



TRA's MOST DESIRED BRANDS

2021

INTRODUCTION

There has perhaps never been a more trying time for brands. Unprecedented circumstances, and unpredictable health and economic environment have altered the state of reality for the consumer, perhaps with a long-term impact on their decision making. And, when consumers catch a cold, everyone sneezes. The direct impact has been felt by brands, media, advertising agencies, cascading down to the long-drawn consumer supply-chain.

Consumers are creatures of habit, of which some are emotional habits, and others merely habits of convenience. Some brands inject themselves into the consumer mind by virtue of their deep emotional connect with the consumer. Other brands are self-injected by the consumer merely as a convenience, to avoid recalibrating choices constantly. The brands which took the emotional connect route, continue to be desired by the consumer, so long as the category was still desirable. As for the latter many they have lost their presumed magnetism.

If the consumer mindset has changed with regards to brands, it is essential that brands reset their brand models to continue to be relevant to consumers. Brands need a new way to meet the current challenges and the need is of a genuine and authentic consumer-centric brand model. The Brand Desire Model is one which measures and impacts the psychological, sociological and cultural attributes of Desire in a consumers' mind, making it an impactful tool in such times.

The seventh edition of TRA's Most Desired Brands will be remembered as tumultuous at the least. Of the Super-Categories which added a significant brand count are, Stationery up by 83%, Healthcare up by 42%, Manufacturing up by 40%, and Gadgetry up 21%. Super-Categories which have reduced in brand count are Apparels down by 38%, Retail down 33% and BFSI down 21%. It's not difficult to guess why pens and pencils have become more desirable than banks during the pandemic.

Warm regards,

N. Chandramouli
CEO, TRA Research



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UNDERSTANDING THE METHODOLOGY

UNDERSTANDING TRA'S BRAND DESIRE REPORT 2021 METHODOLOGY

In today's testing times, consumers are driven by brands that connect on a much deeper level, those that irresistibly draw audiences towards themselves.

The brands that appear in the Most Desired Brands 2021 were selected for inclusion since they aroused consumers' penchants to create a magnetic pull towards themselves. Desire and magnetism are result of brand's inner radiance, in all its' multi-dimensional facets. In today's increasingly competitive world, these listed brands are those which have been successful in enchanting consumers with by creating desire in the consumer minds.

TRA, a consumer insights and brand analytics company, has for the last seven years, been conducting syndicated research on Brand Desire with consumer-influencers, the 10% of the population that usually influences the balance 90%. A brand is manifestation in the mind of consumer, and TRA's study consider the perception in the mind of consumers' to find the final test of a brand's rating as an accurate barometer if the Brand Desire that they hold for the brand.

TRA's Most Desired Brands 2021, the seventh in the series, is arrived at through a primary research based on TRA's proprietary 12-Behaviour Desire Matrix conducted among 2000 consumer-influencers respondents across 16 cites.

UNDERSTANDING THE BRAND DESIRE MODEL

TRA embarked on a mission to find a method to quantify Desire by first understanding its primal Attributes. The Brand Desire Matrix was arrived at by speaking to several hundreds of psychologists, sociologists, anthropologists and communication experts, which helped in comprehending desire, a primal force of attraction. After empirical and pilot testing, TRA formulated the Brand Desire Matrix, counting 36 intangible fundamental Attributes, which get clubbed into 12 Behaviours, converge into 4 Foundations of Desire.



Today, TRA's Brand Desire Matrix is a widely accepted brand model with several hundred brands using it to reorient the brand strategy into a completely consumer centric brand one. While measures of a brand have traditionally been in terms of market share, brand value or growth, the more important invisible and intangible components of Brand Desire are often missed. Over the years, TRA's Brand Desired Report data has provided invaluable insights to leading Indian and global organizations, allowing them to make themselves more competitive and relevant in these fast changing times.

A new degree-of-difficulty

In the last few months, all facets of society have had to adapt to the evolving circumstances due to the impact of the on-going pandemic.

The data collected in an app specifically created for TRA surveys. It not only captures the brand data more accurately than a Paper-and-Pen-Interview (PAPI), but also captures several parts of the interview that help in respondent authentication, geo-location, voice recording samples, time-stamping, visiting card and home door pictures. The sample voice recording is taken which is useful in the respondent verification over a call where the samples are matched with the earlier recording.

A big challenge was to find such respondents who would be willing to entertain the interviewer in a face-to-face interaction. Adding to the troubles, most were working from home and there were hardly any offices functional, and offices are usually relatively easier to take appointments for such interviews. Apart from masks and sanitization protocols, the six-feet distance was strictly enforced by all interviewers.

The fieldwork was conducted between March-end and June-end 2021, and after nearly 16000 hours of fieldwork, verifying, authenticating and data analysis, TRA's Brand Desire Report 2021 is finally out.

TRA's brand data is used by scores of brands to improve their marketing and advertising communication as also for actionable insights to align brands to consumers. It was imperative that TRA insist on data accuracy with multiple levels of scrutiny. Interviewers' testing, process quality, 100% back-checks, stringent quotas, data entry inspection, and so on were all a part of the tight scrutiny. Brand Desire is only as useful as the accuracy of the data and this was measured without compromise.



The Brand Desire Questionnaire

The Brand Desire questionnaire has three parts to it. In the first, the respondents were asked to name 15 brands that came to their mind among local brands, national brands, and multinational brands. It allowed the interviewer to bring out several brands into the active memory of the respondent along with their interconnections, preventing selective channelization.

The second part of the Desire questionnaire is related to brands and focuses on the 12 Brand Behaviors of Brand Desire. This was a deviation from the earlier years, where 36-attributes were measured, and was adapted to Covid-related challenges of respondent time. For each behaviour, the respondent had to name three brands most suited to each Brand Behaviour in response to the question. These helped display the sub-conscious desire held by the respondent.

The third part focuses on the response to brands recalled in response 'Desired Brand name', and this helped extract the 'conscious Desire' exhibited by the respondent. In addition to the brand name responses, the respondent also had to give the category that the brand belonged to, and a suitability score for every brand named on a 5-point scale, giving a numeric value for the brand's Desire score.

What is the Brand Desire Index®

The Brand Desire Index® is a subtle measurement and takes into account the overt and obscure Brand Desire influences – aspects of Brand Desire that normally remain hidden from scrutiny. The three parameters were:

- (i) **Frequency** – number of times a brand gets mentioned across all the interviews
- (ii) **Position** – the average position that the brand was mentioned on – first, second or third, among the three brands asked for each brand query
- (iii) **Suitability** – the average suitability that the brand was given, on a rating scale of one to five

This part of the Brand Desire Index® can be represented as:

$$\frac{SD_O}{SD_i} \times p_{5i} \times O_{5i} \times X_{5i} \times 0.5$$

The other direct and visible influence on Brand Desire® was the respondent's replies to the question on Desire (the only time that the word is mentioned in the entire survey). This too is measured on the same three parameters as above, and is multiplied by 0.67 to equate the five-point scale of the second influence to the three-point scale of the first influence on Brand Desire. The second part of the Brand Desire equation can be represented as:

$$p_{7i} \times O_{7i} \times X_{7i} \times 0.67 \times 0.5$$

The addition of these gives the Brand Desire Index™, represented by the following formula:

$$\frac{SD_O}{SD_i} \times p_{5i} \times O_{5i} \times X_{5i} \times 0.5 + p_{7i} \times O_{7i} \times X_{7i} \times 0.67 \times 0.5$$

Where:

SD_O represents overall brand suitability score standard deviation

SD_i represents all ith brand suitability standard deviation

O_{5i} represents ith brand occurrence frequency of the Brand Desire

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

X_{5i} represents the ith brand average suitability

O_7 represents the brand frequency of occurrence of the Recall question

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

How brands use TRA's Brand Desire Report listings

TRA's Brand Desire Report has been privileged to partner and work with over 200 leading brands in India. These brands have used the Brand Desire Report listings and the consumer insights to enhance their brand's scope and relevance.

Some important applications are listed here:

- 1. Power of Desire symbol** – Over 200 brands license the ‘Power of Desire’ symbol as an authentic rating and use it in their marketing communications.
- 2. Buying Propensity Report** – Several brands commission TRA for the consumer buying analysis to make more data-based allocations in marketing and communication. Some brands have used the Buying Propensity report to discuss future-relevant strategies in board meetings, while some investment bankers and PE funds use this data to make investment decisions in other brands.
- 3. Introspective intervention** – The most interesting part of the application of TRA’s Brand Desire methodology has been when brands have commissioned TRA for doing a bespoke study with the brand’s stakeholders using The Brand Desire Matrix to bring recommendations to align internal actions to stakeholder Desire.
- 4. Brand Derisking consulting** – The greatest risk that a brand is vulnerable to is the risk of erosion (or the absence of accretion) to its Brand Desire. The bigger the brand, the greater this risk and even India’s leading brands suffer this problem. TRA consults several organizations on Brand Derisking studies, strategies and approaches.

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BRANDVIEW

RITU GUPTA

Country Marketing Director, Dell Technologies – India

"When customers choose PC technology as their go-to tech, they are turning to a brand like Dell for its legacy of reliability, technological innovation, post-sales support and a resonance with their own passions & aspirations. We are grateful to our customers for their trust they place in us."



HYOUNG SUB JI

Director, Home Appliances, LG Electronics India

What leads to constant success is constant innovation! At LG, we care for our customers. That's why, we keep evolving and upgrading our technologies to deliver solutions that are beyond imagination. Be it our AI DD™, Steam+™, LG ThinQ™, or Direct Drive Technology, we work relentlessly on our Washing Machines to surprise our customers with the performance they always crave. We feel extremely grateful to bag the Most Desired brand once again and thank our esteemed customers for always showing their trust on LG Washing Machines

HYOUNG SUB JI

Director, Home Appliances, LG Electronics India

"As an ever-evolving refrigerator brand, we take care of our customer needs not just for today but tomorrow as well. That's why, we constantly work on innovating our features and technologies to be future-ready. Our features like InstaView, Door Cooling+, Hygiene Fresh+, UVnano and Smart Diagnosis are a testimony to our futuristic approach in designing our refrigerators. And today, we would like to extend our gratitude to all our customers for their impeccable trust and making us the Most Desired Refrigerator Brand once again."



HAK HYUN KIM

Director - Home Entertainment, LG Electronics India

"It gives us immense joy to express our gratitude towards our consumers for choosing LG as a Most desired brand for 2021 in the Television category in India . Our endeavor has always been to bring world class, technologically advanced and innovative products to our consumers. As we complete 24 years in India , this recognition only strengthen our commitment of serving our customers with products and services that is nothing less than best.

We thank you TRA for capturing the consumer insights basis their well-researched study and proprietary brand matrix."



MUKESH BAJPAI

Marketing Head | AMD India

"AMD's vision of transforming lives with high performance computing resonates even more now, as the PC is changing how we learn, work, play and connect", says Mukesh Bajpai, India Marketing Head, AMD. "We are delighted that AMD is recognized as 'India's Most Desired Brand' in the Semiconductors category by TRA. This is a great testament of the ecosystem we have built through our relationships with OEMs, channel partners, retailers and end consumers. Looking ahead, we remain focused on amplifying and bringing AMD deeper into the region with our go-to-market strategies for gaming, consumer and business markets."

ANIL MATHUR

Chief Operating Officer, Godrej Interio

"Over the years, Godrej Interio has established itself as a market leader by enriching lives of consumers by transforming home and workspaces through thoughtfully designed furniture & kitchen solutions. The consistent pursuit of excellence and innovation has helped us deliver an unmatched consumer experience".



MR. ABHISHEK SOMANY

MD & CEO, Somany Ceramics

This year we completed 50 years in the business. While we have grown from strength to strength with products that match international standards our core Indian values of loyalty, integrity and quality have remained unchanged. For us being rooted (Zameen se Judey) is much more than a positioning it also encapsulates the brand ethos. It is at the heart of every process and practice at our end. No matter the heights we reach and roads we travel, being grounded in life is what makes us Somany. This journey has been possible with the efforts of our employees, more than 2500 dealers plus 8000 touch points, who have been working relentlessly over the years to make Somany Ceramic a brand to recon. This road of success has not been an easy path, it had numerous ups and downs but with the core promise of Zameen Se Judey in mind, we have been able to come out of these turbulences.



ALOK BINANI

MD, Himalaya Opticals

"Himalaya Opticals is a customer-first brand. Our values of trust, quality, and service play an important role in ensuring the best experience for our customers. Having served generations of patrons, we believe that consistency, innovation, and a strong focus on customer needs is the key to our success."



ARUSH GUPTA

Director & CEO, Okaya Power Group

Being in the category of "TRA's Most Desired Brands" is a great responsibility to bear and carry on. Since beginning 'Trust' is one attribute which is revolving around anything and everything we do or undertake. Further, people are our assets and the only bonding which thrives is Trust. This is our Okaya, the brand built over Trust.



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**CATEGORY-WISE LISTINGS OF TRA'S
1000 MOST DESIRED BRANDS**

CATEGORY WISE

ALL INDIA LISTINGS



ALCOHOLIC BEVERAGES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	161	429	268	KINGFISHER	BEER
2	401	-	-	McDOWELL'S	WHISKEY

BEER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	161	429	268	KINGFISHER

WHISKEY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	401	-	-	McDOWELL'S

CATEGORY WISE

ALL INDIA LISTINGS



APPARELS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	127	737	610	RAMRAJ	DHOTIS
2	163	93	-70	RAYMOND	FABRIC TO BRANDS
3	204	171	-33	LEVI'S	CASUALWEAR
4	212	120	-92	OTTO	MENSWEAR
5	274	142	-132	PETER ENGLAND	MENSWEAR
6	288	898	610	W	FUSIONWEAR - WOMEN
7	332	152	-180	LEE	CASUALWEAR
8	353	145	-208	ARROW	FORMALWEAR
9	383	52	-331	RAYMOND MADE TO MEASURE	TAILORED MENSWEAR
10	466	568	102	LEE COOPER	CASUALWEAR
11	473	-	-	HOFFMEN	FAST FASHION
12	505	970	465	DEER CLUB	CASUALWEAR
13	524	303	-221	MINU SAREES	SAREES
14	530	675	145	LOUIS PHILIPPE	FORMALWEAR
15	534	788	254	PEPE	CASUALWEAR
16	554	-	-	BRINK	CASUALWEAR
17	555	962	407	US POLO	CASUALWEAR
18	569	952	383	LUX COZI	INNERWEAR - BRAND
19	616	170	-446	ALLEN SOLLY	FORMALWEAR
20	618	136	-482	JOCKEY	INNERWEAR
21	622	115	-507	BIBA	ETHNICWEAR - WOMEN
22	631	823	192	BUFFALO	CASUALWEAR
23	689	-	-	TANTUJA	SAREES
24	695	972	277	VIMAL	FABRIC TO BRANDS
25	702	-	-	PLEASE	WOMENSWEAR
26	721	-	-	TURTLE	MENSWEAR
27	731	-	-	ZEBRA	WOMENSWEAR
28	745	-	-	FLYING MACHINE	CASUALWEAR
29	794	666	-128	RUPA	INNERWEAR
30	812	-	-	DOLLAR	INNERWEAR
31	845	378	-467	VAN HEUSEN	FORMALWEAR
32	934	-	-	CAMBRIDGE	MENSWEAR
33	953	-	-	JAMINI SAREES	SAREES

CATEGORY WISE

ALL INDIA LISTINGS

CASUALWEAR

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	204	171	-33	LEVI'S
2	332	152	-180	LEE
3	466	568	102	LEE COOPER
4	505	970	465	DEER CLUB
5	534	788	254	PEPE
6	554	-	-	BRINK
7	555	962	407	US POLO
8	631	823	192	BUFFALO
9	745	-	-	FLYING MACHINE

DHOTIS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	127	737	610	RAMRAJ

ETHNICWEAR - WOMEN

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	622	115	-507	BIBA

FABRIC TO BRANDS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	163	93	-70	RAYMOND
2	695	972	277	VIMAL

FAST FASHION

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	473	-	-	HOFFMEN

FORMALWEAR

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	353	145	-208	ARROW
2	530	675	145	LOUIS PHILIPPE
3	616	170	-446	ALLEN SOLLY
4	845	378	-467	VAN HEUSEN

CATEGORY WISE

ALL INDIA LISTINGS

FUSIONWEAR - WOMEN

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	288	898	610	W

INNERWEAR

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	618	136	-482	JOCKEY
2	794	666	-128	RUPA
3	812	-	-	DOLLAR

INNERWEAR - BRAND

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	569	952	383	LUX COZI

MENSWEAR

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	212	120	-92	OTTO
2	274	142	-132	PETER ENGLAND
3	721	-	-	TURTLE
4	934	-	-	CAMBRIDGE

SAREES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	524	303	-221	MINU SAREES
2	689	-	-	TANTUJA
3	953	-	-	JAMINI SAREES

TAILORED MENSWEAR

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	383	52	-331	RAYMOND MADE TO MEASURE

WOMENSWEAR

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	702	-	-	PLEASE
2	731	-	-	ZEBRA

CATEGORY WISE

ALL INDIA LISTINGS



AUTOMOBILE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	15	5	-10	MARUTI SUZUKI	FOUR WHEELER - MANUFACTURER
2	16	25	9	HONDA	TWO WHEELER - MANUFACTURER
3	18	37	19	BMW	FOUR WHEELER - LUXURY
4	28	9	-19	HONDA ACTIVA	AUTOMATIC SCOOTER
5	34	10	-24	HYUNDAI	FOUR WHEELER - MANUFACTURER
6	41	57	16	TOYOTA	FOUR WHEELER - MANUFACTURER
7	45	28	-17	HERO MOTOCORP	TWO WHEELER - MANUFACTURER
8	46	38	-8	AUDI	FOUR WHEELER - LUXURY
9	54	40	-14	BAJAJ	TWO WHEELER - MANUFACTURER
10	70	56	-14	HONDA CITY	CAR - SEDAN
11	74	36	-38	MERCEDES BENZ	FOUR WHEELER - LUXURY
12	82	60	-22	TVS	TWO WHEELER - MANUFACTURER
13	83	128	45	YAMAHA	TWO WHEELER - MANUFACTURER
14	96	278	182	TVS SCOOTY	AUTOMATIC SCOOTER
15	103	116	13	HONDA CB SHINE	TWO WHEELER - BRAND
16	104	102	-2	FORD	FOUR WHEELER - MANUFACTURER
17	112	17	-95	ROYAL ENFIELD	TWO WHEELER - MANUFACTURER
18	114	-	-	TVS JUPITER	AUTOMATIC SCOOTER
19	118	41	-77	TATA MOTORS	FOUR WHEELER - MANUFACTURER
20	144	61	-83	MARUTI SUZUKI SWIFT	CAR - HATCHBACK
21	147	166	19	BAJAJ PULSAR	TWO WHEELER - BRAND
22	150	125	-25	MAHINDRA & MAHINDRA	FOUR WHEELER - MANUFACTURER
23	152	42	-110	HONDA	FOUR WHEELER - MANUFACTURER
24	167	305	138	JEEP	SUV MANUFACTURER
25	185	-	-	KINETIC HONDA	AUTOMATIC SCOOTER
26	226	267	41	VOLKSWAGEN	FOUR WHEELER - MANUFACTURER
27	259	428	169	HONDA UNICORN	TWO WHEELER - BRAND
28	261	-	-	HERO SPLENDOR	TWO WHEELER - BRAND
29	321	241	-80	RENAULT	FOUR WHEELER - MANUFACTURER
30	354	-	-	KTM DUKE	TWO WHEELER - BRAND
31	374	707	333	YAMAHA FZ	TWO WHEELER - BRAND
32	375	437	62	LAMBORGHINI	FOUR WHEELER - SUPER LUXURY
33	378	-	-	HERO HONDA HUNK	TWO WHEELER - BRAND
34	388	467	79	BMW MOTORRAD	TWO WHEELER - BRAND (PREMIUM)
35	398	161	-237	NISSAN	FOUR WHEELER - MANUFACTURER
36	399	-	-	HERO HF DELUXE	TWO WHEELER - BRAND
37	417	-	-	SUZUKI	TWO WHEELER - MANUFACTURER
38	443	312	-131	TATA MOTORS	COMMERCIAL VEHICLES
39	446	-	-	HARLEY DAVIDSON	TWO WHEELER - PREMIUM
40	447	845	398	HERO PASSION	TWO WHEELER - BRAND

CATEGORY WISE

ALL INDIA LISTINGS



AUTOMOBILE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
41	454	137	-317	SUZUKI	FOUR WHEELER - MANUFACTURER
42	459	237	-222	HONDA	SCOOTERS
43	465	-	-	ROYAL ENFIELD BULLET	TWO WHEELER - BRAND
44	470	834	364	VOLKSWAGEN POLO	CAR - HATCHBACK
45	471	-	-	TVS SCOOTY PEP+	AUTOMATIC SCOOTER
46	478	361	-117	HYUNDAI CRETA	SUV/MUV - BRAND
47	500	141	-359	MARUTI SUZUKI ALTO	CAR - HATCHBACK
48	513	931	418	HYUNDAI i20	CAR - HATCHBACK
49	522	-	-	HERO CBZ	TWO WHEELER - BRAND
50	539	682	143	TOYOTA INNOVA	SUV/MUV - BRAND
51	542	692	150	KIA	FOUR WHEELER - MANUFACTURER
52	550	963	413	MITSUBISHI	FOUR WHEELER - MANUFACTURER
53	560	661	101	ASHOK LEYLAND	COMMERCIAL VEHICLES
54	567	-	-	TOYOTA ETIOS	CAR - SEDAN
55	573	-	-	TORK MOTORS	ELECTRIC PERFORMANCE MOTORCYCLE
56	593	-	-	MAHINDRA RODEO	AUTOMATIC SCOOTER
57	598	206	-392	JAGUAR	FOUR WHEELER - LUXURY
58	600	-	-	YAMAHA	CONCEPT CAR
59	613	375	-238	MAHINDRA BOLERO	SUV/MUV - BRAND
60	660	-	-	BAJAJ DISCOVER	TWO WHEELER - BRAND
61	661	348	-313	VESPA	SCOOTERS
62	675	387	-288	MAHINDRA TRUCK & BUS	COMMERCIAL VEHICLES
63	678	231	-447	VOLVO	FOUR WHEELER - LUXURY
64	701	537	-164	HYUNDAI SANTRO	CAR - HATCHBACK
65	707	-	-	SUZUKI ACCESS	TWO WHEELER - BRAND
66	724	411	-313	MARUTI SUZUKI VITARA BREZZA	SUV/MUV - BRAND
67	735	299	-436	KTM	TWO WHEELER - MANUFACTURER
68	740	-	-	BAJAJ	THREE WHEELER
69	760	-	-	BUGATTI	FOUR WHEELER - SUPER LUXURY
70	769	878	109	HERO PASSION PRO	TWO WHEELER - BRAND
71	810	-	-	MAHINDRA THAR	SUV/MUV - BRAND
72	863	-	-	MAHINDRA & MAHINDRA	TRACTORS
73	918	-	-	JEEP COMPASS	SUV/MUV - BRAND
74	929	-	-	VOLVO	COMMERCIAL VEHICLES
75	955	433	-522	MARUTI SUZUKI CIAZ	CAR - SEDAN
76	962	-	-	TATA HEXA	SUV/MUV - BRAND
77	965	-	-	ESCORTS	TRACTORS

CATEGORY WISE

ALL INDIA LISTINGS

AUTOMATIC SCOOTER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	28	9	-19	HONDA ACTIVA
2	96	278	182	TVS SCOOTY
3	114	-	-	TVS JUPITER
4	185	-	-	KINETIC HONDA
5	471	-	-	TVS SCOOTY PEP+
6	593	-	-	MAHINDRA RODEO

CAR - HATCHBACK

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	144	61	-83	MARUTI SUZUKI SWIFT
2	470	834	364	VOLKSWAGEN POLO
3	500	141	-359	MARUTI SUZUKI ALTO
4	513	931	418	HYUNDAI i20
5	701	537	-164	HYUNDAI SANTRO

CAR - SEDAN

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	70	56	-14	HONDA CITY
2	567	-	-	TOYOTA ETIOS
3	955	433	-522	MARUTI SUZUKI CIAZ

COMMERCIAL VEHICLES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	443	312	-131	TATA MOTORS
2	560	661	101	ASHOK LEYLAND
3	675	387	-288	MAHINDRA TRUCK & BUS
4	929	-	-	VOLVO

CONCEPT CAR

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	600	-	-	YAMAHA

ELECTRIC PERFORMANCE MOTORCYCLE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	573	-	-	TORK MOTORS

CATEGORY WISE

ALL INDIA LISTINGS

FOUR WHEELER - LUXURY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	18	37	19	BMW
2	46	38	-08	AUDI
3	74	36	-38	MERCEDES BENZ
4	598	206	-392	JAGUAR
5	678	231	-447	VOLVO

FOUR WHEELER - MANUFACTURER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	15	05	-10	MARUTI SUZUKI
2	34	10	-24	HYUNDAI
3	41	57	16	TOYOTA
4	104	102	-02	FORD
5	118	41	-77	TATA MOTORS
6	150	125	-25	MAHINDRA & MAHINDRA
7	152	42	-110	HONDA
8	226	267	41	VOLKSWAGEN
9	321	241	-80	RENAULT
10	398	161	-237	NISSAN
11	454	137	-317	SUZUKI
12	542	692	150	KIA
13	550	963	413	MITSUBISHI

FOUR WHEELER - SUPER LUXURY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	375	437	62	LAMBORGHINI
2	760	-	-	BUGATTI

SCOOTERS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	459	237	-222	HONDA
2	661	348	-313	VESPA

SUV MANUFACTURER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	167	305	138	JEEP

CATEGORY WISE

ALL INDIA LISTINGS

SUV/MUV - BRAND

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	478	361	-117	HYUNDAI CRETA
2	539	682	143	TOYOTA INNOVA
3	613	375	-238	MAHINDRA BOLERO
4	724	411	-313	MARUTI SUZUKI VITARA BREZZA
5	810	-	-	MAHINDRA THAR
6	918	-	-	JEEP COMPASS
7	962	-	-	TATA HEXA

THREE WHEELER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	740	-	-	BAJAJ

TRACTORS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	863	-	-	MAHINDRA & MAHINDRA
2	965	-	-	ESCORTS

TWO WHEELER - BRAND

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	103	116	13	HONDA CB SHINE
2	147	166	19	BAJAJ PULSAR
3	259	428	169	HONDA UNICORN
4	261	-	-	HERO SPLENDOR
5	354	-	-	KTM DUKE
6	374	707	333	YAMAHA FZ
7	378	-	-	HERO HONDA HUNK
8	399	-	-	HERO HF DELUXE
9	447	845	398	HERO PASSION
10	465	-	-	ROYAL ENFIELD BULLET
11	522	-	-	HERO CBZ
12	660	-	-	BAJAJ DISCOVER
13	707	-	-	SUZUKI ACCESS
14	769	878	109	HERO PASSION PRO

TWO WHEELER - BRAND (PREMIUM)

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	388	467	79	BMW MOTORRAD

CATEGORY WISE

ALL INDIA LISTINGS

TWO WHEELER - MANUFACTURER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	16	25	09	HONDA
2	45	28	-17	HERO MOTOCORP
3	54	40	-14	BAJAJ
4	82	60	-22	TVS
5	83	128	45	YAMAHA
6	112	17	-95	ROYAL ENFIELD
7	417	-	-	SUZUKI
8	735	299	-436	KTM

TWO WHEELER - PREMIUM

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	446	-	-	HARLEY DAVIDSON

CATEGORY WISE

ALL INDIA LISTINGS



AUTOMOBILE - RELATED

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	81	223	142	CEAT	TYRES
2	148	134	-14	MRF	TYRES
3	300	321	21	JK TYRE	TYRES
4	312	493	181	EXIDE	AUTO - BATTERIES
5	392	349	-43	CASTROL	LUBRICANTS
6	528	516	-12	TVS TYRES	TYRES
7	623	828	205	BRIDGESTONE	TYRES
8	654	-	-	SERVO	LUBRICANTS
9	792	790	-02	GOODYEAR	TYRES
10	848	719	-129	APOLLO TYRES	TYRES
11	936	431	-505	AMARON	AUTO - BATTERIES
12	985	-	-	SF SONIC	AUTO - BATTERIES

AUTO - BATTERIES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	312	493	181	EXIDE
2	936	431	-505	AMARON
3	985	-	-	SF SONIC

LUBRICANTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	392	349	-43	CASTROL
2	654	-	-	SERVO

TYRES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	81	223	142	CEAT
2	148	134	-14	MRF
3	300	321	21	JK TYRE
4	528	516	-12	TVS TYRES
5	623	828	205	BRIDGESTONE
6	792	790	-02	GOODYEAR
7	848	719	-129	APOLLO TYRES

CATEGORY WISE

ALL INDIA LISTINGS



BFSI

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	17	27	10	ICICI BANK	BANK - PRIVATE
2	30	19	-11	LIC	LIFE INSURANCE - PSU
3	32	16	-16	STATE BANK OF INDIA	BANK - PSU
4	69	74	05	HDFC BANK	BANK - PRIVATE
5	88	89	01	AVIVA LIFE INSURANCE	LIFE INSURANCE - PRIVATE
6	89	83	-06	MUTHOOT FINANCE	FINANCIAL SERVICES
7	143	208	65	AXIS BANK	BANK - PRIVATE
8	159	194	35	KOTAK MAHINDRA BANK	BANK - PRIVATE
9	171	216	45	BANK OF BARODA	BANK - PSU
10	175	921	746	AMERICAN EXPRESS	CREDIT CARDS
11	229	471	242	CANARA BANK	BANK - PSU
12	237	244	07	UNION BANK OF INDIA	BANK - PSU
13	279	138	-141	IDBI BANK	BANK - PRIVATE
14	295	382	87	RBI	BANK - FEDERAL
15	317	71	-246	PUNJAB NATIONAL BANK	BANK - PSU
16	339	242	-97	YES BANK	BANK - PRIVATE
17	371	263	-108	BANK OF INDIA	BANK - PSU
18	412	147	-265	CITIBANK	BANK - FOREIGN
19	415	-	-	DENA BANK	BANK - PSU
20	416	631	215	BANDHAN BANK	BANK - PRIVATE
21	451	573	122	GENERAL INSURANCE CORPORATION	GENERAL INSURANCE - PSU
22	476	-	-	TATA AIG	GENERAL INSURANCE - PRIVATE
23	519	911	392	SBI MUTUAL FUND	MUTUAL FUND
24	523	-	-	STAR HEALTH	HEALTH INSURANCE - PRIVATE
25	586	986	400	INDUSIND BANK	BANK - PRIVATE
26	588	363	-225	HSBC	BANK - FOREIGN
27	589	-	-	EDELWEISS	FINANCIAL SERVICES
28	605	228	-377	BAJAJ ALLIANZ	GENERAL INSURANCE - PRIVATE
29	653	-	-	METLIFE	LIFE INSURANCE - PRIVATE
30	725	-	-	PUNJAB AND SIND BANK	BANK - PSU
31	755	-	-	UTI	MUTUAL FUND
32	766	-	-	ICICI LOMBARD	GENERAL INSURANCE - PRIVATE
33	778	226	-552	TVS CREDIT	FINANCIAL SERVICES - RURAL
34	785	595	-190	NEW INDIA ASSURANCE	GENERAL INSURANCE - PSU
35	801	762	-39	INDIAN BANK	BANK - PSU
36	828	-	-	ICICI PRUDENTIAL	LIFE INSURANCE - PRIVATE
37	840	-	-	BIRLA SUN LIFE INSURANCE	LIFE INSURANCE - PRIVATE
38	870	-	-	SBI LIFE	LIFE INSURANCE - PRIVATE
39	886	-	-	HDFC MUTUAL FUND	MUTUAL FUND
40	895	799	-96	ORIENTAL BANK	BANK - PSU

CATEGORY WISE

ALL INDIA LISTINGS



BFSI

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
41	915	-	-	SBI CARD	CREDIT CARDS
42	920	-	-	CENTRAL BANK OF INDIA	BANK - PSU
43	981	492	-489	MAX LIFE INSURANCE	LIFE INSURANCE - PRIVATE
44	992	852	-140	BANK OF MAHARASHTRA	BANK - PSU

BANK - FEDERAL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	295	382	87	RBI

BANK - FOREIGN

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	412	147	-265	CITIBANK
2	588	363	-225	HSBC

BANK - PRIVATE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	17	27	10	ICICI BANK
2	69	74	05	HDFC BANK
3	143	208	65	AXIS BANK
4	159	194	35	KOTAK MAHINDRA BANK
5	279	138	-141	IDBI BANK
6	339	242	-97	YES BANK
7	416	631	215	BANDHAN BANK
8	586	986	400	INDUSIND BANK

CATEGORY WISE

ALL INDIA LISTINGS

BANK - PSU

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	32	16	-16	STATE BANK OF INDIA
2	171	216	45	BANK OF BARODA
3	229	471	242	CANARA BANK
4	237	244	07	UNION BANK OF INDIA
5	317	71	-246	PUNJAB NATIONAL BANK
6	371	263	-108	BANK OF INDIA
7	415	-	-	DENA BANK
8	725	-	-	PUNJAB AND SIND BANK
9	801	762	-39	INDIAN BANK
10	895	799	-96	ORIENTAL BANK
11	920	-	-	CENTRAL BANK OF INDIA
12	992	852	-140	BANK OF MAHARASHTRA

CREDIT CARDS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	175	921	746	AMERICAN EXPRESS
2	915	-	-	SBI CARD

FINANCIAL SERVICES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	89	83	-06	MUTHOOT FINANCE
2	589	-	-	EDELWEISS

FINANCIAL SERVICES - RURAL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	778	226	-552	TVS CREDIT

GENERAL INSURANCE - PRIVATE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	476	-	-	TATA AIG
2	605	228	-377	BAJAJ ALLIANZ
3	766	-	-	ICICI LOMBARD

GENERAL INSURANCE - PSU

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	451	573	122	GENERAL INSURANCE CORPORATION
2	785	595	-190	NEW INDIA ASSURANCE

CATEGORY WISE

ALL INDIA LISTINGS

HEALTH INSURANCE - PRIVATE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	523	-	-	STAR HEALTH

LIFE INSURANCE - PRIVATE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	88	89	01	AVIVA LIFE INSURANCE
2	653	-	-	METLIFE
3	828	-	-	ICICI PRUDENTIAL
4	840	-	-	BIRLA SUN LIFE INSURANCE
5	870	-	-	SBI LIFE
6	981	492	-489	MAX LIFE INSURANCE

LIFE INSURANCE - PSU

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	30	19	-11	LIC

MUTUAL FUND

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	519	911	392	SBI MUTUAL FUND
2	755	-	-	UTI
3	886	-	-	HDFC MUTUAL FUND

CATEGORY WISE

ALL INDIA LISTINGS



BRANDED FASHION

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	509	301	-208	GUCCI	BRANDED FASHION - LUXURY
2	720	-	-	FASTRACK	BRANDED FASHION
3	834	640	-194	ARMANI	BRANDED FASHION - LUXURY
4	998	220	-778	DENIM	BRANDED FASHION

BRANDED FASHION

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	720	-	-	FASTRACK
2	998	220	-778	DENIM

BRANDED FASHION - LUXURY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	509	301	-208	GUCCI
2	834	640	-194	ARMANI

CATEGORY WISE

ALL INDIA LISTINGS



CONSTRUCTION

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	271	-	-	HIRANANDANI	REAL ESTATE
2	494	656	162	GODREJ PROPERTIES	REAL ESTATE
3	578	717	139	DLF	REAL ESTATE
4	687	-	-	KALPATARU	REAL ESTATE
5	710	-	-	LODHA	REAL ESTATE
6	727	-	-	RUSTOMJEE	REAL ESTATE
7	743	329	-414	K.RAHEJA	REAL ESTATE
8	753	-	-	DOSTI	REAL ESTATE
9	871	-	-	SIDDHA	REAL ESTATE
10	912	-	-	AKSHAYA	REAL ESTATE
11	930	-	-	L&T CONSTRUCTION	EPC CONTRACTORS

EPC CONTRACTORS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	930	-	-	L&T CONSTRUCTION

REAL ESTATE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	271	-	-	HIRANANDANI
2	494	656	162	GODREJ PROPERTIES
3	578	717	139	DLF
4	687	-	-	KALPATARU
5	710	-	-	LODHA
6	727	-	-	RUSTOMJEE
7	743	329	-414	K.RAHEJA
8	753	-	-	DOSTI
9	871	-	-	SIDDHA
10	912	-	-	AKSHAYA

CATEGORY WISE

ALL INDIA LISTINGS



CONSUMER APPLIANCES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	75	148	73	USHA	FANS
2	86	518	432	LIVPURE	WATER PURIFIERS
3	95	354	259	OKAYA	INVERTER BATTERIES
4	194	-	-	BAJAJ ELECTRICALS	FANS
5	210	582	372	LUMINOUS	INVERTER BATTERIES
6	214	419	205	CROMPTON GREAVES	FANS
7	230	388	158	BAJAJ ELECTRICALS	DIVERSIFIED
8	273	-	-	AQUAGUARD	WATER PURIFIERS
9	301	257	-44	ORIENT	FANS
10	370	466	96	KENT	WATER PURIFIERS
11	373	-	-	A.O. SMITH	WATER HEATERS
12	452	-	-	HAIER	FANS
13	540	893	353	PHILIPS	IRONS
14	574	-	-	ACTIVE	FANS
15	614	-	-	ATOMBERG	FANS
16	677	247	-430	PHILIPS	DIVERSIFIED
17	709	910	201	POLAR	FANS
18	712	818	106	HAVELLS	FANS
19	749	304	-445	KHAITAN	FANS
20	774	-	-	PUREIT	WATER PURIFIERS
21	796	-	-	SAMSUNG	KITCHEN APPLIANCES
22	849	-	-	GENUS	INVERTER BATTERIES
23	889	757	-132	BUTTERFLY	KITCHEN PRODUCTS
24	947	-	-	NIAGRA	WATER PURIFIERS
25	972	-	-	BAJAJ	KITCHEN APPLIANCES

DIVERSIFIED

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	230	388	158	BAJAJ ELECTRICALS
2	677	247	-430	PHILIPS

CATEGORY WISE

ALL INDIA LISTINGS

FANS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	75	148	73	USHA
2	194	-	-	BAJAJ ELECTRICALS
3	214	419	205	CROMPTON GREAVES
4	301	257	-44	ORIENT
5	452	-	-	HAIER
6	574	-	-	ACTIVE
7	614	-	-	ATOMBERG
8	709	910	201	POLAR
9	712	818	106	HAVELLS
10	749	304	-445	KHAITAN

INVERTER BATTERIES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	95	354	259	OKAYA
2	210	582	372	LUMINOUS
3	849	-	-	GENUS

IRONS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	540	893	353	PHILIPS

KITCHEN APPLIANCES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	796	-	-	SAMSUNG
2	972	-	-	BAJAJ

KITCHEN PRODUCTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	889	757	-132	BUTTERFLY

WATER HEATERS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	373	-	-	A.O. SMITH

CATEGORY WISE

ALL INDIA LISTINGS

WATER PURIFIERS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	86	518	432	LIVPURE
2	273	-	-	AQUAGUARD
3	370	466	96	KENT
4	774	-	-	PUREIT
5	947	-	-	NIAGRA

CATEGORY WISE

ALL INDIA LISTINGS



CONSUMER ELECTRONICS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	03	15	12	LG	TELEVISIONS
2	04	07	03	SAMSUNG	TELEVISIONS
3	07	29	22	LG	REFRIGERATORS
4	14	127	113	SAMSUNG	REFRIGERATORS
5	24	100	76	SONY	TELEVISIONS
6	26	73	47	LG	WASHING MACHINES
7	43	90	47	SAMSUNG	AIR CONDITIONERS
8	49	75	26	PANASONIC	TELEVISIONS
9	52	95	43	LG	AIR CONDITIONERS
10	53	626	573	SYMPHONY	AIR COOLERS
11	57	-	-	SONY	AIR CONDITIONERS
12	63	58	-5	GODREJ	REFRIGERATORS
13	68	97	29	WHIRLPOOL	WASHING MACHINES
14	73	154	81	VIDEOCON	TELEVISIONS
15	76	88	12	DAIKIN	AIR CONDITIONERS
16	77	78	01	VOLTAS	AIR CONDITIONERS
17	78	03	-75	SAMSUNG	DIVERSIFIED
18	98	149	51	ONIDA	TELEVISIONS
19	101	135	34	WHIRLPOOL	REFRIGERATORS
20	106	478	372	MI	TELEVISIONS
21	107	84	-23	PANASONIC	AIR CONDITIONERS
22	115	96	-19	SAMSUNG	WASHING MACHINES
23	124	256	132	SONY	AUDIO EQUIPMENTS
24	135	380	245	WHIRLPOOL	AIR CONDITIONERS
25	168	-	-	GODREJ	AIR CONDITIONERS
26	182	473	291	KELVINATOR	REFRIGERATORS
27	189	-	-	ONIDA	WASHING MACHINES
28	215	-	-	GODREJ	TELEVISIONS
29	223	434	211	O GENERAL	AIR CONDITIONERS
30	250	13	-237	LG	DIVERSIFIED
31	269	217	-52	BLUE STAR	AIR CONDITIONERS
32	292	-	-	VOLTAS	REFRIGERATORS
33	294	529	235	VIDEOCON	WASHING MACHINES
34	297	243	-54	GODREJ	WASHING MACHINES
35	299	-	-	PANASONIC	WASHING MACHINES
36	323	-	-	SONY BRAVIA	TELEVISION - BRAND
37	324	528	204	HAIER	AIR CONDITIONERS
38	325	172	-153	HITACHI	AIR CONDITIONERS
39	334	339	05	SANSUI	TELEVISIONS
40	340	258	-82	CARRIER	AIR CONDITIONERS

CATEGORY WISE

ALL INDIA LISTINGS



CONSUMER ELECTRONICS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
41	343	532	189	VIDEOCON	REFRIGERATORS
42	345	252	-93	ONIDA	AIR CONDITIONERS
43	350	-	-	VU	TELEVISIONS
44	359	270	-89	LLOYD	AIR CONDITIONERS
45	427	650	223	TOSHIBA	TELEVISIONS
46	439	-	-	SAREGAMA CARVAAN	PERSONAL DIGITAL AUDIO PLAYER
47	440	-	-	PANASONIC	AUDIO EQUIPMENTS
48	441	-	-	LEGENDS	AUDIO EQUIPMENTS
49	501	933	432	TCL	TELEVISIONS
50	541	333	-208	PHILIPS	TELEVISIONS
51	544	447	-97	IFB	WASHING MACHINES
52	562	-	-	BAJAJ	MICROWAVES
53	591	-	-	SAMSUNG	AUDIO EQUIPMENTS
54	594	801	207	LG	MICROWAVES
55	611	188	-423	PANASONIC	DIVERSIFIED
56	621	-	-	BOSCH	WASHING MACHINES
57	656	605	-51	HAIER	WASHING MACHINES
58	759	-	-	SONY	WASHING MACHINES
59	790	-	-	KOMPACT	AUDIO EQUIPMENTS
60	815	-	-	VIDEOCON	AIR CONDITIONERS
61	827	-	-	WHIRLPOOL	TELEVISIONS
62	837	-	-	KHAITAN	AIR COOLERS
63	847	412	-435	JBL	AUDIO EQUIPMENTS
64	873	-	-	EESL	AIR CONDITIONERS
65	943	786	-157	BOSE	AUDIO EQUIPMENTS
66	952	-	-	SONY OLED	TELEVISIONS

CATEGORY WISE

ALL INDIA LISTINGS

AIR CONDITIONERS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	43	90	47	SAMSUNG
2	52	95	43	LG
3	57	-	-	SONY
4	76	88	12	DAIKIN
5	77	78	01	VOLTAS
6	107	84	-23	PANASONIC
7	135	380	245	WHIRLPOOL
8	168	-	-	GODREJ
9	223	434	211	O GENERAL
10	269	217	-52	BLUE STAR
11	324	528	204	HAIER
12	325	172	-153	HITACHI
13	340	258	-82	CARRIER
14	345	252	-93	ONIDA
15	359	270	-89	LLOYD
16	815	-	-	VIDEOCON
17	873	-	-	EESL

AIR COOLERS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	53	626	573	SYMPHONY
2	837	-	-	KHAITAN

AUDIO EQUIPMENTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	124	256	132	SONY
2	440	-	-	PANASONIC
3	441	-	-	LEGENDS
4	591	-	-	SAMSUNG
5	790	-	-	KOMPACT
6	847	412	-435	JBL
7	943	786	-157	BOSE

CATEGORY WISE

ALL INDIA LISTINGS

DIVERSIFIED

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	78	03	-75	SAMSUNG
2	250	13	-237	LG
3	611	188	-423	PANASONIC

MICROWAVES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	562	-	-	BAJAJ
2	594	801	207	LG

PERSONAL DIGITAL AUDIO PLAYER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	439	-	-	SAREGAMA CARVAAN

REFRIGERATORS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	07	29	22	LG
2	14	127	113	SAMSUNG
3	63	58	-5	GODREJ
4	101	135	34	WHIRLPOOL
5	182	473	291	KELVINATOR
6	292	-	-	VOLTAS
7	343	532	189	VIDEOCON

TELEVISION - BRAND

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	323	-	-	SONY BRAVIA

CATEGORY WISE

ALL INDIA LISTINGS

TELEVISIONS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	03	15	12	LG
2	04	07	03	SAMSUNG
3	24	100	76	SONY
4	49	75	26	PANASONIC
5	73	154	81	VIDEOCON
6	98	149	51	ONIDA
7	106	478	372	MI
8	215	-	-	GODREJ
9	334	339	05	SANSUI
10	350	-	-	VU
11	427	650	223	TOSHIBA
12	501	933	432	TCL
13	541	333	-208	PHILIPS
14	827	-	-	WHIRLPOOL
15	952	-	-	SONY OLED

WASHING MACHINES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	26	73	47	LG
2	68	97	29	WHIRLPOOL
3	115	96	-19	SAMSUNG
4	189	-	-	ONIDA
5	294	529	235	VIDEOCON
6	297	243	-54	GODREJ
7	299	-	-	PANASONIC
8	544	447	-97	IFB
9	621	-	-	BOSCH
10	656	605	-51	HAIER
11	759	-	-	SONY

CATEGORY WISE

ALL INDIA LISTINGS



DINNERWARE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	679	-	-	LA OPALA	CROCKERY
2	899	-	-	INDUS PEOPLE	CROCKERY
3	927	-	-	NISHITA	CROCKERY - PREMIUM

CROCKERY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	679	-	-	LA OPALA
2	899	-	-	INDUS PEOPLE

CROCKERY - PREMIUM

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	927	-	-	NISHITA



DIVERSIFIED

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	251	48	-203	TATA	DIVERSIFIED
2	277	32	-245	SONY	DIVERSIFIED
3	318	153	-165	RELIANCE	DIVERSIFIED
4	518	306	-212	ITC	DIVERSIFIED
5	874	105	-769	GODREJ	DIVERSIFIED



DTH

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	331	269	-62	TATA SKY	DTH
2	615	444	-171	AIRTEL	DTH
3	949	-	-	DISH TV	DTH

CATEGORY WISE

ALL INDIA LISTINGS



EDUCATION

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	225	-	-	EUROKIDS	PRE-SCHOOL
2	708	113	-595	ZEE LEARN	DIVERSIFIED
3	908	-	-	NIIT	TRAINING INSTITUTE

DIVERSIFIED

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	708	113	-595	ZEE LEARN

PRE-SCHOOL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	225	-	-	EUROKIDS

TRAINING INSTITUTE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	908	-	-	NIIT



ENERGY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	179	460	281	BHARATGAS	LPG
2	199	-	-	POWER	PETROLEUM - BRAND
3	231	-	-	INDANE	LPG
4	280	192	-88	HINDUSTAN PETROLEUM	OIL & GAS - RETAIL
5	527	-	-	NTPC	POWER GENERATION
6	627	319	-308	RELIANCE PETROLEUM	OIL & GAS - DIVERSIFIED
7	857	753	-104	ADANI POWER	ELECTRIC UTILITY
8	954	725	-229	NAYARA ENERGY	OIL & GAS
9	987	391	-596	INDIAN OIL	OIL & GAS - RETAIL

CATEGORY WISE

ALL INDIA LISTINGS

ELECTRIC UTILITY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	857	753	-104	ADANI POWER

LPG

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	179	460	281	BHARATGAS
2	231	-	-	INDANE

OIL & GAS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	954	725	-229	NAYARA ENERGY

OIL & GAS - DIVERSIFIED

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	627	319	-308	RELIANCE PETROLEUM

OIL & GAS - RETAIL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	280	192	-88	HINDUSTAN PETROLEUM
2	987	391	-596	INDIAN OIL

PETROLEUM - BRAND

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	199	-	-	POWER

POWER GENERATION

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	527	-	-	NTPC

CATEGORY WISE

ALL INDIA LISTINGS



FAST MOVING ELECTRICAL GOODS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	211	107	-104	PHILIPS	LIGHTING
2	218	150	-68	PHILIPS LED	LED LIGHTING
3	235	652	417	SYSPA LED	LED LIGHTING
4	428	-	-	HAVELLS	LIGHTING
5	641	875	234	ANCHOR	SWITCHES
6	670	386	-284	SURYA	LIGHTING
7	722	-	-	PRITAM	SWITCHES
8	823	-	-	BAJAJ ELECTRICALS	LED LIGHTING
9	839	-	-	CONA	SWITCHES
10	846	-	-	BAJAJ ELECTRICALS	LIGHTING
11	924	-	-	SURYA LED	LED LIGHTING

LED LIGHTING

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	218	150	-68	PHILIPS LED
2	235	652	417	SYSPA LED
3	823	-	-	BAJAJ ELECTRICALS
4	924	-	-	SURYA LED

LIGHTING

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	211	107	-104	PHILIPS
2	428	-	-	HAVELLS
3	670	386	-284	SURYA
4	846	-	-	BAJAJ ELECTRICALS

SWITCHES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	641	875	234	ANCHOR
2	722	-	-	PRITAM
3	839	-	-	CONA

CATEGORY WISE

ALL INDIA LISTINGS



FMCG

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	12	92	80	FOGG	DEO/PERFUME
2	22	11	-11	LAKME	COSMETICS
3	39	235	196	PATANJALI DANT KANTI	TOOTHPASTE
4	56	47	-09	DOVE	SOAPS
5	64	26	-38	COLGATE	TOOTHPASTE
6	72	21	-51	LUX	SOAPS
7	84	82	-02	DETTOOL	SOAPS
8	91	-	-	HUDA	COSMETICS - PREMIUM
9	94	67	-27	NIVEA	SKINCARE
10	97	-	-	COLGATE	TOOTHBRUSHES
11	99	104	05	DOVE	SHAMPOO
12	113	308	195	GARNIER	SKINCARE
13	122	130	08	POND'S	SKINCARE
14	123	310	187	DETTOOL	ANTISEPTIC PRODUCTS
15	129	276	147	WHISPER	PERSONAL HYGIENE PRODUCTS
16	139	739	600	DETTOOL	HANDWASH
17	145	988	843	STAYFREE	PERSONAL HYGIENE PRODUCTS
18	146	272	126	HIMALAYA	SOAPS - AYURVEDIC
19	162	189	27	POND'S	TALCUM POWDER
20	170	-	-	ELLE 18	COSMETICS
21	176	765	589	VLCC	SKINCARE
22	178	227	49	CLOSE UP	TOOTHPASTE
23	180	-	-	BLUE HEAVEN COSMETICS	COSMETICS
24	184	236	52	SUNSILK	SHAMPOO
25	190	469	279	CINTHOL	SOAPS
26	192	164	-28	L'OREAL	SHAMPOO
27	193	117	-76	PEARS	SOAPS
28	197	112	-85	PARACHUTE	HAIR OIL
29	200	608	408	HIMALAYA	SHAMPOO - AYURVEDIC
30	201	590	389	GODREJ NO.1	SOAPS
31	203	195	-08	L'OREAL	COSMETICS
32	222	259	37	CLINIC PLUS	SHAMPOO
33	227	177	-50	PATANJALI	DIVERSIFIED

CATEGORY WISE

ALL INDIA LISTINGS



FMCG

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
34	233	774	541	TRESEMME	SHAMPOO
35	238	-	-	MAYBELLINE	LIPSTICK
36	240	261	21	DABUR AMLA	HAIR OIL
37	242	215	-27	GLOW & LOVELY	SKIN LIGHTENING PRODUCTS
38	244	290	46	LIFEBOUY	ANTISEPTIC PRODUCTS
39	257	211	-46	SURF EXCEL	FABRICARE
40	260	160	-100	MAYBELLINE	COSMETICS
41	263	654	391	AMWAY	DIRECT SELLING
42	275	229	-46	GARNIER	HAIR COLOUR
43	276	286	10	RIN	FABRICARE
44	278	110	-168	HIMALAYA	SKINCARE - AYURVEDIC
45	285	-	-	YARDLEY	DEO/PERFUME
46	291	432	141	PATANJALI	SKINCARE - AYURVEDIC
47	306	300	-06	PATANJALI	SOAPS - AYURVEDIC
48	310	730	420	AVON	COSMETICS
49	316	456	140	FEVICOL	ADHESIVE
50	322	558	236	FA	DEO/PERFUME
51	326	418	92	REVLON	COSMETICS
52	328	218	-110	VIVEL	SOAPS
53	330	503	173	NIRMA	FABRICARE
54	333	589	256	BOROLINE	ANTISEPTIC CREAM - AYURVEDIC
55	346	658	312	PATANJALI KESH KANTI	HAIR OIL - AYURVEDIC
56	358	179	-179	PANTENE	SHAMPOO
57	360	201	-159	pond's	COSMETICS
58	361	-	-	LOTUS	COSMETICS
59	367	629	262	NIPPO	CONSUMER BATTERIES
60	379	969	590	GOODKNIGHT	PEST REPELLENT
61	381	-	-	SUGAR	COSMETICS
62	385	240	-145	SENSODYNE	TOOTHPASTE
63	390	979	589	SOFY	PERSONAL HYGIENE PRODUCTS
64	396	372	-24	HEAD & SHOULDERS	SHAMPOO
65	402	357	-45	BAJAJ ALMOND DROPS	HAIR OIL
66	404	-	-	REVLON	LIPSTICK
67	413	601	188	VIM	DISHCARE
68	414	499	85	WHEEL	FABRICARE
69	419	-	-	WHITE TONE	SKIN LIGHTENING PRODUCTS
70	420	233	-187	PEPSODENT	TOOTHPASTE
71	422	430	08	HARPIC	TOILET CLEANER
72	445	-	-	MAMAEARTH	COSMETICS
73	455	915	460	WILD STONE	DEO/PERFUME

CATEGORY WISE

ALL INDIA LISTINGS



FMCG

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
74	464	400	-64	MEDIMIX	SOAPS - AYURVEDIC
75	474	-	-	NYLE SHAMPOO	SHAMPOO
76	475	-	-	INDULEKHA BHRINGA OIL	HAIR OIL - AYURVEDIC
77	477	-	-	EMAMI NAVRATNA	HAIR OIL
78	485	613	128	JOHNSON & JOHNSON	BABY PRODUCTS - DIVERSIFIED
79	486	680	194	HAMAM	SOAPS
80	499	307	-192	LOTUS	SKINCARE
81	510	882	372	LIZOL	FLOOR DISINFECTANT
82	514	250	-264	VASELINE	SKINCARE
83	516	-	-	VICCO	SKINCARE - AYURVEDIC
84	517	812	295	DOVE	SKINCARE
85	532	-	-	DABUR VATIKA	SHAMPOO - AYURVEDIC
86	545	385	-160	NIHAR NATURALS	HAIR OIL
87	546	-	-	GODREJ EXPERT RICH CRÈME	HAIR COLOUR
88	552	368	-184	GOLD FLAKE	CIGARETTE - BRAND
89	557	749	192	SAVLON	ANTISEPTIC PRODUCTS
90	566	-	-	AYUR	SKINCARE
91	572	-	-	DABUR	DIVERSIFIED
92	580	-	-	DURACELL	CONSUMER BATTERIES
93	581	-	-	EVERYUTH	SKINCARE
94	582	-	-	CHICCO	BABY PRODUCTS - DIVERSIFIED
95	592	343	-249	TIDE	FABRICARE
96	597	-	-	YARDLEY	TALCUM POWDER
97	603	461	-142	SUNLIGHT	FABRICARE
98	608	457	-151	CHAMBOR	COSMETICS
99	626	-	-	DABUR VATIKA	HAIR OIL - AYURVEDIC
100	629	-	-	AYUSH	SHAMPOO
101	630	-	-	ENVY	DEO/PERFUME
102	633	808	175	EVA	DEO/PERFUME
103	637	-	-	HIMALAYA	COSMETICS
104	643	320	-323	MAC	COSMETICS - PREMIUM
105	649	394	-255	PARK AVENUE	DEO/PERFUME
106	664	-	-	NYKAA LOVE STRUCK PERFUME	DEO/PERFUME
107	671	803	132	MEERA	SHAMPOO - HERBAL
108	680	863	183	BOROPLUS	ANTISEPTIC CREAM - AYURVEDIC
109	693	-	-	HALO	SHAMPOO
110	697	-	-	NYKAA	LIPSTICK
111	704	507	-197	REXONA	SOAPS
112	705	-	-	FENA	FABRICARE
113	711	331	-380	HINDUSTAN UNILEVER	DIVERSIFIED

CATEGORY WISE

ALL INDIA LISTINGS



FMCG

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
114	714	-	-	mysore sandal	SOAPS - AYURVEDIC
115	719	453	-266	eveready	CONSUMER BATTERIES
116	729	409	-320	l'oreal	HAIR COLOUR
117	741	184	-557	santoor	SOAPS
118	744	-	-	inglot	COSMETICS
119	767	-	-	suthol	ANTISEPTIC PRODUCTS
120	771	-	-	biotique	COSMETICS
121	772	196	-576	ariel	FABRICARE
122	773	-	-	l.a. girl	COSMETICS
123	784	711	-73	chik	SHAMPOO
124	787	330	-457	faces	COSMETICS
125	795	813	18	godrej expert	HAIR COLOUR
126	798	-	-	mangaldeep	AGARBATTIS
127	811	-	-	daaz	COSMETICS
128	816	569	-247	cycle agarbatti	AGARBATTIS
129	842	768	-74	margo	SOAPS - AYURVEDIC
130	855	-	-	patanjali	SHAMPOO - AYURVEDIC
131	868	-	-	fiama di wills	SHAMPOO
132	875	-	-	chandrika	SOAPS - AYURVEDIC
133	880	-	-	wills navy cut	CIGARETTE - BRAND
134	883	536	-347	garnier	SHAMPOO
135	970	-	-	pedigree	DOG FOOD
136	976	981	05	fiama	SOAPS
137	980	566	-414	emami	DIVERSIFIED
138	984	-	-	ayur	SHAMPOO - HERBAL
139	993	-	-	shahnaz husain	SKINCARE
140	995	-	-	ok active wheel	FABRICARE

ADHESIVE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	316	456	140	fevicol

AGARBATTIS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	798	-	-	mangaldeep
2	816	569	-247	cycle agarbatti

CATEGORY WISE

ALL INDIA LISTINGS

ANTISEPTIC CREAM - AYURVEDIC

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	333	589	256	BOROLINE
2	680	863	183	BOROPLUS

ANTISEPTIC PRODUCTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	123	310	187	DETTOLE
2	244	290	46	LIFEBOUY
3	557	749	192	SAVLON
4	767	-	-	SUTHOL

BABY PRODUCTS - DIVERSIFIED

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	485	613	128	JOHNSON & JOHNSON
2	582	-	-	CHICCO

CIGARETTE - BRAND

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	552	368	-184	GOLD FLAKE
2	880	-	-	WILLS NAVY CUT

CONSUMER BATTERIES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	367	629	262	NIPPO
2	580	-	-	DURACELL
3	719	453	-266	EVEREADY

COSMETICS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	22	11	-11	LAKME
2	170	-	-	ELLE 18
3	180	-	-	BLUE HEAVEN COSMETICS
4	203	195	-8	L'OREAL
5	260	160	-100	MAYBELLINE
6	310	730	420	AVON
7	326	418	92	REVLON
8	360	201	-15	COND'S

CATEGORY WISE

ALL INDIA LISTINGS

COSMETICS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
9	361	-	-	LOTUS
10	381	-	-	SUGAR
11	445	-	-	MAMAEARTH
12	608	457	-151	CHAMBOR
13	637	-	-	HIMALAYA
14	744	-	-	INGLOT
15	771	-	-	BIOTIQUE
16	773	-	-	L.A. GIRL
17	787	330	-457	FACES
18	811	-	-	DAZLLER LIPSTICKS

COSMETICS - PREMIUM

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	91	-	-	HUDA
2	643	320	-323	MAC

DEO/PERFUME

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	12	92	80	FOGG
2	285	-	-	YARDLEY
3	322	558	236	FA
4	455	915	460	WILD STONE
5	630	-	-	ENVY
6	633	808	175	EVA
7	649	394	-255	PARK AVENUE
8	664	-	-	NYKAA LOVE STRUCK PERFUME

DIRECT SELLING

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	263	654	391	AMWAY

DISHCARE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	413	601	188	VIM

CATEGORY WISE

ALL INDIA LISTINGS

DIVERSIFIED

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	227	177	-50	PATANJALI
2	572	-	-	DABUR
3	711	331	-380	HINDUSTAN UNILEVER
4	980	566	-414	EMAMI

DOG FOOD

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	970	-	-	PEDIGREE

FABRICARE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	257	211	-46	SURF EXCEL
2	276	286	10	RIN
3	330	503	173	NIRMA
4	414	499	85	WHEEL
5	592	343	-249	TIDE
6	603	461	-142	SUNLIGHT
7	705	-	-	FENA
8	772	196	-576	ARIEL
9	995	-	-	OK ACTIVE WHEEL

FLOOR DISINFECTANT

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
81	510	882	372	LIZOL

HAIR COLOUR

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	275	229	-46	GARNIER
2	546	-	-	GODREJ EXPERT RICH CRÈME
3	729	409	-320	L'OREAL
4	795	813	18	GODREJ EXPERT

CATEGORY WISE

ALL INDIA LISTINGS

HAIR OIL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	197	112	-85	PARACHUTE
2	240	261	21	DABUR AMLA
3	402	357	-45	BAJAJ ALMOND DROPS
4	477	-	-	EMAMI NAVRATNA
5	545	385	-160	NIHAR NATURALS

HAIR OIL - AYURVEDIC

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	346	658	312	PATANJALI KESH KANTI
2	475	-	-	INDULEKHA BHRINGA OIL
3	626	-	-	DABUR VATIKA

HANDWASH

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	139	739	600	DETTOLE

LIPSTICK

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	238	-	-	MAYBELLINE
2	404	-	-	REVLON
3	697	-	-	NYKAA

PERSONAL HYGIENE PRODUCTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	129	276	147	WHISPER
2	145	988	843	STAYFREE
3	390	979	589	SOFY

PEST REPELLENT

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	379	969	590	GOODKNIGHT

CATEGORY WISE

ALL INDIA LISTINGS

SHAMPOO

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	99	104	05	DOVE
2	184	236	52	SUNSILK
3	192	164	-28	L'OREAL
4	222	259	37	CLINIC PLUS
5	233	774	541	TRESEMME
6	358	179	-179	PANTENE
7	396	372	-24	HEAD & SHOULDERS
8	474	-	-	NYLE SHAMPOO
9	629	-	-	AYUSH
10	693	-	-	HALO
11	784	711	-73	CHIK
12	868	-	-	FIAMA DI WILLS
13	883	536	-347	GARNIER

SHAMPOO - AYURVEDIC

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	200	608	408	HIMALAYA
2	532	-	-	DABUR VATIKA
3	855	-	-	PATANJALI

SHAMPOO - HERBAL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	671	803	132	MEERA
2	984	-	-	AYUR

SKIN LIGHTENING PRODUCTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	242	215	-27	GLOW & LOVELY
2	419	-	-	WHITE TONE

CATEGORY WISE

ALL INDIA LISTINGS

SKINCARE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	94	67	-27	NIVEA
2	113	308	195	GARNIER
3	122	130	08	POND'S
4	176	765	589	VLCC
5	499	307	-192	LOTUS
6	514	250	-264	VASELINE
7	517	812	295	DOVE
8	566	-	-	AYUR
9	581	-	-	EVERYUTH
10	993	-	-	SHAHNAZ HUSAIN

SKINCARE - AYURVEDIC

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	278	110	-168	HIMALAYA
2	291	432	141	PATANJALI
3	516	-	-	VICCO

SOAPS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	56	47	-09	DOVE
2	72	21	-51	LUX
3	84	82	-2	DETTOL
4	190	469	279	CINTHOL
5	193	117	-76	PEARS
6	201	590	389	GODREJ NO.1
7	328	218	-110	VIVEL
8	486	680	194	HAMAM
9	704	507	-197	REXONA
10	741	184	-557	SANTOOR
11	976	981	05	FIAMA

SOAPS - AYURVEDIC

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	146	272	126	HIMALAYA
2	306	300	-06	PATANJALI
3	464	400	-64	MEDIMIX
4	714	-	-	mysore sandal
5	842	768	-74	MARGO
6	875	-	-	CHANDRIKA

CATEGORY WISE

ALL INDIA LISTINGS

TALCUM POWDER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	162	189	27	POND'S
2	597	-	-	YARDLEY

TOILET CLEANER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	422	430	08	HARPIC

TOOTHBRUSHES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	97	-	-	COLGATE

TOOTHPASTE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	39	235	196	PATANJALI DANT KANTI
2	64	26	-38	COLGATE
3	178	227	49	CLOSE UP
4	385	240	-145	SENSODYNE
5	420	233	-187	PEPSODENT

CATEGORY WISE

ALL INDIA LISTINGS



FOOD & BEVERAGE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	13	08	-05	AMUL	MILK
2	20	59	39	AMUL	BUTTER
3	36	30	-06	TATA SALT	SALT
4	42	398	356	AMUL	CHEESE
5	65	205	140	NESCAFÉ	INSTANT COFFEE
6	87	193	106	BRU	INSTANT COFFEE
7	93	44	-49	BRITANNIA	BISCUITS - DIVERSIFIED
8	100	54	-46	NESTLE MAGGI	INSTANT NOODLES
9	102	198	96	HALDIRAM'S	PACKAGED SNACKS
10	117	98	-19	BISLERI	PACKAGED DRINKING WATER
11	119	62	-57	TATA TEA	TEA
12	120	156	36	WAGH BAKRI	TEA
13	125	325	200	CADBURY	CHOCOLATES - DIVERSIFIED
14	134	264	130	FANTA	AERATED BEVERAGES
15	138	232	94	COCA-COLA	AERATED BEVERAGES
16	142	143	01	BALAJI WAFERS	PACKAGED SNACKS
17	151	70	-81	PARLE	BISCUITS - DIVERSIFIED
18	155	334	179	AMUL	GHEE
19	157	314	157	AACHI	SPICES
20	158	660	502	HASMUKH	TEA
21	160	480	320	LIMCA	AERATED BEVERAGES
22	164	49	-115	PEPSI	AERATED BEVERAGES
23	173	167	-06	MDH	SPICES
24	174	403	229	MAAZA	NON-AERATED BEVERAGES
25	181	118	-63	CADBURY DAIRY MILK	CHOCOLATE - BRAND
26	191	123	-68	AASHIRVAAD ATTA	PACKAGED FLOUR
27	196	628	432	VADILAL	ICE CREAM/FROZEN DESSERT
28	213	279	66	NESTLE KITKAT	CHOCOLATE - BRAND
29	219	555	336	THUMS UP	AERATED BEVERAGES
30	224	579	355	DABUR HONEY	HONEY
31	228	297	69	FROOTI	NON-AERATED BEVERAGES

CATEGORY WISE

ALL INDIA LISTINGS



FOOD & BEVERAGE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
32	232	77	-155	HORLICKS	NUTRITIONAL SUPPLEMENTS
33	249	318	69	EVEREST	SPICES
34	252	204	-48	COMPLAN	NUTRITIONAL SUPPLEMENTS
35	262	65	-197	AMUL	DAIRY - DIVERSIFIED
36	270	615	345	CADBURY PERK	CHOCOLATE - BRAND
37	281	80	-201	PARLE G	BISCUITS - BRAND
38	282	274	-8	LIPTON	TEA
39	284	-	-	SCOOPS	ICE CREAM/FROZEN DESSERT
40	286	-	-	CADBURY FUSE	CHOCOLATE BAR
41	287	119	-168	CADBURY 5 STAR	CHOCOLATE - BRAND
42	303	450	147	Sprite	AERATED BEVERAGES
43	305	374	69	KWALITY WALLS	ICE CREAM/FROZEN DESSERT
44	313	396	83	MOTHER DAIRY	MILK
45	320	338	18	BINGO	PACKAGED SNACKS
46	338	512	174	BROOKE BOND TAJ MAHAL	TEA - BRAND
47	341	414	73	SUNRISE FOODS	SPICES
48	347	-	-	LAXMI BHOG	PACKAGED FLOUR
49	355	66	-289	NESTLE	DIVERSIFIED
50	356	586	230	BRITANNIA BOURBON	BISCUITS - BRAND
51	357	462	105	HAVMOR	ICE CREAM/FROZEN DESSERT
52	362	436	74	DHARA	EDIBLE OIL
53	363	470	107	SUNFEAST YIPPEE NOODLES	INSTANT NOODLES
54	365	124	-241	FORTUNE	EDIBLE OIL
55	372	79	-293	SAFFOLA	EDIBLE OIL
56	376	451	75	7UP	AERATED BEVERAGES
57	380	296	-84	BRITANNIA GOODDAY	BISCUITS - BRAND
58	382	-	-	SALONI	EDIBLE OIL
59	389	168	-221	OREO	BISCUITS - BRAND
60	393	359	-34	KELLOGG'S	BREAKFAST CEREAL
61	403	-	-	BRITANNIA	BREAD
62	406	-	-	HARVEST GOLD	BREAD
63	408	163	-245	LAYS	PACKAGED SNACKS
64	409	281	-128	KISSAN	PROCESSED FOODS
65	426	600	174	BOURNVITA	NUTRITIONAL SUPPLEMENTS
66	430	-	-	CADBURY DAIRY MILK SILK	CHOCOLATE BAR
67	431	783	352	SUNDROP	EDIBLE OIL
68	432	203	-229	BRITANNIA	DIVERSIFIED
69	437	-	-	BRITANNIA TREAT	BISCUITS - BRAND
70	448	-	-	MARS GALAXY	CHOCOLATE - BRAND
71	457	861	404	MIRINDA	AERATED BEVERAGES

CATEGORY WISE

ALL INDIA LISTINGS



FOOD & BEVERAGE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
72	458	-	-	NUTELLA	CHOCOLATE HAZELNUT SPREAD
73	468	635	167	MODERN	BAKERY PRODUCTS
74	472	-	-	AMUL TAAZA FULL CREAM	MILK
75	490	-	-	NESTLE MUNCH	CHOCOLATE - BRAND
76	491	-	-	METRO DAIRY	DAIRY - DIVERSIFIED
77	492	966	474	SNICKERS	CHOCOLATE BAR
78	493	-	-	WIBS	BREAD
79	507	515	08	COOKME	SPICES
80	526	791	265	AQUAFINA	PACKAGED DRINKING WATER
81	535	367	-168	TROPICANA	PACKAGED FRUIT JUICE
82	543	442	-101	RED BULL	ENERGY DRINK
83	551	509	-42	PRIYAGOLD	BISCUITS - DIVERSIFIED
84	553	-	-	SARAS	GHEE
85	564	294	-270	MTR	RTC FOODS
86	568	-	-	BRITANNIA JIM JAM	BISCUITS - BRAND
87	577	-	-	GOWARDHAN	GHEE
88	590	245	-345	DABUR REAL	PACKAGED FRUIT JUICE
89	595	553	-42	KINLEY	PACKAGED DRINKING WATER
90	596	291	-305	INDIA GATE	PACKAGED RICE
91	599	663	64	GANESH	PACKAGED FLOUR
92	604	-	-	ANANDA DAIRY	DAIRY - DIVERSIFIED
93	609	234	-375	SUNFEAST	BISCUITS - DIVERSIFIED
94	610	251	-359	BOOST	NUTRITIONAL SUPPLEMENTS
95	617	-	-	VISHAL SPICES	SPICES
96	619	722	103	BIKAJI	PACKAGED SNACKS
97	634	-	-	SUNFLOWER OIL	EDIBLE OIL
98	638	-	-	BAILLEY	PACKAGED DRINKING WATER
99	640	-	-	UNCLE CHIPPS	PACKAGED SNACKS
100	642	465	-177	GEMINI	EDIBLE OIL
101	644	-	-	TOP RAMEN NOODLES	INSTANT NOODLES
102	645	-	-	SHALIMAR	SPICES
103	646	246	-400	AMUL	ICE CREAM/FROZEN DESSERT
104	648	-	-	K.C. DAS	PACKAGED SWEETS
105	657	746	89	PRIYA	PROCESSED FOODS
106	663	690	27	BADSHAH	SPICES
107	667	-	-	GLUCON-D	INSTANT DRINK MIX
108	683	795	112	LIJJAT	RTC FOODS - PAPAD
109	700	426	-274	NESTLE	MILK
110	703	531	-172	SOCIETY TEA	TEA
111	730	-	-	SWEEKAR	EDIBLE OIL

CATEGORY WISE

ALL INDIA LISTINGS



FOOD & BEVERAGE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
112	732	384	-348	NATURALS	ICE CREAM/FROZEN DESSERT
113	734	-	-	KRISHNA	GHEE
114	736	-	-	FRESCA	NON-AERATED BEVERAGES
115	748	732	-16	PARLE HIDE & SEEK	BISCUITS - BRAND
116	757	-	-	PULSE	CANDY / TOFFEE
117	764	-	-	GEMS	CANDY / TOFFEE
118	770	-	-	HALDIRAM'S	FLAVOURED MILK
119	776	-	-	GOKUL	MILK
120	780	-	-	ANNAPURNA	GHEE
121	786	-	-	SHAKTI BHOG	PACKAGED FLOUR
122	789	-	-	PATANJALI	BISCUITS - DIVERSIFIED
123	793	-	-	ARORA LEMON	AERATED BEVERAGES
124	802	-	-	MOUNTAIN DEW	AERATED BEVERAGES
125	804	881	77	MOTHER DAIRY	DAIRY - DIVERSIFIED
126	809	464	-345	BROOKE BOND RED LABEL	TEA - BRAND
127	813	-	-	FREEDOM	EDIBLE OIL
128	814	-	-	TULEEKA	ICE CREAM/FROZEN DESSERT
129	820	-	-	PROTINEX	NUTRITIONAL SUPPLEMENTS
130	830	-	-	GIRNAR	TEA
131	832	706	-126	MONARK	BISCUITS - DIVERSIFIED
132	852	909	57	RASNA	POWDERED DRINK
133	859	-	-	VIMAL PAN MASALA	MOUTH FRESHENER - TRADITIONAL
134	861	-	-	FORTUNE CHAKKI FRESH ATTA	PACKAGED FLOUR
135	865	-	-	NESTLÉ CERELAC	BABY CEREAL
136	872	839	-26	DELHI MILK SCHEME	MILK
137	877	-	-	GANDOUR SAFARI	CHOCOLATE BAR
138	884	-	-	LOTTE CHOCO PIE	CAKES
139	887	488	-399	PARLE MONACO	BISCUITS - BRAND
140	891	-	-	TATA CHAKRA GOLD TEA	TEA - BRAND
141	892	-	-	BROOKE BOND TAZZA	TEA - BRAND
142	894	827	-67	HAMDARD ROOH AFZA	CONCENTRATED SQUASH
143	896	-	-	PARLE HAPPY HAPPY	BISCUITS - BRAND
144	897	-	-	BOMB BLAST	CANDY / TOFFEE
145	903	623	-280	KURKURE	PACKAGED SNACKS
146	905	-	-	BRITANNIA	CAKES
147	906	-	-	ANKUR SALT	SALT
148	907	949	42	BRITANNIA TIGER	BISCUITS - BRAND
149	910	-	-	SARAS	MILK
150	911	806	-105	ANIK	GHEE
151	914	-	-	ISOSTAR	ENERGY DRINK

CATEGORY WISE

ALL INDIA LISTINGS



FOOD & BEVERAGE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
152	916	865	-	DALDA	HYDROGENATED VEGETABLE OIL
153	917	-	-	TANG	POWDERED DRINK
154	921	971	50	PAN PARAG	MOUTH FRESHENER - TRADITIONAL
155	931	-	-	ANNAPURNA	PACKAGED FLOUR
156	932	-	-	RUCHI GOLD OIL	EDIBLE OIL
157	933	-	-	KINDER JOY	CANDY / TOFFEE
158	939	645	-294	KOLIS	PACKAGED SNACKS
159	941	-	-	KOOL-KOOL	PACKAGED DRINKING WATER
160	950	-	-	GOLD DROP OIL	EDIBLE OIL
161	961	-	-	VIJAYA	MILK
162	974	-	-	ENSURE	HEALTH FOOD SUPPLEMENTS
163	979	-	-	SAGR	GHEE
164	982	-	-	ROLICK	ICE CREAM/FROZEN DESSERT
165	983	-	-	HERALD	PROCESSED FOODS
166	999	-	-	CHAMPION GOLD	BISCUITS - DIVERSIFIED

AERATED BEVERAGES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	134	264	130	FANTA
2	138	232	94	COCA-COLA
3	160	480	320	LIMCA
4	164	49	-115	PEPSI
5	219	555	336	THUMS UP
6	303	450	147	SPRITE
7	376	451	75	7UP
8	457	861	404	MIRINDA
9	793	-	-	ARORA LEMON
10	802	-	-	MOUNTAIN DEW

BABY CEREAL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	865	839	-26	NESTLÉ CERELAC

BAKERY PRODUCTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	468	635	167	MODERN

CATEGORY WISE

ALL INDIA LISTINGS

BISCUITS - BRAND

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	281	80	-201	PARLE G
2	356	586	230	BRITANNIA BOURBON
3	380	296	-84	BRITANNIA GOODDAY
4	389	168	-221	OREO
5	437	-	-	BRITANNIA TREAT
6	568	-	-	BRITANNIA JIM JAM
7	748	732	-16	PARLE HIDE & SEEK
8	887	488	-399	PARLE MONACO
9	896	-	-	PARLE HAPPY HAPPY
10	907	949	42	BRITANNIA TIGER

BISCUITS - DIVERSIFIED

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	93	44	-49	BRITANNIA
2	151	70	-81	PARLE
3	551	509	-42	PRIYAGOLD
4	609	234	-375	SUNFEAST
5	789	-	-	PATANJALI
6	832	706	-126	MONARK
7	999	-	-	CHAMPION GOLD

BREAD

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	403	-	-	BRITANNIA
2	406	-	-	HARVEST GOLD
3	493	-	-	WIBS

BREAKFAST CEREAL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	393	359	-34	KELLOGG'S

BUTTER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	20	59	39	AMUL

CATEGORY WISE

ALL INDIA LISTINGS

CAKES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	884	-	-	LOTTE CHOCO PIE
2	905	-	-	BRITANNIA

CANDY / TOFFEE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	757	-	-	PULSE
2	764	-	-	GEMS
3	897	-	-	BOMB BLAST
4	933	-	-	KINDER JOY

CHEESE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	42	398	356	AMUL

CHOCOLATE - BRAND

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	181	118	-63	CADBURY DAIRY MILK
2	213	279	66	NESTLE KITKAT
3	270	615	345	CADBURY PERK
4	287	119	-168	CADBURY 5 STAR
5	448	-	-	MARS GALAXY
6	490	-	-	NESTLE MUNCH

CHOCOLATE BAR

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	286	-	-	CADBURY FUSE
2	430	-	-	CADBURY DAIRY MILK SILK
3	492	966	474	SNICKERS
4	877	-	-	GANDOUR SAFARI

CHOCOLATE HAZELNUT SPREAD

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	458	-	-	NUTELLA

CATEGORY WISE

ALL INDIA LISTINGS

CONCENTRATED SQUASH

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	894	827	-67	HAMDARD ROOH AFZA

DAIRY - DIVERSIFIED

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	262	65	-197	AMUL
2	491	-	-	METRO DAIRY
3	604	-	-	ANANDA DAIRY
4	804	881	77	MOTHER DAIRY

DIVERSIFIED

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	355	66	-289	NESTLE
2	432	203	-229	BRITANNIA

EDIBLE OIL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	362	436	74	DHARA
2	365	124	-241	FORTUNE
3	372	79	-293	SAFFOLA
4	382	-	-	SALONI
5	431	783	352	SUNDROP
6	634	-	-	SUNFLOWER OIL
7	642	465	-177	GEMINI
8	730	-	-	SWEEKAR
9	813	-	-	FREE DOM
10	932	-	-	RUCHI GOLD OIL
11	950	-	-	GOLD DROP OIL

ENERGY DRINK

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	543	442	-101	RED BULL
2	914	-	-	ISOSTAR

FLAVOURED MILK

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	770	-	-	HALDIRAM'S

CATEGORY WISE

ALL INDIA LISTINGS

GHEE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	155	334	179	AMUL
2	553	-	-	SARAS
3	577	-	-	GOWARDHAN
4	734	-	-	KRISHNA
5	780	-	-	ANNAPURNA
6	911	806	-105	ANIK
7	979	-	-	SAGAR

HEALTH FOOD SUPPLEMENTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	974	-	-	ENSURE

HONEY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	224	579	355	DABUR HONEY

HYDROGENATED VEGETABLE OIL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	916	865	-51	DALDA

ICE CREAM/FROZEN DESSERT

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	196	628	432	VADILAL
2	284	-	-	SCOOPS
3	305	374	69	KWALITY WALLS
4	357	462	105	HAVMOR
5	646	246	-400	AMUL
6	732	384	-348	NATURALS
7	814	-	-	TULEEKA
8	982	-	-	ROLICK

INSTANT COFFEE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	65	205	140	NESCAFE
2	87	193	106	BRU

CATEGORY WISE

ALL INDIA LISTINGS

INSTANT DRINK MIX

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	667	-	-	GLUCON-D

INSTANT NOODLES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	100	54	-46	NESTLE MAGGI
2	363	470	107	SUNFEAST YIPPEE NOODLES
3	644	-	-	TOP RAMEN NOODLES

MILK

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	13	08	-5	AMUL
2	313	396	83	MOTHER DAIRY
3	472	-	-	AMUL TAAZA FULL CREAM
4	700	426	-274	NESTLE
5	776	-	-	GOKUL
6	872	-	-	DELHI MILK SCHEME
7	910	-	-	SARAS
8	961	-	-	VIJAYA

MOUTH FRESHENER - TRADITIONAL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	859	-	-	VIMAL PAN MASALA
2	921	971	50	PAN PARAG

NON-AERATED BEVERAGES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	174	403	229	MAAZA
2	228	297	69	FROOTI
3	736	-	-	FRESCA

NUTRITIONAL SUPPLEMENTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	232	77	-155	HORLICKS
2	252	204	-48	COMPLAN
3	426	600	174	BOURNVITA
4	610	251	-359	BOOST
5	820	-	-	PROTINEX

CATEGORY WISE

ALL INDIA LISTINGS

PACKAGED DRINKING WATER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	117	98	-19	BISLERI
2	526	791	265	AQUAFINA
3	595	553	-42	KINLEY
4	638	-	-	BAILLEY
5	941	-	-	KOOL-KOOL

PACKAGED FLOUR

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	191	123	-68	AASHIRVAAD ATTA
2	347	-	-	LAXMI BHOG
3	599	663	64	GANESH
4	786	-	-	SHAKTI BHOG
5	861	-	-	FORTUNE CHAKKI FRESH ATTA
6	931	-	-	ANNAPURNA

PACKAGED FRUIT JUICE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	535	367	-168	TROPICANA
2	590	245	-345	DABUR REAL

PACKAGED RICE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	596	291	-305	INDIA GATE

PACKAGED SNACKS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	102	198	96	HALDIRAM'S
2	142	143	01	BALAJI WAFERS
3	320	338	18	BINGO
4	408	163	-245	LAYS
5	619	722	103	BIKAJI
6	640	-	-	UNCLE CHIPPS
7	903	623	-280	KURKURE
8	939	645	-294	KOLIS

CATEGORY WISE

ALL INDIA LISTINGS

PACKAGED SWEETS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	648	-	-	K.C. DAS

POWDERED DRINK

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	852	909	57	RASNA
2	917	-	-	TANG

PROCESSED FOODS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	409	281	-128	KISSAN
2	657	746	89	PRIYA
3	983	-	-	HERALD

RTC FOODS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	564	294	-270	MTR

RTC FOODS - PAPAD

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	683	795	112	LIJJAT

SALT

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	36	30	-6	TATA SALT
2	906	-	-	ANKUR SALT

SPICES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	157	314	157	AACHI
2	173	167	-6	MDH
3	249	318	69	EVEREST
4	341	414	73	SUNRISE FOODS
5	507	515	08	COOKME
6	617	-	-	VISHAL SPICES
7	645	-	-	SHALIMAR
8	663	690	27	BADSHAH

CATEGORY WISE

ALL INDIA LISTINGS

TEA

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	119	62	-57	TATA TEA
2	120	156	36	WAGH BAKRI
3	158	660	502	HASMUKH
4	282	274	-8	LIPTON
5	703	531	-172	SOCIETY TEA
6	830	-	-	GIRNAR

TEA - BRAND

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	338	512	174	BROOKE BOND TAJ MAHAL
2	809	464	-345	BROOKE BOND RED LABEL
3	891	-	-	TATA CHAKRA GOLD TEA
4	892	-	-	BROOKE BOND TAZZA

CATEGORY WISE

ALL INDIA LISTINGS



GADGETRY

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME	CATEGORY
1	2	12	10	MI	MOBILE PHONES
2	5	2	-3	APPLE iPHONE	MOBILE PHONES
3	6	33	27	OPPO	MOBILE PHONES
4	8	1	-7	SAMSUNG	MOBILE PHONES
5	10	23	13	VIVO	MOBILE PHONES
6	31	46	15	NOKIA	MOBILE PHONES
7	33	919	886	REALME	MOBILE PHONES
8	44	131	87	REDMI	MOBILE PHONES
9	47	197	150	ONE PLUS	MOBILE PHONES
10	59	-	-	XIAOMI	MOBILE PHONES
11	60	-	-	MOTOROLA	MOBILE PHONES
12	67	-	-	POCO	MOBILE PHONES
13	131	356	225	LG	MOBILE PHONES
14	166	51	-115	CANON	CAMERAS
15	188	-	-	SONY	CAMERAS
16	202	-	-	OPPO	EARPHONES
17	239	425	186	NIKON	CAMERAS
18	264	-	-	GRAVITY	MOBILE PHONES
19	308	-	-	SH12	EARPHONES
20	309	625	316	LAVA	MOBILE PHONES - INDIAN
21	342	627	285	MICROMAX	MOBILE PHONES
22	391	671	280	SONY	MOBILE PHONES
23	434	213	-221	SAMSUNG	TABLETS
24	556	611	55	APPLE iPAD	TABLETS
25	559	-	-	BOVTY	EARPHONES
26	565	439	-126	RELIANCE JIO	MOBILE PHONES
27	575	-	-	ONE PLUS	EARPHONES
28	607	674	67	KODAK	CAMERAS
29	639	796	157	ASUS	MOBILE PHONES
30	651	-	-	BoAt	EARPHONES
31	668	761	93	LENOVO	MOBILE PHONES
32	726	856	130	HTC	MOBILE PHONES
33	758	862	104	ZTE	MOBILE PHONES
34	775	-	-	REALME	EARPHONES
35	819	-	-	PANASONIC	MOBILE PHONES
36	843	883	40	HUAWEI	MOBILE PHONES
37	869	-	-	NOKIA	TABLETS
38	878	-	-	REDMI	EARPHONES
39	923	-	-	XOLO	MOBILE PHONES
40	971	942	-29	LENOVO	TABLETS

CATEGORY WISE

ALL INDIA LISTINGS

CAMERAS

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	166	51	-115	CANON
2	188	-	-	SONY
3	239	425	186	NIKON
4	607	674	67	KODAK

EARPHONES

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	202	-	-	OPPO
2	308	-	-	SH12
3	559	-	-	BOVTY
4	575	-	-	ONE PLUS
5	651	-	-	BoAt
6	775	-	-	REALME
7	878	-	-	REDMI

MOBILE PHONES

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	2	12	10	MI
2	5	2	-3	APPLE iPHONE
3	6	33	27	OPPO
4	8	1	-7	SAMSUNG
5	10	23	13	VIVO
6	31	46	15	NOKIA
7	33	919	886	REALME
8	44	131	87	REDMI
9	47	197	150	ONE PLUS
10	59	-	-	XIAOMI
11	60	-	-	MOTOROLA
12	67	-	-	POCO
13	131	356	225	LG
14	264	-	-	GRAVITY
15	342	627	285	MICROMAX
16	391	671	280	SONY
17	565	439	-126	RELIANCE JIO
18	639	796	157	ASUS
19	668	761	93	LENOVO

CATEGORY WISE

ALL INDIA LISTINGS

MOBILE PHONES

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
20	726	856	130	HTC
21	758	862	104	ZTE
22	819	-	-	PANASONIC
23	843	883	40	HUAWEI
24	923	-	-	XOLO

MOBILE PHONES - INDIAN

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	309	625	316	LAVA

TABLETS

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	434	231	-221	SAMSUNG
2	556	611	55	APPLE iPAD
3	869	-	-	NOKIA
4	971	924	-29	LENOVO

CATEGORY WISE

ALL INDIA LISTINGS



HEALTHCARE

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME	CATEGORY
1	71	91	20	PEDIASURE	HEALTH FOOD SUPPLEMENTS - KIDS
2	92	-	-	PATANJALI IMMUNOCHARGE	IMMUNITY SUPPLEMENT - AYURVEDIC
3	136	-	-	JOLLY TULSI 51	IMMUNITY SUPPLEMENT - AYURVEDIC
4	137	-	-	COVAXIN (BHARAT BIOTECH)	COVID-19 VACCINE
5	195	-	-	JANSSEN (JOHNSON & JOHNSON)	COVID-19 VACCINE
6	209	-	-	ZANDU ASVAGANDHA	IMMUNITY SUPPLEMENT - AYURVEDIC
7	217	-	-	REMDESEIVIR	ANTIVIRAL DRUG
8	220	-	-	ZANDU AMALAKI	AYURVEDIC SUPPLEMENT
9	236	-	-	COVAVAX (NOVAVAX-SERUM INSTITUTE OF INDIA)	COVID-19 VACCINE
10	246	-	-	VAT00002/ VAT00008 (SANOFI-GSK)	COVID-19 VACCINE
11	272	-	-	PFIZER-BIONTECH	COVID-19 VACCINE
12	302	323	21	SUN PHARMA	PHARMACEUTICALS - INDIAN
13	327	550	223	DABUR	CHAWANPRASH
14	344	327	-17	CIPLA	PHARMACEUTICALS - INDIAN
15	411	481	70	HIMALAYA	AYURVEDIC PRODUCTS - DIVERSIFIED
16	436	888	452	DR REDDY'S	PHARMACEUTICALS - INDIAN
17	444	-	-	ZANDU GUDUCHI	IMMUNITY SUPPLEMENT - AYURVEDIC
18	453	-	-	COVISHIELD (OXFORD-ASTRAZENECA)	COVID-19 VACCINE
19	480	212	-268	PATANJALI	AYURVEDIC PRODUCTS - DIVERSIFIED
20	483	285	-198	APOLLO HOSPITALS	HOSPITALS
21	512	-	-	SHELCAL CT	CALCIUM SUPPLEMENT
22	521	-	-	TATA MEMORIAL	HOSPITALS
23	529	377	-152	GLAXO SMITH KLINE	PHARMACEUTICALS - FOREIGN
24	558	871	313	ALKEM	PHARMACEUTICALS - INDIAN
25	570	-	-	ZANDU BALM	PAIN RELIEF
26	585	-	-	ABBOTT	PHARMACEUTICALS - FOREIGN
27	650	-	-	VOLINI	PAIN RELIEF
28	672	489	-183	NOVARTIS	PHARMACEUTICALS - FOREIGN
29	691	712	21	MANKIND PHARMA	PHARMACEUTICALS - INDIAN
30	694	-	-	BECOSULES	OTC
31	713	864	151	ZUVENTUS HEALTHCARE	PHARMACEUTICALS - INDIAN
32	756	-	-	ZANDU	AYURVEDIC PRODUCTS - DIVERSIFIED
33	779	-	-	PANADOL	OTC
34	788	876	88	TORRENT PHARMA	PHARMACEUTICALS - INDIAN
35	824	549	-275	HAJMOLA	DIGESTIVE TABLETS
36	833	-	-	AMRUTANJAN	PAIN RELIEF
37	838	-	-	OMRON	MEDICAL DEVICES
38	851	-	-	PIRAMAL PHARMA LIMITED	PHARMACEUTICALS - INDIAN
39	854	-	-	HINDUJA	HOSPITALS

CATEGORY WISE

ALL INDIA LISTINGS



HEALTHCARE

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME	CATEGORY
40	856	-	-	KAYAM CHURNA	AYURVEDIC DIGESTIVE POWDER
41	867	838	-29	MOOV	PAIN RELIEF
42	913	-	-	ARISTO PHARMA	PHARMACEUTICALS - INDIAN
43	922	-	-	PFIZER	PHARMACEUTICALS - FOREIGN
44	925	-	-	TYNOR	MEDICAL DEVICES
45	942	-	-	BAIDYANATH	CHAWANPRASH
46	946	934	-12	NEMCARE HOSPITAL	HOSPITALS
47	956	954	-2	GLENMARK	PHARMACEUTICALS - INDIAN
48	969	736	-233	LUPIN	PHARMACEUTICALS - INDIAN
49	990	-	-	HEMPUSHPA	AYURVEDIC TONIC - WOMEN
50	991	-	-	NEUROBION FORTE	MULTIVITAMIN SUPPLEMENTS
51	1000	-	-	SOFRAMYCIN	TOPICAL ANTIBIOTIC

ANTIVIRAL DRUG

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	217	-	-	REMDESIVIR

AYURVEDIC DIGESTIVE POWDER

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	856	-	-	KAYAM CHURNA

AYURVEDIC PRODUCTS - DIVERSIFIED

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	411	481	70	HIMALAYA
2	480	212	-268	PATANJALI
3	756	-	-	ZANDU

AYURVEDIC SUPPLEMENT

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	220	-	-	ZANDU AMALAKI

AYURVEDIC TONIC -WOMEN

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	990	-	-	HEMPUSHPA

CATEGORY WISE

ALL INDIA LISTINGS

CALCIUM SUPPLEMENT

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	512	-	-	SHELICAL CT

CHAWANPRASH

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	327	550	223	DABUR
2	942	-	-	BAIDYANATH

COVID-19 VACCINE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	137	-	-	COVAXIN (BHARAT BIOTECH)
2	195	-	-	JANSSEN (JOHNSON & JOHNSON)
3	236	-	-	COVAVAX (NOVAVAX-SERUM INSTITUTE OF INDIA)
4	246	-	-	VAT00002/VAT00008 (SANOFI-GSK)
5	272	-	-	PFIZER-BIONTECH
6	453	-	-	COVISHIELD (OXFORD-ASTRAZENECA)

DIGESTIVE TABLETS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	824	549	-275	HAJMOLA

HEALTH FOOD SUPPLEMENTS-KIDS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	71	91	20	PEDIASURE

HOSPITALS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	483	285	-198	APOLLO HOSPITALS
2	521	-	-	TATA MEMORIAL
3	854	-	-	HINDUJA
4	946	934	-12	NEMCARE HOSPITAL

CATEGORY WISE

ALL INDIA LISTINGS

IMMUNITY SUPPLEMENT-AYURVEDIC

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	92	-	-	PATANJALI IMMUNOCHARGE
2	136	-	-	JOLLY TULSI 51
3	209	-	-	ZANDU ASVAGANDHA
4	444	-	-	ZANDU GUDUCHI

MEDICAL DEVICES

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	838	-	-	OMRON
2	925	-	-	TYNOR

MULTIVITAMIN SUPPLEMENTS

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	991	-	-	NEUROBION FORTE

OTC

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	694	-	-	BECOSULES
2	779	-	-	PANADOL

PAIN RELIEF

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	570	-	-	ZANDU BALM
2	650	-	-	VOLINI
3	833	-	-	AMRUTANJAN
4	867	838	-29	MOOV

PHARMACEUTICALS-FOREIGN

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	529	377	-152	GLAXO SMITH KLINE
2	585	-	-	ABBOTT
3	672	489	-183	NOVARTIS
4	922	-	-	PFIZER

CATEGORY WISE

ALL INDIA LISTINGS

PHARMACEUTICALS-INDIAN

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	302	323	21	SUN PHARMA
2	344	327	-17	CIPLA
3	436	888	452	DR REDDY'S
4	558	871	313	ALKEM
5	691	712	21	MANKIND PHARMA
6	713	864	151	ZUVENTUS HEALTHCARE
7	788	876	88	TORRENT PHARMA
8	851	-	-	PIRAMAL PHARMA LIMITED
9	913	-	-	ARISTO PHARMA
10	956	954	-2	GLENMARK
11	969	736	-233	LUPIN

TOPICAL ANTIBIOTIC

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	1000	-	-	SOFRAMYCIN

CATEGORY WISE

ALL INDIA LISTINGS



HOME CARE

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME	CATEGORY
1	141	108	-33	GODREJ	LOCKS
2	165	111	-54	SINGER	SEWING MACHINES
3	337	551	214	SLEEPWELL	MATTRESSES
4	495	-	-	NEELAM GARMENTS	HOME FURNISHINGS
5	508	720	212	USHA	SEWING MACHINES
6	525	728	203	AJANTA	WALL CLOCKS
7	571	-	-	COUNTRY WOOD	FURNITURE
8	625	-	-	CELLO	FURNITURE - PLASTIC
9	807	435	-372	HINDWARE	BATH FIXTURES/SANITARYWARE
10	818	392	-426	NILKAMAL	FURNITURE - PLASTIC
11	900	-	-	JAQUAR	BATH FIXTURES/SANITARYWARE
12	986	-	-	HARRISON	LOCKS

BATH FIXTURES/SANITARYWARE

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	807	435	-372	HINDWARE
2	900	-	-	JAQUAR

FURNITURE

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	571	-	-	COUNTRY WOOD

FURNITURE-PLASTIC

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	625	-	-	CELLO
2	818	392	-426	NILKAMAL

HOME FURNISHINGS

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	495	-	-	NEELAM GARMENTS

CATEGORY WISE

ALL INDIA LISTINGS

LOCKS

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	141	108	-33	GODREJ
2	986	-	-	HARRISON

MATTRESSES

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	337	551	214	SLEEPWELL

SEWING MACHINES

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	165	111	-54	SINGER
2	508	720	212	USHA

WALL CLOCKS

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	525	728	203	AJANTA

CATEGORY WISE

ALL INDIA LISTINGS



HOSPITALITY

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME	CATEGORY
1	488	-	-	ASTOR	HOTELS
2	502	-	-	THE HHI	HOTELS
3	635	701	66	GOLDEN TULIP	HOTELS
4	662	183	-479	TAJ HOTELS	HOTELS - LUXURY
5	909	-	-	GRAND HYATT	HOTELS - LUXURY
6	940	648	-292	ITC HOTELS	HOTELS - LUXURY

HOTELS

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	488	-	-	ASTOR
2	502	-	-	THE HHI
3	635	701	66	GOLDEN TULIP

HOTELS-LUXURY

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	662	183	-479	TAJ HOTELS
2	909	-	-	GRAND HYATT
3	940	648	-292	ITC HOTELS

CATEGORY WISE

ALL INDIA LISTINGS



INTERNET

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME	CATEGORY
1	11	31	20	AMAZON	ONLINE RETAILER - DIVERSIFIED
2	50	639	589	INSTAGRAM	SOCIAL NETWORKING
3	51	268	217	FLIPKART	ONLINE RETAILER - DIVERSIFIED
4	58	81	23	GOOGLE	INTERNET SEARCH
5	66	146	80	FACEBOOK	SOCIAL NETWORKING
6	130	-	-	BYJU'S	EDUCATION TECHNOLOGY - K12
7	140	253	113	ZEE5	OTT
8	149	182	33	GOOGLE PLAY STORE	APP STORE
9	156	731	575	TWITTER	SOCIAL NETWORKING
10	177	-	-	INTERFLORA	ONLINE FLOWER DELIVERY
11	187	496	309	YOUTUBE	VIDEO-SHARING
12	208	-	-	EVERWHERE GYM	FITNESS APP
13	234	-	-	AMAZON PRIME	OTT
14	268	224	-44	OLA	CAB HAILING
15	289	-	-	HIKE	INSTANT MESSAGING SERVICE
16	293	275	-18	WHATSAPP	INSTANT MESSAGING SERVICE
17	311	-	-	OLX	INTERNET CLASSIFIEDS SERVICE
18	395	502	107	UBER	CAB HAILING
19	460	441	-19	PAYTM	DIGITAL PAYMENT
20	537	673	136	MYNTRA	ONLINE FASHION RETAILER
21	538	-	-	GOOGLE PAY	DIGITAL PAYMENT
22	579	996	-	HOTSTAR	OTT
23	602	-	417	SKYPE	VIDEO CONFERENCING
24	624	870	-	NETFLIX	OTT
25	659	-	246	SONY LIV	OTT
26	715	482	-	YAHOO	EMAIL SERVICE
27	750	-	-233	PAYPAL	DIGITAL PAYMENT
28	752	169	-	ZOMATO	ONLINE FOOD DELIVERY
29	761	738	-583	VOOT	OTT
30	763	-	-23	NAUKRI	JOB SEARCH ENGINE
31	797	-	-	EBAY	ONLINE RETAILER - DIVERSIFIED
32	800	340	-	SWIGGY	ONLINE FOOD DELIVERY
33	825	-	-460	MX PLAYER APP	OTT
34	836	-	-	PHONEPE	DIGITAL PAYMENT
35	898	-	-	AMAZON PAY	DIGITAL PAYMENT
36	901	-	-	UNACADEMY	EDUCATION TECHNOLOGY - COMPETITIVE EXAMS
37	935	-	-	WHITEHAT JR	EDUCATION TECHNOLOGY - K12

CATEGORY WISE

ALL INDIA LISTINGS

APP STORE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	149	182	33	GOOGLE PLAY STORE

CAB HAILING

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	268	224	-44	OLA
2	395	502	107	UBER

DIGITAL PAYMENT

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	460	441	-19	PAYOUTM
2	538	-	-	GOOGLE PAY
3	750	-	-	PAYPAL
4	836	-	-	PHONEPE
5	898	-	-	AMAZON PAY

EDUCATION TECHNOLOGY - COMPETITIVE EXAMS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	901	-	-	UNACADEMY

EDUCATION TECHNOLOGY - K12

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	130	-	-	BYJU'S
2	935	-	-	WHITEHAT JR

EMAIL SERVICE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	715	482	-233	YAHOO

FITNESS APP

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	208	-	-	EVERYWHERE GYM

CATEGORY WISE

ALL INDIA LISTINGS

INSTANT MESSAGING SERVICE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	289	-	-	PAYTM
2	293	275	-18	GOOGLE PAY

INTERNET CLASSIFIEDS SERVICE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	311	-	113	OLX

INTERNET SEARCH

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	58	81	23	GOOGLE

JOB SEARCH ENGINE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	763	-	-	NAUKRI

ONLINE FASHION RETAILER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	537	673	136	MYNTRA

ONLINE FLOWER DELIVERY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	177	-	-	INTERFLORA

ONLINE FOOD DELIVERY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	752	169	-538	ZOMATO
2	800	340	-460	FLIPKART

ONLINE RETAILER - DIVERSIFIED

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	11	31	20	AMAZON
2	51	268	217	FLIPKART
3	797	-	-	EBAY

CATEGORY WISE

ALL INDIA LISTINGS

OTT

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	140	253	113	ZEE5
2	234	-	-	AMAZON PRIME
3	579	996	417	HOTSTAR
4	624	870	246	NETFLIX
5	659	-	-	SONY LIV
6	761	738	-23	VOOT
7	825	-	-	MX PLAYER APP

SOCIAL NETWORKING

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	50	639	589	INSTAGRAM
2	66	146	80	FACEBOOK
3	156	731	575	TWITTER

VIDEO CONFERENCING

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	602	-	-	SKYPE

VIDEO-SHARING

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	187	496	309	YOUTUBE

CATEGORY WISE

ALL INDIA LISTINGS



KITCHEN CARE

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME	CATEGORY
1	349	715	366	MILTON	KITCHENWARE
2	394	406	12	HAWKINS	COOKWARE
3	397	85	-312	TTK PRESTIGE	KITCHEN PRODUCTS
4	717	362	-355	PREETHI	KITCHEN PRODUCTS
5	747	-	-	BOROSIL	KITCHEN PRODUCTS
6	806	-	-	NIRLEP	COOKWARE

COOKWARE

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	394	406	12	HAWKINS
2	806	-	-	NIRLEP

KITCHEN PRODUCTS

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	397	85	-312	TTK PRESTIGE
2	717	362	-355	PREETHI
3	747	-	-	BOROSIL

KITCHENWARE

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME
1	349	715	366	MILTON

CATEGORY WISE

ALL INDIA LISTINGS



MANUFACTURING

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	90	68	-22	TATA STEEL	METAL
2	109	210	101	ACC CEMENT	CEMENT
3	128	162	34	ASIAN PAINTS	PAINTS
4	153	802	649	ASTRAL	PIPES
5	183	581	398	BERGER PAINTS	PAINTS
6	186	-	-	ORI-PLAST	PIPES
7	205	835	630	SINTEX	WATER STORAGE SOLUTIONS
8	206	324	118	AMBUJA CEMENT	CEMENT
9	254	-	-	SUPREME	PIPES
10	348	337	-11	ULTRATECH CEMENT	CEMENT
11	418	155	-263	BIRLA CEMENT	CEMENT
12	425	-	-	STAR CEMENT	CEMENT
13	442	-	-	INDIGO	PAINTS
14	456	588	132	HERO CYCLES	BICYCLES
15	461	-	-	SRMB STEEL	TMT BARS
16	504	897	393	ICI PAINTS	PAINTS
17	506	-	-	TATA TISCON	TMT BARS
18	601	647	46	NEROLAC	PAINTS
19	652	676	24	FINOLEX	WIRES
20	681	576	-105	JK CEMENT	CEMENT
21	699	-	-	MAYUR PLYWOOD	PLYWOOD
22	718	-	-	ADHUNIK METALIKS	METAL
23	733	912	179	DALMIA CEMENT	CEMENT
24	738	-	-	SOMANY	CERAMICS
25	782	475	-307	JOHNSON	CERAMICS
26	821	491	-330	JSW STEEL	METAL
27	826	-	-	HERCULES	BICYCLES
28	835	-	-	AVON CYCLES	BICYCLES
29	841	-	-	TOPTECH	TMT BARS
30	844	-	-	ORI-PLAST	WATER STORAGE SOLUTIONS
31	850	-	-	KAJARIA	CERAMICS
32	862	-	-	MONARCH ERGO	OFFICE FURNITURE
33	876	-	-	JSW CEMENT	CEMENT
34	879	686	-193	RAMCO CEMENTS	CEMENT
35	890	404	-486	TATA CHEMICALS	CHEMICALS
36	893	-	-	IFFCO	FERTILIZER
37	919	-	-	SHEETAL	WATER STORAGE SOLUTIONS
38	937	825	-112	BINANI CEMENT	CEMENT
39	944	-	-	HITACHI	POWER EQUIPMENTS

CATEGORY WISE

ALL INDIA LISTINGS



MANUFACTURING

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
40	945	633	-312	SURYA CEMENT	CEMENT
41	958	-	-	CAPTAIN TMT	TMT BARS
42	959	614	-345	JINDAL STEEL	METAL
43	963	-	-	HBL POWER SYSTEMS	INDUSTRIAL BATTERIES
44	973	-	-	BOEING	AIRCRAFTS
45	978	-	-	POLYCAP	WIRES
46	988	-	-	LAFARGE	CEMENT
47	994	591	-403	SHALIMAR PAINTS	PAINTS
48	996	-	-	BRITISH PAINTS	PAINTS
49	997	766	-231	ATLAS CYCLES	BICYCLES

AIRCRAFTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	973	-	-	BOEING

BICYCLES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	456	588	132	HERO CYCLES
2	826	-	-	HERCULES
3	835	-	-	AVON CYCLES
4	997	766	-231	ATLAS CYCLES

CEMENT

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	109	210	101	ACC CEMENT
2	206	324	118	AMBUJA CEMENT
3	348	337	-11	ULTRATECH CEMENT
4	418	155	-263	BIRLA CEMENT
5	425	-	-	STAR CEMENT
6	681	576	-105	JK CEMENT
7	733	912	179	DALMIA CEMENT
8	876	-	-	JSW CEMENT
9	879	686	-193	RAMCO CEMENTS
10	937	825	-112	BINANI CEMENT
11	945	633	-312	SURYA CEMENT
12	988	-	-	LAFARGE

CATEGORY WISE

ALL INDIA LISTINGS

CERAMICS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	738	-	-	SOMANY
2	782	475	-307	JOHNSON
3	850	-	-	KAJARIA

CHEMICALS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	890	404	-486	TATA CHEMICALS

FERTILIZER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	893	-	-	IFFCO

INDUSTRIAL BATTERIES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	963	-	-	HBL POWER SYSTEMS

METAL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	90	68	-22	TATA STEEL
2	718	-	-	ADHUNIK METALIKS
3	821	491	-330	JSW STEEL
4	959	614	-345	JINDAL STEEL

OFFICE FURNITURE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	862	-	-	MONARCH ERGO

PAINTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	128	162	34	ASIAN PAINTS
2	183	581	398	BERGER PAINTS
3	442	-	-	INDIGO
4	504	897	393	ICI PAINTS
5	601	647	46	NEROLAC

CATEGORY WISE

ALL INDIA LISTINGS

PAINTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
6	994	591	-403	SHALIMAR PAINTS
7	996	-	-	BRITISH PAINTS

PIPES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	153	802	649	ASTRAL
2	186	-	-	ORI-PLAST
3	254	-	-	SUPREME

PLYWOOD

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	699	-	-	MAYUR PLYWOOD

POWER EQUIPMENTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	944	-	-	HITACHI

TMT BARS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	461	-	-	SRMB STEEL
2	506	-	-	TATA TISCON
3	841	-	-	TOPTECH
4	958	-	-	CAPTAIN TMT

WATER STORAGE SOLUTIONS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	205	835	630	SINTEX
2	844	-	-	ORI-PLAST
3	919	-	-	SHEETAL

WIRES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	652	676	24	FINOLEX
2	978	-	-	POLY CAB

CATEGORY WISE

ALL INDIA LISTINGS



MEDIA - PRINT

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	283	121	-162	THE TIMES OF INDIA	NEWSPAPER - ENGLISH
2	533	-	-	THE ECONOMIC TIMES	NEWSPAPER - ENGLISH
3	628	181	-447	INDIA TODAY	MAGAZINE - ENGLISH
4	665	-	-	WOMEN'S ERA	MAGAZINE - ENGLISH
5	669	360	-309	RAJASTHAN PATRIKA	NEWSPAPER - HINDI
6	751	178	-573	DAINIK BHASKAR	NEWSPAPER - HINDI
7	768	187	-581	HINDUSTAN TIMES	NEWSPAPER - ENGLISH
8	829	-	-	BARTAMAN	NEWSPAPER - BENGALI

MAGAZINE- ENGLISH

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	628	181	-447	INDIA TODAY
2	665	-	-	WOMEN'S ERA

NEWSPAPER - BENGALI

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	829	-	-	BARTAMAN

NEWSPAPER - ENGLISH

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	283	121	-162	THE TIMES OF INDIA
2	533	-	-	THE ECONOMIC TIMES
3	768	187	-581	HINDUSTAN TIMES

NEWSPAPER - HINDI

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	669	360	-309	RAJASTHAN PATRIKA
2	751	178	-573	DAINIK BHASKAR



MEDIA - RADIO

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	989	221	-768	RADIO ONE	FM CHANNEL

CATEGORY WISE

ALL INDIA LISTINGS



MEDIA - TV

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	09	04	-5	SONY ENTERTAINMENT TELEVISION	HINDI - GEC
2	110	748	638	DISCOVERY	FACTUAL ENTERTAINMENT
3	304	109	-195	AAJ TAK	HINDI NEWS
4	351	416	65	ZEE NEWS	HINDI NEWS
5	438	826	388	COLORS	HINDI - GEC
6	449	474	25	INDIA TV	HINDI NEWS
7	487	-	-	REPUBLIC BHARAT	HINDI NEWS
8	515	522	07	STAR PLUS	HINDI - GEC
9	536	317	-219	NDTV 24X7	ENGLISH NEWS
10	676	-	-	DISNEY	KIDS GEC
11	686	747	61	TIMES NOW	ENGLISH NEWS
12	692	547	-145	ZEE TV	HINDI - GEC
13	853	230	-623	ABP NEWS	HINDI NEWS
14	926	-	-	CHANNEL DIVYA	HINDI - SPIRITUAL MUSIC
15	938	-	-	STAR NEWS	HINDI NEWS
16	960	-	-	STAR BHARAT	HINDI - GEC
17	975	-	-	KOLKATA TV	BENGALI NEWS

BENGALI NEWS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	975	-	-	KOLKATA TV

ENGLISH NEWS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	536	317	-219	NDTV 24X7
2	686	747	61	TIMES NOW

FACTUAL ENTERTAINMENT

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	110	748	638	DISCOVERY

CATEGORY WISE

ALL INDIA LISTINGS

HINDI - GEC

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	09	4	-05	SONY ENTERTAINMENT TELEVISION
2	438	826	388	COLORS
3	515	522	07	STAR PLUS
4	692	547	-145	ZEE TV
5	960	-	-	STAR BHARAT

HINDI - SPIRITUAL MUSIC

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	926	-	-	CHANNEL DIVYA

HINDI NEWS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	304	109	-195	AAJ TAK
2	351	416	65	ZEE NEWS
3	449	474	25	INDIA TV
4	487	-	-	REPUBLIC BHARAT
5	853	230	-623	ABP NEWS
6	938	-	-	STAR NEWS

KIDS GEC

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	676	-	-	DISNEY

CATEGORY WISE

ALL INDIA LISTINGS



PERSONAL ACCESSORIES

RANK	MDB 2021	MDB 2020	RANK DIFF	BRAND NAME	CATEGORY
1	23	18	-5	TITAN	WATCHES
2	29	20	-9	BATA	FOOTWEAR - BRAND/RETAIL
3	48	45	-3	TANISHQ	JEWELLERY
4	55	-	-	ADIDAS	FOOTWEAR - SPORTS
5	61	-	-	NIKE	FOOTWEAR - SPORTS
6	80	34	-46	PUMA	FOOTWEAR - SPORTS
7	108	-	-	FILA	FOOTWEAR - SPORTS
8	111	133	22	REEBOK	FOOTWEAR - SPORTS
9	121	63	-58	SENCO GOLD	JEWELLERY
10	126	99	-27	FASTRACK	WATCHES - YOUTH
11	154	94	-60	SONATA	WATCHES
12	216	64	-152	FOSSIL	WATCHES
13	255	222	-33	VIP	LUGGAGE/BAGS
14	258	139	-119	RADO	WATCHES - PREMIUM
15	265	527	262	LAKHANI	FOOTWEAR - PU/RUBBER
16	290	158	-132	KALYAN JEWELLERS	JEWELLERY
17	298	191	-107	WOODLAND	FOOTWEAR - OUTDOOR
18	315	126	-189	PUMA	SPORTSWEAR
19	329	39	-290	ADIDAS	SPORTSWEAR
20	336	365	29	TIMEX	WATCHES
21	352	455	103	LIBERTY	FOOTWEAR - BRAND/RETAIL
22	364	151	-213	ROLEX	WATCHES - LUXURY
23	366	24	-342	NIKE	SPORTSWEAR
24	369	521	152	SKYBAGS	LUGGAGE/BAGS
25	400	-	-	QUARTZ	WATCHES
26	405	209	-196	CASIO	WATCHES
27	421	157	-264	SEIKO	WATCHES - PREMIUM
28	429	132	-297	REDTAPE	FOOTWEAR - GENERAL
29	435	207	-228	PARAGON	FOOTWEAR - PU/RUBBER
30	450	-	-	CONVERSE	FOOTWEAR - SPORTS
31	463	282	-181	RAYBAN	EYEWEAR
32	467	271	-196	KHADIM'S	FOOTWEAR - BRAND/RETAIL
33	482	427	-55	P.C.CHANDRA JEWELLERS	JEWELLERY
34	496	-	-	SPINOZA	WATCHES
35	503	293	-210	HMT	WATCHES
36	531	-	-	LUNAR	FOOTWEAR - PU/RUBBER
37	547	302	-245	AMERICAN TOURISTER	LUGGAGE/BAGS
38	561	-	-	US POLO	FOOTWEAR - GENERAL
39	563	-	-	US POLO	WATCHES
40	584	-	-	FASTTRACK	FOOTWEAR - GENERAL

CATEGORY WISE

ALL INDIA LISTINGS



PERSONAL ACCESSORIES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
41	587	831	244	CITIZEN	WATCHES
42	620	-	-	VANS	FOOTWEAR - GENERAL
43	636	422	-214	SREELEATHERS	FOOTWEAR - BRAND/RETAIL
44	647	-	-	TBZ	JEWELLERY
45	666	546	-120	CAT	FOOTWEAR - WORK BOOTS
46	673	525	-148	LEE COOPER	FOOTWEAR - GENERAL
47	674	287	-387	REEBOK	SPORTSWEAR
48	685	-	-	MALABAR GOLD & DIAMONDS	JEWELLERY
49	690	-	-	HUSH PUPPIES	FOOTWEAR - BRAND/RETAIL
50	698	-	-	HOTSHOT	LUGGAGE/BAGS
51	706	-	-	SWATCH	WATCHES
52	739	376	-363	ACTION	FOOTWEAR - GENERAL
53	777	771	-6	METRO	FOOTWEAR - BRAND/RETAIL
54	799	-	-	SAMSONITE	LUGGAGE/BAGS
55	805	-	-	ANJALI JEWELLERS	JEWELLERY
56	817	-	-	RUPANI	FOOTWEAR - GENERAL
57	864	-	-	CAMPUS	FOOTWEAR - GENERAL
58	888	822	-66	AJANTA	FOOTWEAR - GENERAL
59	967	-	-	MAXIMA	WATCHES

EYEWEAR

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	463	282	-181	RAYBAN

FOOTWEAR - BRAND/RETAIL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	29	20	-9	BATA
2	352	455	103	LIBERTY
3	467	271	-196	KHADIM'S
4	636	422	-214	SREELEATHERS
5	690	-	-	HUSH PUPPIES
6	777	771	-6	METRO

CATEGORY WISE

ALL INDIA LISTINGS

FOOTWEAR - GENERAL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	429	132	-297	REDTAPE
2	561	-	-	US POLO
3	584	-	-	FASTTRACK
4	620	-	-	VANS
5	673	525	-148	LEE COOPER
6	739	376	-363	ACTION
7	817	-	-	RUPANI
8	864	-	-	CAMPUS
9	888	822	-66	AJANTA

FOOTWEAR - OUTDOOR

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	298	191	-107	WOODLAND

FOOTWEAR - PU/RUBBER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	265	527	262	LAKHANI
2	435	207	-228	PARAGON
3	531	-	-	LUNAR

FOOTWEAR - SPORTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	55	-	-	ADIDAS
2	61	-	-	NIKE
3	80	34	-46	PUMA
4	108	-	-	FILA
5	111	133	22	REEBOK
6	450	-	-	CONVERSE

FOOTWEAR - WORK BOOTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	666	546	-120	CAT

CATEGORY WISE

ALL INDIA LISTINGS

JEWELLERY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	48	45	-3	TANISHQ
2	121	63	-58	SENO GOLD
3	290	158	-132	KALYAN JEWELLERS
4	482	427	-55	P.C.CHANDRA JEWELLERS
5	647	-	-	TBZ
6	685	-	-	MALABAR GOLD & DIAMONDS
7	805	-	-	ANJALI JEWELLERS

LUGGAGE/BAGS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	255	222	-33	VIP
2	369	521	152	SKYBAGS
3	547	302	-245	AMERICAN TOURISTER
4	698	-	-	HOTSHOT
5	799	-	-	SAMSONITE

SPORTSWEAR

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	315	126	-189	PUMA
2	329	39	-290	ADIDAS
3	366	24	-342	NIKE
4	674	287	-387	REEBOK

WATCHES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	23	18	-5	TITAN
2	154	94	-60	SONATA
3	216	64	-152	FOSSIL
4	336	365	29	TIMEX
5	400	-	-	QUARTZ
6	405	209	-196	CASIO
7	496	-	-	SPINOZA
8	503	293	-210	HMT
9	563	-	-	US POLO
10	587	831	244	CITIZEN
11	706	-	-	SWATCH
12	967	-	-	MAXIMA

CATEGORY WISE

ALL INDIA LISTINGS

WATCHES - LUXURY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	364	151	-213	ROLEX

WATCHES - PREMIUM

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	258	139	-119	RADO
2	421	157	-264	SEIKO

WATCHES - YOUTH

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	126	99	-27	FASTRACK

CATEGORY WISE

ALL INDIA LISTINGS



PERSONAL TECHNOLOGY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	132	-	-	APPLE iWATCH	WEARABLES
2	387	-	-	PORTRONICS	POWERBANK
3	968	-	-	XEROX	DIGITAL PRINTING

DIGITAL PRINTING

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	968	-	-	XEROX

POWERBANK

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	387	-	-	PORTRONICS

WEARABLES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	132	-	-	APPLE iWATCH

CATEGORY WISE

ALL INDIA LISTINGS



RETAIL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	35	69	34	KFC	QSR
2	38	186	148	GODREJ INTERIO	FURNITURE
3	79	175	96	D MART	HYPERMARKET - INDIAN
4	207	114	-93	DOMINO'S	QSR
5	241	180	61	PIZZA HUT	QSR
6	245	14	-231	ZARA	FAST FASHION
7	253	904	651	SUBWAY	QSR
8	314	106	-208	McDONALD'S	QSR
9	377	646	269	MONGINIS	CAKESHOP
10	407	-	-	STARBUCKS	CAFÉ
11	410	214	-196	BIG BAZAAR	HYPERMARKET - INDIAN
12	433	289	-144	H&M	FAST FASHION
13	489	-	-	YEWALE AMRUTTULYA	TEA SHOP
14	606	440	-166	MIO AMORE	CAKESHOP
15	612	-	-	SAMAY	WATCHES
16	658	-	-	VISHAL MEGAMART	PERSONAL GOODS RETAIL
17	696	-	-	METRO CASH & CARRY	HYPERMARKET - FOREIGN
18	716	745	29	WALMART	HYPERMARKET - FOREIGN
19	728	-	-	MORE	HYPERMARKET - INDIAN
20	762	540	-222	BURGER KING	QSR
21	791	-	-	BAJAJ ELECTRONICS	ELECTRONICS
22	808	140	-668	PANTALOONS	PERSONAL GOODS RETAIL
23	822	-	-	KARACHI BAKERY	BAKERY
24	858	-	-	HIMALAYA OPTICALS	EYECARE
25	882	-	-	VIJAY SALES	ELECTRONICS
26	885	-	-	MAXMART	HYPERMARKET - INDIAN
27	902	87	-815	IKEA	HOME ACCESSORIES
28	928	342	-586	FBB	FASHION
29	951	-	-	RELIANCE RETAIL	HYPERMARKET - INDIAN
30	957	-	-	KAYA	PERSONAL CARE
31	964	-	-	WOW! NOODLES	DINER/RESTAURANT
32	966	961	-5	RELIANCE SMART	GROCERY
33	977	-	-	GAS	FAST FASHION

CATEGORY WISE

ALL INDIA LISTINGS

BAKERY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	822	-	-	KARACHI BAKERY

CAFÉ

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	407	-	-	STARBUCKS

CAKESHOP

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	377	646	269	MONGINIS
2	606	440	-166	MIO AMORE

DINER/RESTAURANT

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	964	-	-	WOW! NOODLES

ELECTRONICS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	791	-	-	BAJAJ ELECTRONICS
2	882	-	-	VIJAY SALES

EYECARE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	858	-	-	HIMALAYA OPTICALS

FASHION

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	928	342	-586	FBB

FAST FASHION

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	245	14	-231	ZARA
2	433	289	-144	H&M
3	977	-	-	GAS

CATEGORY WISE

ALL INDIA LISTINGS

FURNITURE				
RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	38	186	148	GODREJ INTERIO
GROCERY				
RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	966	961	-5	RELIANCE SMART
HOME ACCESSORIES				
RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	902	87	-815	IKEA
HYPERMARKET - FOREIGN				
RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	696	-	-	METRO CASH & CARRY
2	716	745	29	WALMART
HYPERMARKET - INDIAN				
RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	79	175	96	D MART
2	410	214	-196	BIG BAZAAR
3	728	-	-	MORE
4	885	-	-	MAXMART
5	951	-	-	RELIANCE RETAIL
PERSONAL CARE				
RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	957	-	-	KAYA
PERSONAL GOODS RETAIL				
RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	658	-	-	VISHAL MEGAMART
2	808	140	-668	PANTALOONS

CATEGORY WISE

ALL INDIA LISTINGS

QSR

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	35	69	34	KFC
2	207	114	-93	DOMINO'S
3	241	180	-61	PIZZA HUT
4	253	904	651	SUBWAY
5	314	106	-208	McDONALD'S
6	762	540	-222	BURGER KING

TEA SHOP

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	489	-	-	YEWALE AMRUTTULYA

WATCHES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	612	-	-	SAMAY

CATEGORY WISE

ALL INDIA LISTINGS



SERVICES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	266	-	-	ANYTIME FITNESS	FITNESS CENTRE
2	469	651	182	DTDC	EXPRESS SERVICES - DOMESTIC
3	479	621	142	DHL	EXPRESS SERVICES - FOREIGN
4	549	659	110	IBM	CONSULTING SERVICES
5	737	657	-80	BLUE DART	EXPRESS SERVICES - DOMESTIC

CONSULTING SERVICES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	549	659	110	IBM

EXPRESS SERVICES - DOMESTIC

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	469	651	182	DTDC
2	737	657	-80	BLUE DART

EXPRESS SERVICES - FOREIGN

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	479	621	142	DHL

FITNESS CENTRE

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	266	-	-	ANYTIME FITNESS

CATEGORY WISE

ALL INDIA LISTINGS



SPORTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	116	-	-	CHENNAI SUPER KINGS	INDIAN PREMIER LEAGUE
2	423	-	-	MUMBAI INDIANS	INDIAN PREMIER LEAGUE



STATIONERY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	105	165	60	NATARAJ	WRITING INSTRUMENTS
2	307	366	59	JK PAPER	PAPER
3	335	129	-206	APSARA	WRITING INSTRUMENTS
4	384	-	-	ITC PAPERBOARDS	PAPER
5	462	691	229	CLASSMATE	NOTEBOOKS
6	481	-	-	MEOW	WRITING INSTRUMENTS
7	497	884	387	ROTOMAC	WRITING INSTRUMENTS
8	576	936	360	LINC PENS	WRITING INSTRUMENTS
9	682	-	-	CELLO BLING	WRITING INSTRUMENTS
10	684	-	-	ELKOS	WRITING INSTRUMENTS
11	688	-	-	KORES	DIVERSIFIED
12	742	144	-598	PARKER	WRITING INSTRUMENTS
13	754	397	-357	REYNOLDS	WRITING INSTRUMENTS
14	765	-	-	CROSS	WRITING INSTRUMENTS - PREMIUM
15	781	-	-	MVR	NOTEBOOKS
16	783	-	-	LEXI	WRITING INSTRUMENTS
17	803	-	-	CHAMP	NOTEBOOKS
18	831	535	-296	CELLO	WRITING INSTRUMENTS
19	860	-	-	NAVNEET	NOTEBOOKS
20	881	-	-	CAMEL	WRITING INSTRUMENTS
21	904	-	-	ARROW	WRITING INSTRUMENTS
22	948	-	-	S.S. PRIME	WRITING INSTRUMENTS

CATEGORY WISE

ALL INDIA LISTINGS

DIVERSIFIED

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	688	-	-	KORES

NOTEBOOKS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	462	691	229	CLASSMATE
2	781	-	-	MVR
3	803	-	-	CHAMP
4	860	-	-	NAVNEET

PAPER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	307	366	59	JK PAPER
2	384	-	-	ITC PAPERBOARDS

WRITING INSTRUMENTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	105	69	60	NATARAJ
2	335	129	-206	APSARA
3	481	-	-	MEOW
4	497	884	387	ROTOMAC
5	576	936	360	LINC PENS
6	682	-	-	CELLO BLING
7	35	-	-	ELKOS
8	207	144	-598	PARKER
9	241	397	-357	REYNOLDS
10	253	-	-	LEXI
11	314	535	-296	CELLO
12	762	-	-	CAMEL
13	314	-	-	ARROW
14	762	-	-	S.S. PRIME

WRITING INSTRUMENTS - PREMIUM

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	765	-	-	CROSS

CATEGORY WISE

ALL INDIA LISTINGS



TECHNOLOGY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	01	06	05	DELL	LAPTOPS
2	19	53	34	HEWLETT PACKARD	LAPTOPS
3	37	55	18	APPLE MacBOOK	LAPTOPS
4	40	43	03	LENOVO	LAPTOPS
5	62	-	-	AMD	SEMICONDUCTORS
6	85	393	308	INTEL	SEMICONDUCTORS
7	133	344	211	TCS	SOFTWARE SERVICES
8	169	173	04	HEWLETT PACKARD	PRINTERS
9	172	390	218	ASUS	LAPTOPS
10	198	200	02	ACER	LAPTOPS
11	221	-	-	ADOBE	SOFTWARE PRODUCTS
12	243	185	-58	MICROSOFT	SOFTWARE PRODUCTS
13	247	-	-	WIPRO	SOFTWARE SERVICES
14	256	265	09	SAMSUNG	LAPTOPS
15	267	101	-166	APPLE	PERSONAL TECHNOLOGY
16	296	781	485	LG	LAPTOPS
17	319	-	-	QUALCOMM	SEMICONDUCTORS
18	368	373	05	SONY VAIO	LAPTOPS
19	386	346	-40	INFOSYS	SOFTWARE SERVICES
20	484	794	310	CANON	PRINTERS
21	498	-	-	HCL	LAPTOPS
22	520	-	-	AVITA	LAPTOPS
23	548	-	-	PHILIPS	LAPTOPS
24	583	-	-	AZOM	LAPTOPS
25	632	445	-187	TOSHIBA	LAPTOPS
26	655	-	-	AGB	LAPTOPS
27	723	602	-121	EPSON	PRINTERS
28	746	-	-	COGNIZANT	SOFTWARE SERVICES

CATEGORY WISE

ALL INDIA LISTINGS

LAPTOPS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	01	06	05	DELL
2	19	53	34	HEWLETT PACKARD
3	37	55	18	APPLE MacBOOK
4	40	43	03	LENOVO
5	172	390	218	ASUS
6	198	200	02	ACER
7	256	265	09	SAMSUNG
8	296	781	485	LG
9	368	373	05	SONY VAIO
10	498	-	-	HCL
11	520	-	-	AVITA
12	548	-	-	PHILIPS
13	583	-	-	AZOM
14	632	445	-187	TOSHIBA
15	655	-	-	AGB

PERSONAL TECHNOLOGY

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	267	101	-166	APPLE

PRINTERS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	169	173	04	HEWLETT PACKARD
2	484	794	310	CANON
3	723	602	-121	EPSON

SEMICONDUCTORS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	62	-	-	AMD
2	85	393	308	INTEL
3	319	-	-	QUALCOMM

SOFTWARE PRODUCTS

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	221	-	-	ADOBE
2	243	185	-58	MICROSOFT

CATEGORY WISE

ALL INDIA LISTINGS

SOFTWARE SERVICES

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	133	344	211	TCS
2	247	-	-	WIPRO
3	386	346	-40	INFOSYS
4	746	-	-	COGNIZANT

CATEGORY WISE

ALL INDIA LISTINGS



TELECOM

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	21	22	1	RELIANCE JIO	MOBILE SERVICE PROVIDER
2	25	35	10	AIRTEL	MOBILE SERVICE PROVIDER
3	27	50	23	VI	MOBILE SERVICE PROVIDER
4	248	225	-23	RELIANCE JIO	SERVICES - DIVERSIFIED
5	511	353	-158	BSNL	MOBILE SERVICE PROVIDER

MOBILE SERVICE PROVIDER

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	21	22	1	RELIANCE JIO
2	25	35	10	AIRTEL
3	27	50	23	VI
4	511	353	-158	BSNL

SERVICES - DIVERSIFIED

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	248	225	-23	RELIANCE JIO

CATEGORY WISE

ALL INDIA LISTINGS



TRANSPORTATION

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	CATEGORY
1	424	-	-	INDIAN RAILWAYS	RAIL
2	866	-	-	EMIRATES	AIRLINES - FOREIGN

AIRLINES - FOREIGN

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	866	-	-	EMIRATES

RAIL

RANK	MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME
1	424	-	-	INDIAN RAILWAYS

05

**ALL-INDIA LISTINGS OF TRA'S 1000
MOST DESIRED BRANDS**

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
01	06	05	DELL	TECHNOLOGY	LAPTOPS
02	12	10	MI	GADGETRY	MOBILE PHONES
03	15	12	LG	CONSUMER ELECTRONICS	TELEVISIONS
04	07	03	SAMSUNG	CONSUMER ELECTRONICS	TELEVISIONS
05	02	-03	APPLE iPhone	GADGETRY	MOBILE PHONES
06	33	27	OPPO	GADGETRY	MOBILE PHONES
07	29	22	LG	CONSUMER ELECTRONICS	REFRIGERATORS
08	01	-07	SAMSUNG	GADGETRY	MOBILE PHONES
09	04	-05	SONY ENTERTAINMENT TELEVISION	MEDIA - TV	HINDI - GEC
10	23	13	VIVO	GADGETRY	MOBILE PHONES
11	31	20	AMAZON	INTERNET	ONLINE RETAILER - DIVERSIFIED
12	92	80	FOGG	FMCG	DEO/PERFUME
13	08	-5	AMUL	FOOD & BEVERAGE	MILK
14	127	113	SAMSUNG	CONSUMER ELECTRONICS	REFRIGERATORS
15	05	-10	MARUTI SUZUKI	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
16	25	09	HONDA	AUTOMOBILE	TWO WHEELER - MANUFACTURER
17	27	10	ICICI BANK	BFSI	BANK - PRIVATE
18	37	19	BMW	AUTOMOBILE	FOUR WHEELER - LUXURY
19	53	34	HEWLETT PACKARD	TECHNOLOGY	LAPTOPS
20	59	39	AMUL	FOOD & BEVERAGE	BUTTER
21	22	01	RELIANCE JIO	TELECOM	MOBILE SERVICE PROVIDER
22	11	-11	LAKME	FMCG	COSMETICS
23	18	-05	TITAN	PERSONAL ACCESSORIES	WATCHES
24	100	76	SONY	CONSUMER ELECTRONICS	TELEVISIONS
25	35	10	AIRTEL	TELECOM	MOBILE SERVICE PROVIDER
26	73	47	LG	CONSUMER ELECTRONICS	WASHING MACHINES
27	50	23	VI	TELECOM	MOBILE SERVICE PROVIDER
28	09	-19	HONDA ACTIVA	AUTOMOBILE	AUTOMATIC SCOOTER
29	20	-09	BATA	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
30	19	-11	LIC	BFSI	LIFE INSURANCE - PSU
31	46	15	NOKIA	GADGETRY	MOBILE PHONES
32	16	-16	STATE BANK OF INDIA	BFSI	BANK - PSU
33	919	886	REALME	GADGETRY	MOBILE PHONES
34	10	-24	HYUNDAI	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
35	69	34	KFC	RETAIL	QSR
36	30	-06	TATA SALT	FOOD & BEVERAGE	SALT
37	55	18	APPLE MacBOOK	TECHNOLOGY	LAPTOPS
38	186	148	GODREJ INTERIO	RETAIL	FURNITURE
39	235	196	PATANJALI DANT KANTI	FMCG	TOOTHPASTE
40	43	03	LENOVO	TECHNOLOGY	LAPTOPS

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
41	57	16	TOYOTA	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
42	398	356	AMUL	FOOD & BEVERAGE	CHEESE
43	90	47	SAMSUNG	CONSUMER ELECTRONICS	AIR CONDITIONERS
44	131	87	REDMI	GADGETRY	MOBILE PHONES
45	28	-17	HERO MOTOCORP	AUTOMOBILE	TWO WHEELER - MANUFACTURER
46	38	-08	AUDI	AUTOMOBILE	FOUR WHEELER - LUXURY
47	197	150	ONE PLUS	GADGETRY	MOBILE PHONES
48	45	-03	TANISHQ	PERSONAL ACCESSORIES	JEWELLERY
49	75	26	PANASONIC	CONSUMER ELECTRONICS	TELEVISIONS
50	639	589	INSTAGRAM	INTERNET	SOCIAL NETWORKING
51	268	217	FLIPKART	INTERNET	ONLINE RETAILER - DIVERSIFIED
52	95	43	LG	CONSUMER ELECTRONICS	AIR CONDITIONERS
53	626	573	SYMPHONY	CONSUMER ELECTRONICS	AIR COOLERS
54	40	-14	BAJAJ	AUTOMOBILE	TWO WHEELER - MANUFACTURER
55	-	-	ADIDAS	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
56	47	-09	DOVE	FMCG	SOAPS
57	-	-	SONY	CONSUMER ELECTRONICS	AIR CONDITIONERS
58	81	23	GOOGLE	INTERNET	INTERNET SEARCH
59	-	-	XIAOMI	GADGETRY	MOBILE PHONES
60	-	-	MOTOROLA	GADGETRY	MOBILE PHONES
61	-	-	NIKE	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
62	-	-	AMD	TECHNOLOGY	SEMICONDUCTORS
63	58	-05	GODREJ	CONSUMER ELECTRONICS	REFRIGERATORS
64	26	-38	COLGATE	FMCG	TOOTHPASTE
65	205	140	NESCAFE	FOOD & BEVERAGE	INSTANT COFFEE
66	146	80	FACEBOOK	INTERNET	SOCIAL NETWORKING
67	-	-	POCO	GADGETRY	MOBILE PHONES
68	97	29	WHIRLPOOL	CONSUMER ELECTRONICS	WASHING MACHINES
69	74	05	HDFC BANK	BFSI	BANK - PRIVATE
70	56	-14	HONDA CITY	AUTOMOBILE	CAR - SEDAN
71	91	20	PEDIASURE	HEALTHCARE	HEALTH FOOD SUPPLEMENTS - KIDS
72	21	-51	LUX	FMCG	SOAPS
73	154	81	VIDEOCON	CONSUMER ELECTRONICS	TELEVISIONS
74	36	-38	MERCEDES BENZ	AUTOMOBILE	FOUR WHEELER - LUXURY
75	148	73	USHA	CONSUMER APPLIANCES	FANS
76	88	12	DAIKIN	CONSUMER ELECTRONICS	AIR CONDITIONERS
77	78	01	VOLTAS	CONSUMER ELECTRONICS	AIR CONDITIONERS
78	03	-75	SAMSUNG	CONSUMER ELECTRONICS	DIVERSIFIED
79	175	96	D MART	RETAIL	HYPERMARKET - INDIAN
80	34	-46	PUMA	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
81	223	142	CEAT	AUTOMOBILE - RELATED	TYRES
82	60	-22	TVS	AUTOMOBILE	TWO WHEELER - MANUFACTURER
83	128	45	YAMAHA	AUTOMOBILE	TWO WHEELER - MANUFACTURER
84	82	-02	DETTOLE	FMCG	SOAPS
85	393	308	INTEL	TECHNOLOGY	SEMICONDUCTORS
86	518	432	LIVPURE	CONSUMER APPLIANCES	WATER PURIFIERS
87	193	106	BRU	FOOD & BEVERAGE	INSTANT COFFEE
88	89	01	AVIVA LIFE INSURANCE	BFSI	LIFE INSURANCE - PRIVATE
89	83	-06	MUTHOOT FINANCE	BFSI	FINANCIAL SERVICES
90	68	-22	TATA STEEL	MANUFACTURING	METAL
91	-	-	HUDA	FMCG	COSMETICS - PREMIUM
92	-	-	PATANJALI IMMUNOCHARGE	HEALTHCARE	IMMUNITY SUPPLEMENT - AYURVEDIC
93	44	-49	BRITANNIA	FOOD & BEVERAGE	BISCUITS - DIVERSIFIED
94	67	-27	NIVEA	FMCG	SKINCARE
95	354	259	OKAYA	CONSUMER APPLIANCES	INVERTER BATTERIES
96	278	182	TVS SCOOTY	AUTOMOBILE	AUTOMATIC SCOOTER
97	-	-	COLGATE	FMCG	TOOTHBRUSHES
98	149	51	ONIDA	CONSUMER ELECTRONICS	TELEVISIONS
99	104	05	DOVE	FMCG	SHAMPOO
100	54	-46	NESTLE MAGGI	FOOD & BEVERAGE	INSTANT NOODLES
101	135	34	WHIRLPOOL	CONSUMER ELECTRONICS	REFRIGERATORS
102	198	96	HALDIRAM'S	FOOD & BEVERAGE	PACKAGED SNACKS
103	116	13	HONDA CB SHINE	AUTOMOBILE	TWO WHEELER - BRAND
104	102	-02	FORD	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
105	165	60	NATARAJ	STATIONERY	WRITING INSTRUMENTS
106	478	372	MI	CONSUMER ELECTRONICS	TELEVISIONS
107	84	-23	PANASONIC	CONSUMER ELECTRONICS	AIR CONDITIONERS
108	-	-	FILA	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
109	210	101	ACC CEMENT	MANUFACTURING	CEMENT
110	748	638	DISCOVERY	MEDIA - TV	FACTUAL ENTERTAINMENT
111	133	22	REEBOK	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
112	17	-95	ROYAL ENFIELD	AUTOMOBILE	TWO WHEELER - MANUFACTURER
113	308	195	GARNIER	FMCG	SKINCARE
114	-	-	TVS JUPITER	AUTOMOBILE	AUTOMATIC SCOOTER
115	96	-19	SAMSUNG	CONSUMER ELECTRONICS	WASHING MACHINES
116	-	-	CHENNAI SUPER KINGS	SPORTS	INDIAN PREMIER LEAGUE
117	98	-19	BISLERI	FOOD & BEVERAGE	PACKAGED DRINKING WATER
118	41	-77	TATA MOTORS	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
119	62	-57	TATA TEA	FOOD & BEVERAGE	TEA
120	156	36	WAGH BAKRI	FOOD & BEVERAGE	TEA

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
121	63	-58	SENCO GOLD	PERSONAL ACCESSORIES	JEWELLERY
122	130	08	POND'S	FMCG	SKINCARE
123	130	187	DETTOl	FMCG	ANTISEPTIC PRODUCTS
124	256	132	SONY	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
125	325	200	CADBURY	FOOD & BEVERAGE	CHOCOLATES - DIVERSIFIED
126	99	-27	FASTRACK	PERSONAL ACCESSORIES	WATCHES - YOUTH
127	737	610	RAMRAJ	APPARELS	DHOTIS
128	162	34	ASIAN PAINTS	MANUFACTURING	PAINTS
129	276	147	WHISPER	FMCG	PERSONAL HYGIENE PRODUCTS
130	-	-	BYJU'S	INTERNET	EDUCATION TECHNOLOGY - K12
131	356	225	LG	GADGETRY	MOBILE PHONES
132	-	-	APPLE iWATCH	PERSONAL TECHNOLOGY	WEARABLES
133	344	211	TCS	TECHNOLOGY	SOFTWARE SERVICES
134	264	130	FANTA	FOOD & BEVERAGE	AERATED BEVERAGES
135	380	245	WHIRLPOOL	CONSUMER ELECTRONICS	AIR CONDITIONERS
136	-	-	JOLLY TULSI 51	HEALTHCARE	IMMUNITY SUPPLEMENT - AYURVEDIC
137	-	-	COVAXIN (BHARAT BIOTECH)	HEALTHCARE	COVID-19 VACCINE
138	232	94	COCA-COLA	FOOD & BEVERAGE	AERATED BEVERAGES
139	739	600	DETTOl	FMCG	HANDWASH
140	253	113	ZEE5	INTERNET	OTT
141	108	-33	GODREJ	HOME CARE	LOCKS
142	143	01	BALAJI WAFERS	FOOD & BEVERAGE	PACKAGED SNACKS
143	208	65	AXIS BANK	BFSI	BANK - PRIVATE
144	61	-83	MARUTI SUZUKI SWIFT	AUTOMOBILE	CAR - HATCHBACK
145	988	843	STAYFREE	FMCG	PERSONAL HYGIENE PRODUCTS
146	272	126	HIMALAYA	FMCG	SOAPS - AYURVEDIC
147	166	19	BAJAJ PULSAR	AUTOMOBILE	TWO WHEELER - BRAND
148	134	-14	MRF	AUTOMOBILE - RELATED	TYRES
149	182	33	GOOGLE PLAY STORE	INTERNET	APP STORE
150	125	-25	MAHINDRA & MAHINDRA	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
151	70	-81	PARLE	FOOD & BEVERAGE	BISCUITS - DIVERSIFIED
152	42	-110	HONDA	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
153	802	649	ASTRAL	MANUFACTURING	PIPES
154	94	-60	SONATA	PERSONAL ACCESSORIES	WATCHES
155	334	179	AMUL	FOOD & BEVERAGE	GHEE
156	731	575	TWITTER	INTERNET	SOCIAL NETWORKING
157	314	157	AACHI	FOOD & BEVERAGE	SPICES
158	660	502	HASMUKH	FOOD & BEVERAGE	TEA
159	194	35	KOTAK MAHINDRA BANK	BFSI	BANK - PRIVATE
160	480	320	LIMCA	FOOD & BEVERAGE	AERATED BEVERAGES

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
161	429	268	KINGFISHER	ALCOHOLIC BEVERAGES	BEER
162	189	27	POND'S	FMCG	TALCUM POWDER
163	93	-70	RAYMOND	APPARELS	FABRIC TO BRANDS
164	49	-115	PEPSI	FOOD & BEVERAGE	AERATED BEVERAGES
165	111	-54	SINGER	HOME CARE	SEWING MACHINES
166	51	-115	CANON	GADGETRY	CAMERAS
167	305	138	JEEP	AUTOMOBILE	SUV MANUFACTURER
168	-	-	GODREJ	CONSUMER ELECTRONICS	AIR CONDITIONERS
169	173	04	HEWLETT PACKARD	TECHNOLOGY	PRINTERS
170	-	-	ELLE 18	FMCG	COSMETICS
171	216	45	BANK OF BARODA	BFSI	BANK - PSU
172	390	218	ASUS	TECHNOLOGY	LAPTOPS
173	167	-06	MDH	FOOD & BEVERAGE	SPICES
174	403	229	MAAZA	FOOD & BEVERAGE	NON-AERATED BEVERAGES
175	921	746	AMERICAN EXPRESS	BFSI	CREDIT CARDS
176	765	589	VLCC	FMCG	SKINCARE
177	-	-	INTERFLORA	INTERNET	ONLINE FLOWER DELIVERY
178	227	49	CLOSE UP	FMCG	TOOTHPASTE
179	460	281	BHARATGAS	ENERGY	LPG
180	-	-	BLUE HEAVEN COSMETICS	FMCG	COSMETICS
181	118	-63	CADBURY DAIRY MILK	FOOD & BEVERAGE	CHOCOLATE - BRAND
182	473	291	KELVINATOR	CONSUMER ELECTRONICS	REFRIGERATORS
183	581	398	BERGER PAINTS	MANUFACTURING	PAINTS
184	236	52	SUNSILK	FMCG	SHAMPOO
185	-	-	KINETIC HONDA	AUTOMOBILE	AUTOMATIC SCOOTER
186	-	-	ORI-PLAST	MANUFACTURING	PIPES
187	496	309	YOUTUBE	INTERNET	VIDEO-SHARING
188	-	-	SONY	GADGETRY	CAMERAS
189	-	-	ONIDA	CONSUMER ELECTRONICS	WASHING MACHINES
190	469	279	CINTHOL	FMCG	SOAPS
191	123	-68	AASHIRVAAD ATTA	FOOD & BEVERAGE	PACKAGED FLOUR
192	164	-28	L'OREAL	FMCG	SHAMPOO
193	117	-76	PEARS	FMCG	SOAPS
194	-	-	BAJAJ ELECTRICALS	CONSUMER APPLIANCES	FANS
195	-	-	JANSSEN (JOHNSON & JOHNSON)	HEALTHCARE	COVID-19 VACCINE
196	628	432	VADILAL	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
197	112	-85	PARACHUTE	FMCG	HAIR OIL
198	200	02	ACER	TECHNOLOGY	LAPTOPS
199	-	-	POWER	ENERGY	PETROLEUM - BRAND
200	608	408	HIMALAYA	FMCG	SHAMPOO - AYURVEDIC

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
201	590	389	GODREJ NO.1	FMCG	SOAPS
202	-	-	OPPO	GADGETRY	EARPHONES
203	195	-08	L'OREAL	FMCG	COSMETICS
204	171	-33	LEVI'S	APPARELS	CASUALWEAR
205	835	630	SINTEX	MANUFACTURING	WATER STORAGE SOLUTIONS
206	324	118	AMBUJA CEMENT	MANUFACTURING	CEMENT
207	114	-93	DOMINO'S	RETAIL	QSR
208	-	-	EVERYWHERE GYM	INTERNET	FITNESS APP
209	-	-	ZANDU ASVAGANDHA	HEALTHCARE	IMMUNITY SUPPLEMENT - AYURVEDIC
210	582	372	LUMINOUS	CONSUMER APPLIANCES	INVERTER BATTERIES
211	107	-104	PHILIPS	FAST MOVING ELECTRICAL GOODS	LIGHTING
212	120	-92	OTTO	APPARELS	MENSWEAR
213	279	66	NESTLE KITKAT	FOOD & BEVERAGE	CHOCOLATE - BRAND
214	419	205	CROMPTON GREAVES	CONSUMER APPLIANCES	FANS
215	-	-	GODREJ	CONSUMER ELECTRONICS	TELEVISIONS
216	64	-152	FOSSIL	PERSONAL ACCESSORIES	WATCHES
217	-	-	REMDESIVIR	HEALTHCARE	ANTIVIRAL DRUG
218	150	-68	PHILIPS LED	FAST MOVING ELECTRICAL GOODS	LED LIGHTING
219	555	336	THUMS UP	FOOD & BEVERAGE	AERATED BEVERAGES
220	-	-	ZANDU AMALAKI	HEALTHCARE	AYURVEDIC SUPPLEMENT
221	-	-	ADOBE	TECHNOLOGY	SOFTWARE PRODUCTS
222	259	37	CLINIC PLUS	FMCG	SHAMPOO
223	434	211	O GENERAL	CONSUMER ELECTRONICS	AIR CONDITIONERS
224	579	355	DABUR HONEY	FOOD & BEVERAGE	HONEY
225	-	-	EUKIDS	EDUCATION	PRE-SCHOOL
226	267	41	VOLKSWAGEN	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
227	177	-50	PATANJALI	FMCG	DIVERSIFIED
228	297	69	FROOTI	FOOD & BEVERAGE	NON-AERATED BEVERAGES
229	471	242	CANARA BANK	BFSI	BANK - PSU
230	388	158	BAJAJ ELECTRICALS	CONSUMER APPLIANCES	DIVERSIFIED
231	-	-	INDANE	ENERGY	LPG
232	77	-155	HORLICKS	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
233	774	541	TRESEMME	FMCG	SHAMPOO
234	-	-	AMAZON PRIME	INTERNET	OTT
235	652	417	SYSKA LED	FAST MOVING ELECTRICAL GOODS	LED LIGHTING
236	-	-	COVAVAX (NOVAVAX-SERUM INSTITUTE)	HEALTHCARE	COVID-19 VACCINE
237	244	07	UNION BANK OF INDIA	BFSI	BANK - PSU
238	-	-	MAYBELLINE	FMCG	LIPSTICK
239	425	186	NIKON	GADGETRY	CAMERAS
240	261	21	DABUR AMLA	FMCG	HAIR OIL

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
241	180	-61	PIZZA HUT	RETAIL	QSR
242	215	-27	GLOW & LOVELY	FMCG	SKIN LIGHTENING PRODUCTS
243	185	-58	MICROSOFT	TECHNOLOGY	SOFTWARE PRODUCTS
244	290	46	LIFEBOUY	FMCG	ANTISEPTIC PRODUCTS
245	14	-231	ZARA	RETAIL	FAST FASHION
246	-	-	VAT00002/VAT00008 (SANOFI-GSK)	HEALTHCARE	COVID-19 VACCINE
247	-	-	WIPRO	TECHNOLOGY	SOFTWARE SERVICES
248	225	-23	RELIANCE JIO	TELECOM	SERVICES - DIVERSIFIED
249	318	69	EVEREST	FOOD & BEVERAGE	SPICES
250	13	-237	LG	CONSUMER ELECTRONICS	DIVERSIFIED
251	48	-203	TATA	DIVERSIFIED	DIVERSIFIED
252	204	-48	COMPLAN	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
253	904	651	SUBWAY	RETAIL	QSR
254	-	-	SUPREME	MANUFACTURING	PIPES
255	222	-33	VIP	PERSONAL ACCESSORIES	LUGGAGE/BAGS
256	265	09	SAMSUNG	TECHNOLOGY	LAPTOPS
257	211	-46	SURF EXCEL	FMCG	FABRICARE
258	139	-119	RADO	PERSONAL ACCESSORIES	WATCHES - PREMIUM
259	428	169	HONDA UNICORN	AUTOMOBILE	TWO WHEELER - BRAND
260	160	-100	MAYBELLINE	FMCG	COSMETICS
261	-	-	HERO SPLENDOR	AUTOMOBILE	TWO WHEELER - BRAND
262	65	-197	AMUL	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
263	654	391	AMWAY	FMCG	DIRECT SELLING
264	-	-	GRAVITY	GADGETRY	MOBILE PHONES
265	527	262	LAKHANI	PERSONAL ACCESSORIES	FOOTWEAR - PU/RUBBER
266	-	-	ANYTIME FITNESS	SERVICES	FITNESS CENTRE
267	101	-166	APPLE	TECHNOLOGY	PERSONAL TECHNOLOGY
268	224	-44	OLA	INTERNET	CAB HAILING
269	217	-52	BLUE STAR	CONSUMER ELECTRONICS	AIR CONDITIONERS
270	615	345	CADBURY PERK	FOOD & BEVERAGE	CHOCOLATE - BRAND
271	-	-	HIRANANDANI	CONSTRUCTION	REAL ESTATE
272	-	-	PFIZER-BIONTECH	HEALTHCARE	COVID-19 VACCINE
273	-	-	AQUAGUARD	CONSUMER APPLIANCES	WATER PURIFIERS
274	142	-132	PETER ENGLAND	APPARELS	MENSWEAR
275	229	-46	GARNIER	FMCG	HAIR COLOUR
276	286	10	RIN	FMCG	FABRICARE
277	32	-245	SONY	DIVERSIFIED	DIVERSIFIED
278	110	-168	HIMALAYA	FMCG	SKINCARE - AYURVEDIC
279	138	-141	IDBI BANK	BFSI	BANK - PRIVATE
280	192	-88	HINDUSTAN PETROLEUM	ENERGY	OIL & GAS - RETAIL

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
281	80	-201	PARLE G	FOOD & BEVERAGE	BISCUITS - BRAND
282	274	-08	LIPTON	FOOD & BEVERAGE	TEA
283	121	-162	THE TIMES OF INDIA	MEDIA - PRINT	NEWSPAPER - ENGLISH
284	-	-	SCOOPS	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
285	-	-	YARDLEY	FMCG	DEO/PERFUME
286	-	-	CADBURY FUSE	FOOD & BEVERAGE	CHOCOLATE BAR
287	119	-168	CADBURY 5 STAR	FOOD & BEVERAGE	CHOCOLATE - BRAND
288	898	610	W	APPARELS	FUSIONWEAR - WOMEN
289	-	-	HIKE	INTERNET	INSTANT MESSAGING SERVICE
290	158	-132	KALYAN JEWELLERS	PERSONAL ACCESSORIES	JEWELLERY
291	432	141	PATANJALI	FMCG	SKINCARE - AYURVEDIC
292	-	-	VOLTAS	CONSUMER ELECTRONICS	REFRIGERATORS
293	275	-18	WHATSAPP	INTERNET	INSTANT MESSAGING SERVICE
294	529	235	VIDEOCON	CONSUMER ELECTRONICS	WASHING MACHINES
295	382	87	RBI	BFSI	BANK - FEDERAL
296	781	485	LG	TECHNOLOGY	LAPTOPS
297	243	-54	GODREJ	CONSUMER ELECTRONICS	WASHING MACHINES
298	191	-107	WOODLAND	PERSONAL ACCESSORIES	FOOTWEAR - OUTDOOR
299	-	-	PANASONIC	CONSUMER ELECTRONICS	WASHING MACHINES
300	321	21	JK TYRE	AUTOMOBILE - RELATED	TYRES
301	257	-44	ORIENT	CONSUMER APPLIANCES	FANS
302	323	21	SUN PHARMA	HEALTHCARE	PHARMACEUTICALS - INDIAN
303	450	147	SPRITE	FOOD & BEVERAGE	AERATED BEVERAGES
304	109	-195	AAJ TAK	MEDIA - TV	HINDI NEWS
305	374	69	KWALITY WALLS	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
306	300	-06	PATANJALI	FMCG	SOAPS - AYURVEDIC
307	366	59	JK PAPER	STATIONERY	PAPER
308	-	-	SH12	GADGETRY	EARPHONES
309	625	316	LAVA	GADGETRY	MOBILE PHONES - INDIAN
310	730	420	AVON	FMCG	COSMETICS
311	-	-	OLX	INTERNET	INTERNET CLASSIFIEDS SERVICE
312	493	181	EXIDE	AUTOMOBILE - RELATED	AUTO - BATTERIES
313	396	83	MOTHER DAIRY	FOOD & BEVERAGE	MILK
314	106	-208	McDONALD'S	RETAIL	QSR
315	126	-189	PUMA	PERSONAL ACCESSORIES	SPORTSWEAR
316	456	140	FEVICOL	FMCG	ADHESIVE
317	71	-246	PUNJAB NATIONAL BANK	BFSI	BANK - PSU
318	153	-165	RELIANCE	DIVERSIFIED	DIVERSIFIED
319	-	-	QUALCOMM	TECHNOLOGY	SEMICONDUCTORS
320	338	18	BINGO	FOOD & BEVERAGE	PACKAGED SNACKS

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
321	241	-80	RENAULT	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
322	558	236	FA	FMCG	DEO/PERFUME
323	-	-	SONY BRAVIA	CONSUMER ELECTRONICS	TELEVISION - BRAND
324	528	204	HAIER	CONSUMER ELECTRONICS	AIR CONDITIONERS
325	172	-153	HITACHI	CONSUMER ELECTRONICS	AIR CONDITIONERS
326	418	92	REVLON	FMCG	COSMETICS
327	550	223	DABUR	HEALTHCARE	CHAWANPRASH
328	218	-110	VIVEL	FMCG	SOAPS
329	39	-290	ADIDAS	PERSONAL ACCESSORIES	SPORTSWEAR
330	503	173	NIRMA	FMCG	FABRICARE
331	269	-62	TATA SKY	DTH	DTH
332	152	-180	LEE	APPARELS	CASUALWEAR
333	589	256	BOROLINE	FMCG	ANTISEPTIC CREAM - AYURVEDIC
334	339	05	SANSUI	CONSUMER ELECTRONICS	TELEVISIONS
335	129	-206	APSARA	STATIONERY	WRITING INSTRUMENTS
336	365	29	TIMEX	PERSONAL ACCESSORIES	WATCHES
337	551	214	SLEEPWELL	HOME CARE	MATTRESSES
338	512	174	BROOKE BOND TAJ MAHAL	FOOD & BEVERAGE	TEA - BRAND
339	242	-97	YES BANK	BFSI	BANK - PRIVATE
340	258	-82	CARRIER	CONSUMER ELECTRONICS	AIR CONDITIONERS
341	414	73	SUNRISE FOODS	FOOD & BEVERAGE	SPICES
342	627	285	MICROMAX	GADGETRY	MOBILE PHONES
343	532	189	VIDEOCON	CONSUMER ELECTRONICS	REFRIGERATORS
344	327	-17	CIPLA	HEALTHCARE	PHARMACEUTICALS - INDIAN
345	252	-93	ONIDA	CONSUMER ELECTRONICS	AIR CONDITIONERS
346	658	312	PATANJALI KESH KANTI	FMCG	HAIR OIL - AYURVEDIC
347	-	-	LAXMI BHOG	FOOD & BEVERAGE	PACKAGED FLOUR
348	337	-11	ULTRATECH CEMENT	MANUFACTURING	CEMENT
349	715	366	MILTON	KITCHEN CARE	KITCHENWARE
350	-	-	VU	CONSUMER ELECTRONICS	TELEVISIONS
351	416	65	ZEE NEWS	MEDIA - TV	HINDI NEWS
352	455	103	LIBERTY	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
353	145	-208	ARROW	APPARELS	FORMALWEAR
354	-	-	KTM DUKE	AUTOMOBILE	TWO WHEELER - BRAND
355	66	-289	NESTLE	FOOD & BEVERAGE	DIVERSIFIED
356	586	230	BRITANNIA BOURBON	FOOD & BEVERAGE	BISCUITS - BRAND
357	462	105	HAVMOR	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
358	179	-179	PANTENE	FMCG	SHAMPOO
359	270	-89	LLOYD	CONSUMER ELECTRONICS	AIR CONDITIONERS
360	201	-159	OND'S	FMCG	COSMETICS

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
361	-	-	LOTUS	FMCG	COSMETICS
362	436	74	DHARA	FOOD & BEVERAGE	EDIBLE OIL
363	470	107	SUNFEAST YIPPEE NOODLES	FOOD & BEVERAGE	INSTANT NOODLES
364	151	-213	ROLEX	PERSONAL ACCESSORIES	WATCHES - LUXURY
365	124	-241	FORTUNE	FOOD & BEVERAGE	EDIBLE OIL
366	24	-342	NIKE	PERSONAL ACCESSORIES	SPORTSWEAR
367	629	262	NIPPO	FMCG	CONSUMER BATTERIES
368	373	05	SONY VAIO	TECHNOLOGY	LAPTOPS
369	521	152	SKYBAGS	PERSONAL ACCESSORIES	LUGGAGE/BAGS
370	466	96	KENT	CONSUMER APPLIANCES	WATER PURIFIERS
371	263	-108	BANK OF INDIA	BFSI	BANK - PSU
372	79	-293	SAFFOLA	FOOD & BEVERAGE	EDIBLE OIL
373	-	-	A.O. SMITH	CONSUMER APPLIANCES	WATER HEATERS
374	707	333	YAMAHA FZ	AUTOMOBILE	TWO WHEELER - BRAND
375	437	62	LAMBORGHINI	AUTOMOBILE	FOUR WHEELER - SUPER LUXURY
376	451	75	7UP	FOOD & BEVERAGE	AERATED BEVERAGES
377	646	269	MONGINIS	RETAIL	CAKESHOP
378	-	-	HERO HONDA HUNK	AUTOMOBILE	TWO WHEELER - BRAND
379	969	590	GOODKNIGHT	FMCG	PEST REPELLENT
380	296	-84	BRITANNIA GOODDAY	FOOD & BEVERAGE	BISCUITS - BRAND
381	-	-	SUGAR	FMCG	COSMETICS
382	-	-	SALONI	FOOD & BEVERAGE	EDIBLE OIL
383	52	-331	RAYMOND MADE TO MEASURE	APPARELS	TAILORED MENSWEAR
384	-	-	ITC PAPERBOARDS	STATIONERY	PAPER
385	240	-145	SENSODYNE	FMCG	TOOTHPASTE
386	346	-40	INFOSYS	TECHNOLOGY	SOFTWARE SERVICES
387	-	-	PORTRONICS	PERSONAL TECHNOLOGY	POWERBANK
388	467	79	BMW MOTORRAD	AUTOMOBILE	TWO WHEELER - BRAND (PREMIUM)
389	168	-221	OREO	FOOD & BEVERAGE	BISCUITS - BRAND
390	979	589	SOFY	FMCG	PERSONAL HYGIENE PRODUCTS
391	671	280	SONY	GADGETRY	MOBILE PHONES
392	349	-43	CASTROL	AUTOMOBILE - RELATED	LUBRICANTS
393	359	-34	KELLOGG'S	FOOD & BEVERAGE	BREAKFAST CEREAL
394	406	12	HAWKINS	KITCHEN CARE	COOKWARE
395	502	107	UBER	INTERNET	CAB HAILING
396	372	-24	HEAD & SHOULDERS	FMCG	SHAMPOO
397	85	-312	TTK PRESTIGE	KITCHEN CARE	KITCHEN PRODUCTS
398	161	-237	NISSAN	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
399	-	-	HERO HF DELUXE	AUTOMOBILE	TWO WHEELER - BRAND
400	-	-	QUARTZ	PERSONAL ACCESSORIES	WATCHES

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
401	-	-	McDOWELL'S	ALCOHOLIC BEVERAGES	WHISKEY
402	357	-45	BAJAJ ALMOND DROPS	FMCG	HAIR OIL
403	-	-	BRITANNIA	FOOD & BEVERAGE	BREAD
404	-	-	REVLON	FMCG	LIPSTICK
405	209	-196	CASIO	PERSONAL ACCESSORIES	WATCHES
406	-	-	HARVEST GOLD	FOOD & BEVERAGE	BREAD
407	-	-	STARBUCKS	RETAIL	CAFÉ
408	163	-245	LAYS	FOOD & BEVERAGE	PACKAGED SNACKS
409	281	-128	KISSAN	FOOD & BEVERAGE	PROCESSED FOODS
410	214	-196	BIG BAZAAR	RETAIL	HYPERMARKET - INDIAN
411	481	70	HIMALAYA	HEALTHCARE	AYURVEDIC PRODUCTS - DIVERSIFIED
412	147	-265	CITIBANK	BFSI	BANK - FOREIGN
413	601	188	VIM	FMCG	DISHCARE
414	499	85	WHEEL	FMCG	FABRICARE
415	-	-	DENA BANK	BFSI	BANK - PSU
416	631	215	BANDHAN BANK	BFSI	BANK - PRIVATE
417	-	-	SUZUKI	AUTOMOBILE	TWO WHEELER - MANUFACTURER
418	155	-263	BIRLA CEMENT	MANUFACTURING	CEMENT
419	-	-	WHITE TONE	FMCG	SKIN LIGHTENING PRODUCTS
420	233	-187	PEPSODENT	FMCG	TOOTHPASTE
421	157	-264	SEIKO	PERSONAL ACCESSORIES	WATCHES - PREMIUM
422	430	8	HARPIC	FMCG	TOILET CLEANER
423	-	-	MUMBAI INDIANS	SPORTS	INDIAN PREMIER LEAGUE
424	-	-	INDIAN RAILWAYS	TRANSPORTATION	RAIL
425	-	-	STAR CEMENT	MANUFACTURING	CEMENT
426	600	174	BOURNVITA	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
427	650	223	TOSHIBA	CONSUMER ELECTRONICS	TELEVISIONS
428	-	-	HAVELLS	FAST MOVING ELECTRICAL GOODS	LIGHTING
429	132	-297	REDTAPE	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
430	-	-	CADBURY DAIRY MILK SILK	FOOD & BEVERAGE	CHOCOLATE BAR
431	783	352	SUNDROP	FOOD & BEVERAGE	EDIBLE OIL
432	203	-229	BRITANNIA	FOOD & BEVERAGE	DIVERSIFIED
433	289	-144	H&M	RETAIL	FAST FASHION
434	213	-221	SAMSUNG	GADGETRY	TABLETS
435	207	-228	PARAGON	PERSONAL ACCESSORIES	FOOTWEAR - PU/RUBBER
436	888	452	DR REDDY'S	HEALTHCARE	PHARMACEUTICALS - INDIAN
437	-	-	BRITANNIA TREAT	FOOD & BEVERAGE	BISCUITS - BRAND
438	826	388	COLORS	MEDIA - TV	HINDI - GEC
439	-	-	SAREGAMA CARVAAN	CONSUMER ELECTRONICS	PERSONAL DIGITAL AUDIO PLAYER
440	-	-	PANASONIC	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS

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INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
441	-	-	LEGENDS	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
442	-	-	INDIGO	MANUFACTURING	PAINTS
443	312	-131	TATA MOTORS	AUTOMOBILE	COMMERCIAL VEHICLES
444	-	-	ZANDU GUDUCHI	HEALTHCARE	IMMUNITY SUPPLEMENT - AYURVEDIC
445	-	-	MAMAEARTH	FMCG	COSMETICS
446	-	-	HARLEY DAVIDSON	AUTOMOBILE	TWO WHEELER - PREMIUM
447	845	398	HERO PASSION	AUTOMOBILE	TWO WHEELER - BRAND
448	-	-	MARS GALAXY	FOOD & BEVERAGE	CHOCOLATE - BRAND
449	474	25	INDIA TV	MEDIA - TV	HINDI NEWS
450	-	-	CONVERSE	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
451	573	122	GENERAL INSURANCE CORPORATION	BFSI	GENERAL INSURANCE - PSU
452	-	-	HAIER	CONSUMER APPLIANCES	FANS
453	-	-	COVISHIELD (OXFORD-ASTRAZENECA)	HEALTHCARE	COVID-19 VACCINE
454	137	-317	SUZUKI	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
455	915	460	WILD STONE	FMCG	DEO/PERFUME
456	588	132	HERO CYCLES	MANUFACTURING	BICYCLES
457	861	404	MIRINDA	FOOD & BEVERAGE	AERATED BEVERAGES
458	-	-	NUTELLA	FOOD & BEVERAGE	CHOCOLATE HAZELNUT SPREAD
459	237	-222	HONDA	AUTOMOBILE	SCOOTERS
460	441	-19	PAYTM	INTERNET	DIGITAL PAYMENT
461	-	-	SRMB STEEL	MANUFACTURING	TMT BARS
462	691	229	CLASSMATE	STATIONERY	NOTEBOOKS
463	282	-181	RAYBAN	PERSONAL ACCESSORIES	EYEWEAR
464	400	-64	MEDIMIX	FMCG	SOAPS - AYURVEDIC
465	-	-	ROYAL ENFIELD BULLET	AUTOMOBILE	TWO WHEELER - BRAND
466	568	102	LEE COOPER	APPARELS	CASUALWEAR
467	271	-196	KHADIM'S	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
468	635	167	MODERN	FOOD & BEVERAGE	BAKERY PRODUCTS
469	651	182	DTDC	SERVICES	EXPRESS SERVICES - DOMESTIC
470	834	364	VOLKSWAGEN POLO	AUTOMOBILE	CAR - HATCHBACK
471	-	-	TVS SCOOTY PEP+	AUTOMOBILE	AUTOMATIC SCOOTER
472	-	-	AMUL TAAZA FULL CREAM	FOOD & BEVERAGE	MILK
473	-	-	HOFFMEN	APPARELS	FAST FASHION
474	-	-	NYLE SHAMPOO	FMCG	SHAMPOO
475	-	-	INDULEKHA BHRINGA OIL	FMCG	HAIR OIL - AYURVEDIC
476	-	-	TATA AIG	BFSI	GENERAL INSURANCE - PRIVATE
477	-	-	EMAMI NAVRATNA	FMCG	HAIR OIL
478	361	-117	HYUNDAI CRETA	AUTOMOBILE	SUV/MUV - BRAND
479	621	142	DHL	SERVICES	EXPRESS SERVICES - FOREIGN
480	212	-268	PATANJALI	HEALTHCARE	AYURVEDIC PRODUCTS - DIVERSIFIED

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
481	-	-	MEOW	STATIONERY	WRITING INSTRUMENTS
482	427	-55	P.C.CHANDRA JEWELLERS	PERSONAL ACCESSORIES	JEWELLERY
483	285	-198	APOLLO HOSPITALS	HEALTHCARE	HOSPITALS
484	794	310	CANON	TECHNOLOGY	PRINTERS
485	613	128	JOHNSON & JOHNSON	FMCG	BABY PRODUCTS - DIVERSIFIED
486	680	194	HAMAM	FMCG	SOAPS
487	-	-	REPUBLIC BHARAT	MEDIA - TV	HINDI NEWS
488	-	-	ASTOR	HOSPITALITY	HOTELS
489	-	-	YEWALE AMRUTTULYA	RETAIL	TEA SHOP
490	-	-	NESTLE MUNCH	FOOD & BEVERAGE	CHOCOLATE - BRAND
491	-	-	METRO DAIRY	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
492	966	474	SNICKERS	FOOD & BEVERAGE	CHOCOLATE BAR
493	-	-	WIBS	FOOD & BEVERAGE	BREAD
494	656	162	GODREJ PROPERTIES	CONSTRUCTION	REAL ESTATE
495	-	-	NEELAM GARMENTS	HOME CARE	HOME FURNISHINGS
496	-	-	SPINOZA	PERSONAL ACCESSORIES	WATCHES
497	884	387	ROTOMAC	STATIONERY	WRITING INSTRUMENTS
498	-	-	HCL	TECHNOLOGY	LAPTOPS
499	307	-192	LOTUS	FMCG	SKINCARE
500	141	-359	MARUTI SUZUKI ALTO	AUTOMOBILE	CAR - HATCHBACK
501	933	432	TCL	CONSUMER ELECTRONICS	TELEVISIONS
502	-	-	THE HHI	HOSPITALITY	HOTELS
503	293	-210	HMT	PERSONAL ACCESSORIES	WATCHES
504	897	393	ICI PAINTS	MANUFACTURING	PAINTS
505	970	465	DEER CLUB	APPARELS	CASUALWEAR
506	-	-	TATA TISCON	MANUFACTURING	TMT BARS
507	515	08	COOKME	FOOD & BEVERAGE	SPICES
508	720	212	USHA	HOME CARE	SEWING MACHINES
509	301	-208	GUCCI	BRANDED FASHION	BRANDED FASHION - LUXURY
510	882	372	LIZOL	FMCG	FLOOR DISINFECTANT
511	353	-158	BSNL	TELECOM	MOBILE SERVICE PROVIDER
512	-	-	SHELCAL CT	HEALTHCARE	CALCIUM SUPPLEMENT
513	931	418	HYUNDAI i20	AUTOMOBILE	CAR - HATCHBACK
514	250	-264	VASELINE	FMCG	SKINCARE
515	522	07	STAR PLUS	MEDIA - TV	HINDI - GEC
516	-	-	VICCO	FMCG	SKINCARE - AYURVEDIC
517	812	295	DOVE	FMCG	SKINCARE
518	306	-212	ITC	DIVERSIFIED	DIVERSIFIED
519	911	392	SBI MUTUAL FUND	BFSI	MUTUAL FUND
520	-	-	AVITA	TECHNOLOGY	LAPTOPS

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
521	-	-	TATA MEMORIAL	HEALTHCARE	HOSPITALS
522	-	-	HERO CBZ	AUTOMOBILE	TWO WHEELER - BRAND
523	-	-	STAR HEALTH	BFSI	HEALTH INSURANCE - PRIVATE
524	303	-221	MINU SAREES	APPARELS	SAREES
525	728	203	AJANTA	HOME CARE	WALL CLOCKS
526	791	265	AQUAFINA	FOOD & BEVERAGE	PACKAGED DRINKING WATER
527	-	-	NTPC	ENERGY	POWER GENERATION
528	516	-12	TVS TYRES	AUTOMOBILE - RELATED	TYRES
529	377	-152	GLAXO SMITH KLINE	HEALTHCARE	PHARMACEUTICALS - FOREIGN
530	675	145	LOUIS PHILIPPE	APPARELS	FORMALWEAR
531	-	-	LUNAR	PERSONAL ACCESSORIES	FOOTWEAR - PU/RUBBER
532	-	-	DABUR VATIKA	FMCG	SHAMPOO - AYURVEDIC
533	-	-	THE ECONOMIC TIMES	MEDIA - PRINT	NEWSPAPER - ENGLISH
534	788	254	PEPE	APPARELS	CASUALWEAR
535	367	-168	TROPICANA	FOOD & BEVERAGE	PACKAGED FRUIT JUICE
536	317	-219	NDTV 24X7	MEDIA - TV	ENGLISH NEWS
537	673	136	MYNTRA	INTERNET	ONLINE FASHION RETAILER
538	-	-	GOOGLE PAY	INTERNET	DIGITAL PAYMENT
539	682	143	TOYOTA INNOVA	AUTOMOBILE	SUV/MUV - BRAND
540	893	353	PHILIPS	CONSUMER APPLIANCES	IRONS
541	333	-208	PHILIPS	CONSUMER ELECTRONICS	TELEVISIONS
542	692	150	KIA	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
543	442	-101	RED BULL	FOOD & BEVERAGE	ENERGY DRINK
544	447	-97	IFB	CONSUMER ELECTRONICS	WASHING MACHINES
545	385	-160	NIHAR NATURALS	FMCG	HAIR OIL
546	-	-	GODREJ EXPERT RICH CRÈME	FMCG	HAIR COLOUR
547	302	-245	AMERICAN TOURISTER	PERSONAL ACCESSORIES	LUGGAGE/BAGS
548	-	-	PHILIPS	TECHNOLOGY	LAPTOPS
549	659	110	IBM	SERVICES	CONSULTING SERVICES
550	963	413	MITSUBISHI	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
551	509	-42	PRIYAGOLD	FOOD & BEVERAGE	BISCUITS - DIVERSIFIED
552	368	-184	GOLD FLAKE	FMCG	CIGARETTE - BRAND
553	-	-	SARAS	FOOD & BEVERAGE	GHEE
554	-	-	BRINK	APPARELS	CASUALWEAR
555	962	407	US POLO	APPARELS	CASUALWEAR
556	611	55	APPLE iPAD	GADGETRY	TABLETS
557	749	192	SAVLON	FMCG	ANTISEPTIC PRODUCTS
558	871	313	ALKEM	HEALTHCARE	PHARMACEUTICALS - INDIAN
559	-	-	BOVTY	GADGETRY	EARPHONES
560	661	101	ASHOK LEYLAND	AUTOMOBILE	COMMERCIAL VEHICLES

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
561	-	-	US POLO	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
562	-	-	BAJAJ	CONSUMER ELECTRONICS	MICROWAVES
563	-	-	US POLO	PERSONAL ACCESSORIES	WATCHES
564	294	-270	MTR	FOOD & BEVERAGE	RTC FOODS
565	439	-126	RELIANCE JIO	GADGETRY	MOBILE PHONES
566	-	-	AYUR	FMCG	SKINCARE
567	-	-	TOYOTA ETIOS	AUTOMOBILE	CAR - SEDAN
568	-	-	BRITANNIA JIM JAM	FOOD & BEVERAGE	BISCUITS - BRAND
569	952	383	LUX COZI	APPARELS	INNERWEAR - BRAND
570	-	-	ZANDU BALM	HEALTHCARE	PAIN RELIEF
571	-	-	COUNTRY WOOD	HOME CARE	FURNITURE
572	-	-	DABUR	FMCG	DIVERSIFIED
573	-	-	TORK MOTORS	AUTOMOBILE	ELECTRIC PERFORMANCE MOTORCYCLE
574	-	-	ACTIVE	CONSUMER APPLIANCES	FANS
575	-	-	ONE PLUS	GADGETRY	EARPHONES
576	936	360	LINC PENS	STATIONERY	WRITING INSTRUMENTS
577	-	-	GOWARDHAN	FOOD & BEVERAGE	GHEE
578	717	139	DLF	CONSTRUCTION	REAL ESTATE
579	996	417	HOTSTAR	INTERNET	OTT
580	-	-	DURACELL	FMCG	CONSUMER BATTERIES
581	-	-	EVERYUTH	FMCG	SKINCARE
582	-	-	CHICCO	FMCG	BABY PRODUCTS - DIVERSIFIED
583	-	-	AZOM	TECHNOLOGY	LAPTOPS
584	-	-	FASTTRACK	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
585	-	-	ABBOTT	HEALTHCARE	PHARMACEUTICALS - FOREIGN
586	986	400	INDUSIND BANK	BFSI	BANK - PRIVATE
587	831	244	CITIZEN	PERSONAL ACCESSORIES	WATCHES
588	363	-225	HSBC	BFSI	BANK - FOREIGN
589	-	-	EDELWEISS	BFSI	FINANCIAL SERVICES
590	245	-345	DABUR REAL	FOOD & BEVERAGE	PACKAGED FRUIT JUICE
591	-	-	SAMSUNG	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
592	343	-249	TIDE	FMCG	FABRICARE
593	-	-	MAHINDRA RODEO	AUTOMOBILE	AUTOMATIC SCOOTER
594	801	207	LG	CONSUMER ELECTRONICS	MICROWAVES
595	553	-42	KINLEY	FOOD & BEVERAGE	PACKAGED DRINKING WATER
596	291	-305	INDIA GATE	FOOD & BEVERAGE	PACKAGED RICE
597	-	-	YARDLEY	FMCG	TALCUM POWDER
598	206	-392	JAGUAR	AUTOMOBILE	FOUR WHEELER - LUXURY
599	663	64	GANESH	FOOD & BEVERAGE	PACKAGED FLOUR
600	-	-	YAMAHA	AUTOMOBILE	CONCEPT CAR

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
601	647	46	NEROLAC	MANUFACTURING	PAINTS
602	-	-	SKYPE	INTERNET	VIDEO CONFERENCING
603	461	-142	SUNLIGHT	FMCG	FABRICARE
604	-	-	ANANDA DAIRY	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
605	228	-377	BAJAJ ALLIANZ	BFSI	GENERAL INSURANCE - PRIVATE
606	440	-166	MIO AMORE	RETAIL	CAKESHOP
607	674	67	KODAK	GADGETRY	CAMERAS
608	457	-151	CHAMBOR	FMCG	COSMETICS
609	234	-375	SUNFEAST	FOOD & BEVERAGE	BISCUITS - DIVERSIFIED
610	251	-359	BOOST	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
611	188	-423	PANASONIC	CONSUMER ELECTRONICS	DIVERSIFIED
612	-	-	SAMAY	RETAIL	WATCHES
613	375	-238	MAHINDRA BOLERO	AUTOMOBILE	SUV/MUV - BRAND
614	-	-	ATOMBERG	CONSUMER APPLIANCES	FANS
615	444	-171	AIRTEL	DTH	DTH
616	170	-446	ALLEN SOLLY	APPARELS	FORMALWEAR
617	-	-	VISHAL SPICES	FOOD & BEVERAGE	SPICES
618	136	-482	JOCKEY	APPARELS	INNERWEAR
619	722	103	BIKAJI	FOOD & BEVERAGE	PACKAGED SNACKS
620	-	-	VANS	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
621	-	-	BOSCH	CONSUMER ELECTRONICS	WASHING MACHINES
622	115	-507	BIBA	APPARELS	ETHNICWEAR - WOMEN
623	828	205	BRIDGESTONE	AUTOMOBILE - RELATED	TYRES
624	870	246	NETFLIX	INTERNET	OTT
625	-	-	CELLO	HOME CARE	FURNITURE - PLASTIC
626	-	-	DABUR VATIKA	FMCG	HAIR OIL - AYURVEDIC
627	319	-308	RELIANCE PETROLEUM	ENERGY	OIL & GAS - DIVERSIFIED
628	181	-447	INDIA TODAY	MEDIA - PRINT	MAGAZINE - ENGLISH
629	-	-	AYUSH	FMCG	SHAMPOO
630	-	-	ENVY	FMCG	DEO/PERFUME
631	823	192	BUFFALO	APPARELS	CASUALWEAR
632	445	-187	TOSHIBA	TECHNOLOGY	LAPTOPS
633	808	175	EVA	FMCG	DEO/PERFUME
634	-	-	SUNFLOWER OIL	FOOD & BEVERAGE	EDIBLE OIL
635	701	66	GOLDEN TULIP	HOSPITALITY	HOTELS
636	422	-214	SREELEATHERS	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
637	-	-	HIMALAYA	FMCG	COSMETICS
638	-	-	BAILLEY	FOOD & BEVERAGE	PACKAGED DRINKING WATER
639	796	157	ASUS	GADGETRY	MOBILE PHONES
640	-	-	UNCLE CHIPPS	FOOD & BEVERAGE	PACKAGED SNACKS

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
641	875	234	ANCHOR	FAST MOVING ELECTRICAL GOODS	SWITCHES
642	465	-177	GEMINI	FOOD & BEVERAGE	EDIBLE OIL
643	320	-323	MAC	FMCG	COSMETICS - PREMIUM
644	-	-	TOP RAMEN NOODLES	FOOD & BEVERAGE	INSTANT NOODLES
645	-	-	SHALIMAR	FOOD & BEVERAGE	SPICES
646	246	-400	AMUL	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
647	-	-	TBZ	PERSONAL ACCESSORIES	JEWELLERY
648	-	-	K.C. DAS	FOOD & BEVERAGE	PACKAGED SWEETS
649	394	-255	PARK AVENUE	FMCG	DEO/PERFUME
650	-	-	VOLINI	HEALTHCARE	PAIN RELIEF
651	-	-	BoAt	GADGETRY	EARPHONES
652	676	24	FINOLEX	MANUFACTURING	WIRES
653	-	-	METLIFE	BFSI	LIFE INSURANCE - PRIVATE
654	-	-	SERVO	AUTOMOBILE - RELATED	LUBRICANTS
655	-	-	AGB	TECHNOLOGY	LAPTOPS
656	605	-51	HAIER	CONSUMER ELECTRONICS	WASHING MACHINES
657	746	89	PRIYA	FOOD & BEVERAGE	PROCESSED FOODS
658	-	-	VISHAL MEGAMART	RETAIL	PERSONAL GOODS RETAIL
659	-	-	SONY LIV	INTERNET	OTT
660	-	-	BAJAJ DISCOVER	AUTOMOBILE	TWO WHEELER - BRAND
661	348	-313	VESPA	AUTOMOBILE	SCOOTERS
662	183	-479	TAJ HOTELS	HOSPITALITY	HOTELS - LUXURY
663	690	27	BADSHAH	FOOD & BEVERAGE	SPICES
664	-	-	NYKAA LOVE STRUCK PERFUME	FMCG	DEO/PERFUME
665	-	-	WOMEN'S ERA	MEDIA - PRINT	MAGAZINE - ENGLISH
666	546	-120	CAT	PERSONAL ACCESSORIES	FOOTWEAR - WORK BOOTS
667	-	-	GLUCON-D	FOOD & BEVERAGE	INSTANT DRINK MIX
668	761	93	LENOVO	GADGETRY	MOBILE PHONES
669	360	-309	RAJASTHAN PATRIKA	MEDIA - PRINT	NEWSPAPER - HINDI
670	386	-284	SURYA	FAST MOVING ELECTRICAL GOODS	LIGHTING
671	803	132	MEERA	FMCG	SHAMPOO - HERBAL
672	489	-183	NOVARTIS	HEALTHCARE	PHARMACEUTICALS - FOREIGN
673	525	-148	LEE COOPER	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
674	287	-387	REEBOK	PERSONAL ACCESSORIES	SPORTSWEAR
675	387	-288	MAHINDRA TRUCK & BUS	AUTOMOBILE	COMMERCIAL VEHICLES
676	-	-	DISNEY	MEDIA - TV	KIDS GEC
677	247	-430	PHILIPS	CONSUMER APPLIANCES	DIVERSIFIED
678	231	-447	VOLVO	AUTOMOBILE	FOUR WHEELER - LUXURY
679	-	-	LA OPALA	DINNERWARE	CROCKERY
680	863	183	BOROPLUS	FMCG	ANTISEPTIC CREAM - AYURVEDIC

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
681	576	-105	JK CEMENT	MANUFACTURING	CEMENT
682	-	-	CELLO BLING	STATIONERY	WRITING INSTRUMENTS
683	795	112	LIJJAT	FOOD & BEVERAGE	RTC FOODS - PAPAD
684	-	-	ELKOS	STATIONERY	WRITING INSTRUMENTS
685	-	-	MALABAR GOLD & DIAMONDS	PERSONAL ACCESSORIES	JEWELLERY
686	747	61	TIMES NOW	MEDIA - TV	ENGLISH NEWS
687	-	-	KALPATARU	CONSTRUCTION	REAL ESTATE
688	-	-	KORES	STATIONERY	DIVERSIFIED
689	-	-	TANTUJA	APPARELS	SAREES
690	-	-	HUSH PUPPIES	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
691	712	21	MANKIND PHARMA	HEALTHCARE	PHARMACEUTICALS - INDIAN
692	547	-145	ZEE TV	MEDIA - TV	HINDI - GEC
693	-	-	HALO	FMCG	SHAMPOO
694	-	-	BECOSULES	HEALTHCARE	OTC
695	972	277	VIMAL	APPARELS	FABRIC TO BRANDS
696	-	-	METRO CASH & CARRY	RETAIL	HYPERMARKET - FOREIGN
697	-	-	NYKAA	FMCG	LIPSTICK
698	-	-	HOTSHOT	PERSONAL ACCESSORIES	LUGGAGE/BAGS
699	-	-	MAYUR PLYWOOD	MANUFACTURING	PLYWOOD
700	426	-274	NESTLE	FOOD & BEVERAGE	MILK
701	537	-164	HYUNDAI SANTRO	AUTOMOBILE	CAR - HATCHBACK
702	-	-	PLEASE	APPARELS	WOMENSWEAR
703	531	-172	SOCIETY TEA	FOOD & BEVERAGE	TEA
704	507	-197	REXONA	FMCG	SOAPS
705	-	-	FENA	FMCG	FABRICARE
706	-	-	SWATCH	PERSONAL ACCESSORIES	WATCHES
707	-	-	SUZUKI ACCESS	AUTOMOBILE	TWO WHEELER - BRAND
708	113	-595	ZEE LEARN	EDUCATION	DIVERSIFIED
709	910	201	POLAR	CONSUMER APPLIANCES	FANS
710	-	-	LODHA	CONSTRUCTION	REAL ESTATE
711	331	-380	HINDUSTAN UNILEVER	FMCG	DIVERSIFIED
712	818	106	HAVELLS	CONSUMER APPLIANCES	FANS
713	864	151	ZUVENTUS HEALTHCARE	HEALTHCARE	PHARMACEUTICALS - INDIAN
714	-	-	mysore sandal	FMCG	SOAPS - AYURVEDIC
715	482	-233	YAHOO	INTERNET	EMAIL SERVICE
716	745	29	WALMART	RETAIL	HYPERMARKET - FOREIGN
717	362	-355	PREETHI	KITCHEN CARE	KITCHEN PRODUCTS
718	-	-	ADHUNIK METALIKS	MANUFACTURING	METAL
719	453	-266	EVEREADY	FMCG	CONSUMER BATTERIES
720	-	-	FASTRACK	BRANDED FASHION	BRANDED FASHION

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
721	-	-	TURTLE	APPARELS	MENSWEAR
722	-	-	PRITAM	FAST MOVING ELECTRICAL GOODS	SWITCHES
723	602	-121	EPSON	TECHNOLOGY	PRINTERS
724	411	-313	MARUTI SUZUKI VITARA BREZZA	AUTOMOBILE	SUV/MUV - BRAND
725	-	-	PUNJAB AND SIND BANK	BFSI	BANK - PSU
726	856	130	HTC	GADGETRY	MOBILE PHONES
727	-	-	RUSTOMJEE	CONSTRUCTION	REAL ESTATE
728	-	-	MORE	RETAIL	HYPERMARKET - INDIAN
729	409	-320	L'OREAL	FMCG	HAIR COLOUR
730	-	-	SWEEKAR	FOOD & BEVERAGE	EDIBLE OIL
731	-	-	ZEBRA	APPARELS	WOMENSWEAR
732	384	-348	NATURALS	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
733	912	179	DALMIA CEMENT	MANUFACTURING	CEMENT
734	-	-	KRISHNA	FOOD & BEVERAGE	GHEE
735	299	-436	KTM	AUTOMOBILE	TWO WHEELER - MANUFACTURER
736	-	-	FRESCA	FOOD & BEVERAGE	NON-AERATED BEVERAGES
737	657	-80	BLUE DART	SERVICES	EXPRESS SERVICES - DOMESTIC
738	-	-	SOMANY	MANUFACTURING	CERAMICS
739	376	-363	ACTION	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
740	-	-	BAJAJ	AUTOMOBILE	THREE WHEELER
741	184	-557	SANTOOR	FMCG	SOAPS
742	144	-598	PARKER	STATIONERY	WRITING INSTRUMENTS
743	329	-414	K.RAHEJA	CONSTRUCTION	REAL ESTATE
744	-	-	INGLOT	FMCG	COSMETICS
745	-	-	FLYING MACHINE	APPARELS	CASUALWEAR
746	-	-	COGNIZANT	TECHNOLOGY	SOFTWARE SERVICES
747	-	-	BOROSIL	KITCHEN CARE	KITCHEN PRODUCTS
748	732	-16	PARLE HIDE & SEEK	FOOD & BEVERAGE	BISCUITS - BRAND
749	304	-445	KHAITAN	CONSUMER APPLIANCES	FANS
750	-	-	PAYPAL	INTERNET	DIGITAL PAYMENT
751	178	-573	DAINIK BHASKAR	MEDIA - PRINT	NEWSPAPER - HINDI
752	169	-583	ZOMATO	INTERNET	ONLINE FOOD DELIVERY
753	-	-	DOSTI	CONSTRUCTION	REAL ESTATE
754	397	-357	REYNOLDS	STATIONERY	WRITING INSTRUMENTS
755	-	-	UTI	BFSI	MUTUAL FUND
756	-	-	ZANDU	HEALTHCARE	AYURVEDIC PRODUCTS - DIVERSIFIED
757	-	-	PULSE	FOOD & BEVERAGE	CANDY / TOFFEE
758	862	104	ZTE	GADGETRY	MOBILE PHONES
759	-	-	SONY	CONSUMER ELECTRONICS	WASHING MACHINES
760	-	-	BUGATTI	AUTOMOBILE	FOUR WHEELER - SUPER LUXURY

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
761	738	-23	VOOT	INTERNET	OTT
762	540	-222	BURGER KING	RETAIL	QSR
763	-	-	NAUKRI	INTERNET	JOB SEARCH ENGINE
764	-	-	GEMS	FOOD & BEVERAGE	CANDY / TOFFEE
765	-	-	CROSS	STATIONERY	WRITING INSTRUMENTS - PREMIUM
766	-	-	ICICI LOMBARD	BFSI	GENERAL INSURANCE - PRIVATE
767	-	-	SUTHOL	FMCG	ANTISEPTIC PRODUCTS
768	187	-581	HINDUSTAN TIMES	MEDIA - PRINT	NEWSPAPER - ENGLISH
769	878	109	HERO PASSION PRO	AUTOMOBILE	TWO WHEELER - BRAND
770	-	-	HALDIRAM'S	FOOD & BEVERAGE	FLAVOURED MILK
771	-	-	BIOTIQUE	FMCG	COSMETICS
772	196	-576	ARIEL	FMCG	FABRICARE
773	-	-	L.A. GIRL	FMCG	COSMETICS
774	-	-	PUREIT	CONSUMER APPLIANCES	WATER PURIFIERS
775	-	-	REALME	GADGETRY	EARPHONES
776	-	-	GOKUL	FOOD & BEVERAGE	MILK
777	771	-06	METRO	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
778	226	-552	TVS CREDIT	BFSI	FINANCIAL SERVICES - RURAL
779	-	-	PANADOL	HEALTHCARE	OTC
780	-	-	ANNAPURNA	FOOD & BEVERAGE	GHEE
781	-	-	MVR	STATIONERY	NOTEBOOKS
782	475	-307	JOHNSON	MANUFACTURING	CERAMICS
783	-	-	LEXI	STATIONERY	WRITING INSTRUMENTS
784	711	-73	CHIK	FMCG	SHAMPOO
785	595	-190	NEW INDIA ASSURANCE	BFSI	GENERAL INSURANCE - PSU
786	-	-	SHAKTI BHOG	FOOD & BEVERAGE	PACKAGED FLOUR
787	330	-457	FACES	FMCG	COSMETICS
788	876	88	TORRENT PHARMA	HEALTHCARE	PHARMACEUTICALS - INDIAN
789	-	-	PATANJALI	FOOD & BEVERAGE	BISCUITS - DIVERSIFIED
790	-	-	KOMPACT	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
791	-	-	BAJAJ ELECTRONICS	RETAIL	ELECTRONICS
792	790	-02	GOODYEAR	AUTOMOBILE - RELATED	TYRES
793	-	-	ARORA LEMON	FOOD & BEVERAGE	AERATED BEVERAGES
794	666	-128	RUPA	APPARELS	INNERWEAR
795	813	18	GODREJ EXPERT	FMCG	HAIR COLOUR
796	-	-	SAMSUNG	CONSUMER APPLIANCES	KITCHEN APPLIANCES
797	-	-	EBAY	INTERNET	ONLINE RETAILER - DIVERSIFIED
798	-	-	MANGALDEEP	FMCG	AGARBATTIS
799	-	-	SAMSONITE	PERSONAL ACCESSORIES	LUGGAGE/BAGS
800	340	-460	SWIGGY	INTERNET	ONLINE FOOD DELIVERY

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
801	762	-39	INDIAN BANK	BFSI	BANK - PSU
802	-	-	MOUNTAIN DEW	FOOD & BEVERAGE	AERATED BEVERAGES
803	-	-	CHAMP	STATIONERY	NOTEBOOKS
804	881	77	MOTHER DAIRY	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
805	-	-	ANJALI JEWELLERS	PERSONAL ACCESSORIES	JEWELLERY
806	-	-	NIRLEP	KITCHEN CARE	COOKWARE
807	435	-372	HINDWARE	HOME CARE	BATH FIXTURES/SANITARYWARE
808	140	-668	PANTALOONS	RETAIL	PERSONAL GOODS RETAIL
809	464	-345	BROOKE BOND RED LABEL	FOOD & BEVERAGE	TEA - BRAND
810	-	-	MAHINDRA THAR	AUTOMOBILE	SUV/MUV - BRAND
811	-	-	DAZLLER LIPSTICKS	FMCG	COSMETICS
812	-	-	DOLLAR	APPARELS	INNERWEAR
813	-	-	FREEDOM	FOOD & BEVERAGE	EDIBLE OIL
814	-	-	TULEEKA	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
815	-	-	VIDEOCON	CONSUMER ELECTRONICS	AIR CONDITIONERS
816	569	-247	CYCLE AGARBATTI	FMCG	AGARBATTIS
817	-	-	RUPANI	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
818	392	-426	NILKAMAL	HOME CARE	FURNITURE - PLASTIC
819	-	-	PANASONIC	GADGETRY	MOBILE PHONES
820	-	-	PROTINEX	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
821	491	-330	JSW STEEL	MANUFACTURING	METAL
822	-	-	KARACHI BAKERY	RETAIL	BAKERY
823	-	-	BAJAJ ELECTRICALS	FAST MOVING ELECTRICAL GOODS	LED LIGHTING
824	549	-275	HAJMOLA	HEALTHCARE	DIGESTIVE TABLETS
825	-	-	MX PLAYER APP	INTERNET	OTT
826	-	-	HERCULES	MANUFACTURING	BICYCLES
827	-	-	WHIRLPOOL	CONSUMER ELECTRONICS	TELEVISIONS
828	-	-	ICICI PRUDENTIAL	BFSI	LIFE INSURANCE - PRIVATE
829	-	-	BARTAMAN	MEDIA - PRINT	NEWSPAPER - BENGALI
830	-	-	GIRNAR	FOOD & BEVERAGE	TEA
831	535	-296	CELLO	STATIONERY	WRITING INSTRUMENTS
832	706	-126	MONARK	FOOD & BEVERAGE	BISCUITS - DIVERSIFIED
833	-	-	AMRUTANJAN	HEALTHCARE	PAIN RELIEF
834	640	-194	ARMANI	BRANDED FASHION	BRANDED FASHION - LUXURY
835	-	-	AVON CYCLES	MANUFACTURING	BICYCLES
836	-	-	PHONEPE	INTERNET	DIGITAL PAYMENT
837	-	-	KHAITAN	CONSUMER ELECTRONICS	AIR COOLERS
838	-	-	OMRON	HEALTHCARE	MEDICAL DEVICES
839	-	-	CONA	FAST MOVING ELECTRICAL GOODS	SWITCHES
840	-	-	BIRLA SUN LIFE INSURANCE	BFSI	LIFE INSURANCE - PRIVATE

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
841	-	-	TOPTECH	MANUFACTURING	TMT BARS
842	768	-74	MARGO	FMCG	SOAPS - AYURVEDIC
843	883	40	HUAWEI	GADGETRY	MOBILE PHONES
844	-	-	ORI-PLAST	MANUFACTURING	WATER STORAGE SOLUTIONS
845	378	-467	VAN HEUSEN	APPARELS	FORMALWEAR
846	-	-	BAJAJ ELECTRICALS	FAST MOVING ELECTRICAL GOODS	LIGHTING
847	412	-435	JBL	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
848	719	-129	APOLLO TYRES	AUTOMOBILE - RELATED	TYRES
849	-	-	GENUS	CONSUMER APPLIANCES	INVERTER BATTERIES
850	-	-	KAJARIA	MANUFACTURING	CERAMICS
851	-	-	PIRAMAL PHARMA LIMITED	HEALTHCARE	PHARMACEUTICALS - INDIAN
852	909	57	RASNA	FOOD & BEVERAGE	POWDERED DRINK
853	230	-623	ABP NEWS	MEDIA - TV	HINDI NEWS
854	-	-	HINDUJA	HEALTHCARE	HOSPITALS
855	-	-	PATANJALI	FMCG	SHAMPOO - AYURVEDIC
856	-	-	KAYAM CHURNA	HEALTHCARE	AYURVEDIC DIGESTIVE POWDER
857	753	-104	ADANI POWER	ENERGY	ELECTRIC UTILITY
858	-	-	HIMALAYA OPTICALS	RETAIL	EYECARE
859	-	-	VIMAL PAN MASALA	FOOD & BEVERAGE	MOUTH FRESHENER - TRADITIONAL
860	-	-	NAVNEET	STATIONERY	NOTEBOOKS
861	-	-	FORTUNE CHAKKI FRESH ATTA	FOOD & BEVERAGE	PACKAGED FLOUR
862	-	-	MONARCH ERGO	MANUFACTURING	OFFICE FURNITURE
863	-	-	MAHINDRA & MAHINDRA	AUTOMOBILE	TRACTORS
864	-	-	CAMPUS	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
865	839	-26	NESTLÉ CERELAC	FOOD & BEVERAGE	BABY CEREAL
866	-	-	EMIRATES	TRANSPORTATION	AIRLINES - FOREIGN
867	838	-29	MOOV	HEALTHCARE	PAIN RELIEF
868	-	-	FIAMA DI WILLS	FMCG	SHAMPOO
869	-	-	NOKIA	GADGETRY	TABLETS
870	-	-	SBI LIFE	BFSI	LIFE INSURANCE - PRIVATE
871	-	-	SIDDHA	CONSTRUCTION	REAL ESTATE
872	-	-	DELHI MILK SCHEME	FOOD & BEVERAGE	MILK
873	-	-	EESL	CONSUMER ELECTRONICS	AIR CONDITIONERS
874	105	-769	GODREJ	DIVERSIFIED	DIVERSIFIED
875	-	-	CHANDRIKA	FMCG	SOAPS - AYURVEDIC
876	-	-	JSW CEMENT	MANUFACTURING	CEMENT
877	-	-	GANDOUR SAFARI	FOOD & BEVERAGE	CHOCOLATE BAR
878	-	-	REDMI	GADGETRY	EARPHONES
879	686	-193	RAMCO CEMENT	MANUFACTURING	CEMENT
880	-	-	WILLS NAVY CUT	FMCG	CIGARETTE - BRAND

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
881	-	-	CAMEL	STATIONERY	WRITING INSTRUMENTS
882	-	-	VIJAY SALES	RETAIL	ELECTRONICS
883	536	-347	GARNIER	FMCG	SHAMPOO
884	-	-	LOTTE CHOCO PIE	FOOD & BEVERAGE	CAKES
885	-	-	MAXMART	RETAIL	HYPERMARKET - INDIAN
886	-	-	HDFC MUTUAL FUND	BFSI	MUTUAL FUND
887	488	-399	PARLE MONACO	FOOD & BEVERAGE	BISCUITS - BRAND
888	822	-66	AJANTA	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
889	757	-132	BUTTERFLY	CONSUMER APPLIANCES	KITCHEN PRODUCTS
890	404	-486	TATA CHEMICALS	MANUFACTURING	CHEMICALS
891	-	-	TATA CHAKRA GOLD TEA	FOOD & BEVERAGE	TEA - BRAND
892	-	-	BROOKE BOND TAZZA	FOOD & BEVERAGE	TEA - BRAND
893	-	-	IFFCO	MANUFACTURING	FERTILIZER
894	827	-67	HAMDARD ROOH AFZA	FOOD & BEVERAGE	CONCENTRATED SQUASH
895	799	-96	ORIENTAL BANK	BFSI	BANK - PSU
896	-	-	PARLE HAPPY HAPPY	FOOD & BEVERAGE	BISCUITS - BRAND
897	-	-	BOMB BLAST	FOOD & BEVERAGE	CANDY / TOFFEE
898	-	-	AMAZON PAY	INTERNET	DIGITAL PAYMENT
899	-	-	INDUS PEOPLE	DINNERWARE	CROCKERY
900	-	-	JAQUAR	HOME CARE	BATH FIXTURES/SANITARYWARE
901	-	-	UNACADEMY	INTERNET	EDUCATION TECHNOLOGY - COMPETITIVE EXAMS
902	87	-815	IKEA	RETAIL	HOME ACCESSORIES
903	623	-280	KURKURE	FOOD & BEVERAGE	PACKAGED SNACKS
904	-	-	ARROW	STATIONERY	WRITING INSTRUMENTS
905	-	-	BRITANNIA	FOOD & BEVERAGE	CAKES
906	-	-	ANKUR SALT	FOOD & BEVERAGE	SALT
907	949	42	BRITANNIA TIGER	FOOD & BEVERAGE	BISCUITS - BRAND
908	-	-	NIIT	EDUCATION	TRAINING INSTITUTE
909	-	-	GRAND HYATT	HOSPITALITY	HOTELS - LUXURY
910	-	-	SARAS	FOOD & BEVERAGE	MILK
911	806	-105	ANIK	FOOD & BEVERAGE	GHEE
912	-	-	AKSHAYA	CONSTRUCTION	REAL ESTATE
913	-	-	ARISTO PHARMA	HEALTHCARE	PHARMACEUTICALS - INDIAN
914	-	-	ISOSTAR	FOOD & BEVERAGE	ENERGY DRINK
915	-	-	SBI CARD	BFSI	CREDIT CARDS
916	865	-51	DALDA	FOOD & BEVERAGE	HYDROGENATED VEGETABLE OIL
917	-	-	TANG	FOOD & BEVERAGE	POWDERED DRINK
918	-	-	JEEP COMPASS	AUTOMOBILE	SUV/MUV - BRAND
919	-	-	SHEETAL	MANUFACTURING	WATER STORAGE SOLUTIONS
920	-	-	CENTRAL BANK OF INDIA	BFSI	BANK - PSU

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
921	971	50	PAN PARAG	FOOD & BEVERAGE	MOUTH FRESHENER - TRADITIONAL
922	-	-	PFIZER	HEALTHCARE	PHARMACEUTICALS - FOREIGN
923	-	-	XOLO	GADGETRY	MOBILE PHONES
924	-	-	SURYA LED	FAST MOVING ELECTRICAL GOODS	LED LIGHTING
925	-	-	TYNOR	HEALTHCARE	MEDICAL DEVICES
926	-	-	CHANNEL DIVYA	MEDIA - TV	HINDI - SPIRITUAL MUSIC
927	-	-	NISHITA	DINNERWARE	CROCKERY - PREMIUM
928	342	-586	FBB	RETAIL	FASHION
929	-	-	VOLVO	AUTOMOBILE	COMMERCIAL VEHICLES
930	-	-	L&T CONSTRUCTION	CONSTRUCTION	EPC CONTRACTORS
931	-	-	ANNAPURNA	FOOD & BEVERAGE	PACKAGED FLOUR
932	-	-	RUCHI GOLD OIL	FOOD & BEVERAGE	EDIBLE OIL
933	-	-	KINDER JOY	FOOD & BEVERAGE	CANDY / TOFFEE
934	-	-	CAMBRIDGE	APPARELS	MENSWEAR
935	-	-	WHITEHAT JR	INTERNET	EDUCATION TECHNOLOGY - K12
936	431	-505	AMARON	AUTOMOBILE - RELATED	AUTO - BATTERIES
937	825	-112	BINANI CEMENT	MANUFACTURING	CEMENT
938	-	-	STAR NEWS	MEDIA - TV	HINDI NEWS
939	645	-294	KOLIS	FOOD & BEVERAGE	PACKAGED SNACKS
940	648	-292	ITC HOTELS	HOSPITALITY	HOTELS - LUXURY
941	-	-	KOOL-KOOL	FOOD & BEVERAGE	PACKAGED DRINKING WATER
942	-	-	BAIDYANATH	HEALTHCARE	CHAWANPRASH
943	786	-157	BOSE	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
944	-	-	HITACHI	MANUFACTURING	POWER EQUIPMENTS
945	633	-312	SURYA CEMENT	MANUFACTURING	CEMENT
946	934	-12	NEMCARE HOSPITAL	HEALTHCARE	HOSPITALS
947	-	-	NIAGRA	CONSUMER APPLIANCES	WATER PURIFIERS
948	-	-	S.S. PRIME	STATIONERY	WRITING INSTRUMENTS
949	-	-	DISH TV	DTH	DTH
950	-	-	GOLD DROP OIL	FOOD & BEVERAGE	EDIBLE OIL
951	-	-	RELIANCE RETAIL	RETAIL	HYPERMARKET - INDIAN
952	-	-	SONY OLED	CONSUMER ELECTRONICS	TELEVISIONS
953	-	-	JAMINI SAREES	APPARELS	SAREES
954	725	-229	NAYARA ENERGY	ENERGY	OIL & GAS
955	433	-522	MARUTI SUZUKI CIAZ	AUTOMOBILE	CAR - SEDAN
956	954	-02	GLENMARK	HEALTHCARE	PHARMACEUTICALS - INDIAN
957	-	-	KAYA	RETAIL	PERSONAL CARE
958	-	-	CAPTAIN TMT	MANUFACTURING	TMT BARS
959	614	-345	JINDAL STEEL	MANUFACTURING	METAL
960	-	-	STAR BHARAT	MEDIA - TV	HINDI - GEC

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2021

MDB 2021	MDB 2020	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
961	-	-	VIJAYA	FOOD & BEVERAGE	MILK
962	-	-	TATA HEXA	AUTOMOBILE	SUV/MUV - BRAND
963	-	-	HBL POWER SYSTEMS	MANUFACTURING	INDUSTRIAL BATTERIES
964	-	-	WOW! NOODLES	RETAIL	DINER/RESTAURANT
965	-	-	ESCORTS	AUTOMOBILE	TRACTORS
966	961	-05	RELIANCE SMART	RETAIL	GROCERY
967	-	-	MAXIMA	PERSONAL ACCESSORIES	WATCHES
968	-	-	XEROX	PERSONAL TECHNOLOGY	DIGITAL PRINTING
969	736	-233	LUPIN	HEALTHCARE	PHARMACEUTICALS - INDIAN
970	-	-	PEDIGREE	FMCG	DOG FOOD
971	942	-29	LENOVO	GADGETRY	TABLETS
972	-	-	BAJAJ	CONSUMER APPLIANCES	KITCHEN APPLIANCES
973	-	-	BOEING	MANUFACTURING	AIRCRAFTS
974	-	-	ENSURE	FOOD & BEVERAGE	HEALTH FOOD SUPPLEMENTS
975	-	-	KOLKATA TV	MEDIA - TV	BENGALI NEWS
976	981	05	FIAMA	FMCG	SOAPS
977	-	-	GAS	RETAIL	FAST FASHION
978	-	-	POLYCAP	MANUFACTURING	WIRES
979	-	-	SAGAR	FOOD & BEVERAGE	GHEE
980	566	-414	EMAMI	FMCG	DIVERSIFIED
981	492	-489	MAX LIFE INSURANCE	BFSI	LIFE INSURANCE - PRIVATE
982	-	-	ROLICK	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
983	-	-	HERALD	FOOD & BEVERAGE	PROCESSED FOODS
984	-	-	AYUR	FMCG	SHAMPOO - HERBAL
985	-	-	SF SONIC	AUTOMOBILE - RELATED	AUTO - BATTERIES
986	-	-	HARRISON	HOME CARE	LOCKS
987	391	-596	INDIAN OIL	ENERGY	OIL & GAS - RETAIL
988	-	-	LAFARGE	MANUFACTURING	CEMENT
989	221	-768	RADIO ONE	MEDIA - RADIO	FM CHANNEL
990	-	-	HEMPUSHPA	HEALTHCARE	AYURVEDIC TONIC - WOMEN
991	-	-	NEUROBION FORTE	HEALTHCARE	MULTIVITAMIN SUPPLEMENTS
992	852	-140	BANK OF MAHARASHTRA	BFSI	BANK - PSU
993	-	-	SHAHNAZ HUSAIN	FMCG	SKINCARE
994	591	-403	SHALIMAR PAINTS	MANUFACTURING	PAINTS
995	-	-	OK ACTIVE WHEEL	FMCG	FABRICARE
996	-	-	BRITISH PAINTS	MANUFACTURING	PAINTS
997	766	-231	ATLAS CYCLES	MANUFACTURING	BICYCLES
998	220	-778	DENIM	BRANDED FASHION	BRANDED FASHION
999	-	-	CHAMPION GOLD	FOOD & BEVERAGE	BISCUITS - DIVERSIFIED
1000	-	-	SOFRAMYCIN	HEALTHCARE	TOPICAL ANTIBIOTIC