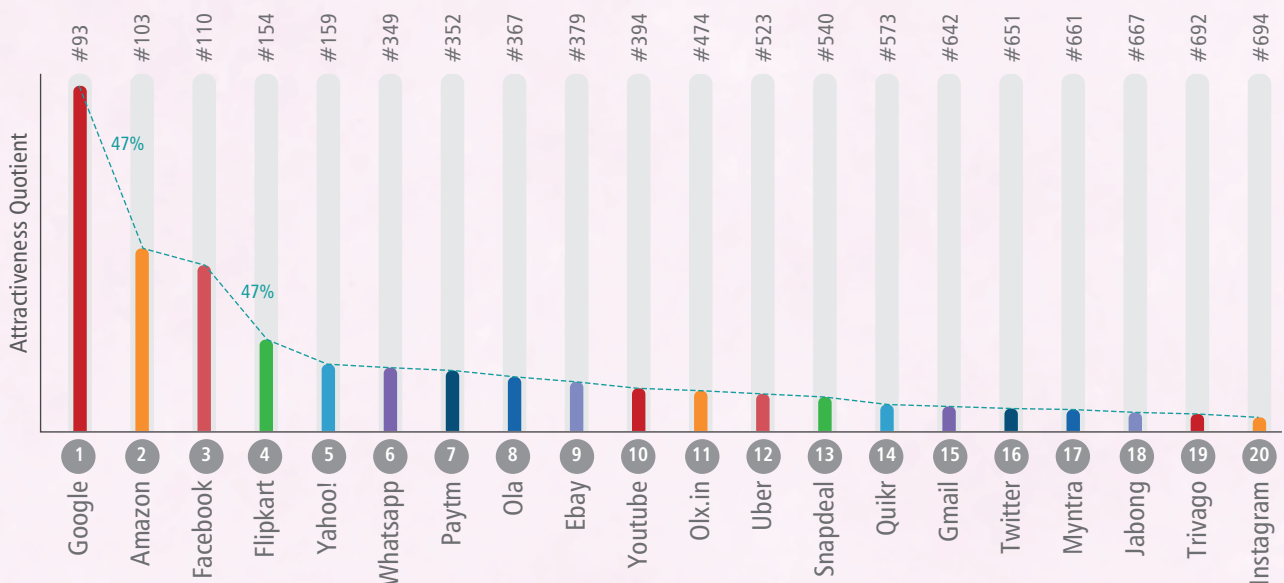
### Kitchen Care



## INTERNET

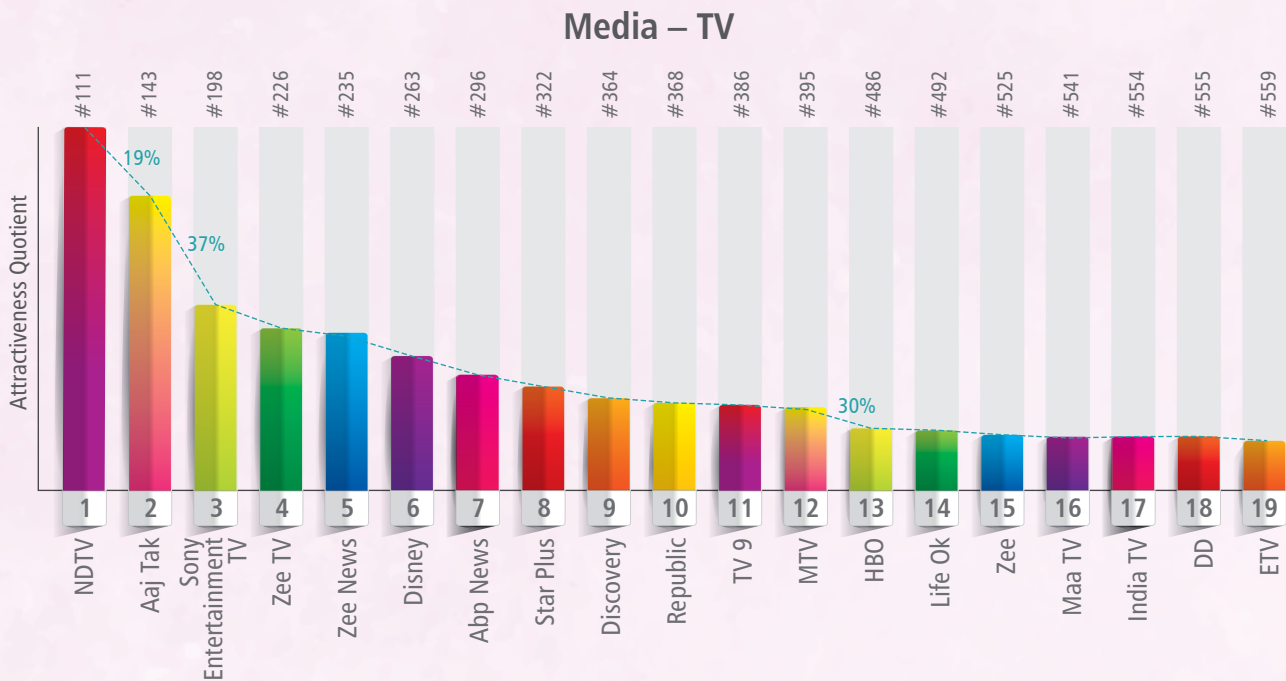
This year, Google is ranked as India's Most Attractive Internet Brand; with Amazon following it by 47% lower Attractiveness Quotient. Social networking behemoth Facebook appears at the third place with 10% lower Attractiveness Quotient compared to its predecessor. Online retailer Flipkart has come in at the fourth place, following it is Yahoo with 27% lower AQ. Losing the fifth position by merely 5% is another social networking brand Whatsapp. Paytm is positioned as the seventh Most Attractive Internet Brand for 2017, trailing it are, Ola, eBay and Youtube in raking sequence to finish the ten top Most Attractive Internet Brands.

### Internet



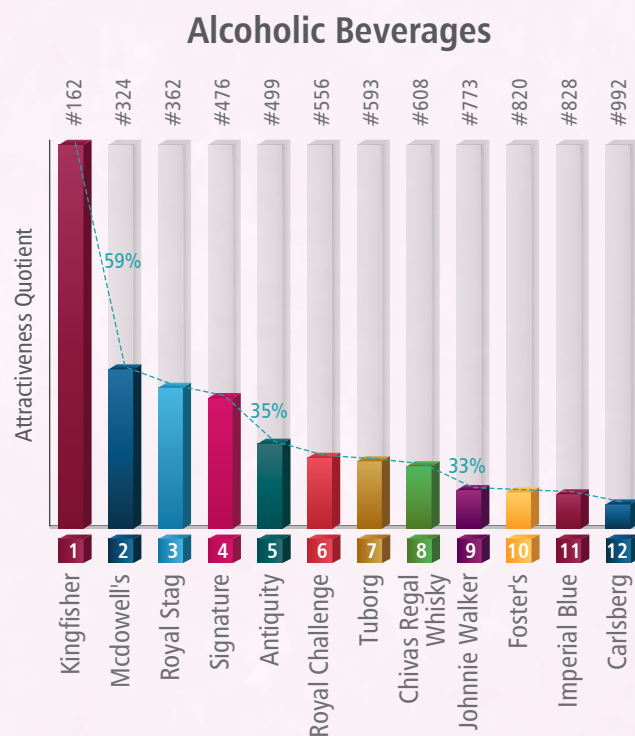
## MEDIA – TV

NDTV has secured the India's Most Attractive Brand in the Media-TV category 2017 by taking a leap of 48 spots from last year. Following it is Aaj Tak with 19% lower AQ than the leader. Sony TV ranks third with 37% AQ than the predecessor brand and has made an entry this year. Though Zee TV has secured fourth position in the Media-TV listings its rank has fallen down by 133 spots this year in the overall listings. Zee news has leaped from its 367th position to 235th position in the overall listings this year, losing the position of fourth place in the category by merely 3%. Ranked sixth in the list is Disney, which has a 16% lower Attractiveness Quotient compared to the previous brand. ABP News, Star Plus, follows in the seventh and eighth place. Discovery and Republic rank ninth, and tenth respectively.

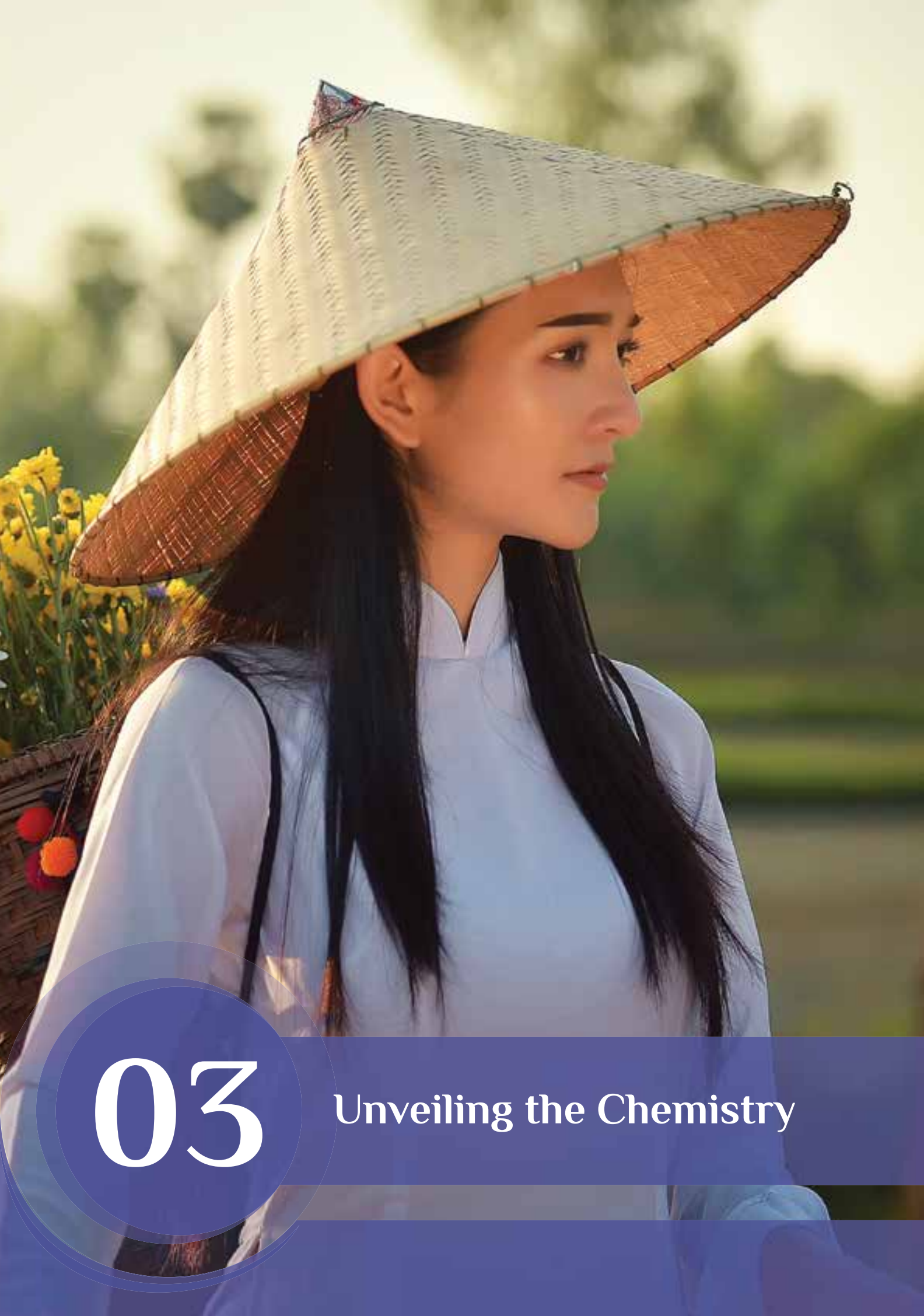


## ALCOHOLIC BEVERAGES

Continuing its winning streak, Kingfisher is still the Most Attractive Alcoholic Beverages Brand. It features in 162nd place in the overall Most Attractive Brands list, a dip of 30 spots from last year. Ranked second, and with 59% lower Attractiveness Quotient is the whisky brand, McDowell's No.1 which has moved up by one rank from last year in the Alcoholic Beverage Category. Another whisky brand Royal Stag ranks third in the list, followed by Signature in the fourth position. This year's new entrant in the Alcoholic Beverage Category is, Antiquity positioned at 5th place in the category and 499th place in the overall listings. Royal Challenge is ranked sixth, taking a leap of 141 ranks from last year in the overall listings. Tuborg which was ranked 6th in the category has slipped down to position seventh this year with merely 9%. Chivas Regal Whisky, Johnnie Walker and Foster's make up the remaining Top Ten Most Attractive Alcoholic Beverages this year, ranking in at eighth, ninth, and tenth place respectively.







03

Unveiling the Chemistry

# Unveiling the Chemistry

**M**other Nature is something that never fails to astonish us, be it the birth of a child, the changing seasons or even the life we live, everything has a compelling mysterious force that evolves and adapts to best suit its surroundings. It has a way of creating things and manifesting energy into matter. The fundamental rules that nature follows are required for life to exist. Similarly, the brand universe does not fail to surprise us with its creation of fascinating inventions and innovations. They too follow definite rules to stay ahead in the game and to survive in this progressive journey. Survival of the fittest is a theory that best suits this scenario.

For a brand the ability to imagine and create itself is very important. A brand also needs to have the ability to radiate appeal and that is not an easy task. Brands have to constantly exert a magnetic pull to draw consumers towards them. By doing so they build a rapport with their consumers and this further constructs a deeper relationship with them. The power of attraction comes to play when a brand is constantly engaging with their consumers. This helps take the brand to a position where they are recognized as one that exudes the quotient of attractiveness. The power of attraction which certain brands emit cannot be ignored. As they radiate the energy that consumers can connect with. This can even be considered to have an internal power house. The insight needed to understand and deliver to consumer expectations is something not every brand can deliver and thus only few make it to the India's Most Attractive list.

We may not be able to uncover and scientifically prove all the mysteries held in nature however the mysteriousness a brand possesses can be attempted to understand technically. People buy not because the product or service fulfills a need, but rather because it fulfills a deeper subliminal desire. TRA embarked on this mission to find a method to quantify attractiveness by first understanding its primal ingredients. Over three years, we spoke to several hundred psychologists, sociologists, anthropologists, and communication experts to comprehend attraction. After much empirical and

pilot testing, TRA has an Attractiveness Matrix, which, at its atomic level, has 36 Traits that impact Brand Attractiveness. These are further clubbed into 12 Demeanors, which converge into 4 Appeals – the foundations of attractiveness. Becoming desirable is merely the first step. More important and tedious than becoming desirable is sustaining this desire in an era when newer and better choices are available to fill the desire voids.

The brand stakeholders—the customers, employees, partners, and investors—are always scanning the environment for better, more effective ways to fulfill their desires. It's just the way humans are designed. Brands that try and understand their desirability or Attractiveness Quotient are the ones that will find the means to sustain this ephemeral albeit strong bond.

## SELECTING THE SAMPLE

### Who Did We Talk To?

Consumer-influencers are a very important category of people that not only consume or know about brand consumption, but also hold sway over other stakeholders. They are the 10% of the population that typically influences the balance 90% of the population. They are influencers because of some important traits like competence, integrity, commitment, authority, and reputation, among others. It was this type of respondent that we sought to survey. TRA was fortunate to have as its statistical partner the Indian Statistical Institute (ISI), the country's oldest institute singularly devoted to the research, teaching, and consulting of statistics and social sciences. ISI's scope was to help define the respondents, ensure sample randomization, and to test the statistical validity of the results.

As brand choice increases, giving hundreds of alternatives for every purchase being made, the decision-maker is driven by intrinsic desires but is keen to endorse his buying decisions. Whether it is a TV, refrigerator, car, washing machine, kitchen system,



or mobile phone, buyers become more confident of their buying through the opinions of other trusted and reputed sources. However, these opinions are so important that they need to be studied further. Opinions, the subjective generalized belief of a community, are essentially of three kinds – primary, secondary, and tertiary. Audiences who carry these opinions are also identified by these three terms.

Of these, the first two are the most important opinions, and they are analyzed thoroughly in this research. And in both classes, the respondents were opinion leaders – making the combination a potent one. Here's why. A primary opinion is generated by those who have had first-hand experience and have directly interacted with the brand in some way. These people, who have a tactile experience of the brand, include employees, customers, investors, and partners, among others. The primary experience emanates from the actions of the Brand – the value-cost benefit received by the customer, the sales experience at the store, the employee's belief in the organization's value systems, the after-sales service, the investor's perception of returns generated for them, and so on. Every action of the Brand builds or erodes opinion.

The Secondary opinion is perhaps even a little more important than the Primary opinion. Those who carry this type of opinion are people who have not had a direct experience of the brand, but have experienced it through others – vicarious experiencers. Though they have not interacted with the brand, they are acutely impacted by any large change in the brand and have heard about it from a trusted and close source. This includes the family and friends of the employees and investors, media, community, peers, and employees in competing organizations, among others. What's more, when these opinions come from the mouthpiece of a customer-influencer, it enhances the credibility of the opinion and also gives it a bigger circle of influence.

Strict criteria were maintained to ensure that all respondents fit one of these two categories. Their own brand knowledge and brand usage patterns were studied. Equally stringent criteria were maintained to ensure that they were influencers (see Respondent Selection Criteria). The final respondents chosen were people who were most likely to influence others by their opinion of brands, which meant that they were more inclined to have discussions and debates about

brands in their place of work or among their peer group. As a result of speaking with key influential individuals, we were able to capture the thoughts of a larger idea-pool as well.

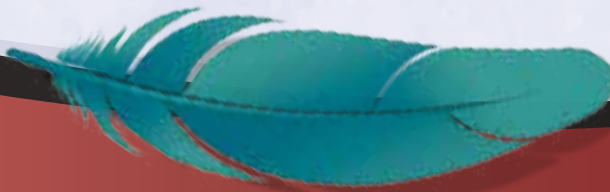
## Culling the Respondents

In the process of data collection, all consumer-influencers had to attach their visiting cards with the questionnaire to serve as a mark of their identity. To reinforce this further, the respondent was required to sign the questionnaire twice in two different places on the questionnaire and experts verified this for exactness of match. The final filter was a personal verification call. Other verifications were also undertaken directly from the respondents over the phone call, such as the time of day during their interview, duration, purpose, method, and so on to ratify the authenticity of the data. This process resulted in more than 13% rejections, eliminating the chaff and making the data cleaner. To be able to create a sharp pool of data points that helped construct the Brand Attractiveness Quotient in MAB 2017, we collected information from close to 2,456 consumer-influencers.

This large pool of respondents ensured that we were able to generate enough information to extract the necessary data with an error margin of 1.90%, reflecting a high degree of accuracy of the data. It has always been extremely important for us to have the MAB sample echo actual consumers' voices and have a low margin of error, because brands not only depend on this for brand insights but the rank in the MAB list is also now a standard way of endorsement of a brand's inherent Attractiveness. Balance must always prevail, and so it is with the choice of sample sizes for the genders. In our sample, it became imperative to capture a balanced and reflective opinion, especially given that men and women often see the same things differently. To keep in mind the influencing opportunities that the genders received, our sample constituted 83% male and 17% female respondents so that it reflects India's gender distribution in corporate India.

To ensure accuracy and precision in the data-collection process, interviews and questionnaires were conducted in English. As a prerequisite to sample selection, respondents were required to be fluent in English and display sufficient proficiency communicating in English and also have proficiency





# ATTRACTALK

**Suvankar Sen**  
Executive Director  
Senco Gold



Attractiveness to us is to have the tremendous desire to achieve and possess something. Practically speaking attractiveness cannot be impractical. As Bill Gates stated technology is only useful when it is affordable, likewise at Senco we synergise a consumer's desire and affordability to make it attractive. The current Bollywood scenario is a great example of building brand attractiveness. With actors playing larger than life superheroes to playing everyday roles to make it more relatable for the audience, only helps to create a connect with different spectators. Similarly at Senco, we make an effort to connect with our customers by being more approachable, warm and friendly. By doing so we build a rapport with them that helps us connect with their subconscious wants and needs.

At Senco we believe affordability to be our key driving force; we thus try to communicate and reach out to our audiences through this message. The differentiation in our designs which are crafted by nationally acclaimed bengali karigaris, only help to strengthen our brand attractiveness and this is what sets us apart. This accompanied with the right geo targeting and sector targeting helps us to add value to our brand. We also have a dedicated and hardworking sales force that helps to bridge the gap between our customer's subconscious aspirations and the needs that meet the eye.

We believe the most attractive attributes a brand should possess are Trust, Empathy, Creativity, Diversity and a Futuristic outlook. Being considered trustworthy by your customers not only makes you genuine but also helps build a strong relationship with them. This creates an attraction that builds to a greater bond. With empathy a brand can relate to their target audience and accordingly generate the products and services that would best suit their need. Also when it comes to creativity a brand has to constantly evolve and do their best in order to beat competition. If the design you offer is distinctive it will naturally attract customers towards it. At Senco we try to inculcate this with our karigari work, this not only gives a cultural touch but also helps enhance the beauty and uniqueness of our brand. Diversity is also an important factor that comes to play to make a brand more attractive. In an age where customers are spoilt for choice, we have to make sure we provide them with a diverse range of products to help satisfy their every need. Lastly, planning and preparing your brand to adapt to the future market trends will help your brand get a competitive advantage.

We want to be the soul carrier of the mind and spirit of our consumers. It is not the gesture which guides us but the regulatory habit which we have imbibed inside us. Each of our employees is committed to this belief. Needless to say it is the most important aspect but the challenge is in converting this desire to sell. I reckon our stakeholders trust us by default, given our 80 year old relationship but on a more serious note, our legacy does not stop us from maintaining our stature of being considered trustworthy. Douglas Wilson once said, "Immodest and attractive is easy but modest and attractive is an art form." Our philosophy is a reflection of this belief. Our modesty complemented with our karigari art form helps to give us a unique edge in being considered as an attractive brand.

in one more Indian language to be able to get brand inputs from two language sources and to have command over a larger circle of influence. More than 95% of the respondents were from the SEC A category, as it was observed that this class typically has a larger influence as compared to its peer set. Individuals who have worked in public relations, market research, advertising, BPOs, or KPOs are likely to be better informed than the average masses or may have biased response due to their professional connections with brands. This would have been detrimental to the research. Of critical importance to ensuring the authenticity and integrity of the data, individuals employed in these industries were not included as part of the sample.

As we grow older, our tastes evolve. To take this into account, our sample was distributed across the age groups in accordance with the 2011 census. The largest consumers were in the age groups of 26 – 30 and 31—35 years of age, both constituting approximately 22% of the sample. The remaining age groups, 21 – 25, 31 – 35, 36 – 40, 41 – 45, and 46 – 50, made up 15%, 22%, 19%, 15% and 7% of the sample respectively.

### Ensuring an Even Spread

To ensure that each and every response was the respondent's own opinion and was not colored by their influences, no more than 15 interviews were conducted in any one organization. This resulted in a very wide array of answers and increased the number of interactions per respondent. The consumer-influencer is often strapped for time; therefore, finding even 25-30 minutes of their time proved to be a colossal task. The insistence on a dedicated time to the questionnaire and interview may have made the process a little more complicated, but it lent the research an authenticity and a greater vigor. The process of elimination as well as patience is vital in achieving the best results in such cases. Thus, as in any research design, weeding out unnecessary faulty information was essential. Therefore, questionnaires with incomplete data or discrepancies were rejected.

### Sharpening the Tools

Throughout this extensive and exhaustive data collection process, respondents were put through a number of screens before finalizing their input. However, the research required that special attention

was given to selecting the interviewers and their supervisors as well, based on three criteria. Once selected, each interviewer was ranked on a scale of 1 – 10 points to measure each of the parameters of pronunciation, balanced voice while reading statements, and fluency in English. Interviewers scoring 22 points and above in each parameter out of 30 were selected to conduct the interactions with the respondents.

Very often, our mannerisms, our eyes, and the tone of our voice betray us, giving away a lot more than we intend to. In order to prevent Interviewer's Bias or leading consumer responses, show-cards were used to communicate with respondents. Leaving the questions open-ended allowed a higher fluidity in the responses, and therefore respondents could interpret the idea of a brand exactly how they wanted to. Given the nature of the research, each individual would normally mention his/her own cache of brands due to the universal phenomenon of Brand Channelization – the mind is tricked into only mentioning a narrow range of brands to a variety of questions whose answers must be names of brands. To eliminate the Brand Channelization bias, each respondent had to name 15 brands in the international, national, and local categories, which stimulated brand-related threads in their minds and also tested their brand-centric knowledge. This year, the number of unique brands that emerged from the study was 5,000 plus. This expansive list demonstrates the sheer variety of brands that the Indian audiences are exposed to. It is in this vibrant kaleidoscope that certain brands were in pointed to become India's Most Attractive Brand.

**Praveen Das**  
Co Founder & CCo,  
Happy Creatives



For a brand to have a successful relationship with its consumer, the first thing it needs is to have compelling conversations. This is done through telling immersive stories that lead to lasting relationships.

## Discovering the Undiscovered

It is naturally exciting to see which brands have found the fancy of the consumers, but the excitement does not end there. The discovery of undiscovered brands, those that do not usually find entry into many lists, is what delights by far the most. On scrutiny, we found that most of these undiscovered brands were local leaders, without a national presence. In a few cases, these were niche brands that do not have the reach or the communication power, and could only emerge in such a list through such an in-depth survey. It was also very gratifying to see that the ranking and statistics generated by TRA was used by Private Equity and Venture Capital Funds to find yet-undiscovered brands that had created a brand niche for themselves but had little mindshare. Several of these investing companies also request TRA for detailed brand insights data, which gives them perspective beyond the normal diligence of promoters, balance sheets, and P&Ls.

## SOME RESPONDENT INSIGHTS

We queried each respondent for the media brands that they read or viewed and three more that they thought were most informative. The respondents' media picks not only provide an insight into their mindsets but also show the influencers' hierarchy of choices. In two separate questions, we also queried our respondents on their most recalled brands as well as the brands that they personally use. The response data from these three queries have been ranked and the top 20 have been presented as follows.

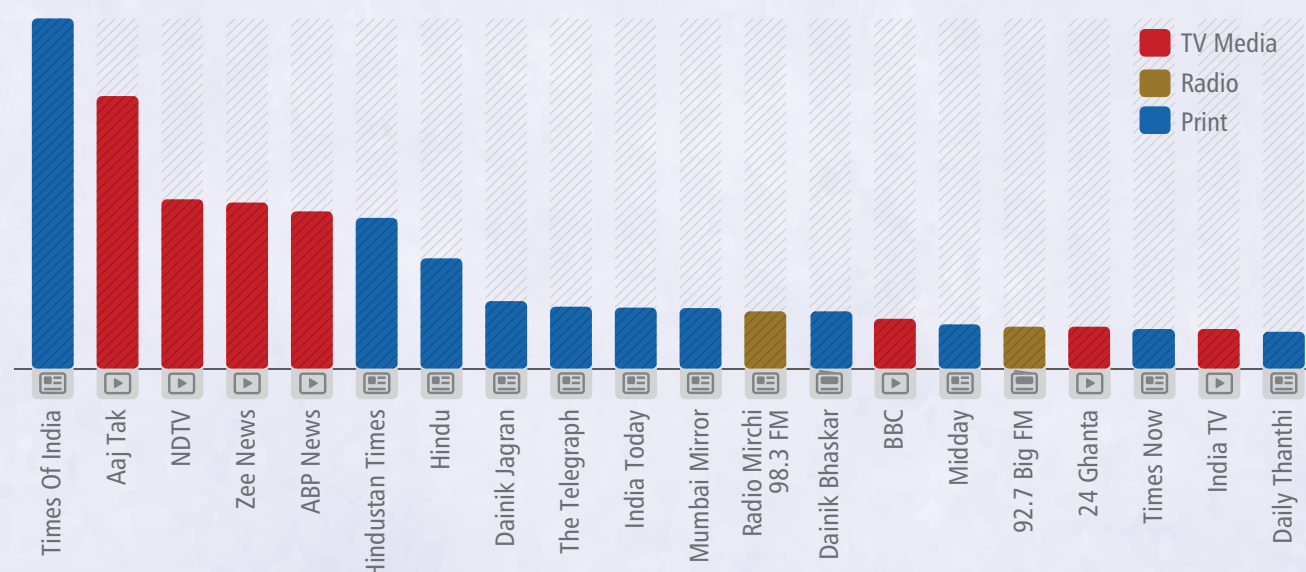
### Top 20 Most Read/Viewed Print and Television Media

The highest placed print media, Times of India claims the highest stake as India's Most Read/Viewed Media in MAB 2017 beating previous year's leader Aaj Tak to the second spot. NDTV, the channel cluster ranks third in this category. Zee News is in the fourth place and is followed by ABP News in the fifth and Hindustan Times in the sixth position. The seventh position is held by Hindu, trailed by Dainik Jagran, The Telegraph and India Today (falling 5 ranks from last year) in the eighth, ninth and tenth position respectively.

The next order of the top 20 Most Read/Viewed Media is dominated by Mumbai Mirror which makes an entry this year, followed by Radio Mirchi 98.3 FM, Dainik Bhaskar, BBC and Midday featuring at ranks 11 to 15 respectively.

The next five brands in the listings are 92.7 Big FM at the 16th position, 24 Ghanta at the 17th, Times Now at the 18th, India TV at the 19th and Daily Thanthi completes the top 20 Most Read/Viewed media in the country.

### Top 20 Most Read/Viewed Print and Television Media

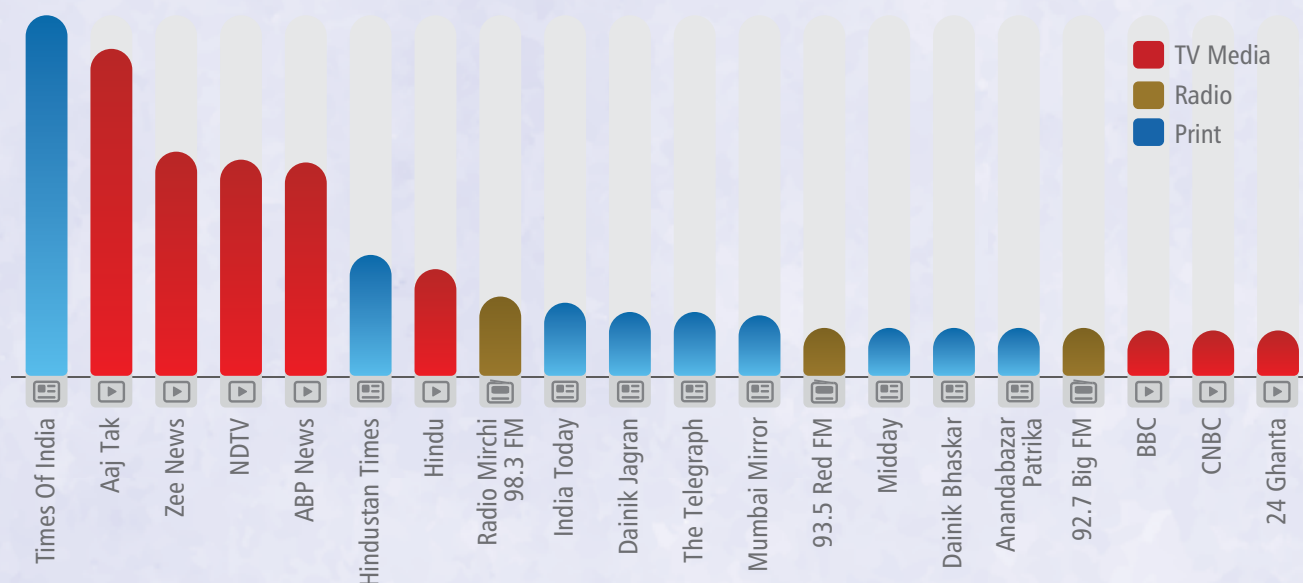




## Top 20 Most Informative Media

Though the borders between news and entertainment are getting blurred, a key factor that remains consistent is their Information Value. This is perhaps the reason that media exists – the core of their being. In this too Times of India takes the pole position as India's Most Informative Media, with Aaj Tak in second place. The TV Media channel, Zee News, is in the third position with NDTV in fourth position. The fifth position is held by ABP News followed by Hindustan Times, Hindu and Radio Mirchi 98.3 FM in the sixth, seventh and eighth position respectively. The ninth and tenth spot is claimed by India Today and Dainik Jagran. The Telegraph and Mumbai Mirror rank 11th and 12th. 93.5 Red FM ranks 13th followed by Midday and Dainik Bhaskar at rank 14th and 15th respectively. Anandabazar Patrika, 92.7 Big FM, BBC, CNBC and 24 Ghanta feature at ranks 16 to 20 and round up the top 20 Most Informative Media rankings.

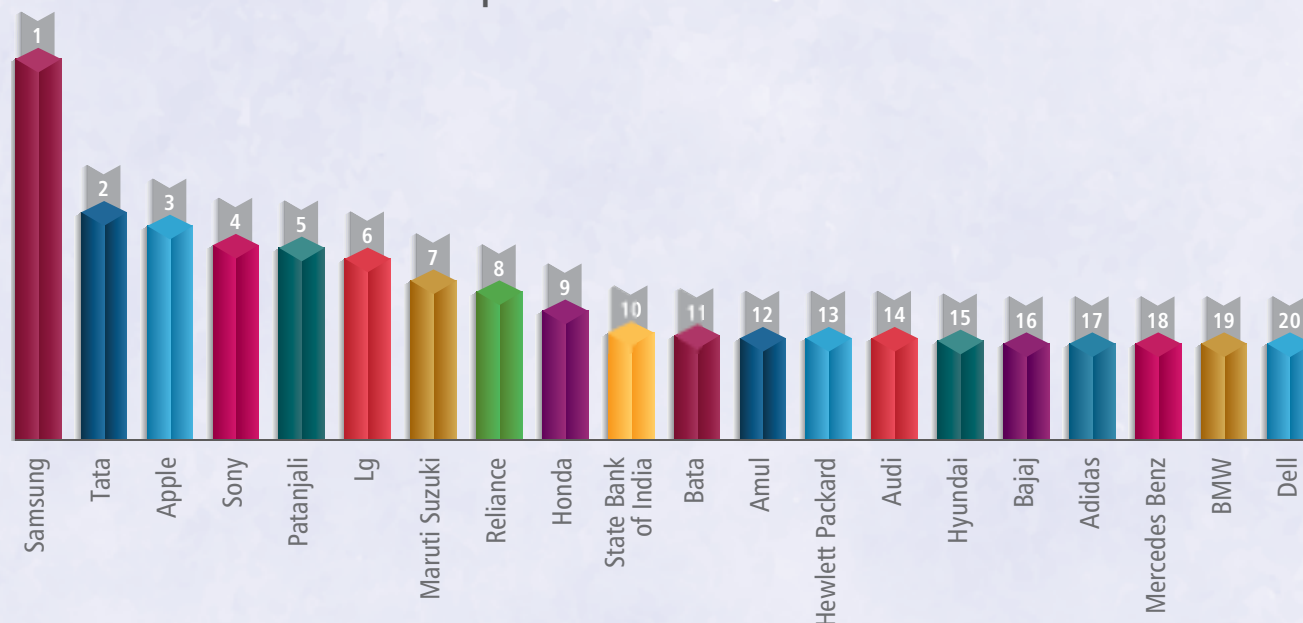
### Top 20 Most Informative Media



## Top 20 Most Recalled Brands

The Most Recalled Brands in MAB 2017 begins with Samsung the consumer electronics and durables giant followed by the Indian multinational conglomerate Tata as the second most recalled brand. Apple follows in tow

### Top 20 Most Recalled Brands



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by the attributes that will make it more buyable, call us.*



TRAs proprietary Buying Propensity Model leads brands to rebuild their business strategy through insights based on consumer-influencers.

- 20 Million Data Points
- 10,000 Brands
- 97 Attributes



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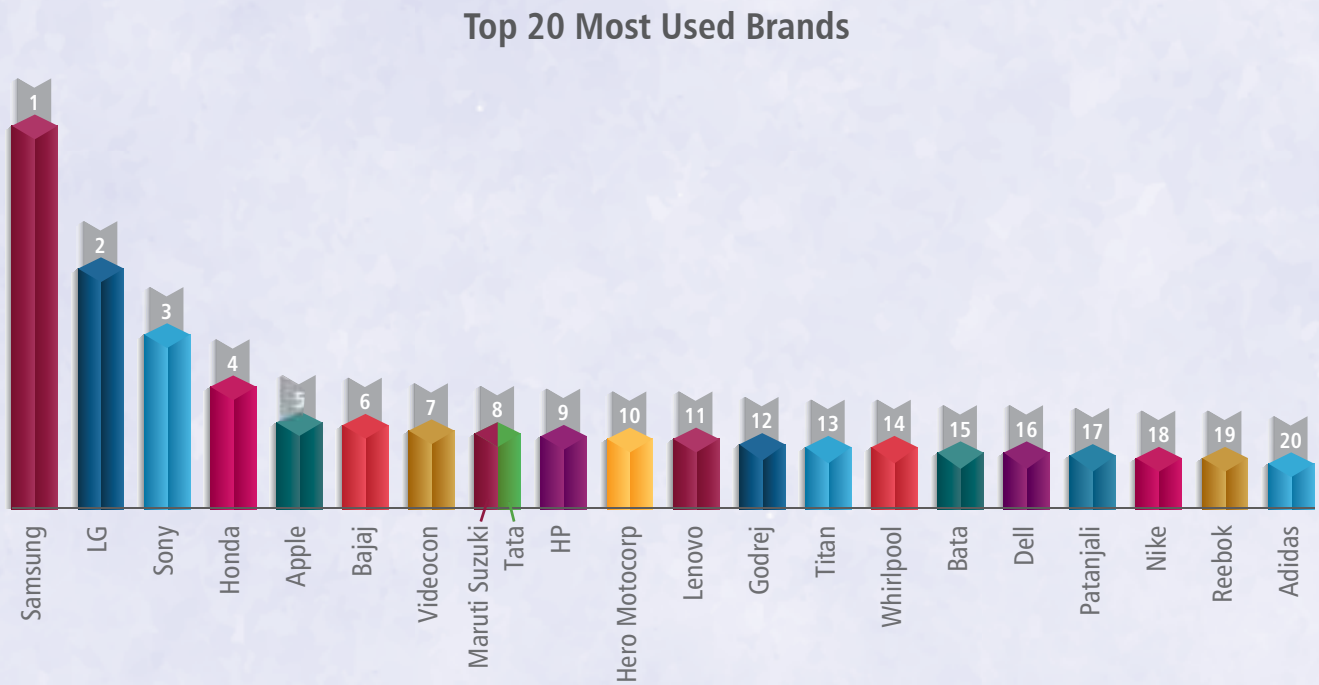
as the third most Recalled Brand. Sony ranks fourth with the Indian FMCG player Patanjali in the fifth place. LG falls in the sixth position falling from rank two last year. Maruti Suzuki, Reliance, Honda are in the seventh, eighth and ninth positions. State Bank of India completes the list of the top 10 Most Recalled brands.

Bata is 11th in our rankings with Amul in the 12th spot. Hewlett Packard comes in at rank 13th, Audi, Hyundai, and Bajaj at the 14th, 15th, and 16th spots respectively. Adidas takes the 17th rank. The last three brands in the top 20 Most Recalled brands listings are Mercedes Benz, BMW, and Dell respectively.

### Top 20 Most Used Brands (Graph Description)

Based on choice and preferences, the respondents were asked about the brands they currently use and have been using. With no surprise, just like last year, this year also India's top three Most Attractive Brands are the most used brands in the country. With Samsung leading the pack, LG has slipped its ranking from being first in 2016 to being second this year, with a dip of 37% from the leadership position. This year, Sony has maintained its position at rank 3rd, losing the second position by 28% from the preceding brand. Honda comes in at rank 4th, following it is an American multinational technology company placed at rank 5th.

Interestingly, the second half of the top 10 most used brands observe a tough fight as Bajaj has missed its position of rank five by merely 4%. The rest of the four brands among the top 10 used brands are in a narrow band of 6% with Videocon at rank seven. Maruti Suzuki and Tata share the eighth rank and HP follow at a hair's breadth ranked 9th. Hero Motocorp comes in at 10th rank among this Most Used Brands list in 2017.



### EXPLORING ATTRACTION

Deep analysis and study of the demeanors of Brand Attractiveness gave birth to the concept of Attractiveness Quotient. There are times when the true appreciation of a piece of art is guided by taking a view from a distance, understanding the perspective, feeling the balance, and studying the forms in their entirety. Delving deeper into the work involves an in-depth study of every stroke, every pigment, and every hue on the canvas. To truly understand something, one must measure it. Four basic questions were asked in the questionnaire to demystify the enigma that is Attractiveness. Firstly, questions regarding national, local, and international brands were asked, followed by questions relevant to each attribute. Thirdly, questions were formulated

\*Values are with respect to the Attractiveness Quotient recorded in 2017



to understand the reasons behind an individual finding a brand attractive. Lastly, questions meant to familiarize us with the various media the consumer is exposed to were also framed.

Often, when faced with a plethora of questions, it is human tendency to seek simplicity by focusing on only one line of thought. That would have been detrimental to our research, so we had to somehow set the wheels in motion so our respondents thought of brands well beyond just the few that they interacted with on a regular basis. Our intention was to subtly encourage the respondent to break free from this tendency to channelize. In order to achieve this, the first set of questions required the respondents to list out five local, national, and multinational brands that have led to the vivid brandscape we now enjoy.

In the second set of questions, the 36 Appeal characteristics were presented to the respondents. In this set, each characteristic was presented to the respondent and alongside each brand name there was an option to rate the suitability of that brand for that particular attribute on a 5-point scale. More than just flippantly putting down the name of a brand, the suitability score supported our analysis of their answers, which further supported the evaluation of their opinion. This provided us with a depth and range of answers that made an entire range of brands come to life.

To explore the consumer-influencer's psyche further and to decipher the assembly of Attractiveness in their minds we asked them to list five of their own Most Attractive Brands. This was the last question of the questionnaire. In addition to their listing of five brands, they were also requested to state why they found those particular brands attractive and whether or not they had used the brand. This also allowed us to understand what categories featured in their concept of being most attractive. As a result, we were able to see where the brands stood in terms of aspiration. A peculiar finding here was how we continued to come across brands that were thought of as extremely attractive by our respondents but were not being used by them.

As human beings in an increasingly globalizing world, we are the product of our environment. With the media wielding significant influence in contemporary society, our vision and opinions on various matters are often colored, knowingly or otherwise. This often

happens with brands, and the final question asked to our respondents was specifically aimed at gauging their level of exposure to various brands and their sources of information.

The data-collection process now finished, using the data collected became important.

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## VITAL STATISTICS

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The Golden Ratio in art, also known as the Fibonacci sequence in music, provides quantitative proof that even the finer things in life have their foundations in Mathematics. Monuments such as the Parthenon and the Colosseum, and the musical symphonies of masters like Mozart and Beethoven, prove the widespread perfection of this ratio. Indeed, Mona Lisa's smile would lose its enigma had even a single stroke been placed differently. This ratio creates a certain gravitational attraction. Its attractiveness lies in its measurability, which too contains an element of mathematics.

The mathematics of measuring Attractiveness is quantified at three levels. The levels are Attributes (or Traits), Brand Behaviors (or Demeanors), and overall Brand Attractiveness. Conducting a statistical analysis of the data has been no small task. Considering that our respondent's number in the thousands, extracting and comparing the data in order to bring it to a level of understanding is imperative to ensuring the longevity of the Report. To understand how the statistical analysis was done, deconstructing the Brand Attractiveness Index is the first step. By collating the data and then using the Brand Attractiveness Quotient, we are able to gain a point-of-vision for the rest of the data. Just as a pinhole through which light goes through and projects an image lucidly, so too is the data made accessible. This is the end image that is presented and that gives us clarity.

There are four parameters that were put in place. The first is the Standard Deviation of Suitability. Since each brand has a suitability score given against it, it is essential that the standard deviation is measured. This helps us, in purely mathematical terms, to understand the level of variance from the mean. In simpler words, it brings to light how much the score of the brands varies on each attribute from the average. (Standard Deviation of Suitability)

People act on instinctive triggers; their first response is from the gut, often from the subconscious mind playing a pivotal role. To take this intense, raw, precious response into account, it is essential to calculate in what sequence the brand name comes to the respondent's mind. So the position in which the brand name comes is also very important to take into account. An average of the scores of whether the brand name is the first, second, or third is taken. (Position) Another factor that plays an essential role is the Average of Suitability (Brand Suitability Average Score). To comprehend the vicarious opinion of the brand, we also calculate the number of times a brand's name occurs throughout the questionnaire. This helps in calculating how much mind space is occupied by the brand. (Occurrences) The factors we discussed can be mathematically represented as:

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

But Brand Attractiveness is more complex, and to truly understand the appeal of a brand, we need to know how many times its name manifested itself in the respondents' minds; that is, the frequency. When a person is passionate about something, they talk about it, a lot. The frequency was multiplied by 0.67 to equate the 5-point scale of the second influence to the 3-point scale of the first influence on Brand Attractiveness™. 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 gives us the Brand Attractiveness Index™, represented by the following formula:

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

Where:

SD<sub>o</sub> represents Overall Brand Suitability Score  
Standard Deviation SD<sub>i</sub> represents all *i*th Brand Suitability Standard Deviation global organizations, allowing them to make themselves more competitive and relevant in these fast-changing times.

India's Most Attractive Brands 2017 has been privileged to partner and work with many of the leading brands in India. These brands have used our insights to enhance their brand's scope and relevance.

Some important applications are listed here:

## 1. Power of Attractiveness

Symbol many leading brands that appear in the list of India's 1000 Most Attractive Brands license the Power of Attraction Symbol from TRA and use it in their marketing communications, internal communications, investor communications, and shareholder communications to showcase the Attractiveness held in their brand.

## 2. Competitive Intelligence Report

Several brands commission TRA for a competitive analysis on the various attributes of Brand Attractiveness 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. When used along with Trust, the report is called the Buying Propensity Report, since Buying Propensity = Brand Trust + Brand Attractiveness.

## 3. Introspective Intervention

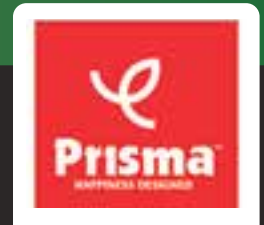
The most interesting part of the application of TRA's Brand Attractiveness methodology has been when brands have commissioned TRA for doing a bespoke study with the brand's stakeholders using The Brand Attractiveness Matrix™ to bring recommendations to align internal actions to stakeholder Attractiveness.

## 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 Attractiveness. The bigger the brand, the greater this risk and even India's leading brands suffer from this problem. TRA consults several organizations on Brand Derisking studies, strategies, and approaches.



# ATTRACTALK



Brand attractiveness means that a brand has attributes that cause customers to gravitate towards it repeatedly and use it continuously. The processes of repeatedly buying a brand by customers and recommending it to others are the resultant factors of brand attractiveness, in a nutshell. Prisma has a high attractiveness quotient because of the fact that its attributes make it stand apart from its competitors. One of its unique attributes that renders Prisma's unique selling proposition is its viscose composition (made of Aditya Birla's Liva yarn) that helps the product get its qualities of being limp-free, wrinkle-free and sheen rich. The gravitation of customers towards Prisma is consequent to its consistent quality attributes. The other key attribute is Prisma's range of uniquely conceptualized colors to suit every need of customers. We offer value to our customers by providing them with the best quality product at an affordable price and this constitutes our brands' attractiveness.

Prisma believes in adding consistent value to its stakeholders – customers, supply chain partners, employees and investors. Meeting the quality expectations of customers is Prisma's prime concern and we ensure the same continuously. Process innovation in our manufacturing facility not only keeps employees updated, trained and satisfied but it ensures the delivery of high quality products to our customers. Continuous focus on cost consciousness along with quality optimization brings in customer attractiveness for Prisma, which results in good sales and this keeps all our stakeholders happy.

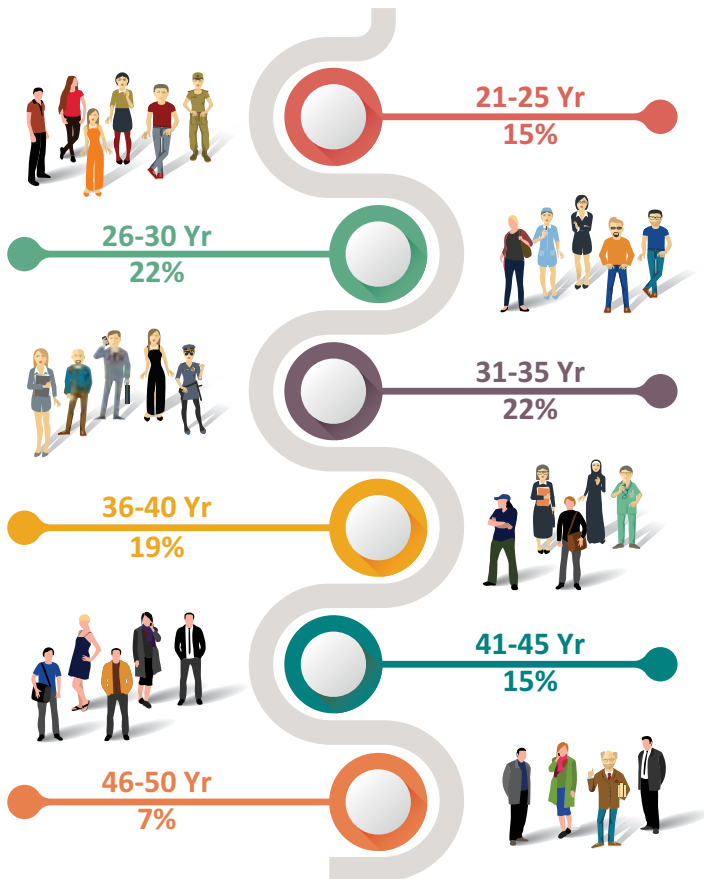
All the quality attributes of Prisma are captured in our communication efforts. The attributes of product quality, range and color, texture uniqueness, Liva composition and more importantly the factor of style builds our brand's attractiveness quotient. We have a mix of print, digital and TV commercial that constitute Prisma's media mix. The beautifully composed jingle with uniquely alliterated "Prisma- Stylema" in the TV commercial is a big runaway success with customers. Our print media commercials are also designed with key visuals that make media convergence good for reminding customers in all fronts. To cite an example, the print ads are transformed into POP collaterals, put up in Multi Brand Outlets so that customers are instantly reminded of Prisma. The visuals in all the media including digital marketing are synchronized well to present a well-coordinated brand personality. The TV commercial of Prisma so far has been a significant communication effort that has won customers' hearts.

Significant attributes to brand attractiveness are product quality, consistency, brand positioning through communication, coordination of communication mix to consistently build the brand and delivery of satisfaction and delight for all its stakeholders. All these help customers to repeatedly choose a brand. Prisma has been sparing no efforts to deliver customers with all these attributes to build brand attractiveness. A brand gets its identity in the minds of customers by sheer dint of its positioning. The brand attractiveness for Prisma has been built by its constant communication efforts that have positioned it in the minds of customers. This is reflected in Prisma's sales growth. Our first identity has come from the innovative and rationalized development of Prisma's logo accompanied by its clear positioning of "Happiness Designed". The resultant factor of happiness when a customer wears Prisma is also reflected in its communication essence. So customers get the dual positioning of Design and consequent Happiness and this goes a long way to stand the brand in good stead with customers. Positioning is important for a brand because it is positioning by significant communication that builds a brand's identity and Prisma has done it excellently well.



# Respondent Selection Criteria

## Age Group distribution (21 to 50 Years)



SEC - A/B



Not more than 15 interviews  
in any one organisation  
across India



Salaried Individuals



Must Not Be Employed With



Courier companies



Public relations



Market Research

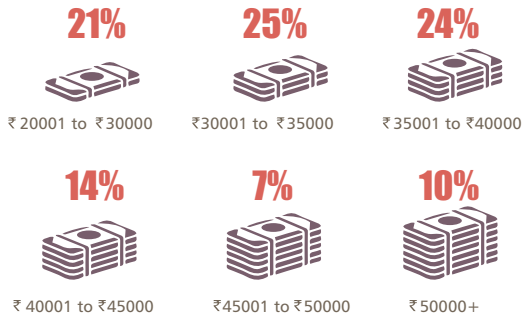


Advertising

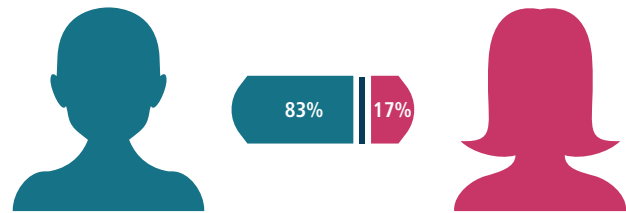


BPOs or KPOs

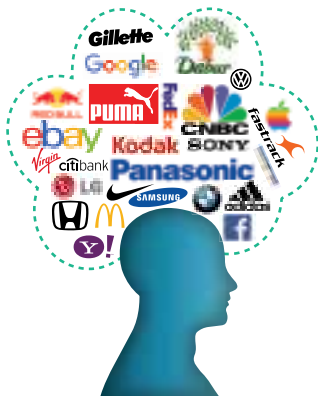
## Monthly Salary Income



## Male to Female Ratio



Respondent must have had a Tactile and Vicarious experience of brands



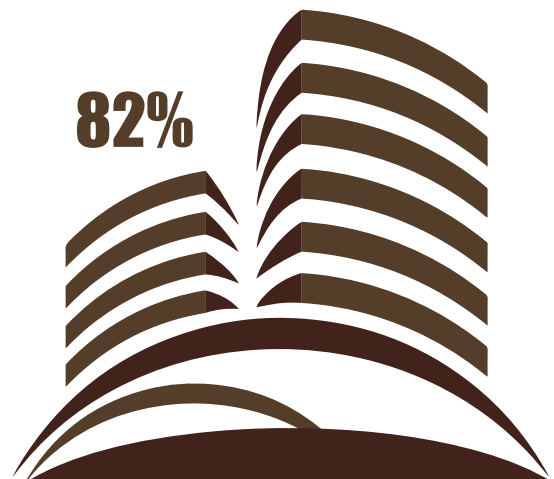
Spoken and written knowledge of English and one other Indian language

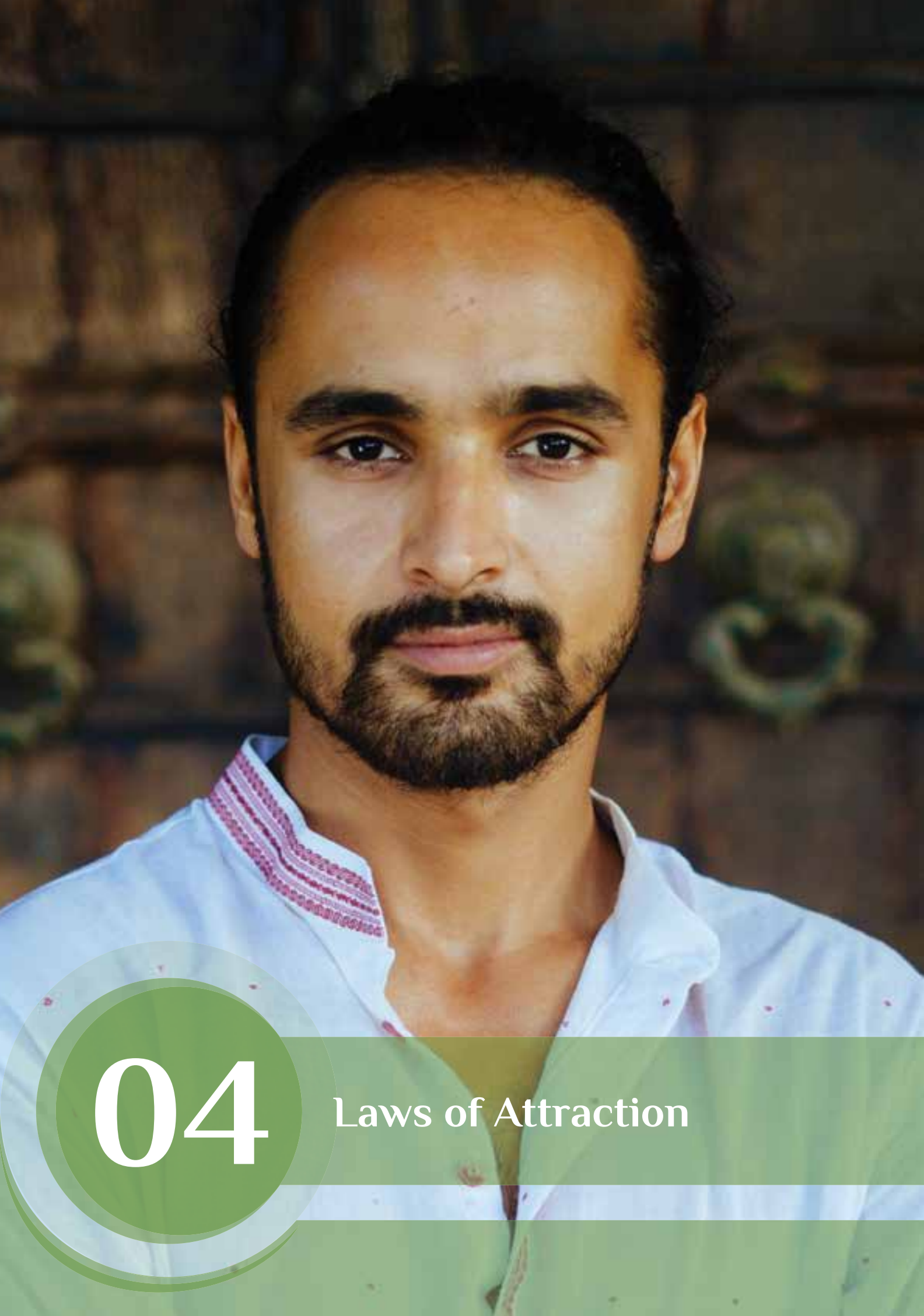


Employed in an organisation with turnover less than INR 50 Crores



Employed in an organisation with turnover more than INR 50 Crores





04

Laws of Attraction



# Laws of Attraction

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As humans, the physical attributes of a person, place or even thing seize our attention. However, it is not always the physical traits that only attract us towards the object in question; personality also comes into play. Our distinct personalities are what set us apart. Personality emanates an aura that attracts us to people, cultures and places. Though our personality gets crafted over time, its essence remains mostly unchanged.

Brands too have their unique personality that helps them to build a connection with consumers who are attracted to their aura. However for a brand to just have a great personality is not enough. They need to be able to communicate and reach out to their target audience, with their core belief and values. This consequently gives the brand an insight to better understand and target their customers. By doing so the customers too get a better perspective of the brand they would like to be associated with.

To desire an object, person, or outcome is to develop a sense of longing for it. This longing, precipitated by the craving to belong, stretches to the depth of human nature – the intrinsic need to have high Social Worth. When a brand possesses the ability to draw a consumer to itself, by connecting rationally, emotionally, through communication, or by creating a desire or aspiration, the brand, by association, helps increase the individual's Social Worth and displays Brand Attractiveness. It is the inherent force of Attractiveness of a brand that 'interests, pleases, or stimulates', and it is this force that makes a brand desirable. The measurement of Brand Attractiveness begins with the four Appeals of Attraction.

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## The Four Appeals of Brand Attractiveness

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Classifying brand behavior into four Appeals makes it easier to comprehend Brand Attractiveness. This also makes brand behavior easier to analyze. Each Appeal plays a vital role in building Brand Attractiveness. While some brands may possess one or more of these Appeals, having a balanced mix of all four gives brands that elusive quality of sustained Attractiveness. To take Brand Attractiveness to a resonant crescendo, the brand essentially needs to stimulate audiences and rouse deep-seated traits of sensuality even eroticism to then work in its favor. These not only come by naturally exhibiting Demeanors that imply it, but also by creating anticipation, elusiveness, and impulse. Brands that acquire such a personality are coveted and lusted after.

The four Appeals of Brand Attractiveness are Emotional Appeal, Rational Appeal, Communication Appeal, and Aspirational Appeal. To understand brands more intimately, each Appeal is further expounded as Demeanors. These Demeanors, totaling 12, are placed in the four Appeals equally – three Demeanors per Appeal. Deepening the Brand Attraction analysis, each Appeal additionally portrays a variety of 36 Traits or characteristics. These are the basis on which Brand Attractiveness is measured, calculated, and analyzed. The first two Appeals – Emotional and Rational – are conceptually based on Aristotle's Pathos and Logos – logic and emotion. Communication and Aspirational Appeals have been deduced over several years of research, discussions, application, and empirical observations by TRA.

Recognizing the pivotal contributions of brand consultants to brand development, we have incorporated into the Report their incisive insights on the Demeanors of Brand Attractiveness to understand it better. For those who require further insights, detailed insights can be mined and supplied to give an understanding on the brand and competition. This year, we have shown how diversity is at the core of attractiveness, diversity of views and of accepting different stakeholders.

# Brand Attracti

Each and every Brand has in-built appeal, a magnetic force that attracts audience's interests and create a magnetic pull towards itself is termed as Brand Attractiveness cannot be easily communicated without an

TRA's proprietary Attractiveness Matrix has 4 Foundations,

A Brand that feeds Hope is able to create a sense of positivity in everyone it comes in contact with. Hope helps to keep focus on the future and takes attention away from problems. A self-triggered positivity, Hope is vital for the Brand's communication strategy.



Emotional Maturity is displayed when one takes charge of one's emotions. It is a sign of strength demonstrated through attributes like patience, thoughtful actions, calmness in the face of difficulty, tolerance to anxiety, moderation in expressions, selfless actions, self-reliance, and the ability to cope with difficult results.



Closely connected to optimism, but not in the same manner as hope, Positivity is synonymous with cheerfulness, the demonstration of enthusiasm and happiness, and an excited disposition. For a Brand, Positivity is not just an emotion but a chosen personality trait that draws the audience toward it.



Charisma implies a Brand's visual, auditory, and cognitive Attractiveness based on contextual references such as culture, generation, community, and region. The importance of an attractive appearance and personality can be quite great, and in a few cases it is often the sole determining factor for appeal.



When communication demonstrates grace and control, it exudes the charm Communication Appeal seeks to achieve. Oration has better appeal if it seems natural, unprepared, and without pretention. It is necessary for Brands that the appeal be sensitive and relevant to the audiences.



Trust is the umbilical cord of every human connection and acts as a basic prerequisite for attraction. The foundation of a strong "brand connect" with all stakeholders can only be created with Trust. By converting simple awareness to strong commitment, Trust transforms ordinary stakeholders into devoted ambassadors.



# Attractiveness Matrix

people towards it. This intrinsic capacity of a Brand to arouse the Brand Attractiveness. Difficult to break down but understood intuitively, understanding of the proponents of Attractiveness.

which are further divided into 12 Demeanors





## EMOTIONAL APPEAL

Positivity

Emotional  
Maturity

Hope

The origin of emotion lies in action. This, in turn, elicits a response or creates a memory recall that conditions individuals to react to a certain situation in a certain manner or orientation. As with every brand behavior, Emotional Appeal too is culturally relevant and subjective. As a culturally-relevant brand behavior, Emotional Appeal changes with the experiences, thoughts, perceptions, environment, and disposition of an individual. The individual's responses are further influenced by certain world-view or cultural orientations. These responses work to amplify each other through a remembered association of feelings, which can be recalled instantly by the individual.

Additionally, thoughts, the environment, and relevant disposition influence what a person feels and what they emote or express at any given moment. Emotions generate feelings – deep-rooted physiological and psychological sensations that help an individual relate, adapt, or cope with any situation. They could be conscious or sub-conscious, but emotions are essential to managing our personal outlook, which includes social behavior. They also help segregate non-verbal communication into precise expressions that can be understood easily and universally, like a mirthful smile, a confused frown, an aggressive tightening of the facial muscles, a bemused grin, or a bored laxness.

All brands draw emotional responses from their consumers and the audience that their outgoing communications target. However, brands that demonstrate real emotional personalities are those that are rewarded with positive responses from their consumers. As a result, consumers are drawn in and they engage with the brand in mutually beneficial manners. Generating attraction or desirability through emotions requires three visceral operators, or Demeanors. These draw positive reactions in the audience. The Demeanors associated with Emotional Appeal are Positivity, Emotional Maturity, and Hope.

## Emotional Appeal Characteristics



- Building and maintaining strong relationships should be a priority for Brands
- Brands should have a pleasant and non-controversial disposition, which attracts the affection of the audience
- Brands should be seen as empathetic, sensitive, and patient
- Brands should be and be seen as loyal
- A comforting appearance and a friendly tone go a long way for Brands

### Positivity

Brands wielding the demeanor of Positivity inspire the audience as they dare to go against the flow, display better decision-making skills, and have flair to take on autonomous responsibilities. Audiences crave to associate with positively oriented brands and are drawn to them naturally. Positivity is displayed when an entity shows high energy, enthusiasm, cheerfulness, an excited disposition, and alertness to material situations. Though it is not an emotion itself, it is an emotional personality



trait – a chosen attitude.

Positivity builds a cheerful, pleasurable, happy, and inspiring environment for those who associate with entities of this disposition. The positive action itself becomes the goal.

### Emotional Maturity



Emotional Maturity is a sign of conscious self-control that is, taking charge of one's emotions. Expressions of self-control indicate clearly that the brand is a socially-responsible one. Brands that are successful in imbibing and displaying this trait are in conscious control and prevent accidental harm to society and themselves. They therefore reflect

as if they are incapable of self-centered or selfish behavior. In addition to this, the Emotional Maturity of a brand is displayed through patience, a caring outlook towards people and the wider world, self-reliance, thought-led actions, humility, calmness in the face of difficulty, a high degree of tolerance towards anxiety, conscious moderation, selfless actions, a co-operative disposition, and the ability to cope with adversity.

Looking at the very opposite lack of Emotional Maturity can be seen when brands make negative statements, portray themselves as better by drawing negative connotations on competing brands, indulge in pedantry and lecturing, humiliate others, or display pity, all of which diminish attractiveness of a brand.

### Hope

Borne off self-generated positivity, Hope allows a brand to imbue composure and have a goal, even when everything seems to be lost, which is what sets this attribute apart from all the others. Thus, a brand that displays the Hope trait is able to maintain focus on the future and divert attention from current problems, which is a handy ability to have. Hope is an energy-filled emotion that works when the chips are completely down – the more despondent the state, the more necessary Hope becomes. Hope is a healing emotion that spreads quickly and creates a sense of positivity in everyone it touches, and this is why it is the most quintessential of human experiences.





Hope, in one sense, is one of the most vital self-triggered emotions that everyone silently desires. Even though the circumstances may seem impossible, when communication leverages Hope, it makes the audience believe.

## RATIONAL APPEAL

Relevant  
Utility

Conscious  
Effort

Creativity

Ancient Greek mathematicians ended their mathematical proofs with the Latin phrase *quod erat demonstrandum*, indicating that the solution has resulted in "the very thing it was required to have shown". A similar demand is made by this appeal, which serves the Rational aspect of attractiveness.

To satisfy this Appeal, a brand's communication to its audience must be logically deduced, demonstrating the sought conclusion. Rationale is a bridge that helps us arrive at the truth. It is a tool of cognitive judgment and is a necessary part of every decision-making process. When communication is based on rational thought, it appeals to the cognitive intellect of audiences, thus unequivocally demonstrating a reason to believe.

Rational Appeal works best when the following three demeanors exist – Relevant Utility, Conscious Effort, and Creativity.

**Suvankar Sen**  
Executive Director  
Senco Gold



Attractiveness to us is to have the tremendous desire to achieve and possess something. We believe the most attractive attributes a brand should possess are Trust, Empathy, Creativity, Diversity and a Futuristic outlook.

## Rational Appeal Characteristics



- Brands must give equal importance to the ends as well as the means of achieving them
- Brands should be seen to be in control, poised
- All of the actions of a brand must be systematic and understood by its audience
- Similarly, the brand's measurable progress, track record, results, and action must be demonstrated
- Brands must seem and behave predictably, with efficiency and strength of resolve
- Brands should strive to demonstrate their correctness, thoroughness, competitive spirit, and leadership

### Relevant Utility

The development of utility as a concept can be traced back to the empirical hypothesis in the study of Economics, where it is purported that all human decision making occurs within the sphere of what that human stands to gain from a particular choice as compared to the alternatives. The concept of utility is based on the central theory of value and the resultant happiness derived from it. Relevance is a necessary consideration in utility because it increases the likelihood of the accomplishment of the



# Strengthen your brand's core to reinforce its full potential.

*Your brand's core strength lies in the Buying Propensity your customers have towards your brand.*



A brand's Buying Propensity comes from a combination of the transactional force (expressed as Brand Trust) and the force of consumer desire (expressed as Brand Attractiveness). TRA is the originator of this revolutionary brand theory which is today being used by scores of brands.

To understand this model and to make your brand more buyable, reach out to us.



Call Sachin Bhosle  
M: 9820164688  
E: [sachin@trustadvisory.info](mailto:sachin@trustadvisory.info)

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COMPANY



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goal in consideration. Relevant Utility may therefore be defined as maximizing the expected utility with a high likelihood of success. It is the basis of all rational behavior, and therefore of attraction as well. It can also be seen as the (expected) satisfaction of (preexisting) needs from consumption.

Since brands communicate to influence stakeholder decisions in their favor, Relevant Utility is a vital decision-making ingredient and must be judiciously used. By communicating Relevant Utility, brands set satisfaction expectations in the audiences, who compare the value of consumption with the total cost of consumption.

Relevant Utility unambiguously implies the benefit to the audience, and its impact multiplies the Rational Appeal and the Attractiveness Quotient of the Brand.



### Conscious Effort

Conscious Effort is a direct reflection of the will, or rather the potential of the brand to consciously decide and initiate action. It results from a spirit of action and unlike most of the other aspects of a brand's attractiveness and it does not depend on results. Instead, it depends on the sheer effort that goes into the attempt. Conscious Effort is extremely appealing because it shows effort in spite of the circumstances or outcomes.

Brands that demonstrate sustained Conscious Effort automatically draw audiences towards themselves. As a result, this appeal permeates subconsciously



into the audiences' minds themselves. Conscious effort (which rejuvenates its sibling, Hope) is the action that makes the impossible appear possible and it therefore builds attraction for the brand.

### Creativity



Creativity is the strategic ability to cope with situations to create better or new solutions. Creative solutions are those that combine innovative thinking and efficacious application. When brands display Creativity, they demonstrate an intellectual ability to manage the future more efficiently. Creativity, the third behavior of Rational Appeal in the Brand Attractiveness Matrix, demonstrates the brand's high adaptability and sensitivity to the environment



it exists in. It also gives the brand the image of a pioneer – one willing to take risks and go into uncharted territories.

As a result of creative behavior, brands are positioned high on the social ladder. This position of social leadership relegates its competition automatically to the role of a thought-follower and elevates the said brand to the position of thought-leader.

## ASPIRATIONAL APPEAL

Self-Control

Social  
Maturity

Winners'  
Attributes

Just like individuals and communities, brands too are characterized by the aspirations that drive them. They seek higher achievements in social, intellectual, spiritual, and material pursuits. Aspirations are the personal visions that humans mentally articulate to help make life more meaningful. They are like a movement towards personal or collective excellence, and therefore create a magnetic attraction in others who come in contact with entities that carry such traits. Ambitions, on the other hand, are more relatable to acquisitions, like personal glorifications, and therefore are less transferrable to others. Though similar to ambition, Aspiration differs from it in that it is not a competitive pursuit alone. It is nobler than ambition, something that others can seek when they sense it.

Aspirational Appeal is made up of three Demeanors – Winners' Attributes, Social Maturity, and Self-Control.

**Lulu Raghavan**  
Managing Director,  
Landor, India



Today, “meaningful difference” and “relentless relevance” are absolutely critical to creating and driving brand value.

## Aspirational Appeal Characteristics



- Engagements with audiences must be constant and should follow well-thought-out strategies
- Brands need to demonstrate their status and their outgoing communication must enhance their prestige
- Brands should act in a manner that begets acknowledgement, recognition, and compliments
- Brands must strive to display a stimulating environment, almost with playfulness
- Brands should eschew routine and be innovative in their communications

### Winners' Attributes

Belief and attention-to-detail are two overpowering attributes that contribute most to a brand's desirability as a winner. They are critical ingredients for success. Even so, a caveat to brand success is that success in itself is not the sole objective. In fact, if the success is fait accompli for a contestant – for example, when a world-champion competes with an underdog in the boxing ring – chances are that the public sentiment will flow naturally towards the one unlikely to succeed, the underdog.





Winners' Attributes are those that we all wish to emulate. Winners, by nature, are magnetic and through associating with winners, we hope to imbue the attributes they exude.

Brands are likely to gain considerable Aspirational Appeal and the adulation of audiences through absorbing the attributes of a winner in their persona, through action as well as through organizational behavior.

## Social Maturity



Children are taught social maturity gradually after birth. They are molded and cultivated to believe, think, see, and feel in the way their cultures demand.

Brands, by contrast, are expected to behave in a socially mature manner from their very inception. The more interwoven a brand is with the world, the more mature its social behavior. This behavior is demonstrated in its language, behavior, action, thought direction, and even expectations.

Social Maturity is the collective perceived cultural responsibility that one acquires, resulting in behavior that helps preserve a brand's social correctness. Social Maturity traits include humility, graciousness, camaraderie, socialization, and community participation. These traits help brands engage better with society. They also allow the brand to blend into the community seamlessly.

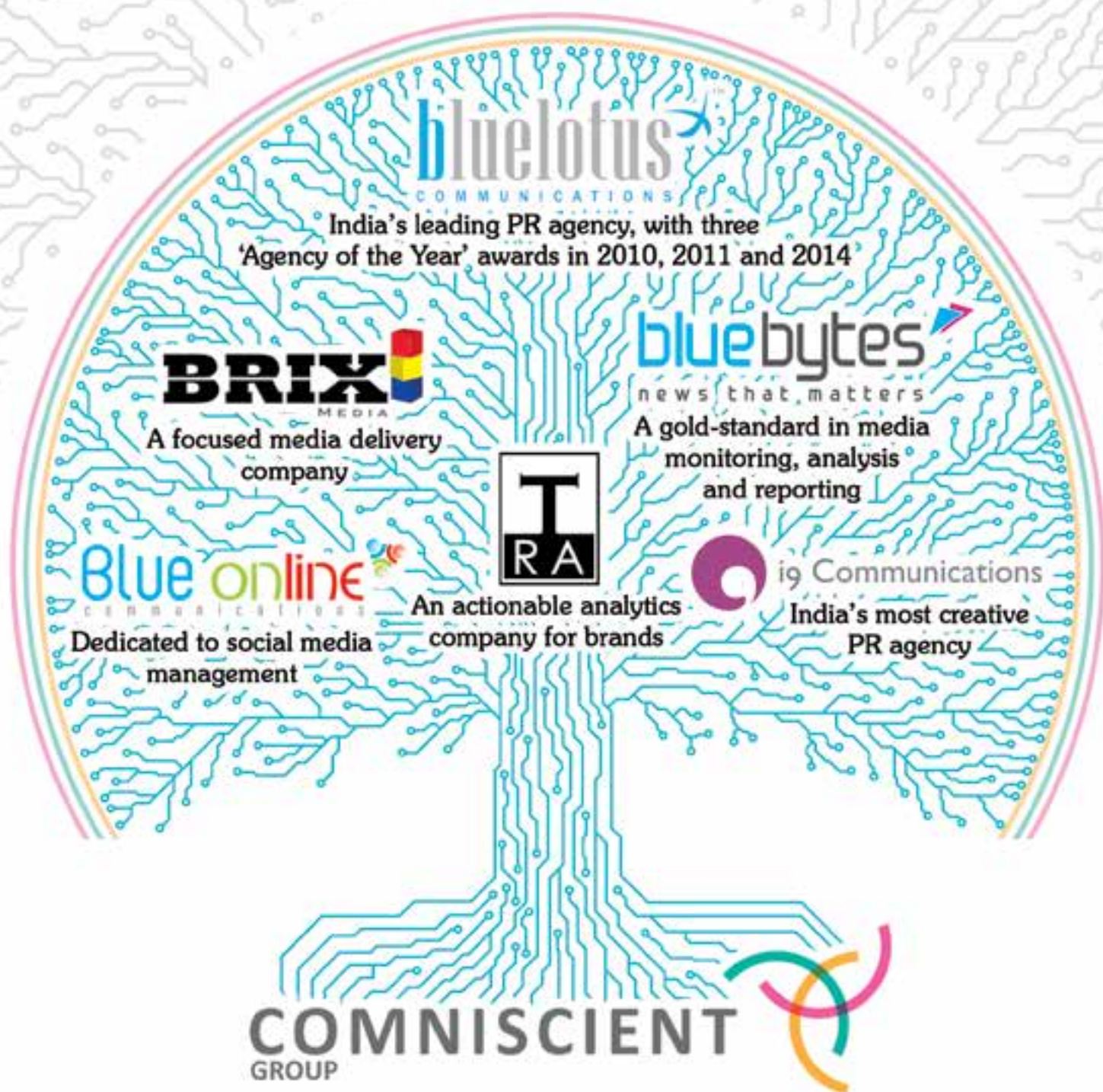
## Self-Control



Self-Control is the ability to hold off instinctive impulses and delay gratification in an attempt to allow an entity to evaluate alternative actions. Self-control is necessary to maintain sanity and balance among humans and it takes on even more importance in the unmonitored commune of brands. Brands that demonstrate self-control refrain from displays of avarice – be it for growth, profits, publicity, or other "selfish" needs.

Brands with conscious self-control are a boon to society and the audiences respect them, thus becoming attracted to them in the process. Self-Control is also a demonstration of the power of the mind over natural animalistic urges. This behavior demonstrates like no other attribute can how much

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the brand accepts long-term gain over short-term pleasure.

## COMMUNICATION APPEAL

Charisma

Oration

Trust

What we see, hear, or know about brands can be termed as the brands' communication. However, each brand chooses ways to go about this process. Communication with stakeholders and end users can

happen in a variety of ways. The Communication Appeal of a brand is the attraction that the brand cashes in due to the impact of this exchange.

The significance of Communication Appeal is analogous to the general ambience of a restaurant. The food may be delicious, but if there's a stench in the air, the food loses all its appeal. To ensure the other three appeals do not lose their influence, a brand's Communication Appeal needs to be attractive and relevant to the target audience. It is thus a principal component to building brand attraction.

Charisma, Oration, and Trust are the three Demeanors that Communication Appeal encompasses.

## Communication Appeal Characteristics



- The building of stakeholder trust should be sought after by Brands of all sizes
- Brands must have a high listening quotient and their actions must birth from interactive engagements
- Brands must be seen as autonomous and self-governed but follow the norms of transparency and accountability
- Brand Communication must be aligned to goals and be seen as preemptive and proactive
- Brands should build bridges by using a judicious mix of all Appeals of Communication

### Charisma

Consider beauty in humans. Despite the pursuit of beauty being a multi-billion-dollar business, insufficient research is done on the subject. Even so, several theories are afloat. These include the logics of golden proportions, mate selection, "outside" reflecting or not reflecting the "inside", self-worth assessment, and so on. The importance of physical appeal is high, and in a few cases can often be the sole determining factor for attraction.

"Attractive" usually applies to visual attractiveness, but charisma in this context includes the brand's visual, auditory, and cognitive attractiveness. These are based on contextual references and are therefore unique to culture, time, community, region, and availability.





Charisma, when seen as compelling attractiveness or charm, can inspire devotion in others. This encompasses surface beauty as well as the internal and contextual references that suggest attraction.

In this manner, charisma is a holistic approach to attraction.

## Oration



"I am just preparing my impromptu remarks," said Winston Churchill. As an outstanding orator, Churchill had mastered the most substantial part of Communication Appeal. It is no less important for brands too, as transmitting ideas well is the cornerstone of any brand, and when communication shows grace and control, it exudes charm. Oration, as a critical component of communication, has greater appeal if it seems natural, unprepared, and without pretention.

Brands that seek to harness the full capacity of Communication Appeal must be extremely careful about how they converse with a given audience. Due attention must be given to ensure the outreach be sensitive and relevant to pertinent audiences.

## Trust

Trust is the basic prerequisite for attraction and on it lays the foundation on which all communication is built. Aristotle laid down the first principle of persuasion as something that is "...achieved by the speaker's personal character when the speech is so

spoken as to make us think him credible."

Trust impacts the behavior and performance of brands in many intriguing ways. In its most basic form, trust is the quality of anything being considered believable. It creates the foundations for a strong brand connect with all stakeholders, converting simple awareness to strong commitment, thus helping change ordinary stakeholders into devoted ambassadors. In unison, these traits support each other and form the basis of Brand Attractiveness. Using these attributes, brands can achieve the delicate balance between the dichotomy of emotion and rationale to appeal to and inhabit the hearts and minds of the Indian consumer.



## UNDER PRESSURE – WHEN A BRAND'S ATTRACTIVENESS DROPS

Like any healthy relationship, brands too need to consistently work towards building and maintaining their status. Brand attraction isn't simply a one-way street – it takes two to tango. As much as consumers are expected to engage with brands, brands too need to realize that deep engagement with consumers is vital to ensuring the continuation of the relationship. Consumers are more willing to use a brand provided they are persuaded that they are getting value from them, and in order to achieve this, they need to be convinced of Brand Attractiveness those benefits in authentic, everyday language. Understanding this relationship is critical to maintaining Brand Attractiveness and ensuring a healthy Attractiveness Quotient.

Having said that, there are still times when brands experience a drop in their Attractiveness Quotient. As distressing as the situation sounds, interventions to ensure a high quotient are within the capacity of brands to execute, if they are committed to engage with their consumers constructively. In order to generate and continue consumer engagement, brands need to keep a vigilant check on two critical aspects – their actions and their communication.

These aspects form the basis of brand reputation and could result in a make-or-break situation for brands that are unable to act or communicate effectively

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## MAINTAINING THAT WINNING STREAK

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Drops in Attractiveness Quotients occur when brands do not pay attention to maintaining visible, proactive action and effective communication. When one component of the proverbial communication ball drops, even though other components might be robust, the brand's Attractiveness Quotient suffers as a whole.

Overall, Brand Attractiveness is the result of an integrated effort to maintain a cohesive brand strategy that works towards the brand making itself attractive to its end users – be it customers, employees, investors, or partners. Through action as well as communication, brands can ensure overall attractiveness by adopting a holistic approach to their consumer engagements. The spin-off effects of these interventions are multifold, which when combined with Brand Trust are the seed for the branding golden egg – creating a high Buying Propensity (keenness to buy) for the brand.

**Dr Preeti Shroff**  
Dean,  
MICA



Brands with Charisma become an essential part of the everyday life of the consumer because they are “one of a kind” and always serve a purpose in their consumers’ lives!

**Our distinct personalities are what set us apart. Brands too have their unique personalities that helps them to build a connection with consumers who are attracted to their aura.**





# BUILDING BRANDS TO LAST



TRA's Annual event, The Trust Conference, brings the brand community together on the platform of trust. Witnesses the presence of hundreds of CXOs and several industry stalwarts exploring the essence of a brand.



## Our esteemed Speakers over the years.

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- **K Yatish Rajawat** Chief Strategy Officer, Local Circles
- **Anushree Goenka** Director, Operations, Scroll Media
- **Viral Jani** Head of Entertainment & TV Partnerships, Twitter India
- **Shekhar Tiwari** MD, Accenture
- **Shashi Sinha** CEO, Laqshya - Hyderabad Airport
- **Sunil Alagh** Founder and Chairman, SKA Advisors
- **R S Rajan** Founder, Livpure
- **MK Anand** CEO and MD, Times Network
- **Bratamay Majumder** Director and India Lead - Big Data, Oracle
- **Charles Assisi** Co-founder and Director, Founding Fuel
- **Sandeep Murthy** Partner, Lightbox
- **Sonali Krishna** Anchor & Editor of ET NOW's flagship feature 'Brand Equity'
- **Ashish Bhasin** Chairman & CEO South Asia, Dentsu Aegis Network
- **Aditya Kanthy** Group MD, DDB Mudra
- **Manoj Adlakha** CEO, American Express Banking Corp India, American Express Banking Corporation
- **Ritu Gupta** Director - Marketing, Consumer & Small Business, Dell India
- **Saurav Bhattacharya** Group President, Gitanjali Gems Ltd
- **Kewal Handa** Chairman, Union Bank of India - Salus Lifecare
- **Neelima Burra** CMO, Cargill Foods India
- **Kailash Kulkarni** CEO, L&T Investment Management
- **Vipul Sabharwal** MD, Luminous Power Technologies
- **Govindraj Ethiraj** TV & Print Journalist, Founder Ping Digital Broadcast
- **V Ramnath** MD, Racold Thermo India and South Asia

**Be sure you get invited to the next one!**

Contact: Sharvari Pawar 9920114724

E: sharvari.pawar@trustadvisory.info





05

Category-wise Listings

## Category-wise Listings

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“*“I think... if it is true that there are as many minds as there are heads, then there are as many kinds of love as there are hearts.”*”

- Leo Tolstoy, Anna Karenina

42 Super-categories and 316 Categories make India's 1000 Most Attractive Brands this year and each of those has been elaborately glossed over by our editors to ensure that they fall in slots that best represent the brand.

A comparison of a brand with its peers helps understand category through the perceptions of the consumer-influencer, the primary respondent for this syndicated research. Each action and communication that the brand makes results in small imperceptible shifts in stakeholder perception, which when combined can have significant effects on the brand's overall perception of attractiveness.

To know more about these shifts, and get insightful analytics on your brand and that of the competition write to [enquiries@trustadvisory.info](mailto:enquiries@trustadvisory.info)

# CATEGORY-WISE ALL INDIA LISTINGS



## ALCOHOLIC BEVERAGES

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	162	132	-30	KINGFISHER	Beer
2	324	453	129	MCDOWELL'S	Whisky
3	362	327	-35	ROYAL STAG	Whisky
4	476	829	353	SIGNATURE	Whisky
5	499	-	-	ANTIQUITY	Whisky
6	556	697	141	ROYAL CHALLENGE	Whisky
7	593	504	-89	TUBORG	Beer
8	608	-	-	CHIVAS REGAL WHISKY	Premium Whisky
9	773	971	198	JOHNNIE WALKER	Premium Whisky
10	820	574	-246	FOSTER'S	Beer
11	828	-	-	IMPERIAL BLUE	Whisky
12	992	-	-	CARLSBERG	Beer

### Beer

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	162	132	-30	KINGFISHER
2	593	504	-89	TUBORG
3	820	574	-246	FOSTER'S
4	992	-	-	CARLSBERG

### Premium Whisky

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	608	-	-	CHIVAS REGAL WHISKY
2	773	971	198	JOHNNIE WALKER



## CATEGORY-WISE ALL INDIA LISTINGS

### Whisky

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	324	453	129	MCDOWELL'S
2	362	327	-35	ROYAL STAG
3	476	829	353	SIGNATURE
4	499	-	-	ANTIQUITY
5	556	697	141	ROYAL CHALLENGE
6	828	-	-	IMPERIAL BLUE

## ANIMATED CHARACTER



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	982	-	-	CHHOTA BHEEM	Animated Character

## APPAREL



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	38	95	57	LEVI'S	Casualwear
2	39	23	-16	RAYMOND	Fabrics to Brands
3	60	140	80	PETER ENGLAND	Menswear
4	79	118	39	LEE	Casualwear
5	116	263	147	LEE COOPER	Casualwear
6	123	-	-	CANTABIL	Diversified
7	127	160	33	ARROW	Formalwear
8	129	254	125	ALLEN SOLLY	Formalwear
9	133	518	385	LOUIS PHILIPPE	Formalwear
10	141	74	-67	JOCKEY	Innerwear
11	144	443	299	MUFTI	Casualwear
12	150	342	192	VAN HEUSEN	Formalwear
13	176	658	482	WRANGLER	Casualwear
14	192	867	675	W	Womenswear

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RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
15	197	326	129	PEPE	Casualwear
16	209	467	258	BIBA	Womenswear - Ethnic
17	210	502	292	SPYKAR	Casualwear
18	214	329	115	ZARA	Fast Fashion
19	249	521	272	WILLS LIFESTYLE	Premium Readymades
20	253	-	-	KOUTONS	General
21	286	207	-79	VIMAL	Fabrics to Brands
22	337	235	-102	SIYARAM	Fabrics
23	403	-	-	PRISMA	Women's Lower Wear
24	426	736	310	JOHN PLAYERS	Menswear
25	431	232	-199	RUPA	Innerwear
26	458	688	230	JACK & JONES	Casualwear
27	463	811	348	UNITED COLORS OF BENETTON	Casualwear
28	473	983	510	COLOR PLUS	Menswear
29	481	755	274	LAWMAN	Casualwear
30	489	448	-41	US POLO	Casualwear
31	490	158	-332	OTTO	Menswear
32	503	-	-	GINI & JONY	Kidswear
33	521	-	-	BOMBAY DYEING	Fabrics
34	524	854	330	FLYING MACHINE	Casualwear
35	530	-	-	JOHN MILLER	Menswear
36	539	846	307	H&M	Fast Fashion
37	581	-	-	PARAG SAREES	Womenswear
38	582	722	140	LACOSTE	Casualwear
39	587	672	85	TURTLE	Menswear
40	598	-	-	REID & TAYLOR	Fabrics to Brands
41	603	363	-240	LUX COZI	Innerwear
42	610	-	-	KAPPA	Sportswear
43	613	-	-	POTHYS	Silks
44	638	726	88	MONTE CARLO	Diversified
45	640	-	-	GWALIOR SUITINGS	Fabrics
46	647	822	175	FBB FASHION	Diversified
47	684	260	-424	RAMRAJ	Dhotis
48	692	528	-164	GAP	Fast Fashion
49	697	310	-387	ZODIAC	Menswear
50	756	-	-	MANYAVAR	Ethnicwear
51	780	557	-223	S KUMARS	Fabrics
52	784	-	-	AMERICAN SWAN	Menswear
53	796	-	-	DONEAR	Fabrics
54	827	-	-	OXEMBERG	Menswear

# CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
55	831	460	-371	DOLLAR	Innerwear
56	858	-	-	VERO MODA	Womenswear
57	864	-	-	CHAMPION	Sportswear
58	895	-	-	COAL	Headwear
59	910	-	-	GLOBAL DESI	Womenswear - Ethnic
60	932	-	-	SHINE ORIGINAL	Casualwear
61	938	463	-475	AMUL MACHO	Innerwear
62	939	-	-	NANCY VUU	Luxury Fashion - Kidswear
63	940	903	-37	ASHIMA GROUP	Fabrics
64	957	-	-	SANGAM	Fabrics
65	967	-	-	PAN AMERICA	Menswear
66	968	406	-562	MANGO	Womenswear
67	981	-	-	ROADSTER	Casualwear

## Casualwear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	38	95	57	LEVI'S
2	79	118	39	LEE
3	116	263	147	LEE COOPER
4	144	443	299	MUFTI
5	176	658	482	WRANGLER
6	197	326	129	PEPE
7	210	502	292	SPYKAR
8	458	688	230	JACK & JONES
9	463	811	348	UNITED COLORS OF BENETTON
10	481	755	274	LAWMAN
11	489	448	-41	US POLO
12	524	854	330	FLYING MACHINE
13	582	722	140	LACOSTE
14	932	-	-	SHINE ORIGINAL
15	981	-	-	ROADSTER

## Dhotis

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	684	260	-424	RAMRAJ



# CATEGORY-WISE ALL INDIA LISTINGS

## Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	123	-	-	CANTABIL
2	638	726	88	MONTE CARLO
3	647	822	175	FBB FASHION

## Ethnicwear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	756	-	-	MANYAVAR

## Fabrics

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	337	235	-102	SIYARAM
2	521	-	-	BOMBAY DYEING
3	640	-	-	GWALIOR SUITINGS
4	780	557	-223	S KUMARS
5	796	-	-	DONEAR
6	940	903	-37	ASHIMA GROUP
7	957	-	-	SANGAM

## Fabrics to Brands

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	39	23	-16	RAYMOND
2	286	207	-79	VIMAL
3	598	-	-	REID & TAYLOR

# CATEGORY-WISE ALL INDIA LISTINGS

## Fast Fashion

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	214	329	115	ZARA
2	539	846	307	H&M
3	692	528	-164	GAP

## Formalwear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	127	160	33	ARROW
2	129	254	125	ALLEN SOLLY
3	133	518	385	LOUIS PHILIPPE
4	150	342	192	VAN HEUSEN

## General

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	253	-	-	KOUTONS

## Headwear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	895	-	-	COAL

## Innerwear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	141	74	-67	JOCKEY
2	431	232	-199	RUPA
3	603	363	-240	LUX COZI
4	831	460	-371	DOLLAR
5	938	463	-475	AMUL MACHO

# CATEGORY-WISE ALL INDIA LISTINGS

## Kidswear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	503	-	-	GINI & JONY

## Luxury Fashion - Kidswear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	939	-	-	NANCY VUU

## Menswear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	60	140	80	PETER ENGLAND
2	426	736	310	JOHN PLAYERS
3	473	983	510	COLOR PLUS
4	490	158	-332	OTTO
5	530	-	-	JOHN MILLER
6	587	672	85	TURTLE
7	697	310	-387	ZODIAC
8	784	-	-	AMERICAN SWAN
9	827	-	-	OXEMBERG
10	967	-	-	PAN AMERICA

## Premium Readymades

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	249	521	272	WILLS LIFESTYLE



# CATEGORY-WISE ALL INDIA LISTINGS

## Silks

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	613	-	-	POTHYS

## Sportswear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	610	-	-	KAPPA
2	864	-	-	CHAMPION

## Women's Lower Wear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	403	-	-	PRISMA

## Womenswear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	192	867	675	W
2	581	-	-	PARAG SAREES
3	858	-	-	VERO MODA
4	968	406	-562	MANGO

## Womenswear - Ethnic

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	209	467	258	BIBA
2	910	-	-	GLOBAL DESI

# CATEGORY-WISE ALL INDIA LISTINGS

## AUTOMOBILE



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	5	4	-1	HONDA	Four Wheeler - Manufacturer
2	7	8	1	MARUTI SUZUKI	Four Wheeler - Manufacturer
3	13	22	9	HYUNDAI	Four Wheeler - Manufacturer
4	22	38	16	TVS	Two Wheeler - Manufacturer
5	33	35	2	AUDI	Four Wheeler - Luxury
6	34	28	-6	BMW	Four Wheeler - Luxury
7	41	44	3	TOYOTA	Four Wheeler - Manufacturer
8	47	31	-16	YAMAHA	Two Wheeler - Manufacturer
9	55	-	-	MAHINDRA AUTO	Four Wheeler - Manufacturer
10	57	69	12	FORD	Four Wheeler - Manufacturer
11	59	14	-45	MERCEDES BENZ	Four Wheeler - Luxury
12	65	120	55	NISSAN	Four Wheeler - Manufacturer
13	85	79	-6	SUZUKI	Four Wheeler - Manufacturer
14	89	180	91	SKODA	Four Wheeler - Manufacturer
15	99	331	232	KTM DUKE	Two Wheeler - Brand
16	103	372	269	FERRARI	Four Wheeler - Luxury
17	104	86	-18	ROYAL ENFIELD	Two Wheeler - Manufacturer
18	122	99	-23	JAGUAR	Four Wheeler - Luxury
19	158	244	86	VOLKSWAGEN	Four Wheeler - Manufacturer
20	181	209	28	TATA MOTORS	Four Wheeler - Manufacturer
21	188	282	94	ASHOK LEYLAND	Auto - Commercial Vehicles
22	193	388	195	CHEVROLET	Four Wheeler - Manufacturer
23	195	827	632	PORSCHE	Four Wheeler - Luxury
24	203	343	140	FIAT	Four Wheeler - Manufacturer
25	217	391	174	DATSUN	Four Wheeler - Manufacturer
26	221	270	49	RENAULT	Four Wheeler - Manufacturer
27	238	385	147	HARLEY DAVIDSON	Two Wheeler Mfg - Premium
28	242	699	457	LAMBORGHINI	Four Wheeler - Luxury
29	268	-	-	TESLA MOTORS	Electric Four Wheeler - Manufacturer
30	273	16	-257	HERO MOTOCORP	Two Wheeler - Manufacturer
31	305	219	-86	HONDA ACTIVA	Automatic Scooter
32	311	149	-162	BAJAJ PULSAR	Two Wheeler - Brand
33	325	-	-	ROLLS ROYCE	Four Wheeler - Luxury
34	357	-	-	HINDUSTAN MOTORS	Four Wheeler - Manufacturer
35	359	-	-	FORTUNER	SUV/MUV - Luxury
36	363	335	-28	MITSUBISHI	Four Wheeler - Manufacturer
37	370	197	-173	VOLVO	Four Wheeler - Manufacturer

## CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
38	387	-	-	JEEP	SUV Manufacturer
39	435	-	-	LAND ROVER	Four Wheeler - Luxury
40	443	-	-	MARUTI SUZUKI WAGON R	Car - Hatchback
41	469	-	-	BENTLEY	Four Wheeler - Luxury
42	472	-	-	BUGATTI	Four Wheeler - Luxury
43	479	635	156	RANGE ROVER	Four Wheeler - Luxury
44	504	308	-196	BAJAJ AUTO	Two Wheeler - Manufacturer
45	505	611	106	GENERAL MOTORS	Four Wheeler - Manufacturer
46	509	340	-169	TATA INDICA	Car - Hatchback
47	512	832	320	TVS APACHE	Two Wheeler - Brand
48	516	279	-237	EICHER	Auto - Commercial Vehicles
49	552	509	-43	HONDA CITY	Car - Sedan
50	585	938	353	MAHINDRA GUSTO	Two Wheeler - Brand
51	595	-	-	BALENO NEXA	Car - Hatchback
52	609	685	76	HUMMER	SUV/MUV - Luxury
53	617	415	-202	HERO HONDA SPLENDOR	Two Wheeler - Brand
54	624	904	280	LEXUS	Four Wheeler - Luxury
55	627	-	-	HONDA UNICORN	Two Wheeler - Brand
56	628	416	-212	TATA NANO	Car - Hatchback
57	652	-	-	BAJAJ KAWASAKI	Two Wheeler - Brand
58	671	-	-	SAAB	Four Wheeler - Manufacturer
59	702	-	-	BAJAJ PLATINA	Two Wheeler - Brand
60	704	-	-	MAHINDRA XYLO	Car - SUV/MUV
61	728	607	-121	HYUNDAI I10	Car - Hatchback
62	734	611	-123	GENERAL MOTORS	Four Wheeler - Manufacturer
63	745	414	-331	MARUTI SUZUKI SWIFT	Car - Hatchback
64	753	-	-	BULLET	Two Wheeler - Brand
65	767	-	-	FORD FIGO	Car - Hatchback
66	786	-	-	MAHINDRA XUV500	Car - SUV/MUV
67	793	-	-	KIA	Four Wheeler - Manufacturer
68	795	-	-	BAJAJ AVENGER	Two Wheeler - Brand
69	823	738	-85	MARUTI SUZUKI ALTO	Car - Hatchback
70	847	-	-	RENAULT KWID	Car - Hatchback
71	856	900	44	MAHINDRA KUV100	Car - SUV/MUV
72	861	545	-316	VESPA	Automatic Scooter
73	867	-	-	MARUTI SUZUKI SWIFT DZIRE	Car - Sedan
74	875	-	-	SONALIKA TRACTORS	Tractors
75	903	976	73	DUCATI	Two Wheeler Mfg - Premium
76	973	-	-	BUICK	Four Wheeler - Manufacturer
77	995	818	-177	HONDA CB SHINE	Two Wheeler - Brand



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## Auto - Commercial Vehicles

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	188	282	94	ASHOK LEYLAND
2	516	279	-237	EICHER

## Automatic Scooter

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	305	219	-86	HONDA ACTIVA
2	861	545	-316	VESPA

## Car - Hatchback

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	443	-	-	MARUTI SUZUKI WAGON R
2	509	340	-169	TATA INDICA
3	595	-	-	BALENO NEXA
4	628	416	-212	TATA NANO
5	728	607	-121	HYUNDAI I10
6	745	414	-331	MARUTI SUZUKI SWIFT
7	767	-	-	FORD FIGO
8	823	738	-85	MARUTI SUZUKI ALTO
9	847	-	-	RENAULT KWID

## Car - Sedan

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	552	509	-43	HONDA CITY
2	867	-	-	MARUTI SUZUKI SWIFT DZIRE

# CATEGORY-WISE ALL INDIA LISTINGS

## Car - SUV/MUV

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	704	-	-	MAHINDRA XYLO
2	786	-	-	MAHINDRA XUV500
3	856	900	44	MAHINDRA KUV100

## Electric Four Wheeler - Manufacturer

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	268	-	-	TESLA MOTORS

## Four Wheeler - Luxury

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	33	35	2	AUDI
2	34	28	-6	BMW
3	59	14	-45	MERCEDES BENZ
4	103	372	269	FERRARI
5	122	99	-23	JAGUAR
6	195	827	632	PORSCHE
7	242	699	457	LAMBORGHINI
8	325	-	-	ROLLS ROYCE
9	435	-	-	LAND ROVER
10	469	-	-	BENTLEY
11	472	-	-	BUGATTI
12	479	635	156	RANGE ROVER
13	624	904	280	LEXUS

# CATEGORY-WISE ALL INDIA LISTINGS

## Four Wheeler - Manufacturer

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	5	4	-1	HONDA
2	7	8	1	MARUTI SUZUKI
3	13	22	9	HYUNDAI
4	41	44	3	TOYOTA
5	55	-	-	MAHINDRA AUTO
6	57	69	12	FORD
7	65	120	55	NISSAN
8	85	79	-6	SUZUKI
9	89	180	91	SKODA
10	158	244	86	VOLKSWAGEN
11	181	209	28	TATA MOTORS
12	193	388	195	CHEVROLET
13	203	343	140	FIAT
14	217	391	174	DATSUN
15	221	270	49	RENAULT
16	357	-	-	HINDUSTAN MOTORS
17	363	335	-28	MITSUBISHI
18	370	197	-173	VOLVO
19	505	611	106	GENERAL MOTORS
20	671	-	-	SAAB
21	734	611	-123	GENERAL MOTORS
22	793	-	-	KIA
23	973	-	-	BUICK

## SUV Manufacturer

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	387	-	-	JEEP

## SUV/MUV - Luxury

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	359	-	-	FORTUNER
2	609	685	76	HUMMER



# CATEGORY-WISE ALL INDIA LISTINGS

## Tractors

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	875	-	-	SONALIKA TRACTORS

## Two Wheeler - Brand

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	99	331	232	KTM DUKE
2	311	149	-162	BAJAJ PULSAR
3	512	832	320	TVS APACHE
4	585	938	353	MAHINDRA GUSTO
5	617	415	-202	HERO HONDA SPLENDOR
6	627	-	-	HONDA UNICORN
7	652	-	-	BAJAJ KAWASAKI
8	702	-	-	BAJAJ PLATINA
9	753	-	-	BULLET
10	795	-	-	BAJAJ AVENGER
11	995	818	-177	HONDA CB SHINE

## Two Wheeler - Manufacturer

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	22	38	16	TVS
2	47	31	-16	YAMAHA
3	104	86	-18	ROYAL ENFIELD
4	273	16	-257	HERO MOTOCORP
5	504	308	-196	BAJAJ AUTO

## Two Wheeler Mfg - Premium

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	238	385	147	HARLEY DAVIDSON
2	903	976	73	DUCATI

# CATEGORY-WISE ALL INDIA LISTINGS



## Automobile-Related

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	134	452	318	EXIDE	Auto-Batteries
2	145	425	280	BOSCH	Automobile Electronics
3	146	112	-34	MRF	Tyres
4	228	175	-53	CEAT	Tyres
5	313	332	19	CASTROL	Lubricants
6	375	257	-118	APOLLO TYRES	Tyres
7	625	430	-195	JK TYRES	Tyres
8	729	610	-119	AMARON	Auto-Batteries
9	758	-	-	BREMBO	Automotive Brake Technology
10	805	648	-157	BRIDGESTONE	Tyres
11	833	973	140	SERVO	Lubricants
12	834	-	-	AUTOZONE	Automotive Parts and Accessories
13	880	-	-	MAJESTIC AUTO	Automobile Spare Parts
14	894	-	-	VALVOLINE	Lubricants
15	908	-	-	CGN	Automobile Spare Parts

### Auto-Batteries

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	134	452	318	EXIDE
2	729	610	-119	AMARON

### Automobile Electronics

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	145	425	280	BOSCH

# CATEGORY-WISE ALL INDIA LISTINGS

## Automobile Spare Parts

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	880	-	-	MAJESTIC AUTO
2	908	-	-	CGN

## Automotive Brake Technology

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	758	-	-	BREMBO

## Automotive Parts and Accessories

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	834	-	-	AUTOZONE

## Lubricants

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	313	332	19	CASTROL
2	833	973	140	SERVO
3	894	-	-	VALVOLINE

## Tyres

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	146	112	-34	MRF
2	228	175	-53	CEAT
3	375	257	-118	APOLLO TYRES
4	625	430	-195	JK TYRES
5	805	648	-157	BRIDGESTONE



# CATEGORY-WISE ALL INDIA LISTINGS

## BFSI



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	31	57	26	ICICI BANK	Bank - Private
2	46	48	2	STATE BANK OF INDIA	Bank - PSU
3	58	46	-12	LIC	Insurance - PSU
4	77	-	-	HDFC FINANCE	Housing Finance
5	88	147	59	AXIS BANK	Bank - Private
6	96	49	-47	HDFC BANK	Bank - Private
7	138	267	129	KOTAK MAHINDRA BANK	Bank - Private
8	204	152	-52	YES BANK	Bank - Private
9	212	236	24	HSBC	Bank - Foreign
10	219	421	202	UNION BANK OF INDIA	Bank - PSU
11	252	249	-3	BANK OF BARODA	Bank - PSU
12	265	644	379	INDUSIND BANK	Bank - Private
13	285	250	-35	BANK OF INDIA	Bank - PSU
14	297	803	506	MUTHOOT FINANCE	Financial Services
15	307	404	97	CITIBANK	Bank - Foreign
16	332	298	-34	PUNJAB NATIONAL BANK	Bank - PSU
17	345	435	90	VISA	Credit/Debit Card
18	379	444	65	IDBI	Bank - PSU
19	380	945	565	RELIGARE	Financial Services - Diversified
20	391	-	-	ING BANK	Bank - Foreign
21	416	330	-86	RBI	Bank - Federal
22	428	369	-59	CANARA BANK	Bank - PSU
23	436	560	124	MASTERCARD	Credit/Debit Card
24	456	-	-	BAJAJ FINANCE	Financial Services
25	482	356	-126	BAJAJ ALLIANZ	Insurance - Private
26	488	548	60	DENA BANK	Bank - PSU
27	498	571	73	UCO BANK	Bank - PSU
28	514	730	216	ALLAHABAD BANK	Bank - PSU
29	546	-	-	MANAPPURAM FINANCE	Financial Services
30	592	812	220	ANDHRA BANK	Bank - PSU
31	594	612	18	BANK OF MAHARASHTRA	Bank - PSU
32	643	-	-	ORIENTAL BANK	Bank - PSU
33	661	-	-	SBBJ	Bank - PSU
34	663	-	-	MAX LIFE INSURANCE	Insurance - Private
35	664	-	-	FEDERAL BANK	Bank - Private
36	673	-	-	MAGMA FINCORP	Financial Services - Diversified
37	677	-	-	TATA AIA LIFE INSURANCE	Insurance - Private

# CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
38	678	442	-236	AVIVA LIFE INSURANCE	Insurance - Private
39	686	652	-34	BHARTI AXA	Insurance - Private
40	699	745	46	AMERICAN EXPRESS	Credit/Debit Card
41	712	522	-190	DCB BANK	Bank - Private
42	714	684	-30	INDIAN BANK	Bank - PSU
43	746	-	-	MAHINDRA FINANCE	Financial Services
44	749	-	-	SWISS BANK	Bank - International
45	768	-	-	IFFCO TOKIO	Insurance - Private
46	778	914	136	DHFL	Housing Finance
47	797	-	-	WESTERN UNION	Instant Fund Transfer
48	804	-	-	J&K BANK	Bank - Private
49	819	-	-	SHAREKHAN	Broking
50	879	-	-	AFLAC	Insurance - Private
51	889	968	79	MAX BUPA	Health Insurance
52	896	-	-	TJSB BANK	Bank - Cooperative
53	937	752	-185	MOTILAL OSWAL	Financial Services - Diversified
54	962	-	-	CENTRAL BANK OF INDIA	Bank - PSU
55	965	-	-	APOLLO MUNICH	Insurance - Private
56	966	880	-86	BIRLA SUN LIFE INSURANCE	Insurance - Private
57	977	-	-	NABARD	Rural and Agri Bank
58	979	-	-	KARNATAKA BANK	Bank - Private

## Bank - Cooperative

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	896	-	-	TJSB BANK

## Bank - Federal

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	416	330	-86	RBI

# CATEGORY-WISE ALL INDIA LISTINGS

## Bank - Foreign

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	212	236	24	HSBC
2	307	404	97	CITIBANK
3	391	-	-	ING BANK

## Bank - International

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	749	-	-	SWISS BANK

## Bank - Private

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	31	57	26	ICICI BANK
2	88	147	59	AXIS BANK
3	96	49	-47	HDFC BANK
4	138	267	129	KOTAK MAHINDRA BANK
5	204	152	-52	YES BANK
6	265	644	379	INDUSIND BANK
7	664	-	-	FEDERAL BANK
8	712	522	-190	DCB BANK
9	804	-	-	J&K BANK
10	979	-	-	KARNATAKA BANK

## Bank - PSU

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	46	48	2	STATE BANK OF INDIA
2	219	421	202	UNION BANK OF INDIA
3	252	249	-3	BANK OF BARODA



# CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
4	285	250	-35	BANK OF INDIA
5	332	298	-34	PUNJAB NATIONAL BANK
6	379	444	65	IDBI
7	428	369	-59	CANARA BANK
8	488	548	60	DENA BANK
9	498	571	73	UCO BANK
10	514	730	216	ALLAHABAD BANK
11	592	812	220	ANDHRA BANK
12	594	612	18	BANK OF MAHARASHTRA
13	643	-	-	ORIENTAL BANK
14	661	-	-	SBBJ
15	714	684	-30	INDIAN BANK
16	962	-	-	CENTRAL BANK OF INDIA

## Broking

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	819	-	-	SHAREKHAN

## Credit/Debit Card

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	345	435	90	VISA
2	436	560	124	MASTERCARD
3	699	745	46	AMERICAN EXPRESS

## Financial Services

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	297	803	506	MUTHOOT FINANCE
2	456	-	-	BAJAJ FINANCE
3	546	-	-	MANAPPURAM FINANCE
4	746	-	-	MAHINDRA FINANCE

# CATEGORY-WISE ALL INDIA LISTINGS

## Financial Services - Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	380	945	565	RELIGARE
2	673	-	-	MAGMA FINCORP
3	937	752	-185	MOTILAL OSWAL

## Health Insurance

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	889	968	79	MAX BUPA

## Housing Finance

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	77	-	-	HDFC FINANCE
2	778	914	136	DHFL

## Instant Fund Transfer

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	797	-	-	WESTERN UNION

## Bank - Private

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	482	356	-126	BAJAJ ALLIANZ
2	663	-	-	MAX LIFE INSURANCE
3	677	-	-	TATA AIA LIFE INSURANCE
4	678	442	-236	AVIVA LIFE INSURANCE
5	686	652	-34	BHARTI AXA
6	768	-	-	IFFCO TOKIO
7	879	-	-	AFLAC
8	965	-	-	APOLLO MUNICH
9	966	880	-86	BIRLA SUN LIFE INSURANCE

## CATEGORY-WISE ALL INDIA LISTINGS

### Insurance - PSU

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	58	46	-12	LIC

### Rural and Agri Bank

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	977	-	-	NABARD

## Branded Fashion



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	71	166	95	FASTRACK	Luxury Fashion
2	147	292	145	GUCCI	Luxury Fashion
3	170	-	-	TOMMY HILFIGER	Luxury Fashion
4	306	792	486	CALVIN KLEIN	Luxury Fashion
5	371	814	443	ARMANI	Luxury Fashion
6	449	886	437	HUGO BOSS	Luxury Fashion
7	474	711	237	FOSSIL	Luxury Fashion
8	540	-	-	VERSACE	Luxury Fashion
9	560	-	-	GUESS	Luxury Fashion
10	597	-	-	CAPRESE	Women's Hand Bags
11	600	-	-	LOUIS VUITTON	Luxury Fashion
12	633	-	-	DKNY	Luxury Fashion
13	698	-	-	CHANEL	Luxury Fashion
14	798	885	87	D&G	Luxury Fashion
15	972	977	5	CHRISTIAN DIOR	Luxury Fashion



# CATEGORY-WISE ALL INDIA LISTINGS

## Luxury Fashion

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	71	166	95	FASTRACK
2	147	292	145	GUCCI
3	170	-	-	TOMMY HILFIGER
4	306	792	486	CALVIN KLEIN
5	371	814	443	ARMANI
6	449	886	437	HUGO BOSS
7	474	711	237	FOSSIL
8	540	-	-	VERSACE
9	560	-	-	GUESS
10	600	-	-	LOUIS VUITTON
11	633	-	-	DKNY
12	698	-	-	CHANEL
13	798	885	87	D&G
14	972	977	5	CHRISTIAN DIOR

## Women's Hand Bags

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	597	-	-	CAPRESE

## Cable



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	705	-	-	DEN	Cable Network
2	718	729	11	HATHWAY	Cable Network

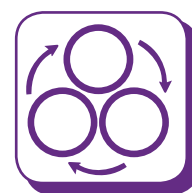
# CATEGORY-WISE ALL INDIA LISTINGS

## Cigarettes



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	500	484	-16	MARLBORO	Cigarettes
2	616	320	-296	GOLD FLAKE	Cigarettes
3	693	758	65	CLASSIC CIGARETTE	Cigarettes

## Diversified



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	4	7	3	TATA	Diversified
2	9	6	-3	BAJAJ	Diversified
3	11	26	15	RELIANCE	Diversified
4	14	13	-1	GODREJ	Diversified
5	27	24	-3	VIDEOCON	Diversified
6	40	21	-19	PHILIPS	Technology - Diversified
7	64	115	51	MAHINDRA & MAHINDRA	Diversified
8	72	101	29	WIPRO	Diversified
9	73	123	50	ITC	Diversified
10	93	104	11	HITACHI	Diversified
11	128	377	249	ADITYA BIRLA	Diversified
12	174	364	190	MAX	Diversified
13	185	156	-29	BPL	Diversified
14	234	458	224	ADANI GROUP	Diversified
15	267	276	9	SIEMENS	Technology - Diversified
16	301	596	295	JAYPEE GROUP	Diversified
17	356	278	-78	L&T	Diversified
18	413	994	581	KIRLOSKAR	Diversified
19	461	-	-	ESSAR	Diversified
20	480	640	160	SAHARA	Diversified
21	549	-	-	HONEY WELL	Technology - Diversified
22	590	935	345	INDIABULLS	Diversified
23	602	838	236	JSW	Diversified
24	631	-	-	TORRENT	Diversified

# CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
25	634	-	-	LANDMARK	Diversified
26	701	-	-	HINDUJA	Diversified
27	713	-	-	SK GROUP	Diversified
28	835	-	-	CAT	Diversified
29	985	828	-157	BAYER	Healthcare/Agriculture

## Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	4	7	3	TATA
2	9	6	-3	BAJAJ
3	11	26	15	RELIANCE
4	14	13	-1	GODREJ
5	27	24	-3	VIDEOCON
6	64	115	51	MAHINDRA & MAHINDRA
7	72	101	29	WIPRO
8	73	123	50	ITC
9	128	377	249	ADITYA BIRLA
10	174	364	190	MAX
11	185	156	-29	BPL
12	234	458	224	ADANI GROUP
13	301	596	295	JAYPEE GROUP
14	356	278	-78	L&T
15	413	994	581	KIRLOSKAR
16	461	-	-	ESSAR
17	480	640	160	SAHARA
18	590	935	345	INDIABULLS
19	602	838	236	JSW
20	631	-	-	TORRENT
21	634	-	-	LANDMARK
22	701	-	-	HINDUJA
23	713	-	-	SK GROUP
24	835	-	-	CAT
25	93	104	11	HITACHI



## CATEGORY-WISE ALL INDIA LISTINGS

### Healthcare/Agriculture

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	985	828	-157	BAYER

### Technology - Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	40	21	-19	PHILIPS
2	267	276	9	SIEMENS
3	549	-	-	HONEY WELL

## DTH



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	315	201	-114	TATA SKY	DTH
2	399	-	-	VIDEOCON D2H	DTH
3	468	274	-194	DISH TV	DTH
4	888	-	-	RELIANCE DTH	DTH

# CATEGORY-WISE ALL INDIA LISTINGS



## DURABLES

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	1	3	2	SAMSUNG	Consumer Electronics
2	2	1	-1	LG	Consumer Electronics
3	3	2	-1	SONY	Consumer Electronics
4	18	41	23	WHIRLPOOL	Consumer Electronics
5	42	30	-12	PANASONIC	Consumer Electronics
6	69	54	-15	ONIDA	Consumer Electronics
7	81	94	13	VOLTAS	Consumer Electronics
8	124	206	82	HAIER	Consumer Electronics
9	152	141	-11	TOSHIBA	Consumer Electronics
10	156	151	-5	SANSUI	Consumer Electronics
11	166	402	236	KELVINATOR	Consumer Electronics
12	206	396	190	DAIKIN	Air Conditioning
13	230	223	-7	IFB APPLIANCES	Consumer Electronics
14	231	515	284	LIVPURE	Water Purifier
15	233	290	57	BLUE STAR	Air Conditioning
16	239	-	-	LLOYD	Consumer Electronics
17	260	355	95	SHARP	Consumer Electronics
18	266	314	48	CARRIER	Air Conditioning
19	276	222	-54	KENSTAR	Consumer Electronics
20	280	-	-	BOSE	Audio Equipment
21	293	410	117	JBL	Audio Equipment
22	303	241	-62	ELECTROLUX	Consumer Electronics
23	353	243	-110	KENT	Water Purifier
24	388	384	-4	SYMPHONY AIR COOLER	Air Coolers
25	394	-	-	NATIONAL	Consumer Electronics
26	401	441	40	PIONEER	Audio Equipment
27	402	-	-	LG TV	Television
28	429	-	-	JVC	Consumer Electronics
29	564	378	-186	AQUAGUARD	Water Purifier
30	576	418	-158	O GENERAL	Air Conditioning
31	721	-	-	PANASONIC TV	Television
32	731	313	-418	AKAI	Consumer Electronics
33	738	849	111	EUREKA FORBES	Purification Systems
34	869	294	-575	PUREIT	Water Purifier
35	899	-	-	SANYO	Consumer Electronics
36	913	796	-117	THOMSON	Consumer Electronics
37	971	-	-	CREATIVE	Audio Equipment
38	987	874	-113	AO SMITH	Water Heaters

# CATEGORY-WISE ALL INDIA LISTINGS

## Air Conditioning

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	206	396	190	DAIKIN
2	233	290	57	BLUE STAR
3	266	314	48	CARRIER
4	576	418	-158	O GENERAL

## Air Coolers

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	388	384	-4	SYMPHONY AIR COOLER

## Audio Equipment

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	280	-	-	BOSE
2	293	410	117	JBL
3	401	441	40	PIONEER
4	971	-	-	CREATIVE

## Consumer Electronics

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	1	3	2	SAMSUNG
2	2	1	-1	LG
3	3	2	-1	SONY
4	18	41	23	WHIRLPOOL
5	42	30	-12	PANASONIC
6	69	54	-15	ONIDA
7	81	94	13	VOLTAS
8	124	206	82	HAIER
9	152	141	-11	TOSHIBA
10	156	151	-5	SANSUI
11	166	402	236	KELVINATOR
12	230	223	-7	IFB APPLIANCES



# CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
13	239	-	-	LLOYD
14	260	355	95	SHARP
15	276	222	-54	KENSTAR
16	303	241	-62	ELECTROLUX
17	394	-	-	NATIONAL
18	429	-	-	JVC
19	731	313	-418	AKAI
20	899	-	-	SANYO
21	913	796	-117	THOMSON

## Purification Systems

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	738	849	111	EUREKA FORBES

## Television

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	402	-	-	LG TV
2	721	-	-	PANASONIC TV

## Water Heaters

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	987	874	-113	AO SMITH

## Water Purifiers

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	231	515	284	LIVPURE
2	353	243	-110	KENT
3	564	378	-186	AQUAGUARD
4	869	294	-575	PUREIT

# CATEGORY-WISE ALL INDIA LISTINGS

## EDUCATION



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	682	876	194	IIT	Higher Education
2	719	985	266	NIIT	Training Institute - IT
3	837	-	-	KIDZEE	Pre-School
4	935	-	-	DPS	School Education
5	956	561	-395	AMITY UNIVERSITY	University

### Higher Education

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	682	876	194	IIT

### Pre-School

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	837	-	-	KIDZEE

### School Education

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	935	-	-	DPS

### Training Institute - IT

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	719	985	266	NIIT

### University

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	956	561	-395	AMITY UNIVERSITY

# CATEGORY-WISE ALL INDIA LISTINGS



## Energy

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	225	277	52	INDIAN OIL	Oil and Gas - PSU
2	288	447	159	ONGC	Oil and Gas - PSU
3	336	766	430	GAIL	Natural Gas - Domestic
4	518	-	-	NTPC	Electric Utility
5	561	387	-174	BHARAT PETROLEUM	Oil and Gas - PSU
6	623	411	-212	SHELL	Oil and Gas - Private
7	919	578	-341	RELIANCE ENERGY	Electric Utility
8	959	757	-202	INDANE GAS	LPG

### Electric Utility

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	518	-	-	NTPC
2	919	578	-341	RELIANCE ENERGY

### LPG

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	959	757	-202	INDANE GAS

### Natural Gas - Domestic

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	336	766	430	GAIL

### Oil and Gas - Private

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	623	411	-212	SHELL



# CATEGORY-WISE ALL INDIA LISTINGS

## Oil and Gas - PSU

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	225	277	52	INDIAN OIL
2	288	447	159	ONGC
3	561	387	-174	BHARAT PETROLEUM

## Entertainment



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	584	732	148	PVR	Cinema - Display
2	666	926	260	INOX	Cinema - Display
3	754	-	-	PARAMOUNT	Film Studio - International
4	911	-	-	CINEMAX	Cinema - Display
5	914	585	-329	T-SERIES	Cinema - Diversified

## Cinema - Display

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	584	732	148	PVR
2	666	926	260	INOX
3	911	-	-	CINEMAX

## Cinema - Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	914	585	-329	T-SERIES

## Film Studio - International

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	754	-	-	PARAMOUNT

# CATEGORY-WISE ALL INDIA LISTINGS

## FMCG



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	12	87	75	PATANJALI	Diversified
2	43	19	-24	COLGATE	Oral Hygiene
3	52	20	-32	LUX	Bath/Beauty
4	63	50	-13	LAKME	Cosmetics
5	86	43	-43	DOVE	Bath/Beauty
6	100	45	-55	DETTOL	Antiseptic Products
7	101	168	67	HINDUSTAN UNILEVER	Diversified
8	105	60	-45	AXE	Deo/Perfume
9	107	333	226	P&G	Diversified
10	110	61	-49	POND'S	Cosmetics
11	125	199	74	NIRMA	Diversified
12	131	251	120	PARK AVENUE	Bath/Beauty
13	137	88	-49	PEPSODENT	Oral Hygiene
14	142	53	-89	FOGG	Deo/Perfume
15	153	100	-53	LIFEBUOY	Bath/Beauty
16	159	56	-103	NIVEA	Bath/Beauty
17	163	109	-54	CLOSE UP	Oral Hygiene
18	168	127	-41	FAIR & LOVELY	Skin Lightening Products
19	169	117	-52	L'OREAL	Cosmetics
20	180	90	-90	RIN	Fabric Care
21	199	116	-83	GARNIER	Bath/Beauty
22	201	55	-146	SUNSILK	Hair Care
23	208	337	129	DENIM	Deo/Perfume
24	213	114	-99	SURF EXCEL	Fabric Care
25	229	-	-	DUREX	Condoms
26	240	281	41	WILD STONE	Deo/Perfume
27	243	261	18	GILLETTE	Shaving Products
28	244	230	-14	AMWAY	Direct Selling
29	247	129	-118	TIDE	Fabric Care
30	248	155	-93	OLAY	Cosmetics - Luxury
31	250	-	-	MAN FORCE	Condoms
32	270	145	-125	PANTENE	Hair Care
33	291	111	-180	PEARS	Bath/Beauty
34	292	307	15	BOROPLUS	Antiseptic Products
35	314	108	-206	CINTHOL	Bath/Beauty
36	323	296	-27	BOROLINE	Antiseptic Products
37	327	255	-72	WHEEL	Fabric Care
38	328	535	207	ENGAGE	Deo/Perfume

# CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
39	331	445	114	WHISPER	Personal Hygiene Products
40	333	287	-46	LIBERO	Diapers
41	338	143	-195	SANTOOR	Bath/Beauty
42	347	-	-	MAYBELLINE BABY LIPS	Cosmetics
43	351	301	-50	EMAMI	Diversified
44	352	434	82	AVON COSMETICS	Cosmetics
45	367	-	-	ADS LIPSTICK	Lipstick
46	369	280	-89	SET WET	Hair Care
47	377	191	-186	HEAD & SHOULDERS	Hair Care
48	381	178	-203	VASELINE	Bath/Beauty
49	382	304	-78	LIVON	Hair Care
50	383	272	-111	LOTUS	Cosmetics
51	393	167	-226	MEDIMIX	Bath/Beauty - Ayurvedic
52	396	419	23	REVLON	Cosmetics
53	409	106	-303	CLINIC PLUS	Hair Care
54	411	429	18	DENVER DEO	Deo/Perfume
55	414	138	-276	ARIEL	Fabric Care
56	421	318	-103	ORIFLAME	Direct Selling
57	432	253	-179	VICCO	Bath/Beauty - Ayurvedic
58	439	370	-69	CAVINKARE	Diversified
59	441	240	-201	ORAL B	Oral Hygiene
60	446	420	-26	UJALA	Fabric Care
61	453	311	-142	SENSODYNE	Oral Hygiene
62	478	194	-284	VIM	Dishcare
63	507	592	85	VEET	Hair Removal
64	511	-	-	MARICO	Diversified
65	534	189	-345	PARACHUTE	Hair Oil
66	538	401	-137	HUGGIES	Diapers
67	544	-	-	AVEDA	Hair Care
68	545	417	-128	PAMPERS	Diapers
69	550	161	-389	REXONA	Bath/Beauty
70	562	466	-96	SAVLON	Antiseptic Products
71	570	-	-	CAMAY	Bath/Beauty
72	578	196	-382	AYUR	Bath/Beauty - Ayurvedic
73	580	137	-443	HARPIC	Toilet Cleaner
74	591	172	-419	HAMAM	Bath/Beauty
75	599	538	-61	STAYFREE	Personal Hygiene Products
76	615	246	-369	BABOOL	Oral Hygiene
77	618	475	-143	MARGO	Bath/Beauty
78	619	-	-	FIAMA DIWILLS	Bath/Beauty



# CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
79	639	654	15	SOFY	Personal Hygiene Products
80	648	389	-259	VIVEL	Bath/Beauty
81	667	544	-123	LAYER'R SHOT	Deo/Perfume
82	672	558	-114	FAIR AND HANDSOME	Skin Lightening Products
83	688	728	40	SUNLIGHT DETERGENT	Fabric Care
84	711	-	-	SKORE	Condoms
85	715	582	-133	NIHAR	Hair Oil
86	722	-	-	COLGATE CIBACA	Oral Hygiene
87	765	946	181	COCORAJ HAIR OIL	Hair Oil
88	775	464	-311	EVERYUTH	Skin Care
89	782	666	-116	TOPAZ	Shaving Products
90	791	505	-286	TRESEMME	Hair Care
91	799	-	-	MAMY POKO PANTS	Diapers
92	803	360	-443	EVEREADY	Consumer Batteries
93	813	586	-227	DURACELL	Consumer Batteries
94	842	-	-	AYUSH	Bath/Beauty - Ayurvedic
95	843	-	-	NEEM	Bath/Beauty - Ayurvedic
96	848	432	-416	ELLE 18	Cosmetics
97	860	375	-485	HENKO DETERGENT	Fabric Care
98	881	895	14	ARAMUSK DEO	Deo/Perfume
99	898	890	-8	COMFORT FABRIC	Fabric Conditioner
100	909	671	-238	DABUR LAL OIL	Hair Oil
101	923	-	-	LANCOME	Cosmetics - Luxury
102	926	913	-13	GHARI	Fabric Care
103	942	256	-686	LIZOL	Disinfectant
104	950	216	-734	EVA	Deo/Perfume
105	960	-	-	SASA	Fabric Care
106	975	-	-	ACNESTAR	Anti-Acne Products
107	986	-	-	FAIR GLOW	Skin Lightening Products

## Anti-Acne Products

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	975	-	-	ACNESTAR

# CATEGORY-WISE ALL INDIA LISTINGS

## Antiseptic Products

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	100	45	-55	DETTOL
2	292	307	15	BOROPLUS
3	323	296	-27	BOROLINE
4	562	466	-96	SAVLON

## Bath/Beauty

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	52	20	-32	LUX
2	86	43	-43	DOVE
3	131	251	120	PARK AVENUE
4	153	100	-53	LIFEBUOY
5	159	56	-103	NIVEA
6	199	116	-83	GARNIER
7	291	111	-180	PEARS
8	314	108	-206	CINTHOL
9	338	143	-195	SANTOOR
10	381	178	-203	VASELINE
11	550	161	-389	REXONA
12	570	-	-	CAMAY
13	591	172	-419	HAMAM
14	618	475	-143	MARGO
15	619	-	-	FIAMA DIWILLS
16	648	389	-259	VIVEL

## Bath/Beauty - Ayurvedic

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	393	167	-226	MEDIMIX
2	432	253	-179	VICCO
3	578	196	-382	AYUR
4	842	-	-	AYUSH
5	843	-	-	NEEM

# CATEGORY-WISE ALL INDIA LISTINGS

## Condoms

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	229	-	-	DUREX
2	250	-	-	MAN FORCE
3	711	-	-	SKORE

## Consumer Batteries

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	803	360	-443	EVEREADY
2	813	586	-227	DURACELL

## Cosmetics

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	63	50	-13	LAKME
2	110	61	-49	POND'S
3	169	117	-52	L'OREAL
4	347	-	-	MAYBELLINE BABY LIPS
5	352	434	82	AVON COSMETICS
6	383	272	-111	LOTUS
7	396	419	23	REVLON
8	848	432	-416	ELLE 18

## Cosmetics - Luxury

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	248	155	-93	OLAY
2	923	-	-	LANCOME



# CATEGORY-WISE ALL INDIA LISTINGS

## Deo/Perfume

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	105	60	-45	AXE
2	142	53	-89	FOGG
3	208	337	129	DENIM
4	240	281	41	WILD STONE
5	328	535	207	ENGAGE
6	411	429	18	DENVER DEO
7	667	544	-123	LAYER'R SHOT
8	881	895	14	ARAMUSK DEO
9	950	216	-734	EVA

## Diapers

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	333	287	-46	LIBERO
2	538	401	-137	HUGGIES
3	545	417	-128	PAMPERS
4	799	-	-	MAMY POKO PANTS

## Direct Selling

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	244	230	-14	AMWAY
2	421	318	-103	ORIFLAME

## Dishcare

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	478	194	-284	VIM

# CATEGORY-WISE ALL INDIA LISTINGS

## Disinfectant

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	942	256	-686	LIZOL

## Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	12	87	75	PATANJALI
2	101	168	67	HINDUSTAN UNILEVER
3	107	333	226	P&G
4	125	199	74	NIRMA
5	351	301	-50	EMAMI
6	439	370	-69	CAVINKARE
7	511	-	-	MARICO

## Fabric Care

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	180	90	-90	RIN
2	213	114	-99	SURF EXCEL
3	247	129	-118	TIDE
4	327	255	-72	WHEEL
5	414	138	-276	ARIEL
6	446	420	-26	UJALA
7	688	728	40	SUNLIGHT DETERGENT
8	860	375	-485	HENKO DETERGENT
9	926	913	-13	GHARI
10	960	-	-	SASA

## Fabric Conditioner

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	898	890	-8	COMFORT FABRIC

# CATEGORY-WISE ALL INDIA LISTINGS

## Hair Care

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	201	55	-146	SUNSILK
2	270	145	-125	PANTENE
3	369	280	-89	SET WET
4	377	191	-186	HEAD & SHOULDERS
5	382	304	-78	LIVON
6	409	106	-303	CLINIC PLUS
7	544	-	-	AVEDA
8	791	505	-286	TRESEMME

## Hair Oil

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	534	189	-345	PARACHUTE
2	715	582	-133	NIHAR
3	765	946	181	COCORAJ HAIR OIL
4	909	671	-238	DABUR LAL OIL

## Hair Removal

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	507	592	85	VEET

## Lipstick

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	367	-	-	ADS LIPSTICK



# CATEGORY-WISE ALL INDIA LISTINGS

## Oral Hygiene

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	43	19	-24	COLGATE
2	137	88	-49	PEPSODENT
3	163	109	-54	CLOSE UP
4	441	240	-201	ORAL B
5	453	311	-142	SENSODYNE
6	615	246	-369	BABOOL
7	722	-	-	COLGATE CIBACA

## Personal Hygiene Products

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	331	445	114	WHISPER
2	599	538	-61	STAYFREE
3	639	654	15	SOFY

## Shaving Products

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	243	261	18	GILLETTE
2	782	666	-116	TOPAZ

## Skin Care

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	775	464	-311	EVERYUTH

## CATEGORY-WISE ALL INDIA LISTINGS

### Skin Lightening Products

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	168	127	-41	FAIR & LOVELY
2	672	558	-114	FAIR AND HANDSOME
3	986	-	-	FAIR GLOW

### Toilet Cleaner

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	580	137	-443	HARPIC

## Food & Beverage



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	37	32	-5	AMUL	Dairy - Diversified
2	49	37	-12	PEPSI	Aerated Beverages
3	61	92	31	PARLE	Diversified
4	62	47	-15	BRITANNIA	Diversified
5	66	42	-24	NESTLE	Diversified
6	87	65	-22	COCA-COLA	Aerated Beverages
7	106	113	7	CADBURY'S	Confectionery - Diversified
8	114	211	97	NESTLE MAGGI	Instant Noodles
9	118	169	51	BISLERI	Packaged Drinking Water
10	154	72	-82	HALDIRAM'S	Packaged Snacks
11	164	75	-89	MAAZA	Non-aerated Beverages
12	171	71	-100	HORLICKS	Nutritional Supplement
13	177	248	71	SUNFEAST	Diversified
14	178	285	107	NESCAFE	Instant Coffee
15	184	185	1	BALAJI FOODS	Packaged Snacks
16	190	130	-60	THUMS UP	Aerated Beverages
17	218	198	-20	TATA TEA	Tea

# CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
18	224	81	-143	AASHIRVAAD	Staple Kitchen Ingredients
19	241	142	-99	TATA SALT	Salt
20	245	105	-140	PARLE G	Biscuits - Brand
21	246	264	18	MOTHER DAIRY	Dairy - Diversified
22	254	171	-83	FANTA	Aerated Beverages
23	262	316	54	RED BULL	Energy Drink
24	269	205	-64	AACHI	Masala & Spices
25	279	162	-117	LIMCA	Aerated Beverages
26	289	-	-	CHITALE BANDHU	Packaged Snacks
27	290	183	-107	BRU	Instant Coffee
28	299	76	-223	SPRITE	Aerated Beverages
29	300	306	6	KINLEY	Packaged Drinking Water
30	304	136	-168	LAYS	Packaged Snacks
31	308	195	-113	7UP	Aerated Beverages
32	309	121	-188	BOOST	Nutritional Supplement
33	310	124	-186	MIRINDA	Aerated Beverages
34	312	289	-23	VADILAL	Ice cream/Frozen Dessert - Diversified
35	326	422	96	KIT KAT	Chocolate Bar
36	329	139	-190	MANGO FROOTI	Non-aerated Beverages
37	343	259	-84	SAFFOLA	Edible Oil
38	346	271	-75	CADBURY DAIRY MILK	Chocolate Bar
39	348	386	38	HAVMOR	Ice cream/Frozen Dessert - Diversified
40	366	134	-232	BOURNVITA	Nutritional Supplement
41	373	-	-	DUKE'S	Aerated Beverages
42	374	176	-198	MDH	Masala & Spices
43	389	534	145	DABUR REAL	Packaged Juice
44	400	633	233	KWALITY WALLS	Ice cream/Frozen Dessert - Diversified
45	405	187	-218	KISSAN	Processed Foods
46	406	740	334	BRITANNIA TIGER	Biscuits - Brand
47	412	291	-121	GLUCON D	Powdered Drink
48	422	192	-230	FORTUNE	Edible Oil
49	440	361	-79	RED LABEL TEA	Tea
50	444	413	-31	MONACO	Biscuits - Brand
51	448	351	-97	AAVIN DAIRY	Dairy - Diversified
52	450	177	-273	COMPLAN	Nutritional Supplement
53	452	266	-186	PRIYAGOLD BISCUITS	Biscuit Manufacturer
54	454	217	-237	LIPTON	Tea
55	455	489	34	SLICE	Non-aerated Beverages
56	460	529	69	GOPAL DAIRY	Dairy - Diversified
57	462	428	-34	KELLOGG'S	Breakfast Cereal



## CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
58	464	348	-116	HAJMOLA	Digestive Tablets
59	470	182	-288	POLO CANDY	Mouth Freshener
60	529	492	-37	SUNFEAST YIPPEE NOODLES	Instant Noodles
61	532	-	-	MALWA FOODS	Biscuit Manufacturer
62	542	288	-254	AQUAFINA	Packaged Drinking Water
63	557	451	-106	EVEREST	Masala & Spices
64	558	910	352	DANONE	Dairy - Diversified
65	563	365	-198	RASNA	Powdered Drink
66	572	488	-84	DALDA	Hydrogenated Vegetable Oil
67	626	-	-	MARS	Chocolate Bar
68	641	650	9	MUNCH	Chocolate Bar
69	649	-	-	TWININGS	Tea
70	650	424	-226	OREO	Biscuits - Brand
71	653	833	180	WAGH BAKRI	Tea
72	659	450	-209	RAJNIGANDHA	Mouth Freshener - Traditional
73	662	469	-193	SHAKTI BHOG	Staple Kitchen Ingredients
74	669	519	-150	TAJ MAHAL TEA	Tea
75	674	-	-	KALIMARK	Aerated Beverage Manufacturer
76	679	-	-	AMULYA DAIRY WHITENER	Milk Powder
77	683	-	-	WRIGLEYS	Chewing Gum
78	685	-	-	PARLE GOLD STAR	Biscuits - Brand
79	687	153	-534	BRITANNIA GOOD DAY	Biscuits - Brand
80	694	-	-	KOHINOOR BASMATI RICE	Packaged Rice
81	696	-	-	TETLEY	Tea
82	706	746	40	TANG	Powdered Drink
83	709	669	-40	BERTOLLI	Edible Olive Oil
84	710	634	-76	MOUNTAIN DEW	Aerated Beverages
85	723	-	-	DIAMOND	Packaged Snacks
86	724	498	-226	MTR	RTC Foods
87	727	-	-	BABA ZARDA	Tobacco Products
88	730	817	87	CHING'S	RTC Foods
89	739	-	-	BLUE BIRD	RTC Foods
90	740	625	-115	KNORR	RTC Foods
91	760	-	-	PILLSBURY	Staple Kitchen Ingredients
92	764	911	147	TROPICANA	Packaged Juice
93	769	749	-20	GOWARDHAN GHEE	Ghee
94	771	813	42	LION DATES	Dates
95	774	-	-	CADBURY 5 STAR	Chocolate Bar
96	776	933	157	SOSYO	Aerated Beverages
97	779	315	-464	BINGO	Packaged Snacks

# CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
98	790	624	-166	BRITANNIA MARIE GOLD	Biscuits - Brand
99	792	717	-75	PARLE HIDE & SEEK	Biscuits - Brand
100	806	630	-176	NUTRELA	Soya Products
101	809	-	-	HERSHEY'S	Confectionery - Diversified
102	812	-	-	PROTINEX	Nutritional Supplement
103	814	144	-670	MANGOLA	Non-aerated Beverages
104	821	-	-	PARLE MARIE	Biscuits - Brand
105	829	231	-598	BOVONTO	Aerated Beverages
106	839	-	-	GAGAN GHEE	Ghee
107	853	951	98	RAJA BISCUIT	Biscuit Manufacturer
108	870	-	-	NATURALS	Ice cream/Frozen Dessert - Diversified
109	872	214	-658	CADBURY GEMS	Candy/Toffee
110	876	-	-	CHEETOS	Packaged Snacks
111	877	-	-	CREAMBELL	Ice cream/Frozen Dessert - Diversified
112	883	-	-	SUNFLOWER OIL	Edible Oil
113	884	-	-	PARLE 20 20	Biscuits - Brand
114	887	539	-348	BISK FARM	Diversified
115	892	-	-	BADSHAH	Masala & Spices
116	897	-	-	100 PLUS	Isotonic Sports Drink
117	902	229	-673	KURKURE	Packaged Snacks
118	917	-	-	EVERYDAY	Milk Powder
119	928	345	-583	BIKANERVALA	Traditional Foods
120	941	165	-776	BROOKE BOND TEA	Tea
121	949	499	-450	CADBURY PERK	Chocolate Bar
122	951	-	-	ALMOND ROCA	Candy/Toffee
123	970	702	-268	MENTOS	Mouth Freshener
124	974	-	-	RAMA AGRO FOODS	Processed Foods
125	978	-	-	DABUR HONEY	Honey
126	983	-	-	ASSAM TEA	Tea
127	993	-	-	ANNAPURNA	Staple Kitchen Ingredients
129	996	507	-489	MOHANI TEA	Tea
130	997	-	-	CORNETTO	Ice cream/Frozen Dessert - Brand

## Aerated Beverage Manufacturer

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	674	-	-	KALIMARK

# CATEGORY-WISE ALL INDIA LISTINGS

## Aerated Beverages

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	49	37	-12	PEPSI
2	87	65	-22	COCA-COLA
3	190	130	-60	THUMS UP
4	254	171	-83	FANTA
5	279	162	-117	LIMCA
6	299	76	-223	SPRITE
7	308	195	-113	7UP
8	310	124	-186	MIRINDA
9	373	-	-	DUKE'S
10	710	634	-76	MOUNTAIN DEW
11	776	933	157	SOSYO
12	829	231	-598	BOVONTO

## Biscuit Manufacturer

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	452	266	-186	PRIYAGOLD BISCUITS
2	532	-	-	MALWA FOODS
3	853	951	98	RAJA BISCUIT

## Biscuits - Brand

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	245	105	-140	PARLE G
2	406	740	334	BRITANNIA TIGER
3	444	413	-31	MONACO
4	650	424	-226	OREO
5	685	-	-	PARLE GOLD STAR
6	687	153	-534	BRITANNIA GOOD DAY
7	790	624	-166	BRITANNIA MARIE GOLD
8	792	717	-75	PARLE HIDE & SEEK
9	821	-	-	PARLE MARIE
10	884	-	-	PARLE 20 20



# CATEGORY-WISE ALL INDIA LISTINGS

## Breakfast Cereal

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	462	428	-34	KELLOGG'S

## Candy/Toffee

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	872	214	-658	CADBURY GEMS
2	951	-	-	ALMOND ROCA

## Chewing Gum

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	683	-	-	WRIGLEYS

## Chocolate Bar

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	326	422	96	KIT KAT
2	346	271	-75	CADBURY DAIRY MILK
3	626	-	-	MARS
4	641	650	9	MUNCH
5	774	-	-	CADBURY 5 STAR
6	949	499	-450	CADBURY PERK

## Confectionery - Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	106	113	7	CADBURY'S
2	809	-	-	HERSHEY'S

# CATEGORY-WISE ALL INDIA LISTINGS

## Dairy - Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	37	32	-5	AMUL
2	246	264	18	MOTHER DAIRY
3	448	351	-97	AAVIN DAIRY
4	460	529	69	GOPAL DAIRY
5	558	910	352	DANONE

## Dates

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	771	813	42	LION DATES

## Digestive Tablets

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	464	348	-116	HAJMOLA

## Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	61	92	31	PARLE
2	62	47	-15	BRITANNIA
3	66	42	-24	NESTLE
4	177	248	71	SUNFEAST
5	887	539	-348	BISK FARM

## Edible Oil

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	343	259	-84	SAFFOLA
2	422	192	-230	FORTUNE
3	883	-	-	SUNFLOWER OIL

# CATEGORY-WISE ALL INDIA LISTINGS

## Edible Olive Oil

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	709	669	-40	BERTOLLI

## Energy Drink

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	262	316	54	RED BULL

## Ghee

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	769	749	-20	GOWARDHAN GHEE
2	839	-	-	GAGAN GHEE

## Honey

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	978	-	-	DABUR HONEY

## Hydrogenated Vegetable Oil

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	572	488	-84	DALDA

## Ice cream/Frozen Dessert - Brand

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	997	-	-	CORNETTO



# CATEGORY-WISE ALL INDIA LISTINGS

## Ice cream/Frozen Dessert - Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	312	289	-23	VADILAL
2	348	386	38	HAVMOR
3	400	633	233	KWALITY WALLS
4	870	-	-	NATURALS
5	877	-	-	CREAMBELL

## Instant Coffee

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	178	285	107	NESCAFE
2	290	183	-107	BRU

## Instant Noodles

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	114	211	97	NESTLE MAGGI
2	529	492	-37	SUNFEAST YIPPEE NOODLES

## Isotonic Sports Drink

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	897	-	-	100 PLUS

## Milk Powder

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	679	-	-	AMULYA DAIRY WHITENER
2	917	-	-	EVERYDAY

# CATEGORY-WISE ALL INDIA LISTINGS

## Mouth Freshener

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	470	182	-288	POLO CANDY
2	970	702	-268	MENTOS

## Mouth Freshener - Traditional

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	659	450	-209	RAJNIGANDHA

## Non-aerated Beverages

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	164	75	-89	MAAZA
2	329	139	-190	MANGO FROOTI
3	455	489	34	SLICE
4	814	144	-670	MANGOLA

## Nutritional Supplement

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	171	71	-100	HORLICKS
2	309	121	-188	BOOST
3	366	134	-232	BOURNVITA
4	450	177	-273	COMPLAN
5	812	-	-	PROTINEX

# CATEGORY-WISE ALL INDIA LISTINGS

## Packaged Drinking Water

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	118	169	51	BISLERI
2	300	306	6	KINLEY
3	542	288	-254	AQUAFINA

## Packaged Juice

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	389	534	145	DABUR REAL
2	764	911	147	TROPICANA

## Packaged Rice

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	694	-	-	KOHINOOR BASMATI RICE

## Packaged Snacks

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	154	72	-82	HALDIRAM'S
2	184	185	1	BALAJI FOODS
3	289	-	-	CHITALE BANDHU
4	304	136	-168	LAYS
5	723	-	-	DIAMOND
6	779	315	-464	BINGO
7	876	-	-	CHEETOS
8	902	229	-673	KURKURE



# CATEGORY-WISE ALL INDIA LISTINGS

## Powdered Drink

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	412	291	-121	GLUCON D
2	563	365	-198	RASNA
3	706	746	40	TANG

## Processed Foods

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	405	187	-218	KISSAN
2	974	-	-	RAMA AGRO FOODS

## RTC Foods

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	724	498	-226	MTR
2	730	817	87	CHING'S
3	739	-	-	BLUE BIRD
4	740	625	-115	KNORR

## Salt

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	241	142	-99	TATA SALT

## Soya Products

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	806	630	-176	NUTRELA

# CATEGORY-WISE ALL INDIA LISTINGS

## Masala & Spices

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	269	205	-64	AACHI
2	374	176	-198	MDH
3	557	451	-106	EVEREST
4	892	-	-	BADSHAH

## Staple Kitchen Ingredients

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	224	81	-143	AASHIRVAAD
2	662	469	-193	SHAKTI BHOG
3	760	-	-	PILLSBURY
4	993	-	-	ANNAPURNA

## Traditional Foods

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	928	345	-583	BIKANERVALA

## Tea

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	218	198	-20	TATA TEA
2	440	361	-79	RED LABEL TEA
3	454	217	-237	LIPTON
4	649	-	-	TWININGS
5	653	833	180	WAGH BAKRI
6	669	519	-150	TAJ MAHAL TEA
7	696	-	-	TETLEY
8	941	165	-776	BROOKE BOND TEA
9	983	-	-	ASSAM TEA
10	996	507	-489	MOHANI TEA

# CATEGORY-WISE ALL INDIA LISTINGS

Tobacco Products				
RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	727	-	-	BABA ZARDA

## Government



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	434	-	-	DIGITAL INDIA	Government Initiative
2	800	-	-	CBI	Investigation Body
3	808	-	-	NDMC	Municipal Council
4	830	-	-	INDIA POST	Postal Services

Government Initiative				
RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	434	-	-	DIGITAL INDIA
Investigation Body				
RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	800	-	-	CBI
Municipal Council				
RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	808	-	-	NDMC



## CATEGORY-WISE ALL INDIA LISTINGS

Postal Services				
RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	830	-	-	INDIA POST

## HEALTHCARE



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	48	68	20	DABUR	Ayurveda - Diversified
2	82	532	450	CIPLA	Pharmaceuticals - Indian
3	94	150	56	HIMALAYA	Ayurveda - Diversified
4	130	119	-11	J&J	Diversified
5	216	569	353	GSK	Pharmaceuticals - International
6	272	781	509	MANKIND PHARMA	Pharmaceuticals - Indian
7	283	353	70	MOOV	Pain Balm
8	330	283	-47	VICKS	OTC
9	342	-	-	BIOCON	Pharmaceuticals - Indian
10	350	233	-117	IODEX	Pain Balm
11	365	608	243	FORTIS HOSPITALS	Hospitals
12	415	683	268	APOLLO HOSPITALS	Hospitals
13	417	242	-175	ZANDU BALM	Pain Balm
14	419	-	-	ABBOTT	Pharmaceuticals - International
15	424	-	-	LOMOFEN	Drug Brand
16	438	-	-	MERCK PHARMA	Pharmaceuticals - International
17	467	-	-	SUN PHARMA	Pharmaceuticals - Indian
18	475	457	-18	CROCIN	OTC
19	537	486	-51	HIMANI FAST RELIEF	Pain Balm
20	589	-	-	SARIDON	OTC
21	606	-	-	WOCKHARDT	Pharmaceuticals - Indian
22	632	495	-137	NOVA HEALTHCARE	Daycare Services
23	635	597	-38	HAMDARD	Unani Medicine
24	636	-	-	GLENMARK	Pharmaceuticals - Indian
25	689	482	-207	VLCC	Health Management
26	733	-	-	DR REDDY'S	Pharmaceuticals - Indian
27	741	-	-	BAIDYANATH	Ayurveda - Diversified

# CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
28	747	-	-	COMBIFLAM	Drug Brand
29	789	-	-	ALLEN AYURVEDIC	Ayurveda - Diversified
30	801	-	-	LUPIN	Pharmaceuticals - Indian
31	836	743	-93	ZYDUS CADILA	Pharmaceuticals - Indian
32	855	-	-	NICOTEX GUM	Nicotine Gum
33	886	-	-	FDC	Pharmaceuticals - Indian
34	906	-	-	MAX HEALTHCARE	Hospitals
35	918	-	-	LEELAVATI HOSPITAL	Hospitals
36	947	556	-391	AMRUTANJAN	Pain Balm
37	948	-	-	AIIMS	Hospitals
38	952	465	-487	AJANTA PHARMA	Pharmaceuticals - Indian
39	999	-	-	PREGANEWS	Pregnancy Test

## Ayurveda - Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	48	68	20	DABUR
2	94	150	56	HIMALAYA
3	741	-	-	BAIDYANATH
4	789	-	-	ALLEN AYURVEDIC

## Daycare Services

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	632	495	-137	NOVA HEALTHCARE

## Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	130	119	-11	J&J

# CATEGORY-WISE ALL INDIA LISTINGS

## Drug Brand

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	424	-	-	LOMOFEN
2	747	-	-	COMBIFLAM

## Health Management

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	689	482	-207	VLCC

## Hospitals

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	365	608	243	FORTIS HOSPITALS
2	415	683	268	APOLLO HOSPITALS
3	906	-	-	MAX HEALTHCARE
4	918	-	-	LEELAVATI HOSPITAL
5	948	-	-	AIIMS

## Nicotine Gum

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	855	-	-	NICOTEX GUM

## OTC

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	330	283	-47	VICKS
2	475	457	-18	CROCIN
3	589	-	-	SARIDON



# CATEGORY-WISE ALL INDIA LISTINGS

## Pain Balm

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	283	353	70	MOOV
2	350	233	-117	IODEX
3	417	242	-175	ZANDU BALM
4	537	486	-51	HIMANI FAST RELIEF
5	947	556	-391	AMRUTANJAN

## Pharmaceuticals - Indian

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	82	532	450	CIPLA
2	272	781	509	MANKIND PHARMA
3	342	-	-	BIOCON
4	467	-	-	SUN PHARMA
5	606	-	-	WOCKHARDT
6	636	-	-	GLENMARK
7	733	-	-	DR REDDY'S
8	801	-	-	LUPIN
9	836	743	-93	ZYDUS CADILA
10	886	-	-	FDC
11	952	465	-487	AJANTA PHARMA

## Pharmaceuticals - International

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	216	569	353	GSK
2	419	-	-	ABBOTT
3	438	-	-	MERCK PHARMA

## Pregnancy Test

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	999	-	-	PREGANEWS

## CATEGORY-WISE ALL INDIA LISTINGS

### Unani Medicine

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	635	597	-38	HAMDARD



## Home Care

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	161	174	13	GOOD KNIGHT	Pest Repellent
2	282	218	-64	ALL OUT	Pest Repellent
3	318	376	58	AJANTA CLOCKS	Clock Manufacturer
4	335	258	-77	MORTEIN	Pest Repellent
5	404	594	190	CERA	Bath Fixtures
6	471	188	-283	FEVICOL	Adhesive
7	517	510	-7	HINDWARE	Bath Fixtures
8	644	-	-	KOHLER	Bath Fixtures
9	651	-	-	JAQUAR FITTINGS	Bath Fixtures
10	670	426	-244	PARRYWARE	Bath Fixtures
11	700	-	-	KAJARIA	Ceramics
12	720	804	84	SLEEP WELL	Mattresses
13	761	-	-	LA OPALA	Cutlery & Silverware
14	816	395	-421	ODONIL	Air Freshener
15	841	657	-184	CYCLE AGARBATTI	Agarbattis
16	851	238	-613	NEELKAMAL	Plastic Furniture
17	905	476	-429	KURL-ON	Mattresses
18	920	834	-86	DR FIXIT	Waterproofing Products

### Adhesive

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	471	188	-283	FEVICOL

# CATEGORY-WISE ALL INDIA LISTINGS

## Agarbattis

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	841	657	-184	CYCLE AGARBATTI

## Air Freshener

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	816	395	-421	ODONIL

## Bath Fixtures

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	404	594	190	CERA
2	517	510	-7	HINDWARE
3	644	-	-	KOHLER
4	651	-	-	JAQUAR FITTINGS
5	670	426	-244	PARRYWARE

## Ceramics

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	700	-	-	KAJARIA

## Clock Manufacturer

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	318	376	58	AJANTA CLOCKS



# CATEGORY-WISE ALL INDIA LISTINGS

## Cutlery & Silverware

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	761	-	-	LA OPALA

## Mattresses

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	720	804	84	SLEEP WELL
2	905	476	-429	KURL-ON

## Pest Repellent

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	161	174	13	GOOD KNIGHT
2	282	218	-64	ALL OUT
3	335	258	-77	MORTEIN

## Plastic Furniture

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	851	238	-613	NEELKAMAL

## Waterproofing Products

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	920	834	-86	DR FIXIT

# CATEGORY-WISE ALL INDIA LISTINGS



## Hospitality

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	302	269	-33	TAJ HOTELS	Hotels - Premium
2	946	-	-	COUNTRY CLUB	Clubs

Clubs					
RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	
1	946	-	-	COUNTRY CLUB	

Hotels - Premium					
RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	
1	302	269	-33	TAJ HOTELS	



## Household Electricals

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	151	58	-93	USHA FANS	Fans
2	155	319	164	SYSKA LED	LED
3	182	208	26	HAVELLS	Fast Moving Electricals
4	271	213	-58	ANCHOR	Fast Moving Electricals
5	316	-	-	LUMINOUS	Invertors/Batteries
6	317	-	-	ORPAT	Fans
7	354	226	-128	KHAITAN	Fans
8	384	602	218	V GUARD	Fast Moving Electricals
9	392	262	-130	ORIENT	Fans
10	485	896	411	MICROTEK	Fast Moving Electricals
11	783	252	-531	SURYA LED LIGHT	LED
12	846	-	-	CONA ELECTRICALS	Fast Moving Electricals
13	930	-	-	LEGRAND	Fast Moving Electricals

# CATEGORY-WISE ALL INDIA LISTINGS

## Fans

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	151	58	-93	USHA FANS
2	317	-	-	ORPAT
3	354	226	-128	KHAITAN
4	392	262	-130	ORIENT

## Fast Moving Electricals

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	182	208	26	HAVELLS
2	271	213	-58	ANCHOR
3	384	602	218	V GUARD
4	485	896	411	MICROTEK
5	846	-	-	CONA ELECTRICALS
6	930	-	-	LEGRAND

## Invertors/Batteries

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	316	-	-	LUMINOUS

## LED

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	155	319	164	SYSKA LED
2	783	252	-531	SURYA LED LIGHT



# CATEGORY-WISE ALL INDIA LISTINGS



## Internet

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	19	102	83	GOOGLE	Internet Search
2	44	96	52	AMAZON	Online Retailer - Diversified
3	50	157	107	FACEBOOK	Social Networking
4	91	125	34	FLIPKART	Online Retailer - Diversified
5	115	324	209	YAHOO!	Internet Search
6	126	339	213	WHATSAPP	Instant Messaging Service
7	135	341	206	PAYTM	Digital Wallet
8	149	605	456	OLA	Online Taxi Aggregator
9	157	344	187	eBAY	Online Retailer - Diversified
10	172	500	328	YOUTUBE	Video-sharing
11	175	373	198	OLX.IN	Internet Classifieds Service
12	191	483	292	UBER	Online Taxi Aggregator
13	202	302	100	SNAPDEAL	Online Retailer - Diversified
14	261	564	303	QUIKR	Internet Classifieds Service
15	264	700	436	GMAIL	Email Service
16	278	506	228	TWITTER	Social Networking
17	295	397	102	MYNTRA	Online Retailer - Fashion
18	361	583	222	JABONG	Online Retailer - Fashion
19	418	-	-	TRIVAGO	Hotel Search
20	457	-	-	INSTAGRAM	Social Networking
21	491	461	-30	SHOPCLUES.COM	Online Retailer - Diversified
22	497	865	368	PAYPAL	Online Payment
23	523	-	-	SHOP CJ	Online Retailer - Diversified
24	605	948	343	OYO ROOMS	Online Hotel Marketplace
25	762	-	-	SWIGGY.COM	Online Food Aggregator
26	862	-	-	YATRA.COM	Online Travel
27	904	-	-	INDIAMART	Internet Classifieds Service
28	912	-	-	SHAADI.COM	Matrimony
29	915	786	-129	JUSTDIAL	Local Search
30	953	-	-	BIG BASKET	Online Grocery Retailer

### Digital Wallet

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	135	341	206	PAYTM

# CATEGORY-WISE ALL INDIA LISTINGS

## Email Service

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	264	700	436	GMAIL

## Hotel Search

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	418	-	-	TRIVAGO

## Instant Messaging Service

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	126	339	213	WHATSAPP

## Internet Classifieds Service

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	175	373	198	OLX.IN
2	261	564	303	QUIKR
3	904	-	-	INDIAMART

## Internet Search

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	19	102	83	GOOGLE
2	115	324	209	YAHOO!

# CATEGORY-WISE ALL INDIA LISTINGS

## Local Search

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	915	786	-129	JUSTDIAL

## Matrimony

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	912	-	-	SHAADI.COM

## Online Food Aggregator

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	762	-	-	SWIGGY.COM

## Online Grocery Retailer

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	953	-	-	BIG BASKET

## Online Hotel Marketplace

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	605	948	343	OYO ROOMS

## Online Payment

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	497	865	368	PAYPAL

# CATEGORY-WISE ALL INDIA LISTINGS

## Online Retailer - Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	44	96	52	AMAZON
2	91	125	34	FLIPKART
3	157	344	187	eBAY
4	202	302	100	SNAPDEAL
5	491	461	-30	SHOPCLUES.COM
6	523	-	-	SHOP CJ

## Online Retailer - Fashion

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	295	397	102	MYNTRA
2	361	583	222	JABONG

## Online Taxi Aggregator

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	149	605	456	OLA
2	191	483	292	UBER

## Online Travel

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	862	-	-	YATRA.COM

## Social Networking

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	50	157	107	FACEBOOK
2	278	506	228	TWITTER
3	457	-	-	INSTAGRAM



# CATEGORY-WISE ALL INDIA LISTINGS

## Video-sharing

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	172	500	328	YOUTUBE



## KITCHEN CARE

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	376	200	-176	PRESTIGE	Cookware
2	520	170	-350	MILTON	Kitchenware
3	656	797	141	MORPHY RICHARDS	Kitchen Appliances
4	668	284	-384	HAWKINS	Cookware
5	750	286	-464	PREETHI	Kitchen Appliances
6	817	516	-301	PIGEON	Cookware
7	826	877	51	MAHARAJA	Kitchen Appliances
8	958	-	-	VAARTHA	Kitchenware

## Cookware

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	376	200	-176	PRESTIGE
2	668	284	-384	HAWKINS
3	817	516	-301	PIGEON

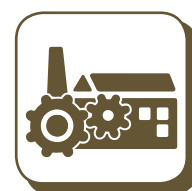
## Kitchen Appliances

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	656	797	141	MORPHY RICHARDS
2	750	286	-464	PREETHI
3	826	877	51	MAHARAJA

## CATEGORY-WISE ALL INDIA LISTINGS

Kitchenware				
RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	520	170	-350	MILTON
2	958	-	-	VAARTHA

## MANUFACTURING



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	23	761	738	HERO CYCLES	Bicycles
2	179	303	124	ASIAN PAINTS	Paints
3	222	220	-2	AMBUJA CEMENT	Cement
4	223	317	94	ACC	Cement
5	232	-	-	ABB	Diversified
6	349	-	-	BERGER PAINTS	Paints
7	427	639	212	HERCULES	Bicycles
8	442	202	-240	BIRLA CEMENT	Cement
9	459	472	13	JK CEMENT	Cement
10	502	957	455	JINDAL STEEL	Metal
11	510	423	-87	NEROLAC	Paints
12	513	438	-75	CROMPTON GREAVES	Engineering
13	526	-	-	HINDALCO	Metal
14	543	-	-	BHEL	Heavy Engineering
15	567	627	60	SINTEX	Diversified
16	569	517	-52	FINOLEX	Diversified
17	575	398	-177	TATA STEEL	Metal
18	588	-	-	EMERSON	Technology
19	622	584	-38	ATLAS CYCLE	Bicycles
20	629	-	-	YONEX	Sports Equipment
21	675	979	304	GREEN PLY	Plywood
22	691	-	-	LADY BIRD CYCLE	Bicycles
23	736	-	-	FORCE FLEX	Plastic Bags
24	737	-	-	SHYAM STEEL	Metal
25	759	-	-	SR MB TMT BAR	TMT Bars
26	811	-	-	BANGUR CEMENT	Cement

# CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
27	824	-	-	SURYA CEMENT	Cement
28	849	-	-	PIDILITE	Chemicals and Adhesives
29	871	-	-	KC PAUL & SONS	Rain Wear
30	893	-	-	LAFARGE	Cement
31	916	-	-	DFL	Industrial-strength Fasteners
32	944	-	-	RAMCO CEMENT	Cement
33	945	-	-	CENTURYPLY	Plywood
34	964	588	-376	BINANI CEMENT	Cement

## Bicycles

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	23	761	738	HERO CYCLES
2	427	639	212	HERCULES
3	622	584	-38	ATLAS CYCLE
4	691	-	-	LADY BIRD CYCLE

## Cement

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	222	220	-2	AMBUJA CEMENT
2	223	317	94	ACC
3	442	202	-240	BIRLA CEMENT
4	459	472	13	JK CEMENT
5	811	-	-	BANGUR CEMENT
6	824	-	-	SURYA CEMENT
7	893	-	-	LAFARGE
8	944	-	-	RAMCO CEMENT
9	964	588	-376	BINANI CEMENT

## Chemicals and Adhesives

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	849	-	-	PIDILITE

# CATEGORY-WISE ALL INDIA LISTINGS

## Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	232	-	-	ABB
2	567	627	60	SINTEX
3	569	517	-52	FINOLEX

## Engineering

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	513	438	-75	CROMPTON GREAVES

## Heavy Engineering

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	543	-	-	BHEL

## Industrial-strength Fasteners

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	916	-	-	DFL

## Metal

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	502	957	455	JINDAL STEEL
2	526	-	-	HINDALCO
3	575	398	-177	TATA STEEL
4	737	-	-	SHYAM STEEL



# CATEGORY-WISE ALL INDIA LISTINGS

## Paints

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	179	303	124	ASIAN PAINTS
2	349	-	-	BERGER PAINTS
3	510	423	-87	NEROLAC

## Plastic Bags

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	736	-	-	FORCE FLEX

## Plywood

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	675	979	304	GREEN PLY
2	945	-	-	CENTURYPLY

## Rain Wear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	871	-	-	KC PAUL & SONS

## Sports Equipment

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	629	-	-	YONEX

## Technology

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	588	-	-	EMERSON

## CATEGORY-WISE ALL INDIA LISTINGS

TMT Bars				
RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	759	-	-	SR MB TMT BAR

## Media - Print



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	112	527	415	TIMES OF INDIA	Newspaper - English
2	173	-	-	HINDUSTAN	Newspaper - Hindi
3	186	366	180	DAINIK JAGRAN	Newspaper - Hindi
4	447	-	-	HINDU	Newspaper - English
5	494	357	-137	HINDUSTAN TIMES	Newspaper - English
6	519	-	-	MIDDAY	Newspaper - English
7	528	-	-	THE TELEGRAPH	Newspaper - English
8	535	-	-	SAKSHI	Newspaper - Telugu
9	536	598	62	OUTLOOK	Magazine - English
10	571	-	-	THE ECONOMIC TIMES	English Financial
11	579	536	-43	ASIAN AGE	Newspaper - English
12	680	525	-155	INDIA TODAY	Magazine - English
13	726	-	-	MUMBAI MIRROR	Newspaper - English
14	735	-	-	BARTAMAN	Newspaper - Bengali
15	772	-	-	DECCAN CHRONICLE	Newspaper - English
16	781	-	-	FINANCIAL TIMES	English Financial
17	857	-	-	ANANDBAZAR PATRIKA	Newspaper - Bengali
18	868	-	-	FEMINA	Magazine - English
19	878	273	-605	LOKMAT	Newspaper - Marathi
20	900	-	-	STARDUST	Magazine - English
21	929	-	-	MAHARASHTRA TIMES	Newspaper - Marathi
22	936	853	-83	NAVBHARAT TIMES	Newspaper - Hindi

# CATEGORY-WISE ALL INDIA LISTINGS

## English Financial

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	571	-	-	THE ECONOMIC TIMES
2	781	-	-	FINANCIAL TIMES

## Magazine - English

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	536	598	62	OUTLOOK
2	680	525	-155	INDIA TODAY
3	868	-	-	FEMINA
4	900	-	-	STARDUST

## Newspaper - Bengali

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	735	-	-	BARTAMAN
2	857	-	-	ANANDBAZAR PATRIKA

## Newspaper - English

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	112	527	415	TIMES OF INDIA
2	447	-	-	HINDU
3	494	357	-137	HINDUSTAN TIMES
4	519	-	-	MIDDAY
5	528	-	-	THE TELEGRAPH
6	579	536	-43	ASIAN AGE
7	726	-	-	MUMBAI MIRROR
8	772	-	-	DECCAN CHRONICLE

## CATEGORY-WISE ALL INDIA LISTINGS

### Newspaper - Hindi

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	173	-	-	HINDUSTAN
2	186	366	180	DAINIK JAGRAN
3	936	853	-83	NAVBHARAT TIMES

### Newspaper - Marathi

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	878	273	-605	LOKMAT
2	929	-	-	MAHARASHTRA TIMES

### Newspaper - Telugu

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	535	-	-	SAKSHI

## MEDIA - RADIO



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	531	-	-	RADIO ONE	FM
2	961	-	-	RED FM	FM



# CATEGORY-WISE ALL INDIA LISTINGS



## Media - TV

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	111	159	48	NDTV	Channel Cluster
2	143	154	11	AAJ TAK	Hindi News
3	198	-	-	SONY ENTERTAINMENT TELEVISION	Hindi GEC
4	226	93	-133	ZEE TV	Hindi GEC
5	235	367	132	ZEE NEWS	Hindi News
6	263	651	388	DISNEY	Kids Channel
7	296	379	83	ABP NEWS	Hindi News
8	322	110	-212	STAR PLUS	Hindi GEC
9	364	770	406	DISCOVERY	Factual Entertainment
10	368	-	-	REPUBLIC	English News
11	386	992	606	TV 9	Channel Cluster
12	395	103	-292	MTV	Music Channel
13	486	573	87	HBO	English Movies
14	492	474	-18	LIFE OK	Hindi GEC
15	525	523	-2	ZEE	Channel Cluster
16	541	-	-	MAA TV	Telugu GEC
17	554	394	-160	INDIA TV	Hindi News
18	555	694	139	DD	Government Channel Cluster
19	559	-	-	ETV	Channel Cluster
20	573	-	-	TEN SPORTS	Sports Channel
21	654	-	-	SURYA TV	Malayalam GEC
22	690	-	-	SUN TV	Tamil GEC
23	708	-	-	V6	Telugu News
24	716	-	-	NATIONAL GEOGRAPHIC	Factual Entertainment
25	725	349	-376	COLORS TV	Hindi GEC
26	743	805	62	FOX	English Movies
27	757	-	-	NICKELODEON SONIC	Kids Channel
28	763	-	-	ADITHYA TV	Tamil GEC
29	785	642	-143	BBC	International News Channel
30	815	-	-	STAR SPORTS	Sports Channel
31	825	-	-	TAAZA NEWS	Hindi News
32	840	-	-	TLC	English - Lifestyle & Travel
33	850	787	-63	STAR GOLD	Hindi Movies
34	901	-	-	TIMES NOW	English News
35	933	-	-	STAR NEWS	Hindi News

# CATEGORY-WISE ALL INDIA LISTINGS

## Channel Cluster

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	111	159	48	NDTV
2	386	992	606	TV 9
3	525	523	-2	ZEE
4	559	-	-	ETV

## English - Lifestyle & Travel

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	840	-	-	TLC

## English Movies

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	486	573	87	HBO
2	743	805	62	FOX

## English News

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	368	-	-	REPUBLIC
2	901	-	-	TIMES NOW

## Factual Entertainment

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	364	770	406	DISCOVERY
2	716	-	-	NATIONAL GEOGRAPHIC

# CATEGORY-WISE ALL INDIA LISTINGS

## Government Channel Cluster

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	555	694	139	DD

## Hindi GEC

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	198	-	-	SONY ENTERTAINMENT TELEVISION
2	226	93	-133	ZEE TV
3	322	110	-212	STAR PLUS
4	492	474	-18	LIFE OK
5	725	349	-376	COLORS TV

## Hindi Movies

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	850	787	-63	STAR GOLD

## Hindi News

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	143	154	11	AAJ TAK
2	235	367	132	ZEE NEWS
3	296	379	83	ABP NEWS
4	554	394	-160	INDIA TV
5	825	-	-	TAAZA NEWS
6	933	-	-	STAR NEWS

## International News Channel

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	785	642	-143	BBC

# CATEGORY-WISE ALL INDIA LISTINGS

## Kids Channel

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	263	651	388	DISNEY
2	757	-	-	NICKELODEON SONIC

## Malayalam GEC

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	654	-	-	SURYA TV

## Music Channel

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	395	103	-292	MTV

## Sports Channel

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	573	-	-	TEN SPORTS
2	815	-	-	STAR SPORTS

## Tamil GEC

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	690	-	-	SUN TV
2	763	-	-	ADITHYA TV



# CATEGORY-WISE ALL INDIA LISTINGS

## Telugu GEC

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	541	-	-	MAA TV

## Telugu News

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	708	-	-	V6

## NGO



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	319	-	-	ART OF LIVING	NGO
2	583	-	-	BEING HUMAN NGO	NGO
3	611	-	-	ENTERTAINMENT INDUSTRY FOUNDATION	NGO

## PERSONAL ACCESSORIES



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	16	39	23	ADIDAS	Sportswear
2	21	67	46	NIKE	Sportswear
3	25	51	26	TITAN	Watches
4	29	12	-17	BATA	Footwear
5	32	36	4	PUMA	Sportswear
6	35	59	24	REEBOK	Sportswear
7	45	84	39	WOODLAND	Outdoor Gear
8	80	29	-51	SONATA	Watches

## CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
9	83	184	101	ROLEX	Luxury Watches
10	84	328	244	RADO	Luxury Watches
11	95	297	202	RAYBAN	Eyewear
12	108	237	129	KHADIM	Footwear
13	113	670	557	LAKHANI	Footwear
14	136	-	-	LOTTO	Footwear
15	165	190	25	HMT WATCHES	Watches
16	183	455	272	RED CHIEF SHOES	Footwear
17	194	309	115	TANISHQ	Jewellery
18	200	459	259	TIMEX	Watches
19	220	599	379	ACTION	Footwear
20	236	122	-114	VIP	Luggage/Bags
21	256	338	82	SPARX	Footwear
22	340	-	-	SKYBAGS	Luggage/Bags
23	344	224	-120	RELAXO	Footwear
24	378	695	317	AMERICAN TOURISTER	Luggage/Bags
25	385	-	-	SEIKO	Watches
26	398	78	-320	PARAGON	Footwear
27	407	-	-	OMEGA	Watches
28	425	-	-	ALLEN COOPER	Footwear
29	430	547	117	KALYAN JEWELLERS	Jewellery
30	477	323	-154	SAFARI	Luggage/Bags
31	493	-	-	WILDCRAFT	Outdoor Gear
32	495	852	357	RUPANI FOOTWEAR	Footwear
33	501	785	284	MAXIMA WATCHES	Watches
34	515	764	249	SENCO GOLD JEWELLERS	Jewellery
35	527	-	-	JOYALUKKAS	Jewellery
36	548	777	229	TISSOT	Luxury Watches
37	565	989	424	HUSH PUPPIES	Footwear
38	566	-	-	ELITE	Footwear
39	577	454	-123	CITIZEN	Watches
40	596	186	-410	VKC	Footwear
41	601	383	-218	SREE LEATHERS	Footwear
42	604	795	191	MOCHI	Footwear
43	658	-	-	JORDAN SHOES	Footwear
44	717	559	-158	QUARTZ	Watches
45	744	393	-351	FILA	Sportswear
46	752	-	-	BELL & ROSS	Luxury Watches
47	755	-	-	TITAS FOOTWEAR	Footwear
48	788	-	-	JIMMY CHOO	Luxury Footwear

# CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
50	818	-	-	G-SHOCK	Luxury Watches
51	844	-	-	VANS	Footwear
52	865	-	-	SANGINI	Jewellery
53	866	-	-	CRIZAL	Eyewear
54	891	-	-	NEW GOBINDA JEWELLERS	Jewellery
55	969	-	-	ELWIN	Watches
56	1000	-	-	CONVERSE	Footwear

## Eyewear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	95	297	202	RAYBAN
2	866	-	-	CRIZAL

## Footwear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	29	12	-17	BATA
2	108	237	129	KHADIM
3	113	670	557	LAKHANI
4	136	-	-	LOTTO
5	183	455	272	RED CHIEF SHOES
6	220	599	379	ACTION
7	256	338	82	SPARX
8	344	224	-120	RELAXO
9	398	78	-320	PARAGON
10	425	-	-	ALLEN COOPER
11	495	852	357	RUPANI FOOTWEAR
12	565	989	424	HUSH PUPPIES
13	566	-	-	ELITE
14	596	186	-410	VKC
15	601	383	-218	SREE LEATHERS
16	604	795	191	MOCHI
17	658	-	-	JORDAN SHOES
18	755	-	-	TITAS FOOTWEAR
19	810	-	-	LUNAR
20	844	-	-	VANS
21	1000	-	-	CONVERSE

# CATEGORY-WISE ALL INDIA LISTINGS

## Jewellery

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	194	309	115	TANISHQ
2	430	547	117	KALYAN JEWELLERS
3	515	764	249	SENCO GOLD JEWELLERS
4	527	-	-	JOYALUKKAS
5	865	-	-	SANGINI
6	891	-	-	NEW GOBINDA JEWELLERS

## Luggage/Bags

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	236	122	-114	VIP
2	340	-	-	SKYBAGS
3	378	695	317	AMERICAN TOURISTER
4	477	323	-154	SAFARI

## Luxury Footwear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	788	-	-	JIMMY CHOO

## Luxury Watches

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	83	184	101	ROLEX
2	84	328	244	RADO
3	548	777	229	TISSOT
4	752	-	-	BELL & ROSS
5	818	-	-	G-SHOCK



# CATEGORY-WISE ALL INDIA LISTINGS

## Outdoor Gear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	45	84	39	WOODLAND
2	493	-	-	WILDCRAFT

## Sportswear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	16	39	23	ADIDAS
2	21	67	46	NIKE
3	32	36	4	PUMA
4	35	59	24	REEBOK
5	744	393	-351	FILA

## Watches

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	25	51	26	TITAN
2	80	29	-51	SONATA
3	165	190	25	HMT WATCHES
4	200	459	259	TIMEX
5	385	-	-	SEIKO
6	407	-	-	OMEGA
7	501	785	284	MAXIMA WATCHES
8	577	454	-123	CITIZEN
9	717	559	-158	QUARTZ
10	969	-	-	ELWIN

# CATEGORY-WISE ALL INDIA LISTINGS



## PERSONAL GADGETRY

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	20	89	69	OPPO	Mobile Phones
2	26	210	184	VIVO	Mobile Phones
3	28	10	-18	NOKIA	Mobile Phones
4	51	64	13	LAVA	Mobile Phones
5	53	107	54	GIONEE	Mobile Phones
6	56	33	-23	MICROMAX	Mobile Phones
7	74	163	89	BLACKBERRY	Mobile Phones
8	75	98	23	MOTOROLA	Mobile Phones
9	78	63	-15	HTC	Mobile Phones
10	92	82	-10	APPLE iPHONE	Mobile Phone Brand
11	102	70	-32	INTEX	Mobile Phones
12	109	212	103	NIKON	Camera
13	132	85	-47	CANON	Camera
14	139	956	817	REDMI	Mobile Phone Brand
15	148	580	432	XIAOMI	Mobile Phones
16	211	321	110	CASIO	Personal Technology
17	215	3	-212	SAMSUNG MOBILES	Mobile Phones
18	251	135	-116	KARBONN	Mobile Phones
19	259	346	87	XOLO	Mobile Phones
20	277	-	-	HONOR	Mobile Phones
21	341	228	-113	KODAK	Camera
22	358	-	-	ONE PLUS	Mobile Phones
23	437	405	-32	SAMSUNG GALAXY	Mobile Phone Brand
24	445	-	-	COOL PAD	Mobile Phone Brand
25	451	239	-212	CELKON	Mobile Phones
26	533	334	-199	SPICE MOBILE	Mobile Phones
27	621	-	-	MACBOOK	Laptop Brand
28	665	614	-51	SANDISK	Memory Storage
29	676	215	-461	RELIANCE LYF	Mobile Phone Brand
30	838	893	55	SONY XPERIA	Mobile Phone Brand
31	863	-	-	SKULL CANDY	Earphones/Headphones
32	922	173	-749	LE ECO	Mobile Phones
33	925	-	-	SONY ERICSSON	Mobile Phones
34	931	-	-	MAXX MOBILE	Mobile Phones
35	991	-	-	FUJIFILM	Camera

# CATEGORY-WISE ALL INDIA LISTINGS

## Camera

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	109	212	103	NIKON
2	132	85	-47	CANON
3	341	228	-113	KODAK
4	991	-	-	FUJIFILM

## Earphones/Headphones

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	863	-	-	SKULL CANDY

## Laptop Brand

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	621	-	-	MACBOOK

## Memory Storage

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	665	614	-51	SANDISK

## Mobile Phone Brand

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	92	82	-10	APPLE iPHONE
2	139	956	817	REDMI
3	437	405	-32	SAMSUNG GALAXY
4	445	-	-	COOL PAD
5	676	215	-461	RELIANCE LYF
6	838	893	55	SONY XPERIA

# CATEGORY-WISE ALL INDIA LISTINGS

## Mobile Phones

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	20	89	69	OPPO
2	26	210	184	VIVO
3	28	10	-18	NOKIA
4	51	64	13	LAVA
5	53	107	54	GIONEE
6	56	33	-23	MICROMAX
7	74	163	89	BLACKBERRY
8	75	98	23	MOTOROLA
9	78	63	-15	HTC
10	102	70	-32	INTEX
11	148	580	432	XIAOMI
12	215	3	-212	SAMSUNG MOBILES
13	251	135	-116	KARBONN
14	259	346	87	XOLO
15	277	-	-	HONOR
16	358	-	-	ONE PLUS
17	451	239	-212	CELKON
18	533	334	-199	SPICE MOBILE
19	922	173	-749	LE ECO
20	925	-	-	SONY ERICSSON
21	931	-	-	MAXX MOBILE

## Personal Technology

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	211	321	110	CASIO

## Publishing



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	484	-	-	MARVEL COMICS	Comics
2	642	-	-	NAVNEET	Education



# CATEGORY-WISE ALL INDIA LISTINGS

## Comics

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	484	-	-	MARVEL COMICS

## Education

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	642	-	-	NAVNEET

## REALTY



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	255	882	627	DLF	Developers
2	907	-	-	EROS GROUP	Developers

## Retail



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	68	203	135	BIG BAZAAR	Hypermarket
2	76	52	-24	KFC	QSR
3	98	131	33	MCDONALD'S	QSR
4	117	265	148	PANTALOONS	Fashion Retail
5	120	83	-37	DOMINO'S	QSR
6	121	-	-	FAB INDIA	Fashion Retail
7	207	40	-167	PIZZA HUT	Diner/Restaurant
8	257	-	-	KAYANI BAKERY	Diner/Restaurant
9	258	501	243	CAFE COFFEE DAY	Café
10	274	-	-	SARAVANA STORES	Diversified

# CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
11	320	-	-	WESTSIDE	Personal Goods
12	321	-	-	VISHAL MEGAMART	Hypermarket
13	334	750	416	LIFESTYLE	Personal Goods
14	339	-	-	METRO MALL	Hypermarket
15	390	-	-	BRAND FACTORY	Fashion Discount
16	408	295	-113	D MART	Hypermarket
17	410	305	-105	SUBWAY	QSR
18	466	-	-	LENSKART	Eyewear
19	483	-	-	MIO AMORE	Cakeshop
20	508	831	323	MORE HYPERMARKET	Hypermarket
21	551	691	140	BURGER KING	QSR
22	553	511	-42	MONGINIS	Cakeshop
23	568	-	-	ARCHIES	Greeting Cards and Gifts
24	620	354	-266	METRO	Retail - Footwear
25	630	-	-	SUGAR & SPICE	Diner/Restaurant
26	646	427	-219	WALMART	Hypermarket
27	657	-	-	KUTCHI KING	QSR - Indian
28	695	645	-50	SHOPPERS STOP	Personal Goods
29	822	542	-280	IKEA	Furniture
30	852	400	-452	CROMA	Consumer Electronics
31	859	707	-152	STARBUCKS	Café
32	874	-	-	JAWED HABIB	Hair Salon
33	885	862	-23	ALFA STORE	General
34	954	-	-	MEGA MALL	Hypermarket
35	955	-	-	BRIJWASI	Sweets - Traditional
36	976	-	-	DENNY'S	Diner/Restaurant
37	988	-	-	GLOBUS	Fashion Retail
38	989	-	-	BBLUNT	Hair Salon
39	994	-	-	GANGURAM SWEETS	Sweets - Traditional

## Café

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	258	501	243	CAFE COFFEE DAY
2	859	707	-152	STARBUCKS

# CATEGORY-WISE ALL INDIA LISTINGS

## Cakeshop

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	483	-	-	MIO AMORE
2	553	511	-42	MONGINIS

## Consumer Electronics

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	852	400	-452	CROMA

## Diner/Restaurant

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	207	40	-167	PIZZA HUT
2	257	-	-	KAYANI BAKERY
3	630	-	-	SUGAR & SPICE
4	976	-	-	DENNY'S

## Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	274	-	-	SARAVANA STORES

## Eyewear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	466	-	-	LENSKART

# CATEGORY-WISE ALL INDIA LISTINGS

## Fashion Discount

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	390	-	-	BRAND FACTORY

## Fashion Retail

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	117	265	148	PANTALOONS
2	121	-	-	FAB INDIA
3	988	-	-	GLOBUS

## Furniture

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	822	542	-280	IKEA

## General

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	885	862	-23	ALFA STORE

## Greeting Cards and Gifts

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	568	-	-	ARCHIES



# CATEGORY-WISE ALL INDIA LISTINGS

## Hair Salon

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	874	-	-	JAWED HABIB
2	989	-	-	BBLUNT

## Hypermarket

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	68	203	135	BIG BAZAAR
2	321	-	-	VISHAL MEGAMART
3	339	-	-	METRO MALL
4	408	295	-113	D MART
5	508	831	323	MORE HYPERMARKET
6	646	427	-219	WALMART
7	954	-	-	MEGA MALL

## Personal Goods

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	320	-	-	WESTSIDE
2	334	750	416	LIFESTYLE
3	695	645	-50	SHOPPERS STOP

## QSR

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	76	52	-24	KFC
2	98	131	33	MCDONALD'S
3	120	83	-37	DOMINO'S
4	410	305	-105	SUBWAY
5	551	691	140	BURGER KING

## CATEGORY-WISE ALL INDIA LISTINGS

### QSR - Indian

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	657	-	-	KUTCHI KING

### Retail - Footwear

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	620	354	-266	METRO

### Sweets - Traditional

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	955	-	-	BRIJWASI
2	994	-	-	GANGURAM SWEETS

## Services



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	275	181	-94	IBM	Consulting/Services
2	287	543	256	DTDC	Express Services
3	355	-	-	FIRST FLIGHT COURIER	Express Services
4	372	347	-25	DHL	Express Services - International
5	465	485	20	FEDEX	Express Services - International
6	522	708	186	BLUE DART	Express Services
7	586	512	-74	ACCENTURE	Consulting/Services
8	637	576	-61	TOPS SECURITY	Security Services
9	732	-	-	KARVY	Registrars
10	921	756	-165	UPS COURIER	Express Services - International
11	924	-	-	AQUATICA	Theme Park - Aquatic
12	934	-	-	YELLOW PAGES	Directory Services
13	943	-	-	PWC	Consulting/Services

# CATEGORY-WISE ALL INDIA LISTINGS

## Consulting/Services

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	275	181	-94	IBM
2	586	512	-74	ACCENTURE
3	943	-	-	PWC

## Directory Services

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	934	-	-	YELLOW PAGES

## Express Services

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	287	543	256	DTDC
2	355	-	-	FIRST FLIGHT COURIER
3	522	708	186	BLUE DART

## Express Services - International

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	372	347	-25	DHL
2	465	485	20	FEDEX
3	921	756	-165	UPS COURIER

## Registrars

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	732	-	-	KARVY

# CATEGORY-WISE ALL INDIA LISTINGS

## Security Services

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	637	576	-61	TOPS SECURITY

## Theme Park - Aquatic

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	924	-	-	AQUATICA

## Sports



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	645	-	-	BARCELONA	Football Franchisee
2	854	-	-	FIFA	Football League
3	927	-	-	IPL	Cricket League

## Cricket League

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	927	-	-	IPL

## Football Franchisee

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	645	-	-	BARCELONA

## Football League

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	854	-	-	FIFA



# CATEGORY-WISE ALL INDIA LISTINGS



## Stationery

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	187	62	-125	CELLO	Writing Accessories
2	205	133	-72	NATARAJ	Writing Accessories
3	237	227	-10	PARKER PENS	Premium Writing Accessories
4	284	225	-59	APSARA STATIONERY	Writing Accessories
5	298	245	-53	REYNOLDS	Writing Accessories
6	397	293	-104	CAMLIN	Diversified
7	506	549	43	LINC PENS	Writing Accessories
8	681	449	-232	CLASSMATE	Notebooks
9	748	840	92	SUNDARAM NOTEBOOKS	Notebooks
10	807	915	108	ROTOMAC PENS	Writing Accessories
11	873	820	-53	FABER-CASTELL	Diversified
12	963	-	-	STAEDTLER	Diversified
13	984	689	-295	MONTEX	Writing Accessories
14	990	955	-35	LEXI PENS	Writing Accessories

### Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	397	293	-104	CAMLIN
2	873	820	-53	FABER-CASTELL
3	963	-	-	STAEDTLER

### Notebooks

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	681	449	-232	CLASSMATE
2	748	840	92	SUNDARAM NOTEBOOKS

### Premium Writing Accessories

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	237	227	-10	PARKER PENS

## CATEGORY-WISE ALL INDIA LISTINGS

### Writing Accessories

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	187	62	-125	CELLO
2	205	133	-72	NATARAJ
3	284	225	-59	APSARA STATIONERY
4	298	245	-53	REYNOLDS
5	506	549	43	LINC PENS
6	807	915	108	ROTOMAC PENS
7	984	689	-295	MONTEX
8	990	955	-35	LEXI PENS

## Technology



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	6	18	12	APPLE	Personal Technology
2	8	17	9	HEWLETT PACKARD	Personal Technology
3	10	15	5	DELL	Personal Technology
4	15	25	10	LENOVO	Personal Technology
5	54	126	72	MICROSOFT	Software Products
6	67	77	10	HCL	Diversified
7	70	80	10	ACER	Personal Technology
8	90	456	366	TCS	Software Services
9	97	164	67	ASUS	Personal Technology
10	140	193	53	INTEL	Semiconductor
11	189	148	-41	iBALL	Personal Technology
12	227	268	41	INFOSYS	Software Services
13	420	526	106	ORACLE	Software Products
14	433	407	-26	CISCO	Networks - Diversified
15	496	-	-	ZENITH	Personal Technology
16	547	-	-	ADOBE	Software Products
17	607	-	-	XEROX	Business Technology
18	612	579	-33	EPSON	Personal Technology
19	614	-	-	EA GAMES	Gaming Software
20	660	-	-	AVAST	Software Products
21	703	-	-	TECH MAHINDRA	Software Services

# CATEGORY-WISE ALL INDIA LISTINGS

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
22	707	-	-	SAP	Software Products
23	751	739	-12	COMPAQ	Personal Technology
24	787	-	-	EQUISOFT	Software Services
25	794	-	-	QUICKHEAL	Software Products
26	845	-	-	LOGITECH	Peripherals
27	882	-	-	ZEBRONICS	Peripherals
28	890	-	-	EPOX	Computing Products

## Business Technology

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	607	-	-	XEROX

## Computing Products

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	890	-	-	EPOX

## Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	67	77	10	HCL

## Gaming Software

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	614	-	-	EA GAMES

# CATEGORY-WISE ALL INDIA LISTINGS

## Networks - Diversified

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	433	407	-26	CISCO

## Peripherals

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	845	-	-	LOGITECH
2	882	-	-	ZEBRONICS

## Personal Technology

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	6	18	12	APPLE
2	8	17	9	HEWLETT PACKARD
3	10	15	5	DELL
4	15	25	10	LENOVO
5	70	80	10	ACER
6	97	164	67	ASUS
7	189	148	-41	iBALL
8	496	-	-	ZENITH
9	612	579	-33	EPSON
10	751	739	-12	COMPAQ

## Semiconductor

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	140	193	53	INTEL



# CATEGORY-WISE ALL INDIA LISTINGS

## Software Products

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	54	126	72	MICROSOFT
2	420	526	106	ORACLE
3	547	-	-	ADOBE
4	660	-	-	AVAST
5	707	-	-	SAP
6	794	-	-	QUICKHEAL

## Software Services

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	90	456	366	TCS
2	227	268	41	INFOSYS
3	703	-	-	TECH MAHINDRA
4	787	-	-	EQUISOFT



## TELECOM

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	17	9	-8	AIRTEL	Mobile Service Provider
2	24	322	298	RELIANCE JIO	Mobile Service Provider
3	30	34	4	VODAFONE	Mobile Service Provider
4	36	27	-9	IDEA	Mobile Service Provider
5	119	97	-22	BSNL	Mobile Service Provider
6	160	66	-94	AIRCEL	Mobile Service Provider
7	196	643	447	HUAWEI	Telecom Equipment
8	281	91	-190	TATA DOCOMO	Mobile Service Provider
9	655	-	-	ULTRA MOBILE	Mobile Service Provider
10	766	649	-117	TELENOR	Mobile Service Provider
11	770	898	128	TIKONA BROADBAND	Internet Service Provider
12	777	390	-387	MTNL	Landline Service Provider
13	802	-	-	TATA INDICOM	Telecom Services
14	998	704	-294	AT&T	Backbone Infrastructure

# CATEGORY-WISE ALL INDIA LISTINGS

## Backbone Infrastructure

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	998	704	-294	AT&T

## Internet Service Provider

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	770	898	128	TIKONA BROADBAND

## Landline Service Provider

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	777	390	-387	MTNL

## Mobile Service Provider

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	17	9	-8	AIRTEL
2	24	322	298	RELIANCE JIO
3	30	34	4	VODAFONE
4	36	27	-9	IDEA
5	119	97	-22	BSNL
6	160	66	-94	AIRCEL
7	281	91	-190	TATA DOCOMO
8	655	-	-	ULTRA MOBILE
9	766	649	-117	TELENOR

# CATEGORY-WISE ALL INDIA LISTINGS

## Telecom Equipment

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	196	643	447	HUAWEI

## Telecom Services

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	802	-	-	TATA INDICOM

## TRANSPORTATION



RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	SUB-CATEGORY
1	167	146	-21	AIR INDIA	Airlines - Government
2	294	312	18	JET AIRWAYS	Airlines - Indian
3	360	678	318	INDIGO AIRLINES	Airlines - Indian
4	423	494	71	INDIAN RAILWAYS	Rail Transportation
5	487	-	-	GO AIR	Airlines - Indian
6	574	399	-175	SPICEJET	Airlines - Indian
7	742	-	-	DMRC	Metro Services
8	832	737	-95	LUFTHANSA	Airlines - International
9	980	-	-	ETIHAD	Airlines - International

## Airlines - Government

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	167	146	-21	AIR INDIA

# CATEGORY-WISE ALL INDIA LISTINGS

## Airlines - Indian

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	294	312	18	JET AIRWAYS
2	360	678	318	INDIGO AIRLINES
3	487	-	-	GO AIR
4	574	399	-175	SPICEJET

## Airlines - International

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	832	737	-95	LUFTHANSA
2	980	-	-	ETIHAD

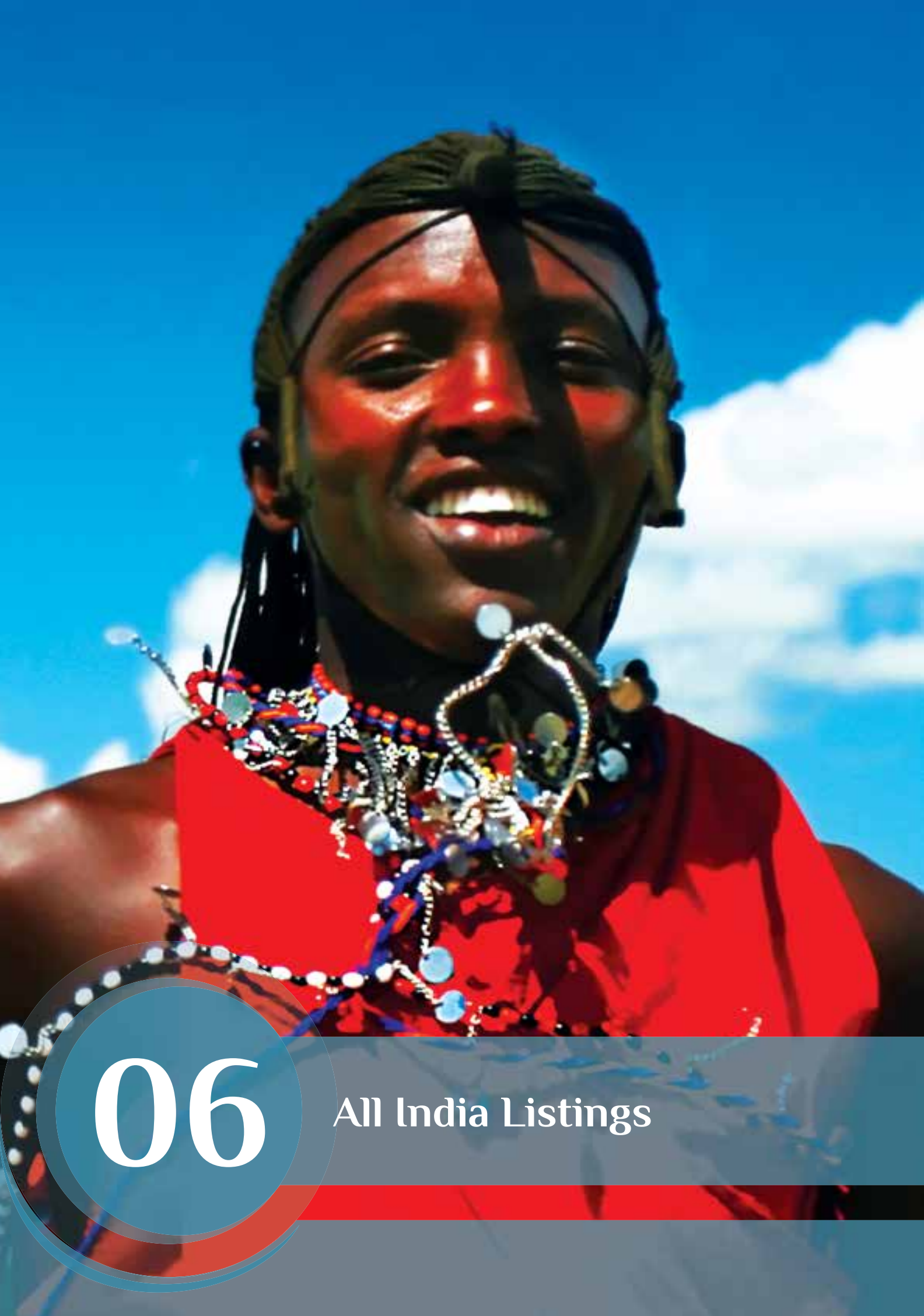
## Metro Services

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	742	-	-	DMRC

## Rail Transportation

RANK	MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME
1	423	494	71	INDIAN RAILWAYS





06

All India Listings

## All India Listings

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“

*It is time for parents to teach young people early on that in diversity there is beauty and there is strength.*

”

- Maya Angelou

The following pages have the list of India's 1000 Most Attractive Brands. Some brands have fallen in ranks and the AQI scores, some brands have risen, and others are consistent. The fall or rise in ranks is a direct reflection of the perception of consumer-influencers from 16 cities on our proprietary Brand Attractiveness model which is based on the subconscious pulls of desire.

To understand the reasons for your brand's rise, fall or consistency, ask for our analytics by writing to us at [enquiries@trustadvisory.info](mailto:enquiries@trustadvisory.info).

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	3	2	SAMSUNG	Durables
2	1	-1	LG	Durables
3	2	-1	SONY	Durables
4	7	3	TATA	Diversified
5	4	-1	HONDA	Automobile
6	18	12	APPLE	Technology
7	8	1	MARUTI SUZUKI	Automobile
8	17	9	HEWLETT PACKARD	Technology
9	6	-3	BAJAJ	Diversified
10	15	5	DELL	Technology
11	26	15	RELIANCE	Diversified
12	87	75	PATANJALI	FMCG
13	22	9	HYUNDAI	Automobile
14	13	-1	GODREJ	Diversified
15	25	10	LENOVO	Technology
16	39	23	ADIDAS	Personal Accessories
17	9	-8	AIRTEL	Telecom
18	41	23	WHIRLPOOL	Durables
19	102	83	GOOGLE	Internet
20	89	69	OPPO	Personal Gadgetry
21	67	46	NIKE	Personal Accessories
22	38	16	TVS	Automobile
23	761	738	HERO CYCLES	Manufacturing
24	322	298	RELIANCE JIO	Telecom
25	51	26	TITAN	Personal Accessories
26	210	184	VIVO	Personal Gadgetry
27	24	-3	VIDEOCON	Diversified
28	10	-18	NOKIA	Personal Gadgetry
29	12	-17	BATA	Personal Accessories
30	34	4	VODAFONE	Telecom
31	57	26	ICICI BANK	BFSI
32	36	4	PUMA	Personal Accessories
33	35	2	AUDI	Automobile
34	28	-6	BMW	Automobile
35	59	24	REEBOK	Personal Accessories
36	27	-9	IDEA	Telecom
37	32	-5	AMUL	Food & Beverage
38	95	57	LEVI'S	Apparel
39	23	-16	RAYMOND	Apparel
40	21	-19	PHILIPS	Diversified

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
41	44	3	TOYOTA	Automobile
42	30	-12	PANASONIC	Durables
43	19	-24	COLGATE	FMCG
44	96	52	AMAZON	Internet
45	84	39	WOODLAND	Personal Accessories
46	48	2	STATE BANK OF INDIA	BFSI
47	31	-16	YAMAHA	Automobile
48	68	20	DABUR	Healthcare
49	37	-12	PEPSI	Food & Beverage
50	157	107	FACEBOOK	Internet
51	64	13	LAVA	Personal Gadgetry
52	20	-32	LUX	FMCG
53	107	54	GIONEE	Personal Gadgetry
54	126	72	MICROSOFT	Technology
55	-	-	MAHINDRA AUTO	Automobile
56	33	-23	MICROMAX	Personal Gadgetry
57	69	12	FORD	Automobile
58	46	-12	LIC	BFSI
59	14	-45	MERCEDES BENZ	Automobile
60	140	80	PETER ENGLAND	Apparel
61	92	31	PARLE	Food & Beverage
62	47	-15	BRITANNIA	Food & Beverage
63	50	-13	LAKME	FMCG
64	115	51	MAHINDRA & MAHINDRA	Diversified
65	120	55	NISSAN	Automobile
66	42	-24	NESTLE	Food & Beverage
67	77	10	HCL	Technology
68	203	135	BIG BAZAAR	Retail
69	54	-15	ONIDA	Durables
70	80	10	ACER	Technology
71	166	95	FASTRACK	Branded Fashion
72	101	29	WIPRO	Diversified
73	123	50	ITC	Diversified
74	163	89	BLACKBERRY	Personal Gadgetry
75	98	23	MOTOROLA	Personal Gadgetry
76	52	-24	KFC	Retail
77	-	-	HDFC FINANCE	BFSI
78	63	-15	HTC	Personal Gadgetry
79	118	39	LEE	Apparel
80	29	-51	SONATA	Personal Accessories



## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
81	94	13	VOLTAS	Durables
82	532	450	CIPLA	Healthcare
83	184	101	ROLEX	Personal Accessories
84	328	244	RADO	Personal Accessories
85	79	-6	SUZUKI	Automobile
86	43	-43	DOVE	FMCG
87	65	-22	COCA-COLA	Food & Beverage
88	147	59	AXIS BANK	BFSI
89	180	91	SKODA	Automobile
90	456	366	TCS	Technology
91	125	34	FLIPKART	Internet
92	82	-10	APPLE iPhone	Personal Gadgetry
93	104	11	HITACHI	Diversified
94	150	56	HIMALAYA	Healthcare
95	297	202	RAYBAN	Personal Accessories
96	49	-47	HDFC BANK	BFSI
97	164	67	ASUS	Technology
98	131	33	MCDONALD'S	Retail
99	331	232	KTM DUKE	Automobile
100	45	-55	DETTOL	FMCG
101	168	67	HINDUSTAN UNILEVER	FMCG
102	70	-32	INTEX	Personal Gadgetry
103	372	269	FERRARI	Automobile
104	86	-18	ROYAL ENFIELD	Automobile
105	60	-45	AXE	FMCG
106	113	7	CADBURY'S	Food & Beverage
107	333	226	P&G	FMCG
108	237	129	KHADIM	Personal Accessories
109	212	103	NIKON	Personal Gadgetry
110	61	-49	POND'S	FMCG
111	159	48	NDTV	Media - TV
112	527	415	TIMES OF INDIA	Media - Print
113	670	557	LAKHANI	Personal Accessories
114	211	97	NESTLE MAGGI	Food & Beverage
115	324	209	YAHOO!	Internet
116	263	147	LEE COOPER	Apparel
117	265	148	PANTALOONS	Retail
118	169	51	BISLERI	Food & Beverage
119	97	-22	BSNL	Telecom
120	83	-37	DOMINO'S	Retail

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
121	-	-	FAB INDIA	Retail
122	99	-23	JAGUAR	Automobile
123	-	-	CANTABIL	Apparel
124	206	82	HAIER	Durables
125	199	74	NIRMA	FMCG
126	339	213	WHATSAPP	Internet
127	160	33	ARROW	Apparel
128	377	249	ADITYA BIRLA	Diversified
129	254	125	ALLEN SOLLY	Apparel
130	119	-11	J&J	Healthcare
131	251	120	PARK AVENUE	FMCG
132	85	-47	CANON	Personal Gadgetry
133	518	385	LOUIS PHILIPPE	Apparel
134	452	318	EXIDE	Automobile-Related
135	341	206	PAYTM	Internet
136	-	-	LOTTO	Personal Accessories
137	88	-49	PEPSODENT	FMCG
138	267	129	KOTAK MAHINDRA BANK	BFSI
139	956	817	REDMI	Personal Gadgetry
140	193	53	INTEL	Technology
141	74	-67	JOCKEY	Apparel
142	53	-89	FOGG	FMCG
143	154	11	AAJ TAK	Media - TV
144	443	299	MUFTI	Apparel
145	425	280	BOSCH	Automobile-Related
146	112	-34	MRF	Automobile-Related
147	292	145	GUCCI	Branded Fashion
148	580	432	XIAOMI	Personal Gadgetry
149	605	456	OLA	Internet
150	342	192	VAN HEUSEN	Apparel
151	58	-93	USHA FANS	Household Electricals
152	141	-11	TOSHIBA	Durables
153	100	-53	LIFEBUOY	FMCG
154	72	-82	HALDIRAM'S	Food & Beverage
155	319	164	SYSKA LED	Household Electricals
156	151	-5	SANSUI	Durables
157	344	187	eBAY	Internet
158	244	86	VOLKSWAGEN	Automobile
159	56	-103	NIVEA	FMCG
160	66	-94	AIRCEL	Telecom

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
161	174	13	GOOD KNIGHT	Home Care
162	132	-30	KINGFISHER	Alcoholic Beverages
163	109	-54	CLOSE UP	FMCG
164	75	-89	MAAZA	Food & Beverage
165	190	25	HMT WATCHES	Personal Accessories
166	402	236	KELVINATOR	Durables
167	146	-21	AIR INDIA	Transportation
168	127	-41	FAIR & LOVELY	FMCG
169	117	-52	L'OREAL	FMCG
170	-	-	TOMMY HILFINGER	Branded Fashion
171	71	-100	HORLICKS	Food & Beverage
172	500	328	YOUTUBE	Internet
173	-	-	HINDUSTAN	Media - Print
174	364	190	MAX	Diversified
175	373	198	OLX.IN	Internet
176	658	482	WRANGLER	Apparel
177	248	71	SUNFEAST	Food & Beverage
178	285	107	NESCAFE	Food & Beverage
179	303	124	ASIAN PAINTS	Manufacturing
180	90	-90	RIN	FMCG
181	209	28	TATA MOTORS	Automobile
182	208	26	HAVELLS	Household Electricals
183	455	272	RED CHIEF SHOES	Personal Accessories
184	185	1	BALAJI FOODS	Food & Beverage
185	156	-29	BPL	Diversified
186	366	180	DAINIK JAGRAN	Media - Print
187	62	-125	CELLO	Stationery
188	282	94	ASHOK LEYLAND	Automobile
189	148	-41	iBALL	Technology
190	130	-60	THUMS UP	Food & Beverage
191	483	292	UBER	Internet
192	867	675	W	Apparel
193	388	195	CHEVROLET	Automobile
194	309	115	TANISHQ	Personal Accessories
195	827	632	PORSCHE	Automobile
196	643	447	HUAWEI	Telecom
197	326	129	PEPE	Apparel
198	-	-	SONY ENTERTAINMENT TELEVISION	Media - TV
199	116	-83	GARNIER	FMCG
200	459	259	TIMEX	Personal Accessories

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
201	55	-146	SUNSILK	FMCG
202	302	100	SNAPDEAL	Internet
203	343	140	FIAT	Automobile
204	152	-52	YES BANK	BFSI
205	133	-72	NATARAJ	Stationery
206	396	190	DAIKIN	Durables
207	40	-167	PIZZA HUT	Retail
208	337	129	DENIM	FMCG
209	467	258	BIBA	Apparel
210	502	292	SPYKAR	Apparel
211	321	110	CASIO	Personal Gadgetry
212	236	24	HSBC	BFSI
213	114	-99	SURF EXCEL	FMCG
214	329	115	ZARA	Apparel
215	3	-212	SAMSUNG MOBILES	Personal Gadgetry
216	569	353	GSK	Healthcare
217	391	174	DATSUN	Automobile
218	198	-20	TATA TEA	Food & Beverage
219	421	202	UNION BANK OF INDIA	BFSI
220	599	379	ACTION	Personal Accessories
221	270	49	RENAULT	Automobile
222	220	-2	AMBUJA CEMENT	Manufacturing
223	317	94	ACC	Manufacturing
224	81	-143	AASHIRVAAD	Food & Beverage
225	277	52	INDIAN OIL	Energy
226	93	-133	ZEE TV	Media - TV
227	268	41	INFOSYS	Technology
228	175	-53	CEAT	Automobile-Related
229	-	-	DUREX	FMCG
230	223	-7	IFB APPLIANCES	Durables
231	515	284	LIVPURE	Durables
232	-	-	ABB	Manufacturing
233	290	57	BLUE STAR	Durables
234	458	224	ADANI GROUP	Diversified
235	367	132	ZEE NEWS	Media - TV
236	122	-114	VIP	Personal Accessories
237	227	-10	PARKER PENS	Stationery
238	385	147	HARLEY DAVIDSON	Automobile
239	-	-	LLOYD	Durables
240	281	41	WILD STONE	FMCG



## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
241	142	-99	TATA SALT	Food & Beverage
242	699	457	LAMBORGHINI	Automobile
243	261	18	GILLETTE	FMCG
244	230	-14	AMWAY	FMCG
245	105	-140	PARLE G	Food & Beverage
246	264	18	MOTHER DAIRY	Food & Beverage
247	129	-118	TIDE	FMCG
248	155	-93	OLAY	FMCG
249	521	272	WILLS LIFESTYLE	Apparel
250	-	-	MAN FORCE	FMCG
251	135	-116	KARBONN	Personal Gadgetry
252	249	-3	BANK OF BARODA	BFSI
253	-	-	KOUTONS	Apparel
254	171	-83	FANTA	Food & Beverage
255	882	627	DLF	Realty
256	338	82	SPARX	Personal Accessories
257	-	-	KYAANI BAKERY	Retail
258	501	243	CAFE COFFEE DAY	Retail
259	346	87	XOLO	Personal Gadgetry
260	355	95	SHARP	Durables
261	564	303	QUIKR	Internet
262	316	54	RED BULL	Food & Beverage
263	651	388	DISNEY	Media - TV
264	700	436	GMAIL	Internet
265	644	379	INDUSIND BANK	BFSI
266	314	48	CARRIER	Durables
267	276	9	SIEMENS	Diversified
268	-	-	TESLA MOTORS	Automobile
269	205	-64	AACHI	Food & Beverage
270	145	-125	PANTENE	FMCG
271	213	-58	ANCHOR	Household Electricals
272	781	509	MANKIND PHARMA	Healthcare
273	16	-257	HERO MOTOCORP	Automobile
274	-	-	SARAVANA STORES	Retail
275	181	-94	IBM	Services
276	222	-54	KENSTAR	Durables
277	-	-	HONOR	Personal Gadgetry
278	506	228	TWITTER	Internet
279	162	-117	LIMCA	Food & Beverage
280	-	-	BOSE	Durables

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
281	91	-190	TATA DOCOMO	Telecom
282	218	-64	ALL OUT	Home Care
283	353	70	MOOV	Healthcare
284	225	-59	APSARA STATIONERY	Stationery
285	250	-35	BANK OF INDIA	BFSI
286	207	-79	VIMAL	Apparel
287	543	256	DTDC	Services
288	447	159	ONGC	Energy
289	-	-	CHITALE BANDHU	Food & Beverage
290	183	-107	BRU	Food & Beverage
291	111	-180	PEARS	FMCG
292	307	15	BOROPLUS	FMCG
293	410	117	JBL	Durables
294	312	18	JET AIRWAYS	Transportation
295	397	102	MYNTRA	Internet
296	379	83	ABP NEWS	Media - TV
297	803	506	MUTHOOT FINANCE	BFSI
298	245	-53	REYNOLDS	Stationery
299	76	-223	SPRITE	Food & Beverage
300	306	6	KINLEY	Food & Beverage
301	596	295	JAYPEE GROUP	Diversified
302	269	-33	TAJ HOTELS	Hospitality
303	241	-62	ELECTROLUX	Durables
304	136	-168	LAYS	Food & Beverage
305	219	-86	HONDA ACTIVA	Automobile
306	792	486	CALVIN KLEIN	Branded Fashion
307	404	97	CITIBANK	BFSI
308	195	-113	7UP	Food & Beverage
309	121	-188	BOOST	Food & Beverage
310	124	-186	MIRINDA	Food & Beverage
311	149	-162	BAJAJ PULSAR	Automobile
312	289	-23	VADILAL	Food & Beverage
313	332	19	CASTROL	Automobile-Related
314	108	-206	CINTHOL	FMCG
315	201	-114	TATA SKY	DTH
316	-	-	LUMINOUS	Household Electricals
317	-	-	ORPAT	Household Electricals
318	376	58	AJANTA CLOCKS	Home Care
319	-	-	ART OF LIVING	NGO
320	-	-	WESTSIDE	Retail

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
321	-	-	VISHAL MEGAMART	Retail
322	110	-212	STAR PLUS	Media - TV
323	296	-27	BOROLINE	FMCG
324	453	129	MCDOWELL'S	Alcoholic Beverages
325	-	-	ROLLS ROYCE	Automobile
326	422	96	KIT KAT	Food & Beverage
327	255	-72	WHEEL	FMCG
328	535	207	ENGAGE	FMCG
329	139	-190	MANGO FROOTI	Food & Beverage
330	283	-47	VICKS	Healthcare
331	445	114	WHISPER	FMCG
332	298	-34	PUNJAB NATIONAL BANK	BFSI
333	287	-46	LIBERO	FMCG
334	750	416	LIFESTYLE	Retail
335	258	-77	MORTEIN	Home Care
336	766	430	GAIL	Energy
337	235	-102	SIYARAM	Apparel
338	143	-195	SANTOOR	FMCG
339	-	-	METRO MALL	Retail
340	-	-	SKYBAGS	Personal Accessories
341	228	-113	KODAK	Personal Gadgetry
342	-	-	BIOCON	Healthcare
343	259	-84	SAFFOLA	Food & Beverage
344	224	-120	RELAXO	Personal Accessories
345	435	90	VISA	BFSI
346	271	-75	CADBURY DAIRY MILK	Food & Beverage
347	-	-	MAYBELLINE BABY LIPS	FMCG
348	386	38	HAVMOR	Food & Beverage
349	-	-	BERGER PAINTS	Manufacturing
350	233	-117	IODEX	Healthcare
351	301	-50	EMAMI	FMCG
352	434	82	AVON COSMETICS	FMCG
353	243	-110	KENT	Durables
354	226	-128	KHAITAN	Household Electricals
355	-	-	FIRST FLIGHT COURIER	Services
356	278	-78	L&T	Diversified
357	-	-	HINDUSTAN MOTORS	Automobile
358	-	-	ONE PLUS	Personal Gadgetry
359	-	-	FORTUNER	Automobile
360	678	318	INDIGO AIRLINES	Transportation

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
361	583	222	JABONG	Internet
362	327	-35	ROYAL STAG	Alcoholic Beverages
363	335	-28	MITSUBISHI	Automobile
364	770	406	DISCOVERY	Media - TV
365	608	243	FORTIS HOSPITALS	Healthcare
366	134	-232	BOURNVITA	Food & Beverage
367	-	-	ADS LIPSTICK	FMCG
368	-	-	REPUBLIC	Media - TV
369	280	-89	SET WET	FMCG
370	197	-173	VOLVO	Automobile
371	814	443	ARMANI	Branded Fashion
372	347	-25	DHL	Services
373	-	-	DUKE'S	Food & Beverage
374	176	-198	MDH	Food & Beverage
375	257	-118	APOLLO TYRES	Automobile-Related
376	200	-176	PRESTIGE	Kitchen Care
377	191	-186	HEAD & SHOULDERS	FMCG
378	695	317	AMERICAN TOURISTER	Personal Accessories
379	444	65	IDBI	BFSI
380	945	565	RELIGARE	BFSI
381	178	-203	VASELINE	FMCG
382	304	-78	LIVON	FMCG
383	272	-111	LOTUS	FMCG
384	602	218	V GUARD	Household Electricals
385	-	-	SEIKO	Personal Accessories
386	992	606	TV 9	Media - TV
387	-	-	JEEP	Automobile
388	384	-4	SYMPHONY AIR COOLER	Durables
389	534	145	DABUR REAL	Food & Beverage
390	-	-	BRAND FACTORY	Retail
391	-	-	ING BANK	BFSI
392	262	-130	ORIENT	Household Electricals
393	167	-226	MEDIMIX	FMCG
394	-	-	NATIONAL	Durables
395	103	-292	MTV	Media - TV
396	419	23	REVLON	FMCG
397	293	-104	CAMLIN	Stationery
398	78	-320	PARAGON	Personal Accessories
399	-	-	VIDEOCON D2H	DTH
400	633	233	KWALITY WALLS	Food & Beverage



## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
401	441	40	PIONEER	Durables
402	-	-	LG TV	Durables
403	-	-	PRISMA	Apparel
404	594	190	CERA	Home Care
405	187	-218	KISSAN	Food & Beverage
406	740	334	BRITANNIA TIGER	Food & Beverage
407	-	-	OMEGA	Personal Accessories
408	295	-113	D MART	Retail
409	106	-303	CLINIC PLUS	FMCG
410	305	-105	SUBWAY	Retail
411	429	18	DENVER DEO	FMCG
412	291	-121	GLUCON D	Food & Beverage
413	994	581	KIRLOSKAR	Diversified
414	138	-276	ARIEL	FMCG
415	683	268	APOLLO HOSPITALS	Healthcare
416	330	-86	RBI	BFSI
417	242	-175	ZANDU BALM	Healthcare
418	-	-	TRIVAGO	Internet
419	-	-	ABBOTT	Healthcare
420	526	106	ORACLE	Technology
421	318	-103	ORIFLAME	FMCG
422	192	-230	FORTUNE	Food & Beverage
423	494	71	INDIAN RAILWAYS	Transportation
424	-	-	LOMOFEN	Healthcare
425	-	-	ALLEN COOPER	Personal Accessories
426	736	310	JOHN PLAYERS	Apparel
427	639	212	HERCULES	Manufacturing
428	369	-59	CANARA BANK	BFSI
429	-	-	JVC	Durables
430	547	117	KALYAN JEWELLERS	Personal accessories
431	232	-199	RUPA	Apparel
432	253	-179	VICCO	FMCG
433	407	-26	CISCO	Technology
434	-	-	DIGITAL INDIA	Government
435	-	-	LAND ROVER	Automobile
436	560	124	MASTERCARD	BFSI
437	405	-32	SAMSUNG GALAXY	Personal Gadgetry
438	-	-	MERCK PHARMA	Healthcare
439	370	-69	CAVINKARE	FMCG
440	361	-79	RED LABEL TEA	Food & Beverage

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
441	240	-201	ORAL B	FMCG
442	202	-240	BIRLA CEMENT	Manufacturing
443	-	-	MARUTI SUZUKI WAGON R	Automobile
444	413	-31	MONACO	Food & Beverage
445	-	-	COOL PAD	Personal Gadgetry
446	420	-26	UJALA	FMCG
447	-	-	HINDU	Media - Print
448	351	-97	AAVIN DAIRY	Food & Beverage
449	886	437	HUGO BOSS	Branded Fashion
450	177	-273	COMPLAN	Food & Beverage
451	239	-212	CELKON	Personal Gadgetry
452	266	-186	PRIYAGOLD BISCUITS	Food & Beverage
453	311	-142	SENSODYNE	FMCG
454	217	-237	LIPTON	Food & Beverage
455	489	34	SLICE	Food & Beverage
456	-	-	BAJAJ FINANCE	BFSI
457	-	-	INSTAGRAM	Internet
458	688	230	JACK & JONES	Apparel
459	472	13	JK CEMENT	Manufacturing
460	529	69	GOPAL DAIRY	Food & Beverage
461	-	-	ESSAR	Diversified
462	428	-34	KELLOGG'S	Food & Beverage
463	811	348	UNITED COLORS OF BENETTON	Apparel
464	348	-116	HAJMOLA	Food & Beverage
465	485	20	FEDEX	Services
466	-	-	LENSKART	Retail
467	-	-	SUN PHARMA	Healthcare
468	274	-194	DISH TV	DTH
469	-	-	BENTLEY	Automobile
470	182	-288	POLO CANDY	Food & Beverage
471	188	-283	FEVICOL	Home Care
472	-	-	BUGATTI	Automobile
473	983	510	COLOR PLUS	Apparel
474	711	237	FOSSIL	Branded Fashion
475	457	-18	CROCIN	Healthcare
476	829	353	SIGNATURE	Alcoholic Beverages
477	323	-154	SAFARI	Personal Accessories
478	194	-284	VIM	FMCG
479	635	156	RANGE ROVER	Automobile
480	640	160	SAHARA	Diversified

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
481	755	274	LAWMAN	Apparel
482	356	-126	BAJAJ ALLIANZ	BFSI
483	-	-	MIO AMORE	Retail
484	-	-	MARVEL COMICS	Publishing
485	896	411	MICROTEK	Household Electricals
486	573	87	HBO	Media - TV
487	-	-	GO AIR	Transportation
488	548	60	DENA BANK	BFSI
489	448	-41	US POLO	Apparel
490	158	-332	OTTO	Apparel
491	461	-30	SHOPCLUES.COM	Internet
492	474	-18	LIFE OK	Media - TV
493	-	-	WILDCRAFT	Personal Accessories
494	357	-137	HINDUSTAN TIMES	Media - Print
495	852	357	RUPANI FOOTWEAR	Personal Accessories
496	-	-	ZENITH	Technology
497	865	368	PAYPAL	Internet
498	571	73	UCO BANK	BFSI
499	-	-	ANTIQUITY	Alcoholic Beverages
500	484	-16	MARLBORO	Cigarettes
501	785	284	MAXIMA WATCHES	Personal Accessories
502	957	455	JINDAL STEEL	Manufacturing
503	-	-	GINI & JONY	Apparel
504	308	-196	BAJAJ AUTO	Automobile
505	611	106	GENERAL MOTORS	Automobile
506	549	43	LINC PENS	Stationery
507	592	85	VEET	FMCG
508	831	323	MORE HYPERMARKET	Retail
509	340	-169	TATA INDICA	Automobile
510	423	-87	NEROLAC	Manufacturing
511	-	-	MARICO	FMCG
512	832	320	TVS APACHE	Automobile
513	438	-75	CROMPTON GREAVES	Manufacturing
514	730	216	ALLAHABAD BANK	BFSI
515	764	249	SENCO GOLD JEWELLERS	Personal Accessories
516	279	-237	EICHER	Automobile
517	510	-7	HINDWARE	Home Care
518	-	-	NTPC	Energy
519	-	-	MIDDAY	Media - Print
520	170	-350	MILTON	Kitchen Care

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
521	-	-	BOMBAY DYEING	Apparel
522	708	186	BLUE DART	Services
523	-	-	SHOP CJ	Internet
524	854	330	FLYING MACHINE	Apparel
525	523	-2	ZEE	Media - TV
526	-	-	HINDALCO	Manufacturing
527	-	-	JOYALUKKAS	Personal Accessories
528	-	-	THE TELEGRAPH	Media - Print
529	492	-37	SUNFEAST YIPPEE NOODLES	Food & Beverage
530	-	-	JOHN MILLER	Apparel
531	-	-	RADIO ONE	Media - Radio
532	-	-	MALWA FOODS	Food & Beverage
533	334	-199	SPICE MOBILE	Personal Gadgetry
534	189	-345	PARACHUTE	FMCG
535	-	-	SAKSHI	Media - Print
536	598	62	OUTLOOK	Media - Print
537	486	-51	HIMANI FAST RELIEF	Healthcare
538	401	-137	HUGGIES	FMCG
539	846	307	H&M	Apparel
540	-	-	VERSACE	Branded Fashion
541	-	-	MAA TV	Media - TV
542	288	-254	AQUAFINA	Food & Beverage
543	-	-	BHEL	Manufacturing
544	-	-	AVEDA	FMCG
545	417	-128	PAMPERS	FMCG
546	-	-	MANAPPURAM FINANCE	BFSI
547	-	-	ADOBE	Technology
548	777	229	TISSOT	Personal Accessories
549	-	-	HONEY WELL	Diversified
550	161	-389	REXONA	FMCG
551	691	140	BURGER KING	Retail
552	509	-43	HONDA CITY	Automobile
553	511	-42	MONGINIS	Retail
554	394	-160	INDIA TV	Media - TV
555	694	139	DD	Media - TV
556	697	141	ROYAL CHALLENGE	Alcoholic Beverages
557	451	-106	EVEREST	Food & Beverage
558	910	352	DANONE	Food & Beverage
559	-	-	ETV	Media - TV
560	-	-	GUESS	Branded Fashion



## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
561	387	-174	BHARAT PETROLEUM	Energy
562	466	-96	SAVLON	FMCG
563	365	-198	RASNA	Food & Beverage
564	378	-186	AQUAGUARD	Durables
565	989	424	HUSH PUPPIES	Personal Accessories
566	-	-	ELITE	Personal Accessories
567	627	60	SINTEX	Manufacturing
568	-	-	ARCHIES	Retail
569	517	-52	FINOLEX	Manufacturing
570	-	-	CAMAY	FMCG
571	-	-	THE ECONOMIC TIMES	Media - Print
572	488	-84	DALDA	Food & Beverage
573	-	-	TEN SPORTS	Media - TV
574	399	-175	SPICEJET	Transportation
575	398	-177	TATA STEEL	Manufacturing
576	418	-158	O GENERAL	Durables
577	454	-123	CITIZEN	Personal Accessories
578	196	-382	AYUR	FMCG
579	536	-43	ASIAN AGE	Media - Print
580	137	-443	HARPIC	FMCG
581	-	-	PARAG SAREES	Apparel
582	722	140	LACOSTE	Apparel
583	-	-	BEING HUMAN NGO	NGO
584	732	148	PVR	Entertainment
585	938	353	MAHINDRA GUSTO	Automobile
586	512	-74	ACCENTURE	Services
587	672	85	TURTLE	Apparel
588	-	-	EMERSON	Manufacturing
589	-	-	SARIDON	Healthcare
590	935	345	INDIABULLS	Diversified
591	172	-419	HAMAM	FMCG
592	812	220	ANDHRA BANK	BFSI
593	504	-89	TUBORG	Alcoholic Beverages
594	612	18	BANK OF MAHARASHTRA	BFSI
595	-	-	BALENO NEXA	Automobile
596	186	-410	VKC	Personal Accessories
597	-	-	CAPRESE	Branded Fashion
598	-	-	REID & TAYLOR	Apparel
599	538	-61	STAYFREE	FMCG
600	-	-	LOUIS VUITTON	Branded Fashion

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
601	383	-218	SREE LEATHERS	Personal Accessories
602	838	236	JSW	Diversified
603	363	-240	LUX COZI	Apparel
604	795	191	MOCHI	Personal Accessories
605	948	343	OYO ROOMS	Internet
606	-	-	WOCKHARDT	Healthcare
607	-	-	XEROX	Technology
608	-	-	CHIVAS REGAL WHISKY	Alcoholic Beverages
609	685	76	HUMMER	Automobile
610	-	-	KAPPA	Apparel
611	-	-	ENTERTAINMENT INDUSTRY FOUNDATION	NGO
612	579	-33	EPSON	Technology
613	-	-	POTHYS	Apparel
614	-	-	EA GAMES	Technology
615	246	-369	BABOOL	FMCG
616	320	-296	GOLD FLAKE	Cigarettes
617	415	-202	HERO HONDA SPLENDOR	Automobile
618	475	-143	MARGO	FMCG
619	-	-	FIAMA DIWILLS	FMCG
620	354	-266	METRO	Retail
621	-	-	MACBOOK	Personal Gadgetry
622	584	-38	ATLAS CYCLE	Manufacturing
623	411	-212	SHELL	Energy
624	904	280	LEXUS	Automobile
625	430	-195	JK TYRES	Automobile-Related
626	-	-	MARS	Food & Beverage
627	-	-	HONDA UNICORN	Automobile
628	416	-212	TATA NANO	Automobile
629	-	-	YONEX	Manufacturing
630	-	-	SUGAR & SPICE	Retail
631	-	-	TORRENT	Diversified
632	495	-137	NOVA HEALTHCARE	Healthcare
633	-	-	DKNY	Branded Fashion
634	-	-	LANDMARK	Diversified
635	597	-38	HAMDARD	Healthcare
636	-	-	GLENMARK	Healthcare
637	576	-61	TOPS SECURITY	Services
638	726	88	MONTE CARLO	Apparel
639	654	15	SOFY	FMCG
640	-	-	GWALIOR SUITINGS	Apparel

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
641	650	9	MUNCH	Food & Beverage
642	-	-	NAVNEET	Publishing
643	-	-	ORIENTAL BANK	BFSI
644	-	-	KOHLER	Home Care
645	-	-	BARCELONA	Sports
646	427	-219	WALMART	Retail
647	822	175	FBB FASHION	Apparel
648	389	-259	VIVEL	FMCG
649	-	-	TWININGS	Food & Beverage
650	424	-226	OREO	Food & Beverage
651	-	-	JAQUAR FITTINGS	Home Care
652	-	-	BAJAJ KAWASAKI	Automobile
653	833	180	WAGH BAKRI	Food & Beverage
654	-	-	SURYA TV	Media - TV
655	-	-	ULTRA MOBILE	Telecom
656	797	141	MORPHY RICHARDS	Kitchen Care
657	-	-	KUTCHI KING	Retail
658	-	-	JORDAN SHOES	Personal Accessories
659	450	-209	RAJNIGANDHA	Food & Beverage
660	-	-	AVAST	Technology
661	-	-	SBBJ	BFSI
662	469	-193	SHAKTI BHOG	Food & Beverage
663	-	-	MAX LIFE INSURANCE	BFSI
664	-	-	FEDERAL BANK	BFSI
665	614	-51	SANDISK	Personal Gadgetry
666	926	260	INOX	Entertainment
667	544	-123	LAYER'R SHOT	FMCG
668	284	-384	HAWKINS	Kitchen Care
669	519	-150	TAJ MAHAL TEA	Food & Beverage
670	426	-244	PARRYWARE	Home Care
671	-	-	SAAB	Automobile
672	558	-114	FAIR AND HANDSOME	FMCG
673	-	-	MAGMA FINCORP	BFSI
674	-	-	KALIMARK	Food & Beverage
675	979	304	GREEN PLY	Manufacturing
676	215	-461	RELIANCE LYF	Personal Gadgetry
677	-	-	TATA AIA LIFE INSURANCE	BFSI
678	442	-236	AVIVA LIFE INSURANCE	BFSI
679	-	-	AMULYA DAIRY WHITENER	Food & Beverage
680	525	-155	INDIA TODAY	Media - Print

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
681	449	-232	CLASSMATE	Stationery
682	876	194	IIT	Education
683	-	-	WRIGLEYS	Food & Beverage
684	260	-424	RAMRAJ	Apparel
685	-	-	PARLE GOLD STAR	Food & Beverage
686	652	-34	BHARTI AXA	BFSI
687	153	-534	BRITANNIA GOOD DAY	Food & Beverage
688	728	40	SUNLIGHT DETERGENT	FMCG
689	482	-207	VLCC	Healthcare
690	-	-	SUN TV	Media - TV
691	-	-	LADY BIRD CYCLE	Manufacturing
692	528	-164	GAP	Apparel
693	758	65	CLASSIC CIGARETTE	Cigarettes
694	-	-	KOHINOOR BASMATI RICE	Food & Beverage
695	645	-50	SHOPPERS STOP	Retail
696	-	-	TETLEY	Food & Beverage
697	310	-387	ZODIAC	Apparel
698	-	-	CHANEL	Branded Fashion
699	745	46	AMERICAN EXPRESS	BFSI
700	-	-	KAJARIA	Home Care
701	-	-	HINDUJA	Diversified
702	-	-	BAJAJ PLATINA	Automobile
703	-	-	TECH MAHINDRA	Technology
704	-	-	MAHINDRA XYLO	Automobile
705	-	-	DEN	Cable
706	746	40	TANG	Food & Beverage
707	-	-	SAP	Technology
708	-	-	V6	Media - TV
709	669	-40	BERTOLLI	Food & Beverage
710	634	-76	MOUNTAIN DEW	Food & Beverage
711	-	-	SKORE	FMCG
712	522	-190	DCB BANK	BFSI
713	-	-	SK GROUP	Diversified
714	684	-30	INDIAN BANK	BFSI
715	582	-133	NIHAR	FMCG
716	-	-	NATIONAL GEOGRAPHIC	Media - TV
717	559	-158	QUARTZ	Personal Accessories
718	729	11	HATHWAY	Cable
719	985	266	NIIT	Education
720	804	84	SLEEP WELL	Home Care



## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
721	-	-	PANASONIC TV	Durables
722	-	-	COLGATE CIBACA	FMCG
723	-	-	DIAMOND	Food & Beverage
724	498	-226	MTR	Food & Beverage
725	349	-376	COLORS TV	Media - TV
726	-	-	MUMBAI MIRROR	Media - Print
727	-	-	BABA ZARDA	Food & Beverage
728	607	-121	HYUNDAI I10	Automobile
729	610	-119	AMARON	Automobile-Related
730	817	87	CHING'S	Food & Beverage
731	313	-418	AKAI	Durables
732	-	-	KARVY	Services
733	-	-	DR REDDY'S	Healthcare
734	611	-123	GENERAL MOTORS	Automobile
735	-	-	BARTAMAN	Media - Print
736	-	-	FORCE FLEX	Manufacturing
737	-	-	SHYAM STEEL	Manufacturing
738	849	111	EUREKA FORBES	Durables
739	-	-	BLUE BIRD	Food & Beverage
740	625	-115	KNORR	Food & Beverage
741	-	-	BAIDYANATH	Healthcare
742	-	-	DMRC	Transportation
743	805	62	FOX	Media - TV
744	393	-351	FILA	Personal Accessories
745	414	-331	MARUTI SUZUKI SWIFT	Automobile
746	-	-	MAHINDRA FINANCE	BFSI
747	-	-	COMBIFLAM	Healthcare
748	840	92	SUNDARAM NOTEBOOKS	Stationery
749	-	-	SWISS BANK	BFSI
750	286	-464	PREETHI	Kitchen Care
751	739	-12	COMPAQ	Technology
752	-	-	BELL & ROSS	Personal Accessories
753	-	-	BULLET	Automobile
754	-	-	PARAMOUNT	Entertainment
755	-	-	TITAS FOOTWEAR	Personal Accessories
756	-	-	MANYAVAR	Apparel
757	-	-	NICKELODEON SONIC	Media - TV
758	-	-	BREMBO	Automobile-Related
759	-	-	SR MB TMT BAR	Manufacturing
760	-	-	PILLSBURY	Food & Beverage

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
761	-	-	LA OPALA	Home Care
762	-	-	SWIGGY.COM	Internet
763	-	-	ADITHYA TV	Media - TV
764	911	147	TROPICANA	Food & Beverage
765	946	181	COCORAJ HAIR OIL	FMCG
766	649	-117	TELENOR	Telecom
767	-	-	FORD FIGO	Automobile
768	-	-	IFFCO TOKIO	BFSI
769	749	-20	GOWARDHAN GHEE	Food & Beverage
770	898	128	TIKONA BROADBAND	Telecom
771	813	42	LION DATES	Food & Beverage
772	-	-	DECCAN CHRONICLE	Media - Print
773	971	198	JOHNNIE WALKER	Alcoholic Beverages
774	-	-	CADBURY 5 STAR	Food & Beverage
775	464	-311	EVERYUTH	FMCG
776	933	157	SOSYO	Food & Beverage
777	390	-387	MTNL	Telecom
778	914	136	DHFL	BFSI
779	315	-464	BINGO	Food & Beverage
780	557	-223	S KUMARS	Apparel
781	-	-	FINANCIAL TIMES	Media - Print
782	666	-116	TOPAZ	FMCG
783	252	-531	SURYA LED LIGHT	Household Electricals
784	-	-	AMERICAN SWAN	Apparel
785	642	-143	BBC	Media - TV
786	-	-	MAHINDRA XUV 500	Automobile
787	-	-	EQUISOFT	Technology
788	-	-	JIMMY CHOO	Personal Accessories
789	-	-	ALLEN AYURVEDIC	Healthcare
790	624	-166	MARIE GOLD	Food & Beverage
791	505	-286	TRESEMME	FMCG
792	717	-75	PARLE HIDE & SEEK	Food & Beverage
793	-	-	KIA	Automobile
794	-	-	QUICKHEAL	Technology
795	-	-	BAJAJ AVENGER	Automobile
796	-	-	DONEAR	Apparel
797	-	-	WESTERN UNION	BFSI
798	885	87	D&G	Branded Fashion
799	-	-	MAMY POKO PANTS	FMCG
800	-	-	CBI	Government

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
801	-	-	LUPIN	Healthcare
802	-	-	TATA INDICOM	Telecom
803	360	-443	EVEREADY	FMCG
804	-	-	J&K BANK	BFSI
805	648	-157	BRIDGESTONE	Automobile-Related
806	630	-176	NUTRELA	Food & Beverage
807	915	108	ROTOMAC PENS	Stationery
808	-	-	NDMC	Government
809	-	-	HERSHEY'S	Food & Beverage
810	-	-	LUNAR	Personal Accessories
811	-	-	BANGUR CEMENT	Manufacturing
812	-	-	PROTINEX	Food & Beverage
813	586	-227	DURACELL	FMCG
814	144	-670	MANGOLA	Food & Beverage
815	-	-	STAR SPORTS	Media - TV
816	395	-421	ODONIL	Home Care
817	516	-301	PIGEON	Kitchen Care
818	-	-	G-SHOCK	Personal Accessories
819	-	-	SHAREKHAN	BFSI
820	574	-246	FOSTER'S	Alcoholic Beverages
821	-	-	PARLE MARIE	Food & Beverage
822	542	-280	IKEA	Retail
823	738	-85	MARUTI SUZUKI ALTO	Automobile
824	-	-	SURYA CEMENT	Manufacturing
825	-	-	TAAZA NEWS	Media - TV
826	877	51	MAHARAJA	Kitchen Care
827	-	-	OXEMBERG	Apparel
828	-	-	IMPERIAL BLUE	Alcoholic Beverages
829	231	-598	BOVONTO	Food & Beverage
830	-	-	INDIA POST	Government
831	460	-371	DOLLAR	Apparel
832	737	-95	LUFTHANSA	Transportation
833	973	140	SERVO	Automobile-Related
834	-	-	AUTOZONE	Automobile-Related
835	-	-	CAT	Diversified
836	743	-93	ZYDUS CADILA	Healthcare
837	-	-	KIDZEE	Education
838	893	55	SONY XPERIA	Personal Gadgetry
839	-	-	GAGAN GHEE	Food & Beverage
840	-	-	TLC	Media - TV

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
841	657	-184	CYCLE AGARBATTI	Home Care
842	-	-	AYUSH	FMCG
843	-	-	NEEM	FMCG
844	-	-	VANS	Personal Accessories
845	-	-	LOGITECH	Technology
846	-	-	CONA ELECTRICALS	Household Electricals
847	-	-	RENAULT KWID	Automobile
848	432	-416	ELLE 18	FMCG
849	-	-	PIDILITE	Manufacturing
850	787	-63	STAR GOLD	Media - TV
851	238	-613	NEELKAMAL	Home Care
852	400	-452	CROMA	Retail
853	951	98	RAJA BISCUIT	Food & Beverage
854	-	-	FIFA	Sports
855	-	-	NICOTEX GUM	Healthcare
856	900	44	MAHINDRA KUV100	Automobile
857	-	-	ANANDBAZAR PATRIKA	Media - Print
858	-	-	VERO MODA	Apparel
859	707	-152	STARBUCKS	Retail
860	375	-485	HENKO DETERGENT	FMCG
861	545	-316	VESPA	Automobile
862	-	-	YATRA.COM	Internet
863	-	-	SKULL CANDY	Personal Gadgets
864	-	-	CHAMPION	Apparel
865	-	-	SANGINI	Personal Accessories
866	-	-	CRIZAL	Personal Accessories
867	-	-	MARUTI SUZUKI SWIFT DZIRE	Automobile
868	-	-	FEMINA	Media - Print
869	294	-575	PUREIT	Durables
870	-	-	NATURALS	Food & Beverage
871	-	-	KC PAUL & SONS	Manufacturing
872	214	-658	CADBURY GEMS	Food & Beverage
873	820	-53	FABER-CASTELL	Stationery
874	-	-	JAWED HABIB	Retail
875	-	-	SONALIKA TRACTORS	Automobile
876	-	-	CHEETOS	Food & Beverage
877	-	-	CREAMBELL	Food & Beverage
878	273	-605	LOKMAT	Media - Print
879	-	-	AFLAC	BFSI
880	-	-	MAJESTIC AUTO	Automobile-Related



## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
881	895	14	ARAMUSK DEO	FMCG
882	-	-	ZEBRONICS	Technology
883	-	-	SUNFLOWER OIL	Food & Beverage
884	-	-	PARLE 20 20	Food & Beverage
885	862	-23	ALFA STORE	Retail
886	-	-	FDC	Healthcare
887	539	-348	BISK FARM	Food & Beverage
888	-	-	RELIANCE DTH	DTH
889	968	79	MAX BUPA	BFSI
890	-	-	EPOX	Technology
891	-	-	NEW GOBINDA JEWELLERS	Personal Accessories
892	-	-	BADSHAH	Food & Beverage
893	-	-	LAFARGE	Manufacturing
894	-	-	VALVOLINE	Automobile-Related
895	-	-	COAL	Apparel
896	-	-	TJSB BANK	BFSI
897	-	-	100 PLUS	Food & Beverage
898	890	-8	COMFORT FABRIC	FMCG
899	-	-	SANYO	Durables
900	-	-	STARDUST	Media - Print
901	-	-	TIMES NOW	Media - TV
902	229	-673	KURKURE	Food & Beverage
903	976	73	DUCATI	Automobile
904	-	-	INDIAMART	Internet
905	476	-429	KURL-ON	Home Care
906	-	-	MAX HEALTHCARE	Healthcare
907	-	-	EROS GROUP	Realty
908	-	-	CGN	Automobile-Related
909	671	-238	DABUR LAL OIL	FMCG
910	-	-	GLOBAL DESI	Apparel
911	-	-	CINEMAX	Entertainment
912	-	-	SHAADI.COM	Internet
913	796	-117	THOMSON	Durables
914	585	-329	T-SERIES	Entertainment
915	786	-129	JUSTDIAL	Internet
916	-	-	DFL	Manufacturing
917	-	-	EVERYDAY	Food & Beverage
918	-	-	LEELAVATI HOSPITAL	Healthcare
919	578	-341	RELIANCE ENERGY	Energy
920	834	-86	DR FIXIT	Home Care

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
921	756	-165	UPS COURIER	Services
922	173	-749	LE ECO	Personal Gadgetry
923	-	-	LANCOME	FMCG
924	-	-	AQUATICA	Services
925	-	-	SONY ERICSSON	Personal Gadgetry
926	913	-13	GHARI	FMCG
927	-	-	IPL	Sports
928	345	-583	BIKANERVALA	Food & Beverage
929	-	-	MAHARASHTRA TIMES	Media - Print
930	-	-	LEGRAND	Household Electricals
931	-	-	MAXX MOBILE	Personal Gadgetry
932	-	-	SHINE ORIGINAL	Apparel
933	-	-	STAR NEWS	Media - TV
934	-	-	YELLOW PAGES	Services
935	-	-	DPS	Education
936	853	-83	NAVABHARAT TIMES	Media - Print
937	752	-185	MOTILAL OSWAL	BFSI
938	463	-475	AMUL MACHO	Apparel
939	-	-	NANCY VUU	Apparel
940	903	-37	ASHIMA GROUP	Apparel
941	165	-776	BROOKE BOND TEA	Food & Beverage
942	256	-686	LIZOL	FMCG
943	-	-	PWC	Services
944	-	-	RAMCO CEMENT	Manufacturing
945	-	-	CENTURYPLY	Manufacturing
946	-	-	COUNTRY CLUB	Hospitality
947	556	-391	AMRUTANJAN	Healthcare
948	-	-	AIIMS	Healthcare
949	499	-450	CADBURY PERK	Food & Beverage
950	216	-734	EVA	FMCG
951	-	-	ALMOND ROCA	Food & Beverage
952	465	-487	AJANTA PHARMA	Healthcare
953	-	-	BIG BASKET	Internet
954	-	-	MEGA MALL	Retail
955	-	-	BRIJWASI	Retail
956	561	-395	AMITY UNIVERSITY	Education
957	-	-	SANGAM	Apparel
958	-	-	VAARTHA	Kitchen Care
959	757	-202	INDANE GAS	Energy
960	-	-	SASA	FMCG

## ALL INDIA LISTING

MAB 2017	MAB 2016	RANK DIFF.	BRAND NAME	CATEGORY
961	-	-	RED FM	Media - Radio
962	-	-	CENTRAL BANK OF INDIA	BFSI
963	-	-	STAEDTLER	Stationery
964	588	-376	BINANI CEMENT	Manufacturing
965	-	-	APOLLO MUNICH	BFSI
966	880	-86	BIRLA SUN LIFE INSURANCE	BFSI
967	-	-	PAN AMERICA	Apparel
968	406	-562	MANGO	Apparel
969	-	-	ELWIN	Personal Accessories
970	702	-268	MENTOS	Food & Beverage
971	-	-	CREATIVE	Durables
972	977	5	CHRISTIAN DIOR	Branded Fashion
973	-	-	BUICK	Automobile
974	-	-	RAMA AGRO FOODS	Food & Beverage
975	-	-	ACNESTAR	FMCG
976	-	-	DENNY'S	Retail
977	-	-	NABARD	BFSI
978	-	-	DABUR HONEY	Food & Beverage
979	-	-	KARNATAKA BANK	BFSI
980	-	-	ETIHAD	Transportation
981	-	-	ROADSTER	Apparel
982	-	-	CHHOTA BHEEM	Animated Character
983	-	-	ASSAM TEA	Food & Beverage
984	689	-295	MONTEX	Stationery
985	828	-157	BAYER	Diversified
986	-	-	FAIR GLOW	FMCG
987	874	-113	AO SMITH	Durables
988	-	-	GLOBUS	Retail
989	-	-	BBLUNT	Retail
990	955	-35	LEXI PENS	Stationery
991	-	-	FUJIFILM	Personal Gadgetry
992	-	-	CARLSBERG	Alcoholic Beverages
993	-	-	ANNAPURNA	Food & Beverage
994	-	-	GANGURAM SWEETS	Retail
995	818	-177	HONDA CB SHINE	Automobile
996	507	-489	MOHANI TEA	Food & Beverage
997	-	-	CORNETTO	Food & Beverage
998	704	-294	AT&T	Telecom
999	-	-	PREGANEWS	Healthcare
1000	-	-	CONVERSE	Personal Accessories

TRA is an actionable insights and brand intelligence company dedicated to understanding and analyzing consumer behaviour through two globally acclaimed proprietary matrices of Brand Attractiveness and Brand Trust. Over a decade of research has helped TRA discover the granular attributes and traits that make the fundamentals of a brand.

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Research Methodology



Fieldwork







# India's Most Attractive Brands

## 2017



"We intended to create awareness and gradually worked towards building a better way of living for the tribals. It began with the need of the people and the area, and the rest took its course naturally."

**Dr. Prakash Amte, Social Worker and Ramon Magsaysay Award Winner**

"It is necessary to look beyond the conventional mold of civics as the building of dutiful subjects of the state, with their memories brimming with the rules and regulations of the government."

**Prof. Charanjit S Shah, Architect, Educationist, Academician and Founder, Creative Group**



"Initially it was a struggle and it involved going against the current. However, as time went by, I started enjoying my life being different. When one is different, one is noticed and one can inspire others."

**Manvendra Singh Gohil, Human Rights Activist**

Every time a brand has a human interface, it arouses deep-rooted psychological, sociological, and cultural reactions in the person, exerted as a primal force of attractiveness by the brand.

All brands exert such a raw, magnetic pull, but to truly hone its power and cater to stakeholders' desires, brands have to understand these forces closely.

### WHAT IS BRAND ATTRACTIVENESS MADE UP OF?

### HOW CAN BRANDS ENHANCE THIS FUNDAMENTAL ATTRACTION FORCE?

India's Most Attractive Brands 2017 is a primary research based on TRA Research's proprietary matrix on the 36 Traits of Attractiveness, conducted across 16 Indian cities.

This Report reveals the intricacies of Attractiveness and the strategies that will help increase a brand's Attractiveness Quotient. The Report also lists India's Most Attractive Brands in over 316 categories.

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