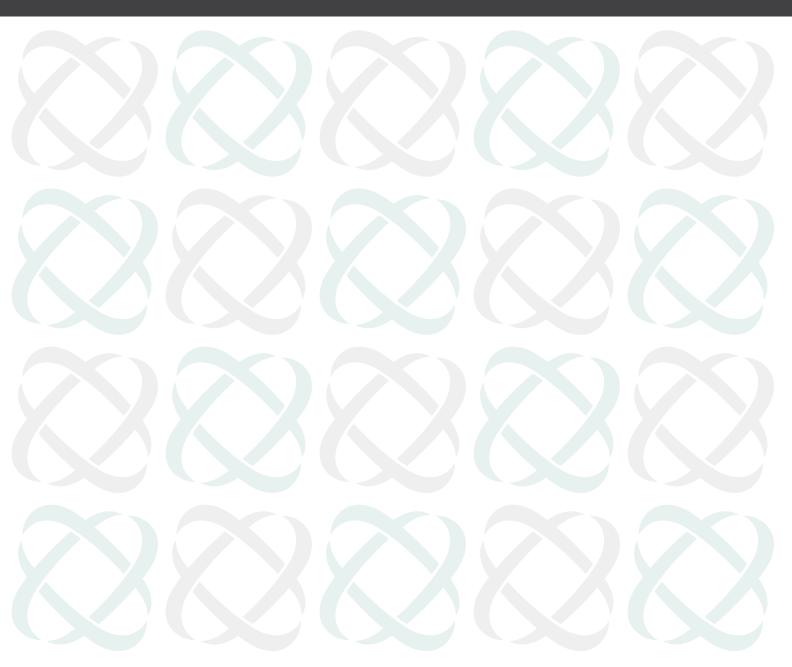






TRA's
Most
Consumer-Focused
Brands 2019



COPYRIGHTS

TRA Research Pvt. Ltd

5/10, Grants Building, 2nd Floor, Haji Niyaz Ahmed Azmi Marg, Arthur Bunder Road, Colaba Mumbai - 400005. www.trustadvisory.info Email: enquiries@trustadvisory.info

First Published in 2019

All rights reserved.

Limits of Liability/Disclaimer of Warranty: The authors, editors and publisher have used their best efforts in preparing this report. The publisher, editors and the authors make no representations or warranties with respect to the accuracy or completeness of the contents of this report, and specifically disclaim any implied warranties of merchantability or fitness for any particular purpose. There are no warranties which extend beyond the descriptions contained in this paragraph. No warranty may be created or extended by sales representatives or written sales materials. The accuracy and completeness of the information provided herein and the opinions stated herein are not guaranteed or warranted to produce any particular results and the advice and strategies contained herein may not be suitable for every individual. Neither the publisher, editors nor authors shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

The images used in the report are copyright-free or the rights for the same have been purchased. No part of this publication or image in the publication may be reproduced, stored, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise without permission of the editor(s). No part of this report may be reproduced or utilized in any form or by any means, electronic or mechanical, including recording, or any information storage retrieval system, without permission in writing from the publisher. The marks featuring the report cannot be reused, reproduced or republished elsewhere, without the permission of the publisher.

Although the publication is open to accepting submission of promotional material, the advertiser does not influence any of our editorial decisions or advertising policies.

For any copyright query, please contact the publisher.

ISBN: 978-81-938891-4-

Managing Editor: N. Chandramouli CEO TRA Research



INTRODUCTION

Consumer focus. Every brand professes it, some even get some parts right, but only miniscule few truly orient themselves complete with the term. But, that is not the real problem. The bigger issue is the fallacy that most brands think that they are totally consumer-focused while they are not. Most organization strategies are intensely brand centric, quite the opposite of the consumer centric approach they believe they exhibit.

Most organizations think brand first, consumer only after. One example comes from the term customer loyalty, which, in traditional approaches implies that the customer is expected to be loyal to the brand. The customer is one who pays, makes a conscious and judged decision, has a plethora of choices, and also all the information in the world at his fingertips. This omnipotent, omniscient customer is, inanely if I may say, expected to be 'loyal'. Like a puppy perhaps.

Just to show how skewed the parlance is, let me bring in one example to demonstrate how even the language is completely brand centric. Organizations often use a term share-of-wallet, a term that describes the spoils garnered from clients as different organizations fight for the spending-power of the consumer. It's the lucre won by brands for luring customers in to buy their share of product or services. It may have been a practice that increased sales a decade ago, but times have changed completely, and we live in a completely consumer-led world.

Customers do not want to be trophies in a market battle. They want brands to engage with them, understand them and build relationships with them. They definitely don't want to be sold to. They increasingly expect the brand to display loyalty to them.

I bring in a conversation I had recently with the head of a leading male innerwear brand. He explained that while the brand's multi-range products sold extremely well for decades, the buyers' choices had changed completely in the last five years and sales was falling continuously. "The father brought my products, but I just don't understand why the son does not", he lamented. That's because you don't understand the son, I had replied.

Consumer-Focus is not a brand campaign. It is not a plan. It cannot even be called a strategy. It is a way-of-life for a brand. A brand philosophy, if you will. The way to achieve this is to continuously increase Buying Propensity of the brand, its' keenness-to-be-bought. And that's achieved by meaningful engagements with consumers and a constant effort to strengthen relationships with them.

That in a nutshell, is why we celebrate these 500 brands in TRA's Most Consumer-Focused Brands 2019, the elite 7% brands out of the 10,000 listed with us that managed to increase their Buying Propensity over two successive years.

Read on and know more about what these leading brands did to make these unassailable bonds with their consumers. Just keep in mind that consumers are no longer puppies.

Warm regards,

N. Chandramouli CEO TRA Research



CONTENT

01

.....06-09

India's Most Consumer-Focused Brands 2019

This chapter elaborates on the highly coveted and much awaited 20 Most Consumer-Focused Brands in 2019. Many new leaders have arisen and some have taken exit with changing consumer proclivities.

02

.....10-33

Category-wise Analysis

In this chapter, the important Categories and the brands within them are discussed. It showcases how competing brands have increased or decreased their buying keenness over time.

03

34-43

Group Brand Portfolios

When a conglomerate has products in multiple Categories, a brand portfolio emerges. This chapter illustrates 10 Group brand portfolios giving insights into the collective strength of Group's brands.

04

.....44-51

Understanding TRA's Methodology

This chapter details out the research methodology for TRA's Most Consumer-Focused Brands Report. It also throws light on understanding respondents, statistical and research methodology and other vital statistics.

05

.....52-65

All India Listing

This chapter is the long-list of the 500 brands that excelled by increasing their Buying Propensity® Quotient over the previous year.

06

.....66-122

Category - wise Listing

This chapter lists the 500 Most Consumer-Focused Brands by Super-Categories and Categories to show how they operate in their own turf.



India's Most Consumer-Focused Brands 2019

TRA's Most Consumer-Focused Brands 2019, the third in its series, is a list of those illustrious brands who have excelled by increasing their Buying Propensity® Quotient over the previous year. TRA's Buying Propensity Matrix™ is a scientific brand strategy tool that gets to the root of buying behaviour to understand and measure the customer's keenness-to-buy.

This predictive lead-indicator, comprehends the influencer-consumers through their overt, covert and contextual buying drivers. To create Buying Propensity for a brand is to create a natural pull for the consumer towards the brand that gets manifested as the consumer's trust (transactional drives) and desire (psycho-socio-cultural drives). These two combine to make the fundamental substrate on which all buying decisions are made. The Buying Propensity 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 Most Consumer-Focused Brands 2019', the third in its series, is a measure of brand's ability to increase its Buying Propensity, over the previous year. A feat possible only if a brand betters its understanding of the consumer with every passing year. The brands which make it to the list are the eminent few, who did not 'sell' to the customers, but instead, helped them buy. When brands invest the time and effort to engage deeply and build relationships with its customers, it gets reflected in rankings of this exclusive report.

India's 20 Most Consumer-Focused Brands

Many brands will admit that 2019 has been a topsy-turvy one, sometimes with prominent brands impacted by controversies, others find their turf stolen by upcoming brands, while yet others have faced the brunt of a slowing economy. That said, there are brands which have still kept their head down to focus on the most essential thrust gear, the consumer. These are the brands will be able to brace such storms, and in the long run, emerge winners.

This list of 500 brands is exclusive because of several reasons. Most importantly because, these are the only ones which have increased their Buying Propensity quotient and hence their consumer focus. The rest have either lost on consumer focus (displayed by a lower Buying Propensity in the subsequent year) or have eroded their consumer base.

Analysis of India's Top 20 Consumer Focused Brands 2019

This year, Samsung Mobile Phones, one of India's largest smartphone brands has bagged the title of India's Most Consumer-Focused Brand 2019. Dell, a leader in Laptops category is India's 2nd Most Consumer-Focused Brands of 2019 with a large gap of 29.2% from the first. India's 3rd Most Consumer-Focused Brand is Apple iPhone, a jump of two places over last year. This is followed by LG Televisions at 4th position, also a leader in the TV Category. Ponds and Honda, at 5th and 6th ranks respectively, are first time entrants in the top 20 list of India's Most Consumer-Focused Brands 2019.

LIC, has slipped one rank from 7th position with a gap of 8.3% in terms of the brand's Consumer-Focus Index. Sony Televisions is India's 8th Most Consumer-Focused Brand with miniscule difference of 1.5% CFI from the previous ranked brand. Tata Motors, the 9th Most

Consumer-Focused brand has shown a seven rank dip 9th rank this year. This is followed by Amul Milk, ranked 10th among Consumer-Focused Brands, also a leader in the Milk Category.

CFB RANK	BRAND NAME	SUPER CATEGORY	CATEGORY	% DIFF
1	SAMSUNG	Gadgetry	Mobile Phones	-
2	DELL	Technology	Laptops	29.2%
3	APPLE iPHONE	Gadgetry	Mobile Phone - Series	17.1%
4	LG	Consumer Electronics	Televisions	5.5%
5	POND'S	FMCG	Cosmetics	13.7%
6	HONDA	Automobile	Two Wheeler - Manufacturer	22.2%
7	LIC	BFSI	Life Insurance - PSU	8.3%
8	SONY	Consumer Electronics	Televisions	1.5%
9	TATA MOTORS	Automobile	Four Wheeler - Manufacturer	6.4%
10	AMUL	Food & Beverage	Milk	3.3%
11	SAMSUNG	Consumer Electronics	Televisions	6.3%
12	DOVE	FMCG	Soap	10.1%
13	LG	Consumer Electronics	Refrigerators	0.3%
14	AMUL	Food & Beverage	Butter	2.2%
15	VODAFONE-IDEA	Telecom	Mobile Service Provider	2.3%
16	BAJAJ PULSAR	Automobile	Two Wheeler - Brand	2.6%
17	JEEP	Automobile	Four Wheeler - Manufacturer	6.0%
18	TATA TEA	Food & Beverage	Tea	2.4%
19	SAMSUNG	Consumer Electronics	Refrigerators	1.1%
20	BAJAJ AUTO	Automobile	Two Wheeler - Manufacturer	1.8%

At 11th slot, we have Samsung Televisions followed by Dove at 12th slot with a difference of 10.1% from the previous. LG Refrigerators, becomes a leader in the Refrigerator Category, and is India's 13th Most Consumer-Focused brand. It is followed by Amul Butter at 14th rank and Vodafone-Idea, one of India's largest telecom companies has secured 15th rank in India's Most Consumer-Focused 2019 Report. Bajaj Pulsar slips from seven ranks to 16th slot this year. Jeep enters the top 20 list for the first time securing 17th slot in the list of eminent brands. Tata Tea follows at 18th rank, Samsung Refrigerators is at 19th, and at 20th rank is Bajaj Auto, the two-wheeler major.









Subodh GuptaChairman, Microtek International

Since our inception in 1986, the customer has been at the core of our business, and we give nothing but the best to our customers and win their trust, respect and admiration.

Customer Trust - The Most Valuable Asset

Any organization moving in tandem with its customers' ever-evolving aspirations can achieve this goal. For us, a product is not just a piece of metal or a circuit or a digital panel, but a reason to add a big smile to somebody's face somewhere, every day.

Being Honest and Transparent with our customers

To build lasting bonds with our customers, every dimension of our business is done with commitment and integrity which makes for happy customers. Our customers acknowledge our honest pricing and sincere efforts made towards ensuring their satisfaction.

Knowing our customers

We leave no stone unturned to know our customers better, understanding their requirements, choices and preferences. Every feature, every design modification, every technology enhancement is done keeping our customers' needs in mind.

Quality as the backbone

As one of the few organizations in our segment in India which can flaunt state-of-the-art in-house comprehensive R&D facilities, we are well-equipped with the latest design software, development hardware with testing and field condition simulation equipment.

Gaining Customer satisfaction

Our vision is to create an ecosystem for sustainable economic growth by providing high efficiency products and services which can help us attain a truly pollution free environment to our society be a better place to live in.

Unmatched Service Network

Microtek has a powerful national network with more than 355 Service Points, 150 Service Centers and more than 60,000 committed channel partners across India. With our result-driven execution it is no big surprise that we have more than twelve crore smiling users, a number growing year-on-year.

Loved by Customers

The love, faith and support of our partners and stake holders gives us more energy to fulfill our long cherished dreams. This unwavering customer confidence is the power that propels us towards a brighter future, and closer to every Microtek user's heart.



Category-wise Analysis

Mahatma Gandhi concluded in his memorable words, "A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so."

Every brand exists with a single focus – to be bought into. Its sole reason to exist is to embed itself in the minds of the consumers, with the hope of being bought, now or sometime in the near future. To be boughtinto and be a part of the consideration-set of the consumer should be the sole objective of a brand. It is this flavour of a brand that makes it amenable to propagate, from fertile mind, to fertile mind, much akin to genetic propagation in living things

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 therefore natural that this is the best group to compare oneself with. This chapter will show that competition of brands of those brands with complete focus on the consumer — deeply understanding their needs and desires resulting in a deep relationship with them instinctively.

This year, the respondent questionnaires went through an improvement, and the respondents were asked to also name the Categories for the brands they named in response to the 97 Attributes of Buying Propensity. Only naturally, with changes in a brand's portfolio, the Categories have evolved over the years and each subsequent report aggregates the most relevant brands under a Category.

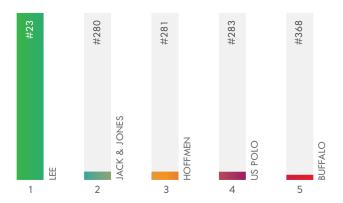


APPARELS

The Apparels Super-Category displays a drop in total number of brands from 31 to 20 brands in 2019. Of these, 9 are new entrants.

Casualwear

Lee's astounding win in this category with a very large gap from second ranked, has helped carve a niche by stitching close ties with the consumer.

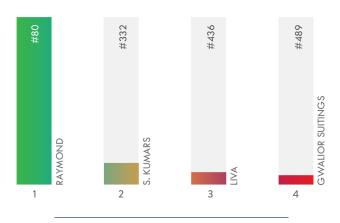


Jack and Jones, inspired by the indie and urban pop culture secures the 2nd rank, followed by Hoffmen at 3rd rank.

US Polo and Buffalo, the new entrants complete the list by capturing 4th and 5th rank respectively.

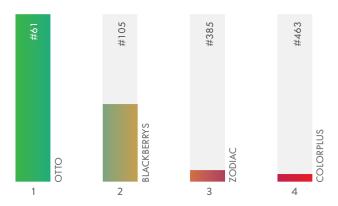
Fabrics To Brands

From British India to Free India and now Tech India, Raymond has seen it all. In possession of a robust legacy, Raymond has proved itself to be a visionary brand and consumer focused leader in the industry. Nearly eight times ahead of the successor, Raymond leads the category of 'Fabric to Brands' in TRA's most Consumer-Focused Brands 2019 list. With its seven decades of legacy, S. Kumars is a new entrant is listed 2nd, and Gwalior Suitings ranked 3rd rank rounds off the list.



Menswear

Unsurprisingly a highly focused brand, Otto emerges as India's 'Most Consumer-Focused Menswear' brand for the third consecutive year. Occupying All-India 61st rank, the brand fosters highly-engaged customer interactions thus tapping the subconscious of its audiences. BlackBerrys, a new entrant makes it to the 2nd rank, followed by Zodiac and Colorplus.



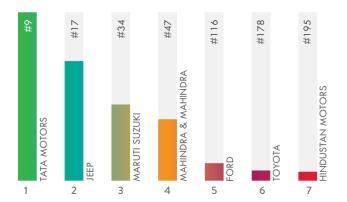


AUTOMOBILE

With 20 new entrants, the Automobile Super-Category has a total of 32 brands as compared to 38 last year.

Four Wheeler - Manufacturer

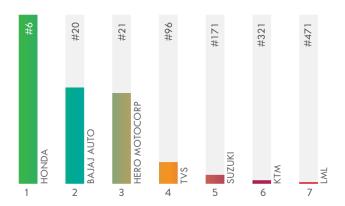
For more than 70 years, Tata Motors is 'connecting aspirations' by pioneering new technologies, products and value added services making it the 'Most Consumer-Focused Four Wheeler Manufacturer' in 2019.



The iconic Jeep, speeds up to secure the 2nd rank with strong ties to recreation and exploration leading to strong aspirational connects. Maruti Suzuki ranks 3rd building on its customer relationships, followed by a new entrant Mahindra and Mahindra at 4th

spot. Ford, Toyota and Hindustan Motors follow in sequence.

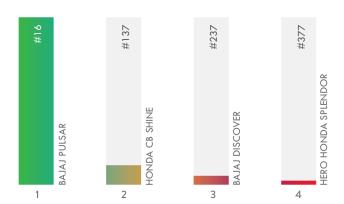
Two Wheeler - Manufacturer



Leading Two Wheeler Manufacturer and the Super Category of Automobiles is a genius brand, Honda which makes first-time entry in the list. Honda's reliability, durability and technological supremacy is demonstrated by the faith reposed in the brand by consumers.

Bajaj Auto and Hero Motocorp are in a tight race at 2nd and 3rd position respectively. Debutants TVS, Suzuki and LML gets listed at 4th, 5th and 7th rank in their maiden entries and in an interesting note, five out of seven brands in this category are new entrants.

Two Wheeler - Brand



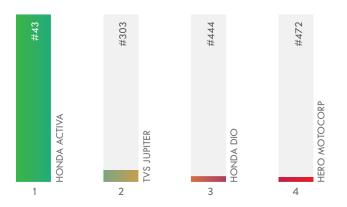
Even after 18 years since launch, Bajaj Pulsar, continues to be incontestable in its segment. Keeping a high consumer focus it becomes the 'Most Consumer-Focused Two Wheeler Brand' for the second time out of

three reports.

Honda CB Shine is 2nd in the category, followed by Bajaj Discover and Hero Honda Splendor rounding off the list. All three brands make a debut this year.

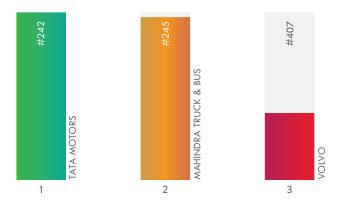
Scooter

From rejuvenating the scooter segment in India back in 2001 to leading the scooterization of industry today, Honda's iconic Activa has changed the way Indians ride to fulfill their dreams. Honda Activa takes the lead as 'Most Consumer-Focused Scooter' in 2019 with a 15x gap from the second ranked. TVS Jupiter through its superior value, quality and service is making an impact and listed 2nd followed by Honda Dio and Hero Motorcorp at 3rd and 4th slots respectively.



Commercial Vehicles

Horn Ok Please. If you've noticed this on the road, chances are you've seen it on the back of a Tata Truck. The Tata Prima Truck race has made the brand aspirational for even those who don't have anything to with trucks



and makes Tata Motors the 'Most Consumer-Focused Commercial Vehicle' in 2019.

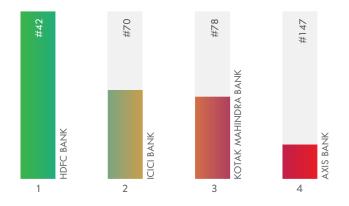
Mahindra Truck & Bus gives close competition occupying 2nd position in the list, with claims of 45% of repeat customers, a testimony to their customers' faith. Volvo rounds off the list at 3rd rank.



In BFSI, a hike of 5 brands is observed to a total of 40% brands are debutants in the Super-Category.

Bank - Private

HDFC Bank retains its No.1 spot for third consecutive year with almost 50% rise in



Consumer-Focus Index. Its differentiated financial services offerings consistently surely seem to bring confidence to its consumers. ICICI Bank moves up one rank to claim the 2nd and Kotak Mahindra Bank slips one rank to come on 3rd position in 2019.

By enhancing customer service through experience, innovation and quality assurance, Axis Bank ranked 4th, makes in its ledger entry for the first time in this segment.



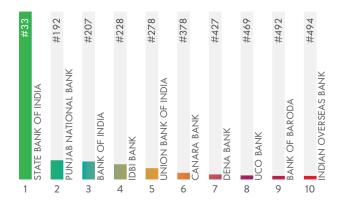
HSBC is the Most Consumer-Focused Foreign Bank for three straight reports emphasizing meaningful relationships and experience with its customers consistently.

Anticipating customer's needs is a key for being Consumer-Focused and J.P. Morgan Chase Bank scores to secure 2nd position this year. One of China's Big-Four stateowned commercial banks, Industrial and Commercial Bank of China (ICBC), also a new entrant makes it way to 3rd position by delivering excellence and innovation.

Bank - PSU

There are ten PSU banks in the 2019 list and SBI leads the list. With a sterling legacy of over 200 years, State Bank of India has been serving the aspirations and enjoying the faith of millions of customers across a wide social spectrum. With its vision of 'My Customer First', State Bank of India becomes 'Most Consumer-Focused PSU Bank' across all three editions with an astounding 90% gap from the second ranked.

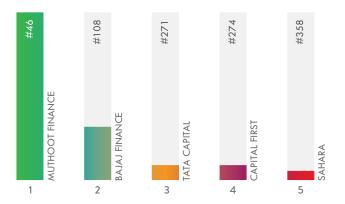
Punjab National Bank and Bank of India retain their ranks from last edition to come at 2nd and 3rd position respectively. IDBI jumps two ranks to collect the 4th this year, its best performance till date. New entrants Union Bank of India and Canara Bank secures 5th and 6th spot respectively.



Dena Bank displays an upward movement of two ranks to come at 7th this year, followed UCO Bank, Bank of Baroda and Indian Overseas Bank at 8th, 9th and 10th positions respectively.

Financial Services

Driven by legacy and its nationwide network, Muthoot Finance leads the pack as 'Most Consumer-Focused Financial Services Brand' for third time in a row. Over 131 years of excellence in business, Muthoot Finance support to the lives of millions has helped them prosper with their diverse financial products.

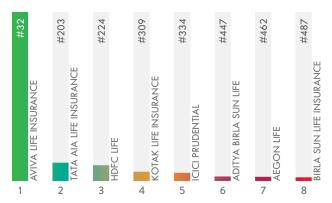


Bajaj Finance makes an entry at the 2nd spot after a miss in last report, continuously reinventing to drive positive change. With uncompromising values, Tata Capital captures 3rd rank followed by Capital First and Sahara.

Life Insurance - Private

Life insurance is a growing category and is evident by the large number of brands that did not exist in earlier reports.

Aviva Life Insurance secures numero uno spot to bag the title of 'Most Consumer Focused Private Life Insurance Brand'. Aviva Life Insurance's commitment towards its customers plays a major role in underpinning their confidence and establishing credibility.



Tata AIA Life Insurance enters at the 2nd spot with its focus to innovate solutions and services to delight their customers. HDFC Life comes at 3rd spot by engaging meaningfully, followed by Kotak Life Insurance and ICICI Prudential.

Aditya Birla Sun Life, Aegon Life and Birla Sun Life Insurance follow in the list sequentially.

This year, we have 39 brands in BFSI Super-Category, of which eight brands are featured in Top 100. In all, there are 17 Banks and 15 Insurance brands listed.



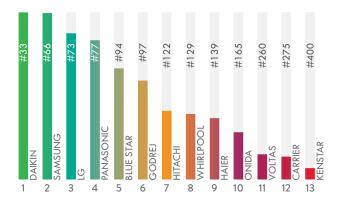
CONSUMER ELECTRONICS

Consumer Electronics is a highly contested Super-Category with an upsurge of 17 brands against last year. Of 40 brands 35 are first-time entrants.

Air Conditioners

The Air Conditioners category is highly contested with thirteen brands depicting how important it stands in the consumers' minds.

A highly focused brand, Daikin, leads in Air Conditioners, allowing sharp resource emphasis on a single Category. With a minute Consumer-Focus Index (CFI) difference and giving the leader a tough fight is Samsung with its cutting edge technology and innovative designs at 2nd place.



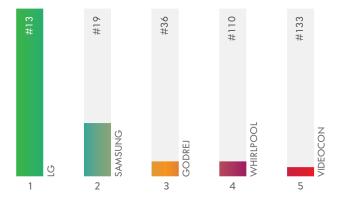
LG and Panasonic have created longstanding relationships with their customers with superior durability and inventiveness, occupying 3rd and 4th ranks respectively. Indian company delivering world-class customer experience, 75-year old Bluestar bags 5th position followed by Godrej, Hitachi and Whirlpool sequentially.

Counted among China's biggest manufacturers of Consumer Electronics, Haier enters at 9th place. Onida is 10th Most Consumer-Focused and Voltas and Carrier capture 11th and 12th spots respectively. Kenstar rounds off the list at 13th place.

Refrigerators

'Delightfully Smart' LG and its deep customer connects makes it the 'Most Consumer-Focused Refrigerator' in 2019.

Samsung secures 2nd rank with its versatility and communications appeal, and India's first refrigerator brand, Godrej, which often customers swear by, enters at 3rd spot. Boasting 60+ years of experience, Whirlpool has shown robust growth and consumer acceptance grabbing the 4th place in the list. Videocon rounds off the list at 5th spot.



Televisions

Taking the Televisions Category and Consumer Electronics Super-Category by storm is LG stands a head above the others. With fourteen brands in the list, it remains a high interest Category for consumers.

WEUNDERSTAND





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

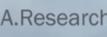
Sachin Bhosle

M: 9820164688

E: sachin@trustadvisory.info





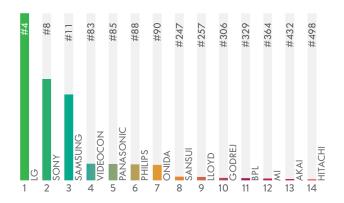






Japanese brand Sony ranks 2nd and Samsung's after-sales support drives it to be the 3rd Most Consumer-Focused Television brand. Videocon is at 4th rank and merely 1% apart from predecessor, and close behind follows Panasonic at 5th rank. Philips occupies 6th position with stunning visuals and unique sound system.

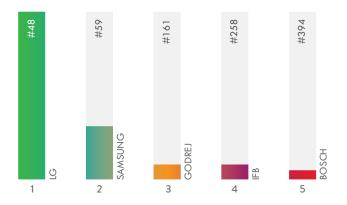
Attempting a tough competition is Onida, offering a right balance both features and budget to capture the 7th spot in the list. The rest of the seven brands that follow sequentially, though a distance behind are Sansui at 6th, Lloyd at 7th, BPL at 8th, MI at 9th, Akai at 10th and Hitachi at 11th.



Washing Machines

LG leads the Washing Machines entourage with its impeccable design, performance and affordability.

Packed with energy saving technology, Samsung stands at the 2nd position and Godrej secures the 3rd slot with an ideal combination of efficiency and value. German built IFB takes the 4th spot followed by Bosch at 5th rank.



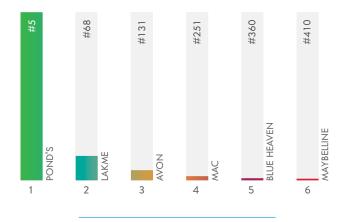


In FMCG, the number of brands has doubled to 80. With 29 categories, 58 are newbies. 23% of brands have made it under top 100.

Cosmetics

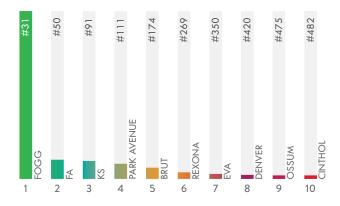
It's no mean feat for Pond's. As it not only beats Lakme's rock steady lead over previous two editions, but also since it leads the FMCG Super Category, relegating the latter to 2nd rank. Pond's name is synonymous with skin care for almost a century now, but it's interesting to note its growing popularity in Cosmetics in recent times. Evolved to meet women's evolving needs and concerns, Pond's makes million women feel beautiful. Lakme bags 2nd position this year, continuously innovating to offer a wide range of high performance and world class cosmetics.

For 130 years Avon has stood by women, sold to women, sold through women making it 3rd Most-Focused. MAC, a brand that honors individuality and self-expression above all else is 4th on the list, followed by an underplayed brand Blue Heaven. At 5th spot is Maybelline flaunting its creativity with cosmetics.



Deo / Perfume

In a hot and humid country like India, deodorants are turning into a necessity, especially as younger and more discerning Indians step up their grooming routines. This becomes evident with surge in number of brands in this category with each succeeding report.



FOGG tops the list second time in a row in TRA's Most Consumer-Focused Report in the Deo/Perfume Category. FOGG's ability to create a niche for itself with 'No Gas, Only Perfume' and speaking eloquently to both youngsters and older generations, the brand has done it all to stay relevant to its consumers.

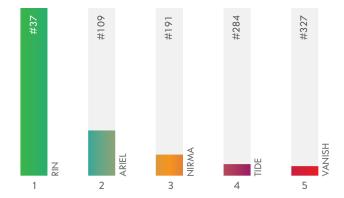
'Feel Fantastic' FA at 2nd spot in the list is followed by KS, well-known for their scintillating and invigorating fragrances. Taking an endless voyage of the senses, Park Avenue makes its way to 4th rank.

Founded in 1960s, Brut remains an icon in the world of fragrance and secures 5th position. HUL's Rexona with 9% marketshare take up

6th rank in the list. Eva, Denver, Ossum and Cinthol follow sequentially.

Fabricare

There is an evident change in the way laundry is done at home and Rin shines brightest as the 'Most Consumer-Focused Fabricare Brand' in 2019. Ariel climbs the ladder to 2nd position with its imagination and determination advancements.

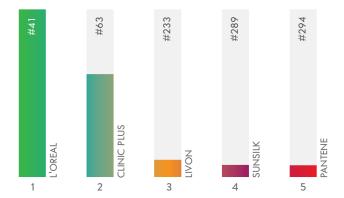


The little girl in her bright white frock twirls her way into the consumers' minds and remains etched making Nirma as 3rd Most Consumer-Focused.

Tide brings hope and not just detergent into the world, grabbing its way at 4th position. Vanish, believes in the power of clean and takes up 5th spot.

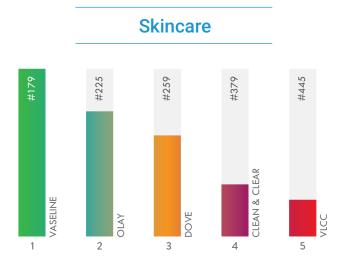
Haircare

In the modern world, grooming has become synonymous with hair and consumers make distinct brand choices. L'Oreal takes the lead



as 'Most Consumer-Focused Haircare' brand with its obsession with giving you beautiful hair to its consumers. Clinic Plus's tagline 'Ab baalon ke saath jo bhi karo, balon ka girna mana hai' has understood the consumers' obsession with their manes, making it to 2nd spot.

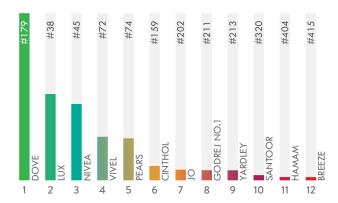
Livon's uniqueness highlights the swag that comes from fabulous looking hair capturing the 3rd position in the list. At 4th is Sunsilk, as it promises to stand shoulder-to-shoulder with its consumers on every step. Pantene is slotted at the 5th rank in 2019.



Dry skin cure and Vaseline are synonymous for over a century and half and it remains the undisputed champion as 'Most Consumer-Focused Skincare' for two reports in a row. Olay bags the 2nd rank through its skincare solutions with an assurance of bringing out the best version of your own self. Transforming skincare routine into pleasure, Dove at 3rd rank has helped women raise their self-esteem with the way they look. Clean & Clear claims 4th position, followed by VLCC at 5th.

Soap

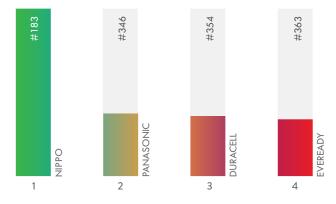
With twelve brands this year this Category has the largest number of entries ever. Dove isn't a soap, it's a Beauty Bar, the brand exclaims, and with an upward movement of two ranks it has become the 'Most Consumer-Focused Soap' in 2019.



Inspiring women to embrace their femininity and express their beauty beyond appearances, Lux is ranked 2nd in the list followed by Nivea at 3rd and Vivel at 4th spot. Pears, a brand with a 200 year heritage retains its 5th position, and Godrej's Cinthol is at 6th. Jo, Godrej No. 1, Yardley, Santoor, Hamam and Breeze follow in series.

Consumer Batteries

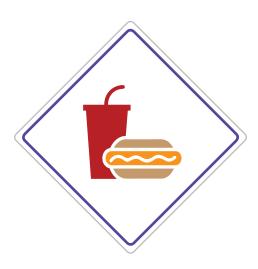
Nippo retains its leader position as 'India's Most Consumer-Focused Consumer Batteries' in 2019. Nippo has become an integral part in daily lives of millions of Indians



FMCG, the 4th largest sector of the Indian Economy has in total 80 brands listed in TRA's Most Consumer-Focused Report this year with 28 Categories.

with top-level quality and performance. On 2nd position is Panasonic, passionate to bring superior energy storage solutions to their customers.

Owning the long-lasting batteries tag, Duracell makes it to the 3rd position. At 4th position is Eveready with an eventful and rewarding journey for the last 100 years and more



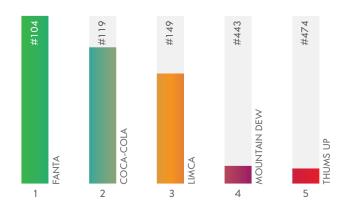
FOOD & BEVERAGE

F&B is the most populous category with 89 brands, risen by 30 brands. Of these, 70% makes debut entry.

Aerated Beverages

Fanta bubbles up two ranks to become the Most Consumer-Focused Aerated Beverage, by far the brand's best performance. Fanta with its vibrant color, tempting taste and tingling bubbles encourages one to indulge in the moment.

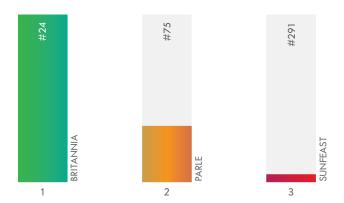
The 133-year-old beverage major that first sold in 1886, Coca-Cola, is at 2nd rank and 'Thirst Quencher' Limca captures 3rd rank followed by Mountain Dew. Thums



Up, at 5th rank, enters the list for the first time reestablishing its unique taste and positioning in consumer minds.

Biscuits

Keeping alive a 100 year brand legacy, Britannia continues to top the charts as the Most Consumer-Focused Biscuits in 2019 with its relentless focus on quality and freshness. With claims of reaching over 50% Indian homes, Britannia leaves a strong flavor on the palate.



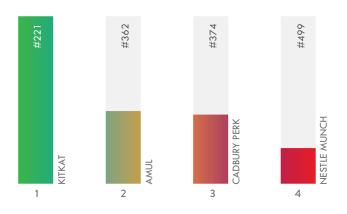
In this heavily contested segment, Parle, the world's largest biscuit manufacturer makes its way to 2nd rank in TRA's Most Consumer-Focused Brands list. ITC's Sunfeast that has perfectly baked high quality with exciting innovations secures 3rd position this year.

Chocolate Bar

With its effective and consistent tagline 'Have a Break, Have a Kit Kat', the brand has sweetly ingrained in consumers' minds making it the Most Consumer-Focused

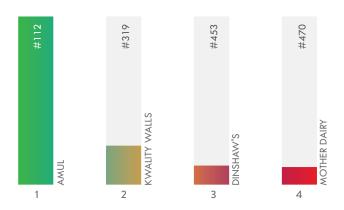
Chocolate Bar in 2019. The ribbed bar that even has its name on the 2013 Android Kit Kat version, goes far beyond just being a chocolate bar.

With fast changing consumer preferences, and an increasing young population base, the nimble giant, Amul, is the 2nd Most Consumer-Focused Chocolate Bar brand. The next two spots are gobbled up by Wafer Chocolate Bars — Cadbury perk at 3rd and Nestle Munch at 4th position.



Ice Cream/Frozen Dessert

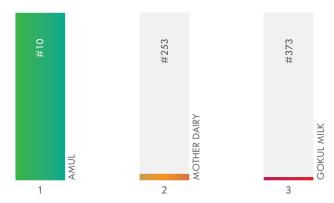
Amul freezes the attention of the Indian consumers and steals the show becoming 'Most Consumer-Focused Ice Cream/Frozen Dessert' in 2019. Nearly 80% CFI ahead from the next ranked, Amul touches the heart of millions of Indians.



Helping beat the heat is Kwality Walls at 2nd position spreading happiness across the country irrespective of the age. Dinshaw's enters at 3rd position and Mother Dairy is at 4th position in this year's list.

Milk

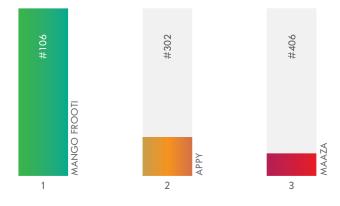
Amul, the 1946 Cooperative that made India's the world's largest producer of milk, leads the Milk Category as well as Food & Beverage Super-Category by a massive lead.



Mother Dairy moo'ves its way to 2nd rank, and Gokul, the Kolhapur Zilla Sahakari Dudh Utpadak Sangh brand, is the 3rd brand in the list.

Non-Aerated Beverages

From 'Fresh 'n' Juicy' to 'Why grow up', Frooti goes the mango way and leads the pack with huge consumer brand recall that helps brand strengthen and consolidate its position as the leader.

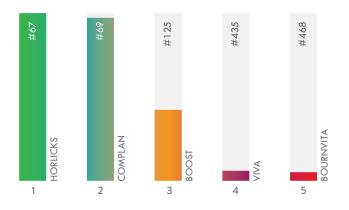


Appy Fizz witnesses phenomenal acceptance of its positioning, packaging and pricing from consumers at 2nd position this year. Another brand synonymous with mangoes in a bottle, Maaza, enters at 3rd position.

Nutritional Supplements

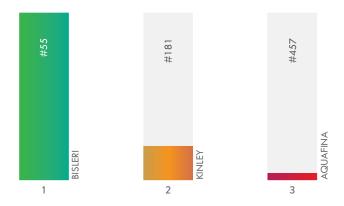
This category displays a distinctive leadership duo, both originally GSK products, by a significant margin. This year Horlicks leads, separated by a mere 3% from Complan. Horlicks, leading since two reports, is gladly consumed by Indians with a byline of "taller, stronger and sharper".

All about staying happy and healthy, Boost makes it to the 3rd rank followed by Viva and Bournvita for the subsequent ranks.



Packaged Drinking Water

The epitome of goodness and purity, Bisleri has been a household name for decades. An unbeatable leader in this category for two years in a row, Bisleri has high acceptance in the minds of the consumers.

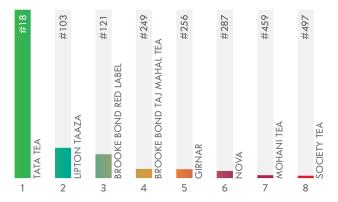


Offering healthy, safe, high quality, refreshing water to consumers, Kinley at 2nd position has gone on to establish an unmatched portfolio of the drinking water. The list concludes by Aquafina at 3rd spot.

Tea

India is a tea loving country they say, and it shows in the eight brands that make it to the list. Tata Tea, the popular household beverage from the stable of Tata Global Beverages takes the first slot in the Tea Category in 2019. Tata Tea continues to drive social awakening thereby reinforcing the brand in the minds of the consumer.

A hit amongst the tea lovers, Lipton Taaza enters at 2nd rank in 2019. At 3rd is Brooke Bond Red Label that holds attention with its outstanding taste and fragrance. Inspiring the senses with quintessential Indian flavors, Brooke Bond TajMahal Tea occupies 4th rank in the list.



Driven to expand its horizons into everything to do with the humble chai, Girnar emerges at 5th rank. Nova, Mohani Tea and Society Tea winds up the list in sequential order.

Spices

Spices are an essential in any kitchen and a kitchen spice box in India arguably carries more varieties than any other in the world. If there's a brand that has been adding flavour to a million lives in India, it is MDH. A household name in the country, MDH reflects perseverance, hard work, and humility thus occupying the 1st rank in the list. On 2nd rank is JK spices that shares reputation of purity, honesty and hygiene.

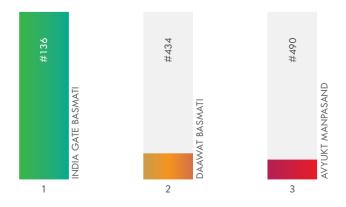
Badshah Masala, at 3rd, has been

continuously creating options keeping in mind the regional preferences of its Indian customers for over six decades. On the 4th spot is Catch Masala making every day bland food more appealing, nutritious and interesting.



Packaged Rice

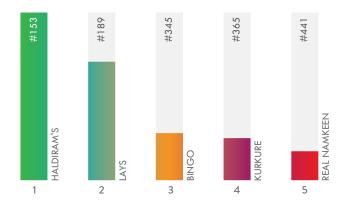
India Gate Basmati stands at the top slot Consumer-Focused list, unmatched and unparalleled in every aspect. With 85% Consumer-Focus Index (CFI) ahead, India Gate Basmati has earned respect and patronage amongst consumers.



On the 2nd rank is Daawat Basmati with divine taste and heavenly aroma and a new entrant, Avyukt Manpasand makes it to the 3rd rank in these listings.

Packaged Snacks

Desi food giant Haldirams's grabs the biggest trust share in this category, ranking 1st in in 2019. The ubiquitous presence of Haldiram with different crunchy snack options has won hearts of millions. Lays is arguably the most popular potato chips with countless flavors, making it the 2nd Most-Focused in 2019.

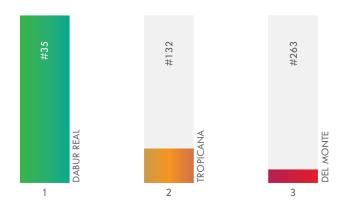


With unique and new pattern of shapes, Bingo is an instant hit for the younger generation entering at 3rd position in 2019. Kurkure's iconic tagline "Tedha hai par mera hai" became a part of everyday fun conversations making it the 4th Most-Focused. Serving its passion packed with taste, Real Namkeen at 5th winds up the list.

Packaged Juice

Valued at Rs 1100 Crore, Packaged Juice has grown at an impressive 30% CAGR over the past decade. The delicious fruity goodness of home-grown Dabur Real makes it the 'Most Consumer-Focused Packaged Juice' by a wide margin. With 'Consumer Focus' literally as their guiding principle, Dabur Real offers assortment of international and Indian flavors for favorable experience.

Pepsi's Tropicana, at 2nd, is deeply embedded in consumers' mind with refreshing and tasty juices. Del Monte grabs 3rd position in 2019.



The technique is Trust.

Grow your business with our Trust-steered PR approaches.

2010



Indian Consultancy of the year

2011



Best PR Agency of the Year 2014



Excellence in Government & Corporate PR





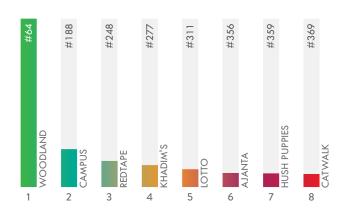


PERSONAL ACCESSORIES

With a drop of 5 brands, Personal Accessories features 20 brands in 2019. With 4 categories in the kitty, 13 are first-time entrants.

Footwear

Empowering explorers everywhere, Woodland takes the prime position this year with its wide range of rugged and outdoor shoes. Campus makes an entry at 2nd position owing to its high affordability amongst masses especially youth.



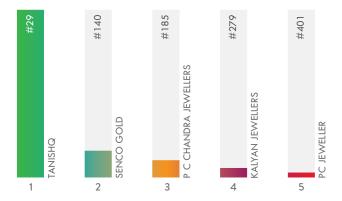
Popularly known for its unmatched leather quality, Kanpur-based Redtape becomes 3rd Most Consumer-Focused in the list. The quiet expansion of Khadim's shoehorns itself to 4th position through inimitable customer value and quality.

Focused on athletic shoes and accessories, Lotto at 5th rank pays continual attention in footwear innovation. Adding delight by providing superior quality, Ajanta has traversed a long journey and embedded in consumers' minds.

Hush Puppies, at 7th rank, rightly defines itself as correct blend of style and comfort', while Catwalk at 8th has a unique sense of fashion with holistic understanding of what a woman wants.

Jewellery

A division of Tata and one of the biggest Indian jewellery retail chains, Tanishq wins the crown as 'Most Consumer-Focused Jewellery Brand' in 2019. Tanishq definitely knows how to woo women with various collections ranging from traditional, bollywood-inspired, cosmopolitan woman and brides.



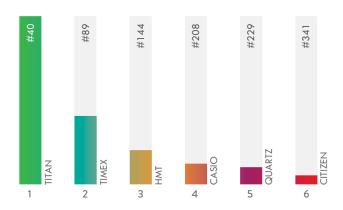
Having its roots in Kolkata, Senco Gold shines at 2nd rank in the list. Senco Gold is popularly known for artistic designs with different products at different price points suiting all social strata. Sparkling at 3rd rank is P C Chandra Jewellers.

Instilling high levels of faith in customers, Kalyan Jewellers becomes the 4th Most Consumer-Focused Brand. PC Jeweller at 5th rank, with a strong presence online as well as offline, has mastered the art of winning customers with their range of jewellery.

Watches

Always the first choice of Indians in watches, Titan stands steadfast at its 1st position in 2019. Loved by all, Titan has created some of the most classic yet phenomenal watches for all irrespective of age.

From fashion lovers to fitness experts, Timex makes entry at the 2nd position. The legendary watchmaker of the time machines that ruled Indian wrists and hearts for five decades, HMT takes the 3rd position.



An amalgam of style and intricate technology, Casio secures 4th rank followed by Quartz. Japanese-based Citizen, at 5th, is popularly known for its top notch R&D and best quality products.

The Personal Accessories Super-Category experienced strong growth in 2019 due to changing consumer preferences. With total 20 brands this year, there are total 8 Footwear Brands, 5 Jewellery Brands, 6 Watch Brands and 1 Handbag brand listed.

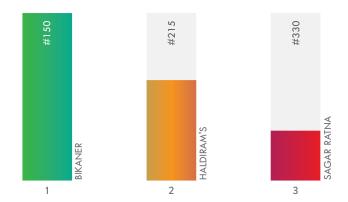


RETAIL

Retail Super-Category enlists 16 brands in 2019. With a drop of 5 brands, 10 brands feature for the first time.

Diner / Restaurant

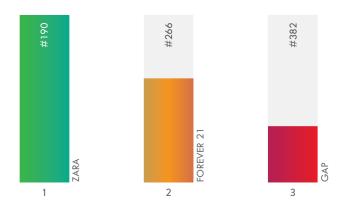
A journey from Chandni Chowk to having a national presence today, Bikaner's pursuit for excellence has made it No.1 in TRA's Consumer-Focused List in 2019. Bikaner's quality brought accolades from time to time making it nation's favourite.



Topping the chart in Packaged Snacks Category, Haldiram's comes 2nd on this list. With its mouth-watering vegetarian dishes, its persistent quality and freshness has made a place in consumers' stomachs. Delighting customers with its authentic South Indian food, Sagar Ratna secures 3rd rank in 2019.

Fast Fashion

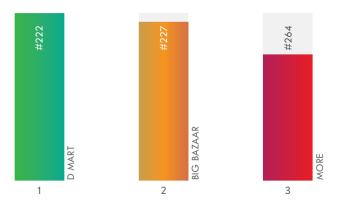
New collections, new designs and a brand new season. Are Indians keeping up? Well, it seems so. Spanish-based Zara nails the Fast Fashion category in 2019. Zara succeeds with its ability to chase fashion trends around the world and move catwalk designs to shop floor in span of weeks.



Forever 21, a huge hit among young consumers', enters at the 2nd rank focused on trendy yet inexpensive clothes. American casual fashion brand Gap enters at 3rd rank with its classic and modern styles.

Hypermarket - Indian

Giving all large corporate and multinational hypermarket chains a tough fight, D Mart stands tall at 1st rank in 'TRA's Most Consumer-Focused Indian Hypermarket' in 2019. With its unbelievable pricing, D Mart



became the one-stop destination for Indian shoppers.

With 200 plus stores present across India, Big Bazaar secures the 2nd position in the list. Future Group's Big Bazaar has a strong appeal for the urban middle-class. Passionate to deliver wholesome and freshest foods, More is at 3rd rank in the list.

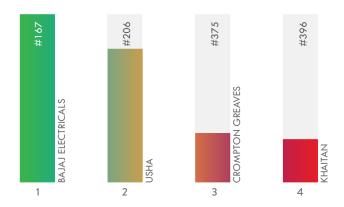


Other Categories include all brands that have continuously increased its Buying Propensity or keenness-to-bebought by meaningful engagements with its consumers.

FANS

Relentlessly working towards exceeding customers' expectations, Bajaj Electricals emerges as the winner in this category. Its focus on enhancing quality of life and bring happiness and sustainability has won many hearts.

Not far behind is Usha, which began its manufacture of fans back in 1937, capturing the 2nd position this year with its stylish electrical solutions. Crompton Greaves uses tagline "Smart Solutions, Strong

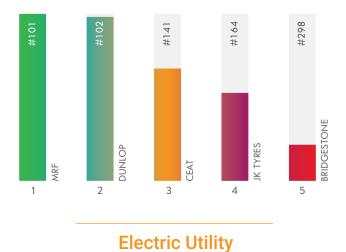


Relationships' making it 3rd Most Consumer-Focused in the list. Khaitan which focuses on integrity and transparency rounds off the list at 4th spot.

Tyres

With five brands in this list, the Category stays high on the consumer's mind and 73-year old MRF has shown a strong lead by topping the list in 2019 as 'Most Consumer Focused Tyre Brand' in 2019.

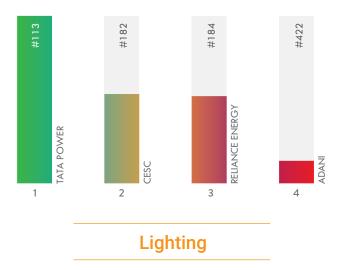
Dunlop, CEAT and JK Tyres each have slipped one rank to take 2nd, 3rd and 4th slots respectively this year. Bridgestone makes a first time entry into the list at 5th position.



Tata Power, India's largest integrated power utility, jumps four ranks to be crowned as 'Most Consumer-Focused Energy' brand in 2019. Making reliability as its core, Tata Power works tirelessly to ensure complete

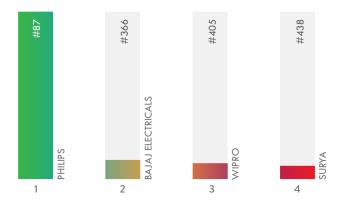
satisfaction instilling confidence in their consumers.

CESC holds 2nd position with its sincere efforts to continuously realign with the changing environment. Keeping customer contentment as its ultimate goal, Reliance Energy takes the 3rd rank after giving a miss in last year's report. Adani, a first time entrant into the list, features at 4th rank.



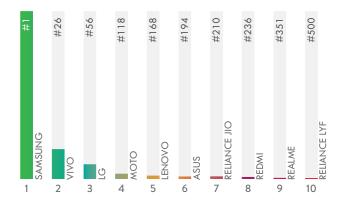
Unlocking the extraordinary potential of light for brighter lives and a better world, Philips leads the pack in 2019 with a significant 90% Consumer-Focus Index (CFI) gap from the next brand.

Bajaj Electricals's motto of enhancing quality of life and bringing happiness with sustainability makes it 2nd Most-Focused brand in the list. Socially and environmentally conscious, Wipro, is ranked 3rd. Manifested in minds and consideration of its consumers, 46-year old Surya secures the 4th rank in 2019.



Mobile Phones

The brand which has managed the commendable feat of becoming TRA's Most Consumer-Focused Brand 2019 is Samsung leading the Super Category of Gadgetry for its Mobile Phones. Highly competitive and equally focused on consumer-centric innovations, Samsung has pushed the limits of mobile technology and set impeccable standards. With massive 80% Consumer-Focus Index (CFI) ahead of its successor, Samsung has created better world full of rich digital experiences.



On the 2nd position is Vivo that develops dynamic and stylish products for passionate young people. LG, at 3rd, stays true to its philosophy to offer ultimate customer contentment.

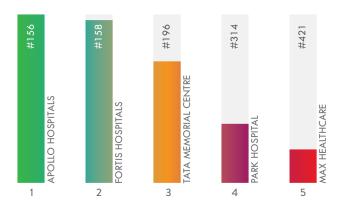
A true smartphone experience in a budget, Moto enters at 4th position though all Motorola smartphones are co-branded with Lenovo now. This handset maker has its own lineup of mid-range and budget smartphones making it 5th Most Consumer-Focused

Committed to create products for today's and tomorrow's smart life is Taiwan-based Asus at 6th position and Reliance Jio at 7th. With powerful processor and premium features, Redmi grabs 8th position followed by Realme and Reliance Lyf for subsequent ranks.

Hospitals

Apollo Hospital retains its 1st spot in the list as

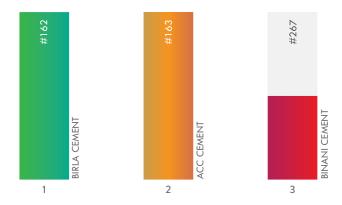
it revolutionized the healthcare delivery with help of internationally trained doctors coupled with cutting-edge medical technology. Very close behind is Fortis Hospitals, popularly known as the 'Mecca of Healthcare' in the Asian Pacific region.



With continuing legacy for almost 8 decades, Tata Memorial Centre comes at 3rd position. Delivering high quality personalized care to people of all ages and in every stage of life, Park Hospital makes it to the 4th position this year, and Max Healthcare settles at 5th rank in 2019.

Cement

This category sees a neck-to-neck competition amongst two oldest cement brands in the country i.e. Birla Cement and ACC Cement contesting for the lead.



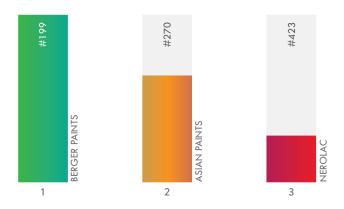
Birla Cement becomes the 'Most Consumer-Focused Cement Brand' as it has earned the country's goodwill through its valued product portfolio combined with ethical business practices. With a minuscule 0.1% Consumer-Focus Index (CFI) behind, ACC Cement enjoys high equity in the Indian

market and consistently set benchmarks in cement and concrete technology since its inception in 1936.

Synonymous to quality, strength and reliability, Binani Cement enters at 3rd position.

Paints

Kolkata Headquartered Berger Paints takes the pole position as the Most Consumer-Focused Paint in 2019. Berger Paints with its very unique advertising has broken the mold in this commoditized Category.



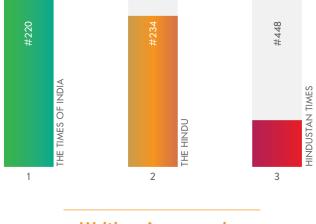
The forerunner of inspiring décor is Asian Paints at 2nd rank, empowering consumers to create their dream homes. Marching ahead with fearless innovation is Nerolac at 3rd position in 2019.

Newspaper

Third-largest newspaper by circulation, The Times of India scripts its pole position in TRA's Most Consumer-Focused Brands 2019 under Newspaper Category. The Times of India is credited for bringing democratization in the field of journalism in India enabling the people to relate to news more deeply.

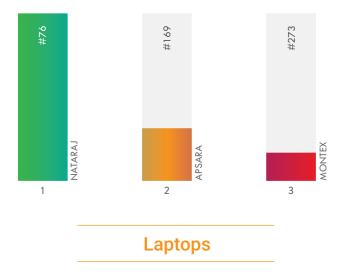
With its independent editorial stand and reliable news over years, The Hindu captures the 2nd position in the list. A part of the HT Media Group, the Hindi newspaper Hindustan

ranks as the 3rd Consumer-Focused this year.

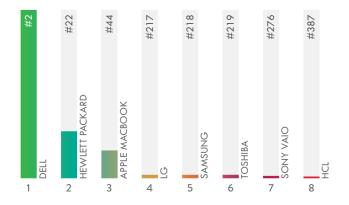


Writing Accessories

Nataraj wins the race as 'TRA's Most Consumer-Focused Writing Accessory' offering long-lasting quality at an affordable price. Nataraj, a product from Hindustan Pencils, with its distinctive regal red and black stripes has enhanced the writing pleasure for many Indians over years. On the 2nd rank is another brand from Hindustan Pencils family, Apsara. Sharpened as ever, Apsara offers higher-priced pencils focusing on quality and durability. Montex stands at 3rd position with its wide range of pens.



Dell has vaulted to the top as India's Most Consumer-Focused Laptop in 2019. Dell has a long and rich history in computing and offers great selection of laptops for every pocket. It continues to be one of the most consistent and forward-thinking brand out there.



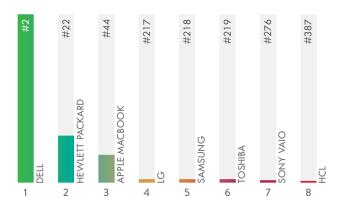
And while kudos to the winner, keep an eye on Hewlett Packard, which earned a 2nd spot in the list. Stellar designs, impressive innovations and top-notch value are synonymous to HP. Apple makes it to the 3rd position owing to its innovations as well as quality.

Enhancing gaming and entertainment experience, LG enters at 4th place. Samsung at 5th has premium look, decent performance and long battery life followed by Toshiba. Sony Vaio earned the 7th rank owing to its functionality, reliability and longevity while HCL comes at 8th position this year.

Software Services

Wipro wins the title of Most Consumer-Focused Software Services in 2019. Recognized globally for its comprehensive portfolio of services, Wipro is building a better and a bold new future.

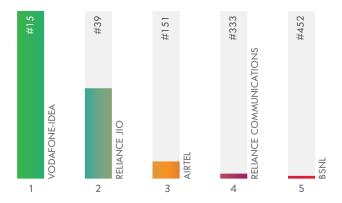
TCS, a subsidiary of the Tata Group, captures the 2nd position as it has been successfully delivering results by combining tech expertise



and business intelligence. With over three decades of experience is Infosys at 3rd rank in 2019.

Mobile Service Provider

In TRA's latest report, Vodafone-Idea has come out as the Most Consumer-Focused Mobile Service Provider in 2019. Bring the best of both networks, Vodafone Idea has delivered delightful customers enabling millions of citizens to connect and build a better tomorrow.



Planning rollout of 5G network soon, Reliance Jio is ensuring quality and quantity data access at most affordable prices making it the 2nd Consumer-Focused. Airtel comes at 3rd position focused on building long-lasting relationships with its customers.

With high user base and affordability, Reliance Communications is at 5th position followed by BSNL, one of the oldest network providers, with large footprints enhancing wider coverage across the nation.





Consumer Connect



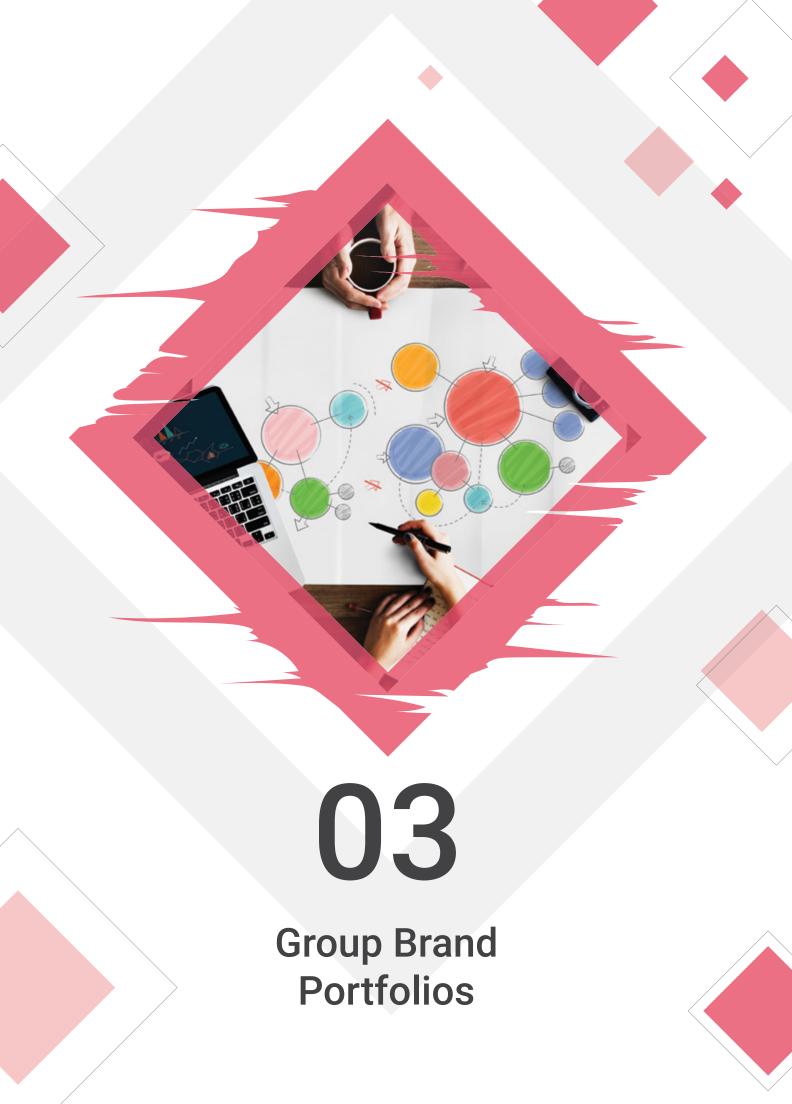
Suvankar SenExcutive Director, Senco Gold and Diamonds

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.

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.



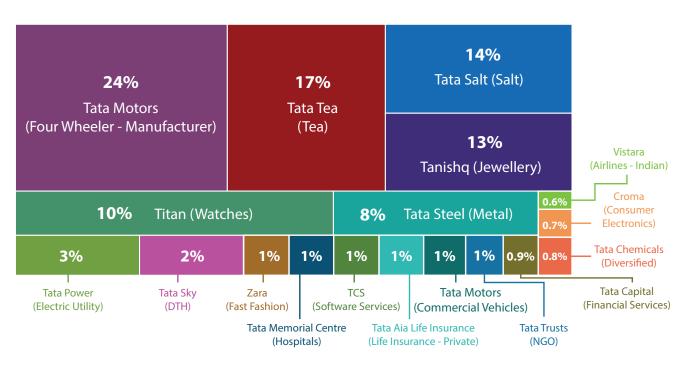
Group Brand Portfolios

When large conglomerates operate in multiple segments, a brand portfolio emerges. In India, as in the rest of the world, we have many businesses with diverse interests under one umbrella.

TRA's Most Consumer-Focused Report 2019 illustrates 10 Groups' brands to understand how consumers engage themselves within a brand portfolio. In an era, where the onus of loyalty and relationship is on the brand, understanding and measuring the nuances of Consumer Focus helps give a brand a concrete metric.

Tata

From being torchbearers to trailblazers, the Tata Group's value-based corporation has been a visionary, a pioneer and a leader winning millions of hearts since 1868. A total of 18 Tata Brands makes entry in TRA's Consumer-Focused Report 2019, the highest by any group. Of these, 13 are Category Leaders, and in three categories the Tata's brands stand second.



Tata Motors steers its way to dominate the Four Wheeler – Manufacturer Category garnering the maximum attention amongst all brands. Brewing its success, Tata Tea also emerges as a leader in Tea segment and Tanishq rules the Jewellery segment for three years continuously. While timeless Titan leads the pack in Watches segment, Tata Steel enjoys its first position in Metal Category. Dominating Super-Category Energy and Electric Utility category, Tata Power makes its way to the top. Some of Tata's foreign joint ventures like the one with Spanish retailer Zara have been customers' favourite for its lightning-quick product turnarounds, making it a leader in Fast Fashion segment.

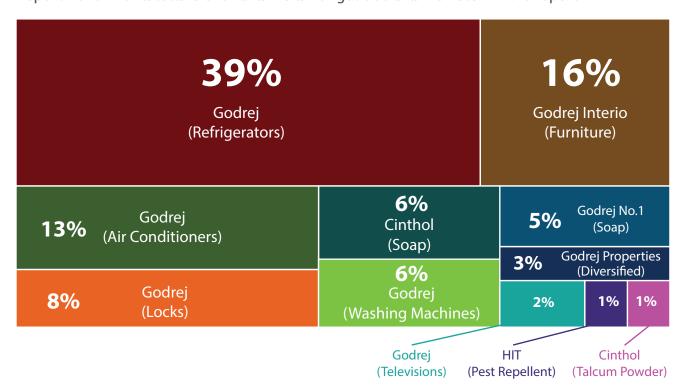
Many Tata brands have appeared as the only brand in category that includes Tata Salt (Salt), Tata Sky (DTH) Neeta Ambani-led Tata Trust (NGO), Tata Chemicals (Chemicals), Croma

(Consumer Electronics) and Vistara (Airlines – Indian).

On the other hand, TCS and Tata AIA Life Insurance secure second rank in the Software Services and Private Life Insurance Categories respectively. Tata Memorial Centre, one of world's largest tertiary care cancer centres, and Tata Capital stands at third position in their respective categories.

Godrej

Godrej, one of India's leading conglomerates enters TRA's Most Consumer-Focused Brands Report 2019 with a total eleven brands amongst 500 brands listed in the report.



With a wide range of innovative products, Godrej leads in Furniture, Locks, Diversified and Pest Repellent Categories whereas in Refrigerators, Washing Machines and Talcum Powder Categories, the brand takes third rank. Among thirteen brands listed in Air Conditioners Category, Godrej ranks sixth. In the Soaps Category, this time there are two Godrej brands – Cinthol and Godrej No. 1 at eighth and tenth rank respectively. In Television Category, the brand is at 10th rank among fourteen brands listed.

Amul

The utterly butterly delicious story of Amul has made it India's most beloved dairy brand in India. The 73-year-old band caters to the consumers' needs in all segments with its diversified product portfolio.

There are a total ten Amul brands listed in TRA's Most Consumer-Focused Report, of which it leads in nine categories. Amul emerges as a leader in Milk, Butter, Flavored Milk, Ice Cream/Frozen Dessert Ghee Yogurt, Milk Powder, Cheese and Cream segments. In Chocolate Category, Amul secures second position after Kitkat with a Consumer-Focused Index difference of 57 per cent.







Vipul SabharwalManaging Director, Luminous Power Technologies

It is powering 100
million bappy boes in
India today and the
number keeps
increasing with each
passing day. Luminous
bas a vast portfolio of
low, medium as well as
bigh capacity power
back-up solutions
custom made for rural,
urban as well
as commercial

requirements.

Luminous power technologies today has a presence in 36 highly competitive countries including several in Africa, the Middle East and the Indian sub-continent. Serving more than 100 million homes today, Luminous, with its brand transforming journey is all set to become a name synonymous with complete electrical solutions for happy homes.

Luminous understands that uninterrupted power is the key to uninterrupted life. Door-step after sales facility and a 24 x 7 service promise to its customers through direct service by company trained professionals in more than 400 cities adds to its charisma. We have recently embarked on a brand transformation journey and launched a wide range of new products in the hoe electrical as well as solar energy space.

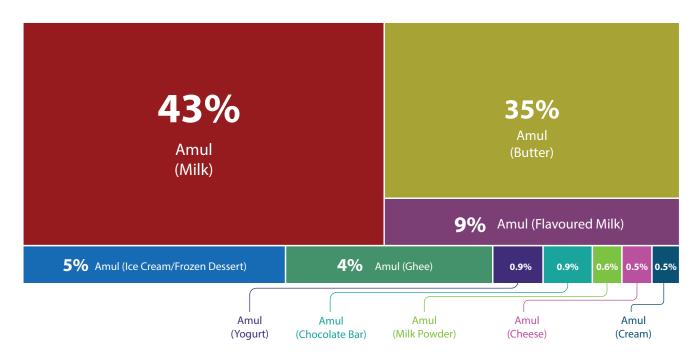
It is powering 100 million happy hoes in India today and the number keeps increasing with each passing day. Luminous has a vast portfolio of low, medium as well as high capacity power back-up solutions custom made for rural, urban as well as commercial requirements.

Luminous is a wise buyer of media space. We have correctly ascertained the consumer mind set and established that the

common man's interests start and end with cricket. As a result, its media strategy is focused on riding the popularity of this sport. Our band ambassador, not surprisingly is the legend in this field: Sachin Tendulkar. The company is investing extensively to extend its image from being just a leading power back-up solutions company to a complete electrical solutions provider and form garnering trust of the nation to powering happy homers.

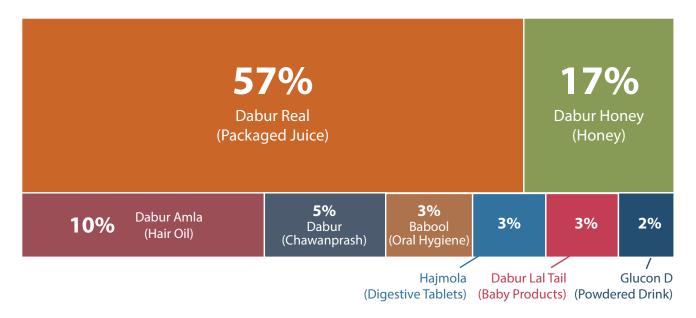
We believe in filling the air with joy, lighting up every corner with delight and switching on smiles. Making every moment matters and powering happy homes in the core belief at the heart of the brand. Luminous believes in making every home a "Khushiyon Ka Ghar".

We have grown from just providing power back up systems to a complete portfolio of home electrical products to make a home the happiest and most comfortable place on earth. With this motive, the company has moved from its earlier tag line – "Jis pe Desh Kare Bharosa" to the new promise of "Khushiyon Ka Ghar".



Dabur

India's leading science-based ayurveda company, Dabur is a pioneer in spreading goodness of Ayurveda. Backed by strong research and development, Dabur has eight brands listed in the report.



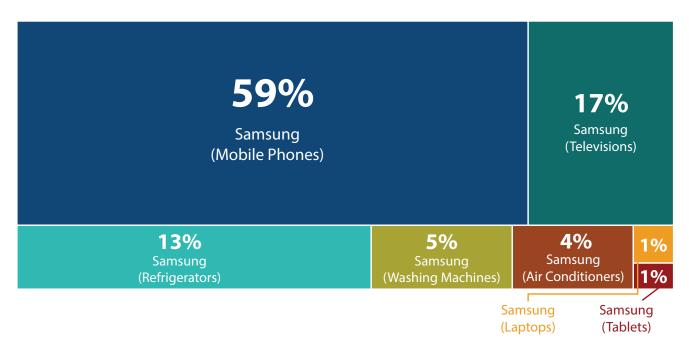
With five Category leaders, Dabur Real leads the Packaged Juice segment, Dabur Honey leads in Honey, in the immunity bolstering Chawanprash category. Delivering 'chatpata performance', Hajmola retains first position in Digestive Tablets and Dabur Lal Tail, the red-coloured anointment for babies, is another leader from the Dabur brand collection.

Perhaps owing to the Indian penchant for the tempting scalp massage, Dabur Amla secures second rank in the Hair Oil Category, and energy booster 'Glucose D' too takes the second rank in the Powdered Drink Category.

Providing a unique oral care experience, Babool ranks fourth in the Oral Hygiene category.

Samsung

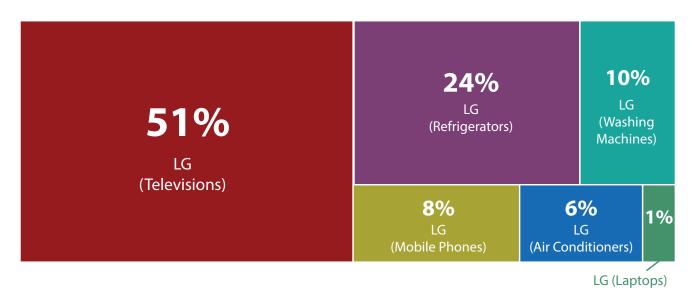
This year, Samsung has entered TRA's Most Consumer-Focused Report with a total of seven brands amongst 500 brands listed in the report.



In Mobile Phones Category, the South Korean brand Samsung takes the crown as "TRA's Most-Consumer Focused Brands 2019". Samsung in Refrigerators, Washing Machines and Air Conditioners Categories ranks second, Among the fourteen brands listed in the Television Category, the brand secures third rank after LG and Sony whereas in Laptops and Tablets Category it occupies fifth and second rank respectively.

LG

One of India's formidable brands in consumer electronics, home appliances and mobile communications. LG makes it to TRA's Most Consumer-Focused 2019 list with six brands.

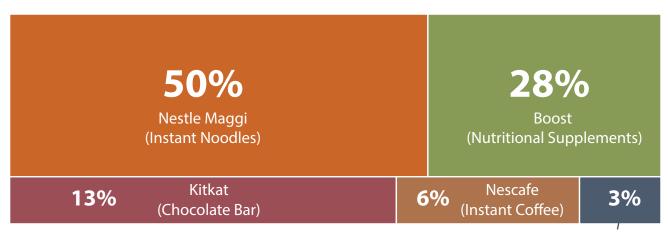


Among fourteen brands listed, LG emerges as a leader in the Television Category which helps it lead in the Consumer Electronics Super-Category as well. Besides Televisionsthe brand

takes first rank in Refrigerators and Washing Machines Category as well. In Mobile Phones and Air Conditioners Category, LG secures third rank whereas in the Laptops Category, it ranks fourth among eight brands listed.

Nestle

With 150 years of 'Good Food, Good Life', Nestle has been an innovator in nutrition, health and wellness for many years. In TRA's Most Consumer-Focused Brands 2019, five Nestle brands enter in the list from Food and Beverage Super-Category.



Nestle Munch (Chocolate Bar)

India's favourite comfort food, Maggi emerges as the winner in Instant Noodles Category and delighting customers all over the world, Nestle Kitkat emerges as a winner in Chocolate Bar Category. Nescafe, pioneers to introduce the coffee culture in India, captures 2nd rank in the Instant Coffee Category, and packed-with-goodness Boost, grabs 3rd position in Nutrition Supplements in 2019. Nestle Munch takes a bite at 4th position in the Chocolate Category.





Aditya Ghosh (CEO - India & South Asia, OYO Hotels & Homes)

"We are humbled to receive the recognition as India's most consumer-focused brand in the hospitality segment. This is possible due to the relentless efforts of 10,000+ OYOpreneurs working in India and our hotel owners who continue to strive to raise the bar for customer experience and innovation. As India's largest hotel chain with 18,000+ hotels across 500+ ci ties in the country, we see ourselves as a customer-first company that is proud of its ability to make good quality hotels available to millions

of customers at the right price point everywhere in the country. Customer experience is of utmost priority for us and the 20+ apps used across OYO ecosystem are aimed at ultimately ensuring a great experience for our customers as well as creating value for our esteemed hotel owners. We leverage data science and analytics to improve the guest experience at every step. AI and machine learning enable us to identify multiple metrics to determine and enhance the customer experience. We are thankful for the trust reposed by our customers and are committed to pursuing excellence."

Reliance

Emerging as a pathbreaker, Mukesh Ambani-owned Reliance has seven brands listed in TRA's Consumer-Focused Report in 2019. It is interesting to note that five of them are fresh entrants emphasizing Reliance's success in addressing the growing needs of its new consumers.



Consumer Connect



Kairav EngineerVP-Business Development, Astral Poly Technik

The most essential factor that connects our brand to TG is our Product Quality and our relentless focus on improving plumbing standards within the category.

The most essential factor that connects our brand to TG is our Product Quality and our relentless focus on improving plumbing standards within the category. Astral products are manufactured adhering to international standards using top notch raw materials and State-of-the art manufacturing processes. Keeping ourselves ahead of the technology curve, Astral has always been a front runner in the piping category by bringing innovation and getting rid of old, primitive and ineffective plumbing methods.

In the plumbing category it is all about trust. Plumbers trust Pipes and fittings based on strength and performance, and their buying behaviour is influenced heavily by the trust they

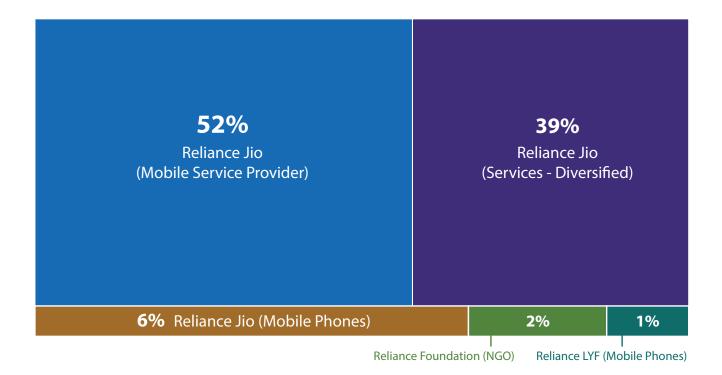
have in a brand. The trust factor is even more important because if the pipes fail or leak, then entire décor, tiles, paints, walls, bathroom fittings etc. gets affected.

The single minded focus on quality has earned Astral Pipes a NSF approval on its CPVC (Chlorinated Polyvinyl Chloride) compound as well as for the CPVC Piping system. Astral was the first Indian company to get a NSF approval for its CPVC Products

Brand Astral stands for innovation and for setting new trends in the piping industry. Bringing newer piping technologies and continuous innovation in existing ones as well as new products has been the focal point at Astral.

We put emphasis on communicating about the approvals and certifications we have achieved for our piping product. We also conduct countless plumber meets across the country where the plumbers get trained for using Astral Products and at the same time, they get knowledge of ongoing trends in the category. Last year Astral had trained more than 1 lakh plumbers across the country. We believe, these efforts help garner trust.

It is extremely critical to maintain a good trust relationship with your key stakeholders. Specifically in the piping category where on one end plumbers, plumbing contractors, builders and architects are key influencers, and on the other end, the consumer has low awareness about the pipes and relatively low involvement. From these influencers point of view, the trust they place in us is very important as they are instrumental in installing the piping and also affecting their own reputation as well.



Reliance Jio has shown resilience by making an entry in three different categories – Mobile Service Provider, Mobile Phones and Services. Disrupting the Indian telecom industry, Reliance Jio secures second rank in the Mobile Service Provider Category. The brand makes a re-entry at first position in Services-Diversified Category with its unique combination of digital commerce, media and payment services.

While popular feature phone Reliance Jio settles for seventh rank, Reliance LYF occupies tenth rank in the Mobile Phones Category. Reliance Foundation stands at second position in NGO Category by enriching lives of marginalized communities.



Seshasai KVS (CEO, KKEL)

At KKEL, we are all driven by a single objective, doing what is right for the child. Our instructional design team is focused on providing the best learning resources so that children get the best learning outcomes, our operation teams are focused on creating and ensuring a safe and secure learning environment for them, and our teachers and academic leadership teams are focused on providing personalized learning to each and every child at our schools and pre-schools. Being so focused on our customers,

viz. our children/our students and partners, is not a choice but a responsibility that we fulfill every day and is central to the purpose and philosophy of KKEL and the reason for the existence of KKEL.

Mahindra & Mahindra

Homegrown auto major, Mahindra & Mahindra has four major brands in Consumer-Focused List 2019, leading in two. With a huge fan following, Mahindra Scorpio has blazed a trail emerging as the winner in the SUV/MUV Category 2019. Mahindra Truck & Bus, the Commercial Vehicle arm of the Mahindra Group, races towards 2nd position in this highly

competitive market.

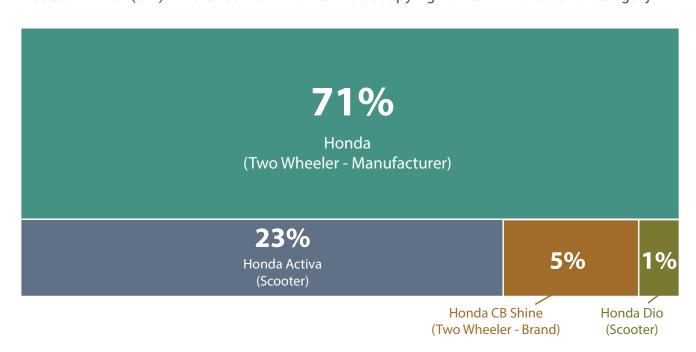
Since its inception in 1945, Mahindra & Mahindra has given the country with high performance and low maintenance cost automobiles, thus making it at 4th Consumer-Focused Four Wheeler Manufacturer in 2019. The ubiquitous red colored tractor seen both in airports, farm outreaches and as transportation in rural India, a unique identifier of Mahindra and Mahindra brand, ranks 4th in the Tractors category.



Honda

Honda, one of world's largest manufacturers of two wheelers, has accelerated India's advancement of mobility over the years, thus making it a winner in 'Two-Wheeler-Manufacturer' Category as well as 'Automobile' Super-Category in 2019. The efficient and reliable, Honda CB Shine makes alone entry in the Two Wheeler – Brand Category in 2019, also leading it.

Honda Activa is the hands down winner in Scooter's race with a massive 97% Consumer-Focused Index (CFI) difference from Honda Dio occupying 4th rank in the same category.





Understanding TRA's Methodology

In the new wave of brand building, a brand has shifted from a feature to a perception, from an object to an idea. The days of one-way communication are done. The relationship begins when both the brand and consumer are on equal footing. The only way this is accomplished is if a brand becomes more human and more personal. Many brands have mirrored in incorporating greater levels of empathy, understanding and emotional connection. When they do this, these brands not only strengthen their organization, culture and strategy – they end up with deeper, stronger and more resilient consumer bonds. The strongest driver that takes these brand-consumer relationships from 'invested' to 'committed' is if it maintains an ongoing conversation with the consumer by inviting and facilitating interactions with it.

With TRA's Buying Propensity Model, we help brands to create greater keenness-to-be-bought by the consumers. 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 keenness-to-buy. Buying Propensity Model allows brands to adapt to the 'new age' consumers by understanding their changing psycho-socio-cultural needs and helps brands build formidable associations with them.

India's Most Consumer-Focused Brands 2019

Consumers' relationships with brands are not all that different than relationships with people. Authentic relationship building takes effort. Brands too behave similarly- It becomes imperative to create and sustain the conversation around its consumers. Meaningful engagements with consumers and a constant effort to strengthen relationships become extremely important.

With this, we celebrate the 500 listed brands in 'TRA's Most Consumer-Focused Report 2019', of the elite 7% brands out of the 10,000 listed with us which have excelled by increasing their Buying Propensity® Quotient over the previous year. This implies an increase in the brand's understanding and relationship with its current and potential consumers. The brands that entered the list are the eminent few, who did not 'sell' to the customers, but instead, helped them buy.

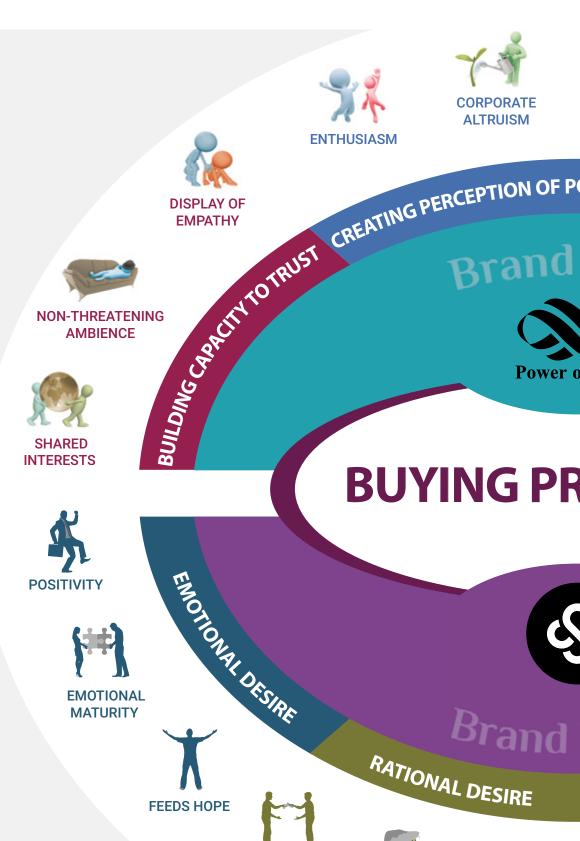
Understanding Buying Propensity Model

The two factors that are most essential in understanding and measuring the consumer-brand relationship quotient are Brand Trust and Brand Desire (alternatively also called Brand Attractiveness). A buyer's need-based transactional drives get expressed as Brand Trust, and the buyer's pyscho-socio-cultural based drives get expressed as Brand Desire. These two together, build the consumer's keenness to be bought or Buying Propensity. Buying Propensity is the fundamental substrate on which all buying decisions are made.

The Buying Propensity Matrix™ is made up of 97 intangible Attributes that cover all aspects of helping incept the consumer's willingness to buy. These intangibles are the ones that convert into tangible outcomes like sales, profit, size, among other things. These Attributes are grouped into 22 Brand Behaviours, the anthropomorphic, or human-like expressions of brands, which consumers' best relate with.

Buying Prop

Guides brand to achieve buying fulfillment for the customer



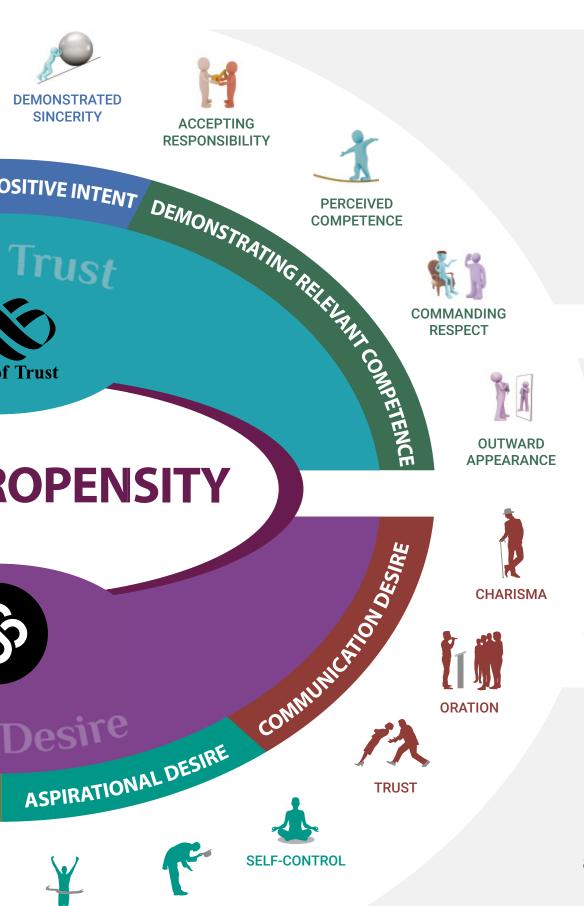
RELEVANT UTILITY

Is made of
Trust and Desire
- the combination
of which leads
to a magnetic,
subliminal pull





ensity Matrix[™]



MATURITY

WINNERS' ATTRIBUTES Creates a standardized basis for all buying behavior

Adopted by over 100 brands as **key brand metric**

Helps a brand remove paradigm blinkers and look at the brand anew

Increase in Buying Propensity – Showing intense consumer focus

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

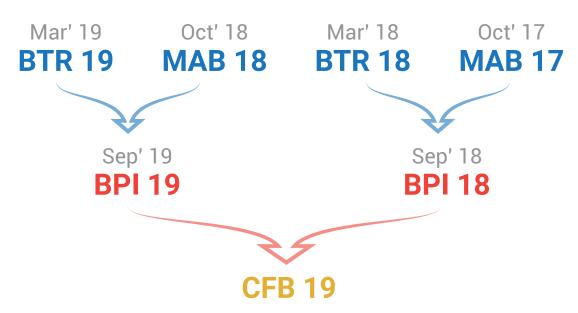
An increase in the Buying Propensity over any period would imply an increase in the brand's understanding and relationship with its current and potential consumers. The term Consumer-Focused Brands most aptly describes brands which have naturally managed an increase in their Buying Propensity Index.

'TRA's Most Consumer Focused Brands 2019' 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.

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 Desire measured between August to October of the same year. Each year has a Brand Trust Report (BTR) and Most Desired Brands Report (MDB), suffixed with the year when it is launched. For example, BTR 19 is the Brand Trust Report that got in the early part of 2019 and MDB 18 is India's Most Desired Brands launched in 2018. Consumer Focused Brands reports are abbreviated CFB.

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



The Consumer Focus Index (CFI) of a brand is measured by arriving at the difference between two consequent Buying Propensity totals measured over four reports.

Measuring Buying Propensity through Brand Trust and Brand Desire

Buying Propensity is the combination of Brand Trust Index and Brand Desire Index. The regression analysis of the data collected through the past years' syndicated primary research



Acharya Balkrishna (MD, Patanjali Ayurved)

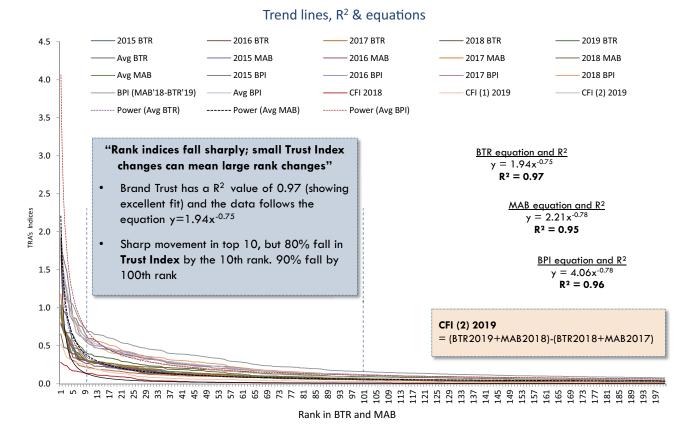
Consumer preference is on rise for herbal products. The market slowdown is one thing and rising interest among masses is another. The interest in herbal and natural products has increased over time and so has the demand. Patanjali works on research for cultivation. If you are going to mine the herbs, you will also have to grow them. Our expenses are little. The positive sentiment is high about Patanjali. We feel privileged to be listed in TRA's report this year as the Most Consumer-Focused Healthcare brand, also leading the Ayurvedic Products Category.

is shown below in a graph mapping the brand ranks of all TRA indices with equations for their trend lines as below.

$$y = Cx^{-0.78}$$

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 trend line 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*-0.78. 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 annual studies are conducted through a detailed primary research among nearly 10,000 consumer influencers in 16 cities to understand their brand associations with the Buying Propensity attributes. The study has two parts - the first was created using 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:

$$\frac{SD_o}{SD_i} \times p_{5i} \times o_{5i} \times \bar{X}_{5i} \times 0.5$$

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 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:

$$p_{7i} \times o_{7i} \times \bar{X}_{5i} \times 0.67 \times 0.5$$

The addition of these gave us the TRA's Index, represented by the following formula:

$$\frac{SD_{o}}{SD_{i}} \times p_{5i} \times o_{5i} \times \bar{X}_{5i} + p_{7i} \times o_{7i} \times \bar{X}_{5i} \times 0.67 \times 0.5$$

Where:

 $\mathit{SD}_{\scriptscriptstyle{0}}$ represents overall brand suitability score standard deviation,

SD, represents all ith brand suitability standard deviation,

 o_{si} represents ith brand occurrence frequency of the Brand Trust & Attractiveness questions, p_{si} represents ith brand average positions of Brand Trust & Attractiveness questions:

 X_{i}^{j} represents the ith brand average suitability,

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

 p_{η} represents all ith brand average positions of the Recall question.

Degree of difficulty

Not many brands manage to increase their Buying Propensity inherently, since the road to creating buying-keenness in consumers was largely unchartered till TRA created the science of Buying Propensity in 2010. This year, of the 10,000 brands that got compared for change in Buying Propensity, only 717 brands showed an increase in Buying Propensity over the previous year, only 7% of the total brands that were compared. Of these 500 are listed in this report. The rest of the brands had a decreased Buying Propensity over the period.

UNDERSTANDING

THE RESPONDENTS

RESPONDENTS GENDER DIVISION

The Gender division of the respondents was Male - 81% to Female - 19% maintained as a ratio in each city and age group, approximately mirroring the working class gender ratios.





SEC DISTRIBUTION

97% of the respondents were either in A1 (64%), A2 (26%) or A3 (7%) categories.

B1 and B2 constituted 3% each of the total respondents.



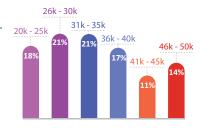
AGE-WISE DISTRIBUTION

The different age groups of the respondents in this were divided as shown on the left.



INCOME DISTRIBUTION

The income distribution of the respondents is shown in the accompanying table.



EMPLOYER COMPANY

Among the respondents, 11.3% worked in companies with less than INR 50 Cr and rest 88.7% worked in organizations with turnover of Rs 50 Cr or more.



OWNED ITEMS

The profile of the respondents becomes more vivid with an ownership and access-at-home response.























RESPONDENT PROFILE

- Salaried Employees only
- Keen understanding of brands
- Knowledge of English + one language
- Consumer influencers 10% that impact rest 90%



MUST NOT BE EMPLOYED WITH

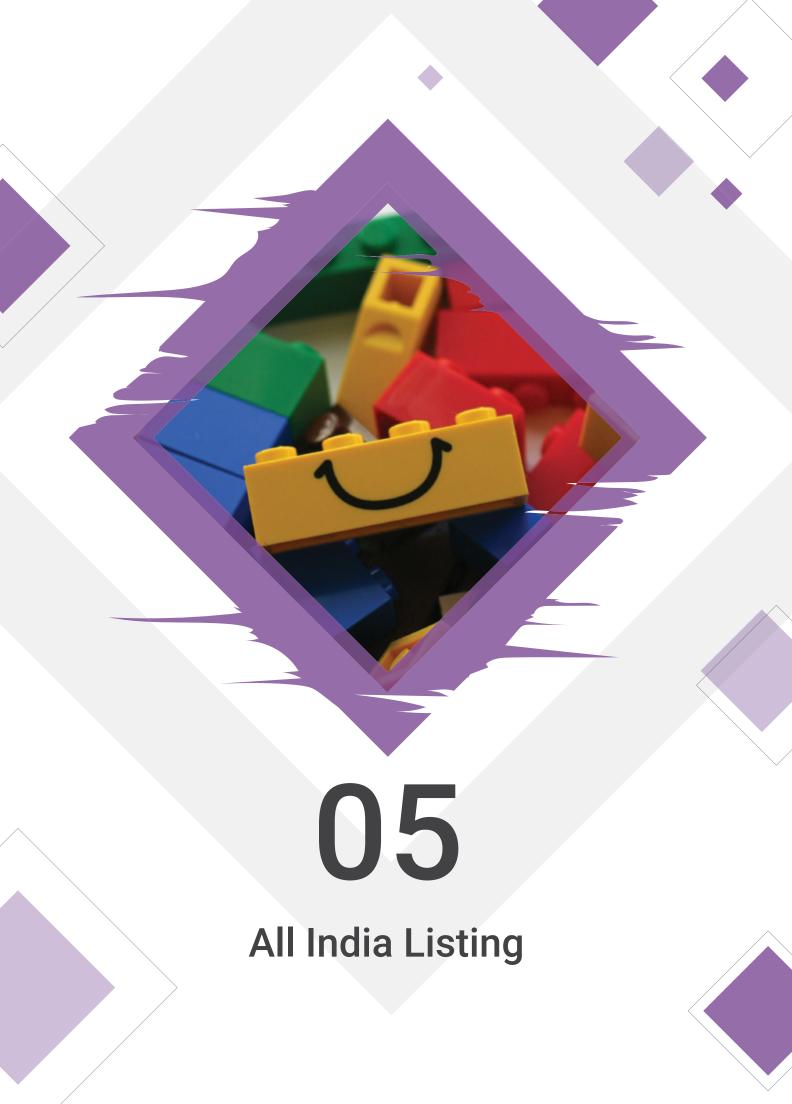
To ensure the authenticity and integrity of the data, individuals employed in these industries were not included as a part of the sample.



CITY-WISE DISTRIBUTION

The city-wise distribution of the 9731 consumer influencers interviewed was done on the basis of 2011 census data to get a better representation of the country.

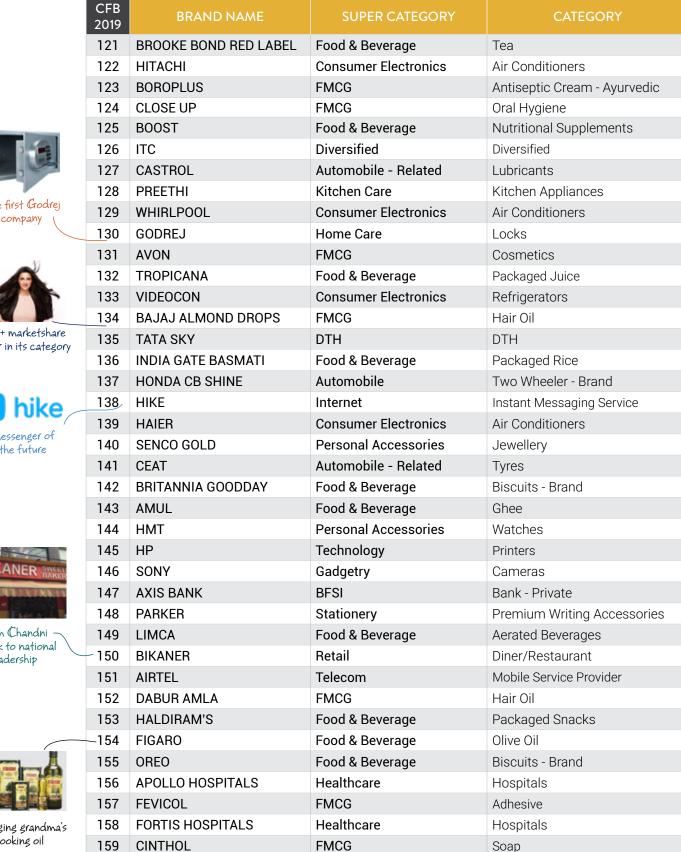
Chandigarh 2% Delhi 19% Kolkata 15% Indore 2% Hyderabad 5% Mumbai 21% Pune 4% Nagpur 2% Coimbatore 2% Ahmedabad 5% Bangalore 8% Jaipur 2% Chennai 8%



	CFB 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
	_ 1	SAMSUNG	Gadgetry	Mobile Phones
Glories being	2	DELL	Technology	Laptops
sung	3	APPLE iPHONE	Gadgetry	Mobile Phone - Series
*	4	LG	Consumer Electronics	Televisions
	5	POND'S	FMCG	Cosmetics
3	6	HONDA	Automobile	Two Wheeler - Manufacturer
First time entrant	7	LIC	BFSI	Life Insurance - PSU
	8	SONY	Consumer Electronics	Televisions
	9	TATA MOTORS	Automobile	Four Wheeler - Manufacturer
1 1 1 m	10	AMUL	Food & Beverage	Milk
	11	SAMSUNG	Consumer Electronics	Televisions
Doodh, makkhan makes Amul	12	DOVE	FMCG	Soap
strong	13	LG	Consumer Electronics	Refrigerators
	14	AMUL	Food & Beverage	Butter
!dea Q	15	VODAFONE-IDEA	Telecom	Mobile Service Provider
Bruised, but	16	BAJAJ PULSAR	Automobile	Two Wheeler - Brand
not beaten	17	JEEP	Automobile	Four Wheeler - Manufacturer
and c	18	TATA TEA	Food & Beverage	Tea
	19	SAMSUNG	Consumer Electronics	Refrigerators
170	20	BAJAJ AUTO	Automobile	Two Wheeler - Manufacturer
All three brands in a	21	HERO MOTOCORP	Automobile	Two Wheeler - Manufacturer
tight squeeze	22	HEWLETT PACKARD	Technology	Laptops
	23	LEE	Apparels	Casualwear
	24	BRITANNIA	Food & Beverage	Biscuits
	25	TATA SALT	Food & Beverage	Salt
	_ 26	VIVO	Gadgetry	Mobile Phones
ord spot in sales, 2nd in Consumer-Focus	27	COLGATE	FMCG	Oral Hygiene
	28	AMAZON	Internet	Online Retailer - Diversified
	29	TANISHQ	Personal Accessories	Jewellery
	30	DETTOL	FMCG	Antiseptic Products
	31	FOGG	FMCG	Deo/Perfume
Vini, Vidi, Vici - The Vini	32	AVIVA LIFE INSURANCE	BFSI	Life Insurance - Private
Cosmeticsjewel	33	STATE BANK OF INDIA	BFSI	Bank - PSU
-	34	MARUTI SUZUKI	Automobile	Four Wheeler - Manufacturer
FOGG .	35	DABUR REAL	Food & Beverage	Packaged Juice
FOGG	36	GODREJ	Consumer Electronics	Refrigerators
FOCA	37	RIN	FMCG	Fabricare
weeks UGU	38	LUX	FMCG	Soap
	39	RELIANCE JIO	Telecom	Mobile Service Provider
	40	TITAN	Personal Accessories	Watches

	CFB 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
Leader in all 3	41	L'OREAL	FMCG	Haircare
editions of report	42	HDFC BANK	BFSI	Bank - Private
MATTER O HOFC BANK	43	HONDA ACTIVA	Automobile	Scooter
TOTAL	44	APPLE MACBOOK	Technology	Laptops
	45	NIVEA	FMCG	Soap
	46	MUTHOOT FINANCE	BFSI	Financial Services
	47	MAHINDRA & MAHINDRA	Automobile	Four Wheeler - Manufacturer
	48	LG	Consumer Electronics	Washing Machines
	49	KANGAROO KIDS	Education	Pre-School
	50	FA	FMCG	Deo/Perfume
	51	TATA STEEL	Manufacturing	Metal
	52	ABP NEWS	Media - TV	Hindi News
A STATE OF THE PARTY OF THE PAR	53	RELIANCE JIO	Telecom	Services - Diversified
2	54	AMERICAN EXPRESS	BFSI	Credit Card
	55	BISLERI	Food & Beverage	Packaged Drinking Water
Giving traditional	56	LG	Gadgetry	Mobile Phones
medicine a fillip	_ 57	PATANJALI	Healthcare	Ayurvedic Products
	58	CADBURY'S	Food & Beverage	Diversified
	59	SAMSUNG	Consumer Electronics	Washing Machines
	60	HIMALAYA	FMCG	Soap - Ayurvedic
	61	ОТТО	Apparels	Menswear
15 35	62	ANANDA DAIRY	Food & Beverage	Dairy - Diversified
	63	CLINIC PLUS	FMCG	Haircare
# describeration	64	WOODLAND	Personal Accessories	Footwear
Extraordinary win, for a regional brand	65	DAIKIN	Consumer Electronics	Air Conditioners
	66	SAMSUNG	Consumer Electronics	Air Conditioners
	67	HORLICKS	Food & Beverage	Nutritional Supplements
	68	LAKME	FMCG	Cosmetics
	69	COMPLAN	Food & Beverage	Nutritional Supplements
Pears	70	ICICI BANK	BFSI	Bank - Private
	71	AMUL	Food & Beverage	Flavoured Milk
	72	VIVEL	FMCG	Soap
World's oldest continuously	73	LG	Consumer Electronics	Air Conditioners
existing soap -\	74	PEARS	FMCG	Soap
200+ years old	75	PARLE	Food & Beverage	Biscuits
	76	NATARAJ	Stationery	Writing Accessories
	77	PANASONIC	Consumer Electronics	Air Conditioners
Improving its	78	KOTAK MAHINDRA BANK	BFSI	Bank - Private
Improving its buying propensity	79	PEPSODENT	FMCG	Oral Hygiene
Pepsodent				
- cpssaciie	80	RAYMOND	Apparels	Fabrics To Brands

	CFB 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
	81	MI	Gadgetry	Mobile Phone - Series
	82	MARUTI SUZUKI SWIFT	Automobile	Car - Hatchback
	83	VIDEOCON	Consumer Electronics	Televisions
	84	GODREJ INTERIO	Retail	Furniture
TTT	85	PANASONIC	Consumer Electronics	Televisions
Lighting is changing, led by	86	NESTLE MAGGI	Food & Beverage	Instant Noodles
Phillips	87	PHILIPS	Fast Moving Electrical Goods	Lighting
	88	PHILIPS	Consumer Electronics	Televisions
Owner's pride? Not	89	TIMEX	Personal Accessories	Watches
just yet.	90	ONIDA	Consumer Electronics	Televisions
	91	KS	FMCG	Deo/Perfume
	92	PRESTIGE	Kitchen Care	Cookware
	93	LAND ROVER	Automobile	Four Wheeler - Luxury
•	94	BLUE STAR	Consumer Electronics	Air Conditioners
	95	WIPRO	Technology	Software Services
9	96	TVS	Automobile	Two Wheeler - Manufacturer
	97	GODREJ	Consumer Electronics	Air Conditioners
	98	BIBA	Apparels	Ethnicwear - Women
Buzzing with	99	LIFEBUOY	FMCG	Antiseptic Products
success	_100	DABUR HONEY	Food & Beverage	Honey
	101	MRF	Automobile - Related	Tyres
Introduced	102	DUNLOP	Automobile - Related	Tyres
in 1940, still fantastic	103	LIPTON TAAZA	Food & Beverage	Tea
	_104	FANTA	Food & Beverage	Aerated Beverages
	105	BLACKBERRYS	Apparels	Menswear
Classic aroma	106	MANGO FROOTI	Food & Beverage	Non-Aerated Beverages
LIA) SIC AIGHIG	107	BRU	Food & Beverage	Instant Coffee
	108	BAJAJ FINANCE	BFSI	Financial Services
	109	ARIEL	FMCG	Fabricare
	110	WHIRLPOOL	Consumer Electronics	Refrigerators
	111	PARK AVENUE	FMCG	Deo/Perfume
Powering the nation	112	AMUL	Food & Beverage	Ice Cream/Frozen Dessert
	_113	TATA POWER	Energy	Electric Utility
Ton 1	114	PATANJALI DANT KANTI	FMCG	Oral Hygiene - Ayurvedic
ALONS PROPERTY.	115	GARNIER	FMCG	Hair Colour
	116	FORD	Automobile	Four Wheeler - Manufacturer
Riding the	117	AYUR	FMCG	Skincare-Ayurvedic
ayurveda wave	118	МОТО	Gadgetry	Mobile Phones
Ayur	119	COCA-COLA	Food & Beverage	Aerated Beverages
P C	120	AASHIRVAAD ATTA	Food & Beverage	Packaged Flour



Food & Beverage

Edible Oil





holder in its category





From Chandni Chowk to national leadership



Changing grandma's cooking oil

160

FORTUNE

# @t	CFB 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
ACC	161	GODREJ	Consumer Electronics	Washing Machines
Africa.	- 162	BIRLA CEMENT	Manufacturing	Cement
Birla Cement	_ 163	ACC CEMENT	Manufacturing	Cement
wins from ACC by a hair's	164	JK TYRES	Automobile - Related	Tyres
breadth	165	ONIDA	Consumer Electronics	Air Conditioners
	166	BURGER KING	Retail	QSR
	167	BAJAJ ELECTRICALS	Consumer Appliances	Fans
	168	LENOVO	Gadgetry	Mobile Phones
	169	APSARA	Stationery	Writing Accessories
	170	CROWN MILK	Food & Beverage	Dairy - Diversified
	171	SUZUKI	Automobile	Two Wheeler - Manufacturer
.	172	KISSAN	Food & Beverage	Processed Foods
Prescripted success	-173	DR REDDY'S	Healthcare	Pharmaceuticals - Indian
DR.REDDY'S	174	BRUT	FMCG	Deo/Perfume
	175	MADAME	Apparels	Womenswear
	176	PATANJALI ATTA	Food & Beverage	Packaged Flour
	177	NILKAMAL	Home Care	Plastic Furniture
	178	TOYOTA	Automobile	Four Wheeler - Manufacturer
	179	VASELINE	FMCG	Skincare
	180	SBI GENERAL INSURANCE	BFSI	General Insurance - Private
A	181	KINLEY	Food & Beverage	Packaged Drinking Water
th CESC	182	CESC	Energy	Electric Utility
Eastern power	183	NIPPO	FMCG	Consumer Batteries
	184	RELIANCE ENERGY	Energy	Electric Utility
	185	P C CHANDRA JEWELLERS	Personal Accessories	Jewellery
	186	EMAMI	FMCG	Diversified
	187	MDH	Food & Beverage	Spices
	188	CAMPUS	Personal Accessories	Footwear
punyab national bank	189	LAYS	Food & Beverage	Packaged Snacks
Steady as India's 2nd	190	ZARA	Retail	Fast Fashion
Most Consumer-Focused PSU Bank	191	NIRMA	FMCG	Fabricare
1 DVI DAIN	192	PUNJAB NATIONAL BANK	BFSI	Bank - PSU
	193	VIM	FMCG	Dishcare
	194	ASUS	Gadgetry	Mobile Phones
Encompassing the	195	HINDUSTAN MOTORS	Automobile	Four Wheeler - Manufacturer
entire hospitality value-chain	196	TATA MEMORIAL CENTRE	Healthcare	Hospitals
	197	OYO Hotels & Homes	Hospitality	Hotels
	198	TCS	Technology	Software Services
	199	BERGER PAINTS	Manufacturing	Paints
	200	LIZOL	FMCG	Disinfectant



The man's drink

	CFB 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
Ī	201	SHOPPERS STOP	Retail	Departmental Store - Fashion & Beauty
	202	JO	FMCG	Soap
	203	TATA AIA LIFE INSURANCE	BFSI	Life Insurance - Private
	204	BAJAJ ALLIANZ	BFSI	Insurance - Diversified
	205	IMPERIAL BLUE	Alcoholic Beverages	Whisky
	206	USHA	Consumer Appliances	Fans
	207	BANK OF INDIA	BFSI	Bank - PSU
	208	CASIO	Personal Accessories	Watches
	209	HINDWARE	Home Care	Bath Fixtures/Sanitaryware
	210	RELIANCE JIO	Gadgetry	Mobile Phones
	211	GODREJ NO.1	FMCG	Soap
	212	JK	Stationery	Paper
	213	YARDLEY	FMCG	Soap
	214	MAHINDRA SCORPIO	Automobile	SUV/MUV - Brand
	215	HALDIRAM'S	Retail	Diner/Restaurant
	216	AJANTA	Home Care	Wall Clocks
	217	LG	Technology	Laptops
	218	SAMSUNG	Technology	Laptops
	219	TOSHIBA	Technology	Laptops
	220	THE TIMES OF INDIA	Media - Print	Newspaper - English
	221	KITKAT	Food & Beverage	Chocolate Bar
4	- 222	D MART	Retail	Hypermarket - Indian
	223	W	Apparels	Ethnicwear - Women
	224	HDFC LIFE	BFSI	Life Insurance - Private
	225	OLAY	FMCG	Skincare
	226	PATANJALI	Food & Beverage	Honey
	227	BIG BAZAAR	Retail	Hypermarket - Indian
	228	IDBI BANK	BFSI	Bank - PSU
	229	QUARTZ	Personal Accessories	Watches
	230	ROCA	Home Care	Bath Fixtures/Sanitaryware
	231	IFB	Consumer Electronics	Diversified
	232	UPS	Services	Express Services - Foreign
	233	LIVON	FMCG	Haircare
4	<u>2</u> 34	THE HINDU	Media - Print	Newspaper - English
	235	POND'S	FMCG	Talcum Powder
	236	REDMI	Gadgetry	Mobile Phones
	237	BAJAJ DISCOVER	Automobile	Two Wheeler - Brand
	238	LINKEDIN	Internet	Social Networking
	239	DABUR	Healthcare	Chawanprash

Kitchen Care

Cookware

Leader by value

India's 2nd Most Consumer-Focused Newspaper brand



240

HAWKINS

	CFB 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
	241	BESTON	Technology	Multimedia Speakers
	242	TATA MOTORS	Automobile	Commercial Vehicles
Horn. Ok Please.	243	RASNA	Food & Beverage	Powdered Drink
	244	TATA TRUSTS	NGO	NGO
	245	MAHINDRA TRUCK & BUS	Automobile	Commercial Vehicles
	246	SUN PHARMA	Healthcare	Pharmaceuticals - Indian
The state of the s	247	SANSUI	Consumer Electronics	Televisions
	248	REDTAPE	Personal Accessories	Footwear
	249	BROOKE BOND TAJ MAHAL TEA	Food & Beverage	Tea
	250	KOHLER	Home Care	Bath Fixtures/Sanitaryware
	251	MAC	FMCG	Cosmetics
NEWS	252	CAMLIN	Stationery	Diversified
HUMAN IS NOT JUST A STATEMENT,	253	MOTHER DAIRY	Food & Beverage	Milk
Sallu bhai effect	254	BEING HUMAN	Branded Fashion	Branded Fashion
pand that effect	255	PHILIPS	Consumer Appliances	Food Processor
	256	GIRNAR	Food & Beverage	Tea
	257	LLOYD	Consumer Electronics	Televisions
Consideration of the	258	IFB	Consumer Electronics	Washing Machines
ès	259	DOVE	FMCG	Skincare
Feeling the	260	VOLTAS	Consumer Electronics	Air Conditioners
competition heat	261	TOYOTA INNOVA	Automobile	SUV/MUV - Brand
	262	BOROLINE	FMCG	Antiseptic Cream - Ayurvedic
	263	DEL MONTE	Food & Beverage	Packaged Juice
	264	MORE	Retail	Hypermarket - Indian
	265	PRIYA	Food & Beverage	Processed Foods
	266	FOREVER 21	Retail	Fast Fashion
	267	BINANI CEMENT	Manufacturing	Cement
101	<u>2</u> 68	CAPRESE	Personal Accessories	Hand Bags
Innovative brand strategy from VIP	269	REXONA	FMCG	Deo/Perfume
Shalesy how 11	270	ASIAN PAINTS	Manufacturing	Paints
	271	TATA CAPITAL	BFSI	Financial Services
	272	HDFC	BFSI	Home Finance
	273	MONTEX	Stationery	Writing Accessories
	274	CAPITAL FIRST	BFSI	Financial Services
Reentering laptops after 5 yr break, but	275	CARRIER	Consumer Electronics	Air Conditioners
with a whimper	_276	SONY VAIO	Technology	Laptops
	277	KHADIM'S	Personal Accessories	Footwear
1210	278	UNION BANK OF INDIA	BFSI	Bank - PSU
	279	KALYAN JEWELLERS	Personal Accessories	Jewellery
	280	JACK & JONES	Apparels	Casualwear

	CFB 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
	281	HOFFMEN	Apparels	Casualwear
	282	VIVA COLLEGE	Education	Graduate Education
	283	US POLO	Apparels	Casualwear
	284	TIDE	FMCG	Fabricare
	285	INDIABULLS	Diversified	Diversified
	286	JK SPICES	Food & Beverage	Spices
4_	287	NOVA	Food & Beverage	Tea
	288	SLEEPWELL	Home Care	Mattresses
-mil	289	SUNSILK	FMCG	Haircare
	290	APPLE iPAD	Gadgetry	Tablets
Silently moving its	291	SUNFEAST	Food & Beverage	Biscuits
way to the top	292	GODREJ PROPERTIES	Real Estate	Diversified
	293	NYCIL	FMCG	Talcum Powder
	294	PANTENE	FMCG	Haircare
	295	OLA	Internet	Online Taxi Aggregator
	296	MAHINDRA & MAHINDRA	Automobile	Tractors
	297	FBB FASHION	Apparels	Diversified
Strike impacts work,	298	BRIDGESTONE	Automobile - Related	Tyres
but not reputation	299	BABOOL	FMCG	Oral Hygiene
	300	IFFCO	Manufacturing	Fertilizer
	301	NDTV INDIA	Media - TV	Hindi News
	302	APPY	Food & Beverage	Non-Aerated Beverages
~~~	303	TVS JUPITER	Automobile	Scooter
ľΨĭ	304	COSTCO	Retail	Hypermarket - Foreign
	305	DPS	Education	School
Journey from DPS	306	GODREJ	Consumer Electronics	Televisions
RK Puram to 500	307	HAJMOLA	Food & Beverage	Digestive Tablets
schools today	308	ATLAS CYCLES	Manufacturing	Bicycles
	309	KOTAK LIFE INSURANCE	BFSI	Life Insurance - Private
	310	SAMSUNG	Gadgetry	Tablets
DIDCX	311	LOTTO	Personal Accessories	Footwear
Strategic Strategy ( dpd yr)	312	GENERAL INSURANCE CORP.	BFSI	General Insurance - PSU
Giant killer	<u>3</u> 13	DTDC	Services	Express Services - Indian
	314	PARK HOSPITAL	Healthcare	Hospitals
	315	ICICI LOMBARD	BFSI	General Insurance - Private
Riding on the 'Gold'	316	HYUNDAI SANTRO	Automobile	Car - Hatchback
Kiding on the Gold  experience	<u>31</u> 7	ZOMATO	Internet	Online Food Aggregator
CHOCKE CHILDRED TO	318	APOLLO MUNICH	BFSI	Health Insurance - Private
zomato power.coo tel.err	319	KWALITY WALLS	Food & Beverage	Ice Cream/Frozen Dessert
	320	SANTOOR	FMCG	Soap



The bread of Delhiwalas



Beleagued by strikes, but undettered



Consistent topper



No stopping this brand



India's largest pump manufacturer

CFB 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
321	KTM	Automobile	Two Wheeler - Manufacturer
322	MINU SAREES	Apparels	Sarees
323	HARVEST GOLD	Food & Beverage	Bread - Brand
324	USHA	Consumer Appliances	Diversified
325	MAHARAJA	Consumer Appliances	Diversified
326	ITC PAPERBOARDS	Stationery	Paper
327	VANISH	FMCG	Fabricare
328	BRITISH AIRWAYS	Transportation	Airlines - Foreign
329	BPL	Consumer Electronics	Televisions
330	SAGAR RATNA	Retail	Diner/Restaurant
331	TATA CHEMICALS	Manufacturing	Diversified
332	S. KUMARS	Apparels	Fabrics To Brands
333	RELIANCE COMMUNICATIONS	Telecom	Mobile Service Provider
334	ICICI PRUDENTIAL	BFSI	Life Insurance - Private
335	COIR ON	Home Care	Mattresses
336	AMITY UNIVERSITY	Education	University - Private
337	AT&T	Telecom	Backbone Infrastructure
338	DURIAN	Retail	Furniture
339	MEDIMIX	FMCG	Soap - Ayurvedic
- 340	HSBC	BFSI	Bank - Foreign
341	CITIZEN	Personal Accessories	Watches
342	RELIANCE GENERAL INSURANCE	BFSI	General Insurance - Private
343	NESCAFE	Food & Beverage	Instant Coffee
344	FAIR & LOVELY	FMCG	Skin Lightening Products
345	BINGO	Food & Beverage	Packaged Snacks
346	PANASONIC	FMCG	Consumer Batteries
347	MICROTEK	Consumer Appliances	Inverters
348	BADSHAH	Food & Beverage	Spices
349	SONY	Consumer Electronics	Audio Equipments
350	EVA	FMCG	Deo/Perfume
351	REALME	Gadgetry	Mobile Phones
352	VERIZON	Telecom	Diversified
353	AMUL	Food & Beverage	Yogurt
354	DURACELL	FMCG	Consumer Batteries
355	CANON	Technology	Printers
356	AJANTA	Personal Accessories	Footwear
357	KIRLOSKAR BROTHERS	Manufacturing	Pumps
358	SAHARA	BFSI	Financial Services
359	HUSH PUPPIES	Personal Accessories	Footwear
360	BLUE HEAVEN	FMCG	Cosmetics

	CFB 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
	361	DABUR LAL TAIL	FMCG	Baby Products
# 11.0	362	AMUL	Food & Beverage	Chocolate Bar
Family fued, but battery strong	363	EVEREADY	FMCG	Consumer Batteries
,	364	MI	Consumer Electronics	Televisions
	365	KURKURE	Food & Beverage	Packaged Snacks
	366	BAJAJ ELECTRICALS	Fast Moving Electrical Goods	Lighting
	367	JINDAL STEEL	Manufacturing	Metal
- 4	368	BUFFALO	Apparels	Casualwear
	369	CATWALK	Personal Accessories	Footwear
191	370	COLORS	Media - TV	Hindi GEC
300	371	ALIBABA	Internet	Online Retailer - Diversified
Getting India	372	BRITANNIA MARIE GOLD	Food & Beverage	Biscuits - Brand
investments	373	GOKUL MILK	Food & Beverage	Milk
	374	CADBURY PERK	Food & Beverage	Chocolate Bar
	375	CROMPTON GREAVES	Consumer Appliances	Fans
	376	QUAKER OATS	Food & Beverage	Breakfast Cereal
	377	HERO HONDA SPLENDOR	Automobile	Two Wheeler - Brand
	378	CANARA BANK	BFSI	Bank - PSU
	379	CLEAN & CLEAR	FMCG	Skincare
	380	CROMA	Retail	Consumer Electronics
	381	LLOYD	Consumer Electronics	Diversified
0 00	382	GAP	Retail	Fast Fashion
Libero (	383	SWIGGY	Internet	Online Food Aggregator
	384	SIEMENS	Technology	Instrumentation & Electricals
	385	ZODIAC	Apparels	Menswear
A PER	386	LIBERO	FMCG	Diapers
Нарру Нарру	387	HCL	Technology	Laptops
	388	GLUCON D	Food & Beverage	Powdered Drink
	389	ARMANI	Branded Fashion	Luxury Fashion
	390	SAFFOLA	Food & Beverage	Edible Oil
	391	STAR PLUS	Media - TV	Hindi GEC
	392	ORAL B	FMCG	Toothbrush
	- 393	INDIA TODAY	Media - TV	English News
Travetad have course	394	BOSCH	Consumer Electronics	Washing Machines
Trusted news source	395	RAJDHANI BESAN	Food & Beverage	Staple Kitchen Ingredients
INDIA	396	KHAITAN	Consumer Appliances	Fans
IODAT	397	NAVNEET	Stationery	Notebooks
indiatoday in	398	JOHNSON & JOHNSON	FMCG	Baby Products
	399	RELIANCE FOUNDATION	NGO	NGO

**Consumer Electronics** 

Air Conditioners

400

**KENSTAR** 

	CFB	PRAND NAME	SUPER CATECORY	CATECORY
	2019	BRAND NAME	SUPER CATEGORY	CATEGORY
The millennials	401	PC JEWELLER	Personal Accessories	Jewellery
favourite	402	INSTAGRAM	Internet	Social Networking
	403	RAHUL INTERNATIONAL SCHOOL		School
	404	HAMAM	FMCG	Soap
	405	WIPRO	Fast Moving Electrical Goods	Lighting
na Maria	406	MAAZA	Food & Beverage	Non-Aerated Beverages
- T 3 3 3	407	VOLVO	Automobile	Commercial Vehicles
🕮 «(VOLÍNÍ. 🕴 🟂	408	AIR INDIA	Transportation	Government Airlines
Balmy ride	409	VOLINI	Healthcare	Pain Balm
	410	MAYBELLINE	FMCG	Cosmetics
	411	BHARAT PETROLEUM	Energy	Oil And Gas - Domestic
	412	LOKSATTA	Media - Print	Newspaper - Marathi
	413	AYUSH	FMCG	Soap - Ayurvedic
ICBC (図) 中国工商銀行	414	J.P. MORGAN CHASE BANK	BFSI	Bank - Foreign
Is China making an	415	BREEZE	FMCG	Soap
Indian inroad?	<u>4</u> 16	ICBC	BFSI	Bank - Foreign
	417	LISTERINE	FMCG	Mouthwash
	418	FOODPANDA	Internet	Online Food Aggregator
	419	CELLO	Home Care	Plastic Furniture
	420	DENVER	FMCG	Deo/Perfume
The sales	421	MAX HEALTHCARE	Healthcare	Hospitals
<b>建设设施</b>	422	ADANI	Energy	Electric Utility
<b>美国和西部市部</b>	423	NEROLAC	Manufacturing	Paints
CSR effect	_424	BHARTI FOUNDATION	NGO	NGO
	425	HIT	FMCG	Pest Repellent
	426	SENSODYNE	FMCG	Oral Hygiene
	427	DENA BANK	BFSI	Bank - PSU
999999	428	LUFTHANSA	Transportation	Airlines - Foreign
	429	AIRWICK	FMCG	Air Freshner
Smelling a good	430	ORPAT	Gadgetry	Calculator
future	431	HAMILTON	Kitchen Care	Kitchen Products
	432	AKAI	Consumer Electronics	Televisions
	433	MOOV	Healthcare	Pain Balm
	434	DAAWAT BASMATI	Food & Beverage	Packaged Rice
	435	VIVA	Food & Beverage	Nutritional Supplements
	436	LIVA	Apparels	Fabrics To Brands
	437	ALLEN SOLLY	Apparels	Formalwear
	438	SURYA	Fast Moving Electrical Goods	Lighting
	439	BAYER	Manufacturing	Agrochemicals
Going up the floors	440	KONE	Manufacturing	Elevators
		· · <del>-</del>		

	CFB 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
	441	REAL NAMKEEN	Food & Beverage	Packaged Snacks
	442	AMUL	Food & Beverage	Milk Powder
A	443	MOUNTAIN DEW	Food & Beverage	Aerated Beverages
	444	HONDA DIO	Automobile	Scooter
	445	VLCC	FMCG	Skincare
India's 3rd largest	446	TEACHER'S	Alcoholic Beverages	Whisky
Indias 3rd largest hotel chain	447	ADITYA BIRLA SUN LIFE	BFSI	Life Insurance - Private
	448	HINDUSTAN TIMES	Media - Print	Newspaper - English
	449	ITC Hotels	Hospitality	Hotels - Premium
	450	OBEROI	Hospitality	Hotels - Premium
	451	AAKASH INSTITUTE	Education	Training Institute
FEE.	452	BSNL	Telecom	Mobile Service Provider
200	453	DINSHAW'S	Food & Beverage	Ice Cream/Frozen Dessert
	454	DERMICOOL	FMCG	Prickly Heat Products
	455	DISNEY	Media - TV	Kids GEC
Thanda Thanda effect	456	BLUE DART	Services	Express Services - Indian
ettect	457	AQUAFINA	Food & Beverage	Packaged Drinking Water
	458	HERMES	Branded Fashion	Luxury Fashion
	459	MOHANI TEA	Food & Beverage	Tea
	460	CINTHOL	FMCG	Talcum Powder
Losing its charm	461	INFOSYS	Technology	Software Services
Losing its charm	462	AEGON LIFE	BFSI	Life Insurance - Private
Infoss:	463	COLORPLUS	Apparels	Menswear
	464	CERA	Home Care	Bath Fixtures/Sanitaryware
	465	AMUL	Food & Beverage	Cheese
	466	GANESH GRAINS	Food & Beverage	Packaged Flour
	467	BOEING	Manufacturing	Aircrafts
	468	BOURNVITA	Food & Beverage	Nutritional Supplements
	469	UCO BANK	BFSI	Bank - PSU
	470	MOTHER DAIRY	Food & Beverage	Ice Cream/Frozen Dessert
	471	LML	Automobile	Two Wheeler - Manufacturer
	472	HERO MOTOCORP	Automobile	Scooter
7	473	LENSKART	Retail	Eyewear
5	474	THUMS UP	Food & Beverage	Aerated Beverages
	475	OSSUM	FMCG	Deo/Perfume
Super specialization works	476	KANGAROOS	Apparels	Kidswear
	477	CATCH	Food & Beverage	Spices
	478	FINOLEX	Manufacturing	Wires

Internet

Media - TV

App Store

Hindi Movie Channel

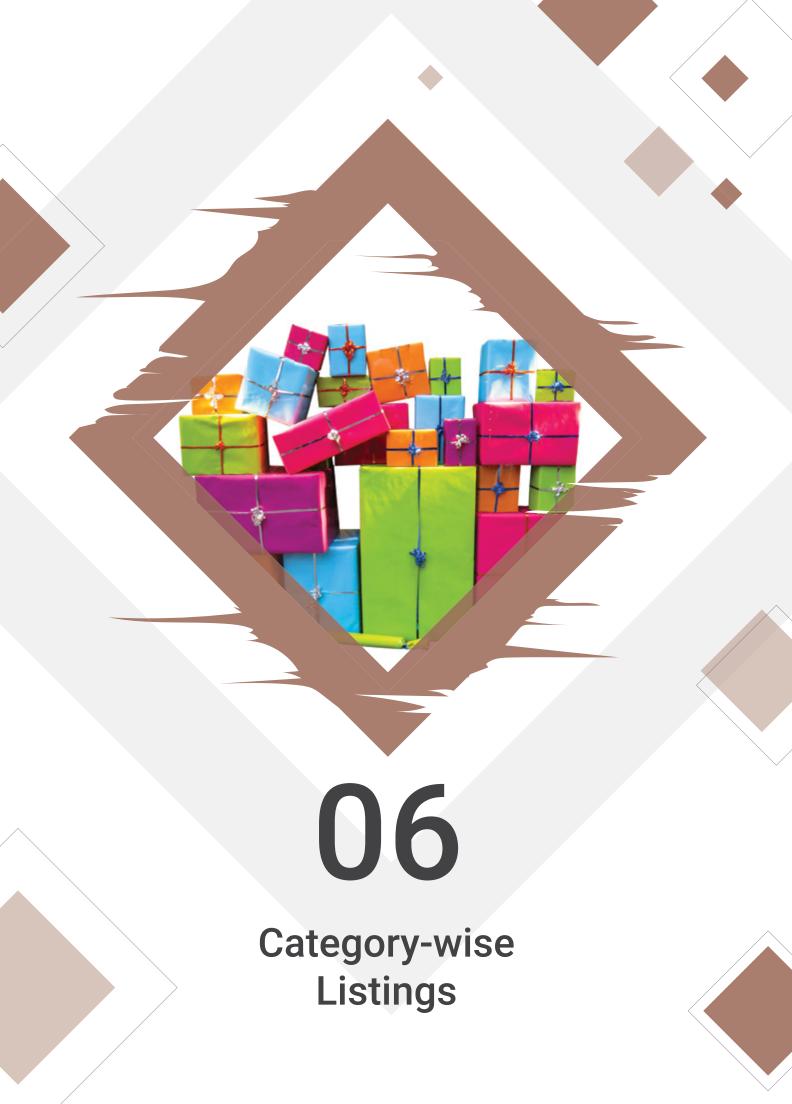
479

480

**GOOGLE PLAY STORE** 

ZEE CLASSIC

	CFB 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
Only airline to make it to the list	481	VISTARA	Transportation	Private Airlines - Indian
	482	CINTHOL	FMCG	Deo/Perfume
	483	PATANJALI	Food & Beverage	Ghee
	484	LIJJAT PAPAD	Food & Beverage	RTC Foods
vistara	485	DOLLAR	Currency	American Currency
	486	AMUL	Food & Beverage	Cream
	487	BIRLA SUN LIFE INSURANCE	BFSI	Life Insurance - Private
	488	GULF	Automobile - Related	Lubricants
	489	GWALIOR SUITINGS	Apparels	Fabrics To Brands
	490	AVYUKT MANPASAND	Food & Beverage	Packaged Rice
	491	KURLON	Home Care	Mattresses
	492	BANK OF BARODA	BFSI	Bank - PSU
	493	BAIDU	Internet	Internet Search
Hange and	494	INDIAN OVERSEAS BANK	BFSI	Bank - PSU
#	495	NEXA	Automobile	Premier Car Retail
Investment worthy brand	_496	ORGANIC INDIA	Food & Beverage	Organic Tea
<b></b>	497	SOCIETY TEA	Food & Beverage	Tea
	498	HITACHI	Consumer Electronics	Televisions
	499	NESTLE MUNCH	Food & Beverage	Chocolate Bar
	500	RELIANCE LYF	Gadgetry	Mobile Phones



## ALCOHOLIC BEVERAGES SUPER CATEGORY



RANK	CFB 2019	BRAND NAME	CATEGORY
1	205	IMPERIAL BLUE	Whisky
2	446	TEACHER'S	Whisky

## APPARELS SUPER CATEGORY



RANK	CFB 2019	BRAND NAME	CATEGORY
1	23	LEE	Casualwear
2	61	ОТТО	Menswear
3	80	RAYMOND	Fabrics To Brands
4	98	BIBA	Ethnicwear - Women
5	105	BLACKBERRYS	Menswear
6	175	MADAME	Womenswear
7	223	W	Ethnicwear - Women
8	280	JACK & JONES	Casualwear
9	281	HOFFMEN	Casualwear
10	283	US POLO	Casualwear
11	297	FBB FASHION	Diversified
12	322	MINU SAREES	Sarees
13	332	S. KUMARS	Fabrics To Brands
14	368	BUFFALO	Casualwear
15	385	ZODIAC	Menswear
16	436	LIVA	Fabrics To Brands
17	437	ALLEN SOLLY	Formalwear
18	463	COLORPLUS	Menswear
19	476	KANGAROOS	Kidswear
20	489	GWALIOR SUITINGS	Fabrics To Brands

### Casualwear

RANK	CFB 2019	BRAND NAME	
1	23	LEE	
2	280	JACK & JONES	
3	281	HOFFMEN	
4	283	US POLO	
5	368	BUFFALO	

### Diversified

RANK	CFB 2019	BRAND NAME	
1	297	FBB FASHION	

### Ethnicwear - Women

RANK	CFB 2019	BRAND NAME
1	98	BIBA
2	223	W

### **Fabrics To Brands**



Kangana Ranaut, the recurring face of brand Liva

RANK	CFB 2019	BRAND NAME	
1	80	RAYMOND	
2	332	S. KUMARS	
_ 3	436	LIVA	
4	489	GWALIOR SUITINGS	

### Formalwear

RANK	CFB 2019	BRAND NAME
1	437	ALLEN SOLLY

### Kidswear

RANK	CFB 2019	BRAND NAME	
1	476	KANGAROOS	

### Menswear

RANK	CFB 2019	BRAND NAME	
1	61	ОТТО	
2	105	BLACKBERRYS	
4	385	ZODIAC	
5	463	COLORPLUS	

### Sarees

RANK	CFB 2019	BRAND NAME	
1	322	MINU SAREES	

### Womenswear

RANK	CFB 2019	BRAND NAME	
1	175	MADAME	

## AUTOMOBILE SUPER CATEGORY



RANK	CFB 2019	BRAND NAME	CATEGORY
1	6	HONDA	Two Wheeler - Manufacturer
2	9	TATA MOTORS	Four Wheeler - Manufacturer
3	16	BAJAJ PULSAR	Two Wheeler - Brand
4	17	JEEP	Four Wheeler - Manufacturer
5	20	BAJAJ AUTO	Two Wheeler - Manufacturer
6	21	HERO MOTOCORP	Two Wheeler - Manufacturer
7	34	MARUTI SUZUKI	Four Wheeler - Manufacturer
8	43	HONDA ACTIVA	Scooter
9	47	MAHINDRA & MAHINDRA	Four Wheeler - Manufacturer
10	82	MARUTI SUZUKI SWIFT	Car - Hatchback
11	93	LAND ROVER	Four Wheeler - Luxury
12	96	TVS	Two Wheeler - Manufacturer
13	116	FORD	Four Wheeler - Manufacturer

RANK	CFB 2019	BRAND NAME	CATEGORY
14	137	HONDA CB SHINE	Two Wheeler - Brand
15	171	SUZUKI	Two Wheeler - Manufacturer
16	178	ТОУОТА	Four Wheeler - Manufacturer
17	195	HINDUSTAN MOTORS	Four Wheeler - Manufacturer
18	214	MAHINDRA SCORPIO	SUV/MUV - Brand
19	237	BAJAJ DISCOVER	Two Wheeler - Brand
20	242	TATA MOTORS	Commercial Vehicles
21	245	MAHINDRA TRUCK & BUS	Commercial Vehicles
22	261	TOYOTA INNOVA	SUV/MUV - Brand
23	296	MAHINDRA & MAHINDRA	Tractors
24	303	TVS JUPITER	Scooter
25	316	HYUNDAI SANTRO	Car - Hatchback
26	321	KTM	Two Wheeler - Manufacturer
27	377	HERO HONDA SPLENDOR	Two Wheeler - Brand
28	407	VOLVO	Commercial Vehicles
29	444	HONDA DIO	Scooter
30	471	LML	Two Wheeler - Manufacturer
31	472	HERO MOTOCORP	Scooter
32	495	NEXA	Premier Car Retail

### Car-Hatchback

# RANK CFB 2019 BRAND NAME 1 82 MARUTI SUZUKI SWIFT 2 316 HYUNDAI SANTRO

### Tata Motors shifts focus to electric cars for personal use

Mumbai: Indian carmaker Tata Motors Ltd is shifting its focus to electric cars for personal use, to address key barriers, such as range anxiety, safety and durability, which have been primary concerns for individuals looking to buy electric vehicles (EVs).





### **Commercial Vehicles**

RANK	CFB 2019	BRAND NAME
1	242	TATA MOTORS
2	245	MAHINDRA TRUCK & BUS
3	407	VOLVO

### Four Wheeler - Luxury



RANK	CFB 2019	BRAND NAME
1	93	LAND ROVER

### Four Wheeler - Manufacturer

RANK	CFB 2019	BRAND NAME
1	9	TATA MOTORS
2	17	JEEP
3	34	MARUTI SUZUKI
4	47	MAHINDRA & MAHINDRA
5	116	FORD
6	178	ТОУОТА
7	195	HINDUSTAN MOTORS



Ranveer Singh gives facelift to Nexa

### Premier Car Retail

RANK	CFB 2019	BRAND NAME
_ 1	495	NEXA

### Scooter



Taapsee Pannu helps drive Honda Activa to the top

RANK	CFB 2019	BRAND NAME
1	43	HONDA ACTIVA
2	303	TVS JUPITER
3	444	HONDA DIO
4	472	HERO MOTOCORP

### SUV/MUV - Brand

RANK	CFB 2019	BRAND NAME
1	214	MAHINDRA SCORPIO
2	261	TOYOTA INNOVA

#### **Tractors**

RANK	CFB 2019	BRAND NAME
1	296	MAHINDRA & MAHINDRA

#### Two Wheeler - Brand

### Bajaj Auto reports 18% rise in March sales

BAJAJ AUTO on Tuesday reported an 18% rise in total sales at 3,93,351 units in March, compared to 3,34,348 units in the same month a year ago. Total motorcycle sales during the month grew by 20% to 3,23,538 units from 2,69,939 units in the same month last year, the company said. It has sold 2,59,185 units in domestic market during.

RANK	CFB 2019	BRAND NAME	
1	16	BAJAJ PULSAR	
2	137	HONDA CB SHINE	
3	237	BAJAJ DISCOVER	
4	377	HERO HONDA SPLENDOR	

#### Two Wheeler - Manufacturer

RANK	CFB 2019	BRAND NAME	
1	6	HONDA	
2	20	BAJAJ AUTO	
3	21	HERO MOTOCORP	
4	96	TVS	
5	171	SUZUKI	
6	321	KTM	
7	471	LML	

### AUTOMOBILE-RELATED SUPER CATEGORY

RANK	CFB 2019	BRAND NAME	CATEGORY
1	101	MRF	Tyres
2	102	DUNLOP	Tyres
3	127	CASTROL	Lubricants
4	141	CEAT	Tyres
5	164	JK TYRES	Tyres
6	298	BRIDGESTONE	Tyres
7	488	GULF	Lubricants

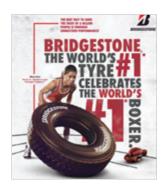
### Lubricants

RANK	CFB 2019	BRAND NAME
1	127	CASTROL
2	488	GULF



MRF makes the most of its bat sponsorship with Virat

### Tyres



Mary Kom displays strength through Bridgestone

RANK	CFB 2019	BRAND NAME
- 1	101	MRF
2	102	DUNLOP
3	141	CEAT
4	164	JK TYRES
- 5	298	BRIDGESTONE

### BFSI SUPER CATEGORY

			<b>₩</b>
RANK	CFB 2019	BRAND NAME	CATEGORY
1	7	LIC	Life Insurance - PSU
2	32	AVIVA LIFE INSURANCE	Life Insurance - Private
3	33	STATE BANK OF INDIA	Bank - PSU
4	42	HDFC BANK	Bank - Private
5	46	MUTHOOT FINANCE	Financial Services
6	54	AMERICAN EXPRESS	Credit Card
7	70	ICICI BANK	Bank - Private
8	78	KOTAK MAHINDRA BANK	Bank - Private
9	108	BAJAJ FINANCE	Financial Services
10	147	AXIS BANK	Bank - Private
11	180	SBI GENERAL INSURANCE	General Insurance - Private
12	192	PUNJAB NATIONAL BANK	Bank - PSU
13	203	TATA AIA LIFE INSURANCE	Life Insurance - Private
14	204	BAJAJ ALLIANZ	Insurance - Diversified

RANK	CFB 2019	BRAND NAME	CATEGORY
15	207	BANK OF INDIA	Bank - PSU
16	224	HDFC LIFE	Life Insurance - Private
17	228	IDBI BANK	Bank - PSU
18	271	TATA CAPITAL	Financial Services
19	272	HDFC	Home Finance
20	274	CAPITAL FIRST	Financial Services
21	278	UNION BANK OF INDIA	Bank - PSU
22	309	KOTAK LIFE INSURANCE	Life Insurance - Private
23	312	GENERAL INSURANCE CORPORATION	General Insurance - PSU
24	315	ICICI LOMBARD	General Insurance - Private
25	318	APOLLO MUNICH	Health Insurance - Private
26	334	ICICI PRUDENTIAL	Life Insurance - Private
27	340	HSBC	Bank - Foreign
28	342	RELIANCE GENERAL INSURANCE	General Insurance - Private
29	358	SAHARA	Financial Services
30	378	CANARA BANK	Bank - PSU
31	414	J.P. MORGAN CHASE BANK	Bank - Foreign
32	416	ICBC	Bank - Foreign
33	427	DENA BANK	Bank - PSU
34	447	ADITYA BIRLA SUN LIFE	Life Insurance - Private
35	462	AEGON LIFE	Life Insurance - Private
36	469	UCO BANK	Bank - PSU
37	487	BIRLA SUN LIFE INSURANCE	Life Insurance - Private
38	492	BANK OF BARODA	Bank - PSU
39	494	INDIAN OVERSEAS BANK	Bank - PSU

### Bank - Foreign

RANK	CFB 2019	BRAND NAME
1	340	HSBC
2	414	J.P. MORGAN CHASE BANK
3	416	ICBC

#### Bank - Private

RANK	CFB 2019	BRAND NAME
1	42	HDFC BANK
2	70	ICICI BANK
_ 3	78	KOTAK MAHINDRA BANK
4	147	AXIS BANK

# Kotak Mahindra Bank net jumps 33% Restricted by the second secon

_		
		וואם
Ban	K -	PSII
Dan		

RANK	CFB 2019	BRAND NAME	
1	33	STATE BANK OF INDIA	
2	192	PUNJAB NATIONAL BANK	
3	207	BANK OF INDIA	
4	228	IDBI BANK	
5	278	UNION BANK OF INDIA	
6	378	CANARA BANK	
7	427	DENA BANK	
8	469	UCO BANK	
9	492	BANK OF BARODA	
10	494	INDIAN OVERSEAS BANK	



#### **Credit Card**

RANK	CFB 2019	BRAND NAME
1	54	AMERICAN EXPRESS

### **Financial Services**



Amitabh Bachchan's endorsement keep Muthoot Finance at topof-heap

RANK	CFB 2019	BRAND NAME
_ 1	46	MUTHOOT FINANCE
2	108	BAJAJ FINANCE
3	271	TATA CAPITAL
4	274	CAPITAL FIRST
5	358	SAHARA

#### General Insurance - Private

RANK	CFB 2019	BRAND NAME
1	180	SBI GENERAL INSURANCE
<u> </u>	315	ICICI LOMBARD
3	342	RELIANCE GENERAL INSURANCE



#### General Insurance - PSU

RANK	CFB 2019	BRAND NAME
1	312	GENERAL INSURANCE CORPORATION

#### Health Insurance - Private

RANK	CFB 2019	BRAND NAME
1	318	APOLLO MUNICH

### **Home Finance**

up wi	th TCS, Infy
GEETA NAIR	
Pune, Febru	ary 6

RANK	CFB 2019	BRAND NAME
1	272	HDFC

#### Insurance - Diversified

RANK	CFB 2019	BRAND NAME
— 1	204	BAJAJ ALLIANZ

#### Life Insurance - Private

RANK	CFB 2019	BRAND NAME
1	32	AVIVA LIFE INSURANCE
2	203	TATA AIA LIFE INSURANCE
3	224	HDFC LIFE
4	309	KOTAK LIFE INSURANCE

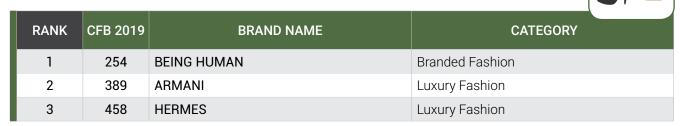


RANK	CFB 2019	BRAND NAME
5	334	ICICI PRUDENTIAL
6	447	ADITYA BIRLA SUN LIFE
7	462	AEGON LIFE
8	487	BIRLA SUN LIFE INSURANCE

### Life Insurance - PSU

RANK	CFB 2019	BRAND NAME
1	7	LIC

### BRANDED FASHION SUPER CATEGORY



#### **Branded Fashion**

RANK	CFB 2019	BRAND NAME
1	254	BEING HUMAN

### **Luxury Fashion**

RANK	CFB 2019	BRAND NAME
1	389	ARMANI
2	458	HERMES

### CONSUMER APPLIANCES SUPER CATEGORY

RANK	CFB 2019	BRAND NAME	CATEGORY
1	167	BAJAJ ELECTRICALS	Fans
2	206	USHA	Fans
3	255	PHILIPS	Food Processor
4	324	USHA	Diversified
5	325	MAHARAJA	Diversified
6	347	MICROTEK	Inverters
7	375	CROMPTON GREAVES	Fans
8	396	KHAITAN	Fans

### Diversified

# RANK CFB 2019 BRAND NAME 1 324 USHA 2 325 MAHARAJA

### Crompton Greaves net profit up 36%

CROMPTON GREAVES CONSUMER Electricals on Tuesday reported a 36.16% jump in consolidated net profit to ₹140.54 crore in the fourth quarter ended March 31 The company

#### **Fans**

RANK	CFB 2019	BRAND NAME
1	167	BAJAJ ELECTRICALS
2	206	USHA
<b>—</b> 3	375	CROMPTON GREAVES
4	396	KHAITAN

#### **Food Processor**

RANK	CFB 2019	BRAND NAME
1	255	PHILIPS

#### **Inverters**

RANK	CFB 2019	BRAND NAME
1	347	MICROTEK

### CONSUMER ELECTRONICS SUPER CATEGORY

RANK	CFB 2019	BRAND NAME	CATEGORY
1	4	LG	Televisions
2	8	SONY	Televisions
3	11	SAMSUNG	Televisions
4	13	LG	Refrigerators
5	19	SAMSUNG	Refrigerators
6	36	GODREJ	Refrigerators
7	48	LG	Washing Machines
8	59	SAMSUNG	Washing Machines
9	65	DAIKIN	Air Conditioners
10	66	SAMSUNG	Air Conditioners
11	73	LG	Air Conditioners
12	77	PANASONIC	Air Conditioners
13	83	VIDEOCON	Televisions
14	85	PANASONIC	Televisions
15	88	PHILIPS	Televisions
16	90	ONIDA	Televisions
17	94	BLUE STAR	Air Conditioners
18	97	GODREJ	Air Conditioners
19	110	WHIRLPOOL	Refrigerators
20	122	HITACHI	Air Conditioners
21	129	WHIRLPOOL	Air Conditioners
22	133	VIDEOCON	Refrigerators
23	139	HAIER	Air Conditioners
24	161	GODREJ	Washing Machines
25	165	ONIDA	Air Conditioners
26	231	IFB	Diversified
27	247	SANSUI	Televisions
28	257	LLOYD	Televisions
29	258	IFB	Washing Machines
30	260	VOLTAS	Air Conditioners
31	275	CARRIER	Air Conditioners
32	306	GODREJ	Televisions
33	329	BPL	Televisions

RANK	CFB 2019	BRAND NAME	CATEGORY
34	349	SONY	Audio Equipments
35	364	MI	Televisions
36	381	LLOYD	Diversified
37	394	BOSCH	Washing Machines
38	400	KENSTAR	Air Conditioners
39	432	AKAI	Televisions
40	498	HITACHI	Televisions

### **Air Conditioners**



Can Sushant Singh Rajput and Kriti Sanon help Whirlpool grow faster?

RANK	CFB 2019	BRAND NAME
1	65	DAIKIN
2	66	SAMSUNG
3	73	LG
4	77	PANASONIC
5	94	BLUE STAR
6	97	GODREJ
7	122	HITACHI
- 8	129	WHIRLPOOL
9	139	HAIER
10	165	ONIDA
11	260	VOLTAS
12	275	CARRIER
13	400	KENSTAR

# Sony India Expects to Register 15% Sales Growth in FY20 See Mills Sery India Service (See Association of the account of the a

### **Audio Equipments**

RANK	CFB 2019	BRAND NAME
- 1	349	SONY

### Diversified

RANK	CFB 2019	BRAND NAME
1	231	IFB
2	381	LLOYD

### Refrigerators

RANK	CFB 2019	BRAND NAME
1	13	LG
2	19	SAMSUNG
3	36	GODREJ
4	110	WHIRLPOOL
5	133	VIDEOCON

### **Televisions**

RANK	CFB 2019	BRAND NAME
1	4	LG
2	8	SONY
3	11	SAMSUNG
4	83	VIDEOCON
5	85	PANASONIC
6	88	PHILIPS
7	90	ONIDA
8	247	SANSUI
9	257	LLOYD
10	306	GODREJ
11	329	BPL
12	364	MI
13	432	AKAI
14	498	HITACHI



### **Washing Machine**

DANK	CED 2010	DDAND NAME
RANK	CFB 2019	BRAND NAME
1	48	LG
2	59	SAMSUNG
3	161	GODREJ
4	258	IFB
5	394	BOSCH

### CURRENCY SUPER CATEGORY



RANK	CFB 2019	BRAND NAME	CATEGORY
1	485	DOLLAR	American Currency

### DIVERSIFIED SUPER CATEGORY

RANK	CFB 2019	BRAND NAME	CATEGORY	
1	126	ITC	Diversified	
2	285	INDIABULLS	Diversified	

### DTH SUPER CATEGORY



### EDUCATION SUPER CATEGORY

RANK	CFB 2019	BRAND NAME	CATEGORY
1	49	KANGAROO KIDS	Pre-School
2	282	VIVA COLLEGE	Graduate Education
3	305	DPS	School
4	336	AMITY UNIVERSITY	University - Private
5	403	RAHUL INTERNATIONAL SCHOOL	School
6	451	AAKASH INSTITUTE	Training Institute

#### **Graduate Education**

RANK	CFB 2019	BRAND NAME
1	282	VIVA COLLEGE

### Pre-School

RANK	CFB 2019	BRAND NAME
1	49	KANGAROO KIDS

### School

RANK	CFB 2019	BRAND NAME
1	305	DPS
2	403	RAHUL INTERNATIONAL SCHOOL

### **Training Institute**

RANK	CFB 2019	BRAND NAME
1	451	AAKASH INSTITUTE

### **University - Private**

RANK	CFB 2019	BRAND NAME
1	336	AMITY UNIVERSITY

### ENERGY SUPER CATEGORY

RANK	CFB 2019	BRAND NAME	CATEGORY	
1	113	TATA POWER	Electric Utility	
2	182	CESC	Electric Utility	
3	184	RELIANCE ENERGY	Electric Utility	
4	411	BHARAT PETROLEUM	Oil And Gas - Domestic	
5	422	ADANI	Electric Utility	



#### **Electric Utility**

RANK	CFB 2019	BRAND NAME
1	113	TATA POWER
2	182	CESC
3	184	RELIANCE ENERGY
<u> </u>	422	ADANI

#### Oil And Gas - Domestic

RANK	CFB 2019	BRAND NAME
1	411	BHARAT PETROLEUM

### FAST MOVING ELECTRICAL GOODS SUPER CATEGORY



### FMCG SUPER CATEGORY



RANK	CFB 2019	BRAND NAME	CATEGORY	
7	38	LUX	Soap	
8	41	L'OREAL	Haircare	
9	45	NIVEA	Soap	
10	50	FA	Deo/Perfume	
11	60	HIMALAYA	Soap - Ayurvedic	
12	63	CLINIC PLUS	Haircare	
13	68	LAKME	Cosmetics	
14	72	VIVEL	Soap	
15	74	PEARS	Soap	
16	79	PEPSODENT	Oral Hygiene	
17	91	KS	Deo/Perfume	
18	99	LIFEBUOY	Antiseptic Products	
19	109	ARIEL	Fabricare	
20	111	PARK AVENUE	Deo/Perfume	
21	114	PATANJALI DANT KANTI	Oral Hygiene - Ayurvedic	
22	115	GARNIER	Hair Colour	
23	117	AYUR	Skincare-Ayurvedic	
24	123	BOROPLUS	Antiseptic Cream - Ayurvedic	
25	124	CLOSE UP	Oral Hygiene	
26	131	AVON	Cosmetics	
27	134	BAJAJ ALMOND DROPS	Hair Oil	
28	152	DABUR AMLA	Hair Oil	
29	157	FEVICOL	Adhesive	
30	159	CINTHOL	Soap	
31	174	BRUT	Deo/Perfume	
32	179	VASELINE	Skincare	
33	183	NIPPO	Consumer Batteries	
34	186	EMAMI	Diversified	
35	191	NIRMA	Fabricare	
36	193	VIM	Dishcare	
37	200	LIZOL	Disinfectant	
38	202	JO	Soap	
39	211	GODREJ NO.1	Soap	
40	213	YARDLEY	Soap	
41	225	OLAY	Skincare	

RANK	CFB 2019	BRAND NAME	CATEGORY	
42	233	LIVON	Haircare	
43	235	POND'S	Talcum Powder	
44	251	MAC	Cosmetics	
45	259	DOVE	Skincare	
46	262	BOROLINE	Antiseptic Cream - Ayurvedic	
47	269	REXONA	Deo/Perfume	
48	284	TIDE	Fabricare	
49	289	SUNSILK	Haircare	
50	293	NYCIL	Talcum Powder	
51	294	PANTENE	Haircare	
52	299	BABOOL	Oral Hygiene	
53	320	SANTOOR	Soap	
54	327	VANISH	Fabricare	
55	339	MEDIMIX	Soap - Ayurvedic	
56	344	FAIR & LOVELY	Skin Lightening Products	
57	346	PANASONIC	Consumer Batteries	
58	350	EVA	Deo/Perfume	
59	354	DURACELL	Consumer Batteries	
60	360	BLUE HEAVEN	Cosmetics	
61	361	DABUR LAL TAIL	Baby Products	
62	363	EVEREADY	Consumer Batteries	
63	379	CLEAN & CLEAR	Skincare	
64	386	LIBERO	Diapers	
65	392	ORAL B	Toothbrush	
66	398	JOHNSON & JOHNSON	Baby Products	
67	404	HAMAM	Soap	
68	410	MAYBELLINE	Cosmetics	
69	413	AYUSH	Soap - Ayurvedic	
70	415	BREEZE	Soap	
71	417	LISTERINE	Mouthwash	
72	420	DENVER	Deo/Perfume	
73	425	ніт	Pest Repellent	
74	426	SENSODYNE	Oral Hygiene	
75	429	AIRWICK	Air Freshner	
76	445	VLCC	Skincare	

RANK	CFB 2019	BRAND NAME	CATEGORY
77	454	DERMICOOL	Prickly Heat Products
78	460	CINTHOL	Talcum Powder
79	475	OSSUM	Deo/Perfume
80	482	CINTHOL	Deo/Perfume

### Adhesive

RANK	CFB 2019	BRAND NAME
— 1	157	FEVICOL



### Air Freshner

RANK	CFB 2019	BRAND NAME
1	429	AIRWICK

### Antiseptic Cream - Ayurvedic

RANK	CFB 2019	BRAND NAME
1	123	BOROPLUS
2	262	BOROLINE

### **Antiseptic Products**

RANK	CFB 2019	BRAND NAME
1	30	DETTOL
2	99	LIFEBUOY

### **Baby Products**

RANK	CFB 2019	BRAND NAME
1	361	DABUR LAL TAIL
2	398	JOHNSON & JOHNSON

#### **Consumer Batteries**

RANK	CFB 2019	BRAND NAME
1	183	NIPPO
2	346	PANASONIC
— з	354	DURACELL
4	363	EVEREADY



#### Cosmetics

RANK	CFB 2019	BRAND NAME
1	5	POND'S
2	68	LAKME
3	131	AVON
4	251	MAC
5	360	BLUE HEAVEN
6	410	MAYBELLINE

### Deo/Perfume

RANK	CFB 2019	BRAND NAME
1	31	FOGG
2	50	FA
3	91	KS
4	111	PARK AVENUE
5	174	BRUT
6	269	REXONA
7	350	EVA
8	420	DENVER
9	475	OSSUM
10	482	CINTHOL



### Diapers

RANK	CFB 2019	BRAND NAME
1	386	LIBERO

### Dishcare

RANK	CFB 2019	BRAND NAME
1	193	VIM

### Disinfectant

RANK	CFB 2019	BRAND NAME
1	200	LIZOL

### Diversified

RANK	CFB 2019	BRAND NAME
1	186	EMAMI

### Fabricare

RANK	CFB 2019	BRAND NAME
1	37	RIN
2	109	ARIEL
3	191	NIRMA
4	284	TIDE
5	327	VANISH

### **Hair Colour**

RANK	CFB 2019	BRAND NAME
1	115	GARNIER

### Hair Oil

RANK	CFB 2019	BRAND NAME
1	134	BAJAJ ALMOND DROPS
2	152	DABUR AMLA

### Haircare

RANK	CFB 2019	BRAND NAME
1	41	L'OREAL
2	63	CLINIC PLUS
3	233	LIVON
4	289	SUNSILK
5	294	PANTENE

#### Mouthwash

RANK	CFB 2019	BRAND NAME
1	417	LISTERINE

### Oral Hygiene

RANK	CFB 2019	BRAND NAME
1	27	COLGATE
2	79	PEPSODENT
3	124	CLOSE UP
4	299	BABOOL
5	426	SENSODYNE

### Oral Hygiene-Ayurvedic

RANK	CFB 2019	BRAND NAME
1	114	PATANJALI DANT KANTI

### Pest Repellent

RANK	CFB 2019	BRAND NAME
1	425	HIT

### **Prickly Heat Products**

RANK	CFB 2019	BRAND NAME
1	454	DERMICOOL

### **Skin Lightening Products**

RANK	CFB 2019	BRAND NAME
_ 1	344	FAIR & LOVELY



Yami Gautam - the Fair & Lovely brand ambassador

### Skincare

RANK	CFB 2019	BRAND NAME
1	179	VASELINE
2	225	OLAY
3	259	DOVE
4	379	CLEAN & CLEAR
5	445	VLCC

### Skincare-Ayurvedic

RANK	CFB 2019	BRAND NAME
1	117	AYUR

### Soap



Radiant Deepika shares the tag of Lux girl

		•
RANK	CFB 2019	BRAND NAME
1	12	DOVE
2	38	LUX
3	45	NIVEA
4	72	VIVEL
5	74	PEARS
6	159	CINTHOL
7	202	JO
8	211	GODREJ NO.1
9	213	YARDLEY
10	320	SANTOOR
11	404	НАМАМ
12	415	BREEZE

### Soap - Ayurvedic

RANK	CFB 2019	BRAND NAME
1	60	HIMALAYA
2	339	MEDIMIX
3	413	AYUSH

### Talcum Powder

RANK	CFB 2019	BRAND NAME
1	235	POND'S
2	293	NYCIL
3	460	CINTHOL

### Toothbrush

RANK	CFB 2019	BRAND NAME
1	392	ORAL B

### F&B **SUPER CATEGORY**

RANK	CFB 2019	BRAND NAME	CATEGORY
1	10	AMUL	Milk
2	14	AMUL	Butter
3	18	TATA TEA	Tea
4	24	BRITANNIA	Biscuits
5	25	TATA SALT	Salt
6	35	DABUR REAL	Packaged Juice
7	55	BISLERI	Packaged Drinking Water
8	58	CADBURY'S	Diversified
9	62	ANANDA DAIRY	Dairy - Diversified
10	67	HORLICKS	Nutritional Supplements
11	69	COMPLAN	Nutritional Supplements
12	71	AMUL	Flavoured Milk
13	75	PARLE	Biscuits
14	86	NESTLE MAGGI	Instant Noodles
15	100	DABUR HONEY	Honey
16	103	LIPTON TAAZA	Tea
17	104	FANTA	Aerated Beverages
18	106	MANGO FROOTI	Non-Aerated Beverages
19	107	BRU	Instant Coffee
20	112	AMUL	Ice Cream/Frozen Dessert
21	119	COCA-COLA	Aerated Beverages
22	120	AASHIRVAAD ATTA	Packaged Flour
23	121	BROOKE BOND RED LABEL	Tea

RANK	CFB 2019	BRAND NAME	CATEGORY
24	125	BOOST	Nutritional Supplements
25	132	TROPICANA	Packaged Juice
26	136	INDIA GATE BASMATI	Packaged Rice
27	142	BRITANNIA GOODDAY	Biscuits - Brand
28	143	AMUL	Ghee
29	149	LIMCA	Aerated Beverages
30	153	HALDIRAM'S	Packaged Snacks
31	154	FIGARO	Olive Oil
32	155	OREO	Biscuits - Brand
33	160	FORTUNE	Edible Oil
34	170	CROWN MILK	Dairy - Diversified
35	172	KISSAN	Processed Foods
36	176	PATANJALI ATTA	Packaged Flour
37	181	KINLEY	Packaged Drinking Water
38	187	MDH	Spices
39	189	LAYS	Packaged Snacks
40	221	KITKAT	Chocolate Bar
41	226	PATANJALI	Honey
42	243	RASNA	Powdered Drink
43	249	BROOKE BOND TAJ MAHAL TEA	Tea
44	253	MOTHER DAIRY	Milk
45	256	GIRNAR	Tea
46	263	DEL MONTE	Packaged Juice
47	265	PRIYA	Processed Foods
48	286	JK SPICES	Spices
49	287	NOVA	Tea
50	291	SUNFEAST	Biscuits
51	302	APPY	Non-Aerated Beverages
52	307	HAJMOLA	Digestive Tablets
53	319	KWALITY WALLS	Ice Cream/Frozen Dessert
54	323	HARVEST GOLD	Bread - Brand
55	343	NESCAFE	Instant Coffee
56	345	BINGO	Packaged Snacks
57	348	BADSHAH	Spices
58	353	AMUL	Yogurt
59	362	AMUL	Chocolate Bar
60	365	KURKURE	Packaged Snacks

RANK	CFB 2019	BRAND NAME	CATEGORY
61	372	BRITANNIA MARIE GOLD	Biscuits - Brand
62	373	GOKUL MILK	Milk
63	374	CADBURY PERK	Chocolate Bar
64	376	QUAKER OATS	Breakfast Cereal
65	388	GLUCON D	Powdered Drink
66	390	SAFFOLA	Edible Oil
67	395	RAJDHANI BESAN	Staple Kitchen Ingredients
68	406	MAAZA	Non-Aerated Beverages
69	434	DAAWAT BASMATI	Packaged Rice
70	435	VIVA	Nutritional Supplements
71	441	REAL NAMKEEN	Packaged Snacks
72	442	AMUL	Milk Powder
73	443	MOUNTAIN DEW	Aerated Beverages
74	453	DINSHAW'S	Ice Cream/Frozen Dessert
75	457	AQUAFINA	Packaged Drinking Water
76	459	MOHANI TEA	Tea
77	465	AMUL	Cheese
78	466	GANESH GRAINS	Packaged Flour
79	468	BOURNVITA	Nutritional Supplements
80	470	MOTHER DAIRY	Ice Cream/Frozen Dessert
81	474	THUMS UP	Aerated Beverages
82	477	CATCH	Spices
83	483	PATANJALI	Ghee
84	484	LIJJAT PAPAD	RTC Foods
85	486	AMUL	Cream
86	490	AVYUKT MANPASAND	Packaged Rice
87	496	ORGANIC INDIA	Organic Tea
88	497	SOCIETY TEA	Tea
89	499	NESTLE MUNCH	Chocolate Bar

### **Aerated Beverages**



Sara Ali Khan guzzles Fanta's natural orange taste line

RANK	CFB 2019	BRAND NAME
_ 1	104	FANTA
2	119	COCA-COLA

RANK	CFB 2019	BRAND NAME
3	149	LIMCA
4	443	MOUNTAIN DEW
5	474	THUMS UP

### **Biscuits**

RANK	CFB 2019	BRAND NAME
_ 1	24	BRITANNIA
2	75	PARLE
3	291	SUNFEAST



### Biscuits - Brand

RANK	CFB 2019	BRAND NAME
1	142	BRITANNIA GOODDAY
2	155	OREO
3	372	BRITANNIA MARIE GOLD

### Bread - Brand

RANK	CFB 2019	BRAND NAME
1	323	HARVEST GOLD

#### **Breakfast Cereal**

RANK	CFB 2019	BRAND NAME
1	376	QUAKER OATS

#### **Butter**

RANK	CFB 2019	BRAND NAME
1	14	AMUL

### Cheese

RANK	CFB 2019	BRAND NAME
1	465	AMUL

## 6

Dangal girls, Fatima Sana Shaikh and Sanya Malhotra, take a KitKat

#### **Chocolate Bar**

RANK	CFB 2019	BRAND NAME
- 1	221	KITKAT
2	362	AMUL
3	374	CADBURY PERK
4	499	NESTLE MUNCH

#### Cream

RANK	CFB 2019	BRAND NAME
1	486	AMUL

### Dairy - Diversified

RANK	CFB 2019	BRAND NAME
1	62	ANANDA DAIRY
2	170	CROWN MILK

### **Digestive Tablets**

RANK	CFB 2019	BRAND NAME
1	307	HAJMOLA

### Diversified

RANK	CFB 2019	BRAND NAME
1	58	CADBURY'S

### **Edible Oil**

RANK	CFB 2019	BRAND NAME
1	160	FORTUNE
2	390	SAFFOLA

### Flavoured Milk

RANK	CFB 2019	BRAND NAME
1	71	AMUL

### Ghee

RANK	CFB 2019	BRAND NAME
1	143	AMUL
2	483	PATANJALI

### Honey

RANK	CFB 2019	BRAND NAME
1	100	DABUR HONEY
2	226	PATANJALI

### Ice Cream/Frozen Dessert

RANK	CFB 2019	BRAND NAME
1	112	AMUL
2	319	KWALITY WALLS
3	453	DINSHAW'S
4	470	MOTHER DAIRY

### **Instant Coffee**

RANK	CFB 2019	BRAND NAME
1	107	BRU
2	343	NESCAFE

#### **Instant Noodles**

RANK	CFB 2019	BRAND NAME
- 1	86	NESTLE MAGGI



#### Milk

RANK	CFB 2019	BRAND NAME
1	10	AMUL
2	253	MOTHER DAIRY
3	373	GOKUL MILK

#### Milk Powder

RANK	CFB 2019	BRAND NAME
1	442	AMUL

### Non-Aerated Beverages



Allu Arjun adds more Frooti Masti in Southern market

RANK	CFB 2019	BRAND NAME
1	106	MANGO FROOTI
2	302	APPY
3	406	MAAZA

### **Nutritional Supplements**

RANK	CFB 2019	BRAND NAME
1	67	HORLICKS
2	69	COMPLAN
3	125	BOOST
4	435	VIVA
5	468	BOURNVITA

#### Olive Oil

RANK	CFB 2019	BRAND NAME
1	154	FIGARO

### Organic Tea

RANK	CFB 2019	BRAND NAME
1	496	ORGANIC INDIA

### **Packaged Drinking Water**

RANK	CFB 2019	BRAND NAME
1	55	BISLERI
2	181	KINLEY
3	457	AQUAFINA

### **Packaged Flour**

RANK	CFB 2019	BRAND NAME
1	120	AASHIRVAAD ATTA
2	176	PATANJALI ATTA
3	466	GANESH GRAINS

### Packaged Juice



Tropicana's first ever brand ambassador, Katrina Kaif, professes its health benefits

RANK	CFB 2019	BRAND NAME
1	35	DABUR REAL
<u> </u>	132	TROPICANA
3	263	DEL MONTE

### **Packaged Rice**

RANK	CFB 2019	BRAND NAME
1	136	INDIA GATE BASMATI
2	434	DAAWAT BASMATI
3	490	AVYUKT MANPASAND

### Haldiram Bhujiawala Laps Up The Coffee Bean Franchise from Everstone Capital

#### Varuni Khosia & Mohit Bhalla

New Delhi: Haldiram Bhujiawala has bought The Coffee Bean & Tea Leaf India franchise from private equity fund Everstone Capital in a deal which, two people briefed on the

### **Packaged Snacks**

RANK	CFB 2019	BRAND NAME
- 1	153	HALDIRAM'S
2	189	LAYS
3	345	BINGO
4	365	KURKURE
5	441	REAL NAMKEEN

#### **Powdered Drink**

RANK	CFB 2019	BRAND NAME
1	243	RASNA
2	388	GLUCON D



Kareena Kapoor Khan says 'I love you Rasna'

#### **Processed Foods**

RANK	CFB 2019	BRAND NAME
1	172	KISSAN
2	265	PRIYA

#### **RTC Foods**

RANK	CFB 2019	BRAND NAME
1	484	LIJJAT PAPAD

#### Salt

RANK	CFB 2019	BRAND NAME
1	25	TATA SALT

### Staple Kitchen Ingredients

RANK	CFB 2019	BRAND NAME
1	395	RAJDHANI BESAN

### **Spices**

RANK	CFB 2019	BRAND NAME
1	187	MDH
2	286	JK SPICES
3	348	BADSHAH
4	477	CATCH

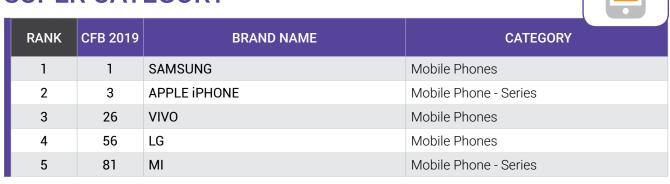
#### Tea

RANK	CFB 2019	BRAND NAME
1	18	TATA TEA
2	103	LIPTON TAAZA
3	121	BROOKE BOND RED LABEL
4	249	BROOKE BOND TAJ MAHAL TEA
5	256	GIRNAR
6	287	NOVA
7	459	MOHANI TEA
8	497	SOCIETY TEA

### **Yogurt**

RANK	CFB 2019	BRAND NAME
1	353	AMUL

### GADGETRY SUPER CATEGORY



RANK	CFB 2019	BRAND NAME	CATEGORY
6	118	мото	Mobile Phones
7	146	SONY	Cameras
8	168	LENOVO	Mobile Phones
9	194	ASUS	Mobile Phones
10	210	RELIANCE JIO	Mobile Phones
11	236	REDMI	Mobile Phones
12	290	APPLE iPAD	Tablets
13	310	SAMSUNG	Tablets
14	351	REALME	Mobile Phones
15	430	ORPAT	Calculator
16	500	RELIANCE LYF	Mobile Phones

### Calculator

RANK	CFB 2019	BRAND NAME
1	430	ORPAT

#### Cameras



RANK	CFB 2019	BRAND NAME
1	146	SONY

### Mobile Phone - Series

RANK	CFB 2019	BRAND NAME
1	3	APPLE iPHONE
2	81	MI



### **Mobile Phones**

RANK	CFB 2019	BRAND NAME
1	1	SAMSUNG
_ 2	26	VIVO
3	56	LG



RANK	CFB 2019	BRAND NAME
4	118	мото
5	168	LENOVO
6	194	ASUS
7	210	RELIANCE JIO
8	236	REDMI
9	351	REALME
10	500	RELIANCE LYF



Multicolor Ranveer Singh may help change fortune colors of Redmi smartphones

#### **Tablets**

RANK	CFB 2019	BRAND NAME
1	290	APPLE iPAD
2	310	SAMSUNG

### HEALTHCARE SUPER CATEGORY



### **Ayurvedic Products**

RANK	CFB 2019	BRAND NAME
1	57	PATANJALI

#### Chawanprash

RANK	CFB 2019	BRAND NAME
1	239	DABUR

### Hospitals

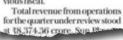
RANK	CFB 2019	BRAND NAME
1	156	APOLLO HOSPITALS
2	158	FORTIS HOSPITALS
3	196	TATA MEMORIAL CENTRE
4	314	PARK HOSPITAL
5	421	MAX HEALTHCARE

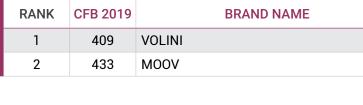
#### Pain Balm



Industries Ltd on Tuesday reported a consolidated net profit of \$1,387.48 crore for the quarter ended 30 June 2019, as against a profit of \$1,057.29 crore for the corresponding period of the previous fiscal.

Total resenue from operations





#### Pharmaceuticals - Indian

RANK	CFB 2019	BRAND NAME
1	173	DR REDDY'S
<u> </u>	246	SUN PHARMA

### HOMECARE SUPER CATEGORY

RANK	CFB 2019	BRAND NAME	CATEGORY
1	130	GODREJ	Locks
2	177	NILKAMAL	Plastic Furniture

RANK	CFB 2019	BRAND NAME	CATEGORY
3	209	HINDWARE	Bath Fixtures/Sanitaryware
4	216	AJANTA	Wall Clocks
5	230	ROCA	Bath Fixtures/Sanitaryware
6	250	KOHLER	Bath Fixtures/Sanitaryware
7	288	SLEEPWELL	Mattresses
8	335	COIR ON	Mattresses
9	419	CELLO	Plastic Furniture
10	464	CERA	Bath Fixtures/Sanitaryware
11	491	KURLON	Mattresses

### Bath Fixtures/Sanitaryware

RANK	CFB 2019	BRAND NAME
1	209	HINDWARE
2	230	ROCA
3	250	KOHLER
4	464	CERA

### Locks

RANK	CFB 2019	BRAND NAME
1	130	GODREJ

### Mattresses

RANK	CFB 2019	BRAND NAME
1	288	SLEEPWELL
2	335	COIR ON
3	491	KURLON

### **Plastic Furniture**

RANK	CFB 2019	BRAND NAME
1	177	NILKAMAL
2	419	CELLO

### **Wall Clocks**

RANK	CFB 2019	BRAND NAME
1	216	AJANTA

### HOSPITALITY SUPER CATEGORY



#### Hotels

RANK	CFB 2019	BRAND NAME
1	197	OYO Hotels & Homes

#### Hotels - Premium

RANK	CFB 2019	BRAND NAME
1	449	ITC Hotels
2	450	OBEROI

### INTERNET SUPER CATEGORY

RANK	CFB 2019	BRAND NAME	CATEGORY
1	28	AMAZON	Online Retailer - Diversified
2	138	HIKE	Instant Messaging Service
3	238	LINKEDIN	Social Networking
4	295	OLA	Online Taxi Aggregator
5	317	ZOMATO	Online Food Aggregator
6	371	ALIBABA	Online Retailer - Diversified
7	383	SWIGGY	Online Food Aggregator
8	402	INSTAGRAM	Social Networking

RANK	CFB 2019	BRAND NAME	CATEGORY
9	418	FOODPANDA	Online Food Aggregator
10	479	GOOGLE PLAY STORE	App Store
11	493	BAIDU	Internet Search

#### App Store

RANK	CFB 2019	BRAND NAME
1	479	GOOGLE PLAY STORE

### **Instant Messaging Service**

RANK	CFB 2019	BRAND NAME
1	138	HIKE

#### Internet Search

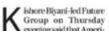
RANK	CFB 2019	BRAND NAME
1	493	BAIDU

### Online Food Aggregator

RANK	CFB 2019	BRAND NAME
1	317	ZOMATO
2	383	SWIGGY
3	418	FOODPANDA

### Amazon to acquire 49% stake in Biyani's Future Coupons







#### Online Retailer - Diversified

RANK	CFB 2019	BRAND NAME
_ 1	28	AMAZON
2	371	ALIBABA

#### Ola Set to go on a Self-Drive Trip with \$500 Million in Boot

Co to depiloy nearly
10,000 vehicles in
major cities in the
coming months
coming months
dependent in the
coming months
amm. Melanian
generation
Amm. Melanian
generation
Amm. Melanian
dependent in the
source of the months
amm. Melanian
dependent in the
source of the months
dependent in the
source of the
so

Charting A New Path

Charting

Online Taxi Aggregator

RANK CFB 2019 BRAND NAME

1 295 OLA

#### Social Networking

RANK	CFB 2019	BRAND NAME
1	238	LINKEDIN
2	402	INSTAGRAM

# KITCHEN CARE SUPER CATEGORY



RANI	CFB 2019	BRAND NAME	CATEGORY
1	92	PRESTIGE	Cookware
2	128	PREETHI	Kitchen Appliances
3	240	HAWKINS	Cookware
4	431	HAMILTON	Kitchen Products

Role model for women, Vidya Balan gives perfect sign to Prestige

#### Cookware

RAN	<	CFB 2019	BRAND NAME
_ 1		92	PRESTIGE
2		240	HAWKINS

#### Kitchen Appliances

RANK	CFB 2019	BRAND NAME
1	128	PREETHI

#### Kitchen Products

RANK	CFB 2019	BRAND NAME
1	431	HAMILTON

# MANUFACTURING SUPER CATEGORY

RANK	CFB 2019	BRAND NAME	CATEGORY
1	51	TATA STEEL	Metal
2	162	BIRLA CEMENT	Cement
3	163	ACC CEMENT	Cement
4	199	BERGER PAINTS	Paints
5	267	BINANI CEMENT	Cement
6	270	ASIAN PAINTS	Paints
7	300	IFFCO	Fertilizer
8	308	ATLAS CYCLES	Bicycles
9	331	TATA CHEMICALS	Diversified
10	357	KIRLOSKAR BROTHERS	Pumps
11	367	JINDAL STEEL	Metal
12	423	NEROLAC	Paints
13	439	BAYER	Agrochemicals
14	440	KONE	Elevators
15	467	BOEING	Aircrafts
16	478	FINOLEX	Wires

#### Agrochemicals

RANK	<	CFB 2019	BRAND NAME
1		439	BAYER

#### **Aircrafts**

RANK	CFB 2019	BRAND NAME
1	467	BOEING

#### Bicycles

RANK	CFB 2019	BRAND NAME
1	308	ATLAS CYCLES

#### Cement

RANK	CFB 2019	BRAND NAME
1	162	BIRLA CEMENT
2	163	ACC CEMENT
3	267	BINANI CEMENT

#### **Diversified**

RANK	CFB 2019	BRAND NAME
1	331	TATA CHEMICALS

#### **Elevators**

RANK	CFB 2019	BRAND NAME
1	440	KONE

#### Fertilizer

RANK	CFB 2019	BRAND NAME
1	300	IFFCO

#### Metal

RANK	CFB 2019	BRAND NAME
1	51	TATA STEEL
2	367	JINDAL STEEL



Asian Paints does the impossible, joins Ranbir Kapoor & Deepika Padukone in a comeback

#### **Paints**

RANK	CFB 2019	BRAND NAME
1	199	BERGER PAINTS
<u> </u>	270	ASIAN PAINTS
3	423	NEROLAC

#### **Pumps**

RANK	CFB 2019	BRAND NAME
1	357	KIRLOSKAR BROTHERS

#### Wires

RANK	CFB 2019	BRAND NAME
1	478	FINOLEX

# MEDIA PRINT SUPER CATEGORY



#### Newspaper - English

RANK	CFB 2019	BRAND NAME
1	220	THE TIMES OF INDIA
2	234	THE HINDU
3	448	HINDUSTAN TIMES

#### Newspaper - Marathi

RANK	CFB 2019	BRAND NAME
1	412	LOKSATTA

# MEDIA TV SUPER CATEGORY



#### **Kids GEC**

R	ANK	CFB 2019	BRAND NAME
	1	455	DISNEY

#### **English News**

RANK	CFB 2019	BRAND NAME
1	393	INDIA TODAY

#### Hindi GEC

RANK	CFB 2019	BRAND NAME
1	370	COLORS
2	391	STAR PLUS

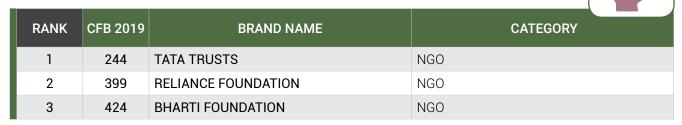
#### Hindi Movie Channel

RANK	CFB 2019	BRAND NAME
1	480	ZEE CLASSIC

#### **Hindi News**

RANK	CFB 2019	BRAND NAME
1	52	ABP NEWS
2	301	NDTV INDIA

#### NGO SUPER CATEGORY



# PERSONAL ACCESSORIES SUPER CATEGORY



RANK	CFB 2019	BRAND NAME	CATEGORY
12	268	CAPRESE	Hand Bags
13	277	KHADIM'S	Footwear
14	279	KALYAN JEWELLERS	Jewellery
15	311	LOTTO	Footwear
16	341	CITIZEN	Watches
17	356	AJANTA	Footwear
18	359	HUSH PUPPIES	Footwear
19	369	CATWALK	Footwear
20	401	PC JEWELLER	Jewellery

#### **Footwear**

RANK	CFB 2019	BRAND NAME
1	64	WOODLAND
2	188	CAMPUS
3	248	REDTAPE
4	277	KHADIM'S
5	311	LOTTO
6	356	AJANTA
7	359	HUSH PUPPIES
8	369	CATWALK



PC Chandra Jewellers' new face Kriti Kharbanda, the competitive edge?

#### **Hand Bags**

RANK	CFB 2019	BRAND NAME
1	268	CAPRESE

#### Jewellery

RANK	CFB 2019	BRAND NAME
1	29	TANISHQ
2	140	SENCO GOLD
3	185	P C CHANDRA JEWELLERS
<b>-</b> 4	279	KALYAN JEWELLERS
5	401	PC JEWELLER

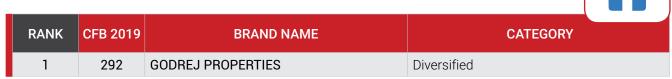


Coupled strength - Jaya Bachchan joins Amitaba for Kalyan

#### Watches

RANK	CFB 2019	BRAND NAME
1	40	TITAN
2	89	TIMEX
3	144	НМТ
4	208	CASIO
5	229	QUARTZ
6	341	CITIZEN

# REAL ESTATE SUPER CATEGORY



# RETAIL SUPER CATEGORY



RANK	CFB 2019	BRAND NAME	CATEGORY
13	338	DURIAN	Furniture
14	380	CROMA	Consumer Electronics
15	382	GAP	Fast Fashion
16	473	LENSKART	Eyewear

#### **Consumer Electronics**

RANK	CFB 2019	BRAND NAME
1	380	CROMA



#### Departmental Store - Fashion & Beauty

RANK	CFB 2019	BRAND NAME
1	201	SHOPPERS STOP

#### Diner/Restaurant

RANK	CFB 2019	BRAND NAME
1	150	BIKANER
2	215	HALDIRAM'S
3	330	SAGAR RATNA

#### Eyewear

RANK	CFB 2019	BRAND NAME
1	473	LENSKART

#### **Fast Fashion**

RANK	CFB 2019	BRAND NAME
1	190	ZARA
2	266	FOREVER 21
3	382	GAP

#### **Furniture**

RANK	CFB 2019	BRAND NAME
1	84	GODREJ INTERIO
2	338	DURIAN

#### Hypermarket - Foreign

RANK	CFB 2019	BRAND NAME	
1	304	COSTCO	

#### Hypermarket - Indian

RANK	CFB 2019	BRAND NAME
1	222	D MART
2	227	BIG BAZAAR
3	264	MORE

#### QSR

RANK	CFB 2019	BRAND NAME
1	166	BURGER KING

# SERVICES SUPER CATEGORY



#### **Express Services - Foreign**

RANK	CFB 2019	BRAND NAME
1	232	UPS

#### **Express Services - Indian**

RANK	CFB 2019	BRAND NAME
1	313	DTDC
2	456	BLUE DART

#### STATIONARY SUPER CATEGORY



RANK	CFB 2019	BRAND NAME	CATEGORY
1	76	NATARAJ	Writing Accessories
2	148	PARKER	Premium Writing Accessories
3	169	APSARA	Writing Accessories
4	212	JK	Paper
5	252	CAMLIN	Diversified
6	273	MONTEX	Writing Accessories
7	326	ITC PAPERBOARDS	Paper
8	397	NAVNEET	Notebooks

#### Diversified

RANK	CFB 2019	BRAND NAME	
1	252	CAMLIN	

#### **Notebooks**

RANK	CFB 2019	BRAND NAME
1	397	NAVNEET

#### Paper

RANK	CFB 2019	BRAND NAME
1	212	JK
2	326	ITC PAPERBOARDS

#### **Premium Writing Accessories**





#### **Writing Accessories**

RANK	CFB 2019	BRAND NAME
— 1	76	NATARAJ
2	169	APSARA
3	273	MONTEX

# TECHNOLOGY SUPER CATEGORY

RANK	CFB 2019	BRAND NAME	CATEGORY
1	2	DELL	Laptops
2	22	HEWLETT PACKARD	Laptops
3	44	APPLE MACBOOK	Laptops
4	95	WIPRO	Software Services
5	145	НР	Printers
6	198	TCS	Software Services
7	217	LG	Laptops
8	218	SAMSUNG	Laptops
9	219	TOSHIBA	Laptops
10	241	BESTON	Multimedia Speakers
11	276	SONY VAIO	Laptops
12	355	CANON	Printers
13	384	SIEMENS	Instrumentation & Electricals
14	387	HCL	Laptops
15	461	INFOSYS	Software Services

#### Instrumentation & Electricals

RANK	CFB 2019	BRAND NAME	
1	384	SIEMENS	

#### Laptops

RANK	CFB 2019	BRAND NAME
_ 1	2	DELL
2	22	HEWLETT PACKARD
3	44	APPLE MACBOOK
4	217	LG
5	218	SAMSUNG
6	219	TOSHIBA
7	276	SONY VAIO
8	387	HCL

# Dell Eyes Sops to Make India PC Hub Askicitaris salate: Dell basemans. Askicitaris salate: Della basemans. Askicitaris salate:

#### Multimedia Speakers

RANK	CFB 2019	BRAND NAME
1	241	BESTON

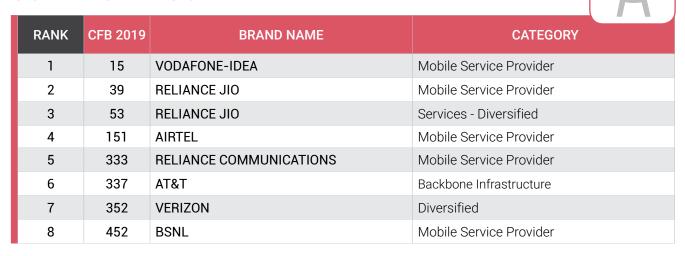
#### **Printers**

RANK	CFB 2019	BRAND NAME
1	145	HP
2	355	CANON

#### **Software Services**

RANK	CFB 2019	BRAND NAME
1	95	WIPRO
2	198	TCS
3	461	INFOSYS

#### TELECOM SUPER CATEGORY



#### **Backbone Infrastructure**

RANK	CFB 2019	BRAND NAME
1	337	AT&T

#### Diversified

RANK	CFB 2019	BRAND NAME
1	352	VERIZON

#### Mobile Service Provider

RANK	CFB 2019	BRAND NAME
1	15	VODAFONE-IDEA
2	39	RELIANCE JIO
<u> </u>	151	AIRTEL
4	333	RELIANCE COMMUNICATIONS
5	452	BSNL

#### Diversified

RANK	CFB 2019	BRAND NAME
1	53	RELIANCE JIO



# TRANSPORTATION SUPER CATEGORY



RANK	CFB 2019	BRAND NAME	CATEGORY
1	328	BRITISH AIRWAYS	Airlines - Foreign
2	408	AIR INDIA	Government Airlines
3	428	LUFTHANSA	Airlines - Foreign
4	481	VISTARA	Private Airlines - Indian

#### Airlines - Foreign



RANK	CFB 2019	BRAND NAME
1	328	BRITISH AIRWAYS
2	428	LUFTHANSA

#### Private Airlines - Indian

RANK	CFB 2019	BRAND NAME
1	481	VISTARA

#### **Government Airlines**

RANK	CFB 2019	BRAND NAME
1	408	AIR INDIA

TRA's Most Consumer-Focused Brands 2019 is the third in its series, a primary research based on TRA's proprietary 97-attribute Trust and Desire matrix and conducted across 16 cities.

The reports enlist 500 brands which have excelled by increasing their Buying Propensity® Quotient over the previous year. The brands that entered the list are the eminent few, who did not 'sell' to the customers, but instead, helped them buy.

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 keenness-to-buy. Buying Propensity Model allows brands to adapt to the 'new age' consumers by understanding their changing psycho-socio-cultural needs and helps brands build formidable associations with them.

Of the 10000 brands that got compared for change in Buying Propensity, only 717 brands showed an increase over the previous year. This accounts for only 7% of the total brands, of which 500 are listed in the report.



978-81-938891-4-5



TRA's Most Consumer-Focused Brands 2019

₹ 8000/-



www.trustadvisory.info





