

CATEGORY WISE LISTING - TOP 1100 BRANDS

While the serial ranking of India's Most Trusted Brands is an important achievement, brands are most interest in knowing how they have fared within their own categories. The following chapter on Category listings ranks the brands within their own categories, to give comparisons. This study, the most important in this entire report, will provide significant learnings to the reader.

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

Alcoholic Beverages

BEER

BEER RANK	BTR 2013	BTR 2012	BRAND NAME
1	102	74	KINGFISHER
2	562	326	FOSTERS
3	611	453	HAYWARDS
4	803	423	BUDWEISER

LIQUOR SPIRITS

LIQUOR SPIRITS RANK	BTR 2013	BTR 2012	BRAND NAME
1	371	401	BACARDI
2	494	514	BAGPIPER
3	497	593	ROYAL STAG
4	555	760	IMPERIAL BLUE
5	583	375	MCDOWELL'S
6	718	543	SIGNATURE
7	826	504	SMIRNOFF
8	860	687	BLACKDOG
9	891	-	BLACK LABEL
10	1064	-	DSP BLACK

Apparel

FABRIC

FABRIC RANK	BTR 2013	BTR 2012	BRAND NAME
1	57	21	RAYMONDS
2	318	429	BELMONTE
3	328	197	VIMAL
4	445	299	SIYARAM'S
5	703	458	BOMBAY DYEING
6	706	485	S KUMAR'S
7	708	358	REID & TAYLOR
8	753	-	MAYUR SUITINGS
9	884	853	MAFATLAL
10	984	999	GRASIM
11	1061	-	OSWAL

INNERWEAR

INNER WEAR RANK	BTR 2013	BTR 2012	BRAND NAME
1	143	-	VIP INNERWEAR
2	153	136	JOCKEY
3	355	590	RUPA
4	391	813	AMUL MACHO
5	735	-	GEN-X
6	1056	-	EURO

READYMADES - CASUAL

CASUAL RANK	BTR 2013	BTR 2012	BRAND NAME
1	45	33	LEE
2	46	48	LEVI'S
3	92	89	SPYKAR
4	184	132	PEPE
5	254	391	KILLER
6	277	241	LEE COOPER
7	323	95	PROVOGUE
8	357	486	CROCODILE
9	453	360	ZOD
10	547	635	COTTONKING
11	609	781	LACOSTE
12	649	451	KOUTONS
13	777	627	MUFTI
14	920	496	WRANGLER
15	1018	957	CANTABIL
16	1033	650	PARX
17	1069	-	JACK & JONES

READYMADES - FORMAL

FORMAL RANK	BTR 2013	BTR 2012	BRAND NAME
1	112	52	ARROW
2	298	196	ZODIAC
3	303	199	PARK AVENUE
4	353	247	JOHN PLAYER
5	416	80	PETER ENGLAND
6	532	559	ALLEN SOLLY
7	645	277	VAN HEUSEN

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



FORMAL RANK	BTR 2013	BTR 2012	BRAND NAME
8	740	787	CAMBRIDGE
9	765	215	THOMAS SCOTT
10	1004	-	JOHN MILLER

READYMADES - OTHER

OTHER RANK	BTR 2013	BTR 2012	BRAND NAME
1	467	710	LILIPUT
2	970	928	MONTE CARLO

READYMADES - WOMENSWEAR

WOMENS WEAR RANK	BTR 2013	BTR 2012	BRAND NAME
1	439	820	MANGO
2	987	-	VENUS
3	1031	-	LIBAS
4	1098	-	BIBA

Automobile

COMMERCIAL VEHICLES

COMM VEH RANK	BTR 2013	BTR 2012	BRAND NAME
1	321	320	CATERPILLAR
2	602	633	ASHOK LEYLAND
3	711	529	EICHER
4	1003	693	ESCORTS
5	1079	-	JCBL

AUTOMOBILE PRODUCTS

AUTO PRODUCT RANK	BTR 2013	BTR 2012	BRAND NAME
1	374	455	BOSCH
2	825	940	MICO

CAR - HATCHBACK

HATCH BACK RANK	BTR 2013	BTR 2012	BRAND NAME
1	193	361	TATA NANO
2	399	-	CHEVROLET SPARK
3	567	345	MARUTI SUZUKI ALTO
4	607	188	MARUTI SUZUKI SWIFT
5	696	425	NISSAN MICRA
6	705	350	HYUNDAI I10
7	741	-	MARUTI SUZUKI RITZ
8	776	356	HYUNDAI I20
9	946	-	HONDA BRIO
10	954	614	HYUNDAI SANTRO
11	1023	-	VOLKSWAGEN BEETLE

CAR - SEDAN

SEDAN RANK	BTR 2013	BTR 2012	BRAND NAME
1	261	432	HONDA CITY
2	666	-	TOYOTA ETIOS
3	715	-	MAHINDRA LOGAN
4	788	895	FORD IKON
5	876	550	TATA INDIGO
6	994	819	MARUTI SUZUKI Sx4

CAR - SUV/MUV

SUV/ MUV RANK	BTR 2013	BTR 2012	BRAND NAME
1	289	572	TATA SAFARI
2	463	782	TOYOTA INNOVA
3	1077	-	TOYOTA FORTUNER

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

FOUR WHEELER - LUXURY

LUXURY RANK	BTR 2013	BTR 2012	BRAND NAME
1	4	24	BMW
2	14	56	AUDI
3	29	63	SKODA
4	53	246	FERRARI
5	249	122	MERCEDES BENZ
6	404	759	JAGUAR
7	596	457	LEXUS
8	665	492	ROLLS ROYCE
9	678	815	FORD MUSTANG
10	717	755	PORSCHE
11	724	-	BENTLEY
12	743	-	LAMBORGHINI
13	769	-	GALLARDO LAMBORGHINI
14	909	-	HYUNDAI GENESIS

FOUR WHEELER - MANUFACTURER

4 WHLR MFG RANK	BTR 2013	BTR 2012	BRAND NAME
1	11	35	HONDA
2	37	6	MARUTI SUZUKI
3	80	50	FORD
4	95	83	HYUNDAI
5	105	286	VOLKSWAGEN
6	109	29	TOYOTA
7	113	295	TATA MOTORS
8	122	213	FIAT
9	325	223	NISSAN
10	358	274	VOLVO
11	499	251	CHEVROLET
12	627	491	RENAULT
13	722	790	FORCE MOTORS
14	844	949	OPEL
15	999	576	GENERAL MOTORS

TWO WHEELER BRAND

2 WHLR BRAND RANK	BTR 2013	BTR 2012	BRAND NAME
1	424	236	BAJAJ PULSAR
2	514	298	KINETIC NOVA
3	521	808	HONDA ACTIVA
4	760	729	TVS APACHE
5	812	767	TVS SCOOTY
6	936	482	BAJAJ AVENGER
7	1027	723	HONDA UNICORN

TWO WHEELER - MANUFACTURER

2 WHLR MFG RANK	BTR 2013	BTR 2012	BRAND NAME
1	64	71	YAMAHA
2	86	70	HERO
3	114	103	TVS
4	118	120	SUZUKI
5	128	25	HERO HONDA
6	368	-	DUCATI
7	462	670	ROYAL ENFIELD
8	624	702	HARLEY DAVIDSON
9	750	618	KINETIC
10	787	804	LML
11	977	-	BAJAJ SUNNY

Auto related

AUTO - BATTERIES

AUTO BATT RANK	BTR 2013	BTR 2012	BRAND NAME
1	410	227	EXIDE
2	474	652	AMARON

CATEGORY WISE LISTINGS

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AUTO - TYRES

AUTO TYRES RANK	BTR 2013	BTR 2012	BRAND NAME
1	107	53	MRF
2	151	331	CEAT
3	569	338	APOLLO TYRES
4	683	469	GOODYEAR

BFSI

BANK - COOPERATIVE

BANK CO-OP RANK	BTR 2013	BTR 2012	BRAND NAME
1	793	-	APNA BANK

BANK - FEDERAL

BANK FEDERAL RANK	BTR 2013	BTR 2012	BRAND NAME
1	220	176	RBI

BANK - FOREIGN

BANK FOREIGN RANK	BTR 2013	BTR 2012	BRAND NAME
1	90	124	HSBC
2	306	322	CITIBANK
3	537	534	BARCLAYS BANK
4	910	599	ABN AMRO
5	926	643	STANDARD CHARTERED

BANK - INDIAN

BANK INDIAN RANK	BTR 2013	BTR 2012	BRAND NAME
1	50	19	SBI
2	85	143	AXIS BANK
3	124	30	ICICI BANK
4	159	149	IDBI BANK
5	167	174	BANK OF INDIA
6	284	435	BANK OF BARODA
7	299	162	HDFC BANK
8	389	301	DENA BANK
9	457	554	YES BANK
10	572	466	VIJAYA BANK
11	640	444	UNION BANK OF INDIA
12	861	292	KOTAK MAHINDRA BANK
13	873	882	BANK OF MAHARASHTRA
14	881	296	PUNJAB NATIONAL BANK
15	992	537	INDIAN BANK
16	1090	-	UCO BANK
17	1099	-	ALLAHABAD BANK

CREDIT CARDS

CREDIT CARDS RANK	BTR 2013	BTR 2012	BRAND NAME
1	268	309	VISA
2	806	516	AMERICAN EXPRESS
3	870	705	MASTERCARD

FINANCE - DIVERSIFIED

FINANCE DIVSFD RANK	BTR 2013	BTR 2012	BRAND NAME
1	93	-	ICICI
2	217	292	KOTAK

EXCHANGE

EXCHANGE RANK	BTR 2013	BTR 2012	BRAND NAME
1	774	831	ACE

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FINANCE

FINANCE RANK	BTR 2013	BTR 2012	BRAND NAME
1	76	40	HDFC
2	644	541	MUTHOOT
3	700	231	DHFL
4	1009	-	SBI HOME LOANS

INSURANCE

INSURANCE RANK	BTR 2013	BTR 2012	BRAND NAME
1	17	8	LIC
2	315	353	TATA AIG
3	578	359	BAJAJ ALLIANZ
4	635	517	MET LIFE
5	667	487	KOTAK LIFE
6	677	561	BIRLA SUN LIFE
7	732	480	AVIVA LIFE
8	779	156	ICICI PRUDENTIAL LIFE

MUTUAL FUNDS

MUTUAL FUNDS RANK	BTR 2013	BTR 2012	BRAND NAME
1	413	305	UTI

RATING AGENCY

RATING AGENCY RANK	BTR 2013	BTR 2012	BRAND NAME
1	866	683	CRISIL
2	895	881	ICRA

BOOKS

BOOKS/JOURNALS

BOOK/JOURNAL RANK	BTR 2013	BTR 2012	BRAND NAME
1	767	-	CROSSWORD
2	814	-	ADITYA BOOKS

BPO

BPO

BPO RANK	BTR 2013	BTR 2012	BRAND NAME
1	699	-	GENPACT

Branded Fashion

BRANDED FASHION

BRANDED FASHION RANK	BTR 2013	BTR 2012	BRAND NAME
1	97	160	ARMANI
2	111	-	QUICKSILVER
3	241	163	GUCCI
4	248	330	DENIM
5	281	175	DIESEL
6	346	249	DOLCE & GABANA
7	412	-	TISSOT
8	478	229	ESPRIT
9	482	265	PLAYBOY
10	498	859	LOMANI
11	500	527	ZARA
12	512	354	TOMMY HILFIGER
13	513	706	CALVIN KLEIN
14	565	677	BENETTON
15	646	-	BILLABONG
16	783	-	TAG HEUER
17	892	-	POLO SPORT
18	935	743	VERSACE
19	1026	875	CHANEL

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FASHION ACCESSORIES

FASHION ACCESS RANK	BTR 2013	BTR 2012	BRAND NAME
1	73	59	FASTRACK
2	947	-	POLICE
3	952	-	CHEEMO
4	1068	-	DA MILANO

CABLE

CABLE RANK	BTR 2013	BTR 2012	BRAND NAME
1	669	-	HATHWAY

CIGARETTES

CIGG RANK	BTR 2013	BTR 2012	BRAND NAME
1	186	212	WILLS
2	342	397	555
3	370	261	GOLD FLAKE
4	459	317	MARLBORO
5	480	442	WILLS CLASSIC
6	529	412	BRISTOL

CLASSIFIEDS

CLASFD RANK	BTR 2013	BTR 2012	BRAND NAME
1	485	440	JUST DIAL
2	657	631	YELLOW PAGES
3	887	906	ASK ME

CONSTRUCTION

INFRASTRUCTURE

INFRA RANK	BTR 2013	BTR 2012	BRAND NAME
1	791	740	HCC
2	930	954	LANCO
3	934	990	GMR

REAL ESTATE

REAL ESTATE RANK	BTR 2013	BTR 2012	BRAND NAME
1	314	273	DLF
2	383	363	HDIL
3	400	-	SOUL SPACE
4	516	497	LODHA
5	554	955	HIRANANDANI
6	828	611	HAWARE
7	980	758	UNITECH
8	1013	-	OBERIO REALTY

CONSTRUCTION MATERIALS

CONSTN MAT RANK	BTR 2013	BTR 2012	BRAND NAME
1	515	-	JOHNSON

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Consumer Products

ADHESIVES

ADHESIVES RANK	BTR 2013	BTR 2012	BRAND NAME
1	233	179	FEVICOL
2	614	417	FEVIKWIK
3	1048	586	FEVISTICK

CONDOMS

CONDOMS RANK	BTR 2013	BTR 2012	BRAND NAME
1	1025	636	MOODS

CONSUMER BATTERIES

CONSUMER BATTERIES RANK	BTR 2013	BTR 2012	BRAND NAME
1	309	507	EVEREADY
2	444	568	NIPPO
3	454	582	DURACELL

CONSUMER PRODUCTS

CONSUMER PRODUCTS RANK	BTR 2013	BTR 2012	BRAND NAME
1	194	133	NIRMA
2	324	60	HINDUSTAN UNILEVER
3	421	235	PROCTER & GAMBLE
4	796	903	CAVINKARE
5	871	697	MARICO

DIAPERS

DIAPERS RANK	BTR 2013	BTR 2012	BRAND NAME
1	648	-	HUGGIES
2	886	978	PAMPERS

DIRECT SELLING

DIRECT SELLING RANK	BTR 2013	BTR 2012	BRAND NAME
1	34	76	AMWAY
2	341	445	ORIFLAME

FABRIC CARE

FABRIC CARE RANK	BTR 2013	BTR 2012	BRAND NAME
1	60	284	TIDE
2	63	210	SURF EXCEL
3	110	171	RIN
4	271	558	WHEEL
5	273	494	ARIEL
6	425	526	UJALA
7	600	744	FENA
8	728	-	VANISH
9	869	-	COMFORT

ORAL HYGIENE

ORAL HYGIENE RANK	BTR 2013	BTR 2012	BRAND NAME
1	24	62	COLGATE
2	183	281	VICCO
3	192	167	CLOSE UP
4	195	323	ANCHOR
5	201	101	PEPSODENT
6	258	310	BABOOL
7	963	-	MESWAK
8	1053	-	SENSODYNE

PERSONAL HYGIENE PRODUCTS

HYGIENE PRODUCTS RANK	BTR 2013	BTR 2012	BRAND NAME
1	372	664	WHISPER
2	835	-	STAYFREE

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



PERSONAL PRODUCTS

PERSONAL PRODUCTS RANK	BTR 2013	BTR 2012	BRAND NAME
1	131	250	ORAL B
2	253	114	GILLETTE
3	673	742	TOPAZ

DTH

DTH RANK	BTR 2013	BTR 2012	BRAND NAME
1	51	207	TATA SKY
2	180	-	DISH TV
3	606	822	AIRTEL TV
4	837	836	VIDEOCON D2H
5	883	-	BIG TV

Diversified

DIVERSIFIED

DIVERSIFIED RANK	BTR 2013	BTR 2012	BRAND NAME
1	5	2	TATA
2	6	11	GODREJ
3	7	10	RELIANCE
4	8	7	BAJAJ
5	59	37	BIRLA
6	79	66	M & M
7	127	47	LARSEN & TOUBRO
8	148	54	ITC
9	162	131	BPL
10	212	128	SAHARA
11	223	256	AMBUJA
12	398	318	GE
13	468	-	SIEMENS
14	484	293	INDIABULLS
15	591	816	ADANI
16	608	690	ADITYA BIRLA
17	615	540	MITSUBISHI
18	630	376	HINDUJA
19	752	645	ESSAR
20	773	-	DALMIA
21	780	824	3M
22	794	-	STAR GROUP
23	969	-	JINDAL
24	990	752	PATNI
25	1000	569	VIRGIN
26	1073	-	BIRLA CORP

Consumer Durables

AUDIO

CONSUMER DURABLES RANK	BTR 2013	BTR 2012	BRAND NAME
1	505	308	PIONEER
2	675	339	BOSE
3	885	475	KENWOOD

CONSUMER ELECTRONICS

CONSUMER ELECTRONICS RANK	BTR 2013	BTR 2012	BRAND NAME
1	2	4	SAMSUNG
2	3	5	SONY
3	10	3	LG
4	25	51	VIDEOCON
5	27	38	ONIDA
6	35	14	PHILIPS
7	52	81	TOSHIBA
8	62	102	PANASONIC
9	99	107	VOLTAS
10	144	112	WHIRLPOOL
11	157	115	HITACHI
12	190	239	AKAI
13	215	119	SANSUI
14	275	258	CASIO
15	295	255	HAIER
16	307	341	IFB
17	334	528	KENSTAR

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

CONSUMER ELECTRONICS RANK	BTR 2013	BTR 2012	BRAND NAME
18	345	594	BLUE STAR
19	392	410	JAIPAN
20	393	424	USHA
21	449	581	SHARP
22	451	289	KELVINATOR
23	629	-	SONY BRAVIA
24	685	-	NATIONAL
25	707	-	JVC
26	912	525	ELECTROLUX
27	918	983	HUMAX

WATER PURIFIER

WATER PURIFIER RANK	BTR 2013	BTR 2012	BRAND NAME
1	135	268	KENT
2	218	465	AQUAGUARD
3	260	233	PUREIT
4	704	303	EUREKA FORBES
5	807	-	NASAKA

Education

COMPUTER/HARDWARE TRAINING

COMP/HARD TRAINING RANK	BTR 2013	BTR 2012	BRAND NAME
1	81	144	NIIT
2	237	282	APTECH
3	670	-	JETKING
4	823	676	CADD CENTER
5	827	637	SSI

GRADUATE/PG DEGREE

GRADUATE PG DEGREE RANK	BTR 2013	BTR 2012	BRAND NAME
1	300	336	IIT
2	304	405	OXFORD UNIVERSITY
3	546	532	IIM
4	852	956	IIPM
5	1029	-	JNU
6	1095	-	KOLKATA UNIVERSITY

PRE-SCHOOL EDUCATION

PRE-SCH EDUCATION RANK	BTR 2013	BTR 2012	BRAND NAME
1	1093	763	EUROKIDS

ENERGY

ENERGY

ENERGY RANK	BTR 2013	BTR 2012	BRAND NAME
1	191	82	ONGC
2	242	240	BHARAT PETROLEUM
3	331	314	HINDUSTAN PETROLEUM
4	359	248	INDIAN OIL
5	475	797	BHARAT GAS
6	637	-	HP GAS
7	817	721	ESSAR OIL
8	949	-	OIL INDIA
9	950	941	SUZLON
10	1063	-	HP POWER

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



ENTERTAINMENT

CINEMA DISPLAY

CINEMA DISPLAY RANK	BTR 2013	BTR 2012	BRAND NAME
1	163	217	PVR
2	527	371	CINEMAX
3	639	833	INOX
4	915	847	BIG CINEMAS
5	1045	-	IMAX

CINEMA - OTHER

CINEMA OTHER RANK	BTR 2013	BTR 2012	BRAND NAME
1	464	539	EROS
2	668	769	T-SERIES
3	1097	-	HATSOFF

Food & Beverage

AERATED DRINKS

AERATED DRINKS RANK	BTR 2013	BTR 2012	BRAND NAME
1	67	49	COCA-COLA
2	69	16	PEPSI
3	170	140	THUMS UP
4	197	-	SPRITE
5	200	267	LIMCA
6	222	195	DUKES
7	232	340	FANTA
8	270	420	7 UP
9	279	186	MIRINDA
10	536	346	MOUNTAIN DEW

BISCUITS

BISCUITS RANK	BTR 2013	BTR 2012	BRAND NAME
1	276	218	PARLE G
2	375	953	OREO
3	403	276	MARIE
4	490	609	PRIYA GOLD
5	545	263	HIDE & SEEK
6	568	280	BRITANNIA GOOD DAY
7	697	290	BRITANNIA TIGER
8	701	271	BRITANNIA BOURBON
9	754	436	BRITANNIA 50-50
10	858	503	PARLE KRACKJACK
11	961	443	BRITANNIA JIM JAM
12	1050	865	PARLE MONACO
13	1052	384	BRITANNIA MARIEGOLD

CHOCOLATE - OTHER

CHOCO OTHER RANK	BTR 2013	BTR 2012	BRAND NAME
1	431	369	MELODY
2	486	987	CADBURY'S ECLAIRS
3	712	-	ALPENLIEBE
4	896	389	CADBURY'S GEMS

CHOCOLATE BAR

CHOCO BAR RANK	BTR 2013	BTR 2012	BRAND NAME
1	206	201	CADBURY'S DAIRY MILK
2	296	238	NESTLE KITKAT
3	347	381	NESTLE MUNCH
4	491	190	CADBURY 5 STAR
5	674	430	BOUNTY
6	756	460	MARS

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DAIRY

DAIRY RANK	BTR 2013	BTR 2012	BRAND NAME
1	22	78	AMUL
2	390	502	AAREY
3	406	661	MOTHER DAIRY

DAIRY PRODUCTS

DAIRY PRODUCT RANK	BTR 2013	BTR 2012	BRAND NAME
1	580	406	GOKUL MILK
2	595	-	GO CHEESE
3	770	901	AMUL BUTTER
4	771	-	NUTRALITE

EDIBLE OIL

EDIBLE OIL RANK	BTR 2013	BTR 2012	BRAND NAME
1	330	598	SAFFOLA
2	798	-	GEMINI
3	809	923	FORTUNE REFINED OIL

ENERGY DRINK

ENERGY DRINK RANK	BTR 2013	BTR 2012	BRAND NAME
1	339	471	RED BULL
2	563	-	CLOUD 9

F&B - DIVERSIFIED

F&B DIVERSIFIED RANK	BTR 2013	BTR 2012	BRAND NAME
1	49	46	PARLE
2	54	86	BRITANNIA
3	68	28	CADBURY'S
4	139	172	NESTLE
5	228	-	SUNFEAST
6	535	649	AASHIRWAAD
7	729	870	RUCHI'S
8	745	490	LINDT
9	786	-	PEPSICO
10	956	-	CANDYMAN

ICE-CREAM

ICE CREAM RANK	BTR 2013	BTR 2012	BRAND NAME
1	344	408	VADILAL
2	564	236	BASKIN & ROBBINS
3	632	464	KWALITY WALLS
4	768	518	PASTONJI
5	972	-	NATURALS
6	1047	662	DINSHAWS

INSTANT COFFEE

INSTANT COFFEE RANK	BTR 2013	BTR 2012	BRAND NAME
1	165	335	BRU
2	230	153	NESCAFE

MASALA

MASALA RANK	BTR 2013	BTR 2012	BRAND NAME
1	209	285	MDH
2	452	712	EVEREST
3	962	-	KUBAL

CATEGORY WISE LISTINGS

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MOUTH FRESHENERS

MOUTH FRESHENERS RANK	BTR 2013	BTR 2012	BRAND NAME
1	198	264	POLO
2	332	672	MENTOS
3	381	283	ORBIT
4	489	888	HALLS
5	561	380	HAPPYDENT
6	660	414	TIC TAC
7	751	900	PAN PARAG
8	916	-	CENTERFRESH

NON-AERATED DRINKS

NON AERATED RANK	BTR 2013	BTR 2012	BRAND NAME
1	132	147	MAAZA
2	185	208	FROOTI
3	526	-	SLICE
4	813	-	LMN
5	905	-	NIMBOOZ

NUTRITIONAL SUPPLEMENTS

NUTRITION SUPP RANK	BTR 2013	BTR 2012	BRAND NAME
1	126	198	BOOST
2	152	155	HORLICKS
3	174	189	COMPLAN
4	312	262	BOURNVITA

PACKAGED WATER

PACKAGED WATER RANK	BTR 2013	BTR 2012	BRAND NAME
1	108	108	BISLERI
2	288	275	KINLEY
3	305	260	AGUAFINA
4	581	366	OXYRICH

PACKAGED JUICES

PACKAGED JUICES RANK	BTR 2013	BTR 2012	BRAND NAME
1	379	169	TROPICANA
2	488	-	DABUR REAL
3	811	-	APPY

PACKAGED SNACKS

PACKAGE SNACKS RANK	BTR 2013	BTR 2012	BRAND NAME
1	72	100	LAYS
2	164	321	HIPPO
3	204	232	BINGO
4	285	415	KURKURE
5	290	333	BALAJI
6	395	192	HALDIRAM
7	549	-	ALIVA
8	781	-	LEHAR

POWDERED DRINK

POWDERED DRINK RANK	BTR 2013	BTR 2012	BRAND NAME
1	178	328	RASNA
2	428	511	GLUCON D
3	737	-	TANG

PACKAGED RICE

PACKAGED RICE RANK	BTR 2013	BTR 2012	BRAND NAME
1	385	468	KOHINOOR
2	598	-	INDIA GATE
3	965	-	LAL QILLA

PACKAGED SALT

PACKAGED SALT RANK	BTR 2013	BTR 2012	BRAND NAME
1	106	316	TATA SALT

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

SUGAR SUBSTITUTE

SUGAR SUB RANK	BTR 2013	BTR 2012	BRAND NAME
1	664	449	SUGAR FREE

TEA

TEA RANK	BTR 2013	BTR 2012	BRAND NAME
1	155	222	TATA TEA
2	262	297	RED LABEL
3	343	548	LIPTON
4	408	689	SOCIETY TEA
5	442	842	TAJ MAHAL TEA
6	782	-	TAAZA

GLOBAL BODY

GLOBAL BODY RANK	BTR 2013	BTR 2012	BRAND NAME
1	693	708	WHO
2	775	612	YMCA
3	802	796	UNICEF
4	804	794	RED CROSS

GOVERNMENT BODY

GOVT BODY RANK	BTR 2013	BTR 2012	BRAND NAME
1	267	-	INDIAN COURTS
2	386	766	INDIAN ARMY
3	633	467	BMC
4	641	-	INDIAN AIR FORCE
5	721	-	CBI
6	810	-	JAGO GRAHAK JAGO
7	904	-	MUMBAI POLICE
8	945	-	INDIAN NAVY
9	975	-	RAW
10	996	-	NDMC
11	1028	-	CIDCO
12	1034	762	MMRDA

Furnishing

MATTRESSES

MATTRESS RANK	BTR 2013	BTR 2012	BRAND NAME
1	682	362	SLEEPWELL
2	684	-	KURLON

LUXURY FURNISHING

LUXURY FURNISH RANK	BTR 2013	BTR 2012	BRAND NAME
1	942	630	D'DÉCOR

Healthcare

AYURVEDA

AYURVEDA RANK	BTR 2013	BTR 2012	BRAND NAME
1	65	45	DABUR
2	150	117	HIMALAYA
3	203	202	AYUR
4	552	522	ZANDU

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



HEALTH SUPPLEMENT

HEALTH SUPP RANK	BTR 2013	BTR 2012	BRAND NAME
1	493	950	REVITAL
2	789	385	PROTINEX

HEALTHCARE - GENERAL

HEALTHCARE GENERAL RANK	BTR 2013	BTR 2012	BRAND NAME
1	219	84	JOHNSON & JOHNSON
2	252	422	VLCC
3	790	-	GENETECH

HEALTHCARE PRODUCTS

HEALTHCARE PRODUCTS RANK	BTR 2013	BTR 2012	BRAND NAME
1	251	221	CROCIN
2	317	592	ENO
3	691	-	D'COLD

HOSPITALS

HOSPITALS RANK	BTR 2013	BTR 2012	BRAND NAME
1	842	338	APOLLO HOSPITAL
2	1040	910	JJ HOSPITAL

PAIN BALM

PAIN BALM RANK	BTR 2013	BTR 2012	BRAND NAME
1	171	270	IODEX
2	224	266	MOOV
3	420	365	VOLINI
4	441	764	ZANDU BALM
5	623	462	AMRUTANJAN

PHARMACEUTICALS

PHARMA RANK	BTR 2013	BTR 2012	BRAND NAME
1	179	170	CIPLA
2	225	161	RANBAXY
3	409	279	GSK
4	447	428	LUPIN
5	681	-	AVEENO
6	755	450	PFIZER
7	762	829	GLENMARK
8	853	803	MANKIND PHARMA
9	859	751	NOVARTIS
10	880	682	BIOCON
11	933	610	BILCARE
12	1002	-	SANDOZ
13	1005	952	SUN PHARMA
14	1072	966	MERCK
15	1094	-	AKSIGEN

SKINCARE

SKINCARE RANK	BTR 2013	BTR 2012	BRAND NAME
1	593	-	KAYA
2	816	-	BLUSH WORLD

HOMEOPATHY

HOMEOPATHY RANK	BTR 2013	BTR 2012	BRAND NAME
1	932	753	DR BATRA'S

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

Heavy Industry

HEAVY ENGINEERING

HEAVY ENGINEERING RANK	BTR 2013	BTR 2012	BRAND NAME
1			
2	525	439	ABB
3	626	667	KIRLOSKAR
4	800	731	ALSTOM
5	832	-	BHEL
	854	740	NESCO

METAL & MINING

METAL & MINING RANK	BTR 2013	BTR 2012	BRAND NAME
1	364	110	TATA STEEL
2	636	673	SAIL
3	902	574	JINDAL STEEL
4	971	851	SESA GOA
5	979	-	JSW

Hospitality

HOTELS

HOTELS RANK	BTR 2013	BTR 2012	BRAND NAME
1	149	278	TAJ HOTELS
2	508	501	HYATT
3	749	739	JW MARRIOTT
4	841	915	OBEROI
5	882	-	GATEWAY HOTELS
6	914	-	CROWNE PLAZA

RESTAURANT

RESTAURANT RANK	BTR 2013	BTR 2012	BRAND NAME
1	967	-	INSOMNIA

Household Electricals

FANS

FANS RANK	BTR 2013	BTR 2012	BRAND NAME
1	335	337	USHA FANS
2	518	602	ORPAT
3	663	510	KHAITAN
4	1046	801	ORIENT PSPO

ELECTRICAL EQUIPMENT

ELECTRICAL EQUIPMENT RANK	BTR 2013	BTR 2012	BRAND NAME
1	263	351	HAVELLS
2	744	849	MICROTEK
3	772	890	V GUARD
4	797	654	OKAYA
5	856	674	SURYA
6	985	909	LUMINOUS

Household Products

AIR FRESHENERS

AIR FRESHENERS RANK	BTR 2013	BTR 2012	BRAND NAME
1	292	313	AIRWICK
2	634	-	AMBIPUR
3	687	-	ODONIL

BATH FIXTURES

BATH FIXTURES RANK	BTR 2013	BTR 2012	BRAND NAME
1	709	-	KOHLER

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



HOMECARE

HOMECARE RANK	BTR 2013	BTR 2012	BRAND NAME
1	187	388	DOMEX
2	250	393	VIM
3	272	357	HARPIC
4	326	-	LIZOL
5	702	919	COLIN
6	824	555	KLINOL

KITCHEN APPLIANCES

KITCHEN APPL RANK	BTR 2013	BTR 2012	BRAND NAME
1	280	-	TUPPERWARE
2	466	307	PRESTIGE COOKER
3	597	-	HAWKINS
4	610	-	NIRLEP
5	868	-	SUMEET
6	1058	951	PIGEON
7	1092	936	BUTTERFLY

MOSQUITO REPELLENTS

MOSQUITO REPEL RANK	BTR 2013	BTR 2012	BRAND NAME
1	130	151	ALLOUT
2	311	214	GOOD KNIGHT
3	397	364	MORTEIN
4	411	390	HIT
5	592	985	ODOMOS
6	726	551	BAYGON

PLASTICS

PLASTICS RANK	BTR 2013	BTR 2012	BRAND NAME
1	758	606	NILKAMAL

SAFETY MATCHES

SAFETY MATCHES RANK	BTR 2013	BTR 2012	BRAND NAME
1	656	-	AIM MATCHBOX

INFORMATION SERVICES

INFO SERVICES RANK	BTR 2013	BTR 2012	BRAND NAME
1	893	-	THOMPSON REUTERS

INFRASTRUCTURE

INFRA RANK	BTR 2013	BTR 2012	BRAND NAME
1	557	-	GIPCO
2	855	718	NTPC
3	1100	720	JNPT

Internet

INTERNET SERVICE

INTERNET SERVICE RANK	BTR 2013	BTR 2012	BRAND NAME
1	993	-	NAUKRI
2	1001	-	MAKE MY TRIP

ONLINE SHARING

ONLINE SHARING RANK	BTR 2013	BTR 2012	BRAND NAME
1	427	512	YOUTUBE
2	481	446	PICASA

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

ONLINE SHOPPING

ONLINE SHOP RANK	BTR 2013	BTR 2012	BRAND NAME
1	286	209	EBAY
2	570	368	AMAZON
3	585	-	IBIBO
4	638	-	OLX.IN
5	748	-	MYNTRA
6	834	-	JABONG
7	890	-	FLIPKART
8	953	-	QUIKR

LUBRICANTS

LUBRICANT RANK	BTR 2013	BTR 2012	BRAND NAME
1	216	118	SHELL
2	238	152	CASTROL
3	360	311	SERVO
4	604	372	GULF OIL
5	757	-	AGIP

INTERNET TOOL

INTERNET TOOL RANK	BTR 2013	BTR 2012	BRAND NAME
1	44	31	GOOGLE
2	189	127	YAHOO
3	361	623	GMAIL
4	414	426	AOL
5	448	352	SIFY
6	504	489	WIKIPEDIA
7	652	-	INDIATIMES
8	746	343	REDIFF
9	955	-	THA-ONE

Manufacturing

CEMENT

MFG RANK	BTR 2013	BTR 2012	BRAND NAME
1	116	72	ACC
2	352	342	AMBUJA CEMENT
3	534	714	BINANI CEMENT
4	550	370	ULTRATECH
5	566	626	JK CEMENT
6	906	862	JP CEMENT
7	1084	841	LAFARGE

SOCIAL NETWORKING

SOCIAL NETWORK RANK	BTR 2013	BTR 2012	BRAND NAME
1	48	65	FACEBOOK
2	239	193	ORKUT
3	294	216	TWITTER
4	839	-	FOURSQUARE

CHEMICALS

CHEMICALS RANK	BTR 2013	BTR 2012	BRAND NAME
1	692	814	BAYER
2	792	830	PIDILITE
3	978	709	DUPONT
4	1012	741	BASF

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

ENGINEERING

ENGG RANK	BTR 2013	BTR 2012	BRAND NAME
1	188	130	HMT
2	415	805	THERMAX
3	931	542	CROMPTON GREAVES

FERTILIZER

FERTILIZER RANK	BTR 2013	BTR 2012	BRAND NAME
1	1016	876	GSFC

SPECIALIZED

SPECIALIZED RANK	BTR 2013	BTR 2012	BRAND NAME
1	1075	-	HEG

PAINTS

PAINTS RANK	BTR 2013	BTR 2012	BRAND NAME
1	74	91	ASIAN PAINTS
2	274	254	DULUX
3	348	200	NEROLAC
4	671	716	BERGER
5	959	-	ASIAN PAINTS ROYALE

PLASTICS

PLASTICS RANK	BTR 2013	BTR 2012	BRAND NAME
1	455	722	SINTEX
2	651	700	FINOLEX

UMBRELLAS

UMBRELLAS RANK	BTR 2013	BTR 2012	BRAND NAME
1	989	-	JOHNS

Media Print

MAGAZINE - ENGLISH

MAGAZINE ENGLISH RANK	BTR 2013	BTR 2012	BRAND NAME
1	676	477	STARDUST
2	710	373	FEMINA
3	831	777	FORBES
4	850	563	INDIA TODAY
5	878	-	THE WEEK
6	1088	-	CHIP
7	1091	-	OK

NEWSPAPER - ENGLISH

NEWSPAPER ENGLISH RANK	BTR 2013	BTR 2012	BRAND NAME
1	100	88	TIMES OF INDIA
2	229	399	DNA
3	434	291	HINDUSTAN TIMES
4	523	552	ECONOMIC TIMES
5	736	-	MIDDAY
6	739	-	INDIAN EXPRESS
7	1037	571	HINDU
8	1089	861	MUMBAI MIRROR

NEWSPAPER - HINDI

NEWSPAPER HINDI RANK	BTR 2013	BTR 2012	BRAND NAME
1	778	-	DAINIK JAGRAN
2	948	-	AMAR UJALA

NEWSPAPER - BENGALI

NEWSPR BENGALI RANK	BTR 2013	BTR 2012	BRAND NAME
1	968	-	ANAND BAZAR PATRIKA

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

Media - TV

BOLLYWOOD

BOLLYWOOD RANK	BTR 2013	BTR 2012	BRAND NAME
1	423	-	ZOOM TV
2	661	-	E24

CHANNEL CLUSTER

CHNL CLUSTER RANK	BTR 2013	BTR 2012	BRAND NAME
1	384	520	UTV
2	417	715	ZEE
3	435	384	STAR TV
4	940	-	ETV
5	1057	-	TV 9

CHILDREN'S GEC

CHILDREN GEC RANK	BTR 2013	BTR 2012	BRAND NAME
1	470	456	DISNEY
2	655	-	POGO
3	1062	-	HUNGAMA

ENGLISH BUSINESS NEWS

ENGLISH BUS. NEWS RANK	BTR 2013	BTR 2012	BRAND NAME
1	301	924	CNBC
2	713	595	ET NOW

ENGLISH GEC

ENGLISH GEC RANK	BTR 2013	BTR 2012	BRAND NAME
1	616	733	AXN
2	951	-	FOX

ENGLISH MOVIES

ENGLISH MOVIES RANK	BTR 2013	BTR 2012	BRAND NAME
1	422	515	HBO
2	542	379	STAR MOVIES

ENGLISH NEWS

ENGLISH NEWS RANK	BTR 2013	BTR 2012	BRAND NAME
1	221	180	NDTV
2	647	479	TIMES NOW

HINDI BUSINESS NEWS

HINDI BUSS RANK	BTR 2013	BTR 2012	BRAND NAME
1	689	419	CNBC TV 18

HINDI GEC

HINDI GEC RANK	BTR 2013	BTR 2012	BRAND NAME
1	231	225	ZEE TELEVISION
2	245	344	COLORS
3	287	584	STAR PLUS
4	320	387	FOOD FOOD
5	584	969	SAB TV
6	599	-	SONY TV
7	925	852	SAHARA ONE

HINDI MOVIES

HINDI MOVIES RANK	BTR 2013	BTR 2012	BRAND NAME
1	540	939	STAR GOLD
2	759	-	SET MAX

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



HINDI NEWS

HINDI NEWS RANK	BTR 2013	BTR 2012	BRAND NAME
1	121	168	AAJ TAK
2	214	-	ABP NEWS
3	319	402	INDIA TV
4	362	441	IBN 7
5	483	783	ZEE NEWS
6	579	688	NEWS 24
7	738	701	STAR NEWS
8	820	671	CNN IBN
9	1042	-	TEZ

INFOTAINMENT & LIFESTYLE

INFO & LIFESTYLE RANK	BTR 2013	BTR 2012	BRAND NAME
1	278	205	DISCOVERY
2	477	253	TLC
3	719	578	NATIONAL GEOGRAPHIC
4	830	638	HISTORY CHANNEL

ENGLISH INTERNATIONAL NEWS

ENGLISH INTL NEWS RANK	BTR 2013	BTR 2012	BRAND NAME
1	316	484	BBC
2	465	726	CNN
3	1014	-	BBC WORLD

MUSIC

MUSIC RANK	BTR 2013	BTR 2012	BRAND NAME
1	340	434	MTV
2	764	-	9XM
3	838	-	B4U

PROGRAM

PROGRAM RANK	BTR 2013	BTR 2012	BRAND NAME
1	378	-	SATYAMEV JAYATE
2	553	750	KAUN BANEGA CROREPATI
3	642	-	CID
4	784	-	CRIME PATROL

TAMIL GEC

TAMIL GEC RANK	BTR 2013	BTR 2012	BRAND NAME
1	539	530	SUN TV

SHOPPING

SHOPPING RANK	BTR 2013	BTR 2012	BRAND NAME
1	957	-	ASIAN SKYSHOP

SPORTS

SPORTS RANK	BTR 2013	BTR 2012	BRAND NAME
1	443	473	ESPN
2	879	-	TEN SPORTS
3	943	860	STAR SPORTS

Personal Accessories

EYEWEAR

EYEWEAR RANK	BTR 2013	BTR 2012	BRAND NAME
1	55	121	RAYBAN
2	548	403	POLOROID

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

FOOTWEAR

FOOTWEAR RANK	BTR 2013	BTR 2012	BRAND NAME
1	32	57	WOODLAND
2	40	13	BATA
3	240	230	PARAGON
4	255	165	SPARX
5	336	302	ACTION
6	520	596	RELAXO
7	574	392	LIBERTY
8	575	765	RED CHIEF
9	613	437	LAKHANI
10	723	968	MOCHI
11	731	931	LOTTO
12	733	617	RED TAPE
13	742	786	ALDO
14	1070	-	KHADIMS

SPORTS ACCESSORIES

SPORTS ACC RANK	BTR 2013	BTR 2012	BRAND NAME
1	16	36	NIKE
2	26	20	ADIDAS
3	30	23	PUMA
4	31	15	REEBOK
5	473	-	FILA
6	862	680	SG
7	1039	-	UMBRO

WATCHES/CLOCKS

WATCHES/CLOCKS RANK	BTR 2013	BTR 2012	BRAND NAME
1	21	12	TITAN
2	82	111	SONATA
3	103	178	RADO
4	120	145	ROLEX
5	199	148	CITIZEN
6	213	224	TIMEX
7	337	557	OMEGA
8	350	622	AJANTA
9	533	642	FOSSIL
10	589	857	QUARTZ
11	658	986	SWATCH
12	840	-	G SHOCK
13	944	-	GUESS GC
14	1054	-	TITAN RAGA
15	1078	893	SEIKO

JEWELLERY

JEWELLERY RANK	BTR 2013	BTR 2012	BRAND NAME
1	129	141	TANISHQ
2	205	730	AGNI
3	437	269	TBZ
4	450	347	ORRA
5	577	600	D'DAMAS
6	603	-	GILI
7	605	668	GITANJALI
8	672	660	NAKSHATRA

LUGGAGE/BAGS

LUGGAGE RANK	BTR 2013	BTR 2012	BRAND NAME
1	492	92	VIP BAGS
2	531	411	AMERICAN TOURISTER
3	986	-	SKYBAGS

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

Personal Care

PERFUMERY

PERFUMERY RANK	BTR 2013	BTR 2012	BRAND NAME
1	70	61	AXE
2	283	575	YARDLEY
3	329	481	ZATAK
4	377	625	SPINZ
5	396	567	FA
6	469	-	FOGG
7	471	616	WILDSTONE
8	815	-	EVA
9	836	880	CHARLIE
10	901	-	CHANEL 5

BEAUTY / BATH

BEAUTY /BATH RANK	BTR 2013	BTR 2012	BRAND NAME
1	15	26	LUX
2	18	93	OLAY
3	19	43	DOVE
4	23	39	PONDS
5	38	44	DETTOL
6	43	105	L'OREAL
7	47	73	GARNIER
8	71	104	LAKME
9	77	85	PANTENE
10	89	166	NIVEA
11	94	137	PEARS
12	133	304	VIVEL
13	137	219	VASELINE
14	140	211	LIVON
15	142	96	LIFEBUOY
16	147	98	MEDIMIX
17	154	183	SANTOOR
18	158	194	SUNSILK
19	160	242	FAIR & LOVELY
20	169	123	PARACHUTE

BEAUTY /BATH RANK	BTR 2013	BTR 2012	BRAND NAME
21	175	142	HAMAM
22	177	138	CINTHOL
23	202	-	MAYBELLINE
24	234	641	REVLON
25	244	325	LIRIL
26	247	407	CLINIC PLUS
27	264	427	BOROPLUS
28	282	187	HEAD & SHOULDERS
29	302	396	REXONA
30	310	272	AVON
31	327	244	EMAMI
32	366	-	SAVLON
33	380	220	DABUR VATIKA
34	401	312	MARGO
35	402	400	BOROLINE
36	429	692	SETWET
37	502	591	CLEAN & CLEAR
38	528	315	MOTI
39	538	-	VEET
40	544	521	HIMANI
41	556	785	ELLE 18
42	558	826	DABUR AMLA
43	571	-	FEM
44	587	947	VI JOHN
45	601	810	CHANDRIKA
46	612	478	CLINIC ALL CLEAR
47	617	653	FIAMA DI WILLS
48	625	-	EVERYUTH
49	720	-	VASMOL
50	761	493	NEUTROGENA
51	795	-	JO
52	808	-	DERMICOOL
53	821	976	HAIR & CARE
54	874	897	GODREJ NO 1
55	903	-	CHIK
56	921	-	SHIKAKAI
57	922	-	CLEAR
58	923	666	NAVRATNA HAIR OIL
59	928	-	STREAX
60	941	589	CLEARASIL
61	958	-	OLIVIA

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

PERSONAL CARE RANK	BTR 2013	BTR 2012	BRAND NAME
62	982	220	DABUR VATIKA
63	995	-	DYNAMITE
64	1038	-	SURE
65	1041	-	TRESEMME
66	1071	-	JEEVA
67	1081	846	RICH FEEL
68	1082	-	FAIR AND HANDSOME

HEAD PHONES

HEAD-PHONES RANK	BTR 2013	BTR 2012	BRAND NAME
1	899	-	SKULL CANDY

PHONE APPLICATION

PHONE APP RANK	BTR 2013	BTR 2012	BRAND NAME
1	1035	-	BLACKBERRY MESSENGER

Personal Gadgets

CAMERA

CAMERA RANK	BTR 2013	BTR 2012	BRAND NAME
1	1020	734	NIKON COOLPIX
2	1030	564	SONY CYBERSHOT

CAMERA MANUFACTURER

CAMERA MGF RANK	BTR 2013	BTR 2012	BRAND NAME
1	28	134	NIKON
2	58	97	CANON
3	266	206	KODAK
4	621	523	FUJI FILM
5	907	-	PANASONIC LUMIX
6	1086	620	OLYMPUS

DATA CARD

DATA CARD RANK	BTR 2013	BTR 2012	BRAND NAME
1	588	883	TATA PHOTON

MOBILE PHONES

MOBILE PHONES RANK	BTR 2013	BTR 2012	BRAND NAME
1	1	1	NOKIA
2	56	154	HTC
3	66	32	BLACKBERRY
4	119	126	MICROMAX
5	134	157	MAXX
6	146	164	MOTOROLA
7	211	378	LAVA
8	257	243	SONY ERICSSON
9	356	413	KARBONN
10	405	431	SPICE
11	426	573	INTEX
12	436	809	SAMSUNG GALAXY
13	479	533	FLY
14	509	632	O2
15	530	500	APPLE IPHONE
16	801	560	G FIVE
17	819	-	SONY XPERIA
18	900	818	CELKON
19	1022	-	NOKIA ASHA

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



Personalities

BUSINESS

BUSINESS RANK	BTR 2013	BTR 2012	BRAND NAME
1	235	583	RATAN TATA
2	418	-	DHIRUBHAI AMBANI
3	472	603	VIJAY MALLYA
4	586	894	MUKESH AMBANI
5	679	615	BILL GATES
6	848	806	STEVE JOBS
7	1083	-	TINA AMBANI

CINEMA/MUSIC

CINEMA/MUSIC RANK	BTR 2013	BTR 2012	BRAND NAME
1	173	418	AAMIR KHAN
2	176	355	SALMAN KHAN
3	373	374	AMITABH BACHCHAN
4	495	948	SHAHROUKH KHAN
5	622	778	RAJNIKANT
6	805	-	ANIL KAPOOR
7	822	-	KAREENA KAPOOR
8	875	812	LATA MANGESHKAR
9	1006	738	AISHWARYA RAI BACHCHAN
10	1076	-	AKSHAY KUMAR

SOCIAL/SPIRITUAL

SOCIAL/SPIRITUAL RANK	BTR 2013	BTR 2012	BRAND NAME
1	87	106	ANNA HAZARE
2	388	694	KIRAN BEDI
3	433	912	MOTHER TERESA
4	456	495	BABA RAMDEV
5	594	-	MAHATMA GANDHI
6	747	-	MEDHA PATKAR
7	997	779	SWAMI VIVEKANANDA
8	1051	-	RABINDRANATH TAGORE

SPORTS

SPORTS RANK	BTR 2013	BTR 2012	BRAND NAME
1	308	234	SACHIN TENDULKAR
2	695	-	PT USHA
3	727	447	MAHENDRA SINGH DHONI
4	833	-	YUVRAJ SINGH
5	851	-	SANIA MIRZA
6	1011	-	VIRAT KOHLI
7	1017	-	SAINA NEHWAL
8	1043	-	KAPIL DEV
9	1060	-	CHRIS GAYLE
10	1087	-	ANIL KUMBLE

Retail

FOOTWEAR

FOOTWEAR RANK	BTR 2013	BTR 2012	BRAND NAME
1	510	245	METRO
2	849	-	LORDS

FURNITURE

FURNITURE RANK	BTR 2013	BTR 2012	BRAND NAME
1	960	-	IKEA

CAFÉ/DELI

CAFÉ/DELI RANK	BTR 2013	BTR 2012	BRAND NAME
1	210	125	CAFÉ COFFEE DAY
2	243	324	BARISTA
3	541	605	MONGINIS

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

ELECTRONICS

ELECTRONICS RANK	BTR 2013	BTR 2012	BRAND NAME
1	115	109	CROMA
2	501	644	VIJAY SALES
3	654	524	NEXT
4	988	483	SONY WORLD

FOOD

FOOD RANK	BTR 2013	BTR 2012	BRAND NAME
1	522	306	FOOD BAZAAR
2	1049	867	MORE

GENERAL RETAIL

GENERAL RETAIL RANK	BTR 2013	BTR 2012	BRAND NAME
1	98	77	BIG BAZAAR
2	365	448	D-MART
3	650	640	BHARTI WALMART
4	766	926	MAGNET
5	1010	-	TESCO
6	1019	549	SPENCERS
7	1021	-	APNA BAZAAR

GIFT SHOP

GIFT SHOP RANK	BTR 2013	BTR 2012	BRAND NAME
1	458	382	ARCHIES
2	976	-	HALLMARK

RETAIL - OTHER

RETAIL - OTHER RANK	BTR 2013	BTR 2012	BRAND NAME
1	560	776	PLANET M
2	799	-	GKB
3	908	-	PAANERI

PERSONAL GOODS

PERSONAL GOODS RANK	BTR 2013	BTR 2012	BRAND NAME
1	168	159	PANTALOONS
2	354	348	LIFESTYLE
3	394	332	WESTSIDE
4	460	547	GLOBUS
5	461	454	LOOT
6	631	173	SHOPPERS STOP

QSR

QSR RANK	BTR 2013	BTR 2012	BRAND NAME
1	83	75	KENTUCKY FRIED CHICKEN
2	196	79	MCDONALDS
3	256	827	SUBWAY
4	265	135	DOMINO'S
5	322	182	PIZZA HUT

SERVICES

SERVICES RANK	BTR 2013	BTR 2012	BRAND NAME
1	1096	-	SUIDHA

SHOPPING MALL

SHOPPING MALL RANK	BTR 2013	BTR 2012	BRAND NAME
1	590	-	OASIS MALL
2	662	488	INORBIT
3	725	984	HYPERCITY
4	938	-	STAR BAZAAR
5	974	-	GIP MALL
6	1067	-	SAHARA MALL

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



STORE

STORE RANK	BTR 2013	BTR 2012	BRAND NAME
1	898	-	ALFA STORE

TRADITIONAL

TRAD RANK	BTR 2013	BTR 2012	BRAND NAME
1	1059	-	KHADI BHAVAN
2	1074	-	FAB INDIA

TRAVEL

TRAVEL RANK	BTR 2013	BTR 2012	BRAND NAME
1	432	565	SOTC
2	559	663	KESARI TOURS
3	618	191	THOMAS COOK
4	911	754	COX & KINGS

Services

BUSINESS CONSULTING

BUSINESS CONSULTING RANK	BTR 2013	BTR 2012	BRAND NAME
1	172	116	IBM
2	236	287	ACCENTURE

COURIER SERVICES

COURIER SERVICES RANK	BTR 2013	BTR 2012	BRAND NAME
1	333	204	DTDC
2	351	-	DHL
3	446	226	BLUE DART
4	576	259	FEDEX
5	690	386	SPEED POST

VACATION OWNERSHIP

VACATION OWNERSHIP RANK	BTR 2013	BTR 2012	BRAND NAME
1	1055	-	CLUB MAHINDRA

Social Organization

NGO

NGO RANK	BTR 2013	BTR 2012	BRAND NAME
1	75	327	BEING HUMAN
2	208	546	CRY
3	438	-	RELIANCE FOUNDATION
4	511	-	CHILD REACH
5	517	-	ARPAN
6	686	-	HELP AGE INDIA
7	734	-	MASOOM
8	763	-	PRERNA
9	785	-	APNALAYA
10	818	-	DIGNITY FOUNDATION
11	843	-	BHARTI FOUNDATION
12	845	-	DOOR STEP SCHOOL
13	846	-	DISHA FOUNDATION
14	847	-	AMCHA GHAR
15	889	-	SMILE FOUNDATION
16	917	-	DREAM A DREAM
17	929	-	WE FOR YOU
18	981	-	KRIPA FOUNDATION
19	1007	-	ISHA FOUNDATION
20	1036	-	LIGHT OF LIFE
21	1080	-	APMAS

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

Sports

SPORTS

SPORTS RANK	BTR 2013	BTR 2012	BRAND NAME
1	382	732	IPL
2	507	727	LIVERPOOL
3	680	-	BCCI
4	864	-	FIFA
5	939	-	ICC
6	1044	772	BARCELONA

WRITING INSTRUMENTS

WRITING INST RANK	BTR 2013	BTR 2012	BRAND NAME
1	96	367	CELLO PENS
2	125	184	PARKER
3	136	139	NATRAJ
4	138	203	APSARA
5	182	377	CAMLIN
6	246	433	LEXI
7	293	257	CAMEL
8	338	-	ADD GEL
9	376	404	REYNOLDS
10	582	899	ROTOMAC
11	688	757	MONTEX
12	716	544	KORES
13	924	-	FABER CASTELL
14	1065	856	LINC

Stationary

ERASER

ERASER RANK	BTR 2013	BTR 2012	BRAND NAME
1	865	-	APSARA NON DUST

NOTEBOOKS

NOTEBOOKS RANK	BTR 2013	BTR 2012	BRAND NAME
1	141	685	NAVNEET
2	291	746	SUNDARAM
3	524	832	CLASSMATE

STAPLER

STAPLER RANK	BTR 2013	BTR 2012	BRAND NAME
1	573	-	KANGARO

Technology

INT'L SIM CARD

INT'L SIM CARD RANK	BTR 2013	BTR 2012	BRAND NAME
1	643	-	MATRIX

MEMORY STORAGE

MEMORY STORAGE RANK	BTR 2013	BTR 2012	BRAND NAME
1	551	971	SANDISK
2	867	775	KINGSTON
3	872	922	TRANSCEND

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



OPERATING SYSTEM

OPERATING SYSTEM RANK	BTR 2013	BTR 2012	BRAND NAME
1	440	-	WINDOWS
2	543	791	ANDROID
3	983	-	LINUX
4	1066	-	WINDOWS XP

SOFTWARE COMPANY

SOFTWARE COMPANY RANK	BTR 2013	BTR 2012	BRAND NAME
1	181	90	MICROSOFT
2	363	409	ORACLE
3	503	621	ADOBE
4	653	459	SAP
5	659	639	SYNTEL

PERSONAL ELECTRONICS

PERSONAL ELECTRONICS RANK	BTR 2013	BTR 2012	BRAND NAME
1	12	34	APPLE
2	13	27	DELL
3	39	69	ACER
4	161	177	COMPAQ
5	259	288	I BALL
6	419	474	SONY VAIO
7	620	938	MITASHI
8	863	476	APPLE PLUS
9	991	-	BENQ

SOFTWARE SERVICES

SOFTWARE SERVICES RANK	BTR 2013	BTR 2012	BRAND NAME
1	91	94	TCS
2	101	55	WIPRO
3	207	42	INFOSYS

SEMICONDUCTOR

SEMI-COND RANK	BTR 2013	BTR 2012	BRAND NAME
1	36	58	INTEL

HARDWARE

HARDWARE RANK	BTR 2013	BTR 2012	BRAND NAME
1	20	22	HEWLETT PACKARD
2	61	87	LENOVO
3	78	41	HCL
4	476	647	ZENITH
5	519	613	XEROX

SOFTWARE

SOFTWARE RANK	BTR 2013	BTR 2012	BRAND NAME
1	297	992	LOTUS
2	966	-	ITUNES
3	1032	871	EXCEL

AUTOMATION

AUTO-MATION RANK	BTR 2013	BTR 2012	BRAND NAME
1	829	717	HONEYWELL
2	857	-	GLOBAL TECH

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

TELECOM INFRASTRUCTURE

TELECOM INFRA RANK	BTR 2013	BTR 2012	BRAND NAME
1	367	294	CISCO
2	973	656	ITI
3	998	686	ERICSSON
4	1085	648	AT&T

Telephony

MOBILE TELEPHONY

MOBILE TELEPHONY RANK	BTR 2013	BTR 2012	BRAND NAME
1	9	9	AIRTEL
2	33	18	IDEA
3	41	17	VODAFONE
4	84	129	LOOP
5	117	64	TATA DOCOMO
6	123	67	AIRCEL
7	166	113	UNINOR
8	226	158	MTS
9	227	395	TATA INDICOM
10	349	334	DOLPHIN
11	913	728	ORANGE

LANDLINE TELEPHONY

LANDLINE TELEPHONY RANK	BTR 2013	BTR 2012	BRAND NAME
1	88	68	BSNL
2	156	319	MTNL
3	730	703	VSNL

Transportation

AIRCRAFT MANUFACTURER

AIRCRAFT MFG RANK	BTR 2013	BTR 2012	BRAND NAME
1	714	756	AIRBUS

AIRLINES - FOREIGN

AIRLINE FOREIGN RANK	BTR 2013	BTR 2012	BRAND NAME
1	496	509	EMIRATES
2	877	811	AIR FRANCE
3	897	-	AIR CANADA
4	919	587	QATAR AIR
5	964	-	BRITISH AIRWAYS
6	1015	748	LUFTHANSA

AIRLINES - INDIAN

AIRLINE INDIAN RANK	BTR 2013	BTR 2012	BRAND NAME
1	104	-	INDIGO AIRLINES
2	145	150	AIR INDIA
3	387	237	JET AIRWAYS
4	694	802	GO AIR
5	894	736	SPICEJET

CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



BUS TRANSPORT

BUS TRANS RANK	BTR 2013	BTR 2012	BRAND NAME
1	487	513	BEST
2	888	580	NEETA TRAVELS

CYCLES

CYCLES RANK	BTR 2013	BTR 2012	BRAND NAME
1	369	508	ATLAS

RAILWAY

RAILWAY RANK	BTR 2013	BTR 2012	BRAND NAME
1	313	531	INDIAN RAILWAYS