

HOUSEHOLD ELECTRICALS

Household Elec. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	76	134	58	USHA FANS	Fans
2	159	152	-7	HAVELLS	Fast Moving Electrical Goods
3	221	127	-94	ANCHOR	Fast Moving Electrical Goods
4	233	-	-	SURYA LED LIGHT	LED
5	305	436	131	ORIENT	Fans
6	359	225	-134	KHAITAN	Fans
7	396	622	226	ORPAT	Fans
8	409	411	2	SYSKA LED	LED
9	535	585	50	POLAR FAN	Fans
10	566	-	-	PHILIPS CFL	CFL
11	722	-	-	V-GUARD	Fast Moving Electrical Goods
12	753	-	-	CP PLUS	Fast Moving Electrical Goods
13	904	-	-	OREVA	LED

SUB-CATEGORY RANKS

CFL Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	566	-	-	PHILIPS CFL	CFL

Fans Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	76	134	58	USHA FANS	Fans
2	305	436	131	ORIENT	Fans
3	359	225	-134	KHAITAN	Fans
4	396	622	226	ORPAT	Fans
5	535	585	50	POLAR FAN	Fans

FMEG Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	159	152	-7	HAVELLS	Fast Moving Electrical Goods
2	221	127	-94	ANCHOR	Fast Moving Electrical Goods
3	722	-	-	V-GUARD	Fast Moving Electrical Goods
4	753	-	-	CP PLUS	Fast Moving Electrical Goods

LED Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	233	-	-	SURYA LED LIGHT	LED
2	409	411	2	SYSKA LED	LED
3	904	-	-	OREVA	LED