

CATEGORY - WISE ALL INDIA LISTING



ALCOHOLIC BEVERAGES SUPER CATEGORY

Alcohol Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	136	198	62	KINGFISHER	Alcoholic Beverages	Beer
2	199	589	390	MCDOWELL'S	Alcoholic Beverages	Whisky
3	305	709	404	TUBORG	Alcoholic Beverages	Beer
4	348	-	-	COBRA	Alcoholic Beverages	Beer
5	482	278	-204	ROYAL STAG	Alcoholic Beverages	Whisky
6	612	-	-	BLACK DOG	Alcoholic Beverages	Premium Whisky
7	789	-	-	BLENDER'S PRIDE	Alcoholic Beverages	Whisky
8	847	-	-	SEAGRAMS	Alcoholic Beverages	Diversified
9	895	1023	128	BAGPIPER	Alcoholic Beverages	Whisky
10	899	1103	204	SMIRNOFF	Alcoholic Beverages	Vodka
11	919	1032	113	HAYWARDS 5000	Alcoholic Beverages	Beer

Beer

Beer Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	136	198	62	KINGFISHER	Beer
2	305	709	404	TUBORG	Beer
3	348	-	-	COBRA	Beer
4	919	1032	113	HAYWARDS 5000	Beer

Diversified

Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	847	-	-	SEAGRAMS	Diversified

Premium Whisky

Premium Whisky Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	612	-	-	BLACK DOG	Premium Whisky

Vodka

Vodka Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	899	1103	204	SMIRNOFF	Vodka

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ALCOHOLIC BEVERAGES

SUPER CATEGORY

Whisky

	Whisky Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	199	589	390	MCDOWELL'S	Whisky
	2	482	278	-204	ROYAL STAG	Whisky
	3	789	-	-	BLENDER'S PRIDE	Whisky
	4	895	1023	128	BAGPIPER	Whisky

APPAREL SUPER CATEGORY



Apparel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	40	23	-17	RAYMONDS	Apparel	Fabric
2	51	44	-7	LEE	Apparel	Casualwear
3	52	26	-26	LEVI'S	Apparel	Casualwear
4	77	521	444	ARROW	Apparel	Formalwear
5	147	108	-39	PETER ENGLAND	Apparel	Menswear
6	167	223	56	LEE COOPER	Apparel	Casualwear
7	187	117	-70	PARK AVENUE	Apparel	Formalwear
8	196	1037	841	BIBA	Apparel	Women's Ethnicwear
9	264	106	-158	JOCKEY	Apparel	Innerwear
10	266	133	-133	VIMAL	Apparel	Fabric
11	280	-	-	BEING HUMAN	Apparel	Casualwear
12	293	235	-58	JOHN PLAYERS	Apparel	Menswear
13	324	310	-14	LACOSTE	Apparel	Casualwear
14	330	363	33	ALLEN SOLLY	Apparel	Formalwear
15	338	869	531	WILLS LIFESTYLE	Apparel	Casualwear
16	364	958	594	UNITED COLORS OF BENETTON	Apparel	Casualwear
17	373	904	531	BOMBAY DYEING	Apparel	Fabric
18	393	227	-166	PEPE	Apparel	Casualwear
19	399	667	268	REID & TAYLOR	Apparel	Fabric
20	415	1086	671	KILLER	Apparel	Casualwear
21	427	439	12	US POLO	Apparel	Casualwear
22	434	416	-18	TURTLE	Apparel	Menswear
23	441	105	-336	RUPA	Apparel	Innerwear
24	448	283	-165	VAN HEUSEN	Apparel	Formalwear
25	456	89	-367	SIYARAM'S	Apparel	Fabric
26	460	411	-49	LILIPUT	Apparel	Kidswear
27	473	-	-	PARAG SAREES	Apparel	Sarees
28	497	472	-25	ZODIAC	Apparel	Formalwear

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APPAREL SUPER CATEGORY

Apparel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
29	512	103	-409	SPYKAR	Apparel	Casualwear
30	525	-	-	MONTE CARLO	Apparel	Seasonwear
31	543	866	323	PROVOGUE	Apparel	Casualwear
32	545	404	-141	MAYUR SUITINGS	Apparel	Fabric
33	565	-	-	DIGJAM	Apparel	Fabric
34	619	-	-	COLOR PLUS	Apparel	Menswear
35	638	-	-	LA MODE	Apparel	Casualwear
36	654	-	-	DOLLAR	Apparel	Innerwear
37	658	-	-	CONVERSE	Apparel	Casualwear
38	665	359	-306	GWALIOR SUITINGS	Apparel	Fabric
39	669	183	-486	LOUIS PHILIPPE	Apparel	Formalwear
40	684	684	0	RUPA FRONTLINE	Apparel	Innerwear
41	770	321	-449	MUFTI	Apparel	Casualwear
42	771	639	-132	JOHN MILLER	Apparel	Menswear
43	796	266	-530	RAMRAJ	Apparel	Dhotis
44	809	-	-	KAMAL SAREES	Apparel	Sarees
45	815	206	-609	WRANGLER	Apparel	Casualwear
46	835	809	-26	GRASIM	Apparel	Fabric
47	841	-	-	BELMONTE	Apparel	Fabric
48	893	-	-	MINU SAREES	Apparel	Sarees
49	905	-	-	DORA INDIA	Apparel	Innerwear
50	930	-	-	CROCODILE	Apparel	Casualwear
51	951	-	-	RAJSHRI SAREES	Apparel	Sarees
52	953	520	-433	S KUMAR'S	Apparel	Fabric
53	957	471	-486	PARX	Apparel	Casualwear
54	971	547	-424	OCM	Apparel	Fabric

Saree

Saree Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	473	-	-	PARAG SAREES	Sarees
2	809	-	-	KAMAL SAREES	Sarees
3	893	-	-	MINU SAREES	Sarees
4	951	-	-	RAJSHRI SAREES	Sarees

CATEGORY - WISE ALL INDIA LISTING

APPAREL

SUPER CATEGORY

Casualwear

	Casual- wear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	51	44	-7	LEE	Casualwear
	2	52	26	-26	LEVI'S	Casualwear
	3	167	223	56	LEE COOPER	Casualwear
	4	280	-	-	BEING HUMAN	Casualwear
	5	324	310	-14	LACOSTE	Casualwear
	6	338	869	531	WILLS LIFESTYLE	Casualwear
	7	364	958	594	UNITED COLORS OF BENETTON	Casualwear
	8	393	227	-166	PEPE	Casualwear
	9	415	1086	671	KILLER	Casualwear
	10	427	439	12	US POLO	Casualwear
	11	512	103	-409	SPYKAR	Casualwear
	12	543	866	323	PROVOGUE	Casualwear
	13	638	-	-	LA MODE	Casualwear
	14	658	-	-	CONVERSE	Casualwear
	15	770	321	-449	MUFTI	Casualwear
	16	815	206	-609	WRANGLER	Casualwear
	17	930	-	-	CROCODILE	Casualwear
	18	957	471	-486	PARX	Casualwear

Fabric

	Casual- wear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	40	23	-17	RAYMONDS	Fabric
	2	266	133	-133	VIMAL	Fabric
	3	373	904	531	BOMBAY DYEING	Fabric
	4	399	667	268	REID & TAYLOR	Fabric
	5	456	89	-367	SIYARAM'S	Fabric
	6	545	404	-141	MAYUR SUITINGS	Fabric
	7	565	-	-	DIGJAM	Fabric
	8	665	359	-306	GWALIOR SUITINGS	Fabric
	9	835	809	-26	GRASIM	Fabric
	10	841	-	-	BELMONTE	Fabric
	11	953	520	-433	S KUMAR'S	Fabric
	12	971	547	-424	OCM	Fabric

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APPAREL

SUPER CATEGORY

Formalwear

	Casual- wear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	77	521	444	ARROW	Formalwear
	2	187	117	-70	PARK AVENUE	Formalwear
	3	330	363	33	ALLEN SOLLY	Formalwear
	4	448	283	-165	VAN HEUSEN	Formalwear
	5	497	472	-25	ZODIAC	Formalwear
	6	669	183	-486	LOUIS PHILIPPE	Formalwear

Innerwear

	Casual- wear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	264	106	-158	JOCKEY	Innerwear
	2	441	105	-336	RUPA	Innerwear
	3	654	-	-	DOLLAR	Innerwear
	4	684	684	0	RUPA FRONTLINE	Innerwear
	5	905	-	-	DORA INDIA	Innerwear

Menswear

	Mens- wear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	147	108	-39	PETER ENGLAND	Menswear
	2	293	235	-58	JOHN PLAYERS	Menswear
	3	434	416	-18	TURTLE	Menswear
	4	619	-	-	COLOR PLUS	Menswear
	5	771	639	-132	JOHN MILLER	Menswear

Dhotis

	Dhotis Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	796	266	-530	RAMRAJ	Dhotis

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APPAREL

SUPER CATEGORY

Kidswear

	Kidswear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	460	411	-49	LILIPUT	Kidswear

Seasonwear

	Season-wear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	525	-	-	MONTE CARLO	Seasonwear

Women's Ethnicwear

	Women's Ethnicwear-Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	196	1037	841	BIBA	Women's Ethnicwear

AUTOMOBILE SUPER CATEGORY



Auto-mobile Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	7	8	1	HONDA	Automobile	Four Wheeler - Manufacturer
2	15	7	-8	HERO MOTOCORP	Automobile	Two Wheeler - Manufacturer
3	16	11	-5	MARUTI SUZUKI	Automobile	Four Wheeler - Manufacturer
4	33	15	-18	HYUNDAI	Automobile	Four Wheeler - Manufacturer
5	43	150	107	BMW	Automobile	Four Wheeler - Luxury
6	59	25	-34	TVS	Automobile	Two Wheeler - Manufacturer
7	61	299	238	FORD	Automobile	Four Wheeler - Manufacturer
8	62	323	261	AUDI	Automobile	Four Wheeler - Luxury
9	90	57	-33	YAMAHA	Automobile	Two Wheeler - Manufacturer
10	92	50	-42	TOYOTA	Automobile	Four Wheeler - Manufacturer
11	163	143	-20	TATA NANO	Automobile	Car - Hatchback
12	169	90	-79	MERCEDES BENZ	Automobile	Four Wheeler - Luxury
13	184	69	-115	SUZUKI	Automobile	Two Wheeler - Manufacturer
14	222	155	-67	HYUNDAI SANTRO	Automobile	Car - Hatchback
15	234	187	-47	NISSAN	Automobile	Four Wheeler - Manufacturer
16	260	111	-149	TATA MOTORS	Automobile	Four Wheeler - Manufacturer
17	268	303	35	BAJAJ PULSAR	Automobile	Two Wheeler - Brand

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AUTOMOBILE SUPER CATEGORY

Auto- mobile Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
18	290	1092	802	TATA INDICA	Automobile	Car - Hatchback
19	304	448	144	CHEVROLET	Automobile	Four Wheeler - Manufacturer
20	318	427	109	HONDA ACTIVA	Automobile	Two Wheeler - Brand
21	327	56	-271	SKODA	Automobile	Four Wheeler - Manufacturer
22	359	307	-52	MAHINDRA SCORPIO	Automobile	Car - SUV/MUV
23	372	258	-114	MARUTI SUZUKI SWIFT	Automobile	Car - Hatchback
24	391	433	42	ROYAL ENFIELD	Automobile	Two Wheeler - Manufacturer
25	396	127	-269	VOLKSWAGEN	Automobile	Four Wheeler - Manufacturer
26	407	601	194	SONALIKA	Automobile	Tractors
27	412	-	-	HERO CBZ	Automobile	Two Wheeler - Brand
28	413	-	-	HONDA UNICORN DAZZLER	Automobile	Two Wheeler - Brand
29	417	306	-111	RENAULT	Automobile	Four Wheeler - Manufacturer
30	421	773	352	FIAT	Automobile	Four Wheeler - Manufacturer
31	431	549	118	MITSUBISHI	Automobile	Four Wheeler - Manufacturer
32	442	315	-127	ASHOK LEYLAND	Automobile	Auto - Commercial vehicles
33	445	475	30	FERRARI	Automobile	Four Wheeler - Luxury
34	450	-	-	SWARAJ MAZDA	Automobile	Auto - Commercial vehicles
35	452	162	-290	JAGUAR	Automobile	Four Wheeler - Luxury
36	459	1099	640	TVS APACHE	Automobile	Two Wheeler - Brand
37	513	467	-46	HYUNDAI i20	Automobile	Car - Hatchback
38	531	-	-	HERO PLEASURE	Automobile	Two Wheeler - Brand
39	547	291	-256	HONDA CITY	Automobile	Car - Sedan
40	594	-	-	BAJAJ DISCOVER	Automobile	Two Wheeler - Brand
41	597	-	-	SCOOTY PEP	Automobile	Automatic Scooter
42	606	-	-	TVS STARCITY	Automobile	Two Wheeler - Brand
43	609	456	-153	MARUTI SUZUKI ZEN	Automobile	Car - Hatchback
44	634	-	-	FIAT PALIO	Automobile	Car - Hatchback
45	664	894	230	EICHER	Automobile	Auto - Commercial vehicles
46	677	861	184	HERO SPLENDOR	Automobile	Two Wheeler - Brand
47	683	681	-2	MARUTI SUZUKI ALTO	Automobile	Car - Hatchback
48	704	688	-16	HYUNDAI i10	Automobile	Car - Hatchback
49	705	414	-291	TOYOTA INNOVA	Automobile	Car - SUV/MUV
50	741	-	-	KTM DUKE	Automobile	Two Wheeler - Brand
51	763	-	-	HONDA AVIATOR	Automobile	Two Wheeler - Brand
52	772	831	59	RENAULT DUSTER	Automobile	Car - SUV/MUV
53	819	-	-	RANGE ROVER	Automobile	Car - Luxury
54	824	-	-	TOYOTA ETIOS	Automobile	Car - Sedan
55	838	415	-423	VOLVO	Automobile	Auto - Commercial vehicles
56	842	469	-373	LML	Automobile	Two Wheeler - Manufacturer
57	851	-	-	CHEVROLET TAVERA	Automobile	Car - SUV/MUV

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AUTOMOBILE SUPER CATEGORY

Auto-mobile Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
58	875	-	-	DAEWOO	Automobile	Four Wheeler - Manufacturer
59	889	-	-	SKODA RAPID	Automobile	Car - Sedan
60	901	555	-346	TOYOTA FORTUNER	Automobile	Car - SUV/MUV
61	912	-	-	FORD FIGO	Automobile	Car - Hatchback
62	917	1136	219	HONDA SHINE	Automobile	Two Wheeler - Brand
63	926	-	-	MARUTI SUZUKI ECCO	Automobile	Car - SUV/MUV
64	931	846	-85	TATA SAFARI	Automobile	Car - SUV/MUV
65	935	-	-	PORSCHE MACAN	Automobile	Car - Luxury
66	961	-	-	MARUTI SUZUKI CIAZ	Automobile	Car - Sedan
67	979	1195	216	TVS VICTOR	Automobile	Two Wheeler - Brand

Auto-Commercial Vehicles

Vehicle Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	442	315	-127	ASHOK LEYLAND	Auto - Commercial vehicles
2	450	-	-	SWARAJ MAZDA	Auto - Commercial vehicles
3	664	894	230	EICHER	Auto - Commercial vehicles
4	838	415	-423	VOLVO	Auto - Commercial vehicles

Automatic Scooter

Scooter Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	597	-	-	SCOOTY PEP	Automatic Scooter

Car-Hatchback

Car Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	163	143	-20	TATA NANO	Car - Hatchback
2	222	155	-67	HYUNDAI SANTRO	Car - Hatchback
3	290	1092	802	TATA INDICA	Car - Hatchback
4	372	258	-114	MARUTI SUZUKI SWIFT	Car - Hatchback
5	513	467	-46	HYUNDAI i20	Car - Hatchback
6	609	456	-153	MARUTI SUZUKI ZEN	Car - Hatchback
7	634	-	-	FIAT PALIO	Car - Hatchback
8	683	681	-2	MARUTI SUZUKI ALTO	Car - Hatchback
9	704	688	-16	HYUNDAI i10	Car - Hatchback
10	912	-	-	FORD FIGO	Car - Hatchback

CATEGORY - WISE ALL INDIA LISTING

AUTOMOBILE SUPER CATEGORY

Car-Luxury

	Car Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	819	-	-	RANGE ROVER	Car - Luxury
	2	935	-	-	PORSCHE MACAN	Car - Luxury

Car Sedan

	Car Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	547	291	-256	HONDA CITY	Car - Sedan
	2	824	-	-	TOYOTA ETIOS	Car - Sedan
	3	889	-	-	SKODA RAPID	Car - Sedan
	4	961	-	-	MARUTI SUZUKI CIAZ	Car - Sedan

Car-SUV/MUV

	Car Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	359	307	-52	MAHINDRA SCORPIO	Car - SUV/MUV
	2	705	414	-291	TOYOTA INNOVA	Car - SUV/MUV
	3	772	831	59	RENAULT DUSTER	Car - SUV/MUV
	4	851	-	-	CHEVROLET TAVERA	Car - SUV/MUV
	5	901	555	-346	TOYOTA FORTUNER	Car - SUV/MUV
	6	926	-	-	MARUTI SUZUKI EECO	Car - SUV/MUV
	7	931	846	-85	TATA SAFARI	Car - SUV/MUV

Four Wheeler-Luxury

	Car Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	43	150	107	BMW	Four Wheeler - Luxury
	2	62	323	261	AUDI	Four Wheeler - Luxury
	3	169	90	-79	MERCEDES BENZ	Four Wheeler - Luxury
	4	445	475	30	FERRARI	Four Wheeler - Luxury
	5	452	162	-290	JAGUAR	Four Wheeler - Luxury

Tractor

	Tractor Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	407	601	194	SONALIKA	Tractors

CATEGORY - WISE ALL INDIA LISTING

AUTOMOBILE SUPER CATEGORY

Four Wheeler-Manufacturer

Four Wheeler Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	7	8	1	HONDA	Four Wheeler - Manufacturer
2	16	11	-5	MARUTI SUZUKI	Four Wheeler - Manufacturer
3	33	15	-18	HYUNDAI	Four Wheeler - Manufacturer
4	61	299	238	FORD	Four Wheeler - Manufacturer
5	92	50	-42	TOYOTA	Four Wheeler - Manufacturer
6	234	187	-47	NISSAN	Four Wheeler - Manufacturer
7	260	111	-149	TATA MOTORS	Four Wheeler - Manufacturer
8	304	448	144	CHEVROLET	Four Wheeler - Manufacturer
9	327	56	-271	SKODA	Four Wheeler - Manufacturer
10	396	127	-269	VOLKSWAGEN	Four Wheeler - Manufacturer
11	417	306	-111	RENAULT	Four Wheeler - Manufacturer
12	421	773	352	FIAT	Four Wheeler - Manufacturer
13	431	549	118	MITSUBISHI	Four Wheeler - Manufacturer
14	875	-	-	DAEWOO	Four Wheeler - Manufacturer

Two Wheeler-Brand

Two Wheeler Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	268	303	35	BAJAJ PULSAR	Two Wheeler - Brand
2	318	427	109	HONDA ACTIVA	Two Wheeler - Brand
3	412	-	-	HERO CBZ	Two Wheeler - Brand
4	413	-	-	HONDA UNICORN DAZZLER	Two Wheeler - Brand
5	459	1099	640	TVS APACHE	Two Wheeler - Brand
6	531	-	-	HERO PLEASURE	Two Wheeler - Brand
7	594	-	-	BAJAJ DISCOVER	Two Wheeler - Brand
8	606	-	-	TVS STARCITY	Two Wheeler - Brand
9	677	861	184	HERO SPLENDOR	Two Wheeler - Brand
10	741	-	-	KTM DUKE	Two Wheeler - Brand
11	763	-	-	HONDA AVIATOR	Two Wheeler - Brand
12	917	1136	219	HONDA SHINE	Two Wheeler - Brand
13	979	1195	216	TVS VICTOR	Two Wheeler - Brand

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AUTOMOBILE SUPER CATEGORY

Two Wheeler-Manufacturer

	Two Wheeler Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	15	7	-8	HERO MOTOCORP	Two Wheeler - Manufacturer
	2	59	25	-34	TVS	Two Wheeler - Manufacturer
	3	90	57	-33	YAMAHA	Two Wheeler - Manufacturer
	4	184	69	-115	SUZUKI	Two Wheeler - Manufacturer
	5	391	433	42	ROYAL ENFIELD	Two Wheeler - Manufacturer
	6	842	469	-373	LML	Two Wheeler - Manufacturer

AUTO-RELATED SUPER CATEGORY



Auto related Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	79	48	-31	MRF	Automobile - Related	Tyres
2	209	711	502	CEAT	Automobile - Related	Tyres
3	297	932	635	EXIDE	Automobile - Related	Auto - Batteries
4	386	-	-	STEELBIRD	Automobile - Related	Helmets
5	641	535	-106	JK TYRES	Automobile - Related	Tyres
6	745	443	-302	BRIDGESTONE	Automobile - Related	Tyres
7	776	834	58	DUNLOP	Automobile - Related	Tyres
8	795	503	-292	APOLLO TYRES	Automobile - Related	Tyres
9	849	1184	335	AMARON	Automobile - Related	Auto - Batteries

Tyres

	Auto related Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	79	48	-31	MRF	Tyres
	2	209	711	502	CEAT	Tyres
	3	641	535	-106	JK TYRES	Tyres
	4	745	443	-302	BRIDGESTONE	Tyres
	5	776	834	58	DUNLOP	Tyres
	6	795	503	-292	APOLLO TYRES	Tyres

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AUTO-RELATED SUPER CATEGORY

Auto-Batteries

	Batteries Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	297	932	635	EXIDE	Auto - Batteries
	2	849	1184	335	AMARON	Auto - Batteries

Helmets

	Helmets Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	386	-	-	STEELBIRD	Helmets

BFSI SUPER CATEGORY



BFSI Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	20	14	-6	LIC	BFSI	Insurance - PSU
2	41	19	-22	STATE BANK OF INDIA	BFSI	Bank - PSU
3	48	28	-20	ICICI BANK	BFSI	Bank - Private
4	58	-	-	HDFC BANK	BFSI	Bank - Private
5	64	85	21	IDBI BANK	BFSI	Bank - PSU
6	78	708	630	AXIS BANK	BFSI	Bank - Private
7	120	101	-19	HSBC	BFSI	Bank - Foreign
8	137	728	591	KOTAK MAHINDRA BANK	BFSI	Bank - Private
9	195	781	586	BANK OF BARODA	BFSI	Bank - PSU
10	211	739	528	BANK OF INDIA	BFSI	Bank - PSU
11	287	-	-	DHFL	BFSI	Housing Finance
12	341	32	-309	HDFC	BFSI	Housing Finance
13	355	1148	793	NATIONAL INSURANCE	BFSI	Insurance - PSU
14	375	337	-38	YES BANK	BFSI	Bank - Private
15	395	-	-	BHARTI AXA	BFSI	Insurance - Private
16	439	88	-351	PNB BANK	BFSI	Bank - PSU
17	474	294	-180	UCO BANK	BFSI	Bank - PSU
18	492	840		CANARA BANK	BFSI	Bank - PSU
19	521	-	-	IIFL	BFSI	Financial Services
20	563	451	-112	MAX BUPA	BFSI	Insurance - Health
21	574	954	380	CITIBANK	BFSI	Bank - Foreign
22	581	276	-305	RBI	BFSI	Bank - Federal
23	601	557	-44	MUTHOOT FINANCE	BFSI	Financial Services

CATEGORY - WISE ALL INDIA LISTING

BFSI SUPER CATEGORY

BFSI Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
24	620	233	-387	UNION BANK OF INDIA	BFSI	Bank - PSU
25	650	666	16	ICICI PRUDENTIAL	BFSI	Insurance - Private
26	660	319	-341	UTI	BFSI	Mutual Fund
27	682	-	-	BAJAJ FINANCE	BFSI	Financial Services
28	686	396	-290	MAX LIFE INSURANCE	BFSI	Insurance - Private
29	699	-	-	RAJASTHAN BANK	BFSI	Bank - PSU
30	743	1172	429	MANAPURAM FINANCE	BFSI	Financial Services
31	755	-	-	TATA AIG GENERAL INSURANCE	BFSI	Insurance - Private
32	761	-	-	AVIVA	BFSI	Insurance - Private
33	794	-	-	ING VYSYA BANK	BFSI	Bank - Private
34	797	645	-152	TATA AIA LIFE INSURANCE	BFSI	Insurance - Private
35	823	748	-75	BIRLA SUN LIFE	BFSI	Insurance - Private
36	852	574	-278	BAJAJ ALLIANZ	BFSI	Insurance - Private
37	862	-	-	DENA BANK	BFSI	Bank - PSU
38	866	-	-	ADC BANK	BFSI	Bank - Cooperative
39	879	758	-121	STANDARD CHARTERED	BFSI	Bank - Foreign
40	960	1052	92	INDUSIND BANK	BFSI	Bank - Private
41	969	-	-	AMERICAN EXPRESS	BFSI	Credit Card

Bank-PSU

	PSU Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	41	19	-22	STATE BANK OF INDIA	Bank - PSU
	2	64	85	21	IDBI BANK	Bank - PSU
	3	195	781	586	BANK OF BARODA	Bank - PSU
	4	211	739	528	BANK OF INDIA	Bank - PSU
	5	439	88	-351	PNB BANK	Bank - PSU
	6	474	294	-180	UCO BANK	Bank - PSU
	7	492	840	348	CANARA BANK	Bank - PSU
	8	620	233	-387	UNION BANK OF INDIA	Bank - PSU
	9	699	-	-	RAJASTHAN BANK	Bank - PSU
	10	862	-	-	DENA BANK	Bank - PSU

Bank-Cooperative

	Bank Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	866	-	-	ADC BANK	Bank - Cooperative

CATEGORY - WISE ALL INDIA LISTING

BFSI

SUPER CATEGORY

Bank-Private

	Bank Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	48	28	-20	ICICI BANK	Bank - Private
	2	58	-	-	HDFC BANK	Bank - Private
	3	78	708	630	AXIS BANK	Bank - Private
	4	137	728	591	KOTAK MAHINDRA BANK	Bank - Private
	5	375	337	-38	YES BANK	Bank - Private
	6	794	-	-	ING VYSYA BANK	Bank - Private
	7	960	1052	92	INDUSIND BANK	Bank - Private

Bank-Foreign

	Bank Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	120	101	-19	HSBC	Bank - Foreign
	2	574	954	380	CITIBANK	Bank - Foreign
	3	879	758	-121	STANDARD CHARTERED	Bank - Foreign

Credit Card

	Bank Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	969	-	-	AMERICAN EXPRESS	Credit Card

Bank-Federal

	Bank Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	581	276	-305	RBI	Bank - Federal

Financial Services

	Bank Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	521	-	-	IIFL	Financial Services
	2	601	557	-44	MUTHOOT FINANCE	Financial Services
	3	682	-	-	BAJAJ FINANCE	Financial Services
	4	743	1172	429	MANAPURAM FINANCE	Financial Services

CATEGORY - WISE ALL INDIA LISTING

BFSI

SUPER CATEGORY

Insurance-Health

	Health Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	563	451	-112	MAX BUPA	Insurance - Health

Insurance-PSU

	PSU Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	20	14	-6	LIC	Insurance - PSU
	2	355	1148	793	NATIONAL INSURANCE	Insurance - PSU

Housing Finance

	PSU Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	287	-	-	DHFL	Housing Finance
	2	341	32	-309	HDFC	Housing Finance

Mutual Fund

	Mutual Fund Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	660	319	-341	UTI	Mutual Fund

Insurance-Private

	Insurance Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	395	-	-	BHARTI AXA	Insurance - Private
	2	650	666	16	ICICI PRUDENTIAL	Insurance - Private
	3	686	396	-290	MAX LIFE INSURANCE	Insurance - Private
	4	755	-	-	TATAAIG GENERAL INSURANCE	Insurance - Private
	5	761	-	-	AVIVA	Insurance - Private
	6	797	645	-152	TATAAIA LIFE INSURANCE	Insurance - Private
	7	823	748	-75	BIRLA SUN LIFE	Insurance - Private
	8	852	574	-278	BAJAJ ALLIANZ	Insurance - Private

CATEGORY - WISE ALL INDIA LISTING

BRANDED FASHION SUPER CATEGORY



fashion Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	271	727	456	DENIM	Branded Fashion	Branded Fashion
2	350	192	-158	GUCCI	Branded Fashion	Branded Fashion
3	374	255	-119	TOMMY HILFIGER	Branded Fashion	Branded Fashion
4	464	814	350	CALVIN KLEIN	Branded Fashion	Branded Fashion
5	515	635	120	DIESEL	Branded Fashion	Branded Fashion
6	539	-	-	ARMANI	Branded Fashion	Branded Fashion
7	577	-	-	GAP	Branded Fashion	Branded Fashion
8	582	-	-	BOSS	Branded Fashion	Branded Fashion
9	663	-	-	D & G	Branded Fashion	Branded Fashion
10	829	-	-	DUNHILL	Branded Fashion	Branded Fashion
11	976	175	-801	ZARA	Branded Fashion	Branded Fashion
12	990	1007	17	GUESS	Branded Fashion	Branded Fashion
13	993	-	-	FCUK	Branded Fashion	Branded Fashion

BROADBAND SERVICES SUPER CATEGORY



Broad Band Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	844	-	-	TIKONA	Broadband Services	Broadband

CABLE SUPER CATEGORY



Cable Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	949	753	-200	HATHWAY	Cable	Cable Network

CIGARETTE SUPER CATEGORY



Ciga-rette Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	342	-	-	GOLD FLAKE	Cigarette	Cigarette
2	356	-	-	CLASSIC MILDS	Cigarette	Cigarette
3	667	-	-	NAVYCUT CIGARETTES	Cigarette	Cigarette

CATEGORY - WISE ALL INDIA LISTING

CONSTRUCTION SUPER CATEGORY



Con- struction Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	319	628	309	DLF	Construction	Real Estate Developer
2	888	-	-	RAHEJA	Construction	Real Estate Developer

CONSUMER PRODUCTS SUPER CATEGORY



Con- struction Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	114	130	16	GILLETTE	Consumer Products	Shaving Products
2	277	873	596	SUPER MAX	Consumer Products	Shaving Products
3	331	794	463	TOPAZ	Consumer Products	Shaving Products
4	467	-	-	GILLETTE 7 O'CLOCK	Consumer Products	Shaving Products

DIVERSIFIED SUPER CATEGORY



Diver- sified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	4	3	-1	TATA	Diversified	Diversified
2	6	46	40	BAJAJ	Diversified	Diversified
3	9	16	7	GODREJ	Diversified	Diversified
4	14	9	-5	RELIANCE	Diversified	Diversified
5	18	12	-6	PHILIPS	Diversified	Technology
6	21	10	-11	M&M	Diversified	Diversified
7	34	43	9	ITC	Diversified	Diversified
8	42	35	-7	ADITYA BIRLA	Diversified	Diversified
9	44	17	-27	VIDEOCON	Diversified	Diversified
10	47	514	467	BPL	Diversified	Diversified
11	83	38	-45	L & T	Diversified	Diversified
12	133	52	-81	WIPRO	Diversified	Diversified
13	134	166	32	USHA	Diversified	Diversified
14	250	340	90	JINDAL	Diversified	Diversified

CATEGORY - WISE ALL INDIA LISTING

DIVERSIFIED SUPER CATEGORY

Diver-sified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
15	354	139	-215	MAX	Diversified	Diversified
16	370	818	448	KIRLOSKAR	Diversified	Diversified
17	422	509	87	BOSCH	Diversified	Diversified
18	432	169	-263	SIEMENS	Diversified	Diversified
19	586	1064	478	INDIA BULLS	Diversified	Diversified
20	734	766	32	FUTURE GROUP	Diversified	Diversified
21	963	120	-843	SAHARA	Diversified	Diversified
22	975	-	-	DCM	Diversified	Diversified

Diversified

	Diver-sified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	4	3	-1	TATA	Diversified
	2	6	46	40	BAJAJ	Diversified
	3	9	16	7	GODREJ	Diversified
	4	14	9	-5	RELIANCE	Diversified
	5	21	10	-11	M&M	Diversified
	6	34	43	9	ITC	Diversified
	7	42	35	-7	ADITYA BIRLA	Diversified
	8	44	17	-27	VIDEOCON	Diversified
	9	47	514	467	BPL	Diversified
	10	83	38	-45	L & T	Diversified
	11	133	52	-81	WIPRO	Diversified
	12	134	166	32	USHA	Diversified
	13	250	340	90	JINDAL	Diversified
	14	354	139	-215	MAX	Diversified
	15	370	818	448	KIRLOSKAR	Diversified
	16	422	509	87	BOSCH	Diversified
	17	432	169	-263	SIEMENS	Diversified
	18	586	1064	478	INDIA BULLS	Diversified
	19	734	766	32	FUTURE GROUP	Diversified
	20	963	120	-843	SAHARA	Diversified
	21	975	-	-	DCM	Diversified

Technology

	Technology Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	18	12	-6	PHILIPS	Technology

CATEGORY - WISE ALL INDIA LISTING

DTH SUPER CATEGORY



DTH Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	183	147	-36	DISH TV	DTH	DTH
2	312	234	-78	TATA SKY	DTH	DTH
3	532	1043	511	BIG TV	DTH	DTH

DURABLES SUPER CATEGORY



Durables Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	1	4	3	LG	Durables	Consumer Electronics
2	3	2	-1	SONY	Durables	Consumer Electronics
3	46	40	-6	PANASONIC	Durables	Consumer Electronics
4	53	24	-29	WHIRLPOOL	Durables	Consumer Electronics
5	57	51	-6	ONIDA	Durables	Consumer Electronics
6	71	1	-70	SAMSUNG	Durables	Consumer Electronics
7	96	39	-57	VOLTAS	Durables	Air Conditioners
8	102	72	-30	HITACHI	Durables	Consumer Electronics
9	124	936	812	AKAI	Durables	Consumer Electronics
10	143	180	37	HAIER	Durables	Consumer Electronics
11	192	135	-57	KENT	Durables	Water Purifiers
12	216	-	-	BLUE STAR	Durables	Air Conditioners
13	217	-	-	DAIKIN	Durables	Air Conditioners
14	224	172	-52	IFB	Durables	Consumer Electronics
15	245	-	-	CARRIER	Durables	Air Conditioners
16	351	1026	675	SINGER	Durables	Sewing Machines
17	371	317	-54	KELVINATOR	Durables	Consumer Electronics
18	380	-	-	O GENERAL	Durables	Air Conditioners
19	383	273	-110	KENSTAR	Durables	Consumer Electronics
20	408	532	124	AQUAGUARD	Durables	Water Purifiers
21	457	380	-77	SHARP	Durables	Consumer Electronics
22	506	81	-425	TOSHIBA	Durables	Consumer Electronics
23	590	302	-288	PUREIT	Durables	Water Purifiers
24	628	876	248	PIONEER	Durables	Audio equipment
25	639	595	-44	ELECTROLUX	Durables	Consumer Electronics
26	643	-	-	EUREKA FORBES	Durables	Water/Air Purification
27	661	65	-596	SANSUI	Durables	Consumer Electronics
28	728	-	-	LIVPURE	Durables	Water Purifiers
29	760	-	-	BOSE	Durables	Audio equipment
30	834	-	-	AIWA	Durables	Consumer Electronics
31	940	-	-	GLEN INDIA	Durables	Kitchen Appliances
32	944	-	-	KAFF APPLIANCES	Durables	Kitchen Appliances

CATEGORY - WISE ALL INDIA LISTING

DURABLES

SUPER CATEGORY

Consumer Electronics

	Cons. Elec. Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	1	4	3	LG	Consumer Electronics
	2	3	2	-1	SONY	Consumer Electronics
	3	46	40	-6	PANASONIC	Consumer Electronics
	4	53	24	-29	WHIRLPOOL	Consumer Electronics
	5	57	51	-6	ONIDA	Consumer Electronics
	6	71	1	-70	SAMSUNG	Consumer Electronics
	7	102	72	-30	HITACHI	Consumer Electronics
	8	124	936	812	AKAI	Consumer Electronics
	9	143	180	37	HAIER	Consumer Electronics
	10	224	172	-52	IFB	Consumer Electronics
	11	371	317	-54	KELVINATOR	Consumer Electronics
	12	383	273	-110	KENSTAR	Consumer Electronics
	13	457	380	-77	SHARP	Consumer Electronics
	14	506	81	-425	TOSHIBA	Consumer Electronics
	15	639	595	-44	ELECTROLUX	Consumer Electronics
	16	661	65	-596	SANSUI	Consumer Electronics
	17	834	-	-	AIWA	Consumer Electronics

Sewing Machines

	Machine Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	351	1026	675	SINGER	Sewing Machines

Air Conditioner

	AC Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	96	39	-57	VOLTAS	Air Conditioners
	2	216	-	-	BLUE STAR	Air Conditioners
	3	217	-	-	DAIKIN	Air Conditioners
	4	245	-	-	CARRIER	Air Conditioners
	5	380	-	-	O GENERAL	Air Conditioners

Audio Equipments

	Equip- ments Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	628	876	248	PIONEER	Audio equipment
	2	760	-	-	BOSE	Audio equipment

CATEGORY - WISE ALL INDIA LISTING

DURABLES

SUPER CATEGORY

Water Purifiers

	Purifiers Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	192	135	-57	KENT	Water Purifiers
	2	408	532	124	AQUAGUARD	Water Purifiers
	3	590	302	-288	PUREIT	Water Purifiers
	5	728	-	-	LIVPURE	Water Purifiers

Kitchen Appliances

	Appliances Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	940	-	-	GLEN INDIA	Kitchen Appliances
	2	944	-	-	KAFF APPLIANCES	Kitchen Appliances

Water/Air Purification

	Purification Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	643	-	-	EUREKA FORBES	Water/Air Purification

EDUCATION SUPER CATEGORY



Educa-tion Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	499	591	92	IIT	Education	Technical
2	523	296	-227	NIIT	Education	Training
3	528	410	-118	IIM	Education	Management
4	729	-	-	EUROKIDS	Education	Pre-School
5	735	165	-570	KANGAROO KIDS	Education	Pre-School
6	749	1178	429	AMITY UNIVERSITY	Education	University
7	832	-	-	JAIHIND COLLEGE	Education	Graduate/PG Education
8	845	-	-	ZEE LEARN	Education	School
9	858	369	-489	JETKING	Education	Computer/Hardware Training
10	877	-	-	CAREERS 360	Education	Counselling
11	913	807	-106	OXFORD	Education	Graduate/PG Education - International
12	915	-	-	CHATE CLASSES	Education	Coaching Classes

CATEGORY - WISE ALL INDIA LISTING

EDUCATION

SUPER CATEGORY

Coaching Classes

	Classes Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	915	-	-	CHATE CLASSES	Coaching Classes

Computer/Hardware Training

	Comp/ Hard Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	858	369	-489	JETKING	Computer/Hardware Training

Counselling

	Counsel-ling Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	877	-	-	CAREERS 360	Counselling

Graduate/PG Education

	Graduate/ PG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	832	-	-	JAIHIND COLLEGE	Graduate/PG Education

Graduate/PG Education-International

	Graduate/ PG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	913	807	-106	OXFORD	Graduate/PG Education - International

Management

	Management Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	528	410	-118	IIM	Management

School

	School Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	845	-	-	ZEE LEARN	School

CATEGORY - WISE ALL INDIA LISTING

EDUCATION

SUPER CATEGORY

Technical

	Technical Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	499	591	92	IIT	Technical

Training

	Training Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	523	296	-227	NIIT	Training

University

	University Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	749	1178	429	AMITY UNIVERSITY	University

Pre-School

	Pre School Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	729	-	-	EUROKIDS	Pre-School
	2	735	165	-570	KANGAROO KIDS	Pre-School

ENERGY SUPER CATEGORY



Energy Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	214	877	663	HINDUSTAN PETROLEUM	Energy	Oil & Gas
2	292	286	-6	INDIAN OIL	Energy	Oil & Gas
3	494	-	-	BHARAT PETROLEUM	Energy	Oil & Gas
4	610	131	-479	GAIL	Energy	Natural gas
5	636	370	-266	ONGC	Energy	Oil & Gas
6	645	216	-429	SHELL	Energy	Oil & Gas
7	678	-	-	INDANE LPG	Energy	LPG
8	798	-	-	BHARAT GAS	Energy	LPG
9	861	367	-494	POWER	Energy	Performance Petrol

CATEGORY - WISE ALL INDIA LISTING

ENERGY

SUPER CATEGORY

LPG

	LPG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	678	-	-	INDANE LPG	LPG
	2	798	-	-	BHARAT GAS	LPG

Oil & Gas

	Oil & Gas Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	214	877	663	HINDUSTAN PETROLEUM	Oil & Gas
	2	292	286	-6	INDIAN OIL	Oil & Gas
	3	494	-	-	BHARAT PETROLEUM	Oil & Gas
	4	636	370	-266	ONGC	Oil & Gas
	5	645	216	-429	SHELL	Oil & Gas

Natural Gas

	Gas Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	610	131	-479	GAIL	Natural gas

Performance Petrol

	Petrol Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	861	367	-494	POWER	Performance Petrol

ENTERTAINMENT SUPER CATEGORY



Entertainment Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	697	295	-402	PVR	Entertainment	Cinema - Display
2	837	371	-466	T-SERIES	Entertainment	Diversified
3	932	-	-	APPU GHAR	Entertainment	Amusement park
4	984	-	-	FUN CINEMA	Entertainment	Cinema - Display
5	997	-	-	CINEMAX	Entertainment	Cinema - Display
6	999	772	-227	UTV	Entertainment	Diversified

CATEGORY - WISE ALL INDIA LISTING

ENTERTAINMENT

SUPER CATEGORY

Amusement Park

	Park Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	932	-	-	APPU GHAR	Amusement park

Cinema Display

	Cinema Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	697	295	-402	PVR	Cinema - Display
	2	984	-	-	FUN CINEMA	Cinema - Display
	3	997	-	-	CINEMAX	Cinema - Display

Diversified

	Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	837	371	-466	T-SERIES	Diversified
	2	999	772	-227	UTV	Diversified

EYECARE SUPER CATEGORY



Eyecare Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	946	-	-	CRIZAL	Eyecare	Spectacle/Lens

FMCG SUPER CATEGORY



FMCG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	22	53	31	COLGATE	FMCG	Oral hygiene
2	23	68	45	DOVE	FMCG	Bath/Beauty
3	25	36	11	LAKME	FMCG	Bath/Beauty
4	27	196	169	DETTOL	FMCG	Bath/Beauty
5	28	182	154	AXE	FMCG	Deo/Perfume
6	32	27	-5	PONDS	FMCG	Bath/Beauty

CATEGORY - WISE ALL INDIA LISTING

FMCG SUPER CATEGORY

FMCG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
7	60	83	23	GARNIER	FMCG	Bath/Beauty
8	73	452	379	CINTHOL	FMCG	Bath/Beauty
9	81	536	455	BOROLINE	FMCG	Bath/Beauty
10	82	61	-21	L'OREAL	FMCG	Haircare
11	85	231	146	FAIR & LOVELY	FMCG	Bath/Beauty
12	91	112	21	SUNSILK	FMCG	Haircare
13	95	71	-24	PEPSODENT	FMCG	Oral hygiene
14	99	96	-3	NIVEA	FMCG	Bath/Beauty
15	104	153	49	HAMAM	FMCG	Bath/Beauty
16	109	339	230	FOGG	FMCG	Deo/Perfume
17	111	375	264	CLOSE UP	FMCG	Oral hygiene
18	116	1186		EMAMI	FMCG	Diversified
19	122	82	-40	PANTENE	FMCG	Bath/Beauty
20	123	102	-21	RIN	FMCG	Fabriccare
21	126	239	113	SURF EXCEL	FMCG	Fabriccare
22	127	803	676	ANCHOR	FMCG	Oral hygiene
23	129	73	-56	LIFEBUOY	FMCG	Bath/Beauty
24	139	91	-48	NIRMA	FMCG	Diversified
25	144	744	600	CLINIC PLUS	FMCG	Bath/Beauty
26	145	542		ALLOUT	FMCG	Mosquito repellent
27	149	41	-108	SANTOOR	FMCG	Bath/Beauty
28	155	47	-108	HINDUSTAN UNILEVER	FMCG	Diversified
29	158	336	178	HARPIC	FMCG	Disinfectant
30	159	559	400	BOROPLUS	FMCG	Bath/Beauty
31	161	189	28	TIDE	FMCG	Fabriccare
32	166	241	75	PARACHUTE	FMCG	Haircare
33	172	500	328	ARIEL	FMCG	Fabriccare
34	181	170	-11	VICCO	FMCG	Oral hygiene
35	188	-	-	PEARS	FMCG	Bath/Beauty
36	194	393	199	LIZOL	FMCG	Disinfectant
37	202	252	50	HEAD & SHOULDERS	FMCG	Bath/Beauty
38	204	-	-	EVA	FMCG	Deo/Perfume
39	205	-	-	CLEAN & CLEAR	FMCG	Bath/Beauty
40	206	185	-21	GOOD KNIGHT	FMCG	Mosquito repellent
41	207	-	-	FEVICOL	FMCG	Adhesives
42	210	59	-151	PROCTER & GAMBLE	FMCG	Diversified
43	220	564	344	HUGGIES	FMCG	Diapers
44	221	1058	837	EVERYUTH	FMCG	Bath/Beauty
45	227	400	173	SPINZ	FMCG	Deo/Perfume
46	229	538	309	AMWAY	FMCG	Direct Selling Brands

CATEGORY - WISE ALL INDIA LISTING

FMCG SUPER CATEGORY

FMCG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
47	232	246	14	VASELINE	FMCG	Bath/Beauty
48	233	426	193	DABUR VATIKA	FMCG	Haircare
49	240	136	-104	ORAL B	FMCG	Oral hygiene
50	252	84	-168	OLAY	FMCG	Bath/Beauty
51	265	113	-152	REXONA	FMCG	Bath/Beauty
52	267	13	-254	LUX	FMCG	Bath/Beauty
53	275	160	-115	VIM	FMCG	Dishcare
54	278	-	-	EXO	FMCG	Dishcare
55	279	956	677	BABOOL	FMCG	Oral hygiene
56	284	661	377	DOMEX	FMCG	Disinfectant
57	285	387	102	ORIFLAME	FMCG	Direct Selling Brands
58	294	304		LIRIL	FMCG	Bath/Beauty
59	298	228	-70	MARGO	FMCG	Bath/Beauty
60	300	128	-172	VIVEL	FMCG	Bath/Beauty
61	301	408	107	PAMPERS	FMCG	Diapers
62	303	320	17	LIVON	FMCG	Haircare
63	307	-	-	STAYFREE SECURE	FMCG	Personal Hygiene Products
64	308	1198	890	DABUR AMLA	FMCG	Haircare
65	311	836	525	ELLE 18	FMCG	Cosmetics
66	313	706		EVEREADY	FMCG	Consumer Batteries
67	322	593	271	MARICO	FMCG	Diversified
68	329	205	-124	AVON	FMCG	Cosmetics
69	333	-	-	KOTEX	FMCG	Personal Hygiene Products
70	334	327	-7	WHISPER	FMCG	Personal Hygiene Products
71	335	277	-58	MEDIMIX	FMCG	Bath/Beauty
72	344	-	-	ALL CLEAR SHAMPOO	FMCG	Haircare
73	346	738	392	PALMOLIVE	FMCG	Bath/Beauty
74	363	-	-	BLACK ROSE	FMCG	Hair Dye
75	367	-	-	FA	FMCG	Bath/Beauty
76	376	-	-	PRIL	FMCG	Dishcare
77	381	243	-138	WHEEL	FMCG	Fabriccare
78	382	675	293	GHADI DETERGENT	FMCG	Fabriccare
79	401	1138	737	DURACELL	FMCG	Consumer Batteries
80	420	-	-	DABUR RED	FMCG	Oral hygiene
81	440	334	-106	UJALA	FMCG	Fabriccare
82	443	328	-115	MORTIEN	FMCG	Mosquito repellent
83	447	-	-	EYETEX	FMCG	Cosmetics
84	468	450	-18	SENSODYNE	FMCG	Oral hygiene
85	484	849	365	GOKUL SANDAL	FMCG	Bath/Beauty
86	486	364	-122	NIPPO	FMCG	Consumer Batteries

CATEGORY - WISE ALL INDIA LISTING

FMCG SUPER CATEGORY

FMCG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
87	500	444	-56	HENKO	FMCG	Fabriccare
88	502	-	-	555 SOAP	FMCG	Fabriccare
89	511	-	-	FAIREVER	FMCG	Bath/Beauty
90	519	341	-178	NYCIL	FMCG	Prickly Heat Powder
91	522	-	-	CAVINKARE	FMCG	Diversified
92	527	318	-209	MAYBELLINE	FMCG	Cosmetics
93	533	480	-53	NAVRATNA HAIR OIL	FMCG	Haircare
94	534	-	-	ETA SOAP	FMCG	Fabriccare
95	536	568	32	ODONIL	FMCG	Air Freshener
96	538	140	-398	WILDSTONE	FMCG	Deo/Perfume
97	540	686	146	CHIK	FMCG	Haircare
98	541	-	-	FIAMA DIWILLS	FMCG	Bath/Beauty
99	555	177	-378	HIMANI	FMCG	Diversified
100	559	402	-157	NIHAR	FMCG	Haircare
101	560	418	-142	OLD SPICE	FMCG	Deo/Perfume
102	566	862	296	STREAX	FMCG	Haircare
103	571	-	-	VVD GOLD	FMCG	Haircare
104	584	-	-	FENA	FMCG	Fabriccare
105	595	406	-189	VEET	FMCG	Bath/Beauty
106	611	461	-	HIT	FMCG	Mosquito repellent
107	613	-	-	HERBAL LIFE	FMCG	Direct Selling Brands
108	614	1145	531	BAJAJ ALMOND	FMCG	Haircare
109	618	-	-	KEO KARPIN HAIR OIL	FMCG	Haircare
110	623	-	-	ENGAGE	FMCG	Deo/Perfume
111	627	-	-	DERMICOOL	FMCG	Prickly Heat Powder
112	630	-	-	CIBACA	FMCG	Oral hygiene
113	644	1132	488	CYCLE AGARBATTI	FMCG	Agarbattis
114	646	-	-	COLIN	FMCG	Glass Cleaner
115	656	719	63	VASMOL	FMCG	Hair dye
116	671	629	-42	MYSORE SANDAL	FMCG	Bath/Beauty
117	690	913	223	FEVIKWIK	FMCG	Adhesives
118	696	664	-32	SOFY	FMCG	Personal Hygiene Products
119	706	-	-	CAREFREE	FMCG	Personal Hygiene Products
120	707	-	-	LACTO CALAMINE	FMCG	Bath/Beauty
121	723	-	-	ARASAN SOAPS	FMCG	Fabriccare
122	725	914	189	KES KING TEL	FMCG	Haircare
123	726	329	-397	FAIR AND HANDSOME	FMCG	Bath/Beauty
124	732	333	-399	YARDLEY	FMCG	Deo/Perfume
125	742	-	-	COLOR BAR	FMCG	Cosmetics
126	768	770	2	HAIR & CARE	FMCG	Haircare

CATEGORY - WISE ALL INDIA LISTING

FMCG SUPER CATEGORY

FMCG Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
127	774	-	-	NOMARKS	FMCG	Bath/Beauty
128	791	-	-	KESAVARDHINI	FMCG	Haircare
129	799	722	-77	MESWAK	FMCG	Oral hygiene
130	800	-	-	PROMISE	FMCG	Oral hygiene
131	808	356	-452	REVLON	FMCG	Cosmetics
132	812	832	20	KEYA SETH	FMCG	Bath/Beauty
133	813	-	-	AMBICA AGARBATTI	FMCG	Agarbattis
134	818	-	-	ASWINI HAIR OIL	FMCG	Haircare
135	820	1100	280	SHIP	FMCG	Safety Matches
136	830	-	-	BAJAJ AMLA SHIKAKAI	FMCG	Haircare
137	833	-	-	CLEAR	FMCG	Haircare
138	840	682	-158	GODREJ NO 1	FMCG	Bath/Beauty
139	846	-	-	AIR WICK	FMCG	Air Freshener
140	854	-	-	MAMY POKO PANTS	FMCG	Diapers
141	855	141	-714	SETWET	FMCG	Deo/Perfume
142	864	-	-	EZEE	FMCG	Fabrigcare
143	872	513	-359	MANFORCE	FMCG	Condoms
144	884	-	-	BLUE HEAVEN	FMCG	Cosmetics
145	894	964	70	AMBI PUR	FMCG	Air Freshener
146	900	-	-	COCORAJ	FMCG	Haircare
147	929	352	-577	MAXO	FMCG	Mosquito repellent
148	964	-	-	MEERA	FMCG	Haircare
149	965	-	-	DABUR HAIR OIL	FMCG	Haircare
150	991	-	-	JOVEES	FMCG	Bath/Beauty

Air Freshener

Air Freshner Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	536	568	32	ODONIL	Air Freshener
2	846	-	-	AIR WICK	Air Freshener
3	894	964	70	AMBI PUR	Air Freshener

Adhesives

Adhesives Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	207	-	-	FEVICOL	Adhesives
2	690	913	223	FEVIKWIK	Adhesives

CATEGORY - WISE ALL INDIA LISTING

FMCG SUPER CATEGORY

Bath/Beauty

	Bath/ Beauty Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	23	68	45	DOVE	Bath/Beauty
	2	25	36	11	LAKME	Bath/Beauty
	3	27	196	169	DETTOL	Bath/Beauty
	4	32	27	-5	PONDS	Bath/Beauty
	5	60	83	23	GARNIER	Bath/Beauty
	6	73	452	379	CINTHOL	Bath/Beauty
	7	81	536	455	BOROLINE	Bath/Beauty
	8	85	231	146	FAIR & LOVELY	Bath/Beauty
	9	99	96	-3	NIVEA	Bath/Beauty
	10	104	153	49	HAMAM	Bath/Beauty
	11	122	82	-40	PANTENE	Bath/Beauty
	12	129	73	-56	LIFEBUOY	Bath/Beauty
	13	144	744	600	CLINIC PLUS	Bath/Beauty
	14	149	41	-108	SANTOOR	Bath/Beauty
	15	159	559	400	BOROPLUS	Bath/Beauty
	16	188	-	-	PEARS	Bath/Beauty
	17	202	252	50	HEAD & SHOULDERS	Bath/Beauty
	18	205	-	-	CLEAN & CLEAR	Bath/Beauty
	19	221	1058	837	EVERYUTH	Bath/Beauty
	20	232	246	14	VASELINE	Bath/Beauty
	21	252	84	-168	OLAY	Bath/Beauty
	22	265	113	-152	REXONA	Bath/Beauty
	23	267	13	-254	LUX	Bath/Beauty
	24	294	304	10	LIRIL	Bath/Beauty
	25	298	228	-70	MARGO	Bath/Beauty
	26	300	128	-172	VIVEL	Bath/Beauty
	27	335	277	-58	MEDIMIX	Bath/Beauty
	28	346	738	392	PALMOLIVE	Bath/Beauty
	29	367	-	-	FA	Bath/Beauty
	30	484	849	365	GOKUL SANDAL	Bath/Beauty
	31	511	-	-	FAIREVER	Bath/Beauty
	32	541	-	-	FIAMA DIWILLS	Bath/Beauty
	33	595	406	-189	VEET	Bath/Beauty
	34	671	629	-42	MYSORE SANDAL	Bath/Beauty
	35	707	-	-	LACTO CALAMINE	Bath/Beauty
	36	726	329	-397	FAIR AND HANDSOME	Bath/Beauty
	37	774	-	-	NOMARKS	Bath/Beauty
	38	812	832	20	KEYA SETH	Bath/Beauty
	39	840	682	-158	GODREJ NO 1	Bath/Beauty
	40	991	-	-	JOVEES	Bath/Beauty

CATEGORY - WISE ALL INDIA LISTING

FMCG SUPER CATEGORY

Agarbattis

	Agarbattis Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	644	1132	488	CYCLE AGARBATTI	Agarbattis
	2	813	-	-	AMBICA AGARBATTI	Agarbattis

Condoms

	Condoms Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	872	513	-359	MANFORCE	Condoms

Consumer Batteries

	Batteries Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	313	706	393	EVEREADY	Consumer Batteries
	2	401	1138	737	DURACELL	Consumer Batteries
	3	486	364	-122	NIPPO	Consumer Batteries

Cosmetics

	Cosmetics Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	311	836	525	ELLE 18	Cosmetics
	2	329	205	-124	AVON	Cosmetics
	3	447	-	-	EYETEX	Cosmetics
	4	527	318	-209	MAYBELLINE	Cosmetics
	5	742	-	-	COLOR BAR	Cosmetics
	6	808	356	-452	REVLON	Cosmetics
	7	884	-	-	BLUE HEAVEN	Cosmetics

Diapers

	Diapers Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	220	564	344	HUGGIES	Diapers
	2	301	408	107	PAMPERS	Diapers
	3	854	-	-	MAMY POKO PANTS	Diapers

CATEGORY - WISE ALL INDIA LISTING

FMCG SUPER CATEGORY

Deo/Perfume

	Deo Perfume Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	28	182	154	AXE	Deo/Perfume
	2	109	339	230	FOGG	Deo/Perfume
	3	204	-	-	EVA	Deo/Perfume
	4	227	400	173	SPINZ	Deo/Perfume
	5	538	140	-398	WILDSTONE	Deo/Perfume
	6	560	418	-142	OLD SPICE	Deo/Perfume
	7	623	-	-	ENGAGE	Deo/Perfume
	8	732	333	-399	YARDLEY	Deo/Perfume
	9	855	141	-714	SETWET	Deo/Perfume

Direct Selling Brands

	Selling Brands Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	229	538	309	AMWAY	Direct Selling Brands
	2	285	387	102	ORIFLAME	Direct Selling Brands
	3	613	-	-	HERBAL LIFE	Direct Selling Brands

Dishcare

	Dishcare Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	275	160	-115	VIM	Dishcare
	2	278	-	-	EXO	Dishcare
	3	376	-	-	PRIL	Dishcare

Disinfectant

	Disinfec- tant Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	158	336	178	HARPIC	Disinfectant
	2	194	393	199	LIZOL	Disinfectant
	3	284	661	377	DOMEX	Disinfectant

CATEGORY - WISE ALL INDIA LISTING

FMCG SUPER CATEGORY

Diversified

	Diversi- fied Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	116	1186	1070	EMAMI	Diversified
	2	139	91	-48	NIRMA	Diversified
	3	155	47	-108	HINDUSTAN UNILEVER	Diversified
	4	210	59	-151	PROCTER & GAMBLE	Diversified
	5	322	593	271	MARICO	Diversified
	6	522	-	-	CAVINKARE	Diversified
	7	555	177	-378	HIMANI	Diversified

Fabriccare

	Fabriccare Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	123	102	-21	RIN	Fabriccare
	2	126	239	113	SURF EXCEL	Fabriccare
	3	161	189	28	TIDE	Fabriccare
	4	172	500	328	ARIEL	Fabriccare
	5	381	243	-138	WHEEL	Fabriccare
	6	382	675	293	GHADI DETERGENT	Fabriccare
	7	440	334	-106	UJALA	Fabriccare
	8	500	444	-56	HENKO	Fabriccare
	9	534	-	-	ETA SOAP	Fabriccare
	10	502	-	-	555 SOAP	Fabriccare
	11	584	-	-	FENA	Fabriccare
	12	723	-	-	ARASAN SOAPS	Fabriccare
	13	864	-	-	EZEE	Fabriccare

Glass Cleaner

	Glass Cleaner Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	646	-	-	COLIN	Glass Cleaner

CATEGORY - WISE ALL INDIA LISTING

FMCG SUPER CATEGORY

Haircare

	Hair Care Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	82	61	-21	L'OREAL	Haircare
	2	91	112	21	SUNSILK	Haircare
	3	166	241	75	PARACHUTE	Haircare
	4	233	426	193	DABUR VATIKA	Haircare
	5	303	320	17	LIVON	Haircare
	6	308	1198	890	DABUR AMLA	Haircare
	7	344	-	-	ALL CLEAR SHAMPOO	Haircare
	8	533	480	-53	NAVRATNA HAIR OIL	Haircare
	9	540	686	146	CHIK	Haircare
	10	559	402	-157	NIHAR	Haircare
	11	566	862	296	STREAX	Haircare
	12	571	-	-	VVD GOLD	Haircare
	13	614	1145	531	BAJAJ ALMOND	Haircare
	14	618	-	-	KEO KARPIN HAIR OIL	Haircare
	15	725	914	189	KES KING TEL	Haircare
	16	768	770	2	HAIR & CARE	Haircare
	17	791	-	-	KESAVARDHINI	Haircare
	18	818	-	-	ASWINI HAIR OIL	Haircare
	19	830	-	-	BAJAJ AMLA SHIKAKAI	Haircare
	20	833	-	-	CLEAR	Haircare
	21	900	-	-	COCORAJ	Haircare
	22	964	-	-	MEERA	Haircare
	23	965	-	-	DABUR HAIR OIL	Haircare

Mosquito Repellent

	Mosquito Repellent Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	145	542	397	ALLOUT	Mosquito repellent
	2	206	185	-21	GOOD KNIGHT	Mosquito repellent
	3	443	328	-115	MORTIEN	Mosquito repellent
	4	611	461	-150	HIT	Mosquito repellent
	5	929	352	-577	MAXO	Mosquito repellent

CATEGORY - WISE ALL INDIA LISTING

FMCG SUPER CATEGORY

Oral Hygiene

	Oral Hygiene Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	22	53	31	COLGATE	Oral hygiene
	2	95	71	-24	PEPSODENT	Oral hygiene
	3	111	375	264	CLOSE UP	Oral hygiene
	4	127	803	676	ANCHOR	Oral hygiene
	5	181	170	-11	VICCO	Oral hygiene
	6	240	136	-104	ORAL B	Oral hygiene
	7	279	956	677	BABOOL	Oral hygiene
	8	420	-	-	DABUR RED	Oral hygiene
	9	468	450	-18	SENSODYNE	Oral hygiene
	10	630	-	-	CIBACA	Oral hygiene
	11	799	722	-77	MESWAK	Oral hygiene
	12	800	-	-	PROMISE	Oral hygiene

Personal Hygiene Products

	Personal-Hygiene Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	307	-	-	STAYFREE SECURE	Personal Hygiene Products
	2	333	-	-	KOTEX	Personal Hygiene Products
	3	334	327	-7	WHISPER	Personal Hygiene Products
	4	696	664	-32	SOFY	Personal Hygiene Products
	5	706	-	-	CAREFREE	Personal Hygiene Products

Prickly Heat Powder

	Prickly Heat Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	519	341	-178	NYCIL	Prickly Heat Powder
	2	627	-	-	DERMICOOL	Prickly Heat Powder

Safety Matches

	Safety Matches Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	820	1100	280	SHIP	Safety Matches

CATEGORY - WISE ALL INDIA LISTING

FOOD & BEVERAGE SUPER CATEGORY



F & B Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	12	79	67	AMUL	Food & Beverage	Dairy Products
2	24	30	6	PEPSI	Food & Beverage	Aerated Beverages
3	26	37	11	COCA-COLA	Food & Beverage	Aerated Beverages
4	31	137	106	BRITANNIA	Food & Beverage	F&B - Diversified
5	39	42	3	PARLE G	Food & Beverage	Biscuits
6	55	161	106	CADBURY'S	Food & Beverage	F&B - Diversified
7	66	49	-17	LAYS	Food & Beverage	Packaged Snacks
8	68	55	-13	HALDIRAM'S	Food & Beverage	Packaged Snacks
9	69	148	79	MAAZA	Food & Beverage	Non-aerated Beverages
10	70	887	817	BINGO	Food & Beverage	Packaged Snacks
11	74	80	6	HORLICKS	Food & Beverage	Nutritional supplement
12	86	279	193	BOOST	Food & Beverage	Nutritional supplement
13	100	-	-	BIKAJI	Food & Beverage	Packaged Snacks
14	101	157	56	BIG BAZAAR	Food & Beverage	Personal Goods
15	107	87	-20	NESTLE MAGGI	Food & Beverage	Fast Moving Foods
16	108	195	87	KURKURE	Food & Beverage	Packaged Snacks
17	110	596	486	AACHI MASALA	Food & Beverage	Spices
18	113	115	2	NESTLE	Food & Beverage	F&B - Diversified
19	115	525	410	BISLERI	Food & Beverage	Packaged Drinking Water
20	117	152	35	BRITANNIA GOOD DAY	Food & Beverage	Biscuits
21	118	428	310	COMPLAN	Food & Beverage	Nutritional supplement
22	128	186	58	MTR	Food & Beverage	Fast Moving Foods
23	132	181	49	7 UP	Food & Beverage	Aerated Beverages
24	138	435	297	BRU	Food & Beverage	Instant Coffee
25	151	66	-85	THUMS UP	Food & Beverage	Aerated Beverages
26	156	232	76	AASHIRWAAD	Food & Beverage	F&B - Diversified
27	157	236	79	LIJJAT PAPAD	Food & Beverage	Fast Moving Foods
28	170	632	462	BOURNVITA	Food & Beverage	Nutritional supplement
29	173	-	-	AAVIN MILK	Food & Beverage	Milk
30	176	158	-18	MDH	Food & Beverage	Spices
31	178	171	-7	LIMCA	Food & Beverage	Aerated Beverages
32	156	232	76	AASHIRWAAD	Food & Beverage	F&B - Diversified
33	157	236	79	LIJJAT PAPAD	Food & Beverage	Fast Moving Foods
34	170	632	462	BOURNVITA	Food & Beverage	Nutritional supplement
35	173	-	-	AAVIN MILK	Food & Beverage	Milk
36	176	158	-18	MDH	Food & Beverage	Spices
37	178	171	-7	LIMCA	Food & Beverage	Aerated Beverages
38	185	100	-85	POLO	Food & Beverage	Mouth Freshner
39	218	209	-9	NESCAFE	Food & Beverage	Instant Coffee
40	230	179	-51	MOTHER DAIRY	Food & Beverage	Dairy Products

CATEGORY - WISE ALL INDIA LISTING

FOOD & BEVERAGE SUPER CATEGORY

F & B Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
41	235	271	36	FROOTI	Food & Beverage	Non-aerated Beverages
42	236	121	-115	TATA TEA	Food & Beverage	Tea
43	238	577	339	KINLEY	Food & Beverage	Packaged Drinking Water
44	242	164	-78	MIRINDA	Food & Beverage	Aerated Beverages
45	246	741	495	EVEREST	Food & Beverage	Spices
46	247	368	121	CADBURY DAIRY MILK	Food & Beverage	Chocolate Bar
47	248	194	-54	SAFFOLA	Food & Beverage	Edible Oil
48	249	1028	779	AQUAFINA	Food & Beverage	Packaged Drinking Water
49	251	955	704	CADBURY 5 STAR	Food & Beverage	Chocolate Bar
50	256	176	-80	NESTLE KITKAT	Food & Beverage	Chocolate Bar
51	259	263	4	HALLS	Food & Beverage	Mouth Freshner
52	276	715	439	BISK FARM	Food & Beverage	Biscuits - Manufacturer
53	281	251	-30	SUNFEAST	Food & Beverage	F&B - Diversified
54	282	382	100	KWALITY WALLS	Food & Beverage	Ice Cream
55	288	247	-41	TAJ MAHAL TEA	Food & Beverage	Tea
56	296	217	-79	MOUNTAIN DEW	Food & Beverage	Aerated Beverages
57	306	-	-	BIKANO	Food & Beverage	Packaged Snacks
58	310	888	578	BRITANNIA 50-50	Food & Beverage	Biscuits
59	314	1054	740	BRITANNIA BOURBON	Food & Beverage	Biscuits
60	316	151	-165	PRIYA GOLD	Food & Beverage	Biscuits - Manufacturer
61	321	-	-	COOK ME	Food & Beverage	Spices
62	325	-	-	AROKYA	Food & Beverage	Milk
63	339	899	560	BIKANER	Food & Beverage	Packaged Snacks
64	345	585	240	TAAZA	Food & Beverage	Tea
65	353	-	-	DALDA	Food & Beverage	Hydrogenated Vegetable Oil
66	365	-	-	VERKA	Food & Beverage	Dairy Products
67	366	-	-	ANMOL BISCUITS	Food & Beverage	Biscuits - Manufacturer
68	368	284	-84	LIPTON	Food & Beverage	Tea
69	369	901	532	MILKBIKIS	Food & Beverage	Biscuits
70	384	833	449	GLUCON D	Food & Beverage	Powdered Drink
71	388	-	-	CATCH	Food & Beverage	Spices
72	389	-	-	BOVONTO	Food & Beverage	Aerated Beverages
73	402	1185	783	TIGER BISCUITS	Food & Beverage	Biscuits
74	406	159	-247	SPRITE	Food & Beverage	Non-aerated Beverages
75	409	268	-141	BRITANNIA MARIEGOLD	Food & Beverage	Biscuits
76	416	692	276	BROOKE BOND 3 ROSES	Food & Beverage	Tea
77	419	-	-	AMUL TAAZA	Food & Beverage	Milk
78	424	1163	739	UNCLE CHIPS	Food & Beverage	Packaged Snacks
79	429	-	-	CANDYMAN	Food & Beverage	Candy
80	433	-	-	AASHIRWAAD ATTA	Food & Beverage	Packaged Flour

CATEGORY - WISE ALL INDIA LISTING

FOOD & BEVERAGE SUPER CATEGORY

F & B Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
81	437	-	-	APPY	Food & Beverage	Non-aerated Beverages
82	451	203	-248	SLICE	Food & Beverage	Non-aerated Beverages
83	454	763	309	HAJMOLA	Food & Beverage	Candy
84	461	523	62	TROPICANA	Food & Beverage	Packaged Juice
85	463	560	97	MENTOS	Food & Beverage	Mouth Freshner
86	465	713	248	SUNDROP	Food & Beverage	Edible Oil
87	475	999	524	CADBURY ECLAIRS	Food & Beverage	Candy
88	478	489	11	KOHINOOR	Food & Beverage	Packaged Rice
89	480	220	-260	KELLOGGS	Food & Beverage	Fast Moving Foods
90	481	695	214	RASNA	Food & Beverage	Powdered Drink
91	485	863	378	INDIA GATE BASMATI	Food & Beverage	Packaged Rice
92	491	-	-	RAMDEV MASALA	Food & Beverage	Spices
93	493	-	-	SUNRISE OIL	Food & Beverage	Edible Oil
94	501	-	-	SUNFEAST DARK FANTASY	Food & Beverage	Biscuits
95	504	229	-275	VADILAL	Food & Beverage	Ice Cream
96	507	267	-240	RED LABEL	Food & Beverage	Tea
97	508	-	-	SIL JAM	Food & Beverage	Jam
98	514	-	-	DHARA	Food & Beverage	Edible Oil
99	516	692	176	BROOKE BOND	Food & Beverage	Tea
100	517	-	-	DAAWAT	Food & Beverage	Packaged Rice
101	518	345	-173	PAN PARAG	Food & Beverage	Mouth Freshner - Traditional
102	524	-	-	WAGH BAKRI	Food & Beverage	Tea
103	529	384	-145	KNORR	Food & Beverage	Fast Moving Foods
104	535	-	-	CHITALE BANDHU	Food & Beverage	Diversified
105	542	634	92	LEHAR	Food & Beverage	Packaged Snacks
106	544	-	-	GOLD WINNER OIL	Food & Beverage	Edible Oil
107	551	-	-	MILKMAID	Food & Beverage	Condensed Milk
108	552	-	-	AMUL SHAKTI	Food & Beverage	Milk
109	553	-	-	BAILEY	Food & Beverage	Packaged Drinking Water
110	554	-	-	MOHANI TEA	Food & Beverage	Tea
111	557	193	-364	OREO	Food & Beverage	Biscuits
112	567	386	-181	NESTLE MUNCH	Food & Beverage	Chocolate Bar
113	569	-	-	EVERYDAY MILK	Food & Beverage	Milk
114	573	-	-	ALPENLIEBE	Food & Beverage	Candy
115	580	-	-	COFFEE BITE	Food & Beverage	Candy
116	589	-	-	DABUR HONEY	Food & Beverage	Honey
117	593	995	402	GOKUL MILK	Food & Beverage	Milk
118	599	-	-	KAMLA PASAND	Food & Beverage	Mouth Freshner - Traditional
119	615	449	-166	HAYMOR	Food & Beverage	Ice Cream
120	616	648	32	CHINGS	Food & Beverage	Fast Moving Foods

CATEGORY - WISE ALL INDIA LISTING

FOOD & BEVERAGE SUPER CATEGORY

F & B Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
121	617	774	157	NANDINI	Food & Beverage	Dairy Products
122	631	857	226	BADSHAH MASALA	Food & Beverage	Spices
123	632	-	-	POPULAR APPALAM	Food & Beverage	Fast Moving Foods
124	637	-	-	CHEETOS	Food & Beverage	Packaged Snacks
125	647	272	-375	SHAKTI BHOG	Food & Beverage	Packaged Flour
126	657	-	-	CHAKRA GOLD	Food & Beverage	Tea
127	666	-	-	GANESH ATTA	Food & Beverage	Packaged Flour
128	668	-	-	CREAM BELL	Food & Beverage	Ice Cream
129	685	-	-	DIAMOND SNACKS	Food & Beverage	Packaged Snacks
130	689	-	-	GEMS	Food & Beverage	Candy
131	691	990	299	AMULYA	Food & Beverage	Dairy Whitener
132	692	-	-	TOP RAMEN	Food & Beverage	Fast Moving Foods
133	694	647	-47	SUGAR FREE	Food & Beverage	Artificial Sweeteners
134	708	-	-	SUDHA MILK	Food & Beverage	Milk
135	709	464	-245	PEDIASURE	Food & Beverage	Child Food supplement
136	710	-	-	HOMA BREAD	Food & Beverage	Bread
137	714	98	-616	PARLE	Food & Beverage	F&B - Diversified
138	716	-	-	RAJA BISCUIT	Food & Beverage	Biscuits - Manufacturer
139	730	-	-	CHOCO PIE	Food & Beverage	Snack Cake
140	731	-	-	CENTER FRESH	Food & Beverage	Chewing Gum
141	736	-	-	DUTA SPICES	Food & Beverage	Spices
142	737	-	-	KRACKJACK	Food & Beverage	Biscuits
143	739	-	-	DREAM CREAM	Food & Beverage	Biscuits
144	744	466	-278	RAJNIGANDHA	Food & Beverage	Mouth Freshner - Traditional
145	773	-	-	RAJDHANI BASMATI	Food & Beverage	Packaged Rice
146	785	-	-	NICE BISCUIT	Food & Beverage	Biscuits
147	792	570	-222	HIPPO	Food & Beverage	Packaged Snacks
148	802	-	-	PARLE MONACO	Food & Beverage	Biscuits
149	807	-	-	CAVINS	Food & Beverage	Non-aerated Beverages
150	814	1056	242	GRB	Food & Beverage	Dairy Products
151	817	-	-	MILKANA	Food & Beverage	Dairy Products
152	821	-	-	MILKFOOD	Food & Beverage	Dairy Products
153	822	793	-29	YIPPEE NOODLES	Food & Beverage	Fast Moving Foods
154	825	-	-	ARUN ICECREAM	Food & Beverage	Ice Cream
155	828	-	-	KOPIKO	Food & Beverage	Candy
156	850	-	-	MANGOLA	Food & Beverage	Non-aerated Beverages
157	857	-	-	O YES	Food & Beverage	Packaged Snacks
158	859	561	-298	GEMINI OIL	Food & Beverage	Edible oil
159	865	765	-100	HIDE & SEEK	Food & Beverage	Biscuits
160	867	-	-	RAIL NEER	Food & Beverage	Packaged Drinking Water

CATEGORY - WISE ALL INDIA LISTING

FOOD & BEVERAGE SUPER CATEGORY

F & B Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
161	868	-	-	ASHOK MASALE	Food & Beverage	Spices
162	869	-	-	PASS-PASS	Food & Beverage	Mouth Freshner
163	871	-	-	ANIK SPRAY	Food & Beverage	Dairy Whitener
164	873	487	-386	PERK	Food & Beverage	Chocolate Bar
165	881	965	84	MADHUSUDAN	Food & Beverage	Dairy Products
166	883	-	-	CRAX	Food & Beverage	Packaged Snacks
167	897	731	-166	VIJAYA MILK	Food & Beverage	Milk
168	908	-	-	BHIKHARAM CHANDMAL	Food & Beverage	Packaged Snacks
169	918	-	-	CERELAC	Food & Beverage	Baby Food
170	921	-	-	NUTRELA OIL	Food & Beverage	Edible oil
171	928	210	-718	RED BULL	Food & Beverage	Energy Drink
172	934	-	-	NUTRILITE	Food & Beverage	Supplements brand
173	941	799	-142	BOOMER	Food & Beverage	Chewing Gum
174	943	-	-	BABA	Food & Beverage	Mouth Freshner - Traditional
175	950	1160	210	ANIK GROUP	Food & Beverage	Dairy Products
176	952	-	-	DELISHUS	Food & Beverage	Biscuits
177	954	-	-	GOPALJEE DAIRY	Food & Beverage	Dairy Products
178	962	779	-183	LAL QILLA RICE	Food & Beverage	Packaged Rice
179	966	-	-	GOPALJEE GROUP	Food & Beverage	F&B - Diversified
180	970	-	-	AAREY MILK	Food & Beverage	Milk
181	980	1120	140	LITTLE HEARTS	Food & Beverage	Biscuits
182	983	-	-	CHARMINAR	Food & Beverage	Packaged Rice
183	994	-	-	ARISE	Food & Beverage	Packaged Rice
184	996	660	-336	MAHANANDA	Food & Beverage	Dairy Products
185	1000	-	-	SERIOUS MASS	Food & Beverage	Protein Supplement

Aerated Beverages

Beverages Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	24	30	6	PEPSI	Aerated Beverages
2	26	37	11	COCA-COLA	Aerated Beverages
3	132	181	49	7 UP	Aerated Beverages
4	151	66	-85	THUMS UP	Aerated Beverages
5	178	171	-7	LIMCA	Aerated Beverages
6	190	910	720	FANTA	Aerated Beverages
7	242	164	-78	MIRINDA	Aerated Beverages
8	296	217	-79	MOUNTAIN DEW	Aerated Beverages
9	389	-	-	BOVONTO	Aerated Beverages

CATEGORY - WISE ALL INDIA LISTING

FOOD & BEVERAGE SUPER CATEGORY

Artificial Sweeteners

	Sweeten ers Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	694	647	-47	SUGAR FREE	Artificial Sweeteners

Baby Food

	Baby Food Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	918	-	-	CERELAC	Baby Food

Biscuit Manufacturer

	Biscuit Mft Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	276	715	439	BISK FARM	Biscuits - Manufacturer
	2	316	151	-165	PRIYA GOLD	Biscuits - Manufacturer
	3	366	-	-	ANMOL BISCUITS	Biscuits - Manufacturer
	4	716	-	-	RAJA BISCUIT	Biscuits - Manufacturer

Biscuits

	Biscuits Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	39	42	3	PARLE G	Biscuits
	2	117	152	35	BRITANNIA GOOD DAY	Biscuits
	3	310	888	578	BRITANNIA 50-50	Biscuits
	4	314	1054	740	BRITANNIA BOURBON	Biscuits
	5	369	901	532	MILKBIKIS	Biscuits
	6	402	1185	783	TIGER BISCUITS	Biscuits
	7	409	268	-141	BRITANNIA MARIEGOLD	Biscuits
	8	501	-	-	SUNFEAST DARK FANTASY	Biscuits
	9	557	193	-364	OREO	Biscuits
	10	737	-	-	KRACKJACK	Biscuits
	11	739	-	-	DREAM CREAM	Biscuits
	12	785	-	-	NICE BISCUIT	Biscuits
	13	802	-	-	PARLE MONACO	Biscuits
	14	865	765	-100	HIDE & SEEK	Biscuits
	15	952	-	-	DELISHUS	Biscuits
	16	980	1120	140	LITTLE HEARTS	Biscuits

CATEGORY - WISE ALL INDIA LISTING

FOOD & BEVERAGE SUPER CATEGORY

Candy

	Candy Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	429	-	-	CANDYMAN	Candy
	2	454	763	309	HAJMOLA	Candy
	3	475	999	524	CADBURY ECLAIRS	Candy
	4	573	-	-	ALPENLIEBE	Candy
	5	580	-	-	COFFEE BITE	Candy
	6	689	-	-	GEMS	Candy
	7	828	-	-	KOPIKO	Candy

Bread

	Bread Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	710	-	-	HOMA BREAD	Bread

Chewing Gum

	Chewing Gum Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	731	-	-	CENTER FRESH	Chewing Gum
	2	941	799	-142	BOOMER	Chewing Gum

Child Food Supplement

	Child Food Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	709	464	-245	PEDIASURE	Child Food supplement

Condensed Milk

	Milk Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	551	-	-	MILKMAID	Condensed Milk

Diversified

	Diver-sified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	535	-	-	CHITALE BANDHU	Diversified

CATEGORY - WISE ALL INDIA LISTING

FOOD & BEVERAGE SUPER CATEGORY

Chocolate Bar

Chocolate Bar Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	247	368	121	CADBURY DAIRY MILK	Chocolate Bar
2	251	955	704	CADBURY 5 STAR	Chocolate Bar
3	256	176	-80	NESTLE KITKAT	Chocolate Bar
4	567	386	-181	NESTLE MUNCH	Chocolate Bar
5	873	487	-386	PERK	Chocolate Bar

Edible Oil

Edible Oil Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	201	720	519	FORTUNE REFINED OIL	Edible Oil
2	248	194	-54	SAFFOLA	Edible Oil
3	465	713	248	SUNDROP	Edible Oil
4	493	-	-	SUNRISE OIL	Edible Oil
5	514	-	-	DHARA	Edible Oil
6	544	-	-	GOLD WINNER OIL	Edible Oil
7	859	561	-298	GEMINI OIL	Edible Oil
8	921	-	-	NUTRELA OIL	Edible Oil

Dairy Products

Dairy Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	12	79	67	AMUL	Dairy Products
2	230	179	-51	MOTHER DAIRY	Dairy Products
3	365	-	-	VERKA	Dairy Products
4	617	774	157	NANDINI	Dairy Products
5	814	1056	242	GRB	Dairy Products
6	817	-	-	MILKANA	Dairy Products
7	821	-	-	MILKFOOD	Dairy Products
8	881	965	84	MADHUSUDAN	Dairy Products
9	950	1160	210	ANIK GROUP	Dairy Products
10	954	-	-	GOPALJEE DAIRY	Dairy Products
11	996	660	-336	MAHANANDA	Dairy Products

CATEGORY - WISE ALL INDIA LISTING

FOOD & BEVERAGE SUPER CATEGORY

Dairy Whitener

	Dairy Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	691	990	299	AMULYA	Dairy Whitener
	2	871	-	-	ANIK SPRAY	Dairy Whitener

Energy Drink

	Energy Drink Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	928	210	-718	RED BULL	Energy Drink

Honey

	Honey Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	589	-	-	DABUR HONEY	Honey

Hydrogenated Vegetable Oil

	Oil Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	353	-	-	DALDA	Hydrogenated Vegetable Oil

F&B Diversified

	F&B Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	31	137	106	BRITANNIA	F&B - Diversified
	2	55	161	106	CADBURY'S	F&B - Diversified
	3	113	115	2	NESTLE	F&B - Diversified
	4	156	232	76	AASHIRWAAD	F&B - Diversified
	5	186	213	27	KISSAN	F&B - Diversified
	6	281	251	-30	SUNFEAST	F&B - Diversified
	7	714	98	-616	PARLE	F&B - Diversified
	8	966	-	-	GOPALJEE GROUP	F&B - Diversified

Instant Coffee

	Coffee Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	138	435	297	BRU	Instant Coffee
	2	218	209	-9	NESCAFE	Instant Coffee

CATEGORY - WISE ALL INDIA LISTING

FOOD & BEVERAGE SUPER CATEGORY

Fast Moving Foods

	F&B Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	107	87	-20	NESTLE MAGGI	Fast Moving Foods
	2	128	186	58	MTR	Fast Moving Foods
	3	157	236	79	LIJJAT PAPAD	Fast Moving Foods
	4	480	220	-260	KELLOGGS	Fast Moving Foods
	5	529	384	-145	KNORR	Fast Moving Foods
	6	616	648	32	CHINGS	Fast Moving Foods
	7	632	-	-	POPULAR APPALAM	Fast Moving Foods
	8	692	-	-	TOP RAMEN	Fast Moving Foods
	9	822	793	-29	YIPPEE NOODLES	Fast Moving Foods

Ice Cream

	Ice Cream Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	282	382	100	KWALITY WALLS	Ice Cream
	2	504	229	-275	VADILAL	Ice Cream
	3	615	449	-166	HAVMOR	Ice Cream
	4	668	-	-	CREAM BELL	Ice Cream
	5	825	-	-	ARUN ICECREAM	Ice Cream

Milk

	Milk Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	173	-	-	AAVIN MILK	Milk
	2	325	-	-	AROKYA	Milk
	3	419	-	-	AMUL TAAZA	Milk
	4	552	-	-	AMUL SHAKTI	Milk
	5	569	-	-	EVERYDAY MILK	Milk
	6	593	995	402	GOKUL MILK	Milk
	7	708	-	-	SUDHA MILK	Milk
	8	897	731	-166	VIJAYA MILK	Milk
	9	970	-	-	AAREY MILK	Milk

CATEGORY - WISE ALL INDIA LISTING

FOOD & BEVERAGE SUPER CATEGORY

Jam

	Jam Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	508	-	-	SIL JAM	Jam

Mouth Freshner-Traditional

	Mouth Fre-Trd Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	518	345	-173	PAN PARAG	Mouth Freshner - Traditional
	2	599	-	-	KAMLA PASAND	Mouth Freshner - Traditional
	3	744	466	-278	RAJNIGANDHA	Mouth Freshner - Traditional
	4	943	-	-	BABA	Mouth Freshner - Traditional

Mouth Freshner

	Mouth Freshner Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	185	100	-85	POLO	Mouth Freshner
	2	259	263	4	HALLS	Mouth Freshner
	3	463	560	97	MENTOS	Mouth Freshner
	4	869	-	-	PASS-PASS	Mouth Freshner

Nutritional supplement

	Nut. Suppl. Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	74	80	6	HORLICKS	Nutritional supplement
	2	86	279	193	BOOST	Nutritional supplement
	3	118	428	310	COMPLAN	Nutritional supplement
	4	170	632	462	BOURNVITA	Nutritional supplement

CATEGORY - WISE ALL INDIA LISTING

FOOD & BEVERAGE SUPER CATEGORY

Non-Aerated Beverages

	Non-Aer Bev Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	69	148	79	MAAZA	Non-aerated Beverages
	2	235	271	36	FROOTI	Non-aerated Beverages
	3	406	159	-247	SPRITE	Non-aerated Beverages
	4	437	-	-	APPY	Non-aerated Beverages
	5	451	203	-248	SLICE	Non-aerated Beverages
	6	807	-	-	CAVINS	Non-aerated Beverages
	7	850	-	-	MANGOLA	Non-aerated Beverages

Personal Goods

	Personal Goods Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	101	157	56	BIG BAZAAR	Personal Goods

Packaged Juice

	Packd Juice Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	198	168	-30	DABUR REAL	Packaged Juice
	2	461	523	62	TROPICANA	Packaged Juice

Packaged Rice

	Packd Rice Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	478	489	11	KOHINOOR	Packaged Rice
	2	485	863	378	INDIA GATE BASMATI	Packaged Rice
	3	517	-	-	DAAWAT	Packaged Rice
	4	773	-	-	RAJDHANI BASMATI	Packaged Rice
	5	962	779	-183	LAL QILLA RICE	Packaged Rice
	6	983	-	-	CHARMINAR	Packaged Rice
	7	994	-	-	ARISE	Packaged Rice

CATEGORY - WISE ALL INDIA LISTING

FOOD & BEVERAGE SUPER CATEGORY

Packaged Snacks

	Packd Snacks Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	66	49	-17	LAYS	Packaged Snacks
	2	68	55	-13	HALDIRAM'S	Packaged Snacks
	3	70	887	817	BINGO	Packaged Snacks
	4	100	-	-	BIKAJI	Packaged Snacks
	5	108	195	87	KURKURE	Packaged Snacks
	6	179	578	399	BALAJI	Packaged Snacks
	7	306	-	-	BIKANO	Packaged Snacks
	8	339	899	560	BIKANER	Packaged Snacks
	9	424	1163	739	UNCLE CHIPS	Packaged Snacks
	10	542	634	92	LEHAR	Packaged Snacks
	11	637	-	-	CHEETOS	Packaged Snacks
	12	685	-	-	DIAMOND SNACKS	Packaged Snacks
	13	792	570	-222	HIPPO	Packaged Snacks
	14	857	-	-	O YES	Packaged Snacks
	15	883	-	-	CRAX	Packaged Snacks
	16	908	-	-	BHIKHARAM CHANDMAL	Packaged Snacks

Powdered Drink

	Drink Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	384	833	449	GLUCON D	Powdered Drink
	2	481	695	214	RASNA	Powdered Drink

Salt

	Salt Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	213	199	-14	TATA SALT	Salt

Snack Cake

	Snack Cake Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	730	-	-	CHOCO PIE	Snack Cake

CATEGORY - WISE ALL INDIA LISTING

FOOD & BEVERAGE SUPER CATEGORY

Spices

	Spices Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	110	596	486	AACHI MASALA	Spices
	2	176	158	-18	MDH	Spices
	3	246	741	495	EVEREST	Spices
	4	321	-	-	COOK ME	Spices
	5	388	-	-	CATCH	Spices
	6	491	-	-	RAMDEV MASALA	Spices
	7	631	857	226	BADSHAH MASALA	Spices
	8	736	-	-	DUTA SPICES	Spices
	9	868	-	-	ASHOK MASALE	Spices

Supplements Brand

	Suppl. Brands Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	934	-	-	NUTRILITE	Supplements Brand

Tea

	Tea Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	236	121	-115	TATA TEA	Tea
	2	288	247	-41	TAJ MAHAL TEA	Tea
	3	345	585	240	TAAZA	Tea
	4	368	284	-84	LIPTON	Tea
	5	416	692	276	BROOKE BOND 3 ROSES	Tea
	6	507	267	-240	RED LABEL	Tea
	7	516	692	176	BROOKE BOND	Tea
	8	524	-	-	WAGH BAKRI	Tea
	9	554	-	-	MOHANI TEA	Tea
	10	657	-	-	CHAKRA GOLD	Tea

Protein Supplement

	Protein Supp Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	1000	-	-	SERIOUS MASS	Protein Supplement

CATEGORY - WISE ALL INDIA LISTING

FURNISHING RETAIL SUPER CATEGORY



Furn. Retail Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	575	-	-	GODREJ INTERIO	Furnishing	Furnishing Retail
2	922	-	-	HOMESAAZ	Furnishing	Furnishing Retail

GOVERNMENT INITIATIVE SUPER CATEGORY



Govt Initiative Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	727	-	-	BSF	Government Initiative	Security/Defence
2	831	1146	315	CPWD	Government Initiative	Government Body
3	848	-	-	CISF	Government Initiative	Security/Defence
4	933	-	-	BEST	Government Initiative	Bus Service
5	936	-	-	IRCTC	Government Initiative	Railways Service Provider
6	988	663	-325	DDA	Government Initiative	Government Body

Bus Service

	Bus Service Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	933	-	-	BEST	Bus Service

Government Body

	Govt Body Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	831	1146	315	CPWD	Government Body
	2	988	663	-325	DDA	Government Body

Railways Service Provider

	Rail Service Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	936	-	-	IRCTC	Railways Service Provider

CATEGORY - WISE ALL INDIA LISTING

GOVERNMENT INITIATIVE SUPER CATEGORY

Security/Defence

	Security Defence Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1		727	-	-	BSF	Security/Defence
2		848	-	-	CISF	Security/Defence

HEALTHCARE SUPER CATEGORY



Health care Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	19	109	90	DABUR	Healthcare	Ayurveda
2	93	104	11	JOHNSON & JOHNSON	Healthcare	Healthcare - Diversified
3	131	129	-2	HIMALAYA	Healthcare	Ayurveda
4	140	324	184	MOOV	Healthcare	Pain Balm
5	200	1135	935	AYUR	Healthcare	Ayurveda
6	228	789	561	CIPLA	Healthcare	Pharmaceuticals
7	244	249	5	IODEX	Healthcare	Pain Balm
8	258	358	100	APOLLO HOSPITALS	Healthcare	Hospitals
9	269	226	-43	VICKS	Healthcare	OTC
10	272	478	206	ZANDU BALM	Healthcare	Pain Balm
11	328	1168	840	BAIDYANATH	Healthcare	Ayurveda
12	357	438	81	VOLINI	Healthcare	Pain Balm
13	387	-	-	ENO	Healthcare	OTC
14	400	-	-	AMRUTANJAN	Healthcare	Ayurveda
15	410	288	-122	REVITAL	Healthcare	OTC
16	426	1170	744	DR. REDDY	Healthcare	Pharmaceuticals
17	444	248	-196	VLCC	Healthcare	Wellness
18	476	-	-	DR BATRA'S	Healthcare	Homeopathy
19	479	1112	633	NOVA HEALTHCARE	Healthcare	Daycare services
20	510	184	-326	RANBAXY	Healthcare	Pharmaceuticals
21	546	940	394	MANKIND	Healthcare	Pharmaceuticals
22	564	-	-	AIIMS	Healthcare	Hospital - Government
23	576	-	-	PATANJALI AYURVEDA	Healthcare	Ayurveda
24	592	-	-	CROCIN	Healthcare	OTC
25	640	-	-	ARISH AYURVEDICS	Healthcare	Ayurveda
26	642	332	-310	TODAY'S	Healthcare	OTC
27	648	1173	525	HAMDARD	Healthcare	Unani Products
28	698	-	-	INTAS	Healthcare	Pharmaceuticals
29	711	305	-406	GSK	Healthcare	Pharmaceuticals

CATEGORY - WISE ALL INDIA LISTING

HEALTHCARE SUPER CATEGORY

Health Care Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
30	712	674	-38	ZYDUS CADILA	Healthcare	Pharmaceuticals
31	724	-	-	OMINI GEL	Healthcare	OTC
32	786	-	-	AJANTA PHARMA	Healthcare	Pharmaceuticals
33	804	424	-380	KAYA SKIN CLINIC	Healthcare	Skincare Services
34	826	-	-	FORTIS	Healthcare	Hospitals
35	878	-	-	BLUE CROSS	Healthcare	Pharmaceuticals
36	911	-	-	FAST RELIEF	Healthcare	OTC
37	914	-	-	COMBIFLAM	Healthcare	OTC
38	925	827	-98	PFIZER	Healthcare	Pharmaceuticals
39	989	-	-	NANAVATI HOSPITAL	Healthcare	Hospitals

Ayurveda

Ayurveda Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	19	109	90	DABUR	Ayurveda
2	131	129	-2	HIMALAYA	Ayurveda
3	200	1135	935	AYUR	Ayurveda
4	328	1168	840	BAIDYANATH	Ayurveda
5	400	-	-	AMRUTANJAN	Ayurveda
6	576	-	-	PATANJALI AYURVEDA	Ayurveda
7	640	-	-	ARISH AYURVEDICS	Ayurveda

Day Care Services

Day Care Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	479	1112	633	NOVA HEALTHCARE	Daycare services

Healthcare Diversified

Health Divsed Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	93	104	11	JOHNSON & JOHNSON	Healthcare - Diversified

CATEGORY - WISE ALL INDIA LISTING

HEALTH SUPER CATEGORY

Homeopathy

	Homeo pathy Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	476	-	-	DR BATRA'S	Homeopathy

Hospital-Government

	Hospital Govt Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	564	-	-	AIIMS	Hospital - Government

Hospital

	Hospital Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	258	358	100	APOLLO HOSPITALS	Hospitals
	2	826	-	-	FORTIS	Hospitals
	3	989	-	-	NANAVATI HOSPITAL	Hospitals

OTC

	OTC Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	269	226	-43	VICKS	OTC
	2	387	-	-	ENO	OTC
	3	410	288	-122	REVITAL	OTC
	4	592	-	-	CROCIN	OTC
	5	642	332	-310	TODAY'S	OTC
	6	724	-	-	OMINI GEL	OTC
	7	911	-	-	FAST RELIEF	OTC
	8	914	-	-	COMBIFLAM	OTC

Pain Balm

	Pain Balm Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	140	324	184	MOOV	Pain Balm
	2	244	249	5	IODEX	Pain Balm
	3	272	478	206	ZANDU BALM	Pain Balm
	4	357	438	81	VOLINI	Pain Balm

CATEGORY - WISE ALL INDIA LISTING

HEALTH SUPER CATEGORY

Pharmaceuticals

	Phrama Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	228	789	561	CIPLA	Pharmaceuticals
	2	426	1170	744	DR. REDDY	Pharmaceuticals
	3	510	184	-326	RANBAXY	Pharmaceuticals
	4	546	940	394	MANKIND	Pharmaceuticals
	5	698	-	-	INTAS	Pharmaceuticals
	6	711	305	-406	GSK	Pharmaceuticals
	7	712	674	-38	ZYDUS CADILA	Pharmaceuticals
	8	786	-	-	AJANTA PHARMA	Pharmaceuticals
	9	878	-	-	BLUE CROSS	Pharmaceuticals
	10	925	827	-98	PFIZER	Pharmaceuticals

Skincare Services

	Skincare Services Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	804	424	-380	KAYA SKIN CLINIC	Skincare Services

Unani Products

	Unani Products Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	648	1173	525	HAMDARD	Unani Products

Wellness

	Wellness Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	444	248	-196	VLCC	Wellness

CATEGORY - WISE ALL INDIA LISTING

HEMEARE SUPER CATEGORY



Home-care Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	189	925	736	AJANTA	Home Care	Clocks
2	438	350	-88	NILKAMAL	Home Care	Moulded Plastics
3	891	-	-	GODREJ LOCKS	Home Care	Locks

Clocks

Clocks Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	189	925	736	AJANTA	Clocks

Locks

Locks Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	891	-	-	GODREJ LOCKS	Locks

Moulded Plastics

Moulded Plastics Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	438	350	-88	NILKAMAL	Moulded Plastics

HOME FURNISHING SUPER CATEGORY



Home Furn Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	414	-	-	SPRINGWELL	Home Furnishing	Mattresses
2	430	362	-68	KURLON	Home Furnishing	Mattresses
3	469	441	-28	SLEEPWELL	Home Furnishing	Mattresses
4	885	1119	234	DURIAN	Home Furnishing	Furniture

Furniture

Furniture Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	885	1119	234	DURIAN	Furniture

CATEGORY - WISE ALL INDIA LISTING

HOME FURNISHING SUPER CATEGORY

Mattresses

	Mattresses Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	414	-	-	SPRINGWELL	Mattresses
	2	430	362	-68	KURLON	Mattresses
	3	469	441	-28	SLEEPWELL	Mattresses

HOSPITALITY SUPER CATEGORY



Hospty Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	315	-	-	TRIDENT	Hospitality	Hotels
2	466	351	-115	TAJ HOTELS	Hospitality	Hotels
3	503	-	-	CLUB MAHINDRA	Hospitality	Vacation Ownership

Hotels

	Hotels Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	315	-	-	TRIDENT	Hotels
	2	466	351	-115	TAJ HOTELS	Hotels

Vacation Ownership

	Vacation Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	503	-	-	CLUB MAHINDRA	Vacation Ownership

HOUSEHOLD ELECTRICALS SUPER CATEGORY



Househd elec Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	152	125	-27	HAVELLS	Household Electricals	Fast Moving Electrical Goods
2	225	188	-37	KHAITAN	Household Electricals	Fans
3	411	-	-	SYSKA LED	Household Electricals	Lighting
4	436	202	-234	ORIENT FANS	Household Electricals	Fans
5	585	-	-	POLAR	Household Electricals	Fans
6	622	-	-	ORPAT FANS	Household Electricals	Fans
7	767	802	35	SU-KAM INVERTERS	Household Electricals	Invertors / Batteries
8	790	705	-85	MICROTEK	Household Electricals	Invertors / Batteries

CATEGORY - WISE ALL INDIA LISTING

HOUSEHOLD ELECTRICALS SUPER CATEGORY

Fans

	Fans Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	225	188	-37	KHAITAN	Fans
	2	436	202	-234	ORIENT FANS	Fans
	3	585	-	-	POLAR	Fans
	4	622	-	-	ORPAT FANS	Fans

Fast Moving Electricals Goods

	Electricals Goods Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	152	125	-27	HAVELLS	Fast Moving Electrical Goods

Invertors/Batteries

	Invertors Batteries Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	767	802	35	SU-KAM INVERTERS	Invertors / Batteries
	2	790	705	-85	MICROTEK	Invertors / Batteries

Lighting

	Lighting Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	411	-	-	SYSKA LED	Lighting

HOUSEHOLD GOODS SUPER CATEGORY



Household Goods Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	257	1090	833	PARRYWARE	Household goods	Bath fixtures
2	418	929	511	HINDWARE	Household goods	Bath fixtures
3	607	-	-	MODIGUARD	Household goods	Bath fixtures
4	695	395	-300	SINTEX	Household goods	Water Tanks

CATEGORY - WISE ALL INDIA LISTING

HOUSEHOLD GOODS SUPER CATEGORY

Bath Fixtures

	Bath Fixtures Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	257	1090	833	PARRYWARE	Bath fixtures
	2	418	929	511	HINDWARE	Bath fixtures
	3	607	-	-	MODIGUARD	Bath fixtures

Water Tanks

	Water Tanks Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	695	395	-300	SINTEX	Water Tanks

INFRASTRUCTURE SUPER CATEGORY



Infra Structure Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	239	-	-	ADANI	Infrastructure	Diversified
2	687	18	-669	HINDUSTAN CONSTRUCTION CO.	Infrastructure	Infrastructure
3	860	-	-	JAYPEE GROUP	Infrastructure	Diversified

Diversified

	Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	239	-	-	ADANI	Diversified
	2	860	-	-	JAYPEE GROUP	Diversified

Infrastructure

	Infra Structure Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	687	18	-669	HINDUSTAN CONSTRUCTION CO	Infrastructure

CATEGORY - WISE ALL INDIA LISTING

INTERNATIONAL BODY SUPER CATEGORY



Body Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	713	-	-	NASA	International Body	Space Organisation

INTERNET SUPER CATEGORY



Internate Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	50	62	12	GOOGLE	Internet	Internet Search
2	146	-	-	AMAZON	Internet	Online Shopping
3	174	1091	917	SNAPDEAL	Internet	Online Shopping
4	212	1111	899	FLIPKART	Internet	Online Shopping
5	226	257	31	OLX.IN	Internet	Internet - Classifieds
6	243	655	412	JABONG	Internet	Online Fashion Shopping
7	254	242	-12	FACEBOOK	Internet	Social Networking
8	505	447	-58	QUIKR	Internet	Internet - Classifieds
9	652	-	-	HOPSCOTCH.IN	Internet	Online Baby Products Store
10	653	-	-	YEPME.COM	Internet	Online Shopping
11	700	-	-	HOMESHOP18	Internet	Online Shopping
12	701	853	152	EBAY	Internet	Online Shopping
13	720	-	-	REDBUS.COM	Internet	Online Bus Booking
14	746	546	-200	WHATSAPP	Internet	Social networking App
15	759	167	-592	YAHOO	Internet	Internet Search
16	766	968	202	BHARATMATRIMONY.COM	Internet	Online Matrimony
17	778	289	-489	JUST DIAL	Internet	Local Search Services
18	787	-	-	ZIVAME	Internet	Online Lingerie Store
19	843	733	-110	MAKEMYTRIP	Internet	Online Travel Services
20	906	-	-	NAAPTOL.COM	Internet	Online Shopping

Internet Classifieds

	Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	226	257	31	OLX.IN	Internet - Classifieds
	2	505	447	-58	QUIKR	Internet - Classifieds

CATEGORY - WISE ALL INDIA LISTING

INTERNET SUPER CATEGORY

Online Fashion Shopping

	Online Shopping Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	243	655	412	JABONG	Online Fashion Shopping

Internet Search

	Internet Search Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	50	62	12	GOOGLE	Internet Search
	2	759	167	-592	YAHOO	Internet Search

Local Search Services

	Local Search Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	778	289	-489	JUST DIAL	Local Search Services

Online Baby Products Store

	Online Store Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	652	-	-	HOPSCOTCH.IN	Online Baby Products Store

Online Bus Booking

	Online Store Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	720	-	-	REDBUS.COM	Online Bus Booking

Online Fashion Shopping

	Online Shopping Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	243	655	412	JABONG	Online Fashion Shopping

CATEGORY - WISE ALL INDIA LISTING

INTERNET SUPER CATEGORY

Online Shopping

	Online Shopping Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	146	-	-	AMAZON	Online Shopping
	2	174	1091	917	SNAPDEAL	Online Shopping
	3	212	1111	899	FLIPKART	Online Shopping
	4	653	-	-	YEPME.COM	Online Shopping
	5	700	-	-	HOMESHOP18	Online Shopping
	6	701	853	152	EBAY	Online Shopping
	7	906	-	-	NAAPTOL.COM	Online Shopping

Online Matrimony

	Matrimony Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	766	968	202	BHARATMATRIMONY.COM	Online Matrimony

Online Travel Services

	Online Travel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	843	733	-110	MAKEMYTRIP	Online Travel Services

Online Lingiere Store

	Online Lingiere Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	787	-	-	ZIVAME	Online Lingiere Store

Social Networking

	Social Net-working Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	254	242	-12	FACEBOOK	Social Networking

Social Networking App

	Social Net App Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	746	546	-200	WHATSAPP	Social networking App

CATEGORY - WISE ALL INDIA LISTING



KITCHENCARE SUPER CATEGORY

Kitchen ware Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	291	615	324	HAWKINS	Kitchencare	Kitchen Appliances
2	320	253	-67	PRESTIGE	Kitchencare	Cookware
3	343	921	578	SUN FLAME	Kitchencare	Kitchen Appliances
4	495	419	-76	BUTTERFLY	Kitchencare	Kitchen Appliances
5	561	823	262	KUTCHINA	Kitchencare	Kitchen Equipment
6	562	149	-413	PREETHI	Kitchencare	Kitchen Appliances
7	673	826	153	MILTON	Kitchencare	Home Appliances
8	675	-	-	BOROSIL	Kitchencare	Home Appliances
9	836	-	-	MAHARAJA WHITELINE	Kitchencare	Kitchen Appliances
10	938	1036	98	HOFFMAN	Kitchencare	Kitchen Equipment
11	956	-	-	PEARLPET	Kitchencare	Kitchen Containers

Cookware

Cook ware Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	320	253	-67	PRESTIGE	Cookware

Home Appliances

Appliances Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	673	826	153	MILTON	Home Appliances
2	675	-	-	BOROSIL	Home Appliances

Kitchen Containers

Kitchen Containers Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	956	-	-	PEARLPET	Kitchen Containers

Kitchen Equipment

Kitchen Equip Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	561	823	262	KUTCHINA	Kitchen Equipment
2	938	1036	98	HOFFMAN	Kitchen Equipment

CATEGORY - WISE ALL INDIA LISTING

KITCHENCARE SUPER CATEGORY

Kitchen Appliances

	Appliances Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	291	615	324	HAWKINS	Kitchen Appliances
	2	343	921	578	SUN FLAME	Kitchen Appliances
	3	495	419	-76	BUTTERFLY	Kitchen Appliances
	4	562	149	-413	PREETHI	Kitchen Appliances
	5	836	-	-	MAHARAJA WHITELINE	Kitchen Appliances

LUBRICANTS SUPER CATEGORY



Lubricants Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	309	1002	693	CASTROL	Lubricants	Lubricants
2	757	405	-352	SERVO	Lubricants	Lubricants
3	853	571	-282	GULF OIL	Lubricants	Lubricants
4	958	-	-	VEEDOL	Lubricants	Lubricants

MANUFACTURING SUPER CATEGORY



Kitchen ware Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	142	354	212	ASIAN PAINTS	Manufacturing	Paints
2	165	238	73	AMBUJA CEMENT	Manufacturing	Cement
3	215	240	25	ACC CEMENT	Manufacturing	Cement
4	289	214	-75	BERGER PAINTS	Manufacturing	Paints
5	302	254	-48	NEROLAC	Manufacturing	Paints
6	336	-	-	CENTURY PLY	Manufacturing	Plywood
7	397	704	307	CROMPTON GREAVES	Manufacturing	Engineering
8	520	265	-255	ULTRATECH	Manufacturing	Cement
9	526	1122	596	DULUX	Manufacturing	Paints
10	537	473	-64	BINANI CEMENT	Manufacturing	Cement
11	550	795	245	LAFARGE	Manufacturing	Cement
12	568	290	-279	BHEL	Manufacturing	Heavy Engineering
13	570	569	-2	GREENPLY	Manufacturing	Plywood
14	624	245	-380	RAMCO	Manufacturing	Cement

CATEGORY - WISE ALL INDIA LISTING

MANUFACTURING SUPER CATEGORY

Manuf. Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
15	629	756	126	PIDILITE	Manufacturing	Adhesives/Industrial Chemicals
16	747	-	-	KAJARIA TILES	Manufacturing	Tiles
17	754	-	-	FINOLEX	Manufacturing	Diversified
18	764	-	-	DALMIA CEMENT	Manufacturing	Cement
19	769	742	-29	SHREE ULTRA	Manufacturing	Cement
20	886	293	-596	JK CEMENT	Manufacturing	Cement
21	909	-	-	SOMANY TILES	Manufacturing	Tiles
22	923	-	-	DR FIXIT	Manufacturing	Waterproofing

Adhesive/Industrial Chemicals

Chemicals Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	629	756	126	PIDILITE	Adhesives/Industrial Chemicals

Cement

Cement Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	165	238	73	AMBUJA CEMENT	Cement
2	215	240	25	ACC CEMENT	Cement
3	520	265	-255	ULTRATECH	Cement
4	537	473	-64	BINANI CEMENT	Cement
5	550	795	245	LAFARGE	Cement
6	624	245	-380	RAMCO	Cement
7	764	-	-	DALMIA CEMENT	Cement
8	769	742	-29	SHREE ULTRA	Cement
9	886	293	-596	JK CEMENT	Cement

Diversified

Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	754	-	-	FINOLEX	Diversified

CATEGORY - WISE ALL INDIA LISTING

MANUFACTURING SUPER CATEGORY

Engineering

	Engineering Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	397	704	307	CROMPTON GREAVES	Engineering

Heavy Engineering

	Engineering Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	568	290	-279	BHEL	Heavy Engineering

Waterproofing

	Water-proofing Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	923	-	-	DR FIXIT	Waterproofing

Paints

	Paints Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	142	354	212	ASIAN PAINTS	Paints
	2	289	214	-75	BERGER PAINTS	Paints
	3	302	254	-48	NEROLAC	Paints
	4	526	1122	596	DULUX	Paints

Plywood

	Plywood Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	336	-	-	CENTURY PLY	Plywood
	2	570	569	-2	GREENPLY	Plywood

Tiles

	Tiles Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	747	-	-	KAJARIA TILES	Tiles
	2	909	-	-	SOMANY TILES	Tiles

CATEGORY - WISE ALL INDIA LISTING

MEDIA-RADIO SUPER CATEGORY



Media Radio Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	890	-	-	92.7 BIG FM	Media - Radio	FM
2	904	-	-	RADIO MIRCHI 98.3 FM	Media - Radio	FM

MEDIA PRINTS SUPER CATEGORY



Media Prints Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	340	174	-166	TIMES OF INDIA	Media - Print	Newspaper - English
2	378	-	-	DAINIK BHASKAR	Media - Print	Newspaper - Hindi
3	428	360	-68	HINDUSTAN TIMES	Media - Print	Newspaper - English
4	458	-	-	DIVYA BHASKAR	Media - Print	Newspaper - Gujarati
5	588	947	359	ECONOMIC TIMES	Media - Print	Newspaper - English
6	591	365	-226	INDIA TODAY	Media - Print	Magazine - English
7	626	-	-	DNA	Media - Print	Newspaper - English
8	662	-	-	ASSAM TRIBUNE	Media - Print	Newspaper - English
9	750	275	-475	MIDDAY	Media - Print	Newspaper - English
10	756	882	126	DAINIK JAGRAN	Media - Print	Newspaper - Hindi
11	775	-	-	NAVBHARAT TIMES	Media - Print	Newspaper - Hindi
12	811	-	-	READER'S DIGEST	Media - Print	Magazine - English
13	967	-	-	FEMINA	Media - Print	Magazine - English
14	985	490	-495	ANANDABAZAR PATRIKA	Media - Print	Newspaper - Bengali

Magazine-English

Magazine English Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	591	365	-226	INDIA TODAY	Magazine - English
2	811	-	-	READER'S DIGEST	Magazine - English
3	967	-	-	FEMINA	Magazine - English

Newspaper Bengali

Newspaper Bengali Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	985	490	-495	ANANDABAZAR PATRIKA	Newspaper - Bengali

CATEGORY - WISE ALL INDIA LISTING

MEDIA PRINTS SUPER CATEGORY

Newspaper Gujarati

	Newspaper Gujarati Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	458	-	-	DIVYABHASKAR	Newspaper - Gujarati

Newspaper English

	New-paper Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	340	174	-166	TIMES OF INDIA	Newspaper - English
	2	428	360	-68	HINDUSTAN TIMES	Newspaper - English
	3	588	947	359	ECONOMIC TIMES	Newspaper - English
	4	626	-	-	DNA	Newspaper - English
	5	662	-	-	ASSAM TRIBUNE	Newspaper - English
	6	750	275	-475	MIDDAY	Newspaper - English

Newspaper Hindi

	New-paper Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	378	-	-	DAINIK BHASKAR	Newspaper - Hindi
	2	756	882	126	DAINIK JAGRAN	Newspaper - Hindi
	3	775	-	-	NAVBHARAT TIMES	Newspaper - Hindi

MEDIA-TV SUPER CATEGORY



Media TV Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	121	116	-5	NDTV	Media - TV	Channel Cluster
2	191	144	-47	ZEE	Media - TV	Channel Cluster
3	286	780	494	COLORS	Media - TV	Hindi GEC
4	337	460	123	SAB TV	Media - TV	Hindi GEC
5	352	397	45	ABP NEWS	Media - TV	Hindi News
6	423	-	-	SURYA TV	Media - TV	Regional GEC
7	435	298	-137	SONY ENTERTAINMENT TELEVISION	Media - TV	Hindi GEC
8	477	917	440	DISCOVERY CHANNEL	Media - TV	Factual Entertainment
9	498	-	-	CNBC	Media - TV	English Business News
10	549	381	-168	MTV	Media - TV	Music Channel

CATEGORY - WISE ALL INDIA LISTING

MEDIA-TV SUPER CATEGORY

Media Tv Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
11	579	389	-190	STAR PLUS	Media - TV	Hindi GEC
12	583	-	-	BBC	Media - TV	English News - International
13	596	677	81	TLC	Media - TV	Lifestyle Channel
14	600	934	334	SUN TV	Media - TV	Channel cluster
15	681	-	-	NBC NEWS	Media - TV	English News - International
16	801	-	-	CNN	Media - TV	English News - International
17	805	644	-161	INDIA TV	Media - TV	Hindi News
18	874	1044	170	ABP ANANDA	Media - TV	Regional News
19	882	-	-	LIFE OK	Media - TV	Hindi GEC
20	892	-	-	FOX	Media - TV	English Movies
21	947	734	-213	AAJ TAK	Media - TV	Hindi News
22	973	-	-	CARTOON NETWORK	Media - TV	Kids Channel

Channel Cluster

Channel Cluster Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	121	116	-5	NDTV	Channel Cluster
2	191	144	-47	ZEE	Channel Cluster
3	600	934	334	SUN TV	Channel cluster

English Business News

English News Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	498	-	-	CNBC	English Business News

English Movies

English Movies Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	892	-	-	FOX	English Movies

English News International

English News Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	583	-	-	BBC	English News - International
2	681	-	-	NBC NEWS	English News - International
3	801	-	-	CNN	English News - International

CATEGORY - WISE ALL INDIA LISTING

MEDIA-TV SUPER CATEGORY

Factual Entertainment

	Enter- tainment Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	477	917	440	DISCOVERY CHANNEL	

Hindi GEC

	Hindi GEC Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	286	780	494	COLORS	Hindi GEC
	2	337	460	123	SAB TV	Hindi GEC
	3	435	298	-137	SONY ENTERTAINMENT TELEVISION	Hindi GEC
	4	579	389	-190	STAR PLUS	Hindi GEC
	5	882	-	-	LIFE OK	Hindi GEC

Hindi News

	News Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	352	397	45	ABP NEWS	Hindi News
	2	805	644	-161	INDIA TV	Hindi News
	3	947	734	-213	AAJ TAK	Hindi News

Kids Channel

	Kids Channel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	973	-	-	CARTOON NETWORK	Kids Channel

Lifestyle Channel

	Channel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	596	677	81	TLC	Lifestyle Channel

Music Channel

	Channel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	549	381	-168	MTV	Music Channel

CATEGORY - WISE ALL INDIA LISTING

MEDIA-TV SUPER CATEGORY

Regional GEC

	Channel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	423	-	-	SURYA TV	Regional GEC

Regional News

	Channel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	874	1044	170	ABP ANANDA	Regional News

PERSONAL ACCESSORIES SUPER CATEGORY



Accessories Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	11	145	134	BATA	Personal Accessories	Footwear
2	30	21	-9	TITAN	Personal Accessories	Watches
3	37	123	86	ADIDAS	Personal Accessories	Sportswear
4	49	34	-15	NIKE	Personal Accessories	Sportswear
5	54	31	-23	PUMA	Personal Accessories	Sportswear
6	65	29	-36	REEBOK	Personal Accessories	Sportswear
7	67	222	155	FASTRACK	Personal Accessories	Youth Fashion Brand
8	72	67	-5	SONATA	Personal Accessories	Watches
9	112	70	-42	RADO	Personal Accessories	Luxury Watches
10	130	-	-	HMT WATCHES	Personal Accessories	Watches
11	168	-	-	CITIZEN	Personal Accessories	Watches
12	177	74	-103	WOODLAND	Personal Accessories	Footwear
13	180	-	-	VIP	Personal Accessories	Luggage/Bags
14	182	796	614	ACTION SHOES	Personal Accessories	Footwear
15	193	173	-20	PARAGON	Personal Accessories	Footwear
16	208	124	-84	KHADIM'S	Personal Accessories	Footwear
17	219	961	742	FILA	Personal Accessories	Sportswear
18	270	163	-107	TANISHQ	Personal Accessories	Jewellery
19	273	-	-	MAXIMA	Personal Accessories	Watches

CATEGORY - WISE ALL INDIA LISTING

PERSONAL ACCESSORIES SUPER CATEGORY

Accessories Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
20	274	138	-136	ROLEX	Personal Accessories	Luxury Watches
21	295	-	-	AMERICAN TOURISTER	Personal Accessories	Luggage/Bags
22	323	142	-181	RAYBAN	Personal Accessories	Eyewear
23	332	259	-73	RELAXO	Personal Accessories	Footwear
24	349	331	-18	KALYAN JEWELLERS	Personal Accessories	Jewellery
25	358	146	-212	TIMEX	Personal Accessories	Watches
26	377	407	30	SKYBAGS	Personal Accessories	Luggage/Bags
27	390	454	64	TISSOT	Personal Accessories	Luxury Watches
28	394	200	-194	LIBERTY	Personal Accessories	Footwear
29	462	197	-265	METRO	Personal Accessories	Footwear
30	470	212	-258	TBZ	Personal Accessories	Jewellery
31	489	326	-163	LAKHANI	Personal Accessories	Footwear
32	490	401	-89	P C CHANDRA JEWELLERS	Personal Accessories	Jewellery
33	548	-	-	ARISTOCRAT	Personal Accessories	Luggage/Bags
34	556	-	-	ANJALI JEWELLERS	Personal Accessories	Jewellery
35	572	-	-	DUCKBACK	Personal Accessories	Rainwear
36	603	-	-	GRT JEWELLERS	Personal Accessories	Jewellery
37	604	-	-	SWAROVSKI	Personal Accessories	Jewellery
38	670	620	-50	SENCO GOLD	Personal Accessories	Jewellery
39	679	376	-303	MOCHI	Personal Accessories	Footwear
40	688	-	-	SREE LEATHERS	Personal Accessories	Footwear
41	693	-	-	CATWALK	Personal Accessories	Footwear
42	717	-	-	ALLEN COOPER	Personal Accessories	Men's accessories
43	718	625	-93	SAFARI	Personal Accessories	Luggage/Bags
44	721	399	-322	OMEGA	Personal Accessories	Luxury Watches
45	738	-	-	NAKSHATRA JEWELLERY	Personal Accessories	Jewellery
46	740	-	-	MEHRASONS JEWELLERS	Personal Accessories	Jewellery
47	751	-	-	COMFORT	Personal Accessories	Footwear
48	762	-	-	HUSH PUPPIES	Personal Accessories	Footwear
49	779	1139	360	D DAMAS	Personal Accessories	Jewellery
50	782	-	-	SAMSONITE	Personal Accessories	Luggage/Bags
51	784	342	-442	VKC	Personal Accessories	Footwear
52	806	619	-187	RED TAPE	Personal Accessories	Footwear
53	827	-	-	VKC PRIDE	Personal Accessories	Footwear
54	856	-	-	CLARKS	Personal Accessories	Footwear
55	880	#N/A	#N/A	ODM WATCHES	Personal Accessories	Watches
56	896	829	-67	TITAN RAGA	Personal Accessories	Watches
57	942	1045	103	GITANJALI	Personal Accessories	Jewellery
58	972	494	-478	SEIKO	Personal Accessories	Luxury Watches
59	995	-	-	BHIMA GOLD	Personal Accessories	Jewellery

CATEGORY - WISE ALL INDIA LISTING

PERSONAL ACCESSORIES SUPER CATEGORY

Eyewear

	Eyewear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	323	142	-181	RAYBAN	Eyewear

Footwear

	Footwear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	11	145	134	BATA	Footwear
	2	177	74	-103	WOODLAND	Footwear
	3	182	796	614	ACTION SHOES	Footwear
	4	193	173	-20	PARAGON	Footwear
	5	208	124	-84	KHADIM'S	Footwear
	6	332	259	-73	RELAXO	Footwear
	7	394	200	-194	LIBERTY	Footwear
	8	462	197	-265	METRO	Footwear
	9	489	326	-163	LAKHANI	Footwear
	10	679	376	-303	MOCHI	Footwear
	11	688	-	-	SREE LEATHERS	Footwear
	12	693	-	-	CATWALK	Footwear
	13	751	-	-	COMFORT	Footwear
	14	762	-	-	HUSH PUPPIES	Footwear
	15	784	342	-442	VKC	Footwear
	16	806	619	-187	RED TAPE	Footwear
	17	827	-	-	VKC PRIDE	Footwear
	18	856	-	-	CLARKS	Footwear

Luggage / Bags

	Bags Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	180	-	-	VIP	Luggage/Bags
	2	295	-	-	AMERICAN TOURISTER	Luggage/Bags
	3	377	407	30	SKYBAGS	Luggage/Bags
	4	548	-	-	ARISTOCRAT	Luggage/Bags
	5	718	625	-93	SAFARI	Luggage/Bags
	6	782	-	-	SAMSONITE	Luggage/Bags

CATEGORY - WISE ALL INDIA LISTING

PERSONAL ACCESSORIES SUPER CATEGORY

Jewellery

Jewellery Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	270	163	-107	TANISHQ	Jewellery
2	349	331	-18	KALYAN JEWELLERS	Jewellery
3	470	212	-258	TBZ	Jewellery
4	490	401	-89	P C CHANDRA JEWELLERS	Jewellery
5	556	-	-	ANJALI JEWELLERS	Jewellery
6	603	-	-	GRT JEWELLERS	Jewellery
7	604	-	-	SWAROVSKI	Jewellery
8	670	620	-50	SENCO GOLD	Jewellery
9	738	-	-	NAKSHATRA JEWELLERY	Jewellery
10	740	-	-	MEHRASONS JEWELLERS	Jewellery
11	779	1139	360	D DAMAS	Jewellery
12	942	1045	103	GITANJALI	Jewellery
13	995	-	-	BHIMA GOLD	Jewellery
14	762	-	-	HUSH PUPPIES	Footwear
15	784	342	-442	VKC	Footwear
16	806	619	-187	RED TAPE	Footwear
17	827	-	-	VKC PRIDE	Footwear
18	856	-	-	CLARKS	Footwear

Luxury Watches

Watches Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	112	70	-42	RADO	Luxury Watches
2	274	138	-136	ROLEX	Luxury Watches
3	390	454	64	TISSOT	Luxury Watches
4	721	399	-322	OMEGA	Luxury Watches
5	972	494	-478	SEIKO	Luxury Watches

Men's Accessories

Men's Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	717	-	-	ALLEN COOPER	Men's accessories

CATEGORY - WISE ALL INDIA LISTING

PERSONAL ACCESSORIES SUPER CATEGORY

Rainwear

	Rainwear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	572	-	-	DUCKBACK	Rainwear

Sportswear

	Sports wear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	37	123	86	ADIDAS	Sportswear
	2	49	34	-15	NIKE	Sportswear
	3	54	31	-23	PUMA	Sportswear
	4	65	29	-36	REEBOK	Sportswear
	5	219	961	742	FILA	Sportswear

Watches

	Watches Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	30	21	-9	TITAN	Watches
	2	72	67	-5	SONATA	Watches
	3	130	-	-	HMT WATCHES	Watches
	4	168	-	-	CITIZEN	Watches
	5	273	-	-	MAXIMA	Watches
	6	358	146	-212	TIMEX	Watches
	7	880	-	-	ODM WATCHES	Watches
	8	896	829	-67	TITAN RAGA	Watches

Youth Fashion Brand

	Youth Fashion Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	67	222	155	FASTRACK	Youth Fashion Brand

CATEGORY - WISE ALL INDIA LISTING

PERSONAL GADGETS SUPER CATEGORY



Personal Gadgets Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	2	379	377	SAMSUNG MOBILES	Personal Gadgets	Mobile Phones
2	5	5	0	NOKIA	Personal Gadgets	Mobile Phones
3	29	45	16	MICROMAX	Personal Gadgets	Mobile Phones
4	80	60	-20	HTC	Personal Gadgets	Mobile Phones
5	87	77	-10	KARBONN	Personal Gadgets	Mobile Phones
6	94	58	-36	BLACKBERRY	Personal Gadgets	Mobile Phones
7	98	237	139	CANON	Personal Gadgets	Camera
8	105	75	-30	LAVA	Personal Gadgets	Mobile Phones
9	150	134	-16	INTEX	Personal Gadgets	Mobile Phones
10	153	191	38	KODAK	Personal Gadgets	Camera
11	164	92	-72	MOTOROLA	Personal Gadgets	Mobile Phones
12	197	178	-19	NIKON	Personal Gadgets	Camera
13	317	281	-36	G FIVE	Personal Gadgets	Mobile Phones
14	360	851	491	CELKON	Personal Gadgets	Mobile Phones
15	392	343	-49	SAMSUNG GALAXY	Personal Gadgets	Mobile Phone Brand
16	404	224	-180	APPLE IPHONE	Personal Gadgets	Mobile Phone Brand
17	453	99	-354	SPIICE	Personal Gadgets	Mobile Phones
18	455	-	-	GIONEE	Personal Gadgets	Mobile Phones
19	602	274	-328	MAXX	Personal Gadgets	Mobile Phones
20	608	1078	470	TRANSCEND	Personal Gadgets	Memory Storage
21	625	280	-345	XOLO	Personal Gadgets	Mobile Phones
22	676	534	-142	SANDISK	Personal Gadgets	Memory Storage
23	680	-	-	SAMSUNG GRAND	Personal Gadgets	Mobile Phone Brand
24	719	1077	358	KINGSTON	Personal Gadgets	Memory Storage
25	765	-	-	OPPO MOBILE	Personal Gadgets	Mobile Phones
26	902	838	-64	FUJI FILM	Personal Gadgets	Camera
27	907	1114	207	YXTEL	Personal Gadgets	Mobile Phones
28	955	474	-481	NOKIA LUMIA	Personal Gadgets	Mobile Phone Brand
29	982	-	-	MOTOROLA MOTO G	Personal Gadgets	Mobile Phone Brand

Camera

Camera Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	98	237	139	CANON	Camera
2	153	191	38	KODAK	Camera
3	197	178	-19	NIKON	Camera
4	902	838	-64	FUJI FILM	Camera

CATEGORY - WISE ALL INDIA LISTING

PERSONAL GADGETS SUPER CATEGORY

Memory Storage

	Memory Storage Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	608	1078	470	TRANSCEND	Memory Storage
	2	676	534	-142	SANDISK	Memory Storage
	3	719	1077	358	KINGSTON	Memory Storage

Mobile Phone Brand

	Mobile Phone Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	392	343	-49	SAMSUNG GALAXY	Mobile Phone Brand
	2	404	224	-180	APPLE IPHONE	Mobile Phone Brand
	3	680	-	-	SAMSUNG GRAND	Mobile Phone Brand
	4	955	474	-481	NOKIA LUMIA	Mobile Phone Brand
	5	982	-	-	MOTOROLA MOTO G	Mobile Phone Brand

Mobile Phones

	Mobile Phone Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	2	379	377	SAMSUNG MOBILES	Mobile Phones
	2	5	5	0	NOKIA	Mobile Phones
	3	29	45	16	MICROMAX	Mobile Phones
	4	80	60	-20	HTC	Mobile Phones
	5	87	77	-10	KARBONN	Mobile Phones
	6	94	58	-36	BLACKBERRY	Mobile Phones
	7	105	75	-30	LAVA	Mobile Phones
	8	150	134	-16	INTEX	Mobile Phones
	9	164	92	-72	MOTOROLA	Mobile Phones
	10	317	281	-36	G FIVE	Mobile Phones
	11	360	851	491	CELKON	Mobile Phones
	12	453	99	-354	SPIICE	Mobile Phones
	13	455	-	-	GIONEE	Mobile Phones
	14	602	274	-328	MAXX	Mobile Phones
	15	625	280	-345	XOLO	Mobile Phones
	16	765	-	-	OPPO MOBILE	Mobile Phones
	17	907	1114	207	YXTEL	Mobile Phones

CATEGORY - WISE ALL INDIA LISTING

PERSONALITY SUPER CATEGORY



Per-sonality Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	223	361	138	AMITABH BACHCHAN	Personality	Cinema - Male
2	261	951	690	AAMIR KHAN	Personality	Cinema - Male
3	283	377	94	SHAHRUKH KHAN	Personality	Cinema - Male
4	446	1021	575	RATAN TATA	Personality	Business
5	487	-	-	KAPIL SHARMA	Personality	Standup Comedian
6	488	730	242	SOURAV GANGULY	Personality	Sports
7	558	699	141	MAHENDRA SINGH DHONI	Personality	Sports
8	605	519	-86	SALMAN KHAN	Personality	Cinema - Male
9	649	1062	413	KATRINA KAIF	Personality	Cinema - Female
10	702	-	-	SANJAY DUTT	Personality	Cinema - Male
11	733	-	-	RANBIR KAPOOR	Personality	Cinema - Male
12	748	-	-	PRIYANKA CHOPRA	Personality	Cinema - Female
13	781	-	-	DEEPIKA PADUKONE	Personality	Cinema - Female
14	788	-	-	KAREENA KAPOOR	Personality	Cinema - Female
15	803	-	-	RANVEER SINGH	Personality	Cinema - Male
16	810	-	-	BABA RAMDEV	Personality	Spiritual Leader
17	870	-	-	REKHA	Personality	Cinema - Female
18	903	378	-525	SACHIN TENDULKAR	Personality	Sports
19	948	-	-	VIDYA BALAN	Personality	Cinema - Female
20	968	-	-	PREITY ZINTA	Personality	Cinema - Female
21	992	-	-	AJAY DEVGN	Personality	Cinema - Male

Business

Business Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	446	1021	575	RATAN TATA	Business

Cinema Female

Cinema Female Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	649	1062	413	KATRINA KAIF	Cinema - Female
2	748	-	-	PRIYANKA CHOPRA	Cinema - Female
3	781	-	-	DEEPIKA PADUKONE	Cinema - Female
4	788	-	-	KAREENA KAPOOR	Cinema - Female
5	870	-	-	REKHA	Cinema - Female
6	948	-	-	VIDYA BALAN	Cinema - Female
7	968	-	-	PREITY ZINTA	Cinema - Female

CATEGORY - WISE ALL INDIA LISTING

PERSONALITY SUPER CATEGORY

Cinema Male

	Cinema Male Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	223	361	138	AMITABH BACHCHAN	Cinema - Male
	2	261	951	690	AAMIR KHAN	Cinema - Male
	3	283	377	94	SHAHRUKH KHAN	Cinema - Male
	4	605	519	-86	SALMAN KHAN	Cinema - Male
	5	702	-	-	SANJAY DUTT	Cinema - Male
	6	733	-	-	RANBIR KAPOOR	Cinema - Male
	7	803	-	-	RANVEER SINGH	Cinema - Male
	8	992	-	-	AJAY DEVGN	Cinema - Male

Spiritual Leader

	Spiritual Leader Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	810	-	-	BABA RAMDEV	Spiritual Leader

Sports

	Sports-Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	488	730	242	SOURAV GANGULY	Sports
	2	558	699	141	MAHENDRA SINGH DHONI	Sports
	3	903	378	-525	SACHIN TENDULKAR	Sports

Standup Comedian

	Standup Comedian Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	487	-	-	KAPIL SHARMA	Standup Comedian

CATEGORY - WISE ALL INDIA LISTING

RETAIL SUPER CATEGORY



Retail-Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	36	118	82	KENTUCKY FRIED CHICKEN	Retail	QSR
2	88	201	113	DOMINO'S	Retail	QSR
3	89	204	115	PIZZA HUT	Retail	Diner
4	154	-	-	KHADI	Retail	Ethnic Products
5	148	63	-85	PANTALOONS	Retail	Personal Goods
6	175	86	-89	MCDONALDS	Retail	QSR
7	255	-	-	CHOKHI DHANI	Retail	Restaurant
8	379	256	-123	MONGINIS	Retail	Cake shop
9	385	432	47	SUBWAY	Retail	QSR
10	403	-	-	MORE	Retail	Hypermarket - Indian
11	425	308	-117	MANGO	Retail	Womenswear
12	472	434	-38	LIFESTYLE	Retail	Personal Goods
13	483	-	-	CAFÉ COFFEE DAY	Retail	QSR
14	509	939	430	SHOPPERS STOP	Retail	Personal Goods
15	530	960	430	CROMA	Retail	Consumer Electronics
16	578	-	-	WALMART	Retail	Hypermarket
17	587	637	50	D MART	Retail	Hypermarket
18	651	-	-	CHAWLA CHICKEN	Retail	Restaurant
19	674	-	-	MARKS & SPENCERS	Retail	Personal Goods
20	752	-	-	AKBARALLY'S	Retail	Personal Goods
21	758	-	-	AND	Retail	Designer Apparel
22	816	431	-385	RELIANCE FRESH	Retail	Hypermarket - Indian
23	863	373	-490	TESCO	Retail	Hypermarket
24	887	784	-103	WESTSIDE	Retail	Personal Goods
25	898	-	-	TARGET	Retail	Hypermarket
26	916	1134	218	JUMBO KING	Retail	Indian - QSR
27	920	-	-	AGGARWAL SWEETS	Retail	Sweets
28	924	-	-	HERITAGE FRESH	Retail	Hypermarket - Indian
29	927	-	-	ALDI	Retail	Hypermarket
30	945	-	-	POTHYS	Retail	Apparel
31	974	1153	179	STAR BAZAAR	Retail	Hypermarket - Indian

Apparel

Apparel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	945	-	-	POTHYS	Apparel

CATEGORY - WISE ALL INDIA LISTING

RETAIL SUPER CATEGORY

Consumer Electronics

	Elec- tronics Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	530	960	430	CROMA	Consumer Electronics

Cake Shop

	Cake Shop Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	379	256	-123	MONGINIS	Cake Shop

Designer Apparel

	Apparel Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	758	-	-	AND	Designer Apparel

Restaurant

	Restau- rant Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	2	255	-	-	CHOKHI DHANI	Restaurant
	3	651	-	-	CHAWLA CHICKEN	Restaurant

Ethnic Products

	Ethnic Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	154	-	-	KHADI	Ethnic Products

Hypermarket - Indian

	Hyper- market Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	403	-	-	MORE	Hypermarket - Indian
	2	816	431	-385	RELIANCE FRESH	Hypermarket - Indian
	3	924	-	-	HERITAGE FRESH	Hypermarket - Indian
	4	974	1153	179	STAR BAZAAR	Hypermarket - Indian

CATEGORY - WISE ALL INDIA LISTING

RETAIL SUPER CATEGORY

Indian - QSR

	Indian QSR Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	916	1134	218	JUMBO KING	Indian - QSR

Personal Goods

	Personal Goods Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	472	434	-38	LIFESTYLE	Personal Goods
	2	509	939	430	SHOPPERS STOP	Personal Goods
	3	674	-	-	MARKS & SPENCERS	Personal Goods
	4	752	-	-	AKBARALLY'S	Personal Goods
	5	887	784	-103	WESTSIDE	Personal Goods

QSR

	QSR Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	36	118	82	KENTUCKY FRIED CHICKEN	QSR
	2	88	201	113	DOMINO'S	QSR
	3	175	86	-89	MCDONALDS	QSR
	4	385	432	47	SUBWAY	QSR
	5	483	-	-	CAFÉ COFFEE DAY	QSR

Hypermarket

	Hyper- market Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	578	-	-	WALMART	Hypermarket
	2	587	637	50	D MART	Hypermarket
	3	863	373	-490	TESCO	Hypermarket
	4	898	-	-	TARGET	Hypermarket

Sweets

	Sweets Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	920	-	-	AGGARWAL SWEETS	Sweets

CATEGORY - WISE ALL INDIA LISTING

RETAIL SUPER CATEGORY

Womenswear

	Womens wear Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	425	308	-117	MANGO	Womenswear

Personal Goods

	Personal Goods Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	148	63	-85	PANTALOONS	Personal Goods

Diner

	Diner Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	89	204	115	PIZZA HUT	Diner

SERVICES SUPER CATEGORY



Services Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	141	97	-44	IBM	Services	Consulting
2	171	800	629	TOPS	Services	Security Services
3	659	211	-448	DTDC	Services	Express Services
4	703	1199	496	DHL	Services	International Express Service
5	780	-	-	THOMAS COOK	Services	Travel Services
6	783	631	-152	BLUE DART	Services	Express Services
7	998	1157	159	ACCENTURE	Services	Consulting

Consulting

	Con- sulting Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	141	97	-44	IBM	Consulting
	2	998	1157	159	ACCENTURE	Consulting

CATEGORY - WISE ALL INDIA LISTING

SERVICES SUPER CATEGORY

Express Services

	Services Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	659	211	-448	DTDC	Express Services
	2	783	631	-152	BLUE DART	Express Services

International Express Service

	Express Service Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	703	1199	496	DHL	International Express Service

Security Service

	Security Service Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	171	800	629	TOPS	Security Services

Travel Services

	Travel Service Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	780	-	-	THOMAS COOK	Travel Services

SOCIAL ORGANISATION SUPER CATEGORY



NGO Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	361	-	-	CARE INDIA	Social Organization	NGO
2	496	1016	520	CRY	Social Organization	NGO

SPORTS SUPER CATEGORY



Sports Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	959	-	-	FIFA	Sports	Football

CATEGORY - WISE ALL INDIA LISTING

STATIONARY SUPER CATEGORY



Stationary Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	84	652	568	APSARA PENCILS	Stationary	Writing Accessories
2	97	609	512	CELLO	Stationary	Writing Accessories
3	106	107	1	NATARAJ	Stationary	Writing Accessories
4	231	911	680	CAMLIN	Stationary	Writing Accessories
5	237	553	316	CLASSMATE	Stationary	Notebooks
6	263	282	19	LINC PENS	Stationary	Writing Accessories
7	299	119	-180	REYNOLDS	Stationary	Writing Accessories
8	326	1001	675	CAMEL	Stationary	School Stationary
9	347	132	-215	PARKER	Stationary	Writing Accessories
10	722	-	-	DOMS INDIA	Stationary	Writing Accessories
11	876	383	-493	ROTOMAC	Stationary	Writing Accessories
12	978	292	-686	MONTEX	Stationary	Writing Accessories
13	987	-	-	FLAIR PENS	Stationary	Writing Accessories

Notebooks

Note books Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	237	553	316	CLASSMATE	Notebooks

School Stationary

Stationary Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	326	1001	675	CAMEL	School Stationary

Writing Accessories

Writing Access Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	84	652	568	APSARA PENCILS	Writing Accessories
2	97	609	512	CELLO	Writing Accessories
3	106	107	1	NATARAJ	Writing Accessories
4	231	911	680	CAMLIN	Writing Accessories
5	263	282	19	LINC PENS	Writing Accessories
6	299	119	-180	REYNOLDS	Writing Accessories
7	347	132	-215	PARKER	Writing Accessories
8	722	-	-	DOMS INDIA	Writing Accessories
9	876	383	-493	ROTOMAC	Writing Accessories
10	978	292	-686	MONTEX	Writing Accessories
11	987	-	-	FLAIR PENS	Writing Accessories

CATEGORY - WISE ALL INDIA LISTING

TECHNOLOGY SUPER CATEGORY



Technology Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	8	54	46	DELL	Technology	Personal Technology
2	10	6	-4	HEWLETT PACKARD	Technology	Personal Technology
3	13	126	113	APPLE	Technology	Personal Technology
4	38	33	-5	LENOVO	Technology	Personal Technology
5	45	18	-27	HCL	Technology	Diversified
6	56	287	231	ACER	Technology	Personal Technology
7	76	78	2	INTEL	Technology	Semiconductor
8	119	110	-9	INFOSYS	Technology	Software Services
9	125	230	105	TCS	Technology	Software Services
10	160	76	-84	MICROSOFT	Technology	Software Products
11	241	855	614	CASIO	Technology	Personal Technology
12	262	244	-18	I BALL	Technology	Personal Technology
13	362	588	226	COMPAQ	Technology	Personal Technology
14	405	-	-	EPSON	Technology	Personal Technology
15	449	-	-	CISCO	Technology	Diversified
16	635	1089	454	ASUS	Technology	Personal Technology
17	655	154	-501	LOTUS	Technology	Software Products
18	777	505	-272	FRONTECH	Technology	Computer Hardware
19	910	511	-399	ORACLE	Technology	Software Products
20	937	-	-	COGNIZANT	Technology	Software services
21	977	-	-	HUAWEI	Technology	Datacard
22	981	845	-136	ZENITH	Technology	Personal Technology
23	986	657	-329	TATA PHOTON	Technology	Datacard
5	18	12	-6	PHILIPS	Diversified	Technology

Computer Hardware

Hardware Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	777	505	-272	FRONTECH	Computer Hardware

Datacard

Datacard Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
1	977	-	-	HUAWEI	Datacard
2	986	657	-329	TATA PHOTON	Datacard

CATEGORY - WISE ALL INDIA LISTING

TECHNOLOGY SUPER CATEGORY

Diversified

	Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	449	-	-	CISCO	Diversified

Personal Technology

	Personal Tech Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	8	54	46	DELL	Personal Technology
	2	10	6	-4	HEWLETT PACKARD	Personal Technology
	3	13	126	113	APPLE	Personal Technology
	4	38	33	-5	LENOVO	Personal Technology
	5	56	287	231	ACER	Personal Technology
	6	241	855	614	CASIO	Personal Technology
	7	262	244	-18	I BALL	Personal Technology
	8	362	588	226	COMPAQ	Personal Technology
	9	405	-	-	EPSON	Personal Technology
	10	635	1089	454	ASUS	Personal Technology
	11	981	845	-136	ZENITH	Personal Technology

Semiconductor

	Semi Conductor Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	76	78	2	INTEL	Semiconductor

Software Products

	Softwr Prod Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	160	76	-84	MICROSOFT	Software Products
	2	655	154	-501	LOTUS	Software Products
	3	910	511	-399	ORACLE	Software Products

Diversified

	Diversified Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	45	18	-27	HCL	Diversified

CATEGORY - WISE ALL INDIA LISTING

TECHNOLOGY SUPER CATEGORY

Software Services

	Softwr Serv Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	119	110	-9	INFOSYS	Software Services
	2	125	230	105	TCS	Software Services
	3	937	-	-	COGNIZANT	Software services

TELECOM SUPER CATEGORY



Telecom Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	17	64	47	AIRTEL	Telecom	Mobile Telephony
2	35	22	-13	IDEA	Telecom	Mobile Telephony
3	63	20	-43	VODAFONE	Telecom	Mobile Telephony
4	75	309	234	AIRCEL	Telecom	Mobile Telephony
5	103	261	158	TATA DOCOMO	Telecom	Mobile Telephony
6	135	617	482	BSNL	Telecom	Mobile Telephony
7	162	349	187	LOOP	Telecom	Mobile Telephony
8	253	93	-160	MTS	Telecom	Mobile Telephony
9	471	260	-211	MTNL	Telecom	Landline telephony
10	598	208	-390	UNINOR	Telecom	Mobile Telephony
11	715	1094	379	BEETEL	Telecom	Phones
12	839	613	-226	MATRIX	Telecom	International Sim card
13	939	993	54	VSNL	Telecom	Telecom infrastructure

International Sim Card

	Inter Sim Card Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	839	613	-226	MATRIX	International Sim card

Landline Telephony

	Telephony Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	471	260	-211	MTNL	Landline telephony

CATEGORY - WISE ALL INDIA LISTING

TELECOM SUPER CATEGORY

Mobile Telephony

	Telephony Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	17	64	47	AIRTEL	Mobile Telephony
	2	35	22	-13	IDEA	Mobile Telephony
	3	63	20	-43	VODAFONE	Mobile Telephony
	4	75	309	234	AIRCEL	Mobile Telephony
	5	103	261	158	TATA DOCOMO	Mobile Telephony
	6	135	617	482	BSNL	Mobile Telephony
	7	162	349	187	LOOP	Mobile Telephony
	8	253	93	-160	MTS	Mobile Telephony
	9	598	208	-390	UNINOR	Mobile Telephony

Phones

	Phones Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	715	1094	379	BEETEL	Phones

Telecom Infrastructure

	Telecom Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	939	993	54	VSNL	Telecom infrastructure

TRANSPORTATION SUPER CATEGORY



Transptn Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Super Category	Category
1	203	614	411	AIR INDIA	Transportation	Airlines - Government
2	398	566	168	INDIGO AIRLINES	Transportation	Airlines - Private
3	621	311	-310	ATLAS	Transportation	Bicycles
4	633	374	-259	JET AIRWAYS	Transportation	Airlines - Private
5	672	413	-259	HERCULES	Transportation	Bicycles
6	753	-	-	AIRBUS	Transportation	Airlines - Manufacturer
7	793	717	-76	HERO CYCLES	Transportation	Bicycles

CATEGORY - WISE ALL INDIA LISTING

TRANSPORTATION SUPER CATEGORY

Airlines Government

	Airline Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	203	614	411	AIR INDIA	Airlines - Government

Airlines Manufacturer

	Airline Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	753	-	-	AIRBUS	Airlines - Manufacturer

Airlines Private

	Airline Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	398	566	168	INDIGO AIRLINES	Airlines - Private
	2	633	374	-259	JET AIRWAYS	Airlines - Private

Bicycles

	Bicycles Rank	BTR 2015	BTR 2014	Rank Diff	Brand Name	Category
	1	621	311	-310	ATLAS	Bicycles
	2	672	413	-259	HERCULES	Bicycles
	3	793	717	-76	HERO CYCLES	Bicycles