

FOOD & BEVERAGE

| F&B Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|---------------------|-----------------|-----------------|------------------|--------------------|------------------------|
| 1 | 19 | 24 | 5 | PEPSI | Aerated Beverages |
| 2 | 41 | 12 | -29 | AMUL | Dairy - Diversified |
| 3 | 42 | 26 | -16 | COCA-COLA | Aerated Beverages |
| 4 | 47 | 86 | 39 | BOOST | Nutritional supplement |
| 5 | 58 | 39 | -19 | PARLE G | Biscuits - Brand |
| 6 | 62 | 31 | -31 | BRITANNIA | F&B - Diversified |
| 7 | 65 | 107 | 42 | NESTLE MAGGI | Fast Moving Foods |
| 8 | 69 | 74 | 5 | HORLICKS | Nutritional supplement |
| 9 | 78 | 113 | 35 | NESTLE | F&B - Diversified |
| 10 | 79 | 406 | 327 | SPRITE | Aerated Beverages |
| 11 | 81 | 117 | 36 | BRITANNIA GOOD DAY | Biscuits - Brand |
| 12 | 89 | 55 | -34 | CADBURY'S | F&B - Diversified |
| 13 | 91 | 151 | 60 | THUMS UP | Aerated Beverages |
| 14 | 119 | 69 | -50 | MAAZA | Non-aerated Beverages |
| 15 | 124 | 179 | 55 | BALAJI | Packaged Snacks |
| 16 | 127 | 170 | 43 | BOURNVITA | Nutritional supplement |
| 17 | 130 | 242 | 112 | MIRINDA | Aerated Beverages |
| 18 | 136 | 368 | 232 | LIPTON | Tea |
| 19 | 147 | 68 | -79 | HALDIRAM'S | Packaged Snacks |
| 20 | 148 | 281 | 133 | SUNFEAST | F&B - Diversified |
| 21 | 160 | 178 | 18 | LIMCA | Aerated Beverages |
| 22 | 161 | 156 | -5 | AASHIRWAAD | F&B - Diversified |
| 23 | 164 | 176 | 12 | MDH | Masala |
| 24 | 165 | 236 | 71 | TATA TEA | Tea |
| 25 | 185 | 384 | 199 | GLUCON D | Powdered Drink |
| 26 | 187 | 66 | -121 | LAYS | Packaged Snacks |
| 27 | 199 | 251 | 52 | CADBURY 5 STAR | Chocolate Bar |
| 28 | 202 | 201 | -1 | FORTUNE | F&B - Diversified |
| 29 | 204 | 213 | 9 | TATA SALT | Salt |
| 30 | 211 | 230 | 19 | MOTHER DAIRY | Dairy - Diversified |
| 31 | 227 | 247 | 20 | CADBURY DAIRY MILK | Chocolate Bar |
| 32 | 228 | 928 | 700 | RED BULL | Energy Drink |
| 33 | 231 | 108 | -123 | KURKURE | Packaged Snacks |
| 34 | 237 | 186 | -51 | KISSAN | F&B - Diversified |
| 35 | 239 | 850 | 611 | MANGOLA | Non-aerated Beverages |
| 36 | 258 | 185 | -73 | POLO CANDY | Mouth Freshner |
| 37 | 265 | 157 | -108 | LIJJAT PAPAD | Fast Moving Foods |
| 38 | 268 | 689 | 421 | CADBURY GEMS | Candy |
| 39 | 269 | 493 | 224 | SUNRISE OIL | Edible Oil |
| 40 | 274 | 110 | -164 | AACHI MASALA | Masala |
| 41 | 276 | 714 | 438 | PARLE | Biscuits - Diversified |
| 42 | 277 | 504 | 227 | VADILAL | Ice Cream |
| 43 | 278 | 454 | 176 | HAJMOLA | Candy |
| 44 | 281 | 128 | -153 | MTR | F&B - Diversified |
| 45 | 283 | 132 | -151 | 7UP | Aerated Beverages |
| 46 | 290 | 248 | -42 | SAFFOLA | Edible Oil |

| | | | | | |
|----|-----|-----|------|-----------------------|------------------------------|
| 47 | 294 | 288 | -6 | TAJ MAHAL TEA | Tea |
| 48 | 296 | 238 | -58 | KINLEY | Packaged Drinking Water |
| 49 | 316 | - | - | RAMDEV FOOD PRODUCT | F&B - Diversified |
| 50 | 317 | 822 | 505 | YIPPEE | Fast Moving Foods |
| 51 | 326 | 256 | -70 | NESTLE KITKAT | Chocolate Bar |
| 52 | 329 | 736 | 407 | DUTA SPICES | Masala |
| 53 | 330 | 70 | -260 | BINGO | Packaged Snacks |
| 54 | 332 | 615 | 283 | HAVMOR | Ice Cream |
| 55 | 334 | 451 | 117 | SLICE | Non-aerated Beverages |
| 56 | 340 | 138 | -202 | BRU | Instant Coffee |
| 57 | 347 | 173 | -174 | AAVIN DAIRY | Dairy Products |
| 58 | 349 | 118 | -231 | COMPLAN | Nutritional supplement |
| 59 | 351 | 529 | 178 | KNORR | Fast Moving Foods |
| 60 | 353 | 249 | -104 | AQUAFINA | Packaged Drinking Water |
| 61 | 358 | 481 | 123 | RASNA | Powdered Drink |
| 62 | 362 | 276 | -86 | BISK FARM | Biscuits - Diversified |
| 63 | 364 | 316 | -48 | PRIYA FOODS | F&B - Diversified |
| 64 | 365 | 235 | -130 | FROOTI | Non-aerated Beverages |
| 65 | 366 | 617 | 251 | NANDINI MILK | Dairy - Milk |
| 66 | 367 | 516 | 149 | BROOKE BOND TEA | Tea |
| 67 | 373 | 246 | -127 | EVEREST | Masala |
| 68 | 379 | 480 | 101 | KELLOGG'S | Fast Moving Foods |
| 69 | 386 | 218 | -168 | NESCAFE | Instant Coffee |
| 70 | 388 | - | - | LAY'S MAXX | Packaged Snacks |
| 71 | 407 | 478 | 71 | KOHINOOR BASMATI RICE | Packaged Rice |
| 72 | 414 | - | - | AMUL BUTTER | Butter |
| 73 | 423 | 668 | 245 | CREAMBELL | Ice Cream |
| 74 | 433 | 873 | 440 | CADBURY PERK | Chocolate Bar |
| 75 | 435 | - | - | GOWARDHAN GHEE | Ghee |
| 76 | 442 | 557 | 115 | OREO | Biscuits - Brand |
| 77 | 448 | - | - | SOCIETY TEA | Tea |
| 78 | 451 | 190 | -261 | FANTA | Aerated Beverages |
| 79 | 458 | 593 | 135 | GOKUL MILK | Dairy - Milk |
| 80 | 462 | - | - | DUKE'S | Aerated Beverages |
| 81 | 484 | - | - | MAGNUM | Ice Cream |
| 82 | 487 | 402 | -85 | BRITANNIA TIGER | Biscuits - Brand |
| 83 | 491 | 366 | -125 | ANMOL | Biscuits - Diversified |
| 84 | 492 | 744 | 252 | RAJNIGANDHA | Mouth Freshner - Traditional |
| 85 | 496 | 296 | -200 | MOUNTAIN DEW | Aerated Beverages |
| 86 | 504 | 345 | -159 | TAAZA | Tea |
| 87 | 506 | 867 | 361 | RAIL NEER | Packaged Drinking Water |
| 88 | 509 | 514 | 5 | DHARA | Edible Oil |
| 89 | 515 | 461 | -54 | TROPICANA | Packaged Juice |
| 90 | 519 | 941 | 422 | BOOMER | Chewing Gum |
| 91 | 522 | 485 | -37 | INDIA GATE | Packaged Rice |
| 92 | 523 | 465 | -58 | SUNDROP | Edible Oil |
| 93 | 539 | 282 | -257 | KWALITY WALLS | Ice Cream |
| 94 | 551 | 518 | -33 | PAN PARAG | Mouth Freshner - Traditional |
| 95 | 552 | 310 | -242 | BRITANNIA 50 50 | Biscuits - Brand |

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|-----|-----|-----|------|----------------------|--------------------------------|
| 96 | 565 | 731 | 166 | CENTER FRESH | Chewing Gum |
| 97 | 576 | 353 | -223 | DALDA | Hydrogenated Vegetable Oil |
| 98 | 590 | - | - | MILMA | Dairy - Diversified |
| 99 | 591 | - | - | MADHUR SUGAR | Sugar |
| 100 | 592 | 339 | -253 | BIKANERVALA | Packaged Snacks |
| 101 | 595 | - | - | PARLE GOLD STAR | Biscuits - Brand |
| 102 | 621 | 589 | -32 | DABUR HONEY | Honey |
| 103 | 623 | - | - | KANNAN DEVAN | Tea |
| 104 | 624 | 389 | -235 | BOVONTO | Aerated Beverages |
| 105 | 655 | 859 | 204 | GEMINI OIL | Edible oil |
| 106 | 659 | 567 | -92 | NESTLE MUNCH | Chocolate Bar |
| 107 | 672 | 647 | -25 | SHAKTI BHOG | Packaged Atta |
| 108 | 675 | - | - | HATHI MASALA | Masala |
| 109 | 688 | - | - | ANNAPOORNA | F&B - Diversified |
| 110 | 693 | 569 | -124 | NESTLE EVERYDAY MILK | Dairy - Milk |
| 111 | 694 | 507 | -187 | RED LABEL TEA | Tea |
| 112 | 707 | 198 | -509 | DABUR REAL | Packaged Juice |
| 113 | 734 | - | - | BRITANNIA CAKE | Cake |
| 114 | 736 | - | - | ALPENLIEBE | Candy |
| 115 | 737 | - | - | METRO ICECREAM | Ice Cream |
| 116 | 739 | 416 | -323 | BROOKE BOND 3 ROSES | Tea |
| 117 | 743 | - | - | VIMAL PAN MASALA | Mouth Freshner - Traditional |
| 118 | 746 | - | - | NESTLE MILKY BAR | Chocolate Bar |
| 119 | 762 | 666 | -96 | GANESH ATTA | Packaged Atta |
| 120 | 786 | - | - | MODERN BREAD | Bread |
| 121 | 798 | 437 | -361 | APPY FIZZ | Aerated Beverages |
| 122 | 799 | - | - | PARLE 20 20 | Biscuits - Brand |
| 123 | 807 | - | - | PARAS DAIRY | Dairy - Diversified |
| 124 | 809 | 100 | -709 | BIKAJI FOODS | Packaged Snacks |
| 125 | 813 | - | - | SNICKERS | Chocolate Bar |
| 126 | 825 | 631 | -194 | BADSHAH MASALA | Masala |
| 127 | 831 | - | - | PARAG MILK | Dairy - Milk |
| 128 | 832 | 869 | 37 | PASS PASS | Mouth Freshner |
| 129 | 837 | 710 | -127 | HOMA BREAD | Bread |
| 130 | 841 | 475 | -366 | CADBURY ÉCLAIR | Chocolate Bar |
| 131 | 842 | 463 | -379 | MENTOS | Mouth Freshner |
| 132 | 848 | 259 | -589 | HALLS | Mouth Freshner |
| 133 | 849 | - | - | ENDURA MASS | Nutritional Protien supplement |
| 134 | 850 | - | - | BABA ELAICHI | Mouth Freshner - Traditional |
| 135 | 866 | 501 | -365 | DARK FANTASY | Biscuits - Brand |
| 136 | 881 | - | - | KINDER JOY | Candy |
| 137 | 890 | 691 | -199 | AMULYA | Dairy - Whitener |
| 138 | 911 | 865 | -46 | PARLE HIDE & SEEK | Biscuits - Brand |
| 139 | 914 | 542 | -372 | LEHAR | Packaged Snacks |
| 140 | 915 | 388 | -527 | CATCH MASALA | Masala |
| 141 | 927 | - | - | PILSBURY | Packaged Atta |
| 142 | 932 | 424 | -508 | UNCLE CHIPS | Packaged Snacks |
| 143 | 950 | - | - | DAAWAT BASMATI | Packaged Rice |
| 144 | 953 | 524 | -429 | WAGH BAKRI | Tea |

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|-----|-----|-----|------|--------------------|------------------------|
| 145 | 954 | 429 | -525 | CANDYMAN | Candy |
| 146 | 956 | - | - | LOTTE CHOCO PIE | Chocolate Candy |
| 147 | 957 | 871 | -86 | ANIK SPRAY | Dairy - Whitener |
| 148 | 968 | - | - | SOSYO | Aerated Beverages |
| 149 | 972 | - | - | ROOH AFZA | Non-aerated Beverages |
| 150 | 981 | 828 | -153 | KOPIKO | Candy |
| 151 | 986 | - | - | PROTINEX | Nutritional supplement |
| 152 | 994 | - | - | DABUR CHYAWANPRASH | Chyawanprash |

SUB-CATEGORY RANKS

| Aerat Bev. Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-----------------|----------|----------|-----------|--------------|-------------------|
| 1 | 19 | 24 | 5 | PEPSI | Aerated Beverages |
| 2 | 42 | 26 | -16 | COCA-COLA | Aerated Beverages |
| 3 | 79 | 406 | 327 | SPRITE | Aerated Beverages |
| 4 | 91 | 151 | 60 | THUMS UP | Aerated Beverages |
| 5 | 130 | 242 | 112 | MIRINDA | Aerated Beverages |
| 6 | 160 | 178 | 18 | LIMCA | Aerated Beverages |
| 7 | 283 | 132 | -151 | 7UP | Aerated Beverages |
| 8 | 451 | 190 | -261 | FANTA | Aerated Beverages |
| 9 | 462 | - | - | DUKE'S | Aerated Beverages |
| 10 | 496 | 296 | -200 | MOUNTAIN DEW | Aerated Beverages |
| 11 | 624 | 389 | -235 | BOVONTO | Aerated Beverages |
| 12 | 798 | 437 | -361 | APPY FIZZ | Aerated Beverages |
| 13 | 968 | - | - | SOSYO | Aerated Beverages |

| Biscuits - Brand Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-----------------------|----------|----------|-----------|--------------------|------------------|
| 1 | 58 | 39 | -19 | PARLE G | Biscuits - Brand |
| 2 | 81 | 117 | 36 | BRITANNIA GOOD DAY | Biscuits - Brand |
| 3 | 442 | 557 | 115 | OREO | Biscuits - Brand |
| 4 | 487 | 402 | -85 | BRITANNIA TIGER | Biscuits - Brand |
| 5 | 552 | 310 | -242 | BRITANNIA 50 50 | Biscuits - Brand |
| 6 | 595 | - | - | PARLE GOLD STAR | Biscuits - Brand |
| 7 | 799 | - | - | PARLE 20 20 | Biscuits - Brand |
| 8 | 866 | 501 | -365 | DARK FANTASY | Biscuits - Brand |
| 9 | 911 | 865 | -46 | PARLE HIDE & SEEK | Biscuits - Brand |

| Biscuits - Diversified Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-----------------------------|----------|----------|-----------|------------|------------------------|
| 1 | 276 | 714 | 438 | PARLE | Biscuits - Diversified |
| 2 | 362 | 276 | -86 | BISK FARM | Biscuits - Diversified |
| 3 | 491 | 366 | -125 | ANMOL | Biscuits - Diversified |

| Bread Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|------------|----------|----------|-----------|--------------|--------------|
| 1 | 786 | - | - | MODERN BREAD | Bread |
| 2 | 837 | 710 | -127 | HOMA BREAD | Bread |

| Butter Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-------------|----------|----------|-----------|-------------|--------------|
| 1 | 414 | - | - | AMUL BUTTER | Butter |

| Cake Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-----------|----------|----------|-----------|----------------|--------------|
| 1 | 734 | - | - | BRITANNIA CAKE | Cake |

| Candy Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|------------|----------|----------|-----------|--------------|--------------|
| 1 | 268 | 689 | 421 | CADBURY GEMS | Candy |
| 2 | 278 | 454 | 176 | HAJMOLA | Candy |
| 3 | 736 | - | - | ALPENLIEBE | Candy |
| 4 | 881 | - | - | KINDER JOY | Candy |
| 5 | 954 | 429 | -525 | CANDYMAN | Candy |
| 6 | 981 | 828 | -153 | KOPIKO | Candy |

| Chewing Gum Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|------------------|----------|----------|-----------|--------------|--------------|
| 1 | 519 | 941 | 422 | BOOMER | Chewing Gum |
| 2 | 565 | 731 | 166 | CENTER FRESH | Chewing Gum |

| Chocolate bar Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|--------------------|----------|----------|-----------|--------------------|---------------|
| 1 | 199 | 251 | 52 | CADBURY 5 STAR | Chocolate Bar |
| 2 | 227 | 247 | 20 | CADBURY DAIRY MILK | Chocolate Bar |
| 3 | 326 | 256 | -70 | NESTLE KITKAT | Chocolate Bar |
| 4 | 433 | 873 | 440 | CADBURY PERK | Chocolate Bar |
| 5 | 659 | 567 | -92 | NESTLE MUNCH | Chocolate Bar |
| 6 | 746 | - | - | NESTLE MILKY BAR | Chocolate Bar |
| 7 | 813 | - | - | SNICKERS | Chocolate Bar |
| 8 | 841 | 475 | -366 | CADBURY ÉCLAIR | Chocolate Bar |

| Choco. Candy Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-------------------|----------|----------|-----------|-----------------|-----------------|
| 1 | 956 | - | - | LOTTE CHOCO PIE | Chocolate Candy |

| Chayanpr ash Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-------------------|----------|----------|-----------|------------|--------------|
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|---|-----|---|---|--------------------|--------------|
| 1 | 994 | - | - | DABUR CHYAWANPRASH | Chyawanprash |
|---|-----|---|---|--------------------|--------------|

| Dairy – Div. Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-------------------|----------|----------|-----------|--------------|---------------------|
| 1 | 41 | 12 | -29 | AMUL | Dairy - Diversified |
| 2 | 211 | 230 | 19 | MOTHER DAIRY | Dairy - Diversified |
| 3 | 590 | - | - | MILMA | Dairy - Diversified |
| 4 | 807 | - | - | PARAS DAIRY | Dairy - Diversified |

| Dairy – Milk Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-------------------|----------|----------|-----------|----------------------|--------------|
| 1 | 366 | 617 | 251 | NANDINI MILK | Dairy - Milk |
| 2 | 458 | 593 | 135 | GOKUL MILK | Dairy - Milk |
| 3 | 693 | 569 | -124 | NESTLE EVERYDAY MILK | Dairy - Milk |
| 4 | 831 | - | - | PARAG MILK | Dairy - Milk |

| Dairy – Whitener Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-----------------------|----------|----------|-----------|------------|------------------|
| 1 | 890 | 691 | -199 | AMULYA | Dairy - Whitener |
| 2 | 957 | 871 | -86 | ANIK SPRAY | Dairy - Whitener |

| Dairy Products Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|---------------------|----------|----------|-----------|-------------|----------------|
| 1 | 347 | 173 | -174 | AAVIN DAIRY | Dairy Products |

| Edible Oil Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-----------------|----------|----------|-----------|-------------|--------------|
| 1 | 269 | 493 | 224 | SUNRISE OIL | Edible Oil |
| 2 | 290 | 248 | -42 | SAFFOLA | Edible Oil |
| 3 | 509 | 514 | 5 | DHARA | Edible Oil |
| 4 | 523 | 465 | -58 | SUNDROP | Edible Oil |
| 5 | 655 | 859 | 204 | GEMINI OIL | Edible oil |

| Energy Drink Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-------------------|----------|----------|-----------|------------|--------------|
| 1 | 228 | 928 | 700 | RED BULL | Energy Drink |

| F&B – Div Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|----------------|----------|----------|-----------|------------|-------------------|
| 1 | 62 | 31 | -31 | BRITANNIA | F&B - Diversified |
| 2 | 78 | 113 | 35 | NESTLE | F&B - Diversified |
| 3 | 89 | 55 | -34 | CADBURY'S | F&B - Diversified |
| 4 | 148 | 281 | 133 | SUNFEAST | F&B - Diversified |

| | | | | | |
|----|-----|-----|------|---------------------|-------------------|
| 5 | 161 | 156 | -5 | AASHIRWAAD | F&B - Diversified |
| 6 | 202 | 201 | -1 | FORTUNE | F&B - Diversified |
| 7 | 237 | 186 | -51 | KISSAN | F&B - Diversified |
| 8 | 281 | 128 | -153 | MTR | F&B - Diversified |
| 9 | 316 | - | - | RAMDEV FOOD PRODUCT | F&B - Diversified |
| 10 | 364 | 316 | -48 | PRIYA FOODS | F&B - Diversified |
| 11 | 688 | - | - | ANNAPOORNA | F&B - Diversified |

| Fast Moving Foods Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|------------------------|----------|----------|-----------|--------------|-------------------|
| 1 | 65 | 107 | 42 | NESTLE MAGGI | Fast Moving Foods |
| 2 | 265 | 157 | -108 | LIJJAT PAPAD | Fast Moving Foods |
| 3 | 317 | 822 | 505 | YIPPEE | Fast Moving Foods |
| 4 | 351 | 529 | 178 | KNORR | Fast Moving Foods |
| 5 | 379 | 480 | 101 | KELLOGG'S | Fast Moving Foods |

| Ghee Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-----------|----------|----------|-----------|----------------|--------------|
| 1 | 435 | - | - | GOWARDHAN GHEE | Ghee |

| Honey Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|------------|----------|----------|-----------|-------------|--------------|
| 1 | 621 | 589 | -32 | DABUR HONEY | Honey |

| Hydro. Veg. Oil Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|----------------------|----------|----------|-----------|------------|----------------------------|
| 1 | 576 | 353 | -223 | DALDA | Hydrogenated Vegetable Oil |

| Ice Cream Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|----------------|----------|----------|-----------|----------------|--------------|
| 1 | 277 | 504 | 227 | VADILAL | Ice Cream |
| 2 | 332 | 615 | 283 | HAVMOR | Ice Cream |
| 3 | 423 | 668 | 245 | CREAMBELL | Ice Cream |
| 4 | 484 | - | - | MAGNUM | Ice Cream |
| 5 | 539 | 282 | -257 | KWALITY WALLS | Ice Cream |
| 6 | 737 | - | - | METRO ICECREAM | Ice Cream |

| Instant Coffee Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|---------------------|----------|----------|-----------|------------|----------------|
| 1 | 340 | 138 | -202 | BRU | Instant Coffee |
| 2 | 386 | 218 | -168 | NESCAFE | Instant Coffee |

| Masala Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-------------|----------|----------|-----------|----------------|--------------|
| 1 | 164 | 176 | 12 | MDH | Masala |
| 2 | 274 | 110 | -164 | AACHI MASALA | Masala |
| 3 | 329 | 736 | 407 | DUTA SPICES | Masala |
| 4 | 373 | 246 | -127 | EVEREST | Masala |
| 5 | 675 | - | - | HATHI MASALA | Masala |
| 6 | 825 | 631 | -194 | BADSHAH MASALA | Masala |
| 7 | 915 | 388 | -527 | CATCH MASALA | Masala |

| Mouth Freshner Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|---------------------|----------|----------|-----------|------------|----------------|
| 1 | 258 | 185 | -73 | POLO CANDY | Mouth Freshner |
| 2 | 832 | 869 | 37 | PASS PASS | Mouth Freshner |
| 3 | 842 | 463 | -379 | MENTOS | Mouth Freshner |
| 4 | 848 | 259 | -589 | HALLS | Mouth Freshner |

| Mouth Freshner – Trad. Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-----------------------------|----------|----------|-----------|------------------|------------------------------|
| 1 | 492 | 744 | 252 | RAJNIGANDHA | Mouth Freshner - Traditional |
| 2 | 551 | 518 | -33 | PAN PARAG | Mouth Freshner - Traditional |
| 3 | 743 | - | - | VIMAL PAN MASALA | Mouth Freshner - Traditional |
| 4 | 850 | - | - | BABA ELAICHI | Mouth Freshner - Traditional |

| N-A Beverages Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|--------------------|----------|----------|-----------|------------|-----------------------|
| 1 | 119 | 69 | -50 | MAAZA | Non-aerated Beverages |
| 2 | 239 | 850 | 611 | MANGOLA | Non-aerated Beverages |
| 3 | 334 | 451 | 117 | SLICE | Non-aerated Beverages |
| 4 | 365 | 235 | -130 | FROOTI | Non-aerated Beverages |
| 5 | 972 | - | - | ROOH AFZA | Non-aerated Beverages |

| Nutritional Protein Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|--------------------------|----------|----------|-----------|-------------|--------------------------------|
| 1 | 849 | - | - | ENDURA MASS | Nutritional Protein supplement |

| Nutritional Supplement Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-----------------------------|----------|----------|-----------|------------|------------------------|
| 1 | 47 | 86 | 39 | BOOST | Nutritional supplement |
| 2 | 69 | 74 | 5 | HORLICKS | Nutritional supplement |

| | | | | | |
|---|-----|-----|------|-----------|------------------------|
| 3 | 127 | 170 | 43 | BOURNVITA | Nutritional supplement |
| 4 | 349 | 118 | -231 | COMPLAN | Nutritional supplement |
| 5 | 986 | - | - | PROTINEX | Nutritional supplement |

| Packaged Atta Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|--------------------|----------|----------|-----------|-------------|---------------|
| 1 | 672 | 647 | -25 | SHAKTI BHOG | Packaged Atta |
| 2 | 762 | 666 | -96 | GANESH ATTA | Packaged Atta |
| 3 | 927 | - | - | PILSBURY | Packaged Atta |

| Packaged Drinking Water Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|------------------------------|----------|----------|-----------|------------|-------------------------|
| 1 | 296 | 238 | -58 | KINLEY | Packaged Drinking Water |
| 2 | 353 | 249 | -104 | AQUAFINA | Packaged Drinking Water |
| 3 | 506 | 867 | 361 | RAIL NEER | Packaged Drinking Water |

| Packaged Juice Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|---------------------|----------|----------|-----------|------------|----------------|
| 1 | 515 | 461 | -54 | TROPICANA | Packaged Juice |
| 2 | 707 | 198 | -509 | DABUR REAL | Packaged Juice |

| Packaged Rice Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|--------------------|----------|----------|-----------|-----------------------|---------------|
| 1 | 407 | 478 | 71 | KOHINOOR BASMATI RICE | Packaged Rice |
| 2 | 522 | 485 | -37 | INDIA GATE | Packaged Rice |
| 3 | 950 | - | - | DAAWAT BASMATI | Packaged Rice |

| Powdered Drink Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|---------------------|----------|----------|-----------|------------|----------------|
| 1 | 185 | 384 | 199 | GLUCON D | Powdered Drink |
| 2 | 358 | 481 | 123 | RASNA | Powdered Drink |

| Packaged Snacks Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|----------------------|----------|----------|-----------|------------|-----------------|
| 1 | 124 | 179 | 55 | BALAJI | Packaged Snacks |
| 2 | 147 | 68 | -79 | HALDIRAM'S | Packaged Snacks |
| 3 | 187 | 66 | -121 | LAYS | Packaged Snacks |
| 4 | 231 | 108 | -123 | KURKURE | Packaged Snacks |
| 5 | 330 | 70 | -260 | BINGO | Packaged Snacks |

| | | | | | |
|----|-----|-----|------|--------------|-----------------|
| 6 | 388 | - | - | LAY'S MAXX | Packaged Snacks |
| 7 | 592 | 339 | -253 | BIKANERVALA | Packaged Snacks |
| 8 | 809 | 100 | -709 | BIKAJI FOODS | Packaged Snacks |
| 9 | 914 | 542 | -372 | LEHAR | Packaged Snacks |
| 10 | 932 | 424 | -508 | UNCLE CHIPS | Packaged Snacks |

| Salt Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|-----------|----------|----------|-----------|------------|--------------|
| 1 | 204 | 213 | 9 | TATA SALT | Salt |

| Sugar Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|------------|----------|----------|-----------|--------------|--------------|
| 1 | 591 | - | - | MADHUR SUGAR | Sugar |

| Tea Rank | BTR 2016 | BTR 2015 | Rank Diff | Brand Name | Sub-Category |
|----------|----------|----------|-----------|---------------------|--------------|
| 1 | 136 | 368 | 232 | LIPTON | Tea |
| 2 | 165 | 236 | 71 | TATA TEA | Tea |
| 3 | 294 | 288 | -6 | TAJ MAHAL TEA | Tea |
| 4 | 367 | 516 | 149 | BROOKE BOND TEA | Tea |
| 5 | 448 | - | - | SOCIETY TEA | Tea |
| 6 | 504 | 345 | -159 | TAAZA | Tea |
| 7 | 623 | - | - | KANNAN DEVAN | Tea |
| 8 | 694 | 507 | -187 | RED LABEL TEA | Tea |
| 9 | 739 | 416 | -323 | BROOKE BOND 3 ROSES | Tea |
| 10 | 953 | 524 | -429 | WAGH BAKRI | Tea |