

ALL INDIA LISTING

INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
1	1	0	DELL	TECHNOLOGY	LAPTOPS
2	2	0	XIAOMI	GADGETRY	MOBILE PHONES
3	8	5	TITAN	PERSONAL ACCESSORIES	WATCHES
4	7	3	BMW	AUTOMOBILE	FOUR WHEELER - LUXURY
5	37	32	BATA	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
6	5	-1	AMAZON	INTERNET	ONLINE RETAILER - DIVERSIFIED
7	6	-1	LIC	BFSI	LIFE INSURANCE - PSU
8	114	106	FOGG	FMCG	DEO/PERFUME
9	4	-5	LG	CONSUMER ELECTRONICS	TELEVISIONS
10	195	185	AMUL	FOOD & BEVERAGE	CHEESE
11	3	-8	SAMSUNG	GADGETRY	MOBILE PHONES
12	13	1	TATA	FOOD & BEVERAGE	SALT
13	9	-4	LENOVO	TECHNOLOGY	LAPTOPS
14	17	3	APPLE IPHONE	GADGETRY	MOBILE PHONES
15	36	21	STATE BANK OF INDIA	BFSI	BANK - PSU
16	62	46	AMUL	FOOD & BEVERAGE	BUTTER
17	16	-1	SAMSUNG	CONSUMER ELECTRONICS	TELEVISIONS
18	78	60	NIVEA	FMCG	SKINCARE
19	116	97	FACEBOOK	INTERNET	SOCIAL NETWORKING
20	88	68	PUMA	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
21	383	362	SONY	CONSUMER ELECTRONICS	TELEVISIONS
22	40	18	NIKE	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
23	54	31	WAGH BAKRI	FOOD & BEVERAGE	TEA
24	21	-3	HEWLETT PACKARD	TECHNOLOGY	LAPTOPS
25	30	5	OPPO	GADGETRY	MOBILE PHONES
26	23	-3	RELIANCE JIO	TELECOM	MOBILE SERVICE PROVIDER
27	92	65	AUDI	AUTOMOBILE	FOUR WHEELER - LUXURY
28	29	1	boAt	GADGETRY	AUDIO EQUIPMENTS
29	33	4	AMUL	FOOD & BEVERAGE	MILK
30	12	-18	HONDA	AUTOMOBILE	TWO WHEELER - MANUFACTURER
31	18	-13	VIVO	GADGETRY	MOBILE PHONES
32	34	2	AXIS BANK	BFSI	BANK - PRIVATE
33	45	12	DABUR HONEY	FOOD & BEVERAGE	HONEY
34	119	85	ADIDAS	APPARELS	SPORTSWEAR
35	55	20	TOYOTA	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
36	20	-16	MARUTI SUZUKI	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
37	15	-22	ICICI BANK	BFSI	BANK - PRIVATE
38	25	-13	LG	CONSUMER ELECTRONICS	WASHING MACHINES
39	109	70	FLIPKART	INTERNET	ONLINE RETAILER - DIVERSIFIED
40	85	45	DOVE	FMCG	SOAPS

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41	41	0	D MART	RETAIL	HYPERMARKET - INDIAN
42	139	97	DOVE	FMCG	SHAMPOO
43	19	-24	LG	CONSUMER ELECTRONICS	REFRIGERATORS
44	67	23	NESCAFE	FOOD & BEVERAGE	INSTANT COFFEE
45	47	2	HYUNDAI	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
46	53	7	TVS	AUTOMOBILE	TWO WHEELER - MANUFACTURER
47	44	-3	ZARA	RETAIL	FAST FASHION
48	28	-20	TATA MOTORS	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
49	22	-27	JEEP	AUTOMOBILE	SUV - MANUFACTURER
50	14	-36	TANISHQ	PERSONAL ACCESSORIES	JEWELLERY
51	58	7	AIRTEL	TELECOM	MOBILE SERVICE PROVIDER
52	99	47	XIAOMI	CONSUMER ELECTRONICS	TELEVISIONS
53	101	48	BRITANNIA	FOOD & BEVERAGE	BISCUITS - DIVERSIFIED
54	81	27	LG	CONSUMER ELECTRONICS	AIR CONDITIONERS
55	152	97	INTEL	TECHNOLOGY	SEMICONDUCTORS
56	98	42	WHIRLPOOL	CONSUMER ELECTRONICS	WASHING MACHINES
57	38	-19	PHONEPE	INTERNET	DIGITAL PAYMENTS
58	42	-16	COLGATE	FMCG	TOOTHPASTE
59	27	-32	LAKME	FMCG	COSMETICS
60	112	52	GOOGLE	INTERNET	INTERNET SEARCH
61	63	2	APPLE MacBOOK	TECHNOLOGY	LAPTOPS
62	59	-3	NATARAJ	STATIONERY	WRITING INSTRUMENTS
63	26	-37	ADIDAS	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
64	31	-33	LENSKART	RETAIL	OPTICALS
65	208	143	MEESHO	INTERNET	ONLINE RETAILER - DIVERSIFIED
66	-	-	NIC HONESTLY CRAFTED ICE CREAMS	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
67	35	-32	HERO MOTOCORP	AUTOMOBILE	TWO WHEELER - MANUFACTURER
68	133	65	CITIBANK	BFSI	BANK - FOREIGN
69	450	381	ALLEN SOLLY	APPARELS	FORMALWEAR
70	186	116	CADBURY	FOOD & BEVERAGE	CHOCOLATES - DIVERSIFIED
71	107	36	BRU	FOOD & BEVERAGE	INSTANT COFFEE
72	141	69	PANASONIC	CONSUMER ELECTRONICS	TELEVISIONS
73	68	-5	AVIVA LIFE INSURANCE	BFSI	LIFE INSURANCE - PRIVATE
74	247	173	ONIDA	CONSUMER ELECTRONICS	TELEVISIONS
75	147	72	KFC	RETAIL	QSR
76	96	20	TATA TEA	FOOD & BEVERAGE	TEA
77	318	241	DURACELL	FMCG	CONSUMER BATTERIES
78	196	118	CEAT	AUTOMOBILE - RELATED	TYRES
79	-	-	LAKME	FMCG	EYELINER
80	104	24	ROYAL ENFIELD	AUTOMOBILE	TWO WHEELER - MANUFACTURER

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81	238	157	MRF	AUTOMOBILE - RELATED	TYRES
82	549	467	SONY	CONSUMER ELECTRONICS	AIR CONDITIONERS
83	511	428	RADO	PERSONAL ACCESSORIES	WATCHES - PREMIUM
84	322	238	DISCOVERY	MEDIA - TV	FACTUAL ENTERTAINMENT
85	493	408	MEDIMIX	FMCG	SOAPS - AYURVEDIC
86	505	419	pTRON	GADGETRY	BLUETOOTH HEADPHONES
87	94	7	COCA-COLA	FOOD & BEVERAGE	AERATED BEVERAGES
88	39	-49	VIDEOCON	CONSUMER ELECTRONICS	TELEVISIONS
89	134	45	CITIZEN	PERSONAL ACCESSORIES	WATCHES
90	202	112	REALME	GADGETRY	MOBILE PHONES
91	246	155	AMBUJA CEMENT	MANUFACTURING	CEMENT
92	71	-21	GODREJ INTERIO	RETAIL	FURNITURE
93	135	42	DETTOL	FMCG	SOAPS - ANTISEPTIC
94	72	-22	FASTRACK	PERSONAL ACCESSORIES	WATCHES - YOUTH
95	164	69	YAMAHA	AUTOMOBILE	TWO WHEELER - MANUFACTURER
96	82	-14	REDMI	GADGETRY	MOBILE PHONES
97	191	94	KENT	CONSUMER APPLIANCES	WATER PURIFIERS
98	51	-47	ASTRAL	MANUFACTURING	PIPES
99	64	-35	LIVPURE	CONSUMER APPLIANCES	WATER PURIFIERS
100	204	104	USHA	CONSUMER APPLIANCES	FANS
101	49	-52	MUTHOOT FINANCE	BFSI	FINANCIAL SERVICES
102	144	42	ONE PLUS	GADGETRY	MOBILE PHONES
103	130	27	NESTLE KITKAT	FOOD & BEVERAGE	CHOCOLATE BAR
104	66	-38	AMERICAN EXPRESS	BFSI	CREDIT CARDS
105	79	-26	GODREJ	CONSUMER ELECTRONICS	REFRIGERATORS
106	24	-82	RELIANCE TRENDS	RETAIL	VALUE FASHION
107	89	-18	NIKE	APPARELS	SPORTSWEAR
108	60	-48	AACHI	FOOD & BEVERAGE	SPICES
109	48	-61	LG	CONSUMER ELECTRONICS	DIVERSIFIED
110	183	73	INSTAGRAM	INTERNET	SOCIAL NETWORKING
111	86	-25	NIPPO	FMCG	CONSUMER BATTERIES
112	-	-	LAKME	FMCG	LIPSTICK
113	443	330	SPARX	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
114	555	441	MAYBELLINE	FMCG	LIPSTICK
115	341	226	ACC CEMENT	MANUFACTURING	CEMENT
116	65	-51	ZEE LEARN	EDUCATION	DIVERSIFIED
117	241	124	PARLE G	FOOD & BEVERAGE	BISCUITS - BRAND
118	154	36	GKB OPTICALS	RETAIL	OPTICALS
119	256	137	THE CAPITAL MALL	RETAIL	MALL
120	56	-64	HONDA ACTIVA	AUTOMOBILE	SCOOTER - BRAND

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121	43	-78	HDFC BANK	BFSI	BANK - PRIVATE
122	97	-25	MERCEDES BENZ	AUTOMOBILE	FOUR WHEELER - LUXURY
123	80	-43	OKAYA	CONSUMER APPLIANCES	INVERTER BATTERIES
124	95	-29	SAMSUNG	CONSUMER ELECTRONICS	AIR CONDITIONERS
125	105	-20	PATANJALI	FOOD & BEVERAGE	HONEY
126	118	-8	MDH	FOOD & BEVERAGE	SPICES
127	-	-	HIMALAYA	FMCG	FACE WASH - HERBAL
128	84	-44	LUX	FMCG	SOAPS
129	127	-2	ASIAN PAINTS	MANUFACTURING	PAINTS
130	83	-47	VI	TELECOM	MOBILE SERVICE PROVIDER
131	93	-38	ZEE5	INTERNET	OTT
132	73	-59	BAJAJ	AUTOMOBILE	TWO WHEELER - MANUFACTURER
133	295	162	DOMINO'S	RETAIL	QSR
134	368	234	POCO	GADGETRY	MOBILE PHONES
135	120	-15	CADBURY DAIRY MILK	FOOD & BEVERAGE	CHOCOLATE BAR
136	32	-104	HONDA	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
137	150	13	GILLETTE	FMCG	SHAVING PRODUCTS
138	103	-35	TTK PRESTIGE	KITCHEN CARE	COOKWARE
139	169	30	PHILIPS	FAST MOVING ELECTRICAL GOODS	LIGHTING
140	166	26	VOLTAS	CONSUMER ELECTRONICS	AIR CONDITIONERS
141	140	-1	HSBC	BFSI	BANK - FOREIGN
142	999	857	BALAJI WAFERS	FOOD & BEVERAGE	PACKAGED SNACKS
143	-	-	L'OREAL	FMCG	HAIR COLOUR
144	10	-134	SAMSUNG	CONSUMER ELECTRONICS	DIVERSIFIED
145	151	6	POND'S	FMCG	SKINCARE
146	900	754	BLUE DART	SERVICES	EXPRESS SERVICES - DOMESTIC
147	-	-	boAt	GADGETRY	HEADPHONES
148	57	-91	NOKIA	GADGETRY	MOBILE PHONES
149	-	-	SUGAR	FMCG	COSMETICS
150	115	-35	FORD	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
151	199	48	CANON	GADGETRY	CAMERAS
152	137	-15	A.O. SMITH	CONSUMER APPLIANCES	WATER HEATERS
153	102	-51	HALDIRAM'S	FOOD & BEVERAGE	PACKAGED SNACKS
154	100	-54	AMD	TECHNOLOGY	SEMICONDUCTORS
155	-	-	SUN	PERSONAL ACCESSORIES	UMBRELLAS
156	168	12	IKEA	RETAIL	HOME IMPROVEMENT
157	529	372	OREO	FOOD & BEVERAGE	BISCUITS - BRAND
158	-	-	ALLIANZ	BFSI	INSURANCE - DIVERSIFIED
159	271	112	ATLAS	MANUFACTURING	BICYCLES
160	132	-28	SENCO GOLD	PERSONAL ACCESSORIES	JEWELLERY

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161	414	253	BLUE STAR	CONSUMER ELECTRONICS	AIR CONDITIONERS
162	108	-54	ACER	TECHNOLOGY	LAPTOPS
163	91	-72	ZEE NEWS	MEDIA - TV	HINDI NEWS
164	210	46	CYCLE AGARBATTI	FMCG	AGARBATTIS
165	358	193	BOOST	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
166	234	68	MYSORE SANDAL	FMCG	SOAPS
167	275	108	NISSAN	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
168	219	51	L'OREAL	FMCG	SHAMPOO
169	402	233	GOOGLE PAY	INTERNET	DIGITAL PAYMENTS
170	754	584	STARBUCKS	RETAIL	CAFÉ
171	138	-33	SINGER	HOME CARE	SEWING MACHINES
172	182	10	BANK OF BARODA	BFSI	BANK - PSU
173	177	4	WOODLAND	PERSONAL ACCESSORIES	FOOTWEAR - OUTDOOR
174	829	655	PATANJALI	FOOD & BEVERAGE	PACKAGED FLOUR
175	364	189	LOTUS	FMCG	COSMETICS
176	413	237	AMUL	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
177	350	173	AXE	FMCG	DEO/PERFUME
178	590	412	CANON	TECHNOLOGY	PRINTERS
179	142	-37	NESTLE MAGGI	FOOD & BEVERAGE	INSTANT NOODLES
180	75	-105	PUREIT	CONSUMER APPLIANCES	WATER PURIFIERS
181	200	19	PARACHUTE	FMCG	HAIR OIL
182	159	-23	GODREJ	HOME CARE	LOCKS
183	52	-131	SAMSUNG	CONSUMER ELECTRONICS	REFRIGERATORS
184	181	-3	CLOSE UP	FMCG	TOOTHPASTE
185	211	26	BAJAJ PULSAR	AUTOMOBILE	TWO WHEELER - BRAND
186	290	104	RAYMOND MADE TO MEASURE	APPARELS	TAILORED MENSWEAR
187	61	-126	TVS SCOOTY	AUTOMOBILE	SCOOTER - BRAND
188	328	140	DETTOL	FMCG	HANDWASH - ANTISEPTIC
189	567	378	MAYBELLINE	FMCG	COSMETICS
190	245	55	HIMALAYA	HEALTHCARE	DIVERSIFIED - AYURVEDIC
191	427	236	SLEEPWELL	HOME CARE	MATTRESSES
192	435	243	PATANJALI	FOOD & BEVERAGE	GHEE
193	74	-119	APPLE IWATCH	GADGETRY	SMART WEARABLES
194	113	-81	TATA STEEL	MANUFACTURING	METAL
195	537	342	SOFY	FMCG	PERSONAL HYGIENE PRODUCTS
196	192	-4	POND'S	FMCG	TALCUM POWDER
197	498	301	JAGUAR	AUTOMOBILE	FOUR WHEELER - LUXURY
198	148	-50	DETTOL	FMCG	ANTISEPTIC PRODUCTS
199	-	-	AMUL	FOOD & BEVERAGE	CHOCOLATE BAR
200	185	-15	PHILIPS	CONSUMER ELECTRONICS	TELEVISIONS

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BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
201	-	-	GOKUL MILK	FOOD & BEVERAGE	MILK
202	110	-92	PATANJALI DANT KANTI	FMCG	TOOTHPASTE - AYURVEDIC
203	635	432	PIZZA HUT	RETAIL	QSR
204	425	221	MARUTI SUZUKI SWIFT	AUTOMOBILE	CAR - HATCHBACK
205	491	286	HIMALAYA	FMCG	SHAMPOO - AYURVEDIC
206	344	138	RIN	FMCG	FABRICARE
207	213	6	MAHINDRA & MAHINDRA	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
208	486	278	PAYTM	INTERNET	DIGITAL PAYMENTS
209	-	-	BURGER KING	RETAIL	QSR
210	-	-	BRITANNIA	FOOD & BEVERAGE	BREAD
211	70	-141	KIDZEE	EDUCATION	PRE-SCHOOL
212	426	214	SUNRISE FOODS	FOOD & BEVERAGE	SPICES
213	174	-39	ADANI POWER	ENERGY	ELECTRIC UTILITY
214	175	-39	WHISPER	FMCG	PERSONAL HYGIENE PRODUCTS
215	87	-128	HONDA CB SHINE	AUTOMOBILE	TWO WHEELER - BRAND
216	257	41	DABUR REAL	FOOD & BEVERAGE	PACKAGED FRUIT JUICE
217	160	-57	RAYMOND	APPARELS	FABRIC TO BRANDS
218	-	-	HEWLETT PACKARD	TECHNOLOGY	PERSONAL COMPUTER
219	270	51	boAt	GADGETRY	SMART WEARABLES
220	-	-	PARX	APPARELS	MENSWEAR
221	143	-78	SONY	GADGETRY	AUDIO EQUIPMENTS
222	-	-	DCB BANK	BFSI	BANK - PRIVATE
223	291	68	EVEREST	FOOD & BEVERAGE	SPICES
224	-	-	SET WET	FMCG	HAIRCARE
225	269	44	MAX	RETAIL	FAST FASHION
226	163	-63	DAIKIN	CONSUMER ELECTRONICS	AIR CONDITIONERS
227	-	-	WILLIAM PENN	RETAIL	WRITING INSTRUMENTS - PREMIUM
228	262	34	MCDONALD'S	RETAIL	QSR
229	317	88	LEVI'S	APPARELS	CASUALWEAR
230	126	-104	WHIRLPOOL	CONSUMER ELECTRONICS	AIR CONDITIONERS
231	738	507	OTTO	APPARELS	MENSWEAR
232	215	-17	ROLEX	PERSONAL ACCESSORIES	WATCHES - SUPER LUXURY
233	408	175	MYNTRA	INTERNET	ONLINE FASHION RETAILER
234	-	-	G-SHOCK	PERSONAL ACCESSORIES	WATCHES
235	330	95	MICROSOFT SURFACE	TECHNOLOGY	LAPTOPS
236	117	-119	PEPSI	FOOD & BEVERAGE	AERATED BEVERAGES
237	273	36	PETER ENGLAND	APPARELS	MENSWEAR
238	434	196	SONATA	PERSONAL ACCESSORIES	WATCHES
239	145	-94	REEBOK	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
240	77	-163	WHIRLPOOL	CONSUMER ELECTRONICS	REFRIGERATORS

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241	223	-18	SUNSIK	FMCG	SHAMPOO
242	212	-30	BIBA	APPARELS	ETHNICWEAR - WOMEN
243	-	-	STREAX	FMCG	HAIR SERUM
244	453	209	PARAGON	PERSONAL ACCESSORIES	FOOTWEAR - SLIPPERS
245	237	-8	APSARA	STATIONERY	WRITING INSTRUMENTS
246	106	-140	AMUL	FOOD & BEVERAGE	GHEE
247	520	273	PATANJALI KESH KANTI	FMCG	HAIR OIL - AYURVEDIC
248	864	616	HEAD & SHOULDERS	FMCG	SHAMPOO
249	768	519	YARDLEY	FMCG	DEO/PERFUME
250	308	58	BOROLINE	FMCG	ANTISEPTIC CREAM - AYURVEDIC
251	335	84	PEARS	FMCG	SOAPS
252	379	127	CHAI POINT	RETAIL	QSR - TEA
253	-	-	SONY OLED	CONSUMER ELECTRONICS	TELEVISIONS
254	812	558	ZOMATO	INTERNET	ONLINE FOOD DELIVERY
255	279	24	INFOSYS	TECHNOLOGY	SOFTWARE SERVICES
256	-	-	DELL	TECHNOLOGY	PERSONAL COMPUTER
257	495	238	H&M	RETAIL	FAST FASHION
258	718	460	FERRARI	AUTOMOBILE	FOUR WHEELER - SUPER LUXURY
259	467	208	SWIGGY	INTERNET	ONLINE FOOD DELIVERY
260	-	-	DISNEY	AMUSEMENT PARK	AMUSEMENT PARK
261	503	242	iGUARD	GADGETRY	SPY CAMERA
262	-	-	GARNIER	FMCG	FACE WASH
263	136	-127	SYMPHONY	CONSUMER ELECTRONICS	AIR COOLERS
264	477	213	JOCKEY	APPARELS	INNERWEAR
265	179	-86	AAJ TAK	MEDIA - TV	HINDI NEWS
266	432	166	NIKON	GADGETRY	CAMERAS
267	386	119	STAYFREE	FMCG	PERSONAL HYGIENE PRODUCTS
268	349	81	LAYS	FOOD & BEVERAGE	PACKAGED SNACKS
269	-	-	ACER	TECHNOLOGY	PERSONAL COMPUTER
270	266	-4	MANGO FROOTI	FOOD & BEVERAGE	NON-AERATED BEVERAGES
271	821	550	VASELINE	FMCG	SKINCARE
272	239	-33	KOTAK MAHINDRA BANK	BFSI	BANK - PRIVATE
273	324	51	PAMPERS	FMCG	DIAPERS
274	-	-	ROLLS ROYCE	AUTOMOBILE	FOUR WHEELER - SUPER LUXURY
275	207	-68	SONY	GADGETRY	CAMERAS
276	410	134	SOCIETY TEA	FOOD & BEVERAGE	TEA
277	251	-26	BAJAJ	AUTOMOBILE	AUTOMOBILE - DIVERSIFIED
278	272	-6	FOSSIL	PERSONAL ACCESSORIES	WATCHES
279	292	13	IDBI BANK	BFSI	BANK - PSU
280	76	-204	BISLERI	FOOD & BEVERAGE	PACKAGED DRINKING WATER

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281	319	38	boAt	GADGETRY	EARPHONES
282	689	407	NILKAMAL	HOME CARE	FURNITURE - PLASTIC
283	776	493	GARNIER	FMCG	HAIR COLOUR
284	125	-159	SAMSUNG	CONSUMER ELECTRONICS	WASHING MACHINES
285	129	-156	AMUL	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
286	523	237	ARUN ICECREAMS	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
287	171	-116	FORTUNE	FOOD & BEVERAGE	EDIBLE OIL
288	365	77	INDIAN BANK	BFSI	BANK - PSU
289	165	-124	MTR	FOOD & BEVERAGE	RTC FOODS
290	-	-	SHREE MARUTI	SERVICES	EXPRESS SERVICES - DOMESTIC
291	235	-56	PANASONIC	CONSUMER ELECTRONICS	AIR CONDITIONERS
292	297	5	HCL	TECHNOLOGY	LAPTOPS
293	289	-4	RELIANCE JIOMART	INTERNET	ONLINE GROCERY RETAILER
294	552	258	SYSKA	FAST MOVING ELECTRICAL GOODS	LIGHTING
295	205	-90	CLINIC PLUS	FMCG	SHAMPOO
296	-	-	HELIX	PERSONAL ACCESSORIES	WATCHES
297	236	-61	ASUS	TECHNOLOGY	LAPTOPS
298	828	530	RELIANCE DIGITAL	RETAIL	ELECTRONICS
299	-	-	LIJJAT PAPAD	FOOD & BEVERAGE	RTC FOODS - PAPAD
300	-	-	MAMAEARTH	FMCG	BABY PRODUCTS
301	953	652	DTDC	SERVICES	EXPRESS SERVICES - DOMESTIC
302	282	-20	HAIER	CONSUMER ELECTRONICS	AIR CONDITIONERS
303	698	395	APOLLO TYRES	AUTOMOBILE - RELATED	TYRES
304	856	552	YES BANK	BFSI	BANK - PRIVATE
305	233	-72	BERGER PAINTS	MANUFACTURING	PAINTS
306	-	-	MAMAEARTH	FMCG	SKINCARE
307	222	-85	LIFEBUOY	FMCG	SOAPS
308	299	-9	BANK OF INDIA	BFSI	BANK - PSU
309	784	475	BAJAJ ELECTRICALS	CONSUMER APPLIANCES	FANS
310	500	190	VIDEOCON	CONSUMER ELECTRONICS	REFRIGERATORS
311	255	-56	SURF EXCEL	FMCG	FABRICARE
312	419	107	ROYAL ENFIELD BULLET	AUTOMOBILE	TWO WHEELER - BRAND
313	393	80	MAMAEARTH	FMCG	COSMETICS
314	512	198	GODREJ	CONSUMER ELECTRONICS	WASHING MACHINES
315	-	-	STAR BAZAAR	RETAIL	HYPERMARKET - INDIAN
316	-	-	NIVEA	FMCG	DEO/PERFUME
317	252	-65	AASHIRVAAD	FOOD & BEVERAGE	PACKAGED FLOUR
318	488	170	PANTENE	FMCG	SHAMPOO
319	586	267	IFB	CONSUMER ELECTRONICS	WASHING MACHINES
320	173	-147	IBM	TECHNOLOGY	DIVERSIFIED

ALL INDIA LISTING

INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
321	889	568	DOVE	FMCG	SKINCARE
322	347	25	KALYAN JEWELLERS	PERSONAL ACCESSORIES	JEWELLERY
323	572	249	KWALITY WALLS	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
324	-	-	DABUR ALMOND	FMCG	HAIR OIL - AYURVEDIC
325	397	72	CADBURY 5 STAR	FOOD & BEVERAGE	CHOCOLATE BAR
326	462	136	APOLLO HOSPITALS	HEALTHCARE	HOSPITALS
327	-	-	MONACO	FOOD & BEVERAGE	BISCUITS - BRAND
328	-	-	CAVINKARE	FMCG	DIVERSIFIED
329	149	-180	BROOKE BOND TAJ MAHAL	FOOD & BEVERAGE	TEA - BRAND
330	124	-206	KIA	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
331	131	-200	PATANJALI	FMCG	DIVERSIFIED
332	184	-148	SPRITE	FOOD & BEVERAGE	AERATED BEVERAGES
333	-	-	GUCCI	FMCG	DEO/PERFUME - LUXURY
334	-	-	BAPUJI	FOOD & BEVERAGE	BAKERY PRODUCTS
335	167	-168	VOLKSWAGEN	AUTOMOBILE	FOUR WHEELER - PREMIUM
336	-	-	NYKAA	FMCG	SKINCARE
337	180	-157	VIP	PERSONAL ACCESSORIES	LUGGAGE/BAGS
338	580	242	SKODA	AUTOMOBILE	FOUR WHEELER - PREMIUM
339	-	-	PHILIPS	CONSUMER APPLIANCES	FANS
340	-	-	SAFFOLA	FOOD & BEVERAGE	EDIBLE OIL
341	-	-	NYKAA	FMCG	COSMETICS
342	329	-13	PUNJAB NATIONAL BANK	BFSI	BANK - PSU
343	244	-99	SITI	SERVICES	CABLE NETWORK
344	-	-	NANDINI	FOOD & BEVERAGE	MILK
345	668	323	PARK AVENUE	APPARELS	MENSWEAR
346	-	-	ASHOK LEYLAND	AUTOMOBILE	TRACTORS
347	492	145	RAMRAJ	APPARELS	DHOTIS
348	-	-	MAMAEARTH	FMCG	SHAMPOO
349	803	454	TOYOTA FORTUNER	AUTOMOBILE	SUV - PREMIUM BRAND
350	357	7	CLASSMATE	STATIONERY	NOTEBOOKS
351	837	486	NESTLE	FOOD & BEVERAGE	CHOCOLATES - DIVERSIFIED
352	337	-15	BIRLA CEMENT	MANUFACTURING	CEMENT
353	678	325	ORIENT	CONSUMER APPLIANCES	FANS
354	395	41	CASIO	PERSONAL ACCESSORIES	WATCHES
355	-	-	DABUR	FMCG	TOOTHPASTE
356	-	-	SHAKTI BHOG	FOOD & BEVERAGE	PACKAGED FLOUR
357	-	-	KOLTE PATIL	CONSTRUCTION	DIVERSIFIED
358	378	20	LG	GADGETRY	MOBILE PHONES
359	232	-127	AJIO	INTERNET	ONLINE FASHION RETAILER
360	954	594	BAJAJ ELECTRICALS	CONSUMER APPLIANCES	KITCHEN APPLIANCES

ALL INDIA LISTING

INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
361	-	-	PHOOL	FMCG	AGARBATTIS
362	527	165	MAAZA	FOOD & BEVERAGE	NON-AERATED BEVERAGES
363	-	-	LIBAS	APPARELS	ETHNICWEAR - WOMEN
364	201	-163	HAWKINS	KITCHEN CARE	COOKWARE
365	-	-	LYF	GADGETRY	MOBILE PHONES
366	494	128	MTR	FOOD & BEVERAGE	SPICES
367	-	-	UBER	INTERNET	ONLINE TAXI AGGREGATOR
368	-	-	SURUCHI CHANACHUR	FOOD & BEVERAGE	PACKAGED SNACKS
369	284	-85	SUZUKI	AUTOMOBILE	TWO WHEELER - MANUFACTURER
370	121	-249	SONY	CONSUMER ELECTRONICS	DIVERSIFIED
371	716	345	ARIEL	FMCG	FABRICARE
372	-	-	ZUDIO	RETAIL	FAST FASHION
373	644	271	REXONA	FMCG	SOAPS
374	-	-	HYUNDAI I20	AUTOMOBILE	CAR - HATCHBACK
375	744	369	FLORANCE FLORA	RETAIL	FLORICULTURE
376	-	-	ZIVA	APPARELS	ETHNICWEAR - WOMEN
377	519	142	BRITANNIA GOODDAY	FOOD & BEVERAGE	BISCUITS - BRAND
378	190	-188	AIR INDIA	TRANSPORTATION	AIRLINES - INDIAN
379	415	36	ULTRATECH CEMENT	MANUFACTURING	CEMENT
380	388	8	COMPLAN	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
381	209	-172	CHIK	FMCG	SHAMPOO
382	-	-	JOCKEY	APPARELS	CASUALWEAR
383	-	-	ZARA	PERSONAL ACCESSORIES	WOMEN'S HAND BAGS
384	753	369	HALDIRAM'S	RETAIL	QSR - TRADITIONAL
385	618	233	SUNFEAST YIPPEE NOODLES	FOOD & BEVERAGE	INSTANT NOODLES
386	688	302	SUN TV	MEDIA - TV	CHANNEL CLUSTER
387	197	-190	PARLE	FOOD & BEVERAGE	BISCUITS - DIVERSIFIED
388	-	-	VIJAY SALES	RETAIL	ELECTRONICS
389	-	-	FEVICOL	ADHESIVE	ADHESIVE
390	444	54	MICROMAX	GADGETRY	MOBILE PHONES - INDIAN
391	-	-	BROOKE BOND TAZZA	FOOD & BEVERAGE	TEA - BRAND
392	229	-163	REVLON	FMCG	COSMETICS
393	464	71	HAIER	CONSUMER ELECTRONICS	REFRIGERATORS
394	296	-98	CROMA	RETAIL	ELECTRONICS
395	392	-3	MOUNT LITERA	EDUCATION	SCHOOLS
396	-	-	BIOTIQUE	FMCG	SKINCARE - AYURVEDIC
397	-	-	PEPE	APPARELS	CASUALWEAR
398	845	447	TATA AGNI	FOOD & BEVERAGE	TEA - BRAND
399	451	52	TATA PLAY	DTH	DTH
400	554	154	UNION BANK OF INDIA	BFSI	BANK - PSU

ALL INDIA LISTING

INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
401	-	-	BUGATTI	AUTOMOBILE	FOUR WHEELER - SUPER LUXURY
402	-	-	DENVER	FMCG	DEO/PERFUME
403	333	-70	LIMCA	FOOD & BEVERAGE	AERATED BEVERAGES
404	941	537	CESC	ENERGY	ELECTRIC UTILITY
405	847	442	SAINT GOBAIN	MANUFACTURING	FLATGLASS
406	-	-	BRUSTRO	STATIONERY	WRITING INSTRUMENTS
407	258	-149	INDIAN OIL	ENERGY	OIL & GAS - REFINING & MARKETING
408	259	-149	WIPRO	MANUFACTURING	SEATING SOLUTIONS
409	277	-132	SREELEATHERS	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
410	331	-79	CATCH	FOOD & BEVERAGE	SPICES
411	-	-	HERO HONDA HUNK	AUTOMOBILE	TWO WHEELER - BRAND
412	311	-101	PANASONIC	CONSUMER ELECTRONICS	DIVERSIFIED
413	643	230	SUNDARAM FINANCE	BFSI	FINANCIAL SERVICES
414	315	-99	CIPLA	HEALTHCARE	PHARMACEUTICALS - INDIAN
415	385	-30	PC JEWELLER	PERSONAL ACCESSORIES	JEWELLERY
416	306	-110	AVON	FMCG	COSMETICS
417	553	136	SENSODYNE	FMCG	TOOTHPASTE - SENSITIVE TEETH
418	712	294	TBZ	PERSONAL ACCESSORIES	JEWELLERY
419	363	-56	DHL	SERVICES	EXPRESS SERVICES - FOREIGN
420	158	-262	TIDE	FMCG	FABRICARE
421	922	501	INDANE GAS	ENERGY	LPG
422	187	-235	LIPTON	FOOD & BEVERAGE	TEA
423	157	-266	MICROSOFT	TECHNOLOGY	SOFTWARE PRODUCTS
424	334	-90	HERO	MANUFACTURING	BICYCLES
425	-	-	GLOBAL DESI	APPARELS	ETHNICWEAR - WOMEN
426	338	-88	DOMS	STATIONERY	WRITING INSTRUMENTS
427	263	-164	FANTA	FOOD & BEVERAGE	AERATED BEVERAGES
428	220	-208	SANTOOR	FMCG	SOAPS
429	-	-	BARBEQUE NATION	RETAIL	DINER/RESTAURANT
430	473	43	TVS JUPITER	AUTOMOBILE	SCOOTER - BRAND
431	-	-	WHEEL	FMCG	FABRICARE
432	253	-179	NIRMA	FMCG	FABRICARE
433	-	-	COLGATE CIBACA	FMCG	TOOTHPASTE - BRAND
434	-	-	BAJAJ	CONSUMER APPLIANCES	IRONS
435	603	168	SUN PHARMA	HEALTHCARE	PHARMACEUTICALS - INDIAN
436	250	-186	PEPSODENT	FMCG	TOOTHPASTE
437	-	-	NIVEA	FMCG	FACE WASH
438	675	237	GUCCI	BRANDED FASHION	BRANDED FASHION - LUXURY
439	374	-65	CANARA BANK	BFSI	BANK - PSU
440	-	-	CADBURY GEMS	FOOD & BEVERAGE	CANDY / TOFFEE

ALL INDIA LISTING

INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
441	489	48	LAVA	GADGETRY	MOBILE PHONES - INDIAN
442	-	-	HANES	APPARELS	INNERWEAR
443	515	72	EXIDE	AUTOMOBILE - RELATED	AUTO - BATTERIES
444	353	-91	MOTOROLA	GADGETRY	MOBILE PHONES
445	-	-	W	APPARELS	FUSIONWEAR - WOMEN
446	-	-	SUHANA MASALA	FOOD & BEVERAGE	SPICES
447	540	93	ROYAL MIRAGE	FMCG	DEO/PERFUME
448	-	-	CHAMBOR	FMCG	COSMETICS
449	316	-133	SANSUI	CONSUMER ELECTRONICS	TELEVISIONS
450	487	37	KISSAN	FOOD & BEVERAGE	JAM
451	-	-	VICCO	FMCG	SKINCARE - AYURVEDIC
452	741	289	NESTLE MUNCH	FOOD & BEVERAGE	CHOCOLATE BAR
453	-	-	CAMBIO	MANUFACTURING	BICYCLES - SPORTS
454	267	-187	HORLICKS	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
455	436	-19	NIRMA	FMCG	SOAPS
456	-	-	LAKME	FMCG	SKINCARE
457	556	99	HUSH PUPPIES	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
458	679	221	RAJDHANI	FOOD & BEVERAGE	CHICKPEA FLOUR
459	835	376	RENAULT	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
460	-	-	MAC	FMCG	LIPSTICK - PREMIUM
461	594	133	7UP	FOOD & BEVERAGE	AERATED BEVERAGES
462	-	-	MAMAEARTH	FMCG	FACE WASH
463	228	-235	WHIRLPOOL	CONSUMER ELECTRONICS	DIVERSIFIED
464	-	-	BESTON	TECHNOLOGY	MULTIMEDIA SPEAKERS
465	792	327	STAR HEALTH	BFSI	HEALTH INSURANCE - PRIVATE
466	-	-	HCL	TECHNOLOGY	SOFTWARE SERVICES
467	382	-85	RELIANCE SMART BAZAAR	RETAIL	GROCERY
468	-	-	HMT	AUTOMOBILE	TRACTORS
469	403	-66	BOSCH	CONSUMER ELECTRONICS	WASHING MACHINES
470	428	-42	COOKME	FOOD & BEVERAGE	SPICES
471	-	-	JUST HERBS	FMCG	SHAMPOO - AYURVEDIC
472	-	-	ORIFLAME	FMCG	LIPSTICK
473	343	-130	CARRIER	CONSUMER ELECTRONICS	AIR CONDITIONERS
474	178	-296	TATA	DIVERSIFIED	DIVERSIFIED
475	459	-16	BMW MOTORRAD	AUTOMOBILE	TWO WHEELER - PREMIUM
476	355	-121	BIG BAZAAR	RETAIL	HYPERMARKET - INDIAN
477	-	-	JOHN PLAYERS	APPARELS	MENSWEAR
478	-	-	KAWASAKI	AUTOMOBILE	TWO WHEELER - MANUFACTURER
479	605	126	HIMALAYA	FMCG	SOAPS - AYURVEDIC
480	417	-63	MAC	FMCG	COSMETICS - PREMIUM

ALL INDIA LISTING

INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
481	884	403	LUMINOUS	CONSUMER APPLIANCES	INVERTER BATTERIES
482	217	-265	ARROW	APPARELS	FORMALWEAR
483	437	-46	GOWARDHAN GHEE	FOOD & BEVERAGE	GHEE
484	541	57	FILA	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
485	-	-	GLENMARK	HEALTHCARE	PHARMACEUTICALS - INDIAN
486	301	-185	TIMEX	PERSONAL ACCESSORIES	WATCHES
487	579	92	MOTHER DAIRY	FOOD & BEVERAGE	MILK
488	320	-168	ABP MAJHA	MEDIA - TV	MARATHI NEWS
489	-	-	ONE PLUS	CONSUMER ELECTRONICS	TELEVISIONS
490	-	-	PARLE MELODY	FOOD & BEVERAGE	CANDY / TOFFEE
491	-	-	SIYARAM'S	APPARELS	SUITINGS
492	785	293	ORIFLAME	FMCG	COSMETICS
493	448	-45	SUNFEAST	FOOD & BEVERAGE	BISCUITS - DIVERSIFIED
494	456	-38	VAN HEUSEN	APPARELS	FORMALWEAR
495	-	-	BLACK BEAUTY	FMCG	SOAPS
496	528	32	AQUAGUARD	CONSUMER APPLIANCES	WATER PURIFIERS
497	-	-	PRADA	PERSONAL ACCESSORIES	WOMEN'S HAND BAGS - LUXURY
498	304	-194	BAJAJ FINANCE	BFSI	FINANCIAL SERVICES
499	819	320	RAJESH SPICES	FOOD & BEVERAGE	SPICES
500	-	-	WILD STONE	FMCG	DEO/PERFUME
501	533	32	DATSUN	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
502	442	-60	TROPICANA	FOOD & BEVERAGE	PACKAGED FRUIT JUICE
503	423	-80	TOSHIBA	CONSUMER ELECTRONICS	TELEVISIONS
504	249	-255	WHATSAPP	INTERNET	INSTANT MESSAGING SERVICE
505	-	-	PHILIPS	PERSONAL ACCESSORIES	HAIR DRYERS
506	225	-281	BISK FARM	FOOD & BEVERAGE	BISCUITS - DIVERSIFIED
507	370	-137	WIPRO	TECHNOLOGY	SOFTWARE SERVICES
508	-	-	GUESS	FMCG	DEO/PERFUME - PREMIUM
509	625	116	TETLEY	FOOD & BEVERAGE	TEA
510	-	-	RAMCO CONSTRUCTION	CONSTRUCTION	DIVERSIFIED
511	875	364	ROYAL STAG	ALCOHOLIC BEVERAGES	WHISKEY
512	-	-	SULA	ALCOHOLIC BEVERAGES	WINE
513	-	-	BRITANNIA BOURBON	FOOD & BEVERAGE	BISCUITS - BRAND
514	309	-205	KINGFISHER	ALCOHOLIC BEVERAGES	BEER
515	227	-288	COLGATE	FMCG	TOOTHBRUSHES
516	-	-	JOY	AUTOMOBILE	E-BIKE
517	-	-	BROOKE BOND	FOOD & BEVERAGE	TEA
518	961	443	ORPAT	HOME CARE	CLOCKS
519	-	-	PURO	FOOD & BEVERAGE	SALT
520	-	-	SHREE CEMENT	MANUFACTURING	CEMENT

ALL INDIA LISTING

INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
521	539	18	BROOKE BOND RED LABEL	FOOD & BEVERAGE	TEA - BRAND
522	-	-	HYUNDAI CRETA	AUTOMOBILE	SUV - BRAND
523	-	-	MADAME	APPARELS	WOMENSWEAR - WESTERN
524	-	-	VIDEOCON	CONSUMER ELECTRONICS	DIVERSIFIED
525	-	-	SURUCHI SPICES	FOOD & BEVERAGE	SPICES
526	404	-122	YOUTUBE	INTERNET	VIDEO-SHARING
527	305	-222	INDIGO AIRLINES	TRANSPORTATION	AIRLINES - INDIAN
528	705	177	BBC NEWS	MEDIA - TV	ENGLISH NEWS - INTERNATIONAL
529	-	-	CALVIN KLEIN	APPARELS	INNERWEAR - PREMIUM
530	-	-	OLD MONK	ALCOHOLIC BEVERAGES	RUM
531	825	294	BSNL	TELECOM	MOBILE SERVICE PROVIDER
532	502	-30	LIFESTYLE	RETAIL	VALUE FASHION
533	-	-	DABUR VATIKA	FMCG	SHAMPOO - AYURVEDIC
534	-	-	AASHIRVAAD SVASTI	FOOD & BEVERAGE	MILK
535	701	166	KURKURE	FOOD & BEVERAGE	PACKAGED SNACKS
536	587	51	AMAZON PRIME	INTERNET	OTT
537	-	-	DARK FANTASY	FOOD & BEVERAGE	BISCUITS - BRAND
538	713	175	DR. AGARWALS EYE HOSPITAL	HEALTHCARE	EYE HOSPITALS
539	-	-	LOTUS	FMCG	SKINCARE
540	855	315	NEXA	RETAIL	PREMIER CAR RETAIL
541	760	219	BIKANERVALA	FOOD & BEVERAGE	PACKAGED SNACKS
542	723	181	PHILIPS LED	FAST MOVING ELECTRICAL GOODS	LED LIGHTING
543	-	-	MAHANANDA	FOOD & BEVERAGE	MILK
544	-	-	JAQUAR	HOME CARE	BATH FIXTURES/SANITARYWARE
545	286	-259	LG	TECHNOLOGY	LAPTOPS
546	-	-	HIMALAYA	FMCG	BABY PRODUCTS
547	452	-95	RED BULL	FOOD & BEVERAGE	ENERGY DRINK
548	-	-	PANTALOONS	RETAIL	VALUE FASHION
549	880	331	PP JEWELLERS	PERSONAL ACCESSORIES	JEWELLERY
550	933	383	GINI & JONY	APPARELS	KIDSWEAR
551	-	-	PATANJALI	FMCG	FACE WASH - HERBAL
552	611	59	ITC	MANUFACTURING	CIGARETTE
553	-	-	WOW	FMCG	SKINCARE
554	287	-267	CAMLIN	STATIONERY	WRITING INSTRUMENTS
555	-	-	WOW	FMCG	SHAMPOO
556	-	-	APNA BAZAR	RETAIL	GROCERY
557	-	-	CREAMBELL	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
558	460	-98	TOYOTA INNOVA	AUTOMOBILE	SUV - BRAND
559	387	-172	RAYBAN	PERSONAL ACCESSORIES	EYEWEAR
560	769	209	SHRIRAM FINANCE	BFSI	FINANCIAL SERVICES

ALL INDIA LISTING

INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
561	-	-	COTTON KING	APPARELS	CASUALWEAR
562	766	204	VOLTAS	CONSUMER ELECTRONICS	REFRIGERATORS
563	-	-	SAMSUNG	CONSUMER APPLIANCES	KITCHEN APPLIANCES
564	947	383	VSL	CONSTRUCTION	CONSTRUCTION TECHNOLOGY
565	-	-	ARISTOCRAT	PERSONAL ACCESSORIES	LUGGAGE/BAGS
566	176	-390	PUMA	APPARELS	SPORTSWEAR
567	-	-	HMT	PERSONAL ACCESSORIES	WATCHES
568	-	-	FAB INDIA	RETAIL	HANDMADE PRODUCTS
569	-	-	LOUIS VUITTON	FMCG	DEO/PERFUME - LUXURY
570	-	-	TOP 10 MOBILE	RETAIL	MOBILE PHONES
571	447	-124	ZANDU BALM	HEALTHCARE	PAIN RELIEF
572	-	-	CAFÉ COFFEE DAY	RETAIL	CAFÉ
573	-	-	METRO CASH & CARRY	RETAIL	HYPERMARKET - INDIAN
574	-	-	MALABAR DIAMONDS	PERSONAL ACCESSORIES	JEWELLERY
575	-	-	FLAIR	STATIONERY	WRITING INSTRUMENTS
576	-	-	ONE PLUS NORD	GADGETRY	MOBILE PHONES - BRAND
577	-	-	PRIYA	FOOD & BEVERAGE	SPICES
578	-	-	VESTIGE	FMCG	DIRECT SELLING
579	623	44	BADSHAH	FOOD & BEVERAGE	SPICES
580	-	-	HPGAS	ENERGY	LPG
581	510	-71	SLICE	FOOD & BEVERAGE	NON-AERATED BEVERAGES
582	-	-	ONGC	ENERGY	OIL & GAS - EXPLORATION AND REFINING
583	-	-	GLOBE STEELS	MANUFACTURING	METAL
584	770	186	ADOBE	TECHNOLOGY	SOFTWARE PRODUCTS
585	-	-	LG	CONSUMER APPLIANCES	DIVERSIFIED
586	-	-	MYGLAMM	INTERNET	ONLINE BEAUTY STORE
587	-	-	HIMALAYA	FMCG	DIVERSIFIED - AYURVEDIC
588	706	118	REYNOLDS	STATIONERY	WRITING INSTRUMENTS
589	-	-	HYUNDAI I10	AUTOMOBILE	CAR - HATCHBACK
590	-	-	ANCHOR	MANUFACTURING	WIRES
591	-	-	AIRWICK	FMCG	AIR FRESHNER
592	595	3	DUNLOP	AUTOMOBILE - RELATED	TYRES
593	-	-	CROSS	STATIONERY	WRITING INSTRUMENTS - PREMIUM
594	-	-	HAVELLS	FAST MOVING ELECTRICAL GOODS	LIGHTING
595	575	-20	GODREJ	CONSUMER ELECTRONICS	AIR CONDITIONERS
596	-	-	OLX	INTERNET	INTERNET CLASSIFIEDS SERVICE
597	904	307	INDIA GATE	FOOD & BEVERAGE	PACKAGED RICE
598	-	-	VISA	BFSI	CREDIT CARDS
599	925	326	VISTARA	TRANSPORTATION	AIRLINES - INDIAN
600	-	-	LOUIS VUITTON	PERSONAL ACCESSORIES	WOMEN'S HAND BAGS - LUXURY

ALL INDIA LISTING

INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
601	-	-	LENOVO	TECHNOLOGY	PERSONAL COMPUTER
602	-	-	ROTOMAC	STATIONERY	WRITING INSTRUMENTS
603	-	-	TATA INDICA	AUTOMOBILE	CAR - HATCHBACK
604	-	-	boAt	GADGETRY	BLUETOOTH HEADPHONES
605	-	-	SUGAR	FMCG	LIPSTICK
606	-	-	PATANJALI NUTRELA ORGANIC OMEGA	HEALTHCARE	HEALTH SUPPLEMENT
607	823	216	TWITTER	INTERNET	SOCIAL NETWORKING
608	69	-539	HIMALAYA	FMCG	SKINCARE - AYURVEDIC
609	601	-8	ZIVA COLLECTION	PERSONAL ACCESSORIES	JEWELLERY - BRAND
610	-	-	BRITANNIA	FOOD & BEVERAGE	CAKES
611	372	-239	THUMS UP	FOOD & BEVERAGE	AERATED BEVERAGES
612	-	-	DLF	CONSTRUCTION	DIVERSIFIED
613	630	17	LALITHA JEWELLERY	PERSONAL ACCESSORIES	JEWELLERY
614	-	-	NANDINI	FOOD & BEVERAGE	GHEE
615	700	85	MINU SAREES	APPARELS	SAREES
616	-	-	NAVRATNA COOL OIL	FMCG	HAIR OIL - AYURVEDIC
617	860	243	FASTRACK	PERSONAL ACCESSORIES	EYEWEAR
618	-	-	NEWS 24	MEDIA - TV	HINDI NEWS
619	-	-	NIKE	PERSONAL ACCESSORIES	WOMEN'S HAND BAGS
620	-	-	MARUTI SUZUKI WAGON R	AUTOMOBILE	CAR - HATCHBACK
621	681	60	BOSCH	CONSUMER ELECTRONICS	REFRIGERATORS
622	-	-	BHIM	INTERNET	DIGITAL PAYMENTS
623	-	-	SONY LIV	INTERNET	OTT
624	-	-	ONLY	APPARELS	WOMENSWEAR - WESTERN
625	-	-	HEMPUSHPA	HEALTHCARE	AYURVEDIC TONIC - WOMEN
626	800	174	FINOLEX	MANUFACTURING	PIPES
627	-	-	ONESCORE	INTERNET	AI CREDIT SCORE PLANNER
628	788	160	MIO AMORE	RETAIL	CAKESHOP
629	862	233	INDIAN OVERSEAS BANK	BFSI	BANK - PSU
630	-	-	IODEX	HEALTHCARE	PAIN RELIEF
631	750	119	RELIANCE FRESH	RETAIL	GROCERY
632	424	-208	HINDUSTAN UNILEVER	FMCG	DIVERSIFIED
633	360	-273	KINLEY	FOOD & BEVERAGE	PACKAGED DRINKING WATER
634	743	109	VIDEOCON	CONSUMER ELECTRONICS	WASHING MACHINES
635	170	-465	HINDUSTAN PETROLEUM	ENERGY	OIL & GAS - REFINING & MARKETING
636	-	-	HAJMOLA	HEALTHCARE	DIGESTIVE TABLETS
637	-	-	CLEAN & CLEAR	FMCG	FACE WASH
638	-	-	CHERRY BLOSSOM	PERSONAL ACCESSORIES	SHOE POLISH
639	682	43	HAVELLS	CONSUMER APPLIANCES	WATER HEATERS
640	-	-	WRANGLER	APPARELS	CASUALWEAR

ALL INDIA LISTING

INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
641	543	-98	PRIYAGOLD	FOOD & BEVERAGE	BISCUITS - DIVERSIFIED
642	-	-	HAVELLS	CONSUMER APPLIANCES	FANS
643	-	-	BIOTIQUE	FMCG	BATH/BEAUTY - AYURVEDIC
644	-	-	DAAWAT	FOOD & BEVERAGE	PACKAGED RICE
645	-	-	PARLE MARIE	FOOD & BEVERAGE	BISCUITS - BRAND
646	-	-	POOJA MASALA	FOOD & BEVERAGE	SPICES
647	-	-	FLYING MACHINE	APPARELS	CASUALWEAR
648	188	-460	ABP NEWS	MEDIA - TV	HINDI NEWS
649	-	-	FRONTIERS	INTERNET	ONLINE LIBRARY
650	-	-	AMRUTANJAN	HEALTHCARE	PAIN RELIEF
651	-	-	CELLO	HOME CARE	FURNITURE - PLASTIC
652	671	19	MOTHER DAIRY	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
653	-	-	NOVA CABLE	TECHNOLOGY	OPTIC FIBRE CABLES
654	-	-	ITC HOTELS	HOSPITALITY	HOTELS - LUXURY
655	757	102	AMUL	FOOD & BEVERAGE	BUTTER MILK
656	-	-	FALCON COURIERS	SERVICES	EXPRESS SERVICES - DOMESTIC
657	-	-	GOOGLE	TECHNOLOGY	SOFTWARE PRODUCTS
658	786	128	CHOLA MS	BFSI	GENERAL INSURANCE - PRIVATE
659	412	-247	CROMPTON	CONSUMER APPLIANCES	FANS
660	-	-	RATH VANASPATI	FOOD & BEVERAGE	HYDROGENATED VEGETABLE OIL
661	-	-	MONTEX	STATIONERY	WRITING INSTRUMENTS
662	514	-148	BHARATGAS	ENERGY	LPG
663	836	173	HINDALCO	MANUFACTURING	METAL
664	653	-11	KHAITAN	CONSUMER APPLIANCES	FANS
665	-	-	VAT 69	ALCOHOLIC BEVERAGES	SCOTCH WHISKY
666	-	-	O GENERAL	CONSUMER ELECTRONICS	AIR CONDITIONERS
667	193	-474	ITC	FMCG	DIVERSIFIED
668	-	-	RAMDEV	FOOD & BEVERAGE	SPICES
669	-	-	GHARI	FMCG	FABRICARE
670	-	-	DOUBLE DIAMOND	FOOD & BEVERAGE	TEA
671	-	-	MX PLAYER	INTERNET	OTT
672	-	-	SIGNATURE	ALCOHOLIC BEVERAGES	WHISKEY
673	-	-	B NATURAL	FOOD & BEVERAGE	PACKAGED FRUIT JUICE
674	-	-	IFB	CONSUMER ELECTRONICS	DISHWASHER
675	-	-	RAYMOND	HOME CARE	HOME FURNISHINGS
676	-	-	ONIDA	CONSUMER ELECTRONICS	AIR CONDITIONERS
677	-	-	JBL	GADGETRY	EARPHONES
678	226	-452	NESTLE	FOOD & BEVERAGE	DIVERSIFIED
679	-	-	GOLDIEE	FOOD & BEVERAGE	SPICES
680	-	-	MANKIND PHARMA	HEALTHCARE	PHARMACEUTICALS - INDIAN

ALL INDIA LISTING

INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
681	-	-	VOLTA	FAST MOVING ELECTRICAL GOODS	LED LIGHTING
682	642	-40	BIG BASKET	INTERNET	ONLINE GROCERY RETAILER
683	-	-	JINDAL PIPES	MANUFACTURING	PIPES
684	-	-	PORTER	INTERNET	ONLINE TRANSPORTATION APP
685	813	128	NETFLIX	INTERNET	OTT
686	-	-	RASAYAN VATI	HEALTHCARE	AYURVEDIC PRODUCT - MALE SEXUAL DYSFUNCTION
687	111	-576	HEWLETT PACKARD	TECHNOLOGY	PRINTERS
688	156	-532	TCS	TECHNOLOGY	SOFTWARE SERVICES
689	783	94	ONIDA	CONSUMER ELECTRONICS	WASHING MACHINES
690	-	-	DELTA	STATIONERY	STATIONERY
691	-	-	PHILIPS	CONSUMER ELECTRONICS	DIVERSIFIED
692	-	-	A.O. SMITH	CONSUMER APPLIANCES	WATER PURIFIERS
693	123	-570	BAJAJ ALLIANZ	BFSI	GENERAL INSURANCE - PRIVATE
694	314	-380	TISSOT	PERSONAL ACCESSORIES	WATCHES - PREMIUM
695	-	-	ROOP BOUTIQUE	APPARELS	ETHNICWEAR - WOMEN
696	536	-160	VIMAL	APPARELS	FABRIC TO BRANDS
697	-	-	JK TYRE	AUTOMOBILE - RELATED	TYRES
698	-	-	LEXI PENS	STATIONERY	WRITING INSTRUMENTS
699	-	-	RAAGA BOUTIQUE	APPARELS	ETHNICWEAR - WOMEN
700	-	-	NOISE	GADGETRY	SMART WEARABLES
701	-	-	TATA NANO	AUTOMOBILE	CAR - HATCHBACK
702	240	-462	GALAXY	FOOD & BEVERAGE	CHOCOLATE BAR
703	373	-330	VIM	FMCG	DISHCARE
704	-	-	RASHTRIYA CHEMICALS & FERTILIZERS	MANUFACTURING	FERTILIZER
705	-	-	GAYATRI	FMCG	SHAMPOO - HERBAL
706	777	71	HITACHI	CONSUMER ELECTRONICS	AIR CONDITIONERS
707	-	-	GARNIER	FMCG	SHAMPOO
708	544	-164	ATOMBERG	CONSUMER APPLIANCES	FANS
709	-	-	RAJSHREE	FOOD & BEVERAGE	MOUTH FRESHENER - TRADITIONAL
710	801	91	ANNAPURNA	FOOD & BEVERAGE	SALT
711	724	13	MODERN	FOOD & BEVERAGE	BREAD
712	-	-	NYCIL	FMCG	PRICKLY HEAT POWDER
713	998	285	RBL BANK	BFSI	BANK - PRIVATE
714	376	-338	HDFC	BFSI	HOME FINANCE
715	-	-	PROVOGUE	APPARELS	CASUALWEAR
716	-	-	BELL	GADGETRY	POWER BANK
717	863	146	JBL	GADGETRY	AUDIO EQUIPMENTS
718	-	-	HINDWARE	HOME CARE	BATH FIXTURES/SANITARYWARE
719	-	-	VIMAL PAN MASALA	FOOD & BEVERAGE	MOUTH FRESHENER - TRADITIONAL
720	-	-	PUMA	PERSONAL ACCESSORIES	WOMEN'S HAND BAGS

ALL INDIA LISTING

INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
721	90	-631	LG	CONSUMER ELECTRONICS	MICROWAVES
722	-	-	PVR	ENTERTAINMENT	CINEMA - DISPLAY
723	-	-	PARRYWARE	HOME CARE	BATH FIXTURES/SANITARYWARE
724	771	47	SKYPE	INTERNET	VIDEO CONFERENCING
725	647	-78	USHA	CONSUMER APPLIANCES	WATER HEATERS
726	-	-	APPLE	GADGETRY	AUDIO EQUIPMENTS
727	-	-	TOTAL	AUTOMOBILE - RELATED	LUBRICANTS
728	194	-534	PARK AVENUE	FMCG	DEO/PERFUME
729	-	-	TTK HEALTHCARE	HEALTHCARE	PHARMACEUTICALS - INDIAN
730	929	199	MOTHER DAIRY	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
731	-	-	NOTHING	GADGETRY	MOBILE PHONES
732	161	-571	USHA SHRIRAM	RETAIL	FURNITURE
733	243	-490	DABUR RED	FMCG	TOOTHPASTE - AYURVEDIC
734	-	-	AXIS BANK	BFSI	CREDIT CARDS
735	-	-	STATE BANK OF INDIA	BFSI	HOME FINANCE
736	-	-	POWER	APPARELS	SPORTSWEAR
737	-	-	LAMBORGHINI	AUTOMOBILE	FOUR WHEELER - SUPER LUXURY
738	985	247	AJANTA	PERSONAL ACCESSORIES	FOOTWEAR - CASUAL
739	934	195	NYKAA	INTERNET	ONLINE BEAUTY STORE
740	-	-	SURYA	FAST MOVING ELECTRICAL GOODS	LIGHTING
741	-	-	FIRE-BOLTT	GADGETRY	SMART WEARABLES
742	366	-376	THE TIMES OF INDIA	MEDIA - PRINT	NEWSPAPER - ENGLISH
743	-	-	SHREE	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
744	-	-	COSMIX	FOOD & BEVERAGE	PLANT BASED NUTRITIONAL SUPPLEMENTS
745	146	-599	KTM	AUTOMOBILE	TWO WHEELER - MANUFACTURER
746	-	-	MERO	CONSTRUCTION	CONSTRUCTION SOLUTIONS
747	-	-	PRINCE	MANUFACTURING	PIPES
748	-	-	DUROFLEX	HOME CARE	MATTRESSES
749	-	-	DURIAN	RETAIL	FURNITURE
750	-	-	JAIPAN	KITCHEN CARE	KITCHEN APPLIANCES
751	-	-	TOP SPICES	FOOD & BEVERAGE	SPICES
752	664	-88	KILLER	APPARELS	CASUALWEAR
753	-	-	BOSS	FMCG	DEO/PERFUME
754	-	-	HINDUSTAN MOTORS	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
755	-	-	MILTON	DINNERWARE	CROCKERY
756	946	190	GLOBE STEELS	MANUFACTURING	BRIGHT STEEL BARS
757	421	-336	ORAL-B	FMCG	TOOTHBRUSHES
758	-	-	ALIBABA	INTERNET	ONLINE RETAILER - DIVERSIFIED
759	-	-	AKAI	CONSUMER ELECTRONICS	TELEVISIONS
760	-	-	TATA PRAVESH	HOME CARE	DOORS & WINDOWS

ALL INDIA LISTING

INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
761	-	-	PAYPAL	INTERNET	DIGITAL PAYMENTS
762	877	115	TOOFAAN	CONSUMER APPLIANCES	FANS
763	-	-	BAKE FOR ME	RETAIL	CAKESHOP
764	666	-98	SOCH	APPARELS	ETHNICWEAR - WOMEN
765	866	101	GUCCI	PERSONAL ACCESSORIES	WOMEN'S HAND BAGS - LUXURY
766	892	126	CASTROL	AUTOMOBILE - RELATED	LUBRICANTS
767	602	-165	HAIER	CONSUMER ELECTRONICS	DIVERSIFIED
768	909	141	DIAMOND SNACKS	FOOD & BEVERAGE	PACKAGED SNACKS
769	-	-	HYUNDAI VERNA	AUTOMOBILE	CAR - SEDAN
770	-	-	CASIO	GADGETRY	CALCULATOR
771	-	-	DUTA	FOOD & BEVERAGE	SPICES
772	920	148	KODAK	GADGETRY	CAMERAS
773	-	-	LENOVO	GADGETRY	TABLETS
774	-	-	BAJAJ ELECTRICALS	FAST MOVING ELECTRICAL GOODS	LIGHTING
775	394	-381	SURYA	FOOD & BEVERAGE	SALT
776	-	-	PAN PARAG	FOOD & BEVERAGE	MOUTH FRESHENER - TRADITIONAL
777	733	-44	CINTHOL	FMCG	SOAPS
778	-	-	MILKFOOD	FOOD & BEVERAGE	GHEE
779	-	-	GE	CONSUMER APPLIANCES	FANS
780	-	-	RUMMY CIRCLE	INTERNET	ONLINE RUMMY
781	584	-197	TVS TYRES	AUTOMOBILE - RELATED	TYRES
782	-	-	INTAS	HEALTHCARE	PHARMACEUTICALS - INDIAN
783	454	-329	APC	CONSUMER APPLIANCES	INVERTERS
784	917	133	ADITYA BIRLA SUN LIFE	BFSI	LIFE INSURANCE - PRIVATE
785	-	-	BOSE	GADGETRY	EARPHONES
786	-	-	KAYAM	HEALTHCARE	AYURVEDIC PRODUCTS - DIGESTIVE
787	466	-321	HBL POWER SYSTEMS	MANUFACTURING	INDUSTRIAL BATTERIES
788	650	-138	FORTIS HEALTHCARE	HEALTHCARE	HOSPITALS
789	795	6	PARKER	STATIONERY	WRITING INSTRUMENTS
790	-	-	PANASONIC	GADGETRY	MOBILE PHONES
791	-	-	MASTERCARD	BFSI	CREDIT CARDS
792	-	-	STEVE MADDEN	PERSONAL ACCESSORIES	WOMEN'S HAND BAGS
793	-	-	PARLE KISMI	FOOD & BEVERAGE	CANDY / TOFFEE
794	-	-	METRO DAIRY	FOOD & BEVERAGE	MILK
795	-	-	PATEK PHILIPPE	PERSONAL ACCESSORIES	WATCHES - LUXURY
796	840	44	BHARAT PETROLEUM	ENERGY	OIL & GAS - REFINING & MARKETING
797	763	-34	RHEEM	CONSUMER APPLIANCES	WATER HEATERS
798	405	-393	PANASONIC	CONSUMER ELECTRONICS	WASHING MACHINES
799	-	-	TATA SHAKTEE	CONSTRUCTION	GALVANISED CORRUGATED SHEETS
800	-	-	COFFY BITE	FOOD & BEVERAGE	CANDY / TOFFEE

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INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
801	-	-	KNORR	FOOD & BEVERAGE	RTC FOODS
802	-	-	CROMA	CONSUMER ELECTRONICS	WASHING MACHINES
803	-	-	GAP	RETAIL	FAST FASHION
804	939	135	KHADIM	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
805	-	-	UDAAN	INTERNET	ONLINE GROCERY B2B
806	574	-232	MONGINIS	RETAIL	CAKESHOP
807	-	-	AFCONS	CONSTRUCTION	INFRASTRUCTURE
808	224	-584	YEWALE AMRUTTULYA	RETAIL	TEA SHOP
809	-	-	NOVA	PERSONAL ACCESSORIES	HAIR STRAIGHTENERS
810	326	-484	SUNDROP	FOOD & BEVERAGE	EDIBLE OIL
811	986	175	BLUE STAR	CONSUMER ELECTRONICS	REFRIGERATORS
812	-	-	ROYAL SPICES	FOOD & BEVERAGE	SPICES
813	-	-	BILLY BOOT POLISH	PERSONAL ACCESSORIES	SHOE POLISH
814	-	-	MTV	MEDIA - TV	MUSIC CHANNEL
815	380	-435	HONDA CITY	AUTOMOBILE	CAR - SEDAN
816	517	-299	LIRIL	FMCG	SOAPS
817	-	-	XIAOMI	GADGETRY	BLUETOOTH AUDIO EQUIPMENTS
818	-	-	MAJITHIA	FOOD & BEVERAGE	SPICES
819	-	-	OMAXE	CONSTRUCTION	DIVERSIFIED
820	-	-	TOYOTA INNOVA HYCROSS	AUTOMOBILE	SUV - BRAND
821	-	-	SUGAR & SPICE	RETAIL	DINER/RESTAURANT
822	-	-	WHITE TONE	FMCG	SKIN BRIGHTENING PRODUCTS
823	-	-	SUZUKI HAYABUSA	AUTOMOBILE	TWO WHEELER - BRAND
824	-	-	BURBERRY	BRANDED FASHION	BRANDED FASHION - LUXURY
825	-	-	AYUR	FMCG	SKINCARE
826	-	-	COLORBAR	FMCG	COSMETICS
827	624	-203	ACCENTURE	TECHNOLOGY	SOFTWARE SERVICES
828	660	-168	CENTRAL BANK OF INDIA	BFSI	BANK - PSU
829	281	-548	BYJU'S	INTERNET	EDUCATION TECHNOLOGY - K12
830	711	-119	GODREJ NO.1	FMCG	SOAPS - BRAND
831	-	-	CADBURY CHOCLAIRS	FOOD & BEVERAGE	CANDY / TOFFEE
832	-	-	GAIA	FOOD & BEVERAGE	EDIBLE OIL
833	-	-	BSA	MANUFACTURING	BICYCLES
834	483	-351	AMWAY	FMCG	COSMETICS
835	621	-214	MARGO	FMCG	SOAPS - AYURVEDIC
836	420	-416	ASHOK LEYLAND	AUTOMOBILE	COMMERCIAL VEHICLES
837	-	-	BANK OF MAHARASHTRA	BFSI	BANK - PSU
838	799	-39	OMEGA	APPARELS	MENSWEAR
839	438	-401	SONY VAIO	TECHNOLOGY	LAPTOPS
840	-	-	HDFC ERGO	BFSI	GENERAL INSURANCE - PRIVATE

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INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
841	-	-	JOHN MILLER	APPARELS	MENSWEAR
842	-	-	US POLO	APPARELS	CASUALWEAR
843	-	-	SONY	CONSUMER ELECTRONICS	REFRIGERATORS
844	-	-	LAKHANI	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
845	-	-	AMCO	AUTOMOBILE - RELATED	AUTO - BATTERIES
846	-	-	HENKO	FMCG	FABRICARE
847	570	-277	BOSE	GADGETRY	AUDIO EQUIPMENTS
848	598	-250	BRITISH PAINTS	MANUFACTURING	PAINTS
849	-	-	JASON	FMCG	SKINCARE
850	377	-473	VICCO VAJRADANTI	FMCG	TOOTHPASTE - AYURVEDIC
851	530	-321	NEROLAC	MANUFACTURING	PAINTS
852	-	-	FOSSIL	PERSONAL ACCESSORIES	WOMEN'S HAND BAGS
853	670	-183	TELEGRAM	INTERNET	SOCIAL NETWORKING
854	996	142	BINGO	FOOD & BEVERAGE	PACKAGED SNACKS
855	609	-246	MINI	AUTOMOBILE	FOUR WHEELER - MANUFACTURER
856	-	-	KARBONN	GADGETRY	MOBILE PHONES - INDIAN
857	346	-511	AVON	MANUFACTURING	BICYCLES
858	545	-313	NAVNEET	STATIONERY	NOTEBOOKS
859	648	-211	CLOSE UP	FMCG	TOOTHBRUSHES
860	389	-471	SAMSUNG	GADGETRY	TABLETS
861	781	-80	ZANDU	FOOD & BEVERAGE	HONEY
862	-	-	WIBS	FOOD & BEVERAGE	BREAD
863	-	-	UNITED COLORS OF BENETTON	APPARELS	CASUALWEAR
864	983	119	ANCHOR	FAST MOVING ELECTRICAL GOODS	MODULAR SWITCHES
865	-	-	VOLVO	AUTOMOBILE	COMMERCIAL VEHICLES
866	-	-	WOW	FMCG	FACE WASH
867	384	-483	PANASONIC	CONSUMER ELECTRONICS	REFRIGERATORS
868	690	-178	SYSKA LED	FAST MOVING ELECTRICAL GOODS	LED LIGHTING
869	274	-595	HAIER	CONSUMER ELECTRONICS	WASHING MACHINES
870	-	-	FASTRACK	PERSONAL ACCESSORIES	WOMEN'S HAND BAGS
871	620	-251	HITKARY	FOOD & BEVERAGE	HONEY
872	695	-177	PATANJALI	FOOD & BEVERAGE	EDIBLE OIL
873	441	-432	TURTLE	APPARELS	MENSWEAR
874	876	2	DAMRO	RETAIL	FURNITURE
875	865	-10	JAIN PIPES	MANUFACTURING	PIPES
876	-	-	TRUE POWER	MANUFACTURING	WIRES
877	571	-306	SUNFLOWER	FOOD & BEVERAGE	EDIBLE OIL
878	885	7	PILOT	STATIONERY	WRITING INSTRUMENTS
879	566	-313	HAVMOR	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
880	-	-	ADIDAS	PERSONAL ACCESSORIES	LUGGAGE/BAGS

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INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
881	-	-	WOODLAND	PERSONAL ACCESSORIES	WALLETS
882	-	-	TREO	DINNERWARE	CROCKERY
883	-	-	DUCATI	AUTOMOBILE	TWO WHEELER - PREMIUM
884	-	-	PMARK	FOOD & BEVERAGE	EDIBLE OIL
885	-	-	FORD ECOSPORT	AUTOMOBILE	SUV - BRAND
886	-	-	CAMBRIDGE	APPARELS	MENSWEAR
887	-	-	BIRLA TYRES	AUTOMOBILE - RELATED	TYRES
888	-	-	MAX HOSPITAL	HEALTHCARE	HOSPITALS
889	-	-	VEET	FMCG	HAIR REMOVAL
890	-	-	DATSUN REDI-GO	AUTOMOBILE	CAR - HATCHBACK
891	-	-	VIP	APPARELS	INNERWEAR
892	563	-329	BAJAJ	CONSUMER APPLIANCES	WATER HEATERS
893	-	-	LOOKS GARMENTS	APPARELS	WOMENSWEAR
894	-	-	DEEPAK MEMORIAL HOSPITAL	HEALTHCARE	HOSPITALS
895	629	-266	CADBURY FUSE	FOOD & BEVERAGE	CHOCOLATE BAR
896	-	-	HARRISON	HOME CARE	LOCKS
897	-	-	ONIDA	CONSUMER ELECTRONICS	DIVERSIFIED
898	871	-27	LIBERTY	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
899	352	-547	RBI	BFSI	BANK - FEDERAL
900	261	-639	JOHNSON & JOHNSON	FMCG	BABY PRODUCTS
901	518	-383	BEEZ HONEY	FOOD & BEVERAGE	HONEY
902	-	-	JUMBOKING	RETAIL	QSR - INDIAN
903	231	-672	FREEDOM	FOOD & BEVERAGE	EDIBLE OIL
904	964	60	ZENITH	PERSONAL ACCESSORIES	WATCHES - LUXURY
905	-	-	CLASSMATE	STATIONERY	WRITING INSTRUMENTS
906	-	-	DHANLAXMI BANK	BFSI	BANK - PRIVATE
907	-	-	NATURALS	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
908	-	-	RAM BANDHU	FOOD & BEVERAGE	SPICES
909	-	-	PATANJALI	FMCG	SHAMPOO - AYURVEDIC
910	-	-	HERCULES	MANUFACTURING	BICYCLES
911	-	-	MERLIN	MANUFACTURING	BICYCLES - SPORTS
912	662	-250	AQUAFINA	FOOD & BEVERAGE	PACKAGED DRINKING WATER
913	810	-103	TATA AIG	BFSI	GENERAL INSURANCE - PRIVATE
914	641	-273	ICICI PRUDENTIAL	BFSI	LIFE INSURANCE - PRIVATE
915	593	-322	BAJAJ CAPITAL	BFSI	FINANCIAL SERVICES
916	-	-	SONY	GADGETRY	EARPHONES
917	-	-	ASHOK MASALE	FOOD & BEVERAGE	SPICES
918	940	22	SNAPDEAL	INTERNET	ONLINE RETAILER - DIVERSIFIED
919	-	-	TRENDZ BY MAFATLAL	APPARELS	MENSWEAR
920	-	-	LENOVO	GADGETRY	MOBILE PHONES

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INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
921	-	-	HITACHI	MANUFACTURING	ATM
922	973	51	SINGAPORE AIRLINES	TRANSPORTATION	AIRLINES - FOREIGN
923	797	-126	SKYBAGS	PERSONAL ACCESSORIES	LUGGAGE/BAGS
924	-	-	AMARON	AUTOMOBILE - RELATED	AUTO - BATTERIES
925	844	-81	LUXOR	STATIONERY	WRITING INSTRUMENTS
926	-	-	ENVY	FMCG	DEO/PERFUME
927	-	-	ORPAT	GADGETRY	CALCULATOR
928	-	-	A TO Z GOLD	HEALTHCARE	MULTIVITAMIN
929	-	-	SHAPOORJI PALLONJI	CONSTRUCTION	DIVERSIFIED
930	391	-539	TATA TISCON	MANUFACTURING	TMT BARS
931	782	-149	MUFTI	APPARELS	MENSWEAR
932	-	-	VERO MODA	APPARELS	WOMENSWEAR - WESTERN
933	-	-	DISH TV	DTH	DTH
934	-	-	CHING'S	FOOD & BEVERAGE	INSTANT NOODLES
935	310	-625	GODREJ	FMCG	DIVERSIFIED
936	455	-481	VADILAL	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
937	-	-	LITTLE'S	FMCG	BABY WIPES
938	-	-	MARS	FOOD & BEVERAGE	CHOCOLATES - DIVERSIFIED
939	631	-308	SONY	GADGETRY	MOBILE PHONES
940	-	-	RELIANCE INFRASTRUCTURE	ENERGY	ELECTRIC UTILITY
941	-	-	BHARAT BIOTECH	HEALTHCARE	PHARMACEUTICALS - INDIAN
942	1000	58	BOMBAY DYEING	APPARELS	HOME FASHION
943	-	-	CORELLE	DINNERWARE	CROCKERY
944	-	-	HUDA BEAUTY	FMCG	LIPSTICK - PREMIUM
945	-	-	KAMATS	RETAIL	RESTAURANT CHAIN
946	673	-273	BOURNVITA	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
947	-	-	BANDHAN BANK	BFSI	BANK - PRIVATE
948	-	-	RELIANCE JIO	GADGETRY	MOBILE PHONES
949	-	-	INDIA CEMENTS	MANUFACTURING	CEMENT
950	816	-134	BRITANNIA TIGER	FOOD & BEVERAGE	BISCUITS - BRAND
951	465	-486	MAHINDRA SCORPIO	AUTOMOBILE	SUV - BRAND
952	-	-	SAGAR RATNA	RETAIL	DINER/RESTAURANT
953	-	-	FABER	CONSUMER APPLIANCES	KITCHEN SYSTEMS
954	692	-262	AMERICAN TOURISTER	PERSONAL ACCESSORIES	LUGGAGE/BAGS
955	345	-610	JET AIRWAYS	TRANSPORTATION	AIRLINES - INDIAN
956	834	-122	DENIM	APPARELS	CASUALWEAR
957	-	-	MANGO BITE	FOOD & BEVERAGE	CANDY / TOFFEE
958	-	-	HIMALAYA	FMCG	BATH/BEAUTY - HERBAL
959	-	-	OLAY	FMCG	SKINCARE
960	153	-807	L'OREAL	FMCG	COSMETICS

ALL INDIA LISTING

INDIA'S MOST TRUSTED BRAND 2023



BTR 2023	BTR 2022	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
961	-	-	LINKEDIN	INTERNET	SOCIAL NETWORKING
962	-	-	OYO HOTELS & HOMES	HOSPITALITY	HOTELS & HOMES
963	-	-	MOSER BAER	MANUFACTURING	TIME PRECISION PRODUCTS
964	-	-	CAMLIN PAINTS	STATIONERY	ART SUPPLIES
965	-	-	LATA MEDICAL RESEARCH FOUNDATION	NGO	NGO
966	-	-	LML	AUTOMOBILE	SCOOTER MANUFACTURER
967	-	-	MAGIC	CONSUMER APPLIANCES	FANS
968	684	-284	SUPREME	MANUFACTURING	PIPES
969	-	-	FORTUNE CHAKKI FRESH ATTA	FOOD & BEVERAGE	PACKAGED FLOUR
970	-	-	DORITOS	FOOD & BEVERAGE	PACKAGED SNACKS
971	-	-	RINSO	FMCG	FABRICARE
972	874	-98	CATL	TECHNOLOGY	ENERGY STORAGE SYSTEM
973	-	-	KOHINOOR	FMCG	CONDOMS
974	-	-	HUBLOT	GADGETRY	SMART WEARABLES
975	-	-	MOKSH	FMCG	AGARBATTIS
976	-	-	REDIFF.COM	MEDIA - ONLINE	ONLINE NEWS
977	-	-	NAUKRI	INTERNET	JOB SEARCH ENGINE
978	-	-	POSTMAN	FOOD & BEVERAGE	EDIBLE OIL
979	699	-280	MARUTI SUZUKI ERTIGA	AUTOMOBILE	MUV - BRAND
980	501	-479	PHILIPS	CONSUMER ELECTRONICS	AIR CONDITIONERS
981	-	-	NOISE	GADGETRY	EARPHONES
982	-	-	GMMCO	CONSTRUCTION	CONSTRUCTION EQUIPMENTS
983	-	-	KORES	STATIONERY	DIVERSIFIED
984	-	-	NISHA	FMCG	HAIR COLOUR - HERBAL
985	-	-	COLORPLUS	APPARELS	MENSWEAR
986	582	-404	COGNIZANT	TECHNOLOGY	SOFTWARE SERVICES
987	-	-	RAJNIGANDHA	FOOD & BEVERAGE	MOUTH FRESHENER - TRADITIONAL
988	-	-	SAFFOLA	FOOD & BEVERAGE	DIVERSIFIED
989	568	-421	INDIA TODAY	MEDIA - PRINT	MAGAZINE - ENGLISH
990	-	-	THOMSON	CONSUMER ELECTRONICS	TELEVISIONS
991	-	-	LOUIS PHILIPPE	APPARELS	FORMALWEAR
992	-	-	VERKA MILK	FOOD & BEVERAGE	MILK
993	-	-	SGB-SMIT TRANSFORMERS	MANUFACTURING	TRANSFORMERS
994	-	-	SHALIMAR	FMCG	HAIR OIL
995	-	-	COMPAQ	CONSUMER ELECTRONICS	TELEVISIONS
996	-	-	ARAVIND LABORATORIES	FMCG	COSMETICS
997	-	-	BHEL	MANUFACTURING	HEAVY ELECTRICAL EQUIPMENT
998	-	-	BIRLA CEMENT	CONSTRUCTION	WALL PUTTY
999	-	-	FRESHTOHOME	INTERNET	ONLINE MEAT DELIVERY
1000	-	-	STING	FOOD & BEVERAGE	ENERGY DRINK