

RETAIL

Retail Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	59	36	-23	KFC	QSR
2	115	88	-27	DOMINO'S	QSR
3	150	89	-61	PIZZA HUT	Diner/Restaurant
4	154	101	-53	BIG BAZAAR	Personal Goods
5	217	175	-42	MCDONALDS	QSR
6	244	385	141	SUBWAY	QSR
7	336	530	194	CROMA	Consumer Electronics
8	453	587	134	D MART	Hypermarket
9	501	462	-39	METRO	Retail - Footwear
10	517	379	-138	MONGINIS	Cakeshop
11	543	-	-	PAKIZA DEPARTMENTAL STORE	General
12	570	-	-	APNA SWEETS	Sweets center
13	642	483	-159	CAFE COFFEE DAY (CCD)	Café
14	679	509	-170	SHOPPERS STOP	Personal Goods
15	689	403	-286	MORE	Hypermarket
16	718	-	-	ASIATIC	General
17	750	-	-	MOTI MAHAL	Diner/Restaurant
18	836	-	-	ALFA STORE	General
19	853	-	-	RELIANCE DIGITAL	Consumer Electronics
20	862	472	-390	LIFESTYLE	Personal Goods
21	869	-	-	KC PAL & SONS	Food and Beverage
22	898	816	-82	RELIANCE FRESH	Food and Beverage
23	918	-	-	SAGAR RATNA	Diner/Restaurant

SUB-CATEGORY RANKS

Cafe Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	642	483	-159	CAFE COFFEE DAY (CCD)	Café

Cakeshop Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	517	379	-138	MONGINIS	Cakeshop

Consumer Electronics Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	336	530	194	CROMA	Consumer Electronics
2	853	-	-	RELIANCE DIGITAL	Consumer Electronics

Diner / Restaurant Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
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1	150	89	-61	PIZZA HUT	Diner/Restaurant
2	750	-	-	MOTI MAHAL	Diner/Restaurant
3	918	-	-	SAGAR RATNA	Diner/Restaurant

Food & Beverage Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	869	-	-	KC PAL & SONS	Food and Beverage
2	898	816	-82	RELIANCE FRESH	Food and Beverage

General Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	543	-	-	PAKIZA DEPARTMENTAL STORE	General
2	718	-	-	ASIATIC	General
3	836	-	-	ALFA STORE	General

Hypermarket Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	453	587	134	D MART	Hypermarket
2	689	403	-286	MORE	Hypermarket

Personal Goods Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	154	101	-53	BIG BAZAAR	Personal Goods
2	679	509	-170	SHOPPERS STOP	Personal Goods
3	862	472	-390	LIFESTYLE	Personal Goods

QSR Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	59	36	-23	KFC	QSR
2	115	88	-27	DOMINO'S	QSR
3	217	175	-42	MCDONALDS	QSR
4	244	385	141	SUBWAY	QSR

Retail – Footwear Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	501	462	-39	METRO	Retail - Footwear

Sweets Center Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	570	-	-	APNA SWEETS	Sweets center