

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
1	18	17	SAMSUNG	Durables	Consumer Electronics
2	2	0	SONY	Durables	Consumer Electronics
3	3	0	LG	Durables	Consumer Electronics
4	16	12	APPLE	Technology	Personal Technology
5	5	0	TATA	Diversified	Diversified
6	6	0	HONDA	Automobile	Four Wheeler - Manufacturer
7	11	4	MARUTI SUZUKI	Automobile	Four Wheeler - Manufacturer
8	8	0	DELL	Technology	Personal Technology
9	27	18	LENOVO	Technology	Personal Technology
10	7	-3	BAJAJ	Diversified	Diversified
11	26	15	HEWLETT PACKARD	Technology	Personal Technology
12	24	12	BATA	Personal Accessories	Footwear
13	23	10	STATE BANK OF INDIA	BFSI	Bank - PSU
14	4	-10	NOKIA	Personal Gadgetry	Mobile Phones
15	173	158	PATANJALI	FMCG	Diversified
16	13	-3	AIRTEL	Telecom	Mobile Service Provider
17	28	11	PHILIPS	Diversified	Technology - Diversified
18	35	17	LIC	BFSI	Insurance - PSU
19	-	-	RELIANCE JIO	Telecom	Mobile Service Provider
20	17	-3	LUX	FMCG	Bath/Beauty
21	41	20	AMUL	Food & Beverage	Dairy - Diversified
22	22	0	RELIANCE	Diversified	Diversified
23	9	-14	GODREJ	Diversified	Diversified
24	39	15	ADIDAS	Personal Accessories	Sportswear
25	15	-10	DOVE	FMCG	Bath/Beauty
26	54	28	REEBOK	Personal Accessories	Sportswear
27	44	17	WHIRLPOOL	Durables	Consumer Electronics
28	56	28	LAKME	FMCG	Cosmetics
29	230	201	OPPO	Personal Gadgetry	Mobile Phones
30	36	6	COLGATE	FMCG	Oral Hygiene
31	31	0	SONATA	Personal Accessories	Watches
32	70	38	YAMAHA	Automobile	Two Wheeler - Manufacturer
33	62	29	BRITANNIA	Food & Beverage	Diversified
34	46	12	TVS	Automobile	Two Wheeler - Manufacturer
35	19	-16	PEPSI	Food & Beverage	Aerated Beverages
36	30	-6	TITAN	Personal Accessories	Watches
37	48	11	NIKE	Personal Accessories	Sportswear
38	49	11	POND'S	FMCG	Cosmetics
39	29	-10	VODAFONE	Telecom	Mobile Service Provider
40	74	34	GOOGLE	Internet	Internet Search

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
41	45	4	HYUNDAI	Automobile	Four Wheeler - Manufacturer
42	25	-17	MICROMAX	Personal Gadgetry	Mobile Phones
43	38	-5	PANASONIC	Durables	Consumer Electronics
44	20	-24	PUMA	Personal Accessories	Sportswear
45	55	10	BMW	Automobile	Four Wheeler - Luxury
46	42	-4	COCA-COLA	Food & Beverage	Aerated Beverages
47	10	-37	ICICI BANK	BFSI	Bank - Private
48	59	11	KFC	Retail	QSR
49	78	29	NESTLE	Food & Beverage	Diversified
50	52	2	RAYMOND	Apparel	Fabrics to Brands
51	50	-1	DETTOL	FMCG	Antiseptic Products
52	64	12	TOYOTA	Automobile	Four Wheeler - Manufacturer
53	34	-19	VIDEOCON	Diversified	Diversified
54	71	17	LEVI'S	Apparel	Casualwear
55	33	-22	ONIDA	Durables	Consumer Electronics
56	187	131	LAYS	Food & Beverage	Packaged Snacks
57	144	87	HIMALAYA	Healthcare	Ayurveda - Diversified
58	114	56	ITC	Diversified	Diversified
59	466	407	VIVO	Personal Gadgetry	Mobile Phones
60	200	140	ASUS	Technology	Personal Technology
61	32	-29	LAVA	Personal Gadgetry	Mobile Phones
62	129	67	AUDI	Automobile	Four Wheeler - Luxury
63	77	14	FORD	Automobile	Four Wheeler - Manufacturer
64	72	8	MOTOROLA	Personal Gadgetry	Mobile Phones
65	83	18	AMAZON	Internet	Online Retailer - Diversified
66	87	21	WIPRO	Diversified	Diversified
67	89	22	CADBURY'S	Food & Beverage	Confectionery - Diversified
68	40	-28	DABUR	Healthcare	Ayurveda - Diversified
69	-	-	NATARAJ	Stationery	Writing Accessories
70	57	-13	SUNSILK	FMCG	Hair Care
71	102	31	CANON	Personal Gadgetry	Camera
72	67	-5	FOGG	FMCG	Deo/Perfume
73	65	-8	NESTLE MAGGI	Food & Beverage	Instant Noodles
74	119	45	MAAZA	Food & Beverage	Non-aerated Beverages
75	68	-7	ACER	Technology	Personal Technology
76	60	-16	LEE	Apparel	Casualwear
77	118	41	VOLTAS	Durables	Consumer Electronics
78	115	37	DOMINO'S	Retail	QSR
79	85	6	MICROSOFT	Technology	Software Products
80	406	326	IFB APPLIANCES	Durables	Consumer Electronics

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
81	150	69	PIZZA HUT	Retail	Diner/Restaurant
82	21	-61	IDEA	Telecom	Mobile Service Provider
83	547	464	ZARA	Apparel	Fast Fashion
84	171	87	GARNIER	FMCG	Bath/Beauty
85	79	-6	SPRITE	Food & Beverage	Aerated Beverages
86	155	69	REXONA	FMCG	Bath/Beauty
87	128	41	NIVEA	FMCG	Bath/Beauty
88	182	94	OLAY	FMCG	Premium Cosmetics
89	113	24	AXIS BANK	BFSI	Bank - Private
90	69	-21	HORLICKS	Food & Beverage	Nutritional Supplement
91	143	52	L'OREAL	FMCG	Cosmetics
92	419	327	EXIDE	Automobile-Related	Auto - Batteries
93	37	-56	HTC	Personal Gadgetry	Mobile Phones
94	140	46	SUZUKI	Automobile	Four Wheeler - Manufacturer
95	117	22	FACEBOOK	Internet	Social Networking
96	238	142	AAJ TAK	Media - TV	Hindi News
97	416	319	OLA	Internet	Online Taxi Aggregator
98	111	13	PEARS	FMCG	Bath/Beauty
99	104	5	PEPSODENT	FMCG	Oral Hygiene
100	90	-10	PANTENE	FMCG	Hair Care
101	103	2	ROLEX	Personal Accessories	Luxury Watches
102	58	-44	PARLE G	Food & Beverage	Biscuits - Brand
103	-	-	HDFC	BFSI	Home Finance
104	88	-16	FASTRACK	Branded Fashion	Branded Fashion
105	98	-7	BSNL	Telecom	Mobile Service Provider
106	151	45	APSARA	Stationery	Writing Accessories
107	882	775	MAHINDRA AUTO	Automobile	Four Wheeler - Manufacturer
108	168	60	LIFEBUOY	FMCG	Bath/Beauty
109	146	37	LOTUS	FMCG	Cosmetics
110	217	107	MCDONALD'S	Retail	QSR
111	243	132	ASIAN PAINTS	Manufacturing	Paints
112	147	35	HALDIRAM'S	Food & Beverage	Packaged Snacks
113	106	-7	HSBC	BFSI	Bank - Foreign
114	-	-	BISLERI	Food & Beverage	Packaged Drinking Water
115	137	22	NIKON	Personal Gadgetry	Camera
116	322	206	VICKS	Healthcare	OTC
117	100	-17	YAHOO	Internet	Internet Search
118	161	43	AASHIRVAAD	Food & Beverage	Staple Kitchen Ingredients
119	184	65	AMWAY	FMCG	Direct Selling
120	82	-38	INTEX	Personal Gadgetry	Mobile Phones

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
121	162	41	FLIPKART	Internet	Online Retailer - Diversified
122	640	518	GUCCI	Branded Fashion	Luxury Fashion
123	177	54	WOODLAND	Personal Accessories	Outdoor Gear
124	157	33	PETER ENGLAND	Apparel	Menswear
125	121	-4	PARACHUTE	FMCG	Hair Oil
126	220	94	J&J	Healthcare	Healthcare - Diversified
127	160	33	LIMCA	Food & Beverage	Aerated Beverages
128	276	148	PARLE	Food & Beverage	Diversified
129	53	-76	HCL	Technology	Diversified
130	279	149	AMERICAN EXPRESS	BFSI	Credit/Debit card
131	181	50	SURF EXCEL	FMCG	Fabric Care
132	154	22	BIG BAZAAR	Retail	Personal Goods
133	280	147	ROYAL ENFIELD	Automobile	Two Wheeler - Manufacturer
134	371	237	CAMLIN	Stationery	Diversified
135	170	35	CINTHOL	FMCG	Bath/Beauty
136	307	171	GIONEE	Personal Gadgetry	Mobile Phones
137	-	-	BIBA	Apparel	Womenswear - Ethnic
138	138	0	HITACHI	Diversified	Diversified
139	51	-88	MRF	Automobile-Related	Tyres
140	183	43	IBM	Services	Consulting/Services
141	96	-45	TIDE	FMCG	Fabric Care
142	451	309	FANTA	Food & Beverage	Aerated Beverages
143	76	-67	USHA FANS	Household Electricals	Fans
144	237	93	KISSAN	Food & Beverage	Processed Foods
145	116	-29	TOSHIBA	Durables	Consumer Electronics
146	105	-41	CLOSE UP	FMCG	Oral Hygiene
147	166	19	INTEL	Technology	Semiconductor
148	132	-16	BLACKBERRY	Personal Gadgetry	Mobile Phones
149	110	-39	FAIR & LOVELY	FMCG	Skin Lightening Products
150	92	-58	RADO	Personal Accessories	Luxury Watches
151	-	-	MANGO FROOTI	Food & Beverage	Non-aerated Beverages
152	629	477	FIAMA DIWILLS	FMCG	Bath/Beauty
153	386	233	NESCAFE	Food & Beverage	Instant Coffee
154	283	129	7UP	Food & Beverage	Aerated Beverages
155	1	-154	SAMSUNG MOBILES	Personal Gadgetry	Mobile Phones
156	145	-11	CLINIC PLUS	FMCG	Hair Care
157	210	53	VIMAL	Apparel	Fabrics to Brands
158	86	-72	AIRCEL	Telecom	Mobile Service Provider
159	175	16	JOCKEY	Apparel	Innerwear
160	91	-69	THUMS UP	Food & Beverage	Aerated Beverages

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161	167	6	NISSAN	Automobile	Four Wheeler - Manufacturer
162	101	-61	RIN	FMCG	Fabric Care
163	120	-43	NIRMA	FMCG	Diversified
164	244	80	SUBWAY	Retail	QSR
165	66	-99	KOTAK MAHINDRA BANK	BFSI	Bank - Private
166	84	-82	AXE	FMCG	Deo/Perfume
167	296	129	KINLEY	Food & Beverage	Packaged Drinking Water
168	47	-121	BOOST	Food & Beverage	Nutritional Supplement
169	107	-62	SANSUI	Durables	Consumer Electronics
170	203	33	GILLETTE	FMCG	Shaving Products
171	298	127	TANISHQ	Personal Accessories	Jewellery
172	251	79	SPICEJET	Transportation	Airlines - Indian
173	299	126	RELAXO	Personal Accessories	Footwear
174	179	5	BAJAJ PULSAR	Automobile	Two Wheeler - Brand
175	252	77	TWITTER	Internet	Social Networking
176	863	687	KURLON	Home Furnishings	Mattresses
177	149	-28	DISH TV	DTH	DTH
178	212	34	MAX	Diversified	Diversified
179	141	-38	ALL OUT	Home Care	Pest Control
180	142	-38	SNAPDEAL	Internet	Online Retailer - Diversified
181	330	149	BINGO	Food & Beverage	Packaged Snacks
182	152	-30	BOROPLUS	FMCG	Bath/Beauty
183	752	569	HERO CYCLES	Transportation	Bicycles
184	341	157	PAYTM	Internet	Digital Wallet
185	192	7	AMBUJA CEMENT	Manufacturing	Cement
186	315	129	VISA	BFSI	Credit/Debit card
187	94	-93	CELLO	Stationery	Writing Accessories
188	349	161	COMPLAN	Food & Beverage	Nutritional Supplement
189	229	40	TATA SKY	DTH	DTH
190	97	-93	SANTOOR	FMCG	Bath/Beauty
191	900	709	US POLO	Apparel	Casualwear
192	159	-33	HAVELLS	Household Electricals	Fast Moving Electrical Goods
193	843	650	TOPS SECURITY	Services	Security Services
194	245	51	PANTALOONS	Retail	Personal Goods
195	12	-183	HDFC BANK	BFSI	Bank - Private
196	148	-48	SUNFEAST	Food & Beverage	Diversified
197	80	-117	TATA DOCOMO	Telecom	Mobile Service Provider
198	246	48	REYNOLDS	Stationery	Writing Accessories
199	231	32	KURKURE	Food & Beverage	Packaged Snacks
200	340	140	BRU	Food & Beverage	Instant Coffee

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201	534	333	ELLE 18	FMCG	Cosmetics
202	130	-72	MIRINDA	Food & Beverage	Aerated Beverages
203	290	87	SAFFOLA	Food & Beverage	Edible Oil
204	-	-	SENSODYNE	FMCG	Oral Hygiene
205	291	86	NEROLAC	Manufacturing	Paints
206	-	-	SUNFEAST YIPPEE NOODLES	Food & Beverage	Instant Noodles
207	304	97	VIVEL	FMCG	Bath/Beauty
208	354	146	BOROLINE	FMCG	Bath/Beauty
209	795	586	BOSCH	Automobile-Related	Automobile Electronics
210	442	232	OREO	Food & Beverage	Biscuits - Brand
211	219	8	HAIER	Durables	Consumer Electronics
212	883	671	BIRLA SUN LIFE INSURANCE	BFSI	Insurance - Private
213	93	-120	KINGFISHER	Alcoholic Beverages	Beer
214	228	14	RED BULL	Food & Beverage	Energy Drink
215	256	41	VASELINE	FMCG	Bath/Beauty
216	271	55	MORTEIN	Home Care	Pest Control
217	512	295	VOLVO	Automobile	Four Wheeler - Luxury
218	109	-109	GOOD KNIGHT	Home Care	Pest Control
219	345	126	BABOOL	FMCG	Oral Hygiene
220	135	-85	ORAL B	FMCG	Oral Hygiene
221	314	93	PRESTIGE	Kitchen Care	Cookware
222	255	33	PARAGON	Personal Accessories	Footwear
223	193	-30	MEDIMIX	FMCG	Bath/Beauty - Ayurvedic
224	248	24	APOLLO TYRES	Automobile-Related	Tyres
225	225	0	L&T	Diversified	Diversified
226	191	-35	INFOSYS	Technology	Software Services
227	683	456	AJANTA PHARMA	Healthcare	Pharmaceuticals - Indian
228	108	-120	HMT WATCHES	Personal Accessories	Watches
229	126	-103	VIM	FMCG	Dishcare
230	207	-23	TATA MOTORS	Automobile	Four Wheeler - Manufacturer
231	223	-8	HONDA ACTIVA	Automobile	Automatic Scooter
232	136	-96	LIPTON	Food & Beverage	Tea
233	628	395	UBER	Internet	Online Taxi Aggregator
234	489	255	GHARI	FMCG	Fabric Care
235	131	-104	HINDUSTAN UNILEVER	FMCG	Diversified
236	176	-60	ZEE TV	Media - TV	Hindi GEC
237	127	-110	BOURNVITA	Food & Beverage	Nutritional Supplement
238	125	-113	I BALL	Technology	Personal Technology
239	826	587	COOL PAD	Personal Gadgetry	Mobile Phones
240	412	172	ALLEN SOLLY	Apparel	Formalwear

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
241	328	87	STAR PLUS	Media - TV	Hindi GEC
242	232	-10	ARIEL	FMCG	Fabric Care
243	206	-37	P&G	FMCG	Diversified
244	153	-91	ACC	Manufacturing	Cement
245	75	-170	CAVINKARE	FMCG	Diversified
246	273	27	UJALA	FMCG	Fabric Care
247	324	77	HAMAM	FMCG	Bath/Beauty
248	95	-153	VIP	Personal Accessories	Luggage/Bags
249	194	-55	BANK OF BARODA	BFSI	Bank - PSU
250	239	-11	MANGOLA	Food & Beverage	Non-aerated Beverages
251	301	50	AIR INDIA	Transportation	Government Airlines
252	425	173	PAMPERS	Baby Care	Diapers
253	465	212	VOLKSWAGEN	Automobile	Four Wheeler - Manufacturer
254	645	391	HUGGIES	Baby Care	Diapers
255	326	71	NESTLE KITKAT	Food & Beverage	Chocolate Bar
256	14	-242	HERO MOTOCORP	Automobile	Two Wheeler - Manufacturer
257	441	184	JAGUAR	Automobile	Four Wheeler - Luxury
258	-	-	ZEE	Media - TV	Channel Cluster
259	511	252	DISCOVERY CHANNEL	Media - TV	Factual Entertainment
260	373	113	EVEREST	Food & Beverage	Spices
261	208	-53	CITIBANK	BFSI	Bank - Foreign
262	287	25	MILTON	Kitchen Care	Kitchenware
263	455	192	VAN HEUSEN	Apparel	Formalwear
264	165	-99	TATA TEA	Food & Beverage	Tea
265	16	-249	IPHONE	Personal Gadgets	Mobile Phone Brand
266	613	347	LIBERO	Baby Care	Diapers
267	197	-70	ZANDU BALM	Healthcare	Pain Balm
268	216	-52	YOUTUBE	Internet	Video-sharing
269	257	-12	E BAY	Internet	Online Retailer - Diversified
270	320	50	KENT	Durables	Water Purifier
271	461	190	CALVIN KLEIN	Branded Fashion	Luxury Fashion
272	196	-76	CEAT	Automobile-Related	Tyres
273	-	-	SURYA GOLD CEMENT	Manufacturing	Cement
274	600	326	MUTHOOT FINANCE	BFSI	Financial Services
275	457	182	DTDC	Services	Express Services
276	-	-	REDMI	Personal Gadgets	Mobile Phone Brand
277	-	-	AVON CYCLE	Transportation	Bicycles
278	211	-67	MOTHER DAIRY	Food & Beverage	Dairy - Diversified
279	254	-25	NDTV	Media - TV	Channel Cluster
280	260	-20	WHATSAPP	Internet	Instant Messaging Service

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281	339	58	BLUE STAR	Durables	Air Conditioning
282	285	3	VKC	Personal Accessories	Footwear
283	346	63	CIPLA	Healthcare	Pharmaceuticals - Indian
284	344	60	PARK AVENUE	FMCG	Bath/Beauty
285	281	-4	MTR	Food & Beverage	RTC Foods
286	513	227	CASIO	Personal Gadgetry	Personal Technology
287	729	442	ARMANI	Branded Fashion	Luxury Fashion
288	564	276	CLASSMATE	Stationery	Notebooks
289	274	-15	AACHI	Food & Beverage	Spices
290	439	149	FERRARI	Automobile	Four Wheeler - Luxury
291	190	-101	FEVICOL	Home Care	Adhesive
292	842	550	MENTOS	Food & Beverage	Mouth Freshener
293	338	45	CHEVROLET	Automobile	Four Wheeler - Manufacturer
294	198	-96	SHARP	Durables	Consumer Electronics
295	-	-	CERA	Home Care	Sanitaryware
296	202	-94	FORTUNE	Food & Beverage	Edible Oil
297	580	283	MYNTRA	Internet	Online Retailer - Fashion
298	604	306	MTV	Media - TV	Music Channel
299	394	95	KHADIM	Personal Accessories	Footwear
300	-	-	POLO SPORT	Apparel	Mens Casualwear - Premium
301	236	-65	MERCEDES BENZ	Automobile	Four Wheeler - Luxury
302	308	6	CAMEL	Stationery	Writing Accessories
303	435	132	GOWARDHAN GHEE	Food & Beverage	Ghee
304	385	81	MTNL	Telecom	Landline Service Provider
305	302	-3	ASHOK LEYLAND	Automobile	Auto - Commercial Vehicles
306	944	638	MANGO	Apparel	Womenswear
307	188	-119	WHEEL	FMCG	Fabric Care
308	430	122	RENAULT	Automobile	Four Wheeler - Manufacturer
309	498	189	MTS	Telecom	Mobile Service Provider
310	164	-146	MDH	Food & Beverage	Spices
311	259	-52	INDIAN OIL	Energy	Oil and Gas - Domestic
312	796	484	SLEEPWELL	Home Furnishings	Mattresses
313	665	352	COLORS TV	Media - TV	Hindi GEC
314	679	365	SHOPPERS STOP	Retail	Personal Goods
315	178	-137	OLX.IN	Internet	Internet Classifieds Service
316	227	-89	CADBURY DAIRY MILK	Food & Beverage	Chocolate Bar
317	-	-	MATRIX TELECOM	Telecom	SIM Cards - International
318	242	-76	VICCO	FMCG	Bath/Beauty - Ayurvedic
319	379	60	KELLOGG'S	Food & Beverage	Breakfast Cereal
320	541	221	AYUR	FMCG	Bath/Beauty - Ayurvedic

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321	-	-	XEROX	Technology	Personal Technology
322	-	-	CHIK SHAMPOO	FMCG	Hair Care
323	-	-	TORRENT	Diversified	Diversified
324	61	-263	ARROW	Apparel	Formalwear
325	139	-186	KODAK	Personal Gadgetry	Camera
326	-	-	STARBUCKS	Retail	Café
327	-	-	GOOD DAY	Food & Beverage	Biscuits - Brand
328	-	-	DISNEY CHANNEL	Media - TV	Kids Channel
329	63	-266	IDBI BANK	BFSI	Bank - PSU
330	862	532	LIFESTYLE	Retail	Personal Goods
331	209	-122	VLCC	Healthcare	Health Management
332	123	-209	TCS	Technology	Software Services
333	374	41	KELVINATOR	Durables	Consumer Electronics
334	-	-	LENSKART	Internet	Online Eyewear Retailer
335	891	556	GUESS	Branded Fashion	Luxury Fashion
336	-	-	H&M	Apparel	Fast Fashion
337	204	-133	TATA SALT	Food & Beverage	Salt
338	447	109	SAVLON	FMCG	Antiseptic Products
339	-	-	PNB BANK	BFSI	Bank - PSU
340	437	97	KANGAROO KIDS	Education	Pre-School
341	275	-66	TIMEX	Personal Accessories	Watches
342	-	-	HTC TOUCH VIVA	Personal Gadgetry	Mobile Phone Brand
343	-	-	HINDUSTAN	Media - Print	Newspaper - Hindi
344	-	-	DOMS INDIA	Stationery	Writing Accessories
345	573	228	PUREIT	Durables	Water Purifier
346	472	126	MOOV	Healthcare	Pain Balm
347	643	296	UNION BANK OF INDIA	BFSI	Bank - PSU
348	-	-	VVD GOLD	FMCG	Hair Oil
349	297	-52	SKODA	Automobile	Four Wheeler - Manufacturer
350	133	-217	KARBONN	Personal Gadgetry	Mobile Phones
351	124	-227	BALAJI FOODS	Food & Beverage	Packaged Snacks
352	293	-59	GOLD FLAKE	Cigarette	Cigarette
353	249	-104	MARUTI SUZUKI SWIFT	Automobile	Car - Hatchback
354	358	4	RASNA	Food & Beverage	Powdered Drink
355	205	-150	TIMES OF INDIA	Media - Print	Newspaper - English
356	728	372	XIAOMI	Personal Gadgetry	Mobile Phones
357	-	-	PREETHI APPLIANCE	Kitchen Care	Kitchen Appliances
358	222	-136	SPARX	Personal Accessories	Footwear
359	278	-81	HAJMOLA	Food & Beverage	Digestive Tablets
360	134	-226	BPL	Diversified	Diversified

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361	742	381	MAYBELLINE	FMCG	Cosmetics
362	631	269	BRIDGESTONE	Automobile-Related	Tyres
363	226	-137	ZEE NEWS	Media - TV	Hindi News
364	185	-179	GLUCON D	Food & Beverage	Powdered Drink
365	353	-12	AQUAFINA	Food & Beverage	Packaged Drinking Water
366	402	36	EMAMI	FMCG	Diversified
367	694	327	RED LABEL TEA	Food & Beverage	Tea
368	195	-173	BHARATGAS	Energy	LPG
369	356	-13	CISCO	Technology	Networks - Diversified
370	714	344	KOHLER	Home Care	Bath Fixtures
371	501	130	METRO	Retail	Retail - Footwear
372	515	143	TROPICANA	Food & Beverage	Packaged Juice
373	221	-152	ANCHOR	Household Electricals	Fast Moving Electrical Goods
374	-	-	OTTO	Apparel	Menswear
375	215	-160	SAHARA	Diversified	Diversified
376	404	28	XOLO	Personal Gadgetry	Mobile Phones
377	381	4	RBI	BFSI	Bank - Federal
378	-	-	INDIGO AIRLINES	Transportation	Airlines - Indian
379	-	-	FOSSIL	Branded Fashion	Premium Fashion
380	377	-3	MARGO	FMCG	Bath/Beauty
381	411	30	KALYAN JEWELLERS	Personal accessories	Jewellery
382	538	156	BBC	Media - TV	International News Channel
383	-	-	NEELKAMAL	Home Furnishings	Furniture
384	277	-107	VADILAL	Food & Beverage	Ice Cream
385	253	-132	DULUX PAINTS	Manufacturing	Paints
386	474	88	NIIT	Education	Training Institute - IT
387	359	-28	KHAITAN	Household Electricals	Fans
388	531	143	LACOSTE	Apparel	Casualwear
389	163	-226	IODEX	Healthcare	Pain Balm
390	-	-	VARDHAMAN	Apparel	Fabrics
391	493	102	LIRIL	FMCG	Bath/Beauty
392	491	99	ANMOL	Food & Beverage	Biscuits - Diversified
393	262	-131	RAYBAN	Personal Accessories	Eyewear
394	347	-47	AAVIN DAIRY	Food & Beverage	Dairy - Diversified
395	780	385	EA GAMES	Technology	Video Game Conglomerate
396	367	-29	BROOKE BOND TEA	Food & Beverage	Tea
397	-	-	AEROPOSTALE	Apparel	Casualwear
398	387	-11	WILLS LIFESTYLE	Apparel	Premium Readymades
399	303	-96	ESPN	Media - TV	Sports
400	418	18	CASTROL	Automobile-Related	Lubricants

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
401	399	-2	ORIFLAME	FMCG	Direct Selling
402	798	396	APPY FIZZ	Food & Beverage	Aerated Beverages
403	872	469	ADANI GROUP	Diversified	Diversified
404	400	-4	CITIZEN	Personal Accessories	Watches
405	682	277	SANDISK	Personal Gadgetry	Memory storage
406	677	271	TOMMY HILFIGER	Branded Fashion	Premium Fashion
407	270	-137	WILD STONE	FMCG	Deo/Perfume
408	-	-	WALMART	Retail	Hypermarket
409	791	382	KTM DUKE	Automobile	Two Wheeler - Brand
410	272	-138	PARKER PENS	Stationery	Premium Writing Accessories
411	-	-	LILLIPUT KIDSWEAR	Apparel	Kidswear
412	443	31	HUGO BOSS	Branded Fashion	Luxury Fashion
413	-	-	RMKV	Apparel	Silks
414	540	126	DAIKIN	Durables	Air Conditioning
415	241	-174	RUPA	Apparel	Innerwear
416	-	-	KENSTAR	Durables	Consumer Electronics
417	-	-	LIBERTY TEA	Food & Beverage	Tea
418	456	38	AQUAGUARD	Durables	Water Purifier
419	924	505	WRANGLER	Apparel	Casualwear
420	484	64	MAGNUM	Food & Beverage	Ice Cream
421	601	180	FIAT	Automobile	Four Wheeler - Manufacturer
422	-	-	SUNLIGHT	FMCG	Fabric Care
423	703	280	WHISPER	FMCG	Personal Hygiene Products
424	557	133	JOYALUKKAS	Personal Accessories	Jewellery
425	937	512	GAP	Apparel	Fast Fashion
426	-	-	PRADA	Branded Fashion	Luxury Fashion
427	235	-192	SIYARAM	Apparel	Fabrics
428	969	541	SAB TV	Media - TV	Hindi GEC
429	201	-228	SHELL	Energy	Oil and Gas - International
430	754	324	PORSCHE	Automobile	Four Wheeler - Luxury
431	-	-	PRIYAGOLD	Food & Beverage	Diversified
432	321	-111	DHL	Services	Express Services - International
433	874	441	VEET	FMCG	Hair Removal
434	-	-	ART OF LIVING	NGO	NGO
435	398	-37	TATA NANO	Automobile	Car - Hatchback
436	429	-7	YARDLEY	FMCG	Bath/Beauty
437	352	-85	HARPIC	Home Care	Toilet Cleaner
438	369	-69	BHARTI AXA	BFSI	Insurance - Private
439	-	-	MALABAR DIAMONDS	Personal Accessories	Jewellery
440	305	-135	ORIENT	Household Electricals	Fans

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
441	-	-	MANAPPURAM FINANCE	BFSI	Financial Services
442	263	-179	CROCIN	Healthcare	OTC
443	261	-182	ROYAL STAG	Alcoholic Beverages	Whisky
444	436	-8	ABP NEWS	Media - TV	Hindi News
445	-	-	SAKHTI MASALA	Food & Beverage	Spices
446	559	113	SREE LEATHERS	Personal Accessories	Footwear
447	-	-	IKEA	Retail	Furniture
448	-	-	RELIANCE LYF	Personal Gadgetry	Mobile Phone Brand
449	348	-101	FEDEX	Services	Express Services - International
450	343	-107	DENIM	Branded Fashion	Branded Fashion
451	674	223	MCDOWELL'S	Alcoholic Beverages	Whisky
452	234	-218	LEE COOPER	Apparel	Casualwear
453	172	-281	BANK OF INDIA	BFSI	Bank - PSU
454	284	-170	DHFL	BFSI	Home Finance
455	758	303	DOMEX	Home Care	Toilet Cleaner
456	289	-167	EPSON	Technology	Personal Technology
457	337	-120	ORACLE	Technology	Software Products
458	497	39	TATA STEEL	Manufacturing	Metal
459	-	-	POTHYS	Apparel	Silks
460	586	126	SINGER	Durables	Sewing Machines
461	950	489	DAAWAT BASMATI	Food & Beverage	Packaged Rice
462	724	262	COMPAQ	Technology	Personal Technology
463	840	377	DIESEL	Branded Fashion	Premium Fashion
464	-	-	VELTECH UNIVERSITY	Education	University - Domestic
465	-	-	LEXUS	Automobile	Four Wheeler - Luxury
466	721	255	VOLINI	Healthcare	Pain Balm
467	647	180	MAKEMYTRIP	Internet	Travel Services
468	-	-	GODREJ INTERIO	Home Furnishings	Furniture
469	-	-	BOSE	Durables	Audio Equipment
470	247	-223	DABUR VATIKA	FMCG	Hair Care
471	-	-	INDIAN ARMY	Government Body	Armed Forces
472	505	33	AVIVA LIFE INSURANCE	BFSI	Insurance - Private
473	469	-4	SIEMENS	Diversified	Technology - Diversified
474	-	-	DAZZLER COSMETICS	FMCG	Cosmetics
475	378	-97	HEAD & SHOULDER	FMCG	Hair Care
476	389	-87	MIDDAY	Media - Print	Newspaper - English
477	396	-81	ORPAT	Household Electricals	Fans
478	-	-	PRINCEWARE	Kitchen Care	Kitchenware
479	610	131	DURACELL	Home Care	Consumer Batteries
480	757	277	ACCENTURE	Services	Consulting/Services

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
481	-	-	BENZER	Retail	Fashion Retail
482	334	-148	SLICE	Food & Beverage	Non-aerated Beverages
483	312	-171	QUIKR	Internet	Internet Classifieds Service
484	748	264	ENO	Healthcare	OTC
485	-	-	VOLKSWAGEN VENTO	Automobile	Car - Sedan
486	902	416	VIDEOCON D2H	DTH	DTH
487	951	464	DAINIK BHASKAR	Media - Print	Newspaper - Hindi
488	313	-175	CANARA BANK	BFSI	Bank - PSU
489	-	-	WELLS FARGO	BFSI	Bank - Foreign
490	475	-15	LIZOL	FMCG	Disinfectant
491	-	-	MARIE GOLD	Food & Beverage	Biscuits - Brand
492	363	-129	JOHN PLAYERS	Apparel	Menswear
493	99	-394	YES BANK	BFSI	Bank - Private
494	357	-137	LIFE OK	Media - TV	Hindi GEC
495	492	-3	RAJNIGANDHA	Food & Beverage	Mouth Freshener - Traditional
496	599	103	SIGNATURE	Alcoholic Beverages	Whisky
497	336	-161	CROMA	Retail	Consumer Electronics
498	445	-53	LUMINOUS	Household Electricals	Invertors / Batteries
499	362	-137	BISK FARM	Food & Beverage	Diversified
500	-	-	COLOSSAL KAJAL	FMCG	Cosmetics
501	-	-	NOBEL HYGIENE	Healthcare	Disposable Hygiene Products
502	286	-216	FILA	Personal Accessories	Sportswear
503	959	456	INOX	Entertainment	Cinema - Display
504	671	167	LIVON	FMCG	Hair Care
505	-	-	STAR SPORTS	Media - TV	Sports
506	306	-200	HBO	Media - TV	English Movies
507	-	-	UPS COURIER	Services	Express Services - International
508	-	-	VENUS	Personal Accessories	Shaving Products - Women
509	940	431	HYUNDAI I10	Automobile	Car - Hatchback
510	508	-2	DABUR AMLA	FMCG	Hair Oil
511	490	-21	LOUIS PHILIPPE	Apparel	Formalwear
512	712	200	MOTILAL OSWAL	BFSI	Financial Services - Diversified
513	483	-30	JBL	Durables	Audio Equipment
514	690	176	MARLBORO	Cigarette	Cigarette
515	681	166	GSK	Healthcare	Pharmaceuticals - International
516	577	61	OMEGA	Personal Accessories	Watches
517	-	-	PARAS TV	Media - TV	Hindi Devotional Channel
518	517	-1	MONGINIS	Retail	Cakeshop
519	-	-	LEGO	Manufacturing	Toy Manufacturer
520	942	422	TATA INDICOM	Telecom	Telecom Services

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
521	43	-478	MAHINDRA & MAHINDRA	Diversified	Diversified
522	819	297	THE HINDU	Media - Print	Newspaper - English
523	-	-	DUREX	FMCG	Condoms
524	199	-325	CADBURY 5 STAR	Food & Beverage	Chocolate Bar
525	659	134	NESTLE MUNCH	Food & Beverage	Chocolate Bar
526	-	-	JOY COSMETICS	FMCG	Cosmetics
527	496	-31	MOUNTAIN DEW	Food & Beverage	Aerated Beverages
528	-	-	TANG	Food & Beverage	Powdered Drink
529	-	-	KRAFT FOODS	Food & Beverage	Processed Foods
530	-	-	ITZCASH	BFSI	Prepaid Service
531	592	61	BIKANERVALA	Food & Beverage	Packaged Snacks
532	-	-	QUICK HEAL	Technology	Software Products
533	-	-	MORGAN STANLEY INDIA	BFSI	Financial Services - Diversified
534	-	-	NUTRELA	Food & Beverage	Soya Foods
535	397	-138	CELKON	Personal Gadgetry	Mobile Phones
536	656	120	TURTLE	Apparel	Menswear
537	624	87	BOVONTO	Food & Beverage	Aerated Beverages
538	609	71	GEETANJALI GEMS	Personal Accessories	Jewellery
539	401	-138	CHANDRIKA	FMCG	Bath/Beauty - Ayurvedic
540	-	-	DELHI METRO RAIL CORP.	Government Body	Metro Rail
541	-	-	AT&T	Telecom	Backbone Infrastructure
542	572	30	SET WET	FMCG	Bath/Beauty
543	707	164	DABUR REAL	Food & Beverage	Packaged Juice
544	-	-	MAHINDRA XYLO	Automobile	Car - SUV/MUV
545	-	-	BURBERRY	Branded Fashion	Luxury Fashion
546	627	81	FENA	FMCG	Fabric Care
547	440	-107	MITSUBISHI	Automobile	Four Wheeler - Manufacturer
548	-	-	SANGINI	Personal Accessories	Jewellery
549	494	-55	JET AIRWAYS	Transportation	Airlines - Indian
550	417	-133	REVLON	FMCG	Cosmetics
551	-	-	CLINIC ALL CLEAR	FMCG	Hair Care
552	300	-252	SAMSUNG GALAXY	Personal Gadgetry	Mobile Phone Brand
553	539	-14	KWALITY WALLS	Food & Beverage	Ice Cream
554	952	398	SONY XPERIA	Personal Gadgetry	Mobile Phone Brand
555	-	-	HATSUN	Food & Beverage	Dairy - Diversified
556	-	-	SONY XPERIA ULTRA	Personal Gadgetry	Mobile Phone Brand
557	-	-	HEINZ	Food & Beverage	Processed Foods
558	420	-138	PIONEER	Durables	Audio Equipment
559	-	-	PANIMALAR	Education	College - Engineering
560	848	288	HALLS	Food & Beverage	Cough Drops

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
561	-	-	INDUSIND BANK	BFSI	Bank - Private
562	-	-	TESCO	Retail	Hypermarket
563	811	248	RAMRAJ COTTON	Apparel	Dhotis
564	-	-	VERSACE	Branded Fashion	Luxury Fashion
565	803	238	MYSORE SANDAL	FMCG	Bath/Beauty
566	-	-	HOTSTAR	Internet	Video Streaming
567	403	-164	LUX COZI	Apparel	Innerwear
568	332	-236	HAVMOR	Food & Beverage	Ice Cream
569	759	190	ELECTROLUX	Durables	Consumer Electronics
570	180	-390	SPICE MOBILES	Personal Gadgetry	Mobile Phones
571	431	-140	TUBORG	Alcoholic Beverages	Beer
572	-	-	UC BROWSER	Internet	Browser
573	409	-164	SYSKA LED	Household Electricals	LED
574	510	-64	SKYBAGS	Personal Accessories	Luggage/Bags
575	268	-307	CADBURY GEMS	Food & Beverage	Candy
576	800	224	KAJARIA	Home Care	Ceramics
577	-	-	ANNAPURNA	Food & Beverage	Staple Kitchen Ingredients
578	877	299	ORIENTAL BANK	BFSI	Bank - PSU
579	502	-77	TAJ HOTELS	Hospitality	Hotels - Premium
580	-	-	MERU	Transportation	Cab Service
581	295	-286	HINDUSTAN MOTORS	Automobile	Four Wheeler - Manufacturer
582	-	-	COOKME SPICE	Food & Beverage	Spices
583	680	97	SPINZ DEO	FMCG	Deo/Perfume
584	433	-151	CADBURY PERK	Food & Beverage	Chocolate Bar
585	361	-224	HINDWARE	Home Care	Sanitaryware
586	-	-	KRACKJACK	Food & Beverage	Biscuits - Brand
587	979	392	ROLLS ROYCE	Automobile	Four Wheeler - Luxury
588	427	-161	TVS APACHE	Automobile	Two Wheeler - Brand
589	-	-	QUALCOMM	Telecom	Diversified
590	672	82	SHAKTI BHOG	Food & Beverage	Staple Kitchen Ingredients
591	575	-16	FUJIFILM	Personal Gadgetry	Camera
592	370	-222	92.7 BIG FM	Media - Radio	FM
593	485	-108	ONGC	Energy	Oil and Gas - Domestic
594	787	193	SWARAJ MAZDA	Automobile	Auto - Commercial Vehicles
595	214	-381	SINTEX	Manufacturing	Diversified
596	542	-54	INDIA TODAY	Media - Print	Magazine - English
597	327	-270	GMAIL	Internet	Email Service
598	375	-223	HAWKINS	Kitchen Care	Cookware
599	318	-281	AKAI	Durables	Consumer Electronics
600	-	-	HIKE	Internet	Instant Messaging Service

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
601	-	-	GMC	Automobile	Four Wheeler - Manufacturer
602	-	-	BURGER KING	Retail	QSR
603	590	-13	MILMA	Food & Beverage	Dairy - Diversified
604	608	4	BLACK DOG	Alcoholic Beverages	Scotch Whisky
605	528	-77	ZODIAC	Apparel	Menswear
606	553	-53	SENCO GOLD JEWELLERS	Personal Accessories	Jewellery
607	-	-	CHRISTIAN DIOR	Branded Fashion	Luxury Fashion
608	453	-155	D MART	Retail	Hypermarket
609	961	352	DERMICOOL	FMCG	Prickly Heat Products
610	458	-152	GOKUL MILK	Food & Beverage	Dairy - Milk
611	722	111	V-GUARD	Household Electricals	Fast Moving Electrical Goods
612	-	-	ROYAL CHALLENGE	Alcoholic Beverages	Whisky
613	544	-69	DOLLAR	Apparel	Innerwear
614	895	281	VEENA WORLD	Services	Travel Services
615	-	-	CNBC	Media - TV	Business Channel Cluster
616	-	-	PRIL	FMCG	Dishcare
617	-	-	DELOITTE	Services	Consulting/Services
618	-	-	MARUTI SUZUKI RITZ	Automobile	Car - Hatchback
619	-	-	ZYDUS CADILA	Healthcare	Pharmaceuticals - Indian
620	-	-	FOX ENGLISH MOVIES	Media - TV	English Movies
621	470	-151	PALMOLIVE	FMCG	Bath/Beauty
622	-	-	3M CAR CARE	Automobile-Related	Car Care
623	-	-	V-STAR	Apparel	Innerwear - Women
624	-	-	FX	Media - TV	English GEC
625	454	-171	EVA	FMCG	Deo/Perfume
626	695	69	EVEREADY	Home Care	Consumer Batteries
627	264	-363	AMRUTANJAN	Healthcare	Pain Balm
628	626	-2	EUREKA FORBES	Durables	Purification Systems
629	615	-14	JK TYRES	Automobile-Related	Tyres
630	639	9	BLUE DART	Services	Express Services
631	-	-	ZOOM TV	Media - TV	Music Channel
632	-	-	IRCTC	Services	Railway Services
633	478	-155	TATA AIA LIFE INSURANCE	BFSI	Insurance - Private
634	618	-16	TATA INDICA	Automobile	Car - Hatchback
635	781	146	TRESEMME	FMCG	Hair Care
636	360	-276	MONTEX	Stationery	Writing Accessories
637	391	-246	IMPERIAL BLUE	Alcoholic Beverages	Whisky
638	813	175	SNICKERS	Food & Beverage	Chocolate Bar
639	-	-	SAP SOFTWARE	Technology	Software Products
640	-	-	ARCHIES	Retail	Greeting Cards and Gifts

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
641	-	-	ADOBE	Technology	Software Products
642	-	-	NAVRATNA COOL OIL	FMCG	Hair Oil
643	644	1	P C CHANDRA JEWELLERS	Personal Accessories	Jewellery
644	746	102	NESTLE MILKY BAR	Food & Beverage	Chocolate Bar
645	783	138	PEPE	Apparel	Casualwear
646	522	-124	INDIA GATE BASMATI	Food & Beverage	Packaged Rice
647	943	296	COTTON KING	Apparel	Cottonwear
648	934	286	HERO HONDA SPLENDOR	Automobile	Two Wheeler - Brand
649	-	-	MAHINDRA JEEP	Automobile	Car - SUV/MUV
650	-	-	GENERAL INSURANCE CORP.	BFSI	Insurance - PSU
651	-	-	WESTSIDE	Retail	Personal Goods
652	368	-284	JK CEMENT	Manufacturing	Cement
653	333	-320	PVR	Entertainment	Cinema - Display
654	-	-	DIXCY SCOTT INNERWEAR	Apparel	Innerwear
655	-	-	FABER-CASTELL	Stationery	Diversified
656	-	-	QUARTZ	Personal Accessories	Watches
657	446	-211	NIPPO BATTERIES	FMCG	Consumer Batteries
658	73	-585	BIRLA CEMENT	Manufacturing	Cement
659	970	311	SUN PHARMA	Healthcare	Pharmaceuticals - Indian
660	-	-	JUBILANT LIFE SCIENCES	Healthcare	Pharmaceuticals - Indian
661	-	-	KALIMARK	Food & Beverage	Aerated Beverage Manufacturer
662	-	-	DATSUN	Automobile	Four Wheeler - Manufacturer
663	958	295	NAKSHATRA	Personal Accessories	Jewellery
664	311	-353	ENGAGE	FMCG	Deo/Perfume
665	-	-	CARTIER WATCHES	Personal Accessories	Luxury Watches
666	897	231	KUTCHINA	Kitchen Care	Kitchen Systems
667	773	106	LOTTO	Personal Accessories	Footwear
668	-	-	BCCI	Sports	Cricket Sports Authority
669	632	-37	HUAWEI	Telecom	Diversified
670	881	211	KINDER JOY	Food & Beverage	Candy
671	-	-	MACBOOK	Technology	Notebook Computers - Brand
672	-	-	TLC	Media - TV	English - Lifestyle & Travel
673	380	-293	BAJAJ DISCOVER	Automobile	Two Wheeler - Brand
674	-	-	MONACO	Food & Beverage	Biscuits - Brand
675	730	55	BAJAJ ALMOND HAIR OIL	FMCG	Hair Oil
676	428	-248	AMERICAN TOURISTER	Personal Accessories	Luggage/Bags
677	325	-352	PAYPAL	Internet	Online Payment Service
678	614	-64	SMIRNOFF	Alcoholic Beverages	Vodka
679	507	-172	ATLAS CYCLE	Transportation	Bicycles
680	-	-	BSA CYCLES	Transportation	Bicycles

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
681	769	88	BOMBAY DYEING	Apparel	Fabrics
682	686	4	LOKMAT	Media - Print	Newspaper - Marathi
683	432	-251	HYUNDAI SANTRO	Automobile	Car - Hatchback
684	-	-	PAN VILAS	Food & Beverage	Mouth Freshener - Traditional
685	-	-	INSTAGRAM	Internet	Social Networking
686	661	-25	BAJAJ CAPITAL	BFSI	Mutual Funds/ Investment Services
687	415	-272	CROMPTON GREAVES	Manufacturing	Engineering
688	-	-	JOY CHIPS	Food & Beverage	Packaged Snacks
689	-	-	KHADI BHANDAR	Government Body	Village Products
690	-	-	LAMBORGHINI	Automobile	Four Wheeler - Luxury
691	774	83	HENKO DETERGENT	FMCG	Fabric Care
692	499	-193	LINKEDIN	Internet	Professional Networking
693	954	261	CANDYMAN	Food & Beverage	Candy
694	-	-	SPENCER	Retail	Hypermarket
695	-	-	AMUL MACHO	Apparel	Innerwear
696	-	-	ORBIT GUM	Food & Beverage	Chewing Gum
697	-	-	BUTTER BITE	Food & Beverage	Biscuits - Brand
698	-	-	GO IBIBO	Internet	Online Travel Aggregator
699	946	247	STANDARD CHARTERED	BFSI	Bank - Foreign
700	523	-177	SUNDROP	Food & Beverage	Edible Oil
701	689	-12	MORE	Retail	Hypermarket
702	-	-	WIKIPEDIA	Internet	Online Encyclopedia
703	-	-	VASANTH TV	Media - TV	Tamil GEC
704	-	-	THANTHI TV	Media - TV	Tamil News Channel
705	-	-	ONE PLUS	Personal Gadgetry	Mobile Phones
706	642	-64	CAFE COFFEE DAY	Retail	Café
707	-	-	KIA	Automobile	Four Wheeler - Manufacturer
708	953	245	WAGH BAKRI	Food & Beverage	Tea
709	-	-	MASTERCARD	BFSI	Credit/Debit card
710	716	6	GRT JEWELLERS	Personal Accessories	Jewellery
711	-	-	TARGET	Retail	Hypermarket
712	-	-	A1 CHIPS	Food & Beverage	Packaged Snacks
713	801	88	DENA BANK	BFSI	Bank - PSU
714	723	9	MESWAK	FMCG	Oral Hygiene
715	464	-251	NIHAR	FMCG	Hair Oil
716	-	-	HERO HONDA CBZ	Automobile	Two Wheeler - Brand
717	-	-	LEMON MOBILES	Personal Gadgetry	Mobile Phones
718	-	-	IFFCO TOKIO	BFSI	Insurance - Private
719	-	-	SUZUKI SWISH	Automobile	Automatic Scooter
720	-	-	MUMBAI UNIVERSITY	Education	University - Domestic

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
721	884	163	OUTLOOK	Media - Print	Magazine - English
722	-	-	BOROSIL	Manufacturing	Glassware
723	527	-196	EICHER	Automobile	Auto - Commercial Vehicles
724	-	-	GRB DAIRY PRODUCTS	Food & Beverage	Dairy - Diversified
725	-	-	HIT	Home Care	Pest Control
726	-	-	UNITED COLORS OF BENETTON	Apparel	Casualwear
727	844	117	MAHINDRA BOLERO	Automobile	Car - SUV/MUV
728	578	-150	DENVER	FMCG	Deo/Perfume
729	-	-	TACO BELL	Retail	QSR
730	-	-	HARLEY DAVIDSON	Automobile	Two Wheeler Mfg - Premium
731	740	9	ADITYA BIRLA	Diversified	Diversified
732	-	-	KESH KING	FMCG	Hair Care
733	-	-	ABBOTT ENSURE	Healthcare	Health Food Supplements
734	-	-	MUMBAI MIRROR	Media - Print	Newspaper - English
735	-	-	SUNFLAME APPLIANCES	Kitchen Care	Kitchen Appliances
736	-	-	TIC TAC	Food & Beverage	Mouth Freshener
737	319	-418	BHARAT PETROLEUM	Energy	Oil and Gas - Domestic
738	-	-	LEXI PENS	Stationery	Writing Accessories
739	699	-40	IPL	Sports	Cricket League
740	-	-	HYATT HOTELS	Hospitality	Hotels - Premium
741	-	-	ACURA	Automobile	Four Wheeler - Manufacturer
742	676	-66	FINOLEX	Manufacturing	Diversified
743	-	-	SOUCHI	Apparel	Womenswear
744	576	-168	DALDA	Food & Beverage	Hydrogenated Vegetable Oil
745	-	-	INFOCUS	Personal Gadgetry	Mobile Phones
746	480	-266	CYCLE AGARBATTI	Home Care	Agarbattis
747	-	-	VITA FOOD PRODUCTS	Food & Beverage	Processed Foods
748	-	-	METLIFE INSURANCE	BFSI	Insurance - Private
749	841	92	CADBURY CHOCLAIR ÉCLAIR	Food & Beverage	Candy
750	-	-	KITEX	Apparel	Kidswear - Supplier
751	-	-	AMBI PUR	Home Care	Air Freshener
752	-	-	MELODY	Food & Beverage	Candy
753	744	-9	EVERYUTH	FMCG	Bath/Beauty
754	-	-	SWATCH	Personal Accessories	Luxury Watches
755	-	-	DELTA AIRLINES	Transportation	Airlines - International
756	-	-	SAFAL	Retail	Fruits and Vegetables
757	-	-	MADAME	Apparel	Womenswear
758	-	-	JVC	Durables	Consumer Electronics
759	189	-570	OXFORD	Education	University - International
760	-	-	PLAYBOY	Branded Fashion	Branded Fashion

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
761	292	-469	O GENERAL	Durables	Air Conditioning
762	603	-159	LG TV	Durables	TV
763	-	-	FORTIS	Healthcare	Hospitals
764	-	-	HERMES	Branded Fashion	Luxury Fashion
765	-	-	GODREJ EXPERT HAIR COLOR	FMCG	Hair Dye
766	449	-317	TVS JUPITER	Automobile	Automatic Scooter
767	713	-54	OXIGEN WALLET	Internet	Digital Wallet
768	-	-	LG NEXUS	Personal Gadgetry	Mobile Phone Brand
769	-	-	SUNDARAM NOTEBOOKS	Stationery	Notebooks
770	750	-20	MOTI MAHAL	Retail	Diner/Restaurant
771	-	-	EXO DISHCARE	FMCG	Dishcare
772	533	-239	RADIO MIRCHI	Media - Radio	FM
773	112	-661	HINDUSTAN TIMES	Media - Print	Newspaper - English
774	-	-	COLUMBUS	Personal Accessories	Footwear
775	-	-	GOLD WINNER OIL	Food & Beverage	Edible Oil
776	772	-4	SERVO	Automobile-Related	Lubricants
777	-	-	SALORA	Personal Gadgetry	Mobile Phones
778	792	14	SPYKAR	Apparel	Casualwear
779	-	-	ANANDBAZAR PATRIKA	Media - Print	Newspaper - Bengali
780	646	-134	BAJAJ ALLIANZ	BFSI	Insurance - Private
781	-	-	PC JEWELLER	Personal Accessories	Jewellery
782	692	-90	FEVIKWIK	FMCG	Adhesive
783	-	-	ANIMAL PLANET	Media - TV	Factual Entertainment
784	310	-474	THOMSON	Durables	Consumer Electronics
785	790	5	GOODYEAR	Automobile-Related	Tyres
786	-	-	MARS	Food & Beverage	Chocolate Bar
787	807	20	PARAS DAIRY	Food & Beverage	Dairy - Diversified
788	-	-	DABUR LAL OIL	FMCG	Hair Oil
789	584	-205	TISSOT	Personal Accessories	Luxury Watches
790	525	-265	LUPIN	Healthcare	Pharmaceuticals - Indian
791	-	-	LUNAR FOOTWEAR	Personal Accessories	Footwear
792	911	119	PARLE HIDE & SEEK	Food & Beverage	Biscuits - Brand
793	-	-	BUGATTI	Automobile	Four Wheeler - Luxury
794	838	44	LAYER'R SHOT	FMCG	Deo/Perfume
795	667	-128	MANYAVAR	Apparel	Ethnicwear
796	-	-	CHANEL	Branded Fashion	Luxury Fashion
797	563	-234	ABP ANANDA	Media - TV	Regional News Channel
798	-	-	MAFATLAL	Apparel	Fabrics
799	-	-	SCOTCH-BRITE	Home Care	Dishcare
800	638	-162	FA	FMCG	Bath/Beauty

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
801	708	-93	PARACHUTE JASMINE OIL	FMCG	Hair Oil
802	896	94	HITECH	Personal Gadgetry	Mobile Phones
803	-	-	JUSTDIAL	Internet	Local Search Services
804	621	-183	DABUR HONEY	Food & Beverage	Honey
805	-	-	NIPPON PAINT	Manufacturing	Paints
806	-	-	KOHINOOR	FMCG	Condoms
807	997	190	SUPER VASMOL	FMCG	Hair Dye
808	-	-	VIRGIN	Diversified	Diversified
809	-	-	AYUSH	FMCG	Bath/Beauty - Ayurvedic
810	-	-	COMFORT FABRIC	FMCG	Fabric Conditioner
811	410	-401	NOKIA LUMIA	Personal Gadgetry	Mobile Phones
812	637	-175	COLGATE CIBACA	FMCG	Oral Hygiene
813	393	-420	MAX BUPA	BFSI	Health Insurance
814	-	-	J.CREW	Branded Fashion	Branded Fashion
815	633	-182	CARRIER	Durables	Air Conditioning
816	-	-	JOHN MILLER	Apparel	Menswear
817	546	-271	PEDIASURE	Healthcare	Health Food Supplements - Kids
818	653	-165	S KUMARS	Apparel	Fabrics
819	661	-158	BAJAJ AUTO	Automobile	Two Wheeler - Manufacturer
820	487	-333	BRITANNIA TIGER	Food & Beverage	Biscuits - Brand
821	810	-11	POGO	Media - TV	Kids Channel
822	915	93	CATCH MASALA	Food & Beverage	Spices
823	468	-355	ODONIL	Home Care	Air Freshener
824	620	-204	BUDWEISER	Alcoholic Beverages	Beer
825	711	-114	NYCIL	FMCG	Prickly Heat Products
826	725	-101	JABONG	Internet	Online Retailer - Fashion
827	452	-375	CLASSIC CIGARETTES	Cigarette	Cigarette
828	-	-	KC DAS	Food & Beverage	Canned Confectionery - Indian
829	871	42	HAMDARD	Healthcare	Unani Medicine
830	909	79	CARE INDIA	NGO	NGO
831	973	142	MAXO	Home Care	Pest Control
832	818	-14	CLEAN & CLEAR	FMCG	Bath/Beauty
833	-	-	CITRUS PAY	Internet	Digital Wallet
834	829	-5	KEO KARPIN	FMCG	Hair Oil
835	-	-	VIJAY SALES	Retail	Consumer Electronics
836	-	-	GOLDEN EAGLE	Alcoholic Beverages	Beer
837	657	-180	BERGER PAINTS	Manufacturing	Paints
838	-	-	TOTAL	Automobile-Related	Lubricants
839	294	-545	TAJ MAHAL TEA	Food & Beverage	Tea
840	-	-	JP MORGAN	BFSI	Financial Services - Diversified

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
841	-	-	MARKS & SPENCER	Retail	Fashion Retail
842	-	-	SET MAX	Media - TV	Hindi Movies
843	-	-	REDCHIEF	Personal Accessories	Footwear
844	467	-377	MANFORCE	FMCG	Condoms
845	-	-	CANTEE	Kitchen Care	Kitchen Appliances
846	-	-	CADILLAC	Automobile	Four Wheeler - Luxury
847	-	-	RENAULT DUSTER	Automobile	Car - SUV/MUV
848	593	-255	TOPAZ	FMCG	Shaving Products
849	673	-176	SAFARI	Personal Accessories	Luggage/Bags
850	-	-	TOP RAMEN NOODLES	Food & Beverage	Instant Noodles
851	-	-	KELLOGG'S CRISPIX	Food & Beverage	Breakfast Cereal
852	-	-	G FIVE PHONE	Personal Gadgetry	Mobile Phones
853	-	-	MELAM	Food & Beverage	RTC Foods
854	-	-	GATORADE	Food & Beverage	Sports Drink
855	-	-	DUROFLEX MATTRESS	Home Furnishings	Mattresses
856	-	-	LOUIS VUITTON	Branded Fashion	Luxury Fashion
857	565	-292	CENTER FRESH	Food & Beverage	Chewing Gum
858	-	-	HOOVER	Durables	Vacuum Cleaners
859	233	-626	SURYA LED LIGHT	Household Electricals	LED
860	560	-300	NAVBHARAT TIMES	Media - Print	Newspaper - Hindi
861	-	-	KINETIC HONDA	Automobile	Two Wheeler - Manufacturer
862	-	-	DR REDDY'S	Healthcare	Pharmaceuticals - Indian
863	-	-	CREMICA	Food & Beverage	Diversified
864	-	-	PIGEON	Kitchen Care	Kitchen Appliances
865	-	-	CHIVAS REGAL	Alcoholic Beverages	Scotch Whisky
866	996	130	STAYFREE	FMCG	Personal Hygiene Products
867	749	-118	MANKIND PHARMA	Healthcare	Pharmaceuticals - Indian
868	-	-	AVIS CAR RENTALS	Transportation	Car Renters
869	-	-	M&M'S	Food & Beverage	Candy
870	-	-	FRESCA	Food & Beverage	Aerated Beverages
871	444	-427	VESPA	Automobile	Automatic Scooter
872	-	-	RADISSON HOTELS	Hospitality	Hotels - Premium
873	-	-	CHEVRON	Energy	Oil and Gas - International
874	366	-508	NANDINI MILK	Food & Beverage	Dairy - Milk
875	-	-	HONDA CIVIC	Automobile	Car - Sedan
876	477	-399	LA OPALA	Home Care	Cutlery & Silverware
877	-	-	ARUN ICECREAM	Food & Beverage	Ice Cream
878	581	-297	LAFARGE	Manufacturing	Cement
879	-	-	ATTITUDE CREAM	FMCG	Bath/Beauty
880	984	104	LIVPURE	Durables	Water Purifier

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
881	-	-	KERA	Food & Beverage	Staple Kitchen Ingredients
882	-	-	CHING'S	Food & Beverage	RTC Foods
883	-	-	LML	Automobile	Two Wheeler - Manufacturer
884	666	-218	MAHINDRA SCORPIO	Automobile	Car - SUV/MUV
885	860	-25	MICHELIN	Automobile-Related	Tyres
886	-	-	SHALIMAR'S	Food & Beverage	Staple Kitchen Ingredients
887	555	-332	APOLLO HOSPITALS	Healthcare	Hospitals
888	-	-	DEL MONTE	Food & Beverage	Processed Foods
889	820	-69	BEETEL	Telecom	Landline Unit Provider
890	-	-	RKG GHEE	Food & Beverage	Ghee
891	878	-13	JINDAL STEEL	Manufacturing	Metal
892	-	-	HOTMAIL	Internet	Email Service
893	450	-443	HATHWAY	Cable	Cable Network
894	-	-	JAQUAR	Home Care	Bath Fixtures
895	-	-	LION DATES	Food & Beverage	Dates
896	-	-	OXO FOODS	Food & Beverage	RTC Foods
897	-	-	SAKHI FASHION	Internet	Women's Fashion
898	536	-362	TUPPERWARE	Kitchen Care	Kitchen Appliances
899	-	-	LE ECO	Personal Gadgetry	Mobile Phones
900	-	-	MARUTI SUZUKI NEXA	Automobile	Car - SUV/MUV
901	-	-	VALVOLINE	Automobile-Related	Lubricants
902	-	-	CORONA	Alcoholic Beverages	Beer
903	-	-	FRITO LAYS	Food & Beverage	Packaged Snacks
904	-	-	PAN BAHAR	Food & Beverage	Mouth Freshener - Traditional
905	-	-	NATURE FRESH	Food & Beverage	Packaged Flour
906	558	-348	93.5 RED FM	Media - Radio	FM
907	-	-	TVS WEGO	Automobile	Automatic Scooter
908	-	-	NANDU LUNGIS	Apparel	Lungis
909	660	-249	MONTE CARLO	Apparel	Diversified
910	-	-	ICICI HOME FINANCE	BFSI	Home Finance
911	-	-	VI-JOHN	FMCG	Shaving Products
912	-	-	MOBIL	Automobile-Related	Lubricants
913	-	-	FBB FASHION	Apparel	Diversified
914	509	-405	DHARA	Food & Beverage	Edible Oil
915	351	-564	KNORR	Food & Beverage	RTC Foods
916	-	-	YELLOW DIAMOND	Food & Beverage	Packaged Snacks
917	-	-	STAR GOLD	Media - TV	Hindi Movies
918	-	-	ACT II	Food & Beverage	RTC Popcorn
919	619	-300	YEPME.COM	Internet	Online Retailer - Fashion
920	992	72	FEM BLEACH	FMCG	Bath/Beauty

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
921	-	-	ABBOTT	Healthcare	Pharmaceuticals - International
922	-	-	VELCRO	Household Products	Fasteners
923	654	-269	INDIAN RAILWAYS	Transportation	Rail Transportation
924	-	-	CROCODILE	Apparel	Casualwear
925	-	-	STAR NEWS	Media - TV	Hindi News
926	987	61	BARCLAYS	BFSI	Bank - Foreign
927	972	45	ROOH AFZA	Food & Beverage	Traditional Beverages
928	-	-	TVS VICTOR	Automobile	Two Wheeler - Brand
929	-	-	TNT COURIER SERVICES	Services	Express Services
930	-	-	ALKEM	Healthcare	Pharmaceuticals - Indian
931	-	-	BRITANNIA MARIE	Food & Beverage	Biscuits - Brand
932	-	-	DD	Media - TV	Government Channel Cluster
933	854	-79	GWALIOR SUITINGS	Apparel	Fabrics to Brands
934	571	-363	TIGER BALM	Healthcare	Pain Balm
935	606	-329	NAVNEET	Stationery	Diversified
936	-	-	SWIPE SONIC	Personal Gadgetry	Mobile Phone Brand
937	405	-532	BUTTERFLY APPLIANCES	Kitchen Care	Kitchen Appliances
938	-	-	D&G	Branded Fashion	Luxury Fashion
939	655	-284	GEMINI OIL	Food & Beverage	Edible Oil
940	-	-	HOMETOWN	Home Furnishings	Furniture
941	462	-479	DUKE'S	Food & Beverage	Aerated Beverages
942	-	-	MAXX MOBILES	Personal Gadgetry	Mobile Phones
943	551	-392	PAN PARAG	Food & Beverage	Mouth Freshener - Traditional
944	413	-531	IIFL	BFSI	Financial Services - Diversified
945	-	-	CARLSBERG	Alcoholic Beverages	Beer
946	903	-43	HERCULES	Transportation	Bicycles
947	-	-	RED & WHITE	Cigarette	Cigarette
948	-	-	CUTICURA	FMCG	Bath/Beauty
949	-	-	HILTON HOTELS	Hospitality	Hotels - Premium
950	-	-	FORBES	Media - Print	Magazine - English
951	-	-	ZOMATO	Internet	Online Food Aggregator
952	-	-	FOREVER NEW	Retail	Women's Fashion
953	-	-	NOVARTIS	Healthcare	Pharmaceuticals - International
954	890	-64	AMULYA	Food & Beverage	Dairy - Whitener
955	-	-	AIRBUS	Manufacturing	Aircraft
956	382	-574	ACTION SHOES	Personal Accessories	Footwear
957	-	-	OLYMPUS	Personal Gadgetry	Camera
958	-	-	MOTOROLA MOTO G	Personal Gadgetry	Mobile Phone Brand
959	965	6	RANGE ROVER	Automobile	Four Wheeler - Luxury
960	-	-	LAND ROVER	Automobile	Four Wheeler - Luxury

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
961	-	-	EVIAN	Food & Beverage	Packaged Drinking Water
962	408	-554	GO AIR	Transportation	Airlines - Indian
963	-	-	HERSHEY'S	Food & Beverage	Confectionery - Diversified
964	-	-	NAT GEO	Media - TV	Factual Entertainment
965	-	-	OXEMBERG	Apparel	Menswear
966	-	-	NETFLIX	Internet	Video Streaming
967	835	-132	LINC PENS	Stationery	Writing Accessories
968	-	-	SOFY	FMCG	Personal Hygiene Products
969	-	-	SOFTBANK	BFSI	Venture Capital Fund
970	-	-	WB	Media - TV	English Movies
971	-	-	UNIVERSAL	Entertainment	Film Studio - International
972	552	-420	BRITANNIA 50 50	Food & Beverage	Biscuits - Brand
973	473	-500	SKYPE	Internet	Video Call Service
974	768	-206	FOSTER'S	Alcoholic Beverages	Beer
975	-	-	TITANEYE +	Retail	Eyecare
976	-	-	STAR WORLD	Media - TV	English GEC
977	827	-150	SEIKO	Personal Accessories	Watches
978	738	-240	MARUTI SUZUKI ALTO	Automobile	Car - Hatchback
979	-	-	ZEE CLASSIC	Media - TV	Hindi Movies
980	-	-	COSTCO	Retail	Hypermarket
981	-	-	HYUNDAI ACCENT	Automobile	Car - Sedan
982	892	-90	KILLER	Apparel	Casualwear
983	-	-	TOPS PICKLES	Food & Beverage	Pickles
984	-	-	SPRINKLE SALT	Food & Beverage	Salt
985	-	-	HANES	Apparel	Innerwear
986	-	-	CARGILL	Diversified	Diversified
987	670	-317	INDANE GAS	Energy	LPG
988	-	-	CORPORATION BANK	BFSI	Bank - PSU
989	-	-	MAYUR	Apparel	Fabrics to Brands
990	977	-13	BODY SHOP	FMCG	Bath/Beauty
991	-	-	DENDRITE ADHESIVE	Home Care	Adhesive
992	-	-	SYNDICATE BANK	BFSI	Bank - PSU
993	500	-493	FAIR AND HANDSOME	FMCG	Skin Lightening Products
994	-	-	WRIGLEY'S	Food & Beverage	Chewing Gum
995	764	-231	HAIR & CARE	FMCG	Hair Care
996	-	-	HONEYWELL	Diversified	Technology - Diversified
997	762	-235	GANESH ATTA	Food & Beverage	Packaged Flour
998	-	-	LIFE	Apparel	Casualwear
999	-	-	LUCKY JEANS	Apparel	Casualwear
1000	-	-	ZIPPO	Personal Accessories	Personal Toolkit Gear