

TELECOM

Telecom Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	13	17	4	AIRTEL	Mobile Telephony
2	21	35	14	IDEA	Mobile Telephony
3	29	63	34	VODAFONE	Mobile Telephony
4	80	103	23	TATA DOCOMO	Mobile Telephony
5	86	75	-11	AIRCEL	Mobile Telephony
6	98	135	37	BSNL	Mobile Telephony
7	266	162	-104	LOOP	Mobile Telephony
8	385	471	86	MTNL	Landline telephony
9	498	253	-245	MTS	Mobile Telephony
10	632	977	345	HUAWEI	Diversified
11	745	-	-	TELENOR	Mobile Telephony
12	777	-	-	AIRTEL 4G	Mobile Telephony
13	820	715	-105	BEETEL	Phones
14	942	-	-	TATA INDICOM	Telecom services

SUB-CATEGORY RANKS

Landline Telephony Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	385	471	86	MTNL	Landline telephony

Mobile Telephony Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	13	17	4	AIRTEL	Mobile Telephony
2	21	35	14	IDEA	Mobile Telephony
3	29	63	34	VODAFONE	Mobile Telephony
4	80	103	23	TATA DOCOMO	Mobile Telephony
5	86	75	-11	AIRCEL	Mobile Telephony
6	98	135	37	BSNL	Mobile Telephony
7	266	162	-104	LOOP	Mobile Telephony
8	498	253	-245	MTS	Mobile Telephony
9	745	-	-	TELENOR	Mobile Telephony
10	777	-	-	AIRTEL 4G	Mobile Telephony

Phones Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	820	715	-105	BEETEL	Phones

Telecom Services Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	942	-	-	TATA INDICOM	Telecom services

Diversified Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	632	977	345	HUAWEI	Diversified