

**DURABLES**

<b>Durables Rank</b>	<b>BTR 2016</b>	<b>BTR 2015</b>	<b>Rank Diff</b>	<b>Brand Name</b>	<b>Sub-Category</b>
1	2	3	1	SONY	Consumer Electronics
2	3	1	-2	LG	Consumer Electronics
3	18	71	53	SAMSUNG	Consumer Electronics
4	33	57	24	ONIDA	Consumer Electronics
5	38	46	8	PANASONIC	Consumer Electronics
6	44	53	9	WHIRLPOOL	Consumer Electronics
7	107	661	554	SANSUI	Consumer Electronics
8	116	506	390	TOSHIBA	Consumer Electronics
9	118	96	-22	VOLTAS	Consumer Electronics
10	138	102	-36	HITACHI	Consumer Electronics
11	158	383	225	KENSTAR	Consumer Electronics
12	198	457	259	SHARP	Consumer Electronics
13	219	143	-76	HAIER	Consumer Electronics
14	292	380	88	O GENERAL	Consumer Electronics
15	310	-	-	THOMSON	Consumer Electronics
16	318	124	-194	AKAI TV	Consumer Product
17	320	192	-128	KENT	Water Purifier
18	339	216	-123	BLUE STAR	Consumer Electronics
19	374	371	-3	KELVINATOR	Consumer Electronics
20	406	224	-182	IFB APPLIANCES	Kitchen Appliances
21	420	628	208	PIONEER	Audio equipment
22	456	408	-48	AQUAGUARD	Water Purifier
23	483	-	-	JBL	Audio equipment
24	514	-	-	BAJAJ ELECTRICALS	Consumer Electronics
25	530	836	306	MAHARAJA APPLIANCES	Kitchen Appliances
26	540	217	-323	DAIKIN	Consumer Electronics
27	573	590	17	PUREIT	Water Purifier
28	579	-	-	SYMPHONY	Coolers
29	586	351	-235	SINGER	Sewing Machines
30	603	-	-	LG TV	Consumer Electronics
31	626	643	17	EUREKA FORBES	Water Purifier
32	633	245	-388	CARRIER	Consumer Electronics
33	702	-	-	PANASONIC TV	Consumer Product
34	705	-	-	CROWN	Consumer Electronics
35	732	-	-	RACOLD	Water Heaters
36	759	639	-120	ELECTROLUX	Consumer Electronics
37	802	-	-	LLOYD	Consumer Electronics
38	808	-	-	AOC	Consumer Electronics
39	861	-	-	LLOYD LED TV	Consumer Electronics
40	897	561	-336	KUTCHINA	Kitchen Appliances
41	962	834	-128	AIWA	Consumer Electronics
42	984	728	-256	LIVPURE	Water Purifier

**SUB-CATEGORY RANKS**

Audio Equip. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	420	628	208	PIONEER	Audio equipment
2	483	-	-	JBL	Audio equipment

Consumer Elec. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	2	3	1	SONY	Consumer Electronics
2	3	1	-2	LG	Consumer Electronics
3	18	71	53	SAMSUNG	Consumer Electronics
4	33	57	24	ONIDA	Consumer Electronics
5	38	46	8	PANASONIC	Consumer Electronics
6	44	53	9	WHIRLPOOL	Consumer Electronics
7	107	661	554	SANSUI	Consumer Electronics
8	116	506	390	TOSHIBA	Consumer Electronics
9	118	96	-22	VOLTAS	Consumer Electronics
10	138	102	-36	HITACHI	Consumer Electronics
11	158	383	225	KENSTAR	Consumer Electronics
12	198	457	259	SHARP	Consumer Electronics
13	219	143	-76	HAIER	Consumer Electronics
14	292	380	88	O GENERAL	Consumer Electronics
15	310	-	-	THOMSON	Consumer Electronics
16	339	216	-123	BLUE STAR	Consumer Electronics
17	374	371	-3	KELVINATOR	Consumer Electronics
18	514	-	-	BAJAJ ELECTRICALS	Consumer Electronics
19	540	217	-323	DAIKIN	Consumer Electronics
20	603	-	-	LG TV	Consumer Electronics
21	633	245	-388	CARRIER	Consumer Electronics
22	705	-	-	CROWN	Consumer Electronics
23	759	639	-120	ELECTROLUX	Consumer Electronics
24	802	-	-	LLOYD	Consumer Electronics
25	808	-	-	AOC	Consumer Electronics
26	861	-	-	LLOYD LED TV	Consumer Electronics
27	962	834	-128	AIWA	Consumer Electronics

Consumer Product Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	318	124	-194	AKAI TV	Consumer Product
2	702	-	-	PANASONIC TV	Consumer Product

Kitchen App. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	406	224	-182	IFB APPLIANCES	Kitchen Appliances
2	530	836	306	MAHARAJA APPLIANCES	Kitchen Appliances
3	897	561	-336	KUTCHINA	Kitchen Appliances

Sewing Machines Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	586	351	-235	SINGER	Sewing Machines

Water Heaters Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	732	-	-	RACOLD	Water Heaters

Water Purifier Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	320	192	-128	KENT	Water Purifier
2	456	408	-48	AQUAGUARD	Water Purifier
3	573	590	17	PUREIT	Water Purifier
4	626	643	17	EUREKA FORBES	Water Purifier
5	984	728	-256	LIVPURE	Water Purifier

Cooler Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	579	-	-	SYMPHONY	Coolers