

FMCG

FMCG Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	15	23	8	DOVE	Bath/Beauty
2	17	267	250	LUX	Bath/Beauty
3	36	22	-14	COLGATE	Oral hygiene
4	49	32	-17	PONDS	Bath/Beauty
5	50	27	-23	DETTOL	Antiseptics
6	56	25	-31	LAKME	Bath/Beauty
7	57	91	34	SUNSILK	Haircare
8	67	109	42	FOGG	Deo/Perfume
9	75	522	447	CAVINKARE	Diversified
10	84	28	-56	AXE	Deo/Perfume
11	90	122	32	PANTENE	Bath/Beauty
12	96	161	65	TIDE	Fabric care
13	97	149	52	SANTOOR	Bath/Beauty
14	101	123	22	RIN	Fabric care
15	104	95	-9	PEPSODENT	Oral hygiene
16	105	111	6	CLOSE UP	Oral hygiene
17	110	85	-25	FAIR & LOVELY	Bath/Beauty
18	111	188	77	PEARS	Bath/Beauty
19	120	139	19	NIRMA	FMCG - Diversified
20	121	166	45	PARACHUTE	Haircare
21	126	275	149	VIM	Dishcare
22	128	99	-29	NIVEA	Bath/Beauty
23	135	240	105	ORAL B	Oral hygiene
24	143	82	-61	L'OREAL	Haircare
25	145	144	-1	CLINIC PLUS	Haircare
26	152	159	7	BOROPLUS	Bath/Beauty
27	155	265	110	REXONA	Bath/Beauty
28	168	129	-39	LIFEBUOY	Bath/Beauty
29	170	73	-97	CINTHOL	Bath/Beauty
30	171	60	-111	GARNIER	Bath/Beauty
31	173	576	403	PATANJALI	FMCG - Diversified
32	181	126	-55	SURF EXCEL	Fabric care
33	182	252	70	OLAY	Bath/Beauty
34	184	229	45	AMWAY	Direct Selling
35	186	73	-113	CINTHOL	Bath/Beauty
36	188	381	193	WHEEL	Fabric care
37	190	207	17	FEVICOL	Adhesive
38	193	335	142	MEDIMIX	Bath/Beauty
39	232	172	-60	ARIEL	Fabric care
40	242	181	-61	VICCO	Oral hygiene
41	247	233	-14	DABUR VATIKA	Haircare
42	256	232	-24	VASELINE	Bath/Beauty
43	270	538	268	WILD STONE	Deo/Perfume
44	273	440	167	UJALA	Fabric care

45	304	300	-4	VIVEL	Bath/Beauty
46	311	623	312	ENGAGE	Deo/Perfume
47	323	560	237	OLD SPICE	Deo/Perfume
48	324	104	-220	HAMAM	Bath/Beauty
49	342	540	198	CHIK SHAMPOO	Bath/Beauty
50	344	187	-157	PARK AVENUE	Bath/Beauty
51	345	279	-66	BABOOL	Oral hygiene
52	354	81	-273	BOROLINE	Bath/Beauty
53	377	298	-79	MARGO	Bath/Beauty
54	378	202	-176	HEAD & SHOULDER	Haircare
55	399	285	-114	ORIFLAME	Direct Selling
56	401	-	-	CHANDRIKA	Bath/Beauty
57	402	116	-286	EMAMI	Diversified
58	417	808	391	REVLON	Bath/Beauty
59	425	301	-124	PAMPERS	Diapers
60	426	420	-6	DABUR LAL DANTMANJAN	Oral hygiene
61	429	732	303	YARDLEY	Deo/Perfume
62	446	486	40	NIPPO BATTERIES	Consumer Batteries
63	447	-	-	SAVLON	Antiseptics
64	454	204	-250	EVA	Deo/Perfume
65	464	559	95	NIHAR	Haircare
66	467	872	405	MANFORCE	Condoms
67	470	346	-124	PALMOLIVE	Bath/Beauty
68	475	194	-281	LIZOL	Disinfectant
69	489	382	-107	GHARI DETERGENT	Fabric care
70	493	294	-199	LIRIL	Bath/Beauty
71	495	854	359	MAMY POKO PANTS	Diapers
72	500	726	226	FAIR AND HANDSOME	Bath/Beauty
73	508	308	-200	DABUR AMLA	Bath/Beauty
74	534	311	-223	ELLE 18	Bath/Beauty
75	572	855	283	SET WET	Bath/Beauty
76	578	-	-	DENVER PERFUME	Deo/Perfume
77	585	-	-	KAMASUTRA	Condoms
78	605	-	-	OLIVIA	Bath/Beauty
79	610	401	-209	DURACELL	Consumer Batteries
80	613	-	-	LIBERO	Diapers
81	627	584	-43	FENA	Fabric care
82	629	541	-88	FIAMA DIWILLS	Bath/Beauty
83	637	630	-7	COLGATE CIBACA	Oral hygiene
84	638	367	-271	FA	Bath/Beauty
85	645	220	-425	HUGGIES	Diapers
86	662	-	-	SUNLIGHT DETERGENT	Fabric care
87	671	303	-368	LIVON	Bath/Beauty
88	680	227	-453	SPINZ DEO	Deo/Perfume
89	692	690	-2	FEVIKWIK	Adhesive
90	695	313	-382	EVEREADY	Consumer Batteries
91	703	334	-369	WHISPER	Personal Hygiene Products

92	708	-	-	PARACHUTE JASMINE OIL	Haircare
93	711	519	-192	NYCIL	Prickly Heat Powder
94	717	533	-184	NAVRATNA COOL OIL	Haircare
95	723	799	76	MESWAK	Oral hygiene
96	730	614	-116	BAJAJ ALMOND HAIR OIL	Haircare
97	741	534	-207	ETA SOAP	Fabric care
98	744	221	-523	EVERYUTH	Bath/Beauty
99	755	-	-	SAFED	Fabric care
100	758	284	-474	DOMEX	Disinfectant
101	764	768	4	HAIR & CARE	Haircare
102	770	840	70	GODREJ NO 1	Bath/Beauty
103	774	500	-274	HENKO DETERGENT	Fabric care
104	778	278	-500	EXO DISH CARE	Dishcare
105	779	-	-	INDU LEKHA OIL	Haircare
106	781	-	-	TRESEMME	Haircare
107	785	830	45	BAJAJ AMLA SHIKAKAI HAIR O	Haircare
108	794	-	-	XPERT	Dishcare
109	797	725	-72	KESH KALA	Hair Dye
110	803	671	-132	MYSORE SANDAL	Bath/Beauty
111	812	-	-	MOODS	Condoms
112	818	205	-613	CLEAN & CLEAR	Bath/Beauty
113	829	618	-211	KEO KARPIN	Haircare
114	833	-	-	VCARE	Bath/Beauty
115	838	-	-	LAYER'R SHOT	Deo/Perfume
116	873	-	-	ADDICTION	Deo/Perfume
117	874	595	-279	VEET	Bath/Beauty
118	875	344	-531	ALL CLEAR	Haircare
119	929	-	-	IRISH SPRING	Bath/Beauty
120	935	-	-	TOMMY GIRL	Deo/Perfume
121	961	627	-334	DERMICOOL	Prickly Heat Powder
122	977	-	-	BODY SHOP	Bath/Beauty
123	980	-	-	JAC OLIVOL	Bath/Beauty
124	985	-	-	XXX DETERGENT	Fabric care
125	992	-	-	FEM BLEACH	Bath/Beauty
126	996	307	-689	STAYFREE	Personal Hygiene Products
127	997	656	-341	SUPER VASMOL	Hair Dye
128	999	-	-	HIMGANGE	Haircare

SUB-CATEGORY RANKS

Adhesive Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	190	207	17	FEVICOL	Adhesive
2	692	690	-2	FEVIKWIK	Adhesive

Antiseptics Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	50	27	-23	DETTOL	Antiseptics
2	447	-	-	SAVLON	Antiseptics

Bath/Beauty Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	15	23	8	DOVE	Bath/Beauty
2	17	267	250	LUX	Bath/Beauty
3	49	32	-17	PONDS	Bath/Beauty
4	56	25	-31	LAKME	Bath/Beauty
5	90	122	32	PANTENE	Bath/Beauty
6	97	149	52	SANTOOR	Bath/Beauty
7	110	85	-25	FAIR & LOVELY	Bath/Beauty
8	111	188	77	PEARS	Bath/Beauty
9	128	99	-29	NIVEA	Bath/Beauty
10	152	159	7	BOROPLUS	Bath/Beauty
11	155	265	110	REXONA	Bath/Beauty
12	168	129	-39	LIFEBUOY	Bath/Beauty
13	170	73	-97	CINTHOL	Bath/Beauty
14	171	60	-111	GARNIER	Bath/Beauty
15	182	252	70	OLAY	Bath/Beauty
16	186	73	-113	CINTHOL	Bath/Beauty
17	193	335	142	MEDIMIX	Bath/Beauty
18	256	232	-24	VASELINE	Bath/Beauty
19	304	300	-4	VIVEL	Bath/Beauty
20	324	104	-220	HAMAM	Bath/Beauty
21	342	540	198	CHIK SHAMPOO	Bath/Beauty
22	344	187	-157	PARK AVENUE	Bath/Beauty
23	354	81	-273	BOROLINE	Bath/Beauty
24	377	298	-79	MARGO	Bath/Beauty
25	401	-	-	CHANDRIKA	Bath/Beauty
26	417	808	391	REVLON	Bath/Beauty
27	470	346	-124	PALMOLIVE	Bath/Beauty
28	493	294	-199	LIRIL	Bath/Beauty
29	500	726	226	FAIR AND HANDSOME	Bath/Beauty
30	508	308	-200	DABUR AMLA	Bath/Beauty
31	534	311	-223	ELLE 18	Bath/Beauty
32	572	855	283	SET WET	Bath/Beauty
33	605	-	-	OLIVIA	Bath/Beauty
34	629	541	-88	FIAMA DIWILLS	Bath/Beauty
35	638	367	-271	FA	Bath/Beauty
36	671	303	-368	LIVON	Bath/Beauty
37	744	221	-523	EVERYUTH	Bath/Beauty
38	770	840	70	GODREJ NO 1	Bath/Beauty

39	803	671	-132	MYSORE SANDAL	Bath/Beauty
40	818	205	-613	CLEAN & CLEAR	Bath/Beauty
41	833	-	-	VCARE	Bath/Beauty
42	874	595	-279	VEET	Bath/Beauty
43	929	-	-	IRISH SPRING	Bath/Beauty
44	980	-	-	JAC OLIVOL	Bath/Beauty
45	992	-	-	FEM BLEACH	Bath/Beauty
46	977	-	-	BODY SHOP	Bath/Beauty

Condoms Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	467	872	405	MANFORCE	Condoms
2	585	-	-	KAMASUTRA	Condoms
3	812	-	-	MOODS	Condoms

Consumer Batteries Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	446	486	40	NIPPO BATTERIES	Consumer Batteries
2	610	401	-209	DURACELL	Consumer Batteries
3	695	313	-382	EVEREADY	Consumer Batteries

Deo/Perfume Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	67	109	42	FOGG	Deo/Perfume
2	84	28	-56	AXE	Deo/Perfume
3	270	538	268	WILD STONE	Deo/Perfume
4	311	623	312	ENGAGE	Deo/Perfume
5	323	560	237	OLD SPICE	Deo/Perfume
6	429	732	303	YARDLEY	Deo/Perfume
7	454	204	-250	EVA	Deo/Perfume
8	578	-	-	DENVER PERFUME	Deo/Perfume
9	680	227	-453	SPINZ DEO	Deo/Perfume
10	838	-	-	LAYER'R SHOT	Deo/Perfume
11	873	-	-	ADDICTION	Deo/Perfume
12	935	-	-	TOMMY GIRL	Deo/Perfume

Diapers Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	425	301	-124	PAMPERS	Diapers
2	495	854	359	MAMY POKO PANTS	Diapers
3	613	-	-	LIBERO	Diapers
4	645	220	-425	HUGGIES	Diapers

Direct Selling Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	184	229	45	AMWAY	Direct Selling
2	399	285	-114	ORIFLAME	Direct Selling

Dishcare Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	126	275	149	VIM	Dishcare
2	778	278	-500	EXO DISH CARE	Dishcare
3	794	-	-	XPERT	Dishcare

Disinfectant Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	475	194	-281	LIZOL	Disinfectant
2	758	284	-474	DOMEX	Disinfectant

Diversified Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	75	522	447	CAVINKARE	Diversified
2	120	139	19	NIRMA	Diversified
3	173	576	403	PATANJALI	Diversified
4	402	116	-286	EMAMI	Diversified

Fabric care Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	96	161	65	TIDE	Fabric care
2	101	123	22	RIN	Fabric care
3	181	126	-55	SURF EXCEL	Fabric care
4	188	381	193	WHEEL	Fabric care
5	232	172	-60	ARIEL	Fabric care
6	273	440	167	UJALA	Fabric care
7	489	382	-107	GHARI DETERGENT	Fabric care
8	627	584	-43	FENA	Fabric care
9	662	-	-	SUNLIGHT DETERGENT	Fabric care
10	741	534	-207	ETA SOAP	Fabric care
11	755	-	-	SAFED	Fabric care
12	774	500	-274	HENKO DETERGENT	Fabric care
13	985	-	-	XXX DETERGENT	Fabric care

Hair Dye Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	797	725	-72	KESH KALA	Hair Dye
2	997	656	-341	SUPER VASMOL	Hair Dye

Haircare Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	57	91	34	SUNSILK	Haircare
2	121	166	45	PARACHUTE	Haircare
3	143	82	-61	L'OREAL	Haircare
4	145	144	-1	CLINIC PLUS	Haircare
5	247	233	-14	DABUR VATIKA	Haircare
6	378	202	-176	HEAD & SHOULDER	Haircare
7	464	559	95	NIHAR	Haircare
8	708	-	-	PARACHUTE JASMINE OIL	Haircare
9	717	533	-184	NAVRATNA COOL OIL	Haircare
10	730	614	-116	BAJAJ ALMOND HAIR OIL	Haircare
11	764	768	4	HAIR & CARE	Haircare
12	779	-	-	INDU LEKHA OIL	Haircare
13	781	-	-	TRESEMME	Haircare
14	785	830	45	BAJAJ AMLA SHIKAKAI HAIR O	Haircare
15	829	618	-211	KEO KARPIN	Haircare
16	875	344	-531	ALL CLEAR	Haircare
17	999	-	-	HIMGANGE	Haircare

Oral Hygiene Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	36	22	-14	COLGATE	Oral hygiene
2	104	95	-9	PEPSODENT	Oral hygiene
3	105	111	6	CLOSE UP	Oral hygiene
4	135	240	105	ORAL B	Oral hygiene
5	242	181	-61	VICCO	Oral hygiene
6	345	279	-66	BABOOL	Oral hygiene
7	426	420	-6	DABUR LAL DANTMANJAN	Oral hygiene
8	637	630	-7	COLGATE CIBACA	Oral hygiene
9	723	799	76	MESWAK	Oral hygiene

Per. Hygiene Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	703	334	-369	WHISPER	Personal Hygiene Products
2	996	307	-689	STAYFREE	Personal Hygiene Products

Prickly Heat Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	711	519	-192	NYCIL	Prickly Heat Powder
2	961	627	-334	DERMICOOL	Prickly Heat Powder