



An insightful research  
measuring increase in a  
brand's *Buying Propensity*

**₹ 8000/-**

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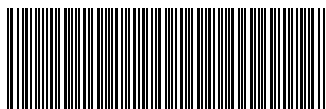
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# INDIA'S MOST CONSUMER-FOCUSED BRANDS 2018

TRA's Buying Propensity Matrix™ is a scientific strategy tool that gets to the root of buying behaviour to understand and measure the customer's *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. The matrix helps unravel deep insights on consumer's perception during all three distinct Buying Propensity stages of the consumer engagement - Pre-buying, Consideration and Post-buying.

TRA's "India's Most Consumer-Focused Brands 2018" measures brands on their increase in Buying Propensity Index over the last year. The brands who made it to the list are brands which have did not 'sell' to the customers, but instead, helped them buy by better understanding the consumer needs and desires. When brands invest the time and effort to engage deeply with the customers, it surely pays.

## Analysis of India's 20 Most Consumer-Focused Brands

At the top of the distinguished list is Tata as India's Most Consumer-Focused Brand for 2018. The Indian Conglomerate dominates the market by displaying its determined supremacy through complete consumer focus thus dominating the consumer's mind and perception.

Closely following at second rank is Bajaj in India's second most Consumer-Focused brand, with just a 12% gap from the first. It may not come as a surprise that the top two-ranked are among the best known Indian conglomerates, and arguably understand the Indian consumer very closely.

RANK	BRAND NAME	SUPER CATEGORY	CATEGORY	% Diff. in BP Between Ranks	% Jump in BP YOY
1	TATA	Diversified	Diversified		32%
2	BAJAJ	Diversified	Diversified	12%	71%
3	NIKE	Personal Accessories	Sportswear	4%	65%
4	DELL	Technology	Personal Technology	21%	35%
5	APPLE	Technology	Personal Technology - Diversified	10%	20%
6	PUMA	Personal Accessories	Sportswear	1%	56%
7	BMW	Automobile	Four Wheeler - Luxury	6%	54%
8	OPPO	Gadgetry	Mobile Phones	4%	39%
9	SAMSUNG	Consumer Electronics	Diversified	8%	7%
10	VIVO	Gadgetry	Mobile Phones	1%	44%
11	GOOGLE	Internet/Phone app	Internet Search	0%	37%
12	MAHINDRA & MAHINDRA	Diversified	Diversified	9%	119%
13	MICROSOFT	Technology	Software Products	8%	64%
14	RELIANCE	Diversified	Diversified	3%	24%
15	HONDA	Automobile	Four Wheeler - Manufacturer	0%	14%
16	HERO MOTOCORP	Automobile	Two Wheeler - Manufacturer	0%	279%
17	HEWLETT PACKARD	Technology	Personal Technology	8%	17%
18	GODREJ	Diversified	Diversified	3%	23%
19	ARROW	Apparels	Formalwear	0%	157%
20	ADIDAS	Personal Accessories	Sportswear	6%	22%

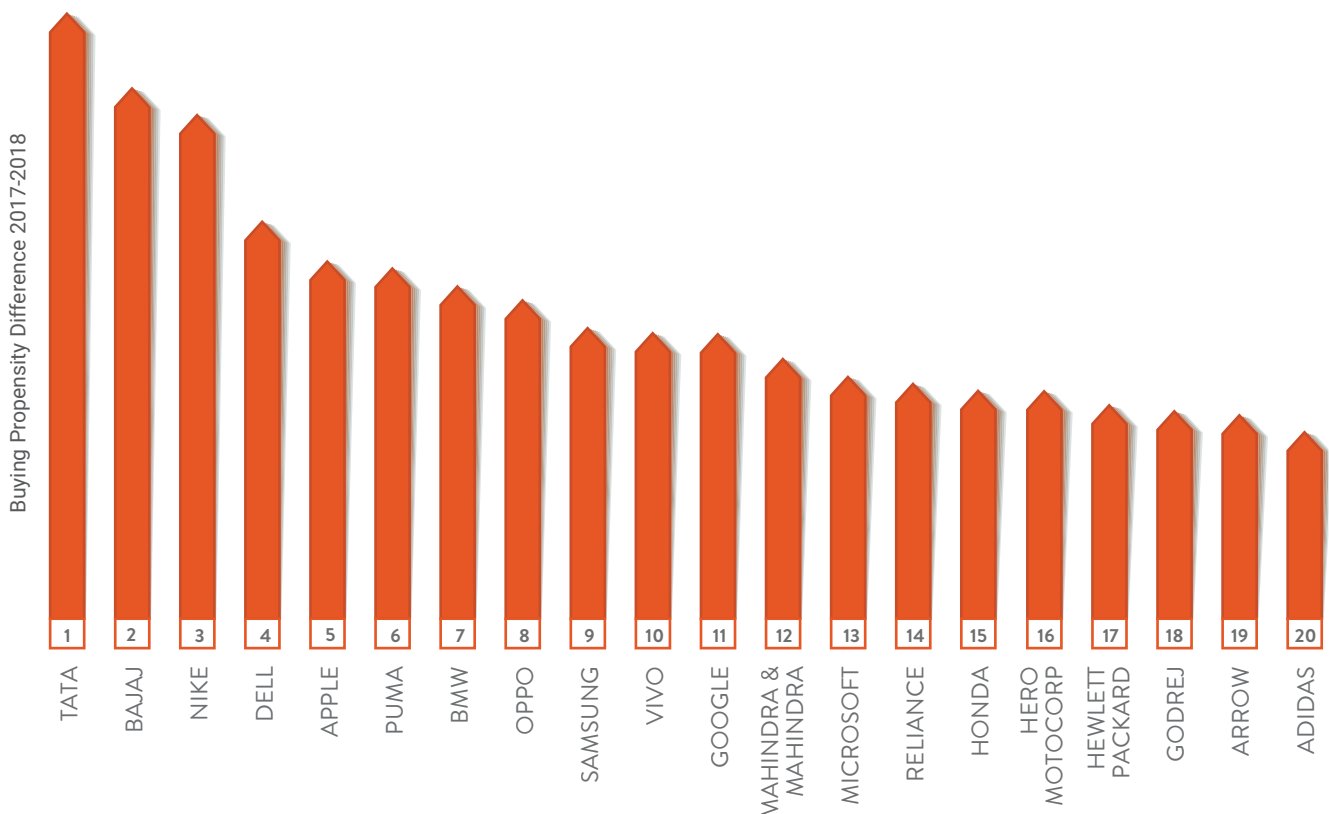
Nike, behind by only 4% takes position as India's 3<sup>rd</sup> Most Consumer-Focused brand, leading in 'Personal Accessories-Sportswear' Category helping Indians transition mindsets towards a more active lifestyle. Dell follows as India's 4<sup>th</sup> Most Consumer-Focused Brand, with a 21% gap in Buying Propensity from the previous ranked. Little wonder, because the brand which began with a core focus on providing customizable personal technology products, also automatically built intimate relationships with its customers - knowing and understanding them better. India's 5<sup>th</sup> Most Consumer-Focused Brand is Apple, the leader in Personal Technology-Diversified, an icon in mirroring the aspirational quotient of the consumer's self-identity, so much that its consumers bestow an enviable blind-loyalty on the brand.

Puma, with its *Forever Faster* mantra, enters 6<sup>th</sup> in this prestigious list, illustrating solid consistency in its relatability to its customers. BMW, at 7<sup>th</sup>, is the first luxury brand in this list, maintaining the delicate balance between high aspirational quotient and volumes, stays high on the 'buyable' list for consumers. Oppo, the mobile phone brand list leader, ranked 8<sup>th</sup> has created phones for all price ranges, a dark-horse brand, in a segment where customers are fickle and allegiances fleeting. Samsung features 9<sup>th</sup> and Vivo ranks 10<sup>th</sup> on the India's Most Consumer-Focused Brands list.

Opening up at 11<sup>th</sup> is Google, the all pervading with an indispensability whether it be for searching or locating. Mahindra and Mahindra is ranked 12<sup>th</sup> place with 119% jump in Buying Propensity over last year and Microsoft stands 13<sup>th</sup>. Reliance, the Jio owner which has consumed the mind-space of much of India with its digital and telecom revolution is at 14<sup>th</sup> and Honda is India's fifteenth Most Consumer-Focused Brand in India.

One of the biggest climbers, Hero Motorcorp bags the 16<sup>th</sup> position marking the highest percentage change (+269% BPI) over last year. Hewlett Packard, Godrej, Arrow and Adidas take up the four places to close India's 20 Most Consumer-Focused Brands list.

### India's 20 Most Consumer-Focused Brands



# METHODOLOGY OF INDIA'S MOST CONSUMER-FOCUSED BRANDS

Every organization, brand or company exists with a single focus – to be bought into. It exists to reach out to an increasing number of consumers with an objective to become a part of their consideration-set, embedding itself in their minds, with the hope of being bought, now or sometime in the near future.

Brands go through three distinct phases of Buying Propensity – the first, of Pre-consideration – 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.

Despite the common end-goal that all brands endeavor to achieve, their strategies at times may be disconnected from this goal, and in other times the brand is at best able to give diffused focus towards this culmination. This dilemma is frequently compounded by the difficulty posed by any change – the difficult jostling of unlearning between the conscious and sub-conscious that change always necessitates, in both individuals and organizations. Buying Propensity, once accepted and absorbed by the organization, gets embedded in the sub-conscious of the organization, and all brand actions, deliberate or involuntary then get automatically directed towards the singular goal of creating greater *keenness-to-buy* in the consumer.

## 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™, 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.

### **Buying Propensity Change implies intense Consumer Focus**

Buying Propensity is a dynamic quality, and as might be expected, fluctuates with every experienced brand action, communication, perception, memory and emotion, as also with the environment that surrounds the consumer. It, therefore, makes sense to measure this *brand pulse* in as frequent intervals as practically possible.

As can be seen, Buying Propensity is only be achieved if the brand has complete focus on the consumer – deeply understanding their needs and desires resulting in a deep relationship with them instinctively. Logically then, an increase in the Buying Propensity over any period would imply an increase in the brand's understanding and relationship with its current and potential consumers. The term Consumer-Focused Brands most aptly describes brands which have naturally managed an increase in their Buying Propensity Index.

TRA's "India's Most Consumer-Focused Brands 2018" measures brands on their increase in Buying Propensity Index over the last year. The select brands which made it to the list are brands which did not 'sell' to the customers, but instead, helped them buy by better understanding the consumer needs and desires.

### **Degree of difficulty**

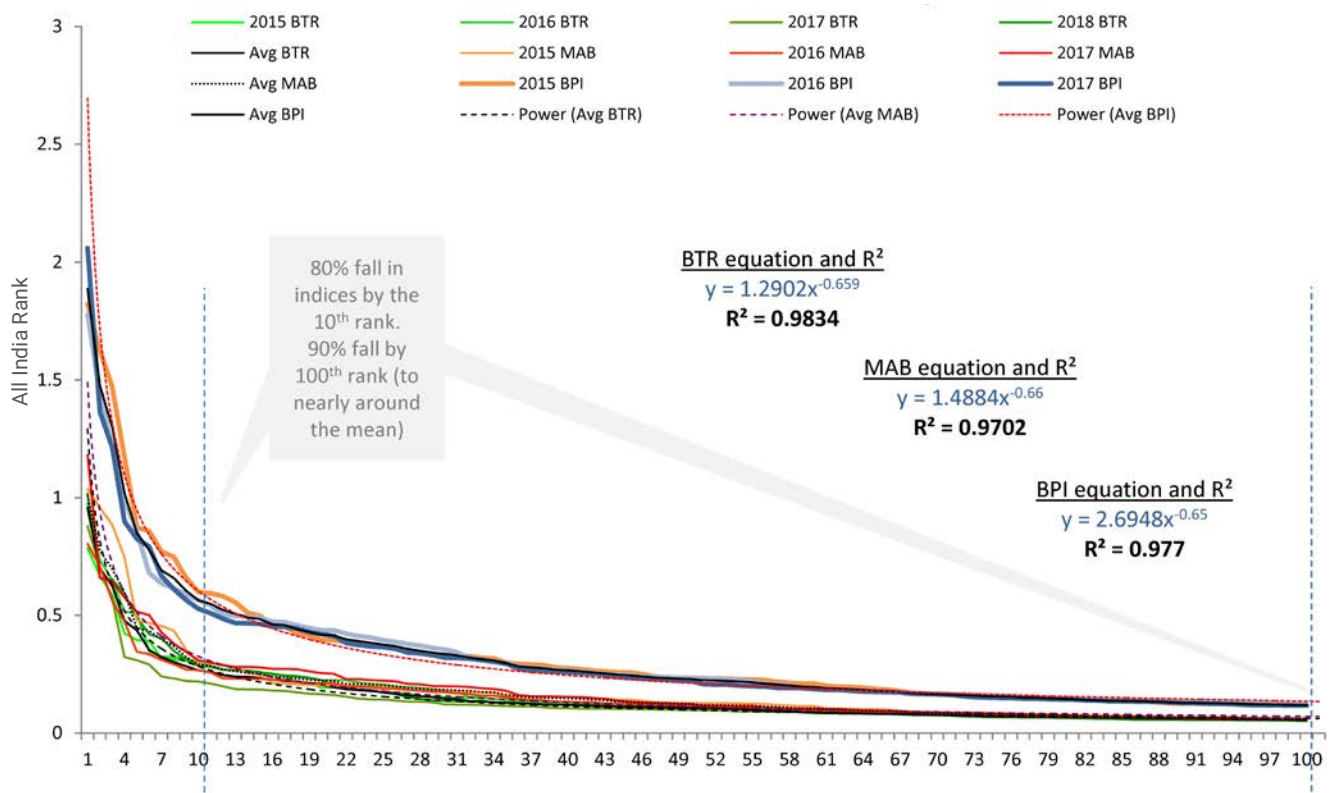
To be listed among India's Most Consumer-Focused Brands is no mean feat. Firstly, not many brands manage to increase their Buying Propensity inherently, since the road to creating buying-keenness in consumers was largely uncharted till TRA discovered the science of Buying Propensity. In fact, of the 9000 brands that got compared for change in Buying Propensity, only 500 had an increase, with the rest facing decreased Buying Propensity over the period, a mere 5% of the total brands that were compared. In effect, India's Most Consumer-Focused Brands is a list of exclusive few, those that are able to move the needle of consumer focus in a constructive way.

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 100<sup>th</sup> 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 Buying Propensity.

The top 100 brands of India's Most Consumer-Focused Brands deserve special applause for having this natural and intense affinity and focus on their consumer.

### Measuring Buying Propensity through Brand Trust and Brand Attractiveness

TRA's indices have been designed be able to compare brands at four levels – Trust & 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. These indices were developed after several hundred hours of interviews with experts in psychology, sociology and communication experts. TRA's Indices are a subtle measurement and take into account the overt and obscure Buying Propensity influences.

The research necessitated a detailed primary research among consumer-influencers to understand their brand associations with the Buying Propensity attributes. This had two parts - the first was created using the four most necessary variables arising from the 97 primary components of Buying Propensity. 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 5). Further, this was multiplied by 0.67 to equate the five-point scale of the second influence to the three-point scale of the first influence on 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:

$SD_o$  represents overall brand suitability score standard deviation,

$SD_i$  represents all ith brand suitability standard deviation,

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

$p_{5i}$  represents ith brand average positions of Brand Trust & Attractiveness questions:

$\bar{X}_{5i}$  represents the ith brand average suitability,

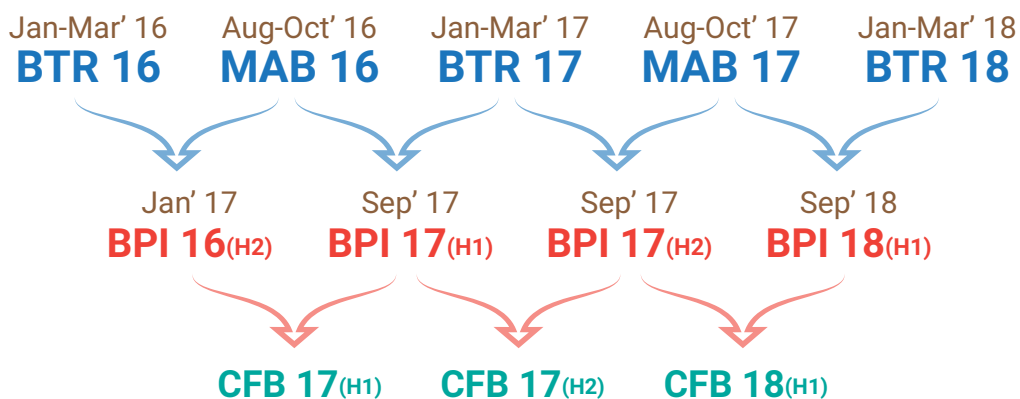
$o_7$  represents the brand frequency of occurrence of the Recall question,

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

### Measuring Consumer-Focused Index

The two TRA's syndicated research studies are conducted with a half-yearly interval, with Brand Trust measured between January to March of each year and Brand Attractiveness measured between August to October of the same year. Each year has a Brand Trust Report (BTR) and Most Attractive Brands report (MAB), suffixed with the year when it is launched. For example, BTR 17 is the Brand Trust Report that got in the early part of 2017 and MAB 17 is India's Most Attractive Brands launched in 2017. Consumer-Focused Brands reports are abbreviated CFB.

Since Buying Propensity Index is the addition of Brand Trust Index and Brand Attractiveness Index, it gets recalculated with every report launch.





The Consumer Focus Index of a brand is measured by arriving at the difference between two consequent Buying Propensity totals measured over three reports. The Consumer Focus Index acts like a moving average of Buying Propensity, allowing a mid-term analysis and intervention.

## **Understanding the Respondents**

The respondents of each of the studies are the consumer influencers, the 10% of the consumers that influence the remaining 90% in their decisions. The criteria set to define these influencers were not difficult but finding and accessing them was an onerous task. However, the start point of the criteria was that no interviewer could use the reputation of TRA's Reports to recruit the respondent, lest it influence the results of the study. The difficulty pertaining to the accessibility of a respondent is usually directly correlated to the degree of robustness of the study. Hence, from experience, accessing the respondents would not be easy. So as to avoid any mid-interview abandoning, the interviewers would fully brief the respondent about the time and effort for the Buying Propensity response done two times a year – through its Brand Trust and Brand Attractiveness studies.

Despite this, nearly 35% approx. of the interviews were cancelled midway due to the tedium, time constraints, or other work/ personal priorities. All questionnaires were telephonically back-checked and even small discrepancies in confirmatory test questions called for the cancellation of the entire questionnaire. The fieldwork resulted in the collection of 2488 questionnaires each for BTR and MAB, for the final calculations of TRA's Indices. Many of the accepted questionnaires took more than 90 minutes to complete, while some took as much as 120 minutes, adding to more than 15,000 hours of fieldwork for each of the reports.

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

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

- » Salaried Individuals  
(Businessmen/businesswomen were specifically excluded, considering their limited peer engagement)
- » Male-Female in 80:20 ratio  
(Keeping in line with the approximate male-female ratio in the Indian corporate field)
- » Age criteria – 21 to 50 years
- » SEC – A / B only
- » Monthly salary income > INR 20,000/- (that is, above INR 2,40,000/- per annum)
- » Must be employed in an organization having more than 200 employees across branches (pan-India)  
OR
- » Must be employed in an organization having more than INR 50 Crores turnover
- » Must not be employed with a courier company, Public Relations, Market Research, Advertising, BPO, or KPO

- » Not more than 15 interviews to be conducted in any one organization across its offices in India
- » Visiting cards were to be collected from every respondent

Since the respondents were in the highest strata of their groups, the interviewers had to be carefully selected. They were tested on three criteria and each was ranked on a scale of 10 points on 3 parameters; that is, (a) Pronunciation in English, (b) Voice steadiness, and (c) English fluency, and only the interviewers getting above 22 points were selected. TRA's detailed Buying Propensity™ matrices necessitated that its measurement be conducted with the same effort and rigor.

The phenomenal success of The Brand Trust Report and Most Attractive Brands over the years made us conscious of the important role it played and we have continuously improved the standard of the reports. The research used showcards for the 97 Attributes of Trust and Attractiveness and the interviewers were asked to read out the question aloud so as to bring back focus on the Attribute. Twenty standard 'encouragements' were used to motivate the respondent to continue and give involved responses despite the tedium of the interviewing. In the brand sheet, the respondents were asked to name 5 international, 5 national, and 5 local brands, which helped in triggering better brand responses for the questions.

In order to ensure authenticity of the questionnaires, each respondent was asked to sign twice in two different places on the document and provide any form of identity proof (such as a visiting card). Any questionnaire without any one of the above criterion was cancelled. The final survey yielded 5 million datapoints and 9,000 unique brands, several of them local, zone, or city-based. While the data for all the brands is made available through our Competitive Intelligence Reports, the top 1000 of each of these get listed in the Brand Trust Report and Most Attractive Brands.

It is worth mentioning that of these brands only 500 showed an increase in Buying Propensity, worthy of mention in the current report.

### **Respondents by Gender**

The Gender division of the respondents was Male – 80% to Female – 20% maintained as a ratio in each city and age group, approximately mirroring the working class gender ratios. Despite the percentage of women being far lesser in the number, metro cities faced a substantial difficulty in filling the quota of female respondents.

### **City-Wise Distribution**

The city-wise distribution of the 6000 consumer- influencers interviewed was done on the basis of the 2011 census data to get a better representation of the country. In the four metros, Mumbai had the highest number of respondents at 531 (21%), followed by 473 respondents in Delhi (19%), Kolkata with 385 respondents (15%), and Chennai with 168 (7%). Bangalore contributed to 9% (231 respondents) and the other cities were – Hyderabad at 123 (5%), Ahmedabad at 112 (5%), Pune at 94 (4%), and other cities like Chandigarh, Lucknow, Jaipur, Cochin, Indore, Coimbatore, Nagpur had 2% respondents each and Guwahati with 1%.

### **Respondent – Age Distribution**

The different age groups of the respondents in this study were divided as follows – 21yrs to 25yrs (15%), 26yrs to 30yrs (22%), 31yrs to 35yrs (24%), 36yrs to 40yrs (19%), 41yrs to 45yrs (13%), and 46yrs to 50yrs (6%).

## **SEC Distribution**

The respondents were mandated to be in the classical SEC A, B segments and these segmentations were strictly maintained. 99% of the respondents were either in A1 (56%), A2 (33%), or A3 (6%) categories. B1 and B2 constituted 2% each of the total respondents.

## **Employer Company**

Two criteria for being selected as a respondent were that either the respondent had to be working in a company with INR. 50 Cr. or higher turnover, or the company had to have 200 or more employees across India. Among the respondents, 20% worked in companies with less than INR 50 Cr., and 80% respondents worked in organizations that had a turnover of INR .50 Cr. or more.

## **Income Distribution**

The income distribution of the respondents is shown in the accompanying table. Those earning in the range of INR 20,001 to 30,000 constitute 26% of all respondents. Those earning INR 30,001 to 35,000 constitute 25%; INR 35,001 to 40,000 make up 20%; INR 40,001 to 45,000 make up 12%; INR 45,001 to 50,000 constitute 9%; and those earning more than INR 50,001 per month make up 8% of all respondents.

## **Owned Items**

The profile of the respondents becomes more vivid with an ownership and access-at-home response. As might be expected, nearly 97% of the respondents own a Color TV and 95% own a Refrigerator, 88% own a Two-wheeler, 80% had a Washing Machine and 81% had a Personal Computer or Laptop. However, only 52% had access to an Air Conditioner.

# ALL INDIA LISTINGS OF 500 MOST CONSUMER-FOCUSED BRANDS

RANK	BRAND NAME	SUPER CATEGORY	CATEGORY
1	TATA	Diversified	Diversified
2	BAJAJ	Diversified	Diversified
3	NIKE	Personal Accessories	Sportswear
4	DELL	Technology	Personal Technology
5	APPLE	Technology	Personal Technology - Diversified
6	PUMA	Personal Accessories	Sportswear
7	BMW	Automobile	Four Wheeler - Luxury
8	OPPO	Gadgetry	Mobile Phones
9	SAMSUNG	Consumer Electronics	Diversified
10	VIVO	Gadgetry	Mobile Phones
11	GOOGLE	Internet/Phone app	Internet Search
12	MAHINDRA & MAHINDRA	Diversified	Diversified
13	MICROSOFT	Technology	Software Products
14	RELIANCE	Diversified	Diversified
15	HONDA	Automobile	Four Wheeler - Manufacturer
16	HERO MOTOCORP	Automobile	Two Wheeler - Manufacturer
17	HEWLETT PACKARD	Technology	Personal Technology
18	GODREJ	Diversified	Diversified
19	ARROW	Apparels	Formalwear
20	ADIDAS	Personal Accessories	Sportswear
21	HDFC BANK	BFSI	Bank - Private
22	AUDI	Automobile	Four Wheeler - Luxury
23	LG	Consumer Electronics	Diversified
24	PATANJALI	FMCG	Diversified
25	IBM	Services	Consulting/Services
26	HYUNDAI	Automobile	Four Wheeler - Manufacturer
27	FACEBOOK	Internet/Phone app	Social Networking
28	MERCEDES BENZ	Automobile	Four Wheeler - Luxury
29	SKODA	Automobile	Four Wheeler - Manufacturer
30	MARUTI SUZUKI	Automobile	Four Wheeler - Manufacturer
31	ROYAL ENFIELD	Automobile	Two Wheeler - Manufacturer
32	HCL	Technology	Personal Technology
33	WIPRO	Diversified	Diversified
34	OTTO	Apparels	Menswear
35	ADITYA BIRLA	Diversified	Diversified
36	EBAY	Internet/Phone app	Online Retailer - Diversified

RANK	BRAND NAME	SUPER CATEGORY	CATEGORY
37	INTEL	Technology	Semiconductor
38	CIPLA	Healthcare	Pharmaceuticals - Indian
39	FASTRACK	Branded Fashion	Branded Fashion
40	HINDUSTAN UNILEVER	FMCG	Diversified
41	IDEA	Telecom	Mobile Service Provider
42	SAP	Technology	Software Products
43	REPUBLIC TV	Media - TV	English News
44	JP MORGAN	BFSI	Financial Services - Diversified
45	AMAZON	Internet/Phone app	Online Retailer - Diversified
46	DENIM	Branded Fashion	Branded Fashion
47	TITAN	Personal Accessories	Watches
48	AIR INDIA	Transportation	Airlines - Government
49	PANASONIC	Consumer Electronics	Diversified
50	ICICI BANK	BFSI	Bank - Private
51	VODAFONE	Telecom	Mobile Service Provider
52	TOMMY HILFINGER	Branded Fashion	Premium Fashion
53	UPS COURIER	Services	Express Services - International
54	BUDWEISER	Alcoholic Beverages	Beer
55	APPLE iPhone	Gadgetry	Mobile Phone - Series
56	SUN PHARMA	Healthcare	Pharmaceuticals - Indian
57	RADO	Personal Accessories	Luxury Watches
58	H&M	Apparels	Fast Fashion
59	FILA	Personal Accessories	Sportswear
60	ALLEN SOLLY	Apparels	Formalwear
61	ORACLE	Technology	Software Products
62	MCDONALD'S	Retail	QSR
63	CISCO	Technology	Networks - Diversified
64	KINGFISHER	Alcoholic Beverages	Beer
65	RAYBAN	Personal Accessories	Eyewear
66	JBL	Consumer Electronics	Audio Equipment
67	TIMES OF INDIA	Media - Print	Newspaper - English
68	APOLLO HOSPITALS	Healthcare	Hospitals
69	DHL	Services	Express Services - International
70	KELLOGG'S	Food & Beverage	Breakfast Cereal
71	RAYMOND	Apparels	Fabrics to Brands
72	W	Apparels	Womenswear
73	PUNJAB NATIONAL BANK	BFSI	Bank - PSU
74	ZARA	Apparels	Fast Fashion
75	MANKIND PHARMA	Healthcare	Pharmaceuticals - Indian
76	GSK	Healthcare	Pharmaceuticals - International



RANK	BRAND NAME	SUPER CATEGORY	CATEGORY
77	JOCKEY	Apparels	Innerwear
78	ROLEX	Personal Accessories	Luxury Watches
79	SIEMENS	Technology	Technology - Diversified
80	TOYOTA	Automobile	Four Wheeler - Manufacturer
81	CEAT	Automobile-Related	Tyres
82	YES BANK	BFSI	Bank - Private
83	DATSUN	Automobile	Four Wheeler - Manufacturer
84	LIC	BFSI	Life Insurance - PSU
85	ANDHRA BANK	BFSI	Bank - PSU
86	STATE BANK OF INDIA	BFSI	Bank - PSU
87	KFC	Retail	QSR
88	DENA BANK	BFSI	Bank - PSU
89	NESTLE	Food & Beverage	Diversified
90	RELIGARE	BFSI	Diversified
91	HITACHI	Diversified	Diversified
92	LEE COOPER	Apparels	Casualwear
93	ORIENT	Household Electricals	Fans
94	UNICEF	International Body	Children's Welfare
95	EICHER	Automobile	Commercial Vehicles
96	BANK OF INDIA	BFSI	Bank - PSU
97	TURTLE	Apparels	Menswear
98	COTTON KING	Apparels	Casualwear
99	YAHOO	Internet/Phone app	Internet Search
100	TAJ MAHAL TEA	Food & Beverage	Tea
101	ALLAHABAD BANK	BFSI	Bank - PSU
102	ASHOK LEYLAND	Automobile	Commercial Vehicles
103	BLUE DART	Services	Express Service - Domestic
104	JET AIRWAYS	Transportation	Airlines - Indian
105	HINDUSTAN TIMES	Media - Print	Newspaper - English
106	SUZUKI	Automobile	Four Wheeler - Manufacturer
107	VIP	Personal Accessories	Luggage/Bags
108	HONOR	Gadgetry	Mobile Phones
109	LAKME	FMCG	Cosmetics
110	MARLBORO	FMCG	Cigarette
111	BIOCON	Healthcare	Biopharmaceuticals
112	SYSKA LED	Household Electricals	LED
113	WHATSAPP	Internet/Phone app	Instant Messaging Service
114	G-SHOCK	Personal Accessories	Watches
115	INDIABULLS	Diversified	Diversified
116	AMERICAN TOURISTER	Personal Accessories	Luggage/Bags

RANK	BRAND NAME	SUPER CATEGORY	CATEGORY
117	BHARAT BENZ	Automobile	Commercial Vehicles
118	PEPE	Apparels	Casualwear
119	RENAULT	Automobile	Four Wheeler - Manufacturer
120	JAGUAR	Automobile	Four Wheeler - Luxury
121	JOHNSON & JOHNSON	Healthcare	Healthcare - Diversified
122	CITIBANK	BFSI	Bank - Foreign
123	ONLY	Apparels	Womenswear
124	OLX.IN	Internet/Phone app	Internet Classifieds Service
125	IIT	Education	Engineering Institution - Public
126	MUFTI	Apparels	Menswear
127	NIPPO BATTERIES	FMCG	Consumer Batteries
128	SIYARAM	Apparels	Fabrics
129	NAVBHARAT TIMES	Media - Print	Newspaper - Hindi
130	LEXI PENS	Stationery	Writing Accessories
131	PETER ENGLAND	Apparels	Menswear
132	HTC	Gadgetry	Mobile Phones
133	DABUR REAL	Food & Beverage	Packaged Juice
134	JEEP	Automobile	SUV/MUV - Manufacturer
135	MUTHOOT FINANCE	BFSI	Financial Services
136	CAT	Manufacturing	Heavy Equipment
137	SAMSUNG GALAXY	Gadgetry	Mobile Phone - Series
138	MID DAY	Media - Print	Newspaper - English
139	RAMRAJ	Apparels	Dhotis
140	RBI	BFSI	Bank - Federal
141	LOUIS VUITTON	Branded Fashion	Luxury Fashion
142	BAIDYANATH	Healthcare	Ayurveda - Diversified
143	WOODLAND	Personal Accessories	Outdoor Gear
144	DURACELL	FMCG	Consumer Batteries
145	CAFE COFFEE DAY	Retail	Café
146	EVEREADY	FMCG	Consumer Batteries
147	RAIL NEER	Food & Beverage	Packaged Drinking Water
148	ACTION	Personal Accessories	Footwear
149	CROMPTON GREAVES	Household Electricals	Fast Moving Electrical Goods
150	ZODIAC	Apparels	Menswear
151	DUNLOP	Automobile-Related	Tyres
152	ABBOTT	Healthcare	Pharmaceuticals - International
153	SPARX	Personal Accessories	Footwear
154	GENERAL MOTORS	Automobile	Four Wheeler - Manufacturer
155	BHARAT PETROLEUM	Energy	Oil and Gas - Domestic
156	BPL	Diversified	Diversified

RANK	BRAND NAME	SUPER CATEGORY	CATEGORY
157	YOUTUBE	Internet/Phone app	Video-sharing
158	MTR	Food & Beverage	RTC Foods
159	WOCKHARDT	Healthcare	Diversified
160	LAFARGE	Manufacturing	Cement
161	NISSAN	Automobile	Four Wheeler - Manufacturer
162	INDIAN RAILWAYS	Transportation	Rail Transportation
163	VERO MODA	Apparels	Womenswear
164	LG (WASHING MACHINE)	Consumer Electronics	Washing Machines
165	A.O. SMITH	Durables	Water Heaters
166	INDIA TV	Media - TV	Hindi News
167	SKYBAGS	Personal Accessories	Luggage/Bags
168	KORYO	Consumer Electronics	Diversified
169	WRANGLER	Apparels	Casualwear
170	KIRLOSKAR	Diversified	Diversified
171	SARAS	Food & Beverage	Dairy - Diversified
172	HONDA CITY	Automobile	Four Wheeler - Brand
173	BLENDERS PRIDE	Alcoholic Beverages	Whisky
174	RELIANCE ENERGY	Energy	Electric Utility
175	LUPIN	Healthcare	Pharmaceuticals - Indian
176	JOHNNIE WALKER	Alcoholic Beverages	Scotch Whisky
177	KODAK	Technology	Imaging Products
178	VIVA	Food & Beverage	Nutritional Supplement
179	DR REDDY'S	Healthcare	Pharmaceuticals - Indian
180	INDIAN EXPRESS	Media - Print	Newspaper - English
181	CANTABIL	Apparels	Fast Fashion
182	WILDCRAFT	Personal Accessories	Outdoor gear
183	TAJ HOTELS	Hospitality	Hotels - Premium
184	DLF	Real Estate	Diversified
185	GO AIR	Transportation	Airlines - Indian
186	FERRARI	Automobile	Four Wheeler - Luxury
187	SUN TV	Media - TV	Tamil - GEC
188	FORTUNER	Automobile	Luxury SUV
189	PFIZER	Healthcare	Pharmaceuticals - International
190	HTC ULTRA	Personal Accessories	Mobile Phone - Brand
191	LUFTHANSA	Transportation	Airlines - International
192	SARAVANA STORES	Retail	Hypermarket
193	TISSOT	Personal Accessories	Luxury Watches
194	BADSHAH	Food & Beverage	Spices
195	LLOYD	Durables	Diversified
196	DCB BANK	BFSI	Bank - Private

RANK	BRAND NAME	SUPER CATEGORY	CATEGORY
197	HIMANI FAST RELIEF	Healthcare	Pain Balm
198	RBL BANK	BFSI	Bank - Private
199	DONEAR	Apparels	Fabrics
200	NOVARTIS	Healthcare	Pharmaceuticals - International
201	GLOBUS	Retail	Fashion
202	PARADISE	Retail	Restaurant - Biryani
203	CALVIN KLEIN	Branded Fashion	Premium Fashion
204	NESCAFE	Food & Beverage	Instant Coffee
205	LEGRAND	Household Electricals	Fast Moving Electrical Goods
206	DELHI METRO	Transportation	Metro
207	ALLEN COOPER	Branded Fashion	Branded Fashion
208	DISCOVERY	Media - TV	Factual Entertainment
209	VKC	Personal Accessories	Footwear
210	MOCHI	Personal Accessories	Footwear
211	SAMSONITE	Personal Accessories	Luggage/Bags
212	SHAREKHAN	BFSI	Broking Servcies
213	FLYING MACHINE	Apparels	Casualwear
214	JACK & JONES	Apparels	Menswear
215	MONTE CARLO	Apparels	Diversified
216	P&G	FMCG	Diversified
217	MOODS	FMCG	Condoms
218	SHOPCLUES.COM	Internet/Phone app	Online Retailer - Diversified
219	INDANE GAS	Energy	LPG
220	JAQUAR	Home Care	Bath Fixtures/Sanitaryware
221	PVR	Entertainment	Cinema - Display
222	GLENMARK	Healthcare	Pharmaceuticals - Indian
223	OYO ROOMS	Internet/Phone app	Hotel room aggregation
224	SEIKO	Personal Accessories	Watches
225	AMITY UNIVERSITY	Education	University - Private
226	DNA	Media - Print	Newspaper - English
227	SARIDON	Healthcare	OTC Brand
228	RANGE ROVER	Automobile	Four Wheeler - Luxury
229	BAJAJ FINANCE	BFSI	Financial Services
230	DUKE'S	Food & Beverage	Soda
231	NDMC	Government	Municipal Council
232	IKEA	Retail	Ready-to-Assemble Furniture
233	PARRYWARE	Home Care	Bath Fixtures/Sanitaryware
234	BINANI CEMENT	Manufacturing	Cement
235	FINOLEX	Manufacturing	Diversified
236	SPYKAR	Apparels	Casualwear

RANK	BRAND NAME	SUPER CATEGORY	CATEGORY
237	JCB	Manufacturing	Heavy Equipment
238	NEEM	FMCG	Oral Hygiene
239	SURYA CEMENT	Manufacturing	Cement
240	MITSUBISHI	Automobile	Four Wheeler - Manufacturer
241	CARLSBERG	Alcoholic Beverages	Beer
242	HDFC	BFSI	Housing Finance
243	NEWS 7	Media - TV	Tamil News
244	MAXIMA	Personal Accessories	Watches
245	SANGAM	Apparels	Fabrics
246	BRITANNIA TIGER	Food & Beverage	Biscuits - Brand
247	KAPPA	Apparels	Sportswear
248	MAX LIFE INSURANCE	BFSI	Insurance - Private
249	PIONEER	Consumer Electronics	Audio Equipment
250	MAPRO	Food & Beverage	Processed Foods
251	HINDALCO	Manufacturing	Metal
252	INDIAN BANK	BFSI	Bank - PSU
253	VANS	Personal Accessories	Sportswear
254	RELIANCE FRESH	Retail	Grocery
255	PAMPERS	FMCG	Diapers
256	SUPREME	Home Care	Furniture
257	VIJAY TV	Media - TV	Tamil - GEC
258	LAKHANI	Personal Accessories	Footwear
259	ONE PLUS	Gadgetry	Mobile Phones
260	REID & TAYLOR	Apparels	Fabrics
261	SKULL CANDY	Personal Gadgetry	Earphones/Headphones
262	REVLON	FMCG	Cosmetics
263	EVERYUTH	FMCG	Skincare
264	HAVMOR	Food & Beverage	Ice Cream/Frozen Dessert
265	FEMINA	Media - Print	Magazine - English
266	ISUZU	Automobile	SUV/MUV - Manufacturer
267	BIG BASKET	Internet/Phone app	Online Retailer - Grocery
268	ANTIQUITY	Alcoholic Beverages	Whisky
269	HINDWARE	Home Care	Bath Fixtures/Sanitaryware
270	LAMBORGHINI	Automobile	Four Wheeler - Luxury
271	PAN AMERICA	Apparels	Menswear
272	DHARA	Food & Beverage	Edible Oil
273	ROADSTER	Apparels	Casualwear
274	FIAT	Automobile	Four Wheeler - Manufacturer
275	T-SERIES	Entertainment	Cinema - Diversified
276	HUSH PUPPIES	Personal Accessories	Footwear



RANK	BRAND NAME	SUPER CATEGORY	CATEGORY
277	VEGA	Automobile-Related	Helmets
278	GREENPLY	Manufacturing	Plywood
279	TIMES NOW	Media - TV	English News
280	SASA	FMCG	Fabric Care
281	RUPA	Apparels	Innerwear
282	TATA POWER	Energy	Electric Utility
283	INDIAMART	Internet/Phone app	Internet Classifieds Service
284	APTECH	Education	Education Training
285	EVERYDAY	Food & Beverage	Milk Powder
286	VOLKSWAGEN	Automobile	Four Wheeler - Manufacturer
287	THE LEELA	Hospitality	Hotels - Premium
288	SURAJ WATER PARK	Hospitality	Theme Park
289	CATTERPILLAR (FOOTWEAR)	Personal Accessories	Footwear
290	ESSEL WORLD	Hospitality	Theme Park
291	MAHANAND	Food & Beverage	Dairy - Diversified
292	PMC BANK	BFSI	Bank - Cooperative
293	GLOBAL DESI	Apparels	Womenswear - Ethnic
294	MEDICARE	Government Initiative	National Health Insurance - Foreign
295	ACCENTURE	Services	Professional Services
296	TOPAZ	FMCG	Shaving Products
297	RICO	Household Electricals	Fast Moving Electrical Goods
298	LAND ROVER	Automobile	Four Wheeler - Luxury
299	SK GROUP	Diversified	Diversified
300	MICROTEK	Household Electricals	Fast Moving Electrical Goods
301	ABB	Manufacturing	Diversified
302	100 PLUS	Food & Beverage	Isotonic Sports Drink
303	COLORPLUS	Apparels	Menswear
304	SURYA TV	Media - TV	Malayalam GEC
305	ELEPHANT	Food & Beverage	Packaged Rice
306	AACHI	Food & Beverage	Spices
307	MARC O POLO	Branded Fashion	Premium Fashion
308	INDIA POST	Government	Postal Services
309	BAGPIPER	Alcoholic Beverages	Whisky
310	FIFA	Sports	Football League
311	KARBONN	Gadgetry	Mobile Phones
312	MANIKCHAND	Food & Beverage	Mouth Freshener - Traditional
313	INDIA TODAY	Media - Print	Magazine - English
314	FUN CINEMA	Entertainment	Cinema - Display
315	DR FIXIT	Home Care	Waterproofing Products
316	PARLE	Food & Beverage	Diversified

RANK	BRAND NAME	SUPER CATEGORY	CATEGORY
317	LINC PENS	Stationery	Writing Accessories
318	LOTTO	Personal Accessories	Footwear
319	ROYAL STAG	Alcoholic Beverages	Whisky
320	GAIL	Energy	Natural Gas
321	JUMBOKING	Retail	QSR - Indian
322	NEROLAC PAINTS	Manufacturing	Paints
323	LUNAR	Personal Accessories	Footwear
324	ESSAR	Diversified	Diversified
325	DEN	Cable	Cable Network
326	VLCC	Healthcare	Health Management
327	QATAR AIRWAYS	Transportation	Airlines - International
328	TATA COMMUNICATION	Telecom	Telecom Infrastructure
329	RUPANI	Personal Accessories	Footwear
330	MANCHESTER UNITED	Sports	Football Franchisee
331	BLUE BERRY	Internet/Phone app	Online Retailer - Fashion Accessories
332	GMAIL	Internet/Phone app	Email Service
333	ASTRAL PIPES	Manufacturing	Pipes
334	POOMEX	Apparels	Innerwear
335	ONGC	Energy	Oil and Gas - Domestic
336	BARCELONA	Sports	Football Franchisee
337	PIAGGIO	Automobile	Two Wheeler - Manufacturer
338	BAJAJ AVENGER	Automobile	Two Wheeler - Brand
339	SIGNATURE	Alcoholic Beverages	Whisky
340	OBEROI MALL	Retail	Mall
341	LANDMARK	Diversified	Diversified
342	INDIAN OVERSEAS BANK	BFSI	Bank - PSU
343	COLORBAR	FMCG	Cosmetics
344	FAB INDIA	Retail	Handmade Products
345	BANGUR CEMENT	Manufacturing	Cement
346	SKORE	FMCG	Condoms
347	PLAYSTATION	Technology	Video Game console
348	BIO-OIL	FMCG	Skincare
349	PATANJALI DANT KANTI	FMCG	Oral Hygiene
350	REYNOLDS	Stationery	Writing Accessories
351	HARLEY DAVIDSON	Automobile	Two Wheeler Mfg - Premium
352	VISHAL MEGAMART	Retail	Hypermarket
353	CHELPARK	Stationery	Ink
354	PRISMA	Apparels	Comfortwear
355	POLYCAB	Household Electricals	Fast Moving Electrical Goods
356	ASIAN SKY SHOP	Media - TV	Home Shopping Network

RANK	BRAND NAME	SUPER CATEGORY	CATEGORY
357	INDIA CEMENTS	Manufacturing	Cement
358	CITIZEN	Personal Accessories	Watches
359	ZEE TV	Media - TV	Hindi GEC
360	DIG JAM	Apparels	Fabrics
361	PRAPTI	Retail	Ethnicwear
362	L'OREAL	FMCG	Cosmetics
363	KUTCHI KING	Retail	QSR - Indian
364	BRAND FACTORY	Retail	Fashion Discount
365	TOYOTA INNOVA	Automobile	SUV/MUV - Brand
366	SWISS BANK	BFSI	Bank - Foreign
367	CADBURY ECLAIRS	Food & Beverage	Eclairs
368	APOLLO MUNICH	BFSI	Insurance - Private
369	ERD	Technology	Diversified
370	PADMINI	Kitchen Care	Kitchen Appliances
371	BARBON	BFSI	Insurance - Foreign
372	DIAKIN	Durables	Air Conditioning
373	ASIAN AGE	Media - Print	Newspaper - English
374	KRISHNA RESORT	Hospitality	Theme Park
375	MAYBELLINE BABY LIPS	FMCG	Lip Balm
376	KRISHNA	Food & Beverage	Ghee
377	SANTANDER	BFSI	Bank - Foreign
378	COUNTRY CLUB	Hospitality	Clubs
379	JIMMY CHOO	Branded Fashion	Luxury Fashion
380	KTV	Media - TV	Tamil Movie Channel
381	SAAB	Automobile	Four Wheeler - Manufacturer
382	DIARY MILK	Food & Beverage	Chocolate Bar
383	DIAMOND	Food & Beverage	Packaged Snacks
384	SUNFLOWER OIL	Food & Beverage	Edible Oil
385	MARUTI SUZUKI CELERIO	Automobile	Car - Hatchback
386	PIZZA HUT	Retail	Diner/Restaurant
387	MILKMAID	Food & Beverage	Condensed Milk
388	HUNGAMA	Services	Digital Advertising
389	J&K BANK	BFSI	Bank - Private
390	CHRISTIAN DIOR	Branded Fashion	Luxury Fashion
391	HONDA UNICORN	Automobile	Two Wheeler - Brand
392	MOHANI TEA	Food & Beverage	Tea
393	KARNATAKA BANK	BFSI	Bank - Private
394	GRASIM	Apparels	Fabrics to Brands
395	ENDURA MASS	Food & Beverage	Nutritional Supplement
396	GOLDEN HARVEST	Food & Beverage	Staple Kitchen Ingredients

RANK	BRAND NAME	SUPER CATEGORY	CATEGORY
397	DECCAN CHRONICLE	Media - Print	Newspaper - English
398	MANORAMA	Media - TV	Newspaper - Malayalam
399	DIGITAL INDIA	Government	Government Initiative
400	ACNESTAR	FMCG	Anti-Acne Products
401	CINEMAX	Entertainment	Cinema - Display
402	TITAS (FOOTWEAR)	Personal Accessories	Footwear
403	ALEMBIC	Healthcare	Pharmaceuticals - Indian
404	MAHINDRA FINANCE	BFSI	Financial Services
405	STARDUST	Media - Print	Magazine - English
406	SHAADI.COM	Internet/Phone app	Matrimony
407	CGN GLOBAL	Services	Professional Services
408	FAIR GLOW	FMCG	Skin Lightening Products
409	D&G	Branded Fashion	Premium Fashion
410	CONVERSE	Personal Accessories	Footwear
411	JAWED HABIB	Retail	Hair Salon
412	BREMBO	Automobile-Related	Automotive Brake Technology
413	NOKIA	Gadgetry	Mobile Phones
414	COBB	Apparels	Menswear
415	DATA WIND	Technology	Personal Technology
416	MALWA FOODS	Food & Beverage	Biscuit Manufacturer
417	BABA ZARDA	Food & Beverage	Tobacco Products
418	AQUASURE	Durables	Water Purifier
419	NEWS LIVE	Media - TV	Hindi News
420	TONI&GUY	Retail	Hair Salon
421	JABONG	Internet/Phone app	Online Retailer - Fashion
422	LISTERINE	FMCG	Mouthwash
423	ADLABS ENTERTAINMENT	Hospitality	Theme Park Development
424	JORDAN SHOES	Personal Accessories	Footwear
425	BELL & ROSS	Personal Accessories	Luxury Watches
426	SOFRAMYCIN	Healthcare	Skin cream
427	UNIBALL	Stationery	Writing Accessories
428	ATLAS COPCO	Manufacturing	Air Compressors
429	SONY TELEVISION	Media - TV	Hindi GEC
430	TJSB BANK	BFSI	Bank - Cooperative
431	MAHINDRA KUV100	Automobile	Car - SUV/MUV
432	DOCKERS	Apparels	Casualwear
433	EROS INTERNATIONAL	Entertainment	Diversified
434	COAL	Apparels	Headwear
435	METRO MALL	Retail	Hypermarket
436	MADHUR	Food & Beverage	Sugar

RANK	BRAND NAME	SUPER CATEGORY	CATEGORY
437	MERCK PHARMA	Healthcare	Pharmaceuticals - International
438	MARVEL COMICS	Publishing	Comics
439	EQUISOFT	Technology	Software Services
440	ALLEN AYURVEDIC	Healthcare	Ayurveda - Diversified
441	AFLAC	BFSI	Insurance - Foreign
442	DFL	Manufacturing	Industrial Fasteners
443	LOMOFEN	Healthcare	OTC Brand
444	EPOX	Technology	Motherboards
445	XALTA	Food & Beverage	Aerated Beverage manufacturer
446	BRIJWASI	Retail	Sweets - Traditional
447	AQUATICA	Hospitality	Theme Park
448	MARUTI SUZUKI SWIFT DZIRE	Automobile	Car - Sedan
449	D-LINK	Manufacturing	Networking equipment
450	RADIO MIRCHI 98.3 FM	Media - Radio	FM
451	SHOP CJ	Media - TV	Home Shopping Network
452	KARVY	BFSI	Financial Services - Diversified
453	LAWMAN	Apparels	Casualwear
454	RENAULT KWID	Automobile	Car - Hatchback
455	STAEDTLER	Stationery	Stationery
456	AKSHAYA PATRA NGO	NGO	Mid-day Meal Service
457	AVON COSMETICS	FMCG	Cosmetics
458	CASIO	Technology	Personal Technology - Diversified
459	COCORAJ HAIR OIL	FMCG	Hair Oil
460	COLGATE CIBACA	FMCG	Oral Hygiene
461	FEDEX	Services	Express Services - International
462	JAIN IRRIGATION SYSTEM	Manufacturing	Agricultural products
463	POPULAR	Food & Beverage	RTC Foods
464	SUNLIGHT	FMCG	Fabric Care
465	KACCHA MANGO	Food & Beverage	Candy
466	ARAMUSK DEO	FMCG	Deo/Perfume
467	ETIHAD	Transportation	Airlines - International
468	SURUCHI	Food & Beverage	Spices
469	SR MB TMT BAR	Manufacturing	TMT Bars
470	LEELAVATI HOSPITAL	Healthcare	Hospitals
471	PARAG SAREES	Apparels	Sarees
472	PENCO	Manufacturing	Stationery
473	FINANCIAL TIMES	Media - Print	English Financial Daily - International
474	VAARTHA	Media - Print	Telugu Daily
475	CHHOTA BHEEM	Animated Character	Animated Character
476	SATYA PAUL	Branded Fashion	Premium Fashion



RANK	BRAND NAME	SUPER CATEGORY	CATEGORY
477	BLUE BUDDHA	Apparels	Menswear
478	ADS LIPSTICK	FMCG	Lipstick
479	YORK	Durables	HVAC Equipment
480	FORCEFLEX	Personal Accessories	High Performance eyewear
481	MAHINDRA GUSTO	Automobile	Two Wheeler - Brand
482	LONDON DAIRY	Food & Beverage	Ice Cream/Frozen Dessert
483	CAMAY	FMCG	Bath/Beauty
484	ELWIN	Personal Accessories	Watches
485	MILK BIKIS	Food & Beverage	Biscuits - Brand
486	THE ECONOMIC TIMES	Media - Print	English Financial Daily
487	LEGO	Manufacturing	Toys
488	BULGARI	Branded Fashion	Luxury Fashion
489	BBLUNT	Retail	Hair Salon
490	GOOGLE PIXEL	Gadgetry	Mobile Phone - Series
491	PARLE GOLD STAR	Food & Beverage	Biscuits - Brand
492	ABP MAJHA	Media - TV	Marathi News
493	AMERICAN SWAN	Apparels	Menswear
494	KYAANI BAKERY	Retail	Bakery
495	OXFORD	Education	University - International
496	CADBURY DAIRY MILK	Food & Beverage	Chocolate Bar
497	MOBIKWIK	Internet/Phone app	Online Payment Service
498	NDTV	Media - TV	TV Channel Network
499	FEDERAL BANK	BFSI	Bank - Private
500	ANANDALOK	Media - Print	Magazine - Bengali

# CATEGORY WISE LISTINGS OF 500 MOST CONSUMER-FOCUSED BRANDS

## ALCOHOLIC BEVERAGES SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	54	BUDWEISER	Beer
2	64	KINGFISHER	Beer
3	173	BLENDERS PRIDE	Whisky
4	176	JOHNNIE WALKER	Scotch Whisky
5	241	CARLSBERG	Beer
6	268	ANTIQUITY	Whisky
7	309	BAGPIPER	Whisky
8	319	ROYAL STAG	Whisky
9	339	SIGNATURE	Whisky

### Beer

RANK	CFB 2018	BRAND NAME
1	54	BUDWEISER
2	64	KINGFISHER
3	241	CARLSBERG

### Whisky

RANK	CFB 2018	BRAND NAME
1	173	BLENDERS PRIDE
2	268	ANTIQUITY
3	309	BAGPIPER
4	319	ROYAL STAG
5	339	SIGNATURE

### Scotch Whisky

RANK	CFB 2018	BRAND NAME
1	176	JOHNNIE WALKER

## ANIMATED CHARACTER SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	475	CHHOTA BHEEM	Animated Character

## APPARELS SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	19	ARROW	Formalwear
2	34	OTTO	Menswear
3	58	H&M	Fast Fashion
4	60	ALLEN SOLLY	Formalwear
5	71	RAYMOND	Fabrics to Brands
6	72	W	Womenswear
7	74	ZARA	Fast Fashion
8	77	JOCKEY	Innerwear
9	92	LEE COOPER	Casualwear
10	97	TURTLE	Menswear
11	98	COTTON KING	Casualwear
12	118	PEPE	Casualwear
13	123	ONLY	Womenswear
14	126	MUFTI	Menswear
15	128	SIYARAM	Fabrics
16	131	PETER ENGLAND	Menswear
17	139	RAMRAJ	Dhotis
18	150	ZODIAC	Menswear
19	163	VERO MODA	Womenswear
20	169	WRANGLER	Casualwear
21	181	CANTABIL	Fast Fashion
22	199	DONEAR	Fabrics
23	213	FLYING MACHINE	Casualwear
24	214	JACK & JONES	Menswear
25	215	MONTE CARLO	Diversified
26	236	SPYKAR	Casualwear
27	245	SANGAM	Fabrics
28	247	KAPPA	Sportswear
29	260	REID & TAYLOR	Fabrics

RANK	CFB 2018	BRAND NAME	CATEGORY
30	271	PAN AMERICA	Menswear
31	273	ROADSTER	Casualwear
32	281	RUPA	Innerwear
33	293	GLOBAL DESI	Womenswear - Ethnic
34	303	COLORPLUS	Menswear
35	334	POOMEX	Innerwear
36	354	PRISMA	Comfortwear
37	360	DIG JAM	Fabrics
38	394	GRASIM	Fabrics to Brands
39	414	COBB	Menswear
40	432	DOCKERS	Casualwear
41	434	COAL	Headwear
42	453	LAWMAN	Casualwear
43	471	PARAG SAREES	Sarees
44	477	BLUE BUDDHA	Menswear

## Casualwear

RANK	CFB 2018	BRAND NAME
1	92	LEE COOPER
2	98	COTTON KING
3	118	PEPE
4	169	WRANGLER
5	213	FLYING MACHINE
6	236	SPYKAR
7	273	ROADSTER
8	432	DOCKERS
9	453	LAWMAN

## Comfortwear

RANK	CFB 2018	BRAND NAME
1	354	PRISMA

## Dhotis

RANK	CFB 2018	BRAND NAME
1	139	RAMRAJ

## Diversified

RANK	CFB 2018	BRAND NAME
1	215	MONTE CARLO

## Fabrics

RANK	CFB 2018	BRAND NAME
1	128	SIYARAM
2	199	DONEAR
3	245	SANGAM
4	260	REID & TAYLOR
5	360	DIG JAM

## Fabrics to Brands

RANK	CFB 2018	BRAND NAME
1	71	RAYMOND
2	394	GRASIM

## Fast Fashion

RANK	CFB 2018	BRAND NAME
1	58	H&M
2	74	ZARA
3	181	CANTABIL

## Formalwear

RANK	CFB 2018	BRAND NAME
1	19	ARROW
2	60	ALLEN SOLLY



## Headwear

RANK	CFB 2018	BRAND NAME
1	434	COAL

## Innerwear

RANK	CFB 2018	BRAND NAME
1	77	JOCKEY
2	281	RUPA
3	334	POOMEX

## Menswear

RANK	CFB 2018	BRAND NAME
1	34	OTTO
2	97	TURTLE
3	126	MUFTI
4	131	PETER ENGLAND
5	150	ZODIAC
6	214	JACK & JONES
7	271	PAN AMERICA
8	303	COLORPLUS
9	414	COBB
10	477	BLUE BUDDHA
11	493	AMERICAN SWAN

## Sarees

RANK	CFB 2018	BRAND NAME
1	471	PARAG SAREES

## Sportswear

RANK	CFB 2018	BRAND NAME
1	247	KAPPA

## Womenswear

RANK	CFB 2018	BRAND NAME
1	72	W
2	123	ONLY
3	163	VERO MODA

## Womenswear - Ethnic

RANK	CFB 2018	BRAND NAME
1	293	GLOBAL DESI

## AUTOMOBILE SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	7	BMW	Four Wheeler - Luxury
2	15	HONDA	Four Wheeler - Manufacturer
3	16	HERO MOTOCORP	Two Wheeler - Manufacturer
4	22	AUDI	Four Wheeler - Luxury
5	26	HYUNDAI	Four Wheeler - Manufacturer
6	28	MERCEDES BENZ	Four Wheeler - Luxury
7	29	SKODA	Four Wheeler - Manufacturer
8	30	MARUTI SUZUKI	Four Wheeler - Manufacturer
9	31	ROYAL ENFIELD	Two Wheeler - Manufacturer
10	80	TOYOTA	Four Wheeler - Manufacturer
11	83	DATSUN	Four Wheeler - Manufacturer
12	95	EICHER	Commercial Vehicles
13	102	ASHOK LEYLAND	Commercial Vehicles
14	106	SUZUKI	Four Wheeler - Manufacturer
15	117	BHARAT BENZ	Commercial Vehicles
16	119	RENAULT	Four Wheeler - Manufacturer
17	120	JAGUAR	Four Wheeler - Luxury
18	134	JEEP	SUV/MUV - Manufacturer
19	154	GENERAL MOTORS	Four Wheeler - Manufacturer
20	161	NISSAN	Four Wheeler - Manufacturer
21	172	HONDA CITY	Four Wheeler - Brand
22	186	FERRARI	Four Wheeler - Luxury

RANK	CFB 2018	BRAND NAME	CATEGORY
23	188	FORTUNER	Luxury SUV
24	228	RANGE ROVER	Four Wheeler - Luxury
25	240	MITSUBISHI	Four Wheeler - Manufacturer
26	266	ISUZU	SUV/MUV - Manufacturer
27	270	LAMBORGHINI	Four Wheeler - Luxury
28	274	FIAT	Four Wheeler - Manufacturer
29	286	VOLKSWAGEN	Four Wheeler - Manufacturer
30	298	LAND ROVER	Four Wheeler - Luxury
31	337	PIAGGIO	Two Wheeler - Manufacturer
32	338	BAJAJ AVENGER	Two Wheeler - Brand
33	351	HARLEY DAVIDSON	Two Wheeler Mfg - Premium
34	365	TOYOTA INNOVA	SUV/MUV - Brand
35	381	SAAB	Four Wheeler - Manufacturer
36	385	MARUTI SUZUKI CELERIO	Car - Hatchback
37	391	HONDA UNICORN	Two Wheeler - Brand
38	431	MAHINDRA KUV100	Car - SUV/MUV
39	448	MARUTI SUZUKI SWIFT DZIRE	Car - Sedan
40	454	RENAULT KWID	Car - Hatchback
41	481	MAHINDRA GUSTO	Two Wheeler - Brand

## Car - Hatchback

RANK	CFB 2018	BRAND NAME
1	385	MARUTI SUZUKI CELERIO
2	454	RENAULT KWID

## Car - Sedan

RANK	CFB 2018	BRAND NAME
1	448	MARUTI SUZUKI SWIFT DZIRE

## Car - SUV/MUV

RANK	CFB 2018	BRAND NAME
1	431	MAHINDRA KUV100

## Commercial Vehicles

RANK	CFB 2018	BRAND NAME
1	95	EICHER
2	102	ASHOK LEYLAND
3	117	BHARAT BENZ

## Four Wheeler - Brand

RANK	CFB 2018	BRAND NAME
1	172	HONDA CITY

## Four Wheeler - Luxury

RANK	CFB 2018	BRAND NAME
1	7	BMW
2	22	AUDI
3	28	MERCEDES BENZ
4	120	JAGUAR
5	186	FERRARI
6	228	RANGE ROVER
7	270	LAMBORGHINI
8	298	LAND ROVER

## Four Wheeler - Manufacturer

RANK	CFB 2018	BRAND NAME
1	15	HONDA
2	26	HYUNDAI
3	29	SKODA
4	30	MARUTI SUZUKI
5	80	TOYOTA
6	83	DATSUN
7	106	SUZUKI
8	119	RENAULT
9	154	GENERAL MOTORS
10	161	NISSAN

RANK	CFB 2018	BRAND NAME
11	240	MITSUBISHI
12	274	FIAT
13	286	VOLKSWAGEN
14	381	SAAB

### Luxury SUV

RANK	CFB 2018	BRAND NAME
1	188	FORTUNER

### SUV/MUV - Brand

RANK	CFB 2018	BRAND NAME
1	365	TOYOTA INNOVA

### SUV/MUV - Manufacturer

RANK	CFB 2018	BRAND NAME
1	134	JEEP
2	266	ISUZU

### Two Wheeler - Manufacturer

RANK	CFB 2018	BRAND NAME
1	16	HERO MOTOCORP
2	31	ROYAL ENFIELD
3	337	PIAGGIO

### Two Wheeler Mfg - Premium

RANK	CFB 2018	BRAND NAME
1	351	HARLEY DAVIDSON

## AUTOMOBILE RELATED SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	81	CEAT	Tyres
2	151	DUNLOP	Tyres
3	277	VEGA	Helmets
4	412	BREMBO	Automotive Brake Technology

### Automotive Brake Technology

RANK	CFB 2018	BRAND NAME
1	412	BREMBO

### Helmets

RANK	CFB 2018	BRAND NAME
1	277	VEGA

### Tyres

RANK	CFB 2018	BRAND NAME
1	81	CEAT
2	151	DUNLOP

## BFSI SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	21	HDFC BANK	Bank - Private
2	44	JP MORGAN	Financial Services - Diversified
3	50	ICICI BANK	Bank - Private
4	73	PUNJAB NATIONAL BANK	Bank - PSU
5	82	YES BANK	Bank - Private
6	84	LIC	Life Insurance - PSU



RANK	CFB 2018	BRAND NAME	CATEGORY
7	85	ANDHRA BANK	Bank - PSU
8	86	STATE BANK OF INDIA	Bank - PSU
9	88	DENA BANK	Bank - PSU
10	90	RELIGARE	Diversified
11	96	BANK OF INDIA	Bank - PSU
12	101	ALLAHABAD BANK	Bank - PSU
13	122	CITIBANK	Bank - Foreign
14	135	MUTHOOT FINANCE	Financial Services
15	140	RBI	Bank - Federal
16	196	DCB BANK	Bank - Private
17	198	RBL BANK	Bank - Private
18	212	SHAREKHAN	Broking Servcies
19	229	BAJAJ FINANCE	Financial Services
20	242	HDFC	Housing Finance
21	248	MAX LIFE INSURANCE	Insurance - Private
22	252	INDIAN BANK	Bank - PSU
23	292	PMC BANK	Bank - Cooperative
24	342	INDIAN OVERSEAS BANK	Bank - PSU
25	366	SWISS BANK	Bank - Foreign
26	368	APOLLO MUNICH	Insurance - Private
27	371	BARBON	Insurance - Foreign
28	377	SANTANDER	Bank - Foreign
29	389	J&K BANK	Bank - Private
30	393	KARNATAKA BANK	Bank - Private
31	404	MAHINDRA FINANCE	Financial Services
32	430	TJSB BANK	Bank - Cooperative
33	441	AFLAC	Insurance - Foreign
34	452	KARVY	Financial Services - Diversified
35	499	FEDERAL BANK	Bank - Private

### Bank - Cooperative

RANK	CFB 2018	BRAND NAME
1	292	PMC BANK
2	430	TJSB BANK

### Bank - Federal

RANK	CFB 2018	BRAND NAME
1	140	RBI

## Bank - Foreign

RANK	CFB 2018	BRAND NAME
1	122	CITIBANK
2	366	SWISS BANK
3	377	SANTANDER

## Bank - Private

RANK	CFB 2018	BRAND NAME
1	21	HDFC BANK
2	50	ICICI BANK
3	82	YES BANK
4	196	DCB BANK
5	198	RBL BANK
6	389	J&K BANK
7	393	KARNATAKA BANK
8	499	FEDERAL BANK

## Bank - PSU

RANK	CFB 2018	BRAND NAME
1	73	PUNJAB NATIONAL BANK
2	85	ANDHRA BANK
3	86	STATE BANK OF INDIA
4	88	DENA BANK
5	96	BANK OF INDIA
6	101	ALLAHABAD BANK
7	252	INDIAN BANK
8	342	INDIAN OVERSEAS BANK

## Broking Services

RANK	CFB 2018	BRAND NAME
1	212	SHAREKHAN

## Diversified

RANK	CFB 2018	BRAND NAME
1	90	RELIGARE

## Financial Services

RANK	CFB 2018	BRAND NAME
1	135	MUTHOOT FINANCE
2	229	BAJAJ FINANCE
3	404	MAHINDRA FINANCE

## Financial Services - Diversified

RANK	CFB 2018	BRAND NAME
1	44	JP MORGAN
2	452	KARVY

## Housing Finance

RANK	CFB 2018	BRAND NAME
1	242	HDFC

## Insurance - Foreign

RANK	CFB 2018	BRAND NAME
1	371	BARBON
2	441	AFLAC

## Insurance - Private

RANK	CFB 2018	BRAND NAME
1	248	MAX LIFE INSURANCE
2	368	APOLLO MUNICH

## Life Insurance - PSU

RANK	CFB 2018	BRAND NAME
1	84	LIC

# BRANDED FASHION SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	39	FASTRACK	Branded Fashion
2	46	DENIM	Branded Fashion
3	52	TOMMY HILFIGER	Premium Fashion
4	141	LOUIS VUITTON	Luxury Fashion
5	203	CALVIN KLEIN	Premium Fashion
6	207	ALLEN COOPER	Branded Fashion
7	307	MARC O POLO	Premium Fashion
8	379	JIMMY CHOO	Luxury Fashion
9	390	CHRISTIAN DIOR	Luxury Fashion
10	409	D&G	Premium Fashion
11	476	SATYA PAUL	Premium Fashion
12	488	BULGARI	Luxury Fashion

## Branded Fashion

RANK	CFB 2018	BRAND NAME
1	39	FASTRACK
2	46	DENIM
3	207	ALLEN COOPER

## Luxury Fashion

RANK	CFB 2018	BRAND NAME
1	141	LOUIS VUITTON
2	379	JIMMY CHOO
3	390	CHRISTIAN DIOR
4	488	BULGARI

## Premium Fashion

RANK	CFB 2018	BRAND NAME
1	52	TOMMY HILFIGER
2	203	CALVIN KLEIN
3	307	MARC O POLO
4	409	D&G
5	476	SATYA PAUL

## CABLE SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	325	DEN	Cable Network

## CONSUMER ELECTRONICS SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	9	SAMSUNG	Diversified
2	23	LG	Diversified
3	49	PANASONIC	Diversified
4	66	JBL	Audio Equipment
5	164	LG (WASHING MACHINE)	Washing Machines
6	168	KORYO	Diversified
7	249	PIONEER	Audio Equipment

### Audio Equipment

RANK	CFB 2018	BRAND NAME
1	66	JBL
2	249	PIONEER

### Diversified

RANK	CFB 2018	BRAND NAME
1	9	SAMSUNG
2	23	LG
3	49	PANASONIC
4	168	KORYO

### Washing Machines

RANK	CFB 2018	BRAND NAME
1	164	LG (WASHING MACHINE)

## DIVERSIFIED SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	1	TATA	Diversified
2	2	BAJAJ	Diversified
3	12	MAHINDRA & MAHINDRA	Diversified
4	14	RELIANCE	Diversified
5	18	GODREJ	Diversified
6	33	WIPRO	Diversified
7	35	ADITYA BIRLA	Diversified
8	91	HITACHI	Diversified
9	115	INDIABULLS	Diversified
10	156	BPL	Diversified
11	170	KIRLOSKAR	Diversified
12	299	SK GROUP	Diversified
13	324	ESSAR	Diversified
14	341	LANDMARK	Diversified

## DURABLES SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	165	A.O. SMITH	Water Heaters
2	195	LLOYD	Diversified
3	372	DIAKIN	Air Conditioning
4	418	AQUASURE	Water Purifier
5	479	YORK	HVAC Equipment

### Air Conditioning

RANK	CFB 2018	BRAND NAME
1	372	DIAKIN

### Diversified

RANK	CFB 2018	BRAND NAME
1	195	LLOYD

## HVAC Equipment

RANK	CFB 2018	BRAND NAME
1	479	YORK

## Water Heaters

RANK	CFB 2018	BRAND NAME
1	165	A.O. SMITH

## Water Purifier

RANK	CFB 2018	BRAND NAME
1	418	AQUASURE

## EDUCATION SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	125	IIT	Engineering Institution - Public
2	225	AMITY UNIVERSITY	University - Private
3	284	APTECH	Education Training
4	495	OXFORD	University - International

## Education Training

RANK	CFB 2018	BRAND NAME
1	284	APTECH

## Engineering Institution - Public

RANK	CFB 2018	BRAND NAME
1	125	IIT



## University - International

RANK	CFB 2018	BRAND NAME
1	495	OXFORD

## University - Private

RANK	CFB 2018	BRAND NAME
1	225	AMITY UNIVERSITY

## ENERGY SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	155	BHARAT PETROLEUM	Oil and Gas - Domestic
2	174	RELIANCE ENERGY	Electric Utility
3	219	INDANE GAS	LPG
4	282	TATA POWER	Electric Utility
5	320	GAIL	Natural Gas
6	335	ONGC	Oil and Gas - Domestic

## Electric Utility

RANK	CFB 2018	BRAND NAME
1	174	RELIANCE ENERGY
2	282	TATA POWER

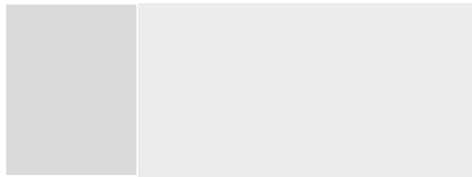
## LPG

RANK	CFB 2018	BRAND NAME
1	219	INDANE GAS

## Natural Gas

RANK	CFB 2018	BRAND NAME
1	320	GAIL

## Oil and Gas - Domestic



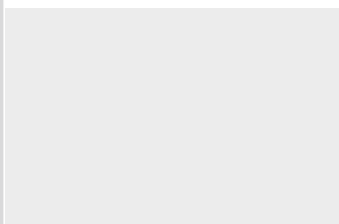
RANK	CFB 2018	BRAND NAME
1	155	BHARAT PETROLEUM
2	335	ONGC

## ENTERTAINMENT SUPER CATEGORY



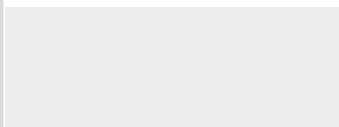
RANK	CFB 2018	BRAND NAME	CATEGORY
1	221	PVR	Cinema - Display
2	275	T-SERIES	Cinema - Diversified
3	314	FUN CINEMA	Cinema - Display
4	401	CINEMAX	Cinema - Display
5	433	EROS INTERNATIONAL	Diversified

### Cinema - Display



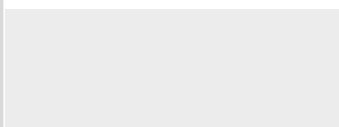
RANK	CFB 2018	BRAND NAME
1	221	PVR
2	314	FUN CINEMA
3	401	CINEMAX

### Cinema - Diversified



RANK	CFB 2018	BRAND NAME
1	275	T-SERIES

### Diversified



RANK	CFB 2018	BRAND NAME
1	433	EROS INTERNATIONAL

# FMCG SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	24	PATANJALI	Diversified
2	40	HINDUSTAN UNILEVER	Diversified
3	109	LAKME	Cosmetics
4	110	MARLBORO	Cigarette
5	127	NIPPO BATTERIES	Consumer Batteries
6	144	DURACELL	Consumer Batteries
7	146	EVEREADY	Consumer Batteries
8	216	P&G	Diversified
9	217	MOODS	Condoms
10	238	NEEM	Oral Hygiene
11	255	PAMPERS	Diapers
12	262	REVLON	Cosmetics
13	263	EVERYUTH	Skincare
14	280	SASA	Fabric Care
15	296	TOPAZ	Shaving Products
16	343	COLORBAR	Cosmetics
17	346	SKORE	Condoms
18	348	BIO-OIL	Skincare
19	349	PATANJALI DANT KANTI	Oral Hygiene
20	362	L'OREAL	Cosmetics
21	375	MAYBELLINE BABY LIPS	Lip Balm
22	400	ACNESTAR	Anti-Acne Products
23	408	FAIR GLOW	Skin Lightening Products
24	422	LISTERINE	Mouthwash
25	457	AVON COSMETICS	Cosmetics
26	459	COCORAJ HAIR OIL	Hair Oil
27	460	COLGATE CIBACA	Oral Hygiene
28	464	SUNLIGHT	Fabric Care
29	466	ARAMUSK DEO	Deo/Perfume
30	478	ADS LIPSTICK	Lipstick
31	483	CAMAY	Bath/Beauty

## Anti-Acne Products

RANK	CFB 2018	BRAND NAME
1	400	ACNESTAR

## Bath/Beauty

RANK	CFB 2018	BRAND NAME
1	483	CAMAY

## Cigarette

RANK	CFB 2018	BRAND NAME
1	110	MARLBORO

## Condoms

RANK	CFB 2018	BRAND NAME
1	217	MOODS
2	346	SKORE

## Consumer Batteries

RANK	CFB 2018	BRAND NAME
1	127	NIPPO BATTERIES
2	144	DURACELL
3	146	EVEREADY

## Cosmetics

RANK	CFB 2018	BRAND NAME
1	109	LAKME
2	262	REVLON
3	343	COLORBAR
4	362	L'OREAL
5	457	AVON COSMETICS

## Deo/Perfume

RANK	CFB 2018	BRAND NAME
1	466	ARAMUSK DEO

## Diapers

RANK	CFB 2018	BRAND NAME
1	255	PAMPERS

## Diversified

RANK	CFB 2018	BRAND NAME
1	24	PATANJALI
2	40	HINDUSTAN UNILEVER
3	216	P&G

## Fabric Care

RANK	CFB 2018	BRAND NAME
1	280	SASA
2	464	SUNLIGHT

## Hair Oil

RANK	CFB 2018	BRAND NAME
1	459	COCORAJ HAIR OIL

## Lip Balm

RANK	CFB 2018	BRAND NAME
1	375	MAYBELLINE BABY LIPS

## Lipstick

RANK	CFB 2018	BRAND NAME
1	478	ADS LIPSTICK

## Mouthwash

RANK	CFB 2018	BRAND NAME
1	422	LISTERINE

## Oral Hygiene

RANK	CFB 2018	BRAND NAME
1	238	NEEM
2	349	PATANJALI DANT KANTI
3	460	COLGATE CIBACA

## Shaving Products

RANK	CFB 2018	BRAND NAME
1	296	TOPAZ

## Skin Lightening Products

RANK	CFB 2018	BRAND NAME
1	408	FAIR GLOW

## Skincare

RANK	CFB 2018	BRAND NAME
1	263	EVERYUTH
2	348	BIO-OIL

## FOOD & BEVERAGE SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	70	KELLOGG'S	Breakfast Cereal
2	89	NESTLE	Diversified
3	100	TAJ MAHAL TEA	Tea
4	133	DABUR REAL	Packaged Juice
5	147	RAIL NEER	Packaged Drinking Water
6	158	MTR	RTC Foods
7	171	SARAS	Dairy - Diversified
8	178	VIVA	Nutritional Supplement
9	194	BADSHAH	Spices
10	204	NESCAFE	Instant Coffee

RANK	CFB 2018	BRAND NAME	CATEGORY
11	230	DUKE'S	Soda
12	246	BRITANNIA TIGER	Biscuits - Brand
13	250	MAPRO	Processed Foods
14	264	HAVMOR	Ice Cream/Frozen Dessert
15	272	DHARA	Edible Oil
16	285	EVERYDAY	Milk Powder
17	291	MAHANAND	Dairy - Diversified
18	302	100 PLUS	Isotonic Sports Drink
19	305	ELEPHANT	Packaged Rice
20	306	AACHI	Spices
21	312	MANIKCHAND	Mouth Freshener - Traditional
22	316	PARLE	Diversified
23	367	CADBURY ECLAIRS	Eclairs
24	376	KRISHNA	Ghee
25	382	DIARY MILK	Chocolate Bar
26	383	DIAMOND	Packaged Snacks
27	384	SUNFLOWER OIL	Edible Oil
28	387	MILKMAID	Condensed Milk
29	392	MOHANI TEA	Tea
30	395	ENDURA MASS	Nutritional Supplement
31	396	GOLDEN HARVEST	Staple Kitchen Ingredients
32	416	MALWA FOODS	Biscuit Manufacturer
33	417	BABA ZARDA	Tobacco Products
34	436	MADHUR	Sugar
35	445	XALTA	Aerated Beverage manufacturer
36	463	POPULAR	RTC Foods
37	465	KACCHA MANGO	Candy
38	468	SURUCHI	Spices
39	482	LONDON DAIRY	Ice Cream/Frozen Dessert
40	485	MILK BIKIS	Biscuits - Brand
41	491	PARLE GOLD STAR	Biscuits - Brand
42	496	CADBURY DAIRY MILK	Chocolate Bar

### Aerated Beverage Manufacturer

RANK	CFB 2018	BRAND NAME
1	445	XALTA



## Biscuit Manufacturer

RANK	CFB 2018	BRAND NAME
1	416	MALWA FOODS

## Biscuits - Brand

RANK	CFB 2018	BRAND NAME
1	246	BRITANNIA TIGER
2	485	MILK BIKIS
3	491	PARLE GOLD STAR

## Breakfast Cereal

RANK	CFB 2018	BRAND NAME
1	70	KELLOGG'S

## Candy

RANK	CFB 2018	BRAND NAME
1	465	KACCHA MANGO

## Chocolate Bar

RANK	CFB 2018	BRAND NAME
1	382	DIARY MILK
2	496	CADBURY DAIRY MILK

## Condensed Milk

RANK	CFB 2018	BRAND NAME
1	387	MILKMAID

## Dairy - Diversified

RANK	CFB 2018	BRAND NAME
1	171	SARAS
2	291	MAHANAND

## Diversified

RANK	CFB 2018	BRAND NAME
1	89	NESTLE
2	316	PARLE

## Eclairs

RANK	CFB 2018	BRAND NAME
1	367	CADBURY ECLAIRS

## Edible Oil

RANK	CFB 2018	BRAND NAME
1	272	DHARA
2	384	SUNFLOWER OIL

## Ghee

RANK	CFB 2018	BRAND NAME
1	376	KRISHNA

## Ice Cream/Frozen Dessert

RANK	CFB 2018	BRAND NAME
1	264	HAVMOR
2	482	LONDON DAIRY

## Instant Coffee

RANK	CFB 2018	BRAND NAME
1	204	NESCAFE

## Isotonic Sports Drink

RANK	CFB 2018	BRAND NAME
1	302	100 PLUS

## Milk Powder

RANK	CFB 2018	BRAND NAME
1	285	EVERYDAY

## Mouth Freshener - Traditional

RANK	CFB 2018	BRAND NAME
1	312	MANIKCHAND

## Nutritional Supplement

RANK	CFB 2018	BRAND NAME
1	178	VIVA
2	395	ENDURA MASS

## Packaged Drinking Water

RANK	CFB 2018	BRAND NAME
1	147	RAIL NEER

## Packaged Juice

RANK	CFB 2018	BRAND NAME
1	133	DABUR REAL

## Packaged Rice

RANK	CFB 2018	BRAND NAME
1	305	ELEPHANT

## Packaged Snacks

RANK	CFB 2018	BRAND NAME
1	383	DIAMOND

## Processed Foods

RANK	CFB 2018	BRAND NAME
1	250	MAPRO

## RTC Foods

RANK	CFB 2018	BRAND NAME
1	158	MTR
2	463	POPULAR

## Soda

RANK	CFB 2018	BRAND NAME
1	230	DUKE'S

## Spices

RANK	CFB 2018	BRAND NAME
1	194	BADSHAH
2	306	AACHI
3	468	SURUCHI

## Staple Kitchen Ingredients

RANK	CFB 2018	BRAND NAME
1	396	GOLDEN HARVEST

## Sugar

RANK	CFB 2018	BRAND NAME
1	436	MADHUR

## Tea

RANK	CFB 2018	BRAND NAME
1	100	TAJ MAHAL TEA
2	392	MOHANI TEA

## Tobacco Products

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RANK	CFB 2018	BRAND NAME
1	417	BABA ZARDA

## GADGETRY SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	8	OPPO	Mobile Phones
2	10	VIVO	Mobile Phones
3	55	APPLE iPHONE	Mobile Phone - Series
4	108	HONOR	Mobile Phones
5	132	HTC	Mobile Phones
6	137	SAMSUNG GALAXY	Mobile Phone - Series
7	259	ONE PLUS	Mobile Phones
8	311	KARBONN	Mobile Phones
9	413	NOKIA	Mobile Phones
10	490	GOOGLE PIXEL	Mobile Phone - Series

## Mobile Phone - Series

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RANK	CFB 2018	BRAND NAME
1	55	APPLE iPHONE
2	137	SAMSUNG GALAXY
3	490	GOOGLE PIXEL

## Mobile Phones

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RANK	CFB 2018	BRAND NAME
1	8	OPPO
2	10	VIVO
3	108	HONOR
4	132	HTC
5	259	ONE PLUS
6	311	KARBONN
7	413	NOKIA

## GOVERNMENT SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	231	NDMC	Municipal Council
2	308	INDIA POST	Postal Services
3	399	DIGITAL INDIA	Government Initiative

### Municipal Council

RANK	CFB 2018	BRAND NAME
1	231	NDMC

### Postal Services

RANK	CFB 2018	BRAND NAME
1	308	INDIA POST

### Government Initiative

RANK	CFB 2018	BRAND NAME
1	399	DIGITAL INDIA

## GOVERNMENT INITIATIVE SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	294	MEDICARE	National Health Insurance - Foreign

# HEALTHCARE SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	38	CIPLA	Diversified
2	56	SUN PHARMA	Diversified
3	68	APOLLO HOSPITALS	Cosmetics
4	75	MANKIND PHARMA	Cigarette
5	76	GSK	Consumer Batteries
6	111	BIOCON	Consumer Batteries
7	121	JOHNSON & JOHNSON	Consumer Batteries
8	142	BAIDYANATH	Diversified
9	152	ABBOTT	Condoms
10	159	WOCKHARDT	Oral Hygiene
11	175	LUPIN	Diapers
12	179	DR REDDY'S	Cosmetics
13	189	PFIZER	Skincare
14	197	HIMANI FAST RELIEF	Fabric Care
15	200	NOVARTIS	Shaving Products
16	222	GLENMARK	Cosmetics
17	227	SARIDON	Condoms
18	326	VLCC	Skincare
19	403	ALEMBIC	Oral Hygiene
20	426	SOFRAMYCIN	Cosmetics
21	437	MERCK PHARMA	Lip Balm
22	440	ALLEN AYURVEDIC	Anti-Acne Products
23	443	LOMOFEN	Skin Lightening Products
24	470	LEELAVATI HOSPITAL	Mouthwash

## Ayurveda - Diversified

RANK	CFB 2018	BRAND NAME
1	142	BAIDYANATH
2	440	ALLEN AYURVEDIC

## Biopharmaceuticals

RANK	CFB 2018	BRAND NAME
1	111	BIOCON



## Diversified

RANK	CFB 2018	BRAND NAME
1	159	WOCKHARDT

## Health Management

RANK	CFB 2018	BRAND NAME
1	326	VLCC

## Healthcare - Diversified

RANK	CFB 2018	BRAND NAME
1	121	JOHNSON & JOHNSON

## Hospitals

RANK	CFB 2018	BRAND NAME
1	68	APOLLO HOSPITALS
2	470	LEELAVATI HOSPITAL

## OTC Brand

RANK	CFB 2018	BRAND NAME
1	227	SARIDON
2	443	LOMOFEN

## Pain Balm

RANK	CFB 2018	BRAND NAME
1	197	HIMANI FAST RELIEF

## Pharmaceuticals - Indian

RANK	CFB 2018	BRAND NAME
1	38	CIPLA
2	56	SUN PHARMA
3	75	MANKIND PHARMA
4	175	LUPIN
5	179	DR REDDY'S
6	222	GLENMARK
7	403	ALEMBIC

## Pharmaceuticals - International

RANK	CFB 2018	BRAND NAME
1	76	GSK
2	152	ABBOTT
3	189	PFIZER
4	200	NOVARTIS
5	437	MERCK PHARMA

## Skin cream

RANK	CFB 2018	BRAND NAME
1	426	SOFRAMYCIN

## HOME CARE SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	220	JAQUAR	Bath Fixtures/Sanitaryware
2	233	PARRYWARE	Bath Fixtures/Sanitaryware
3	256	SUPREME	Furniture
4	269	HINDWARE	Bath Fixtures/Sanitaryware
5	315	DR FIXIT	Waterproofing Products

## Bath Fixtures/Sanitaryware

RANK	CFB 2018	BRAND NAME
1	220	JAQUAR
2	233	PARRYWARE
3	269	HINDWARE

## Furniture

RANK	CFB 2018	BRAND NAME
1	256	SUPREME

## Waterproofing Products

RANK	CFB 2018	BRAND NAME
1	315	DR FIXIT

# HOSPITALITY SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	183	TAJ HOTELS	Hotels - Premium
2	287	THE LEELA	Hotels - Premium
3	288	SURAJ WATER PARK	Theme Park
4	290	ESSEL WORLD	Theme Park
5	374	KRISHNA RESORT	Theme Park
6	378	COUNTRY CLUB	Clubs
7	423	ADLABS ENTERTAINMENT	Theme Park Development
8	447	AQUATICA	Theme Park

## Clubs

RANK	CFB 2018	BRAND NAME
1	378	COUNTRY CLUB

## Hotels - Premium

RANK	CFB 2018	BRAND NAME
1	183	TAJ HOTELS
2	287	THE LEELA

## Theme Park

RANK	CFB 2018	BRAND NAME
1	288	SURAJ WATER PARK
2	290	ESSEL WORLD
3	374	KRISHNA RESORT
4	447	AQUATICA

## Theme Park Development

RANK	CFB 2018	BRAND NAME
1	423	ADLABS ENTERTAINMENT

## HOUSEHOLD ELECTRICALS SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	93	ORIENT	Fans
2	112	SYSKA LED	LED
3	149	CROMPTON GREAVES	Fast Moving Electrical Goods
4	205	LEGRAND	Fast Moving Electrical Goods
5	297	RICO	Fast Moving Electrical Goods
6	300	MICROTEK	Fast Moving Electrical Goods
7	355	POLYCAB	Fast Moving Electrical Goods

### Fans

RANK	CFB 2018	BRAND NAME
1	93	ORIENT

### Fast Moving Electrical Goods

RANK	CFB 2018	BRAND NAME
1	149	CROMPTON GREAVES
2	205	LEGRAND
3	297	RICO
4	300	MICROTEK
5	355	POLYCAB

### LED

RANK	CFB 2018	BRAND NAME
1	112	SYSKA LED

## INTERNATIONAL BODY SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	94	UNICEF	Children's Welfare

# INTERNET/PHONE APP SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	11	GOOGLE	Internet Search
2	27	FACEBOOK	Social Networking
3	36	EBAY	Online Retailer - Diversified
4	45	AMAZON	Online Retailer - Diversified
5	99	YAHOO	Internet Search
6	113	WHATSAPP	Instant Messaging Service
7	124	OLX.IN	Internet Classifieds Service
8	157	YOUTUBE	Video-sharing
9	218	SHOPCLUES.COM	Online Retailer - Diversified
10	223	OYO ROOMS	Hotel room aggregation
11	267	BIG BASKET	Online Retailer - Grocery
12	283	INDIAMART	Internet Classifieds Service
13	331	BLUE BERRY	Online Retailer - Fashion Accessories
14	332	GMAIL	Email Service
15	406	SHAADI.COM	Matrimony
16	421	JABONG	Online Retailer - Fashion
17	497	MOBIKWIK	Online Payment Service

## Email Service

RANK	CFB 2018	BRAND NAME
1	332	GMAIL

## Hotel room aggregation

RANK	CFB 2018	BRAND NAME
1	223	OYO ROOMS

## Instant Messaging Service

RANK	CFB 2018	BRAND NAME
1	113	WHATSAPP

## Internet Classifieds Service

RANK	CFB 2018	BRAND NAME
1	124	OLX.IN
2	283	INDIAMART

## Internet Search

RANK	CFB 2018	BRAND NAME
1	11	GOOGLE
2	99	YAHOO

## Matrimony

RANK	CFB 2018	BRAND NAME
1	406	SHAADI.COM

## Online Payment Service

RANK	CFB 2018	BRAND NAME
1	497	MOBIKWIK

## Online Retailer - Diversified

RANK	CFB 2018	BRAND NAME
1	36	EBAY
2	45	AMAZON
3	218	SHOPCLUES.COM

## Online Retailer - Fashion

RANK	CFB 2018	BRAND NAME
1	421	JABONG

## Online Retailer - Fashion Accessories

RANK	CFB 2018	BRAND NAME
1	331	BLUE BERRY

## Online Retailer - Grocery

RANK	CFB 2018	BRAND NAME
1	267	BIG BASKET

## Social Networking

RANK	CFB 2018	BRAND NAME
1	27	FACEBOOK

## Video - Sharing

RANK	CFB 2018	BRAND NAME
1	157	YOUTUBE

## KITCHEN CARE SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	370	PADMINI	Kitchen Appliances

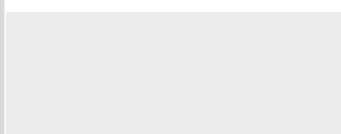
## MANUFACTURING SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	136	CAT	Heavy Equipment
2	160	LAFARGE	Cement
3	234	BINANI CEMENT	Cement
4	235	FINOLEX	Diversified
5	237	JCB	Heavy Equipment
6	239	SURYA CEMENT	Cement
7	251	HINDALCO	Metal
8	278	GREENPLY	Plywood
9	301	ABB	Diversified
10	322	NEROLAC PAINTS	Paints

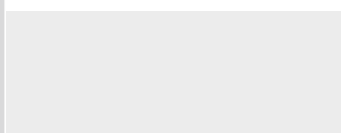
RANK	CFB 2018	BRAND NAME	CATEGORY
11	333	ASTRAL PIPES	Pipes
12	345	BANGUR CEMENT	Cement
13	357	INDIA CEMENTS	Cement
14	428	ATLAS COPCO	Air Compressors
15	442	DFL	Industrial Fasteners
16	449	D-LINK	Networking equipment
17	462	JAIN IRRIGATION SYSTEM	Agricultural products
18	469	SR MB TMT BAR	TMT Bars
19	472	PENCO	Stationery
20	487	LEGO	Toys

## Agricultural products



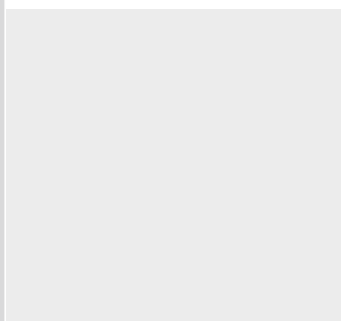
RANK	CFB 2018	BRAND NAME
1	462	JAIN IRRIGATION SYSTEM

## Air Compressors



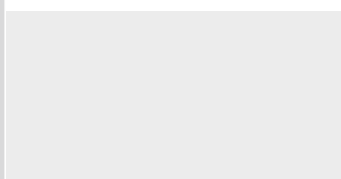
RANK	CFB 2018	BRAND NAME
1	428	ATLAS COPCO

## Cement



RANK	CFB 2018	BRAND NAME
1	160	LAFARGE
2	234	BINANI CEMENT
3	239	SURYA CEMENT
4	345	BANGUR CEMENT
5	357	INDIA CEMENTS

## Diversified



RANK	CFB 2018	BRAND NAME
1	235	FINOLEX
2	301	ABB



## Heavy Equipment

RANK	CFB 2018	BRAND NAME
1	136	CAT
2	237	JCB

## Industrial Fasteners

RANK	CFB 2018	BRAND NAME
1	442	DFL

## Metal

RANK	CFB 2018	BRAND NAME
1	251	HINDALCO

## Networking Equipment

RANK	CFB 2018	BRAND NAME
1	449	D-LINK

## Paints

RANK	CFB 2018	BRAND NAME
1	322	NEROLAC PAINTS

## Pipes

RANK	CFB 2018	BRAND NAME
1	333	ASTRAL PIPES

## Plywood

RANK	CFB 2018	BRAND NAME
1	278	GREENPLY

## Stationery

RANK	CFB 2018	BRAND NAME
1	472	PENCO

## TMT Bars

RANK	CFB 2018	BRAND NAME
1	469	SR MB TMT BAR

## Toys

RANK	CFB 2018	BRAND NAME
1	487	LEGO

## MEDIA - PRINT SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	67	TIMES OF INDIA	Newspaper - English
2	105	HINDUSTAN TIMES	Newspaper - English
3	129	NAVBHARAT TIMES	Newspaper - Hindi
4	138	MID DAY	Newspaper - English
5	180	INDIAN EXPRESS	Newspaper - English
6	226	DNA	Newspaper - English
7	265	FEMINA	Magazine - English
8	313	INDIA TODAY	Magazine - English
9	373	ASIAN AGE	Newspaper - English
10	397	DECCAN CHRONICLE	Newspaper - English
11	405	STARDUST	Magazine - English
12	473	FINANCIAL TIMES	English Financial Daily - International
13	474	VAARTHA	Telugu Daily
14	486	THE ECONOMIC TIMES	English Financial Daily
15	500	ANANDALOK	Magazine - Bengali

## English Financial Daily

RANK	CFB 2018	BRAND NAME
1	486	THE ECONOMIC TIMES

## English Financial Daily - International

RANK	CFB 2018	BRAND NAME
1	473	FINANCIAL TIMES

## Magazine - Bengali

RANK	CFB 2018	BRAND NAME
1	500	ANANDALOK

## Magazine - English

RANK	CFB 2018	BRAND NAME
1	265	FEMINA
2	313	INDIA TODAY
3	405	STARDUST

## Newspaper - English

RANK	CFB 2018	BRAND NAME
1	67	TIMES OF INDIA
2	105	HINDUSTAN TIMES
3	138	MID DAY
4	180	INDIAN EXPRESS
5	226	DNA
6	373	ASIAN AGE
7	397	DECCAN CHRONICLE

## Newspaper - Hindi

RANK	CFB 2018	BRAND NAME
1	129	NAVBHARAT TIMES

## Telugu Daily

RANK	CFB 2018	BRAND NAME
1	474	VAARTHA

## MEDIA - RADIO SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	450	RADIO MIRCHI 98.3 FM	Media - Radio

## MEDIA - TV SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	43	REPUBLIC TV	English News
2	166	INDIA TV	Hindi News
3	187	SUN TV	Tamil - GEC
4	208	DISCOVERY	Factual Entertainment
5	243	NEWS 7	Tamil News
6	257	VIJAY TV	Tamil - GEC
7	279	TIMES NOW	English News
8	304	SURYA TV	Malayalam GEC
9	356	ASIAN SKY SHOP	Home Shopping Network
10	359	ZEE TV	Hindi GEC
11	380	KTV	Tamil Movie Channel
12	398	MANORAMA	Newspaper - Malayalam
13	419	NEWS LIVE	Hindi News
14	429	SONY TELEVISION	Hindi GEC
15	451	SHOP CJ	Home Shopping Network
16	492	ABP MAJHA	Marathi News
17	498	NDTV	TV Channel Network

### English News

RANK	CFB 2018	BRAND NAME
1	43	REPUBLIC TV
2	279	TIMES NOW

### Factual Entertainment

RANK	CFB 2018	BRAND NAME
1	208	DISCOVERY

## Hindi GEC

RANK	CFB 2018	BRAND NAME
1	359	ZEE TV
2	429	SONY TELEVISION

## Hindi News

RANK	CFB 2018	BRAND NAME
1	166	INDIA TV
2	419	NEWS LIVE

## Home Shopping Network

RANK	CFB 2018	BRAND NAME
1	356	ASIAN SKY SHOP
2	451	SHOP CJ

## Malayalam GEC

RANK	CFB 2018	BRAND NAME
1	304	SURYA TV

## Marathi News

RANK	CFB 2018	BRAND NAME
1	492	ABP MAJHA

## Newspaper - Malayalam

RANK	CFB 2018	BRAND NAME
1	398	MANORAMA

## Tamil - GEC

RANK	CFB 2018	BRAND NAME
1	187	SUN TV
2	257	VIJAY TV

## Tamil Movie Channel

RANK	CFB 2018	BRAND NAME
1	380	KTV

## Tamil News

RANK	CFB 2018	BRAND NAME
1	243	NEWS 7

## TV Channel Network

RANK	CFB 2018	BRAND NAME
1	498	NDTV

## NGO SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	456	AKSHAYA PATRA NGO	Mid-day Meal Service

## PERSONAL ACCESSORIES SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	3	NIKE	Sportswear
2	6	PUMA	Sportswear
3	20	ADIDAS	Sportswear
4	47	TITAN	Watches
5	57	RADO	Luxury Watches
6	59	FILA	Sportswear
7	65	RAYBAN	Eyewear

RANK	CFB 2018	BRAND NAME	CATEGORY
8	78	ROLEX	Luxury Watches
9	107	VIP	Luggage/Bags
10	114	G-SHOCK	Watches
11	116	AMERICAN TOURISTER	Luggage/Bags
12	143	WOODLAND	Outdoor Gear
13	148	ACTION	Footwear
14	153	SPARX	Footwear
15	167	SKYBAGS	Luggage/Bags
16	182	WILDCRAFT	Outdoor gear
17	190	HTC ULTRA	Mobile Phone - Brand
18	193	TISSOT	Luxury Watches
19	209	VKC	Footwear
20	210	MOCHI	Footwear
21	211	SAMSONITE	Luggage/Bags
22	224	SEIKO	Watches
23	244	MAXIMA	Watches
24	253	VANS	Sportswear
25	258	LAKHANI	Footwear
26	276	HUSH PUPPIES	Footwear
27	289	CATTERPILLAR (FOOTWEAR)	Footwear
28	318	LOTTO	Footwear
29	323	LUNAR	Footwear
30	329	RUPANI	Footwear
31	358	CITIZEN	Watches
32	402	TITAS (FOOTWEAR)	Footwear
33	410	CONVERSE	Footwear
34	424	JORDAN SHOES	Footwear
35	425	BELL & ROSS	Luxury Watches
36	480	FORCEFLEX	High Performance eyewear
37	484	ELWIN	Watches

## Eyewear

RANK	CFB 2018	BRAND NAME
1	65	RAYBAN

## Footwear

RANK	CFB 2018	BRAND NAME
1	148	ACTION
2	153	SPARX
3	209	VKC
4	210	MOCHI
5	258	LAKHANI
6	276	HUSH PUPPIES
7	289	CATTERPILLAR (FOOTWEAR)
8	318	LOTTO
9	323	LUNAR
10	329	RUPANI
11	402	TITAS (FOOTWEAR)
12	410	CONVERSE
13	424	JORDAN SHOES

## High Performance eyewear

RANK	CFB 2018	BRAND NAME
1	480	FORCEFLEX

## Luggage/Bags

RANK	CFB 2018	BRAND NAME
1	107	VIP
2	116	AMERICAN TOURISTER
3	167	SKYBAGS
4	211	SAMSONITE

## Luxury Watches

RANK	CFB 2018	BRAND NAME
1	57	RADO
2	78	ROLEX
3	193	TISSOT
4	425	BELL & ROSS



## Mobile Phone - Brand

RANK	CFB 2018	BRAND NAME
1	190	HTC ULTRA

## Outdoor Gear

RANK	CFB 2018	BRAND NAME
1	143	WOODLAND
2	182	WILDCRAFT

## Sportswear

RANK	CFB 2018	BRAND NAME
1	3	NIKE
2	6	PUMA
3	20	ADIDAS
4	59	FILA
5	253	VANS

## Watches

RANK	CFB 2018	BRAND NAME
1	47	TITAN
2	114	G-SHOCK
3	224	SEIKO
4	244	MAXIMA
5	358	CITIZEN
6	484	ELWIN

## PERSONAL GADGETRY SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	261	SKULL CANDY	Earphones/Headphones

## PUBLISHING SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	438	MARVEL COMICS	Comics

## REAL ESTATE SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	184	DLF	Diversified

## RETAIL SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	62	MCDONALD'S	QSR
2	87	KFC	QSR
3	145	CAFE COFFEE DAY	Café
4	192	SARAVANA STORES	Hypermarket
5	201	GLOBUS	Fashion
6	202	PARADISE	Restaurant - Biryani
7	232	IKEA	Ready-to-Assemble Furniture
8	254	RELIANCE FRESH	Grocery
9	321	JUMBOKING	QSR - Indian
10	340	OBEROI MALL	Mall
11	344	FAB INDIA	Handmade Products
12	352	VISHAL MEGAMART	Hypermarket
13	361	PRAPTI	Ethnicwear
14	363	KUTCHI KING	QSR - Indian
15	364	BRAND FACTORY	Fashion Discount
16	386	PIZZA HUT	Diner/Restaurant
17	411	JAWED HABIB	Hair Salon
18	420	TONI&GUY	Hair Salon
19	435	METRO MALL	Hypermarket
20	446	BRIJWASI	Sweets - Traditional
21	489	BBLUNT	Hair Salon
22	494	KYAANI BAKERY	Bakery

## Bakery

RANK	CFB 2018	BRAND NAME
1	494	KYAANI BAKERY

## Café

RANK	CFB 2018	BRAND NAME
1	145	CAFE COFFEE DAY

## Diner/Restaurant

RANK	CFB 2018	BRAND NAME
1	386	PIZZA HUT

## Ethnicwear

RANK	CFB 2018	BRAND NAME
1	361	PRAPTI

## Fashion

RANK	CFB 2018	BRAND NAME
1	201	GLOBUS

## Fashion Discount

RANK	CFB 2018	BRAND NAME
1	364	BRAND FACTORY

## Grocery

RANK	CFB 2018	BRAND NAME
1	254	RELIANCE FRESH

## Hair Salon

RANK	CFB 2018	BRAND NAME
1	411	JAWED HABIB
2	420	TONI&GUY
3	489	BBLUNT

## Handmade Products

RANK	CFB 2018	BRAND NAME
1	344	FAB INDIA

## Hypermarket

RANK	CFB 2018	BRAND NAME
1	192	SARAVANA STORES
2	352	VISHAL MEGAMART
3	435	METRO MALL

## Mall

RANK	CFB 2018	BRAND NAME
1	340	OBEROI MALL

## QSR

RANK	CFB 2018	BRAND NAME
1	62	MCDONALD'S
2	87	KFC

## QSR - Indian

RANK	CFB 2018	BRAND NAME
1	321	JUMBOKING
2	363	KUTCHI KING

## Ready-to-Assemble Furniture

RANK	CFB 2018	BRAND NAME
1	232	IKEA

## Restaurant - Biryani

RANK	CFB 2018	BRAND NAME
1	202	PARADISE

## Sweets - Traditional

RANK	CFB 2018	BRAND NAME
1	446	BRIJWASI

## SERVICES SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	25	IBM	Consulting/Services
2	53	UPS COURIER	Express Services - International
3	69	DHL	Express Services - International
4	103	BLUE DART	Express Service - Domestic
5	295	ACCENTURE	Professional Services
6	388	HUNGAMA	Digital Advertising
7	407	CGN GLOBAL	Professional Services
8	461	FEDEX	Express Services - International

## Consulting/Services

RANK	CFB 2018	BRAND NAME
1	25	IBM

## Digital Advertising

RANK	CFB 2018	BRAND NAME
1	388	HUNGAMA

## Express Service - Domestic

RANK	CFB 2018	BRAND NAME
1	103	BLUE DART

## Express Services - International

RANK	CFB 2018	BRAND NAME
1	53	UPS COURIER
2	69	DHL
3	461	FEDEX

## Professional Services

RANK	CFB 2018	BRAND NAME
1	295	ACCENTURE
2	407	CGN GLOBAL

## SPORTS SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	310	FIFA	Consulting/Services
2	330	MANCHESTER UNITED	Express Services - International
3	336	BARCELONA	Express Services - International

## Football Franchisee

RANK	CFB 2018	BRAND NAME
1	330	MANCHESTER UNITED
2	336	BARCELONA

## Football League

RANK	CFB 2018	BRAND NAME
1	310	FIFA

## STATIONERY SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	130	LEXI PENS	Writing Accessories
2	317	LINC PENS	Writing Accessories
3	350	REYNOLDS	Writing Accessories
4	353	CHELPARK	Ink
5	427	UNIBALL	Writing Accessories
6	455	STAEDTLER	Stationery

### Ink

RANK	CFB 2018	BRAND NAME
1	353	CHELPARK

### Stationery

RANK	CFB 2018	BRAND NAME
1	455	STAEDTLER

### Writing Accessories

RANK	CFB 2018	BRAND NAME
1	130	LEXI PENS
2	317	LINC PENS
3	350	REYNOLDS
4	427	UNIBALL

# TECHNOLOGY SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	4	DELL	Personal Technology
2	5	APPLE	Personal Technology - Diversified
3	13	MICROSOFT	Software Products
4	17	HEWLETT PACKARD	Personal Technology
5	32	HCL	Personal Technology
6	37	INTEL	Semiconductor
7	42	SAP	Software Products
8	61	ORACLE	Software Products
9	63	CISCO	Networks - Diversified
10	79	SIEMENS	Technology - Diversified
11	177	KODAK	Imaging Products
12	347	PLAYSTATION	Video Game console
13	369	ERD	Diversified
14	415	DATA WIND	Personal Technology
15	439	EQUISOFT	Software Services
16	444	EPOX	Motherboards
17	458	CASIO	Personal Technology - Diversified

## Diversified

RANK	CFB 2018	BRAND NAME
1	369	ERD

## Imaging Products

RANK	CFB 2018	BRAND NAME
1	177	KODAK

## Motherboards

RANK	CFB 2018	BRAND NAME
1	444	EPOX



## Networks - Diversified

RANK	CFB 2018	BRAND NAME
1	63	CISCO

## Personal Technology

RANK	CFB 2018	BRAND NAME
1	4	DELL
2	17	HEWLETT PACKARD
3	32	HCL
4	415	DATA WIND

## Personal Technology - Diversified

RANK	CFB 2018	BRAND NAME
1	5	APPLE
2	458	CASIO

## Semiconductor

RANK	CFB 2018	BRAND NAME
1	37	INTEL

## Software Products

RANK	CFB 2018	BRAND NAME
1	13	MICROSOFT
2	42	SAP
3	61	ORACLE

## Software Services

RANK	CFB 2018	BRAND NAME
1	439	EQUISOFT

## Technology - Diversified

RANK	CFB 2018	BRAND NAME
1	79	SIEMENS

## Video Game console

RANK	CFB 2018	BRAND NAME
1	347	PLAYSTATION

## TELECOM SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	41	IDEA	Mobile Service Provider
2	51	VODAFONE	Mobile Service Provider
3	328	TATA COMMUNICATION	Telecom Infrastructure

## Mobile Service Provider

RANK	CFB 2018	BRAND NAME
1	41	IDEA
2	51	VODAFONE

## Telecom Infrastructure

RANK	CFB 2018	BRAND NAME
1	328	TATA COMMUNICATION

## TRANSPORTATION SUPER CATEGORY



RANK	CFB 2018	BRAND NAME	CATEGORY
1	48	AIR INDIA	Airlines - Government
2	104	JET AIRWAYS	Airlines - Indian
3	162	INDIAN RAILWAYS	Rail Transportation

RANK	CFB 2018	BRAND NAME	CATEGORY
4	185	GO AIR	Airlines - Indian
5	191	LUFTHANSA	Airlines - International
6	206	DELHI METRO	Metro
7	327	QATAR AIRWAYS	Airlines - International
8	467	ETIHAD	Airlines - International

## Airlines - Government

RANK	CFB 2018	BRAND NAME
1	48	AIR INDIA

## Airlines - Indian

RANK	CFB 2018	BRAND NAME
1	104	JET AIRWAYS
2	185	GO AIR

## Airlines - International

RANK	CFB 2018	BRAND NAME
1	191	LUFTHANSA
2	327	QATAR AIRWAYS
3	467	ETIHAD

## Metro

RANK	CFB 2018	BRAND NAME
1	206	DELHI METRO

## Rail Transportation

RANK	CFB 2018	BRAND NAME
1	162	INDIAN RAILWAYS