

## BFSI

BFSI Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub Category
1	10	48	38	ICICI BANK	Bank - Private
2	12	341	329	HDFC BANK	Bank - Private
3	23	41	18	STATE BANK OF INDIA	Bank - PSU
4	35	20	-15	LIC	Insurance - PSU
5	63	64	1	IDBI BANK	Bank - PSU
6	66	137	71	KOTAK MAHINDRA BANK	Bank - Private
7	99	375	276	YES BANK	Bank - Private
8	106	120	14	HSBC	Bank - Foreign
9	113	78	-35	AXIS BANK	Bank - Private
10	122	439	317	PUNJAB NATIONAL BANK	Bank - PSU
11	172	211	39	BANK OF INDIA	Bank - PSU
12	194	195	1	BANK OF BARODA	Bank - PSU
13	208	574	366	CITIBANK	Bank - Foreign
14	213	-	-	INDIAN OVERSEAS BANK	Bank - PSU
15	279	969	690	AMERICAN EXPRESS	Credit/Debit card
16	284	287	3	DHFL	Home Finance
17	313	492	179	CANARA BANK	Bank - PSU
18	315	-	-	VISA	Credit/Debit card
19	331	-	-	INDIAN BANK	Bank - PSU
20	350	-	-	KARUR VYSYA BANK	Bank - Private
21	369	395	26	BHARTI AXA	Insurance - Private
22	381	581	200	RBI	Bank - Federal
23	393	563	170	MAX BUPA	Health Insurance
24	413	521	108	IIFL	Bank - Financial Services
25	478	797	319	TATA AIA LIFE INSURANCE	Insurance - Private
26	482	686	204	MAX LIFE INSURANCE	Insurance - Private
27	505	761	256	AVIVA	Insurance - Private
28	554	474	-80	UCO BANK	Bank - PSU
29	600	601	1	MUTHOOT FINANCE	Diversified - Finance
30	643	620	-23	UNION BANK OF INDIA	Bank - PSU
31	646	-	-	BAJAJ ALLIANZ	Insurance - Private
32	661	682	21	BAJAJ CAPITAL	Mutual Funds/ Investment Services
33	663	-	-	VIJAYA BANK	Bank - PSU
34	678	-	-	UNITED BANK OF INDIA	Bank - PSU
35	698	-	-	COSMOS BANK	Bank - Cooperative
36	712	-	-	MOTILAL OSWAL	Mutual Funds/ Investment Services
37	771	-	-	UTI	Mutual Funds/ Investment Services
38	801	862	61	DENA BANK	Bank - PSU
39	822	355	-467	NATIONAL INSURANCE	Insurance - PSU
40	823	-	-	ALLAHABAD BANK	Bank - PSU
41	877	-	-	ORIENTAL BANK	Bank - PSU

42	883	823	-60	BIRLA SUN LIFE INSURANCE	Insurance - Private
43	920	-	-	PUNJAB AND SIND BANK	Bank - PSU
44	938	-	-	SUNDARAM FINANCE	Diversified - Finance
45	946	879	-67	STANDARD CHARTERED	Bank - Foreign
46	987	-	-	BARCLAYS	Bank - Financial Services

### SUB-CATEGORY RANKS

Financial Services Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	413	521	108	IIFL	Bank - Financial Services
2	987	-	-	BARCLAYS	Bank - Financial Services

Foreign Bank Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	106	120	14	HSBC	Bank - Foreign
2	208	574	366	CITIBANK	Bank - Foreign
3	946	879	-67	STANDARD CHARTERED	Bank - Foreign

Private Bank Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	10	48	38	ICICI BANK	Bank - Private
2	12	341	329	HDFC BANK	Bank - Private
3	66	137	71	KOTAK MAHINDRA BANK	Bank - Private
4	99	375	276	YES BANK	Bank - Private
5	113	78	-35	AXIS BANK	Bank - Private
6	350	-	-	KARUR VYSYA BANK	Bank - Private

PSU Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	23	41	18	STATE BANK OF INDIA	Bank - PSU
2	63	64	1	IDBI BANK	Bank - PSU
3	122	439	317	PUNJAB NATIONAL BANK	Bank - PSU
4	172	211	39	BANK OF INDIA	Bank - PSU
5	194	195	1	BANK OF BARODA	Bank - PSU
6	213	-	-	INDIAN OVERSEAS BANK	Bank - PSU
7	313	492	179	CANARA BANK	Bank - PSU
8	331	-	-	INDIAN BANK	Bank - PSU
9	554	474	-80	UCO BANK	Bank - PSU
10	643	620	-23	UNION BANK OF INDIA	Bank - PSU
11	663	-	-	VIJAYA BANK	Bank - PSU
12	678	-	-	UNITED BANK OF INDIA	Bank - PSU
13	801	862	61	DENA BANK	Bank - PSU
14	823	-	-	ALLAHABAD BANK	Bank - PSU
15	877	-	-	ORIENTAL BANK	Bank - PSU

16	920	-	-	PUNJAB AND SIND BANK	Bank - PSU
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Credit/Debit Card Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	279	969	690	AMERICAN EXPRESS	Credit/Debit card
2	315	-	-	VISA	Credit/Debit card

Diversified Finance Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	600	601	1	MUTHOOT FINANCE	Diversified - Finance
2	938	-	-	SUNDARAM FINANCE	Diversified - Finance

Private Insurance Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	369	395	26	BHARTI AXA	Insurance - Private
2	478	797	319	TATA AIA LIFE INSURANCE	Insurance - Private
3	482	686	204	MAX LIFE INSURANCE	Insurance - Private
4	505	761	256	AVIVA	Insurance - Private
5	646	-	-	BAJAJ ALLIANZ	Insurance - Private
6	883	823	-60	BIRLA SUN LIFE INSURANCE	Insurance - Private

PSU Insurance Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	35	20	-15	LIC	Insurance - PSU
2	822	355	-467	NATIONAL INSURANCE	Insurance - PSU

MF/Invst. Serv. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	661	682	21	BAJAJ CAPITAL	Services
2	712	-	-	MOTILAL OSWAL	Services
3	771	-	-	UTI	Mutual Funds/ Investment

Cooperative Bank rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	698	-	-	COSMOS BANK	Bank - Cooperative

Federal Bank Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	381	581	200	RBI	Bank - Federal

Health Insurance Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	393	563	170	MAX BUPA	Health Insurance

Home Finance Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	284	287	3	DHFL	Home Finance

**CONSTRUCTION**

<b>Construction Rank</b>	<b>BTR 2016</b>	<b>BTR 2015</b>	<b>Rank Diff</b>	<b>Brand Name</b>	<b>Sub-Category</b>
1	521	319	-202	DLF	Real Estate Developer
2	735	-	-	RNA BUILDERS	Real Estate Developer
3	800	747	-53	KAJARIA TILES	Tiles
4	988	-	-	BAKERI GROUP	Real Estate Developer

<b>Real Estate Developer Rank</b>	<b>BTR 2016</b>	<b>BTR 2015</b>	<b>Rank Diff</b>	<b>Brand Name</b>	<b>Sub-Category</b>
1	521	319	-202	DLF	Real Estate Developer
2	735	-	-	RNA BUILDERS	Real Estate Developer
3	988	-	-	BAKERI GROUP	Real Estate Developer

<b>Tiles Rank</b>	<b>BTR 2016</b>	<b>BTR 2015</b>	<b>Rank Diff</b>	<b>Brand Name</b>	<b>Sub-Category</b>
1	800	747	-53	KAJARIA TILES	Tiles