

India's Most Attractive Brands 2018

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TRA Research Pvt. Ltd

5/10, 2nd floor, Grants Building, Arthur Bunder Road, Colaba Mumbai - 400005. www.trustadvisory.info Email: enquiries@trustadvisory.info

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Managing Editor: N. Chandramouli CEO TRA Research Pvt. Ltd.





AT FIRST SIGHT

Creativity is everywhere. All species display some level of creativity. However, humans are different possessing higher cognitive abilities — the mental process of knowledge acquisition based on awareness, reasoning, judgment, perception, social intelligence and advanced creativity. Creativity gives the most meaning to our lives and the process of creation, as most would remember from own experiences, is exciting, interesting, refreshing and memorable. Ingenuity invariably gets recognized, rewarded and transmitted, and most successful creations get attributed to the creator permanently giving long term social recognition and rewards.

Among brands, Creativity gets most noticed in its communications. Higher aspects of Creativity are seen when a brand brings out differentiated products — something the category and users remember for long. In the few times when the brand creates a disruptive business, it gets etched with the Creativity ascription and the allure of the brand embeds deep.

Strangely, a seemingly non-logic ability, Creativity, is grouped as a Brand Behaviour under Rational Appeal of TRA's Brand Appeal Matrix®. However, once recognized that Creativity is an inherently cognitive process requiring reasoning, judgement, perception, its Rational Appeal becomes evident.

Anything new, and in some way valuable, can be termed creative. In brands and businesses, Creativity can be defined as a *strategy ability* to cope with situations to generate new or better solutions. Creative outcomes are not easy and necessitate combining innovative thinking with high applied effectiveness. When brands display Creativity, they demonstrate an 'intellectual' ability to deal with the future better as also to shape the idea to culmination. Audiences don't just measure brands on a creative scale from a viewpoint of novelty, entertainment and utility alone, but also from a position of future risk amelioration.

Creativity also validates a brand's high sensitivity to the environment it exists in. It

gives the brand an imagery of a pioneer, one willing go into unchartered territories and hazard risks. A brand's Creativity displays its ability for a new way of thinking, giving it a unique appeal. The benefits of a successful creative effort are for all to enjoy, but if the attempt was to be unsuccessful, the ignominy is only for the dismayed creator to bear. Unless lucky, it takes great perseverance and patience for a successful creative outcome, especially because creative failures, if more than the expected few, get treated with disdain and contempt. It is these risk-reward imbalances that are inherently recognized by stakeholders, giving creative successes a magnetic attraction and irresistible appeal.

Successful Creativity places the brand high on the social ladder too, relegating competition to *thought followers* in users' minds. A creative brand not only enhances its own value but brings value to society as a whole, helping breed a creative-culture in society, a necessary ingredient in social survival and growth.

Why am I emphasizing so much on Creativity you may well ask? Well for one, it is extremely rare. Most of us are creatures of habit and it takes extraordinary effort to attempt things new. The other reason I stress on Creativity is because of the way our minds function.

The mind, as we all know, is made of the Sub-conscious and the Conscious. Of the two, the Sub-conscious, loosely called the *Decider*, works on rote action, making mechanical decisions, which only happens after the Conscious — the *Learner*— has engaged and absorbed with the idea. The Sub-conscious *Decider* is not infallible, and sometimes makes mistakes, because it takes instantaneous, automatic decisions based on the most relevant situational contexts. Many times brands enjoy the benefits of the *Decider*, as audiences are loath to any type of change. Once the initial investment has been made by the user's *Learner*-mind, they would rather stick with a brand than not.

To understand how a brand can be creative it is important to delve into the second part of the mind. This Conscious part of the human mind is its *Learner* but unfortunately, most often a lazy one. The brand-mind, the brand's Conscious *Learner* part too, is equally and universally as lethargic. Brand Creativity requires the brand custodians to awaken this dozing *Learner* in the brand-mind, even though it may come with bruising efforts. When a brand keeps its *Learner* mind active, learning and unlearning repeatedly, taking risks by trying new approaches — with new extensions, unexplored markets, innovative products or fresh communication — the brand's successes unleash its creative fire to create a deep and lasting subliminal desire among its audiences.

All custodians want their brands to be much desired for. Being on the Creativity highway is not only compelling for those who work with the brand, but it also keeps the brand relationship with audiences vibrant, interesting, exciting and memorable.

Now, who wouldn't want all these in any relationship?

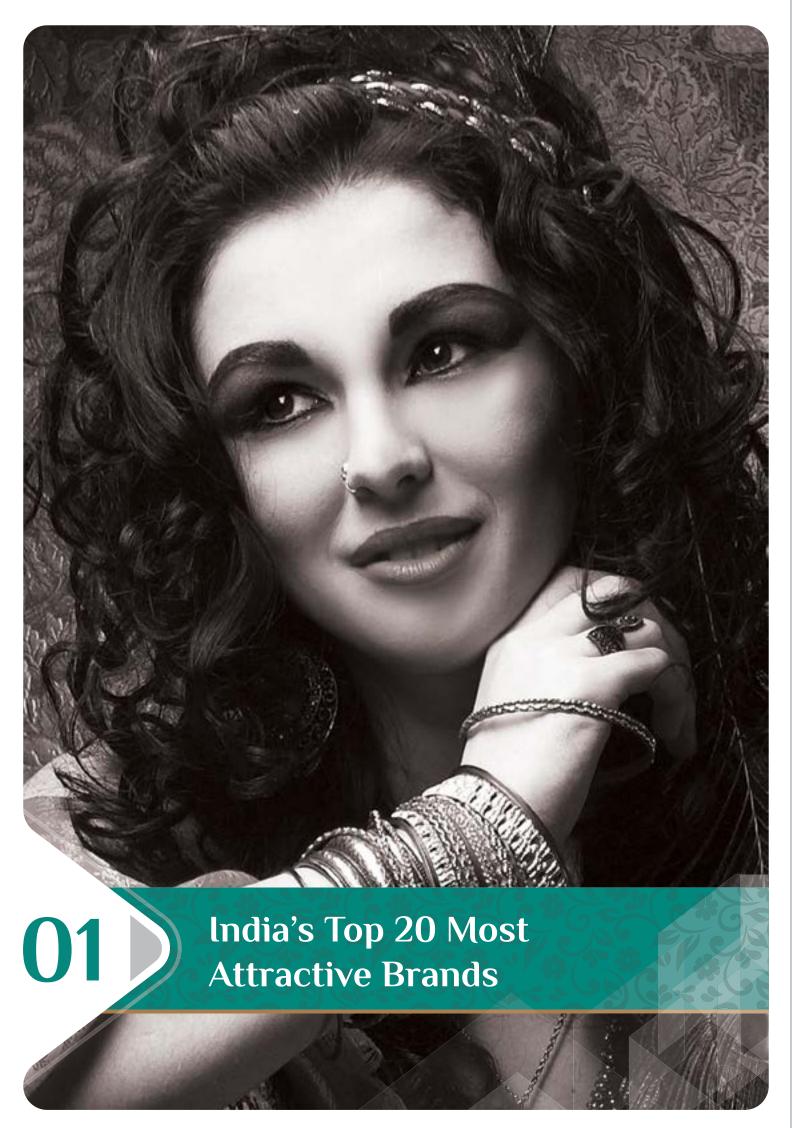
Warm regards,

N. Chandramouli CEO, TRA Research



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India's Top 20 Most Attractive Brands

All brands have a desire quotient — some high, some not. Desire or attraction reflects the deep pulls of the mind that hold the potential to create a magnetic and irresistible allure. Desire can be defined as the response to a sense of longing for anything - a product, brand, person or an outcome. Most human decisions are made in the sub-conscious mind — the seat of human memory, self-image, personality, habits, emotion, perception, desire, attraction, among other aspects.

Desire creates a subliminal yearning and even at just the thought of possessing the object of desire. So much so, that philosopher Thomas Hobbes (1588–1679) emphasized that human desire is the fundamental motivation of all human action. The father of psychoanalysis, Sigmund Freud, held human desire as a pivot for his theories when he said, that humans were "simply actors in the drama of their own minds, pushed by desire, pulled by coincidence. Underneath the surface, our personalities represent the power struggle going on deep within us".

Desire — an intense attraction, creates excitement, craving, aspiration, pining, hunger, urges, and, in its uncontrolled state, could even lead to obsessiveness. When brands score high on Attractiveness, they are creating similar subconscious pulls. Desire is inherent in invention, in exploration and in discovery. In effect, without the drive of desires and their fulfilment, humans may not have achieved what they have through millennia.

TRA has kept its methodology unchanged in its eight years, especially since a change in methodology can have a considerable impact on the rankings. Considering the significance that TRA's report rankings have for brands, we have carefully avoided this so far. However, this year, as you will read in detail in the methodology chapter, we have added an improvement to our methodology by adding one extra layer - asking respondents to name the category of the brand name they mentioned. This was done after much scrutiny and deliberation, with a singular objective to ensure the data was more robust.

This additional respondent query, though a small change on the surface, it had deep impact on both the fieldwork and the results. It nearly doubled the fieldwork effort and time, but it also brought valuable clarity to the data. This Category query addition also impacted the Brand Attractiveness ranks for some brands, those which had two or more brand extensions present in the report. It automatically resulted in many more categories being listed in this year's list, for example Televisions, Washing Machines, have become an independent Category each which never existed in the years previous.

Also, this change caused multi-category brands to share its Attractive Quotient with its Category extensions. In some such cases, where the split has been too distributed among sub-brands, there are chances that it could have disadvantaged the ranking of the multi-brand, in favour of the brand extension.

THE TOP 20 MOST ATTRACTIVE BRANDS

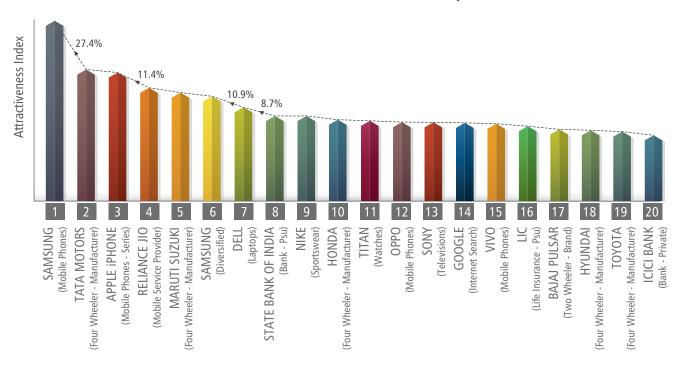
In TRA's reports it is rare to see a brand feature more than once in the entire list of 1000 brands. Furthermore, no brand has ever entered twice in this coveted India's Top 20 Most Attractive Brands list. This year that trend has been broken — but then, it is a year of many previous records being broken too.

The brand which has managed this commendable feat is Samsung — Mobile Phones Category, ranking first All-India among the 1000 brands listed. Samsung features again in the 6th rank among the top twenty list —

leading in the Consumer Electronics category and becoming the only brand in the history of TRA's reports to achieve this worthy feat.

Tata Motors, India's largest Automobiles company, secures the runners-up position, 27% Attractiveness Quotient (AQ) behind the first ranked. Just 2% AQ behind it, and with a massive jump of 89 ranks over last year, is Apple iPhone, climbing 8 places in the Mobile Phones Category over last year. Reliance Jio, the three-year old disrupter telecom brand, which has already raced up as the third largest mobile phone network in India, ranks 4th among India's Most Attractive Brands (MAB) and leads the Mobile Telephony Category.

India's Most Attractive Brands - Top 20*



Unwaveringly, Maruti Suzuki makes its way up the ranks from eighth rank in MAB 2016 to seventh in MAB 2017, to 5th rank this year. As the first repeat brand among the top twenty, Samsung also leads the Consumer Electronics-Diversified Category featuring 6th in the overall list this year. The brand had ranked third in MAB 2016 and then rose to the leading brand in MAB 2017.

Dell leads the Laptops Category as also the Technology Super-Category at 7th rank. It ranked tenth in the previous year, as a Personal Technology brand. It will be relevant to note that the Laptops Category is a new introduction this year. At 8th rank is State Bank of India, India's largest bank, which made an impressive gain of thirty-eight ranks over last year. Nike enters at 9th rank, merely 1% attractiveness points behind. Honda, the Japanese automobile manufacturer, rounds off the top 10 Most Attractive Brands for 2018, trailing behind 4% from its predecessor.

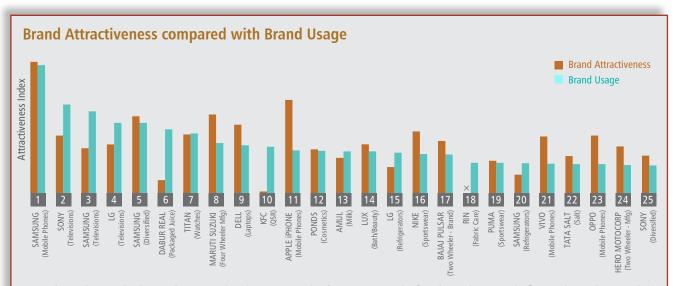
Titan leads the Watches Category as the 11th Most Attractive Brand in India this year, with a narrow 1% AQ margin from the previous ranked brand. Oppo, which took the high visibility route of sports sponsorships last year, is ranked 12th this year and has lost its leadership of the Mobile Phones Category with the same suddenness that it had acquired it last year.

Following it is the Japanese multinational conglomerate Sony, which leads the Televisions Category, and occupies the 13th position in 2018. Sony had consistently maintained its grip among the top three positions in most of the previous year reports, albeit as a Diversified Consumer Electronics brand. To note, the Televisions Category is also a new addition to the list of categories this year. The American multinational company specializing in Internet-related services and products, the all-pervasive Google, has moved up significant ranks to come into the top 20 listings this year, rising from rank 105 in MAB 2015 to 102 in MAB 2016 to 19th in MAB 2017 and to 14th in the current year, with a mniscule gap of 0.2% from the previous brand.

The next brands upto 20th rank are all closely bunched up. The second Chinese gadget company owned by BBK Electronics, Vivo, makes an entry at rank 15th in the top 20 listings this year. Following this, is the Indian stateowned insurance group, LIC, trailing its nearby competitor by only 4%. Interestingly, LIC is the only insurance company to appear in the top 20 Most Attractive Brands in India in all editions of India's Most Attractive Brands so far.

This year, the Indian two-wheeler brand, Bajaj Pulsar made a remarkable movement of 12 ranks claiming the 17th position. Closely following it, and within a small margin of only 0.2%, is the South Korean multinational automotive manufacturer, Hyundai, a brand which always displayed consistency in a rapidly evolving and demanding market. The brand has moved straight up from rank 37 in 2015, 22 in 2016 to 13 in the year 2017 respectively, dipping down slightly to rank 18th in 2018.

Another new entry in the list of top 20 brands has been made by the Japanese multinational automotive manufacturer, Toyota, ranked 19th, as a four-wheeler manufacturer, missing a higher rank by a hair's breadth, only 1% AQ. Winding up in the Top 20 India's Most Attractive Brands for 2018 is another new entry in the listings is an Indian-multinational banking and financial services entity in the private sector, ICICI Bank. It is also the only Bank to enter the top 20 over all the five reports, missing the previous rank by only 5.3% in terms of Attractiveness Quotient.



Some brands punch above their weight class, some don't give up, and a few brands are only fixing their gloves while the fight already ended. The graph above is a comparison of Brand Attractiveness versus Brand Usage. Typically, the Usage should be above or at least equal to Brand Attractiveness. If Brand Usage is high and Attractiveness low, the brand should improve its Attractiveness to have greater Usage. If a brand has Brand Attractiveness greater than its Usage, the brand may be not used due to lack of availability, out-of-reach pricing or even marketing incompetence.

Above their class

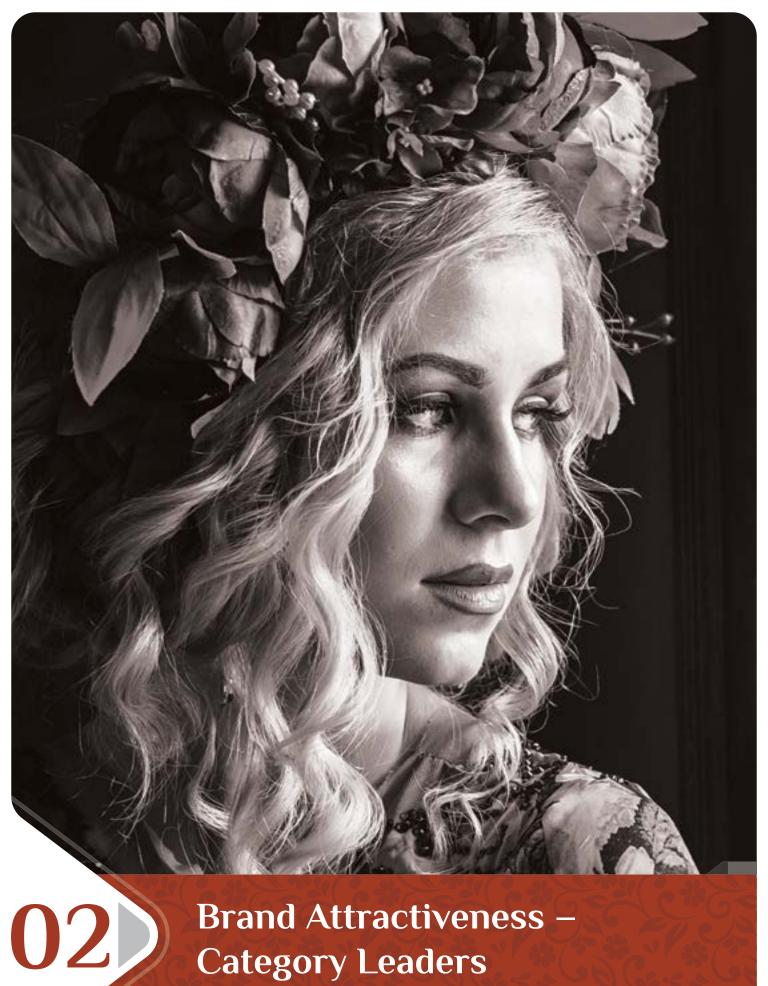
The brands which have a higher Usage than their The brands which have a lower Usage then their Attractiveness Index in order of better are as under:

Rank	Punching Above Class brands
1	DABUR REAL (Packaged Juice)
2	KFC (QSR)
3	SAMSUNG (Televisions)
4	SONY (Televisions)
5	RIN (Fabric Care) - not listed
6	LG (Televisions)
7	LG (Refrigerators)
8	SAMSUNG (Refrigerators)
9	AMUL (Milk)

Below their class

Attractiveness Index are as under:

Rank	Punching Below Class brands	
1	APPLE iPHONE (Mobile Phones)	
2	OPPO (Mobile Phones)	
3	MARUTI SUZUKI (Four Wheeler - Manufacturer)	
4	VIVO (Mobile Phones)	
5	NIKE (Sportswear)	
6	DELL (Laptops)	
7	HERO MOTOCORP (Two Wheeler - Manufacturer)	
8	BAJAJ PULSAR (Two Wheeler - Brand)	
9	SONY (Televisions)	
10	TATA SALT (Salt)	
11	LUX (Bath/Beauty)	



Category Leaders

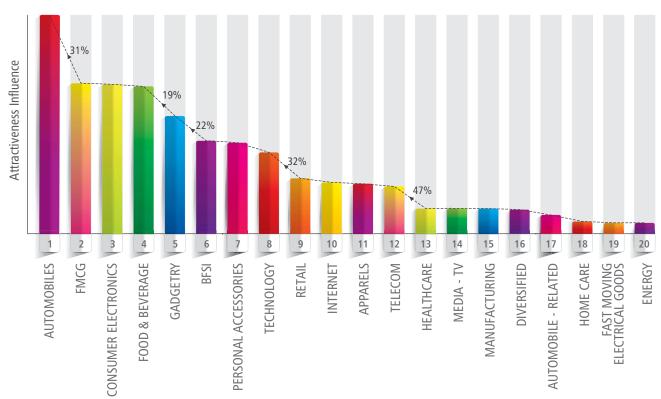
Brand Attractiveness – Category Leaders

Peer groups matter — most of all, competitively. We, as humans, compete closely with our peers, for resources, mates, sometimes for survival. Brands too behave similarly — competing fiercely for resources, consumers, and often also for survival. It is because of this that comparison within 'groups-of-similar' takes such significance. This chapter will show that competition of brands for the attraction of consumers and those that have won their hearts this year.

TOP 20 CATEGORIES

The first level of analysis, Attractive Influence, is the comparison of the summation of Attractiveness Indices (AI) of brands in a particular group which often renders interesting information. Sometimes the AI is well distributed within a Super-Category, and sometimes some individual brands with a higher Attractiveness Index will promote the overall Attractiveness Influence of that Super-Category. This also shows which categories are being found desirable by consumers — mirroring their own personalities and influences.

Attractiveness Influence of Top 20 Categories*



What do the top 5 categories leading in Attractiveness Influence say about the changing consumer mindset?

2018 – Automobiles, FMCG, Consumer Electronics, F&B and Gadgetry

2017 – Consumer Electronics, Automobiles, Diversified, Personal Accessories and FMCG.

When considering Attractiveness Influence of the top five categories over the last report, Consumer Electronics, Automobiles and FMCG remain common, and Gadgetry and F&B categories replace Diversified and Personal Accessories categories this year. Barring Consumer Electronics which fell in Attractiveness Influence by 16%

this year, the other four categories together have seen a significant rise in Attractiveness Influence of over 30% when compared to last year. The inference of the high rise in these four categories shows that the sense of social worth of the Indian consumer is definitely on the rise, tending to find desirable those categories which are driven by individual personality.

BFSI Super-Category has shown appreciable improvement by moving up from the tenth rank in 2017 to the 6th rank in the year 2018. Personal Accessories Super-Category comes 7th this year, which was ranked fourth in 2017. At the 8th position in Attractiveness Influence and 10.3% behind is the Technology Super-Category followed by Retail and Internet which make it into the top 10 Super-Categories in terms of Attractiveness Influence, 32.2% and 9.4% behind their previous ranked categories respectively.

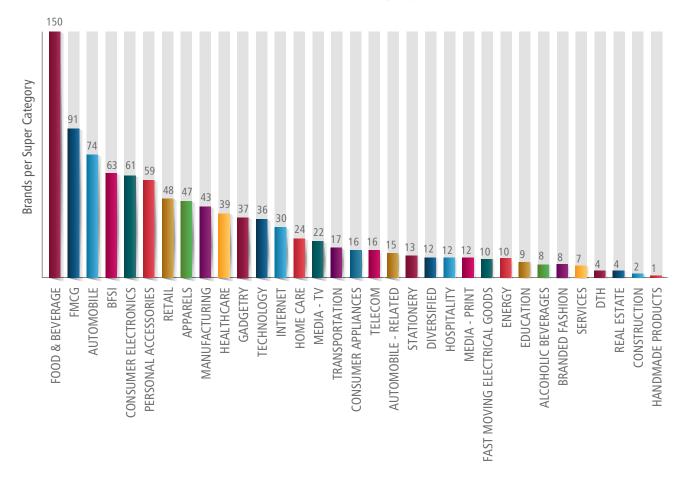
While the BFSI segment which had the tenth highest Attractiveness Influence last year, has jumped to the 6th place this year, the Personal Accessories segment with the fourth highest Attractiveness Influence last year, has slipped down to the 7th rank this year.

Brands per super category

Among the top fifteen Super-Categories, F&B, Consumer Electronics, Retail and Technology have seen a noteworthy rise in the number of Attractive Brands chosen by the consumer-influencers, while FMCG, Apparels and Media-TV have seen a significant fall. Most other Super-Categories remain nearly represented by a similar number of brands in both years.

The top five Super-Categories represent 44% of all the brands, with F&B dominating with 150 brands, and FMCG with 91 brands.

Brands Per Category*



mmadame

Bipan JainManaging Director, Madame

Attraction can be termed as the impulse or that first look, that makes the customer ensure a first glance to the brand. This attractiveness can be attributed to either the first sight of the brand logo or the color of the merchandise or the first presentation through the store window.

The key factors according to us, is that consistency in 'style quotient' has been the major attraction point for the brand over two and a half decades. Maintaining the legacy and upgrading the collection to the customer's ever growing exposure and taste is what has proved sustainable for the brand. Correspondingly, accentuating the core with allied categories has been a deciding quotient for the loyal customers turning up to 6 times in a year to a window shopper coming over at least thrice a year.

As far as attractiveness for stake holders is concerned, the first stake holder I believe is the team behind the brand, it is this that helps a brand build its attractiveness to its other stakeholders. Right from the design inception to the retail sales to the end consumers, the stakeholders immerse themselves to the ethos of the brand ensuring highest delivery in terms of design & services. In a flat hierarchy, working directly with senior leadership also provides a huge opportunity to grow within the eco-system and showcase one's talent.

Our brands marketing communication also plays a major role when it comes to leveraging our attractiveness quotient. The communication has to be in sync with what the brand represents and it is this factor that pulls a like-minded or a curious cust omer towards the brand. Over the years we as a brand have worked towards resonating with our brand's own character. Technically consistent formats (sizes) of multiple communication, be it print or digital should be synonymous. What stands out the most is the brand's loyalty process that provides in-conditional benefits to consistent visitors and not necessary high-spenders.

The unconditional movie premiers / screenings for Madame Club members, each month takes place in different cities and offers certain benefits to our customers on special festive occasions, thereby ensuring the trust factor of our brand keeps building and getting stronger.

A brand's attractiveness and identity should be distinguishable from other brands. With increasing competition and the wide geographical spread; brand attractiveness begins to hold a much higher value. By having a brand identity that stands out from the others in the brand universe one needs to follow the right methods to ensures that the consumers find your brand in top-recall whenever he / she wishes to reach out to this category.

I believe that marketing campaigns hold a great impact in defining the attractiveness quotient for a brand, be it at new store launch or interaction with bloggers / journalists / style sessions with end consumers. The most important attributes a brand should possess and inculcate constantly are consistent quality, user experience, engagement with the customer, post sales touch points, the right price and the right face representing the brand. By abiding these attributes a brand not only looks after itself but also indirectly looks after their customer's well-being.

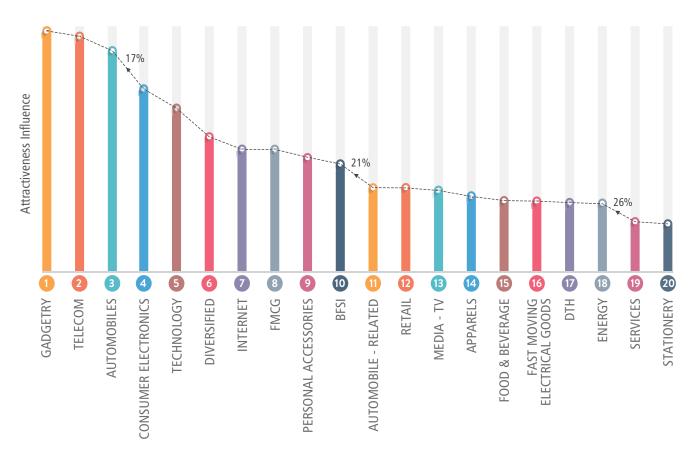
Brands these days need to focus on attractiveness as an important dynamic drawing in customers towards buying their products / services. As customers today find it difficult to find the time to allocate for shopping, that's when a product / service need to capture their attention.

Average Attractiveness Index

The average Attractiveness Index shows the average Attractiveness strength of the brands in the division – the central tendency of the Super-Category. Gadgetry, Telecom, Automobiles, Consumer Electronics and Technology take a lead in this analysis. The average AI best displays the Categories that reflect those that contribute to 'Social Worth' in the consumers mind.

Naturally, the larger the number of brands present in a category, the higher the likelihood of having a a high total AI and consequently a low Average Attractiveness Index. For example, the Food & Beverage Super-Category has the largest number of brands and the fourth largest Attractiveness Influence, falls to 15th rank in the average AI, largely due to the large number of brands present in the group. The total AI of the top 10 brands in F&B is nearly equal to the total AI of the bottom 120 brands in the list. With its 150 brands the F&B category is way down in Average AI at 42nd rank.

Average Attractiveness Quotient (AQ)*



CATEGORY-WISE MOST ATTRACTIVE BRANDS

Some prominent Super-Categories in the above three analyses are studied here in further detail.

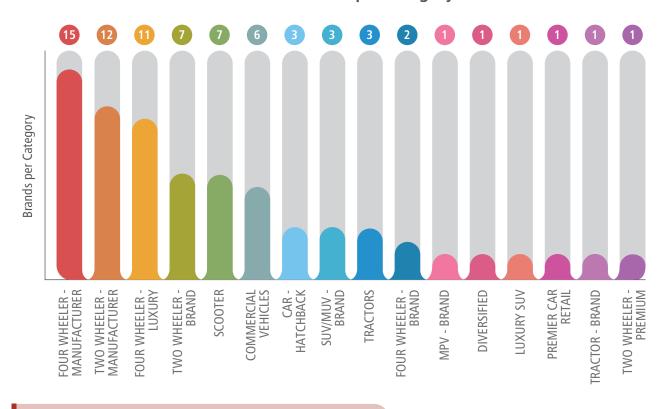
Automobile

That the desirability of the brand of car manufacturer is found more desirable than the model of the vehicle may be expected, but the fact that Four Wheeler-Luxury, comes 3rd in Attractiveness, perhaps goes to show that Luxury and Desirability are separated by the chasm of affordability.

The entry of Commercial Vehicle brands (which includes Trucks and Buses) among Attractive Brands and

higher number of brands present in the list than even the omnipresent Hatchback car would surprise many. The astonishment will quell once you notice the entry of trucks into mainstream advertising and TV programming. Nowadays, prominent actors are endorsing Trucks, and popular truck based TV shows like Tata Prima Truck Race in competitive racing and endurance driving programs like India's Deadliest Roads have a dedicated audience. Truck is slowly, yet surely, becoming a symbol of Conscious Effort and Winner's Attributes—Behaviours in Brand Attractiveness that the audiences highly relate to.

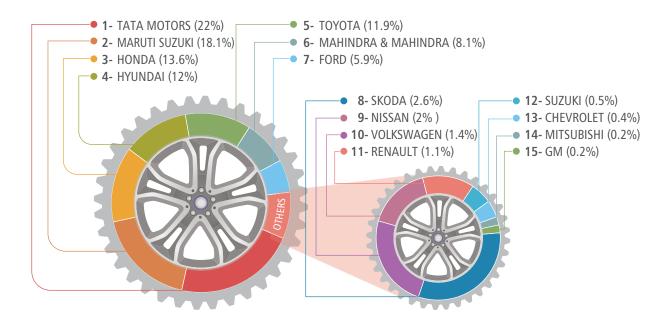
Automobile Brands per Category*



Automobile – Four Wheeler Manufacturer

Tata Motors makes significant strides to occupy India's 2nd Most Attractive brand from an All-India rank 181 last year, also making it India's Most Attractive Four Wheeler Manufacturer brand in MAB 2018. Following

Automobile – Four Wheeler Manufacturer*



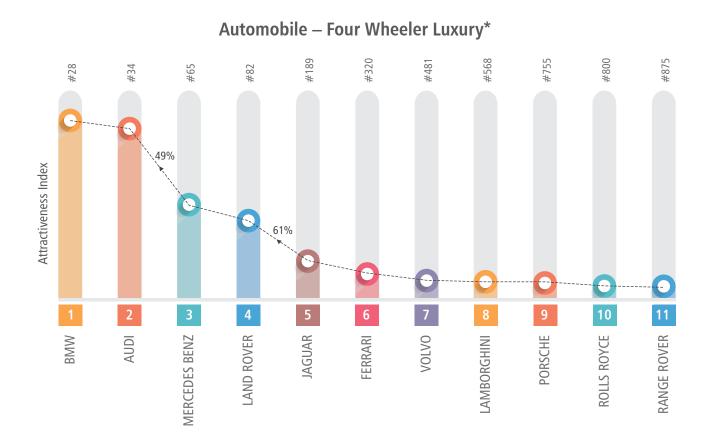
it is another Indian brand, Maruti Suzuki, which has retained its 2nd position from the previous year, also featuring as India's Fifth Most Attractive Brand in the All-India listings this year. Previous year's leader, Honda, is ranked the 3rd Most Attractive Four Wheeler Manufacturer brand in 2018 behind its previous ranked by nearly 25% Attractiveness Index. This is followed by Hyundai and Toyota, 4th and 5th this year respectively, go down by one rank each as compared to their previous year rankings.

This year Mahindra & Mahindra has made an entry in the 6th position as a Four Wheeler Manufacturer,. The 7th, 8th and 9th positions are occupied by Ford, Skoda and Nissan in sequence dipping in ranks when compared to 2017. German automaker Volkswagen is the tenth Most Attractive Four Wheeler Manufacturer in the country repeating its performance of the preceding year.

Automobile – Four Wheeler Luxury

The German luxury vehicle manufacturer, BMW, which was leading in MAB 2015, and slipped to second rung in 2016 and 2017, reacquires the consumer's affections by becoming India's Most Attractive Luxury Car brand this year. It is followed by Audi in 2nd position, which loses its leadership of this Super-Category from last year. Mercedes Benz, a leader of this segment in 2016, is behind from its previous ranked by 49% Attractiveness Index, and has just managed to cling-on to the 3rd rank. Tata owned, Land Rover has had a significant jump from the ninth rank last year to the 4th position this year and its sister-brand from the same stable, Jaguar, retains its 5th position from 2017.

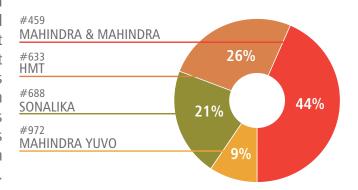
Ferrari has slipped to 6th rank this year which had occupied fifth rank in 2015 and 2016 and rose to fourth position in 2017 among Luxury vehicles. The next part of the Category is a new entrant Volvo at 7th place. Lamborghini is at 8th, slipping from seventh rank last year. Porsche, which made its first entry into among India's Most Attractive Brands in 2016 at rank eight, improved its focus on the consumer to reach sixth in 2017, slipping back to 9th rank among India's Most Attractive Luxury Vehicles. Rolls Royce too moved down from the eighth slot last year to the 10th this year.



Automobile – Tractors

When Tractor brands enter into India's Most Attractive list, they deserve special mention. India is the world's largest manufacturer of tractors and they constitute a major industry and are a significant contributor to its agriculture. This year, India's biggest tractor manufacturer, Mahindra and Mahindra is ranked 1st on the list. Following it is HMT though 40% lower in Attractiveness Index. Sonalika appears at the 3rd place with 17% lower AI compared to its predecessor. Mahindra Yuvo has come in at the 4th place, and the only Tractor class to make it to the list.

Automobile - Tractors*



CONSUMER ELECTRONICS

Consumer Electronics*



The Consumer Electronics Super-Category has been the center of attraction for the consumer with Samsung, LG and Sony among the top five brands in the previous two years. It has third highest Attractiveness Influence and fourth highest Average AI per brand and features 61 brands this year, up from 38 in the previous. The set is evidently high on Attractiveness and two brands from this Super-Category feature among India's 20 Most Attractive Brands.

India's sixth Most Attractive Brand in the All-India listings, Samsung, the Diversified Consumer Electronics brand, dominates in the Consumer Electronics Category. The South Korean Conglomerate displays its determined supremacy with innovative products coupled with focused and determined marketing.

The next few brands group neatly, with Televisions, Diversified Consumer Electronics and Refrigerator coming up in blocks of three, as if in a pageant line-up.

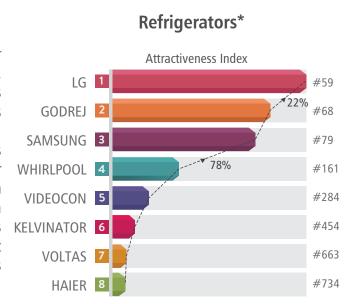
Televisions get a thumbs-up from consumers among Consumer Electronics, occupying the next three ranks. Sony, under the Category of Televisions is second Most Attractive in this Super-Category, with an Attractiveness

Index 25% lower than the leader, and is also the 13th Most Attractive Brand in All-India listings for the current year. LG Televisions lines up in the next and is ranked 3rd in the Super-Category, 15% lower Al than its predecessor. It is also 22nd among the All-India rankings this year. Samsung is the 4th Most Attractive Television brand in the Consumer Electronics Super-Category with 7.9% lower Al than the previous brand.

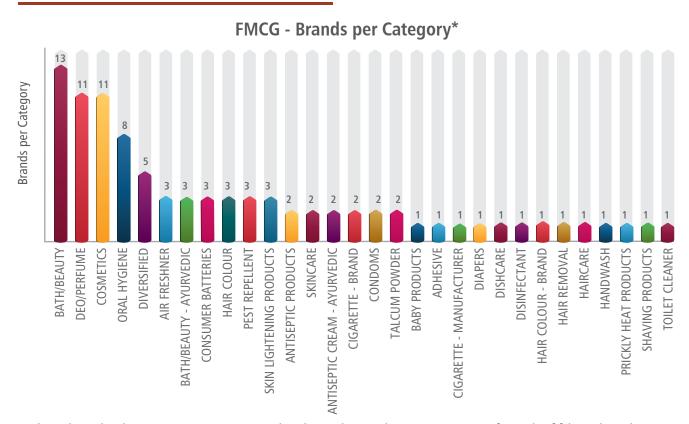
The next three are from Diversified Consumer Electronics Category — Sony at 5th, LG is 6th and Onida at 7th. The following three are from among Refrigerators, LG, Godrej and Samsung in sequence at 8th, 9th and 10th in the Super-Category.

Consumer Electronics – Refrigerators

India's 59th Most Attractive Brand in All-India listings, LG, leads in the Refrigerators Category, known for for their inverter linear compressors used in fridges. Winning the 2nd position with an Attractiveness Quotient 21% lower than its nearest competitor is Godrej, the first refrigerator brand of India. Samsung, is ranked at 3rd position in Refrigerators and has 10% lower Attractiveness score than its forerunner contender. It is followed by Whirlpool which has taken berth at 4th place with an Al that is 55% lower than the previous brand. Videocon ranks 5th, Kelvinator is 6th, and Voltas is ranked 7th. Haier is the 8th Most Attractive Refrigerator, lagging behind the previous ranked brand by 21% Attractiveness points.



FMCG



With 91 brands, the FMCG Super-Category has leaped to 2nd position in 2018 from the fifth rank in the year 2017 in terms of overall Attractiveness Influence though is ranked 8th in terms of Average AI. The Bath &

What do the following brands have in common?

































































They use TRA's platforms, insights and methodologies to build Buying Propensity.



Use our insights to build a lasting relationship with your stakeholders:

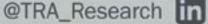
Sachin Bhosle M: 9820164688

E: sachin@trustadvisory.info











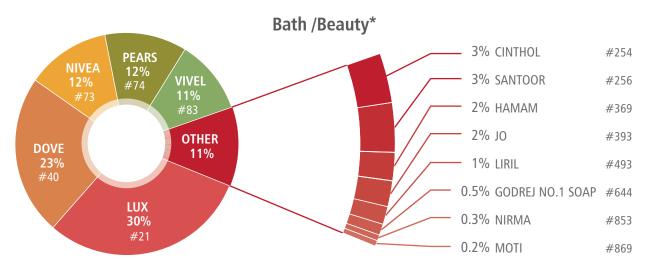
Beauty sub-segment is the chief contributor in this Category with 13 brands, followed by Deo & Perfume and Cosmetics with 11 brands each, Oral Hygiene featuring 8 and Diversified FMCG including 5 brands.

A closer look at some of these sub-segments under FMCG will reveal more.

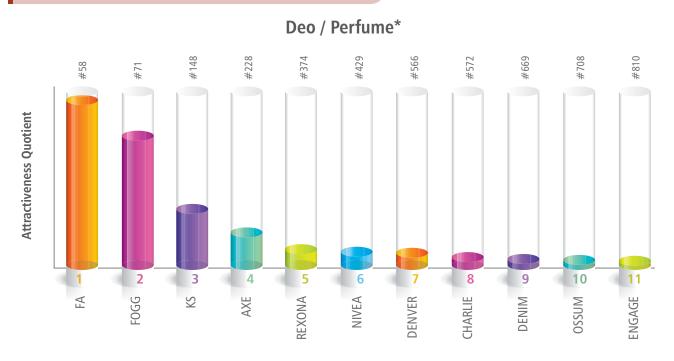
Bath /Beauty

Zoe Kravitz, the American singer, actor and model, sums it up well — "Beauty is when you can appreciate yourself. When you love yourself, that's when you're most beautiful". The Bath & Beauty segment is mainly positioned on Attractiveness, the brand often reflecting a self-image consumers have of themselves.

Lux has maintained its lead of last year, followed by Dove also maintaining its slot, as the two Most Attractive Bath & Beauty brands in 2018. Nivea has jumped in at 3rd place this year from fifth rank in 2017. Pears, a mere 1.7% Attractiveness points behind, secure the 4th place, up from its seventh rank last year. Vivel follows at 5th rank, climbing from sixteenth rank last year, and Cinthol and Santoor are placed at rank 6th and 7th appearing gaining from their respective eighth and ninth rankings in the previous year. Liril has made a comeback this year at 10th rank in Bath & Beauty having missed the top 1000 altogether last year.



Deo / Perfume

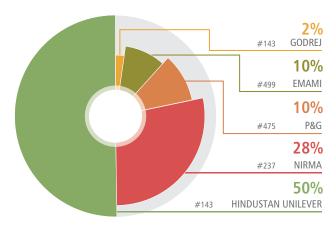


FA, a first time entrant in the list, has had an incredible endorsement from consumers this year and leads the Most Attractive Deo & Perfume Category. It is followed by FOGG, in the 2nd position, which had taken the leadership in 2016 from Axe and gave it up again in 2017, but the brand retains the last year rank in 2018. KS, the Kamasutra brand of Deo, enters at the 3rd spot this year, lagging the previous brand by 56% Al score.

Last year's Category leader, Axe, down from leadership last year to 4th rank this year keeps a distance of 40.8% Al from its nearest competitor. Rexona, Nivea, Denver and Charlie cover up the next four ranks respectively. Denim, positioned in the 9th rank has slipped from the third rank in the previous year. Ossum wraps up the top 10 Most Attractive Deo & Perfume brands for this year.

FMCG - Diversified

FMCG - Diversified*



The largest FMCG brand in India, Hindustan Unilever, has for the first time in a long while made it to the top of FMCG-Diversified list. It was third in the list in 2015

Ritu Gupta Director Marketing, Consumer & Small Business and Brand Lead Dell



"Attractiveness to Dell means placing our customers, their dreams, passions and goals at the heart of all our marketing strategies and plans. We look at ourselves as enablers. Attractiveness is what binds us to our customers."

and second in 2016 and 2017. Desi brand Nirma has shown striking performance and secured 2nd position hopping from the fourth rank last year. Procter & Gamble has retained its 3rd position although it is nearly 64% Attractiveness Index behind its immediate competitor. Another Desi brand, Emami, has climbed to the 4th in 2018 from its fifth position last year, and Godrej, a first time entrant in FMCG-Diversified, rounds up the category with its 5th rank but at 75% lower Al than the previous brand.

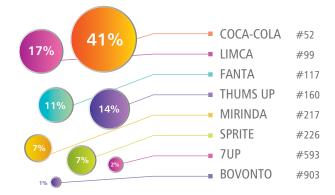
FOOD & BEVERAGE

The Food & Beverage Category leads the overall list in sheer number with 150 brands featuring among the top 1000 list. However, in terms of its overall Attractiveness Influence, the Super-Category ranks 4th, just 1.6% lower than the Consumer electronics Super-Category. This Super-Category is ranked at the 15th position in terms of the Average Attractiveness Index per brand. Here, we observe some Categories that have a greater interest due to their fierce competitiveness, their high decibels or their uniqueness.

F&B – Aerated Beverages

Coca-Cola, for the first time in all the 5 editions of India's Most Attractive Brands has made it to the top slot in the F&B-Aerated Beverages Category this year. Limca has shown an appreciable upward movement of three ranks from last year and bagged the 2nd position in MAB 2018, lagging behind by 57% AI from the leader. Fanta has moved a rank up and claimed the 3rd position, followed by Thums Up which has dipped one position from last year. Mirinda, though behind the previous rank by 32% Attractiveness Index, improved its rank and jumped from the eighth rank in 2017 to secure 5th position in 2018.

F&B – Aerated Beverages*

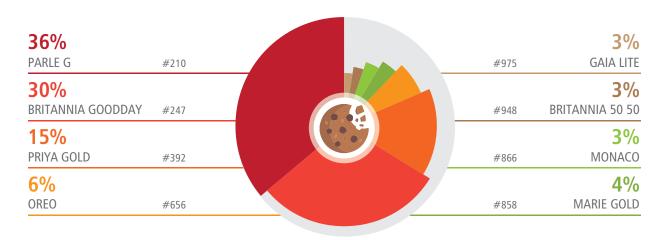


The two lemon drinks, Sprite and 7UP, retain their 6th and 7th ranks of last year respectively. Bovonto, the Tamil Nadu based cola brand is behind 61% of the previous ranked brand and its featuring among the top 1000, speaks volumes of the strength of the brand, and though largely available only locally, makes an impact among the national ranks.

F&B - Biscuits-Brand

The crunchy little bite you often take is a part of a 630 metric tonne, US \$5.37 billion market in India. Parle-G has retained the title of Most Attractive Biscuits-Brand for the fifth consecutive year. The next Most Attractive Biscuit Brand is Britannia Good Day, 17% AI behind than it's the previous brand. Britannia Good Day has been moving up and down the ranks over the years ranking fourth in MAB 2015, second in MAB 2016, sixth in MAB 2017 to its 2nd position this year.

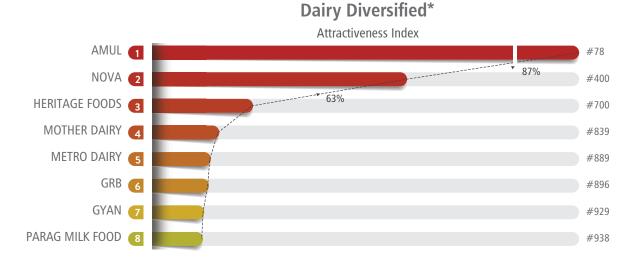
Priya Gold, with a 49.4% lower AI than the previous brand, is 3rd ranked, and is followed by Oreo which retains its 4th position of the previous year. Marie Gold has jumped to the 5th rank this year from the previous seventh rank. MAB 2017's third rank holder Monaco, with a 2.2% lower AI than its immediate brand, has slipped down to the 6th position in the present year. Britannia 50 50 is 7th and Gaia Lite makes a debut entry among the Most Attractive Brands to secure 8th position in the list.



F&B - Biscuits-Brand*

Dairy-Diversified

Grandmaster Amul has dominated the Dairy-Diversified Category over all previous years of this report, and this year too, deservedly, it takes the mantle of India's Most Attractive Dairy-Diversified brand. There are many



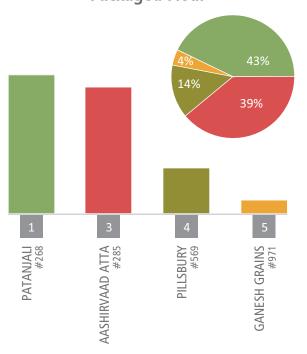
new entrants in this list, and Nova, a Delhi based home grown brand, makes its debut in the reports as India's 2nd Most Attractive Dairy-Diversified brand, though 87.2% Attractiveness Index behind the first. Another debutant brand, Heritage Foods, has secured position on 3rd rank in the list.

Mother Dairy, the NDDB owned brand which has made significant headway to have a national presence, is ranked 4th, slipping from the usual 2nd rank it held among Dairy-Diversified brands. At 5th rank is Keventer owned, Metro Dairy. GRB, Gyan and Parag Milk Food occupy the 5th, 6th, 7th and 8th positions respectively

Packaged Flour

Patanjali takes the pole position in Packaged Flour category in Most Attractive Brands 2018. Lagging a 9% Al score behind is another new entrant Aashirvaad at the 2nd rank this year. At the third spot is Pillsbury, which has shown a significant leap of 191 ranks from its 2017 occupying 569th in All-India ranks in 2018. At a substantial 71% distance from its predecessor, Ganesh Grains rounds off the top four Most Attractive Packaged Flour brands in the country.





Food and Beverage - Milk

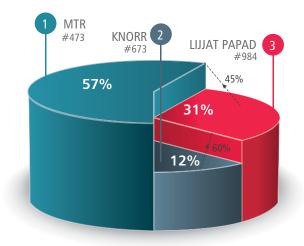
India's largest dairy company, Amul, has topped this category as the Most Attractive Milk brand for the

fifth time consecutively in 2018. It leads the race by a huge margin of 93% in terms of Attractiveness Index. Another well-known Indian brand of dairy products, Mother Dairy, comes in the 2nd position. Three new entrants, Verka, Nandini and Gokul, occupy 3rd, 4th and 5th ranks in the Milk Category.

RTC Foods

Among Ready-to-Cook brands, MTR has shown consistent performance by bagging the title of India's Most Attractive RTC Foods for the last three years, along with an appreciable movement to 473rd position from the 724th position last year in the All-India listings this year.

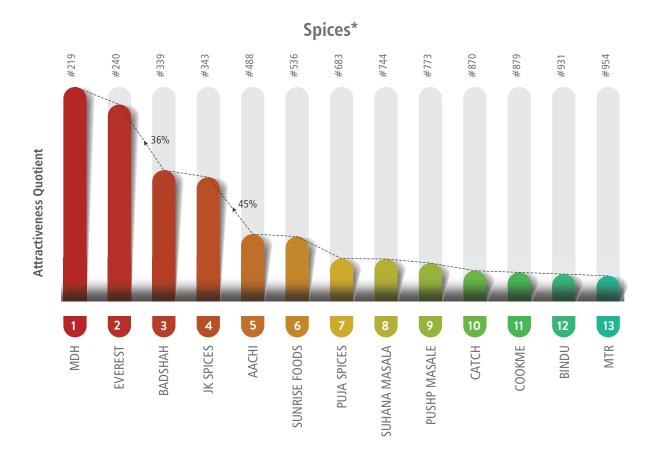
RTC Foods*



Spices

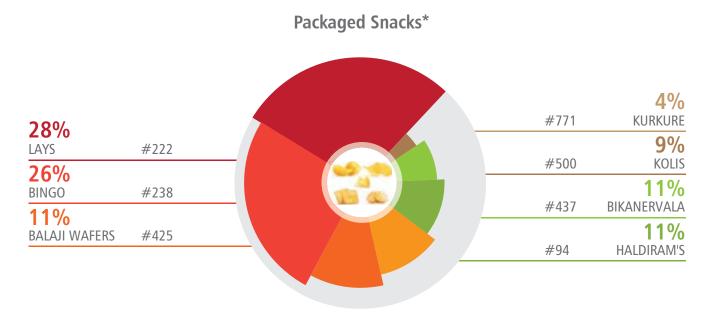
MDH is the Most Attractive Spices brand this year, followed in 2nd rank by Everest. MDH and Everest have been always been among the top three Spices brands across the five editions of the report, and MDH even climbed up to become the Most Attractive Brand in 2016. Both brands have climbed a rank each over last year in a group that has 13 brands this year, the maximum entrants till date.

Badshash Masala, ranked 3rd, has also consistently been a part of all editions, barring 2016, when it did not make it to the list. Sixty-one year old, JK Spices, has made a debut entry into the Category securing 4th position. Aachi, which has been a leader in this Category in three editions out of the five, fell four ranks from last year to settle at 5th position this year. This Category seems to be facing a downward pressure in terms of Attractiveness due to substantial fall in the ranking of various brands.



Packaged Snacks

Lays is India's Most Attractive Packaged Snacks brand and has regained its leadership from fourth in 2017. The brand led the list in 2013 and 2015 and had missed the list entirely 2017. Bingo, from ITC, is ranked 2nd rising from its sixth position in 2017 and just 8% AI behind the leader. In the previous reports from 2013 to 2017, the brand has been in ranks fifth, fourth, fifth and sixth respectively. Balaji Wafers, the leader in 2016



is at 3rd position this year, followed by last year leader Haldirams's at 4th place, slipping down by three ranks in the current year. Bikanervala and Kolis rank 5th and 6th respectively. Kurkure has moved up to 7th position from the eighth rank held in the previous year.





Suvankar Sen

Executive Director, Senco Gold and Diamonds

Attraction is in the eyes of the beholder. In the case of brands, attractiveness is in the eyes of the consumer who is the queen and the engagement or interplay between the two! Generally in humans, attractiveness is spontaneous and instinctive but in the case of brands, attractiveness is created with a promise or an alluring experience that appeals to consumer psyche and makes them recommend it to their influence zone. Attraction or attractiveness is the ability of a brand to induce desire in the minds of a consumer with minimalistic communication. In the case of jewellery brands, it is relatively easier because the alluring designs directly appeal to the consumer senses and right brain but then there is a problem of plenty. Attractiveness is linked to greater likelihood of customer purchase and lesser time needed to close the sale. It is also linked to a customer's willingness to pay a premium and accept price increases as and when.

We have developed "Senco Gold & Diamonds" as a strong brand in our markets in East and North-East India, as a jewellery retailer with a wide range of gold, silver and diamond jewellery products. Our focus on quality, craftsmanship and original designs, together with our targeted marketing and customer service, has contributed to our strong brand recognition and customer loyalty. We have won several awards that have eulogized our brand's iconic stature, attractiveness, trust and social responsibility. As a part of our marketing initiatives, we have corporate tie-ups with the Kolkata Knight Riders and with various other events, including a national beauty pageant. We also engage celebrities from time to time, such as Sourav Ganguly and Vidya Balan as brand ambassadors to enhance our brand presence and market our products.

Additionally, we have implemented a loyalty program with over 200,000 of our customers; and have entered into an agreement with Capillary Technologies facilitate the best program for these customers. We are located in multiple cities but our glocalness is still unique and evokes desire. We believe that our focus on design and innovation, our ability to recognize consumer preferences and market trends, the intricacy of our designs and the quality and finish of our products are our key strengths. We have a wide range and variety of products and have been able to demonstrate our ability to recognise trends in the jewellery industry in order to cater to our customers. In addition, our access to a wide range of skilled local Karigars from West Bengal allows us to offer a diverse product range, catering to changing consumer demands.

The efforts and talent of the karigars of the city of Origin -Kolkata is to be told to the customers to make sure they understand the true value of the jewellery created. Be available to consumers at a time when they seek you — this is very critical in this digital age when definitions of everything including primetime TV are changing. Promote the brand so as to focus only on the target groups. A brand should help customer get smarter smartly and not just sell itself. Create a strong visual identity for the brand which helps customer recall it as often as possible in the sea of visual stimuli. It is important to understand millennials and GenZ.

In the jewellery business especially, brand attractiveness ranks very high amongst various aspects of the brand identity. It is very important because consumers go the extra mile with brands that are high on attractiveness factor.

GADGETRY

With merely 37 brands, the Gadgetry Super-Category exercised the 5th highest Attractive Influence shows the importance of Gadgetry in the consumers' mind and life. In terms of the Average Attractiveness Index, this Category is placed at the 1st position this year. The prime six brands in the Gadgetry Category fall within India's Top 100 Most Attractive Brands, giving this category further robustness.

Mobile Phones

Samsung have taken the crown as India's Most Attractive Brand for the year of 2018 and with that also of the Mobile Phones Category. Their products have superb craftsmanship, cutting-edge technology, and when that gets coupled with a-phone-for-every-budget approach, it has appeal across sections. Apple iPhone, a new entrant into this Category is nearly 29% AI behind the leader. The 3rd rank has been secured by the previous

year leader Oppo behind the previous by 38% Attractiveness Index, followed closely by Vivo which has slipped down from the second position obtained in the previous year with just 2% Attractiveness points behind its sister-brand.

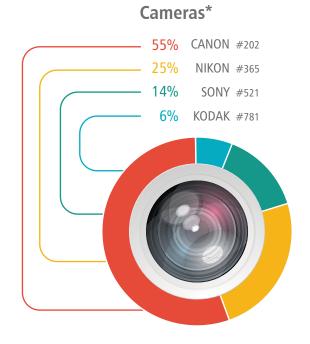
Coming in at 5th position is Nokia, which was at third position last year is 26% behind its predecessor. LG at 6th place has a huge gap of 65% from the fifth ranked, and Sony, another 46% behind the previous ranked to take 7th position this year. The huge differences of Attractiveness Indices between brands, clearly marks the men from the boys in this list. The rear part of the Category is dominated by closely competing Mobile Phone brands such as Lenovo, Micromax and Moto in the 8th, 9th and 10th ranks respectively. This Category has 29 brands this year with 11 new entrants.

Attractiveness Index SAMSUNG (1 29% APPLE iPHONE (2) 38% OPPO (3) #12 VIVO 4 #15 NOKIA (5) #35 LG 6 #93 SONY 7 #164 LENOVO (8) #172 MICROMAX 9 MOTO 10

Mobile Phones*

Gadgetry - Cameras

The Cameras Category has four brands competing for the top slot. Canon leads this year as the Most Attractive Camera brand rising from the second rank in the previous year. It is the largest selling camera brand due to its exclusive products ranging from entry-level, point-and-shoot models to high-end professional SLRs. 56% behind it in terms of Attractiveness Index is Nikon in 2nd place, slipping down from the top position in 2017. New entrant Sony is placed at 3rd rank followed by Kodak in the 4th, losing its rank from the third position in 2013 and 2016 respectively. Canon and Nikon had also won the title of first and second Most Attractive brand in 2013, 2015 and 2016 respectively.



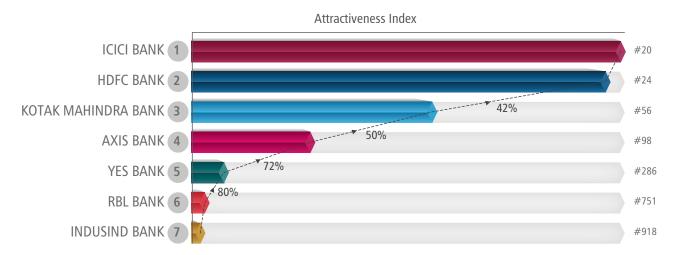
BANKING, FINANCIAL SERVICES AND INSURANCE (BFSI)

BFSI is the 4th most populated Super-Category in this year's list with the 6th highest Attractiveness Influence. In terms of the average Attractiveness Index, the group ranks 10th.

Bank - Private

Like last year, this year too ICICI Bank heads the Bank-Private Category. The bank was a leader in the BFSI Super-Category last year and is third in the Super-Category list this year. HDFC Bank has climbed the ladder to secure 2nd position as compared to third in the previous year. Following it is Kotak Mahindra Bank at the 3rd position this year, and Axis Bank, 50% behind in its Attractiveness score, has seen a fall to 4th rank in the current year from second position in 2017. Yes Bank has retained its last year's position at the 5th rank; RBL Bank and IndusInd Bank follow at 6th and 7th ranks this year.

Bank - Private*



PERSONAL ACCESSORIES

With 59 brands in the list of Personal Accessories, this Super-Category includes Eyewear, Footwear, Jewellery, Sportswear, Umbrella, Watches, among a few others. Usually, Personal Accessories are understood to be items not necessary-to-have, but nice-to-have, adding to aesthetics, convenience, or effectiveness of the user. This Category is therefore intricately tied to Attractiveness.

Footwear

Three new entrants have bagged the 1st, 2nd and 3rd positions in Footwear - Woodland, Liberty and Red Tape. Khadim's has a dip of two ranks this year and takes up 4th place. It is followed by Metro in the 5th position. Behind only by a thin margin, Sparx has moved to the 6th rank this year up from the seventh last year which is followed by Action at 7th rank. Paragon, Hush Puppies and Ajanta, at 8th, 9th and 10th , close the top 10 Most Attractive Footwear Brands list.



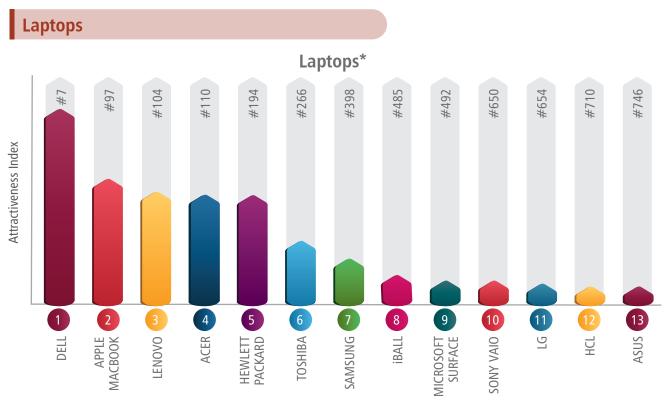


"Every brand has to attract its' audience. We build a strong attraction for our brand by giving consumers a compelling logic for buying into the brand through a trusted and loved brand ambassador, Hema Malini."

Footwear* #101 #267 #307 #325 #684 #702 #812 £687 #861 Attractiveness Index VKC 📵 AJANTA 6 LAKHANI 14 16 RELAXO 6 CHAMPION B WOODLAND RED TAPE KHADIM'S • METRO 5 SPARX © MOCHI (1) CAMPUS (3) RUPANI G 17 LIBERTY 🕞 PARAGON CO HUSH PUPPIES 💿 ACTION (AZAM RUBBER PRODUCTS LOTTO NICE SHOES

TECHNOLOGY

36 brands feature in the Technology Super-Category which ranked fifth highest in terms of the Average Attractiveness Index per brand. Moreover, due to the consumers' psychical bias that, if a brand is good at one type of technology, it will probably be good at a related one, has allowed technology brands to drift quite easily across sectors with little adaptation in their outgoing communication.



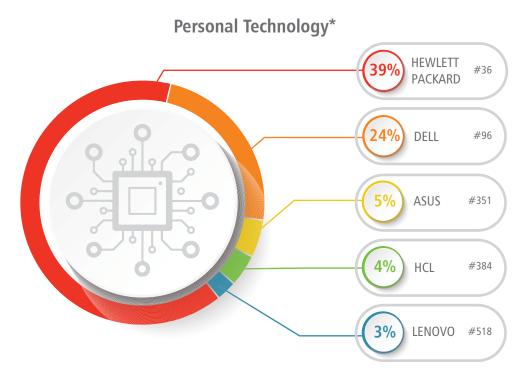
Laptops is a new Category this year featuring 13 brands, showing the importance of this piece of personal technology in the consumer's mind. Dell leads the Laptops Category as the Most Attractive Brand, also leading the Super-Category of Technology, ranked seventh nationally. Lagging 80% AI behind is Apple Macbook, ranked 2nd, followed by Lenovo at 3rd place. Acer closely follows the previous brand at 4th rank, only 3% behind in Attractiveness Index.

Hewlett Packard is at 5th rank, some 44% AI behind the previous ranked and Toshiba ranks 6th, 34% Attractiveness points further behind. Samsung ranks 7th, lagging by 34% in Attractiveness quotient to the previous brand, followed by iBall at 8th, keeping a distance of 27% from the Korean brand. Microsoft Surface, at the 9th place is very close to the eighth ranked, separated by only 3%. Sony Viao, is at the 10th position in the Laptops list, and has a lag of 38% from the previous. The difference between the leader and the tenth ranked about 98% in terms of Attractiveness Index. LG, HCL and Asus close this list at ranks 11, 12 and 13 respectively.

Personal Technology

Hewlett Packard is India's Most Attractive Personal Technology brand this year. Dell, is at 2nd position, 64% behind and the brand seen a rise from third position in 2017. This year the brand also came of India's 7th Most Attractive Brand in 2018, a gain of three ranks from last year's All-India list.

Asus moved to 3rd position from the sixth position in 2017, followed by HCL, a new entrant, at 4th rank and behind the previous rank by 15% Al. Lenovo attained 5th position trailing by 36% from the fourth ranked.



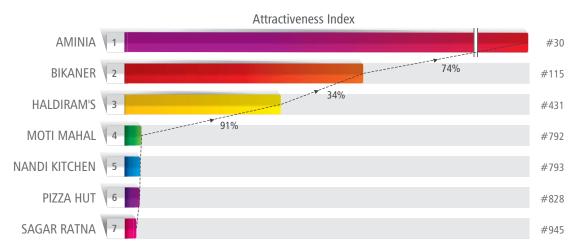
RETAIL

This year, the Retail Super-Category ranks 12th in its average Attractiveness Index and 9th in terms of Attractiveness Influence. With a total of 48 brands coming from this Super-Category, it is dominated by the Diner/Restaurant and Fashion-Retail Categories with 7 brands each.

Diner / Restaurant

Old is gold, and proving it, Aminia, the 89 year-old restaurant becomes the Most Attractive Brand in the Diner/Restaurant Super-Category in 2018. It is a significant achievement that the West Bengal Restaurant also leads the entire Retail Super-Category. Following it at 2nd rank is Bikaner with significantly lower AI, nearly 74% away from the leader. Haldiram's ranks 3rd with 34% AI behind and the 4th and 5th positions are secured by Moti Mahal and Nandi Kitchen. The international chain, Pizza Hut and, the Indian chain, Sagar Ratna are at 6th and 7th ranks in the list.

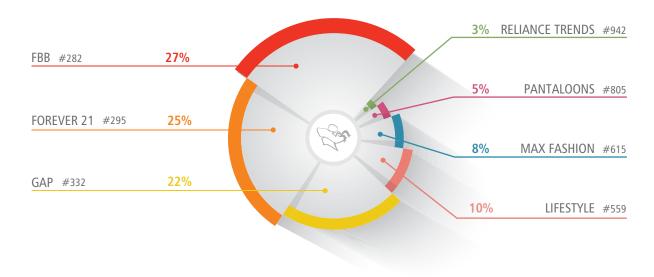
Diner / Restaurant*



Fashion

The Fashion-Retail Category has seven brands competing. FBB comes on top as the Most Attractive Fashion Brand of 2018, followed closely by Forever 21 and GAP in ranks 2 and 3. Lifestyle is ranked 4th and is behind by 56% AI from the previous ranked brand. Max Fashion, Pantaloons and Reliance Trends are in ranks 5th, 6th and 7th with the last tailing its immediate rival by 32% in Attractiveness marks.

Fashion - Retail*



INTERNET

Google and Amazon play for the top two positions in this Category in the three reports. Google leads the Most Attractive Internet Brand, followed by Amazon in the 2nd position with 39% lower Attractiveness Index this year. Considering the last four editions of the report, Google has led this list three times including this year, and Amazon once, in 2016.

Social networking leviathan, Facebook, appears at the 3rd place this year with 32% lower Attractiveness Index compared to its predecessor, helping to repeat the top three list of last year in the current report. The taxi-hailing service, Ola, has improved its ranking, to 4th this year, leaping eighth position last year beating its arch-rival by three places. Yahoo cannot be written off so easily yet, and continues to retain its 5th position of last year.



Anisha Rachel Oommen

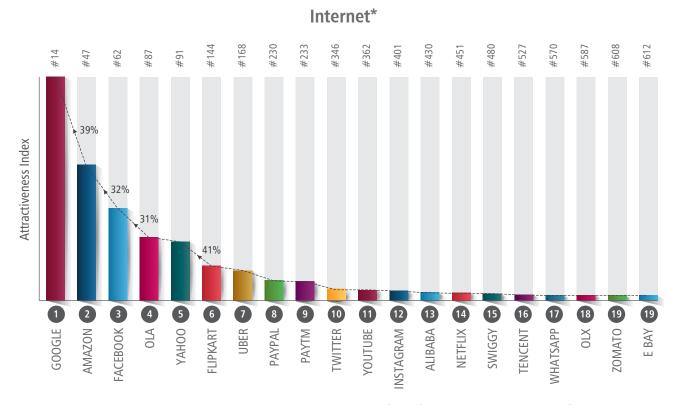
Co-founder, The Goya Journal

Creative thinking allows room for more intangible skills like intuition, thoughtfulness and subjectivity, as opposed to more structured ways of thinking like logic, analytics and objectivity. While structure is important, it is creativity that gives birth to imagination, to colour, music and emotion. And no matter what industry you consider, there is the human element that is inescapable and messy, unlike the cold, neat machinations of processes and theories. Allowing for creativity to co-exist, even flourish in an organisation, allows for unexpected solutions, an alternate way of expression, and lateral thinking that has often brought more profit than is recognised.

Creativity, contrary to popular belief, flourishes with structure and routine. Building small pockets of creative release into the day can benefit both an organisation and the individual. However, creative expression is a highly personal expression, and can vary from one person to the next. One organisation I worked at allotted a certain sum of money to each employee, to be used every year to acquire a new skill or improve on an existing one. This sum of money could not be cashed, only deployed to this end. I found it tremendously encouraged creativity. I personally used it to attend a writing workshop where I received monitorship from some very respected journalists.

The simplest way to encourage creative risks is to remove the fear of retaliation to failure. One boss I worked with, encouraged us to take risks, to try new things, go out on limb and experiment. If it resulted in failure, he faced the heat from his superiors but never passed the pressure on to us. For the most part, while daily goals were never missed, new efforts sometimes failed. But more often than not, they were met with success, because the faith and free reign he gave us instilled a deep sense of responsibility to be thorough, and to succeed.

Well, that varies from business to business. In 'normal business,' creativity is the backbone to innovation. In other business where creativity is core, an understanding of business is what helps monetise. I don't think one can sustainably survive without the other.



Online peddler Flipkart has a dip in its ranking to 6th position from fourth position last year, followed by Uber with 12% lower AI. Paypal is 7th, behind by 34%, which is followed by Paytm which has slipped to rank 9th this year from rank seventh in 2017. Nearly 40% behind is social networking brand Twitter.

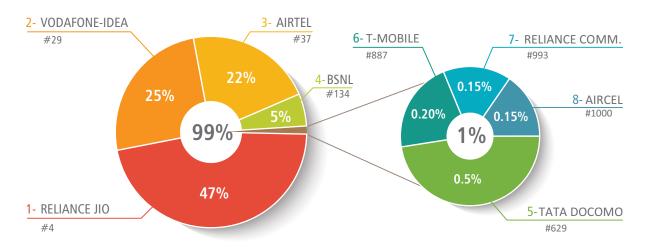
Nine new brands make in the Internet Category from a total list of thirty and it shows what's becoming more 'liked', to use a common term from the online word. These newcomers are Alibaba (13th), Netflix (14th), Tencent (16th), Zomato (19th), Snapchat (21st), MBazar (22nd), Movistar (23rd), BHIM (24th), Baidu (25th), Foodpanda (26th), MSN (28th) and LinkedIn (30th).

TELECOM

The Telecom sector has 16 brands. In terms of Attractiveness Influence, it is ranked 12th, while it has the 2nd highest Average AI levels compared to other Categories.

Mobile Service Provider

Mobile Service Provider*



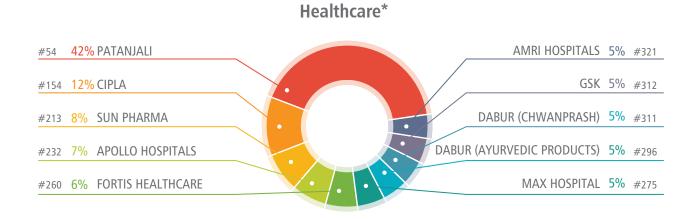
Reliance Jio has disrupted the Indian telecom turf, and has also caused an upset in the rankings of this Category by coming first in this list. It made its entry into the list in 2016 ranked eighth, and shot up to second rank in 2017 and has become the Most Attractive Mobile Service Provider brand in 2018. Quite a distance away, lagging 46% AI from the first-ranked is Vodafone-Idea ranked 2nd and Airtel follows at 3rd place. BSNL is ranked 4th, with 75% lower AI than the preceding brand upping its rank from the fifth the previous year. Tata Docomo also has a rise in its rank to 5th position from the eighth position in last. T-Mobile, the German service provider, is a new entrant into the Category and is ranked 6th. Reliance Communications secure the 7th position, and Aircel, still in grips with its bankruptcy woes, was 8th this year, down in its ranking from the sixth.

HEALTHCARE

Categories in Healthcare include Ayurvedic products, Medical devices, OTC products, Pharmaceuticals to Unani medicines, among others.

Leading the captioned Super-Category is Patanjali in All-India listings of MAB 2018, a brand which has significant presence in FMCG and F&B Categories also. If we make a pie chart of Al figures for the top 10 brands in the list, the yoga-guru's brand takes up a lion's share of 42%. Cipla is the 2nd Most Attractive Healthcare Brand and retains its last year lagging despite having 72% lower Al than the leader. The brand had ranked eighth in 2013 and 2015, went down to fifteenth in 2016 and rose to second rank in 2017.

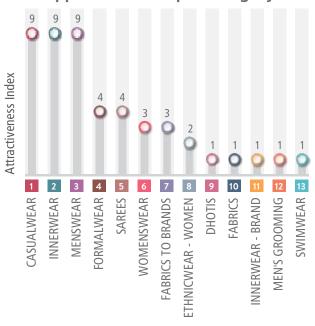
New entrants into the Healthcare sector amongst the top 10 brands are Sun Pharma and Apollo Hospitals which are placed at the 3rd and 4th ranks followed by Fortis and AMRI in the 5th and 6th positions respectively. GSK has climbed down the ladder by two ranks in 2018 followed by earlier year leader, Dabur Chawanprash and Dabur Ayurvedic products in the 8th and 9th ranking sequence respectively. Max Hospital trailing behind Dabur Ayurvedic products by merely 3.4% lower AI to occupy the 10th position, thus summing up the 10 Most Attractive Healthcare Brands for 2018. There are nineteen new brands in this list compared to last year.



APPAREL

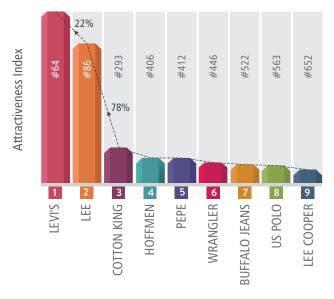
The Apparel Super-Category ranks 14th in its average Attractiveness Index and ranks 11th in terms of Attractiveness Influence. With a total of 47 brands coming from this Super-Category, nine brands come feature from Casualwear, Innerwear and Menswear, making all three Categories toughly contested for market and mind-share.

Apparel - Brands per Category



Apparel-Casualwear

Apparel - Casualwear*

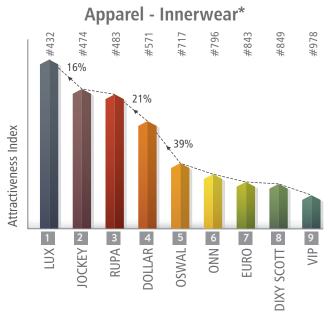


Levi's and Lee, ranked 1st and 2nd, are the undisputed leaders when it comes to Casualwear, leading the pack for the fifth successive edition. Cotton King and Hoffmen, two first time entrant in the report, come 3rd and 4th. Pepe, at 5th rank this year has improved its 2017 rank by one place. It was ranked fourth in 2013, seventh in 2015 and fourth in 2016.

Wrangler has seen a dip in its ranking from the fifth position to the 6th position in the current year. Brand Buffalo Jeans is the 7th Most Attractive Casualwear Brand, followed by US Polo at 8th, an improvement from eleventh last year. Lee Cooper, a brand which was very consistent ranking third in 2013 and 2015

and 2016, and third in 2017, falls significantly to 9th position this year.

Apparel - Innerwear



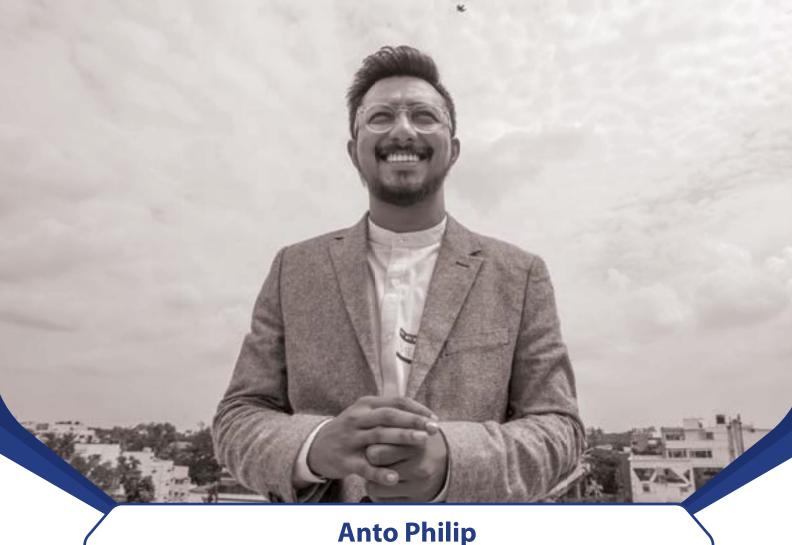
The Innerwear Category has 9 brands this year, and shows extra action with the largest number entrants across the five editions. Lux is India's Most Attractive Brand in this year's report. Jockey and Rupa, brands which always took first and second ranks in four previous years have been displaced to 2nd and 3rd rank by this year's Category leader.

Dollar, a consistent performer in terms of Attractiveness over the last four years, is at the 4th rank in the Innerwear Category. The brand was fifth in 2015, slipped a little in 2016 to sixth and regained back ranks in 2017 to fourth. This year it retains its 4th rank of last year. The next five brands are Oswal, mainly into thermal Innerwear, comes in at 5th rank, followed by Onn at 6th, Euro at 7th 16% AI behind the sixth ranked, Dixcy Scott at 8th and VIP at 9th rank.

A. Padmasingh IsaacFounder, Managing Director and Chairman
Aachi Group of Companies



"A positive image; a price premium; or even a higher market share. These intangible values of a brand are what "attractiveness" is about. In our case, attractiveness is a reason or a set of intangibles because of which consumers choose Aquaguard above other water purifier brands."



CEO and Co-Founder, Under 25 Club

Creative thinking is super important and is an invaluable addition to the ranks of any successful company. In this fast-paced industry of ours, both consumers and competitors are watching every move you make. To be able to constantly pull something absolutely ridiculous from the box is the need of the hour. This challenge is what keeps us on our toes, constantly!

For us, it's simple. Be creative and stand out or go home. Ever since our company's inception, the work that we do has allowed for creativity to be a normalized process rather than something that needs to be enforced.

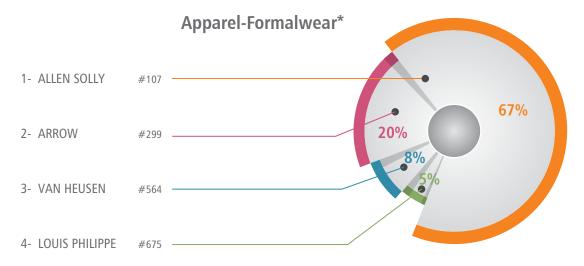
With every project we envision and curate, we push ourselves to be as wacky as possible in order to create something that our audience has never ever seen before! If the project is a success, just the love and positivity that our community shows us is enough for us to push our creativity harder and further.

Risks are a part and parcel of every business, isn't it? Every single thing we do in fact is a creative risk. 'Will it work?' or 'Will it not?' are questions that we're constantly asking ourselves but only if you take that leap will you find out. At Under 25, we believe that our employees are also our audience and encourage them to do what they'd like to see if it falls under the ideals of the brand. If it works, great and if it doesn't, no harm done. Just that we're back at the drawing board!

Every brand today is looking at unique ways to reach out to their customers and with the main focus of many brands today being the youth of our country, who are the biggest detectors of substandard quality in any form. This is the biggest opportunity for companies like us to monetize on creative consultancy roles which are focused on a particular segment. One of the key factors is quality and a cutting-edge set of solutions which enables them to stand out from the crowd of companies.

Apparel-Formalwear

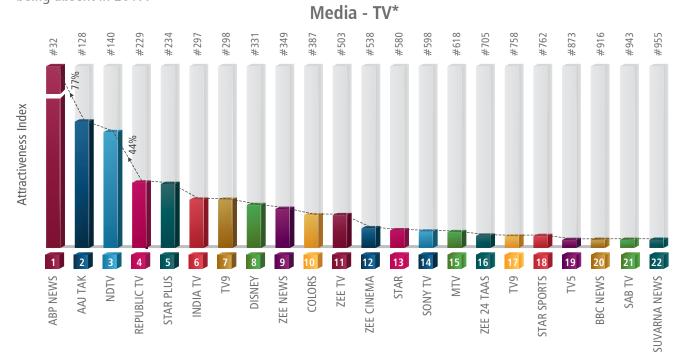
Allen Solly is India's Most Attractive Formalwear brand, ranked second last year. In the 2nd position and 70% lower AI than the leader is the 150 year old American brand, Arrow, which had consistently ranked first in the last three editions of this report. The 3rd place in the Category is taken by Van Heusen jumping to the 3rd position in 2018 from the fourth position in 2017. Behind by 32% AI is Louis Philippe ranked 4th, bettering its position by one place 2017.



MEDIA - TV

ABP News has emerged out to be the India's Most Attractive Brand in the Media-TV Category 2018 by taking a leap from the seventh rank in 2017. Following it is Aaj Tak, retaining its 2nd position as compared to the last year, with 77% lower AI than the leader.

NDTV has slipped down from the leadership position to the 3rd position this year. Following it Republic TV, Star Plus, India TV and TV9 at 4th, 5th, 6th and 7th ranks respectively. Disney and Zee News follow in the 8th and 9th place slipping down from the previous ranking in 2017. Colors in the 10th position comes in after being absent in 2017.

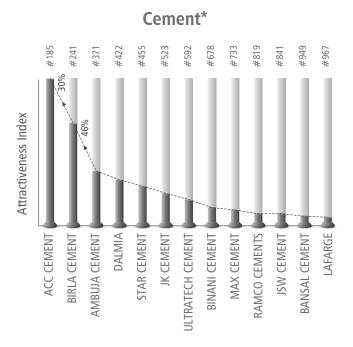


MANUFACTURING

Manufacturing ranks as the 9th most populated Super-Category in our listings, with the 15th highest Attractiveness Influence, 4.2% lower AI than the Media-TV Super-Category. In terms of the average Attractiveness Index, the group is in the 23rd this year.

Cement

With a total of 43 brands coming from the Manufacturing Super-Category, it is dominated by the Cement brands with 13 brands in this Category.



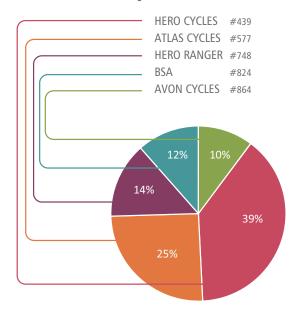
ACC Cement is ranked as India's Most Attractive Cement Brand. Birla Cement ranked next is behind by 30% Attractiveness score. Ambuja Cement is placed in the 3rd position, followed by Dalmia at 4th, and 16% AI behind. Star Cement is 5th in the Category listing of 2018. The other brands in the list are JK Cement (6th), Ultratech Cement (7th), Binani Cement (8th), Max Cement (9th), Ramco Cements (10th), JSW Cement (11th), Bansal Cement (12th), Lafarge (13th) and Birla White (14th).

Cycles

India's Most Attractive Cycles Brand is Hero Cycles which has led this group for two consecutive years even though it dropped 416 ranks from last year. On the other hand, Atlas Cycles has bettered its All-India performance by 45 ranks to find itself at the 2nd rank

in the Cycles Category. Two new entrants namely Hero Ranger and BSA occupy 3rd and 4th ranks respectively in the Most Attractive Cycles Brand this year. The 5th position is captured by Avon cycles, lagging behind by its predecessor by a little 11% Attractiveness quotient.



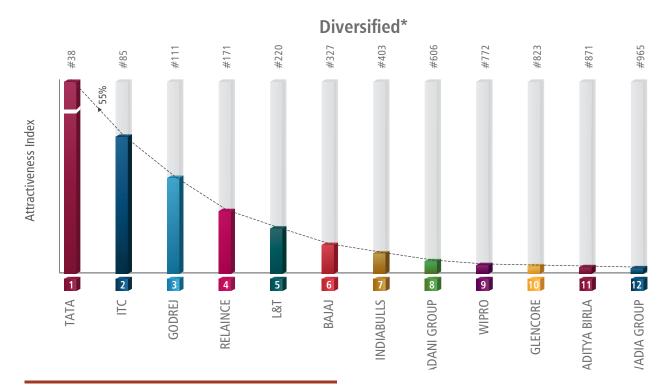


DIVERSIFIED

With 12 brands, this group of companies has been ranked 6th in terms of Average Attractiveness Index per brand. This Category has perhaps been most affected by the methodology change, as brands with presence in many Categories share their Attractive Quotients with their sub-brands when Categories are asked to be mentioned against brands in the fieldwork.

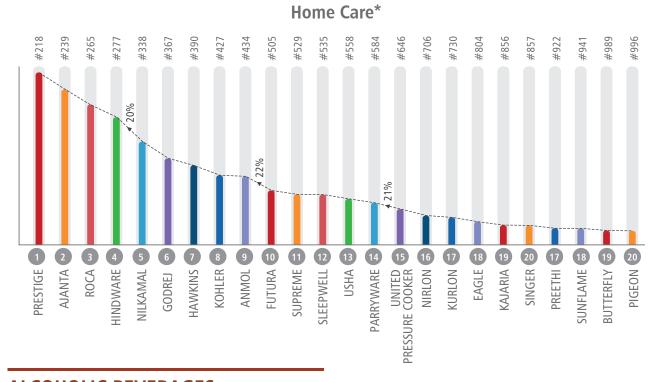
Tata leads the pack winning the title of Most Attractive Diversified Brand of 2018. ITC leaps ahead to 2nd rank in 2018, from its ninth position in 2017, trailing behind the first-ranked by 55% Attractiveness score. Godrej shows consistency across the five editions of this report ranked 3rd in this list. The brand was at second rank in 2013, third in 2015 and 2016 and fourth in 2017 among Diversified brands.

The 4th and 5th positions are taken by Reliance and L&T, where Reliance has slipped one step down the rank-ladder and L&T has witnessed a whooping rise in its ranks to 5th position, from the seventeenth position in 2017. Completing the rank of top ten are Bajaj, Indiabulls, Adani Group, Wipro and Glencore in sequence.



HOME CARE

Prestige has emerged out to be the Most Attractive brand in the Home Care Super-Category, followed by Ajanta, a leader in clocks trailing behind by 10% AI than the leader. Two sanitaryware brands follow, Roca and Hindware taking up 3rd and 4th positions respectively. Nilkamal wins the title for the 5th Most Attractive Home Care brand followed by Godrej Locks at the 6th rank which misses the fifth position by 15% Attractiveness Index. Hawkins, Kohler, Anmol and Futura wraps up the ten prime brands in the Home Care Super-Category ranking in at 7th, 8th, 9th and 10th place respectively.

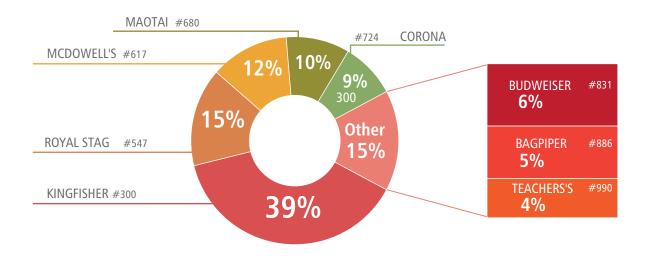


ALCOHOLIC BEVERAGES

This year's win gives Kingfisher a five-year unbroken leadership of this Category and display its supremacy as Most Attractive Alcoholic Beverage brand in India for 2018. Royal Stag has moved up to 2nd rank this year from

the third position last year and remains 60% lower in AI terms than the leader. It is followed by Mcdowell's which has slipped down by one rank as compared to 2017. Maotai, a quaint liqueur brand, makes a debut at 4th rank and two delightful beer brands, Corona and Budweiser, rank 5th and 6th respectively, followed by Bagpiper and Teacher's which come up at 7th and 8th ranks.

Alcoholic Beverages*



A FEW OTHER INTERESTING CATEGORIES

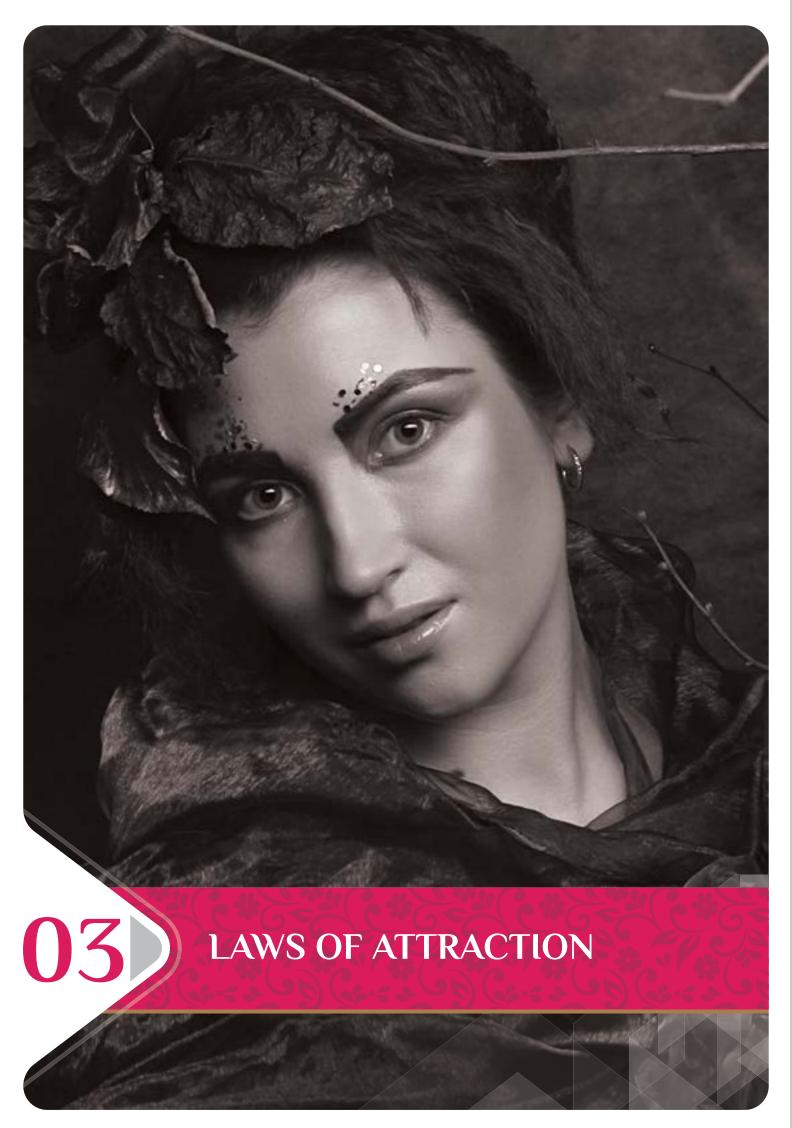
Hotel - Premium

Given India's robust economy and rising middle class, there seems an incredible opportunity to expand extensive array of hotels, particularly in the upper midscale, upscale and luxury segments. A sudden surge in the number of hotels in this category indicates the same. It is further validated with 5 out of 8 hotel brands as new entrants in the list.

Taj continues to show unbroken dominance as it leads for two consecutive years in the Hotels - Premium category. It has shown an upward movement in fifty ranks to occupy 252nd rank in the All-India listing of this year. Trailing substantially, 62% AI behind the leader is JW Marriott which comes in at the 2nd position. It appeared as a leader in 2015, however missed its appearance last two years. 61% of the market of premium hotels is dominated by these brands.

The Oberoi is placed 3rd, lagging behind by a significant 51% Attractiveness Index from its predecessor. The Park is next in this list, ranked 4th, a mere 5% Attractiveness score behind the third ranked. The 5th, 6th, 7th and 8th positions are filled with debut entries of Hilton, ITC Maurya, Le Meridian and The Claridges respectively.





LAWS OF ATTRACTION

Brands, much like humans, have a unique personality which helps them build a connection with its consumers who gets attracted to their aura. Brands must reach out to their target audience based on their core belief and values, their raison d'être, if you will. They have to also understand the consumer sitting on the other end, their needs and desires, and find and build a relationship with the customer who fits in this equation. Such a process helps the brand to better understand and focus on their customers. When brands take such action, consumers get closer to brands the then the relationship journey starts.

Brands 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.

Brand Attractiveness is a powerful, intangible force, which goes beyond its physical attractiveness. It is an invisible, overwhelming pull, which subliminally, but irresistibly draws audiences towards itself.

THE FOUR FOUNDATIONS OF ATTRACTIVENESS

Brand Attractiveness is classified into four categories to make them easy to analyze. Two of them, Rational and Emotional Appeal, extensions of Aristotle's Logos and Pathos, are usually a part of many contemporary communication exercises. In here we look at them with a fresh perspective. The other two Aspirational and Communication Appeal are new introductions, derived over several years of research, observation, discussion and empirical applications. To understand brands more intimately, each Appeal is further expounded as Behaviours. These Behaviours, totaling 12, are placed in the four Foundations equally – three Behaviours per Foundation. Deepening the Brand Attraction analysis, all Foundations additionally portray a variety of 36 Attributes. These are the basis on which Brand Attractiveness is measured, calculated, and analyzed.



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 frames of mind 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 the 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,

Brand Attractive

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.



Feeds Hope

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.



ATOMAL APPEAL

COMMUNICATION APPEAL

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.



veness MatrixTM

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 Behaviours.



Relevant Utility is defined as maximizing expected utility with high likelihood of success. It is a vital decision-making ingredient that needs to be used cautiously while communicating to influence stakeholders' decisions. It implies "benefit" to

Relevant Utility

the audience, and its impact accentuates the Attractiveness Quotient of the Brand.

Conscious Effort results from a spirit of action (not just will) despite the circumstances or outcomes. It offers social status and social rank – something that everyone wants but is loath to work towards. Since it permeates subconsciously into the audiences themselves, it automatically draws them towards the Brand.

RATIONAL POPE



As a part of Rational Appeal, Creativity is a strategic ability that demonstrates the Brand's "intellectual" ability to deal with the future better. It imparts the Brand an attractive proposition by lending it an imagery of a pioneer willing to take risks, placing it high on the social ladder.



The dedication and effort a Brand takes in the preparation to achieve success contributes to its Winners' Attributes. Belief (of mind over matter) and paranoia for detail are the overpowering critical ingredients that add to the success and overall desirability of a Brand.

ASPIRATIONALAR

Self-Control



Social Maturity allows Brands to engage and blend better in society. The more humble, gracious, and friendly a Brand is with the world, the more society rewards it by bestowing sustained affection on it. Camaraderie, socialisation, and community participation are crucial elements of Social Maturity.



Delaying gratification and holding-off instinctive impulses, that is, having greater Self-Control, allows one to evaluate alternative actions. Self-Control is also the demonstration of the power of mind over natural animalistic urges a behaviour that shows that the Brand accepts long-term gain as a definite advantage over short-term pleasure.

a bemused grin, or a bored laxness of the eyelids.

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, also known as Behaviours. These draw positive reactions in the audience. The Behaviours associated with Emotional Appeal are Positivity, Emotional Maturity, and Hope.

- 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

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.

When Oscar Wilde said, We all live in the gutter, but some of us are looking at the stars, he explained Positivity in one sentence. Brands with Positivity are inspiring to audiences as they offer resilience, better decision making skills and a sense of taking on autonomous responsibility.

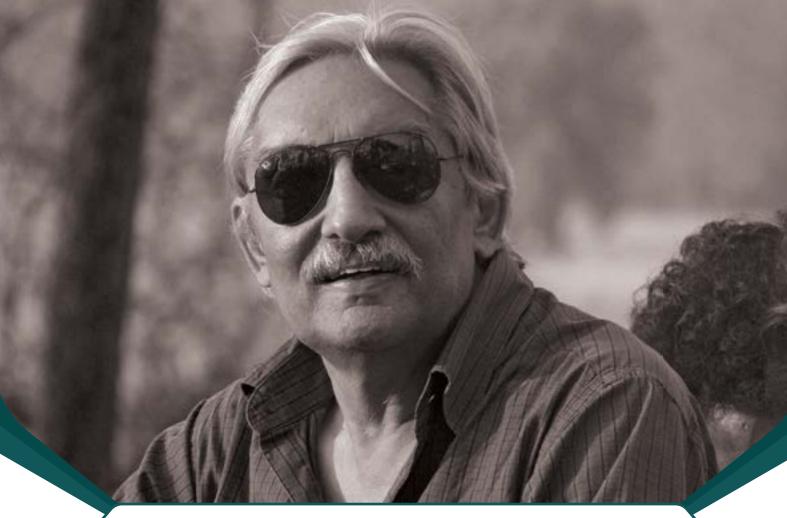
Positivity builds a cheerful, pleasurable, happy, and inspiring environment for those who associate with entities of this disposition. The positive action itself becomes the goal.



Emotional Maturity

Emotional Maturity is a sign of conscious self-control that is, taking charge of one's emotions. Everyone does not achieve Emotional Maturity and is a sign of great strength.

It is a sign of a socially responsible Brand, one that is not self-centered or selfish in expression, such that its deeds prevent harm to society and self. Regular everyday actions that demonstrate emotional maturity are — patience, caring, self-reliance, thoughtful-action, humility, calmness in



Bittu Sahgal

Editor, Sanctuary Asia

Diversity is the spice of life, not merely in nature, but in organisations too. Without creative thinking, we get mono-cultures of the mind, which in turn cause stultified thinking. Darwin suggested that survival is dependent less on strength and intelligence and more on adaptability. A creative organisation is more likely to survive than one that places straight-jacketed obedience over creativity. Creative thinking starts with the freedom to create.

In today's online world, the old rules must go. While the "job must be done well... and in time" must remain the mantra... employees and even owners can only hope to institutionalise creativity if they are freed from the bondage of dead habit. Reward out of the box thinkers. Place them on a pedestal. Allow individuals to make mistakes. Allow them to work from a nearby park. Or let them add an extra day of wandering into a nearby wilderness, or historic city when on a business trip. Castigating individuals in an organisation for mistakes made when pushing the envelope on the creative front, will breed dour instruction-followers who will either make money for competitors by joining them, or play video games during office hours.

Given that creativity is encouraged in the first place, entrepreneurship by way of incentives should be encouraged. Alternatively, founders or could-be founders would need to grab and develop the idea. If a CEO or Chairman notices an employee spouting forth on the potential of a new idea, or a new facet of an old idea, let that person run with it. Sooner or later the organisation will strike gold. At Sanctuary monetisation has never been our pay-off. The same adrenaline flows through our system when creative ideas we give birth to end up with changed societal values, or altered policies that help protect the natural world.

face of difficulty, tolerance of anxiety, moderation in expressions, selfless action, cooperation and coping with difficult results (like failure, pain or shame).

Emotional maturity can be defined as the response of a Brand when faced with tough decisions that help it remain emotionally poised and balanced, acting with self-faith, and appreciative of the other's point of view.

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.



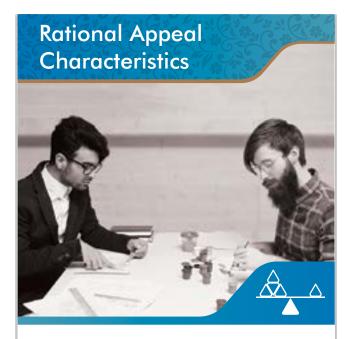
Hope, in one sense, is one of the most vital self-triggered emotions that everyone silently desires. Even though the circumstances may seem impossible, when communication leverages Hope, it makes the audience believe.

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 Behaviours exist — Relevant Utility, Conscious Effort, and Creativity.

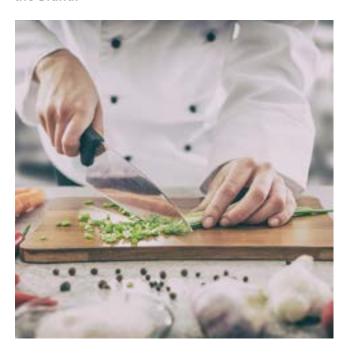


- Brands must give equal importance to the ends as well as the means of achieving them
- Brands should be seen to be in control, poised
- All of the actions of a brand must be systematic and understood by its audience
- Similarly, the brand's measurable progress, track record, results, and action must 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

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.



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 goal in consideration. Relevant Utility may therefore

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 unchartered 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

Winners' Attributes Social Maturity

Self-Control

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, à la 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 Behaviours — Winners' Attributes, Social Maturity, and Self-Control.

Rakesh Malhotra Founder: SAR Group, Luminous, Livpure, Livguard & Ncubate Capital



"Design, methodology, and approach all contribute to Brand Attractiveness. Attractiveness is a feature that arouses interest. Attractiveness helps in reducing customers' inhibitions regarding a product."



Chhavi Khandelwal and Manasi Mehan

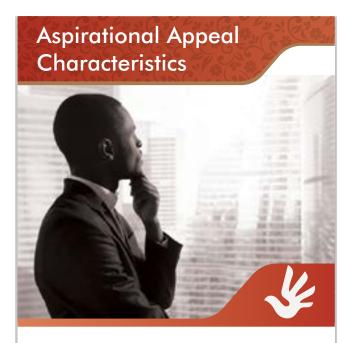
Co - Founder, Saturday Art Class

At Saturday Art Class we look at creativity as a way of problem solving. Creative thinking is essential for every firm or organization to function. It is a crucial factor for organizations to create value and develop ideas, which by nature require a different cognitive engagement by the organisation such that the outcomes produced are "novel and useful". Saturday Art Class aims to instil creative thinking among the children and give them the space to explore their imagination and think beyond the walls of their community.

An organisation can institutionalise creativity by creating a positive work atmosphere and relationships between the organisation members. To enhance creativity certain underlying factors such as motivation, developing an environment that nurtures creativity and psychological safety must be taken into account while forming an organisation. Further supporting innovation and putting out job requirements and responsibilities that require creative solutions. 'Saturday Art Class', Art is a term that encompasses maximum creativity. We used Art as a medium to bring about a positive change in the education system

At Saturday Art Class, as an organisation we often pursue unconventional solutions to address issues within and outside the organisation. For ensuring that an organisation sustains creativity, it is important to motivate the people enough to take creative risks and ensure an environment that is free of biases and inhibitions at the same time give them enough exposure and experience to be able to take creative risks.

Creativity can be perceived as a way of either bringing in creative solutions to solve problems or creating products which turn complicated jobs easier for consumers. Saturday Art Class is a social enterprise where we design our lesson plan modules such that each week they address problems of lack of value education and life skill development in the daily school curriculum. Creating value through products using innovative designs and solutions should be the aim for the millennial organizations.



- Engagements with audiences must be constant and should follow well-though-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 that 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 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



- 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

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 Behaviours that Communication Appeal encompasses.

Charisma



When we use the term 'attractive' in the normal parlance, it usually applies to visual attractiveness, but Charisma in this context implies a Brand's visual, auditory and cognitive attractiveness. These are based on contextual references (meaning context determines the outcome) and therefore are dependent on culture, generation, 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

The most substantial part of Communication Appeal is the ability to communicate well. When



communication shows grace and is in control, it exudes the charm Communication Appeal seeks to achieve.

Oration has better 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

ARE YOU SELLING TO YOUR CUSTOMER. or

IS THE CONSUMER BUYING FROM YOU?



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India's Most Consumer Focused Brands is a list of top 5% of India's brands which showed intense focus on understanding the consumer and building relationships with them in everything they did.



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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 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.

MAINTAINING THAT WINNING STREAK

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.

UNDERSTANDING BUYING PROPENSITY

TRA's Buying Propensity is a scientific methodology that gets to the root of consumer's buying process to understand and measure their *buying keenness*. It attempts to understand this through the overt, covert and contextual buying drivers of consumer-influences. Creating Buying Propensity is to create a natural pull for the consumer towards the brand that is manifested on the basis of consumer's *Trust (the transactional drives to buy)* and *Attractiveness (the psycho-socio-cultural drives to buy)*. These two combine to make the

fundamental substrate on which all buying decisions are made.

Trust, in its most basic form, is the quality of anything being considered believable. Trust is a consequence of the intricate combination of several primary ingredients and there is no direct means to achieve or acquire it. An environment of trust is essential for any progressive action to take place since it is the elemental bond on which every other positive human response is built. Trust is as much dependent on the individuals' beliefs, values and perceptions, as it is on the environment, culture and context.

On the other hand, every time a Brand has a human interface, it arouses deep-rooted physical, psychological, sociological and cultural reactions in the person, exerted as a 'force of attraction' by the Brand. This intrinsic capacity of a Brand to arouse the audiences' interest and create a magnetic pull towards itself is **Brand Attractiveness/Appeal**. It may be defined as the *inherent force of attractiveness of the Brand that interests, pleases or stimulates*, and it is this force that makes a Brand desirable (or not).

Analysis of Buying Propensity is a premium tool which enables to undertake introspection into the stakeholder's expectations and perception. It involves primary research conducted for the brand initiating the study along with its key competition on the basis of the 61-attributes of Brand Trust and 36 — Traits of Attractiveness. The concept of 'Buying Propensity' will help unravel deep insights on 'consumer perception towards the brand thus generating action and communication, thereby giving focused interventions. The analysis is meant to be a CT scan and a diagnostic tool for the top management of the brand.

Knowing the Buying Propensity Matrix



The Buying Propensity Matrix[™] is made up of 97 intangible Attributes that cover all aspects of creating the consumer's willingness to buy. These intangibles are the ones that convert into tangible outcomes like sales, profit, size etc. These Attributes are grouped into 22 Brand Behaviours, the *human-like* expressions of brands that consumers best relate to. This layer is the most important in Buying Propensity since buyers subliminally seek their own personality reflections in the brands they choose and buy. These Brand Behaviours are further clubbed into 7 Brand Foundations, three of which make up Brand Trust and four which are the foundations of Brand Attractiveness.

TRA's Buying Propensity Matrix $^{\text{TM}}$, a measure of the keenness of a brand to be bought by the consumer, is based on two essential factors that make up buying – the buyer's *need-based transactional drives*, which get expressed in Brand Trust, and the buyer's *psycho-socio-culture* based desire drives, expressed in Brand Attractiveness.

The age of selling is dead

In comparison to the ancient **Selling Model of Awareness** – **Interest** – **Decision** – **Action** or **AIDA Model** where the focus is on the actions of the customer, by engaging at different touch-points and requiring different information throughout the stages. **TRA's Buying Cycle model** comprising of the **Awareness** – **Trust** – **Attractiveness** – **Action (ATAA)** steps that the brand/institution must take to develop investor's buying propensity towards the brand.

When a brand shifts its paradigm seeing the customer action not as 'Buying' but to 'Buying-into', they are making a fundamental shift on where the action is initiated from. Buy is initiated by the prospective and potential customer, whereas Buying-into is initiated by the brand. When a brand changes orbit from a *Buying* paradigm to a *Buying-Into* paradigm, it has embarked on a brand vision that gives the brand a sustained and consistent approach.

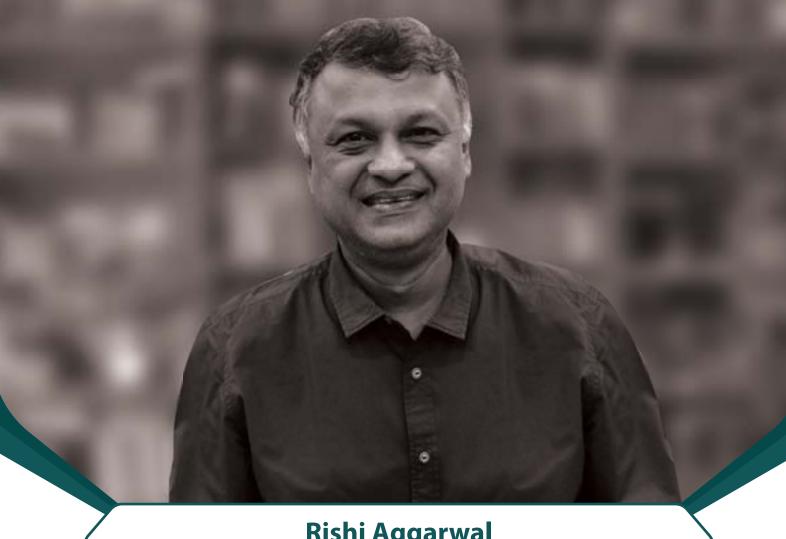
Three distinct phases of buying propensity

There are 3 distinct stages that a buyer or potential buyer goes through — *Pre-consideration, Consideration set* and *Post Buying phase*. Brands go through three distinct phases of Buying Propensity — the first, of Preconsideration — when product category has made its place in the need or desire set of the consumer. The second, titled the Consideration Phase — when active deliberations of different brands, product features, and the brand's consumer resonance are being assessed before honing onto a final choice. The third, the Post-Buying Phase, the consumer's experience of the product, also called the Rating Phase. Brands, through each of their actions, strive to garner positive inclination from the consumer in each of these phases.

You don't choose emotions, emotions choose for you

Buying Propensity is the only study of its kind that measures the intangible and facilitates interventions in creating resonance with the buyers' needs and personalities. Customers are individuals who have willingly and readily chosen one brand over the other, and not because it fulfilled a particular utility for them alone. All humans choose subconsciously and engage emotionally, with decisions being made in their minds much before they can understand and rationalize them. Unlike common thinking, this subconscious, the decider, constitutes 88% of all decision making. The role of the conscious — the learner — is limited in large parts to learning more about the brand, an activity that falls in the pre-consideration phase of the *buying into* the brand.

Buying propensity once accepted and absorbed by the organization, *gets embedded in the subconscious of the organisation*, and all brand actions, deliberate or involuntary then get automatically directed towards singular goal of creating greater keenness-to-buy in the consumer.



Rishi Aggarwal

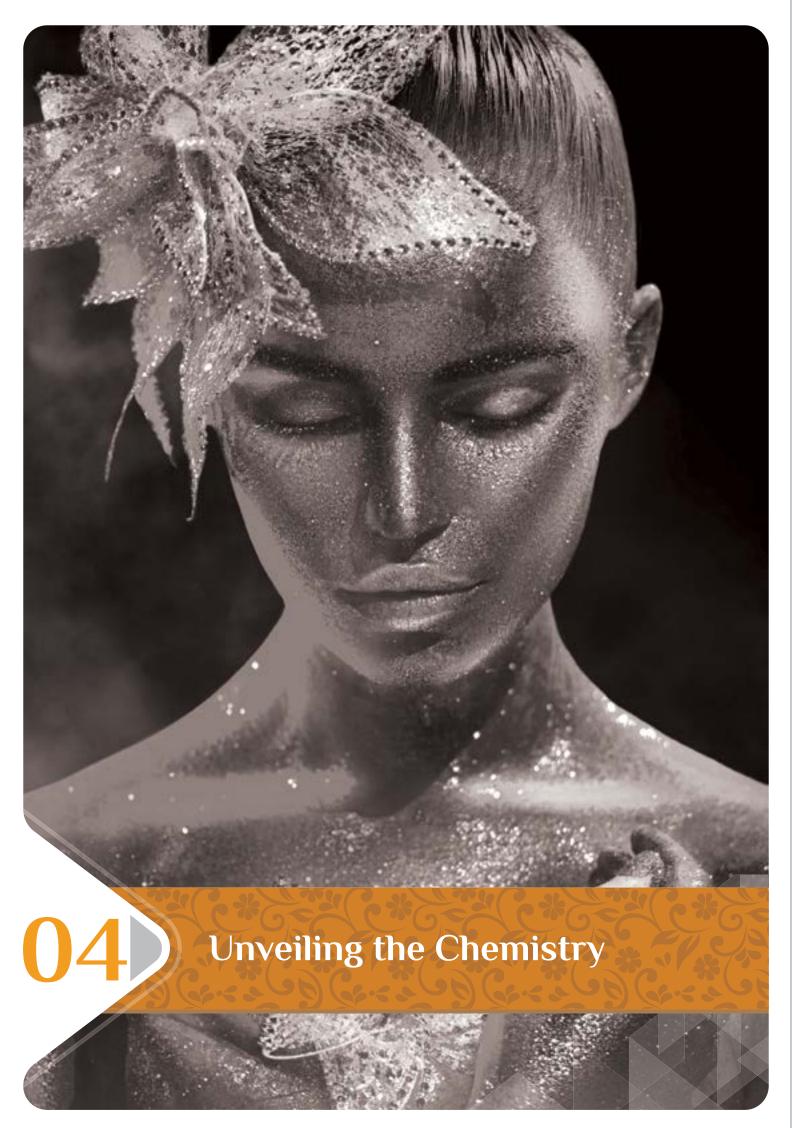
Director, Mumbai Sustainability Center

We are a non-profit entity committed to providing solutions to environmental problems. For us creativity is all the more important in tackling what seems like an insurmountable challenge.

If anything only creativity can add value to an organisation. Creativity allows an organisation to respond better to its customers in the face of changing needs. An organisation lacking creativity would rapidly see itself and become obsolete. Creativity is a function of an open mind and strength. An organisation can institutionalise creativity and create an atmosphere of trust by allowing its key constituents - the employees or partners to be strong and open minded and allowing them to take risks, to fail and to think on their own.

By allowing people the freedom to be creative, many a creative person finds herself/himself suffocated in an organisation which stymies creativity. They do not speak up or take risks because they feel that there will be dissuaded or humiliated. #beatplastic pollution has been the theme of Environment Day this year. We launched a program called Safai Bank of India to address the challenge of multi-layered packaging (MLP) waste. Creativity allowed us to device an extremely easy program for collecting millions of waste items, which other wise land at dumping grounds and burn. In a short span of four months we have been able to work with about 50 schools and collect more than 200,000 MLP waste items.

Any normal business would encourage creativity only if it can be monetized. Everyone finds their own way suited to their business. It is far more challenging for us as a non-profit organisation. The business world is aligned to a transcriptional nature whereas we look at the larger good when we choose to be creative.

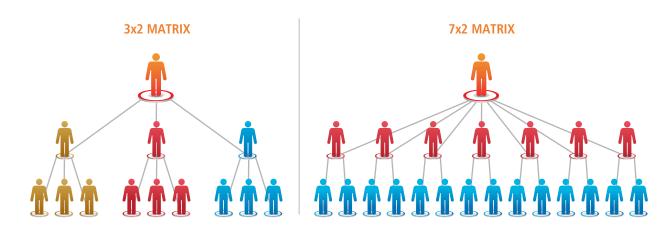


Unveiling the Chemistry

Brands, ideas with soul, exist to do one thing, to be brought into. They go through the same life-stages that living organisms have — birth, adolescence, adult-hood, old-age and death. Survival and spawning in fertile minds is their universal common goal and for that, brands must ensure that their memetic code, much akin to the genetic code, remains vibrant and healthy.

Brand Attractiveness is of utmost importance — for without it, the brand's memetic code will not germinate in the minds of the audiences. When brands transmit their memetic code through messages and action, they expect audiences to accept and allow the messages to impregnate their minds. They may further expect that the recipient of the messages also transmits the brand's memetic code unchanged to others.

As much as genetic codes mutate on transmission, memetic codes do too. Only faster, because brand memes definitely transmit faster than genes, and they need no gestation after pollination to transmit again. Only when the brand converts propagates the message will it have a tipping point with automatic spread of the brand message and memetic code.



Think of this in terms of network marketing system. A good system depends on a number of good downlines — those who can 'sell' the concept to effective others effectively. Effective others are those who can further replicate this progress, and so on. A poor system on the other hand, is one in which the downlines invest, but are unable to get effective others, killing their line in the process. This process can completely stall the network itself, if there is memetic transmission, but it is contrary and counterproductive to the network's needs.

While humans and network marketing companies have little control on the outcomes, brands can choose a path to have control on the type of brand memetic spread they are doing. TRA's scientific brand theory Brand Attractiveness (as also Brand Trust) is a tool which allows brands to keep their memetic code (or messaging) in line with the consumer's subconscious pulls and desires. When the brand impacts relevant consumers using the TRA process and data, they ensure their memetic code is going to a 'fertile' mind, which is ready to propagate the brand meme to other similar 'fertile' minds who are 'believers'.

On the other hand, Brands which focus on making a 'sale' and not on spreading the consistent spread of the unalloyed memetic code to 'effective others', they would have just garnered one consumer, instead of an army of believers.

TRA embarked on this mission to find a method to quantify Attractiveness by first understanding its primal

Attributes. Over three years, we spoke to several hundred psychologists, sociologists, anthropologists and communication experts to comprehend attraction or keenness. After much empirical and pilot testing, TRA created an Brand Attractiveness Matrix, which has 36 intangible Attributes that impact Brand Attractiveness. These are further clubbed into 12 Behaviours, 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, when the consumer is spoilt for choice, with newer and better choices available to fill the desire voids.

The Dunbar number of relationships – the maximum number of deep relationships a person can have at the same time (calculated to be 150 – and this includes friends, family, pets, online relationships, brand relationships among others) is a highly limiting factor. If you add one to the list, you have to let one go.

So with already very little 'mindshare', a brand has to be totally desired by the consumer to be a part of the Dunbar mindshare. 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 are the ones that will find the means to create and sustain strong bonds.

SELECTING THE SAMPLE

Who Did We Talk To?

Consumer-influencers are a very important category of people that not only consume brands, but also hold sway over other stakeholders. They are creators of a good line, using the network marketing example. 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's statistical partner, Indian Statistical Institute (ISI), the country's oldest institute singularly devoted to the research, teaching, and consulting of statistics and social sciences helped us define these 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. They buy into brands that mirror their own personality, and so are keen to endorse such brands. Whether it is a TV, refrigerator, car, washing machine, kitchen system, or mobile phone, buyers naturally become more firmed in their choice if it is endorsed by 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 valuecost 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 — vicariously. 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



Shannon, Nihar & Elton

Co-founders, Vagabond

What is creativity? It is the art of creating something from nothing. The art of seeing something in a way no one else can. It is only when someone puts on their thinking caps that they can find unique solutions to problems that every firm or company faces.

Creativity by itself is not a strategy tool. However, inculcating creativity in a workforce is essential for any company in order to keep them engaged. Day-to-day business can get a little mundane whether one chooses it or not. Therefore, it's important for any workplace to have avenues for their employees to unwind, take a short break and sometimes, just have fun.

This can be institutionalised in two ways; the first would be to make the workplace itself more welcoming and engaging. If you take a look at offices of the most successful companies such as Google and Facebook, you will realise how comfortable and engaging these offices are. The second would be to organise workshops and activities amongst employees to inculcate, amongst many other attributes, teamwork and creativity. These could be on the company premises or offsite. Offsites have been proven to be far more effective on account of the change in environment.

Any organisation can only induce creative risk-taking when one is confident with one's creativity. Which is why it is rather more important to inculcate the habits and working styles that encourage innovation and alternate thinking. When this is done for a period of time, then a company need not think twice before employing bold strategies.

Creativity as we understand it, is not something that is born out of people over night. Of course, some people are gifted or are better predisposed to learning alternative thinking than others. But, in a more fool-proof way, creativity can be inculcated over a period of time and in correct business environments. It can then be used to make businesses stand out more. It can be used to make a mark in a business' respective industry. Creativity and innovation allow a company to make a unique style, that if done right, can become its own style. And style comes at a price.

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.

Change in Methodology

TRA adopted the Computer-assisted personal interviewing (CAPI), an app loaded on to phones in which interviewers would type in the responses, as compared to PAPI (Paper and Pencil Interviews) interviews. Conducted face-to-face, this system significantly improved the data quality, reduces errors and improved productivity. We expect that these benefits will continue to increase in the future as we add more sophisticated technology and AI in the coming years.

Another change included adding a specific category to each of the brands mentioned by the respondent. This significantly reduced the need for back-end processing and data cleaning as the data is more consistent and reliable. Also, it eliminated any subjectivity with regard to the assignment of Categories to brands by our editorial teams. With increased rigor in TRA's methodology, the study has become more robust and accurate.

Culling the Respondents

In the process of data collection, all consumerinfluencers had to allow their picture and that of their visiting cards to be taken as a mark of their identity. Geolocation was done and time and exact place of interview was also collected. Voice recording of the interviewer was also taken, and the final filter was a personal verification call, and the recorded voice and call voice were matched to ensure respondent authenticity.

Other verifications were also done 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 18% 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 2018, we collected information from close to 2,474 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 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 81% male and 19% 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 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.

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 done over 90 days, 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.

This year, the 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.

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 vet-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.

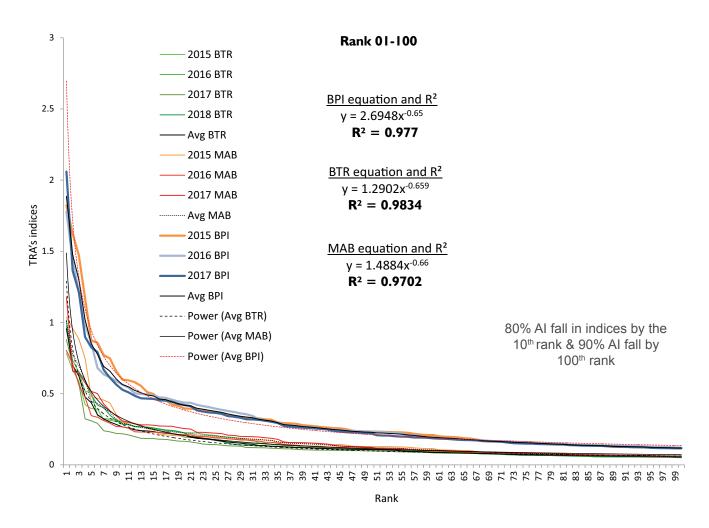
MEASURING THE BUYING PROPENSITY THROUGH TRUST & ATTRACTIVENESS

Buying Propensity is the combination of Brand Trust Index and Brand Attractiveness Index. The regression analysis of the data collected through the past years syndicated primary research is shown below in a graph mapping the brand ranks of all TRA indices with equations for their trend lines as below.

$$y = Cx^{-0.66}$$

Here C is the TRA constant, which depends on the specific index being measured.

As variables with the same power have an additive quality, the Brand Trust and Brand Attractiveness indices get added to arrive at the Buying Propensity Index, which is independently observed to follow the very same trendline equation as above.



Another quality of the observed data of the various TRA brand studies is that universally 80% of the index falls within the first 10 ranks and 90% by the 100th rank, following the exponential decline curve of $x^{-0.66}$. It is only natural that the degree of difficulty for a brand to increase its Buying Propensity in such a scenario is significantly higher as TRA Index erosion with fall in ranks is sharp. Therefore, the brands which make it to this list deserve to be celebrated for having achieved this uphill task of increasing their brand's attractiveness.

Exploring Attraction

Deep analysis and study of the behaviours 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 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 range of brands.

In the second set of questions, the 36 Appeal characteristics were presented to the respondents. In this set,

If there is a way to stand out... we'll find it for you



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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.

VITAL STATISTICS

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, Brand Behaviors, 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 Ouotient, 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.

TRA's indices have been designed be able to compare brands at four levels —Attractiveness Attributes, Brand Behaviours, Foundations and overall Buying Propensity. Over the years, the index calculation has been continuously fine-tuned to have greater sensitivity and relevance. TRA's Indices are a subtle measurement and take into account the overt and obscure Brand Attractiveness influences.

The research necessitated a detailed primary research among consumer-influencers to understand their brand associations with the Brand Attractiveness attributes. This had two parts - the first was created using the four most necessary variables arising from the 36 primary components of Brand Attractiveness. The four parameters were — standard deviation of suitability, position (whether it was mentioned as the first, second, or third choice for the specific primary component) average, the suitability average score of the brand, and number of occurrences.

This can be represented as:

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

The other direct and visible influence on Buying Propensity was the brand's frequency (how many times a brand name occurred), position (whether it was stated first, second or third among the three brands mentioned) and weighted suitability (how relevant the brand was to the attribute on a scale of

the first influence on Buying Propensity. The second part of the influence is represented as:

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

The addition of these gave us the TRA's 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_a represents overall brand suitability score standard deviation,

SD, represents all ith brand suitability standard deviation,

 o_{si} represents i^{th} brand occurrence frequency of the Brand Attractiveness questions,

 p_{si}^{r} represents i^{th} brand average positions of Brand Attractiveness questions:

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

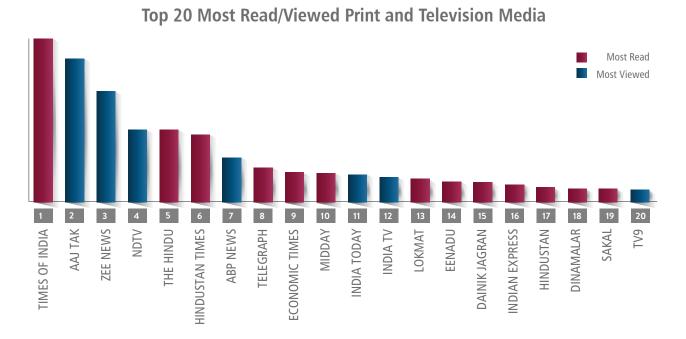
 o_z represents the brand frequency of occurrence of the Recall question,

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

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. The response data from these two queries have been ranked and the top 20 have been presented as follows.

Top 20 Most Read/Viewed Print and Television Media



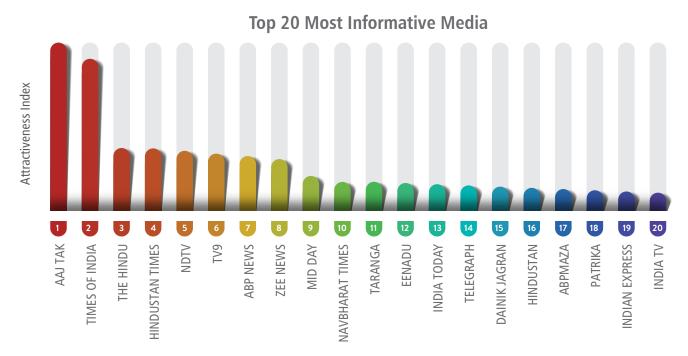
From across media, Times of India claims place as the India's Most Read/Viewed Media in MAB 2018 for the second consecutive time. Aaj Tak to the 2nd spot followed by Zee News, which gains a rank and is the 3rd Most Read/Viewed media. It is followed by NDTV in the 4th and Hindu in the 5th position. The 6th position

is held by Hindustan Times, trailed by ABP News, The Telegraph, Economic Times and Midday in the 7th, 8th, 9th and 10th position respectively.

At 11th rank is India Today, followed by India TV which jumps eight ranks from the previous year and ranks 12th position this year. Lokmat and Eenadu are new entrants this year and grab the 13th and 14th position respectively. Dainik Jagaran occupies the 15th position falling seven ranks as compared to the previous year.

The next five brands in the listings are Indian Express at the 16th position, Hindustan at the 17th, Dinamalar at the 18th, Sakal at the 19th and TV9 completes the top 20 Most Read/Viewed media in the country.

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 Aaj Tak takes the pole position as India's Most Informative Media beating Times of India in 2nd place. The Hindu takes the 3rd position with Hindustan Times in 4th position. The 5th position is held by NDTV followed by TV9, ABP News and Zee News in the 6th, 7th and 8th position respectively. The 9th and 10th spot is claimed by Mid day and Navbharat Times. A new entrant this year, Tarang claims the 11th rank followed by Eenadu and India Today at the 12th and 13th rank respectively. Telegraph occupies 14th rank beating Dainik Jagran at the15th position. Hindustan, ABP Majha, Patrika, Indian Express and India TV feature at ranks 16 to 20 and round up the top 20 Most Informative Media rankings.



Geetika Agrawal

Founder, VAWAA

In today's times creative thinking is the most important fuel for an organization's growth. It helps in uncovering unexpected business and consumer opportunities leading to better, innovative and more competitive ideas — and hence a better bottom line. Most importantly, it attracts smarter talent.

Hire smart creative thinkers and leaders. And of course, make it diverse coz' that is the magic sauce.

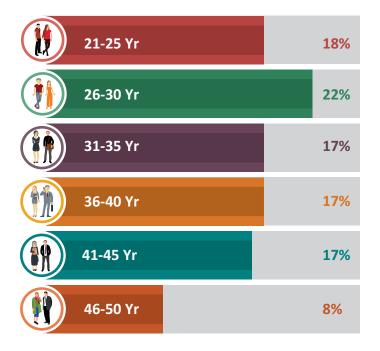
Once you hire smart creative thinkers, encourage out of the box ideas. Make it acceptable for ideas to fail. Create a culture that emphasizes "doing" over "talking". Promote those who take risks, make, learn and grow continuously. And lastly, good ideas can come from anywhere so pay equal attention to interns.

Think of creativity as your business's survival life line. It is not a "product" to be monetized. It is "a way of thinking" that helps ANY business to improve their existing product, revenue and business.

There is no business today that can remain competitive without creative thinking.

Respondent Selection Criteria

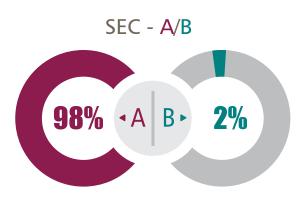
Age Group distribution (21 to 50 Years)



Not more than 15 interviews in any one organisation across India



Salaried Individuals





Must Not Be Employed With







Market Research





BPOs or KPOs

Monthly Salary Income

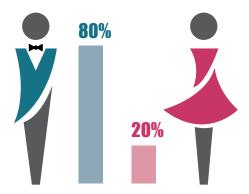


Respondent must have had a Tactile and Vicarious experience of brands



Employed in an organisation with turnover less than INR 50 Crores

Male to Female Ratio



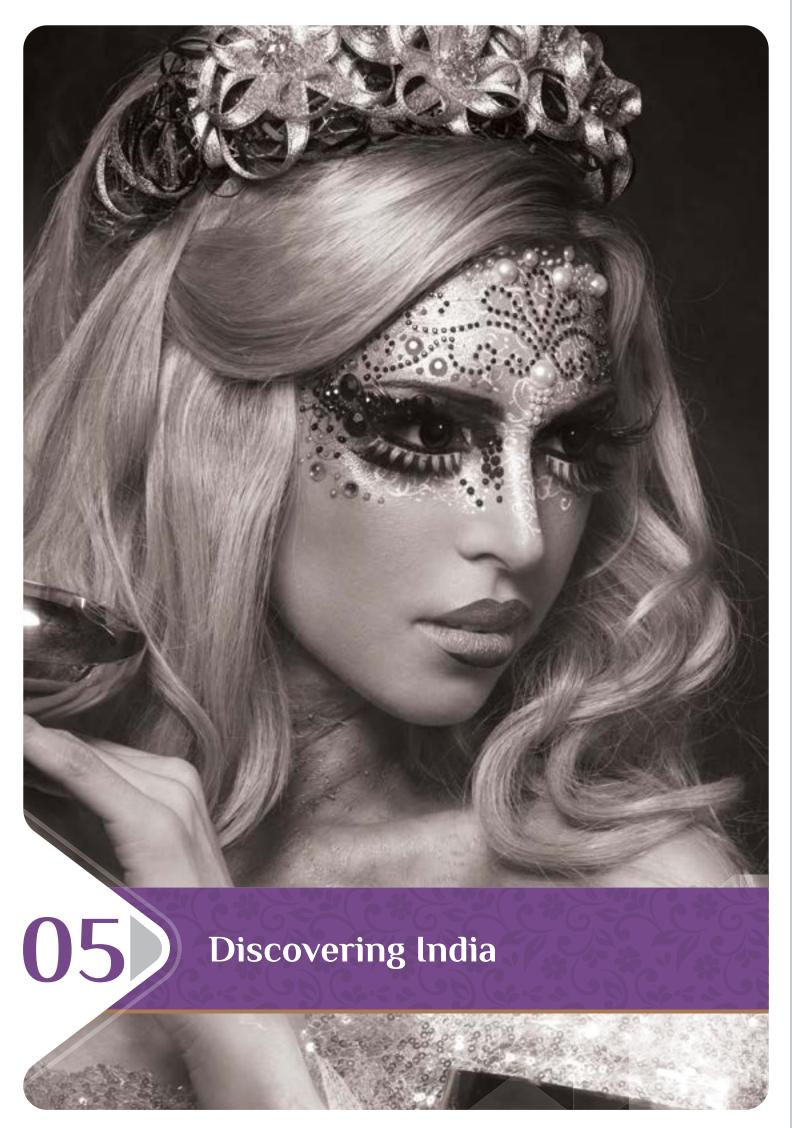
Spoken and written knowledge of English and one other Indian language



Employed in an organisation with turnover more than INR 50 Crores







Discovering India

In today's India, culture and cognac mix with consummate ease, passion and patience play like siblings, intrepidity in business and insolence for tradition are conjoined, consumption and conservation cohabitate. India takes her diversity very seriously indeed. The only ubiquitous commonness is perhaps a belief that the place between the past and the future is not 'here', it is 'now'.

The young and the old debate movies together, people across classes discuss philosophy freely, Kabbadi has joined cricket as a sporting religion, and everyone gets their favourite entertainment and news on their smart phones. Teenage knowledge shakes parents who struggle to cope. The job-seeking, single daughter is encouraged to move to a bigger city alone. Sam could be male or female, as could Kirti. A gay friend is worn like a badge. 30 and single is normal. 30 and divorced is equally normal. Nothing is in, nothing is out. The new India is open, free and discovering.

To the marketer's nightmare, India stubbornly refuses to be clubbed into neat blocks of Target Audiences, and even the most candid only admit in hushed tones that they don't understand their consumers. Consumers confound marketers, not by choice, but because marketers, equally obstinately,

insist on viewing them as large demographic collectives. The diversity of India gets completely flattened in the brand marketers' mind, and the unpliant Sams and Kirtis go on with their lives, ignoring the brands that ignore them.

Read on and discover India.

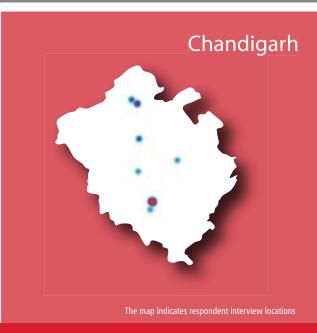
CHANDIGARH (Attractiveness Index - 5%)

The richest city in the country with the highest per-capita income, serves as a Capital of the two states is because it displays balance. It is complex — with brand-consumer compatibility -20% below normal, consumers are understated, yet aware — and sports, beauty, what-you-eat, what-you-wear, and what-you-have-at-home matter much to the city.

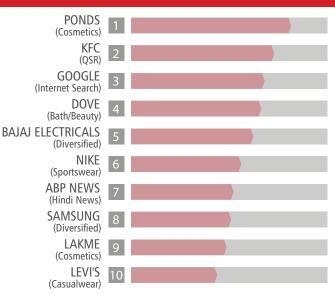
East 20%

West 28%

Chandigarh 5%



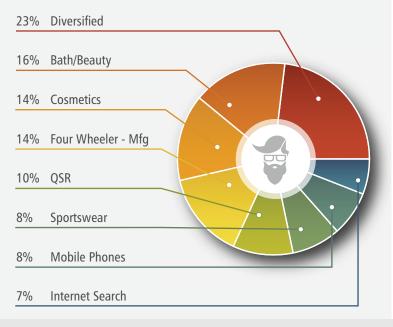
10 MOST ATTRACTIVE BRAND IN CHANDIGARH

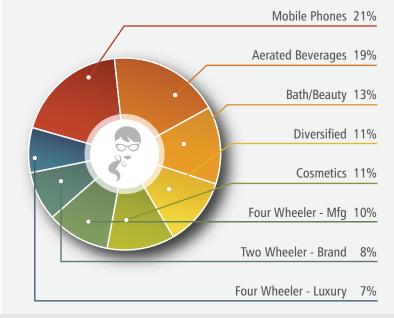


It may not be strange that Ponds, the Cosmetics brand, leads in this city and in no other. Another Cosmetics brand, also of Indian origin, Lakme, also features among the top ten and is ranked 9th. KFC is at 3rd rank and Dove, the Bath & Beauty brand at 4th place. Bajaj Electricals, the Consumer Appliances brand is 5th and only features in this city among the top ten. Nike is at rank 6, followed by ABP News at 7th rank. Samsung is at 8th and the Casualwear brand Levi's at 10th rank in the city.

CATEGORIES FOUND MOST ATTRACTIVE BY MEN

CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN

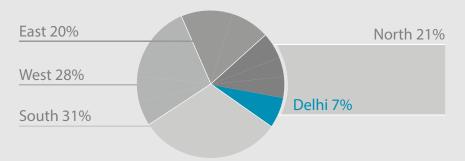




Bath/Beauty, Cosmetics & Four-wheelers are preferred nearly similarly by both genders, Men at 44% & Women at 34%. Contrasts are seen in Mobile Phones – Men's 8% < Women's 21%, Diversified – Men's 23% > Women's 11%. Differences are evident in Women's choices of Aerated Beverages at 19%, Two-wheelers at 8% & Luxury Cars at 7%. Men like QSR, Sportswear & Internet Search equally at 25%.

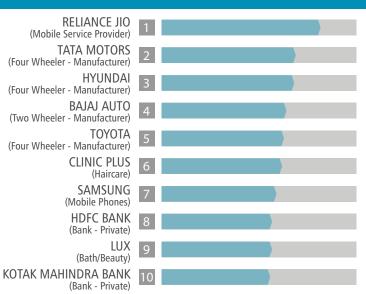
DELHI (Attractiveness Index - 7%)

Delhi, a multi-ethnic and multi-faceted city, has a good share of migrants from North and East, and also has subtle influences from the South. The city knows what it wants, something that does not show easily. With brand-consumer compatibility +12% above normal, its citizens love their vehicles, money, and, egos.





10 MOST ATTRACTIVE BRANDS IN DELHI

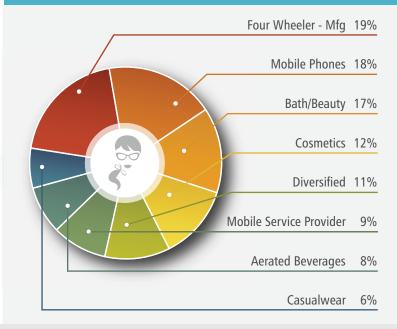


Reliance Jio takes the Most Attractive Brand title in the city, the only Mobile Service Provider to come in the top 10. The penchant for the motorized vehicle is high here and, of the four vehicle brands that follow, Tata Motors leads, though only by a fraction from Hyundai. Bajaj Auto comes next, followed by Toyota. At 6th rank is Clinc Plus and Samsung, the mobile phone brand, is at 7th. There are two banks in the next three ranks, HDFC Bank at 8th and Kotak Mahindra at 10th, with Lux squeezed in the middle at 9th rank.

CATEGORIES FOUND MOST ATTRACTIVE BY MEN

26% Four Wheeler - Mfg 15% Mobile Phones 13% Mobile Service Provider 12% Bank - Private 10% Diversified 10% Two Wheeler - Mfg 8% Bath/Beauty 6% Televisions

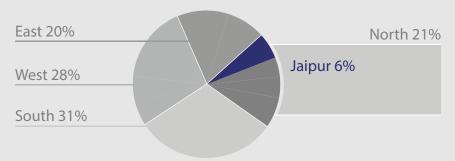
CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN

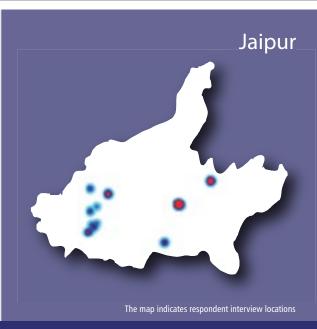


The one common Category for both genders is Diversified, with 10% for males and 11% preference by females. Nuanced differences show through: Four-wheelers - Men's 26% > Women's 19%, Mobile Phones - Men's 15% < Women's 18%, Telecom Services - Men's 13% > Women's 9% & Bath/Beauty - Men's 8% < Women's 17%. The different Categories for Men are, Private Banks at 11%, Two-wheelers at 10% & Televisions at 6%. Women's distinctness is through Cosmetics at 17%, Telecom Services at 9% & Casualwear at 6%.

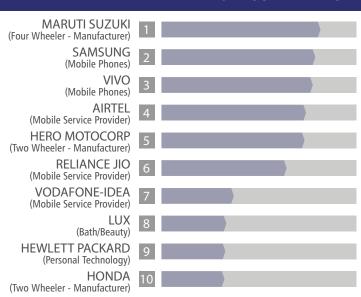
JAIPUR (6%)

The pink city is quirky, but simple. The city has normal brand-consumer compatibility in the $\pm 4\%$ range, allowing for brands and consumers to engage well. The city finds influx of the young IT migrant, with a high desire for brands, but grounded still. Without much pretense, phones and vehicles matter most and find the city's affections.





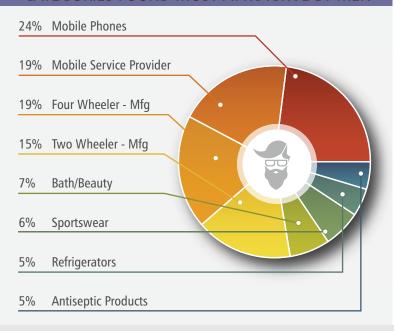
10 MOST ATTRACTIVE BRAND IN JAIPUR

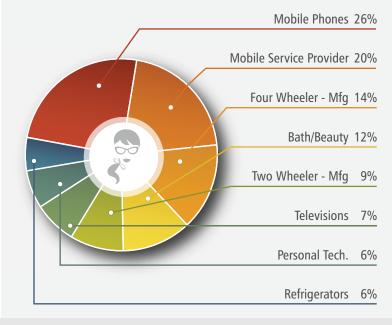


Like other cities of the North, consumers seem to favour regionally prominent brands. Maruti Suzuki leads the Most Attractive Brands from the city. Further, among the rest, two brands are from among mobile phone, three from among mobile service providers. Samsung is 2nd Most Attractive of the city, followed by Vivo and Airtel. Hero Motocorp, is at 5th rank. The next two are Reliance Jio and Vodafone-Idea at 6th and 7th respectively. Lux comes in at 8th rank and Hewlett Packard, the Personal Tech brand, at 9th. Honda, the two wheeler brand, is 10th in the city.

CATEGORIES FOUND MOST ATTRACTIVE BY MEN

CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN





Mobile Phones, Telecom Services & Refrigerators link the two genders' choices, with males totaling at 48% & females at 52%. Aberrations seen: Four-wheelers – Men's 19% > Women's 14%, Two-wheelers – Men's 15% > Women's 9% & Bath Beauty – Men's 7% < Women's 12%. For Men the incongruent Categories are Sportswear at 6% & Antiseptic Products at 5% & for Women it is Televisions at 7% & Personal Technology at 6%.



Akhil Malik

Co-Founder & CEO, Zostel

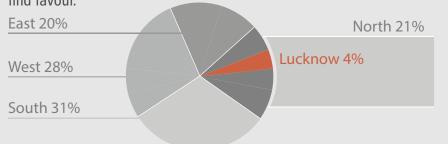
In the current race of how big you can become and how fast you can grow, everyone is used to providing 'satisficing' solutions w.r.t. the problem at hand because it takes time to be creative. However, I believe that time invested in encouraging and executing creative thought process is a very good investment as the same almost always yield superior results. For a start-up there is a very wide scope to implement creativity to sidestep the constraints and to create a separate niche for your brand.

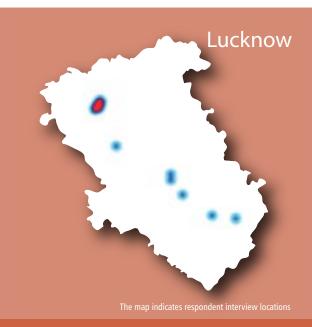
I believe creativity comes when a motivated individual is given the freedom to execute the task at hand within the constraints in the best way possible. One might have set processes that have worked in the past but in the fast-changing market scenario, it's very important to evolve those processes. As an institution, if you back the individuals, give them space to think and freedom to execute - one will always stay ahead of the curve.

When we started with Zostel, we gave ourselves a wide canvass in terms of crafting social accommodation space suited for people from diverse backgrounds & nationalities to come together, share their travel stories and to feel relaxed & safe while doing so. The space needed a lot of positive vibes along with ensuring basics are in place at a very competitive price point - something completely new for India. What resulted was a new concept that became the de facto definition of a backpacker hostel in terms of design, spaces, facilities, etc; to be followed by others. Had we not taken the creative route in various aspects of our business and instead went on the beaten path and ideas of standard hospitality companies, our existence itself would have been challenged. It always was our creative approach that got us the results which otherwise, would have taken a lot of monetary investment to achieve.

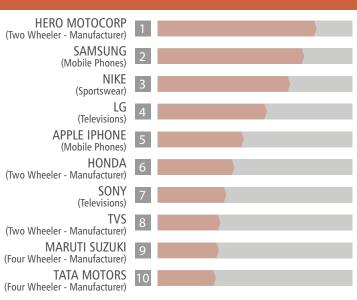
LUCKNOW (Attractiveness Index - 4%)

Today's Lucknow, one would think would not keep up its image as a cultural & artistic hub, it shows in the city's brand-consumer compatibility being -36% below normal. While the defining characteristics of the city are the makings of aspirational life, the bonds are tenuous, and yet mobikes, high-end phones, cars and fun-wear, find favour.





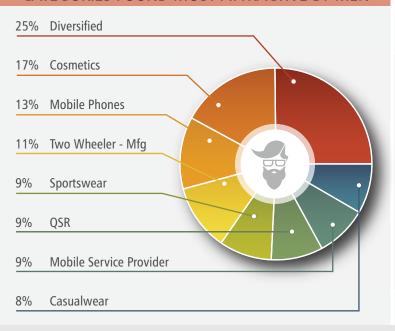
10 MOST ATTRACTIVE BRAND IN LUCKNOW

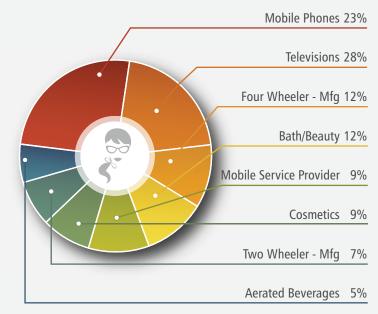


Hero Motocorp, the world's largest manufacturer of two wheelers, leads the city's Most Attractive brands, followed by Samsung — for its mobile phones, and Nike at 3rd. It seems that the television is chewing gum for the people of the city and two brands make it to the list. LG Televisions, ranked 4th, and Sony Televisions is at 7th. Ensconced in-between are, Apple iPhone ranked 5th and Honda, the two wheeler brand, at 6th. TVS, the two-wheeler brand, is at 8th and the second two wheeler brand from the city. It is followed by two four wheeler brands, Maruti Suzuki and Tata Motors at 9th and 10th.

CATEGORIES FOUND MOST ATTRACTIVE BY MEN

CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN

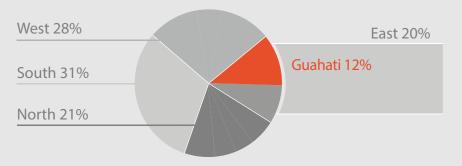


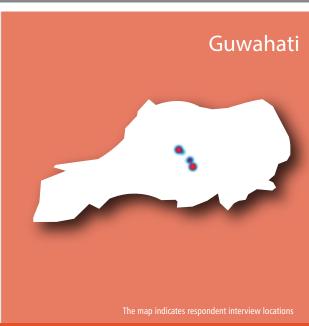


Men & Women equally prefer Telecom Services & Two wheelers at 20% & 16% respectively. Some quaint preferences are — Cosmetics — Men's 17% > Women's 9% and Mobile Phones — Men's 13% < Women's 23%. Diversified for Men is at 25% and Televisions for Women at 28%. Men equally favour Sportswear, QSR & Casualwear totaling 26%, and Women love Four-wheelers & Bath/Beauty equally, totaling 24%; their affections for Cosmetics is at 9% & Aerated beverages at 5%.

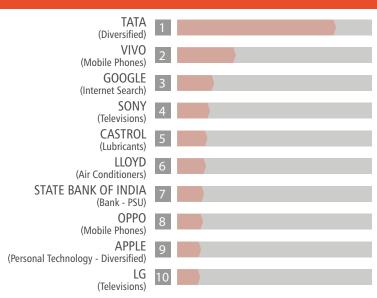
GUWAHATI (Attractiveness Index - 12%)

Guwahati has two streams of culture flowing. The value-seeker jostles with the spendthrift consumer, the old school aside the vibrant, the wanna-be-entrepreneur crowds against the third-gen businessman. With the highest brand-consumer compatibility across cities at +92% above normal, the city has aggression, chutzpah, and is open to adventure.





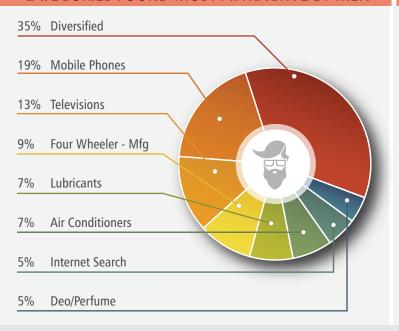
10 MOST ATTRACTIVE BRAND IN GUWAHATI

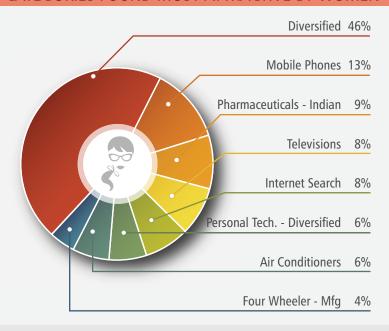


Tata — the Diversified Conglomerate, gets top spot in this city. Vivo and Oppo, the two sister-brands make it to the city's list at rank 2nd and 8th respectively. Google is the 3rd Most Attractive Brand in the city. Televisions, the universal preference across many cities, place Sony at 4th and LG at 10th. For Castrol, this is the only city in which comes into the top ten. In the Air Conditioners Category, Lloyd is the 6th Most Attractive Brand, followed by SBI at 7th. Apple, the Diversified Tech brand, is at 9th rank. Also, seven out of the top 10 are common with Kolkata.

CATEGORIES FOUND MOST ATTRACTIVE BY MEN

CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN

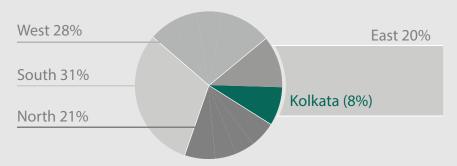




Air Conditioners is the only similar Category between the two genders, Men at 7% & Women at 6%. Differences betweeen the two become more evident: Diversified – Men's 35% < Women's 46%, Mobile Phone – Men's 19% > Women's 13%, Televisions – Men's 13% > Women's 8%, Internet Search – Men's 5% < Women's 8%, & Four-wheelers – Men's 9% > Women's 4%. Men differ in Vehicle Lubricants at 7%, & Deo/Perfume at 5%. Women differ in Indian Pharma at 9%, & Personal Technology at 6%.

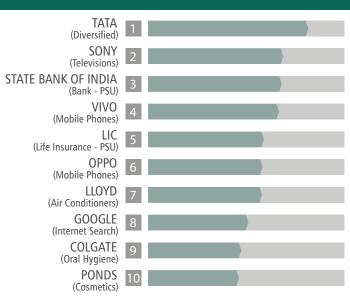
KOLKATA (Attractiveness Index - 8%)

An important commercial and cultural of India, Kolkata has a uniform character, which only few otherscities can duplicate. You know one Kolkattan and you will be able to generalize it to many others. Most are erudite, but all are practical and VFM thinkers. They prefer brands based on safety, value and credibility.





10 MOST ATTRACTIVE BRAND IN KOLKATA

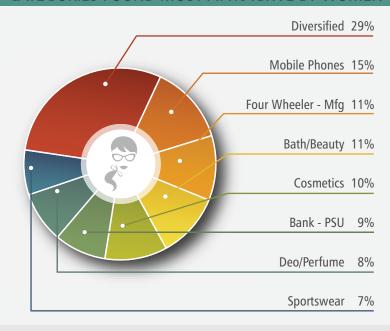


East follows a common pattern. Tata, the salt-to-software brand, is Kolkata's Most Attractive Brand. Two of the largest Indian PSUs, SBI at 3rd and LIC at 5th feature in the list. Vivo, and its sister-brand, Oppo, feature at 4th and 6th respectively. Lloyd, the Air Conditioner brand is 7th and Google at 8th. Two FMCG brands make it to 9th and 10th rank in sequence — Colgate, the Oral Hygiene brand, and Ponds, the Cosmetic brand. Also, seven out of the top 10 in Kolkata are common with Guwahati.

CATEGORIES FOUND MOST ATTRACTIVE BY MEN

24% Diversified 19% Mobile Phones 12% Four Wheeler - Mfg 12% Televisions 9% Bank - PSU 9% Air Conditioners 8% Sportswear 7% Mobile Service Provider

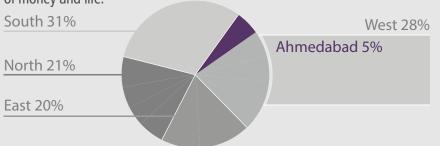
CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN

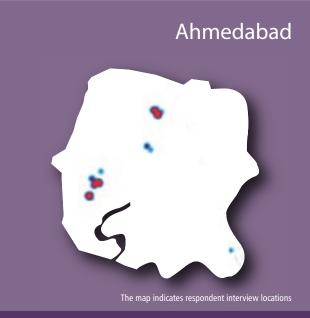


Men & Women prefer many of the same Categories — Diversified, Mobile Phones, Four-wheelers, PSU Banks & Sportswear, totaling 72% for Men & 71% for Women. Differences only show in Men's choices of Televisions at 12%, Air Conditioners at 9% & Telecom Services at 7%. Women's choices contrast by preferring Bath/Beauty at 11%, Cosmetics at 10% and Deo/Perfume at 8%.

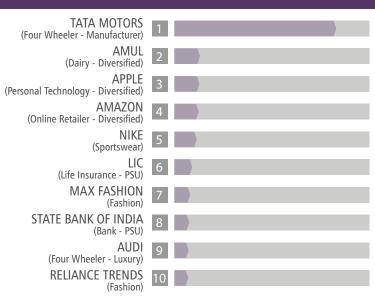
AHMEDABAD (Attractiveness Index - 5%)

The denizens are steadfast on value of value, and without this essential value, relationships remain unformed. It gets displayed in their low brand-consumer compatibility at -20% below normal. However, if they get, they do give back. The city has a great affection for Tata's value-for-money, cars. Nonetheless, its love for luxury is equally prevalent. They remain extremely cautious in matters of money and life.





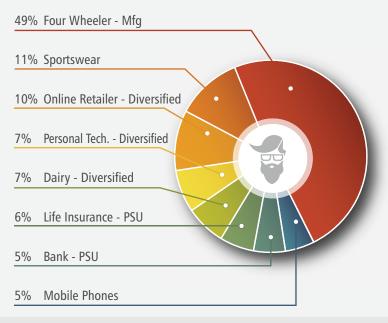
10 MOST ATTRACTIVE BRAND IN AHMEDABAD

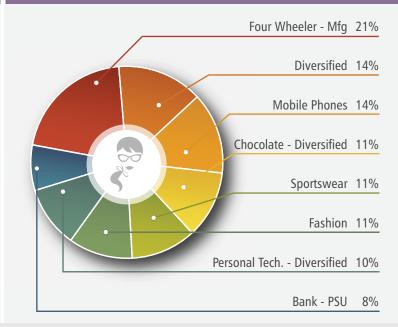


Tata Motors, the company which chose Gujarat over West Bengal, is at the top of the list in India's fifth largest city. This is followed by Anand-based, Amul. Apple features 3rd in Personal Technology, and Amazon at 4th rank. Nike and LIC follow at 5th and 6th ranks of the Most Attractive Brands in the city. Two Retail Fashion brands are exclusive entries in this city — Max Fashion at 7th rank Reliance Trends is ranked 10th. SBI and Audi stick in at 8th and 9th respectively.

CATEGORIES FOUND MOST ATTRACTIVE BY MEN

CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN

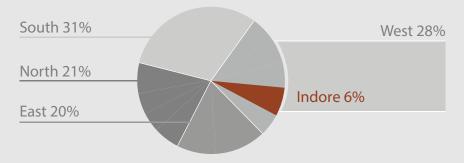


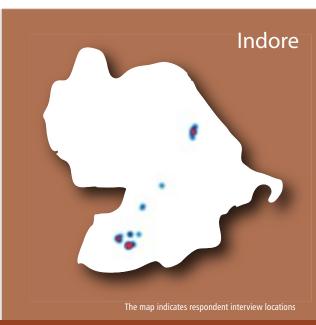


Only one Category has shared choices for the two genders – Sportswear at 11% for both. Peculiarities visible: Four-wheelers – Men's 49% > Women's 21%, Personal Technology – Men's 7% < Women's 10%, PSU Banks – Men's 5% < Women's 8% & Mobile Phones – Men's 5% < Women's 14%. Men's choices contrasts – Online Retailer at 10%, Diversified Dairy at 7% & PSU Life Insurance at 6%. Women's contrasting choices – Diversified at 14%, Chocolate at 11% & Fashion at 11%.

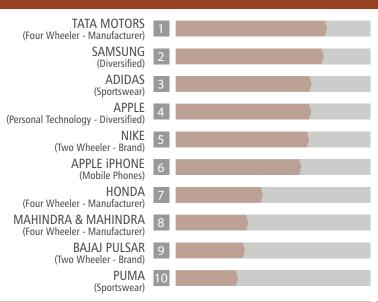
INDORE (Attractiveness Index - 6%)

Indore is a mix of two cultures — the young, vibrant and modern, and the old way still holding strongly to its roots. New cafés frequented by the young, and the older frequenting haunts of yesteryears. Even the young have relationship stability, displayed in the near normal brand-consumer compatibility in the $\pm 4\%$ range. The city prefers sophisticated gadgetry, cars and fitness.





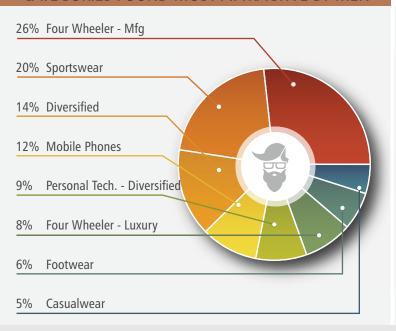
10 MOST ATTRACTIVE BRAND IN INDORE

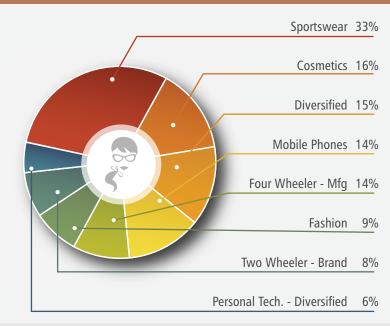


Four vehicle manufactures are among the top 10 of the city and Tata Motors leads. Samsung, the Consumer Electronics brand, makes entry at 2nd position. The only other cities where Samsung from this Category is among the top 10 are Chandigarh and Chennai. Three Sportswear brands feature, Adidas at 3rd, Nike at 5th and Puma at 10th. Apple has a high desirability here and features twice in the Indore list. The Personal Tech brand squeezes in at 4th position and Apple iPhone is ranked 6th. Two Four wheeler brands follow, Honda is at 7th, and M&M — known for its SUVs, MUVs, XUVs and what-have-UVs, at 8th and Bajaj Pulsar at 9th rank.

CATEGORIES FOUND MOST ATTRACTIVE BY MEN

CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN





The commonly preferred Categories are, Diversified & Mobile Phones, at 26% for Men and 29% for Women. Idiosyncrasies are discernable: Four-wheelers – Men's 26% > Women's 14%, Sportswear – Men's 20% < Women's 33% & Personal Technology – Men's 9% > Women's 6%. Totally new Categories for Men are Luxury Cars at 8%, Footwear at 6% and Casualwear at 5%. For Women the new Categories include Cosmetics at 16%, Fashion at 9% and Two-wheelers at 8%.

DIFFERENT PERSPECTIVES, ONE VIEW.



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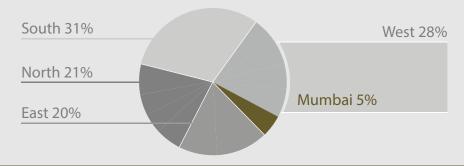






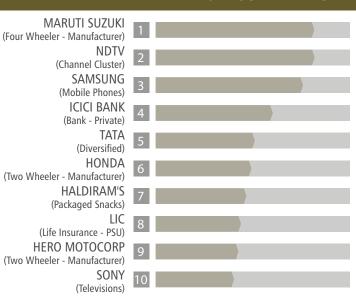
MUMBAI (Attractiveness Index - 5%)

The seat of commerce in India, Mumbai, lives its Bombay dreams too. The city is practical, conscientious and it has a high sense of purpose displayed in its low brand-consumer compatibility at -20% below normal. The city is equally are adaptable and information-hungry. Without a doubt, the city lives its fair share of reveries too.





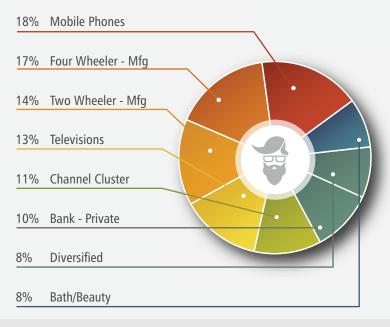
10 MOST ATTRACTIVE BRAND IN MUMBAI

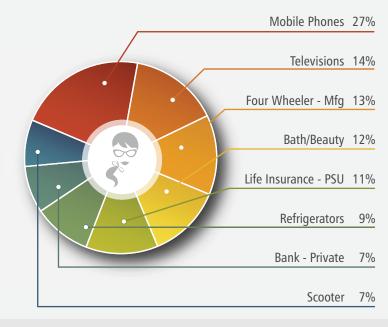


Mumbai chooses Maruti Suzuki as its Most Attractive Brand. Following it are NDTV at 2nd rank and Samsung, the mobile phones brand at third. ICICI Bank comes in at 4th rank and only features in this city among the top 10. Tata the diversified conglomerate makes it to 5th rank and the only city to have its presence in top 10 other than the two Eastern cities. Honda at 6th and Hero Motocorp at 9th are the two wheeler brands from the city. In between them are Haldiram's at 7th rank and LIC at 8th. Sony Televisions makes it to 10th rank in the city.

CATEGORIES FOUND MOST ATTRACTIVE BY MEN

CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN



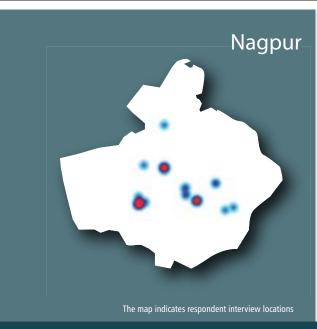


Differences in choices are stark between genders with only one similar Category of Televisions at 13% for Men and 14% for Women. Quirks distinct: Mobile Phones – Men's 18% < Women's 26%, Four-wheelers – Men's 17% > Women's 13% & Private Banks – Men's 10% > Women's 7%. Uncommon Categories for Men include, Two-wheelers at 17%, Entertainment & News at 11% and Diversified at 8%. For Women their dissimilar choices is seen in PSU Life Insurance at 11%, Refrigerators at 9% and Scooters at 7%.

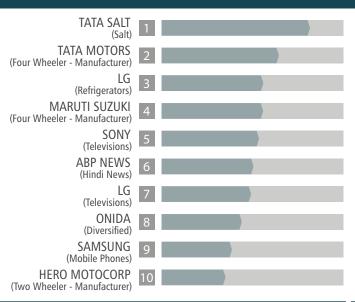
NAGPUR (Attractiveness Index - 6%)

The 13th largest Indian city by population, is not famous just for its oranges. The rooted people of the city acquire tastes with time, but are consistent once they are on to it. They are highly politically and brand aware which displayed in their normal levels of brand-consumer compatibility at approx 4%. Their home is where their focus is, and much of the brand-spend also happens for the same reason.





10 MOST ATTRACTIVE BRAND IN NAGPUR

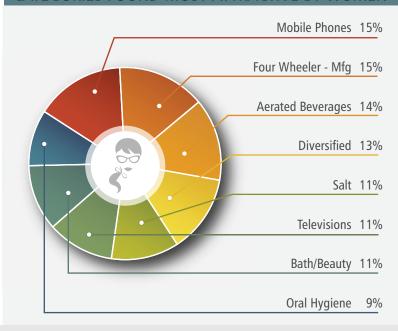


Nagpur is unique in evoking Tata Salt as the city's Most Attractive Brand and the only city to choose it among their top ten. Tata Motors, from the same stable, is ranked 2nd in the city. LG too, has entrenched itself well in the city, with its Refrigerators at 3rd place and its Televisions at 7th place. Maruti Suzuki is the 4th Most Attractive, followed by another Television brand Sony. ABP News ranks 4th here (it only appears in Chandigarh ranking 7th). Onida the Consumer Electronics brand is at 8th, Samsung mobile phones at 9th and Hero Motocorp at 10th rank.

CATEGORIES FOUND MOST ATTRACTIVE BY MEN

24% Mobile Phones 21% Four Wheeler - Mfg 16% Televisions 8% Refrigerators 8% Two Wheeler - Mfg 8% Aerated Beverages 8% Mobile Service Provider 7% Bath/Beauty

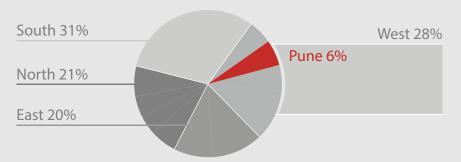
CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN

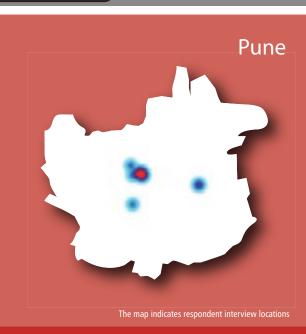


Genders are chalk-and-cheese here, as seen through their choices. Mobile Phones – Men's 24% > Women's 15%, Four-wheelers – Men's 21% > Women's 15%, Televisions – Men's 16% > Women's 11%, Aerated Beverages – Men's 8% < Women's 14% & Bath/Beauty – Men's 7% < Women's 11%. Categories distinct for Men includes Refrigerators, Two-wheelers & Telecom Services at 8% each. For Women, the difference is seen through Diversified at 13%, Salt at 11% & Oral Hygiene at 9%.

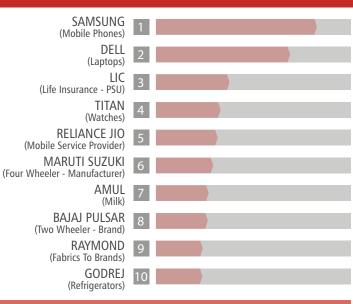
PUNE (Attractiveness Index - 6%)

The pensioners paradise of yesteryears, to date it remains the cultural capital of Maharashtra. Traditionalists, as many still are, with normal brand-consumer compatibility at nearly 4%, they prefer credible and stable brands, to new uppity ones. The consumers of the city seek value-for-money, health and security above all else.





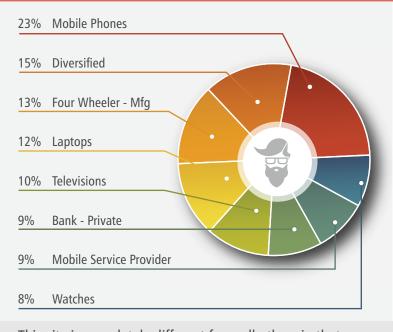
10 MOST ATTRACTIVE BRAND IN PUNE

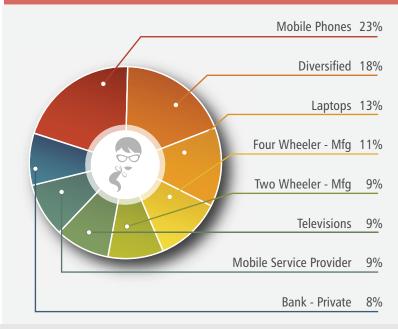


Samsung, the mobile phone bran is Pune's Most Attractive Brand. Dell Laptops is 2nd, followed by LIC at 3rd rank — and this is the only city where the PSU insurer scores so high. Titan takes the 4th slot. This is followed by a series of brands which have been able to build consumer relationships to get their affection over decades. The next in the series are Maruti Suzuki at 6th, Amul at 7th, Bajaj Pulser at 8th, Raymond at 9th and Godrej at 10th.

CATEGORIES FOUND MOST ATTRACTIVE BY MEN

CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN





This city is completely different from all others in that seven out of eight categories are completely similar between Genders. Mobile Phones, Diversified, Four-wheelers & Laptops lead for both. The other common choices include Televisions, Private Banks & Telecom Services. Men's total for all is at 92% and Women's total at 91%. The aberrant Category for Men is Watches at 8% and for Women is Two-wheelers at 9%.

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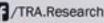


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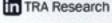
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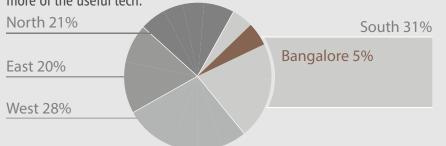


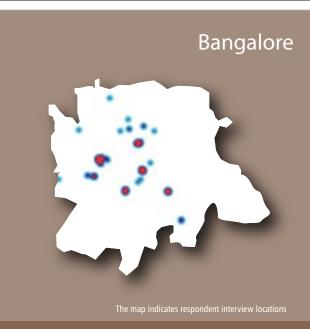
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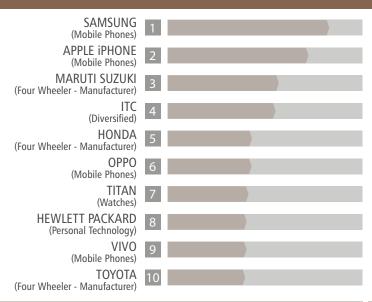
BANGALORE (Attractiveness Index - 5%)

For a city that spends much time beating the traffic, Bangalore adores its phones and its cars. Arguably, the most cosmopolitan of all Indian cities with Kannada, Tamil, Hindi, English and, sometimes Telugu, are well understood. Their relationships with brands are low with brand-consumer compatibility at -20%. The city loves tech — but less of fancy gizmos and more of the useful tech.





10 MOST ATTRACTIVE BRAND IN BANGALORE

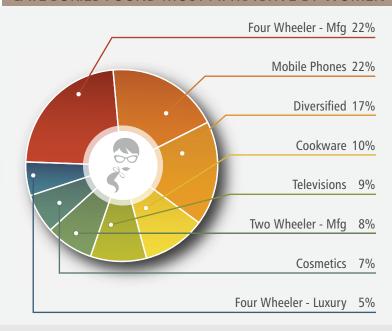


Samsung, the mobile phone brand is the Garden-city's Most Attractive Brand, followed by its bête noire, Apple iPhone at 2nd rank. Maruti Suzuki takes up the 3rd position, and Honda, another Four-wheeler manufacturer, is at 5th rank. ITC — the everything-to-everything brand, slips into 4th place between them. Oppo (ranked 6th) and Vivo (ranked 9th) both have fondness of the city. Three city brands, Titan, Hewlett Packard are ranked 7th and 8th and Toyota, also headquartered here, is ranked 10th.

CATEGORIES FOUND MOST ATTRACTIVE BY MEN

26% Mobile Phones 20% Four Wheeler - Mfg 12% Diversified 10% Televisions 9% Four Wheeler - Luxury 8% Sportswear 8% Two Wheeler - Mfg 7% Watches

CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN



Comparable proclivity is seen by both genders for Four-wheelers, Televisions & Two-wheelers with Men totaling 38% & Women at 39%. Dissimilarities are perceptible: Mobile Phones — Men's 26% > Women's 22%, Diversified — Men's 12% < Women's 17% & Luxury Cars — Men's 9% > Women's 5%. Special Men's Categories are Sportswear at 8% & Watches at 7%. Special Women's Categories are Cookware at 10% and Cosmetics at 7%.

CHENNAI (Attractiveness Index - 5%)

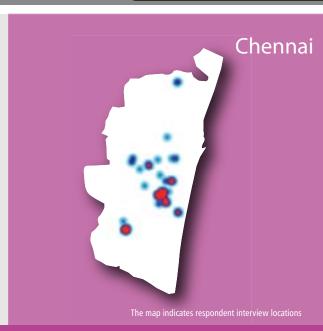
Temple in the morning and the pub in the evening are not contradictions in Chennai, they are a reality. Having been culturally cloistered till just two decades ago, their brand-consumer compatibility is quite low at -20%, The take to new brands, but cautiously. New is good, yet almost universally, they like their *thayir-saadam* to finish every meal

East 20%

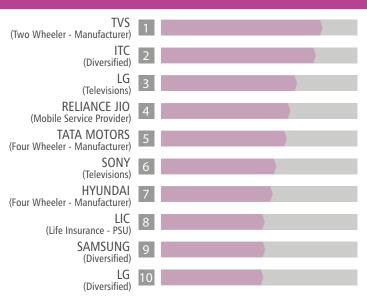
West 28%

South 31%

Chennai 5%



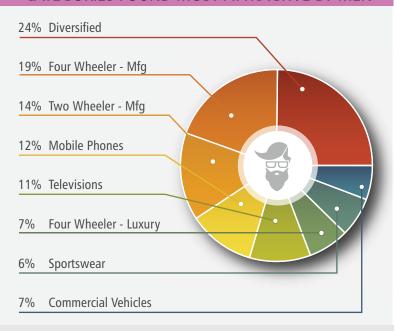
10 MOST ATTRACTIVE BRAND IN CHENNAI

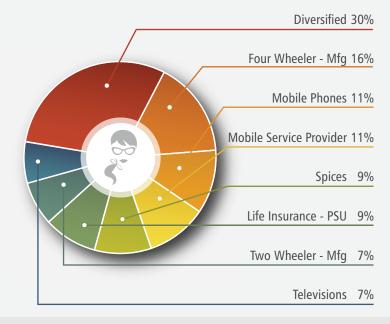


Every city loves its own brands, and so does Chennai. TVS, the two wheeler brand is Chennai's Most Attractive brand, followed by ITC at 2nd. Two Television brands, LG (at 3rd rank) and Sony (at 6th rank), rule the roost here too as in many other cities. Reliance Jio is 4th ranked (the only other cities it features among the top 10 are Delhi, Pune and Jaipur). Tata Motors and Hyundai are ranked 5th and 7th respectively, and LIC comes in at 8th rank. The two Korean Diversified Consumer Electronics brands, Samsung and LG take up 9th and 10th ranks respectively.

CATEGORIES FOUND MOST ATTRACTIVE BY MEN

CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN

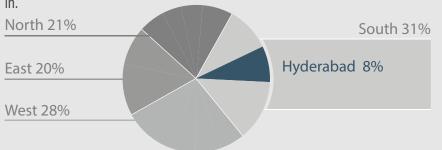


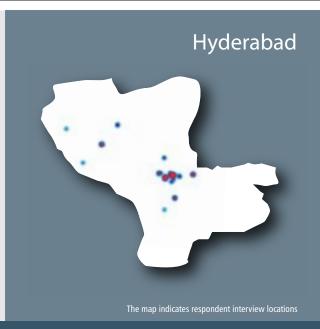


Similar penchant by both genders is for Four-wheelers & Mobile Phones, Men totaling 31% & Women at 27%. Contrasts are visible: Diversified – Men's 24% < Women's 30%, Two-wheeler – Men's 14% > Women's 7% & Televisions – Men's 11% > Women's 7%. Exclusive Men Categories are Luxury Cars – 7%, Sportswear – 6% & Commercial Vehicles – 7%. Exclusive Women Categories are Telecom Services – 11%, Spices – 9% & PSU Life Insurance – 9%.

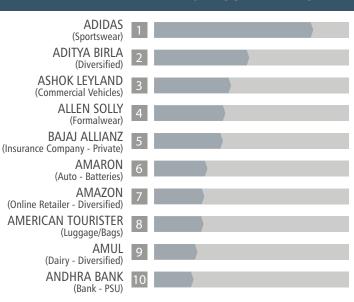
HYDERABAD (Attractiveness Index - 8%)

The city speaks many languages with ease, but with its own distinctiveness. With many having family members abroad, their world exposure is high, but they cannot do without their *gongura*. Politically aware, internet savvy, and with a high brand-consumer compatibility of +28%, they are ready to explore new things; but when at home, they want their culture and cuisine to be tuned in





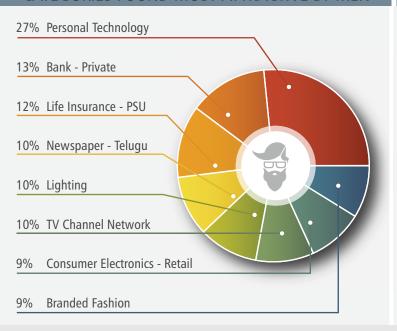
10 MOST ATTRACTIVE BRAND IN HYDERABAD

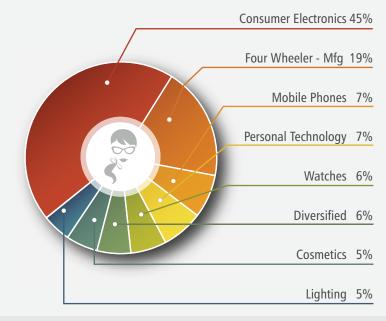


This city wears its difference in its attitude. Adidas ranks the Most Trusted Brand in the city followed by Aditya Birla Group at 2nd, Ashok Leyland at 3rd, Allen Solly at 4th, Bajaj Allianz at 4th and Amaron at 6th. None of these brands feature in any other city's top 10, barring Adidas in Indore, where it is ranked 3rd. Two other brands which do not feature in any other city's top 10 are American Tourister ranked 8th, and Andhra Bank ranked 10th. Amazon is at 7th rank and Amul at 8th between the previous brands.

CATEGORIES FOUND MOST ATTRACTIVE BY MEN

CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN





With no commonness between genders, the divergences are observable: Personal Technology – Men's 27% > Women's 7% & Lighting – Men's 10% > Women's 5%. Uncommon Category choices for men are, Private Bank at 13%, PSU Life Insurance at 12%, Telugu Print News & Televisions at 10% each, and Consumer Electronics & Branded Fashion at 9% each. For Women the distinct choices are in Diversified at 45%, Mobile Phones at 10%, Watches at 6% each and Cosmetics at 5% each.

Must haves in your library.













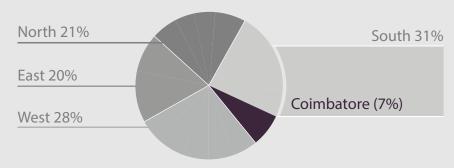
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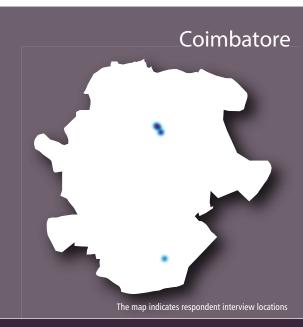
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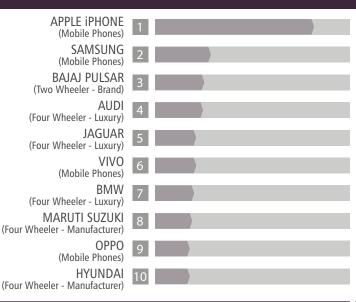
COIMBATORE (Attractiveness Index - 7%)

The consumers of this city are perhaps the least understood. With brand-consumer compatibility +12% above normal, they love the high life, luxury, and, high-end phones. They are spenders, mostly for status. They are conservative in matters of religion, health and cuisine. For everything else, they experiment, try and then recommend.





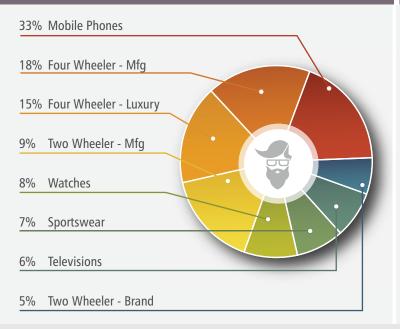
10 MOST ATTRACTIVE BRAND IN COIMBATORE

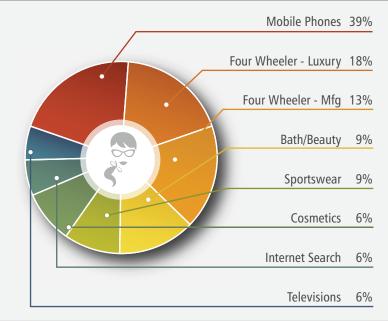


This is a city of that ostentatiously displays its love for opulence. Apple iPhone leads the city's Most Attractive Brands, but that's not the reason alone. It has three luxury cars that feature in the top 10 Most Attractive brands — Audi ranked 4th, Jaguar ranked 5th and BMW ranked 7th. No other city shows such a trend. The other brands which feature are Samsung mobile phones ranked 2nd and Bajaj Pulsar 3rd. Vivo and Oppo, two brands from the Chinese firm BBK Electronics are at 6th and 9th places respectively. Maruti Suzuki nicely fits at 8th position and Hyundai at 10th.

CATEGORIES FOUND MOST ATTRACTIVE BY MEN

CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN

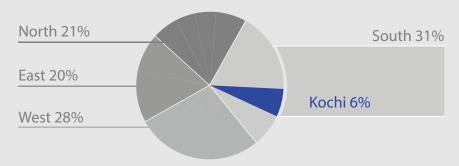




Three Categories are similar to both genders, Sportswear, Luxury Cars Televisions, totaling 28% for Men & 31% for Women. Deviations perceptible: Mobile Phones — Men's 33% < Women's 37% & Four-wheelers — Men's 18% > Women's 12%. Disparate Categories for Men are Two-wheelers at 14% & Watches at 8%. For Women the difference is seen in Bath/Beauty at 9%, Cosmetics & Internet Search at 6% each.

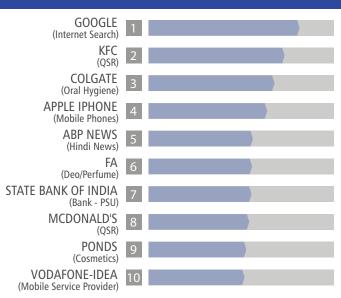
KOCHI (Attractiveness Index - 6%)

The city which received the first foreign traders is as open-minded even today. This city accepts Hindi as much as it does Malayalam, English, and, most often also Tamil. The city has a near normal brand-consumer compatibility at -4%. Tech-savvy, open and opinionated; like spice to food, the Kochi dweller is a provider of pungent opinions.





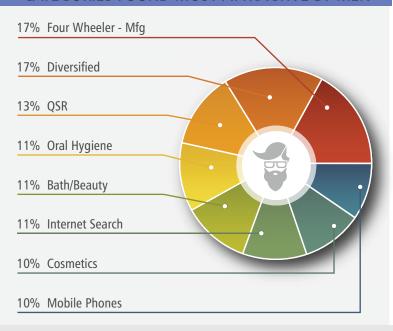
10 MOST ATTRACTIVE BRAND IN KOCHI

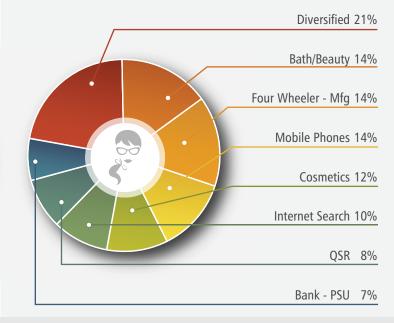


Google is at the top of the heap in this city, the only place where it leads in Attractiveness. This is followed by two QSR brands, also the only city where they feature among the top 10-KFC ranked 2nd and McDonald's ranked 8th. Colgate is the 3rd Most Attractive Brand here followed by Apple iPhone. ABP News, a Hindi News Channel, finds favour in the Southern Kerala city, making it a differentiator as well. Fa, the Deo is ranked 6th, and it is the only city where the brand features among the top 10. SBI is at 7th, Ponds at 9th and Vodafone-Idea follows at the 10th slot.

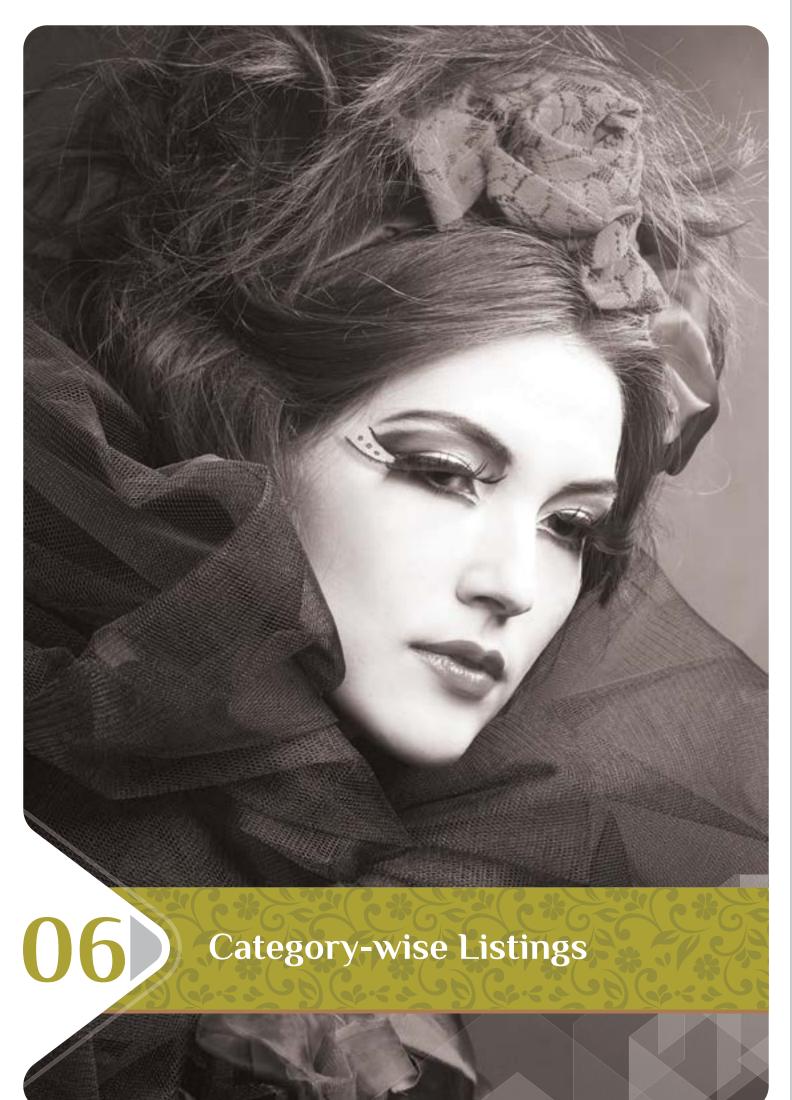
CATEGORIES FOUND MOST ATTRACTIVE BY MEN

CATEGORIES FOUND MOST ATTRACTIVE BY WOMEN





Akin Categories for males and females are Bath/Beauty, Internet Search and Cosmetics totaling 32% for Men & 26% for Women. Variations visible: Four-wheelers — Men's 17% < Women's 21%, Diversified — Men's 17% < Women's 21%, QSR — Men's 13% > Women's 8% & Mobile Phones — Men's 10% < Women's 14%. Men's unique Category is Oral Hygiene at 11% & Women's unique Category is PSU Banks at 7%.



ALCOHOLIC BEVERAGES



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	300	162	KINGFISHER	BEER
2	547	362	ROYAL STAG	WHISKY
3	617	324	MCDOWELL'S	WHISKY
4	680	-	MAOTAI	LIQUOR
5	724	-	CORONA	BEER
6	831	-	BUDWEISER	BEER
7	886	-	BAGPIPER	WHISKY
8	990	-	TEACHERS'S	WHISKY

Beer

RANK	MAB 2018	MAB 2017	BRAND NAME
1	300	162	KINGFISHER
2	724	-	CORONA
3	831	-	BUDWEISER

WHISKY

RANK	MAB 2018	MAB 2017	BRAND NAME
1	547	362	ROYAL STAG
2	617	324	MCDOWELL'S
3	886	-	BAGPIPER
4	990	-	TEACHERS'S

LIQUOR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	680	-	MAOTAI

APPAREL



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	55	39	RAYMOND	FABRICS TO BRANDS
2	64	38	LEVI'S	CASUALWEAR
3	77	209	BIBA	ETHNICWEAR - WOMEN

RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
4	86	79	LEE	CASUALWEAR
5	107	129	ALLEN SOLLY	FORMALWEAR
6	141	-	MADAME	WOMENSWEAR
7	163	490	отто	MENSWEAR
8	165	131	PARK AVENUE	MEN'S GROOMING
9	200	192	W	WOMENSWEAR
10	207	-	JACK & JONES	MENSWEAR
11	215	60	PETER ENGLAND	MENSWEAR
12	281	-	MINU SAREES	SAREES
13	293	-	COTTON KING	CASUALWEAR
14	299	127	ARROW	FORMALWEAR
15	370	-	VIMAL	FABRICS TO BRANDS
16	376	144	MUFTI	MENSWEAR
17	394	697	ZODIAC	MENSWEAR
18	404	-	KSIC MYSORE SILK	SAREES
19	406	-	HOFFMEN	CASUALWEAR
20	412	197	PEPE	CASUALWEAR
21	432	-	LUX	INNERWEAR
22	446	176	WRANGLER	CASUALWEAR
23	458	337	SIYARAM	FABRICS
24	463	-	BLACKBERRYS	MENSWEAR
25	474	141	JOCKEY	INNERWEAR
26	483	431	RUPA	INNERWEAR
27	486	684	RAMRAJ	DHOTIS
28	522	-	BUFFALO JEANS	CASUALWEAR
29	563	489	US POLO	CASUALWEAR
30	564	150	VAN HEUSEN	FORMALWEAR
31	571	831	DOLLAR	INNERWEAR
32	581	473	COLORPLUS	MENSWEAR
33	589	640	GWALIOR SUITINGS	FABRICS TO BRANDS
34	625	-	ANU	SAREES
35	652	116	LEE COOPER	CASUALWEAR
36	675	133	LOUIS PHILIPPE	FORMALWEAR
37	689	-	NALLI	SAREES
38	717	-	OSWAL	INNERWEAR
39	778	-	POMMYS DREAM WEAR	WOMENSWEAR
40	796	-	ONN	INNERWEAR
41	843	-	EURO	INNERWEAR
42	849	-	DIXCY SCOTT	INNERWEAR
43	863	603	LUX COZI	INNERWEAR - BRAND
44	960	-	MR WHITE LABEL	MENSWEAR
45	969	-	BAWREE	ETHNICWEAR - WOMEN
46	978	-	VIP	INNERWEAR
47	981	587	TURTLE	MENSWEAR

CASUALWEAR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	64	38	LEVI'S
2	86	79	LEE
3	293	-	COTTON KING
4	406	-	HOFFMEN
5	412	197	PEPE
6	446	176	WRANGLER
7	522	-	BUFFALO JEANS
8	563	489	US POLO
9	652	116	LEE COOPER

DHOTIS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	486	684	RAMRAJ

ETHNICWEAR - WOMEN

RANK	MAB 2018	MAB 2017	BRAND NAME
1	77	209	BIBA
2	969	-	BAWREE

FABRICS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	458	337	SIYARAM

FABRICS TO BRANDS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	55	39	RAYMOND
2	370	-	VIMAL
3	589	640	GWALIOR SUITINGS

FORMALWEAR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	107	129	ALLEN SOLLY
2	299	127	ARROW
3	564	150	VAN HEUSEN
4	675	133	LOUIS PHILIPPE

INNERWEAR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	432	-	LUX
2	474	141	JOCKEY
3	483	431	RUPA
4	571	831	DOLLAR
5	717	-	OSWAL
6	796	-	ONN
7	843	-	EURO
8	849	-	DIXCY SCOTT
9	978	-	VIP

INNERWEAR - BRAND

RANK	MAB 2018	MAB 2017	BRAND NAME
1	863	603	LUX COZI

MENSWEAR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	163	490	отто
2	207	-	JACK & JONES
3	215	60	PETER ENGLAND
4	376	144	MUFTI
5	394	697	ZODIAC
6	463	-	BLACKBERRYS
7	581	473	COLORPLUS
8	960	-	MR WHITE LABEL
9	981	587	TURTLE

MEN'S GROOMING

RANK	MAB 2018	MAB 2017	BRAND NAME
1	165	131	PARK AVENUE

SAREES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	281	-	MINU SAREES
2	404	-	KSIC MYSORE SILK
3	625	-	ANU
4	689	-	NALLI

SWIMWEAR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	1067	-	AUQUA SHOP

WOMENSWEAR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	141	-	MADAME
2	200	192	w
3	778	-	POMMYS DREAM WEAR

AUTOMOBILES



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	2	181	TATA MOTORS	FOUR WHEELER - MANUFACTURER
2	5	7	MARUTI SUZUKI	FOUR WHEELER - MANUFACTURER
3	10	5	HONDA	FOUR WHEELER - MANUFACTURER
4	17	29	BAJAJ PULSAR	TWO WHEELER - BRAND
5	18	13	HYUNDAI	FOUR WHEELER - MANUFACTURER
6	19	41	ТОУОТА	FOUR WHEELER - MANUFACTURER
7	25	273	HERO MOTOCORP	TWO WHEELER - MANUFACTURER
8	28	34	BMW	FOUR WHEELER - LUXURY
9	34	33	AUDI	FOUR WHEELER - LUXURY
10	41	504	BAJAJ AUTO	TWO WHEELER - MANUFACTURER
11	45	55	MAHINDRA & MAHINDRA	FOUR WHEELER - MANUFACTURER
12	48	-	HONDA	TWO WHEELER - MANUFACTURER
13	60	57	FORD	FOUR WHEELER - MANUFACTURER
14	65	59	MERCEDES BENZ	FOUR WHEELER - LUXURY
15	67	22	TVS	TWO WHEELER - MANUFACTURER
16	76	47	YAMAHA	TWO WHEELER - MANUFACTURER
17	82	435	LAND ROVER	FOUR WHEELER - LUXURY
18	106	104	ROYAL ENFIELD	TWO WHEELER - MANUFACTURER
19	113	89	SKODA	FOUR WHEELER - MANUFACTURER
20	114	305	HONDA ACTIVA	SCOOTER

RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
21	126	745	MARUTI SUZUKI SWIFT	CAR - HATCHBACK
22	145	65	NISSAN	FOUR WHEELER - MANUFACTURER
23	166	-	KINETIC HONDA	SCOOTER
24	182	-	TATA MOTORS	COMMERCIAL VEHICLES
25	189	122	JAGUAR	FOUR WHEELER - LUXURY
26	205	158	VOLKSWAGEN	FOUR WHEELER - MANUFACTURER
27	245	221	RENAULT	FOUR WHEELER - MANUFACTURER
28	249	-	TVS SCOOTY	SCOOTER
29	317	-	TOYOTA INNOVA	SUV/MUV - BRAND
30	320	103	FERRARI	FOUR WHEELER - LUXURY
31	334	-	HONDA	SCOOTER
32	360	238	HARLEY DAVIDSON	TWO WHEELER - PREMIUM
33	361	-	MAHINDRA TRUCK & BUS	COMMERCIAL VEHICLES
34	366	552	HONDA CITY	FOUR WHEELER - BRAND
35	382	-	SUZUKI	TWO WHEELER - MANUFACTURER
36	407	627	HONDA UNICORN	TWO WHEELER - BRAND
37	418	-	TVS JUPITER	SCOOTER
38	443	85	SUZUKI	FOUR WHEELER - MANUFACTURER
39	459	-	MAHINDRA & MAHINDRA	TRACTORS
40	462	99	KTM DUKE	TWO WHEELER - BRAND
41	481	370	VOLVO	FOUR WHEELER - LUXURY
42	510	193	CHEVROLET	FOUR WHEELER - MANUFACTURER
43	519	516	EICHER MANUNDRA SCORRIG	COMMERCIAL VEHICLES
44	525	-	MAHINDRA SCORPIO	SUV/MUV - BRAND
45 46	546 568	- 242	HYUNDAI SANTRO LAMBORGHINI	CAR - HATCHBACK FOUR WHEELER - LUXURY
47	611	242	HERO	SCOOTER
48	613	-	KTM	TWO WHEELER - MANUFACTURER
49	616	188	ASHOK LEYLAND	COMMERCIAL VEHICLES
50	631	-	VOLVO	COMMERCIAL VEHICLES
51	633	_	нмт	TRACTORS
52	639	861	VESPA	SCOOTER
53	688	875	SONALIKA	TRACTORS
54	727	-	NEXA	PREMIER CAR RETAIL
55	738	363	MITSUBISHI	FOUR WHEELER - MANUFACTURER
56	755	195	PORSCHE	FOUR WHEELER - LUXURY
57	759	734	GM	FOUR WHEELER - MANUFACTURER
58	770	-	HONDA DAZZLER	FOUR WHEELER - BRAND
59	777	-	HERO PLEASURE	TWO WHEELER - BRAND
60	786	359	FORTUNER	LUXURY SUV
61	788	-	HERO PASSION PRO	TWO WHEELER - BRAND
62	790	387	JEEP	SUV/MUV - BRAND
63	791	-	MAHINDRA & MAHINDRA	TWO WHEELER - MANUFACTURER
64	800	325	ROLLS ROYCE	FOUR WHEELER - LUXURY
	- , ,			

RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
65	807	-	HERO ELECTRIC OPTIMA	TWO WHEELER - BRAND
66	832	767	FORD FIGO	CAR - HATCHBACK
67	846	-	BHARATBENZ	COMMERCIAL VEHICLES
68	852	-	KAWASAKI	TWO WHEELER - MANUFACTURER
69	862	-	APRILIA	TWO WHEELER - MANUFACTURER
70	875	479	RANGE ROVER	FOUR WHEELER - LUXURY
71	890	903	DUCATI	TWO WHEELER - MANUFACTURER
72	917	-	BAJAJ DISCOVER	TWO WHEELER - BRAND
73	934	-	DAIMLER AG	DIVERSIFIED
74	972	-	MAHINDRA YUVO	TRACTOR - BRAND

CAR - HATCHBACK

RANK	MAB 2018	MAB 2017	BRAND NAME
1	126	745	MARUTI SUZUKI SWIFT
2	546	-	HYUNDAI SANTRO
3	832	767	FORD FIGO

FOUR WHEELER - BRAND

RANK	MAB 2018	MAB 2017	BRAND NAME
1	366	552	HONDA CITY
2	770	-	HONDA DAZZLER

COMMERCIAL VEHICLES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	182	-	TATA MOTORS
2	361	-	MAHINDRA TRUCK & BUS
3	519	516	EICHER
4	616	188	ASHOK LEYLAND
5	631	-	VOLVO
6	846	-	BHARATBENZ

DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	934	-	DAIMLER AG

FOUR WHEELER - MANUFACTURER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	2	181	TATA MOTORS
2	5	7	MARUTI SUZUKI
3	10	5	HONDA
4	18	13	HYUNDAI
5	19	41	тоуота
6	45	55	MAHINDRA & MAHINDRA
7	60	57	FORD
8	113	89	SKODA
9	145	65	NISSAN
10	205	158	VOLKSWAGEN
11	245	221	RENAULT
12	443	85	SUZUKI
13	510	193	CHEVROLET
14	738	363	MITSUBISHI
15	759	734	GM

FOUR WHEELER - LUXURY

RANK	MAB 2018	MAB 2017	BRAND NAME
1	28	34	BMW
2	34	33	AUDI
3	65	59	MERCEDES BENZ
4	82	435	LAND ROVER
5	189	122	JAGUAR
6	320	103	FERRARI
7	481	370	VOLVO
8	568	242	LAMBORGHINI
9	755	195	PORSCHE
10	800	325	ROLLS ROYCE
11	875	479	RANGE ROVER

LUXURY SUV

RANK	MAB 2018	MAB 2017	BRAND NAME
1	786	359	FORTUNER

PREMIER CAR RETAIL

RANK	MAB 2018	MAB 2017	BRAND NAME
1	727	-	NEXA

SCOOTER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	114	305	HONDA ACTIVA
2	166	-	KINETIC HONDA
3	249	-	TVS SCOOTY
4	334	-	HONDA
5	418	-	TVS JUPITER
6	611	-	HERO
7	639	861	VESPA

SUV/MUV - BRAND

RANK	MAB 2018	MAB 2017	BRAND NAME
1	317	-	TOYOTA INNOVA
2	525	-	MAHINDRA SCORPIO
3	790	387	JEEP

TRACTOR - BRAND

RANK	MAB 2018	MAB 2017	BRAND NAME
1	972	-	MAHINDRA YUVO

TRACTORS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	459	-	MAHINDRA & MAHINDRA
2	633	-	нмт
3	688	875	SONALIKA

TWO WHEELER - MANUFACTURER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	25	273	HERO MOTOCORP
2	41	504	BAJAJ AUTO
3	48	-	HONDA
4	67	22	TVS
5	76	47	ҮАМАНА
6	106	104	ROYAL ENFIELD
7	382	-	SUZUKI
8	613	-	KTM
9	791	-	MAHINDRA & MAHINDRA
10	852	-	KAWASAKI
11	862	-	APRILIA
12	890	903	DUCATI

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TWO WHEELER - BRAND

RANK	MAB 2018	MAB 2017	BRAND NAME
1	17	29	BAJAJ PULSAR
2	407	627	HONDA UNICORN
3	462	99	KTM DUKE
4	777	-	HERO PLEASURE
5	788	-	HERO PASSION PRO
6	807	-	HERO ELECTRIC OPTIMA
7	917	-	BAJAJ DISCOVER

TWO WHEELER - PREMIUM

RANK	MAB 2018	MAB 2017	BRAND NAME
1	360	238	HARLEY DAVIDSON

AUTOMOBILE - RELATED



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	112	146	MRF	TYRES
2	116	313	CASTROL	LUBRICANTS
3	119	228	CEAT	TYRES
4	151	625	JK TYRES	TYRES
5	159	-	DUNLOP	TYRES
6	246	-	TVS TYRES	TYRES
7	294	134	EXIDE	AUTO BATTERIES
8	386	145	BOSCH	AUTOMOBILE ELECTRONICS
9	399	805	BRIDGESTONE	TYRES
10	508	-	VEEDOL	LUBRICANTS
11	524	375	APOLLO TYRES	TYRES
12	619	-	GULF	LUBRICANTS
13	799	729	AMARON	AUTO - BATTERIES
14	825	-	MAK	LUBRICANTS
15	895	894	VALVOLINE	LUBRICANTS

AUTO - BATTERIES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	294	134	EXIDE
2	799	729	AMARON

AUTOMOBILE ELECTRONICS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	386	145	BOSCH

LUBRICANTS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	116	313	CASTROL
2	508	-	VEEDOL
3	619	-	GULF
4	825	-	MAK
5	895	894	VALVOLINE

TYRES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	112	146	MRF
2	119	228	CEAT
3	151	625	JK TYRES
4	159	-	DUNLOP
5	246	-	TVS TYRES
6	399	805	BRIDGESTONE
7	524	375	APOLLO TYRES

BFSI



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	8	46	STATE BANK OF INDIA	BANK - PSU
2	16	58	LIC	LIFE INSURANCE - PSU
3	20	31	ICICI BANK	BANK - PRIVATE
4	24	96	HDFC BANK	BANK - PRIVATE
5	56	138	KOTAK MAHINDRA BANK	BANK - PRIVATE
6	98	88	AXIS BANK	BANK - PRIVATE
7	131	212	HSBC	BANK - FOREIGN
8	146	285	BANK OF INDIA	BANK - PSU
9	147	332	PUNJAB NATIONAL BANK	BANK - PSU
10	162	297	MUTHOOT FINANCE	FINANCIAL SERVICES
11	179	456	BAJAJ FINANCE	FINANCIAL SERVICES
12	231	345	VISA	CREDIT/DEBIT CARD
13	261	219	UNION BANK OF INDIA	BANK - PSU
14	286	204	YES BANK	BANK - PRIVATE
15	291	498	UCO BANK	BANK - PSU
16	304	677	TATA AIA LIFE INSURANCE	LIFE INSURANCE - PRIVATE
17	308	307	CITIBANK	BANK - FOREIGN
18	315	-	ICICI PRUDENTIAL	LIFE INSURANCE - PRIVATE
19	329	-	HDFC LIFE	LIFE INSURANCE - PRIVATE

CONTROL CONTROL

RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
20	348	-	TATA CAPITAL	FINANCIAL SERVICES
21	353	379	IDBI BANK	BANK - PSU
22	375	252	BANK OF BARODA	BANK - PSU
23	405	699	AMERICAN EXPRESS	CREDIT/DEBIT CARD
24	410	436	MASTERCARD	CREDIT/DEBIT CARD
25	464	-	RELIANCE GENERAL INSURANCE	GENERAL INSURANCE - PRIVATE
26	468	-	TD BANK	BANK - FOREIGN
27	515	-	PING AN	DIVERSIFIED
28	526	480	SAHARA	FINANCIAL SERVICES
29	549	-	HDFC SECURITIES	RETAIL BROKING
30	586	-	STANDARD CHARTERED BANK	BANK - FOREIGN
31	594	592	ANDHRA BANK	BANK - PSU
32	623	-	UNITED INDIA INSURANCE	GENERAL INSURANCE - PSU
33	630	-	ICBC	BANK - FOREIGN
34	648	-	SBI MUTUAL FUND	MUTUAL FUND
35	655	-	ROYAL BANK OF CANADA	BANK - FOREIGN
36	670	428	CANARA BANK	BANK - PSU
37	676	482	BAJAJ ALLIANZ	INSURANCE COMPANY - PRIVATE
38	686	488	DENA BANK	BANK - PSU
39	694	-	CAPITAL FIRST	FINANCIAL SERVICES
40	698	-	SBI GENERAL	GENERAL INSURANCE - PSU
41	718	678	AVIVA LIFE INSURANCE	LIFE INSURANCE - PRIVATE
42	743	-	NATIONAL INSURANCE	GENERAL INSURANCE - PSU
43	751	-	RBL BANK	BANK - PRIVATE
44	764	-	SYNDICATE BANK	BANK - PSU
45	767	-	WELLS FARGO	BANK - FOREIGN
46	785	-	SHRIRAM FINANCE	FINANCIAL SERVICES
47	803	-	GIC	GENERAL INSURANCE - PSU
48	821	-	RELIANCE MUTUAL FUND	MUTUAL FUND
49	834	594	BANK OF MAHARASHTRA	BANK - PSU
50	840	-	JANA SMALL FINANCE BANK	SMALL FINANCE BANK
51	845	514	ALLAHABAD BANK	BANK - PSU
52	850	663	MAX LIFE INSURANCE	LIFE INSURANCE - PRIVATE
53	860	966	BIRLA SUN LIFE INSURANCE	LIFE INSURANCE - PRIVATE
54	874	746	MAHINDRA FINANCE	FINANCIAL SERVICES
55	881	-	PEERLESS GROUP	FINANCIAL SERVICES
56	888	-	INDIAN OVERSEAS BANK	BANK - PSU
57	899	-	RELIGARE	HEALTH INSURANCE - PRIVATE
58	902	-	JP MORGAN	FINANCIAL SERVICES - DIVERSIFIED
59	918	265	INDUSIND BANK	BANK - PRIVATE
60	951	-	WEST BENGAL STATE COOPERATIVE BANK	BANK - COOPERATIVE
61	970	-	HDFC ERGO	GENERAL INSURANCE - PRIVATE
62	982	714	INDIAN BANK	BANK - PSU
63	987	-	BANK OF AMERICA	BANK - FOREIGN

BANK - COOPERATIVE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	951	-	WEST BENGAL STATE COOP. BANK

BANK - FOREIGN

RANK	MAB 2018	MAB 2017	BRAND NAME
1	131	212	HSBC
2	308	307	CITIBANK
3	468	-	TD BANK
4	586	-	STANDARD CHARTERED BANK
5	630	-	ICBC
6	655	-	ROYAL BANK OF CANADA
7	767	-	WELLS FARGO
8	987	-	BANK OF AMERICA

BANK - PSU

RANK	MAB 2018	MAB 2017	BRAND NAME
1	8	46	STATE BANK OF INDIA
2	146	285	BANK OF INDIA
3	147	332	PUNJAB NATIONAL BANK
4	261	219	UNION BANK OF INDIA
5	291	498	UCO BANK
6	353	379	IDBI BANK
7	375	252	BANK OF BARODA
8	594	592	ANDHRA BANK
9	670	428	CANARA BANK
10	686	488	DENA BANK
11	764	-	SYNDICATE BANK
12	834	594	BANK OF MAHARASHTRA
13	845	514	ALLAHABAD BANK
14	888	-	INDIAN OVERSEAS BANK
15	982	714	INDIAN BANK

BANK - PRIVATE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	20	31	ICICI BANK
2	24	96	HDFC BANK
3	56	138	KOTAK MAHINDRA BANK
4	98	88	AXIS BANK
5	286	204	YES BANK
6	751	-	RBL BANK
7	918	265	INDUSIND BANK

CREDIT/DEBIT CARD

RANK	MAB 2018	MAB 2017	BRAND NAME
1	231	345	VISA
2	405	699	AMERICAN EXPRESS
3	410	436	MASTERCARD

DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	515	-	PING AN

FINANCIAL SERVICES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	162	297	MUTHOOT FINANCE
2	179	456	BAJAJ FINANCE
3	348	-	TATA CAPITAL
4	526	480	SAHARA
5	694	-	CAPITAL FIRST
6	785	-	SHRIRAM FINANCE
7	874	746	MAHINDRA FINANCE
8	881	-	PEERLESS GROUP

FINANCIAL SERVICES - DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	902	-	JP MORGAN

GENERAL INSURANCE - PRIVATE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	464	-	RELIANCE GENERAL INS.
2	970	-	HDFC ERGO

GENERAL INSURANCE - PSU

RANK	MAB 2018	MAB 2017	BRAND NAME
1	623	-	UNITED INDIA INSURANCE
2	698	-	SBI GENERAL
3	743	-	NATIONAL INSURANCE
4	803	-	GIC

HEALTH INSURANCE - PRIVATE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	899	-	RELIGARE

INSURANCE COMPANY - PRIVATE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	676	482	BAJAJ ALLIANZ

LIFE INSURANCE - PRIVATE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	304	677	TATA AIA LIFE INSURANCE
2	315	-	ICICI PRUDENTIAL
3	329	-	HDFC LIFE
4	718	678	AVIVA LIFE INSURANCE
5	850	663	MAX LIFE INSURANCE
6	860	966	BIRLA SUN LIFE INSURANCE

LIFE INSURANCE - PSU

RANK	MAB 2018	MAB 2017	BRAND NAME
1	16	58	LIC

MUTUAL FUND

RANK	MAB 2018	MAB 2017	BRAND NAME
1	648	-	SBI MUTUAL FUND
2	821	-	RELIANCE MUTUAL FUND

RETAIL BROKING

RANK		MAB 2017	BRAND NAME
1	549	-	HDFC SECURITIES

SMALL FINANCE BANK

RANK	MAB 2018	MAB 2017	BRAND NAME
1	840	-	JANA SMALL FINANCE BANK

BRANDED FASHION



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	127	71	FASTRACK	BRANDED FASHION
2	253	-	BEING HUMAN	BRANDED FASHION
3	467	147	GUCCI	LUXURY FASHION
4	484	371	ARMANI	LUXURY FASHION
5	645	-	HERMES	LUXURY FASHION
6	753	600	LOUIS VUITTON	LUXURY FASHION
7	904	560	GUESS	LUXURY FASHION
8	973	170	TOMMY HILFIGER	PREMIUM FASHION

BRANDED FASHION

RANK	MAB 2018	MAB 2017	BRAND NAME
1	127	71	FASTRACK
2	253	-	BEING HUMAN

PREMIUM FASHION

RANK	MAB 2018	MAB 2017	BRAND NAME
1	973	170	TOMMY HILFIGER

LUXURY FASHION

RANK	MAB 2018	MAB 2017	BRAND NAME
1	467	147	GUCCI
2	484	371	ARMANI
3	645	-	HERMES
4	753	600	LOUIS VUITTON
5	904	560	GUESS

CONSTRUCTION



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	635		VINCI	INFRASTRUCTURE
2	736		BALFOUR BEATTY	INFRASTRUCTURE

CONSUMER APPLIANCES

Con Con Con



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	174	-	BAJAJ ELECTRICALS	FANS
2	310	-	POLAR	FANS
3	314	276	KENSTAR	DIVERSIFIED
4	337	354	KHAITAN	FANS
5	354	316	LUMINOUS	INVERTORS/BATTERIES
6	421	826	MAHARAJA WHITELINE	DIVERSIFIED
7	491	392	ORIENT	FANS
8	550	485	MICROTEK	INVERTORS/BATTERIES
9	556	-	USHA	DIVERSIFIED
10	621	353	KENT	WATER PURIFIER
11	626	738	EUREKA FORBES	PURIFICATION SYSTEMS
12	716	-	CINNI	FANS
13	809	-	PHILIPS	FANS
14	811	869	PUREIT	WATER PURIFIER
15	835	231	LIVPURE	WATER PURIFIER
16	962	-	HAIER	FANS

DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	314	276	KENSTAR
2	421	826	MAHARAJA WHITELINE
3	556	-	USHA

RANK	MAB 2018	MAB 2017	BRAND NAME
1	354	316	LUMINOUS
2	550	485	MICROTEK

INVERTORS/BATTERIES

FANS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	174	-	BAJAJ ELECTRICALS
2	310	-	POLAR
3	337	354	KHAITAN
4	491	392	ORIENT
5	716	-	CINNI
6	809	-	PHILIPS
7	962	-	HAIER

PURIFICATION SYSTEMS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	626	738	EUREKA FORBES

WATER PURIFIER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	621	353	KENT
2	811	869	PUREIT
3	835	231	LIVPURE

CONSUMER ELECTRONICS



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	6	1	SAMSUNG	DIVERSIFIED
2	13	-	SONY	TELEVISIONS
3	22	402	LG	TELEVISIONS
4	27	-	SAMSUNG	TELEVISIONS
5	39	3	SONY	DIVERSIFIED
6	43	2	LG	DIVERSIFIED
7	57	69	ONIDA	DIVERSIFIED
8	59	-	LG	REFRIGERATORS
9	68	-	GODREJ	REFRIGERATORS
10	79	-	SAMSUNG	REFRIGERATORS
11	84	-	BAJAJ ELECTRICALS	DIVERSIFIED
12	92	233	BLUE STAR	AIR CONDITIONERS
13	95	-	PHILIPS	DIVERSIFIED
14	118	-	SAMSUNG	WASHING MACHINE
15	120	-	VIDEOCON	TELEVISIONS
16	129	-	LG	Washing Machine
17	135	721	PANASONIC	TELEVISIONS
18	136	266	CARRIER	AIR CONDITIONERS
19	153	93	HITACHI	DIVERSIFIED
20	161	-	WHIRLPOOL	REFRIGERATORS
21	183	206	DAIKIN	AIR CONDITIONERS
22	187	-	WHIRLPOOL	WASHING MACHINE
23	193	-	ELECTROLUX	AIR CONDITIONERS
24	199	42	PANASONIC	DIVERSIFIED
25	208	27	VIDEOCON	DIVERSIFIED
26	224	18	WHIRLPOOL	DIVERSIFIED
27	243	-	GODREJ	AIR CONDITIONERS
28	257	-	HAIER	AIR CONDITIONERS
29	284	-	VIDEOCON	REFRIGERATORS
30	301	230	IFB	DIVERSIFIED
31	313	-	SANSUI	TELEVISIONS
32	324	-	HITACHI	AIR CONDITIONERS
33	336	-	LG	AIR CONDITIONERS
34	352	-	BPL	TELEVISIONS
35	380	-	PHILIPS	TELEVISIONS
36	428	-	LLOYD	TELEVISIONS
37	454	-	KELVINATOR	REFRIGERATORS
38	487	-	VIDEOCON	WASHING MACHINE
39	497	-	SHARP	TELEVISIONS
40	511	-	LLOYD	AIR CONDITIONERS

RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
41	548	-	TOSHIBA	TELEVISIONS
42	551	-	TCL	TELEVISIONS
43	557	576	O GENERAL	AIR CONDITIONERS
44	609	388	SYMPHONY	AIR COOLERS
45	628	-	HAIER	TELEVISIONS
46	632	-	AKAI	TELEVISIONS
47	636	-	PANASONIC	AIR CONDITIONERS
48	642	152	TOSHIBA	DIVERSIFIED
49	649	124	HAIER	DIVERSIFIED
50	657	-	OSCAR	TELEVISIONS
51	663	-	VOLTAS	REFRIGERATORS
52	671	-	IFB	WASHING MACHINE
53	691	-	SAMSUNG	AIR CONDITIONERS
54	719	-	MICROMAX	TELEVISIONS
55	729	-	VU	TELEVISIONS
56	734	-	HAIER	REFRIGERATORS
57	760	-	SONY	AIR CONDITIONERS
58	768	-	GODREJ	TELEVISIONS
59	827	-	PHILIPS	WASHING MACHINE
60	901	185	BPL	DIVERSIFIED
61	974	-	нітасні	TELEVISIONS

AIR CONDITIONERS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	92	233	BLUE STAR
2	136	266	CARRIER
3	183	206	DAIKIN
4	193	-	ELECTROLUX
5	243	-	GODREJ
6	257	-	HAIER
7	324	-	HITACHI
8	336	-	LG
9	511	-	LLOYD
10	557	576	O GENERAL
11	636	-	PANASONIC
12	691	-	SAMSUNG
13	760	-	SONY

AIR COOLERS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	609	388	SYMPHONY

DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	6	1	SAMSUNG
2	39	3	SONY
3	43	2	LG
4	57	69	ONIDA
5	84	-	BAJAJ ELECTRICALS
6	95	-	PHILIPS
7	153	93	HITACHI
8	199	42	PANASONIC
9	208	27	VIDEOCON
10	224	18	WHIRLPOOL
11	301	230	IFB
12	642	152	TOSHIBA
13	649	124	HAIER
14	901	185	BPL

REFRIGERATORS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	59	-	LG
2	68	-	GODREJ
3	79	-	SAMSUNG
4	161	-	WHIRLPOOL
5	284	-	VIDEOCON
6	454	-	KELVINATOR
7	663	-	VOLTAS
8	734	-	HAIER

WASHING MACHINE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	118	-	SAMSUNG
2	129	-	LG
3	187	-	WHIRLPOOL
4	487	-	VIDEOCON
5	671	-	IFB
6	827	-	PHILIPS

TELEVISIONS

RANK	MAB 2018	MAB 2017	BRAND NAME	
1	13	-	SONY	
2	22	402	LG	
3	27	-	SAMSUNG	
4	120	-	VIDEOCON	
5	135	721	PANASONIC	
6	313	-	SANSUI	
7	352	-	BPL	
8	380	-	PHILIPS	
9	428	-	LLOYD	
10	497	-	SHARP	
11	548	-	TOSHIBA	
12	551	-	TCL	
13	628	-	HAIER	
14	632	-	AKAI	
15	657	-	OSCAR	
16	719	-	MICROMAX	
17	729	-	VU	
18	768	-	GODREJ	
19	974	-	HITACHI	

DIVERSIFIED



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	38	4	TATA	DIVERSIFIED
2	85	73	ITC	DIVERSIFIED
3	111	14	GODREJ	DIVERSIFIED
4	171	11	RELAINCE	DIVERSIFIED
5	220	356	L&T	DIVERSIFIED
6	327	9	BAJAJ	DIVERSIFIED
7	403	590	INDIABULLS	DIVERSIFIED
8	606	234	ADANI GROUP	DIVERSIFIED
9	772	72	WIPRO	DIVERSIFIED
10	823	-	GLENCORE	DIVERSIFIED
11	871	128	ADITYA BIRLA	DIVERSIFIED
12	965	-	WADIA GROUP	DIVERSIFIED

DTH



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	100	315	TATA SKY	DIVERSIFIED
2	620	468	DISH TV	DIVERSIFIED
3	926	-	SUN DIRECT	DIVERSIFIED
4	983	399	VIDEOCON D2H	DIVERSIFIED

EDUCATION



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	395	-	JETKING	TRAINING INSTITUTE - HARDWARE/NETWORKING
2	641	-	ADITYA BIRLA EDUCATION ACADEMY	TEACHER TRAINING INSTITUTE
3	665	-	VIVA COLLEGE	GRADUATE EDUCATION
4	674	-	AASTHA FOUNDATION	PROFFESIONAL TRAINING
5	774	-	T.I.M.E.	COACHING INSTITUTE
6	836	-	SATHYABHAMA INSTITUTE OF SC. & TECH.	ENGINEERING INSTITUTION
7	894	-	OXFORD	UNIVERSITY - FOREIGN
8	944	-	DELHI PUBLIC SCHOOL	SCHOOL
9	966	-	SRM UNIVERSITY	DEEMED UNIVERSITY

COACHING INSTITUTE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	774	-	T.I.M.E.

DFFN	IFD	IINIV	ERSITY
			PIVALL I

RANK	MAB 2018	MAB 2017	BRAND NAME
1	966	-	SRM UNIVERSITY

ENGINEERING INSTITUTION

RANK	MAB 2018	MAB 2017	BRAND NAME
1	836		SATHYABHAMA INST. OF SC. & TECH.

GRADUATE EDUCATION

RANK	MAB 2018	MAB 2017	BRAND NAME
1	665	-	VIVA COLLEGE

PROFFESIONAL TRAINING MAB MAB **RANK BRAND NAME** 2018 2017 674 **AASTHA FOUNDATION SCHOOL** MAB MAB **RANK BRAND NAME** 2018 2017 944 **DELHI PUBLIC SCHOOL TEACHER TRAINING INSTITUTE** MAB MAB **RANK BRAND NAME** 2018 2017 641 ADITYA BIRLA EDU. ACADEMY

RANK 1	2018 395					
	UI	NIVERS	SITY - FOREIGN			
RANK	MAB 2018	MAB 2017	BRAND NAME			
1	894		OXFORD			

FAST MOVING ELECTRICAL GOODS



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	109	-	PHILIPS	LIGHTING
2	167	182	HAVELLS	DIVERSIFIED
3	235	155	SYSKA LED	LIGHTING
4	292	513	CROMPTON GREAVES	DIVERSIFIED
5	423	-	ORIENT ELECTRIC	DIVERSIFIED
6	544	271	ANCHOR	DIVERSIFIED
7	562	-	GENERAL ELECTRIC	DIVERSIFIED
8	756	-	KWW LED	LIGHTING
9	802	-	SURYA ROSHNI	LIGHTING
10	920	-	V GUARD	DIVERSIFIED

DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	167	182	HAVELLS
2	292	513	CROMPTON GREAVES
3	423	-	ORIENT ELECTRIC
4	544	271	ANCHOR
5	562	-	GENERAL ELECTRIC
6	920	-	V GUARD

LIGHTING

MAB 2018	MAB 2017	BRAND NAME
109	-	PHILIPS
235	155	SYSKA LED
756	-	KWW LED
802	-	SURYA ROSHNI
	2018 109 235 756	2018 2017 109 - 235 155 756 -

FMCG



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	21	52	LUX	BATH/BEAUTY
2	23	63	LAKME	COSMETICS
3	26	43	COLGATE	ORAL HYGIENE
4	31	110	PONDS	COSMETICS
5	40	86	DOVE	BATH/BEAUTY
6	53	100	DETTOL	ANTISEPTIC PRODUCTS
7	58	-	FA	DEO/PERFUME
8	71	142	FOGG	DEO/PERFUME
9	73	159	NIVEA	BATH/BEAUTY
10	74	291	PEARS	BATH/BEAUTY
11	81	409	CLINIC PLUS	HAIRCARE
12	83	648	VIVEL	BATH/BEAUTY
13	90	169	L'OREAL	COSMETICS
14	123	137	PEPSODENT	ORAL HYGIENE
15	133	-	NIPPO	CONSUMER BATTERIES
16	138	153	LIFEBUOY	ANTISEPTIC PRODUCTS
17	143	101	HINDUSTAN UNILEVER	DIVERSIFIED
18	148	-	KS	DEO/PERFUME
19	156	-	HIMALAYA	BATH/BEAUTY - AYURVEDIC
20	158	163	CLOSE UP	ORAL HYGIENE
21	173	478	VIM	DISHCARE
22	178	-	PONDS	TALCUM POWDER
23	212	578	AYUR	BATH/BEAUTY - AYURVEDIC
24	214	421	ORIFLAME	COSMETICS
25	216	615	DABUR BABOOL	ORAL HYGIENE
26	225	396	REVLON	COSMETICS
27	228	105	AXE	DEO/PERFUME
28	237	125	NIRMA	DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
29	244	803	EVEREADY	CONSUMER BATTERIES
30	254	314	CINTHOL	BATH/BEAUTY
31	256	338	SANTOOR	BATH/BEAUTY
32	258	352	AVON	COSMETICS
33	273	471	FEVICOL	ADHESIVE
34	279	-	PATANJALI DANT KANTI	ORAL HYGIENE
35	288	381	VASELINE	SKINCARE
36	303	168	FAIR & LOVELY	SKIN LIGHTENING PRODUCTS
37	319	545	PAMPERS	DIAPERS
38	330	-	GARNIER	HAIR COLOUR
39	345	282	ALL OUT	PEST REPELLENT
40	357	393	MEDIMIX	BATH/BEAUTY - AYURVEDIC
41	364	243	GILLETTE	SHAVING PRODUCTS
42	369	591	НАМАМ	BATH/BEAUTY
43	374	550	REXONA	DEO/PERFUME
44	393	-	JO	BATH/BEAUTY
45	413	-	WHITE TONE	SKIN LIGHTENING PRODUCTS
46	420	161	GOODKNIGHT	PEST REPELLENT
47	424	292	BOROLINE	ANTISEPTIC CREAM - AYURVEDIC
48	429	-	NIVEA	DEO/PERFUME
49	456	580	HARPIC	TOILET CLEANER
50	465	-	MAYBELLINE	COSMETICS
51	466	-	DABUR RED	ORAL HYGIENE
52	471	453	SENSODYNE	ORAL HYGIENE
53	475	107	P&G	DIVERSIFIED
54	476	-	NYCIL	TALCUM POWDER
55	493	-	LIRIL	BATH/BEAUTY
56	499	351	EMAMI	DIVERSIFIED
57	513	500	MARLBORO	CIGARETTE - BRAND
58	520	-	BOROPLUS	ANTISEPTIC CREAM - AYURVEDIC
59	532	248	OLAY	COSMETICS
60	540	-	BLUE HEAVEN	COSMETICS
61	541	-	INDICA	HAIR COLOUR
62	566	411	DENVER	DEO/PERFUME
63	572	-	CHARLIE	DEO/PERFUME
64	575	-	MAC	COSMETICS
65	583	-	ніт	PEST REPELLENT
66	596	383	LOTUS	COSMETICS
67	640	616	GOLD FLAKE	CIGARETTE - BRAND
68	644	-	GODREJ NO.1 SOAP	BATH/BEAUTY
69	660	722	COLGATE CIBACA	ORAL HYGIENE
70	661	816	ODONIL	AIR FRESHNER
71	669	208	DENIM	DEO/PERFUME
72	677	-	AIRWICK	AIR FRESHNER

RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
73	697	-	HIMALAYA	BABY PRODUCTS
74	708	-	OSSUM	DEO/PERFUME
75	750	507	VEET	HAIR REMOVAL
76	789	-	GODREJ PROTEKT	HANDWASH
77	797	-	DERMICOOL	PRICKLY HEAT PRODUCTS
78	810	328	ENGAGE	DEO/PERFUME
79	830	-	GODREJ EXPERT	HAIR COLOUR
80	848	-	AER	AIR FRESHNER
81	853	-	NIRMA	BATH/BEAUTY
82	865	-	CLEAN & CLEAR	SKINCARE
83	869	-	моті	BATH/BEAUTY
84	872	942	LIZOL	DISINFECTANT
85	880	-	NOVA	CONSUMER BATTERIES
86	908	-	ITC	CIGARETTE - MANUFACTURER
87	937	-	FEM	SKIN LIGHTENING PRODUCTS
88	963	-	KOHINOOR	CONDOMS
89	976	-	GODREJ	DIVERSIFIED
90	994	250	MAN FORCE	CONDOMS
91	998	-	GODREJ EXPERT RICH CRÈME	HAIR COLOUR - BRAND

ADHESIVE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	273	471	FEVICOL

AIR FRESHNER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	661	816	ODONIL
2	677	-	AIRWICK
3	848	-	AER

ANTISEPTIC CREAM - AYURVEDIC

RANK	MAB 2018	MAB 2017	BRAND NAME
1	424	292	BOROLINE
2	520	-	BOROPLUS

ANTISEPTIC PRODUCTS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	53	100	DETTOL
2	138	153	LIFEBUOY

BABY PRODUCTS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	697	-	HIMALAYA

BATH/BEAUTY - AYURVEDIC

RANK	MAB 2018	MAB 2017	BRAND NAME
1	156	-	HIMALAYA
2	212	578	AYUR
3	357	393	MEDIMIX

BATH/BEAUTY

RANK	MAB 2018	MAB 2017	BRAND NAME
1	21	52	LUX
2	40	86	DOVE
3	73	159	NIVEA
4	74	291	PEARS
5	83	648	VIVEL
6	254	314	CINTHOL
7	256	338	SANTOOR
8	369	591	НАМАМ
9	393	-	JO
10	493	-	LIRIL
11	644	-	GODREJ NO.1 SOAP
12	853	-	NIRMA
13	869	-	МОТІ

CIGARETTE - BRAND

RANK	MAB 2018	MAB 2017	BRAND NAME
1	513	500	MARLBORO
2	640	616	GOLD FLAKE

CIGARETTE - MANUFACTURER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	908	-	ITC

CONDOMS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	963	-	KOHINOOR
2	994	250	MAN FORCE

CONSUMER BATTERIES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	133	-	NIPPO
2	244	803	EVEREADY
3	880	-	NOVA

COSMETICS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	23	63	LAKME
2	31	110	PONDS
3	90	169	L'OREAL
4	214	421	ORIFLAME
5	225	396	REVLON
6	258	352	AVON
7	465	-	MAYBELLINE
8	532	248	OLAY
9	540	-	BLUE HEAVEN
10	575	-	MAC
11	596	383	LOTUS

DEO/PERFUME

RANK	MAB 2018	MAB 2017	BRAND NAME
1	58	-	FA
2	71	142	FOGG
3	148	-	KS
4	228	105	AXE
5	374	550	REXONA
6	429	-	NIVEA
7	566	411	DENVER
8	572	-	CHARLIE
9	669	208	DENIM
10	708	-	OSSUM
11	810	328	ENGAGE

DIAPERS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	319	545	PAMPERS

DISHCARE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	173	478	VIM

DISINFECTANT

RANK	MAB 2018		BRAND NAME
1	872	942	LIZOL

DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	143	101	HINDUSTAN UNILEVER
2	237	125	NIRMA
3	475	107	P&G
4	499	351	EMAMI
5	976	-	GODREJ

HAIR COLOUR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	330	-	GARNIER
2	541	-	INDICA
3	830	-	GODREJ EXPERT

HAIR COLOUR - BRAND

RANK	MAB 2018	MAB 2017	BRAND NAME
1	998	-	GODREJ EXPERT RICH CRÈME

HAIR REMOVAL

RANK	MAB 2018	MAB 2017	BRAND NAME
1	750	507	VEET

HAIRCARE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	81	409	CLINIC PLUS

HANDWASH

RANK	MAB 2018	MAB 2017	BRAND NAME
1	789	-	GODREJ PROTEKT

ORAL HYGIENE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	26	43	COLGATE
2	123	137	PEPSODENT
3	158	163	CLOSE UP
4	216	615	DABUR BABOOL
5	279	-	PATANJALI DANT KANTI
6	466	-	DABUR RED
7	471	453	SENSODYNE
8	660	722	COLGATE CIBACA

PEST REPELLENT

RANK	MAB 2018	MAB 2017	BRAND NAME
1	345	282	ALL OUT
2	420	161	GOODKNIGHT
3	583	-	HIT

SKINCARE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	288	381	VASELINE
2	865	-	CLEAN & CLEAR

PRICKLY HEAT PRODUCTS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	797	-	DERMICOOL

TALCUM POWDER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	178	-	PONDS
2	476	-	NYCIL

SHAVING PRODUCTS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	364	243	GILLETTE

TOILET CLEANER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	456	580	HARPIC

SKIN LIGHTENING PRODUCTS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	303	168	FAIR & LOVELY
2	413	-	WHITE TONE
3	937	-	FEM

FOOD & BEVERAGE



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	42	241	TATA SALT	SALT
2	44	-	AMUL	MILK
3	51	218	TATA TEA	TEA
4	52	87	COCA-COLA	AERATED BEVERAGES

CONTROL CONTROL

RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
5	66	-	BRITANNIA	BISCUITS
6	70	171	HORLICKS	NUTRITIONAL SUPPLEMENT
7	75	118	BISLERI	PACKAGED DRINKING WATER
8	78	37	AMUL	DAIRY - DIVERSIFIED
9	88	114	NESTLE MAGGI	INSTANT NOODLES
10	94	154	HALDIRAM'S	PACKAGED SNACKS
11	99	279	LIMCA	AERATED BEVERAGES
12	102	389	DABUR REAL	PACKAGED JUICE
13	103	106	CADBURY'S	CHOCOLATE - DIVERSIFIED
14	105	-	AMUL	BUTTER
15	108	290	BRU	INSTANT COFFEE
16	117	254	FANTA	AERATED BEVERAGES
17	121	66	NESTLE	DIVERSIFIED
18	124	440	BROOKE BOND RED LABEL	TEA
19	157	563	RASNA	POWDERED DRINK
20	160	190	THUMS UP	AERATED BEVERAGES
21	177	164	MAAZA	NON-AERATED BEVERAGES
22	184	329	MANGO FROOTI	NON-AERATED BEVERAGES
23	197	-	PARLE	BISCUITS
24	204	764	TROPICANA	PACKAGED JUICE
25	210	245	PARLE G	BISCUITS - BRAND
26	217	310	MIRINDA	AERATED BEVERAGES
27	219	374	MDH	SPICES
28	222	304	LAYS	PACKAGED SNACKS
29	226	299	SPRITE	AERATED BEVERAGES
30	238	779	BINGO	PACKAGED SNACKS
31	240	557	EVEREST	SPICES
32	247	687	BRITANNIA GOODDAY	BISCUITS - BRAND
33	264	405	KISSAN	PROCESSED FOODS
34	268	-	PATANJALI	PACKAGED FLOUR
35	271	454	LIPTON	TEA
36	274	464	HAJMOLA	DIGESTIVE TABLETSS
37	276	178	NESCAFE	INSTANT COFFEE
38	283	978	DABUR HONEY	HONEY
39	285	-	AASHIRVAAD ATTA	PACKAGED FLOUR
40	287	-	AMUL	ICE CREAM/FROZEN DESSERT
41	290	309	BOOST	NUTRITIONAL SUPPLEMENT
42	316	450	COMPLAN	NUTRITIONAL SUPPLEMENT
43	318	61	PARLE	DIVERSIFIED
44	322	-	APPY	NON-AERATED BEVERAGES
45	323	422	FORTUNE	EDIBLE OIL
46	326	-	VIMAL PAN MASALA	MOUTH FRESHENER - TRADITIONAL
47	335	-	ANMOL	BISCUITS - DIVERSIFIED
48	339	892	BADSHAH	SPICES

RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
49	343	-	JK SPICES	SPICES
50	350	412	GLUCON D	POWDERED DRINK
51	383	400	KWALITY WALLS	ICE CREAM/FROZEN DESSERT
52	392	452	PRIYA GOLD	BISCUITS - BRAND
53	397	455	SLICE	NON-AERATED BEVERAGES
54	400	-	NOVA	DAIRY - DIVERSIFIED
55	402	-	MOTHER DAIRY	MILK
56	409	300	KINLEY	PACKAGED DRINKING WATER
57	411	-	MODERN	BAKERY PRODUCTS
58	414	326	KITKAT	CHOCOLATE BAR
59	416	262	RED BULL	ENERGY DRINK
60	425	184	BALAJI WAFERS	PACKAGED SNACKS
61	435	343	SAFFOLA	EDIBLE OIL
62	437	928	BIKANERVALA	PACKAGED SNACKS
63	440	-	NOVA	TEA
64	441	346	CADBURY DAIRY MILK	CHOCOLATE BAR
65	447	-	SUNFEAST	BISCUITS
66	460	-	GIRNAR	TEA
67	472	-	DAAWAT	PACKAGED RICE
68	473	724	MTR	RTC FOODS
69	478	-	ARUN ICECREAMS	ICE CREAM/FROZEN DESSERT
70	488	269	AACHI	SPICES
71	489	-	SAPAT	TEA
72	490	-	NESTLE	CHOCOLATE - DIVERSIFIED
73	500	-	KOLIS	PACKAGED SNACKS
74	502	-	ROLLICK	ICE CREAM/FROZEN DESSERT
75	506	-	PATANJALI	HONEY
76	514	-	SAFFOLA ACTIVE	EDIBLE OIL - BRAND
77	530	-	B NATURAL	PACKAGED JUICE
78	534	-	MILKFOOD	GHEE
79	536	-	SUNRISE FOODS	SPICES
80	539	-	SUNDROP	EDIBLE OIL
81	553	-	INDIA GATE BASMATI	PACKAGED RICE
82	560	542	AQUAFINA	PACKAGED DRINKING WATER
83	569	760	PILLSBURY	PACKAGED FLOUR
84	578	366	BOURNVITA	NUTRITIONAL SUPPLEMENT
85	582	312	VADILAL	ICE CREAM/FROZEN DESSERT
86	585	-	VEEBA	PROCESSED FOODS
87	591	-	DEL MONTE	PACKAGED JUICE
88	593	308	7UP	AERATED BEVERAGES
89	595	-	AMUL	CHEESE
90	602	-	RAJDHANI BESAN	STAPLE KITCHEN INGREDIENTS
91	603	-	AMUL	GHEE
92	610	-	AMUL	MILK POWDER

CONTROL CONTROL

RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
93	627	62	BRITANNIA	DIVERSIFIED
94	634	-	PARLE MELODY	CANDY
95	637	774	CADBURY 5 STAR	CHOCOLATE BAR
96	651	-	VERKA MILK	MILK
97	656	650	OREO	BISCUITS - BRAND
98	658	-	EMAMI	EDIBLE OIL
99	664	-	PATANJALI	GHEE
100	666	177	SUNFEAST	DIVERSIFIED
101	667	-	MINTO	MOUTH FRESHENER
102	672	-	MANNA	NUTRITIONAL SUPPLEMENT
103	673	740	KNORR	RTC FOODS
104	683	-	PUJA SPICES	SPICES
105	690	-	NANDINI	MILK
106	692	669	BROOKE BOND TAJ MAHAL TEA	TEA
107	700	-	HERITAGE FOODS	DAIRY - DIVERSIFIED
108	711	-	AMUL	CHOCOLATE BAR
109	715	-	SOCIETY TEA	TEA
110	723	-	TULIKA	ICE CREAM/FROZEN DESSERT
111	744	-	SUHANA MASALA	SPICES
112	747	-	GOODRICKE	TEA
113	749	-	BOOMER	CHEWING GUM
114	761	-	MOTHER DAIRY	ICE CREAM/FROZEN DESSERT
115	771	902	KURKURE	PACKAGED SNACKS
116	773	-	PUSHP MASALE	SPICES
117	779	696	TETLEY	TEA
118	795	-	TATA SAMPANN	STAPLE KITCHEN INGREDIENTS
119	813	-	ІТС	BISCUITS
120	839	246	MOTHER DAIRY	DAIRY - DIVERSIFIED
121	855	949	CADBURY PERK	CHOCOLATE BAR
122	858	790	MARIE GOLD	BISCUITS - BRAND
123	859	694	KOHINOOR RICE	PACKAGED RICE
124	866	444	MONACO	BISCUITS - BRAND
125	870	-	CATCH	SPICES
126	878	-	AMUL	YOGURT
127	879	-	СООКМЕ	SPICES
128	883	-	PATANJALI	PACKAGED RICE
129	884	727	BABA	MOUTH FRESHENER - TRADITIONAL
130	889	-	METRO DAIRY	DAIRY - DIVERSIFIED
131	896	-	GRB	DAIRY - DIVERSIFIED
132	903	829	BOVONTO	AERATED BEVERAGES
133	923	-	DINSHAWS	ICE CREAM/FROZEN DESSERT
134	929	-	GYAN	DAIRY - DIVERSIFIED
135	930	-	GAIA	EDIBLE OIL
136	931		BINDU	SPICES

RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
137	936	470	POLO	MOUTH FRESHENER
138	938	-	PARAG MILK FOOD	DAIRY - DIVERSIFIED
139	948	-	BRITANNIA 50 50	BISCUITS - BRAND
140	950	-	HERSHEY'S	FLAVOURED MILK
141	953	-	PATANJALI	SALT
142	954	-	MTR	SPICES
143	964	-	PATANJALI	EDIBLE OIL
144	968	-	GOKUL MILK	MILK
145	971	-	GANESH GRAINS	PACKAGED FLOUR
146	975	-	GAIA LITE	BISCUITS - BRAND
147	979	-	GOLD WINNER OIL	EDIBLE OIL
147	984	-	LIJJAT PAPAD	RTC FOODS
149	985	572	DALDA	HYDROGENATED VEGETABLE OIL
150	997	809	HERSHEY'S	DIVERSIFIED

AERATED BEVERAGES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	52	87	COCA-COLA
2	99	279	LIMCA
3	117	254	FANTA
4	160	190	THUMS UP
5	217	310	MIRINDA
6	226	299	SPRITE
7	593	308	7UP
8	903	829	BOVONTO

BAKERY PRODUCTS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	411	-	MODERN

BISCUITS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	66	-	BRITANNIA
2	197	-	PARLE
3	447	-	SUNFEAST
4	813	-	ITC

BISCUITS - BRAND

RANK	MAB 2018	MAB 2017	BRAND NAME
1	210	245	PARLE G
2	247	687	BRITANNIA GOODDAY
3	392	452	PRIYA GOLD
4	656	650	OREO
4	858	790	MARIE GOLD
6	866	444	MONACO
7	948	-	BRITANNIA 50 50
8	975	-	GAIA LITE

BISCUITS - DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	335	-	ANMOL

BUTTER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	105	-	AMUL

CANDY

RANK	MAB 2018	MAB 2017	BRAND NAME
1	634	-	PARLE MELODY

CHEESE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	595	-	AMUL

CHEWING GUM

RANK	MAB 2018	MAB 2017	BRAND NAME
1	749	-	BOOMER

CHOCOLATE - DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	103	106	CADBURY'S
2	490	-	NESTLE

CHOCOLATE BAR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	414	326	KITKAT
2	441	346	CADBURY DAIRY MILK
3	637	774	CADBURY 5 STAR
4	711	-	AMUL
5	855	949	CADBURY PERK

DAIRY - DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	78	37	AMUL
2	400	-	NOVA
3	700	-	HERITAGE FOODS
4	839	246	MOTHER DAIRY
5	889	-	METRO DAIRY
6	896	-	GRB
7	929	-	GYAN
8	938	-	PARAG MILK FOOD

DIGESTIVE TABLETS

RANK	MAB 2018		BRAND NAME
1	274	464	HAJMOLA

DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	121	66	NESTLE
2	318	61	PARLE
3	627	62	BRITANNIA
4	666	177	SUNFEAST
5	997	809	HERSHEY'S

EDIBLE OIL

RANK	MAB 2018	MAB 2017	BRAND NAME
1	323	422	FORTUNE
2	435	343	SAFFOLA
3	539	-	SUNDROP
4	658	-	EMAMI
5	930	-	GAIA
6	964	-	PATANJALI
7	979	-	GOLD WINNER OIL

EDIBLE OIL - BRAND

RANK	MAB 2018	MAB 2017	BRAND NAME
1	514	-	SAFFOLA ACTIVE

ENERGY DRINK

RANK	MAB 2018	MAB 2017	BRAND NAME
1	416	262	RED BULL

FLAVOURED MILK

RANK	MAB 2018	MAB 2017	BRAND NAME
1	950	-	HERSHEY'S

GHEE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	534	-	MILKFOOD
2	603	-	AMUL
3	664	-	PATANJALI

HONEY

RANK	MAB 2018	MAB 2017	BRAND NAME
1	283	978	DABUR HONEY
2	506	-	PATANJALI

HYDROGENATED VEGETABLE OIL

RANK	MAB 2018	MAB 2017	BRAND NAME
1	985	572	DALDA

ICE CREAM/FROZEN DESSERT

RANK	MAB 2018	MAB 2017	BRAND NAME
1	287	-	AMUL
2	383	400	KWALITY WALLS
3	478	-	ARUN ICECREAMS
4	502	-	ROLLICK
5	582	312	VADILAL
6	723	-	TULIKA
7	761	-	MOTHER DAIRY
8	923	-	DINSHAWS

INSTANT COFFEE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	108	290	BRU
2	276	178	NESCAFE

INSTANT NOODLES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	88	114	NESTLE MAGGI

MILK

RANK	MAB 2018	MAB 2017	BRAND NAME
1	44	-	AMUL
2	402	-	MOTHER DAIRY
3	651	-	VERKA MILK
4	690	-	NANDINI
5	968	-	GOKUL MILK

MILK POWDER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	610	-	AMUL

MOUTH FRESHENER

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RANK	MAB 2018	MAB 2017	BRAND NAME
1	667	-	MINTO
2	936	470	POLO

MOUTH FRESHENER - TRADITIONAL

RANK	MAB 2018	MAB 2017	BRAND NAME
1	326	-	VIMAL PAN MASALA
2	884	727	BABA

NON-AERATED BEVERAGES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	177	164	MAAZA
2	184	329	MANGO FROOTI
3	322	-	APPY
4	397	455	SLICE

NUTRITIONAL SUPPLEMENT

RANK	MAB 2018	MAB 2017	BRAND NAME
1	70	171	HORLICKS
2	290	309	BOOST
3	316	450	COMPLAN
4	578	366	BOURNVITA
5	672	-	MANNA

PACKAGED DRINKING WATER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	75	118	BISLERI
2	409	300	KINLEY
3	560	542	AQUAFINA

PACKAGED FLOUR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	268	-	PATANJALI
2	285	-	AASHIRVAAD ATTA
3	569	760	PILLSBURY
4	971	-	GANESH GRAINS

PACKAGED JUICE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	102	389	DABUR REAL
2	204	764	TROPICANA
3	530	-	B NATURAL
4	591	-	DEL MONTE

PACKAGED RICE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	472	-	DAAWAT
2	553	-	INDIA GATE BASMATI
3	859	694	KOHINOOR RICE
4	883	-	PATANJALI

PACKAGED SNACKS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	94	154	HALDIRAM'S
2	222	304	LAYS
3	238	779	BINGO
4	425	184	BALAJI WAFERS
5	437	928	BIKANERVALA
6	500	-	KOLIS
7	771	902	KURKURE

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POWDERED DRINK

RANK	MAB 2018	MAB 2017	BRAND NAME
1	157	563	RASNA
2	350	412	GLUCON D

PROCESSED FOODS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	264	405	KISSAN
2	585	-	VEEBA

RTC FOODS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	473	724	MTR
2	673	740	KNORR
3	984	-	LIJJAT PAPAD

SALT

RANK	MAB 2018	MAB 2017	BRAND NAME
1	42	241	TATA SALT
2	953	-	PATANJALI

STAPLE KITCHEN INGREDIENTS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	602	-	RAJDHANI BESAN
2	795	-	TATA SAMPANN

SPICES

RANK	MAB 2018	MAB 2017	BRAND NAME	
1	219	374	MDH	
2	240	557	EVEREST	
3	339	892	BADSHAH	
4	343	-	JK SPICES	
5	488	269	AACHI	
6	536	-	SUNRISE FOODS	
7	683	-	PUJA SPICES	
8	744	-	SUHANA MASALA	
9	773	-	PUSHP MASALE	
10	870	-	CATCH	
11	879	-	СООКМЕ	
12	931	-	BINDU	
13	954	-	MTR	

TEA

RANK	MAB 2018	MAB 2017	BRAND NAME
1	51	218	TATA TEA
2	124	440	BROOKE BOND RED LABEL
3	271	454	LIPTON
4	440	-	NOVA
5	460	-	GIRNAR
6	489	-	SAPAT
7	692	669	BROOKE BOND TAJ MAHAL TEA
8	715	-	SOCIETY TEA
9	747	-	GOODRICKE
10	779	696	TETLEY

YOGURT

RANK	MAB 2018	MAB 2017	BRAND NAME
1	878	-	AMUL

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GADGETRY



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	1	215	SAMSUNG	MOBILE PHONES
2	3	92	APPLE iPHONE	MOBILE PHONES
3	12	20	ОРРО	MOBILE PHONES
4	15	26	VIVO	MOBILE PHONES
5	35	28	NOKIA	MOBILE PHONES
6	93	-	LG	MOBILE PHONES
7	164	-	SONY	MOBILE PHONES
8	172	-	LENOVO	MOBILE PHONES
9	180	56	MICROMAX	MOBILE PHONES
10	202	132	CANON	CAMERAS
11	211	-	мото	MOBILE PHONES
12	227	78	нтс	MOBILE PHONES
13	242	51	LAVA	MOBILE PHONES
14	262	148	XIAOMI	MOBILE PHONES
15	358	-	JIO PHONE	MOBILE PHONES
16	365	109	NIKON	CAMERAS
17	368	53	GIONEE	MOBILE PHONES
18	389	102	INTEX	MOBILE PHONES
19	415	-	GOOGLE	MOBILE PHONES
20	419	-	ASUS	MOBILE PHONES
21	444	-	PANASONIC	MOBILE PHONES
22	449	74	BLACKBERRY	MOBILE PHONES
23	452	-	APPLE iPAD	TABLETS
24	457	-	SAMSUNG	TABLETS
25	509	277	HONOR	MOBILE PHONES
26	521	-	SONY	CAMERAS
27	567	-	ZTE	MOBILE PHONES
28	600	925	SONY ERICSSON	MOBILE PHONES
29	601	358	ONE PLUS	MOBILE PHONES
30	701	211	CASIO	DIVERSIFIED
31	754	-	MICROSOFT LUMIA	MOBILE PHONES
32	781	341	KODAK	CAMERAS
33	784	251	KARBONN	MOBILE PHONES
34	816	259	XOLO	MOBILE PHONES
35	829	-	LYF	MOBILE PHONES
36	837	-	LENOVO	TABLETS
37	961	-	MI A1	MOBILE PHONES - BRAND

CAMERAS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	202	132	CANON
2	365	109	NIKON
3	521	-	SONY
4	781	341	KODAK

DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	701	211	CASIO

MOBILE PHONES - BRAND

RANK	MAB 2018	MAB 2017	BRAND NAME
1	961	-	MI A1

TABLETS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	452	-	APPLE iPAD
2	457	-	SAMSUNG
3	837	-	LENOVO

MOBILE PHONES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	1	215	SAMSUNG
2	3	92	APPLE iPHONE
3	12	20	ОРРО
4	15	26	VIVO
5	35	28	NOKIA
6	93	-	LG
7	164	-	SONY
8	172	-	LENOVO
9	180	56	MICROMAX
10	211	-	мото
11	227	78	нтс
12	242	51	LAVA
13	262	148	XIAOMI
14	358	-	JIO PHONE
15	368	53	GIONEE
16	389	102	INTEX
17	415	-	GOOGLE
18	419	-	ASUS
19	444	-	PANASONIC
20	449	74	BLACKBERRY
21	509	277	HONOR
22	567	-	ZTE
23	600	925	SONY ERICSSON
24	601	358	ONE PLUS
25	754	-	MICROSOFT LUMIA
26	784	251	KARBONN
27	816	259	XOLO
28	829	-	LYF

HANDMADE PRODUCTS



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	662	-	KHADI	DIVERSIFIED

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HEALTHCARE



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	54	12	PATANJALI	AYURVEDIC PRODUCTS
2	154	82	CIPLA	PHARMACEUTICALS - INDIAN
3	213	467	SUN PHARMA	PHARMACEUTICALS - INDIAN
4	232	415	APOLLO HOSPITALS	HOSPITALS
5	260	365	FORTIS HEALTHCARE	HOSPITALS
6	275	-	AMRI HOSPITALS	HOSPITALS
7	296	216	GSK	PHARMACEUTICALS - FOREIGN
8	311	-	DABUR	CHAWANPRASH
9	312	48	DABUR	AYURVEDIC PRODUCTS
10	321	-	MAX HOSPITAL	HOSPITALS
11	385	283	MOOV	PAIN BALM
12	417	94	HIMALAYA	AYURVEDIC PRODUCTS
13	436	-	TATA MEMORIAL CENTRE	HOSPITALS
14	448	330	VICKS	COUGH SUPPRESANT
15	496	130	JOHNSON & JOHNSON	HEALTHCARE - DIVERSIFIED
16	517	419	ABBOTT	PHARMACEUTICALS - FOREIGN
17	531	801	LUPIN	PHARMACEUTICALS - INDIAN
18	597	733	DR REDDY'S	PHARMACEUTICALS - INDIAN
19	643	475	CROCIN	отс
20	659	-	TORRENT PHARMA	PHARMACEUTICALS - INDIAN
21	725	-	INTAS	PHARMACEUTICALS - INDIAN
22	728	952	AJANTA PHARMA	PHARMACEUTICALS - INDIAN
23	766	-	VOLINI	PAIN BALM
24	769	-	ALKEM	PHARMACEUTICALS - INDIAN
25	782	417	ZANDU BALM	PAIN BALM
26	787	-	SANOFI	PHARMACEUTICALS - FOREIGN
27	817	-	PSG HOSPITALS	HOSPITALS
28	818	-	ZANDU	AYURVEDIC PRODUCTS
29	820	-	HICKS	MEDICAL DEVICES
30	838	635	HAMDARD	UNANI MEDICINE
31	882	-	MACBERY SYRUP	отс
32	891	-	BECOSULE	отс
33	907	-	PARK HOSPITAL	HOSPITALS
34	910	350	IODEX	PAIN BALM
35	919	-	NEMCARE HOSPITAL	HOSPITALS
36	928	-	MEDLEY	PHARMACEUTICALS - INDIAN
37	939	-	HOPE HOSPITALS	HOSPITALS
38	947	947	AMRUTANJAN	PAIN BALM
39	952	-	RAINBOW HOSPITALS	HOSPITALS

AYURVEDIC PRODUCTS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	54	12	PATANJALI
2	312	48	DABUR
3	417	94	HIMALAYA
4	818	-	ZANDU

CHAWANPRASH

RANK	MAB 2018	MAB 2017	BRAND NAME
1	311	-	DABUR

COUGH SUPPRESANT

RANK	MAB 2018	MAB 2017	BRAND NAME
1	448	330	VICKS

HOSPITALS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	232	415	APOLLO HOSPITALS
2	260	365	FORTIS HEALTHCARE
3	275	-	AMRI HOSPITALS
4	321	-	MAX HOSPITAL
5	436	-	TATA MEMORIAL CENTRE
6	817	-	PSG HOSPITALS
7	907	-	PARK HOSPITAL
8	919	-	NEMCARE HOSPITAL
9	939	-	HOPE HOSPITALS
10	952	-	RAINBOW HOSPITALS

HEALTHCARE - DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	496	130	JOHNSON & JOHNSON

MEDICAL DEVICES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	820	-	HICKS

OTC

RANK	MAB 2018	MAB 2017	BRAND NAME
1	643	475	CROCIN
2	882	-	MACBERY SYRUP
3	891	-	BECOSULE

PAIN BALM

RANK	MAB 2018	MAB 2017	BRAND NAME
1	385	283	MOOV
2	766	-	VOLINI
3	782	417	ZANDU BALM
4	910	350	IODEX
5	947	947	AMRUTANJAN

PHARMACEUTICALS - FOREIGN

RANK	MAB 2018	MAB 2017	BRAND NAME
1	296	216	GSK
2	517	419	ABBOTT
3	787	-	SANOFI

PHARMACEUTICALS - INDIAN MAB MAB **RANK BRAND NAME** 2018 2017 154 CIPLA 82 2 213 467 **SUN PHARMA** 531 801 LUPIN 3 4 597 733 DR REDDY'S TORRENT PHARMA 659 725 INTAS 6 -728 952 AJANTA PHARMA 769 **ALKEM** 8 928 **MEDLEY**

UNANI MEDICINE					
RANK	MAB 2018	MAB 2017	BRAND NAME		
1	838	635	HAMDARD		

Home Care



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	218	376	PRESTIGE	COOKWARE
2	239	318	AJANTA	WALL CLOCKS
3	265	-	ROCA	BATH FIXTURES/SANITARYWARE
4	277	517	HINDWARE	BATH FIXTURES/SANITARYWARE
5	338	851	NILKAMAL	FURNITURE
6	367	-	GODREJ	LOCKS
7	390	668	HAWKINS	COOKWARE
8	427	644	KOHLER	BATH FIXTURES/SANITARYWARE
9	434	-	ANMOL	FURNITURE
10	505	-	FUTURA	COOKWARE
11	529	-	SUPREME	FURNITURE
12	535	720	SLEEPWELL	MATTRESSES
13	558	-	USHA	SEWING MACHINES
14	584	670	PARRYWARE	BATH FIXTURES/SANITARYWARE
15	646	-	UNITED PRESSURE COOKER	COOKWARE
16	706	-	NIRLON	COOKWARE
17	730	905	KURLON	MATTRESSES
18	804	-	EAGLE	KITCHEN PRODUCTS
19	856	700	KAJARIA	CERAMICS
20	857	-	SINGER	SEWING MACHINES
21	922	750	PREETHI	KITCHEN APPLIANCES
22	941	-	SUNFLAME	KITCHEN APPLIANCES
23	989	-	BUTTERFLY	KITCHEN APPLIANCES
24	996	817	PIGEON	KITCHEN APPLIANCES

BATH FIXTURES/SANITARYWARE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	265	-	ROCA
2	277	517	HINDWARE
3	427	644	KOHLER
4	584	670	PARRYWARE

KITCHEN APPLIANCES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	922	750	PREETHI
2	941	-	SUNFLAME
3	989	-	BUTTERFLY
4	996	817	PIGEON

CERAMICS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	856	700	KAJARIA

KITCHEN PRODUCTS

	RANK	MAB 2018	MAB 2017	BRAND NAME
I	1	804	-	EAGLE

COOKWARE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	218	376	PRESTIGE
2	390	668	HAWKINS
3	505	-	FUTURA
4	646	-	UNITED PRESSURE COOKER
5	706	-	NIRLON

LOCKS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	367	-	GODREJ

FURNITURE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	338	851	NILKAMAL
2	434	-	ANMOL
3	529	-	SUPREME

MATTRESSES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	535	720	SLEEPWELL
2	730	905	KURLON

WALL CLOCKS				
RANK	MAB 2018	MAB 2017	BRAND NAME	
1	239	318	AJANTA	

Hospitality



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	252	302	TAJ	HOTELS - PREMIUM
2	438	-	THE ASTOR	HOTELS - LUXURY
3	477	-	JW MARRIOTT	HOTELS - PREMIUM
4	699	-	THE OBEROI	HOTELS - PREMIUM
5	722	-	THE PARK	HOTELS - PREMIUM
6	732	-	HILTON	HOTELS - PREMIUM
7	739	-	ITC MAURYA	HOTELS - PREMIUM
8	851	-	ROYAL HOTEL	HOTELS
9	898	-	HOTEL FIDALGO	HOTELS
10	925	-	LE MERIDIAN	HOTELS - PREMIUM
11	957	-	THE CLARIDGES	HOTELS - PREMIUM
12	992	-	PAYYADE RESIDENCY	HOTELS

HOTELS

MAB 2018	MAB 2017	BRAND NAME
851	-	ROYAL HOTEL
898	-	HOTEL FIDALGO
992	-	PAYYADE RESIDENCY
	2018 851 898	2018 2017 851 - 898 -

HOTELS - LUXURY

RANK	MAB 2018	MAB 2017	BRAND NAME
1	438	-	THE ASTOR

HOTELS - PREMIUM

RANK	MAB 2018	MAB 2017	BRAND NAME
1	252	302	TAJ
2	477	-	JW MARRIOTT
3	699	-	THE OBEROI
4	722	-	THE PARK
5	732	-	HILTON
6	739	-	ITC MAURYA
7	925	-	LE MERIDIAN
8	957	-	THE CLARIDGES

INTERNET



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	14	19	GOOGLE	INTERNET SEARCH
2	47	44	AMAZON	ONLINE RETAILER - DIVERSIFIED
3	62	50	FACEBOOK	SOCIAL NETWORKING
4	87	149	OLA	ONLINE TAXI AGGREGATOR
5	91	115	YAHOO	INTERNET SEARCH
6	144	91	FLIPKART	ONLINE RETAILER - DIVERSIFIED
7	168	191	UBER	ONLINE TAXI AGGREGATOR
8	230	497	PAYPAL	ONLINE PAYMENT SERVICE
9	233	135	PAYTM	ONLINE PAYMENT SERVICE
10	346	278	TWITTER	SOCIAL NETWORKING
11	362	172	YOUTUBE	VIDEO-SHARING
12	401	457	INSTAGRAM	SOCIAL NETWORKING
13	430	-	ALIBABA	ONLINE RETAILER - DIVERSIFIED
14	451	-	NETFLIX	VIDEO STREAMING
15	480	762	SWIGGY	ONLINE FOOD AGGREGATOR
16	527	-	TENCENT	DIVERSIFIED
17	570	126	WHATSAPP	INSTANT MESSAGING SERVICE
18	587	175	OLX	INTERNET CLASSIFIEDS SERVICE
19	608	-	ZOMATO	ONLINE FOOD AGGREGATOR
20	612	-	E BAY	ONLINE RETAIL MARKETPLACE
21	638	-	SNAPCHAT	SOCIAL NETWORKING
22	647	-	MBAZAR	ONLINE RETAILER - FASHION
23	682	-	MOVISTAR	VIDEO STREAMING
24	714	-	внім	ONLINE PAYMENT SERVICE
25	720	-	BAIDU	INTERNET SEARCH
26	844	-	FOODPANDA	ONLINE FOOD AGGREGATOR
27	854	202	SNAPDEAL	ONLINE RETAILER - DIVERSIFIED
28	897	-	MSN	INSTANT MESSAGING SERVICE
29	911	295	MYNTRA	ONLINE RETAILER - FASHION
30	914	-	LINKEDIN	SOCIAL NETWORKING

DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	527	-	TENCENT

INSTANT MESSAGING SERVICE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	570	126	WHATSAPP
2	897	-	MSN

INTERNET CLASSIFIEDS SERVICE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	587	175	OLX

INTERNET SEARCH

RANK	MAB 2018	MAB 2017	BRAND NAME
1	14	19	GOOGLE
2	91	115	ҮАНОО
3	720	-	BAIDU

ONLINE FOOD AGGREGATOR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	480	762	SWIGGY
2	608	-	ZOMATO
3	844	-	FOODPANDA

ONLINE PAYMENT SERVICE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	230	497	PAYPAL
2	233	135	PAYTM
3	714	-	внім

ONLINE RETAIL MARKETPLACE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	612	-	E BAY

ONLINE RETAILER - FASHION

RANK	MAB 2018	MAB 2017	BRAND NAME
1	647	-	MBAZAR
2	911	295	MYNTRA

ONLINE RETAILER - DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	47	44	AMAZON
2	144	91	FLIPKART
3	430	-	ALIBABA
4	854	202	SNAPDEAL

ONLINE TAXI AGGREGATOR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	87	149	OLA
2	168	191	UBER

SOCIAL NETWORKING

RANK	MAB 2018	MAB 2017	BRAND NAME
1	62	50	FACEBOOK
2	346	278	TWITTER
3	401	457	INSTAGRAM
4	638	-	SNAPCHAT
5	914	-	LINKEDIN

VIDEO STREAMING

RANK	MAB 2018	MAB 2017	BRAND NAME
1	451	-	NETFLIX
2	682	-	MOVISTAR

VIDEO-SHARING

RANK	MAB 2018	MAB 2017	BRAND NAME
1	362	172	YOUTUBE

MANUFACTURING



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY	
1	72	575	TATA STEEL	METAL	
2	137	179	ASIAN PAINTS	PAINTS	
3	181	349	BERGER PAINTS	PAINTS	
4	185	223	ACC CEMENT	CEMENT	
5	241	-	BIRLA CEMENT	CEMENT	
6	248	510	NEROLAC	PAINTS	
7	305	-	IFFCO	FERTILIZER	
8	371	-	AMBUJA CEMENT	CEMENT	
9	422	-	DALMIA	CEMENT	
10	439	23	HERO CYCLES	CYCLES	
11	442	-	SUPREME	PIPES	
12	450	567	SINTEX	WATER STORAGE SOLUTIONS	
13	455	-	STAR CEMENT	CEMENT	
14	479	-	ITC PAPERBOARDS	PAPER	
15	523	-	JK CEMENT	CEMENT	
16	543	-	ELEGANT STEEL	METAL	
17	577	622	ATLAS CYCLES	CYCLES	
18	590	502	JINDAL STEEL	METAL	
19	592	-	ULTRATECH CEMENT	CEMENT	
20	604	-	LYCRA	MAN-MADE FABRIC	
21	614	-	DULUX	PAINTS	
22	678	964	BINANI CEMENT	CEMENT	
23	695	945	CENTURYPLY	PLYWOOD	
24	731	569	FINOLEX	WIRES	
25	733	-	MAX CEMENT	CEMENT	
26	737	-	SENBO	ENGINEERING	
27	741	-	SIKA	WATERPROOFING	
28	748	-	HERO RANGER	CYCLES	
29	752	-	BOEING	AIRCRAFTS	
30	757	-	ICI PAINTS	PAINTS	
31	763	-	ADHUNIK METALIKS	METAL	
32	765	-	ANKIT METAL & POWER	METAL	
33	776	-	KONE	ELEVATORS	
34	819	944	RAMCO CEMENTS	CEMENT	
35	824	-	BSA	CYCLES	
36	841	-	JSW CEMENT	CEMENT	
37	864	-	AVON CYCLES	CYCLES	
38	877	-	TATA TISCON	TMT BARS	
39	915	-	LIVA	MAN-MADE FABRIC	
40	932	-	TATA CHEMICALS	CHEMICALS	

RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
41	949	-	BANSAL CEMENT	CEMENT
42	967	893	LAFARGE	CEMENT
43	995	-	BIRLA WHITE	WHITE CEMENT

AIRCRAFTS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	752	-	BOEING

CEMENT

RANK	MAB 2018	MAB 2017	BRAND NAME
1	185	223	ACC CEMENT
2	241	-	BIRLA CEMENT
3	371	-	AMBUJA CEMENT
4	422	-	DALMIA
5	455	-	STAR CEMENT
6	523	-	JK CEMENT
7	592	-	ULTRATECH CEMENT
8	678	964	BINANI CEMENT
9	733	-	MAX CEMENT
10	819	944	RAMCO CEMENTS
11	841	-	JSW CEMENT
12	949	-	BANSAL CEMENT
13	967	893	LAFARGE

CYCLES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	439	23	HERO CYCLES
2	577	622	ATLAS CYCLES
3	748	-	HERO RANGER
4	824	-	BSA
5	864	-	AVON CYCLES

CHEMICALS

RAN	K	MAB 2018	MAB 2017	BRAND NAME
1		932	-	TATA CHEMICALS

ELEVATORS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	776	-	KONE

ENGINEERING

RANK	MAB 2018	MAB 2017	BRAND NAME
1	737	-	SENBO

FERTILIZER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	305	-	IFFCO

MAN-MADE FABRIC

RANK	MAB 2018	MAB 2017	BRAND NAME
1	604	-	LYCRA
2	915	-	LIVA

METAL

RANK	MAB 2018	MAB 2017	BRAND NAME
1	72	575	TATA STEEL
2	543	-	ELEGANT STEEL
3	590	502	JINDAL STEEL
4	763	-	ADHUNIK METALIKS
5	765	-	ANKIT METAL & POWER

TMT BARS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	877	-	TATA TISCON

PAINTS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	137	179	ASIAN PAINTS
2	181	349	BERGER PAINTS
3	248	510	NEROLAC
4	614	-	DULUX
5	757	-	ICI PAINTS

WATER STORAGE SOLUTIONS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	450	567	SINTEX

PAPER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	479	-	ITC PAPERBOARDS

WATERPROOFING

RANK	MAB 2018	MAB 2017	BRAND NAME
1	741	-	SIKA

PIPES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	442	-	SUPREME

WHITE CEMENT

RANK	MAB 2018	MAB 2017	BRAND NAME
1	995	-	WHITE CEMENT

PLYWOOD

RANK	MAB 2018	MAB 2017	BRAND NAME
1	695	945	CENTURYPLY

WIRES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	731	569	FINOLEX

COPECOPECOPEC

MEDIA - PRINT



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	155	112	TIMES OF INDIA	NEWSPAPER - ENGLISH
2	289	-	EENADU	NEWSPAPER - TELUGU
3	302	680	INDIA TODAY	MAGAZINE - ENGLISH
4	554	447	THE HINDU	NEWSPAPER - ENGLISH
5	561	-	DNA	NEWSPAPER - ENGLISH
6	574	-	DAINIK BHASKAR	NEWSPAPER - HINDI
7	605	878	LOKMAT	NEWSPAPER - MARATHI
8	822	-	RAJASTHAN PATRIKA	NEWSPAPER - HINDI
9	905	936	NAVBHARAT TIMES	NEWSPAPER - HINDI
10	927	-	LOKSATTA	NEWSPAPER - MARATHI
11	933	-	MID DAY	NEWSPAPER - ENGLISH
12	935	-	SAKAL	NEWSPAPER - MARATHI

MAGAZINE - ENGLISH

RANK	MAB 2018	MAB 2017	BRAND NAME
1	302	680	INDIA TODAY

NEWSPAPER - ENGLISH

RANK	MAB 2018	MAB 2017	BRAND NAME
1	155	112	TIMES OF INDIA
2	554	447	THE HINDU
3	561	-	DNA
4	933	-	MID DAY

NEWSPAPER - HINDI

RANK	MAB 2018	MAB 2017	BRAND NAME
1	574	-	DAINIK BHASKAR
2	822	-	RAJASTHAN PATRIKA
3	905	936	NAVBHARAT TIMES

NEWSPAPER - MARATHI

RANK	MAB 2018	MAB 2017	BRAND NAME
1	605	878	LOKMAT
2	927	-	LOKSATTA
3	935	-	SAKAL

NEWSPAPER - TELUGU

RANK	MAB 2018	MAB 2017	BRAND NAME
1	289	-	EENADU

MEDIA - TV



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	32	49	ABP NEWS	HINDI NEWS
2	128	143	AAJ TAK	HINDI NEWS
3	140	111	NDTV	CHANNEL CLUSTER
4	229	368	REPUBLIC TV	ENGLISH NEWS
5	234	322	STAR PLUS	HINDI GEC
6	297	554	INDIA TV	HINDI NEWS
7	298	-	TV9	TV CHANNEL NETWORK
8	331	263	DISNEY	DISNEY KIDS GEC
9	349	235	ZEE NEWS	HINDI NEWS
10	387	725	COLORS	HINDI GEC
11	503	226	ZEE TV	HINDI GEC
12	538	-	ZEE CINEMA	HINDI MOVIE CHANNEL
13	580	-	STAR	CHANNEL CLUSTER
14	598	198	SONY TV	HINDI GEC
15	618	395	MTV	MUSIC CHANNEL
16	705	-	ZEE 24 TAAS	MARATHI NEWS
17	758	-	TV9	TAMIL NEWS
18	762	815	STAR SPORTS	SPORTS CHANNEL
19	873	-	TV5	TELUGU NEWS
20	916	785	BBC NEWS	ENGLISH NEWS - INTERNATIONAL
21	943	-	SAB TV	HINDI GEC
22	955	-	SUVARNA NEWS	KANNADA NEWS

CHANNEL CLUSTER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	140	111	NDTV
2	580	-	STAR

DISNEY KIDS GEC

RANK	MAB 2018	MAB 2017	BRAND NAME
1	331	263	DISNEY

ENGLISH NEWS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	229	368	REPUBLIC TV

ENGLISH NEWS - INTERNATIONAL

RANK	MAB 2018	MAB 2017	BRAND NAME
1	916	785	BBC NEWS

HINDI GEC

RANK	MAB 2018	MAB 2017	BRAND NAME
1	234	322	STAR PLUS
2	387	725	COLORS
3	503	226	ZEE TV
4	598	198	SONY TV
5	943	-	SAB TV

HINDI MOVIE CHANNEL

RANK	MAB 2018	MAB 2017	BRAND NAME
1	538	-	ZEE CINEMA

HINDI NEWS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	32	49	ABP NEWS
2	128	143	AAJ TAK
3	297	554	INDIA TV
4	349	235	ZEE NEWS

KANNADA NEWS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	955	-	SUVARNA NEWS

MARATHI NEWS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	705	-	ZEE 24 TAAS

MUSIC CHANNEL

RANK	MAB 2018	MAB 2017	BRAND NAME
1	618	395	MTV

SPORTS CHANNEL

RANK	MAB 2018	MAB 2017	BRAND NAME
1	762	815	STAR SPORTS

TAMIL NEWS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	758	-	TV9

TELUGU NEWS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	873	-	TV5

TV CHANNEL NETWORK

RANK	MAB 2018	MAB 2017	BRAND NAME
1	298	-	TV9

PERSONAL ACCESSORIES



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	9	21	NIKE	SPORTSWEAR
2	11	25	TITAN	WATCHES
3	33	16	ADIDAS	SPORTSWEAR
4	50	32	PUMA	SPORTSWEAR
5	63	80	SONATA	WATCHES
6	69	35	REEBOK	SPORTSWEAR
7	101	45	WOODLAND	FOOTWEAR
8	139	83	ROLEX	LUXURY WATCHES
9	186	515	SENCO GOLD	JEWELLERY
10	188	236	VIP	LUGGAGE/BAGS
11	192	165	нмт	WATCHES
12	196	200	TIMEX	WATCHES
13	201	84	RADO	LUXURY WATCHES
14	251	95	RAYBAN	EYEWEAR
15	259	-	FASTRACK	WATCHES
16	267	-	LIBERTY	FOOTWEAR
17	307	-	RED TAPE	FOOTWEAR
18	325	108	KHADIM'S	FOOTWEAR
19	328	-	METRO	FOOTWEAR
20	333	256	SPARX	FOOTWEAR
21	340	577	CITIZEN	WATCHES
22	344	194	TANISHQ	JEWELLERY
23	372	220	ACTION	FOOTWEAR
24	378	744	FILA	SPORTSWEAR
25	391	717	QUARTZ	WATCHES
26	396	398	PARAGON	FOOTWEAR
27	408	430	KALYAN JEWELLERS	JEWELLERY
28	501	-	SAMSONITE	LUGGAGE/BAGS
29	542	565	HUSH PUPPIES	FOOTWEAR
30	552	-	ANJALI JEWELLERS	JEWELLERY
31	565	-	CASIO	WATCHES
32	576	378	AMERICAN TOURISTER	LUGGAGE/BAGS
33	579	-	AJANTA	FOOTWEAR
34	653	-	оки	JEWELLERY
35	679	-	SHARKK	UMBRELLA
36	681	-	FOSSIL	WATCHES
37	684	604	мосні	FOOTWEAR
38	687	-	CAMPUS	FOOTWEAR
39	702	596	VKC	FOOTWEAR
40	703	-	POWER	FOOTWEAR - BRAND

RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
41	704	477	SAFARI	LUGGAGE/BAGS
42	707	-	PC JEWELLER	JEWELLERY
43	709	-	AERIAL	WATCHES
44	713	-	SANDS	SPORTSWEAR
45	735	113	LAKHANI	FOOTWEAR
46	745	-	GRT JEWELLERS	JEWELLERY
47	780	340	SKYBAGS	LUGGAGE/BAGS
48	783	407	OMEGA	WATCHES
49	798	495	RUPANI	FOOTWEAR
50	808	-	AZAM RUBBER PRODUCTS	FOOTWEAR
51	812	136	LOTTO	FOOTWEAR
52	815	493	WILDCRAFT	OUTDOOR GEAR
53	842	501	MAXIMA	WATCHES
54	861	-	NICE SHOES	FOOTWEAR
55	867	548	TISSOT	WATCHES
56	921	344	RELAXO	FOOTWEAR
57	924	-	CHAMPION	FOOTWEAR
58	956	818	G-SHOCK	WATCHES
59	958	-	EUME	LUGGAGE/BAGS

EYEWEAR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	251	95	RAYBAN

FOOTWEAR - BRAND

RANK	MAB 2018	MAB 2017	BRAND NAME
1	703	-	POWER

JEWELLERY

RANK	MAB 2018	MAB 2017	BRAND NAME
1	186	515	SENCO GOLD
2	344	194	TANISHQ
3	408	430	KALYAN JEWELLERS
4	552	-	ANJALI JEWELLERS
5	653	-	ОКЈ
6	707	-	PC JEWELLER
7	745	-	GRT JEWELLERS

FOOTWEAR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	101	45	WOODLAND
2	267	-	LIBERTY
3	307	-	RED TAPE
4	325	108	KHADIM'S
5	328	-	METRO
6	333	256	SPARX
7	372	220	ACTION
8	396	398	PARAGON
9	542	565	HUSH PUPPIES
10	579	-	AJANTA
11	684	604	мосні
12	687	-	CAMPUS
13	702	596	VKC
14	735	113	LAKHANI
15	798	495	RUPANI
16	808	-	AZAM RUBBER PRODUCTS
17	812	136	LOTTO
18	861	-	NICE SHOES
19	921	344	RELAXO
20	924		CHAMPION

LUGGAGE/BAGS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	188	236	VIP
2	501	-	SAMSONITE
3	576	378	AMERICAN TOURISTER
4	704	477	SAFARI
5	780	340	SKYBAGS
6	958	-	EUME

SPORTSWEAR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	9	21	NIKE
2	33	16	ADIDAS
3	50	32	PUMA
4	69	35	REEBOK
5	378	744	FILA
6	713	-	SANDS

LUXURY WATCHES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	139	83	ROLEX
2	201	84	RADO

WATCHES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	11	25	TITAN
2	63	80	SONATA
3	192	165	нмт
4	196	200	TIMEX
5	259	-	FASTRACK
6	340	577	CITIZEN
7	391	717	QUARTZ
8	565	-	CASIO
9	681	-	FOSSIL
10	709	-	AERIAL
11	783	407	OMEGA
12	842	501	MAXIMA
13	867	548	TISSOT
14	956	818	G-SHOCK

OUTDOOR GEAR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	815	493	WILDCRAFT

UMBRELLA

RANK	MAB 2018	MAB 2017	BRAND NAME
1	679	-	SHARKK

REAL ESTATE



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	269	-	DLF	DIVERSIFIED
2	833	-	GODREJ PROPERTIES	DIVERSIFIED
3	912	-	TATA REALTY & INFRASTRUCTURE	DIVERSIFIED
4	977	-	K.RAHEJA	DIVERSIFIED

Retail



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	30	-	AMINIA	DINER/RESTAURANT
2	49	-	APOLLO PHARMACY	PHARMACY CHAIN
3	80	68	BIG BAZAAR	HYPERMARKET - INDIAN
4	115	-	BIKANER	DINER/RESTAURANT
5	130	955	BRIJWASI SWEETS	SWEETS TRADITIONAL
6	142	551	BURGER KING	QSR
7	175	-	CAFÉ COFFEE DAY	CAFÉ
8	176	-	CENTRAL MALL	MALL
9	195	-	COSTCO	HYPERMARKET - FOREIGN
10	209	852	CROMA	CONSUMER ELECTRONICS
11	236	408	D MART	HYPERMARKET - INDIAN
12	250	-	DAMRO	FURNITURE
13	255	120	DOMINO'S	QSR
14	270	-	DURIAN	FURNITURE
15	278	-	FAASOS	QSR
16	282	647	FBB	FASHION
17	295	-	FOREVER 21	FASHION
18	309	-	FUTURE GROUP	MULTI-FORMAT RETAIL - CORPORATE
19	332	692	GAP	FASHION
20	342	-	GEETHANJALI	ETHNICWEAR
21	347	-	GODREJ INTERIO	FURNITURE
22	431	-	HALDIRAM'S	DINER/RESTAURANT
23	453	-	HOME DEPOT	HOME IMPROVEMENT
24	494	-	I.IRONY	FURNITURE
25	504	822	IKEA	READY-TO-ASSEMBLE FURNITURE
26	512	874	JAWED HABIB	HAIR SALON
27	516	76	KFC	QSR
28	559	334	LIFESTYLE	FASHION
29	615	-	MAX FASHION	FASHION
30	624	98	MCDONALD'S	QSR
31	685	-	MIO AMORE	CAKE SHOP
32	721	553	MONGINIS	CAKE SHOP
33	742	508	MORE	HYPERMARKET - INDIAN
34	792	-	MOTI MAHAL	DINER/RESTAURANT
35	793	-	NANDI KITCHEN	DINER/RESTAURANT
36	801	-	NILGIRI'S	GROCERY
37	805	117	PANTALOONS	FASHION
38	814	-	PARICHAY DEPARTMENT	READYMADE GARMENTS
39	828	207	PIZZA HUT	DINER/RESTAURANT
40	847	-	POORVIKA MOBILES	MOBILE PHONES

RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
41	868	613	POTHYS	ETHNICWEAR
42	893	-	PREMIA	GROCERY
43	909	-	RELIANCE DIGITAL	CONSUMER ELECTRONICS
44	913	-	RELIANCE RETAIL	MULTI-FORMAT RETAIL - CORPORATE
45	942	-	RELIANCE TRENDS	FASHION
46	945	-	SAGAR RATNA	DINER/RESTAURANT
47	959	274	SARAVANA	HYPERMARKET - INDIAN
48	986	695	SHOPPERS STOP	PERSONAL GOODS

CAFÉ

RANK	MAB 2018	MAB 2017	BRAND NAME
1	175	-	CAFÉ COFFEE DAY

CAKE SHOP

RANK	MAB 2018	MAB 2017	BRAND NAME
1	685	-	MIO AMORE
2	721	553	MONGINIS

CONSUMER ELECTRONICS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	209	852	CROMA
2	909	-	RELIANCE DIGITAL

DINER/RESTAURANT

RANK	MAB 2018	MAB 2017	BRAND NAME
1	30	-	AMINIA
2	115	-	BIKANER
3	431	-	HALDIRAM'S
4	792	-	MOTI MAHAL
5	793	-	NANDI KITCHEN
6	828	207	PIZZA HUT
7	945	-	SAGAR RATNA

ETHNICWEAR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	342	-	GEETHANJALI
2	868	613	POTHYS

FASHION

RANK	MAB 2018	MAB 2017	BRAND NAME
1	282	647	FBB
2	295	-	FOREVER 21
3	332	692	GAP
4	559	334	LIFESTYLE
5	615	-	MAX FASHION
6	805	117	PANTALOONS
7	942	-	RELIANCE TRENDS

FURNITURE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	250	-	DAMRO
2	270	-	DURIAN
3	347	-	GODREJ INTERIO
4	494	-	I.IRONY

GROCERY

RANK	MAB 2018	MAB 2017	BRAND NAME
1	801	-	NILGIRI'S
2	893	-	PREMIA

MOBILE PHONES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	847	-	POORVIKA MOBILES

HAIR SALON

RANK	MAB 2018	MAB 2017	BRAND NAME
1	512	874	JAWED HABIB

MULTI-FORMAT RETAIL - CORPORATE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	309	-	FUTURE GROUP
2	913	-	RELIANCE RETAIL

HOME IMPROVEMENT

RANK	MAB 2018	MAB 2017	BRAND NAME
1	453	-	HOME DEPOT

PERSONAL GOODS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	986	695	SHOPPERS STOP

HYPERMARKET - FOREIGN

RANK	MAB 2018	MAB 2017	BRAND NAME
1	195	-	соѕтсо

PHARMACY CHAIN

RANK	MAB 2018	MAB 2017	BRAND NAME
1	49	-	APOLLO PHARMACY

HYPERMARKET - INDIAN

RANK	MAB 2018	MAB 2017	BRAND NAME
1	80	68	BIG BAZAAR
2	236	408	D MART
3	742	508	MORE
4	959	274	SARAVANA

QSR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	142	551	BURGER KING
2	255	120	DOMINO'S
3	278	-	FAASOS
4	516	76	KFC
5	624	98	MCDONALD'S

MALL

RANK	MAB 2018	MAB 2017	BRAND NAME
1	176	-	CENTRAL MALL

READYMADE GARMENTS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	814	-	PARICHAY DEPARTMENT

READY-TO-ASSEMBLE FURNITURE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	504	822	IKEA

SWEETS TRADITIONAL

RANK	MAB 2018	MAB 2017	BRAND NAME
1	130	955	BRIJWASI SWEETS

SERVICES



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	198	275	IBM	PROFESSIONAL SERVICES
2	341	372	DHL	EXPRESS SERVICE - FOREIGN
3	359	287	DTDC	EXPRESS SERVICE - DOMESTIC
4	426	921	UPS	EXPRESS SERVICE - FOREIGN
5	461	586	ACCENTURE	PROFESSIONAL SERVICES
6	469	522	BLUE DART	EXPRESS SERVICE - DOMESTIC
7	533	465	FEDEX	EXPRESS SERVICE - FOREIGN

EXPRESS SERVICE - DOMESTIC

RANK	MAB 2018	MAB 2017	BRAND NAME
1	359	287	DTDC
2	469	522	BLUE DART

PROFESSIONAL SERVICES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	198	275	IBM
2	461	586	ACCENTURE

EXPRESS SERVICE - FOREIGN

1 341 372 DHL	
2 426 921 UPS	
3 533 465 FEDE X	

CONTROL CONTROL

STATIONERY



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	169	-	JK	PAPER
2	170	397	CAMLIN	DIVERSIFIED
3	223	205	NATARAJ	WRITING ACCESSORIES
4	272	237	PARKER	PREMIUM WRITING ACCESSORIES
5	445	984	MONTEX	WRITING ACCESSORIES
6	495	-	ANKIT	NOTEBOOKS
7	498	187	CELLO	WRITING ACCESSORIES
8	507	298	REYNOLDS	WRITING ACCESSORIES
9	599	990	LEXI PENS	WRITING ACCESSORIES
10	693	-	PILOT	WRITING ACCESSORIES
11	775	-	NAVNEET	NOTEBOOKS
12	876	-	DOMS	WRITING ACCESSORIES
13	980	284	APSARA STATIONERY	WRITING ACCESSORIES

DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	170	397	CAMLIN

NOTEBOOKS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	495	-	ANKIT
2	775	-	NAVNEET

PAPER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	169	-	JK

PREMIUM WRITING ACCESSORIES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	272	237	PARKER

WRITING ACCESSORIES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	223	205	NATARAJ
2	445	984	MONTEX
3	498	187	CELLO
4	507	298	REYNOLDS
5	599	990	LEXI PENS
6	693	-	PILOT
7	876	-	DOMS
8	980	284	APSARA STATIONERY

TECHNOLOGY



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	7	-	DELL	LAPTOPS
2	36	8	HEWLETT PACKARD	PERSONAL TECHNOLOGY
3	46	6	APPLE	PERSONAL TECHNOLOGY - DIVERSIFIED
4	61	54	MICROSOFT	SOFTWARE PRODUCTS
5	89	-	WIPRO	SOFTWARE SERVICES
6	96	10	DELL	PERSONAL TECHNOLOGY
7	97	621	APPLE MACBOOK	LAPTOPS
8	104	-	LENOVO	LAPTOPS
9	110	70	ACER	LAPTOPS
10	125	90	TCS	SOFTWARE SERVICES
11	132	40	PHILIPS	DIVERSIFIED
12	152	227	INFOSYS	SOFTWARE SERVICES
13	190	-	HEWLETT PACKARD	PRINTERS
14	194	-	HEWLETT PACKARD	LAPTOPS
15	206	140	INTEL	SEMICONDUCTOR
16	221	-	IBM	TECHNOLOGY CONSULTING
17	263	420	ORACLE	SOFTWARE PRODUCTS
18	266	-	TOSHIBA	LAPTOPS
19	351	97	ASUS	PERSONAL TECHNOLOGY
20	379	707	SAP	SOFTWARE PRODUCTS
21	384	-	HCL	PERSONAL TECHNOLOGY
22	398	-	SAMSUNG	LAPTOPS
23	485	-	iBALL	LAPTOPS
24	492	-	MICROSOFT SURFACE	LAPTOPS
25	518	15	LENOVO	PERSONAL TECHNOLOGY
26	528	-	SIEMENS	INSTRUMENTATION & ELECTRICALS
27	537	-	BESTON	MULTIMEDIA SPEAKERS
28	555	-	NTT	TECHNOLOGY CONSULTING
29	573	433	CISCO	NETWORKS - DIVERSIFIED
30	588	232	ABB	INDUSTRIAL ELECTRICAL TECHNOLOGY
31	650	-	SONY VAIO	LAPTOPS
32	654	-	LG	LAPTOPS
33	710	-	HCL	LAPTOPS
34	712	-	CANON	PRINTERS
35	746	-	ASUS	LAPTOPS
36	826	-	NORTON ANTIVIRUS	ANTIVIRUS PRODUCTS

ANTIVIRUS PRODUCTS

Con Con Con

RANK	MAB 2018	MAB 2017	BRAND NAME
1	826	-	NORTON ANTIVIRUS

DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	132	40	PHILIPS

INDUSTRIAL ELECTRICAL TECHNOLOGY

RANK	MAB 2018	MAB 2017	BRAND NAME
1	588	232	ABB

INSTRUMENTATION & ELECTRICALS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	528	-	SIEMENS

LAPTOPS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	7	-	DELL
2	97	621	APPLE MACBOOK
3	104	-	LENOVO
4	110	70	ACER
5	194	-	HEWLETT PACKARD
6	266	-	TOSHIBA
7	398	-	SAMSUNG
8	485	-	iBALL
9	492	-	MICROSOFT SURFACE
10	650	-	SONY VAIO
11	654	-	LG
12	710	-	HCL
13	746	-	ASUS

MULTIMEDIA SPEAKERS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	537	-	BESTON

NETWORKS - DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	573	433	CISCO

PERSONAL TECHNOLOGY

RANK	MAB 2018	MAB 2017	BRAND NAME
1	36	8	HEWLETT PACKARD
2	96	10	DELL
3	351	97	ASUS
4	384	-	HCL
5	518	15	LENOVO

PERSONAL TECHNOLOGY - DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	46	6	APPLE

PRINTERS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	190	-	HEWLETT PACKARD
2	712	-	CANON

SEMICONDUCTOR

RANK	MAB 2018	MAB 2017	BRAND NAME
1	206	140	INTEL

SOFTWARE PRODUCTS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	61	54	MICROSOFT
2	263	420	ORACLE
3	379	707	SAP

TECHNOLOGY CONSULTING

RANK	MAB 2018	MAB 2017	BRAND NAME
1	221	-	IBM
2	555	-	NTT

SOFTWARE SERVICES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	89	-	WIPRO
2	125	90	TCS
3	152	227	INFOSYS

A

TELECOM

RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	4	24	RELIANCE JIO	MOBILE SERVICE PROVIDER
2	29	30	VODAFONE-IDEA	MOBILE SERVICE PROVIDER
3	37	17	AIRTEL	MOBILE SERVICE PROVIDER
4	134	119	BSNL	MOBILE SERVICE PROVIDER
5	191	-	MOTOROLA	DIVERSIFIED
6	388	998	AT&T	BACKBONE INFRASTRUCTURE
7	470	196	HUAWEI	DIVERSIFIED
8	482	-	VERIZON	DIVERSIFIED
9	629	281	TATA DOCOMO	MOBILE SERVICE PROVIDER
10	740	-	AIRTEL	BROADBAND
11	794	-	XFINITY	DIVERSIFIED
12	806	770	TIKONA	BROADBAND
13	887	-	T-MOBILE	MOBILE SERVICE PROVIDER
14	940	-	DEUTSCHE TELEKOM	DIVERSIFIED
15	993	-	RELIANCE COMMUNICATIONS	MOBILE SERVICE PROVIDER
16	1000	160	AIRCEL	MOBILE SERVICE PROVIDER

BACKBONE INFRASTRUCTURE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	388	998	AT&T

MOBILE SERVICE PROVIDER

RANK	MAB 2018	MAB 2017	BRAND NAME
1	4	24	RELIANCE JIO
2	29	30	VODAFONE-IDEA
3	37	17	AIRTEL
4	134	119	BSNL
5	629	281	TATA DOCOMO
6	887	-	T-MOBILE
7	993	-	RELIANCE COMMUNICATIONS
8	1000	160	AIRCEL

BROADBAND

RANK	MAB 2018	MAB 2017	BRAND NAME
1	740	-	AIRTEL
2	806	770	TIKONA

DIVERSIFIED

RANK	MAB 2018	MAB 2017	BRAND NAME
1	191	-	MOTOROLA
2	470	196	HUAWEI
3	482	-	VERIZON
4	794	-	XFINITY
5	940	-	DEUTSCHE TELEKOM

TRANSPORTATION



RANK	MAB 2018	MAB 2017	BRAND NAME	CATEGORY
1	150	167	AIR INDIA	GOVERNMENT AIRLINES
2	280	294	JET AIRWAYS	AIRLINES - INDIAN
3	355	-	QATAR AIRWAYS	AIRLINES - FOREIGN
4	356	360	INDIGO AIRLINES	AIRLINES - INDIAN
5	377	-	SINGAPORE AIRLINES	AIRLINES - FOREIGN
6	381	832	LUFTHANSA	AIRLINES - FOREIGN
7	433	-	BRITISH AIRWAYS	AIRLINES - FOREIGN
8	607	-	BEST	GOVERNMENT BUS SERVICE
9	622	487	GO AIR	AIRLINES - INDIAN
10	696	-	EMIRATES	AIRLINES - FOREIGN
11	892	574	SPICEJET	AIRLINES - INDIAN
12	900	-	VRL TRAVELS	BUS SERVICE
13	906	-	KSRTC	GOVERNMENT BUS SERVICE
14	946	-	AIR ASIA	AIRLINES - INDIAN
15	988	742	DMRC	METRO
16	991	-	ALLCARGO	LOGISTICS
17	999	-	SRS TRAVELS	BUS SERVICE

AIRLINES - FOREIGN

RANK	MAB 2018	MAB 2017	BRAND NAME
1	355	-	QATAR AIRWAYS
2	377	-	SINGAPORE AIRLINES
3	381	832	LUFTHANSA
4	433	-	BRITISH AIRWAYS
5	696	-	EMIRATES

AIRLINES - INDIAN

RANK	MAB 2018	MAB 2017	BRAND NAME
1	280	294	JET AIRWAYS
2	356	360	INDIGO AIRLINES
3	622	487	GO AIR
4	892	574	SPICEJET
5	946	-	AIR ASIA

BUS SERVICE

RANK 2018 2017	BRAND NAME
1 900 - VRL	L TRAVELS
2 999 - SRS	S TRAVELS

GOVERNMENT AIRLINES

RANK	MAB 2018	MAB 2017	BRAND NAME
1	150	167	AIR INDIA

GOVERNMENT BUS SERVICE

RANK	MAB 2018	MAB 2017	BRAND NAME
1	607	-	BEST
2	906	-	KSRTC

LOGISTICS

RANK	MAB 2018	MAB 2017	BRAND NAME
1	991	-	ALLCARGO

METRO

RANK	MAB 2018	MAB 2017	BRAND NAME
1	988	742	DMRC



MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
1	215	SAMSUNG	Mobile Phones (GADGETRY)
2	181	TATA MOTORS	Four Wheeler - Manufacturer (AUTOMOBILES)
3	92	APPLE iPHONE	Mobile Phones (GADGETRY)
4	24	RELIANCE JIO	Mobile Service Provider (TELECOM)
5	7	MARUTI SUZUKI	Four Wheeler - Manufacturer (AUTOMOBILES)
6	1	SAMSUNG	Diversified (CONSUMER ELECTRONICS)
7	-	DELL	Laptops (TECHNOLOGY)
8	46	STATE BANK OF INDIA	Bank - PSU (BFSI)
9	21	NIKE	Sportswear (PERSONAL ACCESSORIES)
10	5	HONDA	Four Wheeler - Manufacturer (AUTOMOBILES)
11	25	TITAN	Watches (PERSONAL ACCESSORIES)
12	20	ОРРО	Mobile Phones (GADGETRY)
13	-	SONY	Televisions (CONSUMER ELECTRONICS)
14	19	GOOGLE	Internet Search (INTERNET)
15	26	VIVO	Mobile Phones (GADGETRY)
16	58	LIC	Life Insurance - PSU (BFSI)
17	29	BAJAJ PULSAR	Two Wheeler - Brand (AUTOMOBILES)
18	13	HYUNDAI	Four Wheeler - Manufacturer (AUTOMOBILES)
19	41	тоуота	Four Wheeler - Manufacturer (AUTOMOBILES)
20	31	ICICI BANK	Bank - Private (BFSI)
21	52	LUX	Bath/Beauty (FMCG)
22	402	LG	Televisions (CONSUMER ELECTRONICS)
23	63	LAKME	Cosmetics (FMCG)
24	96	HDFC BANK	Bank - Private (BFSI)
25	273	HERO MOTOCORP	Two Wheeler - Manufacturer (AUTOMOBILES)
26	43	COLGATE	Oral Hygiene (FMCG)
27	-	SAMSUNG	Televisions (CONSUMER ELECTRONICS)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
28	34	BMW	Four Wheeler - Luxury (AUTOMOBILES)
29	30	VODAFONE-IDEA	Mobile Service Provider (TELECOM)
30	-	AMINIA	Diner/Restaurant (RETAIL)
31	110	PONDS	Cosmetics (FMCG)
32	49	ABP NEWS	Hindi News (MEDIA - TV)
33	16	ADIDAS	Sportswear (PERSONAL ACCESSORIES)
34	33	AUDI	Four Wheeler - Luxury (AUTOMOBILES)
35	28	NOKIA	Mobile Phones (GADGETRY)
36	8	HEWLETT PACKARD	Personal Technology (TECHNOLOGY)
37	17	AIRTEL	Mobile Service Provider (TELECOM)
38	4	ТАТА	Diversified (DIVERSIFIED)
39	3	SONY	Diversified (CONSUMER ELECTRONICS)
40	86	DOVE	Bath/Beauty (FMCG)
41	504	BAJAJ AUTO	Two Wheeler - Manufacturer (AUTOMOBILES)
42	241	TATA SALT	Salt (FOOD & BEVERAGE)
43	2	LG	Diversified (CONSUMER ELECTRONICS)
44	-	AMUL	Milk (FOOD & BEVERAGE)
45	55	MAHINDRA & MAHINDRA	Four Wheeler - Manufacturer (AUTOMOBILES)
46	6	APPLE	Personal Technology - Diversified (TECHNOLOGY)
47	44	AMAZON	Online Retailer - Diversified (INTERNET)
48	-	HONDA	Two Wheeler - Manufacturer (AUTOMOBILES)
49	-	APOLLO PHARMACY	Pharmacy Chain (RETAIL)
50	32	PUMA	Sportswear (PERSONAL ACCESSORIES)
51	218	TATA TEA	Tea (FOOD & BEVERAGE)
52	87	COCA-COLA	Aerated Beverages (FOOD & BEVERAGE)
53	100	DETTOL	Antiseptic Products (FMCG)
54	12	PATANJALI	Ayurvedic Products (HEALTHCARE)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
55	39	RAYMOND	Fabrics To Brands (APPARELS)
56	138	KOTAK MAHINDRA BANK	Bank - Private (BFSI)
57	69	ONIDA	Diversified (CONSUMER ELECTRONICS)
58	-	FA	Deo/Perfume (FMCG)
59	-	LG	Refrigerators (CONSUMER ELECTRONICS)
60	57	FORD	Four Wheeler - Manufacturer (AUTOMOBILES)
61	54	MICROSOFT	Software Products (TECHNOLOGY)
62	50	FACEBOOK	Social Networking (INTERNET)
63	80	SONATA	Watches (PERSONAL ACCESSORIES)
64	38	LEVI'S	Casualwear (APPARELS)
65	59	MERCEDES BENZ	Four Wheeler - Luxury (AUTOMOBILES)
66	-	BRITANNIA	Biscuits (FOOD & BEVERAGE)
67	22	TVS	Two Wheeler - Manufacturer (AUTOMOBILES)
68	-	GODREJ	Refrigerators (CONSUMER ELECTRONICS)
69	35	REEBOK	Sportswear (PERSONAL ACCESSORIES)
70	171	HORLICKS	Nutritional Supplement (FOOD & BEVERAGE)
71	142	FOGG	Deo/Perfume (FMCG)
72	575	TATA STEEL	Metal (MANUFACTURING)
73	159	NIVEA	Bath/Beauty (FMCG)
74	291	PEARS	Bath/Beauty (FMCG)
75	118	BISLERI	Packaged Drinking Water (FOOD & BEVERAGE)
76	47	YAMAHA	Two Wheeler - Manufacturer (AUTOMOBILES)
77	209	BIBA	Ethnicwear - Women (APPARELS)
78	37	AMUL	Dairy - Diversified (FOOD & BEVERAGE)
79	-	SAMSUNG	Refrigerators (CONSUMER ELECTRONICS)
80	68	BIG BAZAAR	Hypermarket - Indian (RETAIL)
81	409	CLINIC PLUS	Haircare (FMCG)

МАВ	MAB	BRAND NAME	CATEGORY (SUPER CATEGORY)
2018	2017		Four Wheeler - Luxury
82	435	LAND ROVER	(AUTOMOBILES)
83	648	VIVEL	Bath/Beauty (FMCG)
84	-	BAJAJ ELECTRICALS	Diversified (CONSUMER ELECTRONICS)
85	73	ІТС	Diversified (DIVERSIFIED)
86	79	LEE	Casualwear (APPARELS)
87	149	OLA	Online Taxi Aggregator (INTERNET)
88	114	NESTLE MAGGI	Instant Noodles (FOOD & BEVERAGE)
89	-	WIPRO	Software Services (TECHNOLOGY)
90	169	L'OREAL	Cosmetics (FMCG)
91	115	ҮАНОО	Internet Search (INTERNET)
92	233	BLUE STAR	Air Conditioners (CONSUMER ELECTRONICS)
93	-	LG	Mobile Phones (GADGETRY)
94	154	HALDIRAM'S	Packaged Snacks (FOOD & BEVERAGE)
95	-	PHILIPS	Diversified (CONSUMER ELECTRONICS)
96	10	DELL	Personal Technology (TECHNOLOGY)
97	621	APPLE MACBOOK	Laptops (TECHNOLOGY)
98	88	AXIS BANK	Bank - Private (BFSI)
99	279	LIMCA	Aerated Beverages (FOOD & BEVERAGE)
100	315	TATA SKY	DTH (DTH)
101	45	WOODLAND	Footwear (PERSONAL ACCESSORIES)
102	389	DABUR REAL	Packaged Juice (FOOD & BEVERAGE)
103	106	CADBURY'S	Chocolate - Diversified (FOOD & BEVERAGE)
104	-	LENOVO	Laptops (TECHNOLOGY)
105	-	AMUL	Butter (FOOD & BEVERAGE)
106	104	ROYAL ENFIELD	Two Wheeler - Manufacturer (AUTOMOBILES)
107	129	ALLEN SOLLY	Formalwear (APPARELS)
108	290	BRU	Instant Coffee (FOOD & BEVERAGE)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
109	-	PHILIPS	Lighting (FAST MOVING ELECTRICAL GOODS)
110	70	ACER	Laptops (TECHNOLOGY)
111	14	GODREJ	Diversified (DIVERSIFIED)
112	146	MRF	Tyres (AUTOMOBILE - RELATED)
113	89	SKODA	Four Wheeler - Manufacturer (AUTOMOBILES)
114	305	HONDA ACTIVA	Scooter (AUTOMOBILES)
115	-	BIKANER	Diner/Restaurant (RETAIL)
116	313	CASTROL	Lubricants (AUTOMOBILE - RELATED)
117	254	FANTA	Aerated Beverages (FOOD & BEVERAGE)
118	-	SAMSUNG	Washing Machine (CONSUMER ELECTRONICS)
119	228	CEAT	Tyres (AUTOMOBILE - RELATED)
120	-	VIDEOCON	Televisions (CONSUMER ELECTRONICS)
121	66	NESTLE	Diversified (FOOD & BEVERAGE)
122	-	TATA POWER	Electric Utility (ENERGY)
123	137	PEPSODENT	Oral Hygiene (FMCG)
124	440	BROOKE BOND RED LABEL	Tea (FOOD & BEVERAGE)
125	90	TCS	Software Services (TECHNOLOGY)
126	745	MARUTI SUZUKI SWIFT	Car - Hatchback (AUTOMOBILES)
127	71	FASTRACK	Branded Fashion (BRANDED FASHION)
128	143	AAJ TAK	Hindi News (MEDIA - TV)
129	-	LG	Washing Machine (CONSUMER ELECTRONICS)
130	955	BRIJWASI SWEETS	Sweets Traditional (RETAIL)
131	212	HSBC	Bank - Foreign (BFSI)
132	40	PHILIPS	Diversified (TECHNOLOGY)
133	-	NIPPO	Consumer Batteries (FMCG)
134	119	BSNL	Mobile Service Provider (TELECOM)
135	721	PANASONIC	Televisions (CONSUMER ELECTRONICS)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
136	266	CARRIER	Air Conditioners (CONSUMER ELECTRONICS)
137	179	ASIAN PAINTS	Paints (MANUFACTURING)
138	153	LIFEBUOY	Antiseptic Products (FMCG)
139	83	ROLEX	Luxury Watches (PERSONAL ACCESSORIES)
140	111	NDTV	Channel Cluster (MEDIA - TV)
141	-	MADAME	Womenswear (APPARELS)
142	551	BURGER KING	QSR (RETAIL)
143	101	HINDUSTAN UNILEVER	Diversified (FMCG)
144	91	FLIPKART	Online Retailer - Diversified (INTERNET)
145	65	NISSAN	Four Wheeler - Manufacturer (AUTOMOBILES)
146	285	BANK OF INDIA	Bank - PSU (BFSI)
147	332	PUNJAB NATIONAL BANK	Bank - PSU (BFSI)
148	-	KS	Deo/Perfume (FMCG)
149	-	HINDUSTAN PETROLEUM	Oil & Gas - Indian (ENERGY)
150	167	AIR INDIA	Government Airlines (TRANSPORTATION)
151	625	JK TYRES	Tyres (AUTOMOBILE - RELATED)
152	227	INFOSYS	Software Services (TECHNOLOGY)
153	93	HITACHI	Diversified (CONSUMER ELECTRONICS)
154	82	CIPLA	Pharmaceuticals - Indian (HEALTHCARE)
155	112	TIMES OF INDIA	Newspaper - English (MEDIA - PRINT)
156	-	HIMALAYA	Bath/Beauty - Ayurvedic (FMCG)
157	563	RASNA	Powdered Drink (FOOD & BEVERAGE)
158	163	CLOSE UP	Oral Hygiene (FMCG)
159	-	DUNLOP	Tyres (AUTOMOBILE - RELATED)
160	190	THUMS UP	Aerated Beverages (FOOD & BEVERAGE)
161	-	WHIRLPOOL	Refrigerators (CONSUMER ELECTRONICS)
162	297	MUTHOOT FINANCE	Financial Services (BFSI)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
163	490	отто	Menswear (APPARELS)
164	-	SONY	Mobile Phones (GADGETRY)
165	131	PARK AVENUE	Men'S Grooming (APPARELS)
166	-	KINETIC HONDA	Scooter (AUTOMOBILES)
167	182	HAVELLS	Diversified (FAST MOVING ELECTRICAL GOODS)
168	191	UBER	Online Taxi Aggregator (INTERNET)
169	-	JK	Paper (STATIONERY)
170	397	CAMLIN	Diversified (STATIONERY)
171	11	RELAINCE	Diversified (DIVERSIFIED)
172	-	LENOVO	Mobile Phones (GADGETRY)
173	478	VIM	Dishcare (FMCG)
174	-	BAJAJ ELECTRICALS	Fans (CONSUMER APPLIANCES)
175	-	CAFÉ COFFEE DAY	Café (RETAIL)
176	-	CENTRAL MALL	Mall (RETAIL)
177	164	MAAZA	Non-Aerated Beverages (FOOD & BEVERAGE)
178	-	PONDS	Talcum Powder (FMCG)
179	456	BAJAJ FINANCE	Financial Services (BFSI)
180	56	MICROMAX	Mobile Phones (GADGETRY)
181	349	BERGER PAINTS	Paints (MANUFACTURING)
182	-	TATA MOTORS	Commercial Vehicles (AUTOMOBILES)
183	206	DAIKIN	Air Conditioners (CONSUMER ELECTRONICS)
184	329	MANGO FROOTI	Non-Aerated Beverages (FOOD & BEVERAGE)
185	223	ACC CEMENT	Cement (MANUFACTURING)
186	515	SENCO GOLD	Jewellery (PERSONAL ACCESSORIES)
187	-	WHIRLPOOL	Washing Machine (CONSUMER ELECTRONICS)
188	236	VIP	Luggage/Bags (PERSONAL ACCESSORIES)
189	122	JAGUAR	Four Wheeler - Luxury (AUTOMOBILES)

MAB	МАВ		
2018	2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
190	-	PACKARD	Printers (TECHNOLOGY)
191	-	MOTOROLA	Diversified (TELECOM)
192	165	нмт	Watches (PERSONAL ACCESSORIES)
193	-	ELECTROLUX	Air Conditioners (CONSUMER ELECTRONICS)
194	-	HEWLETT PACKARD	Laptops (TECHNOLOGY)
195	-	соѕтсо	Hypermarket - Foreign (RETAIL)
196	200	TIMEX	Watches (PERSONAL ACCESSORIES)
197	-	PARLE	Biscuits (FOOD & BEVERAGE)
198	275	IBM	Professional Services (SERVICES)
199	42	PANASONIC	Diversified (CONSUMER ELECTRONICS)
200	192	w	Womenswear (APPARELS)
201	84	RADO	Luxury Watches (PERSONAL ACCESSORIES)
202	132	CANON	Cameras (GADGETRY)
203	919	RELIANCE INFRASTRUCTURE	Electric Utility (ENERGY)
204	764	TROPICANA	Packaged Juice (FOOD & BEVERAGE)
205	158	VOLKSWAGEN	Four Wheeler - Manufacturer (AUTOMOBILES)
206	140	INTEL	Semiconductor (TECHNOLOGY)
207	-	JACK & JONES	Menswear (APPARELS)
208	27	VIDEOCON	Diversified (CONSUMER ELECTRONICS)
209	852	CROMA	Consumer Electronics (RETAIL)
210	245	PARLE G	Biscuits - Brand (FOOD & BEVERAGE)
211	-	мото	Mobile Phones (GADGETRY)
212	578	AYUR	Bath/Beauty - Ayurvedic (FMCG)
213	467	SUN PHARMA	Pharmaceuticals - Indian (HEALTHCARE)
214	421	ORIFLAME	Cosmetics (FMCG)
215	60	PETER ENGLAND	Menswear (APPARELS)
216	615	DABUR BABOOL	Oral Hygiene (FMCG)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
217	310	MIRINDA	Aerated Beverages (FOOD & BEVERAGE)
218	376	PRESTIGE	Cookware (HOME CARE)
219	374	MDH	Spices (FOOD & BEVERAGE)
220	356	L&T	Diversified (DIVERSIFIED)
221	-	IBM	Technology Consulting (TECHNOLOGY)
222	304	LAYS	Packaged Snacks (FOOD & BEVERAGE)
223	205	NATARAJ	Writing Accessories (STATIONERY)
224	18	WHIRLPOOL	Diversified (CONSUMER ELECTRONICS)
225	396	REVLON	Cosmetics (FMCG)
226	299	SPRITE	Aerated Beverages (FOOD & BEVERAGE)
227	78	нтс	Mobile Phones (GADGETRY)
228	105	AXE	Deo/Perfume (FMCG)
229	368	REPUBLIC TV	English News (MEDIA - TV)
230	497	PAYPAL	Online Payment Service (INTERNET)
231	345	VISA	Credit/Debit Card (BFSI)
232	415	APOLLO HOSPITALS	Hospitals (HEALTHCARE)
233	135	PAYTM	Online Payment Service (INTERNET)
234	322	STAR PLUS	Hindi GEC (MEDIA - TV)
235	155	SYSKA LED	Lighting (FAST MOVING ELECTRICAL GOODS)
236	408	D MART	Hypermarket - Indian (RETAIL)
237	125	NIRMA	Diversified (FMCG)
238	779	BINGO	Packaged Snacks (FOOD & BEVERAGE)
239	318	AJANTA	Wall Clocks (HOME CARE)
240	557	EVEREST	Spices (FOOD & BEVERAGE)
241	-	BIRLA CEMENT	Cement (MANUFACTURING)
242	51	LAVA	Mobile Phones (GADGETRY)
243	-	GODREJ	Air Conditioners (CONSUMER ELECTRONICS)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
244	803	EVEREADY	Consumer Batteries (FMCG)
245	221	RENAULT	Four Wheeler - Manufacturer (AUTOMOBILES)
246	-	TVS TYRES	Tyres (AUTOMOBILE - RELATED)
247	687	BRITANNIA GOODDAY	Biscuits - Brand (FOOD & BEVERAGE)
248	510	NEROLAC	Paints (MANUFACTURING)
249	-	TVS SCOOTY	Scooter (AUTOMOBILES)
250	-	DAMRO	Furniture (RETAIL)
251	95	RAYBAN	Eyewear (PERSONAL ACCESSORIES)
252	302	TAJ	Hotels - Premium (HOSPITALITY)
253	-	BEING HUMAN	Branded Fashion (BRANDED FASHION)
254	314	CINTHOL	Bath/Beauty (FMCG)
255	120	DOMINO'S	QSR (RETAIL)
256	338	SANTOOR	Bath/Beauty (FMCG)
257	-	HAIER	Air Conditioners (CONSUMER ELECTRONICS)
258	352	AVON	Cosmetics (FMCG)
259	-	FASTRACK	Watches (PERSONAL ACCESSORIES)
260	365	FORTIS HEALTHCARE	Hospitals (HEALTHCARE)
261	219	UNION BANK OF INDIA	Bank - PSU (BFSI)
262	148	XIAOMI	Mobile Phones (GADGETRY)
263	420	ORACLE	Software Products (TECHNOLOGY)
264	405	KISSAN	Processed Foods (FOOD & BEVERAGE)
265	-	ROCA	Bath Fixtures/Sanitaryware (HOME CARE)
266	-	TOSHIBA	Laptops (TECHNOLOGY)
267	-	LIBERTY	Footwear (PERSONAL ACCESSORIES)
268	-	PATANJALI	Packaged Flour (FOOD & BEVERAGE)
269	-	DLF	Diversified (REAL ESTATE)
270	-	DURIAN	Furniture (RETAIL)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
271	454	LIPTON	Tea (FOOD & BEVERAGE)
272	237	PARKER	Premium Writing Accessories (STATIONERY)
273	471	FEVICOL	Adhesive (FMCG)
274	464	HAJMOLA	Digestive Tablets (FOOD & BEVERAGE)
275	-	AMRI HOSPITALS	Hospitals (HEALTHCARE)
276	178	NESCAFE	Instant Coffee (FOOD & BEVERAGE)
277	517	HINDWARE	Bath Fixtures/Sanitaryware (HOME CARE)
278	-	FAASOS	QSR (RETAIL)
279	-	PATANJALI DANT KANTI	Oral Hygiene (FMCG)
280	294	JET AIRWAYS	Airlines - Indian (TRANSPORTATION)
281	-	MINU SAREES	Sarees (APPARELS)
282	647	FBB	Fashion (RETAIL)
283	978	DABUR HONEY	Honey (FOOD & BEVERAGE)
284	-	VIDEOCON	Refrigerators (CONSUMER ELECTRONICS)
285	-	AASHIRVAAD ATTA	Packaged Flour (FOOD & BEVERAGE)
286	204	YES BANK	Bank - Private (BFSI)
287	-	AMUL	Ice Cream/Frozen Dessert (FOOD & BEVERAGE)
288	381	VASELINE	Skincare (FMCG)
289	-	EENADU	Newspaper - Telugu (MEDIA - PRINT)
290	309	BOOST	Nutritional Supplement (FOOD & BEVERAGE)
291	498	UCO BANK	Bank - PSU (BFSI)
292	513	CROMPTON GREAVES	Diversified (FAST MOVING ELECTRICAL GOODS)
293	-	COTTON KING	Casualwear (APPARELS)
294	134	EXIDE	Auto Batteries (AUTOMOBILE - RELATED)
295	-	FOREVER 21	Fashion (RETAIL)
296	216	GSK	Pharmaceuticals - Foreign (HEALTHCARE)
297	554	INDIA TV	Hindi News (MEDIA - TV)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
298	-	TV9	Tv Channel Network (MEDIA - TV)
299	127	ARROW	Formalwear (APPARELS)
300	162	KINGFISHER	Beer (ALCOHOLIC BEVERAGES)
301	230	IFB	Diversified (CONSUMER ELECTRONICS)
302	680	INDIA TODAY	Magazine - English (MEDIA - PRINT)
303	168	FAIR & LOVELY	Skin Lightening Products (FMCG)
304	677	TATA AIA LIFE INSURANCE	Life Insurance - Private (BFSI)
305	-	IFFCO	Fertilizer (MANUFACTURING)
306	-	RELIANCE PETROLEUM	Oil & Gas - Indian (ENERGY)
307	-	RED TAPE	Footwear (PERSONAL ACCESSORIES)
308	307	CITIBANK	Bank - Foreign (BFSI)
309	-	FUTURE GROUP	Multi-Format Retail - Corporate (RETAIL)
310	-	POLAR	Fans (CONSUMER APPLIANCES)
311	-	DABUR	Chawanprash (HEALTHCARE)
312	48	DABUR	Ayurvedic Products (HEALTHCARE)
313	-	SANSUI	Televisions (CONSUMER ELECTRONICS)
314	276	KENSTAR	Diversified (CONSUMER APPLIANCES)
315	-	ICICI PRUDENTIAL	Life Insurance - Private (BFSI)
316	450	COMPLAN	Nutritional Supplement (FOOD & BEVERAGE)
317	-	TOYOTA INNOVA	Suv/Muv - Brand (AUTOMOBILES)
318	61	PARLE	Diversified (FOOD & BEVERAGE)
319	545	PAMPERS	Diapers (FMCG)
320	103	FERRARI	Four Wheeler - Luxury (AUTOMOBILES)
321	-	MAX HOSPITAL	Hospitals (HEALTHCARE)
322	-	APPY	Non-Aerated Beverages (FOOD & BEVERAGE)
323	422	FORTUNE	Edible Oil (FOOD & BEVERAGE)
324	-	HITACHI	Air Conditioners (CONSUMER ELECTRONICS)

	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
325	108	KHADIM'S	Footwear (PERSONAL ACCESSORIES)
326	-	VIMAL PAN MASALA	Mouth Freshener - Traditional (FOOD & BEVERAGE)
327	9	BAJAJ	Diversified (DIVERSIFIED)
328	-	METRO	Footwear (PERSONAL ACCESSORIES)
329	-	HDFC LIFE	Life Insurance - Private (BFSI)
330	-	GARNIER	Hair Colour (FMCG)
331	263	DISNEY	Disney Kids GEC (MEDIA - TV)
332	692	GAP	Fashion (RETAIL)
333	256	SPARX	Footwear (PERSONAL ACCESSORIES)
334	-	HONDA	Scooter (AUTOMOBILES)
335	-	ANMOL	Biscuits - Diversified (FOOD & BEVERAGE)
336	-	LG	Air Conditioners (CONSUMER ELECTRONICS)
337	354	KHAITAN	Fans (CONSUMER APPLIANCES)
338	851	NILKAMAL	Furniture (HOME CARE)
339	892	BADSHAH	Spices (FOOD & BEVERAGE)
340	577	CITIZEN	Watches (PERSONAL ACCESSORIES)
341	372	DHL	Express Services - Foreign (SERVICES)
342	-	GEETHANJALI	Ethnicwear (RETAIL)
343	-	JK SPICES	Spices (FOOD & BEVERAGE)
344	194	TANISHQ	Jewellery (PERSONAL ACCESSORIES)
345	282	ALL OUT	Pest Repellent (FMCG)
346	278	TWITTER	Social Networking (INTERNET)
347	-	GODREJ INTERIO	Furniture (RETAIL)
348	-	TATA CAPITAL	Financial Services (BFSI)
349	235	ZEE NEWS	Hindi News (MEDIA - TV)
350	412	GLUCON D	Powdered Drink (FOOD & BEVERAGE)
351	97	ASUS	Personal Technology (TECHNOLOGY)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
352	-	BPL	Televisions (CONSUMER ELECTRONICS)
353	379	IDBI BANK	Bank - PSU (BFSI)
354	316	LUMINOUS	Invertors/Batteries (CONSUMER APPLIANCES)
355	-	QATAR AIRWAYS	Airlines - Foreign (TRANSPORTATION)
356	360	INDIGO AIRLINES	Airlines - Indian (TRANSPORTATION)
357	393	MEDIMIX	Bath/Beauty - Ayurvedic (FMCG)
358	-	JIO PHONE	Mobile Phones (GADGETRY)
359	287	DTDC	Express Service - Domestic (SERVICES)
360	238	HARLEY DAVIDSON	Two Wheeler - Premium (AUTOMOBILES)
361	-	MAHINDRA TRUCK & BUS	Commercial Vehicles (AUTOMOBILES)
362	172	YOUTUBE	Video-Sharing (INTERNET)
363	225	INDIAN OIL	Oil & Gas - Indian (ENERGY)
364	243	GILLETTE	Shaving Products (FMCG)
365	109	NIKON	Cameras (GADGETRY)
366	552	HONDA CITY	Four Wheeler - Brand (AUTOMOBILES)
367	-	GODREJ	Locks (HOME CARE)
368	53	GIONEE	Mobile Phones (GADGETRY)
369	591	НАМАМ	Bath/Beauty (FMCG)
370	-	VIMAL	Fabrics To Brands (APPARELS)
371	-	AMBUJA CEMENT	Cement (MANUFACTURING)
372	220	ACTION	Footwear (PERSONAL ACCESSORIES)
373	-	CESC	Electric Utility (ENERGY)
374	550	REXONA	Deo/Perfume (FMCG)
375	252	BANK OF BARODA	Bank - PSU (BFSI)
376	144	MUFTI	Menswear (APPARELS)
377	-	SINGAPORE AIRLINES	Airlines - Foreign (TRANSPORTATION)
378	744	FILA	Sportswear (PERSONAL ACCESSORIES)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
379	707	SAP	Software Products (TECHNOLOGY)
380	-	PHILIPS	Televisions (CONSUMER ELECTRONICS)
381	832	LUFTHANSA	Airlines - Foreign (TRANSPORTATION)
382	-	SUZUKI	Two Wheeler - Manufacturer (AUTOMOBILES)
383	400	KWALITY WALLS	Ice Cream/Frozen Dessert (FOOD & BEVERAGE)
384	-	HCL	Personal Technology (TECHNOLOGY)
385	283	MOOV	Pain Balm (HEALTHCARE)
386	145	воѕсн	Automobile Electronics (AUTOMOBILE - RELATED)
387	725	COLORS	Hindi GEC (MEDIA - TV)
388	998	АТ&Т	Backbone Infrastructure (TELECOM)
389	102	INTEX	Mobile Phones (GADGETRY)
390	668	HAWKINS	Cookware (HOME CARE)
391	717	QUARTZ	Watches (PERSONAL ACCESSORIES)
392	452	PRIYA GOLD	Biscuits - Brand (FOOD & BEVERAGE)
393	-	JO	Bath/Beauty (FMCG)
394	697	ZODIAC	Menswear (APPARELS)
395	-	JETKING	Training Institute - Hardware/ Networking (EDUCATION)
396	398	PARAGON	Footwear (PERSONAL ACCESSORIES)
397	455	SLICE	Non-Aerated Beverages (FOOD & BEVERAGE)
398	-	SAMSUNG	Laptops (TECHNOLOGY)
399	805	BRIDGESTONE	Tyres (AUTOMOBILE - RELATED)
400	-	NOVA	Dairy - Diversified (FOOD & BEVERAGE)
401	457	INSTAGRAM	Social Networking (INTERNET)
402	-	MOTHER DAIRY	Milk (FOOD & BEVERAGE)
403	590	INDIABULLS	Diversified (DIVERSIFIED)
404	-	KSIC MYSORE SILK	Sarees (APPARELS)
405	699	AMERICAN EXPRESS	Credit/Debit Card (BFSI)

MAB	МАВ		
2018	2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
406	-	HOFFMEN	Casualwear (APPARELS)
407	627	HONDA UNICORN	Two Wheeler - Brand (AUTOMOBILES)
408	430	KALYAN JEWELLERS	Jewellery (PERSONAL ACCESSORIES)
409	300	KINLEY	Packaged Drinking Water (FOOD & BEVERAGE)
410	436	MASTERCARD	Credit/Debit Card (BFSI)
411	-	MODERN	Bakery Products (FOOD & BEVERAGE)
412	197	PEPE	Casualwear (APPARELS)
413	-	WHITE TONE	Skin Lightening Products (FMCG)
414	326	KITKAT	Chocolate Bar (FOOD & BEVERAGE)
415	-	GOOGLE	Mobile Phones (GADGETRY)
416	262	RED BULL	Energy Drink (FOOD & BEVERAGE)
417	94	HIMALAYA	Ayurvedic Products (HEALTHCARE)
418	-	TVS JUPITER	Scooter (AUTOMOBILES)
419	-	ASUS	Mobile Phones (GADGETRY)
420	161	GOODKNIGHT	Pest Repellent (FMCG)
421	826	MAHARAJA WHITELINE	Diversified (CONSUMER APPLIANCES)
422	-	DALMIA	Cement (MANUFACTURING)
423	-	ORIENT ELECTRIC	Diversified (FAST MOVING ELECTRICAL GOODS)
424	292	BOROLINE	Antiseptic Cream - Ayurvedic (FMCG)
425	184	BALAJI WAFERS	Packaged Snacks (FOOD & BEVERAGE)
426	921	UPS	Express Service - Foreign (SERVICES)
427	644	KOHLER	Bath Fixtures/Sanitaryware (HOME CARE)
428	-	LLOYD	Televisions (CONSUMER ELECTRONICS)
429	-	NIVEA	Deo/Perfume (FMCG)
430	-	ALIBABA	Online Retailer - Diversified (INTERNET)
431	-	HALDIRAM'S	Diner/Restaurant (RETAIL)
432	-	LUX	Innerwear (APPARELS)

	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
433	-	BRITISH AIRWAYS	Airlines - Foreign (TRANSPORTATION)
434	-	ANMOL	Furniture (HOME CARE)
435	343	SAFFOLA	Edible Oil (FOOD & BEVERAGE)
436	-	TATA MEMORIAL CENTRE	Hospitals (HEALTHCARE)
437	928	BIKANERVALA	Packaged Snacks (FOOD & BEVERAGE)
438	-	THE ASTOR	Hotels - Luxury (HOSPITALITY)
439	23	HERO CYCLES	Cycles (MANUFACTURING)
440	-	NOVA	Tea (FOOD & BEVERAGE)
441	346	CADBURY DAIRY MILK	Chocolate Bar (FOOD & BEVERAGE)
442	-	SUPREME	Pipes (MANUFACTURING)
443	85	SUZUKI	Four Wheeler - Manufacturer (AUTOMOBILES)
444	-	PANASONIC	Mobile Phones (GADGETRY)
445	984	MONTEX	Writing Accessories (STATIONERY)
446	176	WRANGLER	Casualwear (APPARELS)
447	-	SUNFEAST	Biscuits (FOOD & BEVERAGE)
448	330	VICKS	Cough Suppresant (HEALTHCARE)
449	74	BLACKBERRY	Mobile Phones (GADGETRY)
450	567	SINTEX	Water Storage Solutions (MANUFACTURING)
451	-	NETFLIX	Video Streaming (INTERNET)
452	-	APPLE iPAD	Tablets (GADGETRY)
453	-	HOME DEPOT	Home Improvement (RETAIL)
454	-	KELVINATOR	Refrigerators (CONSUMER ELECTRONICS)
455	-	STAR CEMENT	Cement (MANUFACTURING)
456	580	HARPIC	Toilet Cleaner (FMCG)
457	-	SAMSUNG	Tablets (GADGETRY)
458	337	SIYARAM	Fabrics (APPARELS)
459	-	MAHINDRA & MAHINDRA	Tractors (AUTOMOBILES)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
460	-	GIRNAR	Tea (FOOD & BEVERAGE)
461	586	ACCENTURE	Professional Services (SERVICES)
462	99	KTM DUKE	Two Wheeler - Brand (AUTOMOBILES)
463	-	BLACKBERRYS	Menswear (APPARELS)
464	-	RELIANCE GEN. INSURANCE	General Insurance - Private (BFSI)
465	-	MAYBELLINE	Cosmetics (FMCG)
466	-	DABUR RED	Oral Hygiene (FMCG)
467	147	GUCCI	Luxury Fashion (BRANDED FASHION)
468	-	TD BANK	Bank - Foreign (BFSI)
469	522	BLUE DART	Express Service - Domestic (SERVICES)
470	196	HUAWEI	Diversified (TELECOM)
471	453	SENSODYNE	Oral Hygiene (FMCG)
472	-	DAAWAT	Packaged Rice (FOOD & BEVERAGE)
473	724	MTR	RTC Foods (FOOD & BEVERAGE)
474	141	JOCKEY	Innerwear (APPARELS)
475	107	P&G	Diversified (FMCG)
476	-	NYCIL	Talcum Powder (FMCG)
477	-	JW MARRIOTT	Hotels - Premium (HOSPITALITY)
478	-	ARUN ICECREAMS	Ice Cream/Frozen Dessert (FOOD & BEVERAGE)
479	-	ITC PAPERBOARDS	Paper (MANUFACTURING)
480	762	SWIGGY	Online Food Aggregator (INTERNET)
481	370	VOLVO	Four Wheeler - Luxury (AUTOMOBILES)
482	-	VERIZON	Diversified (TELECOM)
483	431	RUPA	Innerwear (APPARELS)
484	371	ARMANI	Luxury Fashion (BRANDED FASHION)
485	-	iBALL	Laptops (TECHNOLOGY)
486	684	RAMRAJ	Dhotis (APPARELS)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
487	-	VIDEOCON	Washing Machine (CONSUMER ELECTRONICS)
488	269	AACHI	Spices (FOOD & BEVERAGE)
489	-	SAPAT	Tea (FOOD & BEVERAGE)
490	-	NESTLE	Chocolate - Diversified (FOOD & BEVERAGE)
491	392	ORIENT	Fans (CONSUMER APPLIANCES)
492	-	MICROSOFT SURFACE	Laptops (TECHNOLOGY)
493	-	LIRIL	Bath/Beauty (FMCG)
494	-	I.IRONY	Furniture (RETAIL)
495	-	ANKIT	Notebooks (STATIONERY)
496	130	JOHNSON & JOHNSON	Healthcare - Diversified (HEALTHCARE)
497	-	SHARP	Televisions (CONSUMER ELECTRONICS)
498	187	CELLO	Writing Accessories (STATIONERY)
499	351	EMAMI	Diversified (FMCG)
500	-	KOLIS	Packaged Snacks (FOOD & BEVERAGE)
501	-	SAMSONITE	Luggage/Bags (PERSONAL ACCESSORIES)
502	-	ROLLICK	Ice Cream/Frozen Dessert (FOOD & BEVERAGE)
503	226	ZEE TV	Hindi GEC (MEDIA - TV)
504	822	IKEA	Ready-To-Assemble Furniture (RETAIL)
505	-	FUTURA	Cookware (HOME CARE)
506	-	PATANJALI	Honey (FOOD & BEVERAGE)
507	298	REYNOLDS	Writing Accessories (STATIONERY)
508	-	VEEDOL	Lubricants (AUTOMOBILE - RELATED)
509	277	HONOR	Mobile Phones (GADGETRY)
510	193	CHEVROLET	Four Wheeler - Manufacturer (AUTOMOBILES)
511	-	LLOYD	Air Conditioners (CONSUMER ELECTRONICS)
512	874	JAWED HABIB	Hair Salon (RETAIL)
513	500	MARLBORO	Cigarette - Brand (FMCG)

	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
514	-	SAFFOLA ACTIVE	Edible Oil - Brand (FOOD & BEVERAGE)
515	-	PING AN	Diversified (BFSI)
516	76	KFC	QSR (RETAIL)
517	419	ABBOTT	Pharmaceuticals - Foreign (HEALTHCARE)
518	15	LENOVO	Personal Technology (TECHNOLOGY)
519	516	EICHER	Commercial Vehicles (AUTOMOBILES)
520	-	BOROPLUS	Antiseptic Cream - Ayurvedic (FMCG)
521	-	SONY	Cameras (GADGETRY)
522	-	BUFFALO JEANS	Casualwear (APPARELS)
523	-	JK CEMENT	Cement (MANUFACTURING)
524	375	APOLLO TYRES	Tyres (AUTOMOBILE - RELATED)
525	-	MAHINDRA SCORPIO	Suv/Muv - Brand (AUTOMOBILES)
526	480	SAHARA	Financial Services (BFSI)
527	-	TENCENT	Diversified (INTERNET)
528	-	SIEMENS	Instrumentation & Electricals (TECHNOLOGY)
529	-	SUPREME	Furniture (HOME CARE)
530	-	B NATURAL	Packaged Juice (FOOD & BEVERAGE)
531	801	LUPIN	Pharmaceuticals - Indian (HEALTHCARE)
532	248	OLAY	Cosmetics (FMCG)
533	465	FEDEX	Express Services - Foreign (SERVICES)
534	-	MILKFOOD	Ghee (FOOD & BEVERAGE)
535	720	SLEEPWELL	Mattresses (HOME CARE)
536	-	SUNRISE FOODS	Spices (FOOD & BEVERAGE)
537	-	BESTON	Multimedia Speakers (TECHNOLOGY)
538	-	ZEE CINEMA	Hindi Movie Channel (MEDIA - TV)
539	-	SUNDROP	Edible Oil (FOOD & BEVERAGE)
540	-	BLUE HEAVEN	Cosmetics (FMCG)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
541	-	INDICA	Hair Colour (FMCG)
542	565	HUSH PUPPIES	Footwear (PERSONAL ACCESSORIES)
543	-	ELEGANT STEEL	Metal (MANUFACTURING)
544	271	ANCHOR	Diversified (FAST MOVING ELECTRICAL GOODS)
545	561	BHARAT PETROLEUM	Oil & Gas - Indian (ENERGY)
546	-	HYUNDAI SANTRO	Car - Hatchback (AUTOMOBILES)
547	362	ROYAL STAG	Whisky (ALCOHOLIC BEVERAGES)
548	-	TOSHIBA	Televisions (CONSUMER ELECTRONICS)
549	-	HDFC SECURITIES	Retail Broking (BFSI)
550	485	MICROTEK	Invertors/Batteries (CONSUMER APPLIANCES)
551	-	TCL	Televisions (CONSUMER ELECTRONICS)
552	-	ANJALI JEWELLERS	Jewellery (PERSONAL ACCESSORIES)
553	-	INDIA GATE BASMATI	Packaged Rice (FOOD & BEVERAGE)
554	447	THE HINDU	Newspaper - English (MEDIA - PRINT)
555	-	NTT	Technology Consulting (TECHNOLOGY)
556	-	USHA	Diversified (CONSUMER APPLIANCES)
557	576	O GENERAL	Air Conditioners (CONSUMER ELECTRONICS)
558	-	USHA	Sewing Machines (HOME CARE)
559	334	LIFESTYLE	Fashion (RETAIL)
560	542	AQUAFINA	Packaged Drinking Water (FOOD & BEVERAGE)
561	-	DNA	Newspaper - English (MEDIA - PRINT)
562	-	GENERAL ELECTRIC	Diversified (FAST MOVING ELECTRICAL GOODS)
563	489	US POLO	Casualwear (APPARELS)
564	150	VAN HEUSEN	Formalwear (APPARELS)
565	-	CASIO	Watches (PERSONAL ACCESSORIES)
566	411	DENVER	Deo/Perfume (FMCG)
567	-	ZTE	Mobile Phones (GADGETRY)

MAB	MAB	BRAND NAME	CATEGORY (SUPER CATEGORY)
2018	2017		Four Wheeler - Luxury
568	242	LAMBORGHINI	(AUTOMOBILES)
569	760	PILLSBURY	Packaged Flour (FOOD & BEVERAGE)
570	126	WHATSAPP	Instant Messaging Service (INTERNET)
571	831	DOLLAR	Innerwear (APPARELS)
572	-	CHARLIE	Deo/Perfume (FMCG)
573	433	CISCO	Networks - Diversified (TECHNOLOGY)
574	-	DAINIK BHASKAR	Newspaper - Hindi (MEDIA - PRINT)
575	-	MAC	Cosmetics (FMCG)
576	378	AMERICAN TOURISTER	Luggage/Bags (PERSONAL ACCESSORIES)
577	622	ATLAS CYCLES	Cycles (MANUFACTURING)
578	366	BOURNVITA	Nutritional Supplement (FOOD & BEVERAGE)
579	-	AJANTA	Footwear (PERSONAL ACCESSORIES)
580	-	STAR	Channel Cluster (MEDIA - TV)
581	473	COLORPLUS	Menswear (APPARELS)
582	312	VADILAL	Ice Cream/Frozen Dessert (FOOD & BEVERAGE)
583	-	ніт	Pest Repellent (FMCG)
584	670	PARRYWARE	Bath Fixtures/Sanitaryware (HOME CARE)
585	-	VEEBA	Processed Foods (FOOD & BEVERAGE)
586	-	STANDARD CHARTERED BANK	Bank - Foreign (BFSI)
587	175	OLX	Internet Classifieds Service (INTERNET)
588	232	ABB	Industrial Electrical Technology (TECHNOLOGY)
589	640	GWALIOR SUITINGS	Fabrics To Brands (APPARELS)
590	502	JINDAL STEEL	Metal (MANUFACTURING)
591	-	DEL MONTE	Packaged Juice (FOOD & BEVERAGE)
592	-	ULTRATECH CEMENT	Cement (MANUFACTURING)
593	308	7UP	Aerated Beverages (FOOD & BEVERAGE)
594	592	ANDHRA BANK	Bank - PSU (BFSI)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
595	-	AMUL	Cheese (FOOD & BEVERAGE)
596	383	LOTUS	Cosmetics (FMCG)
597	733	DR REDDY'S	Pharmaceuticals - Indian (HEALTHCARE)
598	198	SONY TV	Hindi GEC (MEDIA - TV)
599	990	LEXI PENS	Writing Accessories (STATIONERY)
600	925	SONY ERICSSON	Mobile Phones (GADGETRY)
601	358	ONE PLUS	Mobile Phones (GADGETRY)
602	-	RAJDHANI BESAN	Staple Kitchen Ingredients (FOOD & BEVERAGE)
603	-	AMUL	Ghee (FOOD & BEVERAGE)
604	-	LYCRA	Man-Made Fabric (MANUFACTURING)
605	878	LOKMAT	Newspaper - Marathi (MEDIA - PRINT)
606	234	ADANI GROUP	Diversified (DIVERSIFIED)
607	-	BEST	Government Bus Service (TRANSPORTATION)
608	-	ZOMATO	Online Food Aggregator (INTERNET)
609	388	SYMPHONY	Air Coolers (CONSUMER ELECTRONICS)
610	-	AMUL	Milk Powder (FOOD & BEVERAGE)
611	-	HERO	Scooter (AUTOMOBILES)
612	-	E BAY	Online Retail Marketplace (INTERNET)
613	-	ктм	Two Wheeler - Manufacturer (AUTOMOBILES)
614	-	DULUX	Paints (MANUFACTURING)
615	-	MAX FASHION	Fashion (RETAIL)
616	188	ASHOK LEYLAND	Commercial Vehicles (AUTOMOBILES)
617	324	MCDOWELL'S	Whisky (ALCOHOLIC BEVERAGES)
618	395	MTV	Music Channel (MEDIA - TV)
619	-	GULF	Lubricants (AUTOMOBILE - RELATED)
620	468	DISH TV	DTH (DTH)
621	353	KENT	Water Purifier (CONSUMER APPLIANCES)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
622	487	GO AIR	Airlines - Indian (TRANSPORTATION)
623	-	UNITED INDIA INSURANCE	General Insurance - PSU (BFSI)
624	98	MCDONALD'S	QSR (RETAIL)
625	-	ANU	Sarees (APPARELS)
626	738	EUREKA FORBES	Purification Systems (CONSUMER APPLIANCES)
627	62	BRITANNIA	Diversified (FOOD & BEVERAGE)
628	-	HAIER	Televisions (CONSUMER ELECTRONICS)
629	281	TATA DOCOMO	Mobile Service Provider (TELECOM)
630	-	ICBC	Bank - Foreign (BFSI)
631	-	VOLVO	Commercial Vehicles (AUTOMOBILES)
632	-	AKAI	Televisions (CONSUMER ELECTRONICS)
633	-	нмт	Tractors (AUTOMOBILES)
634	-	PARLE MELODY	Candy (FOOD & BEVERAGE)
635	-	VINCI	Infrastructure (CONSTRUCTION)
636	-	PANASONIC	Air Conditioners (CONSUMER ELECTRONICS)
637	774	CADBURY 5 STAR	Chocolate Bar (FOOD & BEVERAGE)
638	-	SNAPCHAT	Social Networking (INTERNET)
639	861	VESPA	Scooter (AUTOMOBILES)
640	616	GOLD FLAKE	Cigarette - Brand (FMCG)
641	-	ADITYA BIRLA EDU. ACADEMY	Teacher Training Institute (EDUCATION)
642	152	TOSHIBA	Diversified (CONSUMER ELECTRONICS)
643	475	CROCIN	OTC (HEALTHCARE)
644	-	GODREJ NO.1 SOAP	Bath/Beauty (FMCG)
645	-	HERMES	Luxury Fashion (BRANDED FASHION)
646	-	UNITED PRESSURE COOKER	Cookware (HOME CARE)
647	-	MBAZAR	Online Retailer - Fashion (INTERNET)
648	-	SBI MUTUAL FUND	Mutual Fund (BFSI)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
649	124	HAIER	Diversified (CONSUMER ELECTRONICS)
650	-	SONY VAIO	Laptops (TECHNOLOGY)
651	-	VERKA MILK	Milk (FOOD & BEVERAGE)
652	116	LEE COOPER	Casualwear (APPARELS)
653	-	ОКЈ	Jewellery (PERSONAL ACCESSORIES)
654	-	LG	Laptops (TECHNOLOGY)
655	-	ROYAL BANK OF CANADA	Bank - Foreign (BFSI)
656	650	OREO	Biscuits - Brand (FOOD & BEVERAGE)
657	-	OSCAR	Televisions (CONSUMER ELECTRONICS)
658	-	EMAMI	Edible Oil (FOOD & BEVERAGE)
659	-	TORRENT PHARMA	Pharmaceuticals - Indian (HEALTHCARE)
660	722	COLGATE CIBACA	Oral Hygiene (FMCG)
661	816	ODONIL	Air Freshner (FMCG)
662	-	KHADI	Diversified (HANDMADE PRODUCTS)
663	-	VOLTAS	Refrigerators (CONSUMER ELECTRONICS)
664	-	PATANJALI	Ghee (FOOD & BEVERAGE)
665	-	VIVA COLLEGE	Graduate Education (EDUCATION)
666	177	SUNFEAST	Diversified (FOOD & BEVERAGE)
667	-	MINTO	Mouth Freshener (FOOD & BEVERAGE)
668	623	SHELL	Oil & Gas - Foreign (ENERGY)
669	208	DENIM	Deo/Perfume (FMCG)
670	428	CANARA BANK	Bank - PSU (BFSI)
671	-	IFB	Washing Machine (CONSUMER ELECTRONICS)
672	-	MANNA	Nutritional Supplement (FOOD & BEVERAGE)
673	740	KNORR	RTC Foods (FOOD & BEVERAGE)
674	-	AASTHA FOUNDATION	Proffesional Training (EDUCATION)
675	133	LOUIS PHILIPPE	Formalwear (APPARELS)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
676	482	BAJAJ ALLIANZ	Insurance Company - Private (BFSI)
677	-	AIRWICK	Air Freshner (FMCG)
678	964	BINANI CEMENT	Cement (MANUFACTURING)
679	-	SHARKK	Umbrella (PERSONAL ACCESSORIES)
680	-	MAOTAI	Liquor (ALCOHOLIC BEVERAGES)
681	-	FOSSIL	Watches (PERSONAL ACCESSORIES)
682	-	MOVISTAR	Video Streaming (INTERNET)
683	-	PUJA SPICES	Spices (FOOD & BEVERAGE)
684	604	мосні	Footwear (PERSONAL ACCESSORIES)
685	-	MIO AMORE	Cake Shop (RETAIL)
686	488	DENA BANK	Bank - PSU (BFSI)
687	-	CAMPUS	Footwear (PERSONAL ACCESSORIES)
688	875	SONALIKA	Tractors (AUTOMOBILES)
689	-	NALLI	Sarees (APPARELS)
690	-	NANDINI	Milk (FOOD & BEVERAGE)
691	-	SAMSUNG	Air Conditioners (CONSUMER ELECTRONICS)
692	669	BROOKE BOND TAJ MAHAL TEA	Tea (FOOD & BEVERAGE)
693	-	PILOT	Writing Accessories (STATIONERY)
694	-	CAPITAL FIRST	Financial Services (BFSI)
695	945	CENTURYPLY	Plywood (MANUFACTURING)
696	-	EMIRATES	Airlines - Foreign (TRANSPORTATION)
697	-	HIMALAYA	Baby Products (FMCG)
698	-	SBI GENERAL	General Insurance - PSU (BFSI)
699	-	THE OBEROI	Hotels - Premium (HOSPITALITY)
700	-	HERITAGE FOODS	Dairy - Diversified (FOOD & BEVERAGE)
701	211	CASIO	Diversified (GADGETRY)
702	596	VKC	Footwear (PERSONAL ACCESSORIES)

	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
703	-	POWER	Footwear - Brand (PERSONAL ACCESSORIES)
704	477	SAFARI	Luggage/Bags (PERSONAL ACCESSORIES)
705	-	ZEE 24 TAAS	Marathi News (MEDIA - TV)
706	-	NIRLON	Cookware (HOME CARE)
707	-	PC JEWELLER	Jewellery (PERSONAL ACCESSORIES)
708	-	OSSUM	Deo/Perfume (FMCG)
709	-	AERIAL	Watches (PERSONAL ACCESSORIES)
710	-	HCL	Laptops (TECHNOLOGY)
711	-	AMUL	Chocolate Bar (FOOD & BEVERAGE)
712	-	CANON	Printers (TECHNOLOGY)
713	-	SANDS	Sportswear (PERSONAL ACCESSORIES)
714	-	внім	Online Payment Service (INTERNET)
715	-	SOCIETY TEA	Tea (FOOD & BEVERAGE)
716	-	CINNI	Fans (CONSUMER APPLIANCES)
717	-	OSWAL	Innerwear (APPARELS)
718	678	AVIVA LIFE INSURANCE	Life Insurance - Private (BFSI)
719	-	MICROMAX	Televisions (CONSUMER ELECTRONICS)
720	-	BAIDU	Internet Search (INTERNET)
721	553	MONGINIS	Cake Shop (RETAIL)
722	-	THE PARK	Hotels - Premium (HOSPITALITY)
723	-	TULIKA	Ice Cream/Frozen Dessert (FOOD & BEVERAGE)
724	-	CORONA	Beer (ALCOHOLIC BEVERAGES)
725	-	INTAS	Pharmaceuticals - Indian (HEALTHCARE)
726	-	ADANI	Electric Utility (ENERGY)
727	-	NEXA	Premier Car Retail (AUTOMOBILES)
728	952	AJANTA PHARMA	Pharmaceuticals - Indian (HEALTHCARE)
729	-	VU	Televisions (CONSUMER ELECTRONICS)

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2018	2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
730	905	KURLON	Mattresses (HOME CARE)
731	569	FINOLEX	Wires (MANUFACTURING)
732	-	HILTON	Hotels - Premium (HOSPITALITY)
733	-	MAX CEMENT	Cement (MANUFACTURING)
734	-	HAIER	Refrigerators (CONSUMER ELECTRONICS)
735	113	LAKHANI	Footwear (PERSONAL ACCESSORIES)
736	-	BALFOUR BEATTY	Infrastructure (CONSTRUCTION)
737	-	SENBO	Engineering (MANUFACTURING)
738	363	MITSUBISHI	Four Wheeler - Manufacturer (AUTOMOBILES)
739	-	ITC MAURYA	Hotels - Premium (HOSPITALITY)
740	-	AIRTEL	Broadband (TELECOM)
741	-	SIKA	Waterproofing (MANUFACTURING)
742	508	MORE	Hypermarket - Indian (RETAIL)
743	-	NATIONAL INSURANCE	General Insurance - PSU (BFSI)
744	-	SUHANA MASALA	Spices (FOOD & BEVERAGE)
745	-	GRT JEWELLERS	Jewellery (PERSONAL ACCESSORIES)
746	-	ASUS	Laptops (TECHNOLOGY)
747	-	GOODRICKE	Tea (FOOD & BEVERAGE)
748	-	HERO RANGER	Cycles (MANUFACTURING)
749	-	BOOMER	Chewing Gum (FOOD & BEVERAGE)
750	507	VEET	Hair Removal (FMCG)
751	-	RBL BANK	Bank - Private (BFSI)
752	-	BOEING	Aircrafts (MANUFACTURING)
753	600	LOUIS VUITTON	Luxury Fashion (BRANDED FASHION)
754	-	MICROSOFT LUMIA	Mobile Phones (GADGETRY)
755	195	PORSCHE	Four Wheeler - Luxury (AUTOMOBILES)
756	-	KWW LED	Lighting (FAST MOVING ELECTRICAL GOODS)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
757	-	ICI PAINTS	Paints (MANUFACTURING)
758	-	TV9	Tamil News (MEDIA - TV)
759	734	GM	Four Wheeler - Manufacturer (AUTOMOBILE)
760	-	SONY	Air Conditioners (CONSUMER ELECTRONICS)
761	-	MOTHER DAIRY	Ice Cream/Frozen Dessert (FOOD & BEVERAGE)
762	815	STAR SPORTS	Sports Channel (MEDIA - TV)
763	-	ADHUNIK METALIKS	Metal (MANUFACTURING)
764	-	SYNDICATE BANK	Bank - PSU (BFSI)
765	-	ANKIT METAL & POWER	Metal (MANUFACTURING)
766	-	VOLINI	Pain Balm (HEALTHCARE)
767	-	WELLS FARGO	Bank - Foreign (BFSI)
768	-	GODREJ	Televisions (CONSUMER ELECTRONICS)
769	-	ALKEM	Pharmaceuticals - Indian (HEALTHCARE)
770	-	HONDA DAZZLER	Four Wheeler - Brand (AUTOMOBILES)
771	902	KURKURE	Packaged Snacks (FOOD & BEVERAGE)
772	72	WIPRO	Diversified (DIVERSIFIED)
773	-	PUSHP MASALE	Spices (FOOD & BEVERAGE)
774	-	T.I.M.E.	Coaching Institute (EDUCATION)
775	-	NAVNEET	Notebooks (STATIONERY)
776	-	KONE	Elevators (MANUFACTURING)
777	-	HERO PLEASURE	Two Wheeler - Brand (AUTOMOBILES)
778	-	POMMYS DREAM WEAR	Womenswear (APPARELS)
779	696	TETLEY	Tea (FOOD & BEVERAGE)
780	340	SKYBAGS	Luggage/Bags (PERSONAL ACCESSORIES)
781	341	KODAK	Cameras (GADGETRY)
782	417	ZANDU BALM	Pain Balm (HEALTHCARE)
783	407	OMEGA	Watches (PERSONAL ACCESSORIES)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
784	251	KARBONN	Mobile Phones (GADGETRY)
785	-	SHRIRAM FINANCE	Financial Services (BFSI)
786	359	FORTUNER	Luxury Suv (AUTOMOBILES)
787	-	SANOFI	Pharmaceuticals - Foreign (HEALTHCARE)
788	-	HERO PASSION PRO	Two Wheeler - Brand (AUTOMOBILES)
789	-	GODREJ PROTEKT	Handwash (FMCG)
790	387	JEEP	Suv/Muv - Brand (AUTOMOBILES)
791	-	MAHINDRA & MAHINDRA	Two Wheeler - Manufacturer (AUTOMOBILES)
792	-	MOTI MAHAL	Diner/Restaurant (RETAIL)
793	-	NANDI KITCHEN	Diner/Restaurant (RETAIL)
794	-	XFINITY	Diversified (TELECOM)
795	-	TATA SAMPANN	Staple Kitchen Ingredients (FOOD & BEVERAGE)
796	-	ONN	Innerwear (APPARELS)
797	-	DERMICOOL	Prickly Heat Products (FMCG)
798	495	RUPANI	Footwear (PERSONAL ACCESSORIES)
799	729	AMARON	Auto - Batteries (AUTOMOBILE - RELATED)
800	325	ROLLS ROYCE	Four Wheeler - Luxury (AUTOMOBILES)
801	-	NILGIRI'S	Grocery (RETAIL)
802	-	SURYA ROSHNI	Lighting (FAST MOVING ELECTRICAL GOODS)
803	-	GIC	General Insurance - PSU (BFSI)
804	-	EAGLE	Kitchen Products (HOME CARE)
805	117	PANTALOONS	Fashion (RETAIL)
806	770	TIKONA	Broadband (TELECOM)
807	-	HERO ELECTRIC OPTIMA	Two Wheeler - Brand (AUTOMOBILES)
808	-	AZAM RUBBER PRODUCTS	Footwear (PERSONAL ACCESSORIES)
809	-	PHILIPS	Fans (CONSUMER APPLIANCES)
810	328	ENGAGE	Deo/Perfume (FMCG)

	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
811	869	PUREIT	Water Purifier (CONSUMER APPLIANCES)
812	136	L ОТТО	Footwear (PERSONAL ACCESSORIES)
813	-	ITC	Biscuits (FOOD & BEVERAGE)
814	-	PARICHAY DEPARTMENT	Readymade Garments (RETAIL)
815	493	WILDCRAFT	Outdoor Gear (PERSONAL ACCESSORIES)
816	259	XOLO	Mobile Phones (GADGETRY)
817	-	PSG HOSPITALS	Hospitals (HEALTHCARE)
818	-	ZANDU	Ayurvedic Products (HEALTHCARE)
819	944	RAMCO CEMENTS	Cement (MANUFACTURING)
820	-	HICKS	Medical Devices (HEALTHCARE)
821	-	RELIANCE MUTUAL FUND	Mutual Fund (BFSI)
822	-	RAJASTHAN PATRIKA	Newspaper - Hindi (MEDIA - PRINT)
823	-	GLENCORE	Diversified (DIVERSIFIED)
824	-	BSA	Cycles (MANUFACTURING)
825	-	MAK	Lubricants (AUTOMOBILE - RELATED)
826	-	NORTON ANTIVIRUS	Antivirus Products (TECHNOLOGY)
827	-	PHILIPS	Washing Machine (CONSUMER ELECTRONICS)
828	207	PIZZA HUT	Diner/Restaurant (RETAIL)
829	-	LYF	Mobile Phones (GADGETRY)
830	-	GODREJ EXPERT	Hair Colour (FMCG)
831	-	BUDWEISER	Beer (ALCOHOLIC BEVERAGES)
832	767	FORD FIGO	Car - Hatchback (AUTOMOBILES)
833	-	GODREJ PROPERTIES	Diversified (REAL ESTATE)
834	594	BANK OF MAHARASHTRA	Bank - PSU (BFSI)
835	231	LIVPURE	Water Purifier (CONSUMER APPLIANCES)
836	-	SATHYABHAMA INST. OF SC. & TECH.	Engineering Institution (EDUCATION)
837	-	LENOVO	Tablets (GADGETRY)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
838	635	HAMDARD	Unani Medicine (HEALTHCARE)
839	246	MOTHER DAIRY	Dairy - Diversified (FOOD & BEVERAGE)
840	-	JANA SMALL FINANCE BANK	Small Finance Bank (BFSI)
841	-	JSW CEMENT	Cement (MANUFACTURING)
842	501	MAXIMA	Watches (PERSONAL ACCESSORIES)
843	-	EURO	Innerwear (APPARELS)
844	-	FOODPANDA	Online Food Aggregator (INTERNET)
845	514	ALLAHABAD BANK	Bank - PSU (BFSI)
846	-	BHARATBENZ	Commercial Vehicles (AUTOMOBILES)
847	-	POORVIKA MOBILES	Mobile Phones (RETAIL)
848	-	AER	Air Freshner (FMCG)
849	-	DIXCY SCOTT	Innerwear (APPARELS)
850	663	MAX LIFE INSURANCE	Life Insurance - Private (BFSI)
851	-	ROYAL HOTEL	Hotels (HOSPITALITY)
852	-	KAWASAKI	Two Wheeler - Manufacturer (AUTOMOBILES)
853	-	NIRMA	Bath/Beauty (FMCG)
854	202	SNAPDEAL	Online Retailer - Diversified (INTERNET)
855	949	CADBURY PERK	Chocolate Bar (FOOD & BEVERAGE)
856	700	KAJARIA	Ceramics (HOME CARE)
857	-	SINGER	Sewing Machines (HOME CARE)
858	790	MARIE GOLD	Biscuits - Brand (FOOD & BEVERAGE)
859	694	KOHINOOR RICE	Packaged Rice (FOOD & BEVERAGE)
860	966	BIRLA SUN LIFE INSURANCE	Life Insurance - Private (BFSI)
861	-	NICE SHOES	Footwear (PERSONAL ACCESSORIES)
862	-	APRILIA	Two Wheeler - Manufacturer (AUTOMOBILES)
863	603	LUX COZI	Innerwear - Brand (APPARELS)
864	-	AVON CYCLES	Cycles (MANUFACTURING)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
865	-	CLEAN & CLEAR	Skincare (FMCG)
866	444	MONACO	Biscuits - Brand (FOOD & BEVERAGE)
867	548	TISSOT	Watches (PERSONAL ACCESSORIES)
868	613	POTHYS	Ethnicwear (RETAIL)
869	-	моті	Bath/Beauty (FMCG)
870	-	САТСН	Spices (FOOD & BEVERAGE)
871	128	ADITYA BIRLA	Diversified (DIVERSIFIED)
872	942	LIZOL	Disinfectant (FMCG)
873	-	TV5	Telugu News (MEDIA - TV)
874	746	MAHINDRA FINANCE	Financial Services (BFSI)
875	479	RANGE ROVER	Four Wheeler - Luxury (AUTOMOBILES)
876	-	DOMS	Writing Accessories (STATIONERY)
877	-	TATA TISCON	Tmt Bars (MANUFACTURING)
878	-	AMUL	Yogurt (FOOD & BEVERAGE)
879	-	СООКМЕ	Spices (FOOD & BEVERAGE)
880	-	NOVA	Consumer Batteries (FMCG)
881	-	PEERLESS GROUP	Financial Services (BFSI)
882	-	MACBERY SYRUP	OTC (HEALTHCARE)
883	-	PATANJALI	Packaged Rice (FOOD & BEVERAGE)
884	727	ВАВА	Mouth Freshener - Traditional (FOOD & BEVERAGE)
885	-	EXXONMOBIL	Oil & Gas - Foreign (ENERGY)
886	-	BAGPIPER	Whisky (ALCOHOLIC BEVERAGES)
887	-	T-MOBILE	Mobile Service Provider (TELECOM)
888	-	INDIAN OVERSEAS BANK	Bank - PSU (BFSI)
889	-	METRO DAIRY	Dairy - Diversified (FOOD & BEVERAGE)
890	903	DUCATI	Two Wheeler - Manufacturer (AUTOMOBILES)
891	-	BECOSULE	OTC (HEALTHCARE)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
892	574	SPICEJET	Airlines - Indian (TRANSPORTATION)
893	-	PREMIA	Grocery (RETAIL)
894	-	OXFORD	University - Foreign (EDUCATION)
895	894	VALVOLINE	Lubricants (AUTOMOBILE - RELATED)
896	-	GRB	Dairy - Diversified (FOOD & BEVERAGE)
897	-	MSN	Instant Messaging Service (INTERNET)
898	-	HOTEL FIDALGO	Hotels (HOSPITALITY)
899	-	RELIGARE	Health Insurance - Private (BFSI)
900	-	SRL TRAVELS	Bus Service (TRANSPORTATION)
901	185	BPL	Diversified (CONSUMER ELECTRONICS)
902	-	JP MORGAN	Financial Services - Diversified (BFSI)
903	829	BOVONTO	Aerated Beverages (FOOD & BEVERAGE)
904	560	GUESS	Luxury Fashion (BRANDED FASHION)
905	936	NAVBHARAT TIMES	Newspaper - Hindi (MEDIA - PRINT)
906	-	KSRTC	Government Bus Service (TRANSPORTATION)
907	-	PARK HOSPITAL	Hospitals (HEALTHCARE)
908	-	ITC	Cigarette - Manufacturer (FMCG)
909	-	RELIANCE DIGITAL	Consumer Electronics (RETAIL)
910	350	IODEX	Pain Balm (HEALTHCARE)
911	295	MYNTRA	Online Retailer - Fashion (INTERNET)
912	-	TATA REALTY & INFRASTRUCTURE	Diversified (REAL ESTATE)
913	-	RELIANCE RETAIL	Multi-Format Retail - Corporate (RETAIL)
914	-	LINKEDIN	Social Networking (INTERNET)
915	-	LIVA	Man-Made Fabric (MANUFACTURING)
916	785	BBC NEWS	English News - International (MEDIA - TV)
917	-	BAJAJ DISCOVER	Two Wheeler - Brand (AUTOMOBILES)
918	265	INDUSIND BANK	Bank - Private (BFSI)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
919	-	NEMCARE HOSPITAL	Hospitals (HEALTHCARE)
920	-	V GUARD	Diversified (FAST MOVING ELECTRICAL GOODS)
921	344	RELAXO	Footwear (PERSONAL ACCESSORIES)
922	750	PREETHI	Kitchen Appliances (HOME CARE)
923	-	DINSHAWS	Ice Cream/Frozen Dessert (FOOD & BEVERAGE)
924	-	CHAMPION	Footwear (PERSONAL ACCESSORIES)
925	-	LE MERIDIAN	Hotels - Premium (HOSPITALITY)
926	-	SUN DIRECT	DTH (DTH)
927	-	LOKSATTA	Newspaper - Marathi (MEDIA - PRINT)
928	-	MEDLEY	Pharmaceuticals - Indian (HEALTHCARE)
929	-	GYAN	Dairy - Diversified (FOOD & BEVERAGE)
930	-	GAIA	Edible Oil (FOOD & BEVERAGE)
931	-	BINDU	Spices (FOOD & BEVERAGE)
932	-	TATA CHEMICALS	Chemicals (MANUFACTURING)
933	-	MID DAY	Newspaper - English (MEDIA - PRINT)
934	-	DAIMLER AG	Diversified (AUTOMOBILES)
935	-	SAKAL	Newspaper - Marathi (MEDIA - PRINT)
936	470	POLO	Mouth Freshener (FOOD & BEVERAGE)
937	-	FEM	Skin Lightening Products (FMCG)
938	-	PARAG MILK FOOD	Dairy - Diversified (FOOD & BEVERAGE)
939	-	HOPE HOSPITALS	Hospitals (HEALTHCARE)
940	-	DEUTSCHE TELEKOM	Diversified (TELECOM)
941	-	SUNFLAME	Kitchen Appliances (HOME CARE)
942	-	RELIANCE TRENDS	Fashion (RETAIL)
943	-	SAB TV	Hindi GEC (MEDIA - TV)
944	-	DELHI PUBLIC SCHOOL	School (EDUCATION)
945	-	SAGAR RATNA	Diner/Restaurant (RETAIL)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
946	-	AIR ASIA	Airlines - Indian (TRANSPORTATION)
947	947	AMRUTANJAN	Pain Balm (HEALTHCARE)
948	-	BRITANNIA 50 50	Biscuits - Brand (FOOD & BEVERAGE)
949	-	BANSAL CEMENT	Cement (MANUFACTURING)
950	-	HERSHEY'S	Flavoured Milk (FOOD & BEVERAGE)
951	-	WEST BENGAL STATE COOP. BANK	Bank - Cooperative (BFSI)
952	-	RAINBOW HOSPITALS	Hospitals (HEALTHCARE)
953	-	PATANJALI	Salt (FOOD & BEVERAGE)
954	-	MTR	Spices (FOOD & BEVERAGE)
955	-	SUVARNA NEWS	Kannada News (MEDIA - TV)
956	818	G-SHOCK	Watches (PERSONAL ACCESSORIES)
957	-	THE CLARIDGES	Hotels - Premium (HOSPITALITY)
958	-	EUME	Luggage/Bags (PERSONAL ACCESSORIES)
959	274	SARAVANA	Hypermarket - Indian (RETAIL)
960	-	MR WHITE LABEL	Menswear (APPARELS)
961	-	MI A1	Mobile Phones - Brand (GADGETRY)
962	-	HAIER	Fans (CONSUMER APPLIANCES)
963	-	KOHINOOR	Condoms (FMCG)
964	-	PATANJALI	Edible Oil (FOOD & BEVERAGE)
965	-	WADIA GROUP	Diversified (DIVERSIFIED)
966	-	SRM UNIVERSITY	Deemed University (EDUCATION)
967	893	LAFARGE	Cement (MANUFACTURING)
968	-	GOKUL MILK	Milk (FOOD & BEVERAGE)
969	-	BAWREE	Ethnicwear - Women (APPARELS)
970	-	HDFC ERGO	General Insurance - Private (BFSI)
971	-	GANESH GRAINS	Packaged Flour (FOOD & BEVERAGE)
972	-	MAHINDRA YUVO	Tractor - Brand (AUTOMOBILES)

MAB 2018	MAB 2017	BRAND NAME	CATEGORY (SUPER CATEGORY)
973	170	TOMMY HILFIGER	Premium Fashion (BRANDED FASHION)
974	-	НІТАСНІ	Televisions (CONSUMER ELECTRONICS)
975	-	GAIA LITE	Biscuits - Brand (FOOD & BEVERAGE)
976	-	GODREJ	Diversified (FMCG)
977	-	K.RAHEJA	Diversified (REAL ESTATE)
978	-	VIP	Innerwear (APPARELS)
979	-	GOLD WINNER OIL	Edible Oil (FOOD & BEVERAGE)
980	284	APSARA STATIONERY	Writing Accessories (STATIONERY)
981	587	TURTLE	Menswear (APPARELS)
982	714	INDIAN BANK	Bank - PSU (BFSI)
983	399	VIDEOCON D2H	DTH (DTH)
984	-	LIJJAT PAPAD	RTC Foods (FOOD & BEVERAGE)
985	572	DALDA	Hydrogenated Vegetable Oil (FOOD & BEVERAGE)
986	695	SHOPPERS STOP	Personal Goods (RETAIL)
987	-	BANK OF AMERICA	Bank - Foreign (BFSI)
988	742	DMRC	Metro (TRANSPORTATION)
989	-	BUTTERFLY	Kitchen Appliances (HOME CARE)
990	-	TEACHERS'S	Whisky (ALCOHOLIC BEVERAGES)
991	-	ALLCARGO	Logistics (TRANSPORTATION)
992	-	PAYYADE RESIDENCY	Hotels (HOSPITALITY)
993	-	RELIANCE COMM.	Mobile Service Provider (TELECOM)
994	250	MAN FORCE	Condoms (FMCG)
995	-	BIRLA WHITE	White Cement (MANUFACTURING)
996	817	PIGEON	Kitchen Appliances (HOME CARE)
997	809	HERSHEY'S	Diversified (FOOD & BEVERAGE)
998	-	GODREJ EXPERT RICH CRÈME	Hair Colour - Brand (FMCG)
999	-	SRS TRAVELS	Bus Service (TRANSPORTATION)
1000	160	AIRCEL	Mobile Service Provider (TELECOM)

TRA is an actionable insights and brand intelligence company dedicated to understanding and analyzing Buying Propensity™ 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 help consumers making buying decisions.

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Research Methodology



India's Most Attractive Brands



"if anything only creativity can add value to an organisation. Creativity allows an organisation to respond better to its customers in the face of changing needs. Creativity is a function of an open mind and strength."



Rishi Aggarwal. Director, Mumbai Sustainability Center



"Think of creativity as your business's survival life-line. It is not a "product" to be monetized. It is 'a way of thinking' that helps any business to improve their existing product, revenue and business."



Geetika Agrawal, Founder, VAWA



"Every single thing we do in fact is a creative risk. "Will it work?" or "Will it not?" are questions that we're constantly asking ourselves but only if you take that leap will you find out."



Anto Philip, CEO and Co-Founder, Under 25 Club

Brands have a desire quotient – sometimes high, sometimes not – the deep pulls of the mind that create a magnetic and irresistible allure. In fact, most human decisions are made in the sub-conscious mind – the seat of human memory, self-image, personality, habits, emotion, perception, desire, attraction, among other aspects.

Desire, an intense attraction, holds the potential to create excitement, craving, aspiration, pining, hunger, among a brand's audiences.

WHAT IS BRAND ATTRACTIVENESS MADE UP OF? HOW CAN BRANDS ENHANCE THIS FUNDAMENTAL ATTRACTION FORCE?

India's Most Attractive Brands 2018 is a syndicated primary research based on TRA Research's proprietary matrix on the 36 Attributes of Attractiveness, conducted with consumer-influencers across 16 Indian cities. The report reveals the intricacles of Attractiveness and the strategies that can help increase it.

The year's report lists India's Most Attractive Brands in over 287 categories.



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