

HEMOCARE

Homecare Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	109	206	97	GOOD KNIGHT	Mosquito repellent
2	141	145	4	ALL OUT	Mosquito repellent
3	271	443	172	MORTEIN	Mosquito repellent
4	282	189	-93	AJANTA	Clocks
5	287	673	386	MILTON	Home Appliances
6	309	438	129	NILKAMAL	Furniture/Furnishing Retail
7	352	158	-194	HARPIC	Toilet Cleaner
8	361	418	57	HINDWARE	Bath fixtures
9	376	257	-119	PARRYWARE	Bath fixtures
10	468	536	68	ODONIL	Air Freshener
11	477	-	-	LA OPALA	Dinnerware
12	480	644	164	CYCLE AGARBATTI	Agarbattis
13	549	846	297	AIRWICK	Air Freshener
14	634	-	-	SUPREME	Furniture/Furnishing Retail
15	651	-	-	ROCA	Bath fixtures
16	704	-	-	TULSHI AGARBATTI	Agarbattis
17	714	-	-	KOHLER	Bath fixtures
18	719	891	172	GODREJ LOCK	Locks
19	973	929	-44	MAXO	Mosquito repellent

SUB-CATEGORY RANKS

Agarbattis Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	480	644	164	CYCLE AGARBATTI	Agarbattis
2	704	-	-	TULSHI AGARBATTI	Agarbattis

Air Freshner Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	468	536	68	ODONIL	Air Freshener
2	549	846	297	AIRWICK	Air Freshener

Bath Fixtures Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	361	418	57	HINDWARE	Bath fixtures
2	376	257	-119	PARRYWARE	Bath fixtures
3	651	-	-	ROCA	Bath fixtures
4	714	-	-	KOHLER	Bath fixtures

Clocks Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	282	189	-93	AJANTA	Clocks

Dinnerwear Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	477	-	-	LA OPALA	Dinnerware

Furniture/Furnishing Retail Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	309	438	129	NILKAMAL	Furniture/Furnishing Retail
2	634	-	-	SUPREME	Furniture/Furnishing Retail

Home Appliances Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	287	673	386	MILTON	Home Appliances

Locks Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	719	891	172	GODREJ LOCK	Locks

Mosquito Repellent Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	109	206	97	GOOD KNIGHT	Mosquito repellent
2	141	145	4	ALL OUT	Mosquito repellent
3	271	443	172	MORTEIN	Mosquito repellent
4	973	929	-44	MAXO	Mosquito repellent

Toilet Cleaner Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	352	158	-194	HARPIC	Toilet Cleaner