



THE  
BRAND TRUST  
REPORT

India Study 2013

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# Introduction



Imagine a room packed full of people, each jostling for space, food and survival. There's a door to the room, but it only works one way - people can come in, but cannot leave. And, the room keeps filling up, cramming more after more. The people in the room face paranoia, fear, aggression and as time progresses and as the crowd grows, only one objective remains - to survive. Now, imagine the crowded room to be your mind and the teeming people to be brands that enter incessantly. This, perhaps, is the closest picture of the chaotic state of the stakeholder's mind in a brand stuffed world.

Businesses are 'transactable ideas' that need their stakeholders' trust to just exist, let alone endure. A trusted idea automatically becomes an accepted idea and in its degree of acceptance lies its transmission quotient. And so, when a business establishes strong trust bonds with its stakeholders, through its offerings, communication or existence, it continually reinforces its brand - its life-force. Ideas which combat trust and promote morbidity, eventually getting snuffed by the stronger trust forces. As brands establish trust in those they engage with, they become a very part of the stakeholder's mind, almost reflecting it in their brand persona.

As hundreds of thousands of brands battle for the stakeholder's mindshare, one can only imagine the gruesome outcome. Warring brands often take dangerous and undesirable shortcuts, and victories, if any, are mostly pyrrhic - maiming the victor's brand as much as it does the losers. More than anything, the unfortunate result of negative brand action most often is that the reward being fought for - the stakeholder's mind - also gets severely injured in the battle. Brands must therefore remain very aware of two things; firstly, that they *are* capable of wounding the stakeholder's minds by what they say and do, and secondly, that the minds of the stakeholders' are already in much agony due to previous brand actions. Brands which tread carefully and build trust help alleviate the pain and find a permanent place with stakeholders, and those that do not, may get noticed, but will be associated by the stakeholder with anguish and grief.

Machavilli's wrote in his book 'The Prince', what seems most appropriate for Brand Trust as well - "*Princes who acquire their principalities with ease, keep it with difficulty, and those who acquire it with difficulty, keep it with ease.*" Drawing a Brand Trust analogy from his book - if a brand acquires trust with much effort, it will keep it with ease, and if it acquires Brand Trust without much effort, the brand will keep it with difficulty. This, however, is not to say that one must focus solely on gaining trust, for such unilateral focus is counter-productive. Instead, it requires the brand to go about its action and communication as normal, so that each act is infused with trust enhancing ingredients. The Brand Trust Report focuses on exactly this important nuance - to show brands how they can add trust-ingredients to their daily action and communication.

The Brand Trust Report lives by the trust principles it espouses and has resultantly gained significant strides to become India's most significant trust marker for brands. Its methodology rigour, scientific approach and uncompromising standards have benefitted brands in many major initiatives. The current year's report is a result of more than 13,000 hours of fieldwork conducted across 16 Indian cities between July and November 2012, resulting in nearly 19,000 unique brands. Naturally, many Brand Trust ranks have changed this year, some significantly too, but this can only be expected considering that trust is an extremely dynamic bond with even small actions, perceptions, communications impacting it.

Trust Research Advisory's proprietary Trust Matrix measures 61 tangible and intangible aspects of Brand Trust (called attributes), which combine to reflect the attitudes and deep-embedded associations (called brand behaviours) the brand makes with its stakeholders. The rankings in BTR 2013 maps the stakeholders' attitudes of Brand Trust, reflecting the most recent pulse of consumers and influencers. Respondents have been open in their interpretation of brands and have included a variety of categories including corporate, consumer, service, products, as also some prominent individuals.

Brand Trust is a universal proxy for all the different experiences that a brand generates. The Brand Trust Report-2013 not only maps this year's trust topography but also gives a timeline comparison with the previous two years. This year's study is enhanced because we've also been able to mine several new insights from the 3 million datapoints processed, giving very useful trust attribute comparisons by SEC, age, gender, city, zone and brand usage.

Rather than significant action, the year gone by has been marked by Government and industry inaction in equal measure. A lack of government 'empathy' diminished citizen and business trust. Added to this, missing the predicted growth target further diminished general confidence. Though action was taken, it was little and late. Though this action has begun to change the confidence of brands and people, it will still take time for trust to fully re-establish root. In all this, the only *noticeable* action was by the 'internet-plugged' generation, which took social action and public activism as its two expressions of dissent. This makes one indubitable point - that it is the 20-somethings have taken on the role of decisive navigation at crucial junctures in our nation. Brands will do well to listen to them.

India must learn to be patient and brands too must learn to be patient. Leaders must re-focus on the three enduring Brand Trust tenets, namely, Vision, Values and Culture. Trust is central to all decisions without exception, be it for government, brands or stakeholders. Only by building it can we ensure that instead of jostling, pushing and pulling, we are progressing as a integrated community of people and ideas.

N. Chandramouli  
CEO  
Trust Research Advisory



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THE   
BRAND TRUST  
REPORT .....

India Study 2013

**PART I**  
**ANALYSIS OF BTR 2013 RESULTS**



01 INDIA'S MOST TRUSTED BRANDS

# INDIA'S MOST TRUSTED BRANDS

Trust is the basis of all our transactions, with people, things and even ideas.

Trust is the basis of all commerce, and Brand Trust is the only accurate and scientific measure of this extremely important brand marker. As vital as it is, Brand Trust is also commensurately complex, making its measurement an intellectually difficult and physically tedious task. The degree of intricacy becomes evident when one tries to extract objective answers to 61 qualitative aspects of Trust. If you consider that primary interviews were conducted with 2505 influencer respondents across 16 cities, the tedium also becomes obvious. The average respondent interview took two hours and the total fieldwork time crossed 13,000 hours generating nearly 3 million datapoints and 19,000 unique brands.

To understand and apply Brand Trust to one's own brand better it is recommended that the reader refer

to Part II of this report titled 'Understanding Brands & Brand Trust'. This will be more beneficial than reading the Brand Trust ranking results or analysis independently. The research and fieldwork methodology and rigour, and the respondent profile details are available in Part III to this report. Part IV of this report has the 'BTR 2013 Listings' - India's 1100 Most Trusted Brands, Most Trusted brands by Category and Most Trusted brands by Zones.

While the results are extremely accurate, since as the fieldwork was done in the period between July and November 2012 all influences on Brand Trust can only be attributed to occurrences prior to this. The Brand Trust Report, India Study - 2013 is the third in its series and the earlier editions can be acquired by sending a mail to [enquiries@trustadvisory.info](mailto:enquiries@trustadvisory.info).



# ON TRUST

## Panasonic ideas for life



**Daizo Ito**  
President, Panasonic India

Two principles that define Panasonic are Quality and Transparency. Quality is not limited to the product or service delivered alone, but also to the firm's internal and external conduct. Transparency, the second pillar, is a belief that has become a pivot of trust for Panasonic, empowering all its stakeholders to make knowledge-based decisions.

Keeping a dual focus on eco-friendly and high quality products, each of Panasonic's actions - promotions, processes and practices reflect these. Panasonic's products are made to ensure high energy efficiency, causing the least environmental burden, designed so that the product as well as the manufacturing process is efficient. Panasonic believes that when people trust a brand, they are likely to use it and even more likely to recommend it.

Those who trust a brand are likely to buy more, try more and pay more if the brand has been successful in harnessing brand trust. Backed by strong core values, robust business philosophy and leadership principles, Panasonic looks at India and invests in strategy and operations just like a domestic company.

India is a key growth market for Panasonic and aggressive investments are being made deepening its commitment to the region. Panasonic believes in localized innovation and the key strategy propelling Panasonic's growth in India is designing products specially conceptualized and customized for the Indian consumers - keeping the local needs and conditions in mind. Panasonic's Technopark, a consumer lifestyle research facility, R&D centre and factory in Haryana was one major step towards such localization. In fact, once this facility is fully operational, Panasonic will acquire super efficiencies with a high cost advantage, helping make India a manufacturing hub for global markets, starting with the Middle East and Africa.

Two localized innovations or Panasonic's 'indovations' are worth mention. First, the Panasonic Cube Air Conditioner, that combines the best features of a window AC and split AC designed in India and introduced to the world. Emerging from a consumer research in 2009 and made especially for the Indian climate, it combines stronger air throw with reduced noise levels, quick cooling, with unique and stylish looks. With an option of wall mounting, the Cube AC has been made extremely economical to run and use. The second product is a range called BLUE, a range of water purifiers. To combine the need for water safety across different water conditions along with the need for bettering health, Panasonic has created the first 'Alkaline Ionizer' water purifier, a product that through electrolysis produces bacteria killing alkalinity that also helps maintain a healthy body pH.

Panasonic believes that trusted brands need to have unparalleled competence, efficacy and effectiveness in delivering on their promise and Panasonic delivers these consistently and contributes value to its customers. India has been one of the most important countries for Panasonic and it continues to be have a focus of growth and expansion. With the trust and confidence that Panasonic's customers have placed in its localized innovations, the brand is close to achieving a turnover of Rs. 10,000 crore in 2012-2013. Aiming for a Rs. 25,000 crore target by 2015, Panasonic has its eyes set on becoming the biggest and most trusted Consumer Durable brand in India before 2018.

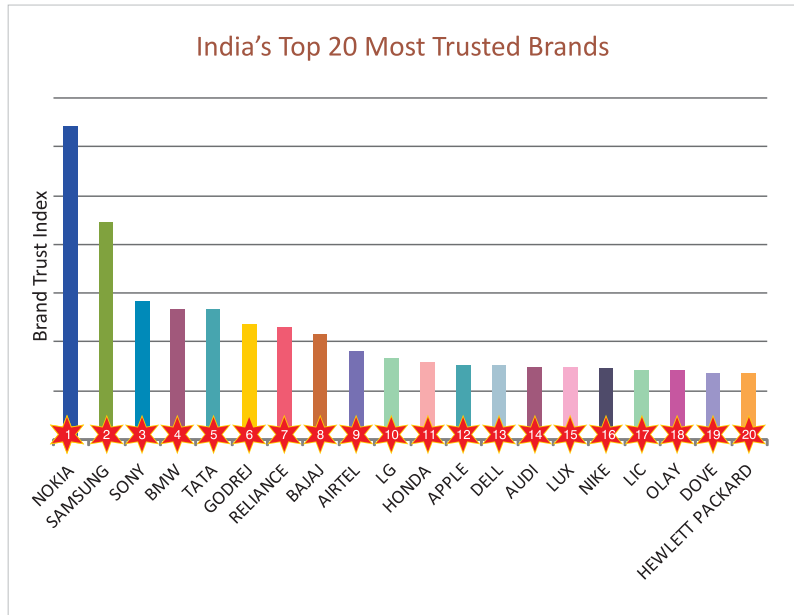
India's Most Trusted Brands

#1  
Choti si  
Asha

Nokia remains India's Most Trusted Brand for the third year in a row, and it has upped its lead to a significant 44% (from 25% last year) from the second ranked. For Nokia, India seems to be one place where the brand still has quite a lot of *Asha* left. Samsung is India's 2nd Most Trusted Brand, moving up two ranks from last year with a considerable gap of 58% third ranked. Sony ranks India's 3rd Most Trusted, also moving up two ranks from the previous year, having 6% above the next. BMW is India's 4th Most Trusted brand and has moved up twenty ranks over last year, though with just a small 1% lead over the fifth ranked. Tata is India's 5th Most Trusted brand after having secured second place in the previous two years, but is down three places this year end with only a 13% lead over the following brand. The new guard at Tata may take some time before its previous trust ranks are regained.

Climbs  
back to  
3rd rank

Godrej is India's 6th Most Trusted brand having moved up five ranks from last year and having a small 2% lead over the next. Reliance ranks as India's 7th Most Trusted brand having gained three ranks over its 2012 position and has a 7% lead over the following brand. Bajaj stands as India's 8th Most Trusted brand having slipped one rank over the previous year and with 18% lead over the next ranker. Airtel is India's 9th Most Trusted brand at exactly the same position that it occupied last year and



with a 10% lead over the next. LG stands as India's 10th Most Trusted brand moving down seven ranks from last year and maintaining 5% lead over the next ranked brand. The next 10 brands are closely huddled together with very small BTI differences between ranks. Honda

BTR 2013 RANK	BTR 2012 RANK	Lead or loss over 2012	BRAND NAME	BTI	Lead over next brand
1	1	-	NOKIA	6413	44%
2	4	+2	SAMSUNG	4456	58%
3	5	+2	SONY	2826	6%
4	24	+20	BMW	2659	1%
5	2	-3	TATA	2644	13%
6	11	+5	GODREJ	2349	2%
7	10	+3	RELIANCE	2297	7%
8	7	-1	BAJAJ	2145	18%
9	9	-	AIRTEL	1817	10%
10	3	-7	LG	1646	5%
11	35	+24	HONDA	1563	4%
12	34	+22	APPLE	1500	0%
13	27	+14	DELL	1494	0%
14	56	+42	AUDI	1492	1%
15	26	+11	LUX	1478	2%
16	36	+20	NIKE	1452	1%
17	8	-9	LIC	1432	0%
18	93	+75	OLAY	1430	5%
19	43	+24	DOVE	1365	1%
20	22	+2	HEWLETT	1348	1%

negligible leads over the next



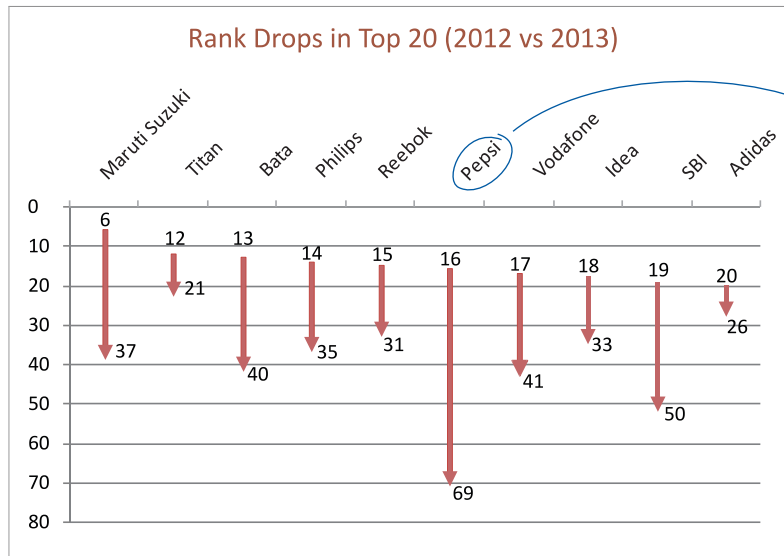
has a significant jump of twenty-four ranks over 2012 to capture the position of India's 11th Most Trusted Brand, Apple is up twenty-two ranks to become India's 12th Most Trusted and Dell is India's 13th Most Trusted, up fourteen ranks over the previous year. Audi makes a significant rank jump over the last year going up forty-two ranks to become India's 14th Most Trusted brand. Lux is up eleven ranks to become India's 15th Most Trusted.

Nike has gained significantly, moving up twenty ranks to reach 16th position and LIC has lost nine ranks over 2012 to occupy the 17th Most Trusted Brand position this year. The most noteworthy of the top twenty is the 18th ranked Olay which has pulled itself up by seventy-five ranks. Dove is up twenty-four ranks to become India's 19th Most Trusted Brand and Hewlett Packard enters the top twenty shedding two ranks to become India's 20th Most Trusted Brand.

Olay & Dove zoom up

#### Top 20 brands that slipped

In BTR 2013, 10 brands lost significant trust ranks from the previous year ranks moving out of the top 20 list this year. The slips have been significant in most cases and the four sharpest Brand Trust rank drops are of Pepsi which has taken a 53 rank drop, Vodafone having a 34 rank fall, and Maruti Suzuki as well as SBI taking a 31 rank hit each in terms of Brand Trust.



Big drop for Pepsi

#### BTI gaps between brands

This year's Brand Trust rankings seem tumultuous in that there have been several brands that have had huge jumps or falls in ranks. This is naturally due to the initiatives that these brands would have taken to enhance their brand or would have been faced with circumstances that caused their Brand Trust Index (BTI) to fall. However, one other reason contributes to this phenomenon and that is the close gaps between Trust Indices of the various brands. An analysis of these brands shows a falling trust gap between brands. The chart alongside shows that the largest gap is between the brand ranked 1st and 10th ranked brands at 290%. But subsequent gaps of 10 ranks shows a falling gap with the gap between 10 ranks reducing to 7% by 150th rank. The average fall in Brand Trust Index for every 10 ranks between the brand ranked 100th and 400th is a mere 4%, reducing to an average of 2% in subsequent 10 rank gaps.

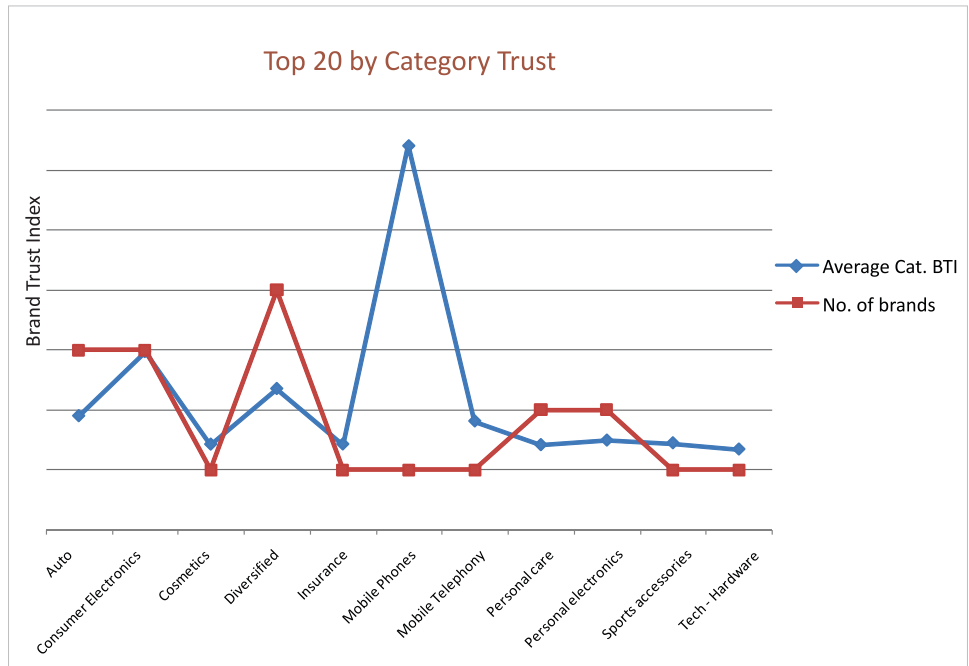
When subsequent Brand Trust Indices are compared, only five brands have a double digit percentage gap, while seven have a gap of approximately 5%, and another 30 brands have 2%+ when compared with the following brands. All other brands gaps are smaller than 2%. Small BTI changes, therefore, result in large rank changes. Perhaps that is one important reason that every brand action must be more carefully considered as it has the ability to impede or propel the Brand Trust ranks significantly.

Ranks from-to	% difference
1 to 10	290%
11 to 20	16%
21 to 30	23%
31 to 40	17%
41 to 50	7%
51 to 60	11%
61 to 70	12%
71 to 80	4%
81 to 90	9%
91 to 100	8%

falling gaps in ranks

**Top 20 by Category Trust**

India's 20 Most Trusted Brands of India are represented in 11 different categories with six categories only represented by one brand each. The Mobile Phone category represented by lone ranger Nokia leads by almost 290% of the average BTI of the top twenty. The Diversified category is best represented with four brands (Tata, Godrej, Reliance & Bajaj) ranked sequentially from 5th to 8th ranks. High usage and high visibility categories like Mobile Phones and Consumer Electronics have a larger category trust among the top 20 brands.



**Trust is applicable to all its extensions - Brand Trust, Investor Trust, Employee Trust, Stakeholder Trust and others.**



For now, Nokia may seem up to its chin in problems, but that's nothing new in an age of hyper technologies and turnaround fixes. The iconic brand that it is, it had held the position of the world's largest manufacturer of mobile phones from 1998 to 2011. Though this year's revenues were over €38 billion in 2011, it ended with an operating loss of €1 billion and, despite all this, it still maintained more than 22% of the global market share in handsets. Though Nokia has had its share of starts and stops, there may be merit in those that predict its Windows based Lumia smartphones have the potential to give it back some of its earlier shine. Nokia's Indian story in 2012 too may portend well for its global program of 'Connecting the next Billion' with the success of its low-cost Asha series. Nokia Corporation, which employs around 105,000 people in 120 countries, was established in 1967 by the unlikely merger of three Finnish companies, one of which, Nokia, was a wood pulp mill, another was a rubber company that made boots and tyres, and the third, Finnish Cable Works, was a manufacturer of telephone and power cables. Admittedly, from wood pulp to mobile telephone handsets is a long distance to travel, something not many companies can boast of.



# Most Trusted Brands



In Part IV of this report all the brands have been listed by Categories. In this section we list those brands which have achieved the distinction of being India's Most Trusted and 2nd Most Trusted Brands in their Super Categories.

Super Category	India's Most Trusted	India's 2nd Most Trusted
Alcoholic Beverages	KINGFISHER (Beer)	BACARDI (Liquor)
Apparel	LEE (Casualwear)	LEVI'S (Casualwear)
Automobile	BMW (Luxury)	HONDA (Car Manufacturer)
Auto - related	MRF (Tyres)	CEAT (Tyres)
BFSI	LIC (Insurance)	SBI (Bank - Indian)
Branded Fashion	FASTRACK (Fashion Accessories)	ARMANI (Branded Fashion)
Construction	DLF (Construction)	HDIL (Construction)
Consumer Products	COLGATE (Oral Hygeine)	AMWAY (Direct Selling)
Diversified	TATA (Diversified)	GODREJ (Diversified)
Durables	SAMSUNG (Consumer Electronics)	SONY (Consumer Electronics)
Education	NIIT (Computer Training)	APTECH (Computer Training)
Energy	ONGC (Energy)	BHARAT PETRO (Energy)
Entertainment	PVR (Cinema - Display)	EROS (Cinema - Other)
Food & Beverage	AMUL (Dairy)	NESTLE MAGGI (Fast Moving Foods)
Healthcare	DABUR (Ayurvedic)	HIMALAYA (Ayurvedic)
Heavy Industries	TATA STEEL (Metal & Mining)	ABB (Heavy Engineering)
Hospitality	TAJ HOTELS (Hospitality)	HYATT (Hospitality)
Household Electricals	HAVELLS (Electrical Equipment)	USHA FANS (Fans)
Household Products	ALLOUT (Mosquito Repellent)	DOMEX (Homecare)
Internet	GOOGLE (Internet tool)	FACEBOOK (Social Networking)
Manufacturing	ASIAN PAINTS (Paints)	ACC (Cement)
Media - Print	TIMES OF INDIA (Eng. Newspaper)	DNA (Eng. Newspaper)
Media - TV	AAJ TAK (Hindi News)	ABP NEWS (Hindi News)
Personal Accessories	NIKE (Sports Accessories)	TITAN (Watches/Clocks)
Personal care	LUX (Personal care - Beauty/Bath)	OLAY (Personal care - Beauty/Bath)
Personal Gadgets	NOKIA (Mobile Phones)	NIKON (Cameras)
Personality	ANNA HAZARE (Social)	AAMIR KHAN (Cinema/Music)
Retail	KENTUCKY FRIED CHICKEN (QSR)	BIG BAZAAR (General)
Services	IBM (Business Consulting)	ACCENTURE (Business Consulting)
Social Organization	BEING HUMAN (NGO)	CRY (NGO)
Sports	IPL (Sports)	LIVERPOOL (Sports)
Stationary	CELLO PENS (Writing Accessories)	PARKER (Writing Accessories)
Technology	APPLE (Personal Electronics)	DELL (Personal Electronics)
Telecom	AIRTEL (Mobile Telephony)	IDEA (Mobile Telephony)
Transportation	INDIGO AIRLINES (Airlines - Indian)	AIR INDIA (Airlines - Indian)

In the Alcoholic Beverages category, Kingfisher, India's favourite beer, maintains its top position followed by Bacardi, which has moved up from fourth rank last year. In Apparels, Lee and Levi's take first and second ranks, usurping the Most Trusted Apparel Brand position from Raymond, which held it for two years in a row. The Automobile category has seen a big upset with BMW becoming India's Most Trusted Automobile Brand, followed by Honda. Maruti Suzuki, which held the topmost position for the last two years, has slipped to fifth place. In the Auto-Related category, two tyre brands lead with MRF holding the first position. CEAT has climbed up one notch from last year to take up the second slot in this category. In the BFSI category the two leads of last year, LIC ranked first and SBI ranked second, steadfastly hold onto their positions. The category of Branded Fashion sees Fastrack take the top place and Armani, the leader of last year in second place. In Construction, DLF and HDIL are the leaders, both keeping the same ranks as last year. The Consumer Products category sees an upheaval with the oral hygiene giant, Colgate, taking up first place (up from its seventh rank last year), followed by Amway in second place (up from its ninth rank last year).



Big Hit!

Tata is the leader in the Diversified category, followed by Godrej which has moved up its fourth rank last year displacing Bajaj and Reliance. In the

Tata falls but Ratan Tata gains

Consumer Durables category, Samsung is the numero uno with Sony at second place, pushing down last year's leader, LG, to third place. In Education, NIIT and Aptech are the first and second just like in the previous year. In Energy, it is ONGC and Bharat Petroleum repeating last year's performance. F&B throws up some surprises as Amul displaces Pepsi as the Most Trusted F&B brand followed by Nestle Maggi which takes second rank (up five ranks over last year). Healthcare sees two of India's leading Ayurvedic brands, Dabur and Himalaya ranked first and second – while J&J, last year's second ranked slips down to sixth this year. In the Heavy Industry category, Tata Steel and ABB retain their first and second ranks over last year. In Hospitality category too there is no change over last year in the top two ranks, and Taj Hotels is India's Most Trusted Hospitality Brand and Hyatt is the 2nd Most Trusted Brand in this category. In the Household Products category, the leaders are All Out (also the leader last year) followed by Domex at second rank (up from its eighth position last year). The Internet category first and second are the same as last year with Google leading and Facebook in the next place. In Manufacturing the first two positions are shuffled over last year and Asian Paints is the Most Trusted Manufacturing brand, followed by the cement major, ACC. Nike makes a jump from sixth rank to



top the Personal Accessories Category followed by Titan, which was ranked first last year. In Personal Gadgets the leader is Nokia followed by Nikon, which moves up four ranks from last year. Anna Hazare retains his place as India's Most Trusted Personality followed by Aamir Khan at second place (who has moved up four ranks from last year displacing Sachin Tendulkar, Salman Khan and Amitabh Bachchan). In Retail there is no change from last year as KFC ranks first and Big Bazaar ranks second. In the Stationary category, Cello Pens takes the lead (up from fifth rank last year) followed by Parker which retains its second rank. Telecom sees Airtel retain its last year's Most Trusted Telecom Brand position, followed by IDEA which moves up one rank over last year. The Transportation category sees a new entrant, Indigo Airlines as India's Most Trusted Transportation Brand, followed in second place by Air India (which was ranked first last year).

Satyamev Jayate strategy at work



Most Trusted Airline





02

CATEGORY WISE  
STUDY OF BRANDS

# CATEGORY WISE STUDY OF BRANDS

Among all exchanges, the most visible, direct and tangible impact of trust is probably seen in businesses.

Context is everything when comparing one brand to another. While context can mean geography, demographics, preferences and attitudes, in the case of The Brand Trust Report, the best context is provided by a comparison of Brand Trust within a category. In cases where the category for a brand is not evident, they have been assigned by our research team. They have also taken into account the representations we received from many brands regarding their categorization, some valid, some not.

In this chapter we will be limiting our discussion to a few prominent categories which are in the public eye due to their very nature or because they are fiercely competitive. Some categories like Personality, Government Bodies et cetera also make great trivia or cocktail circuit conversation. These are also mentioned here alphabetically by their Super Categories.





# ON TRUST



The power to do more



**Ritu Gupta,**  
Director - Marketing,  
Consumer & Small Business,  
Dell India

At Dell, we create products with our customers in mind with the sole purpose of creating great user experiences. We believe that technology alone is not important, but what it enables our customers to do; which is to pursue their passions through technology.

The Dell experience is designed to offer customers the flexibility to choose how they wish to interact with us - they can choose to buy directly from Dell or through our partners. Our products have low failure rates but should the consumer have the need for support, they have access through a variety of service support options. All this with the single objective of giving the customer complete peace of mind and to fortify the trust that they bestow on us.

These experiences with the Dell brand ensures that our customers become our best brand ambassadors. We are privileged to get a trust surplus from them evidenced as we become a brand of choice among potential buyers and now, trust is the biggest differentiator for Dell. For us, trust is built by keeping the

customer in the centre of all our decision making processes. Our key to success is greater consumer engagement and constant focus on increasing our brand's trust quotient which allows the customers to be completely confident of Dell.

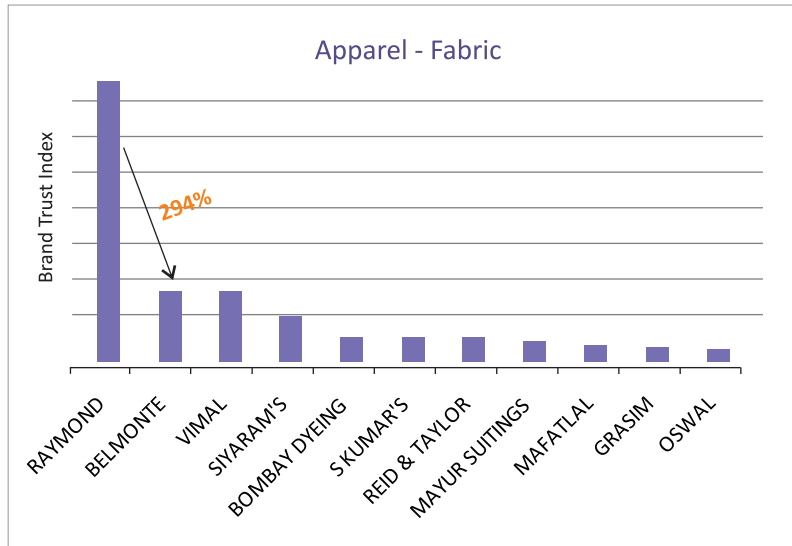
It is with this insight that we launched one of our most powerful brand campaigns ever – Take Your Own Path, where we highlighted inspirational stories of entrepreneurs, to showcase the way these individuals used technology to scale their business. Similarly for our consumer campaigns we showcase real-life problems and situations faced by our customers everywhere and how technology can provide the solution to their problems. We believe that the emotional connect with our customers is established by staying true to our solutions promise.

Dell's leadership is a result of clear understanding of customer pain points, a well-crafted and thought-out approach to offer customer centric solution. Irrespective of the segment – consumer, SMB or large enterprise – we have steadily built a rock-solid infrastructure, one that empowers users with information-driven applications, while driving cost and complexity out of the IT room. We are continuously looking at new opportunities to develop and deliver technology solutions that will help people.

Another key contributor to our increase in brand trust has been our active participation in social media forums. Platforms like Facebook, Twitter and LinkedIn have helped us connect with various customer segments and to have deeper conversations with them. It is the human element of social media that makes the relationship between customer and the company stronger. Our culture is based on an unwavering drive to provide practical solutions that solve real problems. It is a promise fulfilled by listening and applying our team's knowledge, creativity and winning spirit to develop innovative solutions that help customers succeed. We rely on millions of daily interactions with customers around the world to develop deep, insightful relationships that lead to innovative technology, rewarding customer experiences and superior long-term value. Social media brings new dynamics to increase the intersection between business value and customer value; to create a close connect between Dell and its customers. It is a tool that has been leveraged across the fabric of Dell: employing different functions, uses and values; from impacting the course of product development to sales & marketing communications, all in order to understand the customer and be able to deliver customer service and value to them.

**Apparel - Fabric**

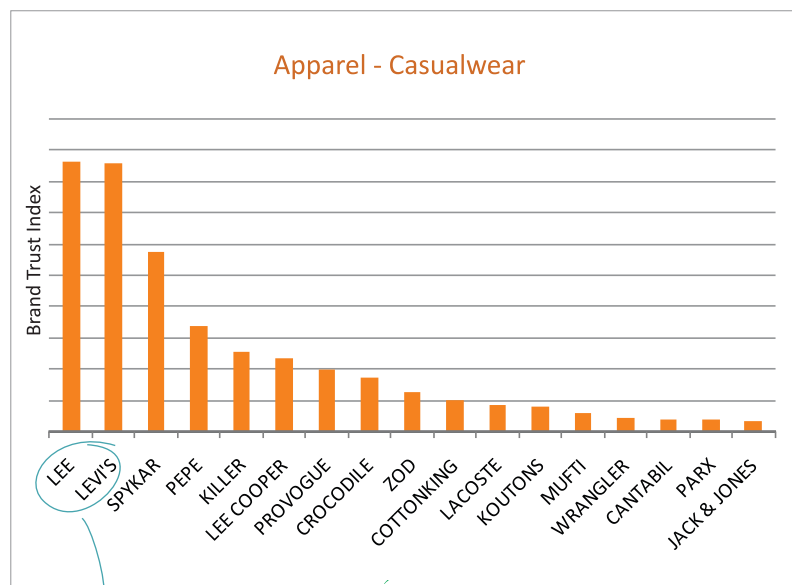
Raymond leads the Fabrics category which has eleven brands in it. It leads the 2nd Most Trusted Brands in Fabrics, Belmonte, by a whopping 294%. Belmonte has jumped three ranks from last year when it was ranked fifth. Vimal is ranked the 3rd Most Trusted Fabric Brand, just 3.3% behind the second and Siyaram's is the 4th Most Trusted Fabric Brand, with its Brand Trust Index lagging by 48% from the previous. Bombay Dyeing is 91% behind that to rank as India's 5th Most Trusted Fabric Brand. At 6th rank, and only a miniscule 0.6% in lag is SKumar's. The rest of the 5 brands in Fabrics have an average of 19% Trust Index gap between each.



**Apparel - Casualwear**

The seventeen brands in the Casualwear section is led by the duo Lee and Levi's which maintain last year's positions in this category also lead the Super Category of Apparels. It is only fair to say that both lead considering that Levi's, the second brand in this category is only 0.3% behind Lee. Spykar is the 3rd Most Trusted Casualwear Brand and is 50% below its predecessor, and Pepe ranked the 4th Most Trusted Casualwear is 69% below that. The 5th brand in this category is Killer, followed by Lee Cooper listed as India's 6th Most Trusted Casualwear brand. Most of the following brands have a significant difference

from have a significant difference 17th positions being 22%, giving the from their previous ones with the end of this graph the look of a long average gap between brands from tail.

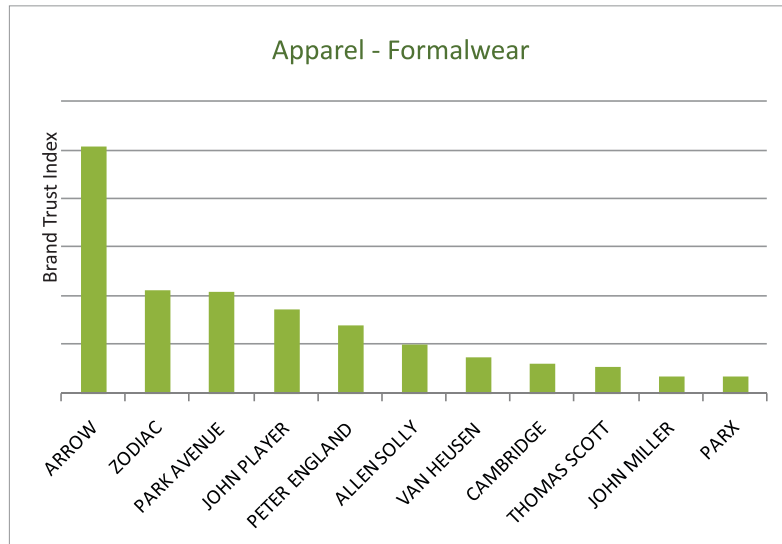


Last year's leaders & this year's leaders in the Apparel Super Category



## Apparel - Formalwear

Arrow is the Most Trusted Brand in the Category of Apparel Formalwear with a 140% led over the 2nd Most Trusted Brand, Zodiac, which has bettered its rank from the previous year. Park Avenue, ranked the 3rd Most Trusted Formalwear brand and has jumped up several notches from last year to come within 1% touching distance of the previous brand. John Player, though is 22% below the previous, too, has bettered its BTR 2012 position to be ranked as the 4th Most Trusted Formalwear brand. It also keeps Peter England away by 22% which has slipped three ranks from last year and come to 5th place this year. Allen Solly, the 6th Most Trusted Formalwear brand this year is behind by a significant 41% margin. Van Heusen is 24% below its predecessor to be ranked 7th, followed with just a 9% gap from the 8th ranked, Cambridge. Thomas Scott as the 9th Most Trusted Formalwear brand has a 57% difference from John Miller, ranked 10th. Parx comes close behind at 11th rank in this category.



company and this brand went through significant troubled patches over the last two years. Nano leads the Hatchback category by 119% from the 2nd, Chevrolet Spark, which has sped past all others to make a new entrance among the Most Trusted Brands list. At third rank is Maruti Suzuki Alto (the leader in this segment last year), with a distance of 65% from Spark. Swift, by the same maker is the 4th Most Trusted Hatchback to be followed by Nissan Micra at 5th rank. The next three are

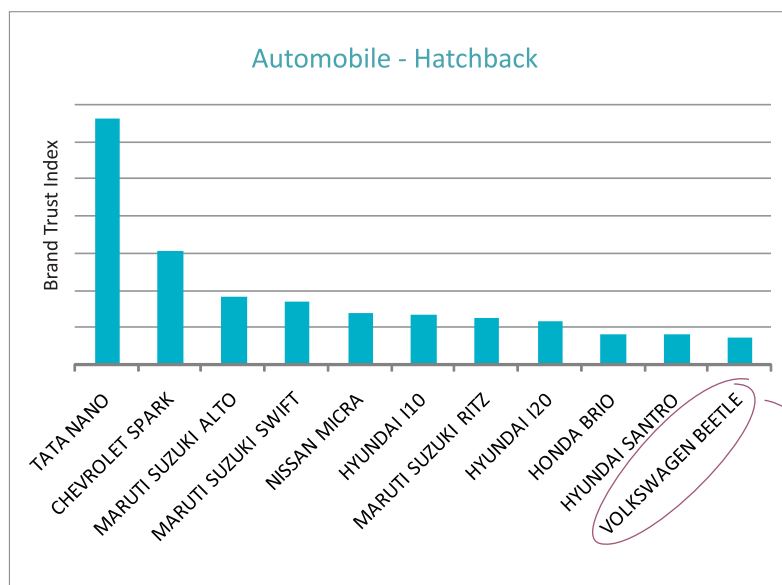
Hyundai I10, Maruti Suzuki Ritz and Hyundai I20 of which the I10 and I20 were ranked third and fourth last year. Honda Brio and Hyundai Santro follow and the one notable new entrant at 11th position is the Volkswagen Beetle.

**Build trust.**  
The rest will take care of itself.

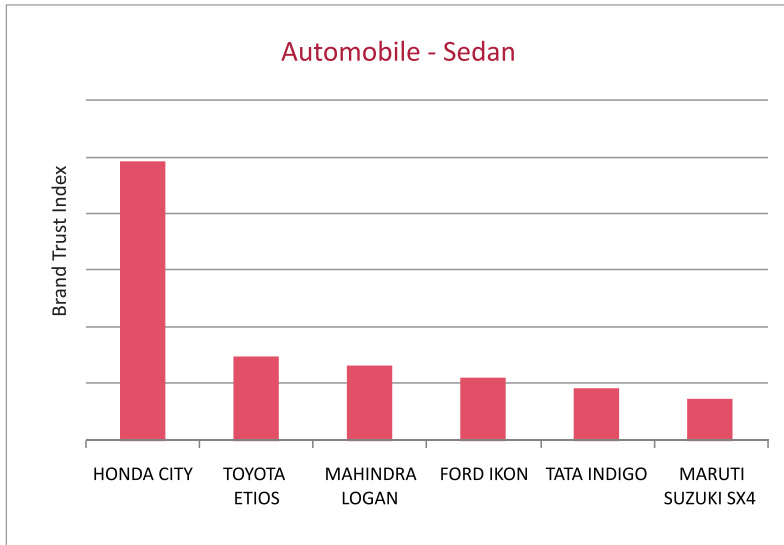
## Automobile - Hatchback

Nano, the world attention grabber, started with a flourish in a typical riches-to-rags-to-riches story to become the India's Most Trusted Car this year in all three segments combined - Hatchback, Sedan and SUV/MUV. This is quite an achievement considering that the

India's Most Trusted car



New entrant this year



category to entry level sedans shows how value conscious middle India really is becoming.

Sedan preference shows VFM consciousness

### Automobile - Luxury

Among the various car categories, the most surprising find of BTR 2103 was to find the Luxury car segment the most exciting in terms of a Brand Trust discussion. Firstly, the sheer number of brands featured (14) in the 1100 Most Trusted list is more than any other car class. The second reason that this proved exciting was because BMW, India's Most Trusted Luxury car, with an All India 4th rank also became the Most Trusted Car in India, beating Maruti Suzuki which

### Automobile - Sedan

There are only 6 sedans listed in this category with Honda City ranking as India's Most Trusted Sedan, leading by a phenomenal 230% in terms of Brand Trust Index from the next

brand. The next five brands sequentially are Toyota Etios, Mahindra Logan, Ford Ikon, Tata Indigo and Maruti Suzuki SX4, with an average BTI gap of 19% between each. The distinctive bias of this



ADITYA BIRLA GROUP

Did you ever wonder why a premier technology institution like Birla Institute of Technology and Science was founded in a then obscure town called Pilani in Rajasthan. The answer is: the Birla empire's nostalgia. It was in Pilani, back in 1870, that patriarch Seth Shiv Narayan Birla started his jute and cotton trading business. Having set up base back in Rajasthan, the canny Shiv Narayan Birla headed for Calcutta, then the hub of the British Empire.

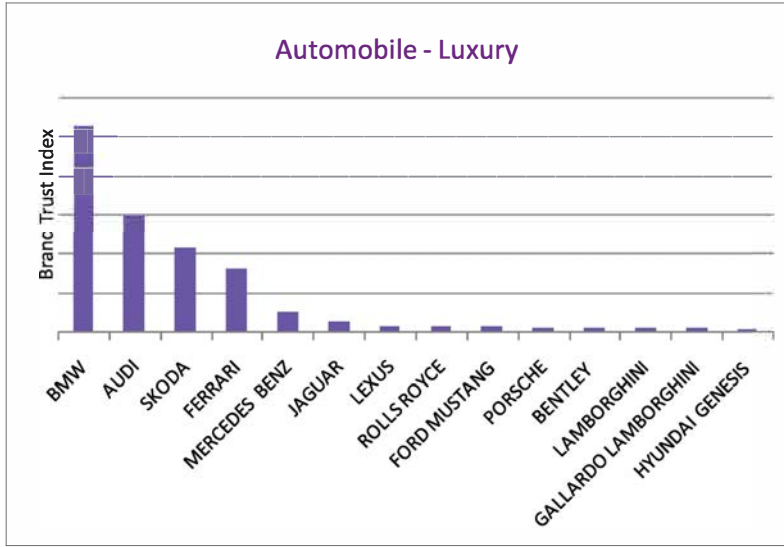
From that seedling has grown today's \$40 billion Indian multinational that employs over 65,000 people and has interests spanning petrochemicals, textiles, automobiles, metals, technology, financial services and a host of other industries. With several international buyouts in the recent years and the group's focus on the global market, nearly a quarter of the group's revenues come from outside India.

Currently the group is headed by Kumar Mangalam Birla, son of the late Aditya Birla and grandson of the legendary Ganshyam Das Birla and sixth in the line starting from Shiv Narayan Birla. India owes to more than just a business conglomerate to Ganshyam Das, for he played an important role in the freedom struggle of India, and apart from being a close confidant of Gandhiji, 'Birla House' became the meeting point for the Indian freedom struggle personalities.

held this two years in a row. In BTR 2012, this year's third ranked luxury car, Skoda was at sixty-third rank overall and made a substantial improvement to the 29th Most Trusted Brand this year among 1100 brands listed. Such a sharp movement of a category shows a distinctive shift in trust preference, aspiration and consumption, probably indicative of a highly large upwardly mobile India. While Mercedes at 4th, slipped one position to exchange its place with Ferrari, Jaguar is India's 6th Most Trusted Luxury Car moving up three ranks from its ninth last year. Some new entrants, including the Hyundai Genesis make this a category to watch out for in the next year.

Overall 63rd last year to 29th this year

Cat's gotten hungry



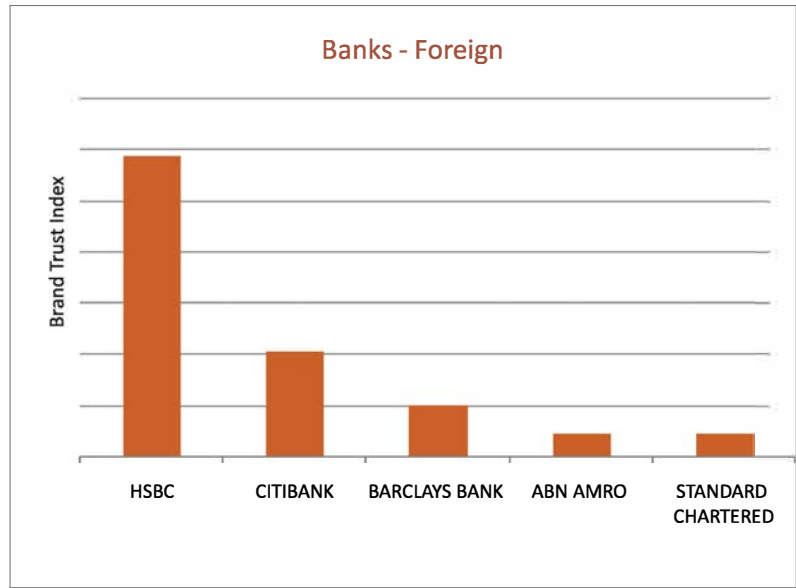
India's 3rd Most Trusted Bank. More significant, in its own category, it has a 185% lead over 2nd ranked Citibank, which in turn leads Barclays Bank ranked 3rd by 109%. ABN Amro and Standard Chartered are next with negligible gaps between them. Noticeable by their absence are Deutsche Bank, Royal Bank of Scotland and Bank of America, which are out of the Most Trusted Brands top 1100 list this year.

Banks as a category took a hit with almost all banks having fallen in overall ranks, though their relative ranks within the category did not change much. SBI, the Most Trusted Indian Bank which ranked nineteenth in BTR 2012 was overall ranked as the 50th Most Trusted Brand in 2013. Axis Bank overtook fifty eight ranks to land itself as the 2nd Most Trusted Indian Bank, taking last year's position of ICICI Bank, which ranked 3rd this year among Indian banks (ICICI Bank slipped 94 ranks in overall terms, but still managed to keep a third place in its category). Close on its heels, with just a 4% gap, is IDBI Bank which retains its 4th position from last year. Bank of India leaps to 5th position, one rank above Bank of Baroda keeping a 65% Brand Trust Index gap between the two. Among the other banks which made it to the list, the average All India Brand Trust position fall was 305 ranks the only notable exception being Yes Bank which gained 97 ranks over the previous

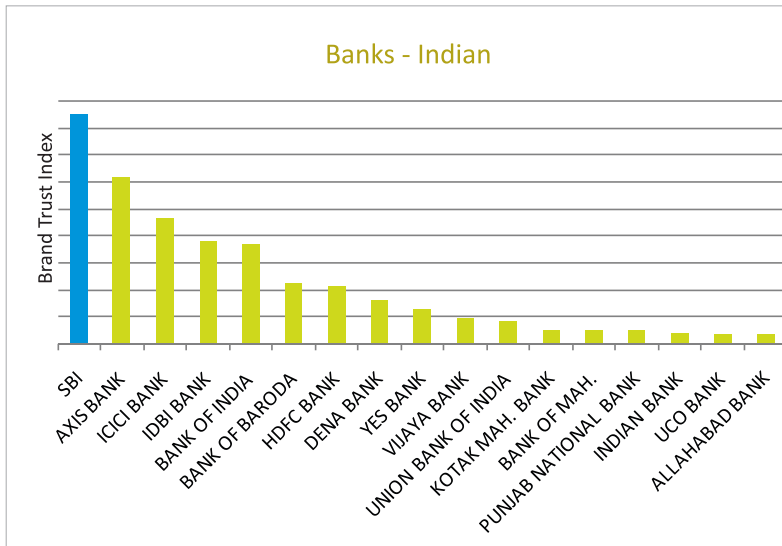
**Banks - Foreign**

Despite some imbroglia that HSBC was pulled into recently, it retains its last year's position as India's Most Trusted Foreign Bank. Among the SuperCategory of Banking, it is

**Banks - Indian**



97 rank gainer

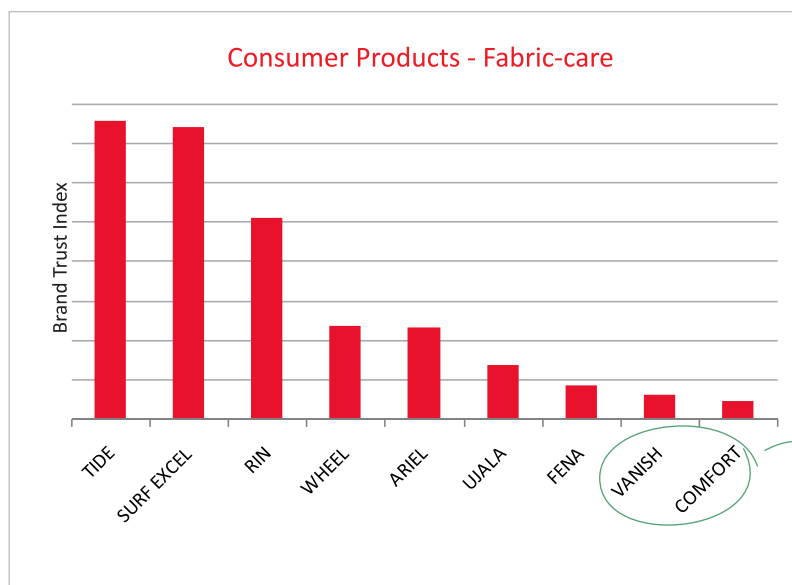
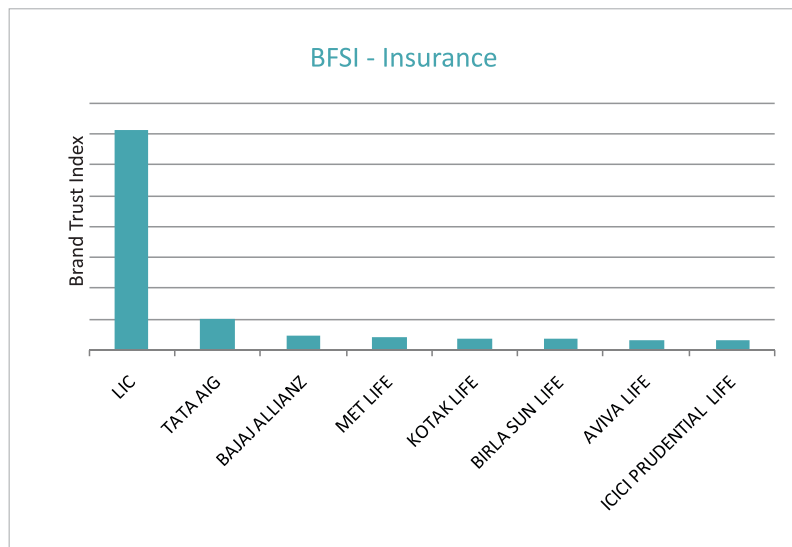


SBI leads among banks three years in a row.

**BFSI - Insurance**

Last years' list of 18 insurance brands which made it to India's Most Trusted Insurance Brands has been culled down to only 8 this year. LIC is ahead of the pack with a 610% lead over Tata AIG which stands 2nd. The gap between Tata AIG and 3rd ranking Bajaj Allianz is also a significant 126%. The others in this category are Met Life (4th), Kotak Life (5th), Birla Sun Life (6th), Aviva Life (7th). Other than these, only ICICI Prudential's slip down to 8th position is perhaps worth some attention in this category which has seems to have lost much of last year's lustre.

Insurance not the flavour of this year



New entrants this year

**Consumer Products - Fabric-care**

Tide, taking advantage of the moon-swings, has taken the lead as the Most Trusted Fabric-care brand, up from its third place last year. Surf Excel retains its position at 2nd rank only 2% behind the first, while Rin has slipped from leadership last year to 3rd rank in BTR 2013, 45% behind its forerunner. Wheel betters its sixth

# ON TRUST



**Rahul Johri**  
Sr VP & GM, South Asia  
Discovery Networks Asia-Pacific



There has never been a more critical time for any brand in India. Intense competition in all consumer groups ranging from children, teenagers and adults and the plethora of choice is overwhelming and only continues to grow. The value of a brand and the trust it enjoys among its core audience is what is keeping it distinctively ahead and profitable. Companies which have built their brands through continuous innovations, marketing and enhancing the product/service offerings have scored more and will continue to do so.

In the television industry, this is even more evident. Discovery's networks have leadership in distinct genres, ranging from a national entertainment channel Discovery Channel to an urban lifestyle channel TLC and from children targeted network Discovery Kids to the super premium Discovery HD World. Despite hundred plus channels being launched every year, and with 800 channels in the country there are very few powerful brands. It's a matter of great pride that we have eight such brands in our portfolio through our commitment to deliver on the brand promise. Discovery Channel is a pioneer of India's leading non-fiction media companies that has stayed true to its mission of satisfying curiosity of millions of people.

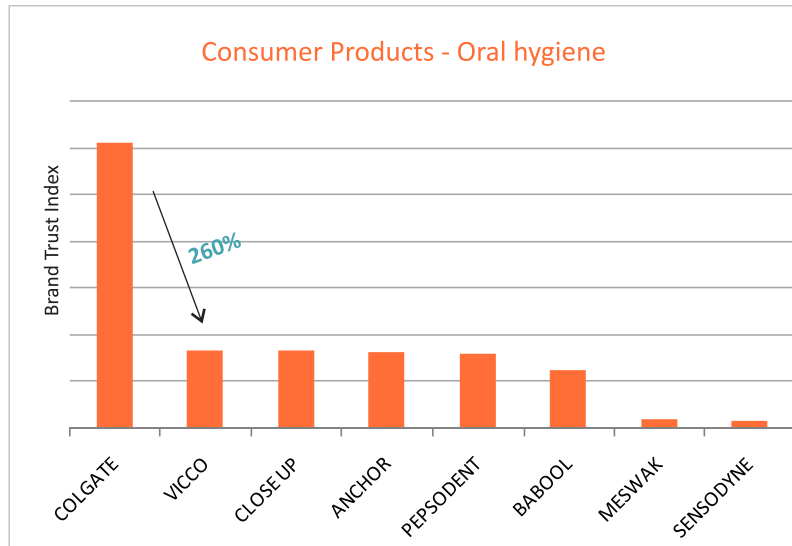
Trust is a critical differentiator for Discovery Channel and we believe it is the first and last step of leadership. We are missioned to satisfy the curiosity of Indian viewers through credible and highest quality content. Viewers, advertisers and affiliates expect nothing less than the finest from Discovery. Today, it exceeds the expectations of 60 million households in India by identifying their needs before they themselves do.

In this environment of change, we have made strategic investments in content, communication and availability across all brands with the primary objectives being differentiation and excellence. We have produced multiple shows on refreshing subjects and hosted by engaging new Indian hosts - from children's genre with Discovery Kids, Yeh Mera India on Animal Planet, and Discovery Channel's association with Yash Raj Films for Jab Tak Hain Jaan was an innovation in brand marketing. We also initiated exciting new partnerships such as with the Indian Army to produce one of the most comprehensive series on Everest expedition.

Our network of channels enjoys strong brand equity across the country by viewers, affiliate and advertisers alike. What differentiates Discovery is its ability to respond to change and innovate in line with imminent consumer preferences. Our India growth strategy is based on bringing in unique channels, distinct genre creations like auto, survival and science and of course the introduction of multiple and interesting program formats and personalities.

TLC expanded the definition of lifestyle beyond fashion. It differentiated between food programming and cookery shows. Animal Planet presents wildlife through much more impactful and dangerous human-animal interface. Discovery Turbo satisfies the passion for automobile in a country obsessed with cars and bikes. Discovery Science has revolutionised the television space by bringing programming which impacts our daily lives answering life changing 'hows' and 'whys'. And our sixth network Discovery HD World has completely transformed television viewing experience. Discovery Channel Tamil is an extension of our differentiated and indigenous language strategy offering a unique advantage to advertisers and affiliates. Our eighth network, Discovery Kids has been launched to fill the gap for meaningful television for millions of kids of India.

position last year to be ranked as the 4th Most Trusted Fabric-care brand but with a large gap of 115% behind the previous. Ariel retains its 5th rank and only has a negligible margin from the previous brand. Ujala has fallen one rank to 6th place this year while Fena holds on to its 7th position. The two new entrants to this category are stain-remover Vanish at 8th and Comfort, the fabric conditioner at 9th rank.



**Consumer Products - Oral hygiene**

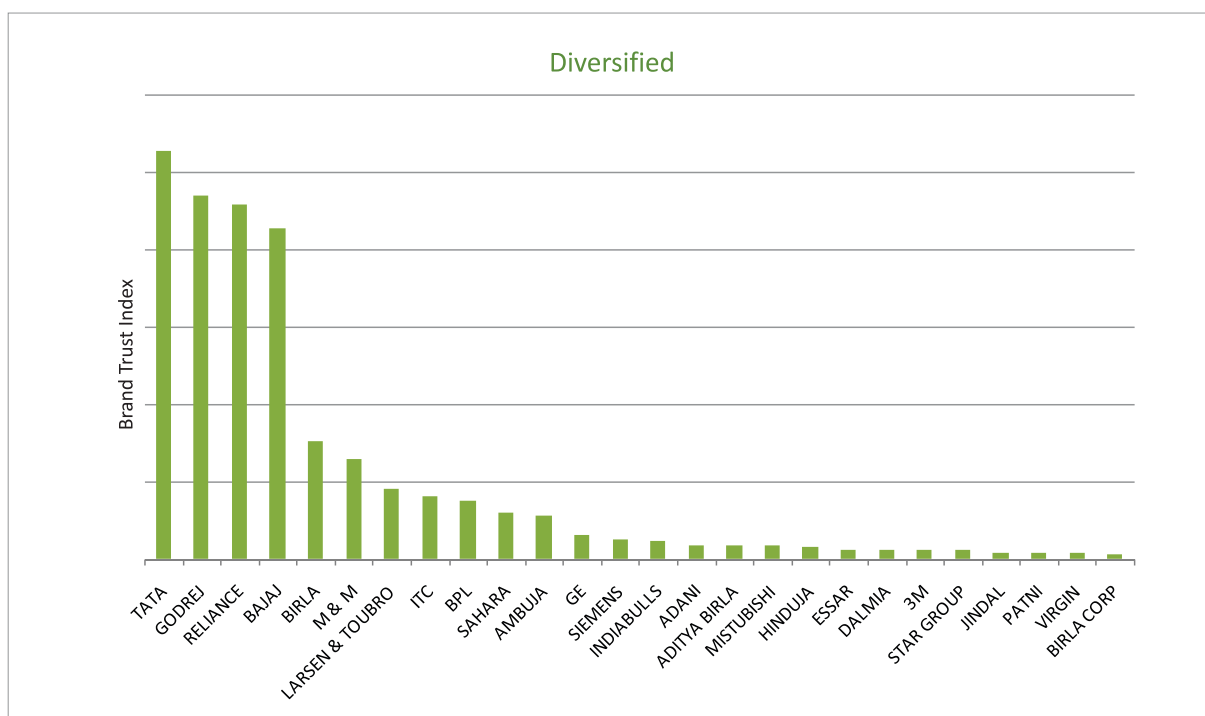
The graph of the Brand Trust Index shows 3 distinct layers in this category. Colgate, India's 24th Most Trusted Brand, also the leader of the Super Category of Consumer Products, is the clear leader in the Category of Oral Hygiene with a 260%+ lead from the next layer of 4 brands. Vicco, Close-Up, Anchor, Pepsodent and Babool form a flat,

though Babool has a 29% gap from the previous plateau of four. Meswak and Sensodyne follow with a very small gap ranked 7th and 8th in the category of Oral Hygiene.

**Diversified**

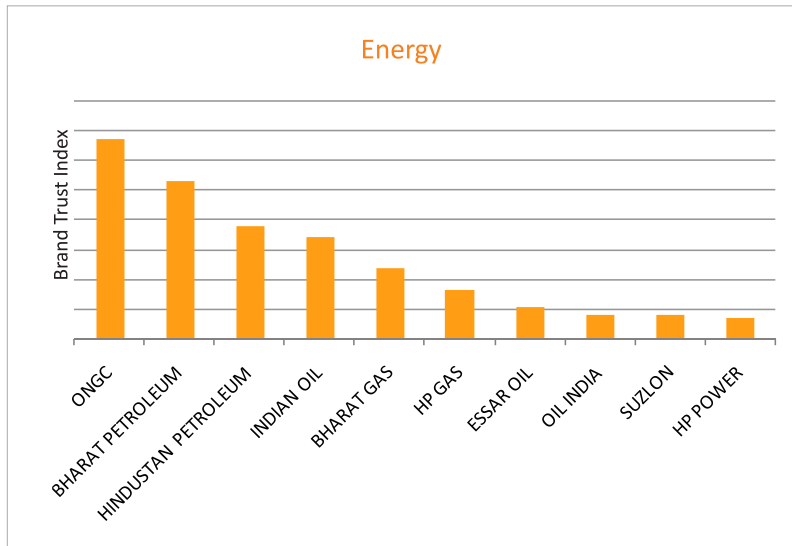
The Category classified as 'Diversified' has 27 brands in it and encompasses any brand which has a presence in multiple unconnected categories. The four brands Tata,

Godrej, Reliance and Bajaj which are the fifth, sixth, seventh and eighth Most Trusted Brands of India also lead the first four ranks of this category. With a gap of nearly 180% from the top four are Birla, ranked 5th, M&M ranked 6th, L&T ranked 7th (In overall terms, L&T had a fall of 80 ranks from last year) and ITC ranked 8th (with a fall of 94 ranks in overall terms as compared to last year).



### Durables - Consumer Electronics

The Consumer Electronics Category has 28 brands and is lead by India's second Most Trusted Brand, Samsung. Sony, ranked the 2nd Most Trusted Consumer Electronics Brand is followed by LG in 3rd position. The average gap between the first three brands is 55% showing significant change in Brand Trust in BTR 2013. Videocon, ranked 4th, has made significant strides in its All India rank to come in the exclusive list of India's twenty-five Most Trusted Brands. Onida ranks 5th in Consumer Electronics followed by Philips at 6th rank which has slipped two category ranks from last year. Toshiba at 7th, Panasonic at 8th and Voltas at 9th follow with an average gap of 27% of

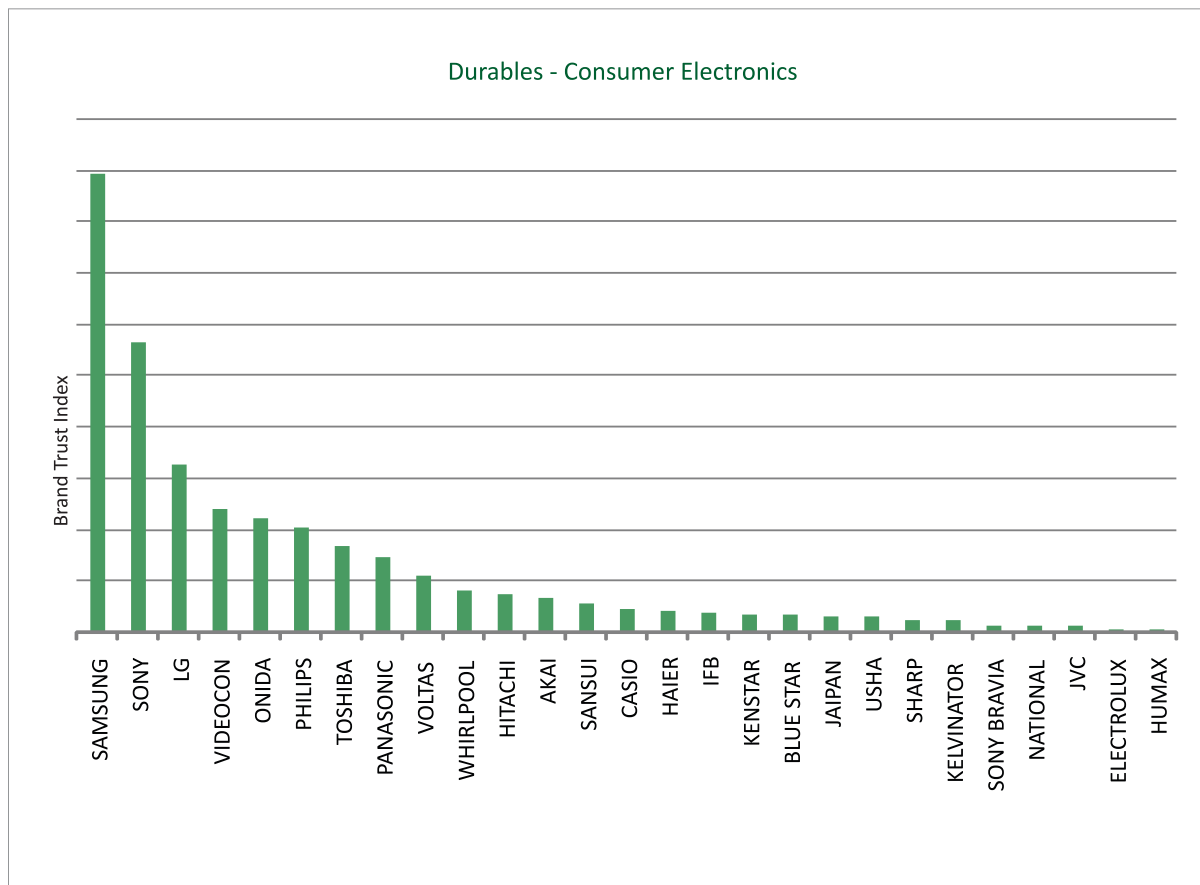


BTI. The 10th Most Trusted Consumer Electronics brand is Whirlpool having slipped one rank when compared with BTR 2012.

### Energy

Though ONGC has fallen by 109 ranks among India's Most Trusted

Brands, it retains its lead in the Energy category by 26% margin to the second, Bharat Petroleum. Hindustan Petroleum is the 3rd Most Trusted Energy brand, firmly holding to its BTR 2012 position. Indian Oil makes a new entrance in the Energy list this year taking 4th,

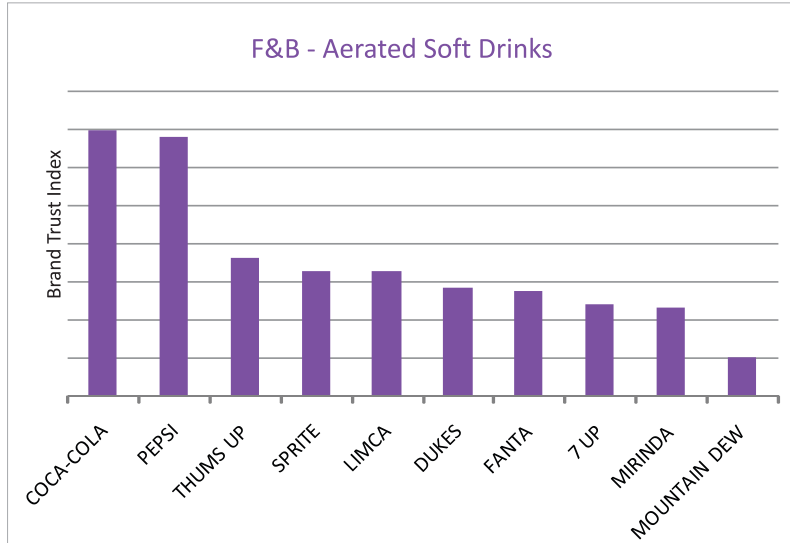




position followed by two domestic gas companies - Bharat Gas at 5th and HP Gas and 6th. Essar Oil has slipped from fourth to 7th rank this year. Oil India is also new on the list and follows at 8th rank followed by the wind-energy leader, Suzlon at 9th position, and HP Power at 10th position.

**F&B - Aerated Soft Drinks**

After two years of being second in the Aerated Soft Drinks category, Coca-Cola has made it as India's Most Trusted Aerated Soft Drinks brand this year, albeit with only a 2% lead over the 2nd ranked Pepsi. Thums Up retains its 3rd rank 87% behind Pepsi and closely followed by Sprite at 4th



position, which makes a new entrance to the category this year. Three citrus flavoured drinks have gained significantly in overall Brand Trust this year with Limca going up sixty-seven ranks, orange flavoured Fanta up by one hundred & eight

ranks, and 7 UP climbed having by one hundred and fifty ranks. Mirinda has fallen from its fourth position to 9th rank in the Aerated Soft Drinks category, followed by Mountain Dew as India's 10th Most Trusted Aerated Soft Drink brand.



Despite the chequered background under which the company came into being, Maruti Suzuki is the seed that brought international technology and enterprise at a large scale into India. The Indian government's efforts to produce a small car came to a sputtering halt back in the seventies.

Subsequently, Maruti Udyog Limited was established in February 1981 by an Act of Parliament.

A joint venture agreement was signed with Suzuki Motor Company of Japan in October 1983, by which Suzuki acquired 26% of the equity and agreed to provide the technology as well as Japanese management practices.

The small car seemed an unlikely success when it was first flagged off in 1984, with its small size and fragile look. But in short order, Maruti 800 became the flagship of the Indian automobile industry as a whole. It was the first car to cross 1 million in sales in March 1994 and the two million mark in 1997. With Suzuki's 54% ownership in Maruti Suzuki, in 2009 the Indian company became the largest contributor to Suzuki's overall profit.

From the small car that the middle class could afford, which the government had envisioned, Maruti has become a prestigious acquisition cutting across classes.



## F&B - Manufacturers

Four categories (i) Dairy, (ii) F&B-Diversified, (iii) Icecream and (iv) Aerated Drinks are being studied together in this section to give a better understanding of the Brand Trust topography of some of the F&B Manufacturers. Amul is India's 22nd Most Trusted Brand, and has pipped four brands to emerge the leader in Brand Trust of the entire Food & Beverage Super-category taking Pepsi's place from 2012. Parle moves up one notch to become India's 2nd Most Trusted F&B-Manufacturer brand, followed closely by Britannia ranked 3rd, Coca-Cola at 4th and Cadbury's at 5th. Pepsi has plummeted 53 ranks in All India Most Trusted Brands list and consequently

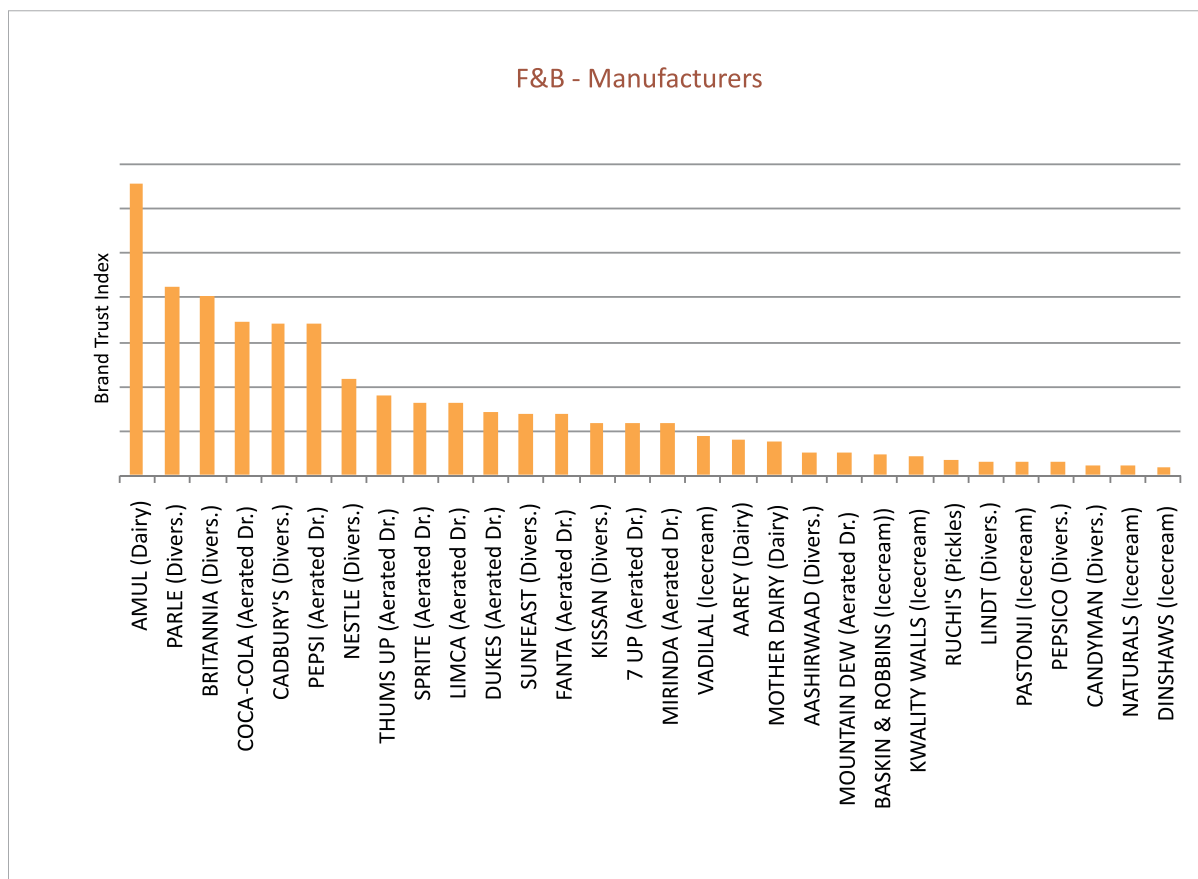
has come down to 6th position in this category. 57% below is Nestle ranked 7th which is followed by four aerated drink brands Thums Up (8th), Sprite (9th), Limca (10th) and Dukes (11th), with just 7% BTI gap between these brands. Noteworthy climbs over last year's All India ranks have been made by Fanta (up 108 ranks), Kissan (up 276 ranks), 7 UP (up 150 ranks), Vadilal (up 64 ranks), Aarey (up 112 ranks), Mother Dairy (up 255 ranks), Aashirwaad (up 114 ranks) and Ruchi's (up 141 ranks). Substantial falls in overall Brand Trust ranks are seen in Mirinda (down 93 ranks), Mountain Dew (down 190 ranks), Baskin & Robbins (down 328 ranks), Kwality Walls (down 168 ranks), Lindt (down 255 ranks), Pastonji (down 250 ranks) and Dinshaws (down 385

ranks). New entrants to this list include Cadbury's, Sprite, Sunfeast, Pepsico, Candyman and Naturals.

## Government Body

The basis of all governance is the trust of the citizenry, and it is interesting to study the trust generated by some important government institutions. The high amount of trust placed on Indian Courts is evident as it leads the list of 12 government related bodies followed by the Indian Army which takes 2nd position. BMC, Mumbai's Municipal Corporation is ranked third, followed by the Indian Air Force at 4th position and Central Bureau of Investigation at 5th rank. The most significant find of this study is that

The half century old brand is the leader

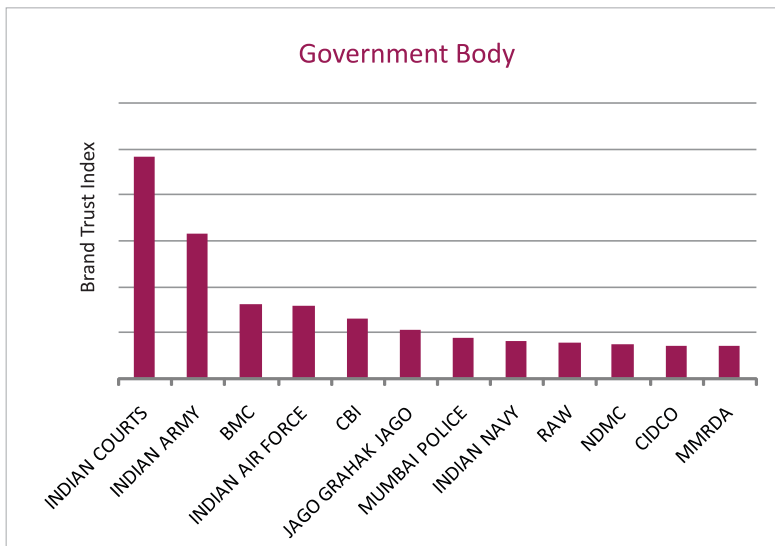


Mumbai institutions  
do well

four Mumbai based government institutions, BMC, Mumbai Police, CIDCO and MMRDA, make it to the list of India's 1100 Most Trusted this year.

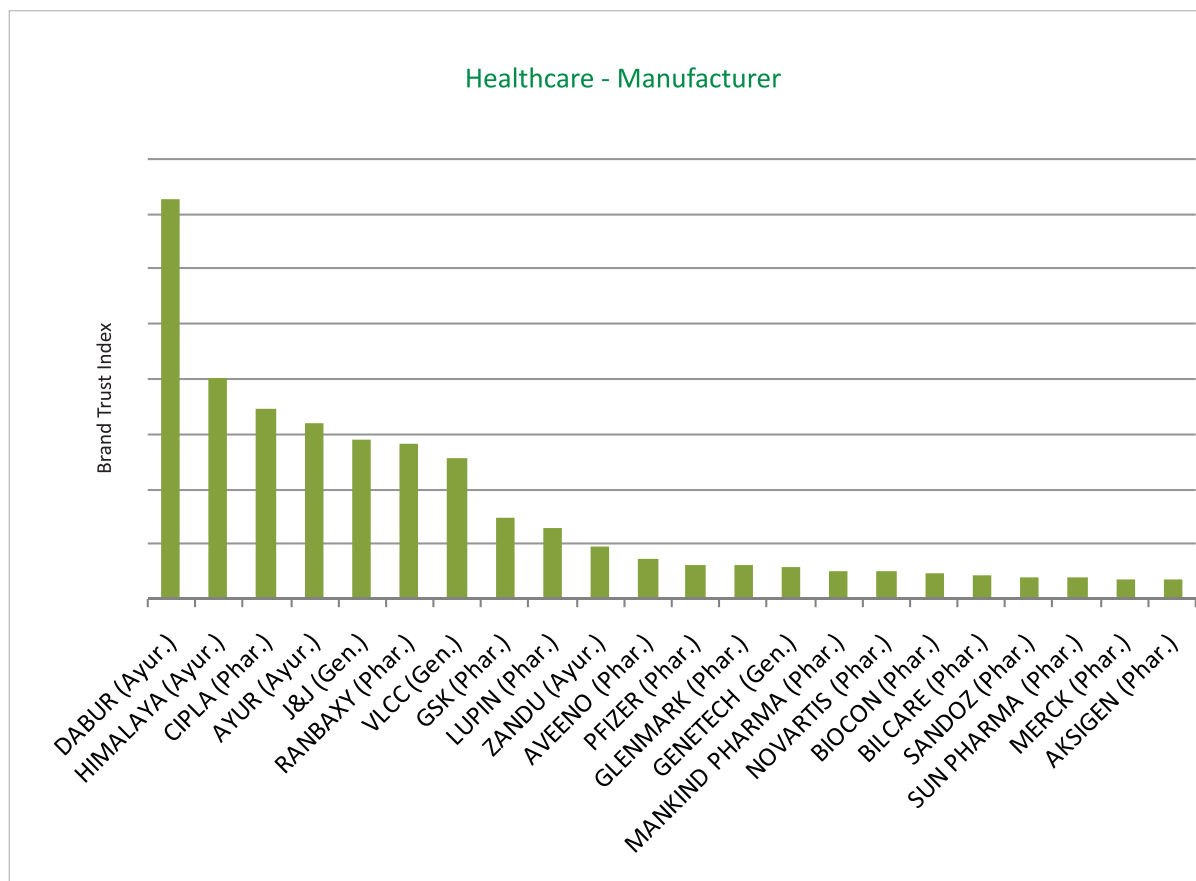
Healthcare - Manufacturer

The hierarchy of Brand Trust among healthcare manufacturers is quite revealing of the changing preferences of India. Out of the 22, 4 are ayurvedic brands, 3 get classified as general healthcare and 15 are pharmaceutical brands. However, of the top 5 Healthcare Manufacturers, three are ayurvedic (including Ayur as the 4th Most Trusted Healthcare Manufacturer brand). Dabur leads the entire healthcare Super-Category which lists 36 brands. In the Healthcare Manufacturer list it has a



81% lead over the next brand, Himalaya in 2nd place. Cipla ranks 3rd, Ayur 4th in position and J&J is ranked as the 5th Most Trusted Healthcare Manufacturer brand in India. J&J has slipped three places from the second position it held last year. Ranbaxy, as

the 6th Most Trusted in this category has also slipped from its fourth position last year. One important point to note is that the last 10 brands in this category are closely bunched together with just 6% gap between ranks and are mainly pharmaceutical manufacturers.



# ON TRUST



**Rajiv Sawhney**  
CEO & MD  
Mahindra Holidays &  
Resorts India Ltd.

My definition of a brand is a promise... delivered. We work towards delivering it each time, every time. In the early days brand trust was influenced by the interaction between the brand and the consumer and the resulting brand experience. However today there is a paradigm shift in the way Brands are trusted. We at Club Mahindra believe that today the customer is fast evolving with the emergence of social media and is now empowered to broadcast to a ready audience - he wants more, shares more and is more aware. We believe that every brand interaction should create delight & leave the member satisfied because the consumer is evolving at a tremendous pace and brands need to keep up.

In times where every consumer is looking for instant gratification. Club Mahindra is one of the very few companies that operates in a segment where the consumer invests money for benefit to be derived over 25 long years. We have to sell the concept, much unlike any product - which can be touched and felt. Club Mahindra relies on word-of-mouth by creating an unparalleled experience with each customer engagement. We take great pride in the fact that today 90% of all sales happen in centers where Club Mahindra resorts do not exist and this shows how important Brand Trust is to our service and brand.

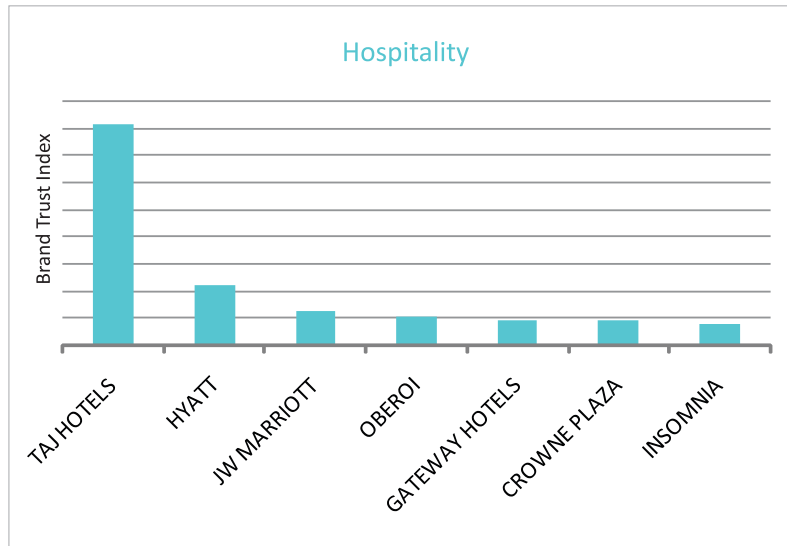
We have more than 150,000 members and have been a recipient to many prestigious awards that distinguishes our service. But it is Trust in our brand that is the key differentiator since it makes our brand desirable and distinguishes it from competition. Trust in our brand augments brand loyalty, commitment and builds brand advocacy. Club Mahindra uses brand advocacy to maintain a dominant leadership position.

Today's consumer is far more empowered than before thanks to the Internet. The increasing transparency brought about by the internet has led to what I call Trust Accuracy. Consumers today are comparing and listening before buying and it has become harder and harder to convince them through mass or overtly visible intrusive advertising that they must buy. A recent Nielsen survey also shows that trust in advertising is down 25% from 2009. In such an environment, brands must listen to consumers before they keep urging consumers to buy them. Conversations are important, but engagement is vital.

Brands need to formulate strategies to engage with their audiences. At Club Mahindra we have found that social media is a great way to engage with our audiences. Innovative campaigns like Verse a Tile (a crowd sourced poem) and Holiday Haiku, One Frame (a photography contest), Tiny Travel Tales (an online storytelling contest) and WIN a Vacation ( awarding the best video recorded excuse to take a vacation) have provided consumers a delightful way to engage with the brand . These activities also allow consumers to create their own content to demonstrate their engagement with the brand and build ownership for brand content. We remain committed to this engagement as we remain committed to listening to consumer grievances and resolving them.

**Hospitality**

The Hospitality Category only has seven brands featuring in it, with one of them, Insomnia, being a restaurant. Taj Hotels is a clear leader in this category having a 277% lead over its nearest competitor, Hyatt, at 2nd place. JW Marriott, the 3rd Most Trusted Hospitality brand in India and is 76% below its predecessor in terms of Brand Trust Index. It is followed by Oberoi at 4th rank and Gateway Hotels and Crowne Plaze are neck-to-neck in 5th and 6th positions.



**Household products - Mosquito/ Insect repellent**

With India featuring in the WHO Malaria report as a country of 'serious concern' it is not a surprise that Mosquito repellents are high on the trust hierarchy, as is evident from the high All India rank of this category leader, AllOut (130th). Its leadership in this category is redoubled because of the 120% gap it has with the 2nd

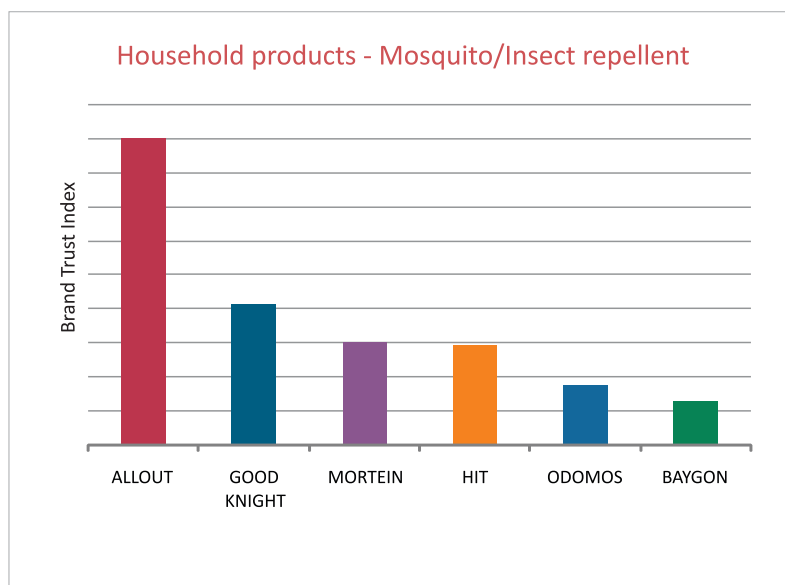
Most Trusted Mosquito Repellent brand, Good Knight. Mortein and Hit are very close to each other at 3rd and 4th ranks, followed by Dabur's Odomos at 5th and Baygon at 6th position.

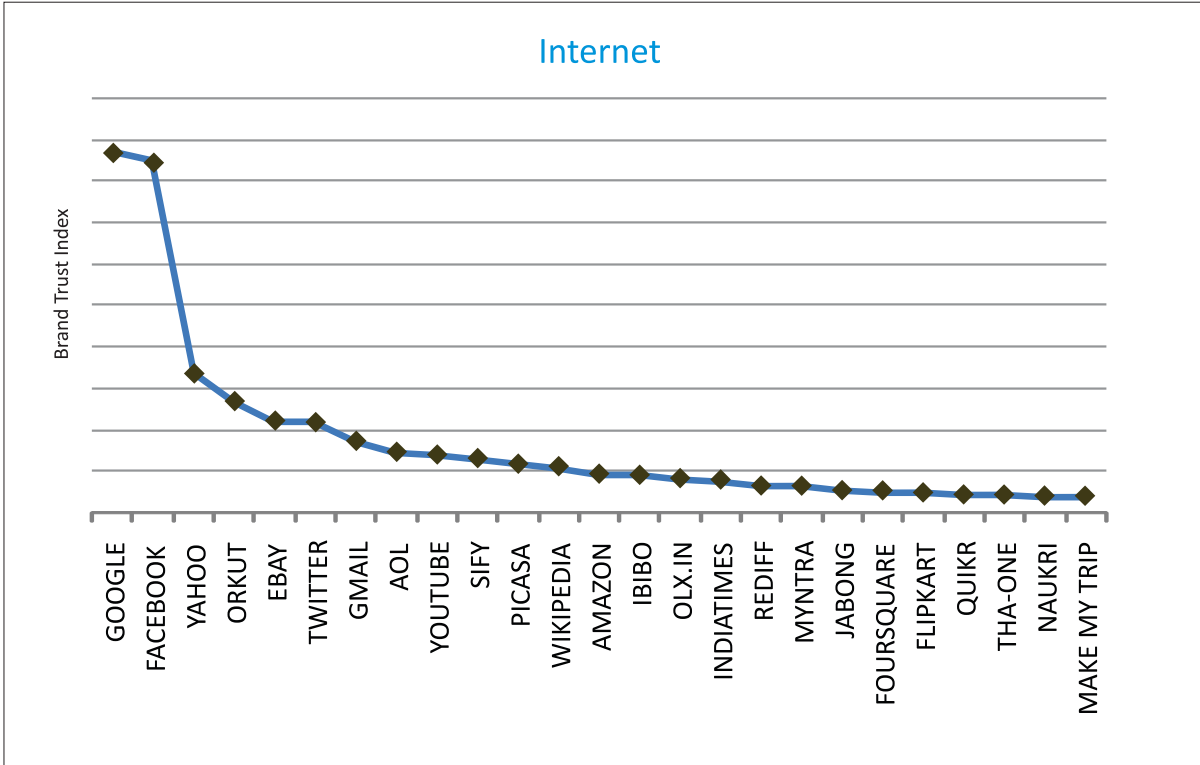
**Internet**

The number of brands represented in this Super-Category has gone up from just fourteen last year to twenty-five this year showing the increasing trust internet based exchanges have begun to garner. An

interest in the type of internet engagement is further explained by a category classification - Internet Tools is represented by nine brands, Online Shopping by eight brands, Social Networking by four brands and Online sharing and Online Services by two brands each. The first six of last year are repeated in the same order this year as well. Google leads the list this year, but it has a miniscule gap of 3% with the 2nd ranked Facebook. Some inferences of a shift in trust choices can be drawn from the fact that in terms of All India Most Trusted ranks, Google (All India rank 44) fell 13 ranks and Facebook (All India rank 48) which gained 17 ranks. Yahoo, despite its 62 rank fall in All India Brand Trust rank, still retained its 3rd Most Trusted Internet brand slot. Another exception was Google's Orkut, which steadied at 4th rank despite a significant fall in daily visitors from India. Ebay follows at 5th rank with a very small difference in BTI from Orkut and the rest of the

*Online shopping is getting increased trust*



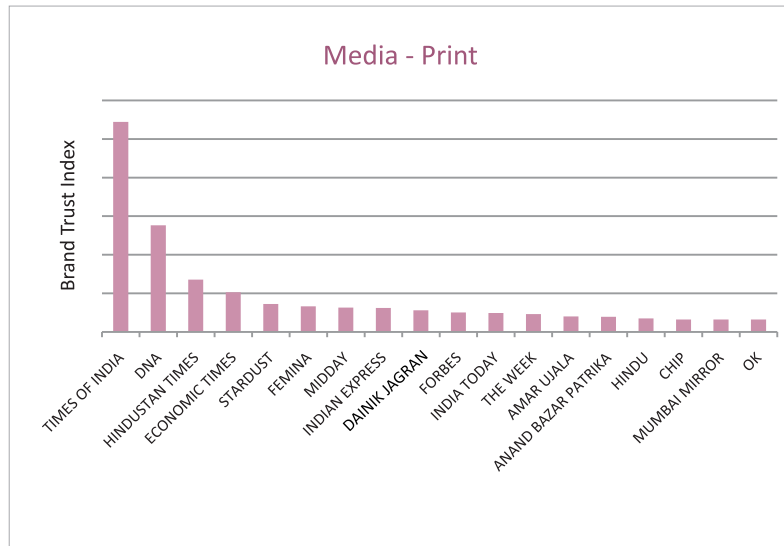




brands come with steady gaps leading to a gradual slope in the line graph shown above.

**Media - Print**

The sustainability of print media has been questioned off and on, but the increase in number of brands which have featured in BTR 2013 over last year perhaps only shows that the trust in print media continues to rise.



Up from 12 brands last year, this year has a list of 19 featured in the print media Super-Category. These are in the following classifications - English Newspapers (8), English Magazines (7), Hindi Newspapers (2) and Bengali Newspaper (1). Last year only English print media featured in the

Most Trusted list, and the new inclusions this year are Middy, Indian Express, Dainik Jagran, The Week, Amar Ujala, Ananda Bazaar Patrika, Chip and OK.

The Times of India is a distinct leader in this category followed by DNA as

the 2nd Most Trusted Print Media Brand, and Hindustan Times ranked 3rd. Economic Times, the business daily, is ranked 4th this year, up two places from BTR 2012. Stardust maintains its 5th rank closely followed by the rest.



**SONY**

It is futile to even pretend to tell the Sony story, which truly is an epic tale. All we can offer is nuggets from its history.

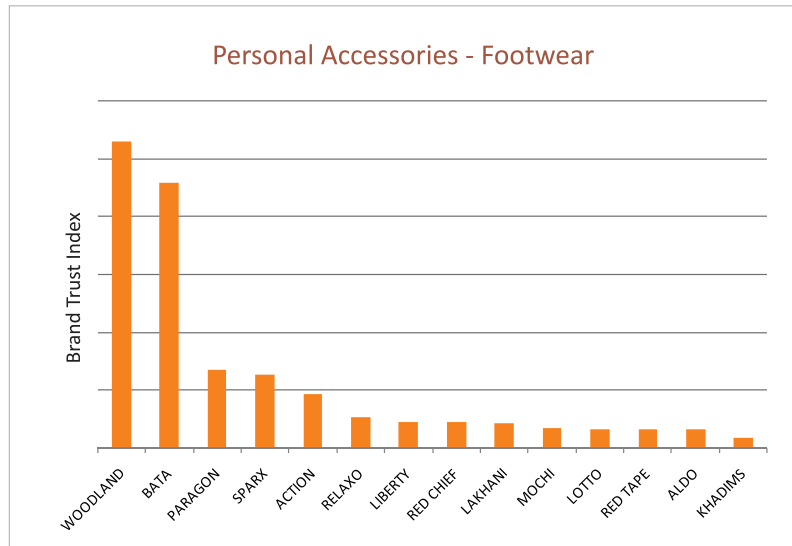
Just look at the innovation. The company which began by putting together a tape recorder with tapes made from paper with hand-printed magnetic material went on to make the world's first pocket transistor radio, a new cathode ray colour television tube which transformed colour television, the Walkman, the camrecorder and the digital still camera.

It takes a combination of genius and gumption to start a company like Sony in a garage in bleak, post-war bombed out Tokyo. Masaru Ibuka and Akio Morita, Sony's founders, were visionaries in different fields. Ibuka could think of products that people would buy and Morita understood how to take it to the people.

When a then well-known company, Bulova, offered to buy 100,000 radios from Sony and sell them under the Bulova name, Morita refused. His reply: "Fifty years from now I promise you our name will be just as famous as your company name today." A boast that turned out to be a famous understatement.

## Media - TV

Fifty-six TV channels make it to the most trusted list, a significant increase from the 40 brands that featured in the Most Trusted TV Media list last year. Aaj Tak is India's Most Trusted TV Channel followed with a 58% gap by another Hindi news channel, ABP News. NDTV ranks 3rd, followed by Zee TV at 4th position, both having 4% gaps with their previous brands. Four TV programs are among India's Most Trusted this year, and they are - Satyamev Jayate, Kaun Banega Crorepati (the only TV program listed last year also), CID and Crime Patrol.

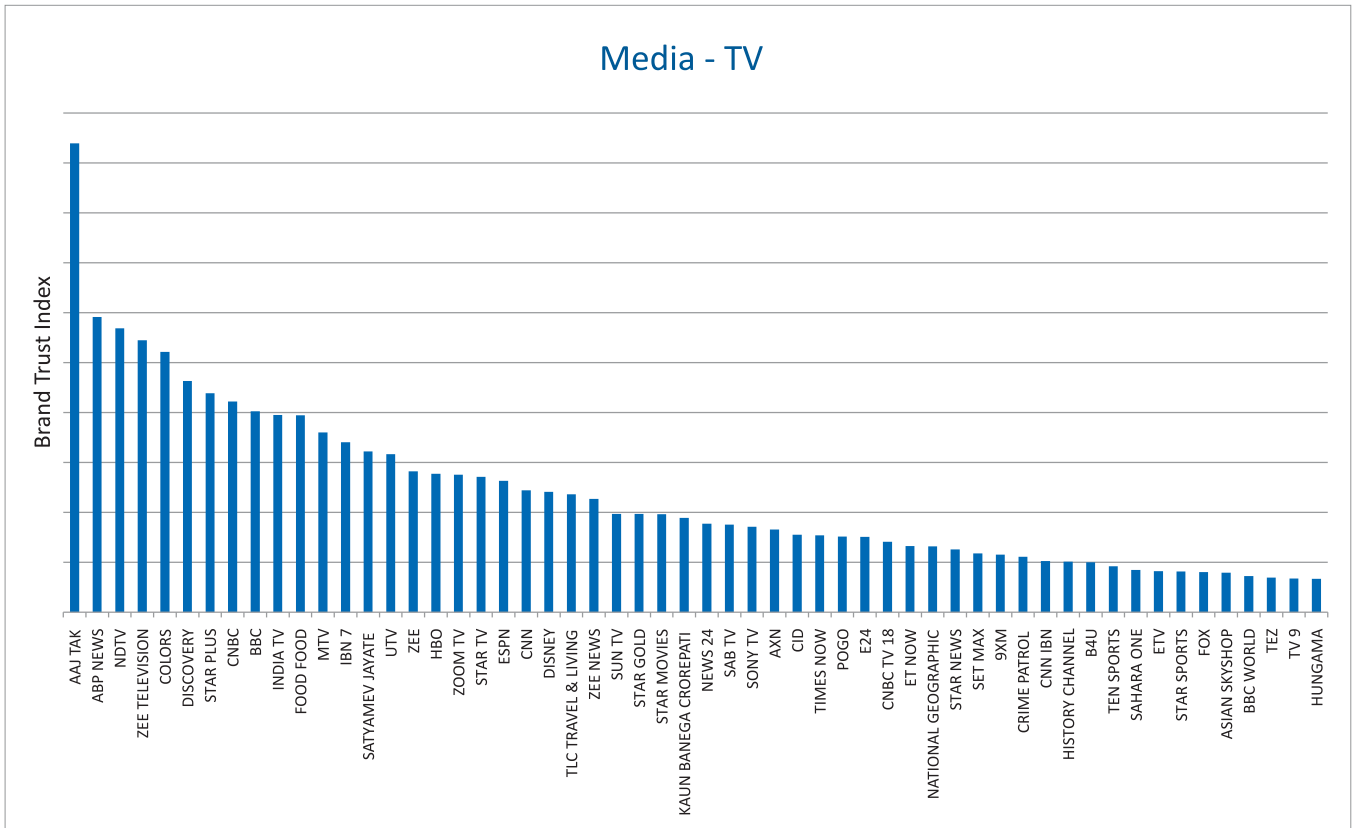


## Personal Accessories - Footwear

This category lists 14 brands, with the only new addition over 2012 being Khadims, a brand ranked third most trusted footwear brand two years ago, it made an exit from the list last year, only to make an entry again this

year. Woodland is the Most Trusted Footwear brand, followed not far behind by Bata, the leader of last year. Paragon is ranked 3rd and is 243% below the second ranked brand, and it exchanges places with last year's third ranked Sparx (this year's 4th Most Trusted Footwear brand).

## Media - TV

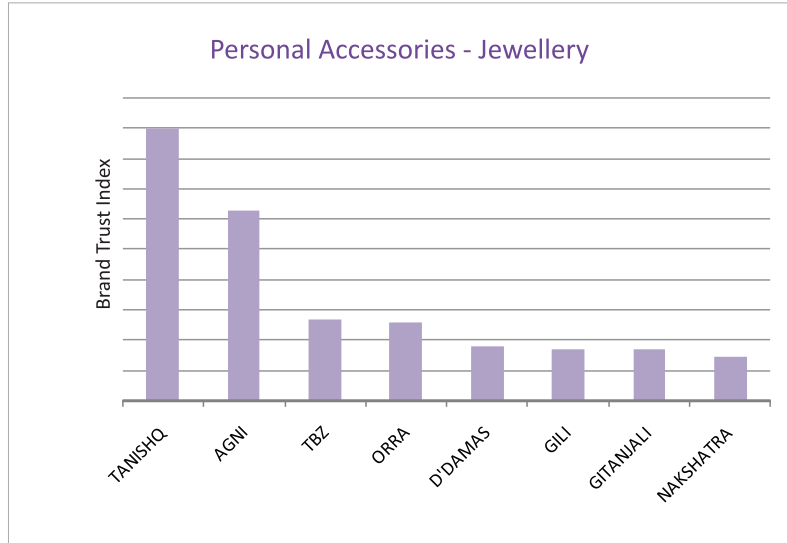


Action retains its 5th place of last year and is 37% behind the earlier brand, followed by Relaxo at 6th position. The next two brands, Liberty at 7th and Red Chief at 8th are so close to each other that a ranking distinction becomes difficult, and Lakhani follows as India's 9th Most Trusted Footwear brand with a 28% gap. The next four brands stick close with less than 1% difference, Mochi at 10th, Lotto at 11th, Red Tape at 12th and Aldo at 13th ranks. Khadim's is the re-entry brand ranks 14th in the Footwear category with an All India Brand Trust ranking of 1070th.

**Personal Accessories - Jewellery**

Four jewellery brands that featured in 2011 were spread between ranks 119 and 283, the eight which featured in 2012 were spread between ranks 141 and 844. This year the eight brands which have featured are spread between a narrower rank-band of 129 to 672 among the All India Most Trusted Brands, showing an increasing intensity of competition for trust.

Tanishq leads this category for the third consecutive year and is India's Most Trusted Jewellery Brand yet again. With a 44% gap from 2nd ranked Agni, it keeps a significant step ahead. However, Agni's progress over last year is no short of spectacular having gained phenomenal 525 ranks over last year's All India Brand Trust rank to occupy second position in this category. It also maintains a 135% lead over TBZ which slips one rank



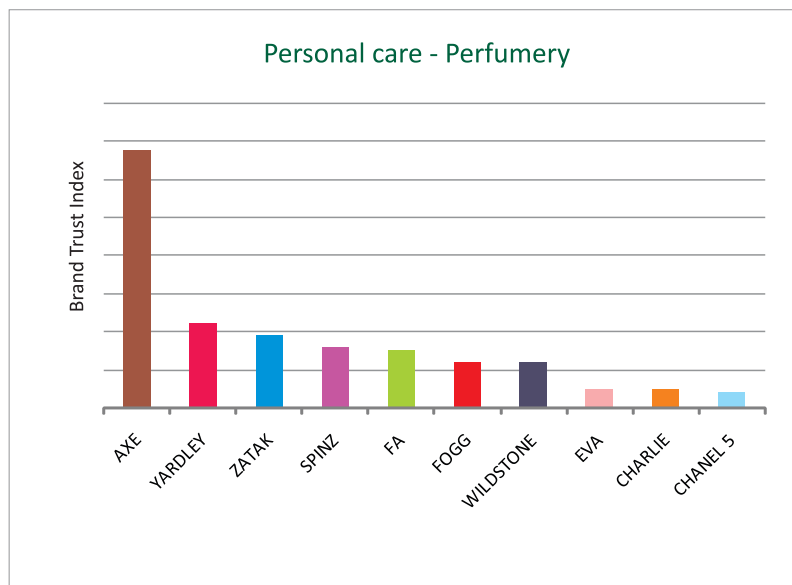
from last year, closely followed by Orra which takes guard as India's 4th Most Trusted Jewellery brand. D'Damas, Gili, Gitanjali and Nakshatra follow in ranks sequentially. The new entrant this year is Gili ranked 6th and the brand which has gone out of this category list is Sangini (which ranked 844th All India last year).

**Personal care - Perfumery**

This year's Perfumery Category has 10 brands and Axe has a clear lead of 199% over 2nd ranked Yardley, which

moves up two ranks over last year. Zatak, ranked 3rd slips a rank from its BRT 2012 rank. Spinz climbs up two ranks to become the 4th Most Trusted Perfumery brand, followed by Fa in 5th position. Fogg in 6th position and 7th ranked Wildstone are very closely matched in their Brand Trust Index. Eva, a new entrant this year makes it to 8th rank, though 133% below its predecessor and is close on BTI to Charlie which takes up 9th position and Chanel 5 a new entrant to the 10th position.

Making  
Coco  
happy  
😊





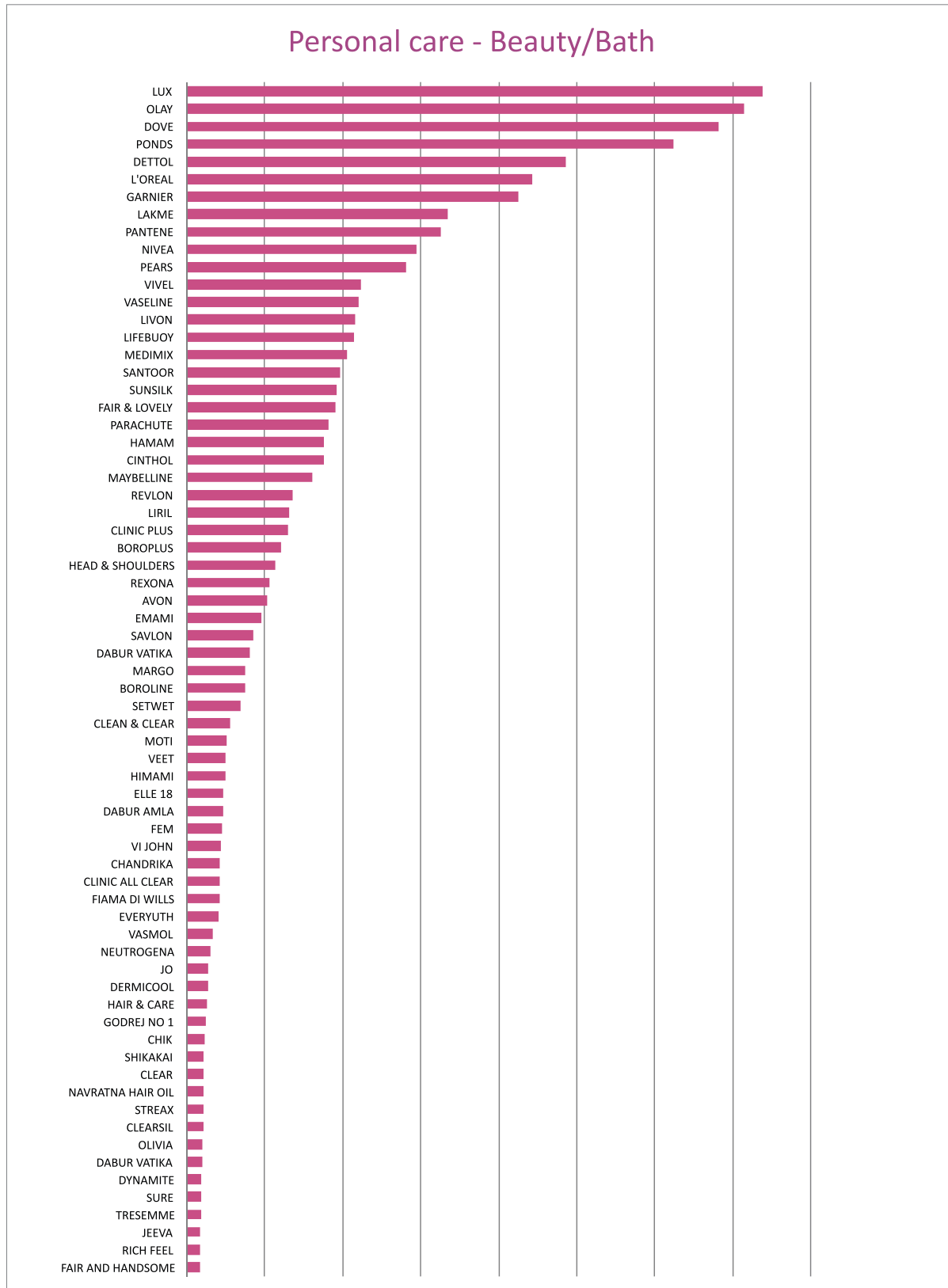
**Personal care - Beauty/Bath**

With 68 brands in the Beauty/Bath Category it is the largest represented and includes bath, beauty and hair-care brands. Lux is the Most Trusted

Personal care - Beauty/Bath brand and has upped its 2012 All India rank by eleven ranks to become India's 15th Most Trusted brand. This category has seen extremely big

jumps and falls in ranks over last year, with the rise of 31 climbing brands being 110 ranks on an average. The 19 brands that slipped down did so by 153 ranks on an average, and **18**

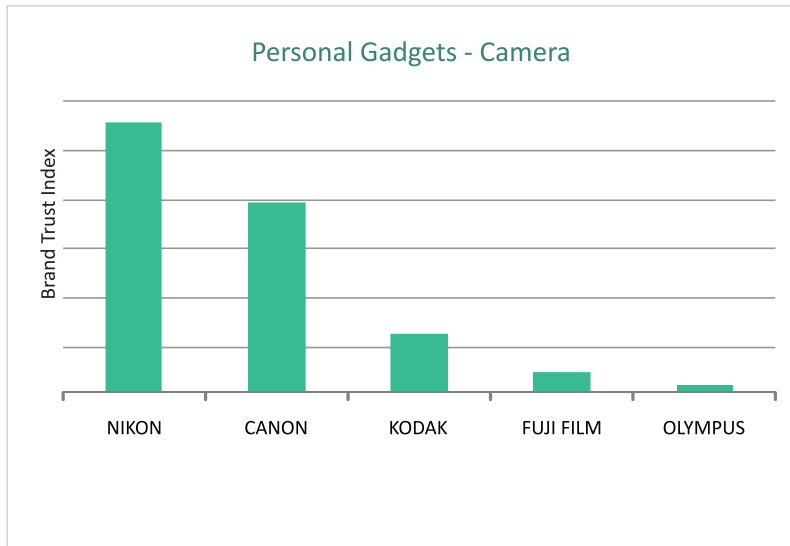
*Crowded Category with many new entrants*



made their entrance into the Most Trusted - Beauty/Bath list. If there was a Brand Trust tsunami, then it was here. For a more detailed analysis, please see the Brand Trust Index comparisons of this category in the previous page.

**Personal Gadgets - Camera**

This high involvement category which allows one to store and relive memories has nine brands this year. The leader is Nikon, up from second rank in the previous year, while Canon slips a position to take second slot. Kodak, ranked 3rd, though 194% below, takes its last year's position, and FujiFilm follows suit in 4th position. Olympus, the 93 year old optics brand stands its position as India's 5th Most Trusted Camera brand.



19th rank as a new entrant with the only other brands of phones mentioned are Samsung Galaxy, Apple iPhone and Sony Xperia (the other new entrant) in this year's list. HTC, jumped past Blackberry, ranked 3rd, and Micromax, ranked 4th, (these brands were last year's second and third respectively) and following them are Maxx ranked 5th and Motorola at 6th. The first six of BTR 2102 and BTR 2013 occupy the same positions barring the upset of HTC. Lava ranks 7th and is one step ahead of Sony Ericsson at 8th rank.

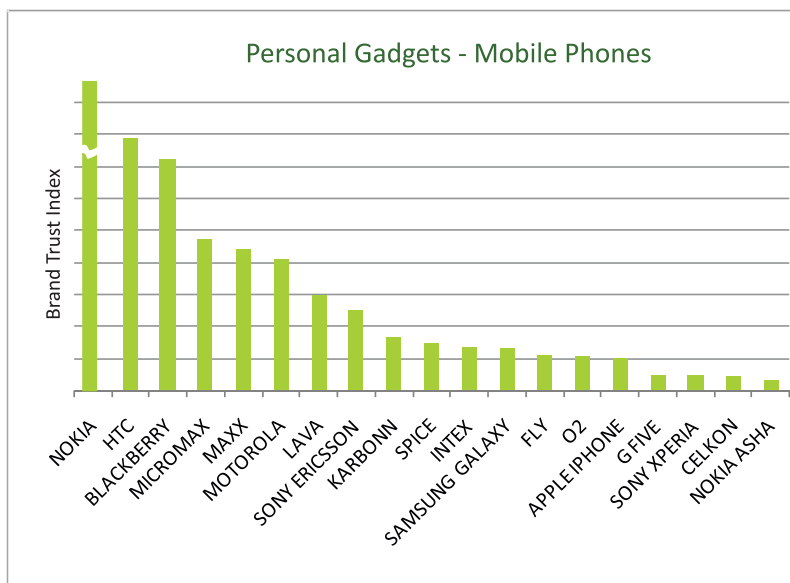
The next 7 brands have an average BTI gap of 9% between ranks till Apple iPhone, which ranks India's 15th Most Trusted Mobile Phone brand. G Five, the 16th ranked brand has a gap of 89% from its previous rank, followed quick on the heels by Sony Xperia at 17th, Celkon at 18th and Nokia Asha as the 19th Most Trusted Mobile brand.

**Personal Gadgets - Mobile Phones**

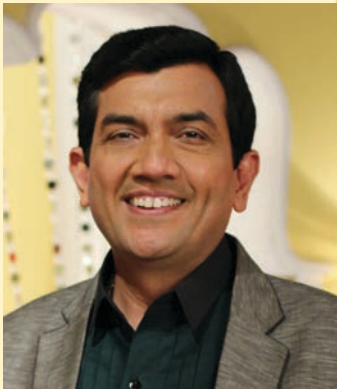
The Mobile Phone Category is arguably the most interesting because it has Nokia, ranked the Most Trusted Brand in India for three years in a row. Since everyone uses one, some even two, this is a category that comes with many viewpoints. The category leader Nokia, is 717% above the 2nd ranked HTC. Perhaps it is evidence of the impact of the brand's tie-up for the Microsoft platform for its Lumia series and the success of its budget series, Asha. Nokia Asha, incidentally, also features among the Most Trusted Mobile Phones at

**Personalities**

Humans are the best indicators of trust because we are conditioned to



# ON TRUST



**Sanjeev Kapoor**  
Promoter of  
FOOD FOOD Channel

Brand trust has become more prevalent after digitalization in broadcasting, resulting in an emergence of more players hence more choice for viewers. We also see that awareness amongst viewers has grown many times over. The consumer need results in consumer awareness, converting into brand trust. Brand trust is the only differentiator today as consumers have significant choice and can seek exactly what they want. This change in environment has had a positive effect on our channel.

Food Food is a food and lifestyle channel and hence belongs to a specialized segment. Brand Trust is critical to specialty players like us because expertise increases the trust and credibility on our viewers. Food is something that humans need to trust, and the Food Food viewers know that they can rely on what they watch in our channel. This trust factor that our viewers have placed

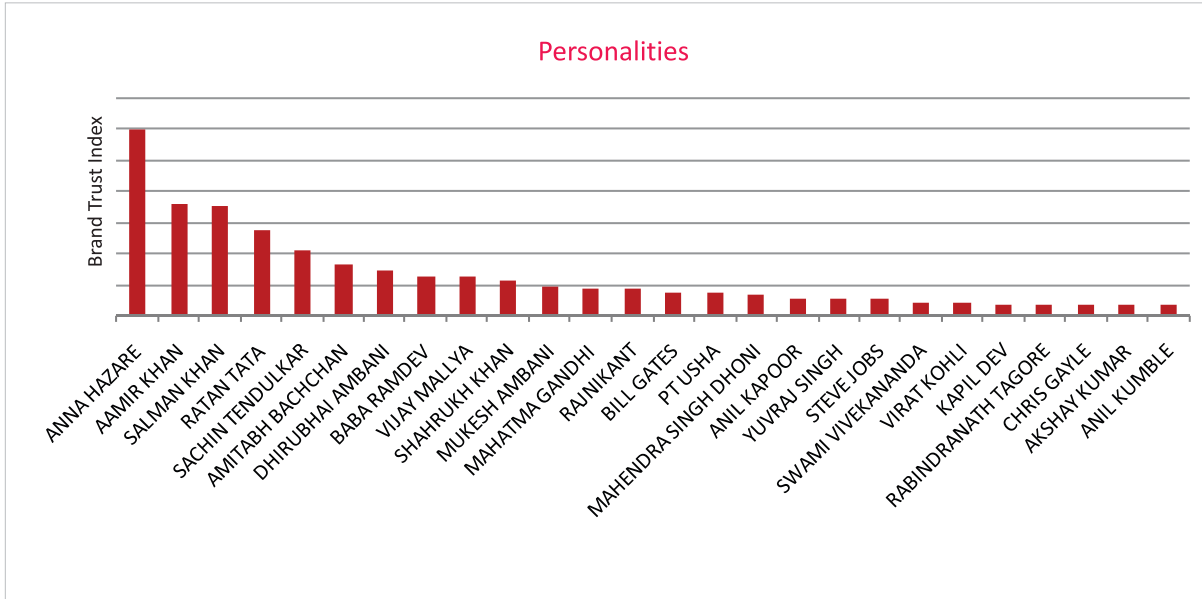
in our channel has made Food Food one of the most popular specialty channels of today. As awareness of our viewers and the 'culture of food' transforms, Food Food is bound to garner greater viewer confidence.

Brand trust is earned by the credibility of content. We do not look at brand trust from a quarter on quarter perspective, but instead take the horizon approach by taking the long term into consideration. All our initiatives are finely tuned to the viewer preferences. We laid down the single most important principle by which the Food Food brand would endure, and that was credibility of content. We build this through credible hosts and anchors, highly interactive food related content, and innovation. After air and water, food is the most important source of sustenance, and we hope to make our channel as important in a person's engagement as well.

A few years ago a global publishing house had ranked me No.31 amongst the 100 most trusted people in India. I got significant insight from this survey – the fact that trust is something that accrues only when we maintain exacting standards without be compromise. If you want to stay in leadership, you need to maintain certain key values - trust being the most important of them all. It further gave me an understanding of the viewer's perspective and in turn, helped me build brand Food Food.

One of the significant trust milestones our channel has achieved is that it has attained a leadership position in a short span of 2 years. Our revenues have gone up quarter to quarter. A specialty channel like ours has achieved the task of engaging our viewers for over 30-40 minutes average time spent on our channel only because of innovative and interesting content. In addition, Food Food has been able to create more personalities and successful shows because of these personalities. Some of our shows are emerging as brands and our hosts have gained immense popularity thereby creating a 'brand image' for themselves.

Unfortunately, there is a trust deficit in the current environment. There is lot of junk available and though people consume this junk, the lack of quality of content/ product/ service shows over time. Sometimes the lack of awareness or lack of choice becomes the reason consuming poor quality. However, once the consumers are made aware, they will make informed choices, eliminating the trust deficit forever.



India's Most Trusted personalities declare retirement: sportsman - partially, businessman - totally.



66% below him is Aamir Khan ranked 2nd (up from his fifth rank last year) and some of this accomplishment can be attributed to the success of his popular TV program Satyamev Jayate (which also features among TV programs most trusted in India). Salman Khan is close behind, ranked the 3rd Most Trusted Personality within a small 2% gap of the second ranked actor. Naturally, with this change, Salman also loses his position to Aamir as India's Most Trusted Cinema Personality.

use human trust as a survival technique spanning millennia. Trust is the crux of all social engagement - courtship, sharing, learning, innovation, love, cooperation, coordination, resolution of conflict and more. In this list, we have combined the four categories of Social, Cinema, Business and Sports into the Super-Category of Personalities which has 26 men and 9 women listed. Anna Hazare, the anti-corruption and social change activist, has risen in trust ranks from 106 last

year to take All India 87th Most Trusted rank, and also leads this list of 35 Personalities.

3 Royal Challengers enter in India's Most Trusted 1100 list

Ratan Tata, who handed in the keys of the Tata Group recently, is India's 4th Most Trusted Personality having gained 348 ranks over last year. He is followed by Sachin Tendulkar at 5th rank who has slipped three slots from the previous year. Amitabh Bachchan, the legendary actor is India's 6th Most Trusted Personality down two positions from last year. Just 4% behind stands Kiran Bedi, the firebrand activist, and she has moved up five places over the previous year to become India's 7th Most Trusted Personality. Dhirubhai Ambani, the visionary businessperson who transformed India's entrepreneurial landscape, makes an entry at 8th rank, with the next rank being taken by Mother Teresa at 9th and Baba Ramdev, the yoga guru, sits in as

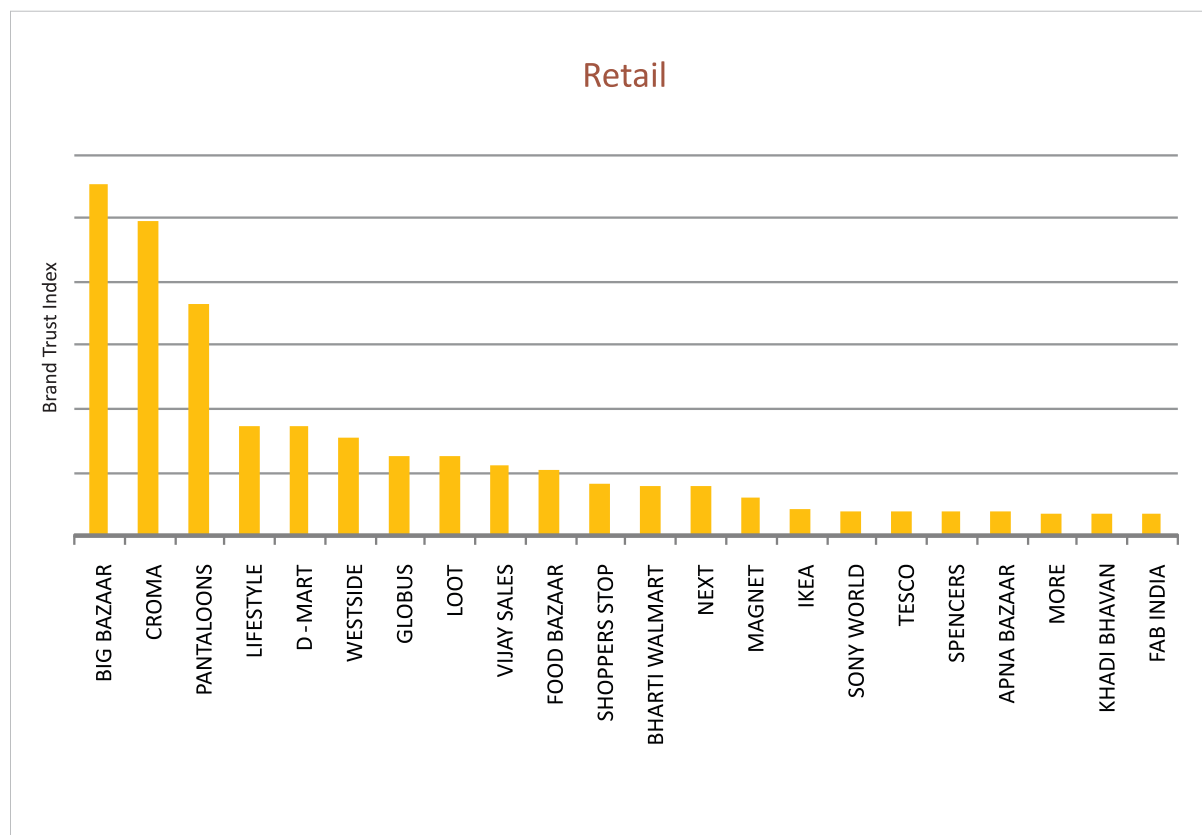
India's 10th Most Trusted Personality. Vijay Mallya is at 11th place and has lost one rank over last year, while Shahrukh Khan at 12th rank has gained ten significant ranks to become India's 12th Most Trusted Personality. Mukesh Ambani also made large rank gains over last by moving up 308 places in All India rank to become India's 13th Most Trusted Personality. At 14th rank, Mahatma Gandhi, the father of the nation, makes a re-entry after one year's gap and Rajnikant, the South Indian phenomenon, gains 156 ranks to become India's 15th Most Trusted Personality.

#### Retail

Some multi-outlet retail formats have been clubbed together for comparison in the chart given below.

In this select list, the first three are Big Bazaar, Croma followed by Pantaloons. At 116% below sequentially are Lifestyle and D-Mart (up 83 ranks in overall terms over last year), but within touching distance of each other. Westside follows at 6th rank, followed by two brands with negligible BTI difference, Globus at 7th (overall 87 ranks upward movement over last year) and Loot at 8th. Vijay Sales pushes itself up by 143 ranks to become the 9th Most Trusted Retail Chain, followed by Food Bazaar which holds onto 10th despite a fall of 216 places from its BTR 2012 rank. Notable in this list are three new entrants, Apna Bazaar at 19th position, Khadi Bhavan at 21st and Fab India as the 22nd Most Trusted Retail Chain.

Going up

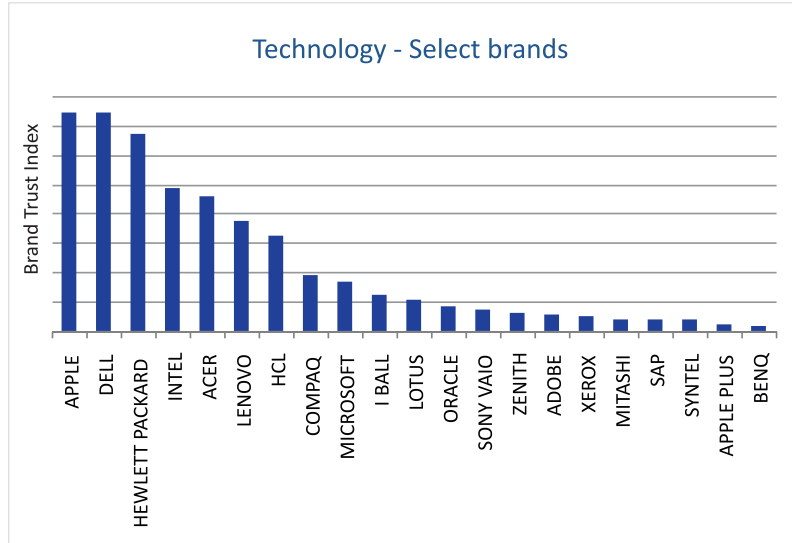


**Technology - Select brands**

All but four brands in this list gained in All India ranks over last year, with the only brands which slipped being HCL by 37 ranks, Microsoft by 91 ranks, SAP by 194 ranks and Apple Plus by 387 ranks. BenQ made a new entry at All India 991st rank this year. Apple moved up 22 places in All India ranking to become India's Most Trusted Technology brand. Dell

Good show

retains its last year's 2nd rank in the Technology Category and in this list as well. Hewlett Packard gained two ranks over last year moving up to becoming India's 20th Most Trusted brand, but slipped in the Technology



Category to 3rd place because of the impressive gains of the other two leading brands. Intel ranks 5th in this list, Acer 6th and Lenovo 7th, all

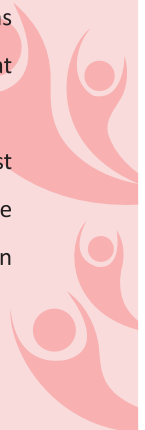
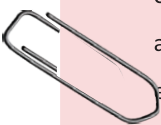
three moving up two places from last year. Out of forty brands in technology 26 gained and 14 lost ranks over the last year.



Trust is multi-dimensional and dynamic that is largely beyond the control of any individual, brand or category and generally quite unrelated to brand choices in the marketplace. With advancements in technology, home and kitchen appliances industry has begun to grow at a rapid pace. Driven by young population with access to disposable income, companies like Jaipan are coming out with exciting ranges that not only have a functional appeal, but also cater to aesthetic values.

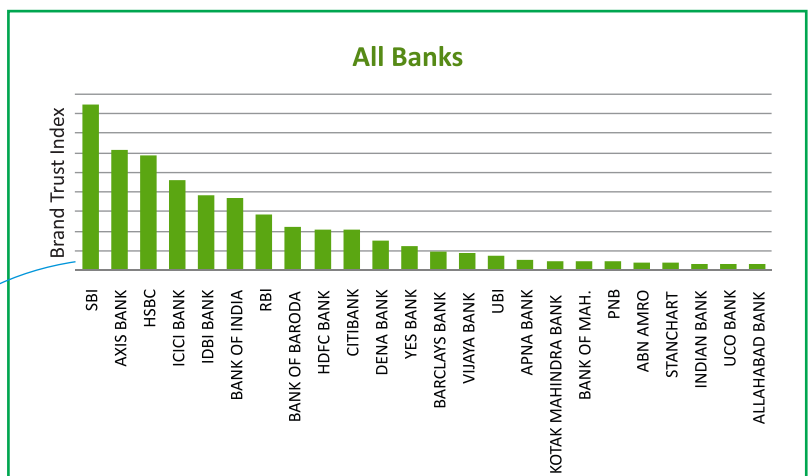
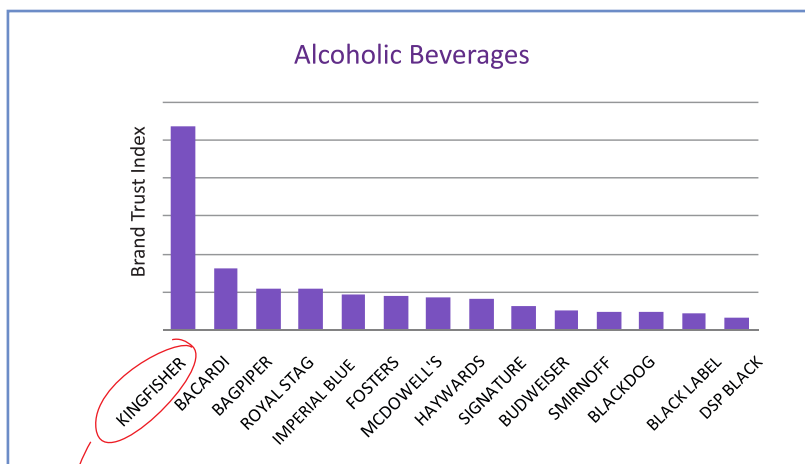
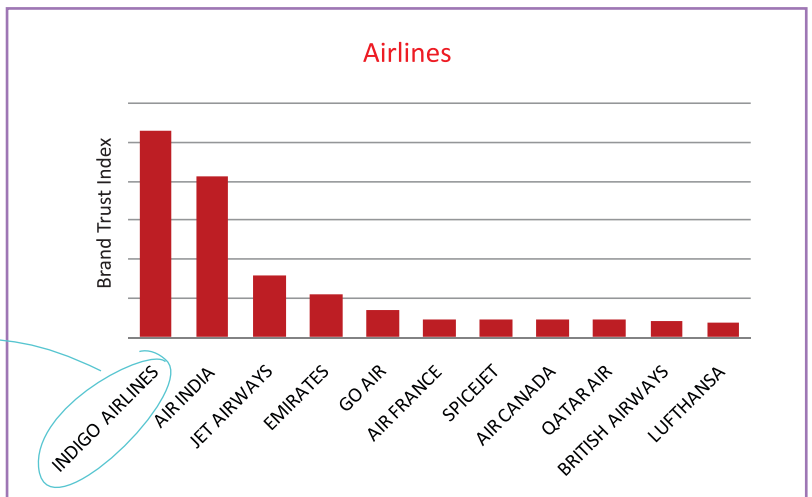
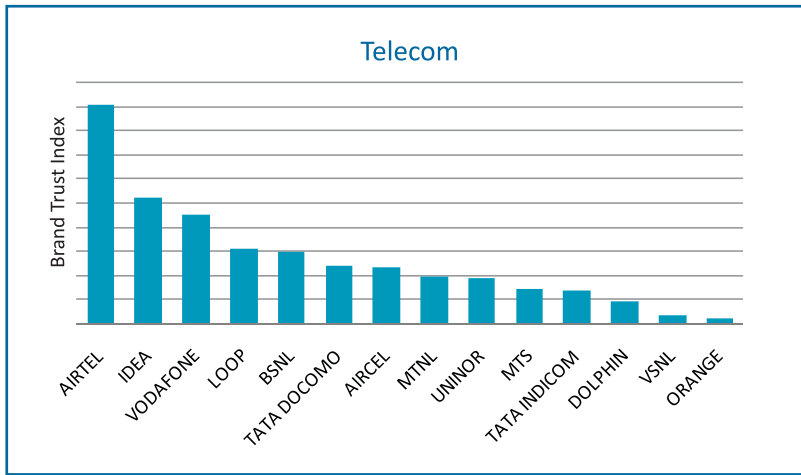
Knowledgeable customers are the source of growth and innovation in any industry, and it no different for Jaipan. Home and Kitchen appliances industry is largely driven by new and innovative products and a replacement demand. Jaipan has been a leader in this highly competitive market for over the last 30 years only because they have always believed that there is only one differentiator for any brand, and that is trust.

To enhance trust on the brand, Jaipan moved closer to the customers by opening 250 operational service centres in just one year, resulting from customer and employee audits that helps evaluate the brand's most current needs. The appliances sector is lucky in that it is trust positive due to the increased family interest the kitchen – and Jaipan has been ensuring that the implements that make the food have the highest trust of the customer at all times.

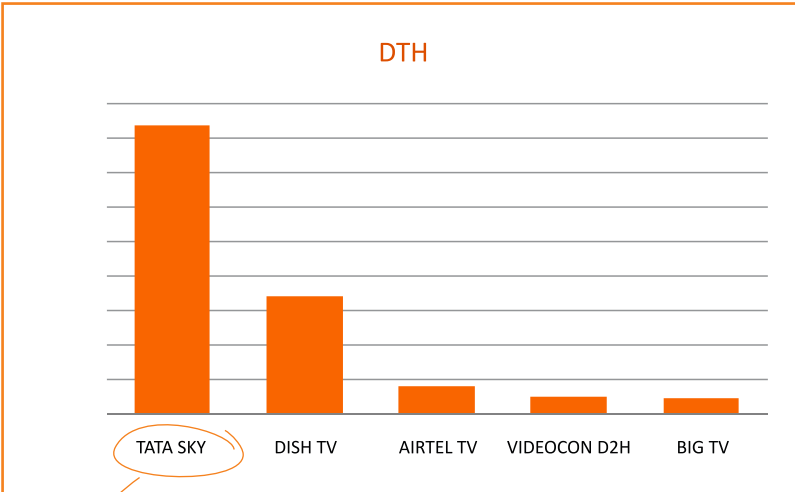
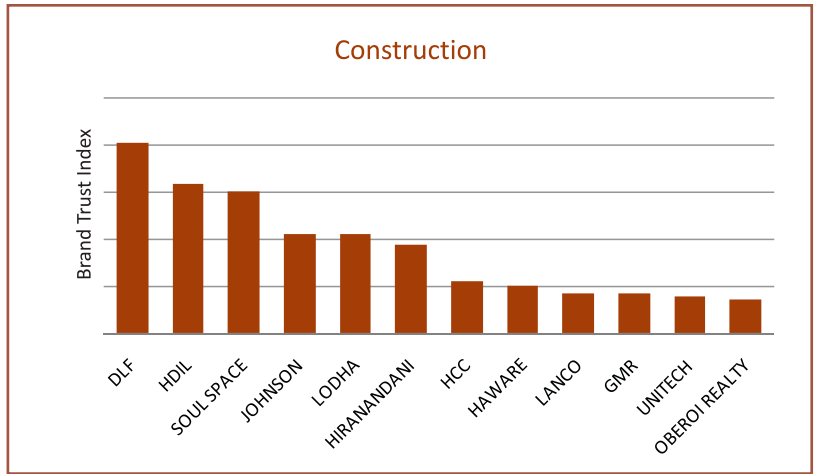




# Some important categories shown graphically

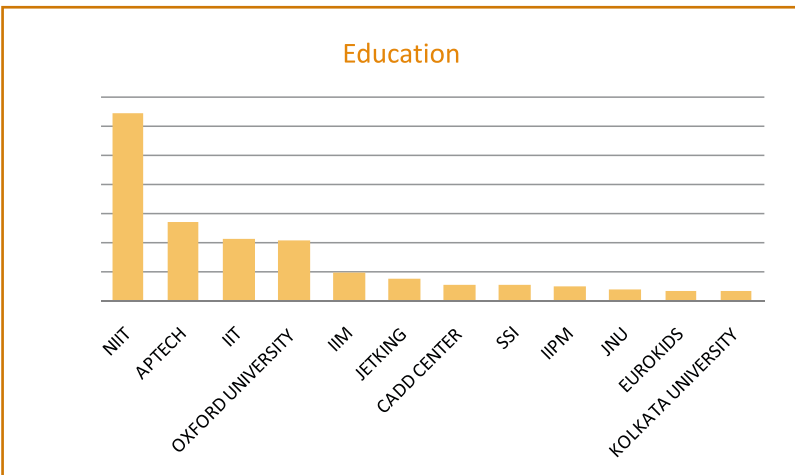
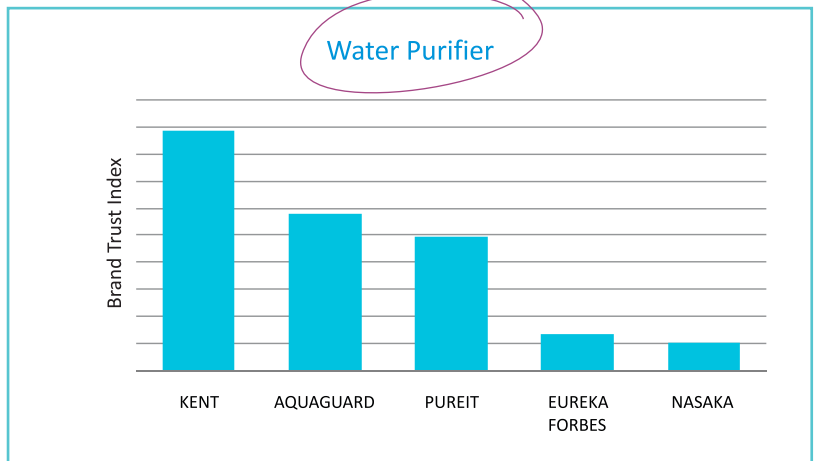


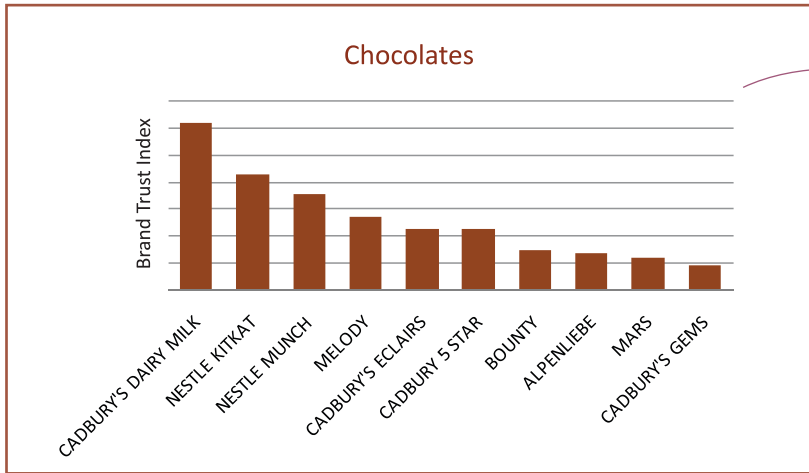
Kingfisher remains India's favorite beer



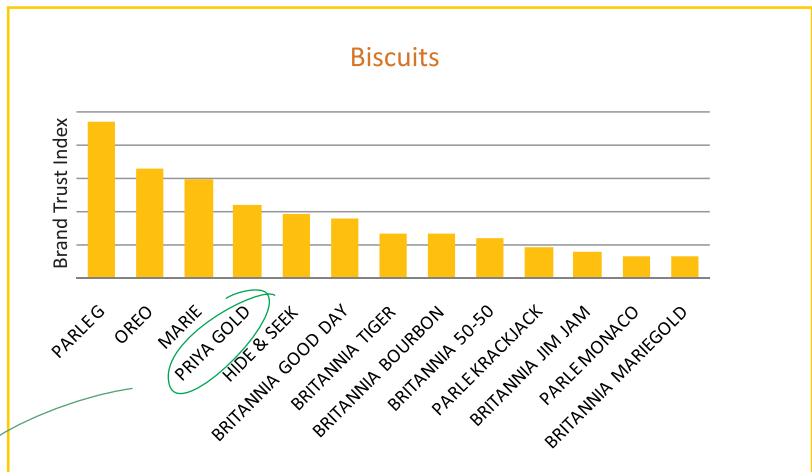
Important category in India

Tata brands are winners in many categories

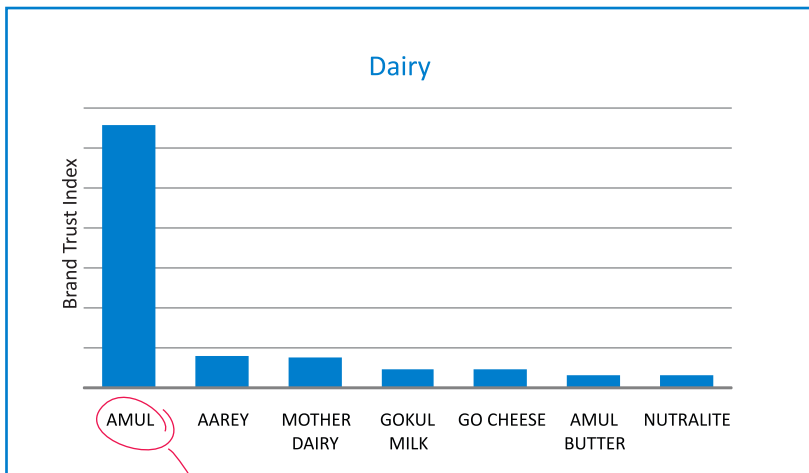




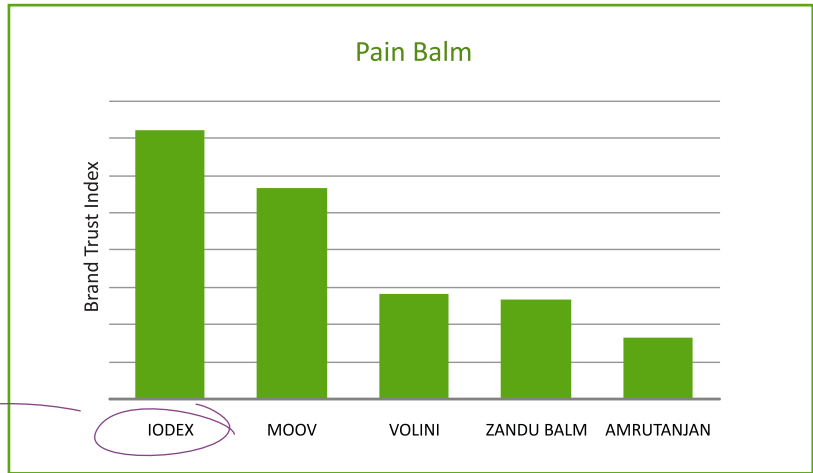
Cadbury gets four brands into the chocolates category



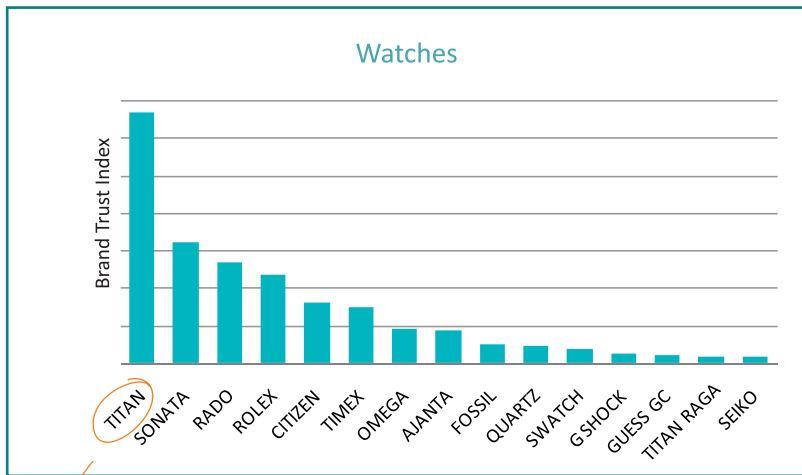
Eastern king takes a big bite into biscuits



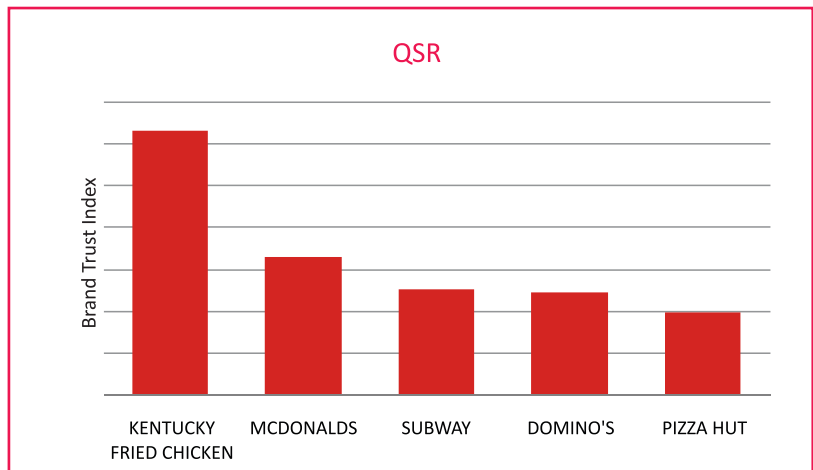
Utterly a winner



Top of the pain market



Leader for two years





# THE BRAND TRUST REPORT .....

India Study 2013

## PART II UNDERSTANDING TRUST & BRAND TRUST



03

Life's Script: Trust



# Life's Script: Trust

## Society and Trust

As we evolve socially, technologically and psychologically, Trust has become even more multifaceted and difficult to decipher.

Sociologists, anthropologists, marketers and leaders have long held that Trust is an integral part of any transaction, but the limited focus given to this trait does not befit its importance. Trust, a complex multi-dimensional entity, is dependent on the attitudes, perceptions and actions of the trustee (on whom trust is bestowed) and the trustor (the one who trusts). In our personal and public life we often act on the basis of incomplete information, and without the bridge of Trust, all our decisions would, at the very least, take more time and effort. Trust is essential because it allows social action that may otherwise not be possible.

Trust is the crux of all social engagement - courtship, sharing, learning, innovation, love, cooperation, coordination, resolution of conflict and more. It is also essential for making decisions, big or small – whether choosing an escape route when faced with a life-threat, or choosing a school for one's child. Trust is the basis of all our

exchanges, with people, things and even ideas.

In the most basic terms, Trust can be understood as a 'framework of expectancy' a person uses in all his social, emotional and commercial dealings. It gets built over time with repetition of 'expected outcomes', building confidence in the relationship. The outcome of this expectancy framework is expressed in action, words and also by covert signals like body language, tone and behavior.

Some of these signals take deep root and even help gain social currency. Actions like grooming among primates, eating hierarchy in a lion pride and elaborate mating rituals, each helps build trust in animal societies. In humans, trust increases with the use of physical touch, for instance, shaking hands or a hug that have become common forms of introduction. Even when speakers *break ice* with audiences using humor, it is an act of trust building because it creates

Trust is everything

# Living ideas

An idea is a 'memetic' system analogous to the genetic information system. A meme acts as a unit for carrying cultural ideas, symbols or practices, which can be transmitted from person to person through writing, speech, gestures, rituals or other imitable actions. Memes rely upon stored memory to create new memories through experiences of different kinds - physical, psychological, experiential, transactional, ethical, metaphysical, spiritual, social and cultural.

Mememes self-replicate and respond to selective pressures following genetic principles like natural selection, variation, mutation, competition and inheritance.

To give a more philosophical interpretation to the Brand, imagine it as a living idea - an idea which has a soul. The Brand is the soul that gives animation to the idea - its non-corporeal essence, its vital-breath or life-force. The Brand is embodied in, and acts through, its physical and non-physical extensions.

Every state of the idea expresses its brand-soul and the concept of Brand is present in the smallest thing that the idea represents, as much as it is evident in the whole. It is something that emerges from the conscious and subconscious interaction with the complete entity.

Sometimes, a company's product, service, people, or visual identity gets mistakenly perceived as the brand itself. This notion is as misleading as mistaking one's finger to be the entire body. While the finger is a part of the whole, it is not the whole.

The Brand is the soul that gives animation to the idea - its non-corporeal essence, its vital-breath or life-force.

positivity and a shared *liking*.

Trust and its opposing forces have co-existed since the beginning of intelligent life, but the need for trust among humans has increased greatly after human communities became intricately interdependent. It is evident that advantages of connected societies far outweigh the disadvantages, making community formation a natural, autonomous behavior. We live in a highly interconnected world – connected to more things, ideas, organizations, groups and humans, than we have been in the ten thousand-year history of human societies. Our world is knitted tight because as a species, we work more, travel more, connect more, write more, read more, and also have a need to know more.

Before human settlements, the reasons for trust deficit were visible and common enough to be easily understood. Basic necessities of food, mate, shelter and security became easier to acquire with increase in trust and triggered aggression when faced with a deficit.

Over time, these needs have been replaced by more complex needs and the competition has spread to a variety of other things – wealth, property, market-share and even something as intangible as social praise.

Since about 10,000 years after human began settling into societies

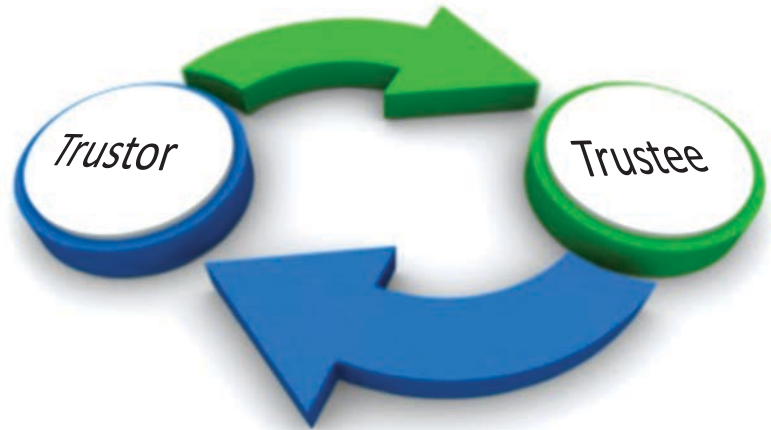
To this day trust deficit elicits signs of 'fight' or 'flight'



Today technology bridges geographies and relationships; we connect with more people in a day than we did in a year, just a decade ago. Some time ago, two people electronically connected only through me – one, a colleague from my office and the other, my friend of twenty years from college – became ‘friends’ on the ubiquitous social network Facebook, without even a social introduction by me. Imagine the implications when such social connections become the order of the day, in the not-so-distant future. As we evolve socially, technologically and psychologically, Trust has become even more multifaceted and difficult to decipher, and its deficit exists for several reasons known and unknown. Ally countries don’t trust each other, and honest, patriotic citizens mistrust their governments. Companies dread to place trust in their employees, investors don’t trust the companies they put their money into, and even the publications that we read voluntarily are not trusted anymore.

### The Nature of Brand Trust

Brand Trust is a socio-commercial-glue which brings stability to any brand relationship and balances its unstated terms of engagement. For the glue to work ‘terms of engagement’ are evaluated through scope, depth, expectations and outcomes.



A trust-bond is made with a trustee at one end and a truster at the other. A trustee (the brand) is the sender of signals - by way of action, communication and behavior, and the truster is the receiver and interpreter of those signals. The analysis of the signals depends on several message related factors like content, timing, context and the ‘cultural’ lens through which it is absorbed. Each interpretation is unique because it depends on several ‘personal’ aspects like beliefs,

values, ethics, background, knowledge, emotion, behavior and internal trust-propensity of the truster.

The trustee can typically be anything – another human (a friend), an animal (your pet dog), an inanimate object (the train), a natural element (the rain), a place (Barcelona), an idea (spend-cuts), a methodology (yoga), a technology (nuclear energy) – just about anything. In this report, the trustee is the brand! For the purposes of this study, a brand is



Trust transfer=risk

defined as *the manifestation of any transactable idea*. The idea's attributes, actions, perceptions and communication, coalesce into one unified concept called Brand. The sensory experiences could be tactile, vicarious, imagined or cognitive; their sum total comes together as the Brand experience.

The trustor, one who trusts, on the other hand, must necessarily be sentient, capable of interpreting the actions and adhesive quotient of the relationship (trustors can range from a pet trusting its owner, to the citizenry trusting the government).

The act of trust on a brand involves a

voluntary transfer of resources – emotional, physical, financial or material - with no immediately visible, tangible or quantifiable commitment from the trustee. For a successful trust-bond to be established, the trustor needs to accept a certain degree of risk or vulnerability. Trust, therefore, only develops when the expected result of the interaction is perceived as 'beneficial' to the trustor. Leadership, law, economy, relationships, civilizations are all based on this bond of trust. Brand Trust is as essential to commerce as breathing is to life, and if the trust

chain is broken, its commercial life comes under direct and imminent threat.

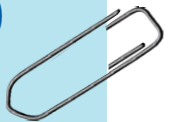
Unbroken Trust bond - key to business success

### Characteristics of Brand Trust

Three specific characteristics of Brand Trust define the way it operates and knowing these can be handy in everyday life. These are Unidimensionality, Unidirectionality and Trust-lag.

#### Unidimensionality

Brand Trust is unidimensional. In this case, dimension should be interpreted as a characteristic most relevant to the trustor for trust to be conferred on a brand. If the brand

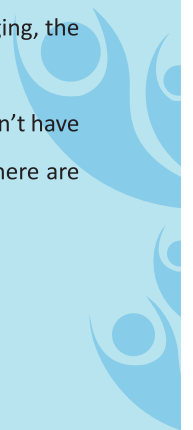
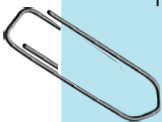


Intel Inside is one of those "world's top 100 companies" stories but the name and logo of the company are a story by themselves.

The technology company, founded in 1968 by Gordon Moore and Robert Noyce, was proposed to be called 'Moore Noyce', which sounded more like 'more noise'. The idea was quickly abandoned and the founders settled for the more staid N M Electronics, which went on to become Integrated Electronics or Intel for short. But a hotel already had the rights to the name and it had to be bought.

And then the famous 'Intel Inside' logo presented its own challenges: whether the 'e' in Intel should be hanging, the colour of the logo and the use of the circular flourish.

In the early '70s, a Japanese client asked the company to design 12 chips for its calculators. The company didn't have the resources or manpower for the job and decided to put 12 microchips into one chip. It worked. Today there are millions of transistors on a chip as in the Pentium. Think technology, think Intel.





To understand trust is to decipher the DNA of relationships. Trust is like the universal platform of human engagement and it gives insights into the way we interact with everything else. Trust is the umbilical cord of every human connection.



were human, for a doctor this may be the ability to provide a good diagnosis, for a pilot it may be her flying skills and for an artist, his flair with the brush. **Uni** implies that the trustor will usually place trust for one or a few closely related aspects in a familiar range. For example, while you may trust your boss to give you career guidance, you may not trust him to cook you a good dinner. In related aspects, that the trustor has grown to know or can infer, trust builds automatically. The unidimensional aspect puts limits on how far you can push trust – and if the relevance seems too out-of-context, unidimensionality would be violated, resulting in trust erosion. Mistrust, the opposite of trust is, however, multidimensional. Meaning, if trust is lacking in one aspect, it can (and chances are it will) impact the trust-quotient in several unrelated and unconnected aspects of the same entity.

### Unidirectionality

Brand Trust is unidirectional - while your boss may trust you, you may not trust your boss. Unidirectionality is best explained when Brand Trust is exhibited towards a product or service you have not tried and may only be represented by a stereotype of class, characteristic or function.

To bring more clarity to this, we introduce the concept of interdependence - trust is unidirectional where trustee and

# Dimensions of a Brand

A Brand's manifestations exist within the smallest fraction of the entity, as also they exist in the complete whole. However, the Brand is always experienced in entirety and it is impossible to experience any one dimension independent of the others.

While it may seem that the Brand exists because of the product, service, organization or its people, the opposite is actually true – all these exist because the Brand exists. The Brand is immutable and lives on beyond the tangible, physical aspects of the organization. The company may shut down or the product may be stopped from manufacture, people will depart, but the Brand continues to live on. The Brand is actually *the only* raison d'etre of the organization.

As has been seen, the Brand is almost anything

and everything that the entity *was, is, thinks* and *does*. Viewed from the dimension of time, a Brand can also be seen as a summation of the entity's past, present and future.

Viewed from the dimension of time, a Brand is a summation of the entity's past, present and future.

The Brand naturally is present in obvious aspects like its experience, price, product, personality, value, and ambassadors. Yet, what *really* makes the Brand are the often missed facets like the after-sales service,

technical support, legal cases (and expected outcomes), perceived quality, how it traverses from manufacture through destruction and other things the entity is or does. A few other not-so-obvious impacts of the brand are conversations of its *non-consuming* audience, attitudes about the brand carried by 'influencers'. Since the obvious factors are usually accounted for, these non-obvious Brand signals are often the deciding factors in knowing the Brand's real being.

The Brand is present in the minutiae. The brand-meme is the unique regenerative-code that is a part of every *cell* of the Brand and it needs to be repeatedly suffused into the remotest parts of the organization to allow the brand-soul to permeate.

Trust is uni-directional dimensional





trustor needs are independent of each other; when they do not perceive any reciprocal benefit. Unidirectionality is clearly visible in the cases when we place our trust on things not human, such as an organization, product or brand.

When the trustee and trustor relationships are interdependent, bi-directional or multi-directional, mutual trust becomes necessary. Some such interdependent relationships exist in cliques, religious groups and organizations. In intimate relationships like families, spouses, friends, where interdependence is complete, bi-directionality of trust becomes an inviolable necessity.

**Trust is a social-glue which brings stability to any relationship and balances the unstated terms of engagement.**

### Trust-lag

The third determining trait of Brand Trust is that there is a time-lag between the trust-creating act and the showcase of trust-commitment. This trust-lag varies depending on the degree of trust-risk perceived by the trustor. The time is deemed necessary for the trustor to internalize, evaluate, measure the risk taken and to seek emphasis from the trustee.

A resultant effect of the trust-lag characteristic is that the longer it takes to build trust, the longer it will take to erode it. The more mature a trust bond, the greater will be its threshold to tolerate transgressions.



# 04

## Understanding the Brand Trust Matrix

# UNDERSTANDING THE BRAND TRUST MATRIX

All business is  
founded on the  
premise  
of exchanging  
things of value.

All business is founded on the premise of exchanging things of value. The social aspect of such exchanges is evident in most animal group hierarchies - in the form of protection being offered to the female for choosing to mate with the alpha male, or food being shared in return for being a part of a hunt. As this exchange becomes more quantifiable – the goods and services being exchanged get connected through the concept of 'value', converting an ordinary exchange into a sophisticated system of trade, a concept exclusive to humans. Add to this a *medium of exchange*, like money, and it has the makings of modern business.

## Brand Trust, Business and Happiness

For any business to be successful, it is necessary for the exchange to have commensurate perceived value for all the parties involved. Whether it is promises to clients, good working environment for employees, or acceptable returns to investors, all hinge on this 'perceived value' and the trust placed on the exchange itself.

Among all exchanges, the most visible, direct and tangible impact of trust is probably seen in businesses and more so because our business relationships may even have started exceeding our social relationships. The result of trust erosion in businesses is too real, painful and immediate and it threatens with monumental and often irrecoverable harm, questioning the very survival of organizations, its people, clients and culture. Due to the benefits that human connections bring to commerce, our interactions have increased immensely and so has the need for trust in transacting businesses. We buy from stores we have never visited, we hire people we have never seen and we partner with other businesses over just a few electronically punched sentences, demonstrating that Business is Trust incarnate.

Exchange  
means  
equal

Brand Trust impacts the behavior and performance of businesses in many intriguing ways. It creates the foundation of a strong 'brand connect' with all stakeholders, converting simple awareness change to strong commitment helping metamorphose normal stakeholders into devoted ambassadors. A brand's strong relationships directly result in advantages like better acceptance, premium perception, reliability of brand extensions and even allowance of temporary quality deficiencies.

Brand Trust is a consequence of the intricate combination of several primary ingredients and there is no direct means to achieve or acquire it. The concept of colors makes a good analogy to understand Trust more easily. We know from childhood experiments that white light can be fragmented into a spectrum of seven rainbow colors. No matter how any color is, we do not see it as received by the eye; instead, the color is reduced to three primary ones by the brain. The permutations of the various degrees of these primary colors – red, green and blue - allow humans to perceive an incredible 10 million different combinations!

Brand Trust is similar – it cannot be interpreted as a single entity directly. Instead, each input received by the brain is split into its primary ingredients, the different combinations of which give rise to millions of perceptions. These

shades of Brand Trust can be seen as a response to stimuli based on a combination of psychological, sociological and communication triggers.

To understand Brand Trust better and make it more applicable in communication, early on we thought it necessary to apply a metric for it – something that will allow its measurement and make Trust universally relatable. However, this was not an easy task - a universal metric for Brand Trust is as difficult as the measurement of Happiness. Two people rating themselves on a 'Happiness Index' of 100 may rate themselves 95 and 98 respectively, but it is not necessary that on an actual individual level, the one who scored himself 95 is less happy than the one who scored 98. This aberration occurs because there is no standard measurement for happiness, and its metrics do not get applied in the same way by different individuals. Although, if we knew the 'ingredients' of Happiness, we could use them to measure happiness universally across people of different interests and regions alike.

Brand Trust too can be measured in a similar fashion. To measure it we must know and measure its primary components, aspects that will uniformly hold true across audiences, geographies, and cultures.

Brands that make blatant claims like "Most Trusted Brand" without any

proof of trust being established can be termed careless communication at best. At its worst, such claims erode the very trust they are attempting to create. Just as we cannot ask for happiness and get it, brands cannot ask to be trusted and get trust.

in the brand context, this problem gets stated as the Trust Paradox.

## Brands cannot ask to be trusted and get trust.





Brand Trust is a consequence of the intricate combination of several primary ingredients and there is no direct means to achieve or acquire it.

# Understanding Brands better

The word Brand has been so widely overused without fully understanding it, that it is often over-articulated and sometimes remains under-expressed. Over time, the word has acquired many meanings, and is arguably among the most used and abused ones in modern business. Almost everyone believes that he or she understands its meaning; and for a word that is perceived so differently, misinterpretations are only natural. However, its different interpretations only emphasize that a Brand can be perceived in different ways, although its real meaning remains distinctive.

A brand can be perceived in different ways, although its real meaning remains distinctive.

A brand is the manifestation of an idea. The idea's attributes, actions, perceptions and communication, coalesce into one unified concept called Brand. The sensory experiences could be tactile, vicarious, imagined or cognitive;

their sum total comes together as the Brand experience. Over time, memory about the source of experience more often masks the experience itself, giving importance to the outcome rather than the type of experience. However, the strength of the memory imprint does depend on how the memory came to being, as put forth by Confucius - "I hear and I forget. I see and I remember. I do and I understand."



# Trust Paradox and Trust Corollary

The Trust Paradox is the explanation of an enigma in what brands communicate and what they seek to achieve. It states, "If any business, entity, brand or individual, solely focuses on building trust, it will lose trust in the long run". This paradox implies that a singular focus on 'Trust' itself is self-defeating.

To gain trust, a brand must not focus on trust itself, but on the ingredients that create trust. Trust is achieved from a combination of the action, communication, perception and being of the entity. When these are worked upon, Trust is derived as a natural outcome.

The Trust Corollary, the axiomatic deduction from this paradox, helps find the primary ingredients of Brand Trust. Due to the enquiry that arose consequently, we assigned researchers to investigate Brand Trust further. It took more than two years and several hundred hours of interviewing psychologists, communication experts and sociologists on the subject and at the end of the research, we painstakingly identified the primary ingredients of Brand Trust.

A universal hypothesis of Brand Trust was then created, now formalized as the Brand Trust Matrix. This matrix was subsequently applied to several live business situations to fine-tune it based on its impact on business and their communication strategy. Finally after several rounds of rigorous empirical testing, we arrived at the 61 attributes that make up Brand Trust.

To gain trust, a brand must not focus on trust itself, but on the ingredients that create trust.

We all have our unique preferences in music even though general classifications of 'good' and 'bad' music are universal. Brand Trust is similar.





## The components of Brand Trust

Trust, in its most basic form, is the quality of anything being considered believable. An environment of trust is essential for any progressive action to take place since it is the elemental bond on which every other positive human response is built. Brand Trust is as much dependent on the individuals' beliefs, values and perceptions, as it is on the environment, culture and context.

This seeming duality of 'uniqueness and universality' of Brand Trust follows individual-collective principles similar to music. We all have our unique preferences in music even though general classifications of 'good' and 'bad' music are universal. The individual influences that impact Brand Trust may be counted as minor 'personality and cultural deviations', but the general structure of the trust is common to all.

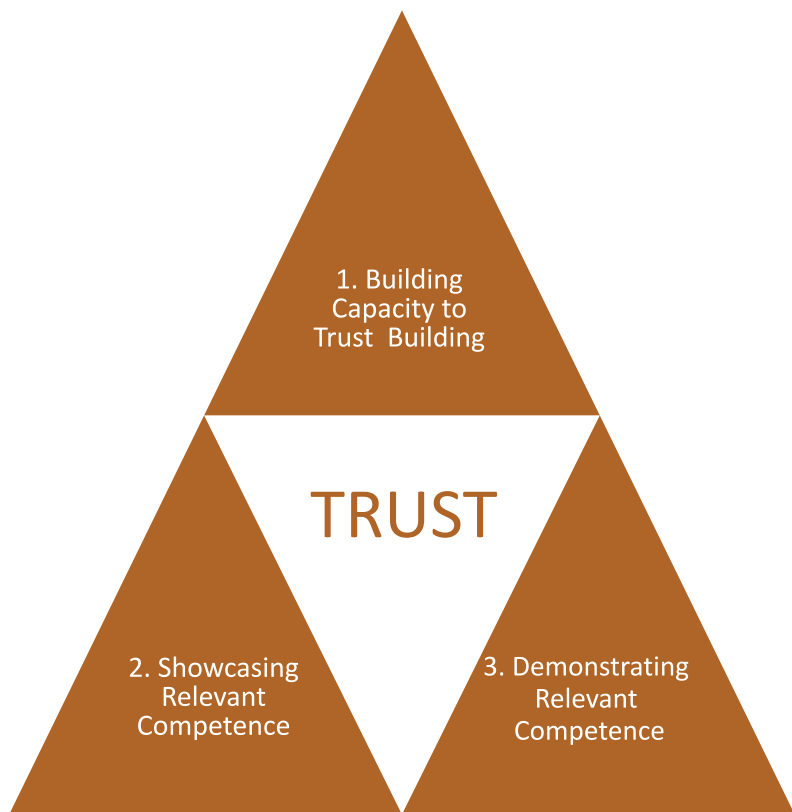
Over time, the evident notations of Brand Trust in business (pedigree, size, performance etc.) have changed and subtle ones now exert stronger influences. Let us take a closer look at these facets and how they can be used in a business context.

Brand Trust is based on three foundations, all of which are dependent on the action of the trustee:

- 1) Building Capacity to Trust
- 2) Perception of Positive Intent
- 3) Demonstrating Relevant Competence

These three foundations of Brand Trust comprise of 10 Brand Behaviours classified for easy application in business scenarios. A Brand Behaviour may be considered to be a business trait that combines primary components which display common behavior. These are explained in the following sections.

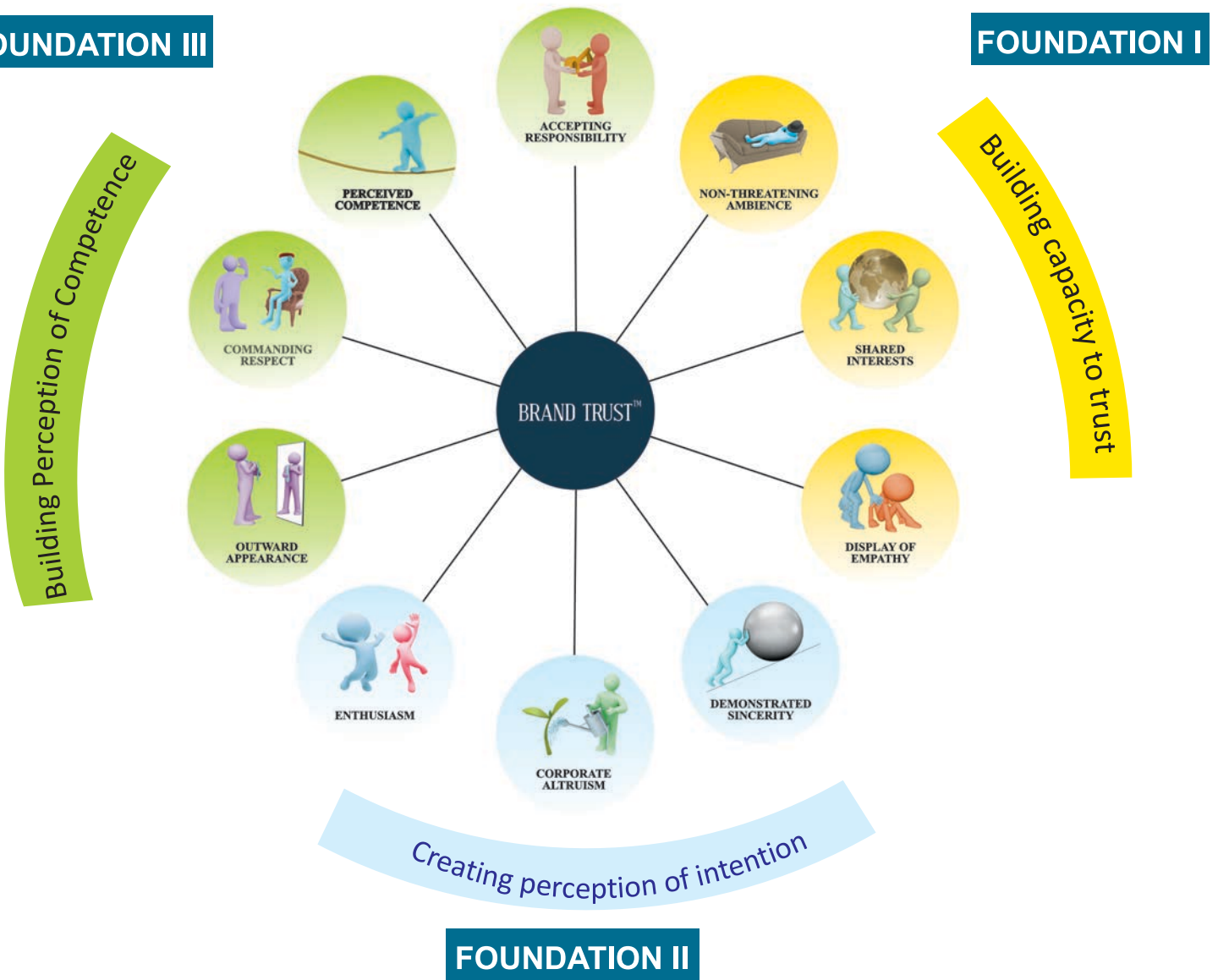
Progress is only possible with trust



Three Foundations of Trust

## FOUNDATION III

## FOUNDATION I



### I) First Foundation - Building capacity to Trust

The first step for the trustee in building Brand Trust is to help create an environment that is conducive and inviting for the trustor. Creating capacity to Trust makes the environment conducive and 'inviting' for the trustor to assume a degree of vulnerability in the trust-relationship.

All other trust-related reinforcements notwithstanding, the trustor looks for three essential Brand Behaviours to assume vulnerability in the trust relationship. The first step for the trustee in building Brand Trust is to help create an environment that is conducive and inviting for the trustor. Creating capacity to Trust makes the environment conducive and

'inviting' for the trustor to assume a degree of vulnerability in the trust-relationship. All other trust-related reinforcements notwithstanding, the trustor looks for three essential Brand Behaviours to assume vulnerability in the trust relationship. the trustor looks for three essential Brand Behaviours to assume vulnerability in the trust relationship.

These are:

- 1) the ambience must be perceived as Non-threatening,
- 2) there must Shared Interests between the parties and,
- 3) there must be visible Empathy displayed by the trustee

Let us delve deeper into building an ambience of Trust by understanding its Brand Behaviours.

### 1) Non-threatening ambience

The trust ambience is imperative for trust bonds to form. Any environment, which hints at manipulation, intimidation or coercion towards the audience, destroys trust. It is a prerequisite and building trust in its absence becomes impossible. It is, therefore, appropriately discussed as the first criterion in trust building.

- ✓ Absence of bias
- ✓ Cultural neutrality
- ✓ Concern for other's safety



Non-threatening ambience

Perceived vulnerabilities in any situation generate a perception of threat. This, in turn, results in defense or offense responses, which are usually accompanied by acute stress symptoms in the audiences. These perceived vulnerabilities could be covert undercurrents, often seen as differences in beliefs,

opinions, values, stereotypes, expectations, and even delicate cultural variations.

Aspects which help create a Non-Threatening ambience include:

- cultural sensitivity
- absence of bias
- absence of intimidation
- amiable ambience
- ease of approachability

The focus on building a trust-conducive ambience becomes important especially for brands approaching new audiences and in such cases it is important that the brand displays all the above traits. One must be careful when applying them as overdosing may give diametrically opposite results, almost like the reaction to overfriendly strangers.

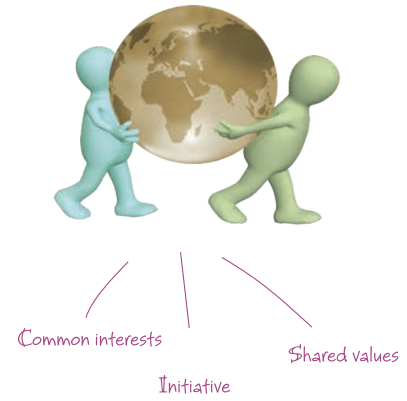
### 2) Shared interests

Shared Interests are symbolic of cultural and social uniformity, which shows better compatibility and understanding between the trustee and trustor. This Brand Behaviour help in higher transactional predictability and better outcome expectations, reinforcing the Trust environment.

Shared Interests builds trust when the trustee displays the following:

- congruence of values and beliefs
- initiative
- display of understanding
- matching words and action

Even in an unknown group with nothing else in common, people who

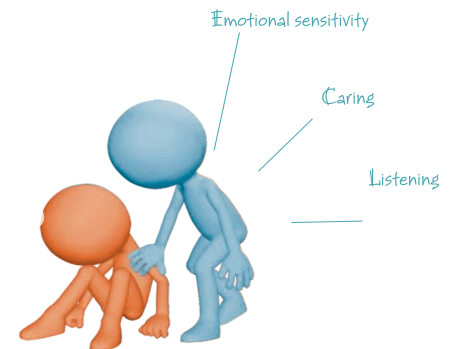


### Shared Interests

like the same author will trust others who have a similar liking (and it only becomes better if both like the same title of the author). If Brands share interests with audiences the degree of familiarity increases, leading to better acceptability of the Brand.

### 3) Display of Empathy

To create an environment amenable to Trust, the Display of Empathy is more pressing than the first two Brand Behaviours discussed. Empathy reinforces the connect between the audience and the brand and gets achieved when the brand steps outside of itself and sees through the 'emotional' eyes of the audience. An empathic brand is quick to perceive new opportunities due a better understanding of the



Display of empathy

audiences and this gives brands the ability to take risks with greater confidence, with a 'gut-feel' for the right decisions. Being hard-wired into our brains, empathy is intrinsic to our behavior - the same reason we all wince when we see pain inflicted on someone else (like when a helpless boy is kicked by a school bully). Though Empathy is natural to humans, it is necessary for a brand to demonstrate it in order to build and maintain Trust.

The vital aspects that help create and show Empathy are:

- care
- listening
- emotional sensitivity
- compassion
- understanding

Brands which show a natural understanding of the audiences' needs, listen to them and respond appropriately, generate a positive effect of Trust. Lack of empathy alienates audiences quickly.

## II) Second Foundation: Creating Perception of Positive Intent

It is necessary for the trustee to show the 'right intent' for trust to take root. The second Foundation of Brand Trust - Perception of Positive Intent - needs to be reinforced frequently because audiences are constantly reassessing and recalibrating the 'intent-meter' of everything they engage with. Positive Intent makes the trustee's

intent perceived as beneficial and acceptable by the trustor, further strengthening the trust bond. Once this positive intent takes hold, it can cover for the lack of the other two foundations of Trust, albeit temporarily.

Perception of the brand's positive intent is based on three Brand Behaviours and these are, Demonstrated Sincerity, Altruism and Enthusiasm.

### 1) Demonstrated Sincerity

Display of Sincerity has both social and personal implications, and consequently, 'outer' and 'inner' manifestations. Sincerity reflects honesty of effort and of being true to what-really-is. It is best explained by the Latin words it originated from,

Sincerity has both social and personal implications, and consequently, 'outer' and 'inner' manifestations.

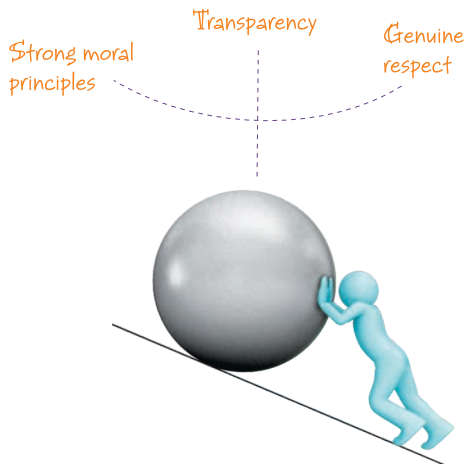


meaning without wax.

Demonstrated Sincerity is shown by display of the following:

- high ethical values
- self-regulated governance
- integrity
- transparency
- commanding genuine respect

Companies and brands which display the above traits are seen as genuine and attract large numbers of trusting followers. Some companies have even made Demonstrated Sincerity into a corporate philosophy and if one studies such brands, the related benefits are evident. If sincerity gets well established, even transgressions are overlooked or can be overcome easily.



Demonstrated Sincerity

## 2) Altruism

Several brands undertake social responsibility as charity, some do so to give positive disposition to the brand, but everyone understands the benefits that accrue from Altruism. Altruism is demonstrated when a brand acts beyond areas of self-benefit and works for a larger,

# The Journey to Greatness

If creation implies 'the act of primordially causing to exist from nothing', Brands cannot be 'created'. But if we understand creation as 'the act of bringing into the universe' - like a mother begetting a child - Brands are indeed created. Like the mother gives nourishment, safe-keeps, provides accommodation for the child in her womb, the custodian acts like the caretaker of the brand from its conception and beyond.

A child is conceived through the fusion of two cells which necessarily have to come from two individuals of different genders – the mother, as we all know, cannot auto-create the child. New Brands too are only created thus, through fusion, and it can be begotten only in a nurturing environment and the safe 'mind-womb', till such time it is ready to be delivered.

The Brand is reinforced in every action, transaction, experience, emotion, memory and association it generates.

Communication helps burnish the Brand by focusing on its salient attributes, displaying and embellishing that

which already exists. Communication is not a magic-potion for the brand, though, unfortunately, it is often peddled as such.

Communication is critical because it is an essential tool of memetic transfer. If the experience of the Brand falls short of what is communicated, it will erode any unset trust-bond. The communicator plays the paramount role of a brandkeeper, responsible for nourishment, cleanliness, environment upkeep, memetic exchange, and emotional health of the brand.

The Brand is reinforced in every action, transaction, experience, emotion, memory and association it generates.





### Corporate Altruism

socially-beneficial cause. In the context of Trust, Altruism is a significant Brand Behaviour that organically builds a high trust-quotient for the trustee.

Yet, Altruism has a significant time lag between action and result. And, brands must engage in altruism without looking for swift results that they are so accustomed to. When the brand engages in selfless action, it shows the following attributes:

- generous attitude
- social consciousness
- teaching and guiding

To create a sustainable program of corporate altruism it requires one to balance two opposing forces. The trust aspect of altruism comes from the fact that the further removed it is from the core of the business, the more trust it will generate. The sustainability aspect of altruism comes from the fact that the more direct the connection between the act and the business, the more sustainable it will be. The organizations which get this balance right accrue benefits that are highly

resistant to erosion of time.

### 3)Enthusiasm

The third Brand Behaviour of Positive intent, Enthusiasm, may come as a surprise to many - though everyone appreciates the value of an enthusiastic response, few know it to be a core constituent of Trust. There is a direct correlation between the success of any transaction and the enthusiastic involvement of the participants, as it is an indicator of better possibility of a positive outcome.

Enthusiasm directly shows greater involvement and energy, leading to a commensurate increase in the chances of success. While in the case of the individuals, Displayed Enthusiasm can mean any of the aspects we usually understand of the term, in the case of the brand it encompasses that and also the way it communicates.

To acquire the positive benefits of Displayed Enthusiasm, a brand must act and communicate in a manner that shows it as:



### Enthusiasm

- self-assured
- self-confident
- high outcome motivation
- display of vibrancy and energy
- having a proactive approach

## III) Third Foundation: Showcasing Relevant Competence

The third foundation of Brand Trust, Relevant Competence, appeals to the rational side of the brain. Competence showcases the trustee's ability to fulfill the act-of-trust assigned, giving the trustor a high degree of confidence in the outcome. The perception of competence is the 'transactional' factor in Brand Trust, seen as the ingredient necessary to ensure highest probability of best results.

Competence is perceived through physical and social factors. Among the physical factors, the brand's appearance accounts for more than just a first impression. The outward appearance is taken as a 'signal' of all the physical representations combined. Two other factors are social in nature, Commanding Respect and Authority and are equally relevant in showing competence. These two aspects reflect the social legacy and hierarchy, which indirectly convey competence of the trustee.

The founding base of Competence rests on the Brand Behaviours of Outward Appearance, Perceived Competence, Commanding Respect



Competence, Commanding Respect and Authority.

1) Outward Appearance

Beauty is not just skin deep as this Brand Behaviour would suggest, but it is true that a substantial amount of trust signals are emitted by the external 'packaging'. We often tend to predict the contents based on the outward appearance and hence this becomes a key determinant in the trustor's perception.

The Outward Appearance is a natural indicator of achievement, success and good content. However, though it is meaningful for Outward Appearance to include aesthetic appeal, it is more than just that. In fact, even more important than that is for the brand to 'look the part' (for instance, a security brand would need to look 'strong' and 'tough') and show relevance toward the trust bestowed. The attributes that any brand must possess for its Outward Appearance to demonstrate trust are:



Outward Appearance

- physical appearance
- appropriateness of expression
- functional fit
- conformation to standards
- consistent performance

- honors and titles

Brands spend enormous amounts of energy and money to build their Outward Appearance, but it is unfortunately limited to their physical appearance and attractiveness. The importance of giving equal focus to all attributes of this Brand Behaviour cannot be understated. If the Brand focuses only on its outward appearance without giving importance to the other factors of Outward Appearance, chances are that it may give audiences a feeling that the Brand 'lacks substance'.

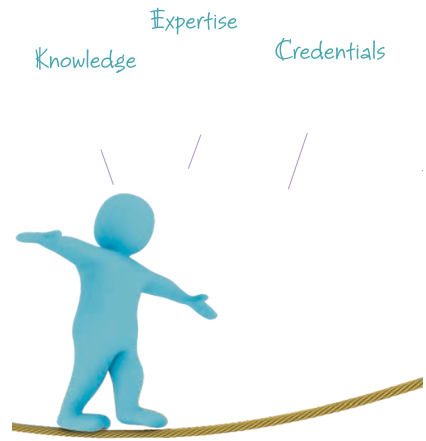
2) Perceived Competence

Competence is completely different from the perception of competence though the difference may not seem much. While the former is the ability to achieve successful results, the latter is a perception or judgment of the same based on physical and non-physical cues.

The physical aspects of this Brand Behaviour are based on the following attributes:

- expertise and experience
- credentials
- knowledge

This Brand Behaviour is a standard in all introduction presentations of companies, where establishing the perception of competence is an imperative to take discussions forward. Caution must be exercised while creating Perceived Competence for any assurance of competence that falls short of



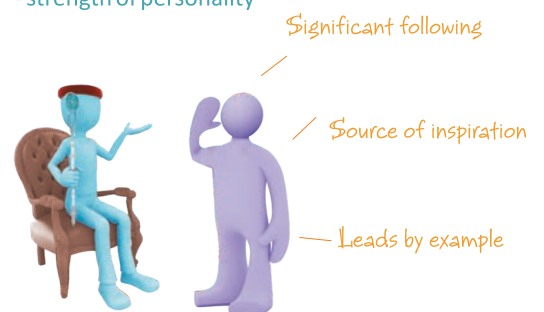
Perceived Competence

expectations, breaks trust just as fast as it builds it.

3) Commanding Respect

Commanding Respect is the trait of a leader and it is not easy to decipher how or why one achieves it. In the Brand Trust context, this Brand Behaviour takes into consideration several aspects like:

- accountability
- skill
- significant following
- values
- strength of personality



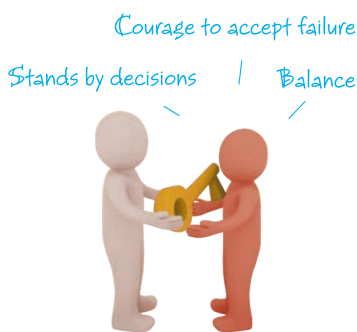
Commanding Respect

To command respect, a brand must not only be successful in its field, but needs to hold sway over its following. It shows a mass influence of the Brand and adds tremendously to the trust placed, be it people or brands. Trustees naturally want to command

respect and this is probably one of the key reasons for the success of social media - the compulsive need to 'count' one's growing influence with every like, follow and share is too addictive to let go.

#### 4) Accepting Responsibility

The word 'responsibility' is to be considered as under 'normal



Accepting Responsibility

working conditions' as also Accepting Responsibility in times of crisis. The primary components that contribute to this Brand Behaviour are:

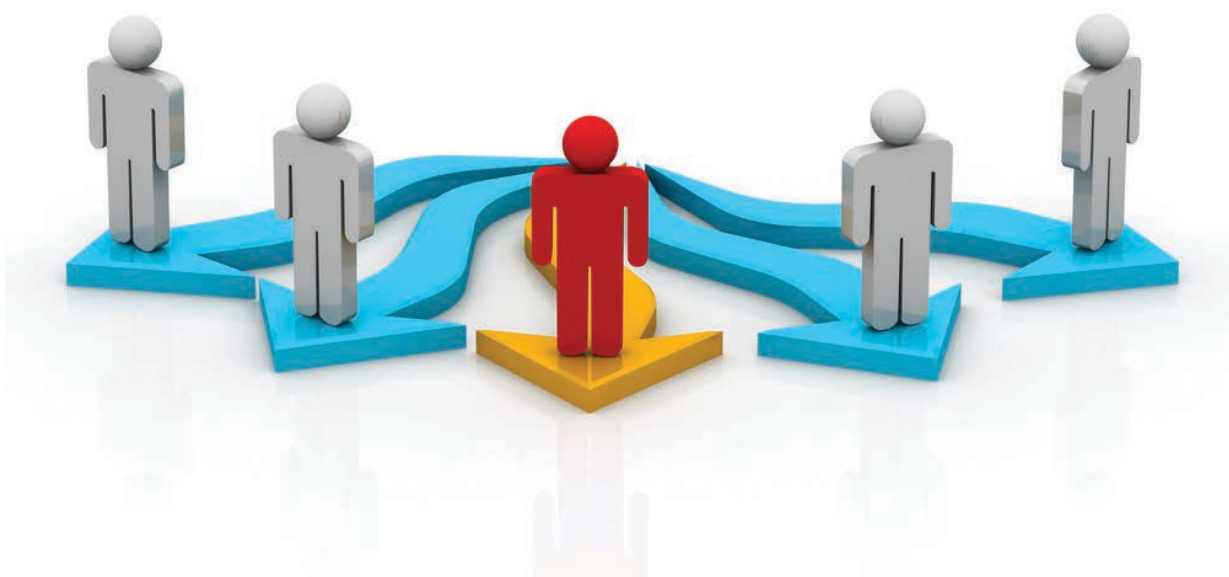
- courage to accept failures
- expressed responsibility towards stakeholders
- awareness of its duties
- professional poise and balance
- standing by its decisions

Quality consciousness among producers and consumers is scaling up and with this is the ever increasing 'call-backs' of deficient products. Since our behavior in adversity determines our behavior in normal times, the nature of an organization's acceptance of

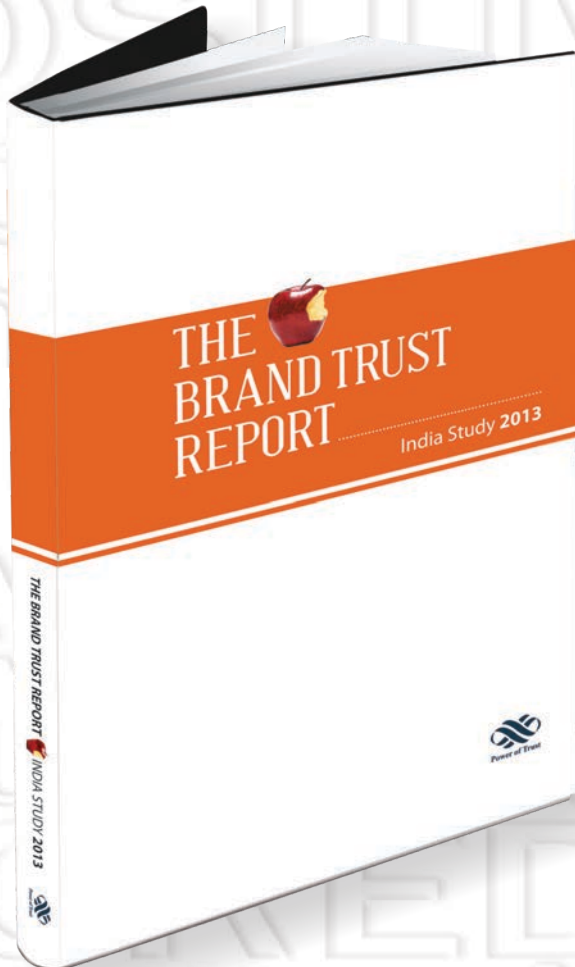
responsibility in such times is one such demonstration of this Brand Behaviour of Trust.

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Trust is applicable to all its extensions like Brand Trust - Investor Trust, Employee Trust, Stakeholder Trust and others. The equations have to be applied in a controlled manner because action, perception and communication cause overlaps, diluting some Brand Behaviours and strengthening others. Small variations amplify irregularities and the results may fall short of expectations. When applied with understanding, the Brand Trust Matrix can help set a clear direction for the organization's future.



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THE   
BRAND TRUST  
REPORT .....

India Study 2013

**PART III**  
**FIELDWORK & RESPONDENT**  
**PROFILE**



# 05

## THE BTR METHODOLOGY



# THE BTR METHODOLOGY

This year's report  
covers 2505  
influencer-  
respondents from  
16 Indian cities.

A meter is a simple unit of measuring length but we often overlook how precise it really is. Officially, the meter is defined as 'the length of the path travelled by light in vacuum during a time interval of  $1/299,792,458$  of a second'. The measurement needs to be this precise so that it can have universal acceptance and all length and distance measurements can be made with exactness. Small inaccuracies can mean the difference between life and death, and this claim will sound less exaggerated when we realize the pin-pointed accuracy needed to design anything, an artificial heart-valve or a rocket engine. Brand Trust is similar and it is useful only when defined accurately and measured without compromise.

A three year research led to the development of the Brand Trust Matrix and needed rigour in three scientific disciplines - sociology, psychology and communications. We arrived at the 61-attribute Brand Trust Matrix starting with several

hundreds of hours of interviewing with experts and pilot-studies that helped us reach an exact research methodology. Being a global first for measuring Brand Trust, the matrix went through several rounds of scrutiny before copyrights were accepted.

In mid-2010, we decided to launch The Brand Trust Report, India Study, a primary research that would map the trust topography of brands in India and since then, we've increased the study's scope year on year. This year's report covers 2505 influencer-respondents from 16 Indian cities. The fieldwork was conducted between July 2012 and November 2012 by more than 400 field personnel. Each interview took an average of 2 hours involving more than 13,000 hours of total research time. Nearly three million data points were collected and 19,000 unique brands emerged from the study.

From the questionnaire to sampling, fieldwork, quality control, analysis methods and reporting formats,





every aspect of the study was scrutinized and re-examined to ensure they exceed the standards set by the previous two BTRs. The questionnaire was designed with great care to ensure that each of the 419 questions asked would get the respondent's full attention. Stringent minimum acceptance criteria for the questionnaires were maintained to ensure authenticity of data. These included:

- All questionnaires had to have accompanying visiting cards
- Respondents had to sign the questionnaire in two places in the questionnaire as confirmation of validity
- The questionnaires were 100% back-checked, and even small discrepancies in the questionnaire led to rejection.

The questionnaire was careful in dealing with responses to brands. For each of the 61-attributes of Brand Trust queried showcards were used to avoid creeping external

influences. Drawing experience from our pilot studies which showed that responses changed with explanation, the interviewers read out the statements but they were not allowed to assist in interpretations of the attributes. The brand responses were deliberately open-ended, allowing respondents to name anything they perceived as a brand and thought fit the question asked. This list of more than 19,000 unique brands had many commonly known brands, but some were extremely local in their essence that only the specific city-dweller would know. The mosaic of brands represented truly shows the variety that India represents in its full flavour and vigour.

The questionnaire itself had three parts to it. First, the respondents were asked to name fifteen brands that came to their mind in the categories of local brands, national brands and multinational brands. This question which generated more than 37,000 responses achieved two important purposes - it gave us the recall quotient of the Brand Trust Index (BTI) and also brought several more brands and their interconnections into the active memory of the respondent, preventing selective channelization. The second part, focused on the 61 attributes of Brand Trust, for each of which the

respondent had to give three brand names and also give a suitability rating for each on a 5-point scale, allowing us to analyze the Brand Trust range and depth. In the third part, the respondents had to name three media that they viewed/read regularly and three more media that they thought were most informative. At the very end of the questions, this part continued and they were also asked to name five brands which they used and five more they trusted (with reasons and usage). The set generated more than 65,000 responses which helped us correlate usage patterns to Brand Trust and also, Brand Trust attribute validations.

### The Statistical Analysis

After two years of development, The Brand Trust Index has been designed be able to compare brands at three levels - attribute, brand behaviour and overall Brand Trust.



This year, the index calculation was further fine-tuned to have greater sensitivity and relevance.

The Brand Trust Index was developed using the two important trust influences on brands - Brand Trust components and the sum total experience of trust. The index is very subtle taking into account all the overt and covert Brand Trust influences aspects of Brand Trust that usually remain hidden from normal scrutiny. The first part of the BTI formula was created using the four most obvious variables arising from the 61-primary components of Brand Trust. This were, standard deviation of suitability, position (whether it was mentioned as the first, second or third choice for the specific primary component) average, the suitability average score of the brand and the occurrences.

This can be represented as:

$$\frac{SD_o}{SD_i} \times p_{5i} \times o_{5i} \times \bar{X}_{5i}$$

The other direct visible influence on the recall - Brand Trust was the brand's frequency (how many times a brand name occurred), position (whether it was stated first, second or third among the three brands mentioned) and weighted suitability (how relevant the the brand was to the attribute on a scale of 5). Further, this was multiplied by 0.67 to equate the five-point scale of the second influence to the three-point scale of the first influence on The second

part of the influence is represented as:

$$p_{7i} \times o_{7i} \times \bar{X}_{5i} \times 0.67$$

The addition of these gave us the Brand Trust Index, represented by the following formula:

$$\frac{SD_o}{SD_i} \times p_{5i} \times o_{5i} \times \bar{X}_{5i} + p_{7i} \times o_{7i} \times \bar{X}_{5i} \times 0.67$$

Whereas  $SD_o$  represents overall brand suitability score standard deviation,

$SD_i$  represents all  $i^{th}$  brand suitability standard deviation,

$o_{5i}$  represents  $i^{th}$  brand occurrence frequency of the Brand Trust question

$p_{5i}$  represents  $i^{th}$  brand average positions of Brand Trust questions

$X_{5i}$  represents the  $i^{th}$  brand average suitability,

$O_7$  represents  $i^{th}$  brand frequency of occurrence of the Recall question,

$P_{7i}$  represents all  $i^{th}$  brand average positions of the Recall question.

### Using Brand Trust

Understanding the trust held in a brand gives it the ability to act with greater confidence and also to eliminate paradigm blindness – a predicament that brands get afflicted with often. While most measure a brand in terms of market

Brands use BTR to enhance their brand's scope as well as relevance.

share, brand value, growth - the more important invisible and intangible components of trust are often lost to measurement. The Brand Trust Report attempts to look at Brand Trust holistically and creates a singular metric for measuring the intangible and tangible attributes of a brand in one unit.



Several leading brands have used the BTR and its extensions to enhance their brand's scope and relevance. Some important applications are listed here:

#### 1. Competitive Intelligence Report–

Several brands requested us for a competitive analysis on the



The Brand Trust Report attempts to look at Brand Trust holistically and creates a singular metric for measuring the intangible and tangible attributes of a brand in one unit.

various aspects of Brand Trust using this to make more intelligent resource allocations in marketing, communication and people. Some examples of the CI Report usage include creating employee workshops, communication message modifications and new geographic entries. Some companies have used this report to discuss strategies in board meetings, a few have used this report to make investment decisions in other brands and a yet others use this report as their foundation of crisis containment.

**2. Power of Trust symbol –**

Many brands licensed the Power of Trust symbol and used it to showcase the trust held in their brand through their marketing communications, internal communications and shareholder communications.



**3. Displaying the Brand's Trust –**

Some brands have ordered commemorative plaques to place in

points of engagement like their commercial outlets or offices to showcase their achievement.



**4. Introspective intervention –**

A few brands assigned TRA to study their brand specifically on Brand Trust attributes doing a primary research among their stakeholders and this has given them an introspective view to give a better view of their brand's horizon.



# Amul

There are so many points from which to begin telling the Amul story: the story of how a village milk cooperative became a global inspiration, of how a huge cooperative formed by millions of farmers works, of the new products that Amul keeps coming up with, its marketing strategy, its organization, its famous ads.

There are so many dimensions to the Amul story. But central to it all is the fact that it is in large measure thanks to Amul that India has become the world's largest producer of milk.

For once, the slogan 'Amul – The taste of India' is not an idle corporate boast. The cooperative, started in 1946 as the Kaira District Cooperative Milk Producers' Union Limited, began to supply milk to Bombay as early as 1948. Its products were later sold under the brand name Amul, which means 'priceless' in Sanskrit and is also an acronym for Anand Milk Producers Union of India Limited.

Having completed 50 years in 2012, the company crossed another significant milestone of achieving a turnover of US\$ 2.5 billion in the same year. One inimitable achievement, however is that it nearly paid back US\$ 2 billion to the 32 lakh members of the milk unions. Capitalist style cooperative indeed.





06

STUDYING  
THE INFLUENCERS'  
MINDSET

# STUDYING THE INFLUENCERS' MINDSET

Trust is like  
a river, and  
its continuous  
flow is  
necessary for the  
trust bond to  
remain intact  
without drying  
up.

The Brand Trust Report is a primary research that delves into the trust behaviours of the influencer-consumer, the 10% who impact the other 90% significantly. This category of respondents is easy to define but quite difficult to pin-point and the general criteria that helps define a person with influence in their own groups is considerably tedious.

To access the influencer category is also difficult - they are more busy than normal, and also less approachable because of their active profiles. While all categories make purchase decisions, our pilot studies showed that the level of engagement of salaried persons with other people was much higher than these categories, especially if they were in the higher salary bracket among their peers.

There were more eliminations than acceptances among the respondent profiles. Proficiency in two languages, with one being English, was added in so that the influencer would be able to communicate with a

larger audience and also absorb more from the brand's communication. English was kept as a necessary language criterion as it helped impart the questionnaire with consistency and without differing interpretations. The criteria for respondents' was chosen so that an innate ability to influence others with their impressions. Naturally they also needed to have a good understanding of the nuances of brands well. To qualify as an influencer, the respondent had to be from SEC A necessarily working in a large organization, such that the possibility of influencing others was higher. They also had to be among the higher salary bracket in their age group. Most importantly, the respondent's interpretations of the 61-primary components parameters of Brand Trust had to be without dilution. The stringent criteria set for the respondents ensured that not only did they have a strong opinion on brands, but they also had influence on the brands and their other stakeholders



their other stakeholders because of their actions, and also carried the organizational and social status to naturally persuade others.

All respondents were to be met for face-to-face interviews. The other criteria that helped defined the respondents group was as under:

- Male-Female in 80:20 ratio  
(Keeping in line with the approximate male-female ratio in the Indian corporate field)
- Age criteria – 21 to 50 years  
(The entry criteria of age was raised from 18 years in BTR 2011 to 21 years in BTR 2012 to make the respondents more relevant as ‘influencers’)
- SEC–A only
- Monthly salary income >Rs. 20,000/- (i.e. above Rs. 2,40,000/- per annum)  
(The entry salary entry criteria was raised from Rs. 15,000 per month to

Rs. 20,000 per month in the current year’s study)

- Must be employed in an organization having more than 200 employees across branches (Pan-India)

OR

Must be employed in an organization having more than Rs. 50 Crores turnover

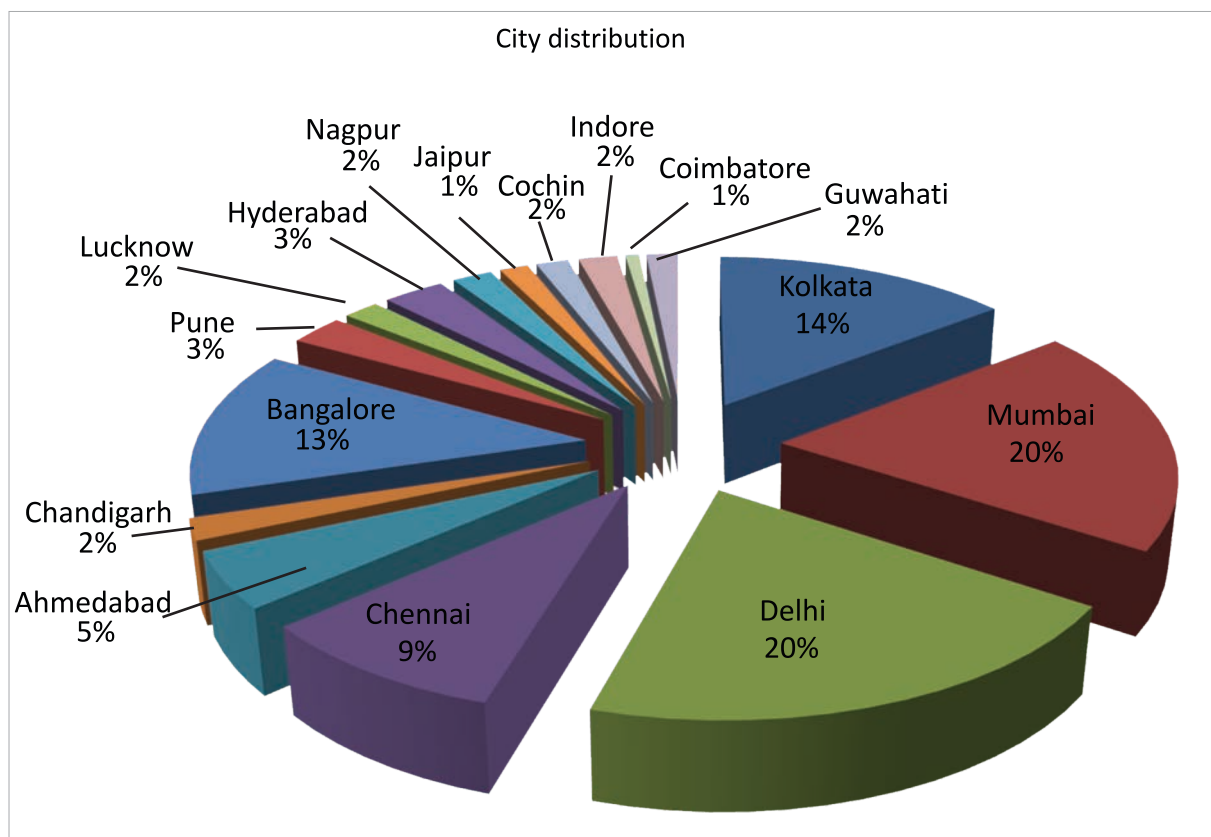
- Must not be employed with a courier company, Public Relations, Market Research, Advertising, BPO or KPO

- Not more than 15 interviews to be conducted in any one organization across its office in India.

Since the respondents were in the highest echelons of their strata, the interviewers had also to be carefully selected based on a test of three criteria. Each was ranked on a scale of

10 points on 3 parameters i.e. (a) Pronunciation of words (b) Balanced voice while reading the statements &, (c) English fluency, and only the interviewers getting above 22 points were selected.

Though identifying these influencer-respondents was not difficult, to make them spare over two hours for the interview certainly was. A few other criteria, increased the degree of difficulty of the interviews, but were included since they added to the study’s robustness. Every respondent had to attach a visiting card on the interview sheet and interview sheets without these were summarily rejected. All the questionnaires were telephonically 100% back-checked. All answers had to be filled in capitals to facilitate more accurate data punching. Though this may seem like



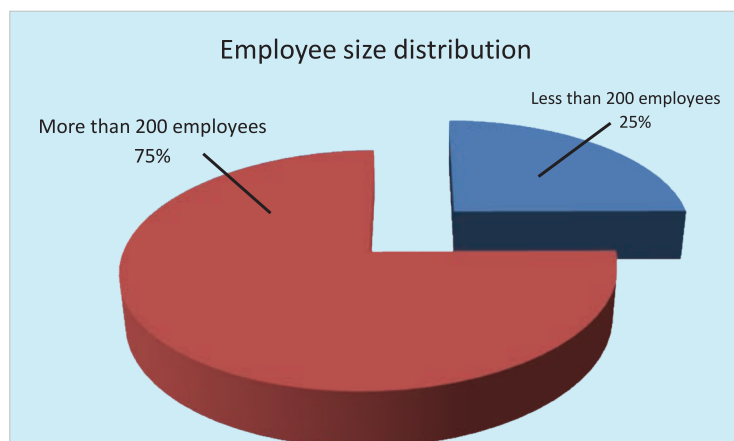
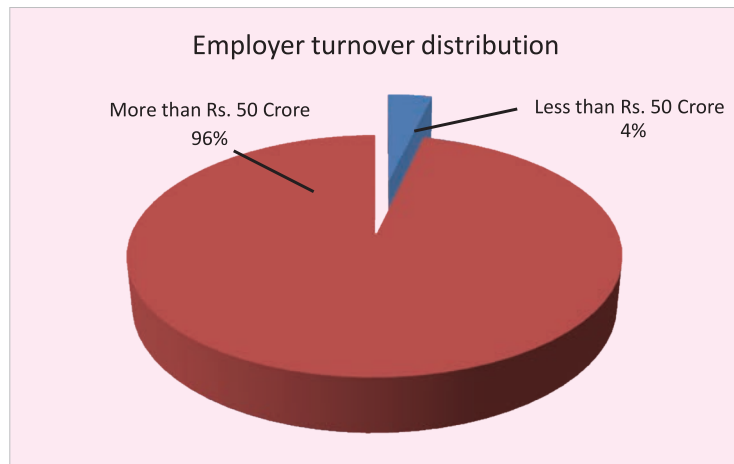
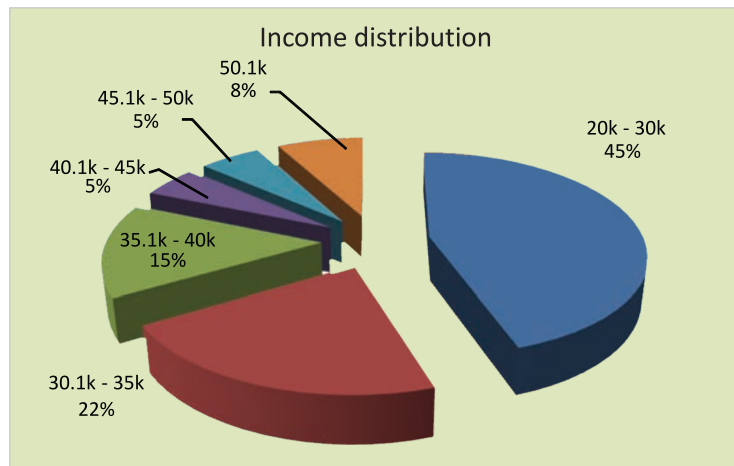
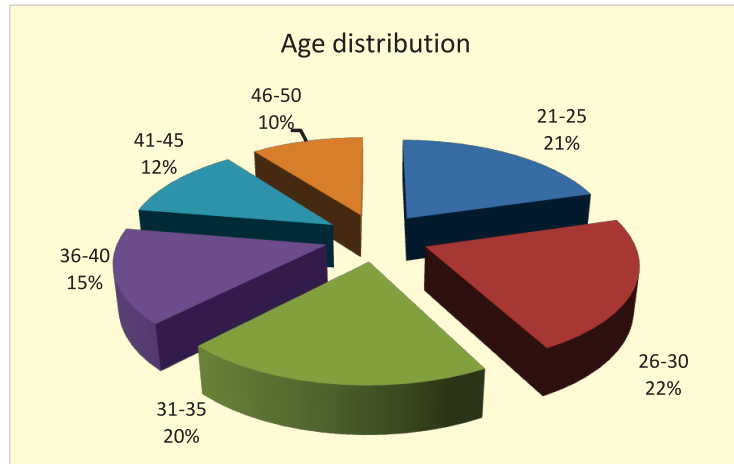
a very small requirement, it takes upto 20-25% more time to fill up a questionnaire in capitals than it does to fill it in running handwriting. Any questionnaire filled up illegibly was also rejected.

The act of fixing interviews itself was a marathon task which involved multiple calls for appointments, several postponements of confirmed appointments, and abrupt mid-interviews endings. Instead of ensuring that each interviewer is pushed to do the maximum interviews per day, our task was quite contrary, limiting them to do only 3 interviews per day to ensure quality. Maintaining a fieldwork team for the project spanning over 120 days was a task for each city's leader remained a difficult effort. And of course, voluntary and forced departures of interviewers due the stringent criteria was routine.

**The Influencer's Profile**

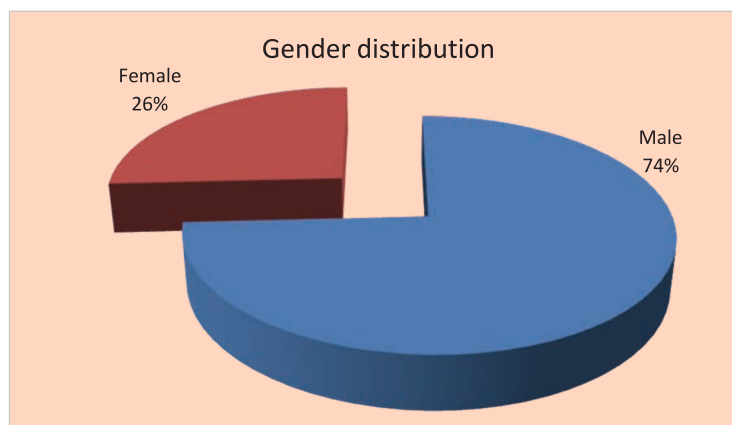
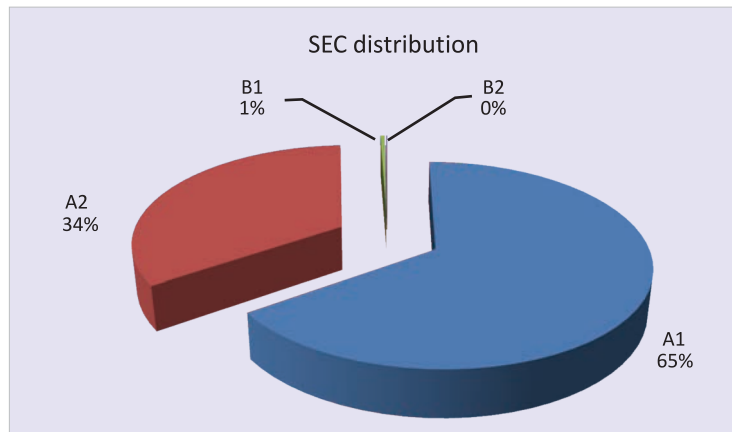
This profile was decided such that the respondent would be one who understood brands and engaged with them at an intellectual level, probably discussing them with friends, peers & colleagues. With this criterion, it was expected that the target profile would be knowledgably influenced by the brands, and in turn would also exert influence on them.

The primary research for the first year's study, BTR 2011, was conducted across 9 cities across 2310 respondents. The next year, BTR 2012 was conducted across 15 cities and this year, the scope of The Brand Trust



Report, India Study, 2013 was expanded substantially to 16 cities and 2505 respondents to give the data a wider spread.

In the search for the 'influencer' respondent, size of the companies that the respondents worked in was one of the important criteria. While 96% of respondents worked in companies with a turnover of Rs. 50 Crore, 75% of these companies had 200 employees or more, adding a high chance of workplace engagement for the respondents. The respondents were mainly from the SEC –A/B category and of this, 65% were A1 category. Age criteria of the respondents was also kept close to the census figures, to give the representation of India's influencers.

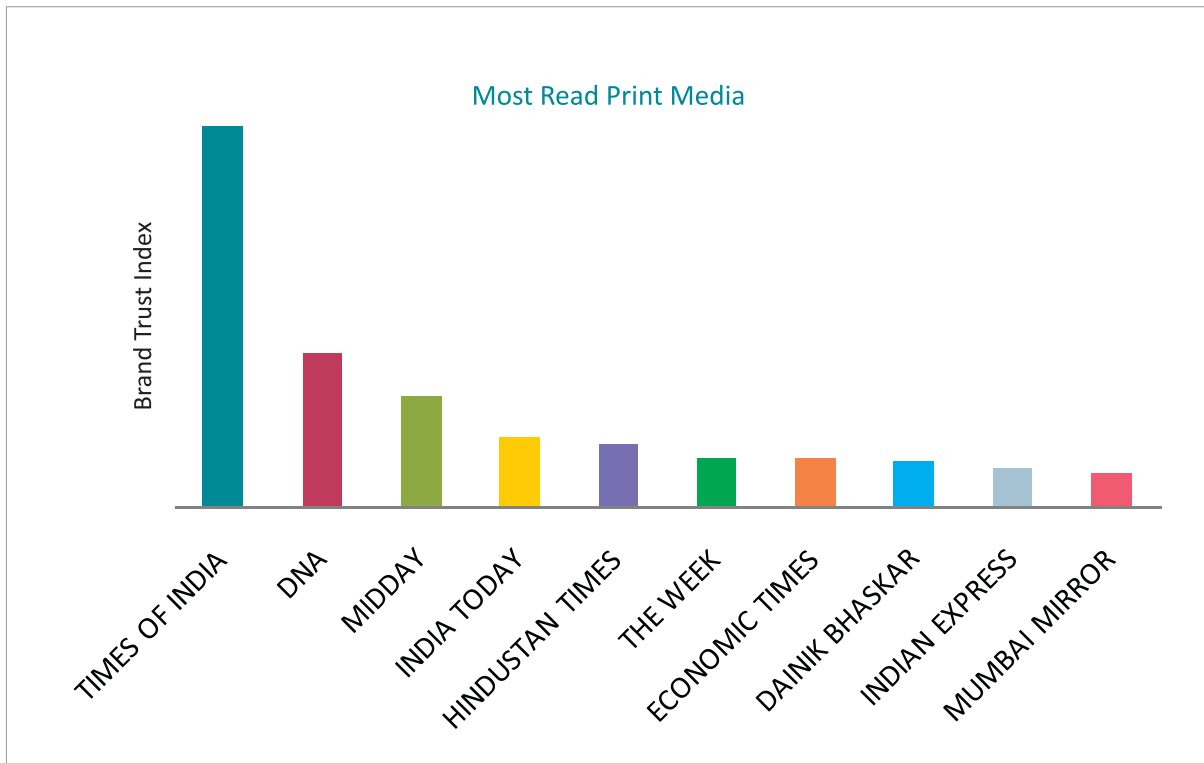


A little known factoid is that Colgate began as a starch company in 1806 and actually derives its name from its founder, William Colgate. The company then went into manufacture of soaps much after William Colgate's death and after his son.

It was only in 1871 that the company introduced its first toothpaste – in jars. Even so, as late as 1900 Colgate was still a soap company and won the top honors for its fine soaps and perfumes at the World's Fair in Paris. However, its product line included 800 products and toothpaste was only one among them.

In 1906, Palmolive dishwashing liquid was introduced and today it is sold in over 35 countries. From then on Colgate-Palmolive has grown into a company with \$16 billion in 2011.

While millions of users and their dentists will vouch for the toothpaste, there is no denying that marketing savvy has lent a distinct edge to the company. Back in 1908, a company executive said at the time of its incorporation, "We couldn't improve the product, so we improved the tube." And of course, every improvement sells.



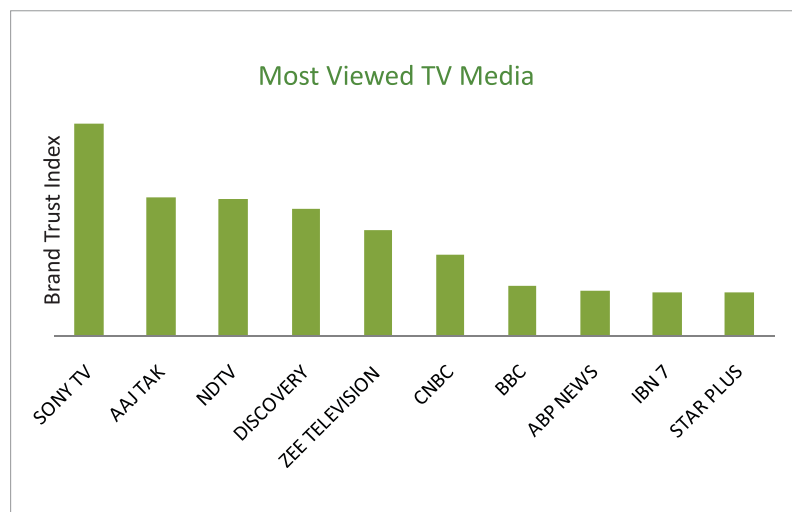
**Important respondent analysis**

The respondent's media picks give an insight into the respondents' mindsets but more than that they also show the influencer's hierarchy of choices. We queried each respondent for media brands that they read or viewed and three that they thought were most informative. An analysis of the Most Read Print Media across the 16 cities starts with Times of India in the lead, followed quite a distance away by DNA. Close on its heels follows Midday and on fourth rank is India Today, India's leading English Magazine. Hindustan Times is the fifth most read followed by The Week at sixth. Economic Times is the seventh among this influencer set followed by Dainik Bhaskar, Indian Express and Mumbai Mirror at the tenth position. Among the most viewed TV

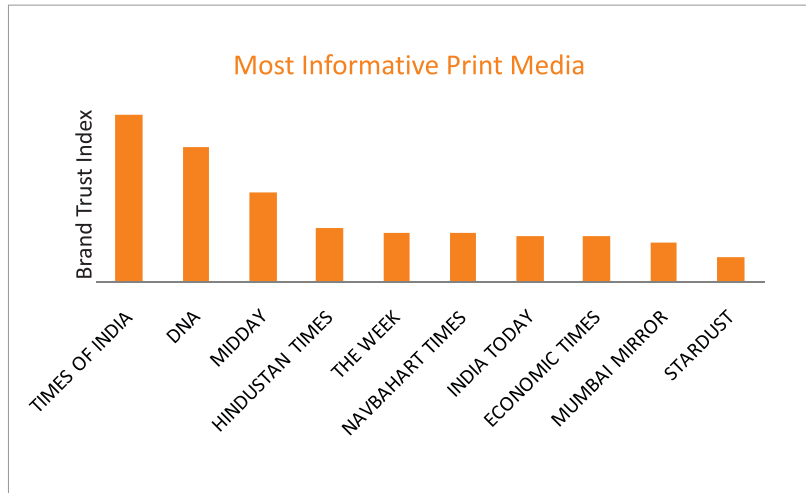
channels, Sony TV, the Hindi GEC leads the list, followed by Aaj Tak and NDTV. Discovery is neck to neck at fourth, Zee TV at fifth, CNBC at sixth and BBC at seventh. ABP News makes it to eighth, IBN7 to ninth and Star Plus is at the tenth choice among most viewed TV media by the respondents.

When asked about the most informative media, in print the

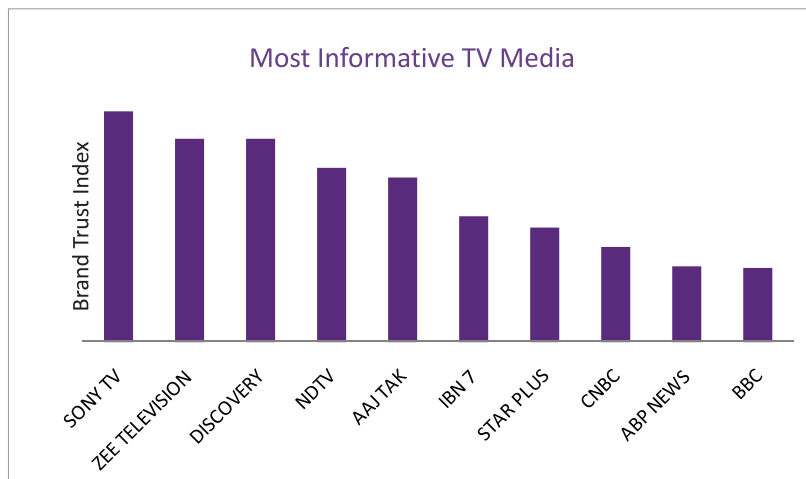
respondents put Times of India ahead of the pack, but it was followed by DNA with a much smaller gap as compared to its readership. Mid Day also takes up the third place here, but



Hindustan Times and the Week displace India Today from its most read place to take fourth and fifth positions respectively. Dainik Bhaskar is out of the most informative top ten, making place at sixth place for Navbharat Times, followed in seventh by India Today. Economic Times is the eighth most informative print media, Mumbai Mirror is ninth and Stardust, takes up tenth place.

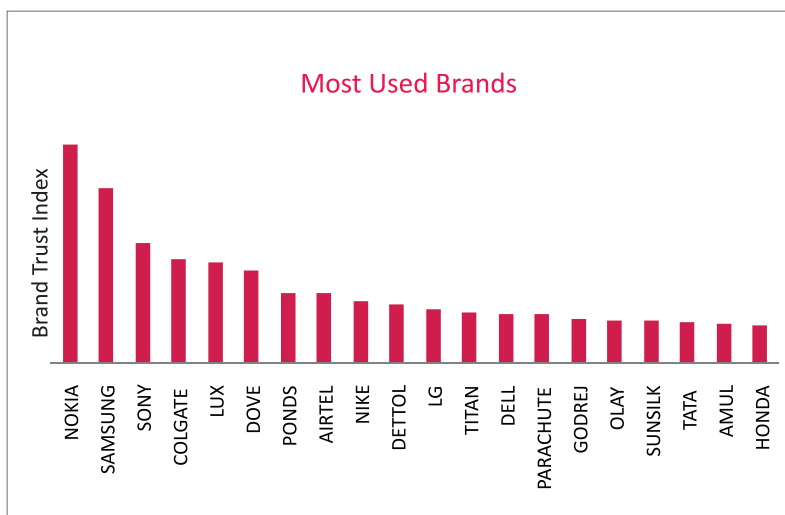


Among the Most Informative TV Media, Sony TV leads by a small margin to Zee TV followed closely at third place by Discover. NDTV is ranked fourth, and in a close chase by



NDTV and Aaj Tak. IBN 7 and Star Plus also follow as a pack. The last three channels that feature among the ten most informative channels are CNBC, ABP News and BBC.

Listed first among the Most Used Brands was Nokia, followed by Samsung at second and Sony at a distant third place. Colgate, which has become a generic for toothpaste, occupies fourth rank followed by Lux at fifth and Dove at sixth. Ponds and Airtel are neck-to-neck in seventh and eighth places followed by Nike at ninth and Dettol takes up the tenth place among the Most Used Brands. LG, Titan and Dell at eleventh, twelfth and thirteenth places are followed closely by Parachute and Godrej. The last five brands of the top twenty Most Used Brands are Olay, SunsilK, Tata, Amul and Honda.



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THE   
BRAND TRUST  
REPORT .....

India Study 2013

**PART IV**  
**BTR 2013 LISTINGS -**  
**MOST TRUSTED BRANDS**



07

07

ZONE WISE LISTING

# ZONE WISE LISTING

Five hundred brands for each zone have been ranked in the Zone wise lists. These lists have been compared to the All India ranks to make comparison easier.

The 16 cities and respondents were divided in the four zones as under:

**North** – 592 respondents from Delhi, Lucknow, Chandigarh, Jaipur, Indore

**East** – 401 respondents from Kolkatta, Guwahati

**West** – 786 respondents from Mumbai, Ahemdabad, Pune, Nagpur

**South** – 726 respondents from Chennai, Bangalore, Hyderabad, Lucknow, Coimbatore

Several brands get a pull zonally and this could be due to either of the 3 Ps - Preferences, Presence or Perception. These pulls are not always positive.



# ALL INDIA - BY ZONES

## ALL INDIA 500 BRANDS & THEIR ZONE RANKINGS

| ALL INDIA RANK | BRAND           | WEST RANK | NORTH RANK | SOUTH RANK | EAST RANK |
|----------------|-----------------|-----------|------------|------------|-----------|
| 1              | NOKIA           | 1         | 1          | 1          | 1         |
| 2              | SAMSUNG         | 2         | 2          | 2          | 2         |
| 3              | SONY            | 3         | 7          | 5          | 4         |
| 4              | BMW             | 6         | 4          | 3          | 7         |
| 5              | TATA            | 4         | 6          | 8          | 3         |
| 6              | GODREJ          | 14        | 3          | 4          | 10        |
| 7              | RELIANCE        | 5         | 5          | 9          | 8         |
| 8              | BAJAJ           | 9         | 9          | 7          | 5         |
| 9              | AIRTEL          | 10        | 10         | 6          | 13        |
| 10             | LG              | 7         | 30         | 13         | 11        |
| 11             | HONDA           | 8         | 21         | 24         | 12        |
| 12             | APPLE           | 11        | 8          | 29         | 34        |
| 13             | DELL            | 21        | 17         | 12         | 17        |
| 14             | AUDI            | 13        | 23         | 21         | 9         |
| 15             | LUX             | 20        | 24         | 11         | 15        |
| 16             | NIKE            | 19        | 11         | 19         | 26        |
| 17             | LIC             | 29        | 26         | 23         | 6         |
| 18             | OLAY            | 15        | 12         | 25         | 20        |
| 19             | DOVE            | 23        | 15         | 30         | 16        |
| 20             | HEWLETT PACKARD | 28        | 18         | 15         | 22        |
| 21             | TITAN           | 12        | 28         | 22         | 19        |
| 22             | AMUL            | 31        | 16         | 14         | 36        |
| 23             | PONDS           | 25        | 54         | 10         | 25        |
| 24             | COLGATE         | 55        | 13         | 34         | 23        |
| 25             | VIDEOCON        | 22        | 40         | 20         | 24        |
| 26             | ADIDAS          | 17        | 35         | 32         | 29        |
| 27             | ONIDA           | 27        | 42         | 26         | 21        |
| 28             | NIKON           | 48        | 14         | 45         | 62        |
| 29             | SKODA           | 38        | 29         | 33         | 27        |
| 30             | PUMA            | 16        | 63         | 35         | 32        |
| 31             | REEBOK          | 18        | 33         | 60         | 40        |
| 32             | WOODLAND        | 54        | 47         | 18         | 30        |
| 33             | IDEA            | 43        | 93         | 16         | 18        |
| 34             | AMWAY           | 49        | 19         | 51         | 74        |
| 35             | PHILIPS         | 26        | 48         | 41         | 28        |
| 36             | INTEL           | 36        | 34         | 39         | 44        |
| 37             | MARUTI SUZUKI   | 37        | 37         | 56         | 37        |
| 38             | DETTOL          | 60        | 27         | 42         | 41        |

n/r = not ranked

| ALL INDIA RANK | BRAND        | WEST RANK | NORTH RANK | SOUTH RANK | EAST RANK |
|----------------|--------------|-----------|------------|------------|-----------|
| 39             | ACER         | 35        | 49         | 43         | 43        |
| 40             | BATA         | 50        | 38         | 44         | 55        |
| 41             | VODAFONE     | 51        | 55         | 27         | 65        |
| 42             | NESTLE MAGGI | 30        | 80         | 58         | 31        |
| 43             | L'OREAL      | 41        | 20         | 129        | 128       |
| 44             | GOOGLE       | 52        | 62         | 37         | 60        |
| 45             | LEE          | 63        | 43         | 57         | 33        |
| 46             | LEVI'S       | 47        | 36         | 91         | 64        |
| 47             | GARNIER      | 40        | 64         | 72         | 39        |
| 48             | FACEBOOK     | 42        | 46         | 48         | 81        |
| 49             | PARLE        | 56        | 70         | 36         | 48        |
| 50             | SBI          | 81        | 103        | 49         | 14        |
| 51             | TATA SKY     | 34        | 59         | 40         | 111       |
| 52             | TOSHIBA      | 24        | 85         | 68         | 72        |
| 53             | FERRARI      | 99        | 22         | 77         | 137       |
| 54             | BRITANNIA    | 44        | 50         | 76         | 86        |
| 55             | RAYBAN       | 39        | 44         | 89         | 93        |
| 56             | HTC          | 71        | 56         | 46         | 67        |
| 57             | RAYMONDS     | 62        | 86         | 47         | 46        |
| 58             | CANON        | 70        | 39         | 67         | 90        |
| 59             | BIRLA        | 68        | 66         | 75         | 45        |
| 60             | TIDE         | 82        | 41         | 66         | 69        |
| 61             | LENOVO       | 45        | 90         | 61         | 70        |
| 62             | PANASONIC    | 46        | 69         | 78         | 110       |
| 63             | SURF EXCEL   | 94        | 31         | 93         | 89        |
| 64             | YAMAHA       | 32        | 138        | 52         | 103       |
| 65             | DABUR        | 77        | 45         | 110        | 49        |
| 66             | BLACKBERRY   | 53        | 76         | 50         | 165       |
| 67             | COCA-COLA    | 79        | 65         | 81         | 73        |
| 68             | CADBURY'S    | 33        | 188        | 98         | 66        |
| 69             | PEPSI        | 73        | 96         | 63         | 63        |
| 70             | AXE          | 57        | 82         | 90         | 121       |
| 71             | LAKME        | 59        | 88         | 82         | 126       |
| 72             | LAYS         | 72        | 113        | 101        | 38        |
| 73             | FASTRACK     | 69        | 78         | 86         | 88        |
| 74             | ASIAN PAINTS | 74        | 60         | 116        | 80        |
| 75             | BEING HUMAN  | 116       | 25         | 176        | 201       |
| 76             | HDFC         | 107       | 225        | 28         | 47        |

n/r = not ranked

# ALL INDIA - BY ZONES

## ALL INDIA 500 BRANDS & THEIR ZONE RANKINGS



| ALL INDIA RANK | BRAND           | WEST RANK | NORTH RANK | SOUTH RANK | EAST RANK |
|----------------|-----------------|-----------|------------|------------|-----------|
| 77             | PANTENE         | 76        | 51         | 132        | 105       |
| 78             | HCL             | 58        | 171        | 99         | 50        |
| 79             | M & M           | 92        | 144        | 38         | 61        |
| 80             | FORD            | 66        | 162        | 70         | 56        |
| 81             | NIIT            | 151       | 61         | 69         | 77        |
| 82             | SONATA          | 89        | 116        | 59         | 53        |
| 83             | KFC             | 65        | 112        | 124        | 58        |
| 84             | LOOP            | 61        | 136        | 80         | 123       |
| 85             | AXIS BANK       | 111       | 91         | 53         | 100       |
| 86             | HERO            | 104       | 98         | 79         | 84        |
| 87             | ANNA HAZARE     | 80        | 32         | 242        | 266       |
| 88             | BSNL            | 96        | 110        | 62         | 96        |
| 89             | NIVEA           | 75        | 143        | 88         | 78        |
| 90             | HSBC            | 123       | 133        | 64         | 54        |
| 91             | TCS             | 561       | 300        | n/r        | n/r       |
| 92             | SPYKAR          | 84        | 217        | 31         | 186       |
| 93             | ICICI           | 156       | 52         | 103        | 113       |
| 94             | PEARS           | 90        | 97         | 166        | 59        |
| 95             | HYUNDAI         | 88        | 153        | 83         | 91        |
| 96             | CELLO PENS      | 185       | 83         | 65         | 102       |
| 97             | ARMANI          | 87        | 75         | 111        | 164       |
| 98             | BIG BAAZAR      | 64        | 99         | 112        | 245       |
| 99             | VOLTAS          | 101       | 92         | 134        | 83        |
| 100            | TIMES OF INDIA  | 143       | 58         | 96         | 175       |
| 101            | WIPRO           | 112       | 141        | 85         | 82        |
| 102            | KINGFISHER      | 108       | 81         | 121        | 122       |
| 103            | RADO            | 83        | 100        | 136        | 109       |
| 104            | INDIGO AIRLINES | 100       | 84         | 174        | 95        |
| 105            | VOLKSWAGEN      | 120       | 53         | 161        | 194       |
| 106            | TATA SALT       | 118       | 73         | 122        | 163       |
| 107            | MRF             | 103       | 238        | 92         | 71        |
| 108            | BILSERI         | 136       | 101        | 107        | 106       |
| 109            | TOYOTA          | 115       | 186        | 54         | 144       |
| 110            | RIN             | 137       | 114        | 100        | 98        |
| 111            | QUICKSILVER     | 183       | 89         | 114        | 75        |
| 112            | ARROW           | 149       | 72         | 141        | 117       |
| 113            | TATA MOTORS     | 142       | 57         | 293        | 104       |
| 114            | TVS             | 145       | 214        | 55         | 97        |

n/r = not ranked

| ALL INDIA RANK | BRAND           | WEST RANK | NORTH RANK | SOUTH RANK | EAST RANK |
|----------------|-----------------|-----------|------------|------------|-----------|
| 115            | CROMA           | 91        | 139        | 152        | 87        |
| 116            | ACC             | 117       | 130        | 193        | 68        |
| 117            | TATA DOCOMO     | 109       | 147        | 109        | 119       |
| 118            | SUZUKI          | 130       | 261        | 87         | 92        |
| 119            | MICROMAX        | 95        | 183        | 102        | 152       |
| 120            | ROLEX           | 86        | 289        | 117        | 94        |
| 121            | AAJ TAK         | 106       | 152        | 104        | 148       |
| 122            | FIAT            | 67        | 277        | 154        | 116       |
| 123            | AIRCEL          | 97        | 134        | 139        | 168       |
| 124            | ICICI BANK      | 182       | 68         | 167        | 169       |
| 125            | PARKER          | 153       | 87         | 148        | 157       |
| 126            | BOOST           | 209       | 107        | 142        | 142       |
| 127            | LARSEN & TOUBRO | 175       | 357        | 74         | 79        |
| 128            | HERO HONDA      | 121       | 135        | 144        | 131       |
| 129            | TANISHQ         | 158       | 137        | 94         | 158       |
| 130            | ALLOUT          | 277       | 79         | n/r        | n/r       |
| 131            | ORAL B          | 147       | 74         | 168        | 217       |
| 132            | MAAZA           | 85        | 182        | 156        | 129       |
| 133            | VIVEL           | 159       | 175        | 182        | 51        |
| 134            | MAXX            | 141       | 223        | 71         | 174       |
| 135            | KENT            | 161       | 201        | 133        | 52        |
| 136            | NATRAJ          | 114       | 127        | 120        | 219       |
| 137            | VASELINE        | 93        | 151        | 194        | 145       |
| 138            | APSARA          | 105       | 157        | 119        | 198       |
| 139            | NESTLE          | 152       | 119        | 142        | 149       |
| 140            | LIVON           | 119       | 149        | 159        | 143       |
| 141            | NAVNEET         | 248       | 67         | n/r        | n/r       |
| 142            | LIFEBUOY        | 179       | 95         | 187        | 130       |
| 143            | VIP INNERWEAR   | 166       | 197        | 95         | 133       |
| 144            | WHIRLPOOL       | 125       | 169        | 135        | 156       |
| 145            | AIR INDIA       | 126       | 105        | 220        | 180       |
| 146            | MOTOROLA        | 138       | 191        | 149        | 115       |
| 147            | MEDIMIX         | 167       | 148        | 236        | 76        |
| 148            | ITC             | 132       | 132        | 232        | 125       |
| 149            | TAJ HOTELS      | 174       | 71         | 350        | 172       |
| 150            | HIMALAYA        | 131       | 193        | 150        | 150       |
| 151            | CEAT            | 122       | 196        | 172        | 139       |
| 152            | HORLICKS        | 250       | 142        | n/r        | n/r       |

n/r = not ranked

# ALL INDIA - BY ZONES

## ALL INDIA 500 BRANDS & THEIR ZONE RANKINGS

| ALL INDIA RANK | BRAND         | WEST RANK | NORTH RANK | SOUTH RANK | EAST RANK |
|----------------|---------------|-----------|------------|------------|-----------|
| 153            | JOCKEY        | 133       | 178        | 127        | 212       |
| 154            | SANTOOR       | 169       | 104        | 210        | 195       |
| 155            | TATA TEA      | 160       | 166        | 138        | 170       |
| 156            | MTNL          | 78        | 155        | 418        | 184       |
| 157            | HITACHI       | 165       | 146        | 189        | 141       |
| 158            | SUNSIK        | 146       | 177        | 126        | 224       |
| 159            | IDBI BANK     | 124       | 173        | 269        | 127       |
| 160            | FAIR & LOVELY | 163       | 125        | 158        | 215       |
| 162            | BPL           | 110       | 253        | 183        | 161       |
| 163            | PVR           | 173       | 123        | 128        | 249       |
| 164            | HIPPO         | 308       | 180        | n/r        | n/r       |
| 165            | BRU           | 245       | 118        | n/r        | n/r       |
| 166            | UNINOR        | 102       | 220        | 243        | 176       |
| 167            | BANK OF INDIA | 134       | 140        | 208        | 290       |
| 168            | PANTALOONS    | 127       | 203        | 188        | 173       |
| 169            | PARACHUTE     | 178       | 184        | 137        | 196       |
| 170            | THUMS UP      | 311       | 222        | n/r        | n/r       |
| 171            | IODEX         | 148       | 204        | 222        | 136       |
| 172            | IBM           | 206       | 269        | 114        | 114       |
| 173            | AAMIR KHAN    | 204       | 77         | 303        | 300       |
| 174            | COMPLAN       | 113       | 346        | 163        | 132       |
| 175            | HAMAM         | 188       | 228        | 221        | 99        |
| 176            | SALMAN KHAN   | 128       | 117        | 278        | 440       |
| 177            | CINTHOL       | 253       | 160        | n/r        | n/r       |
| 178            | RASNA         | 294       | 111        | n/r        | n/r       |
| 179            | CIPLA         | 218       | 200        | 179        | 179       |
| 180            | DISH TV       | 191       | 120        | 302        | 192       |
| 181            | MICROSOFT     | 186       | 121        | 241        | 218       |
| 182            | CAMLIN        | 222       | 102        | 382        | 382       |
| 183            | VICCO         | 196       | 163        | 153        | 229       |
| 184            | PEPE          | 189       | 363        | 155        | 112       |
| 185            | FROOTI        | 144       | 161        | 348        | 188       |
| 186            | WILLS         | 140       | 241        | 224        | 160       |
| 187            | DOMEX         | 155       | 212        | 192        | 193       |
| 188            | HMT           | 341       | 176        | n/r        | n/r       |
| 189            | YAHOO         | 139       | 233        | 186        | 213       |
| 190            | AKAI          | 319       | 115        | n/r        | n/r       |
| 191            | ONGC          | 215       | 287        | 383        | 383       |

n/r = not ranked

| ALL INDIA RANK | BRAND           | WEST RANK | NORTH RANK | SOUTH RANK | EAST RANK |
|----------------|-----------------|-----------|------------|------------|-----------|
| 192            | CLOSE UP        | 243       | 159        | n/r        | n/r       |
| 193            | TATA NANO       | 98        | 202        | 315        | 359       |
| 194            | NIRMA           | 246       | 211        | n/r        | n/r       |
| 195            | ANCHOR          | 207       | 164        | 267        | 267       |
| 196            | MCDONALDS       | 129       | 286        | 205        | 228       |
| 197            | SPRITE          | 427       | 126        | n/r        | n/r       |
| 198            | POLO            | 244       | 229        | n/r        | n/r       |
| 199            | CITIZEN         | 380       | 417        | n/r        | n/r       |
| 200            | LIMCA           | 240       | 167        | n/r        | n/r       |
| 201            | PEPSODENT       | 176       | 199        | 354        | 124       |
| 202            | MAYBELLINE      | 229       | 106        | 367        | 251       |
| 203            | AYUR            | 135       | 205        | 314        | 204       |
| 204            | BINGO           | 212       | 195        | 295        | 120       |
| 205            | AGNI            | 232       | 262        | n/r        | n/r       |
| 206            | DAIRYMILK       | 150       | 284        | 306        | 153       |
| 207            | INFOSYS         | 233       | 326        | n/r        | n/r       |
| 208            | CRY             | 177       | 255        | 173        | 276       |
| 209            | MDH             | 304       | 256        | n/r        | n/r       |
| 210            | CAFÉ COFFEE DAY | 157       | 257        | 445        | 134       |
| 211            | LAVA            | 238       | 303        | n/r        | n/r       |
| 212            | SAHARA          | 197       | 264        | 231        | 167       |
| 213            | TIMEX           | 260       | 230        | n/r        | n/r       |
| 214            | ABP NEWS        | 172       | 320        | 196        | 206       |
| 215            | SANSUI          | 154       | 361        | 212        | 232       |
| 216            | SHELL           | 322       | 302        | n/r        | n/r       |
| 217            | KOTAK           | 296       | 546        | 448        | n/r       |
| 218            | AQUAGUARD       | 202       | 194        | 239        | 250       |
| 219            | J&J             | 303       | 209        | n/r        | n/r       |
| 220            | RBI             | 234       | 240        | n/r        | 356       |
| 221            | NDTV            | 285       | 347        | n/r        | n/r       |
| 222            | DUKES           | 181       | 292        | 282        | 187       |
| 223            | AMBUJA          | 406       | 168        | n/r        | n/r       |
| 224            | MOOV            | 354       | 128        | n/r        | n/r       |
| 225            | RANBAXY         | 180       | 234        | 219        | 322       |
| 226            | MTS             | 210       | 283        | 243        | 243       |
| 227            | TATA INDICOM    | 261       | 170        | n/r        | 289       |
| 228            | SUNFEAST        | 271       | 266        | n/r        | n/r       |
| 229            | DNA             | 214       | 334        | 329        | 329       |

n/r = not ranked



# ALL INDIA - BY ZONES

## ALL INDIA 500 BRANDS & THEIR ZONE RANKINGS



| ALL INDIA RANK | BRAND            | WEST RANK | NORTH RANK | SOUTH RANK | EAST RANK |
|----------------|------------------|-----------|------------|------------|-----------|
| 230            | NESCAFE          | 237       | 179        | 248        | 311       |
| 231            | ZEE TELEVISION   | 171       | 306        | 238        | 298       |
| 232            | FANTA            | 320       | 190        | n/r        | n/r       |
| 233            | FEVICOL          | 360       | 174        | n/r        | n/r       |
| 234            | REVLON           | 461       | 109        | n/r        | n/r       |
| 235            | RATAN TATA       | 208       | 218        | 223        | 320       |
| 236            | ACCENTURE        | 290       | n/r        | n/r        | n/r       |
| 237            | APTECH           | 324       | 189        | n/r        | n/r       |
| 238            | CASTROL          | 190       | 301        | 237        | 260       |
| 239            | ORKUT            | 201       | 393        | 198        | 255       |
| 240            | PARAGON          | 420       | 124        | n/r        | n/r       |
| 241            | GUCCI            | 343       | 278        | n/r        | n/r       |
| 242            | BHARAT PETROLEUM | 195       | 216        | 407        | 205       |
| 243            | BARISTA          | 307       | 129        | 331        | n/r       |
| 244            | LIRIL            | 225       | 224        | 270        | 226       |
| 245            | COLORS           | 213       | 344        | 291        | 291       |
| 246            | LEXI             | 239       | 327        | n/r        | 296       |
| 247            | CLINIC PLUS      | 298       | 154        | 311        | n/r       |
| 248            | DENIM            | 170       | 249        | 259        | 423       |
| 249            | MERCEDES BENZ    | 164       | 210        | 323        | 435       |
| 250            | VIM              | 276       | 251        | n/r        | 279       |
| 251            | CROCIN           | 331       | 181        | n/r        | n/r       |
| 252            | VLCC             | 220       | 271        | 276        | 235       |
| 253            | GILLETTE         | 321       | 207        | n/r        | n/r       |
| 254            | KILLER           | 224       | 337        | 278        | 278       |
| 255            | SPARX            | 392       | 187        | n/r        | n/r       |
| 256            | SUBWAY           | 295       | 122        | 440        | 393       |
| 257            | SONY ERICSSON    | 192       | 304        | 335        | 252       |
| 258            | BABOOL           | 269       | 219        | 398        | n/r       |
| 259            | I BALL           | 231       | 371        | n/r        | 367       |
| 260            | PUREIT           | 162       | 330        | 392        | 277       |
| 261            | HONDA CITY       | 187       | 576        | 216        | 258       |
| 262            | RED LABEL        | 242       | 244        | 249        | 301       |
| 263            | HAVELLS          | 280       | 252        | n/r        | 585       |
| 264            | BOROPLUS         | 391       | 275        | n/r        | n/r       |
| 265            | DOMINO'S         | 184       | 332        | 353        | 293       |
| 266            | KODAK            | 199       | 331        | 355        | 253       |
| 268            | VISA             | 334       | 243        | n/r        | n/r       |

n/r = not ranked

| ALL INDIA RANK | BRAND             | WEST RANK | NORTH RANK | SOUTH RANK | EAST RANK |
|----------------|-------------------|-----------|------------|------------|-----------|
| 269            | KISSAN            | 266       | 150        | 403        | 566       |
| 270            | 7 UP              | 317       | n/r        | n/r        | n/r       |
| 271            | WHEEL             | 255       | 260        | 369        | n/r       |
| 272            | HARPIC            | 216       | 265        | 288        | 397       |
| 273            | ARIEL             | 247       | 221        | 313        | 360       |
| 274            | DULUX             | 198       | 316        | 384        | 238       |
| 275            | CASIO             | 306       | 290        | n/r        | n/r       |
| 276            | PARLE G           | 217       | 245        | 283        | 413       |
| 277            | LEE COOPER        | 375       | 343        | n/r        | n/r       |
| 278            | DISCOVERY         | 268       | 298        | n/r        | n/r       |
| 279            | MIRINDA           | 286       | 352        | n/r        | n/r       |
| 280            | TUPPERWARE        | 223       | 295        | 342        | 262       |
| 281            | DIESEL            | 254       | 235        | 292        | 377       |
| 282            | HEAD & SHOULDERS  | 335       | n/r        | 449        | 341       |
| 283            | YARDLEY           | 241       | 285        | 274        | 390       |
| 284            | BANK OF BARODA    | 301       | 165        | 558        | n/r       |
| 285            | KURKURE           | 205       | 280        | 327        | 516       |
| 286            | EBAY              | 236       | 299        | 328        | 338       |
| 287            | STAR PLUS         | 200       | 468        | 301        | 317       |
| 288            | KINLEY            | 312       | 370        | n/r        | n/r       |
| 289            | TATA SAFARI       | 275       | 213        | 332        | 410       |
| 290            | BALAJI            | 194       | 408        | 272        | 492       |
| 291            | SUNDARAM          | 203       | 309        | 309        | 471       |
| 292            | AIRWICK           | 404       | n/r        | n/r        | n/r       |
| 293            | CAMEL             | 389       | 274        | n/r        | n/r       |
| 294            | TWITTER           | 281       | 247        | 307        | 381       |
| 295            | HAIER             | 330       | 318        | 347        | n/r       |
| 296            | NESTLE KITKAT     | 386       | 324        | n/r        | n/r       |
| 297            | LOTUS             | 289       | 206        | n/r        | 633       |
| 298            | ZODIAC            | 315       | 279        | 394        | n/r       |
| 299            | HDFC BANK         | 249       | 355        | n/r        | 466       |
| 300            | IIT               | 397       | 385        | n/r        | n/r       |
| 301            | CNBC              | 381       | 376        | n/r        | n/r       |
| 302            | REXONA            | 479       | 268        | n/r        | n/r       |
| 303            | PARK AVENUE       | 264       | 374        | n/r        | 438       |
| 304            | OXFORD UNIVERSITY | 352       | 185        | 390        | 468       |
| 305            | AQUAFINA          | 400       | 313        | n/r        | n/r       |
| 306            | CITIBANK          | 258       | 345        | 296        | 391       |

n/r = not ranked

# ALL INDIA - BY ZONES

## ALL INDIA 500 BRANDS & THEIR ZONE RANKINGS

| ALL INDIA RANK | BRAND              | WEST RANK | NORTH RANK | SOUTH RANK | EAST RANK |
|----------------|--------------------|-----------|------------|------------|-----------|
| 307            | IFB                | 219       | 338        | 507        | 282       |
| 308            | SACHIN TENDULKAR   | 168       | 395        | 415        | 539       |
| 309            | EVEREADY           | 328       | 192        | 387        | 477       |
| 310            | AVON               | 252       | 208        | 544        | 408       |
| 311            | GOOD KNIGHT        | 416       | 333        | n/r        | n/r       |
| 312            | BOURNVITA          | 325       | 293        | 334        | 325       |
| 313            | INDIAN RAILWAYS    | 342       | 237        | n/r        | 429       |
| 314            | DLF                | 291       | 411        | 318        | n/r       |
| 315            | TATA AIG           | 293       | 401        | 330        | n/r       |
| 316            | BBC                | 554       | 270        | n/r        | n/r       |
| 317            | ENO                | 473       | 307        | n/r        | n/r       |
| 318            | BELMONTE           | 265       | 310        | 444        | 330       |
| 319            | INDIA TV           | 274       | 259        | 419        | 380       |
| 320            | FOOD FOOD          | 272       | 336        | 305        | 407       |
| 321            | CATERPILLAR        | 323       | 578        | 517        | n/r       |
| 322            | PIZZA HUT          | 347       | 545        | n/r        | n/r       |
| 323            | PROVOGUE           | 256       | 392        | 346        | 365       |
| 324            | HINDUSTAN UNILEVER | 273       | 489        | 277        | 313       |
| 325            | NISSAN             | 353       | 348        | n/r        | 358       |
| 326            | LIZOL              | 408       | 215        | n/r        | 489       |
| 327            | EMAMI              | 336       | 446        | 337        | n/r       |
| 328            | VIMAL              | 364       | 463        | n/r        | n/r       |
| 329            | ZATAK              | 407       | 472        | n/r        | n/r       |
| 330            | SAFFOLA            | 257       | 328        | 433        | 392       |
| 331            | HINDUSTAN PETRO    | 314       | 379        | 496        | n/r       |
| 332            | MENTOS             | 366       | 315        | n/r        | 368       |
| 333            | DTDC               | 358       | 592        | n/r        | n/r       |
| 334            | KENSTAR            | 496       | 387        | n/r        | n/r       |
| 335            | USHA FANS          | 348       | 386        | n/r        | 357       |
| 336            | ACTION             | 399       | 375        | n/r        | n/r       |
| 337            | OMEGA              | 211       | 601        | 373        | 474       |
| 339            | RED BULL           | 327       | 317        | 363        | 459       |
| 340            | MTV                | 403       | 526        | n/r        | n/r       |
| 341            | ORIFLAME           | 460       | 356        | n/r        | n/r       |
| 342            | 555                | 230       | 516        | 678        | n/r       |
| 343            | LIPTON             | 518       | 226        | n/r        | n/r       |
| 344            | VADILAL            | 288       | 250        | 495        | 532       |
| 345            | BLUE STAR          | 363       | 321        | 371        | 458       |

n/r = not ranked

| ALL INDIA RANK | BRAND            | WEST RANK | NORTH RANK | SOUTH RANK | EAST RANK |
|----------------|------------------|-----------|------------|------------|-----------|
| 346            | DOLCE & GABANA   | 396       | 566        | n/r        | n/r       |
| 347            | NESTLE MUNCH     | 221       | 590        | 602        | 259       |
| 348            | NEROLAC          | 302       | 340        | 329        | 639       |
| 349            | DOLPHIN          | 434       | 384        | n/r        | n/r       |
| 350            | AJANTA           | 339       | 402        | 414        | n/r       |
| 351            | DHL              | 287       | 859        | 590        | n/r       |
| 353            | JOHN PLAYER      | 259       | 575        | 470        | 270       |
| 354            | LIFESTYLE        | 410       | 391        | 411        | n/r       |
| 355            | RUPA             | 425       | 490        | n/r        | 432       |
| 356            | KARBONN          | 263       | 430        | 399        | 461       |
| 357            | CROCODILE        | 356       | 473        | n/r        | n/r       |
| 358            | VOLVO            | 440       | 312        | n/r        | n/r       |
| 359            | INDIAN OIL       | 350       | 512        | n/r        | n/r       |
| 360            | SERVO            | 417       | 427        | n/r        | n/r       |
| 361            | GMAIL            | 278       | 435        | 365        | 512       |
| 362            | IBN 7            | 300       | 432        | 321        | 479       |
| 363            | ORACLE           | 595       | 388        | n/r        | n/r       |
| 364            | TATA STEEL       | 401       | 593        | n/r        | n/r       |
| 365            | D-MART           | 349       | 561        | n/r        | 485       |
| 366            | SAVLON           | 606       | 373        | n/r        | n/r       |
| 367            | CISCO            | 537       | 319        | n/r        | n/r       |
| 368            | DUCATI           | 193       | 422        | 468        | 1427      |
| 369            | ATLAS            | 457       | 466        | n/r        | n/r       |
| 370            | GOLDFLAKE        | 426       | 365        | n/r        | n/r       |
| 371            | BACARDI          | 422       | 440        | n/r        | 565       |
| 372            | WHISPER          | 227       | 462        | 438        | 630       |
| 373            | AMITABH BACHCHAN | 436       | 231        | 487        | 455       |
| 374            | BOSCH            | 390       | 477        | n/r        | n/r       |
| 375            | OREO             | 340       | 354        | 463        | 434       |
| 376            | REYNOLDS         | 316       | 478        | 425        | 364       |
| 377            | SPINZ            | 411       | 479        | n/r        | n/r       |
| 378            | SATYAMEV JAYATE  | 376       | 239        | 603        | 463       |
| 379            | TROPICANA        | 310       | 366        | 704        | 323       |
| 380            | DABUR VATIKA     | 490       | 663        | n/r        | n/r       |
| 381            | ORBIT            | 424       | 404        | 506        | n/r       |
| 382            | IPL              | 525       | 508        | n/r        | n/r       |
| 383            | HDIL             | 497       | 675        | n/r        | n/r       |
| 384            | UTV              | 333       | 752        | 370        | n/r       |

n/r = not ranked

# ALL INDIA - BY ZONES

## ALL INDIA 500 BRANDS & THEIR ZONE RANKINGS



| ALL INDIA RANK | BRAND            | WEST RANK | NORTH RANK | SOUTH RANK | EAST RANK |
|----------------|------------------|-----------|------------|------------|-----------|
| 385            | KOHINOOR         | 368       | 381        | n/r        | 700       |
| 386            | INDIAN ARMY      | 365       | 372        | 416        | 526       |
| 387            | JET AIRWAYS      | 329       | 419        | 483        | 406       |
| 388            | KIRAN BEDI       | 279       | 406        | 417        | 618       |
| 389            | DENA BANK        | 359       | 539        | 360        | 421       |
| 390            | AAREY            | 536       | 232        | n/r        | 541       |
| 391            | AMUL MACHO       | 483       | 308        | n/r        | n/r       |
| 392            | JAIPAN           | 405       | 409        | 424        | 411       |
| 393            | USHA             | 326       | 483        | 366        | 631       |
| 394            | WESTSIDE         | 284       | 452        | 476        | 498       |
| 395            | HALDIRAM         | 393       | 335        | 446        | 486       |
| 396            | FA               | 505       | 305        | n/r        | 510       |
| 397            | MORTEIN          | 355       | 742        | 388        | n/r       |
| 398            | GE               | 446       | 679        | 530        | n/r       |
| 399            | CHEVROLET SPARK  | 439       | 288        | 715        | n/r       |
| 401            | MARGO            | 450       | 369        | 529        | n/r       |
| 403            | MARIE            | 394       | 492        | 423        | n/r       |
| 404            | JAGUAR           | 344       | 514        | n/r        | 561       |
| 405            | SPICE            | 402       | 528        | n/r        | 451       |
| 406            | MOTHER DAIRY     | 345       | 329        | 494        | 988       |
| 407            | KELLOGGS         | 437       | 282        | 674        | n/r       |
| 408            | SOCIETY TEA      | 442       | 360        | n/r        | 488       |
| 409            | GSK              | 503       | 609        | n/r        | n/r       |
| 410            | EXIDE            | 378       | 471        | 484        | 384       |
| 411            | HIT              | 346       | 605        | 552        | n/r       |
| 412            | TISSOT           | 419       | 548        | 638        | n/r       |
| 413            | UTI              | 429       | 684        | n/r        | n/r       |
| 414            | AOL              | 262       | 862        | 900        | n/r       |
| 416            | PETER ENGLAND    | 413       | 441        | 471        | 446       |
| 417            | ZEE              | 309       | 848        | 312        | 624       |
| 418            | DHIRUBHAI AMBANI | 596       | 236        | 663        | n/r       |
| 419            | SONY VAIO        | 384       | 297        | 650        | 576       |
| 420            | VOLINI           | 357       | 674        | 499        | n/r       |
| 421            | PROCTER & GAMBLE | 267       | 886        | 518        | 419       |
| 422            | HBO              | 283       | 613        | 372        | 1188      |
| 423            | ZOOM TV          | 398       | 557        | n/r        | 807       |
| 424            | BAJAJ PULSAR     | 305       | 856        | 493        | 404       |
| 425            | UJALA            | 662       | 342        | n/r        | n/r       |

n/r = not ranked

| ALL INDIA RANK | BRAND           | WEST RANK | NORTH RANK | SOUTH RANK | EAST RANK |
|----------------|-----------------|-----------|------------|------------|-----------|
| 426            | INTEX           | 498       | 400        | n/r        | n/r       |
| 427            | YOUTUBE         | 435       | 500        | n/r        | 839       |
| 429            | SETWET          | 385       | 1254       | n/r        | 751       |
| 431            | MELODY          | 371       | 580        | 917        | n/r       |
| 432            | SOTC            | 412       | 589        | 435        | n/r       |
| 433            | MOTHER TERESA   | 251       | 627        | 565        | 655       |
| 434            | HINDUSTAN TIMES | 471       | 448        | n/r        | 653       |
| 435            | STAR TV         | 676       | 413        | n/r        | 944       |
| 436            | SAMSUNG GALAXY  | 318       | 786        | 461        | 490       |
| 437            | TBZ             | 468       | 844        | 620        | n/r       |
| 438            | RELIANCE FOUND. | 614       | 242        | n/r        | n/r       |
| 439            | MANGO           | 551       | 741        | n/r        | n/r       |
| 440            | WINDOWS         | 572       | 276        | n/r        | 689       |
| 441            | ZANDU BALM      | 369       | 426        | 555        | 573       |
| 442            | TAJ MAHAL TEA   | 395       | 415        | 729        | 456       |
| 443            | ESPN            | 452       | 550        | n/r        | 572       |
| 444            | NIPPO           | 506       | 792        | n/r        | 632       |
| 445            | SIYARAM'S       | 374       | 524        | 730        | n/r       |
| 446            | BLUE DART       | 477       | 416        | 608        | n/r       |
| 447            | LUPIN           | 453       | 582        | n/r        | n/r       |
| 448            | SIFY            | 441       | 715        | 534        | n/r       |
| 449            | SHARP           | 582       | 825        | n/r        | n/r       |
| 450            | ORRA            | 530       | 636        | n/r        | n/r       |
| 451            | KELVINATOR      | 474       | 457        | 836        | n/r       |
| 452            | EVEREST         | 532       | 311        | n/r        | 1387      |
| 453            | ZOD             | 458       | 604        | 752        | n/r       |
| 454            | DURACELL        | 523       | 396        | n/r        | 647       |
| 455            | SINTEX          | 382       | 607        | 439        | 713       |
| 456            | BABA RAMDEV     | 449       | n/r        | 867        | 556       |
| 457            | YES BANK        | 337       | 683        | 426        | 838       |
| 458            | ARCHIES         | 605       | 425        | n/r        | 1163      |
| 459            | MARLBORO        | 409       | 634        | 511        | 470       |
| 460            | GLOBUS          | 519       | 397        | n/r        | 666       |
| 461            | LOOT            | 421       | 791        | n/r        | 562       |
| 462            | ROYAL ENFIELD   | 455       | 399        | 589        | 593       |
| 463            | TOYOTA INNOVA   | 444       | 2041       | n/r        | n/r       |
| 464            | EROS            | 431       | 403        | 519        | 889       |
| 465            | CNN             | 703       | 921        | n/r        | n/r       |

n/r = not ranked

# ALL INDIA - BY ZONES

## ALL INDIA 500 BRANDS & THEIR ZONE RANKINGS

| ALL INDIA RANK | BRAND             | WEST RANK | NORTH RANK | SOUTH RANK | EAST RANK |
|----------------|-------------------|-----------|------------|------------|-----------|
| 466            | PRESTIGE COOKER   | 454       | 380        | 637        | 513       |
| 468            | SIEMENS           | 332       | 585        | 516        | 939       |
| 469            | FOGG              | 569       | 358        | n/r        | 1329      |
| 470            | DISNEY            | 603       | 383        | n/r        | n/r       |
| 471            | WILDSTONE         | 618       | 359        | n/r        | 1426      |
| 472            | VIJAY MALLYA      | 699       | 444        | n/r        | 827       |
| 473            | FILA              | 487       | 1108       | n/r        | n/r       |
| 474            | AMARON            | 617       | n/r        | n/r        | 811       |
| 475            | BHARAT GAS        | 418       | 855        | 436        | 453       |
| 476            | ZENITH            | 377       | 542        | 551        | 802       |
| 477            | TLC               | 645       | 641        | n/r        | n/r       |
| 478            | ESPRIT            | 613       | 640        | n/r        | n/r       |
| 479            | FLY               | 649       | 754        | n/r        | 778       |
| 480            | WILLS CLASSIC     | 415       | 860        | 450        | 495       |
| 481            | PICASA            | 465       | 485        | 644        | 503       |
| 482            | PLAYBOY           | 480       | 688        | n/r        | 505       |
| 483            | ZEE NEWS          | 373       | 643        | 556        | 891       |
| 484            | INDIABULLS        | 510       | 591        | 701        | n/r       |
| 485            | JUST DIAL         | 423       | 560        | 559        | 821       |
| 486            | CADBURY'S ECLAIRS | 540       | 429        | n/r        | 694       |
| 487            | BEST              | 226       | 1071       | 1064       | 816       |
| 488            | DABUR REAL        | 361       | 498        | 1234       | 497       |
| 489            | HALLS             | 648       | 486        | n/r        | 1111      |
| 490            | PRIYA GOLD        | 482       | 519        | n/r        | 584       |
| 491            | CADBURY 5 STAR    | 608       | 610        | n/r        | n/r       |
| 492            | VIP BAGS          | 632       | 263        | 1163       | n/r       |
| 493            | REVITAL           | 549       | 445        | n/r        | 1416      |
| 494            | BAGPIPER          | 488       | 464        | 492        | 1052      |
| 495            | SHAHRAKH KHAN     | 535       | 511        | 615        | n/r       |
| 496            | EMIRATES          | 387       | 1233       | n/r        | 869       |
| 497            | ROYAL STAG        | 351       | 1109       | 447        | 663       |
| 498            | LOMANI            | 568       | 414        | n/r        | 723       |
| 499            | CHEVROLET         | 765       | 353        | 996        | n/r       |
| 500            | ZARA              | 362       | 569        | 667        | 931       |

n/r = not ranked



# ZONE - WEST

## ZONE WISE TOP 500 BRANDS



| WEST RANK | BRAND           | NORTH RANK | SOUTH RANK | EAST RANK |
|-----------|-----------------|------------|------------|-----------|
| 1         | NOKIA           | 1          | 1          | 1         |
| 2         | SAMSUNG         | 2          | 2          | 2         |
| 3         | SONY            | 7          | 5          | 4         |
| 4         | TATA            | 6          | 8          | 3         |
| 5         | RELIANCE        | 5          | 9          | 8         |
| 6         | BMW             | 4          | 3          | 7         |
| 7         | LG              | 30         | 13         | 11        |
| 8         | HONDA           | 21         | 24         | 12        |
| 9         | BAJAJ           | 9          | 7          | 5         |
| 10        | AIRTEL          | 10         | 6          | 13        |
| 11        | APPLE           | 8          | 29         | 34        |
| 12        | TITAN           | 28         | 22         | 19        |
| 13        | AUDI            | 23         | 21         | 9         |
| 14        | GODREJ          | 3          | 4          | 10        |
| 15        | OLAY            | 12         | 25         | 20        |
| 16        | PUMA            | 63         | 35         | 32        |
| 17        | ADIDAS          | 35         | 32         | 29        |
| 18        | REEBOK          | 33         | 60         | 40        |
| 19        | NIKE            | 11         | 19         | 26        |
| 20        | LUX             | 24         | 11         | 15        |
| 21        | DELL            | 17         | 12         | 17        |
| 22        | VIDEOCON        | 40         | 20         | 24        |
| 23        | DOVE            | 15         | 30         | 16        |
| 24        | TOSHIBA         | 85         | 68         | 72        |
| 25        | PONDS           | 54         | 10         | 25        |
| 26        | PHILIPS         | 48         | 41         | 28        |
| 27        | ONIDA           | 42         | 26         | 21        |
| 28        | HEWLETT PACKARD | 18         | 15         | 22        |
| 29        | LIC             | 26         | 23         | 6         |
| 30        | NESTLE MAGGI    | 80         | 58         | 31        |
| 31        | AMUL            | 16         | 14         | 36        |
| 32        | YAMAHA          | 138        | 52         | 103       |
| 33        | CADBURY'S       | 188        | 98         | 66        |
| 34        | TATA SKY        | 59         | 40         | 111       |
| 35        | ACER            | 49         | 43         | 43        |
| 36        | INTEL           | 34         | 39         | 44        |
| 37        | MARUTI SUZUKI   | 37         | 56         | 37        |
| 38        | SKODA           | 29         | 33         | 27        |

n/r = not ranked

| WEST RANK | BRAND        | NORTH RANK | SOUTH RANK | EAST RANK |
|-----------|--------------|------------|------------|-----------|
| 39        | RAYBAN       | 44         | 89         | 93        |
| 40        | GARNIER      | 64         | 72         | 39        |
| 41        | L'OREAL      | 20         | 129        | 128       |
| 42        | FACEBOOK     | 46         | 48         | 81        |
| 43        | IDEA         | 93         | 16         | 18        |
| 44        | BRITANNIA    | 50         | 76         | 86        |
| 45        | LENOVO       | 90         | 61         | 70        |
| 46        | PANASONIC    | 69         | 78         | 110       |
| 47        | LEVI'S       | 36         | 91         | 64        |
| 48        | NIKON        | 14         | 45         | 62        |
| 49        | AMWAY        | 19         | 51         | 74        |
| 50        | BATA         | 38         | 44         | 55        |
| 51        | VODAFONE     | 55         | 27         | 65        |
| 52        | GOOGLE       | 62         | 37         | 60        |
| 53        | BLACKBERRY   | 76         | 50         | 165       |
| 54        | WOODLAND     | 47         | 18         | 30        |
| 55        | COLGATE      | 13         | 34         | 23        |
| 56        | PARLE        | 70         | 36         | 48        |
| 57        | AXE          | 82         | 90         | 121       |
| 58        | HCL          | 171        | 99         | 50        |
| 59        | LAKME        | 88         | 82         | 126       |
| 60        | DETTOL       | 27         | 42         | 41        |
| 61        | LOOP         | 136        | 80         | 123       |
| 62        | RAYMONDS     | 86         | 47         | 46        |
| 63        | LEE          | 43         | 57         | 33        |
| 64        | BIG BAAZAR   | 99         | 112        | 245       |
| 65        | KFC          | 112        | 124        | 58        |
| 66        | FORD         | 162        | 70         | 56        |
| 67        | FIAT         | 277        | 154        | 116       |
| 68        | BIRLA        | 66         | 75         | 45        |
| 69        | FASTRACK     | 78         | 86         | 88        |
| 70        | CANON        | 39         | 67         | 90        |
| 71        | HTC          | 56         | 46         | 67        |
| 72        | LAYS         | 113        | 101        | 38        |
| 73        | PEPSI        | 96         | 63         | 63        |
| 74        | ASIAN PAINTS | 60         | 116        | 80        |
| 75        | NIVEA        | 143        | 88         | 78        |
| 76        | PANTENE      | 51         | 132        | 105       |

n/r = not ranked





# ZONE - WEST

## ZONE WISE TOP 500 BRANDS

| WEST RANK | BRAND           | NORTH RANK | SOUTH RANK | EAST RANK |
|-----------|-----------------|------------|------------|-----------|
| 77        | DABUR           | 45         | 110        | 49        |
| 78        | MTNL            | 155        | 418        | 184       |
| 79        | COCA-COLA       | 65         | 81         | 73        |
| 80        | ANNA HAZARE     | 32         | 242        | 266       |
| 81        | SBI             | 103        | 49         | 14        |
| 82        | TIDE            | 41         | 66         | 69        |
| 83        | RADO            | 100        | 136        | 109       |
| 84        | SPYKAR          | 217        | 31         | 186       |
| 85        | MAAZA           | 182        | 156        | 129       |
| 86        | ROLEX           | 289        | 117        | 94        |
| 87        | ARMANI          | 75         | 111        | 164       |
| 88        | HYUNDAI         | 153        | 83         | 91        |
| 89        | SONATA          | 116        | 59         | 53        |
| 90        | PEARS           | 97         | 166        | 59        |
| 91        | CROMA           | 139        | 152        | 87        |
| 92        | M & M           | 144        | 38         | 61        |
| 93        | VASELINE        | 151        | 194        | 145       |
| 94        | SURF EXCEL      | 31         | 93         | 89        |
| 95        | MICROMAX        | 183        | 102        | 152       |
| 96        | BSNL            | 110        | 62         | 96        |
| 97        | AIRCEL          | 134        | 139        | 168       |
| 98        | TATA NANO       | 202        | 315        | 359       |
| 99        | FERRARI         | 22         | 77         | 137       |
| 100       | INDIGO AIRLINES | 84         | 174        | 95        |
| 101       | VOLTAS          | 92         | 134        | 83        |
| 102       | UNINOR          | 220        | 243        | 176       |
| 103       | MRF             | 238        | 92         | 71        |
| 104       | HERO            | 98         | 79         | 84        |
| 105       | APSARA          | 157        | 119        | 198       |
| 106       | AAJ TAK         | 152        | 104        | 148       |
| 107       | HDFC            | 225        | 28         | 47        |
| 108       | KINGFISHER      | 81         | 121        | 122       |
| 109       | TATA DOCOMO     | 147        | 109        | 119       |
| 110       | BPL             | 253        | 183        | 161       |
| 111       | AXIS BANK       | 91         | 53         | 100       |
| 112       | WIPRO           | 141        | 85         | 82        |
| 113       | COMPLAN         | 346        | 163        | 132       |
| 114       | NATRAJ          | 127        | 120        | 219       |

n/r = not ranked

| WEST RANK | BRAND          | NORTH RANK | SOUTH RANK | EAST RANK |
|-----------|----------------|------------|------------|-----------|
| 115       | TOYOTA         | 186        | 54         | 144       |
| 116       | BEING HUMAN    | 25         | 176        | 201       |
| 117       | ACC            | 130        | 193        | 68        |
| 118       | TATA SALT      | 73         | 122        | 163       |
| 119       | LIVON          | 149        | 159        | 143       |
| 120       | VOLKSWAGEN     | 53         | 161        | 194       |
| 121       | HERO HONDA     | 135        | 144        | 131       |
| 122       | CEAT           | 196        | 172        | 139       |
| 123       | HSBC           | 133        | 64         | 54        |
| 124       | IDBI BANK      | 173        | 269        | 127       |
| 125       | WHIRLPOOL      | 169        | 135        | 156       |
| 126       | AIR INDIA      | 105        | 220        | 180       |
| 127       | PANTALOONS     | 203        | 188        | 173       |
| 128       | SALMAN KHAN    | 117        | 278        | 440       |
| 129       | MCDONALDS      | 286        | 205        | 228       |
| 130       | SUZUKI         | 261        | 87         | 92        |
| 131       | HIMALAYA       | 193        | 150        | 150       |
| 132       | ITC            | 132        | 232        | 125       |
| 133       | JOCKEY         | 178        | 127        | 212       |
| 134       | BANK OF INDIA  | 140        | 208        | 290       |
| 135       | AYUR           | 205        | 314        | 204       |
| 136       | BILSERI        | 101        | 107        | 106       |
| 137       | RIN            | 114        | 100        | 98        |
| 138       | MOTOROLA       | 191        | 149        | 115       |
| 139       | YAHOO          | 233        | 186        | 213       |
| 140       | WILLS          | 241        | 224        | 160       |
| 141       | MAXX           | 223        | 71         | 174       |
| 142       | TATA MOTORS    | 57         | 293        | 104       |
| 143       | TIMES OF INDIA | 58         | 96         | 175       |
| 144       | FROOTI         | 161        | 348        | 188       |
| 145       | TVS            | 214        | 55         | 97        |
| 146       | SUNSIK         | 177        | 126        | 224       |
| 147       | ORAL B         | 74         | 168        | 217       |
| 148       | IODEX          | 204        | 222        | 136       |
| 149       | ARROW          | 72         | 141        | 117       |
| 150       | DAIRYMILK      | 284        | 306        | 153       |
| 151       | NIIT           | 61         | 69         | 77        |
| 152       | NESTLE         | 119        | 142        | 149       |

n/r = not ranked

# ZONE - WEST

## ZONE WISE TOP 500 BRANDS



| WEST RANK | BRAND            | NORTH RANK | SOUTH RANK | EAST RANK |
|-----------|------------------|------------|------------|-----------|
| 153       | PARKER           | 87         | 148        | 157       |
| 154       | SANSUI           | 361        | 212        | 232       |
| 155       | DOMEX            | 212        | 192        | 193       |
| 156       | ICICI            | 52         | 103        | 113       |
| 157       | CAFÉ COFFEE DAY  | 257        | 445        | 134       |
| 158       | TANISHQ          | 137        | 94         | 158       |
| 159       | VIVEL            | 175        | 182        | 51        |
| 160       | TATA TEA         | 166        | 138        | 170       |
| 161       | KENT             | 201        | 133        | 52        |
| 162       | PUREIT           | 330        | 392        | 277       |
| 163       | FAIR & LOVELY    | 125        | 158        | 215       |
| 164       | MERCEDES BENZ    | 210        | 323        | 435       |
| 165       | HITACHI          | 146        | 189        | 141       |
| 166       | VIP INNERWEAR    | 197        | 95         | 133       |
| 167       | MEDIMIX          | 148        | 236        | 76        |
| 168       | SACHIN TENDULKAR | 395        | 415        | 539       |
| 169       | SANTOOR          | 104        | 210        | 195       |
| 170       | DENIM            | 249        | 259        | 423       |
| 171       | ZEE TELEVISION   | 306        | 238        | 298       |
| 172       | ABP NEWS         | 320        | 196        | 206       |
| 173       | PVR              | 123        | 128        | 249       |
| 174       | TAJ HOTELS       | 71         | 350        | 172       |
| 175       | LARSEN & TOUBRO  | 357        | 74         | 79        |
| 176       | PEPSODENT        | 199        | 354        | 124       |
| 177       | CRY              | 255        | 173        | 276       |
| 178       | PARACHUTE        | 184        | 137        | 196       |
| 179       | LIFEBUOY         | 95         | 187        | 130       |
| 180       | RANBAXY          | 234        | 219        | 322       |
| 181       | DUKES            | 292        | 282        | 187       |
| 182       | ICICI BANK       | 68         | 167        | 169       |
| 183       | QUICKSILVER      | 89         | 114        | 75        |
| 184       | DOMINO'S         | 332        | 353        | 293       |
| 185       | CELLO PENS       | 83         | 65         | 102       |
| 186       | MICROSOFT        | 121        | 241        | 218       |
| 187       | HONDA CITY       | 576        | 216        | 258       |
| 188       | HAMAM            | 228        | 221        | 99        |
| 189       | PEPE             | 363        | 155        | 112       |
| 190       | CASTROL          | 301        | 237        | 260       |

n/r = not ranked

| WEST RANK | BRAND            | NORTH RANK | SOUTH RANK | EAST RANK |
|-----------|------------------|------------|------------|-----------|
| 191       | DISH TV          | 120        | 302        | 192       |
| 192       | SONY ERICSSON    | 304        | 335        | 252       |
| 193       | DUCATI           | 422        | 468        | 1427      |
| 194       | BALAJI           | 408        | 272        | 492       |
| 195       | BHARAT PETROLEUM | 216        | 407        | 205       |
| 196       | VICCO            | 163        | 153        | 229       |
| 197       | SAHARA           | 264        | 231        | 167       |
| 198       | DULUX            | 316        | 384        | 238       |
| 199       | KODAK            | 331        | 355        | 253       |
| 200       | STAR PLUS        | 468        | 301        | 317       |
| 201       | ORKUT            | 393        | 198        | 255       |
| 202       | AQUAGUARD        | 194        | 239        | 250       |
| 203       | SUNDARAM         | 309        | 309        | 471       |
| 204       | AAMIR KHAN       | 77         | 303        | 300       |
| 205       | KURKURE          | 280        | 327        | 516       |
| 206       | IBM              | 269        | 114        | 114       |
| 207       | ANCHOR           | 164        | 267        | 267       |
| 208       | RATAN TATA       | 218        | 223        | 320       |
| 209       | BOOST            | 107        | 142        | 142       |
| 210       | MTS              | 283        | 243        | 243       |
| 211       | OMEGA            | 601        | 373        | 474       |
| 212       | BINGO            | 195        | 295        | 120       |
| 213       | COLORS           | 344        | 291        | 291       |
| 214       | DNA              | 334        | 329        | 329       |
| 215       | ONGC             | 287        | 383        | 383       |
| 216       | HARPIC           | 265        | 288        | 397       |
| 217       | PARLE G          | 245        | 283        | 413       |
| 218       | CIPLA            | 200        | 179        | 179       |
| 219       | IFB              | 338        | 507        | 282       |
| 220       | VLCC             | 271        | 276        | 235       |
| 221       | NESTLE MUNCH     | 590        | 602        | 259       |
| 222       | CAMLIN           | 102        | 382        | 382       |
| 223       | TUPPERWARE       | 295        | 342        | 262       |
| 224       | KILLER           | 337        | 278        | 278       |
| 225       | LIRIL            | 224        | 270        | 226       |
| 226       | BEST             | 1071       | 1064       | 816       |
| 227       | WHISPER          | 462        | 438        | 630       |
| 229       | MAYBELLINE       | 106        | 367        | 251       |

n/r = not ranked



# ZONE - WEST

## ZONE WISE TOP 500 BRANDS

| WEST RANK | BRAND            | NORTH RANK | SOUTH RANK | EAST RANK |
|-----------|------------------|------------|------------|-----------|
| 230       | 555              | 516        | 678        | n/r       |
| 231       | I BALL           | 371        | n/r        | 367       |
| 232       | AGNI             | 262        | n/r        | n/r       |
| 233       | INFOSYS          | 326        | n/r        | n/r       |
| 234       | RBI              | 240        | n/r        | 356       |
| 236       | EBAY             | 299        | 328        | 338       |
| 237       | NESCAFE          | 179        | 248        | 311       |
| 238       | LAVA             | 303        | n/r        | n/r       |
| 239       | LEXI             | 327        | n/r        | 296       |
| 240       | LIMCA            | 167        | n/r        | n/r       |
| 241       | YARDLEY          | 285        | 274        | 390       |
| 242       | RED LABEL        | 244        | 249        | 301       |
| 243       | CLOSE UP         | 159        | n/r        | n/r       |
| 244       | POLO             | 229        | n/r        | n/r       |
| 245       | BRU              | 118        | n/r        | n/r       |
| 246       | NIRMA            | 211        | n/r        | n/r       |
| 247       | ARIEL            | 221        | 313        | 360       |
| 248       | NAVNEET          | 67         | n/r        | n/r       |
| 249       | HDFC BANK        | 355        | n/r        | 466       |
| 250       | HORLICKS         | 142        | n/r        | n/r       |
| 251       | MOTHER TERESA    | 627        | 565        | 655       |
| 252       | AVON             | 208        | 544        | 408       |
| 253       | CINTHOL          | 160        | n/r        | n/r       |
| 254       | DIESEL           | 235        | 292        | 377       |
| 255       | WHEEL            | 260        | 369        | n/r       |
| 256       | PROVOGUE         | 392        | 346        | 365       |
| 257       | SAFFOLA          | 328        | 433        | 392       |
| 258       | CITIBANK         | 345        | 296        | 391       |
| 259       | JOHN PLAYER      | 575        | 470        | 270       |
| 260       | TIMEX            | 230        | n/r        | n/r       |
| 261       | TATA INDICOM     | 170        | n/r        | 289       |
| 262       | AOL              | 862        | 900        | n/r       |
| 263       | KARBONN          | 430        | 399        | 461       |
| 264       | PARK AVENUE      | 374        | n/r        | 438       |
| 265       | BELMONTE         | 310        | 444        | 330       |
| 266       | KISSAN           | 150        | 403        | 566       |
| 267       | PROCTER & GAMBLE | 886        | 518        | 419       |
| 268       | DISCOVERY        | 298        | n/r        | n/r       |

n/r = not ranked

| WEST RANK | BRAND              | NORTH RANK | SOUTH RANK | EAST RANK |
|-----------|--------------------|------------|------------|-----------|
| 269       | BABOOL             | 219        | 398        | n/r       |
| 271       | SUNFEAST           | 266        | n/r        | n/r       |
| 272       | FOOD FOOD          | 336        | 305        | 407       |
| 273       | HINDUSTAN UNILEVER | 489        | 277        | 313       |
| 274       | INDIA TV           | 259        | 419        | 380       |
| 275       | TATA SAFARI        | 213        | 332        | 410       |
| 276       | VIM                | 251        | n/r        | 279       |
| 277       | ALLOUT             | 79         | n/r        | n/r       |
| 278       | GMAIL              | 435        | 365        | 512       |
| 279       | KIRAN BEDI         | 406        | 417        | 618       |
| 280       | HAVELLS            | 252        | n/r        | 585       |
| 281       | TWITTER            | 247        | 307        | 381       |
| 283       | HBO                | 613        | 372        | 1188      |
| 284       | WESTSIDE           | 452        | 476        | 498       |
| 285       | NDTV               | 347        | n/r        | n/r       |
| 286       | MIRINDA            | 352        | n/r        | n/r       |
| 287       | DHL                | 859        | 590        | n/r       |
| 288       | VADILAL            | 250        | 495        | 532       |
| 289       | LOTUS              | 206        | n/r        | 633       |
| 290       | ACCENTURE          | n/r        | n/r        | n/r       |
| 291       | DLF                | 411        | 318        | n/r       |
| 293       | TATA AIG           | 401        | 330        | n/r       |
| 294       | RASNA              | 111        | n/r        | n/r       |
| 295       | SUBWAY             | 122        | 440        | 393       |
| 296       | KOTAK              | 546        | 448        | n/r       |
| 298       | CLINIC PLUS        | 154        | 311        | n/r       |
| 300       | IBN 7              | 432        | 321        | 479       |
| 301       | BANK OF BARODA     | 165        | 558        | n/r       |
| 302       | NEROLAC            | 340        | 329        | 639       |
| 303       | J&J                | 209        | n/r        | n/r       |
| 304       | MDH                | 256        | n/r        | n/r       |
| 305       | BAJAJ PULSAR       | 856        | 493        | 404       |
| 306       | CASIO              | 290        | n/r        | n/r       |
| 307       | BARISTA            | 129        | 331        | n/r       |
| 308       | HIPPO              | 180        | n/r        | n/r       |
| 309       | ZEE                | 848        | 312        | 624       |
| 310       | TROPICANA          | 366        | 704        | 323       |
| 311       | THUMS UP           | 222        | n/r        | n/r       |

n/r = not ranked

# ZONE - WEST

## ZONE WISE TOP 500 BRANDS



| WEST RANK | BRAND            | NORTH RANK | SOUTH RANK | EAST RANK |
|-----------|------------------|------------|------------|-----------|
| 312       | KINLEY           | 370        | n/r        | n/r       |
| 314       | HINDUSTAN PETRO  | 379        | 496        | n/r       |
| 315       | ZODIAC           | 279        | 394        | n/r       |
| 316       | REYNOLDS         | 478        | 425        | 364       |
| 317       | 7 UP             | n/r        | n/r        | n/r       |
| 318       | SAMSUNG GALAXY   | 786        | 461        | 490       |
| 319       | AKAI             | 115        | n/r        | n/r       |
| 320       | FANTA            | 190        | n/r        | n/r       |
| 321       | GILLETTE         | 207        | n/r        | n/r       |
| 322       | SHELL            | 302        | n/r        | n/r       |
| 323       | CATERPILLAR      | 578        | 517        | n/r       |
| 324       | APTECH           | 189        | n/r        | n/r       |
| 325       | BOURNVITA        | 293        | 334        | 325       |
| 326       | USHA             | 483        | 366        | 631       |
| 327       | RED BULL         | 317        | 363        | 459       |
| 328       | EVEREADY         | 192        | 387        | 477       |
| 329       | JET AIRWAYS      | 419        | 483        | 406       |
| 330       | HAIER            | 318        | 347        | n/r       |
| 331       | CROCIN           | 181        | n/r        | n/r       |
| 332       | SIEMENS          | 585        | 516        | 939       |
| 333       | UTV              | 752        | 370        | n/r       |
| 334       | VISA             | 243        | n/r        | n/r       |
| 335       | HEAD & SHOULDERS | n/r        | 449        | 341       |
| 336       | EMAMI            | 446        | 337        | n/r       |
| 337       | YES BANK         | 683        | 426        | 838       |
| 339       | AJANTA           | 402        | 414        | n/r       |
| 340       | OREO             | 354        | 463        | 434       |
| 341       | HMT              | 176        | n/r        | n/r       |
| 342       | INDIAN RAILWAYS  | 237        | n/r        | 429       |
| 343       | GUCCI            | 278        | n/r        | n/r       |
| 344       | JAGUAR           | 514        | n/r        | 561       |
| 345       | MOTHER DAIRY     | 329        | 494        | 988       |
| 346       | HIT              | 605        | 552        | n/r       |
| 347       | PIZZA HUT        | 545        | n/r        | n/r       |
| 348       | USHA FANS        | 386        | n/r        | 357       |
| 349       | D-MART           | 561        | n/r        | 485       |
| 350       | INDIAN OIL       | 512        | n/r        | n/r       |
| 351       | ROYAL STAG       | 1109       | 447        | 663       |

n/r = not ranked

| WEST RANK | BRAND             | NORTH RANK | SOUTH RANK | EAST RANK |
|-----------|-------------------|------------|------------|-----------|
| 352       | OXFORD UNIVERSITY | 185        | 390        | 468       |
| 353       | NISSAN            | 348        | n/r        | 358       |
| 354       | MOOV              | 128        | n/r        | n/r       |
| 355       | MORTEIN           | 742        | 388        | n/r       |
| 356       | CROCODILE         | 473        | n/r        | n/r       |
| 357       | VOLINI            | 674        | 499        | n/r       |
| 358       | DTDC              | 592        | n/r        | n/r       |
| 359       | DENA BANK         | 539        | 360        | 421       |
| 360       | FEVICOL           | 174        | n/r        | n/r       |
| 361       | DABUR REAL        | 498        | 1234       | 497       |
| 362       | ZARA              | 569        | 667        | 931       |
| 363       | BLUE STAR         | 321        | 371        | 458       |
| 364       | VIMAL             | 463        | n/r        | n/r       |
| 365       | INDIAN ARMY       | 372        | 416        | 526       |
| 366       | MENTOS            | 315        | n/r        | 368       |
| 368       | KOHINOOR          | 381        | n/r        | 700       |
| 369       | ZANDU BALM        | 426        | 555        | 573       |
| 371       | MELODY            | 580        | 917        | n/r       |
| 373       | ZEE NEWS          | 643        | 556        | 891       |
| 374       | SIYARAM'S         | 524        | 730        | n/r       |
| 375       | LEE COOPER        | 343        | n/r        | n/r       |
| 376       | SATYAMEV JAYATE   | 239        | 603        | 463       |
| 377       | ZENITH            | 542        | 551        | 802       |
| 378       | EXIDE             | 471        | 484        | 384       |
| 380       | CITIZEN           | 417        | n/r        | n/r       |
| 381       | CNBC              | 376        | n/r        | n/r       |
| 382       | SINTEX            | 607        | 439        | 713       |
| 384       | SONY VAIO         | 297        | 650        | 576       |
| 385       | SETWET            | 1254       | n/r        | 751       |
| 386       | NESTLE KITKAT     | 324        | n/r        | n/r       |
| 387       | EMIRATES          | 1233       | n/r        | 869       |
| 389       | CAMEL             | 274        | n/r        | n/r       |
| 390       | BOSCH             | 477        | n/r        | n/r       |
| 391       | BOROPLUS          | 275        | n/r        | n/r       |
| 392       | SPARX             | 187        | n/r        | n/r       |
| 393       | HALDIRAM          | 335        | 446        | 486       |
| 394       | MARIE             | 492        | 423        | n/r       |
| 395       | TAJ MAHAL TEA     | 415        | 729        | 456       |

n/r = not ranked



# ZONE - WEST

## ZONE WISE TOP 500 BRANDS

| WEST RANK | BRAND            | NORTH RANK | SOUTH RANK | EAST RANK |
|-----------|------------------|------------|------------|-----------|
| 396       | DOLCE & GABANA   | 566        | n/r        | n/r       |
| 397       | IIT              | 385        | n/r        | n/r       |
| 398       | ZOOM TV          | 557        | n/r        | 807       |
| 399       | ACTION           | 375        | n/r        | n/r       |
| 400       | AQUAFINA         | 313        | n/r        | n/r       |
| 401       | TATA STEEL       | 593        | n/r        | n/r       |
| 402       | SPICE            | 528        | n/r        | 451       |
| 403       | MTV              | 526        | n/r        | n/r       |
| 404       | AIRWICK          | n/r        | n/r        | n/r       |
| 405       | JAIPAN           | 409        | 424        | 411       |
| 406       | AMBUJA           | 168        | n/r        | n/r       |
| 407       | ZATAK            | 472        | n/r        | n/r       |
| 408       | LIZOL            | 215        | n/r        | 489       |
| 409       | MARLBORO         | 634        | 511        | 470       |
| 410       | LIFESTYLE        | 391        | 411        | n/r       |
| 411       | SPINZ            | 479        | n/r        | n/r       |
| 412       | SOTC             | 589        | 435        | n/r       |
| 413       | PETER ENGLAND    | 441        | 471        | 446       |
| 415       | WILLS CLASSIC    | 860        | 450        | 495       |
| 416       | GOOD KNIGHT      | 333        | n/r        | n/r       |
| 417       | SERVO            | 427        | n/r        | n/r       |
| 418       | BHARAT GAS       | 855        | 436        | 453       |
| 419       | TISSOT           | 548        | 638        | n/r       |
| 420       | PARAGON          | 124        | n/r        | n/r       |
| 421       | LOOT             | 791        | n/r        | 562       |
| 422       | BACARDI          | 440        | n/r        | 565       |
| 423       | JUST DIAL        | 560        | 559        | 821       |
| 424       | ORBIT            | 404        | 506        | n/r       |
| 425       | RUPA             | 490        | n/r        | 432       |
| 426       | GOLDFLAKE        | 365        | n/r        | n/r       |
| 427       | SPRITE           | 126        | n/r        | n/r       |
| 429       | UTI              | 684        | n/r        | n/r       |
| 431       | EROS             | 403        | 519        | 889       |
| 434       | DOLPHIN          | 384        | n/r        | n/r       |
| 435       | YOUTUBE          | 500        | n/r        | 839       |
| 436       | AMITABH BACHCHAN | 231        | 487        | 455       |
| 437       | KELLOGGS         | 282        | 674        | n/r       |
| 439       | CHEVROLET SPARK  | 288        | 715        | n/r       |

n/r = not ranked

| WEST RANK | BRAND           | NORTH RANK | SOUTH RANK | EAST RANK |
|-----------|-----------------|------------|------------|-----------|
| 440       | VOLVO           | 312        | n/r        | n/r       |
| 441       | SIFY            | 715        | 534        | n/r       |
| 442       | SOCIETY TEA     | 360        | n/r        | 488       |
| 444       | TOYOTA INNOVA   | 2041       | n/r        | n/r       |
| 446       | GE              | 679        | 530        | n/r       |
| 449       | BABA RAMDEV     | n/r        | 867        | 556       |
| 450       | MARGO           | 369        | 529        | n/r       |
| 452       | ESPN            | 550        | n/r        | 572       |
| 453       | LUPIN           | 582        | n/r        | n/r       |
| 454       | PRESTIGE COOKER | 380        | 637        | 513       |
| 455       | ROYAL ENFIELD   | 399        | 589        | 593       |
| 457       | ATLAS           | 466        | n/r        | n/r       |
| 458       | ZOD             | 604        | 752        | n/r       |
| 460       | ORIFLAME        | 356        | n/r        | n/r       |
| 461       | REVLON          | 109        | n/r        | n/r       |
| 465       | PICASA          | 485        | 644        | 503       |
| 468       | TBZ             | 844        | 620        | n/r       |
| 471       | HINDUSTAN TIMES | 448        | n/r        | 653       |
| 473       | ENO             | 307        | n/r        | n/r       |
| 474       | KELVINATOR      | 457        | 836        | n/r       |
| 477       | BLUE DART       | 416        | 608        | n/r       |
| 479       | REXONA          | 268        | n/r        | n/r       |
| 480       | PLAYBOY         | 688        | n/r        | 505       |
| 482       | PRIYA GOLD      | 519        | n/r        | 584       |
| 483       | AMUL MACHO      | 308        | n/r        | n/r       |
| 487       | FILA            | 1108       | n/r        | n/r       |
| 488       | BAGPIPER        | 464        | 492        | 1052      |
| 490       | DABUR VATIKA    | 663        | n/r        | n/r       |
| 496       | KENSTAR         | 387        | n/r        | n/r       |
| 497       | HDIL            | 675        | n/r        | n/r       |
| 498       | INTEX           | 400        | n/r        | n/r       |
| 503       | GSK             | 609        | n/r        | n/r       |
| 505       | FA              | 305        | n/r        | 510       |
| 506       | NIPPO           | 792        | n/r        | 632       |
| 510       | INDIABULLS      | 591        | 701        | n/r       |
| 518       | LIPTON          | 226        | n/r        | n/r       |
| 519       | GLOBUS          | 397        | n/r        | 666       |
| 523       | DURACELL        | 396        | n/r        | 647       |

n/r = not ranked



# ZONE - WEST

## ZONE WISE TOP 500 BRANDS



| WEST RANK | BRAND             | NORTH RANK | SOUTH RANK | EAST RANK |
|-----------|-------------------|------------|------------|-----------|
| 525       | IPL               | 508        | n/r        | n/r       |
| 530       | ORRA              | 636        | n/r        | n/r       |
| 532       | EVEREST           | 311        | n/r        | 1387      |
| 535       | SHAHRUKH KHAN     | 511        | 615        | n/r       |
| 536       | AAREY             | 232        | n/r        | 541       |
| 537       | CISCO             | 319        | n/r        | n/r       |
| 540       | CADBURY'S ECLAIRS | 429        | n/r        | 694       |
| 549       | REVITAL           | 445        | n/r        | 1416      |
| 551       | MANGO             | 741        | n/r        | n/r       |
| 554       | BBC               | 270        | n/r        | n/r       |
| 561       | TCS               | 300        | n/r        | n/r       |
| 568       | LOMANI            | 414        | n/r        | 723       |
| 569       | FOGG              | 358        | n/r        | 1329      |
| 572       | WINDOWS           | 276        | n/r        | 689       |
| 582       | SHARP             | 825        | n/r        | n/r       |
| 595       | ORACLE            | 388        | n/r        | n/r       |
| 596       | DHIRUBHAI AMBANI  | 236        | 663        | n/r       |
| 603       | DISNEY            | 383        | n/r        | n/r       |
| 605       | ARCHIES           | 425        | n/r        | 1163      |
| 606       | SAVLON            | 373        | n/r        | n/r       |
| 608       | CADBURY 5 STAR    | 610        | n/r        | n/r       |
| 613       | ESPRIT            | 640        | n/r        | n/r       |
| 614       | RELIANCE FOUND.   | 242        | n/r        | n/r       |
| 617       | AMARON            | n/r        | n/r        | 811       |
| 618       | WILDSTONE         | 359        | n/r        | 1426      |
| 632       | VIP BAGS          | 263        | 1163       | n/r       |
| 645       | TLC               | 641        | n/r        | n/r       |
| 648       | HALLS             | 486        | n/r        | 1111      |
| 649       | FLY               | 754        | n/r        | 778       |
| 662       | UJALA             | 342        | n/r        | n/r       |
| 676       | STAR TV           | 413        | n/r        | 944       |
| 699       | VIJAY MALLYA      | 444        | n/r        | 827       |
| 703       | CNN               | 921        | n/r        | n/r       |
| 765       | CHEVROLET         | 353        | 996        | n/r       |

n/r = not ranked





# ZONE - NORTH

## ZONE WISE TOP 500 BRANDS

| NORTH RANK | BRAND           | WEST RANK | SOUTH RANK | EAST RANK |
|------------|-----------------|-----------|------------|-----------|
| 1          | NOKIA           | 1         | 1          | 1         |
| 2          | SAMSUNG         | 2         | 2          | 2         |
| 3          | GODREJ          | 14        | 4          | 10        |
| 4          | BMW             | 6         | 3          | 7         |
| 5          | RELIANCE        | 5         | 9          | 8         |
| 6          | TATA            | 4         | 8          | 3         |
| 7          | SONY            | 3         | 5          | 4         |
| 8          | APPLE           | 11        | 29         | 34        |
| 9          | BAJAJ           | 9         | 7          | 5         |
| 10         | AIRTEL          | 10        | 6          | 13        |
| 11         | NIKE            | 19        | 19         | 26        |
| 12         | OLAY            | 15        | 25         | 20        |
| 13         | COLGATE         | 55        | 34         | 23        |
| 14         | NIKON           | 48        | 45         | 62        |
| 15         | DOVE            | 23        | 30         | 16        |
| 16         | AMUL            | 31        | 14         | 36        |
| 17         | DELL            | 21        | 12         | 17        |
| 18         | HEWLETT PACKARD | 28        | 15         | 22        |
| 19         | AMWAY           | 49        | 51         | 74        |
| 20         | L'OREAL         | 41        | 129        | 128       |
| 21         | HONDA           | 8         | 24         | 12        |
| 22         | FERRARI         | 99        | 77         | 137       |
| 23         | AUDI            | 13        | 21         | 9         |
| 24         | LUX             | 20        | 11         | 15        |
| 25         | BEING HUMAN     | 116       | 176        | 201       |
| 26         | LIC             | 29        | 23         | 6         |
| 27         | DETTOL          | 60        | 42         | 41        |
| 28         | TITAN           | 12        | 22         | 19        |
| 29         | SKODA           | 38        | 33         | 27        |
| 30         | LG              | 7         | 13         | 11        |
| 31         | SURF EXCEL      | 94        | 93         | 89        |
| 32         | ANNA HAZARE     | 80        | 242        | 266       |
| 33         | REEBOK          | 18        | 60         | 40        |
| 34         | INTEL           | 36        | 39         | 44        |
| 35         | ADIDAS          | 17        | 32         | 29        |
| 36         | LEVI'S          | 47        | 91         | 64        |
| 37         | MARUTI SUZUKI   | 37        | 56         | 37        |
| 38         | BATA            | 50        | 44         | 55        |

n/r = not ranked

| NORTH RANK | BRAND          | WEST RANK | SOUTH RANK | EAST RANK |
|------------|----------------|-----------|------------|-----------|
| 39         | CANON          | 70        | 67         | 90        |
| 40         | VIDEOCON       | 22        | 20         | 24        |
| 41         | TIDE           | 82        | 66         | 69        |
| 42         | ONIDA          | 27        | 26         | 21        |
| 43         | LEE            | 63        | 57         | 33        |
| 44         | RAYBAN         | 39        | 89         | 93        |
| 45         | DABUR          | 77        | 110        | 49        |
| 46         | FACEBOOK       | 42        | 48         | 81        |
| 47         | WOODLAND       | 54        | 18         | 30        |
| 48         | PHILIPS        | 26        | 41         | 28        |
| 49         | ACER           | 35        | 43         | 43        |
| 50         | BRITANNIA      | 44        | 76         | 86        |
| 51         | PANTENE        | 76        | 132        | 105       |
| 52         | ICICI          | 156       | 103        | 113       |
| 53         | VOLKSWAGEN     | 120       | 161        | 194       |
| 54         | PONDS          | 25        | 10         | 25        |
| 55         | VODAFONE       | 51        | 27         | 65        |
| 56         | HTC            | 71        | 46         | 67        |
| 57         | TATA MOTORS    | 142       | 293        | 104       |
| 58         | TIMES OF INDIA | 143       | 96         | 175       |
| 59         | TATA SKY       | 34        | 40         | 111       |
| 60         | ASIAN PAINTS   | 74        | 116        | 80        |
| 61         | NIIT           | 151       | 69         | 77        |
| 62         | GOOGLE         | 52        | 37         | 60        |
| 63         | PUMA           | 16        | 35         | 32        |
| 64         | GARNIER        | 40        | 72         | 39        |
| 65         | COCA-COLA      | 79        | 81         | 73        |
| 66         | BIRLA          | 68        | 75         | 45        |
| 67         | NAVNEET        | 248       | n/r        | n/r       |
| 68         | ICICI BANK     | 182       | 167        | 169       |
| 69         | PANASONIC      | 46        | 78         | 110       |
| 70         | PARLE          | 56        | 36         | 48        |
| 71         | TAJ HOTELS     | 174       | 350        | 172       |
| 72         | ARROW          | 149       | 141        | 117       |
| 73         | TATA SALT      | 118       | 122        | 163       |
| 74         | ORAL B         | 147       | 168        | 217       |
| 75         | ARMANI         | 87        | 111        | 164       |
| 76         | BLACKBERRY     | 53        | 50         | 165       |

n/r = not ranked

# ZONE - NORTH

## ZONE WISE TOP 500 BRANDS



| NORTH RANK | BRAND           | WEST RANK | SOUTH RANK | EAST RANK |
|------------|-----------------|-----------|------------|-----------|
| 77         | AAMIR KHAN      | 204       | 303        | 300       |
| 78         | FASTRACK        | 69        | 86         | 88        |
| 79         | ALLOUT          | 277       | n/r        | n/r       |
| 80         | NESTLE MAGGI    | 30        | 58         | 31        |
| 81         | KINGFISHER      | 108       | 121        | 122       |
| 82         | AXE             | 57        | 90         | 121       |
| 83         | CELLO PENS      | 185       | 65         | 102       |
| 84         | INDIGO AIRLINES | 100       | 174        | 95        |
| 85         | TOSHIBA         | 24        | 68         | 72        |
| 86         | RAYMONDS        | 62        | 47         | 46        |
| 87         | PARKER          | 153       | 148        | 157       |
| 88         | LAKME           | 59        | 82         | 126       |
| 89         | QUICKSILVER     | 183       | 114        | 75        |
| 90         | LENOVO          | 45        | 61         | 70        |
| 91         | AXIS BANK       | 111       | 53         | 100       |
| 92         | VOLTAS          | 101       | 134        | 83        |
| 93         | IDEA            | 43        | 16         | 18        |
| 95         | LIFEBUOY        | 179       | 187        | 130       |
| 96         | PEPSI           | 73        | 63         | 63        |
| 97         | PEARS           | 90        | 166        | 59        |
| 98         | HERO            | 104       | 79         | 84        |
| 99         | BIG BAAZAR      | 64        | 112        | 245       |
| 100        | RADO            | 83        | 136        | 109       |
| 101        | BILSERI         | 136       | 107        | 106       |
| 102        | CAMLIN          | 222       | 382        | 382       |
| 103        | SBI             | 81        | 49         | 14        |
| 104        | SANTOOR         | 169       | 210        | 195       |
| 105        | AIR INDIA       | 126       | 220        | 180       |
| 106        | MAYBELLINE      | 229       | 367        | 251       |
| 107        | BOOST           | 209       | 142        | 142       |
| 109        | REVLON          | 461       | n/r        | n/r       |
| 110        | BSNL            | 96        | 62         | 96        |
| 111        | RASNA           | 294       | n/r        | n/r       |
| 112        | KFC             | 65        | 124        | 58        |
| 113        | LAYS            | 72        | 101        | 38        |
| 114        | RIN             | 137       | 100        | 98        |
| 115        | AKAI            | 319       | n/r        | n/r       |
| 116        | SONATA          | 89        | 59         | 53        |

n/r = not ranked

| NORTH RANK | BRAND         | WEST RANK | SOUTH RANK | EAST RANK |
|------------|---------------|-----------|------------|-----------|
| 117        | SALMAN KHAN   | 128       | 278        | 440       |
| 118        | BRU           | 245       | n/r        | n/r       |
| 119        | NESTLE        | 152       | 142        | 149       |
| 120        | DISH TV       | 191       | 302        | 192       |
| 121        | MICROSOFT     | 186       | 241        | 218       |
| 122        | SUBWAY        | 295       | 440        | 393       |
| 123        | PVR           | 173       | 128        | 249       |
| 124        | PARAGON       | 420       | n/r        | n/r       |
| 125        | FAIR & LOVELY | 163       | 158        | 215       |
| 126        | SPRITE        | 427       | n/r        | n/r       |
| 127        | NATRAJ        | 114       | 120        | 219       |
| 128        | MOOV          | 354       | n/r        | n/r       |
| 129        | BARISTA       | 307       | 331        | n/r       |
| 130        | ACC           | 117       | 193        | 68        |
| 132        | ITC           | 132       | 232        | 125       |
| 133        | HSBC          | 123       | 64         | 54        |
| 134        | AIRCEL        | 97        | 139        | 168       |
| 135        | HERO HONDA    | 121       | 144        | 131       |
| 136        | LOOP          | 61        | 80         | 123       |
| 137        | TANISHQ       | 158       | 94         | 158       |
| 138        | YAMAHA        | 32        | 52         | 103       |
| 139        | CROMA         | 91        | 152        | 87        |
| 140        | BANK OF INDIA | 134       | 208        | 290       |
| 141        | WIPRO         | 112       | 85         | 82        |
| 142        | HORLICKS      | 250       | n/r        | n/r       |
| 143        | NIVEA         | 75        | 88         | 78        |
| 144        | M & M         | 92        | 38         | 61        |
| 146        | HITACHI       | 165       | 189        | 141       |
| 147        | TATA DOCOMO   | 109       | 109        | 119       |
| 148        | MEDIMIX       | 167       | 236        | 76        |
| 149        | LIVON         | 119       | 159        | 143       |
| 150        | KISSAN        | 266       | 403        | 566       |
| 151        | VASELINE      | 93        | 194        | 145       |
| 152        | AAJ TAK       | 106       | 104        | 148       |
| 153        | HYUNDAI       | 88        | 83         | 91        |
| 154        | CLINIC PLUS   | 298       | 311        | n/r       |
| 155        | MTNL          | 78        | 418        | 184       |
| 157        | APSARA        | 105       | 119        | 198       |

n/r = not ranked



# ZONE - NORTH

## ZONE WISE TOP 500 BRANDS

| NORTH RANK | BRAND             | WEST RANK | SOUTH RANK | EAST RANK |
|------------|-------------------|-----------|------------|-----------|
| 159        | CLOSE UP          | 243       | n/r        | n/r       |
| 160        | CINTHOL           | 253       | n/r        | n/r       |
| 161        | FROOTI            | 144       | 348        | 188       |
| 162        | FORD              | 66        | 70         | 56        |
| 163        | VICCO             | 196       | 153        | 229       |
| 164        | ANCHOR            | 207       | 267        | 267       |
| 165        | BANK OF BARODA    | 301       | 558        | n/r       |
| 166        | TATA TEA          | 160       | 138        | 170       |
| 167        | LIMCA             | 240       | n/r        | n/r       |
| 168        | AMBUJA            | 406       | n/r        | n/r       |
| 169        | WHIRLPOOL         | 125       | 135        | 156       |
| 170        | TATA INDICOM      | 261       | n/r        | 289       |
| 171        | HCL               | 58        | 99         | 50        |
| 173        | IDBI BANK         | 124       | 269        | 127       |
| 174        | FEVICOL           | 360       | n/r        | n/r       |
| 175        | VIVEL             | 159       | 182        | 51        |
| 176        | HMT               | 341       | n/r        | n/r       |
| 177        | SUNSILK           | 146       | 126        | 224       |
| 178        | JOCKEY            | 133       | 127        | 212       |
| 179        | NESCAFE           | 237       | 248        | 311       |
| 180        | HIPPO             | 308       | n/r        | n/r       |
| 181        | CROCIN            | 331       | n/r        | n/r       |
| 182        | MAAZA             | 85        | 156        | 129       |
| 183        | MICROMAX          | 95        | 102        | 152       |
| 184        | PARACHUTE         | 178       | 137        | 196       |
| 185        | OXFORD UNIVERSITY | 352       | 390        | 468       |
| 186        | TOYOTA            | 115       | 54         | 144       |
| 187        | SPARX             | 392       | n/r        | n/r       |
| 188        | CADBURY'S         | 33        | 98         | 66        |
| 189        | APTECH            | 324       | n/r        | n/r       |
| 190        | FANTA             | 320       | n/r        | n/r       |
| 191        | MOTOROLA          | 138       | 149        | 115       |
| 192        | EVEREADY          | 328       | 387        | 477       |
| 193        | HIMALAYA          | 131       | 150        | 150       |
| 194        | AQUAGUARD         | 202       | 239        | 250       |
| 195        | BINGO             | 212       | 295        | 120       |
| 196        | CEAT              | 122       | 172        | 139       |
| 197        | VIP INNERWEAR     | 166       | 95         | 133       |

n/r = not ranked

| NORTH RANK | BRAND            | WEST RANK | SOUTH RANK | EAST RANK |
|------------|------------------|-----------|------------|-----------|
| 199        | PEPSODENT        | 176       | 354        | 124       |
| 200        | CIPLA            | 218       | 179        | 179       |
| 201        | KENT             | 161       | 133        | 52        |
| 202        | TATA NANO        | 98        | 315        | 359       |
| 203        | PANTALOONS       | 127       | 188        | 173       |
| 204        | IODEX            | 148       | 222        | 136       |
| 205        | AYUR             | 135       | 314        | 204       |
| 206        | LOTUS            | 289       | n/r        | 633       |
| 207        | GILLETTE         | 321       | n/r        | n/r       |
| 208        | AVON             | 252       | 544        | 408       |
| 209        | J&J              | 303       | n/r        | n/r       |
| 210        | MERCEDES BENZ    | 164       | 323        | 435       |
| 211        | NIRMA            | 246       | n/r        | n/r       |
| 212        | DOMEX            | 155       | 192        | 193       |
| 213        | TATA SAFARI      | 275       | 332        | 410       |
| 214        | TVS              | 145       | 55         | 97        |
| 215        | LIZOL            | 408       | n/r        | 489       |
| 216        | BHARAT PETROLEUM | 195       | 407        | 205       |
| 217        | SPYKAR           | 84        | 31         | 186       |
| 218        | RATAN TATA       | 208       | 223        | 320       |
| 219        | BABOOL           | 269       | 398        | n/r       |
| 220        | UNINOR           | 102       | 243        | 176       |
| 221        | ARIEL            | 247       | 313        | 360       |
| 222        | THUMS UP         | 311       | n/r        | n/r       |
| 223        | MAXX             | 141       | 71         | 174       |
| 224        | LIRIL            | 225       | 270        | 226       |
| 225        | HDFC             | 107       | 28         | 47        |
| 226        | LIPTON           | 518       | n/r        | n/r       |
| 228        | HAMAM            | 188       | 221        | 99        |
| 229        | POLO             | 244       | n/r        | n/r       |
| 230        | TIMEX            | 260       | n/r        | n/r       |
| 231        | AMITABH BACHCHAN | 436       | 487        | 455       |
| 232        | AAREY            | 536       | n/r        | 541       |
| 233        | YAHOO            | 139       | 186        | 213       |
| 234        | RANBAXY          | 180       | 219        | 322       |
| 235        | DIESEL           | 254       | 292        | 377       |
| 236        | DHIRUBHAI AMBANI | 596       | 663        | n/r       |
| 237        | INDIAN RAILWAYS  | 342       | n/r        | 429       |

n/r = not ranked

# ZONE - NORTH

## ZONE WISE TOP 500 BRANDS



| NORTH RANK | BRAND           | WEST RANK | SOUTH RANK | EAST RANK |
|------------|-----------------|-----------|------------|-----------|
| 238        | MRF             | 103       | 92         | 71        |
| 239        | SATYAMEV JAYATE | 376       | 603        | 463       |
| 240        | RBI             | 234       | n/r        | 356       |
| 241        | WILLS           | 140       | 224        | 160       |
| 242        | RELIANCE FOUND. | 614       | n/r        | n/r       |
| 243        | VISA            | 334       | n/r        | n/r       |
| 244        | RED LABEL       | 242       | 249        | 301       |
| 245        | PARLE G         | 217       | 283        | 413       |
| 247        | TWITTER         | 281       | 307        | 381       |
| 249        | DENIM           | 170       | 259        | 423       |
| 250        | VADILAL         | 288       | 495        | 532       |
| 251        | VIM             | 276       | n/r        | 279       |
| 252        | HAVELLS         | 280       | n/r        | 585       |
| 253        | BPL             | 110       | 183        | 161       |
| 255        | CRY             | 177       | 173        | 276       |
| 256        | MDH             | 304       | n/r        | n/r       |
| 257        | CAFÉ COFFEE DAY | 157       | 445        | 134       |
| 259        | INDIA TV        | 274       | 419        | 380       |
| 260        | WHEEL           | 255       | 369        | n/r       |
| 261        | SUZUKI          | 130       | 87         | 92        |
| 262        | AGNI            | 232       | n/r        | n/r       |
| 263        | VIP BAGS        | 632       | 1163       | n/r       |
| 264        | SAHARA          | 197       | 231        | 167       |
| 265        | HARPIC          | 216       | 288        | 397       |
| 266        | SUNFEAST        | 271       | n/r        | n/r       |
| 268        | REXONA          | 479       | n/r        | n/r       |
| 269        | IBM             | 206       | 114        | 114       |
| 270        | BBC             | 554       | n/r        | n/r       |
| 271        | VLCC            | 220       | 276        | 235       |
| 274        | CAMEL           | 389       | n/r        | n/r       |
| 275        | BOROPLUS        | 391       | n/r        | n/r       |
| 276        | WINDOWS         | 572       | n/r        | 689       |
| 277        | FIAT            | 67        | 154        | 116       |
| 278        | GUCCI           | 343       | n/r        | n/r       |
| 279        | ZODIAC          | 315       | 394        | n/r       |
| 280        | KURKURE         | 205       | 327        | 516       |
| 282        | KELLOGGS        | 437       | 674        | n/r       |
| 283        | MTS             | 210       | 243        | 243       |

n/r = not ranked

| NORTH RANK | BRAND           | WEST RANK | SOUTH RANK | EAST RANK |
|------------|-----------------|-----------|------------|-----------|
| 284        | DAIRYMILK       | 150       | 306        | 153       |
| 285        | YARDLEY         | 241       | 274        | 390       |
| 286        | MCDONALDS       | 129       | 205        | 228       |
| 287        | ONGC            | 215       | 383        | 383       |
| 288        | CHEVROLET SPARK | 439       | 715        | n/r       |
| 289        | ROLEX           | 86        | 117        | 94        |
| 290        | CASIO           | 306       | n/r        | n/r       |
| 292        | DUKES           | 181       | 282        | 187       |
| 293        | BOURNVITA       | 325       | 334        | 325       |
| 295        | TUPPERWARE      | 223       | 342        | 262       |
| 297        | SONY VAIO       | 384       | 650        | 576       |
| 298        | DISCOVERY       | 268       | n/r        | n/r       |
| 299        | EBAY            | 236       | 328        | 338       |
| 300        | TCS             | 561       | n/r        | n/r       |
| 301        | CASTROL         | 190       | 237        | 260       |
| 302        | SHELL           | 322       | n/r        | n/r       |
| 303        | LAVA            | 238       | n/r        | n/r       |
| 304        | SONY ERICSSON   | 192       | 335        | 252       |
| 305        | FA              | 505       | n/r        | 510       |
| 306        | ZEE TELEVISION  | 171       | 238        | 298       |
| 307        | ENO             | 473       | n/r        | n/r       |
| 308        | AMUL MACHO      | 483       | n/r        | n/r       |
| 309        | SUNDARAM        | 203       | 309        | 471       |
| 310        | BELMONTE        | 265       | 444        | 330       |
| 311        | EVEREST         | 532       | n/r        | 1387      |
| 312        | VOLVO           | 440       | n/r        | n/r       |
| 313        | AQUAFINA        | 400       | n/r        | n/r       |
| 315        | MENTOS          | 366       | n/r        | 368       |
| 316        | DULUX           | 198       | 384        | 238       |
| 317        | RED BULL        | 327       | 363        | 459       |
| 318        | HAIER           | 330       | 347        | n/r       |
| 319        | CISCO           | 537       | n/r        | n/r       |
| 320        | ABP NEWS        | 172       | 196        | 206       |
| 321        | BLUE STAR       | 363       | 371        | 458       |
| 324        | NESTLE KITKAT   | 386       | n/r        | n/r       |
| 326        | INFOSYS         | 233       | n/r        | n/r       |
| 327        | LEXI            | 239       | n/r        | 296       |
| 328        | SAFFOLA         | 257       | 433        | 392       |

n/r = not ranked





# ZONE - NORTH

## ZONE WISE TOP 500 BRANDS

| NORTH RANK | BRAND           | WEST RANK | SOUTH RANK | EAST RANK |
|------------|-----------------|-----------|------------|-----------|
| 329        | MOTHER DAIRY    | 345       | 494        | 988       |
| 330        | PUREIT          | 162       | 392        | 277       |
| 331        | KODAK           | 199       | 355        | 253       |
| 332        | DOMINO'S        | 184       | 353        | 293       |
| 333        | GOOD KNIGHT     | 416       | n/r        | n/r       |
| 334        | DNA             | 214       | 329        | 329       |
| 335        | HALDIRAM        | 393       | 446        | 486       |
| 336        | FOOD FOOD       | 272       | 305        | 407       |
| 337        | KILLER          | 224       | 278        | 278       |
| 338        | IFB             | 219       | 507        | 282       |
| 340        | NEROLAC         | 302       | 329        | 639       |
| 342        | UJALA           | 662       | n/r        | n/r       |
| 343        | LEE COOPER      | 375       | n/r        | n/r       |
| 344        | COLORS          | 213       | 291        | 291       |
| 345        | CITIBANK        | 258       | 296        | 391       |
| 346        | COMPLAN         | 113       | 163        | 132       |
| 347        | NDTV            | 285       | n/r        | n/r       |
| 348        | NISSAN          | 353       | n/r        | 358       |
| 352        | MIRINDA         | 286       | n/r        | n/r       |
| 353        | CHEVROLET       | 765       | 996        | n/r       |
| 354        | OREO            | 340       | 463        | 434       |
| 355        | HDFC BANK       | 249       | n/r        | 466       |
| 356        | ORIFLAME        | 460       | n/r        | n/r       |
| 357        | LARSEN & TOUBRO | 175       | 74         | 79        |
| 358        | FOGG            | 569       | n/r        | 1329      |
| 359        | WILDSTONE       | 618       | n/r        | 1426      |
| 360        | SOCIETY TEA     | 442       | n/r        | 488       |
| 361        | SANSUI          | 154       | 212        | 232       |
| 363        | PEPE            | 189       | 155        | 112       |
| 365        | GOLDFLAKE       | 426       | n/r        | n/r       |
| 366        | TROPICANA       | 310       | 704        | 323       |
| 369        | MARGO           | 450       | 529        | n/r       |
| 370        | KINLEY          | 312       | n/r        | n/r       |
| 371        | I BALL          | 231       | n/r        | 367       |
| 372        | INDIAN ARMY     | 365       | 416        | 526       |
| 373        | SAVLON          | 606       | n/r        | n/r       |
| 374        | PARK AVENUE     | 264       | n/r        | 438       |
| 375        | ACTION          | 399       | n/r        | n/r       |

n/r = not ranked

| NORTH RANK | BRAND             | WEST RANK | SOUTH RANK | EAST RANK |
|------------|-------------------|-----------|------------|-----------|
| 376        | CNBC              | 381       | n/r        | n/r       |
| 379        | HINDUSTAN PETRO   | 314       | 496        | n/r       |
| 380        | PRESTIGE COOKER   | 454       | 637        | 513       |
| 381        | KOHINOOR          | 368       | n/r        | 700       |
| 383        | DISNEY            | 603       | n/r        | n/r       |
| 384        | DOLPHIN           | 434       | n/r        | n/r       |
| 385        | IIT               | 397       | n/r        | n/r       |
| 386        | USHA FANS         | 348       | n/r        | 357       |
| 387        | KENSTAR           | 496       | n/r        | n/r       |
| 388        | ORACLE            | 595       | n/r        | n/r       |
| 391        | LIFESTYLE         | 410       | 411        | n/r       |
| 392        | PROVOGUE          | 256       | 346        | 365       |
| 393        | ORKUT             | 201       | 198        | 255       |
| 395        | SACHIN TENDULKAR  | 168       | 415        | 539       |
| 396        | DURACELL          | 523       | n/r        | 647       |
| 397        | GLOBUS            | 519       | n/r        | 666       |
| 399        | ROYAL ENFIELD     | 455       | 589        | 593       |
| 400        | INTEX             | 498       | n/r        | n/r       |
| 401        | TATA AIG          | 293       | 330        | n/r       |
| 402        | AJANTA            | 339       | 414        | n/r       |
| 403        | EROS              | 431       | 519        | 889       |
| 404        | ORBIT             | 424       | 506        | n/r       |
| 406        | KIRAN BEDI        | 279       | 417        | 618       |
| 408        | BALAJI            | 194       | 272        | 492       |
| 409        | JAIPAN            | 405       | 424        | 411       |
| 411        | DLF               | 291       | 318        | n/r       |
| 413        | STAR TV           | 676       | n/r        | 944       |
| 414        | LOMANI            | 568       | n/r        | 723       |
| 415        | TAJ MAHAL TEA     | 395       | 729        | 456       |
| 416        | BLUE DART         | 477       | 608        | n/r       |
| 417        | CITIZEN           | 380       | n/r        | n/r       |
| 419        | JET AIRWAYS       | 329       | 483        | 406       |
| 422        | DUCATI            | 193       | 468        | 1427      |
| 425        | ARCHIES           | 605       | n/r        | 1163      |
| 426        | ZANDU BALM        | 369       | 555        | 573       |
| 427        | SERVO             | 417       | n/r        | n/r       |
| 429        | CADBURY'S ECLAIRS | 540       | n/r        | 694       |
| 430        | KARBONN           | 263       | 399        | 461       |

n/r = not ranked

# ZONE - NORTH

## ZONE WISE TOP 500 BRANDS



| NORTH RANK | BRAND              | WEST RANK | SOUTH RANK | EAST RANK |
|------------|--------------------|-----------|------------|-----------|
| 432        | IBN 7              | 300       | 321        | 479       |
| 435        | GMAIL              | 278       | 365        | 512       |
| 440        | BACARDI            | 422       | n/r        | 565       |
| 441        | PETER ENGLAND      | 413       | 471        | 446       |
| 444        | VIJAY MALLYA       | 699       | n/r        | 827       |
| 445        | REVITAL            | 549       | n/r        | 1416      |
| 446        | EMAMI              | 336       | 337        | n/r       |
| 448        | HINDUSTAN TIMES    | 471       | n/r        | 653       |
| 452        | WESTSIDE           | 284       | 476        | 498       |
| 457        | KELVINATOR         | 474       | 836        | n/r       |
| 462        | WHISPER            | 227       | 438        | 630       |
| 463        | VIMAL              | 364       | n/r        | n/r       |
| 464        | BAGPIPER           | 488       | 492        | 1052      |
| 466        | ATLAS              | 457       | n/r        | n/r       |
| 468        | STAR PLUS          | 200       | 301        | 317       |
| 471        | EXIDE              | 378       | 484        | 384       |
| 472        | ZATAK              | 407       | n/r        | n/r       |
| 473        | CROCODILE          | 356       | n/r        | n/r       |
| 477        | BOSCH              | 390       | n/r        | n/r       |
| 478        | REYNOLDS           | 316       | 425        | 364       |
| 479        | SPINZ              | 411       | n/r        | n/r       |
| 483        | USHA               | 326       | 366        | 631       |
| 485        | PICASA             | 465       | 644        | 503       |
| 486        | HALLS              | 648       | n/r        | 1111      |
| 489        | HINDUSTAN UNILEVER | 273       | 277        | 313       |
| 490        | RUPA               | 425       | n/r        | 432       |
| 492        | MARIE              | 394       | 423        | n/r       |
| 498        | DABUR REAL         | 361       | 1234       | 497       |
| 500        | YOUTUBE            | 435       | n/r        | 839       |
| 508        | IPL                | 525       | n/r        | n/r       |
| 511        | SHAHRUKH KHAN      | 535       | 615        | n/r       |
| 512        | INDIAN OIL         | 350       | n/r        | n/r       |
| 514        | JAGUAR             | 344       | n/r        | 561       |
| 516        | 555                | 230       | 678        | n/r       |
| 519        | PRIYA GOLD         | 482       | n/r        | 584       |
| 524        | SIYARAM'S          | 374       | 730        | n/r       |
| 526        | MTV                | 403       | n/r        | n/r       |
| 528        | SPICE              | 402       | n/r        | 451       |

n/r = not ranked

| NORTH RANK | BRAND          | WEST RANK | SOUTH RANK | EAST RANK |
|------------|----------------|-----------|------------|-----------|
| 539        | DENA BANK      | 359       | 360        | 421       |
| 542        | ZENITH         | 377       | 551        | 802       |
| 545        | PIZZA HUT      | 347       | n/r        | n/r       |
| 546        | KOTAK          | 296       | 448        | n/r       |
| 548        | TISSOT         | 419       | 638        | n/r       |
| 550        | ESPN           | 452       | n/r        | 572       |
| 557        | ZOOM TV        | 398       | n/r        | 807       |
| 560        | JUST DIAL      | 423       | 559        | 821       |
| 561        | D-MART         | 349       | n/r        | 485       |
| 566        | DOLCE & GABANA | 396       | n/r        | n/r       |
| 569        | ZARA           | 362       | 667        | 931       |
| 575        | JOHN PLAYER    | 259       | 470        | 270       |
| 576        | HONDA CITY     | 187       | 216        | 258       |
| 578        | CATERPILLAR    | 323       | 517        | n/r       |
| 580        | MELODY         | 371       | 917        | n/r       |
| 582        | LUPIN          | 453       | n/r        | n/r       |
| 585        | SIEMENS        | 332       | 516        | 939       |
| 589        | SOTC           | 412       | 435        | n/r       |
| 590        | NESTLE MUNCH   | 221       | 602        | 259       |
| 591        | INDIABULLS     | 510       | 701        | n/r       |
| 592        | DTDC           | 358       | n/r        | n/r       |
| 593        | TATA STEEL     | 401       | n/r        | n/r       |
| 601        | OMEGA          | 211       | 373        | 474       |
| 604        | ZOD            | 458       | 752        | n/r       |
| 605        | HIT            | 346       | 552        | n/r       |
| 607        | SINTEX         | 382       | 439        | 713       |
| 609        | GSK            | 503       | n/r        | n/r       |
| 610        | CADBURY 5 STAR | 608       | n/r        | n/r       |
| 613        | HBO            | 283       | 372        | 1188      |
| 627        | MOTHER TERESA  | 251       | 565        | 655       |
| 634        | MARLBORO       | 409       | 511        | 470       |
| 636        | ORRA           | 530       | n/r        | n/r       |
| 640        | ESPRIT         | 613       | n/r        | n/r       |
| 641        | TLC            | 645       | n/r        | n/r       |
| 643        | ZEE NEWS       | 373       | 556        | 891       |
| 663        | DABUR VATIKA   | 490       | n/r        | n/r       |
| 674        | VOLINI         | 357       | 499        | n/r       |
| 675        | HDIL           | 497       | n/r        | n/r       |

n/r = not ranked



# ZONE - NORTH

## ZONE WISE TOP 500 BRANDS

| NORTH RANK | BRAND            | WEST RANK | SOUTH RANK | EAST RANK |
|------------|------------------|-----------|------------|-----------|
| 679        | GE               | 446       | 530        | n/r       |
| 683        | YES BANK         | 337       | 426        | 838       |
| 684        | UTI              | 429       | n/r        | n/r       |
| 688        | PLAYBOY          | 480       | n/r        | 505       |
| 715        | SIFY             | 441       | 534        | n/r       |
| 741        | MANGO            | 551       | n/r        | n/r       |
| 742        | MORTEIN          | 355       | 388        | n/r       |
| 752        | UTV              | 333       | 370        | n/r       |
| 754        | FLY              | 649       | n/r        | 778       |
| 786        | SAMSUNG GALAXY   | 318       | 461        | 490       |
| 791        | LOOT             | 421       | n/r        | 562       |
| 792        | NIPPO            | 506       | n/r        | 632       |
| 825        | SHARP            | 582       | n/r        | n/r       |
| 844        | TBZ              | 468       | 620        | n/r       |
| 848        | ZEE              | 309       | 312        | 624       |
| 855        | BHARAT GAS       | 418       | 436        | 453       |
| 856        | BAJAJ PULSAR     | 305       | 493        | 404       |
| 859        | DHL              | 287       | 590        | n/r       |
| 860        | WILLS CLASSIC    | 415       | 450        | 495       |
| 862        | AOL              | 262       | 900        | n/r       |
| 886        | PROCTER & GAMBLE | 267       | 518        | 419       |
| 921        | CNN              | 703       | n/r        | n/r       |
| 1071       | BEST             | 226       | 1064       | 816       |
| 1108       | FILA             | 487       | n/r        | n/r       |
| 1109       | ROYAL STAG       | 351       | 447        | 663       |
| 1233       | EMIRATES         | 387       | n/r        | 869       |
| 1254       | SETWET           | 385       | n/r        | 751       |
| 2041       | TOYOTA INNOVA    | 444       | n/r        | n/r       |
| n/r        | ACCENTURE        | 290       | n/r        | n/r       |
| n/r        | 7 UP             | 317       | n/r        | n/r       |
| n/r        | HEAD & SHOULDERS | 335       | 449        | 341       |
| n/r        | AIRWICK          | 404       | n/r        | n/r       |
| n/r        | BABA RAMDEV      | 449       | 867        | 556       |
| n/r        | AMARON           | 617       | n/r        | 811       |

n/r = not ranked



# ZONE - SOUTH

## ZONE WISE TOP 500 BRANDS



| SOUTH RANK | BRAND           | WEST RANK | NORTH RANK | EAST RANK |
|------------|-----------------|-----------|------------|-----------|
| 1          | NOKIA           | 1         | 1          | 1         |
| 2          | SAMSUNG         | 2         | 2          | 2         |
| 3          | BMW             | 6         | 4          | 7         |
| 4          | GODREJ          | 14        | 3          | 10        |
| 5          | SONY            | 3         | 7          | 4         |
| 6          | AIRTEL          | 10        | 10         | 13        |
| 7          | BAJAJ           | 9         | 9          | 5         |
| 8          | TATA            | 4         | 6          | 3         |
| 9          | RELIANCE        | 5         | 5          | 8         |
| 10         | PONDS           | 25        | 54         | 25        |
| 11         | LUX             | 20        | 24         | 15        |
| 12         | DELL            | 21        | 17         | 17        |
| 13         | LG              | 7         | 30         | 11        |
| 14         | AMUL            | 31        | 16         | 36        |
| 15         | HEWLETT PACKARD | 28        | 18         | 22        |
| 16         | IDEA            | 43        | 93         | 18        |
| 18         | WOODLAND        | 54        | 47         | 30        |
| 19         | NIKE            | 19        | 11         | 26        |
| 20         | VIDEOCON        | 22        | 40         | 24        |
| 21         | AUDI            | 13        | 23         | 9         |
| 22         | TITAN           | 12        | 28         | 19        |
| 23         | LIC             | 29        | 26         | 6         |
| 24         | HONDA           | 8         | 21         | 12        |
| 25         | OLAY            | 15        | 12         | 20        |
| 26         | ONIDA           | 27        | 42         | 21        |
| 27         | VODAFONE        | 51        | 55         | 65        |
| 28         | HDFC            | 107       | 225        | 47        |
| 29         | APPLE           | 11        | 8          | 34        |
| 30         | DOVE            | 23        | 15         | 16        |
| 31         | SPYKAR          | 84        | 217        | 186       |
| 32         | ADIDAS          | 17        | 35         | 29        |
| 33         | SKODA           | 38        | 29         | 27        |
| 34         | COLGATE         | 55        | 13         | 23        |
| 35         | PUMA            | 16        | 63         | 32        |
| 36         | PARLE           | 56        | 70         | 48        |
| 37         | GOOGLE          | 52        | 62         | 60        |
| 38         | M & M           | 92        | 144        | 61        |
| 39         | INTEL           | 36        | 34         | 44        |

n/r = not ranked

| SOUTH RANK | BRAND           | WEST RANK | NORTH RANK | EAST RANK |
|------------|-----------------|-----------|------------|-----------|
| 40         | TATA SKY        | 34        | 59         | 111       |
| 41         | PHILIPS         | 26        | 48         | 28        |
| 42         | DETTOL          | 60        | 27         | 41        |
| 43         | ACER            | 35        | 49         | 43        |
| 44         | BATA            | 50        | 38         | 55        |
| 45         | NIKON           | 48        | 14         | 62        |
| 46         | HTC             | 71        | 56         | 67        |
| 47         | RAYMONDS        | 62        | 86         | 46        |
| 48         | FACEBOOK        | 42        | 46         | 81        |
| 49         | SBI             | 81        | 103        | 14        |
| 50         | BLACKBERRY      | 53        | 76         | 165       |
| 51         | AMWAY           | 49        | 19         | 74        |
| 52         | YAMAHA          | 32        | 138        | 103       |
| 53         | AXIS BANK       | 111       | 91         | 100       |
| 54         | TOYOTA          | 115       | 186        | 144       |
| 55         | TVS             | 145       | 214        | 97        |
| 56         | MARUTI SUZUKI   | 37        | 37         | 37        |
| 57         | LEE             | 63        | 43         | 33        |
| 58         | NESTLE MAGGI    | 30        | 80         | 31        |
| 59         | SONATA          | 89        | 116        | 53        |
| 60         | REEBOK          | 18        | 33         | 40        |
| 61         | LENOVO          | 45        | 90         | 70        |
| 62         | BSNL            | 96        | 110        | 96        |
| 63         | PEPSI           | 73        | 96         | 63        |
| 64         | HSBC            | 123       | 133        | 54        |
| 65         | CELLO PENS      | 185       | 83         | 102       |
| 66         | TIDE            | 82        | 41         | 69        |
| 67         | CANON           | 70        | 39         | 90        |
| 68         | TOSHIBA         | 24        | 85         | 72        |
| 69         | NIIT            | 151       | 61         | 77        |
| 70         | FORD            | 66        | 162        | 56        |
| 71         | MAXX            | 141       | 223        | 174       |
| 72         | GARNIER         | 40        | 64         | 39        |
| 74         | LARSEN & TOUBRO | 175       | 357        | 79        |
| 75         | BIRLA           | 68        | 66         | 45        |
| 76         | BRITANNIA       | 44        | 50         | 86        |
| 77         | FERRARI         | 99        | 22         | 137       |
| 78         | PANASONIC       | 46        | 69         | 110       |

n/r = not ranked

# ZONE - SOUTH

## ZONE WISE TOP 500 BRANDS

| SOUTH RANK | BRAND          | WEST RANK | NORTH RANK | EAST RANK |
|------------|----------------|-----------|------------|-----------|
| 79         | HERO           | 104       | 98         | 84        |
| 80         | LOOP           | 61        | 136        | 123       |
| 81         | COCA-COLA      | 79        | 65         | 73        |
| 82         | LAKME          | 59        | 88         | 126       |
| 83         | HYUNDAI        | 88        | 153        | 91        |
| 85         | WIPRO          | 112       | 141        | 82        |
| 86         | FASTRACK       | 69        | 78         | 88        |
| 87         | SUZUKI         | 130       | 261        | 92        |
| 88         | NIVEA          | 75        | 143        | 78        |
| 89         | RAYBAN         | 39        | 44         | 93        |
| 90         | AXE            | 57        | 82         | 121       |
| 91         | LEVI'S         | 47        | 36         | 64        |
| 92         | MRF            | 103       | 238        | 71        |
| 93         | SURF EXCEL     | 94        | 31         | 89        |
| 94         | TANISHQ        | 158       | 137        | 158       |
| 95         | VIP INNERWEAR  | 166       | 197        | 133       |
| 96         | TIMES OF INDIA | 143       | 58         | 175       |
| 98         | CADBURY'S      | 33        | 188        | 66        |
| 99         | HCL            | 58        | 171        | 50        |
| 100        | RIN            | 137       | 114        | 98        |
| 101        | LAYS           | 72        | 113        | 38        |
| 102        | MICROMAX       | 95        | 183        | 152       |
| 103        | ICICI          | 156       | 52         | 113       |
| 104        | AAJ TAK        | 106       | 152        | 148       |
| 107        | BILSERI        | 136       | 101        | 106       |
| 109        | TATA DOCOMO    | 109       | 147        | 119       |
| 110        | DABUR          | 77        | 45         | 49        |
| 111        | ARMANI         | 87        | 75         | 164       |
| 112        | BIG BAAZAR     | 64        | 99         | 245       |
| 114        | QUICKSILVER    | 183       | 89         | 75        |
| 114        | IBM            | 206       | 269        | 114       |
| 116        | ASIAN PAINTS   | 74        | 60         | 80        |
| 117        | ROLEX          | 86        | 289        | 94        |
| 119        | APSARA         | 105       | 157        | 198       |
| 120        | NATRAJ         | 114       | 127        | 219       |
| 121        | KINGFISHER     | 108       | 81         | 122       |
| 122        | TATA SALT      | 118       | 73         | 163       |
| 124        | KFC            | 65        | 112        | 58        |

n/r = not ranked

| SOUTH RANK | BRAND           | WEST RANK | NORTH RANK | EAST RANK |
|------------|-----------------|-----------|------------|-----------|
| 126        | SUNSIK          | 146       | 177        | 224       |
| 127        | JOCKEY          | 133       | 178        | 212       |
| 128        | PVR             | 173       | 123        | 249       |
| 129        | L'OREAL         | 41        | 20         | 128       |
| 132        | PANTENE         | 76        | 51         | 105       |
| 133        | KENT            | 161       | 201        | 52        |
| 134        | VOLTAS          | 101       | 92         | 83        |
| 135        | WHIRLPOOL       | 125       | 169        | 156       |
| 136        | RADO            | 83        | 100        | 109       |
| 137        | PARACHUTE       | 178       | 184        | 196       |
| 138        | TATA TEA        | 160       | 166        | 170       |
| 139        | AIRCEL          | 97        | 134        | 168       |
| 141        | ARROW           | 149       | 72         | 117       |
| 142        | BOOST           | 209       | 107        | 142       |
| 142        | NESTLE          | 152       | 119        | 149       |
| 144        | HERO HONDA      | 121       | 135        | 131       |
| 148        | PARKER          | 153       | 87         | 157       |
| 149        | MOTOROLA        | 138       | 191        | 115       |
| 150        | HIMALAYA        | 131       | 193        | 150       |
| 152        | CROMA           | 91        | 139        | 87        |
| 153        | VICCO           | 196       | 163        | 229       |
| 154        | FIAT            | 67        | 277        | 116       |
| 155        | PEPE            | 189       | 363        | 112       |
| 156        | MAAZA           | 85        | 182        | 129       |
| 158        | FAIR & LOVELY   | 163       | 125        | 215       |
| 159        | LIVON           | 119       | 149        | 143       |
| 161        | VOLKSWAGEN      | 120       | 53         | 194       |
| 163        | COMPLAN         | 113       | 346        | 132       |
| 166        | PEARS           | 90        | 97         | 59        |
| 167        | ICICI BANK      | 182       | 68         | 169       |
| 168        | ORAL B          | 147       | 74         | 217       |
| 172        | CEAT            | 122       | 196        | 139       |
| 173        | CRY             | 177       | 255        | 276       |
| 174        | INDIGO AIRLINES | 100       | 84         | 95        |
| 176        | BEING HUMAN     | 116       | 25         | 201       |
| 179        | CIPLA           | 218       | 200        | 179       |
| 182        | VIVEL           | 159       | 175        | 51        |
| 183        | BPL             | 110       | 253        | 161       |

n/r = not ranked

# ZONE - SOUTH

## ZONE WISE TOP 500 BRANDS



| SOUTH RANK | BRAND          | WEST RANK | NORTH RANK | EAST RANK |
|------------|----------------|-----------|------------|-----------|
| 186        | YAHOO          | 139       | 233        | 213       |
| 187        | LIFEBUOY       | 179       | 95         | 130       |
| 188        | PANTALOONS     | 127       | 203        | 173       |
| 189        | HITACHI        | 165       | 146        | 141       |
| 192        | DOMEX          | 155       | 212        | 193       |
| 193        | ACC            | 117       | 130        | 68        |
| 194        | VASELINE       | 93        | 151        | 145       |
| 196        | ABP NEWS       | 172       | 320        | 206       |
| 198        | ORKUT          | 201       | 393        | 255       |
| 205        | MCDONALDS      | 129       | 286        | 228       |
| 208        | BANK OF INDIA  | 134       | 140        | 290       |
| 210        | SANTOOR        | 169       | 104        | 195       |
| 212        | SANSUI         | 154       | 361        | 232       |
| 216        | HONDA CITY     | 187       | 576        | 258       |
| 219        | RANBAXY        | 180       | 234        | 322       |
| 220        | AIR INDIA      | 126       | 105        | 180       |
| 221        | HAMAM          | 188       | 228        | 99        |
| 222        | IODEX          | 148       | 204        | 136       |
| 223        | RATAN TATA     | 208       | 218        | 320       |
| 224        | WILLS          | 140       | 241        | 160       |
| 231        | SAHARA         | 197       | 264        | 167       |
| 232        | ITC            | 132       | 132        | 125       |
| 236        | MEDIMIX        | 167       | 148        | 76        |
| 237        | CASTROL        | 190       | 301        | 260       |
| 238        | ZEE TELEVISION | 171       | 306        | 298       |
| 239        | AQUAGUARD      | 202       | 194        | 250       |
| 241        | MICROSOFT      | 186       | 121        | 218       |
| 242        | ANNA HAZARE    | 80        | 32         | 266       |
| 243        | UNINOR         | 102       | 220        | 176       |
| 243        | MTS            | 210       | 283        | 243       |
| 248        | NESCAFE        | 237       | 179        | 311       |
| 249        | RED LABEL      | 242       | 244        | 301       |
| 259        | DENIM          | 170       | 249        | 423       |
| 267        | ANCHOR         | 207       | 164        | 267       |
| 269        | IDBI BANK      | 124       | 173        | 127       |
| 270        | LIRIL          | 225       | 224        | 226       |
| 272        | BALAJI         | 194       | 408        | 492       |
| 274        | YARDLEY        | 241       | 285        | 390       |

n/r = not ranked

| SOUTH RANK | BRAND              | WEST RANK | NORTH RANK | EAST RANK |
|------------|--------------------|-----------|------------|-----------|
| 276        | VLCC               | 220       | 271        | 235       |
| 277        | HINDUSTAN UNILEVER | 273       | 489        | 313       |
| 278        | SALMAN KHAN        | 128       | 117        | 440       |
| 278        | KILLER             | 224       | 337        | 278       |
| 282        | DUKES              | 181       | 292        | 187       |
| 283        | PARLE G            | 217       | 245        | 413       |
| 288        | HARPIC             | 216       | 265        | 397       |
| 291        | COLORS             | 213       | 344        | 291       |
| 292        | DIESEL             | 254       | 235        | 377       |
| 293        | TATA MOTORS        | 142       | 57         | 104       |
| 295        | BINGO              | 212       | 195        | 120       |
| 296        | CITIBANK           | 258       | 345        | 391       |
| 301        | STAR PLUS          | 200       | 468        | 317       |
| 302        | DISH TV            | 191       | 120        | 192       |
| 303        | AAMIR KHAN         | 204       | 77         | 300       |
| 305        | FOOD FOOD          | 272       | 336        | 407       |
| 306        | DAIRYMILK          | 150       | 284        | 153       |
| 307        | TWITTER            | 281       | 247        | 381       |
| 309        | SUNDARAM           | 203       | 309        | 471       |
| 311        | CLINIC PLUS        | 298       | 154        | n/r       |
| 312        | ZEE                | 309       | 848        | 624       |
| 313        | ARIEL              | 247       | 221        | 360       |
| 314        | AYUR               | 135       | 205        | 204       |
| 315        | TATA NANO          | 98        | 202        | 359       |
| 318        | DLF                | 291       | 411        | n/r       |
| 321        | IBN 7              | 300       | 432        | 479       |
| 323        | MERCEDES BENZ      | 164       | 210        | 435       |
| 327        | KURKURE            | 205       | 280        | 516       |
| 328        | EBAY               | 236       | 299        | 338       |
| 329        | DNA                | 214       | 334        | 329       |
| 329        | NEROLAC            | 302       | 340        | 639       |
| 330        | TATA AIG           | 293       | 401        | n/r       |
| 331        | BARISTA            | 307       | 129        | n/r       |
| 332        | TATA SAFARI        | 275       | 213        | 410       |
| 334        | BOURNVITA          | 325       | 293        | 325       |
| 335        | SONY ERICSSON      | 192       | 304        | 252       |
| 337        | EMAMI              | 336       | 446        | n/r       |
| 342        | TUPPERWARE         | 223       | 295        | 262       |

n/r = not ranked



# ZONE - SOUTH

## ZONE WISE TOP 500 BRANDS

| SOUTH RANK | BRAND             | WEST RANK | NORTH RANK | EAST RANK |
|------------|-------------------|-----------|------------|-----------|
| 346        | PROVOGUE          | 256       | 392        | 365       |
| 347        | HAIER             | 330       | 318        | n/r       |
| 348        | FROOTI            | 144       | 161        | 188       |
| 350        | TAJ HOTELS        | 174       | 71         | 172       |
| 353        | DOMINO'S          | 184       | 332        | 293       |
| 354        | PEPSODENT         | 176       | 199        | 124       |
| 355        | KODAK             | 199       | 331        | 253       |
| 360        | DENA BANK         | 359       | 539        | 421       |
| 363        | RED BULL          | 327       | 317        | 459       |
| 365        | EMAIL             | 278       | 435        | 512       |
| 366        | USHA              | 326       | 483        | 631       |
| 367        | MAYBELLINE        | 229       | 106        | 251       |
| 369        | WHEEL             | 255       | 260        | n/r       |
| 370        | UTV               | 333       | 752        | n/r       |
| 371        | BLUE STAR         | 363       | 321        | 458       |
| 372        | HBO               | 283       | 613        | 1188      |
| 373        | OMEGA             | 211       | 601        | 474       |
| 382        | CAMLIN            | 222       | 102        | 382       |
| 383        | ONGC              | 215       | 287        | 383       |
| 384        | DULUX             | 198       | 316        | 238       |
| 387        | EVEREADY          | 328       | 192        | 477       |
| 388        | MORTEIN           | 355       | 742        | n/r       |
| 390        | OXFORD UNIVERSITY | 352       | 185        | 468       |
| 392        | PUREIT            | 162       | 330        | 277       |
| 394        | ZODIAC            | 315       | 279        | n/r       |
| 398        | BABOOL            | 269       | 219        | n/r       |
| 399        | KARBONN           | 263       | 430        | 461       |
| 403        | KISSAN            | 266       | 150        | 566       |
| 407        | BHARAT PETROLEUM  | 195       | 216        | 205       |
| 411        | LIFESTYLE         | 410       | 391        | n/r       |
| 414        | AJANTA            | 339       | 402        | n/r       |
| 415        | SACHIN TENDULKAR  | 168       | 395        | 539       |
| 416        | INDIAN ARMY       | 365       | 372        | 526       |
| 417        | KIRAN BEDI        | 279       | 406        | 618       |
| 418        | MTNL              | 78        | 155        | 184       |
| 419        | INDIA TV          | 274       | 259        | 380       |
| 423        | MARIE             | 394       | 492        | n/r       |
| 424        | JAIPAN            | 405       | 409        | 411       |

n/r = not ranked

| SOUTH RANK | BRAND            | WEST RANK | NORTH RANK | EAST RANK |
|------------|------------------|-----------|------------|-----------|
| 425        | REYNOLDS         | 316       | 478        | 364       |
| 426        | YES BANK         | 337       | 683        | 838       |
| 433        | SAFFOLA          | 257       | 328        | 392       |
| 435        | SOTC             | 412       | 589        | n/r       |
| 436        | BHARAT GAS       | 418       | 855        | 453       |
| 438        | WHISPER          | 227       | 462        | 630       |
| 439        | SINTEX           | 382       | 607        | 713       |
| 440        | SUBWAY           | 295       | 122        | 393       |
| 444        | BELMONTE         | 265       | 310        | 330       |
| 445        | CAFÉ COFFEE DAY  | 157       | 257        | 134       |
| 446        | HALDIRAM         | 393       | 335        | 486       |
| 447        | ROYAL STAG       | 351       | 1109       | 663       |
| 448        | KOTAK            | 296       | 546        | n/r       |
| 449        | HEAD & SHOULDERS | 335       | n/r        | 341       |
| 450        | WILLS CLASSIC    | 415       | 860        | 495       |
| 461        | SAMSUNG GALAXY   | 318       | 786        | 490       |
| 463        | OREO             | 340       | 354        | 434       |
| 468        | DUCATI           | 193       | 422        | 1427      |
| 470        | JOHN PLAYER      | 259       | 575        | 270       |
| 471        | PETER ENGLAND    | 413       | 441        | 446       |
| 476        | WESTSIDE         | 284       | 452        | 498       |
| 483        | JET AIRWAYS      | 329       | 419        | 406       |
| 484        | EXIDE            | 378       | 471        | 384       |
| 487        | AMITABH BACHCHAN | 436       | 231        | 455       |
| 492        | BAGPIPER         | 488       | 464        | 1052      |
| 493        | BAJAJ PULSAR     | 305       | 856        | 404       |
| 494        | MOTHER DAIRY     | 345       | 329        | 988       |
| 495        | VADILAL          | 288       | 250        | 532       |
| 496        | HINDUSTAN PETRO  | 314       | 379        | n/r       |
| 499        | VOLINI           | 357       | 674        | n/r       |
| 506        | ORBIT            | 424       | 404        | n/r       |
| 507        | IFB              | 219       | 338        | 282       |
| 511        | MARLBORO         | 409       | 634        | 470       |
| 516        | SIEMENS          | 332       | 585        | 939       |
| 517        | CATERPILLAR      | 323       | 578        | n/r       |
| 518        | PROCTER & GAMBLE | 267       | 886        | 419       |
| 519        | EROS             | 431       | 403        | 889       |
| 529        | MARGO            | 450       | 369        | n/r       |

n/r = not ranked

# ZONE - SOUTH

## ZONE WISE TOP 500 BRANDS



| SOUTH RANK | BRAND            | WEST RANK | NORTH RANK | EAST RANK |
|------------|------------------|-----------|------------|-----------|
| 530        | GE               | 446       | 679        | n/r       |
| 534        | SIFY             | 441       | 715        | n/r       |
| 544        | AVON             | 252       | 208        | 408       |
| 551        | ZENITH           | 377       | 542        | 802       |
| 552        | HIT              | 346       | 605        | n/r       |
| 555        | ZANDU BALM       | 369       | 426        | 573       |
| 556        | ZEE NEWS         | 373       | 643        | 891       |
| 558        | BANK OF BARODA   | 301       | 165        | n/r       |
| 559        | JUST DIAL        | 423       | 560        | 821       |
| 565        | MOTHER TERESA    | 251       | 627        | 655       |
| 589        | ROYAL ENFIELD    | 455       | 399        | 593       |
| 590        | DHL              | 287       | 859        | n/r       |
| 602        | NESTLE MUNCH     | 221       | 590        | 259       |
| 603        | SATYAMEV JAYATE  | 376       | 239        | 463       |
| 608        | BLUE DART        | 477       | 416        | n/r       |
| 615        | SHAHRUKH KHAN    | 535       | 511        | n/r       |
| 620        | TBZ              | 468       | 844        | n/r       |
| 637        | PRESTIGE COOKER  | 454       | 380        | 513       |
| 638        | TISSOT           | 419       | 548        | n/r       |
| 644        | PICASA           | 465       | 485        | 503       |
| 650        | SONY VAIO        | 384       | 297        | 576       |
| 663        | DHIRUBHAI AMBANI | 596       | 236        | n/r       |
| 667        | ZARA             | 362       | 569        | 931       |
| 674        | KELLOGGS         | 437       | 282        | n/r       |
| 678        | 555              | 230       | 516        | n/r       |
| 701        | INDIABULLS       | 510       | 591        | n/r       |
| 704        | TROPICANA        | 310       | 366        | 323       |
| 715        | CHEVROLET SPARK  | 439       | 288        | n/r       |
| 729        | TAJ MAHAL TEA    | 395       | 415        | 456       |
| 730        | SIYARAM'S        | 374       | 524        | n/r       |
| 752        | ZOD              | 458       | 604        | n/r       |
| 836        | KELVINATOR       | 474       | 457        | n/r       |
| 867        | BABA RAMDEV      | 449       | n/r        | 556       |
| 900        | AOL              | 262       | 862        | n/r       |
| 917        | MELODY           | 371       | 580        | n/r       |
| 996        | CHEVROLET        | 765       | 353        | n/r       |
| 1064       | BEST             | 226       | 1071       | 816       |
| 1163       | VIP BAGS         | 632       | 263        | n/r       |

n/r = not ranked

| SOUTH RANK | BRAND        | WEST RANK | NORTH RANK | EAST RANK |
|------------|--------------|-----------|------------|-----------|
| 1234       | DABUR REAL   | 361       | 498        | 497       |
| n/r        | TCS          | 561       | 300        | n/r       |
| n/r        | ALLOUT       | 277       | 79         | n/r       |
| n/r        | NAVNEET      | 248       | 67         | n/r       |
| n/r        | HORLICKS     | 250       | 142        | n/r       |
| n/r        | HIPPO        | 308       | 180        | n/r       |
| n/r        | BRU          | 245       | 118        | n/r       |
| n/r        | THUMS UP     | 311       | 222        | n/r       |
| n/r        | CINTHOL      | 253       | 160        | n/r       |
| n/r        | RASNA        | 294       | 111        | n/r       |
| n/r        | HMT          | 341       | 176        | n/r       |
| n/r        | AKAI         | 319       | 115        | n/r       |
| n/r        | CLOSE UP     | 243       | 159        | n/r       |
| n/r        | NIRMA        | 246       | 211        | n/r       |
| n/r        | SPRITE       | 427       | 126        | n/r       |
| n/r        | POLO         | 244       | 229        | n/r       |
| n/r        | CITIZEN      | 380       | 417        | n/r       |
| n/r        | LIMCA        | 240       | 167        | n/r       |
| n/r        | AGNI         | 232       | 262        | n/r       |
| n/r        | INFOSYS      | 233       | 326        | n/r       |
| n/r        | MDH          | 304       | 256        | n/r       |
| n/r        | LAVA         | 238       | 303        | n/r       |
| n/r        | TIMEX        | 260       | 230        | n/r       |
| n/r        | SHELL        | 322       | 302        | n/r       |
| n/r        | J&J          | 303       | 209        | n/r       |
| n/r        | RBI          | 234       | 240        | 356       |
| n/r        | NDTV         | 285       | 347        | n/r       |
| n/r        | AMBUJA       | 406       | 168        | n/r       |
| n/r        | MOOV         | 354       | 128        | n/r       |
| n/r        | TATA INDICOM | 261       | 170        | 289       |
| n/r        | SUNFEAST     | 271       | 266        | n/r       |
| n/r        | FANTA        | 320       | 190        | n/r       |
| n/r        | FEVICOL      | 360       | 174        | n/r       |
| n/r        | REVLON       | 461       | 109        | n/r       |
| n/r        | ACCENTURE    | 290       | n/r        | n/r       |
| n/r        | APTECH       | 324       | 189        | n/r       |
| n/r        | PARAGON      | 420       | 124        | n/r       |
| n/r        | GUCCI        | 343       | 278        | n/r       |

n/r = not ranked

# ZONE - SOUTH

## ZONE WISE TOP 500 BRANDS

| SOUTH RANK | BRAND           | WEST RANK | NORTH RANK | EAST RANK |
|------------|-----------------|-----------|------------|-----------|
| n/r        | LEXI            | 239       | 327        | 296       |
| n/r        | VIM             | 276       | 251        | 279       |
| n/r        | CROCIN          | 331       | 181        | n/r       |
| n/r        | GILLETTE        | 321       | 207        | n/r       |
| n/r        | SPARX           | 392       | 187        | n/r       |
| n/r        | I BALL          | 231       | 371        | 367       |
| n/r        | HAVELLS         | 280       | 252        | 585       |
| n/r        | BOROPLUS        | 391       | 275        | n/r       |
| n/r        | VISA            | 334       | 243        | n/r       |
| n/r        | 7 UP            | 317       | n/r        | n/r       |
| n/r        | CASIO           | 306       | 290        | n/r       |
| n/r        | LEE COOPER      | 375       | 343        | n/r       |
| n/r        | DISCOVERY       | 268       | 298        | n/r       |
| n/r        | MIRINDA         | 286       | 352        | n/r       |
| n/r        | KINLEY          | 312       | 370        | n/r       |
| n/r        | AIRWICK         | 404       | n/r        | n/r       |
| n/r        | CAMEL           | 389       | 274        | n/r       |
| n/r        | NESTLE KITKAT   | 386       | 324        | n/r       |
| n/r        | LOTUS           | 289       | 206        | 633       |
| n/r        | HDFC BANK       | 249       | 355        | 466       |
| n/r        | IIT             | 397       | 385        | n/r       |
| n/r        | CNBC            | 381       | 376        | n/r       |
| n/r        | REXONA          | 479       | 268        | n/r       |
| n/r        | PARK AVENUE     | 264       | 374        | 438       |
| n/r        | AQUAFINA        | 400       | 313        | n/r       |
| n/r        | GOOD KNIGHT     | 416       | 333        | n/r       |
| n/r        | INDIAN RAILWAYS | 342       | 237        | 429       |
| n/r        | BBC             | 554       | 270        | n/r       |
| n/r        | ENO             | 473       | 307        | n/r       |
| n/r        | PIZZA HUT       | 347       | 545        | n/r       |
| n/r        | NISSAN          | 353       | 348        | 358       |
| n/r        | LIZOL           | 408       | 215        | 489       |
| n/r        | VIMAL           | 364       | 463        | n/r       |
| n/r        | ZATAK           | 407       | 472        | n/r       |
| n/r        | MENTOS          | 366       | 315        | 368       |
| n/r        | DTDC            | 358       | 592        | n/r       |
| n/r        | KENSTAR         | 496       | 387        | n/r       |
| n/r        | USHA FANS       | 348       | 386        | 357       |

n/r = not ranked

| SOUTH RANK | BRAND          | WEST RANK | NORTH RANK | EAST RANK |
|------------|----------------|-----------|------------|-----------|
| n/r        | ACTION         | 399       | 375        | n/r       |
| n/r        | MTV            | 403       | 526        | n/r       |
| n/r        | ORIFLAME       | 460       | 356        | n/r       |
| n/r        | LIPTON         | 518       | 226        | n/r       |
| n/r        | DOLCE & GABANA | 396       | 566        | n/r       |
| n/r        | DOLPHIN        | 434       | 384        | n/r       |
| n/r        | RUPA           | 425       | 490        | 432       |
| n/r        | CROCODILE      | 356       | 473        | n/r       |
| n/r        | VOLVO          | 440       | 312        | n/r       |
| n/r        | INDIAN OIL     | 350       | 512        | n/r       |
| n/r        | SERVO          | 417       | 427        | n/r       |
| n/r        | ORACLE         | 595       | 388        | n/r       |
| n/r        | TATA STEEL     | 401       | 593        | n/r       |
| n/r        | D-MART         | 349       | 561        | 485       |
| n/r        | SAVLON         | 606       | 373        | n/r       |
| n/r        | CISCO          | 537       | 319        | n/r       |
| n/r        | ATLAS          | 457       | 466        | n/r       |
| n/r        | GOLDFLAKE      | 426       | 365        | n/r       |
| n/r        | BACARDI        | 422       | 440        | 565       |
| n/r        | BOSCH          | 390       | 477        | n/r       |
| n/r        | SPINZ          | 411       | 479        | n/r       |
| n/r        | DABUR VATIKA   | 490       | 663        | n/r       |
| n/r        | IPL            | 525       | 508        | n/r       |
| n/r        | HDIL           | 497       | 675        | n/r       |
| n/r        | KOHINOOR       | 368       | 381        | 700       |
| n/r        | AAREY          | 536       | 232        | 541       |
| n/r        | AMUL MACHO     | 483       | 308        | n/r       |
| n/r        | FA             | 505       | 305        | 510       |
| n/r        | JAGUAR         | 344       | 514        | 561       |
| n/r        | SPICE          | 402       | 528        | 451       |
| n/r        | SOCIETY TEA    | 442       | 360        | 488       |
| n/r        | GSK            | 503       | 609        | n/r       |
| n/r        | UTI            | 429       | 684        | n/r       |
| n/r        | ZOOM TV        | 398       | 557        | 807       |
| n/r        | UJALA          | 662       | 342        | n/r       |
| n/r        | INTEX          | 498       | 400        | n/r       |
| n/r        | YOUTUBE        | 435       | 500        | 839       |
| n/r        | SETWET         | 385       | 1254       | 751       |

n/r = not ranked

# ZONE - SOUTH

## ZONE WISE TOP 500 BRANDS



| SOUTH RANK | BRAND             | WEST RANK | NORTH RANK | EAST RANK |
|------------|-------------------|-----------|------------|-----------|
| n/r        | HINDUSTAN TIMES   | 471       | 448        | 653       |
| n/r        | STAR TV           | 676       | 413        | 944       |
| n/r        | RELIANCE FOUND.   | 614       | 242        | n/r       |
| n/r        | MANGO             | 551       | 741        | n/r       |
| n/r        | WINDOWS           | 572       | 276        | 689       |
| n/r        | ESPN              | 452       | 550        | 572       |
| n/r        | NIPPO             | 506       | 792        | 632       |
| n/r        | LUPIN             | 453       | 582        | n/r       |
| n/r        | SHARP             | 582       | 825        | n/r       |
| n/r        | ORRA              | 530       | 636        | n/r       |
| n/r        | EVEREST           | 532       | 311        | 1387      |
| n/r        | DURACELL          | 523       | 396        | 647       |
| n/r        | ARCHIES           | 605       | 425        | 1163      |
| n/r        | GLOBUS            | 519       | 397        | 666       |
| n/r        | LOOT              | 421       | 791        | 562       |
| n/r        | TOYOTA INNOVA     | 444       | 2041       | n/r       |
| n/r        | CNN               | 703       | 921        | n/r       |
| n/r        | FOGG              | 569       | 358        | 1329      |
| n/r        | DISNEY            | 603       | 383        | n/r       |
| n/r        | WILDSTONE         | 618       | 359        | 1426      |
| n/r        | VIJAY MALLYA      | 699       | 444        | 827       |
| n/r        | FILA              | 487       | 1108       | n/r       |
| n/r        | AMARON            | 617       | n/r        | 811       |
| n/r        | TLC               | 645       | 641        | n/r       |
| n/r        | ESPRIT            | 613       | 640        | n/r       |
| n/r        | FLY               | 649       | 754        | 778       |
| n/r        | PLAYBOY           | 480       | 688        | 505       |
| n/r        | CADBURY'S ECLAIRS | 540       | 429        | 694       |
| n/r        | HALLS             | 648       | 486        | 1111      |
| n/r        | PRIYA GOLD        | 482       | 519        | 584       |
| n/r        | CADBURY 5 STAR    | 608       | 610        | n/r       |
| n/r        | REVITAL           | 549       | 445        | 1416      |
| n/r        | EMIRATES          | 387       | 1233       | 869       |
| n/r        | LOMANI            | 568       | 414        | 723       |

n/r = not ranked



# ZONE - EAST

## ZONE WISE TOP 500 BRANDS

| EAST RANK | BRAND           | WEST RANK | NORTH RANK | SOUTH RANK |
|-----------|-----------------|-----------|------------|------------|
| 1         | NOKIA           | 1         | 1          | 1          |
| 2         | SAMSUNG         | 2         | 2          | 2          |
| 3         | TATA            | 4         | 6          | 8          |
| 4         | SONY            | 3         | 7          | 5          |
| 5         | BAJAJ           | 9         | 9          | 7          |
| 6         | LIC             | 29        | 26         | 23         |
| 7         | BMW             | 6         | 4          | 3          |
| 8         | RELIANCE        | 5         | 5          | 9          |
| 9         | AUDI            | 13        | 23         | 21         |
| 10        | GODREJ          | 14        | 3          | 4          |
| 11        | LG              | 7         | 30         | 13         |
| 12        | HONDA           | 8         | 21         | 24         |
| 13        | AIRTEL          | 10        | 10         | 6          |
| 14        | SBI             | 81        | 103        | 49         |
| 15        | LUX             | 20        | 24         | 11         |
| 16        | DOVE            | 23        | 15         | 30         |
| 17        | DELL            | 21        | 17         | 12         |
| 18        | IDEA            | 43        | 93         | 16         |
| 19        | TITAN           | 12        | 28         | 22         |
| 20        | OLAY            | 15        | 12         | 25         |
| 21        | ONIDA           | 27        | 42         | 26         |
| 22        | HEWLETT PACKARD | 28        | 18         | 15         |
| 23        | COLGATE         | 55        | 13         | 34         |
| 24        | VIDEOCON        | 22        | 40         | 20         |
| 25        | PONDS           | 25        | 54         | 10         |
| 26        | NIKE            | 19        | 11         | 19         |
| 27        | SKODA           | 38        | 29         | 33         |
| 28        | PHILIPS         | 26        | 48         | 41         |
| 29        | ADIDAS          | 17        | 35         | 32         |
| 30        | WOODLAND        | 54        | 47         | 18         |
| 31        | NESTLE MAGGI    | 30        | 80         | 58         |
| 32        | PUMA            | 16        | 63         | 35         |
| 33        | LEE             | 63        | 43         | 57         |
| 34        | APPLE           | 11        | 8          | 29         |
| 36        | AMUL            | 31        | 16         | 14         |
| 37        | MARUTI SUZUKI   | 37        | 37         | 56         |
| 38        | LAYS            | 72        | 113        | 101        |
| 39        | GARNIER         | 40        | 64         | 72         |

n/r = not ranked

| EAST RANK | BRAND           | WEST RANK | NORTH RANK | SOUTH RANK |
|-----------|-----------------|-----------|------------|------------|
| 40        | REEBOK          | 18        | 33         | 60         |
| 41        | DETTOL          | 60        | 27         | 42         |
| 43        | ACER            | 35        | 49         | 43         |
| 44        | INTEL           | 36        | 34         | 39         |
| 45        | BIRLA           | 68        | 66         | 75         |
| 46        | RAYMONDS        | 62        | 86         | 47         |
| 47        | HDFC            | 107       | 225        | 28         |
| 48        | PARLE           | 56        | 70         | 36         |
| 49        | DABUR           | 77        | 45         | 110        |
| 50        | HCL             | 58        | 171        | 99         |
| 51        | VIVEL           | 159       | 175        | 182        |
| 52        | KENT            | 161       | 201        | 133        |
| 53        | SONATA          | 89        | 116        | 59         |
| 54        | HSBC            | 123       | 133        | 64         |
| 55        | BATA            | 50        | 38         | 44         |
| 56        | FORD            | 66        | 162        | 70         |
| 58        | KFC             | 65        | 112        | 124        |
| 59        | PEARS           | 90        | 97         | 166        |
| 60        | GOOGLE          | 52        | 62         | 37         |
| 61        | M & M           | 92        | 144        | 38         |
| 62        | NIKON           | 48        | 14         | 45         |
| 63        | PEPSI           | 73        | 96         | 63         |
| 64        | LEVI'S          | 47        | 36         | 91         |
| 65        | VODAFONE        | 51        | 55         | 27         |
| 66        | CADBURY'S       | 33        | 188        | 98         |
| 67        | HTC             | 71        | 56         | 46         |
| 68        | ACC             | 117       | 130        | 193        |
| 69        | TIDE            | 82        | 41         | 66         |
| 70        | LENOVO          | 45        | 90         | 61         |
| 71        | MRF             | 103       | 238        | 92         |
| 72        | TOSHIBA         | 24        | 85         | 68         |
| 73        | COCA-COLA       | 79        | 65         | 81         |
| 74        | AMWAY           | 49        | 19         | 51         |
| 75        | QUICKSILVER     | 183       | 89         | 114        |
| 76        | MEDIMIX         | 167       | 148        | 236        |
| 77        | NIIT            | 151       | 61         | 69         |
| 78        | NIVEA           | 75        | 143        | 88         |
| 79        | LARSEN & TOUBRO | 175       | 357        | 74         |

n/r = not ranked

# ZONE - EAST

## ZONE WISE TOP 500 BRANDS



| EAST RANK | BRAND           | WEST RANK | NORTH RANK | SOUTH RANK |
|-----------|-----------------|-----------|------------|------------|
| 80        | ASIAN PAINTS    | 74        | 60         | 116        |
| 81        | FACEBOOK        | 42        | 46         | 48         |
| 82        | WIPRO           | 112       | 141        | 85         |
| 83        | VOLTAS          | 101       | 92         | 134        |
| 84        | HERO            | 104       | 98         | 79         |
| 86        | BRITANNIA       | 44        | 50         | 76         |
| 87        | CROMA           | 91        | 139        | 152        |
| 88        | FASTRACK        | 69        | 78         | 86         |
| 89        | SURF EXCEL      | 94        | 31         | 93         |
| 90        | CANON           | 70        | 39         | 67         |
| 91        | HYUNDAI         | 88        | 153        | 83         |
| 92        | SUZUKI          | 130       | 261        | 87         |
| 93        | RAYBAN          | 39        | 44         | 89         |
| 94        | ROLEX           | 86        | 289        | 117        |
| 95        | INDIGO AIRLINES | 100       | 84         | 174        |
| 96        | BSNL            | 96        | 110        | 62         |
| 97        | TVS             | 145       | 214        | 55         |
| 98        | RIN             | 137       | 114        | 100        |
| 99        | HAMAM           | 188       | 228        | 221        |
| 100       | AXIS BANK       | 111       | 91         | 53         |
| 102       | CELLO PENS      | 185       | 83         | 65         |
| 103       | YAMAHA          | 32        | 138        | 52         |
| 104       | TATA MOTORS     | 142       | 57         | 293        |
| 105       | PANTENE         | 76        | 51         | 132        |
| 106       | BILSERI         | 136       | 101        | 107        |
| 109       | RADO            | 83        | 100        | 136        |
| 110       | PANASONIC       | 46        | 69         | 78         |
| 111       | TATA SKY        | 34        | 59         | 40         |
| 112       | PEPE            | 189       | 363        | 155        |
| 113       | ICICI           | 156       | 52         | 103        |
| 114       | IBM             | 206       | 269        | 114        |
| 115       | MOTOROLA        | 138       | 191        | 149        |
| 116       | FIAT            | 67        | 277        | 154        |
| 117       | ARROW           | 149       | 72         | 141        |
| 119       | TATA DOCOMO     | 109       | 147        | 109        |
| 120       | BINGO           | 212       | 195        | 295        |
| 121       | AXE             | 57        | 82         | 90         |
| 122       | KINGFISHER      | 108       | 81         | 121        |

n/r = not ranked

| EAST RANK | BRAND           | WEST RANK | NORTH RANK | SOUTH RANK |
|-----------|-----------------|-----------|------------|------------|
| 123       | LOOP            | 61        | 136        | 80         |
| 124       | PEPSODENT       | 176       | 199        | 354        |
| 125       | ITC             | 132       | 132        | 232        |
| 126       | LAKME           | 59        | 88         | 82         |
| 127       | IDBI BANK       | 124       | 173        | 269        |
| 128       | L'OREAL         | 41        | 20         | 129        |
| 129       | MAAZA           | 85        | 182        | 156        |
| 130       | LIFEBUOY        | 179       | 95         | 187        |
| 131       | HERO HONDA      | 121       | 135        | 144        |
| 132       | COMPLAN         | 113       | 346        | 163        |
| 133       | VIP INNERWEAR   | 166       | 197        | 95         |
| 134       | CAFÉ COFFEE DAY | 157       | 257        | 445        |
| 136       | IODEX           | 148       | 204        | 222        |
| 137       | FERRARI         | 99        | 22         | 77         |
| 139       | CEAT            | 122       | 196        | 172        |
| 141       | HITACHI         | 165       | 146        | 189        |
| 142       | BOOST           | 209       | 107        | 142        |
| 143       | LIVON           | 119       | 149        | 159        |
| 144       | TOYOTA          | 115       | 186        | 54         |
| 145       | VASELINE        | 93        | 151        | 194        |
| 148       | AAJ TAK         | 106       | 152        | 104        |
| 149       | NESTLE          | 152       | 119        | 142        |
| 150       | HIMALAYA        | 131       | 193        | 150        |
| 152       | MICROMAX        | 95        | 183        | 102        |
| 153       | DAIRYMILK       | 150       | 284        | 306        |
| 156       | WHIRLPOOL       | 125       | 169        | 135        |
| 157       | PARKER          | 153       | 87         | 148        |
| 158       | TANISHQ         | 158       | 137        | 94         |
| 160       | WILLS           | 140       | 241        | 224        |
| 161       | BPL             | 110       | 253        | 183        |
| 163       | TATA SALT       | 118       | 73         | 122        |
| 164       | ARMANI          | 87        | 75         | 111        |
| 165       | BLACKBERRY      | 53        | 76         | 50         |
| 167       | SAHARA          | 197       | 264        | 231        |
| 168       | AIRCEL          | 97        | 134        | 139        |
| 169       | ICICI BANK      | 182       | 68         | 167        |
| 170       | TATA TEA        | 160       | 166        | 138        |
| 172       | TAJ HOTELS      | 174       | 71         | 350        |

n/r = not ranked



# ZONE - EAST

## ZONE WISE TOP 500 BRANDS

| EAST RANK | BRAND            | WEST RANK | NORTH RANK | SOUTH RANK |
|-----------|------------------|-----------|------------|------------|
| 173       | PANTALOONS       | 127       | 203        | 188        |
| 174       | MAXX             | 141       | 223        | 71         |
| 175       | TIMES OF INDIA   | 143       | 58         | 96         |
| 176       | UNINOR           | 102       | 220        | 243        |
| 179       | CIPLA            | 218       | 200        | 179        |
| 180       | AIR INDIA        | 126       | 105        | 220        |
| 184       | MTNL             | 78        | 155        | 418        |
| 186       | SPYKAR           | 84        | 217        | 31         |
| 187       | DUKES            | 181       | 292        | 282        |
| 188       | FROOTI           | 144       | 161        | 348        |
| 192       | DISH TV          | 191       | 120        | 302        |
| 193       | DOMEX            | 155       | 212        | 192        |
| 194       | VOLKSWAGEN       | 120       | 53         | 161        |
| 195       | SANTOOR          | 169       | 104        | 210        |
| 196       | PARACHUTE        | 178       | 184        | 137        |
| 198       | APSARA           | 105       | 157        | 119        |
| 201       | BEING HUMAN      | 116       | 25         | 176        |
| 204       | AYUR             | 135       | 205        | 314        |
| 205       | BHARAT PETROLEUM | 195       | 216        | 407        |
| 206       | ABP NEWS         | 172       | 320        | 196        |
| 212       | JOCKEY           | 133       | 178        | 127        |
| 213       | YAHOO            | 139       | 233        | 186        |
| 215       | FAIR & LOVELY    | 163       | 125        | 158        |
| 217       | ORAL B           | 147       | 74         | 168        |
| 218       | MICROSOFT        | 186       | 121        | 241        |
| 219       | NATRAJ           | 114       | 127        | 120        |
| 224       | SUNSILK          | 146       | 177        | 126        |
| 226       | LIRIL            | 225       | 224        | 270        |
| 228       | MCDONALDS        | 129       | 286        | 205        |
| 229       | VICCO            | 196       | 163        | 153        |
| 232       | SANSUI           | 154       | 361        | 212        |
| 235       | VLCC             | 220       | 271        | 276        |
| 238       | DULUX            | 198       | 316        | 384        |
| 243       | MTS              | 210       | 283        | 243        |
| 245       | BIG BAAZAR       | 64        | 99         | 112        |
| 249       | PVR              | 173       | 123        | 128        |
| 250       | AQUAGUARD        | 202       | 194        | 239        |
| 251       | MAYBELLINE       | 229       | 106        | 367        |

n/r = not ranked

| EAST RANK | BRAND              | WEST RANK | NORTH RANK | SOUTH RANK |
|-----------|--------------------|-----------|------------|------------|
| 252       | SONY ERICSSON      | 192       | 304        | 335        |
| 253       | KODAK              | 199       | 331        | 355        |
| 255       | ORKUT              | 201       | 393        | 198        |
| 258       | HONDA CITY         | 187       | 576        | 216        |
| 259       | NESTLE MUNCH       | 221       | 590        | 602        |
| 260       | CASTROL            | 190       | 301        | 237        |
| 262       | TUPPERWARE         | 223       | 295        | 342        |
| 266       | ANNA HAZARE        | 80        | 32         | 242        |
| 267       | ANCHOR             | 207       | 164        | 267        |
| 270       | JOHN PLAYER        | 259       | 575        | 470        |
| 276       | CRY                | 177       | 255        | 173        |
| 277       | PUREIT             | 162       | 330        | 392        |
| 278       | KILLER             | 224       | 337        | 278        |
| 279       | VIM                | 276       | 251        | n/r        |
| 282       | IFB                | 219       | 338        | 507        |
| 289       | TATA INDICOM       | 261       | 170        | n/r        |
| 290       | BANK OF INDIA      | 134       | 140        | 208        |
| 291       | COLORS             | 213       | 344        | 291        |
| 293       | DOMINO'S           | 184       | 332        | 353        |
| 296       | LEXI               | 239       | 327        | n/r        |
| 298       | ZEE TELEVISION     | 171       | 306        | 238        |
| 300       | AAMIR KHAN         | 204       | 77         | 303        |
| 301       | RED LABEL          | 242       | 244        | 249        |
| 311       | NESCAFE            | 237       | 179        | 248        |
| 313       | HINDUSTAN UNILEVER | 273       | 489        | 277        |
| 317       | STAR PLUS          | 200       | 468        | 301        |
| 320       | RATAN TATA         | 208       | 218        | 223        |
| 322       | RANBAXY            | 180       | 234        | 219        |
| 323       | TROPICANA          | 310       | 366        | 704        |
| 325       | BOURNVITA          | 325       | 293        | 334        |
| 329       | DNA                | 214       | 334        | 329        |
| 330       | BELMONTE           | 265       | 310        | 444        |
| 338       | EBAY               | 236       | 299        | 328        |
| 341       | HEAD & SHOULDERS   | 335       | n/r        | 449        |
| 356       | RBI                | 234       | 240        | n/r        |
| 357       | USHA FANS          | 348       | 386        | n/r        |
| 358       | NISSAN             | 353       | 348        | n/r        |
| 359       | TATA NANO          | 98        | 202        | 315        |

n/r = not ranked

# ZONE - EAST

## ZONE WISE TOP 500 BRANDS



| EAST RANK | BRAND            | WEST RANK | NORTH RANK | SOUTH RANK |
|-----------|------------------|-----------|------------|------------|
| 360       | ARIEL            | 247       | 221        | 313        |
| 364       | REYNOLDS         | 316       | 478        | 425        |
| 365       | PROVOGUE         | 256       | 392        | 346        |
| 367       | I BALL           | 231       | 371        | n/r        |
| 368       | MENTOS           | 366       | 315        | n/r        |
| 377       | DIESEL           | 254       | 235        | 292        |
| 380       | INDIA TV         | 274       | 259        | 419        |
| 381       | TWITTER          | 281       | 247        | 307        |
| 382       | CAMLIN           | 222       | 102        | 382        |
| 383       | ONGC             | 215       | 287        | 383        |
| 384       | EXIDE            | 378       | 471        | 484        |
| 390       | YARDLEY          | 241       | 285        | 274        |
| 391       | CITIBANK         | 258       | 345        | 296        |
| 392       | SAFFOLA          | 257       | 328        | 433        |
| 393       | SUBWAY           | 295       | 122        | 440        |
| 397       | HARPIC           | 216       | 265        | 288        |
| 404       | BAJAJ PULSAR     | 305       | 856        | 493        |
| 406       | JET AIRWAYS      | 329       | 419        | 483        |
| 407       | FOOD FOOD        | 272       | 336        | 305        |
| 408       | AVON             | 252       | 208        | 544        |
| 410       | TATA SAFARI      | 275       | 213        | 332        |
| 411       | JAIPAN           | 405       | 409        | 424        |
| 413       | PARLE G          | 217       | 245        | 283        |
| 419       | PROCTER & GAMBLE | 267       | 886        | 518        |
| 421       | DENA BANK        | 359       | 539        | 360        |
| 423       | DENIM            | 170       | 249        | 259        |
| 429       | INDIAN RAILWAYS  | 342       | 237        | n/r        |
| 432       | RUPA             | 425       | 490        | n/r        |
| 434       | OREO             | 340       | 354        | 463        |
| 435       | MERCEDES BENZ    | 164       | 210        | 323        |
| 438       | PARK AVENUE      | 264       | 374        | n/r        |
| 440       | SALMAN KHAN      | 128       | 117        | 278        |
| 446       | PETER ENGLAND    | 413       | 441        | 471        |
| 451       | SPICE            | 402       | 528        | n/r        |
| 453       | BHARAT GAS       | 418       | 855        | 436        |
| 455       | AMITABH BACHCHAN | 436       | 231        | 487        |
| 456       | TAJ MAHAL TEA    | 395       | 415        | 729        |
| 458       | BLUE STAR        | 363       | 321        | 371        |

n/r = not ranked

| EAST RANK | BRAND             | WEST RANK | NORTH RANK | SOUTH RANK |
|-----------|-------------------|-----------|------------|------------|
| 459       | RED BULL          | 327       | 317        | 363        |
| 461       | KARBONN           | 263       | 430        | 399        |
| 463       | SATYAMEV JAYATE   | 376       | 239        | 603        |
| 466       | HDFC BANK         | 249       | 355        | n/r        |
| 468       | OXFORD UNIVERSITY | 352       | 185        | 390        |
| 470       | MARLBORO          | 409       | 634        | 511        |
| 471       | SUNDARAM          | 203       | 309        | 309        |
| 474       | OMEGA             | 211       | 601        | 373        |
| 477       | EVEREADY          | 328       | 192        | 387        |
| 479       | IBN 7             | 300       | 432        | 321        |
| 485       | D-MART            | 349       | 561        | n/r        |
| 486       | HALDIRAM          | 393       | 335        | 446        |
| 488       | SOCIETY TEA       | 442       | 360        | n/r        |
| 489       | LIZOL             | 408       | 215        | n/r        |
| 490       | SAMSUNG GALAXY    | 318       | 786        | 461        |
| 492       | BALAJI            | 194       | 408        | 272        |
| 495       | WILLS CLASSIC     | 415       | 860        | 450        |
| 497       | DABUR REAL        | 361       | 498        | 1234       |
| 498       | WESTSIDE          | 284       | 452        | 476        |
| 503       | PICASA            | 465       | 485        | 644        |
| 505       | PLAYBOY           | 480       | 688        | n/r        |
| 510       | FA                | 505       | 305        | n/r        |
| 512       | GMAIL             | 278       | 435        | 365        |
| 513       | PRESTIGE COOKER   | 454       | 380        | 637        |
| 516       | KURKURE           | 205       | 280        | 327        |
| 526       | INDIAN ARMY       | 365       | 372        | 416        |
| 532       | VADILAL           | 288       | 250        | 495        |
| 539       | SACHIN TENDULKAR  | 168       | 395        | 415        |
| 541       | AAREY             | 536       | 232        | n/r        |
| 556       | BABA RAMDEV       | 449       | n/r        | 867        |
| 561       | JAGUAR            | 344       | 514        | n/r        |
| 562       | LOOT              | 421       | 791        | n/r        |
| 565       | BACARDI           | 422       | 440        | n/r        |
| 566       | KISSAN            | 266       | 150        | 403        |
| 572       | ESPN              | 452       | 550        | n/r        |
| 573       | ZANDU BALM        | 369       | 426        | 555        |
| 576       | SONY VAIO         | 384       | 297        | 650        |
| 584       | PRIYA GOLD        | 482       | 519        | n/r        |

n/r = not ranked



# ZONE - EAST

## ZONE WISE TOP 500 BRANDS

| EAST RANK | BRAND             | WEST RANK | NORTH RANK | SOUTH RANK |
|-----------|-------------------|-----------|------------|------------|
| 585       | HAVELLS           | 280       | 252        | n/r        |
| 593       | ROYAL ENFIELD     | 455       | 399        | 589        |
| 618       | KIRAN BEDI        | 279       | 406        | 417        |
| 624       | ZEE               | 309       | 848        | 312        |
| 630       | WHISPER           | 227       | 462        | 438        |
| 631       | USHA              | 326       | 483        | 366        |
| 632       | NIPPO             | 506       | 792        | n/r        |
| 633       | LOTUS             | 289       | 206        | n/r        |
| 639       | NEROLAC           | 302       | 340        | 329        |
| 647       | DURACELL          | 523       | 396        | n/r        |
| 653       | HINDUSTAN TIMES   | 471       | 448        | n/r        |
| 655       | MOTHER TERESA     | 251       | 627        | 565        |
| 663       | ROYAL STAG        | 351       | 1109       | 447        |
| 666       | GLOBUS            | 519       | 397        | n/r        |
| 689       | WINDOWS           | 572       | 276        | n/r        |
| 694       | CADBURY'S ECLAIRS | 540       | 429        | n/r        |
| 700       | KOHINOOR          | 368       | 381        | n/r        |
| 713       | SINTEX            | 382       | 607        | 439        |
| 723       | LOMANI            | 568       | 414        | n/r        |
| 751       | SETWET            | 385       | 1254       | n/r        |
| 778       | FLY               | 649       | 754        | n/r        |
| 802       | ZENITH            | 377       | 542        | 551        |
| 807       | ZOOM TV           | 398       | 557        | n/r        |
| 811       | AMARON            | 617       | n/r        | n/r        |
| 816       | BEST              | 226       | 1071       | 1064       |
| 821       | JUST DIAL         | 423       | 560        | 559        |
| 827       | VIJAY MALLYA      | 699       | 444        | n/r        |
| 838       | YES BANK          | 337       | 683        | 426        |
| 839       | YOUTUBE           | 435       | 500        | n/r        |
| 869       | EMIRATES          | 387       | 1233       | n/r        |
| 889       | EROS              | 431       | 403        | 519        |
| 891       | ZEE NEWS          | 373       | 643        | 556        |
| 931       | ZARA              | 362       | 569        | 667        |
| 939       | SIEMENS           | 332       | 585        | 516        |
| 944       | STAR TV           | 676       | 413        | n/r        |
| 988       | MOTHER DAIRY      | 345       | 329        | 494        |
| 1052      | BAGPIPER          | 488       | 464        | 492        |
| 1111      | HALLS             | 648       | 486        | n/r        |

n/r = not ranked

| EAST RANK | BRAND     | WEST RANK | NORTH RANK | SOUTH RANK |
|-----------|-----------|-----------|------------|------------|
| 1163      | ARCHIES   | 605       | 425        | n/r        |
| 1188      | HBO       | 283       | 613        | 372        |
| 1329      | FOGG      | 569       | 358        | n/r        |
| 1387      | EVEREST   | 532       | 311        | n/r        |
| 1416      | REVITAL   | 549       | 445        | n/r        |
| 1426      | WILDSTONE | 618       | 359        | n/r        |
| 1427      | DUCATI    | 193       | 422        | 468        |
| n/r       | TCS       | 561       | 300        | n/r        |
| n/r       | ALLOUT    | 277       | 79         | n/r        |
| n/r       | NAVNEET   | 248       | 67         | n/r        |
| n/r       | HORLICKS  | 250       | 142        | n/r        |
| n/r       | HIPPO     | 308       | 180        | n/r        |
| n/r       | BRU       | 245       | 118        | n/r        |
| n/r       | THUMS UP  | 311       | 222        | n/r        |
| n/r       | CINTHOL   | 253       | 160        | n/r        |
| n/r       | RASNA     | 294       | 111        | n/r        |
| n/r       | HMT       | 341       | 176        | n/r        |
| n/r       | AKAI      | 319       | 115        | n/r        |
| n/r       | CLOSE UP  | 243       | 159        | n/r        |
| n/r       | NIRMA     | 246       | 211        | n/r        |
| n/r       | SPRITE    | 427       | 126        | n/r        |
| n/r       | POLO      | 244       | 229        | n/r        |
| n/r       | CITIZEN   | 380       | 417        | n/r        |
| n/r       | LIMCA     | 240       | 167        | n/r        |
| n/r       | AGNI      | 232       | 262        | n/r        |
| n/r       | INFOSYS   | 233       | 326        | n/r        |
| n/r       | MDH       | 304       | 256        | n/r        |
| n/r       | LAVA      | 238       | 303        | n/r        |
| n/r       | TIMEX     | 260       | 230        | n/r        |
| n/r       | SHELL     | 322       | 302        | n/r        |
| n/r       | KOTAK     | 296       | 546        | 448        |
| n/r       | J&J       | 303       | 209        | n/r        |
| n/r       | NDTV      | 285       | 347        | n/r        |
| n/r       | AMBUJA    | 406       | 168        | n/r        |
| n/r       | MOOV      | 354       | 128        | n/r        |
| n/r       | SUNFEAST  | 271       | 266        | n/r        |
| n/r       | FANTA     | 320       | 190        | n/r        |
| n/r       | FEVICOL   | 360       | 174        | n/r        |

n/r = not ranked

# ZONE - EAST

## ZONE WISE TOP 500 BRANDS



| EAST RANK | BRAND          | WEST RANK | NORTH RANK | SOUTH RANK |
|-----------|----------------|-----------|------------|------------|
| n/r       | REVLON         | 461       | 109        | n/r        |
| n/r       | ACCENTURE      | 290       | n/r        | n/r        |
| n/r       | APTECH         | 324       | 189        | n/r        |
| n/r       | PARAGON        | 420       | 124        | n/r        |
| n/r       | GUCCI          | 343       | 278        | n/r        |
| n/r       | BARISTA        | 307       | 129        | 331        |
| n/r       | CLINIC PLUS    | 298       | 154        | 311        |
| n/r       | CROCIN         | 331       | 181        | n/r        |
| n/r       | GILLETTE       | 321       | 207        | n/r        |
| n/r       | SPARX          | 392       | 187        | n/r        |
| n/r       | BABOOL         | 269       | 219        | 398        |
| n/r       | BOROPLUS       | 391       | 275        | n/r        |
| n/r       | VISA           | 334       | 243        | n/r        |
| n/r       | 7 UP           | 317       | n/r        | n/r        |
| n/r       | WHEEL          | 255       | 260        | 369        |
| n/r       | CASIO          | 306       | 290        | n/r        |
| n/r       | LEE COOPER     | 375       | 343        | n/r        |
| n/r       | DISCOVERY      | 268       | 298        | n/r        |
| n/r       | MIRINDA        | 286       | 352        | n/r        |
| n/r       | BANK OF BARODA | 301       | 165        | 558        |
| n/r       | KINLEY         | 312       | 370        | n/r        |
| n/r       | AIRWICK        | 404       | n/r        | n/r        |
| n/r       | CAMEL          | 389       | 274        | n/r        |
| n/r       | HAIER          | 330       | 318        | 347        |
| n/r       | NESTLE KITKAT  | 386       | 324        | n/r        |
| n/r       | ZODIAC         | 315       | 279        | 394        |
| n/r       | IIT            | 397       | 385        | n/r        |
| n/r       | CNBC           | 381       | 376        | n/r        |
| n/r       | REXONA         | 479       | 268        | n/r        |
| n/r       | AQUAFINA       | 400       | 313        | n/r        |
| n/r       | GOOD KNIGHT    | 416       | 333        | n/r        |
| n/r       | DLF            | 291       | 411        | 318        |
| n/r       | TATA AIG       | 293       | 401        | 330        |
| n/r       | BBC            | 554       | 270        | n/r        |
| n/r       | ENO            | 473       | 307        | n/r        |
| n/r       | CATERPILLAR    | 323       | 578        | 517        |
| n/r       | PIZZA HUT      | 347       | 545        | n/r        |
| n/r       | EMAMI          | 336       | 446        | 337        |

n/r = not ranked

| EAST RANK | BRAND           | WEST RANK | NORTH RANK | SOUTH RANK |
|-----------|-----------------|-----------|------------|------------|
| n/r       | VIMAL           | 364       | 463        | n/r        |
| n/r       | ZATAK           | 407       | 472        | n/r        |
| n/r       | HINDUSTAN PETRO | 314       | 379        | 496        |
| n/r       | DTDC            | 358       | 592        | n/r        |
| n/r       | KENSTAR         | 496       | 387        | n/r        |
| n/r       | ACTION          | 399       | 375        | n/r        |
| n/r       | MTV             | 403       | 526        | n/r        |
| n/r       | ORIFLAME        | 460       | 356        | n/r        |
| n/r       | 555             | 230       | 516        | 678        |
| n/r       | LIPTON          | 518       | 226        | n/r        |
| n/r       | DOLCE & GABANA  | 396       | 566        | n/r        |
| n/r       | DOLPHIN         | 434       | 384        | n/r        |
| n/r       | AJANTA          | 339       | 402        | 414        |
| n/r       | DHL             | 287       | 859        | 590        |
| n/r       | LIFESTYLE       | 410       | 391        | 411        |
| n/r       | CROCODILE       | 356       | 473        | n/r        |
| n/r       | VOLVO           | 440       | 312        | n/r        |
| n/r       | INDIAN OIL      | 350       | 512        | n/r        |
| n/r       | SERVO           | 417       | 427        | n/r        |
| n/r       | ORACLE          | 595       | 388        | n/r        |
| n/r       | TATA STEEL      | 401       | 593        | n/r        |
| n/r       | SAVLON          | 606       | 373        | n/r        |
| n/r       | CISCO           | 537       | 319        | n/r        |
| n/r       | ATLAS           | 457       | 466        | n/r        |
| n/r       | GOLDFLAKE       | 426       | 365        | n/r        |
| n/r       | BOSCH           | 390       | 477        | n/r        |
| n/r       | SPINZ           | 411       | 479        | n/r        |
| n/r       | DABUR VATIKA    | 490       | 663        | n/r        |
| n/r       | ORBIT           | 424       | 404        | 506        |
| n/r       | IPL             | 525       | 508        | n/r        |
| n/r       | HDIL            | 497       | 675        | n/r        |
| n/r       | UTV             | 333       | 752        | 370        |
| n/r       | AMUL MACHO      | 483       | 308        | n/r        |
| n/r       | MORTEIN         | 355       | 742        | 388        |
| n/r       | GE              | 446       | 679        | 530        |
| n/r       | CHEVROLET SPARK | 439       | 288        | 715        |
| n/r       | MARGO           | 450       | 369        | 529        |
| n/r       | MARIE           | 394       | 492        | 423        |

n/r = not ranked

# ZONE - EAST

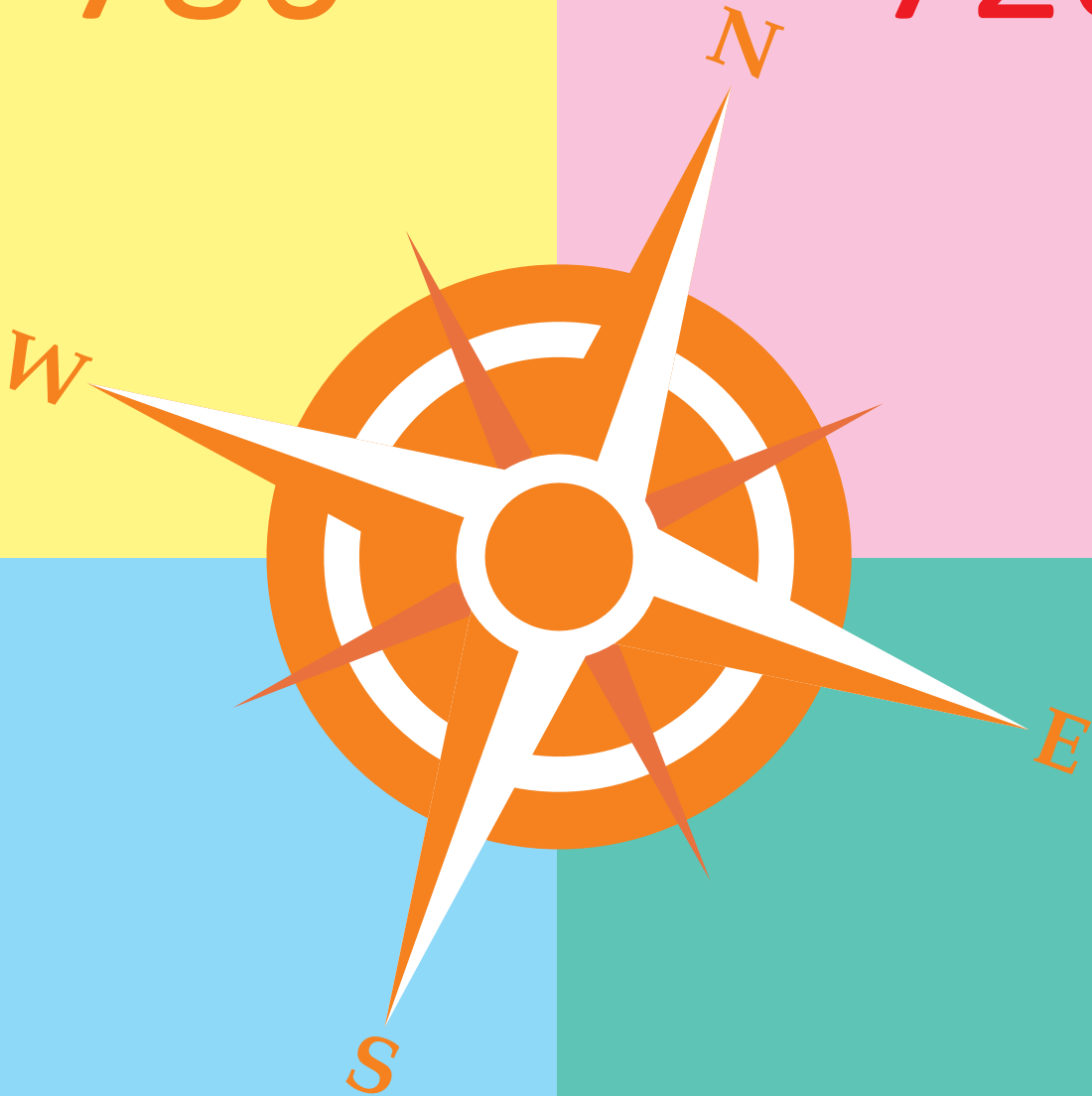
## ZONE WISE TOP 500 BRANDS

| EAST RANK | BRAND            | WEST RANK | NORTH RANK | SOUTH RANK |
|-----------|------------------|-----------|------------|------------|
| n/r       | KELLOGGS         | 437       | 282        | 674        |
| n/r       | GSK              | 503       | 609        | n/r        |
| n/r       | HIT              | 346       | 605        | 552        |
| n/r       | TISSOT           | 419       | 548        | 638        |
| n/r       | UTI              | 429       | 684        | n/r        |
| n/r       | AOL              | 262       | 862        | 900        |
| n/r       | DHIRUBHAI AMBANI | 596       | 236        | 663        |
| n/r       | VOLINI           | 357       | 674        | 499        |
| n/r       | UJALA            | 662       | 342        | n/r        |
| n/r       | INTEX            | 498       | 400        | n/r        |
| n/r       | MELODY           | 371       | 580        | 917        |
| n/r       | SOTC             | 412       | 589        | 435        |
| n/r       | TBZ              | 468       | 844        | 620        |
| n/r       | RELIANCE FOUND.  | 614       | 242        | n/r        |
| n/r       | MANGO            | 551       | 741        | n/r        |
| n/r       | SIYARAM'S        | 374       | 524        | 730        |
| n/r       | BLUE DART        | 477       | 416        | 608        |
| n/r       | LUPIN            | 453       | 582        | n/r        |
| n/r       | SIFY             | 441       | 715        | 534        |
| n/r       | SHARP            | 582       | 825        | n/r        |
| n/r       | ORRA             | 530       | 636        | n/r        |
| n/r       | KELVINATOR       | 474       | 457        | 836        |
| n/r       | ZOD              | 458       | 604        | 752        |
| n/r       | TOYOTA INNOVA    | 444       | 2041       | n/r        |
| n/r       | CNN              | 703       | 921        | n/r        |
| n/r       | DISNEY           | 603       | 383        | n/r        |
| n/r       | FILA             | 487       | 1108       | n/r        |
| n/r       | TLC              | 645       | 641        | n/r        |
| n/r       | ESPRIT           | 613       | 640        | n/r        |
| n/r       | INDIABULLS       | 510       | 591        | 701        |
| n/r       | CADBURY 5 STAR   | 608       | 610        | n/r        |
| n/r       | VIP BAGS         | 632       | 263        | 1163       |
| n/r       | SHAHRAKH KHAN    | 535       | 511        | 615        |
| n/r       | CHEVROLET        | 765       | 353        | 996        |

n/r = not ranked

786

726



592

401

□ Respondents





08

Category Wise  
Listing -  
Top 1100 Brands

# CATEGORY WISE LISTING - TOP 1100 BRANDS

While the serial ranking of India's Most Trusted Brands is an important achievement, brands are most interested in knowing how they have fared within their own categories. The following chapter on Category listings ranks the brands within their own categories, to give comparisons. This study, the most important in this entire report, will provide significant learnings to the reader.

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

### Alcoholic Beverages

#### BEER

| BEER RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-----------|----------|----------|------------|
| 1         | 102      | 74       | KINGFISHER |
| 2         | 562      | 326      | FOSTERS    |
| 3         | 611      | 453      | HAYWARDS   |
| 4         | 803      | 423      | BUDWEISER  |

#### LIQUOR SPIRITS

| LIQUOR SPIRITS RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|---------------------|----------|----------|---------------|
| 1                   | 371      | 401      | BACARDI       |
| 2                   | 494      | 514      | BAGPIPER      |
| 3                   | 497      | 593      | ROYAL STAG    |
| 4                   | 555      | 760      | IMPERIAL BLUE |
| 5                   | 583      | 375      | MCDOWELL'S    |
| 6                   | 718      | 543      | SIGNATURE     |
| 7                   | 826      | 504      | SMIRNOFF      |
| 8                   | 860      | 687      | BLACKDOG      |
| 9                   | 891      | -        | BLACK LABEL   |
| 10                  | 1064     | -        | DSP BLACK     |

### Apparel

#### FABRIC

| FABRIC RANK | BTR 2013 | BTR 2012 | BRAND NAME     |
|-------------|----------|----------|----------------|
| 1           | 57       | 21       | RAYMONDS       |
| 2           | 318      | 429      | BELMONTE       |
| 3           | 328      | 197      | VIMAL          |
| 4           | 445      | 299      | SIYARAM'S      |
| 5           | 703      | 458      | BOMBAY DYEING  |
| 6           | 706      | 485      | S KUMAR'S      |
| 7           | 708      | 358      | REID & TAYLOR  |
| 8           | 753      | -        | MAYUR SUITINGS |
| 9           | 884      | 853      | MAFATLAL       |
| 10          | 984      | 999      | GRASIM         |
| 11          | 1061     | -        | OSWAL          |

#### INNERWEAR

| INNER WEAR RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|-----------------|----------|----------|---------------|
| 1               | 143      | -        | VIP INNERWEAR |
| 2               | 153      | 136      | JOCKEY        |
| 3               | 355      | 590      | RUPA          |
| 4               | 391      | 813      | AMUL MACHO    |
| 5               | 735      | -        | GEN-X         |
| 6               | 1056     | -        | EURO          |

#### READYMADES - CASUAL

| CASUAL RANK | BTR 2013 | BTR 2012 | BRAND NAME   |
|-------------|----------|----------|--------------|
| 1           | 45       | 33       | LEE          |
| 2           | 46       | 48       | LEVI'S       |
| 3           | 92       | 89       | SPYKAR       |
| 4           | 184      | 132      | PEPE         |
| 5           | 254      | 391      | KILLER       |
| 6           | 277      | 241      | LEE COOPER   |
| 7           | 323      | 95       | PROVOGUE     |
| 8           | 357      | 486      | CROCODILE    |
| 9           | 453      | 360      | ZOD          |
| 10          | 547      | 635      | COTTONKING   |
| 11          | 609      | 781      | LACOSTE      |
| 12          | 649      | 451      | KOUTONS      |
| 13          | 777      | 627      | MUFTI        |
| 14          | 920      | 496      | WRANGLER     |
| 15          | 1018     | 957      | CANTABIL     |
| 16          | 1033     | 650      | PARX         |
| 17          | 1069     | -        | JACK & JONES |

#### READYMADES - FORMAL

| FORMAL RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|-------------|----------|----------|---------------|
| 1           | 112      | 52       | ARROW         |
| 2           | 298      | 196      | ZODIAC        |
| 3           | 303      | 199      | PARK AVENUE   |
| 4           | 353      | 247      | JOHN PLAYER   |
| 5           | 416      | 80       | PETER ENGLAND |
| 6           | 532      | 559      | ALLEN SOLLY   |
| 7           | 645      | 277      | VAN HEUSEN    |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



| FORMAL RANK | BTR 2013 | BTR 2012 | BRAND NAME   |
|-------------|----------|----------|--------------|
| 8           | 740      | 787      | CAMBRIDGE    |
| 9           | 765      | 215      | THOMAS SCOTT |
| 10          | 1004     | -        | JOHN MILLER  |

### READYMADES - OTHER

| OTHER RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|------------|----------|----------|-------------|
| 1          | 467      | 710      | LILIPUT     |
| 2          | 970      | 928      | MONTE CARLO |

### READYMADES - WOMENSWEAR

| WOMENS WEAR RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------|----------|----------|------------|
| 1                | 439      | 820      | MANGO      |
| 2                | 987      | -        | VENUS      |
| 3                | 1031     | -        | LIBAS      |
| 4                | 1098     | -        | BIBA       |

## Automobile

### COMMERCIAL VEHICLES

| COMM VEH RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|---------------|----------|----------|---------------|
| 1             | 321      | 320      | CATERPILLAR   |
| 2             | 602      | 633      | ASHOK LEYLAND |
| 3             | 711      | 529      | EICHER        |
| 4             | 1003     | 693      | ESCORTS       |
| 5             | 1079     | -        | JCBL          |

### AUTOMOBILE PRODUCTS

| AUTO PRODUCT RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------------|----------|----------|------------|
| 1                 | 374      | 455      | BOSCH      |
| 2                 | 825      | 940      | MICO       |

### CAR - HATCHBACK

| HATCH BACK RANK | BTR 2013 | BTR 2012 | BRAND NAME          |
|-----------------|----------|----------|---------------------|
| 1               | 193      | 361      | TATA NANO           |
| 2               | 399      | -        | CHEVROLET SPARK     |
| 3               | 567      | 345      | MARUTI SUZUKI ALTO  |
| 4               | 607      | 188      | MARUTI SUZUKI SWIFT |
| 5               | 696      | 425      | NISSAN MICRA        |
| 6               | 705      | 350      | HYUNDAI I10         |
| 7               | 741      | -        | MARUTI SUZUKI RITZ  |
| 8               | 776      | 356      | HYUNDAI I20         |
| 9               | 946      | -        | HONDA BRIO          |
| 10              | 954      | 614      | HYUNDAI SANTRO      |
| 11              | 1023     | -        | VOLKSWAGEN BEETLE   |

### CAR - SEDAN

| SEDAN RANK | BTR 2013 | BTR 2012 | BRAND NAME        |
|------------|----------|----------|-------------------|
| 1          | 261      | 432      | HONDA CITY        |
| 2          | 666      | -        | TOYOTA ETIOS      |
| 3          | 715      | -        | MAHINDRA LOGAN    |
| 4          | 788      | 895      | FORD IKON         |
| 5          | 876      | 550      | TATA INDIGO       |
| 6          | 994      | 819      | MARUTI SUZUKI Sx4 |

### CAR - SUV/MUV

| SUV/MUV RANK | BTR 2013 | BTR 2012 | BRAND NAME      |
|--------------|----------|----------|-----------------|
| 1            | 289      | 572      | TATA SAFARI     |
| 2            | 463      | 782      | TOYOTA INNOVA   |
| 3            | 1077     | -        | TOYOTA FORTUNER |

# CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

## FOUR WHEELER - LUXURY

| LUXURY RANK | BTR 2013 | BTR 2012 | BRAND NAME           |
|-------------|----------|----------|----------------------|
| 1           | 4        | 24       | BMW                  |
| 2           | 14       | 56       | AUDI                 |
| 3           | 29       | 63       | SKODA                |
| 4           | 53       | 246      | FERRARI              |
| 5           | 249      | 122      | MERCEDES BENZ        |
| 6           | 404      | 759      | JAGUAR               |
| 7           | 596      | 457      | LEXUS                |
| 8           | 665      | 492      | ROLLS ROYCE          |
| 9           | 678      | 815      | FORD MUSTANG         |
| 10          | 717      | 755      | PORSCHE              |
| 11          | 724      | -        | BENTLEY              |
| 12          | 743      | -        | LAMBORGHINI          |
| 13          | 769      | -        | GALLARDO LAMBORGHINI |
| 14          | 909      | -        | HYUNDAI GENESIS      |

## TWO WHEELER BRAND

| 2 WHLR BRAND RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|-------------------|----------|----------|---------------|
| 1                 | 424      | 236      | BAJAJ PULSAR  |
| 2                 | 514      | 298      | KINETIC NOVA  |
| 3                 | 521      | 808      | HONDA ACTIVA  |
| 4                 | 760      | 729      | TVS APACHE    |
| 5                 | 812      | 767      | TVS SCOOTY    |
| 6                 | 936      | 482      | BAJAJ AVENGER |
| 7                 | 1027     | 723      | HONDA UNICORN |

## TWO WHEELER - MANUFACTURER

| 2 WHLR MFG RANK | BTR 2013 | BTR 2012 | BRAND NAME      |
|-----------------|----------|----------|-----------------|
| 1               | 64       | 71       | YAMAHA          |
| 2               | 86       | 70       | HERO            |
| 3               | 114      | 103      | TVS             |
| 4               | 118      | 120      | SUZUKI          |
| 5               | 128      | 25       | HERO HONDA      |
| 6               | 368      | -        | DUCATI          |
| 7               | 462      | 670      | ROYAL ENFIELD   |
| 8               | 624      | 702      | HARLEY DAVIDSON |
| 9               | 750      | 618      | KINETIC         |
| 10              | 787      | 804      | LML             |
| 11              | 977      | -        | BAJAJ SUNNY     |

## FOUR WHEELER - MANUFACTURER

| 4 WHLR MFG RANK | BTR 2013 | BTR 2012 | BRAND NAME     |
|-----------------|----------|----------|----------------|
| 1               | 11       | 35       | HONDA          |
| 2               | 37       | 6        | MARUTI SUZUKI  |
| 3               | 80       | 50       | FORD           |
| 4               | 95       | 83       | HYUNDAI        |
| 5               | 105      | 286      | VOLKSWAGEN     |
| 6               | 109      | 29       | TOYOTA         |
| 7               | 113      | 295      | TATA MOTORS    |
| 8               | 122      | 213      | FIAT           |
| 9               | 325      | 223      | NISSAN         |
| 10              | 358      | 274      | VOLVO          |
| 11              | 499      | 251      | CHEVROLET      |
| 12              | 627      | 491      | RENAULT        |
| 13              | 722      | 790      | FORCE MOTORS   |
| 14              | 844      | 949      | OPEL           |
| 15              | 999      | 576      | GENERAL MOTORS |

## Auto related

### AUTO - BATTERIES

| AUTO BATT RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------|----------|----------|------------|
| 1              | 410      | 227      | EXIDE      |
| 2              | 474      | 652      | AMARON     |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



### AUTO - TYRES

| AUTO TYRES RANK | BTR 2013 | BTR 2012 | BRAND NAME   |
|-----------------|----------|----------|--------------|
| 1               | 107      | 53       | MRF          |
| 2               | 151      | 331      | CEAT         |
| 3               | 569      | 338      | APOLLO TYRES |
| 4               | 683      | 469      | GOODYEAR     |

### BFSI

#### BANK - COOPERATIVE

| BANK CO-OP RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-----------------|----------|----------|------------|
| 1               | 793      | -        | APNA BANK  |

#### BANK - FEDERAL

| BANK FEDERAL RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------------|----------|----------|------------|
| 1                 | 220      | 176      | RBI        |

#### BANK - FOREIGN

| BANK FOREIGN RANK | BTR 2013 | BTR 2012 | BRAND NAME         |
|-------------------|----------|----------|--------------------|
| 1                 | 90       | 124      | HSBC               |
| 2                 | 306      | 322      | CITIBANK           |
| 3                 | 537      | 534      | BARCLAYS BANK      |
| 4                 | 910      | 599      | ABN AMRO           |
| 5                 | 926      | 643      | STANDARD CHARTERED |

### BANK - INDIAN

| BANK INDIAN RANK | BTR 2013 | BTR 2012 | BRAND NAME           |
|------------------|----------|----------|----------------------|
| 1                | 50       | 19       | SBI                  |
| 2                | 85       | 143      | AXIS BANK            |
| 3                | 124      | 30       | ICICI BANK           |
| 4                | 159      | 149      | IDBI BANK            |
| 5                | 167      | 174      | BANK OF INDIA        |
| 6                | 284      | 435      | BANK OF BARODA       |
| 7                | 299      | 162      | HDFC BANK            |
| 8                | 389      | 301      | DENA BANK            |
| 9                | 457      | 554      | YES BANK             |
| 10               | 572      | 466      | VIJAYA BANK          |
| 11               | 640      | 444      | UNION BANK OF INDIA  |
| 12               | 861      | 292      | KOTAK MAHINDRA BANK  |
| 13               | 873      | 882      | BANK OF MAHARASHTRA  |
| 14               | 881      | 296      | PUNJAB NATIONAL BANK |
| 15               | 992      | 537      | INDIAN BANK          |
| 16               | 1090     | -        | UCO BANK             |
| 17               | 1099     | -        | ALLAHABAD BANK       |

### CREDIT CARDS

| CREDIT CARDS RANK | BTR 2013 | BTR 2012 | BRAND NAME       |
|-------------------|----------|----------|------------------|
| 1                 | 268      | 309      | VISA             |
| 2                 | 806      | 516      | AMERICAN EXPRESS |
| 3                 | 870      | 705      | MASTERCARD       |

### FINANCE - DIVERSIFIED

| FINANCE DIVSFD RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 93       | -        | ICICI      |
| 2                   | 217      | 292      | KOTAK      |

### EXCHANGE

| EXCHANGE RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------|----------|----------|------------|
| 1             | 774      | 831      | ACE        |



# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

### FINANCE

| FINANCE RANK | BTR 2013 | BTR 2012 | BRAND NAME     |
|--------------|----------|----------|----------------|
| 1            | 76       | 40       | HDFC           |
| 2            | 644      | 541      | MUTHOOT        |
| 3            | 700      | 231      | DHFL           |
| 4            | 1009     | -        | SBI HOME LOANS |

### INSURANCE

| INSURANCE RANK | BTR 2013 | BTR 2012 | BRAND NAME            |
|----------------|----------|----------|-----------------------|
| 1              | 17       | 8        | LIC                   |
| 2              | 315      | 353      | TATA AIG              |
| 3              | 578      | 359      | BAJAJ ALLIANZ         |
| 4              | 635      | 517      | MET LIFE              |
| 5              | 667      | 487      | KOTAK LIFE            |
| 6              | 677      | 561      | BIRLA SUN LIFE        |
| 7              | 732      | 480      | AVIVA LIFE            |
| 8              | 779      | 156      | ICICI PRUDENTIAL LIFE |

### MUTUAL FUNDS

| MUTUAL FUNDS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------------|----------|----------|------------|
| 1                 | 413      | 305      | UTI        |

### RATING AGENCY

| RATING AGENCY RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|--------------------|----------|----------|------------|
| 1                  | 866      | 683      | CRISIL     |
| 2                  | 895      | 881      | ICRA       |

### BOOKS

#### BOOKS/JOURNALS

| BOOK/JOURNAL RANK | BTR 2013 | BTR 2012 | BRAND NAME   |
|-------------------|----------|----------|--------------|
| 1                 | 767      | -        | CROSSWORD    |
| 2                 | 814      | -        | ADITYA BOOKS |

### BPO

#### BPO

| BPO RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------|----------|----------|------------|
| 1        | 699      | -        | GENPACT    |

### Branded Fashion

#### BRANDED FASHION

| BRANDED FASHION RANK | BTR 2013 | BTR 2012 | BRAND NAME      |
|----------------------|----------|----------|-----------------|
| 1                    | 97       | 160      | ARMANI          |
| 2                    | 111      | -        | QUICKSILVER     |
| 3                    | 241      | 163      | GUCCI           |
| 4                    | 248      | 330      | DENIM           |
| 5                    | 281      | 175      | DIESEL          |
| 6                    | 346      | 249      | DOLCE & GABANA  |
| 7                    | 412      | -        | TISSOT          |
| 8                    | 478      | 229      | ESPRIT          |
| 9                    | 482      | 265      | PLAYBOY         |
| 10                   | 498      | 859      | LOMANI          |
| 11                   | 500      | 527      | ZARA            |
| 12                   | 512      | 354      | TOMMY HILFINGER |
| 13                   | 513      | 706      | CALVIN KLEIN    |
| 14                   | 565      | 677      | BENETTON        |
| 15                   | 646      | -        | BILLABONG       |
| 16                   | 783      | -        | TAG HEUER       |
| 17                   | 892      | -        | POLO SPORT      |
| 18                   | 935      | 743      | VERSACE         |
| 19                   | 1026     | 875      | CHANEL          |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



### FASHION ACCESSORIES

| FASHION ACCESS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 73       | 59       | FASTRACK   |
| 2                   | 947      | -        | POLICE     |
| 3                   | 952      | -        | CHEEMO     |
| 4                   | 1068     | -        | DA MILANO  |

### CABLE

| CABLE RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------|----------|----------|------------|
| 1          | 669      | -        | HATHWAY    |

### CIGARETTES

| CIGG RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|-----------|----------|----------|---------------|
| 1         | 186      | 212      | WILLS         |
| 2         | 342      | 397      | 555           |
| 3         | 370      | 261      | GOLD FLAKE    |
| 4         | 459      | 317      | MARLBORO      |
| 5         | 480      | 442      | WILLS CLASSIC |
| 6         | 529      | 412      | BRISTOL       |

### CLASSIFIEDS

| CLASFD RANK | BTR 2013 | BTR 2012 | BRAND NAME   |
|-------------|----------|----------|--------------|
| 1           | 485      | 440      | JUST DIAL    |
| 2           | 657      | 631      | YELLOW PAGES |
| 3           | 887      | 906      | ASK ME       |

### CONSTRUCTION

#### INFRASTRUCTURE

| INFRA RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------|----------|----------|------------|
| 1          | 791      | 740      | HCC        |
| 2          | 930      | 954      | LANCO      |
| 3          | 934      | 990      | GMR        |

#### REAL ESTATE

| REAL ESTATE RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|------------------|----------|----------|---------------|
| 1                | 314      | 273      | DLF           |
| 2                | 383      | 363      | HDIL          |
| 3                | 400      | -        | SOUL SPACE    |
| 4                | 516      | 497      | LODHA         |
| 5                | 554      | 955      | HIRANANDANI   |
| 6                | 828      | 611      | HAWARE        |
| 7                | 980      | 758      | UNITECH       |
| 8                | 1013     | -        | OBERIO REALTY |

#### CONSTRUCTION MATERIALS

| CONSTN MAT RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-----------------|----------|----------|------------|
| 1               | 515      | -        | JOHNSON    |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

### Consumer Products

#### ADHESIVES

| ADHESIVES RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------|----------|----------|------------|
| 1              | 233      | 179      | FEVICOL    |
| 2              | 614      | 417      | FEVIKWIK   |
| 3              | 1048     | 586      | FEVISTICK  |

#### CONDOMS

| CONDOMS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|--------------|----------|----------|------------|
| 1            | 1025     | 636      | MOODS      |

#### CONSUMER BATTERIES

| CONSUMER BATTERIES RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------------------|----------|----------|------------|
| 1                       | 309      | 507      | EVEREADY   |
| 2                       | 444      | 568      | NIPPO      |
| 3                       | 454      | 582      | DURACELL   |

#### CONSUMER PRODUCTS

| CONSUMER PRODUCTS RANK | BTR 2013 | BTR 2012 | BRAND NAME         |
|------------------------|----------|----------|--------------------|
| 1                      | 194      | 133      | NIRMA              |
| 2                      | 324      | 60       | HINDUSTAN UNILEVER |
| 3                      | 421      | 235      | PROCTER & GAMBLE   |
| 4                      | 796      | 903      | CAVINKARE          |
| 5                      | 871      | 697      | MARICO             |

#### DIAPERS

| DIAPERS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|--------------|----------|----------|------------|
| 1            | 648      | -        | HUGGIES    |
| 2            | 886      | 978      | PAMPERS    |

### DIRECT SELLING

| DIRECT SELLING RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 34       | 76       | AMWAY      |
| 2                   | 341      | 445      | ORIFLAME   |

### FABRIC CARE

| FABRIC CARE RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------|----------|----------|------------|
| 1                | 60       | 284      | TIDE       |
| 2                | 63       | 210      | SURF EXCEL |
| 3                | 110      | 171      | RIN        |
| 4                | 271      | 558      | WHEEL      |
| 5                | 273      | 494      | ARIEL      |
| 6                | 425      | 526      | UJALA      |
| 7                | 600      | 744      | FENA       |
| 8                | 728      | -        | VANISH     |
| 9                | 869      | -        | COMFORT    |

### ORAL HYGIENE

| ORAL HYGIENE RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------------|----------|----------|------------|
| 1                 | 24       | 62       | COLGATE    |
| 2                 | 183      | 281      | VICCO      |
| 3                 | 192      | 167      | CLOSE UP   |
| 4                 | 195      | 323      | ANCHOR     |
| 5                 | 201      | 101      | PEPSODENT  |
| 6                 | 258      | 310      | BABOOL     |
| 7                 | 963      | -        | MESWAK     |
| 8                 | 1053     | -        | SENSODYNE  |

### PERSONAL HYGIENE PRODUCTS

| HYGIENE PRODUCTS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-----------------------|----------|----------|------------|
| 1                     | 372      | 664      | WHISPER    |
| 2                     | 835      | -        | STAYFREE   |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



### PERSONAL PRODUCTS

| PERSONAL PRODUCTS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------------|----------|----------|------------|
| 1                      | 131      | 250      | ORAL B     |
| 2                      | 253      | 114      | GILLETTE   |
| 3                      | 673      | 742      | TOPAZ      |

### DTH

| DTH RANK | BTR 2013 | BTR 2012 | BRAND NAME   |
|----------|----------|----------|--------------|
| 1        | 51       | 207      | TATA SKY     |
| 2        | 180      | -        | DISH TV      |
| 3        | 606      | 822      | AIRTEL TV    |
| 4        | 837      | 836      | VIDEOCON D2H |
| 5        | 883      | -        | BIG TV       |

### Diversified

#### DIVERSIFIED

| DIVERSIFIED RANK | BTR 2013 | BTR 2012 | BRAND NAME      |
|------------------|----------|----------|-----------------|
| 1                | 5        | 2        | TATA            |
| 2                | 6        | 11       | GODREJ          |
| 3                | 7        | 10       | RELIANCE        |
| 4                | 8        | 7        | BAJAJ           |
| 5                | 59       | 37       | BIRLA           |
| 6                | 79       | 66       | M & M           |
| 7                | 127      | 47       | LARSEN & TOUBRO |
| 8                | 148      | 54       | ITC             |
| 9                | 162      | 131      | BPL             |
| 10               | 212      | 128      | SAHARA          |
| 11               | 223      | 256      | AMBUJA          |
| 12               | 398      | 318      | GE              |
| 13               | 468      | -        | SIEMENS         |
| 14               | 484      | 293      | INDIABULLS      |
| 15               | 591      | 816      | ADANI           |
| 16               | 608      | 690      | ADITYA BIRLA    |
| 17               | 615      | 540      | MITSUBISHI      |
| 18               | 630      | 376      | HINDUJA         |
| 19               | 752      | 645      | ESSAR           |
| 20               | 773      | -        | DALMIA          |
| 21               | 780      | 824      | 3M              |
| 22               | 794      | -        | STAR GROUP      |
| 23               | 969      | -        | JINDAL          |
| 24               | 990      | 752      | PATNI           |
| 25               | 1000     | 569      | VIRGIN          |
| 26               | 1073     | -        | BIRLA CORP      |

### Consumer Durables

#### AUDIO

| CONSUMER DURABLES RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------------|----------|----------|------------|
| 1                      | 505      | 308      | PIONEER    |
| 2                      | 675      | 339      | BOSE       |
| 3                      | 885      | 475      | KENWOOD    |

#### CONSUMER ELECTRONICS

| CONSUMER ELECTRONICS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------------|----------|----------|------------|
| 1                         | 2        | 4        | SAMSUNG    |
| 2                         | 3        | 5        | SONY       |
| 3                         | 10       | 3        | LG         |
| 4                         | 25       | 51       | VIDEOCON   |
| 5                         | 27       | 38       | ONIDA      |
| 6                         | 35       | 14       | PHILIPS    |
| 7                         | 52       | 81       | TOSHIBA    |
| 8                         | 62       | 102      | PANASONIC  |
| 9                         | 99       | 107      | VOLTAS     |
| 10                        | 144      | 112      | WHIRLPOOL  |
| 11                        | 157      | 115      | HITACHI    |
| 12                        | 190      | 239      | AKAI       |
| 13                        | 215      | 119      | SANSUI     |
| 14                        | 275      | 258      | CASIO      |
| 15                        | 295      | 255      | HAIER      |
| 16                        | 307      | 341      | IFB        |
| 17                        | 334      | 528      | KENSTAR    |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

| CONSUMER ELECTRONICS RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|---------------------------|----------|----------|-------------|
| 18                        | 345      | 594      | BLUE STAR   |
| 19                        | 392      | 410      | JAIPAN      |
| 20                        | 393      | 424      | USHA        |
| 21                        | 449      | 581      | SHARP       |
| 22                        | 451      | 289      | KELVINATOR  |
| 23                        | 629      | -        | SONY BRAVIA |
| 24                        | 685      | -        | NATIONAL    |
| 25                        | 707      | -        | JVC         |
| 26                        | 912      | 525      | ELECTROLUX  |
| 27                        | 918      | 983      | HUMAX       |

### WATER PURIFIER

| WATER PURIFIER RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|---------------------|----------|----------|---------------|
| 1                   | 135      | 268      | KENT          |
| 2                   | 218      | 465      | AQUAGUARD     |
| 3                   | 260      | 233      | PUREIT        |
| 4                   | 704      | 303      | EUREKA FORBES |
| 5                   | 807      | -        | NASAKA        |

### Education

#### COMPUTER/HARDWARE TRAINING

| COMP/HARD TRAINING RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|-------------------------|----------|----------|-------------|
| 1                       | 81       | 144      | NIIT        |
| 2                       | 237      | 282      | APTECH      |
| 3                       | 670      | -        | JETKING     |
| 4                       | 823      | 676      | CADD CENTER |
| 5                       | 827      | 637      | SSI         |

#### GRADUATE/PG DEGREE

| GRADUATE PG DEGREE RANK | BTR 2013 | BTR 2012 | BRAND NAME         |
|-------------------------|----------|----------|--------------------|
| 1                       | 300      | 336      | IIT                |
| 2                       | 304      | 405      | OXFORD UNIVERSITY  |
| 3                       | 546      | 532      | IIM                |
| 4                       | 852      | 956      | IIPM               |
| 5                       | 1029     | -        | JNU                |
| 6                       | 1095     | -        | KOLKATA UNIVERSITY |

#### PRE-SCHOOL EDUCATION

| PRE-SCH EDUCATION RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------------|----------|----------|------------|
| 1                      | 1093     | 763      | EUROKIDS   |

### ENERGY

#### ENERGY

| ENERGY RANK | BTR 2013 | BTR 2012 | BRAND NAME          |
|-------------|----------|----------|---------------------|
| 1           | 191      | 82       | ONGC                |
| 2           | 242      | 240      | BHARAT PETROLEUM    |
| 3           | 331      | 314      | HINDUSTAN PETROLEUM |
| 4           | 359      | 248      | INDIAN OIL          |
| 5           | 475      | 797      | BHARAT GAS          |
| 6           | 637      | -        | HP GAS              |
| 7           | 817      | 721      | ESSAR OIL           |
| 8           | 949      | -        | OIL INDIA           |
| 9           | 950      | 941      | SUZLON              |
| 10          | 1063     | -        | HP POWER            |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



### ENTERTAINMENT

#### CINEMA DISPLAY

| CINEMA DISPLAY RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|---------------------|----------|----------|-------------|
| 1                   | 163      | 217      | PVR         |
| 2                   | 527      | 371      | CINEMAX     |
| 3                   | 639      | 833      | INOX        |
| 4                   | 915      | 847      | BIG CINEMAS |
| 5                   | 1045     | -        | IMAX        |

#### CINEMA - OTHER

| CINEMA OTHER RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------------|----------|----------|------------|
| 1                 | 464      | 539      | EROS       |
| 2                 | 668      | 769      | T-SERIES   |
| 3                 | 1097     | -        | HATSOFF    |

### Food & Beverage

#### AERATED DRINKS

| AERATED DRINKS RANK | BTR 2013 | BTR 2012 | BRAND NAME   |
|---------------------|----------|----------|--------------|
| 1                   | 67       | 49       | COCA-COLA    |
| 2                   | 69       | 16       | PEPSI        |
| 3                   | 170      | 140      | THUMS UP     |
| 4                   | 197      | -        | SPRITE       |
| 5                   | 200      | 267      | LIMCA        |
| 6                   | 222      | 195      | DUKES        |
| 7                   | 232      | 340      | FANTA        |
| 8                   | 270      | 420      | 7 UP         |
| 9                   | 279      | 186      | MIRINDA      |
| 10                  | 536      | 346      | MOUNTAIN DEW |

#### BISCUITS

| BISCUITS RANK | BTR 2013 | BTR 2012 | BRAND NAME          |
|---------------|----------|----------|---------------------|
| 1             | 276      | 218      | PARLE G             |
| 2             | 375      | 953      | OREO                |
| 3             | 403      | 276      | MARIE               |
| 4             | 490      | 609      | PRIYA GOLD          |
| 5             | 545      | 263      | HIDE & SEEK         |
| 6             | 568      | 280      | BRITANNIA GOOD DAY  |
| 7             | 697      | 290      | BRITANNIA TIGER     |
| 8             | 701      | 271      | BRITANNIA BOURBON   |
| 9             | 754      | 436      | BRITANNIA 50-50     |
| 10            | 858      | 503      | PARLE KRACKJACK     |
| 11            | 961      | 443      | BRITANNIA JIM JAM   |
| 12            | 1050     | 865      | PARLE MONACO        |
| 13            | 1052     | 384      | BRITANNIA MARIEGOLD |

#### CHOCOLATE - OTHER

| CHOCO OTHER RANK | BTR 2013 | BTR 2012 | BRAND NAME        |
|------------------|----------|----------|-------------------|
| 1                | 431      | 369      | MELODY            |
| 2                | 486      | 987      | CADBURY'S ECLAIRS |
| 3                | 712      | -        | ALPENLIEBE        |
| 4                | 896      | 389      | CADBURY'S GEMS    |

#### CHOCOLATE BAR

| CHOCO BAR RANK | BTR 2013 | BTR 2012 | BRAND NAME           |
|----------------|----------|----------|----------------------|
| 1              | 206      | 201      | CADBURY'S DAIRY MILK |
| 2              | 296      | 238      | NESTLE KITKAT        |
| 3              | 347      | 381      | NESTLE MUNCH         |
| 4              | 491      | 190      | CADBURY 5 STAR       |
| 5              | 674      | 430      | BOUNTY               |
| 6              | 756      | 460      | MARS                 |



# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

### DAIRY

| DAIRY RANK | BTR 2013 | BTR 2012 | BRAND NAME   |
|------------|----------|----------|--------------|
| 1          | 22       | 78       | AMUL         |
| 2          | 390      | 502      | AAREY        |
| 3          | 406      | 661      | MOTHER DAIRY |

### DAIRY PRODUCTS

| DAIRY PRODUCT RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|--------------------|----------|----------|-------------|
| 1                  | 580      | 406      | GOKUL MILK  |
| 2                  | 595      | -        | GO CHEESE   |
| 3                  | 770      | 901      | AMUL BUTTER |
| 4                  | 771      | -        | NUTRALITE   |

### EDIBLE OIL

| EDIBLE OIL RANK | BTR 2013 | BTR 2012 | BRAND NAME          |
|-----------------|----------|----------|---------------------|
| 1               | 330      | 598      | SAFFOLA             |
| 2               | 798      | -        | GEMINI              |
| 3               | 809      | 923      | FORTUNE REFINED OIL |

### ENERGY DRINK

| ENERGY DRINK RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------------|----------|----------|------------|
| 1                 | 339      | 471      | RED BULL   |
| 2                 | 563      | -        | CLOUD 9    |

### F&B - DIVERSIFIED

| F&B DIVERSIFIED RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------------|----------|----------|------------|
| 1                    | 49       | 46       | PARLE      |
| 2                    | 54       | 86       | BRITANNIA  |
| 3                    | 68       | 28       | CADBURY'S  |
| 4                    | 139      | 172      | NESTLE     |
| 5                    | 228      | -        | SUNFEAST   |
| 6                    | 535      | 649      | AASHIRWAAD |
| 7                    | 729      | 870      | RUCHI'S    |
| 8                    | 745      | 490      | LINDT      |
| 9                    | 786      | -        | PEPSICO    |
| 10                   | 956      | -        | CANDYMAN   |

### ICE-CREAM

| ICE CREAM RANK | BTR 2013 | BTR 2012 | BRAND NAME       |
|----------------|----------|----------|------------------|
| 1              | 344      | 408      | VADILAL          |
| 2              | 564      | 236      | BASKIN & ROBBINS |
| 3              | 632      | 464      | KWALITY WALLS    |
| 4              | 768      | 518      | PASTONJI         |
| 5              | 972      | -        | NATURALS         |
| 6              | 1047     | 662      | DINSHAWS         |

### INSTANT COFFEE

| INSTANT COFFEE RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 165      | 335      | BRU        |
| 2                   | 230      | 153      | NESCAFE    |

### MASALA

| MASALA RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------|----------|----------|------------|
| 1           | 209      | 285      | MDH        |
| 2           | 452      | 712      | EVEREST    |
| 3           | 962      | -        | KUBAL      |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



### MOUTH FRESHENERS

| MOUTH FRESHENERS RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|-----------------------|----------|----------|-------------|
| 1                     | 198      | 264      | POLO        |
| 2                     | 332      | 672      | MENTOS      |
| 3                     | 381      | 283      | ORBIT       |
| 4                     | 489      | 888      | HALLS       |
| 5                     | 561      | 380      | HAPPYDENT   |
| 6                     | 660      | 414      | TIC TAC     |
| 7                     | 751      | 900      | PAN PARAG   |
| 8                     | 916      | -        | CENTERFRESH |

### NON-AERATED DRINKS

| NON AERATED RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------|----------|----------|------------|
| 1                | 132      | 147      | MAAZA      |
| 2                | 185      | 208      | FROOTI     |
| 3                | 526      | -        | SLICE      |
| 4                | 813      | -        | LMN        |
| 5                | 905      | -        | NIMBOOZ    |

### NUTRITIONAL SUPPLEMENTS

| NUTRITION SUPP RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 126      | 198      | BOOST      |
| 2                   | 152      | 155      | HORLICKS   |
| 3                   | 174      | 189      | COMPLAN    |
| 4                   | 312      | 262      | BOURNVITA  |

### PACKAGED WATER

| PACKAGED WATER RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 108      | 108      | BISLERI    |
| 2                   | 288      | 275      | KINLEY     |
| 3                   | 305      | 260      | AGUAFINA   |
| 4                   | 581      | 366      | OXYRICH    |

### PACKAGED JUICES

| PACKAGED JUICES RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------------|----------|----------|------------|
| 1                    | 379      | 169      | TROPICANA  |
| 2                    | 488      | -        | DABUR REAL |
| 3                    | 811      | -        | APPY       |

### PACKAGED SNACKS

| PACKAGE SNACKS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 72       | 100      | LAYS       |
| 2                   | 164      | 321      | HIPPO      |
| 3                   | 204      | 232      | BINGO      |
| 4                   | 285      | 415      | KURKURE    |
| 5                   | 290      | 333      | BALAJI     |
| 6                   | 395      | 192      | HALDIRAM   |
| 7                   | 549      | -        | ALIVA      |
| 8                   | 781      | -        | LEHAR      |

### POWDERED DRINK

| POWDERED DRINK RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 178      | 328      | RASNA      |
| 2                   | 428      | 511      | GLUCON D   |
| 3                   | 737      | -        | TANG       |

### PACKAGED RICE

| PACKAGED RICE RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|--------------------|----------|----------|------------|
| 1                  | 385      | 468      | KOHINOOR   |
| 2                  | 598      | -        | INDIA GATE |
| 3                  | 965      | -        | LAL QILLA  |

### PACKAGED SALT

| PACKAGED SALT RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|--------------------|----------|----------|------------|
| 1                  | 106      | 316      | TATA SALT  |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

### SUGAR SUBSTITUTE

| SUGAR SUB RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------|----------|----------|------------|
| 1              | 664      | 449      | SUGAR FREE |

### TEA

| TEA RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|----------|----------|----------|---------------|
| 1        | 155      | 222      | TATA TEA      |
| 2        | 262      | 297      | RED LABEL     |
| 3        | 343      | 548      | LIPTON        |
| 4        | 408      | 689      | SOCIETY TEA   |
| 5        | 442      | 842      | TAJ MAHAL TEA |
| 6        | 782      | -        | TAAZA         |

### GLOBAL BODY

| GLOBAL BODY RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------|----------|----------|------------|
| 1                | 693      | 708      | WHO        |
| 2                | 775      | 612      | YMCA       |
| 3                | 802      | 796      | UNICEF     |
| 4                | 804      | 794      | RED CROSS  |

### GOVERNMENT BODY

| GOVT BODY RANK | BTR 2013 | BTR 2012 | BRAND NAME       |
|----------------|----------|----------|------------------|
| 1              | 267      | -        | INDIAN COURTS    |
| 2              | 386      | 766      | INDIAN ARMY      |
| 3              | 633      | 467      | BMC              |
| 4              | 641      | -        | INDIAN AIR FORCE |
| 5              | 721      | -        | CBI              |
| 6              | 810      | -        | JAGO GRAHAK JAGO |
| 7              | 904      | -        | MUMBAI POLICE    |
| 8              | 945      | -        | INDIAN NAVY      |
| 9              | 975      | -        | RAW              |
| 10             | 996      | -        | NDMC             |
| 11             | 1028     | -        | CIDCO            |
| 12             | 1034     | 762      | MMRDA            |

### Furnishing

#### MATTRESSES

| MATTRESS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------|----------|----------|------------|
| 1             | 682      | 362      | SLEEPWELL  |
| 2             | 684      | -        | KURLON     |

#### LUXURY FURNISHING

| LUXURY FURNISH RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 942      | 630      | D'DÉCOR    |

### Healthcare

#### AYURVEDA

| AYURVEDA RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------|----------|----------|------------|
| 1             | 65       | 45       | DABUR      |
| 2             | 150      | 117      | HIMALAYA   |
| 3             | 203      | 202      | AYUR       |
| 4             | 552      | 522      | ZANDU      |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



### HEALTH SUPPLEMENT

| HEALTH SUPP RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------|----------|----------|------------|
| 1                | 493      | 950      | REVITAL    |
| 2                | 789      | 385      | PROTINEX   |

### HEALTHCARE - GENERAL

| HEALTHCARE GENERAL RANK | BTR 2013 | BTR 2012 | BRAND NAME        |
|-------------------------|----------|----------|-------------------|
| 1                       | 219      | 84       | JOHNSON & JOHNSON |
| 2                       | 252      | 422      | VLCC              |
| 3                       | 790      | -        | GENETECH          |

### HEALTHCARE PRODUCTS

| HEALTHCARE PRODUCTS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|--------------------------|----------|----------|------------|
| 1                        | 251      | 221      | CROCIN     |
| 2                        | 317      | 592      | ENO        |
| 3                        | 691      | -        | D'COLD     |

### HOSPITALS

| HOSPITALS RANK | BTR 2013 | BTR 2012 | BRAND NAME      |
|----------------|----------|----------|-----------------|
| 1              | 842      | 338      | APOLLO HOSPITAL |
| 2              | 1040     | 910      | JJ HOSPITAL     |

### PAIN BALM

| PAIN BALM RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------|----------|----------|------------|
| 1              | 171      | 270      | IODEX      |
| 2              | 224      | 266      | MOOV       |
| 3              | 420      | 365      | VOLINI     |
| 4              | 441      | 764      | ZANDU BALM |
| 5              | 623      | 462      | AMRUTANJAN |

### PHARMACEUTICALS

| PHARMA RANK | BTR 2013 | BTR 2012 | BRAND NAME     |
|-------------|----------|----------|----------------|
| 1           | 179      | 170      | CIPLA          |
| 2           | 225      | 161      | RANBAXY        |
| 3           | 409      | 279      | GSK            |
| 4           | 447      | 428      | LUPIN          |
| 5           | 681      | -        | AVEENO         |
| 6           | 755      | 450      | PFIZER         |
| 7           | 762      | 829      | GLENMARK       |
| 8           | 853      | 803      | MANKIND PHARMA |
| 9           | 859      | 751      | NOVARTIS       |
| 10          | 880      | 682      | BIOCON         |
| 11          | 933      | 610      | BILCARE        |
| 12          | 1002     | -        | SANDOZ         |
| 13          | 1005     | 952      | SUN PHARMA     |
| 14          | 1072     | 966      | MERCK          |
| 15          | 1094     | -        | AKSIGEN        |

### SKINCARE

| SKINCARE RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|---------------|----------|----------|-------------|
| 1             | 593      | -        | KAYA        |
| 2             | 816      | -        | BLUSH WORLD |

### HOMEOPATHY

| HOMEO-PATHY RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------|----------|----------|------------|
| 1                | 932      | 753      | DR BATRA'S |

# CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

## Heavy Industry

### HEAVY ENGINEERING

| HEAVY ENGINEERING RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------------|----------|----------|------------|
| 1                      | 525      | 439      | ABB        |
| 2                      | 626      | 667      | KIRLOSKAR  |
| 3                      | 800      | 731      | ALSTOM     |
| 4                      | 832      | -        | BHEL       |
| 5                      | 854      | 740      | NESCO      |

### METAL & MINING

| METAL & MINING RANK | BTR 2013 | BTR 2012 | BRAND NAME   |
|---------------------|----------|----------|--------------|
| 1                   | 364      | 110      | TATA STEEL   |
| 2                   | 636      | 673      | SAIL         |
| 3                   | 902      | 574      | JINDAL STEEL |
| 4                   | 971      | 851      | SESA GOA     |
| 5                   | 979      | -        | JSW          |

## Hospitality

### HOTELS

| HOTELS RANK | BTR 2013 | BTR 2012 | BRAND NAME     |
|-------------|----------|----------|----------------|
| 1           | 149      | 278      | TAJ HOTELS     |
| 2           | 508      | 501      | HYATT          |
| 3           | 749      | 739      | JW MARRIOTT    |
| 4           | 841      | 915      | OBEROI         |
| 5           | 882      | -        | GATEWAY HOTELS |
| 6           | 914      | -        | CROWNE PLAZA   |

### RESTAURANT

| RESTAURANT RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-----------------|----------|----------|------------|
| 1               | 967      | -        | INSOMNIA   |

## Household Electricals

### FANS

| FANS RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|-----------|----------|----------|-------------|
| 1         | 335      | 337      | USHA FANS   |
| 2         | 518      | 602      | ORPAT       |
| 3         | 663      | 510      | KHAITAN     |
| 4         | 1046     | 801      | ORIENT PSPO |

### ELECTRICAL EQUIPMENT

| ELECTRICAL EQUIPMENT RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------------|----------|----------|------------|
| 1                         | 263      | 351      | HAVELLS    |
| 2                         | 744      | 849      | MICROTEK   |
| 3                         | 772      | 890      | V GUARD    |
| 4                         | 797      | 654      | OKAYA      |
| 5                         | 856      | 674      | SURYA      |
| 6                         | 985      | 909      | LUMINOUS   |

## Household Products

### AIR FRESHENERS

| AIR FRESHENERS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 292      | 313      | AIRWICK    |
| 2                   | 634      | -        | AMBIPUR    |
| 3                   | 687      | -        | ODONIL     |

### BATH FIXTURES

| BATH FIXTURES RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|--------------------|----------|----------|------------|
| 1                  | 709      | -        | KOHLER     |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



### HEMECARE

| HEMECARE RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------|----------|----------|------------|
| 1             | 187      | 388      | DOMEX      |
| 2             | 250      | 393      | VIM        |
| 3             | 272      | 357      | HARPIC     |
| 4             | 326      | -        | LIZOL      |
| 5             | 702      | 919      | COLIN      |
| 6             | 824      | 555      | KLINOL     |

### KITCHEN APPLIANCES

| KITCHEN APPL RANK | BTR 2013 | BTR 2012 | BRAND NAME      |
|-------------------|----------|----------|-----------------|
| 1                 | 280      | -        | TUPPERWARE      |
| 2                 | 466      | 307      | PRESTIGE COOKER |
| 3                 | 597      | -        | HAWKINS         |
| 4                 | 610      | -        | NIRLEP          |
| 5                 | 868      | -        | SUMEET          |
| 6                 | 1058     | 951      | PIGEON          |
| 7                 | 1092     | 936      | BUTTERFLY       |

### MOSQUITO REPELLENTS

| MOSQUITO REPEL RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|---------------------|----------|----------|-------------|
| 1                   | 130      | 151      | ALLOUT      |
| 2                   | 311      | 214      | GOOD KNIGHT |
| 3                   | 397      | 364      | MORTEIN     |
| 4                   | 411      | 390      | HIT         |
| 5                   | 592      | 985      | ODOMOS      |
| 6                   | 726      | 551      | BAYGON      |

### PLASTICS

| PLASTICS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------|----------|----------|------------|
| 1             | 758      | 606      | NILKAMAL   |

### SAFETY MATCHES

| SAFETY MATCHES RANK | BTR 2013 | BTR 2012 | BRAND NAME   |
|---------------------|----------|----------|--------------|
| 1                   | 656      | -        | AIM MATCHBOX |

### INFORMATION SERVICES

| INFO SERVICES RANK | BTR 2013 | BTR 2012 | BRAND NAME       |
|--------------------|----------|----------|------------------|
| 1                  | 893      | -        | THOMPSON REUTERS |

### INFRASTRUCTURE

| INFRA RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------|----------|----------|------------|
| 1          | 557      | -        | GIPCO      |
| 2          | 855      | 718      | NTPC       |
| 3          | 1100     | 720      | JNPT       |

### Internet

#### INTERNET SERVICE

| INTERNET SERVICE RANK | BTR 2013 | BTR 2012 | BRAND NAME   |
|-----------------------|----------|----------|--------------|
| 1                     | 993      | -        | NAUKRI       |
| 2                     | 1001     | -        | MAKE MY TRIP |

#### ONLINE SHARING

| ONLINE SHARING RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 427      | 512      | YOUTUBE    |
| 2                   | 481      | 446      | PICASA     |



# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

### ONLINE SHOPPING

| ONLINE SHOP RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------|----------|----------|------------|
| 1                | 286      | 209      | EBAY       |
| 2                | 570      | 368      | AMAZON     |
| 3                | 585      | -        | IBIBO      |
| 4                | 638      | -        | OLX.IN     |
| 5                | 748      | -        | MYNTRA     |
| 6                | 834      | -        | JABONG     |
| 7                | 890      | -        | FLIPKART   |
| 8                | 953      | -        | QUIKR      |

### LUBRICANTS

| LUBRICANT RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------|----------|----------|------------|
| 1              | 216      | 118      | SHELL      |
| 2              | 238      | 152      | CASTROL    |
| 3              | 360      | 311      | SERVO      |
| 4              | 604      | 372      | GULF OIL   |
| 5              | 757      | -        | AGIP       |

### INTERNET TOOL

| INTERNET TOOL RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|--------------------|----------|----------|------------|
| 1                  | 44       | 31       | GOOGLE     |
| 2                  | 189      | 127      | YAHOO      |
| 3                  | 361      | 623      | GMAIL      |
| 4                  | 414      | 426      | AOL        |
| 5                  | 448      | 352      | SIFY       |
| 6                  | 504      | 489      | WIKIPEDIA  |
| 7                  | 652      | -        | INDIATIMES |
| 8                  | 746      | 343      | REDIFF     |
| 9                  | 955      | -        | THA-ONE    |

### Manufacturing

#### CEMENT

| MFG RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|----------|----------|----------|---------------|
| 1        | 116      | 72       | ACC           |
| 2        | 352      | 342      | AMBUJA CEMENT |
| 3        | 534      | 714      | BINANI CEMENT |
| 4        | 550      | 370      | ULTRATECH     |
| 5        | 566      | 626      | JK CEMENT     |
| 6        | 906      | 862      | JP CEMENT     |
| 7        | 1084     | 841      | LAFARGE       |

### SOCIAL NETWORKING

| SOCIAL NETWORK RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 48       | 65       | FACEBOOK   |
| 2                   | 239      | 193      | ORKUT      |
| 3                   | 294      | 216      | TWITTER    |
| 4                   | 839      | -        | FOURSQUARE |

#### CHEMICALS

| CHEMICALS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------|----------|----------|------------|
| 1              | 692      | 814      | BAYER      |
| 2              | 792      | 830      | PIDILITE   |
| 3              | 978      | 709      | DUPONT     |
| 4              | 1012     | 741      | BASF       |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

### ENGINEERING

| ENGG RANK | BTR 2013 | BTR 2012 | BRAND NAME       |
|-----------|----------|----------|------------------|
| 1         | 188      | 130      | HMT              |
| 2         | 415      | 805      | THERMAX          |
| 3         | 931      | 542      | CROMPTON GREAVES |

### FERTILIZER

| FERTILIZER RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-----------------|----------|----------|------------|
| 1               | 1016     | 876      | GSFC       |

### SPECIALIZED

| SPECIALIZED RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------|----------|----------|------------|
| 1                | 1075     | -        | HEG        |

### PAINTS

| PAINTS RANK | BTR 2013 | BTR 2012 | BRAND NAME          |
|-------------|----------|----------|---------------------|
| 1           | 74       | 91       | ASIAN PAINTS        |
| 2           | 274      | 254      | DULUX               |
| 3           | 348      | 200      | NEROLAC             |
| 4           | 671      | 716      | BERGER              |
| 5           | 959      | -        | ASIAN PAINTS ROYALE |

### PLASTICS

| PLASTICS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------|----------|----------|------------|
| 1             | 455      | 722      | SINTEX     |
| 2             | 651      | 700      | FINOLEX    |

### UMBRELLAS

| UMBRELLAS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------|----------|----------|------------|
| 1              | 989      | -        | JOHNS      |

### Media Print

#### MAGAZINE - ENGLISH

| MAGAZINE ENGLISH RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|-----------------------|----------|----------|-------------|
| 1                     | 676      | 477      | STARDUST    |
| 2                     | 710      | 373      | FEMINA      |
| 3                     | 831      | 777      | FORBES      |
| 4                     | 850      | 563      | INDIA TODAY |
| 5                     | 878      | -        | THE WEEK    |
| 6                     | 1088     | -        | CHIP        |
| 7                     | 1091     | -        | OK          |

#### NEWSPAPER - ENGLISH

| NEWSPAPER ENGLISH RANK | BTR 2013 | BTR 2012 | BRAND NAME      |
|------------------------|----------|----------|-----------------|
| 1                      | 100      | 88       | TIMES OF INDIA  |
| 2                      | 229      | 399      | DNA             |
| 3                      | 434      | 291      | HINDUSTAN TIMES |
| 4                      | 523      | 552      | ECONOMIC TIMES  |
| 5                      | 736      | -        | MIDDAY          |
| 6                      | 739      | -        | INDIAN EXPRESS  |
| 7                      | 1037     | 571      | HINDU           |
| 8                      | 1089     | 861      | MUMBAI MIRROR   |

#### NEWSPAPER - HINDI

| NEWSPAPER HINDI RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|----------------------|----------|----------|---------------|
| 1                    | 778      | -        | DAINIK JAGRAN |
| 2                    | 948      | -        | AMAR UJALA    |

#### NEWSPAPER - BENGALI

| NEWSPR BENGALI RANK | BTR 2013 | BTR 2012 | BRAND NAME          |
|---------------------|----------|----------|---------------------|
| 1                   | 968      | -        | ANAND BAZAR PATRIKA |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

### Media - TV

#### BOLLYWOOD

| BOLLYWOOD RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------|----------|----------|------------|
| 1              | 423      | -        | ZOOM TV    |
| 2              | 661      | -        | E24        |

#### CHANNEL CLUSTER

| CHNL CLUSTER RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------------|----------|----------|------------|
| 1                 | 384      | 520      | UTV        |
| 2                 | 417      | 715      | ZEE        |
| 3                 | 435      | 384      | START TV   |
| 4                 | 940      | -        | ETV        |
| 5                 | 1057     | -        | TV 9       |

#### CHILDREN'S GEC

| CHILDREN GEC RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------------|----------|----------|------------|
| 1                 | 470      | 456      | DISNEY     |
| 2                 | 655      | -        | POGO       |
| 3                 | 1062     | -        | HUNGAMA    |

#### ENGLISH BUSINESS NEWS

| ENGLISH BUS. NEWS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------------|----------|----------|------------|
| 1                      | 301      | 924      | CNBC       |
| 2                      | 713      | 595      | ET NOW     |

#### ENGLISH GEC

| ENGLISH GEC RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------|----------|----------|------------|
| 1                | 616      | 733      | AXN        |
| 2                | 951      | -        | FOX        |

#### ENGLISH MOVIES

| ENGLISH MOVIES RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|---------------------|----------|----------|-------------|
| 1                   | 422      | 515      | HBO         |
| 2                   | 542      | 379      | STAR MOVIES |

#### ENGLISH NEWS

| ENGLISH NEWS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------------|----------|----------|------------|
| 1                 | 221      | 180      | NDTV       |
| 2                 | 647      | 479      | TIMES NOW  |

#### HINDI BUSINESS NEWS

| HINDI BUSS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-----------------|----------|----------|------------|
| 1               | 689      | 419      | CNBCTV 18  |

#### HINDI GEC

| HINDI GEC RANK | BTR 2013 | BTR 2012 | BRAND NAME     |
|----------------|----------|----------|----------------|
| 1              | 231      | 225      | ZEE TELEVISION |
| 2              | 245      | 344      | COLORS         |
| 3              | 287      | 584      | STAR PLUS      |
| 4              | 320      | 387      | FOOD FOOD      |
| 5              | 584      | 969      | SAB TV         |
| 6              | 599      | -        | SONY TV        |
| 7              | 925      | 852      | SAHARA ONE     |

#### HINDI MOVIES

| HINDI MOVIES RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------------|----------|----------|------------|
| 1                 | 540      | 939      | STAR GOLD  |
| 2                 | 759      | -        | SET MAX    |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



### HINDI NEWS

| HINDI NEWS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-----------------|----------|----------|------------|
| 1               | 121      | 168      | AAJ TAK    |
| 2               | 214      | -        | ABP NEWS   |
| 3               | 319      | 402      | INDIA TV   |
| 4               | 362      | 441      | IBN 7      |
| 5               | 483      | 783      | ZEE NEWS   |
| 6               | 579      | 688      | NEWS 24    |
| 7               | 738      | 701      | STAR NEWS  |
| 8               | 820      | 671      | CNN IBN    |
| 9               | 1042     | -        | TEZ        |

### INFOTAINMENT & LIFESTYLE

| INFO & LIFESTYLE RANK | BTR 2013 | BTR 2012 | BRAND NAME          |
|-----------------------|----------|----------|---------------------|
| 1                     | 278      | 205      | DISCOVERY           |
| 2                     | 477      | 253      | TLC                 |
| 3                     | 719      | 578      | NATIONAL GEOGRAPHIC |
| 4                     | 830      | 638      | HISTORY CHANNEL     |

### ENGLISH INTERNATIONAL NEWS

| ENGLISH INTL NEWS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------------|----------|----------|------------|
| 1                      | 316      | 484      | BBC        |
| 2                      | 465      | 726      | CNN        |
| 3                      | 1014     | -        | BBC WORLD  |

### MUSIC

| MUSIC RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------|----------|----------|------------|
| 1          | 340      | 434      | MTV        |
| 2          | 764      | -        | 9XM        |
| 3          | 838      | -        | B4U        |

### PROGRAM

| PROGRAM RANK | BTR 2013 | BTR 2012 | BRAND NAME            |
|--------------|----------|----------|-----------------------|
| 1            | 378      | -        | SATYAMEV JAYATE       |
| 2            | 553      | 750      | KAUN BANEGA CROREPATI |
| 3            | 642      | -        | CID                   |
| 4            | 784      | -        | CRIME PATROL          |

### TAMIL GEC

| TAMIL GEC RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------|----------|----------|------------|
| 1              | 539      | 530      | SUN TV     |

### SHOPPING

| SHOPPING RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|---------------|----------|----------|---------------|
| 1             | 957      | -        | ASIAN SKYSHOP |

### SPORTS

| SPORTS RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|-------------|----------|----------|-------------|
| 1           | 443      | 473      | ESPN        |
| 2           | 879      | -        | TEN SPORTS  |
| 3           | 943      | 860      | STAR SPORTS |

### Personal Accessories

#### EYEWEAR

| EYEWEAR RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|--------------|----------|----------|------------|
| 1            | 55       | 121      | RAYBAN     |
| 2            | 548      | 403      | POLOROID   |

# CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

## FOOTWEAR

| FOOTWEAR RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------|----------|----------|------------|
| 1             | 32       | 57       | WOODLAND   |
| 2             | 40       | 13       | BATA       |
| 3             | 240      | 230      | PARAGON    |
| 4             | 255      | 165      | SPARX      |
| 5             | 336      | 302      | ACTION     |
| 6             | 520      | 596      | RELAXO     |
| 7             | 574      | 392      | LIBERTY    |
| 8             | 575      | 765      | RED CHIEF  |
| 9             | 613      | 437      | LAKHANI    |
| 10            | 723      | 968      | MOCHI      |
| 11            | 731      | 931      | LOTTO      |
| 12            | 733      | 617      | RED TAPE   |
| 13            | 742      | 786      | ALDO       |
| 14            | 1070     | -        | KHADIMS    |

## SPORTS ACCESSORIES

| SPORTS ACC RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-----------------|----------|----------|------------|
| 1               | 16       | 36       | NIKE       |
| 2               | 26       | 20       | ADIDAS     |
| 3               | 30       | 23       | PUMA       |
| 4               | 31       | 15       | REEBOK     |
| 5               | 473      | -        | FILA       |
| 6               | 862      | 680      | SG         |
| 7               | 1039     | -        | UMBRO      |

## JEWELLERY

| JEWELLERY RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------|----------|----------|------------|
| 1              | 129      | 141      | TANISHQ    |
| 2              | 205      | 730      | AGNI       |
| 3              | 437      | 269      | TBZ        |
| 4              | 450      | 347      | ORRA       |
| 5              | 577      | 600      | D'DAMAS    |
| 6              | 603      | -        | GILI       |
| 7              | 605      | 668      | GITANJALI  |
| 8              | 672      | 660      | NAKSHATRA  |

## WATCHES/CLOCKS

| WATCHES/CLOCKS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 21       | 12       | TITAN      |
| 2                   | 82       | 111      | SONATA     |
| 3                   | 103      | 178      | RADO       |
| 4                   | 120      | 145      | ROLEX      |
| 5                   | 199      | 148      | CITIZEN    |
| 6                   | 213      | 224      | TIMEX      |
| 7                   | 337      | 557      | OMEGA      |
| 8                   | 350      | 622      | AJANTA     |
| 9                   | 533      | 642      | FOSSIL     |
| 10                  | 589      | 857      | QUARTZ     |
| 11                  | 658      | 986      | SWATCH     |
| 12                  | 840      | -        | G SHOCK    |
| 13                  | 944      | -        | GUESS GC   |
| 14                  | 1054     | -        | TITAN RAGA |
| 15                  | 1078     | 893      | SEIKO      |

## LUGGAGE/BAGS

| LUGGAGE RANK | BTR 2013 | BTR 2012 | BRAND NAME         |
|--------------|----------|----------|--------------------|
| 1            | 492      | 92       | VIP BAGS           |
| 2            | 531      | 411      | AMERICAN TOURISTER |
| 3            | 986      | -        | SKYBAGS            |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



### Personal Care

#### PERFUMERY

| PERFUMERY RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------|----------|----------|------------|
| 1              | 70       | 61       | AXE        |
| 2              | 283      | 575      | YARDLEY    |
| 3              | 329      | 481      | ZATAK      |
| 4              | 377      | 625      | SPINZ      |
| 5              | 396      | 567      | FA         |
| 6              | 469      | -        | FOGG       |
| 7              | 471      | 616      | WILDSTONE  |
| 8              | 815      | -        | EVA        |
| 9              | 836      | 880      | CHARLIE    |
| 10             | 901      | -        | CHANEL 5   |

#### BEAUTY / BATH

| BEAUTY /BATH RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|-------------------|----------|----------|---------------|
| 1                 | 15       | 26       | LUX           |
| 2                 | 18       | 93       | OLAY          |
| 3                 | 19       | 43       | DOVE          |
| 4                 | 23       | 39       | PONDS         |
| 5                 | 38       | 44       | DETTOL        |
| 6                 | 43       | 105      | L'OREAL       |
| 7                 | 47       | 73       | GARNIER       |
| 8                 | 71       | 104      | LAKME         |
| 9                 | 77       | 85       | PANTENE       |
| 10                | 89       | 166      | NIVEA         |
| 11                | 94       | 137      | PEARS         |
| 12                | 133      | 304      | VIVEL         |
| 13                | 137      | 219      | VASELINE      |
| 14                | 140      | 211      | LIVON         |
| 15                | 142      | 96       | LIFEBUOY      |
| 16                | 147      | 98       | MEDIMIX       |
| 17                | 154      | 183      | SANTOOR       |
| 18                | 158      | 194      | SUNSILK       |
| 19                | 160      | 242      | FAIR & LOVELY |
| 20                | 169      | 123      | PARACHUTE     |

| BEAUTY /BATH RANK | BTR 2013 | BTR 2012 | BRAND NAME        |
|-------------------|----------|----------|-------------------|
| 21                | 175      | 142      | HAMAM             |
| 22                | 177      | 138      | CINTHOL           |
| 23                | 202      | -        | MAYBELLINE        |
| 24                | 234      | 641      | REVLON            |
| 25                | 244      | 325      | LIRIL             |
| 26                | 247      | 407      | CLINIC PLUS       |
| 27                | 264      | 427      | BOROPLUS          |
| 28                | 282      | 187      | HEAD & SHOULDERS  |
| 29                | 302      | 396      | REXONA            |
| 30                | 310      | 272      | AVON              |
| 31                | 327      | 244      | EMAMI             |
| 32                | 366      | -        | SAVLON            |
| 33                | 380      | 220      | DABUR VATIKA      |
| 34                | 401      | 312      | MARGO             |
| 35                | 402      | 400      | BOROLINE          |
| 36                | 429      | 692      | SETWET            |
| 37                | 502      | 591      | CLEAN & CLEAR     |
| 38                | 528      | 315      | MOTI              |
| 39                | 538      | -        | VEET              |
| 40                | 544      | 521      | HIMANI            |
| 41                | 556      | 785      | ELLE 18           |
| 42                | 558      | 826      | DABUR AMLA        |
| 43                | 571      | -        | FEM               |
| 44                | 587      | 947      | VI JOHN           |
| 45                | 601      | 810      | CHANDRIKA         |
| 46                | 612      | 478      | CLINIC ALL CLEAR  |
| 47                | 617      | 653      | FIAMA DI WILLS    |
| 48                | 625      | -        | EVERYUTH          |
| 49                | 720      | -        | VASMOL            |
| 50                | 761      | 493      | NEUTROGENA        |
| 51                | 795      | -        | JO                |
| 52                | 808      | -        | DERMICOOL         |
| 53                | 821      | 976      | HAIR & CARE       |
| 54                | 874      | 897      | GODREJ NO 1       |
| 55                | 903      | -        | CHIK              |
| 56                | 921      | -        | SHIKAKAI          |
| 57                | 922      | -        | CLEAR             |
| 58                | 923      | 666      | NAVRATNA HAIR OIL |
| 59                | 928      | -        | STREAX            |
| 60                | 941      | 589      | CLEARASIL         |
| 61                | 958      | -        | OLIVIA            |



# CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

| PERSONAL CARE RANK | BTR 2013 | BTR 2012 | BRAND NAME        |
|--------------------|----------|----------|-------------------|
| 62                 | 982      | 220      | DABUR VATIKA      |
| 63                 | 995      | -        | DYNAMITE          |
| 64                 | 1038     | -        | SURE              |
| 65                 | 1041     | -        | TRESEMME          |
| 66                 | 1071     | -        | JEEVA             |
| 67                 | 1081     | 846      | RICH FEEL         |
| 68                 | 1082     | -        | FAIR AND HANDSOME |

| HEAD PHONES      |          |          |             |
|------------------|----------|----------|-------------|
| HEAD-PHONES RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
| 1                | 899      | -        | SKULL CANDY |

| PHONE APPLICATION |          |          |                      |
|-------------------|----------|----------|----------------------|
| PHONE APP RANK    | BTR 2013 | BTR 2012 | BRAND NAME           |
| 1                 | 1035     | -        | BLACKBERRY MESSENGER |

## Personal Gadgets

| CAMERA      |          |          |                |
|-------------|----------|----------|----------------|
| CAMERA RANK | BTR 2013 | BTR 2012 | BRAND NAME     |
| 1           | 1020     | 734      | NIKON COOLPIX  |
| 2           | 1030     | 564      | SONY CYBERSHOT |

| CAMERA MANUFACTURER |          |          |                 |
|---------------------|----------|----------|-----------------|
| CAMERA MGF RANK     | BTR 2013 | BTR 2012 | BRAND NAME      |
| 1                   | 28       | 134      | NIKON           |
| 2                   | 58       | 97       | CANON           |
| 3                   | 266      | 206      | KODAK           |
| 4                   | 621      | 523      | FUJI FILM       |
| 5                   | 907      | -        | PANASONIC LUMIX |
| 6                   | 1086     | 620      | OLYMPUS         |

| DATACARD       |          |          |             |
|----------------|----------|----------|-------------|
| DATA CARD RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
| 1              | 588      | 883      | TATA PHOTON |

| MOBILE PHONES      |          |          |                |
|--------------------|----------|----------|----------------|
| MOBILE PHONES RANK | BTR 2013 | BTR 2012 | BRAND NAME     |
| 1                  | 1        | 1        | NOKIA          |
| 2                  | 56       | 154      | HTC            |
| 3                  | 66       | 32       | BLACKBERRY     |
| 4                  | 119      | 126      | MICROMAX       |
| 5                  | 134      | 157      | MAXX           |
| 6                  | 146      | 164      | MOTOROLA       |
| 7                  | 211      | 378      | LAVA           |
| 8                  | 257      | 243      | SONY ERICSSON  |
| 9                  | 356      | 413      | KARBONN        |
| 10                 | 405      | 431      | SPICE          |
| 11                 | 426      | 573      | INTEX          |
| 12                 | 436      | 809      | SAMSUNG GALAXY |
| 13                 | 479      | 533      | FLY            |
| 14                 | 509      | 632      | O2             |
| 15                 | 530      | 500      | APPLE IPHONE   |
| 16                 | 801      | 560      | G FIVE         |
| 17                 | 819      | -        | SONY XPERIA    |
| 18                 | 900      | 818      | CELKON         |
| 19                 | 1022     | -        | NOKIA ASHA     |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



### Personalities

#### BUSINESS

| BUSINESS RANK | BTR 2013 | BTR 2012 | BRAND NAME       |
|---------------|----------|----------|------------------|
| 1             | 235      | 583      | RATAN TATA       |
| 2             | 418      | -        | DHIRUBHAI AMBANI |
| 3             | 472      | 603      | VIJAY MALLYA     |
| 4             | 586      | 894      | MUKESH AMBANI    |
| 5             | 679      | 615      | BILL GATES       |
| 6             | 848      | 806      | STEVE JOBS       |
| 7             | 1083     | -        | TINA AMBANI      |

#### CINEMA/MUSIC

| CINEMA/MUSIC RANK | BTR 2013 | BTR 2012 | BRAND NAME             |
|-------------------|----------|----------|------------------------|
| 1                 | 173      | 418      | AAMIR KHAN             |
| 2                 | 176      | 355      | SALMAN KHAN            |
| 3                 | 373      | 374      | AMITABH BACHCHAN       |
| 4                 | 495      | 948      | SHAHRUKH KHAN          |
| 5                 | 622      | 778      | RAJNIKANT              |
| 6                 | 805      | -        | ANIL KAPOOR            |
| 7                 | 822      | -        | KAREENA KAPOOR         |
| 8                 | 875      | 812      | LATA MANGESHKAR        |
| 9                 | 1006     | 738      | AISHWARYA RAI BACHCHAN |
| 10                | 1076     | -        | AKSHAY KUMAR           |

#### SOCIAL/SPIRITUAL

| SOCIAL/SPIRITUAL RANK | BTR 2013 | BTR 2012 | BRAND NAME          |
|-----------------------|----------|----------|---------------------|
| 1                     | 87       | 106      | ANNA HAZARE         |
| 2                     | 388      | 694      | KIRAN BEDI          |
| 3                     | 433      | 912      | MOTHER TERESA       |
| 4                     | 456      | 495      | BABA RAMDEV         |
| 5                     | 594      | -        | MAHATMA GANDHI      |
| 6                     | 747      | -        | MEDHA PATKAR        |
| 7                     | 997      | 779      | SWAMI VIVEKANANDA   |
| 8                     | 1051     | -        | RABINDRANATH TAGORE |

### SPORTS

| SPORTS RANK | BTR 2013 | BTR 2012 | BRAND NAME           |
|-------------|----------|----------|----------------------|
| 1           | 308      | 234      | SACHIN TENDULKAR     |
| 2           | 695      | -        | PT USHA              |
| 3           | 727      | 447      | MAHENDRA SINGH DHONI |
| 4           | 833      | -        | YUVRAJ SINGH         |
| 5           | 851      | -        | SANIA MIRZA          |
| 6           | 1011     | -        | VIRAT KOHLI          |
| 7           | 1017     | -        | SAINA NEHWAL         |
| 8           | 1043     | -        | KAPIL DEV            |
| 9           | 1060     | -        | CHRIS GAYLE          |
| 10          | 1087     | -        | ANIL KUMBLE          |

### Retail

#### FOOTWEAR

| FOOTWEAR RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------|----------|----------|------------|
| 1             | 510      | 245      | METRO      |
| 2             | 849      | -        | LORDS      |

#### FURNITURE

| FURNITURE RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------|----------|----------|------------|
| 1              | 960      | -        | IKEA       |

#### CAFÉ/DELI

| CAFÉ/DELI RANK | BTR 2013 | BTR 2012 | BRAND NAME      |
|----------------|----------|----------|-----------------|
| 1              | 210      | 125      | CAFÉ COFFEE DAY |
| 2              | 243      | 324      | BARISTA         |
| 3              | 541      | 605      | MONGINIS        |

# CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

## ELECTRONICS

| ELECTRONICS RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|------------------|----------|----------|-------------|
| 1                | 115      | 109      | CROMA       |
| 2                | 501      | 644      | VIJAY SALES |
| 3                | 654      | 524      | NEXT        |
| 4                | 988      | 483      | SONY WORLD  |

## FOOD

| FOOD RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|-----------|----------|----------|-------------|
| 1         | 522      | 306      | FOOD BAZAAR |
| 2         | 1049     | 867      | MORE        |

## GENERAL RETAIL

| GENERAL RETAIL RANK | BTR 2013 | BTR 2012 | BRAND NAME     |
|---------------------|----------|----------|----------------|
| 1                   | 98       | 77       | BIG BAZAAR     |
| 2                   | 365      | 448      | D-MART         |
| 3                   | 650      | 640      | BHARTI WALMART |
| 4                   | 766      | 926      | MAGNET         |
| 5                   | 1010     | -        | TESCO          |
| 6                   | 1019     | 549      | SPENCERS       |
| 7                   | 1021     | -        | APNA BAZAAR    |

## GIFT SHOP

| GIFT SHOP RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------|----------|----------|------------|
| 1              | 458      | 382      | ARCHIES    |
| 2              | 976      | -        | HALLMARK   |

## RETAIL - OTHER

| RETAIL - OTHER RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 560      | 776      | PLANET M   |
| 2                   | 799      | -        | GKB        |
| 3                   | 908      | -        | PAANERI    |

## PERSONAL GOODS

| PERSONAL GOODS RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|---------------------|----------|----------|---------------|
| 1                   | 168      | 159      | PANTALOONS    |
| 2                   | 354      | 348      | LIFESTYLE     |
| 3                   | 394      | 332      | WESTSIDE      |
| 4                   | 460      | 547      | GLOBUS        |
| 5                   | 461      | 454      | LOOT          |
| 6                   | 631      | 173      | SHOPPERS STOP |

## QSR

| QSR RANK | BTR 2013 | BTR 2012 | BRAND NAME             |
|----------|----------|----------|------------------------|
| 1        | 83       | 75       | KENTUCKY FRIED CHICKEN |
| 2        | 196      | 79       | MCDONALDS              |
| 3        | 256      | 827      | SUBWAY                 |
| 4        | 265      | 135      | DOMINO'S               |
| 5        | 322      | 182      | PIZZA HUT              |

## SERVICES

| SERVICES RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------|----------|----------|------------|
| 1             | 1096     | -        | SUVIDHA    |

## SHOPPING MALL

| SHOPPING MALL RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|--------------------|----------|----------|-------------|
| 1                  | 590      | -        | OASIS MALL  |
| 2                  | 662      | 488      | INORBIT     |
| 3                  | 725      | 984      | HYPERCITY   |
| 4                  | 938      | -        | STAR BAZAAR |
| 5                  | 974      | -        | GIP MALL    |
| 6                  | 1067     | -        | SAHARA MALL |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



### STORE

| STORE RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------|----------|----------|------------|
| 1          | 898      | -        | ALFA STORE |

### TRADITIONAL

| TRAD RANK | BTR 2013 | BTR 2012 | BRAND NAME   |
|-----------|----------|----------|--------------|
| 1         | 1059     | -        | KHADI BHAVAN |
| 2         | 1074     | -        | FAB INDIA    |

### TRAVEL

| TRAVEL RANK | BTR 2013 | BTR 2012 | BRAND NAME   |
|-------------|----------|----------|--------------|
| 1           | 432      | 565      | SOTC         |
| 2           | 559      | 663      | KESARI TOURS |
| 3           | 618      | 191      | THOMAS COOK  |
| 4           | 911      | 754      | COX & KINGS  |

### Services

#### BUSINESS CONSULTING

| BUSINESS CONSULTING RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|--------------------------|----------|----------|------------|
| 1                        | 172      | 116      | IBM        |
| 2                        | 236      | 287      | ACCENTURE  |

#### COURIER SERVICES

| COURIER SERVICES RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-----------------------|----------|----------|------------|
| 1                     | 333      | 204      | DTDC       |
| 2                     | 351      | -        | DHL        |
| 3                     | 446      | 226      | BLUE DART  |
| 4                     | 576      | 259      | FEDEX      |
| 5                     | 690      | 386      | SPEED POST |

#### VACATION OWNERSHIP

| VACATION OWNERSHIP RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|-------------------------|----------|----------|---------------|
| 1                       | 1055     | -        | CLUB MAHINDRA |

### Social Organization

#### NGO

| NGO RANK | BTR 2013 | BTR 2012 | BRAND NAME          |
|----------|----------|----------|---------------------|
| 1        | 75       | 327      | BEING HUMAN         |
| 2        | 208      | 546      | CRY                 |
| 3        | 438      | -        | RELIANCE FOUNDATION |
| 4        | 511      | -        | CHILD REACH         |
| 5        | 517      | -        | ARPAN               |
| 6        | 686      | -        | HELP AGE INDIA      |
| 7        | 734      | -        | MASOOM              |
| 8        | 763      | -        | PRERNA              |
| 9        | 785      | -        | APNALAYA            |
| 10       | 818      | -        | DIGNITY FOUNDATION  |
| 11       | 843      | -        | BHARTI FOUNDATION   |
| 12       | 845      | -        | DOOR STEP SCHOOL    |
| 13       | 846      | -        | DISHA FOUNDATION    |
| 14       | 847      | -        | AMCHA GHAR          |
| 15       | 889      | -        | SMILE FOUNDATION    |
| 16       | 917      | -        | DREAM A DREAM       |
| 17       | 929      | -        | WE FOR YOU          |
| 18       | 981      | -        | KRIPA FOUNDATION    |
| 19       | 1007     | -        | ISHA FOUNDATION     |
| 20       | 1036     | -        | LIGHT OF LIFE       |
| 21       | 1080     | -        | APMAS               |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

### Sports

#### SPORTS

| SPORTS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------|----------|----------|------------|
| 1           | 382      | 732      | IPL        |
| 2           | 507      | 727      | LIVERPOOL  |
| 3           | 680      | -        | BCCI       |
| 4           | 864      | -        | FIFA       |
| 5           | 939      | -        | ICC        |
| 6           | 1044     | 772      | BARCELONA  |

### WRITING INSTRUMENTS

| WRITING INST RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|-------------------|----------|----------|---------------|
| 1                 | 96       | 367      | CELLO PENS    |
| 2                 | 125      | 184      | PARKER        |
| 3                 | 136      | 139      | NATRAJ        |
| 4                 | 138      | 203      | APSARA        |
| 5                 | 182      | 377      | CAMLIN        |
| 6                 | 246      | 433      | LEXI          |
| 7                 | 293      | 257      | CAMEL         |
| 8                 | 338      | -        | ADD GEL       |
| 9                 | 376      | 404      | REYNOLDS      |
| 10                | 582      | 899      | ROMAC         |
| 11                | 688      | 757      | MONTEX        |
| 12                | 716      | 544      | KORES         |
| 13                | 924      | -        | FABER CASTELL |
| 14                | 1065     | 856      | LINC          |

### Stationary

#### ERASER

| ERASER RANK | BTR 2013 | BTR 2012 | BRAND NAME      |
|-------------|----------|----------|-----------------|
| 1           | 865      | -        | APSARA NON DUST |

#### NOTEBOOKS

| NOTEBOOKS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------|----------|----------|------------|
| 1              | 141      | 685      | NAVNEET    |
| 2              | 291      | 746      | SUNDARAM   |
| 3              | 524      | 832      | CLASSMATE  |

#### STAPLER

| STAPLER RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|--------------|----------|----------|------------|
| 1            | 573      | -        | KANGARO    |

### Technology

#### INT'L SIM CARD

| INT'L SIM CARD RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 643      | -        | MATRIX     |

#### MEMORY STORAGE

| MEMORY STORAGE RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------|----------|----------|------------|
| 1                   | 551      | 971      | SANDISK    |
| 2                   | 867      | 775      | KINGSTON   |
| 3                   | 872      | 922      | TRANSCEND  |

# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



### OPERATING SYSTEM

| OPERATING SYSTEM RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-----------------------|----------|----------|------------|
| 1                     | 440      | -        | WINDOWS    |
| 2                     | 543      | 791      | ANDROID    |
| 3                     | 983      | -        | LINUX      |
| 4                     | 1066     | -        | WINDOWS XP |

### SOFTWARE COMPANY

| SOFTWARE COMPANY RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-----------------------|----------|----------|------------|
| 1                     | 181      | 90       | MICROSOFT  |
| 2                     | 363      | 409      | ORACLE     |
| 3                     | 503      | 621      | ADOBE      |
| 4                     | 653      | 459      | SAP        |
| 5                     | 659      | 639      | SYNTEL     |

### PERSONAL ELECTRONICS

| PERSONAL ELECTRONICS RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------------------|----------|----------|------------|
| 1                         | 12       | 34       | APPLE      |
| 2                         | 13       | 27       | DELL       |
| 3                         | 39       | 69       | ACER       |
| 4                         | 161      | 177      | COMPAQ     |
| 5                         | 259      | 288      | I BALL     |
| 6                         | 419      | 474      | SONY VAIO  |
| 7                         | 620      | 938      | MITASHI    |
| 8                         | 863      | 476      | APPLE PLUS |
| 9                         | 991      | -        | BENQ       |

### SOFTWARE SERVICES

| SOFTWARE SERVICES RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|------------------------|----------|----------|------------|
| 1                      | 91       | 94       | TCS        |
| 2                      | 101      | 55       | WIPRO      |
| 3                      | 207      | 42       | INFOSYS    |

### SEMICONDUCTOR

| SEMI-COND RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|----------------|----------|----------|------------|
| 1              | 36       | 58       | INTEL      |

### HARDWARE

| HARDWARE RANK | BTR 2013 | BTR 2012 | BRAND NAME      |
|---------------|----------|----------|-----------------|
| 1             | 20       | 22       | HEWLETT PACKARD |
| 2             | 61       | 87       | LENOVO          |
| 3             | 78       | 41       | HCL             |
| 4             | 476      | 647      | ZENITH          |
| 5             | 519      | 613      | XEROX           |

### SOFTWARE

| SOFTWARE RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|---------------|----------|----------|------------|
| 1             | 297      | 992      | LOTUS      |
| 2             | 966      | -        | ITUNES     |
| 3             | 1032     | 871      | EXCEL      |

### AUTOMATION

| AUTO-MATION RANK | BTR 2013 | BTR 2012 | BRAND NAME  |
|------------------|----------|----------|-------------|
| 1                | 829      | 717      | HONEYWELL   |
| 2                | 857      | -        | GLOBAL TECH |



# CATEGORY WISE LISTINGS

## ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)

### TELECOM INFRASTRUCTURE

| TELECOM INFRA RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|--------------------|----------|----------|------------|
| 1                  | 367      | 294      | CISCO      |
| 2                  | 973      | 656      | ITI        |
| 3                  | 998      | 686      | ERICSSON   |
| 4                  | 1085     | 648      | AT&T       |

### Telephony

#### MOBILE TELEPHONY

| MOBILE TELEPHONY RANK | BTR 2013 | BTR 2012 | BRAND NAME   |
|-----------------------|----------|----------|--------------|
| 1                     | 9        | 9        | AIRTEL       |
| 2                     | 33       | 18       | IDEA         |
| 3                     | 41       | 17       | VODAFONE     |
| 4                     | 84       | 129      | LOOP         |
| 5                     | 117      | 64       | TATA DOCOMO  |
| 6                     | 123      | 67       | AIRCEL       |
| 7                     | 166      | 113      | UNINOR       |
| 8                     | 226      | 158      | MTS          |
| 9                     | 227      | 395      | TATA INDICOM |
| 10                    | 349      | 334      | DOLPHIN      |
| 11                    | 913      | 728      | ORANGE       |

#### LANDLINE TELEPHONY

| LANDLINE TELEPHONY RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------------------|----------|----------|------------|
| 1                       | 88       | 68       | BSNL       |
| 2                       | 156      | 319      | MTNL       |
| 3                       | 730      | 703      | VSNL       |

### Transportation

#### AIRCRAFT MANUFACTURER

| AIRCRAFT MFG RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------------|----------|----------|------------|
| 1                 | 714      | 756      | AIRBUS     |

#### AIRLINES - FOREIGN

| AIRLINE FOREIGN RANK | BTR 2013 | BTR 2012 | BRAND NAME      |
|----------------------|----------|----------|-----------------|
| 1                    | 496      | 509      | EMIRATES        |
| 2                    | 877      | 811      | AIR FRANCE      |
| 3                    | 897      | -        | AIR CANADA      |
| 4                    | 919      | 587      | QATAR AIR       |
| 5                    | 964      | -        | BRITISH AIRWAYS |
| 6                    | 1015     | 748      | LUFTHANSA       |

#### AIRLINES - INDIAN

| AIRLINE INDIAN RANK | BTR 2013 | BTR 2012 | BRAND NAME      |
|---------------------|----------|----------|-----------------|
| 1                   | 104      | -        | INDIGO AIRLINES |
| 2                   | 145      | 150      | AIR INDIA       |
| 3                   | 387      | 237      | JET AIRWAYS     |
| 4                   | 694      | 802      | GO AIR          |
| 5                   | 894      | 736      | SPICEJET        |

# CATEGORY WISE LISTINGS

ALL INDIA BRAND TRUST™ RANKING (TOP 1100 BRANDS)



## BUS TRANSPORT

| BUS TRANS RANK | BTR 2013 | BTR 2012 | BRAND NAME    |
|----------------|----------|----------|---------------|
| 1              | 487      | 513      | BEST          |
| 2              | 888      | 580      | NEETA TRAVELS |

## CYCLES

| CYCLES RANK | BTR 2013 | BTR 2012 | BRAND NAME |
|-------------|----------|----------|------------|
| 1           | 369      | 508      | ATLAS      |

## RAILWAY

| RAILWAY RANK | BTR 2013 | BTR 2012 | BRAND NAME      |
|--------------|----------|----------|-----------------|
| 1            | 313      | 531      | INDIAN RAILWAYS |





09

All India Listing  
Top 1100 Brands

# ALL INDIA LISTING TOP 1100 BRANDS

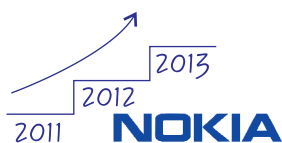
A total of 19000 unique brands were studied and ranked through the BTR research this year. However, we have only listed the top 1100 Most Trusted Brands due to paucity of space.

In case you seek details of a brand which is not listed here in terms of Brand Trust™ rank among 19000, its category rank, or a comparison of the Brand Trust™ components, you may write to [enquiries@trustadvisory.info](mailto:enquiries@trustadvisory.info) asking details on the Competitive Intelligence report.



# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013



Leader third year in a row

Speeding past twenty ranks



Anti-aging formula for trust



Best performance in three years - Most Trusted F&B brand

Second in personal gadgets, first in cameras



Lets four other car manufacturers overtake it

| RANK     |          | RANK DIFF       | NAME OF BRAND   | SUPER - CATEGORY     | CATEGORY                    |
|----------|----------|-----------------|-----------------|----------------------|-----------------------------|
| BTR 2013 | BTR 2012 | Gain(+) Fall(-) |                 |                      |                             |
| 1        | 1        | 0               | NOKIA           | Personal Gadgets     | Mobile Phones               |
| 2        | 4        | +2              | SAMSUNG         | Durables             | Consumer Electronics        |
| 3        | 5        | +2              | SONY            | Durables             | Consumer Electronics        |
| 4        | 24       | +20             | BMW             | Automobile           | Four Wheeler - luxury       |
| 5        | 2        | -3              | TATA            | Diversified          | Diversified                 |
| 6        | 11       | +5              | GODREJ          | Diversified          | Diversified                 |
| 7        | 10       | 9 3             | RELIANCE        | Diversified          | Diversified                 |
| 8        | 7        | -1              | BAJAJ           | Diversified          | Diversified                 |
| 9        | 9        | 0               | AIRTEL          | Telecom              | Mobile Telephony            |
| 10       | 3        | -7              | LG              | Durables             | Consumer Electronics        |
| 11       | 35       | +24             | HONDA           | Automobile           | Four Wheeler - manufacturer |
| 12       | 34       | +22             | APPLE           | Technology           | Personal Electronics        |
| 13       | 27       | +14             | DELL            | Technology           | Personal Electronics        |
| 14       | 56       | +42             | AUDI            | Automobile           | Four Wheeler - luxury       |
| 15       | 26       | +11             | LUX             | Personal care        | Beauty/Bath                 |
| 16       | 36       | +20             | NIKE            | Personal Accessories | Sports Accessories          |
| 17       | 8        | -9              | LIC             | BFSI                 | Insurance                   |
| 18       | 93       | +75             | OLAY            | Personal care        | Beauty/Bath                 |
| 19       | 43       | +24             | DOVE            | Personal care        | Beauty/Bath                 |
| 20       | 22       | +2              | HEWLETT PACKARD | Technology           | Hardware                    |
| 21       | 12       | -9              | TITAN           | Personal Accessories | Watches/Clocks              |
| 22       | 78       | +56             | AMUL            | Food & Beverage      | Dairy                       |
| 23       | 39       | +16             | PONDS           | Personal care        | Beauty/Bath                 |
| 24       | 62       | +38             | COLGATE         | Consumer Products    | Oral hygiene                |
| 25       | 51       | +26             | VIDEOCON        | Durables             | Consumer Electronics        |
| 26       | 20       | -6              | ADIDAS          | Personal Accessories | Sports Accessories          |
| 27       | 38       | +11             | ONIDA           | Durables             | Consumer Electronics        |
| 28       | 134      | +106            | NIKON           | Personal Gadgets     | Camera manufacturer         |
| 29       | 63       | +34             | SKODA           | Automobile           | Four Wheeler - luxury       |
| 30       | 23       | -7              | PUMA            | Personal Accessories | Sports Accessories          |
| 31       | 15       | -16             | REEBOK          | Personal Accessories | Sports Accessories          |
| 32       | 57       | +25             | WOODLAND        | Personal Accessories | Footwear                    |
| 33       | 18       | -15             | IDEA            | Telecom              | Mobile Telephony            |
| 34       | 76       | +42             | AMWAY           | Consumer Products    | Direct Selling              |
| 35       | 14       | -21             | PHILIPS         | Durables             | Consumer Electronics        |
| 36       | 58       | +22             | INTEL           | Technology           | Semiconductor               |
| 37       | 6        | -31             | MARUTI SUZUKI   | Automobile           | Four Wheeler - manufacturer |
| 38       | 44       | +6              | DETTOL          | Personal care        | Beauty/Bath                 |
| 39       | 69       | +30             | ACER            | Technology           | Personal Electronics        |
| 40       | 13       | -27             | BATA            | Personal Accessories | Footwear                    |

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK     |          | RANK DIFF         | NAME OF BRAND | SUPER - CATEGORY     | CATEGORY                    |
|----------|----------|-------------------|---------------|----------------------|-----------------------------|
| BTR 2013 | BTR 2012 | Gain(+) / Fall(-) |               |                      |                             |
| 41       | 17       | - 24              | VODAFONE      | Telecom              | Mobile Telephony            |
| 42       | 99       | + 57              | NESTLE MAGGI  | Food & Beverage      | Fast Moving Foods           |
| 43       | 105      | + 62              | L'OREAL       | Personal care        | Beauty/Bath                 |
| 44       | 31       | - 13              | GOOGLE        | Internet             | Internet tool               |
| 45       | 33       | - 12              | LEE           | Apparel              | Readymades - Casual wear    |
| 46       | 48       | + 2               | LEVI'S        | Apparel              | Readymades - Casual wear    |
| 47       | 73       | + 26              | GARNIER       | Personal care        | Beauty/Bath                 |
| 48       | 65       | + 17              | FACEBOOK      | Internet             | Social Networking           |
| 49       | 46       | - 3               | PARLE         | Food & Beverage      | F&B - Diversified           |
| 50       | 19       | - 31              | SBI           | BFSI                 | Bank - Indian               |
| 51       | 207      | + 156             | TATA SKY      | DTH                  | DTH                         |
| 52       | 81       | + 29              | TOSHIBA       | Durables             | Consumer Electronics        |
| 53       | 246      | + 193             | FERRARI       | Automobile           | Four Wheeler - luxury       |
| 54       | 86       | + 32              | BRITANNIA     | Food & Beverage      | F&B - Diversified           |
| 55       | 121      | + 66              | RAYBAN        | Personal Accessories | Eyewear                     |
| 56       | 154      | + 98              | HTC           | Personal Gadgets     | Mobile Phones               |
| 57       | 21       | - 36              | RAYMOND       | Apparel              | Fabric                      |
| 58       | 97       | + 39              | CANON         | Personal Gadgets     | Camera manufacturer         |
| 59       | 37       | - 22              | BIRLA         | Diversified          | Diversified                 |
| 60       | 284      | + 224             | TIDE          | Consumer Products    | Fabric care                 |
| 61       | 87       | + 26              | LENOVO        | Technology           | Hardware                    |
| 62       | 102      | + 40              | PANASONIC     | Durables             | Consumer Electronics        |
| 63       | 210      | + 147             | SURF EXCEL    | Consumer Products    | Fabric care                 |
| 64       | 71       | + 7               | YAMAHA        | Automobile           | Two Wheeler - manufacturer  |
| 65       | 45       | - 20              | DABUR         | Healthcare           | Ayurvedic Products          |
| 66       | 32       | - 34              | BLACKBERRY    | Personal Gadgets     | Mobile Phones               |
| 67       | 49       | - 18              | COCA-COLA     | Food & Beverage      | Aerated Beverages           |
| 68       | 28       | -40               | CADBURY'S     | Food & Beverage      | F&B - Diversified           |
| 69       | 16       | - 53              | PEPSI         | Food & Beverage      | Aerated Beverages           |
| 70       | 61       | - 9               | AXE           | Personal care        | Perfumery                   |
| 71       | 104      | + 33              | LAKME         | Personal care        | Beauty/Bath                 |
| 72       | 100      | + 28              | LAYS          | Food & Beverage      | Packaged Snacks             |
| 73       | 59       | - 14              | FASTRACK      | Branded Fashion      | Fashion accessories         |
| 74       | 91       | + 17              | ASIAN PAINTS  | Manufacturing        | Paints                      |
| 75       | 327      | + 252             | BEING HUMAN   | Social Organization  | NGO                         |
| 76       | 40       | - 36              | HDFC          | BFSI                 | Finance                     |
| 77       | 85       | + 8               | PANTENE       | Personal care        | Beauty/Bath                 |
| 78       | 41       | - 37              | HCL           | Technology           | Hardware                    |
| 79       | 66       | - 13              | M & M         | Diversified          | Diversified                 |
| 80       | 50       | - 30              | FORD          | Automobile           | Four Wheeler - manufacturer |

Maggi - Second most trusted F&B brand

Top two brands in apparel

DTH leader of the skies

Last years apparel leader slips to 3rd rank

trustings  
Panasonic ideas for life

Salman Khan's NGO is 100 ranks ahead of him in trust





# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

steady climb over 3 years

187  
2011

144  
2012

81  
2013

Anna is  
North Zone's  
32nd  
Most Trusted



Inks history by becoming  
Most Trusted  
Stationery brand

Flying high  
as most trusted  
airline



Last year's 11th is  
this year's 7th among  
four wheeler manufacturers

| RANK | RANK DIFF | BTR 2013 | BTR 2012 | Gain(+)<br>Fall(-) | NAME OF BRAND          | SUPER - CATEGORY     | CATEGORY                    |
|------|-----------|----------|----------|--------------------|------------------------|----------------------|-----------------------------|
| 81   |           | 81       | 144      | + 63               | NIIT                   | Education            | Computer/Hardware Training  |
| 82   |           | 82       | 111      | + 29               | SONATA                 | Personal Accessories | Watches/Clocks              |
| 83   |           | 83       | 75       | - 8                | KENTUCKY FRIED CHICKEN | Retail               | QSR                         |
| 84   |           | 84       | 129      | + 45               | LOOP                   | Telecom              | Mobile Telephony            |
| 85   |           | 85       | 143      | + 58               | AXIS BANK              | BFSI                 | Bank - Indian               |
| 86   |           | 86       | 70       | - 16               | HERO                   | Automobile           | Two Wheeler - manufacturer  |
| 87   |           | 87       | 106      | + 19               | ANNA HAZARE            | Personality          | Social/Spiritual            |
| 88   |           | 88       | 68       | - 20               | BSNL                   | Telecom              | Telephony                   |
| 89   |           | 89       | 166      | + 77               | NIVEA                  | Personal care        | Beauty/Bath                 |
| 90   |           | 90       | 124      | + 34               | HSBC                   | BFSI                 | Bank - Foreign              |
| 91   |           | 91       | 94       | + 3                | TCS                    | Technology           | Software Services           |
| 92   |           | 92       | 89       | - 3                | SPYKAR                 | Apparel              | Readymades - Casual wear    |
| 93   |           | 93       | -        | -                  | ICICI                  | BFSI                 | Diversified - Finance       |
| 94   |           | 94       | 137      | + 43               | PEARS                  | Personal care        | Beauty/Bath                 |
| 95   |           | 95       | 83       | - 12               | HYUNDAI                | Automobile           | Four Wheeler - manufacturer |
| 96   |           | 96       | 367      | + 271              | CELLO PENS             | Stationery           | Writing Accessories         |
| 97   |           | 97       | 160      | + 63               | ARMANI                 | Branded Fashion      | Branded Fashion             |
| 98   |           | 98       | 77       | - 21               | BIG BAZAAR             | Retail               | General                     |
| 99   |           | 99       | 107      | + 8                | VOLTAS                 | Durables             | Consumer Electronics        |
| 100  |           | 100      | 88       | - 12               | TIMES OF INDIA         | Media - Print        | Newspaper - English         |
| 101  |           | 101      | 55       | - 46               | WIPRO                  | Technology           | Software Services           |
| 102  |           | 102      | 74       | - 28               | KINGFISHER             | Alcoholic Beverages  | Beer                        |
| 103  |           | 103      | 178      | + 75               | RADO                   | Personal Accessories | Watches/Clocks              |
| 104  |           | 104      | -        | -                  | INDIGO AIRLINES        | Transportation       | Airlines - Indian           |
| 105  |           | 105      | 286      | + 181              | VOLKSWAGEN             | Automobile           | Four Wheeler - manufacturer |
| 106  |           | 106      | 316      | + 210              | TATA SALT              | Food & Beverage      | Salt                        |
| 107  |           | 107      | 53       | - 54               | MRF                    | Automobile - Related | Tyres                       |
| 108  |           | 108      | 108      | 0                  | BISLERI                | Food & Beverage      | Packaged Drinking Water     |
| 109  |           | 109      | 29       | - 80               | TOYOTA                 | Automobile           | Four Wheeler - manufacturer |
| 110  |           | 110      | 171      | + 61               | RIN                    | Consumer Products    | Fabric care                 |
| 111  |           | 111      | -        | -                  | QUICKSILVER            | Branded Fashion      | Branded Fashion             |
| 112  |           | 112      | 52       | - 60               | ARROW                  | Apparel              | Readymades - Formal         |
| 113  |           | 113      | 295      | + 182              | TATA MOTORS            | Automobile           | Four Wheeler - manufacturer |
| 114  |           | 114      | 103      | - 11               | TVS                    | Automobile           | Two Wheeler - manufacturer  |
| 115  |           | 115      | 109      | - 6                | CROMA                  | Retail               | Electronics                 |
| 116  |           | 116      | 72       | - 44               | ACC                    | Manufacturing        | Cement                      |
| 117  |           | 117      | 64       | - 53               | TATA DOCOMO            | Telecom              | Mobile Telephony            |
| 118  |           | 118      | 120      | + 2                | SUZUKI                 | Automobile           | Two Wheeler - manufacturer  |
| 119  |           | 119      | 126      | + 7                | MICROMAX               | Personal Gadgets     | Mobile Phones               |
| 120  |           | 120      | 145      | + 25               | ROLEX                  | Personal Accessories | Watches/Clocks              |

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK | RANK DIFF |          | NAME OF BRAND   | SUPER - CATEGORY     | CATEGORY                    |
|------|-----------|----------|-----------------|----------------------|-----------------------------|
|      | BTR 2013  | BTR 2012 |                 |                      |                             |
| 121  | 168       | + 47     | AAJ TAK         | Media - TV           | Hindi News                  |
| 122  | 213       | + 91     | FIAT            | Automobile           | Four Wheeler - manufacturer |
| 123  | 67        | - 56     | AIRCEL          | Telecom              | Mobile Telephony            |
| 124  | 30        | - 94     | ICICI BANK      | BFSI                 | Bank - Indian               |
| 125  | 184       | + 59     | PARKER          | Stationary           | Writing Accessories         |
| 126  | 198       | + 72     | BOOST           | Food & Beverage      | Nutritional supplement      |
| 127  | 47        | - 80     | LARSEN & TOUBRO | Diversified          | Diversified                 |
| 128  | 25        | - 103    | HERO HONDA      | Automobile           | Two Wheeler - manufacturer  |
| 129  | 141       | + 12     | TANISHQ         | Personal Accessories | Jewellery                   |
| 130  | 151       | + 21     | ALLOUT          | Household Products   | Mosquito repellent          |
| 131  | 250       | + 119    | ORAL B          | Consumer Products    | Personal Products           |
| 132  | 147       | + 15     | MAAZA           | Food & Beverage      | Non-aerated Beverages       |
| 133  | 304       | + 171    | VIVEL           | Personal care        | Beauty/Bath                 |
| 134  | 157       | + 23     | MAXX            | Personal Gadgets     | Mobile Phones               |
| 135  | 268       | + 133    | KENT            | Durables             | Water Purifier              |
| 136  | 139       | + 3      | NATRAJ          | Stationary           | Writing Accessories         |
| 137  | 219       | + 82     | VASELINE        | Personal care        | Beauty/Bath                 |
| 138  | 203       | + 65     | APSARA          | Stationary           | Writing Accessories         |
| 139  | 172       | + 33     | NESTLE          | Food & Beverage      | F&B - Diversified           |
| 140  | 211       | + 71     | LIVON           | Personal care        | Beauty/Bath                 |
| 141  | 685       | + 544    | NAVNEET         | Stationary           | Notebooks                   |
| 142  | 96        | - 46     | LIFEBUOY        | Personal care        | Beauty/Bath                 |
| 143  | -         | -        | VIP INNERWEAR   | Apparel              | Innerwear                   |
| 144  | 112       | - 32     | WHIRLPOOL       | Durables             | Consumer Electronics        |
| 145  | 150       | + 5      | AIR INDIA       | Transportation       | Airlines - Indian           |
| 146  | 164       | + 18     | MOTOROLA        | Personal Gadgets     | Mobile Phones               |
| 147  | 98        | - 49     | MEDIMIX         | Personal care        | Beauty/Bath                 |
| 148  | 54        | - 94     | ITC             | Diversified          | Diversified                 |
| 149  | 278       | + 129    | TAJ HOTELS      | Hospitality          | Hotels                      |
| 150  | 117       | - 33     | HIMALAYA        | Healthcare           | Ayurvedic Products          |
| 151  | 331       | + 180    | CEAT            | Automobile - Related | Tyres                       |
| 152  | 155       | + 3      | HORLICKS        | Food & Beverage      | Nutritional supplement      |
| 153  | 136       | - 17     | JOCKEY          | Apparel              | Innerwear                   |
| 154  | 183       | + 29     | SANTOOR         | Personal care        | Beauty/Bath                 |
| 155  | 222       | + 67     | TATA TEA        | Food & Beverage      | Tea                         |
| 156  | 319       | + 163    | MTNL            | Telecom              | Telephony                   |
| 157  | 115       | - 42     | HITACHI         | Durables             | Consumer Electronics        |
| 158  | 194       | + 36     | SUNSILK         | Personal care        | Beauty/Bath                 |
| 159  | 149       | - 10     | IDBI BANK       | BFSI                 | Bank - Indian               |
| 160  | 242       | + 82     | FAIR & LOVELY   | Personal care        | Beauty/Bath                 |

Most Trusted TV channel, 2nd Most Trusted across all media

  
Cliff fall - goes down to 4th rank among all banks

Maharaja loses top spot to Indigo



Hospitality's Most Trusted for 3rd year in a sequence



# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK | BTR 2013 | BTR 2012 | RANK DIFF | Gain(+)<br>Fall(-) | NAME OF BRAND | SUPER - CATEGORY     | CATEGORY                 |
|------|----------|----------|-----------|--------------------|---------------|----------------------|--------------------------|
|      | 161      | 177      | + 16      |                    | COMPAQ        | Technology           | Personal Electronics     |
|      | 162      | 131      | - 31      |                    | BPL           | Diversified          | Diversified              |
|      | 163      | 217      | + 54      |                    | PVR           | Entertainment        | Cinema - Display         |
|      | 164      | 321      | + 157     |                    | HIPPO         | Food & Beverage      | Packaged Snacks          |
|      | 165      | 335      | + 170     |                    | BRU           | Food & Beverage      | Instant Coffee           |
|      | 166      | 113      | - 53      |                    | UNINOR        | Telecom              | Mobile Telephony         |
|      | 167      | 174      | + 7       |                    | BANK OF INDIA | BFSI                 | Bank - Indian            |
|      | 168      | 159      | - 9       |                    | PANTALOONS    | Retail               | Personal goods           |
|      | 169      | 123      | - 46      |                    | PARACHUTE     | Personal care        | Beauty/Bath              |
|      | 170      | 140      | - 30      |                    | THUMS UP      | Food & Beverage      | Aerated Beverages        |
|      | 171      | 270      | + 99      |                    | IODEX         | Healthcare           | Pain Balm                |
|      | 172      | 116      | - 56      |                    | IBM           | Services             | Consulting/Services      |
|      | 173      | 418      | + 245     |                    | AAMIR KHAN    | Personality          | Cinema/Music             |
|      | 174      | 189      | + 15      |                    | COMPLAN       | Food & Beverage      | Nutritional supplement   |
|      | 175      | 142      | - 33      |                    | HAMAM         | Personal care        | Beauty/Bath              |
|      | 176      | 355      | + 179     |                    | SALMAN KHAN   | Personality          | Cinema/Music             |
|      | 177      | 138      | - 39      |                    | CINTHOL       | Personal care        | Beauty/Bath              |
|      | 178      | 328      | + 150     |                    | RASNA         | Food & Beverage      | Powdered Drink           |
|      | 179      | 170      | - 9       |                    | CIPLA         | Healthcare           | Pharmaceuticals          |
|      | 180      | -        | -         |                    | DISH TV       | DTH                  | DTH                      |
|      | 181      | 90       | - 91      |                    | MICROSOFT     | Technology           | Software Company         |
|      | 182      | 377      | + 195     |                    | CAMLIN        | Stationary           | Writing Accessories      |
|      | 183      | 281      | + 98      |                    | VICCO         | Consumer Products    | Oral hygiene             |
|      | 184      | 132      | - 52      |                    | PEPE          | Apparel              | Readymades - Casual wear |
|      | 185      | 208      | + 23      |                    | FROOTI        | Food & Beverage      | Non-aerated Beverages    |
|      | 186      | 212      | + 26      |                    | WILLS         | Cigarettes           | Cigarettes               |
|      | 187      | 388      | + 201     |                    | DOMEX         | Household Products   | Homecare                 |
|      | 188      | 130      | - 58      |                    | HMT           | Manufacturing        | Engineering              |
|      | 189      | 127      | - 62      |                    | YAHOO         | Internet             | Internet tool            |
|      | 190      | 239      | + 49      |                    | AKAI          | Durables             | Consumer Electronics     |
|      | 191      | 82       | - 109     |                    | ONGC          | Energy               | Energy                   |
|      | 192      | 167      | - 25      |                    | CLOSE UP      | Consumer Products    | Oral hygiene             |
|      | 193      | 361      | + 168     |                    | TATA NANO     | Automobile           | Car - Hatchback          |
|      | 194      | 133      | - 61      |                    | NIRMA         | Consumer Products    | Consumer Products        |
|      | 195      | 323      | + 128     |                    | ANCHOR        | Consumer Products    | Oral hygiene             |
|      | 196      | 79       | - 117     |                    | MCDONALDS     | Retail               | QSR                      |
|      | 197      | -        | -         |                    | SPRITE        | Food & Beverage      | Aerated Beverages        |
|      | 198      | 264      | + 66      |                    | POLO          | Food & Beverage      | Mouth Freshner           |
|      | 199      | 148      | - 51      |                    | CITIZEN       | Personal Accessories | Watches/Clocks           |
|      | 200      | 267      | + 67      |                    | LIMCA         | Food & Beverage      | Aerated Beverages        |



Aamir-mev Jayate

30th  
2011

Big Slide

90th  
2012

48th  
2013

Cleaning up  
its act - goes up  
from 8th last year  
to 2nd Most Trusted  
Household product



# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK | RANK DIFF |          | NAME OF BRAND        | SUPER - CATEGORY     | CATEGORY                   |
|------|-----------|----------|----------------------|----------------------|----------------------------|
|      | BTR 2013  | BTR 2012 |                      |                      |                            |
| 201  | 101       | - 100    | PEPSODENT            | Consumer Products    | Oral hygiene               |
| 202  | -         | -        | MAYBELLINE           | Personal care        | Beauty/Bath                |
| 203  | 202       | - 1      | AYUR                 | Healthcare           | Ayurvedic Products         |
| 204  | 232       | + 28     | BINGO                | Food & Beverage      | Packaged Snacks            |
| 205  | 730       | + 525    | AGNI                 | Personal accessories | Jewellery                  |
| 206  | 201       | - 5      | CADBURY'S DAIRY MILK | Food & Beverage      | Chocolate Bar              |
| 207  | 42        | - 165    | INFOSYS              | Technology           | Software Services          |
| 208  | 546       | + 338    | CRY                  | Social Organization  | NGO                        |
| 209  | 285       | + 76     | MDH                  | Food & Beverage      | Masala                     |
| 210  | 125       | - 85     | CAFÉ COFFEE DAY      | Retail               | Café/Deli                  |
| 211  | 378       | + 167    | LAVA                 | Personal Gadgets     | Mobile Phones              |
| 212  | 128       | - 84     | SAHARA               | Diversified          | Diversified                |
| 213  | 224       | + 11     | TIMEX                | Personal Accessories | Watches/Clocks             |
| 214  | -         | -        | ABP NEWS             | Media - TV           | Hindi News                 |
| 215  | 119       | - 96     | SANSUI               | Durables             | Consumer Electronics       |
| 216  | 118       | - 98     | SHELL                | Lubricants           | Lubricants                 |
| 217  | 292       | + 75     | KOTAK                | BFSI                 | Diversified - Finance      |
| 218  | 465       | + 247    | AQUAGUARD            | Durables             | Water Purifier             |
| 219  | 84        | - 135    | JOHNSON & JOHNSON    | Healthcare           | Healthcare - General       |
| 220  | 176       | - 44     | RBI                  | BFSI                 | Bank - Federal             |
| 221  | 180       | - 41     | NDTV                 | Media - TV           | English News               |
| 222  | 195       | - 27     | DUKES                | Food & Beverage      | Aerated Beverages          |
| 223  | 256       | + 33     | AMBUJA               | Diversified          | Diversified                |
| 224  | 266       | + 42     | MOOV                 | Healthcare           | Pain Balm                  |
| 225  | 161       | - 64     | RANBAXY              | Healthcare           | Pharmaceuticals            |
| 226  | 158       | - 68     | MTS                  | Telecom              | Mobile Telephony           |
| 227  | 395       | + 168    | TATA INDICOM         | Telecom              | Mobile Telephony           |
| 228  | -         | -        | SUNFEAST             | Food & Beverage      | F&B - Diversified          |
| 229  | 399       | + 170    | DNA                  | Media - Print        | Newspaper - English        |
| 230  | 153       | - 77     | NESCAFE              | Food & Beverage      | Instant Coffee             |
| 231  | 225       | - 6      | ZEE TELEVISION       | Media - TV           | Hindi GEC                  |
| 232  | 340       | + 108    | FANTA                | Food & Beverage      | Aerated Beverages          |
| 233  | 179       | - 54     | FEVICOL              | Consumer Products    | Adhesives                  |
| 234  | 641       | + 407    | REVLON               | Personal care        | Beauty/Bath                |
| 235  | 583       | + 348    | RATAN TATA           | Personality          | Business                   |
| 236  | 287       | + 51     | ACCENTURE            | Services             | Consulting/Services        |
| 237  | 282       | + 45     | APTECH               | Education            | Computer/Hardware Training |
| 238  | 152       | - 86     | CASTROL              | Lubricants           | Lubricants                 |
| 239  | 193       | - 46     | ORKUT                | Internet             | Social Networking          |
| 240  | 230       | - 10     | PARAGON              | Personal Accessories | Footwear                   |

Becomes more anmol with 500 rank jump

Mystery climb, mystery fall

### FAST FALL IN HEALTHCARE - J&J



2011 - 72nd  
2012 - 84th  
2013 - 219th

Leaves a legacy as India's Most Trusted Business Personality





# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK | BTR 2013 | BTR 2012 | RANK DIFF<br>Gain(+)<br>Fall(-) | NAME OF BRAND           | SUPER - CATEGORY      | CATEGORY                 |
|------|----------|----------|---------------------------------|-------------------------|-----------------------|--------------------------|
| 241  | 163      | - 78     |                                 | <b>GUCCI</b>            | Branded Fashion       | Branded Fashion          |
| 242  | 240      | - 2      |                                 | <b>BHARAT PETROLEUM</b> | Energy                | Energy                   |
| 243  | 324      | + 81     |                                 | <b>BARISTA</b>          | Retail                | Café/Deli                |
| 244  | 325      | + 81     |                                 | <b>LIRIL</b>            | Personal care         | Beauty/Bath              |
| 245  | 344      | + 99     |                                 | <b>COLORS</b>           | Media - TV            | Hindi GEC                |
| 246  | 433      | + 187    |                                 | <b>LEXI</b>             | Stationary            | Writing Accessories      |
| 247  | 407      | + 160    |                                 | <b>CLINIC PLUS</b>      | Personal care         | Beauty/Bath              |
| 248  | 330      | + 82     |                                 | <b>DENIM</b>            | Branded Fashion       | Branded Fashion          |
| 249  | 122      | - 127    |                                 | <b>MERCEDES BENZ</b>    | Automobile            | Four Wheeler - Luxury    |
| 250  | 393      | + 143    |                                 | <b>VIM</b>              | Household Products    | Homecare                 |
| 251  | 221      | - 30     |                                 | <b>CROCIN</b>           | Healthcare            | Healthcare products      |
| 252  | 422      | + 170    |                                 | <b>VLCC</b>             | Healthcare            | Healthcare - General     |
| 253  | 114      | - 139    |                                 | <b>GILLETTE</b>         | Consumer Products     | Personal products        |
| 254  | 391      | + 137    |                                 | <b>KILLER</b>           | Apparel               | Readymades - Casual wear |
| 255  | 165      | - 90     |                                 | <b>SPARX</b>            | Personal Accessories  | Footwear                 |
| 256  | 827      | + 571    |                                 | <b>SUBWAY</b>           | Retail                | QSR                      |
| 257  | 243      | - 14     |                                 | <b>SONY ERICSSON</b>    | Personal Gadgets      | Mobile Phones            |
| 258  | 310      | + 52     |                                 | <b>BABOOL</b>           | Consumer Products     | Oral hygiene             |
| 259  | 288      | + 29     |                                 | <b>I BALL</b>           | Technology            | Personal Electronics     |
| 260  | 233      | - 27     |                                 | <b>PUREIT</b>           | Durables              | Water Purifier           |
| 261  | 432      | + 171    |                                 | <b>HONDA CITY</b>       | Automobile            | Car - Sedan              |
| 262  | 297      | + 35     |                                 | <b>RED LABEL</b>        | Food & Beverage       | Tea                      |
| 263  | 351      | + 88     |                                 | <b>HAVELLS</b>          | Household Electricals | Electrical equipment     |
| 264  | 427      | + 163    |                                 | <b>BOROPLUS</b>         | Personal care         | Beauty/Bath              |
| 265  | 135      | - 130    |                                 | <b>DOMINO'S</b>         | Retail                | QSR                      |
| 266  | 206      | - 60     |                                 | <b>KODAK</b>            | Personal Gadgets      | Camera manufacturer      |
| 267  | -        | -        |                                 | <b>INDIAN COURTS</b>    | Government Body       | Government Body          |
| 268  | 309      | + 41     |                                 | <b>VISA</b>             | BFSI                  | Credit Card              |
| 269  | 545      | + 276    |                                 | <b>KISSAN</b>           | Food & Beverage       | F&B - Diversified        |
| 270  | 420      | + 150    |                                 | <b>7 UP</b>             | Food & Beverage       | Aerated Beverages        |
| 271  | 558      | + 287    |                                 | <b>WHEEL</b>            | Consumer Products     | Fabric care              |
| 272  | 357      | + 85     |                                 | <b>HARPIC</b>           | Household Products    | Homecare                 |
| 273  | 494      | + 221    |                                 | <b>ARIEL</b>            | Consumer Products     | Fabric care              |
| 274  | 254      | - 20     |                                 | <b>DULUX</b>            | Manufacturing         | Paints                   |
| 275  | 258      | - 17     |                                 | <b>CASIO</b>            | Durables              | Consumer Electronics     |
| 276  | 218      | - 58     |                                 | <b>PARLE G</b>          | Food & Beverage       | Biscuits                 |
| 277  | 241      | - 36     |                                 | <b>LEE COOPER</b>       | Apparel               | Readymades - Casual wear |
| 278  | 205      | - 73     |                                 | <b>DISCOVERY</b>        | Media - TV            | Infotainment & Lifestyle |
| 279  | 186      | - 93     |                                 | <b>MIRINDA</b>          | Food & Beverage       | Aerated Beverages        |
| 280  | -        | -        |                                 | <b>TUPPERWARE</b>       | Household Products    | Kitchen Appliances       |



Tristar slips from 14th in 2012 to 19th in 2013 among automobiles



Honda vrooms from 32nd to 20th most trusted automobile brand



Big steps from 77th to to 33rd most trusted F&B brand

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013



### GOOD SHOW

7th most trusted TV channel, 3rd most trusted Hindi-GEC

| RANK     |          | RANK DIFF         | NAME OF BRAND     | SUPER - CATEGORY   | CATEGORY                   |
|----------|----------|-------------------|-------------------|--------------------|----------------------------|
| BTR 2013 | BTR 2012 | Gain(+) / Fall(-) |                   |                    |                            |
| 281      | 175      | - 106             | DIESEL            | Branded Fashion    | Branded Fashion            |
| 282      | 187      | - 95              | HEAD & SHOULDERS  | Personal care      | Beauty/Bath                |
| 283      | 575      | + 292             | YARDLEY           | Personal care      | Perfumery                  |
| 284      | 435      | + 151             | BANK OF BARODA    | BFSI               | Bank - Indian              |
| 285      | 415      | + 130             | KURKURE           | Food & Beverage    | Packaged Snacks            |
| 286      | 209      | - 77              | EBAY              | Internet           | Internet - Online Shopping |
| 287      | 584      | + 297             | STAR PLUS         | Media - TV         | Hindi GEC                  |
| 288      | 275      | - 13              | KINLEY            | Food & Beverage    | Packaged Drinking Water    |
| 289      | 572      | + 283             | TATA SAFARI       | Automobile         | Car - SUV/MUV              |
| 290      | 333      | + 43              | BALAJI            | Food & Beverage    | Packaged Snacks            |
| 291      | 746      | + 455             | SUNDARAM          | Stationary         | Notebooks                  |
| 292      | 313      | + 21              | AIRWICK           | Household Products | Air Freshener              |
| 293      | 257      | - 36              | CAMEL             | Stationary         | Writing Accessories        |
| 294      | 216      | - 78              | TWITTER           | Internet           | Social Networking          |
| 295      | 255      | - 40              | HAIER             | Durables           | Consumer Electronics       |
| 296      | 238      | - 58              | NESTLE KITKAT     | Food & Beverage    | Chocolate Bar              |
| 297      | 992      | + 695             | LOTUS             | Technology         | Software                   |
| 298      | 196      | - 102             | ZODIAC            | Apparel            | Readymades - Formal        |
| 299      | 162      | - 137             | HDFC BANK         | BFSI               | Bank - Indian              |
| 300      | 336      | + 36              | IIT               | Education          | Graduate/PG Education      |
| 301      | 924      | + 623             | CNBC              | Media - TV         | English Business News      |
| 302      | 396      | + 94              | REXONA            | Personal care      | Beauty/Bath                |
| 303      | 199      | - 104             | PARK AVENUE       | Apparel            | Readymades - Formal        |
| 304      | 405      | + 101             | OXFORD UNIVERSITY | Education          | Graduate/PG Education      |
| 305      | 260      | - 45              | AQUAFINA          | Food & Beverage    | Packaged Drinking Water    |
| 306      | 322      | + 16              | CITIBANK          | BFSI               | Bank - Foreign             |
| 307      | 341      | + 34              | IFB               | Durables           | Consumer Electronics       |
| 308      | 234      | - 74              | SACHIN TENDULKAR  | Personality        | Sports                     |
| 309      | 507      | + 198             | EVEREADY          | Consumer Products  | Consumer Batteries         |
| 310      | 272      | - 38              | AVON              | Personal care      | Beauty/Bath                |
| 311      | 214      | - 97              | GOOD KNIGHT       | Household Products | Mosquito repellent         |
| 312      | 262      | - 50              | BOURNVITA         | Food & Beverage    | Nutritional supplement     |
| 313      | 531      | + 218             | INDIAN RAILWAYS   | Transportation     | Railway                    |
| 314      | 273      | - 41              | DLF               | Construction       | Real Estate Developer      |
| 315      | 353      | + 38              | TATA AIG          | BFSI               | Insurance                  |
| 316      | 484      | + 168             | BBC               | Media - TV         | English International News |
| 317      | 592      | + 275             | ENO               | Healthcare         | Healthcare products        |
| 318      | 429      | + 111             | BELMONTE          | Apparel            | Fabric                     |
| 319      | 402      | + 83              | INDIA TV          | Media - TV         | Hindi News                 |
| 320      | 387      | + 67              | FOOD FOOD         | Media - TV         | Hindi GEC                  |

Always Trusted

A success story of the masterchef of India







# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

RANK | RANK DIFF

| BTR 2013 | BTR 2012 | Gain(+) / Fall(-) | NAME OF BRAND       | SUPER - CATEGORY      | CATEGORY                    |
|----------|----------|-------------------|---------------------|-----------------------|-----------------------------|
| 321      | 320      | - 1               | CATERPILLAR         | Automobile            | Auto - Commercial vehicals  |
| 322      | 182      | - 140             | PIZZA HUT           | Retail                | QSR                         |
| 323      | 95       | - 228             | PROVOGUE            | Apparel               | Readymades - Casual wear    |
| 324      | 60       | - 264             | HINDUSTAN UNILEVER  | Consumer Products     | Consumer Products           |
| 325      | 223      | - 102             | NISSAN              | Automobile            | Four Wheeler - manufacturer |
| 326      | -        | -                 | LIZOL               | Household Products    | Homecare                    |
| 327      | 244      | - 83              | EMAMI               | Personal care         | Beauty/Bath                 |
| 328      | 197      | - 131             | VIMAL               | Apparel               | Fabric                      |
| 329      | 481      | + 152             | ZATAK               | Personal care         | Perfumery                   |
| 330      | 598      | + 268             | SAFFOLA             | Food & Beverage       | Edible Oil                  |
| 331      | 314      | - 17              | HINDUSTAN PETROLEUM | Energy                | Energy                      |
| 332      | 672      | + 340             | MENTOS              | Food & Beverage       | Mouth Freshner              |
| 333      | 204      | - 129             | DTDC                | Services              | Courier Service             |
| 334      | 528      | + 194             | KENSTAR             | Durables              | Consumer Electronics        |
| 335      | 337      | + 2               | USHA FANS           | Household Electricals | Fans                        |
| 336      | 302      | - 34              | ACTION              | Personal Accessories  | Footwear                    |
| 337      | 557      | + 220             | OMEGA               | Personal Accessories  | Watches/Clocks              |
| 338      | -        | -                 | ADD GEL             | Stationary            | Writing Accessories         |
| 339      | 471      | + 132             | RED BULL            | Food & Beverage       | Energy Drink                |
| 340      | 434      | + 94              | MTV                 | Media - TV            | Music                       |
| 341      | 445      | + 104             | ORIFLAME            | Consumer Products     | Direct Selling              |
| 342      | 397      | + 55              | 555                 | Cigarettes            | Cigarettes                  |
| 343      | 548      | + 205             | LIPTON              | Food & Beverage       | Tea                         |
| 344      | 408      | + 64              | VADILAL             | Food & Beverage       | Ice Cream                   |
| 345      | 594      | + 249             | BLUE STAR           | Durables              | Consumer Electronics        |
| 346      | 249      | - 97              | DOLCE & GABANA      | Branded Fashion       | Branded Fashion             |
| 347      | 381      | + 34              | NESTLE MUNCH        | Food & Beverage       | Chocolate Bar               |
| 348      | 200      | - 148             | NEROLAC             | Manufacturing         | Paints                      |
| 349      | 334      | - 15              | DOLPHIN             | Telecom               | Mobile Telephony            |
| 350      | 622      | + 272             | AJANTA              | Personal Accessories  | Watches/Clocks              |
| 351      | -        | -                 | DHL                 | Services              | Courier Service             |
| 352      | 342      | - 10              | AMBUJA CEMENT       | Manufacturing         | Cement                      |
| 353      | 247      | - 106             | JOHN PLAYER         | Apparel               | Readymades - Formal         |
| 354      | 348      | - 6               | LIFESTYLE           | Retail                | Personal goods              |
| 355      | 590      | + 235             | RUPA                | Apparel               | Innerwear                   |
| 356      | 413      | + 57              | KARBONN             | Personal Gadgets      | Mobile Phones               |
| 357      | 486      | + 129             | CROCODILE           | Apparel               | Readymades - Casual wear    |
| 358      | 274      | - 84              | VOLVO               | Automobile            | Four Wheeler - manufacturer |
| 359      | 248      | - 111             | INDIAN OIL          | Energy                | Energy                      |
| 360      | 311      | - 49              | SERVO               | Lubricants            | Lubricants                  |



big dip in trust in Consumer Products category 5th in (2012) to 18th in (2013)

**KENSTAR** gains from 26th rank in durables in 2012 to 20th rank in 2013



DHL makes an impressive debut into Most Trusted list this year

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK     |          | RANK DIFF         | NAME OF BRAND    | SUPER - CATEGORY    | CATEGORY                   |
|----------|----------|-------------------|------------------|---------------------|----------------------------|
| BTR 2013 | BTR 2012 | Gain(+) / Fall(-) |                  |                     |                            |
| 361      | 623      | + 262             | GMAIL            | Internet            | Internet tool              |
| 362      | 441      | + 79              | IBN 7            | Media - TV          | Hindi News                 |
| 363      | 409      | + 46              | ORACLE           | Technology          | Software Company           |
| 364      | 110      | - 254             | TATA STEEL       | Heavy Industries    | Metal & Mining             |
| 365      | 448      | + 83              | D-MART           | Retail              | General                    |
| 366      | -        | -                 | SAVLON           | Personal care       | Beauty/Bath                |
| 367      | 294      | - 73              | CISCO            | Technology          | Telecom infrastructure     |
| 368      | -        | -                 | DUCATI           | Automobile          | Two Wheeler - manufacturer |
| 369      | 508      | + 139             | ATLAS            | Transportation      | Cycles                     |
| 370      | 261      | - 109             | GOLD FLAKE       | Cigarettes          | Cigarettes                 |
| 371      | 401      | + 30              | BACARDI          | Alcoholic Beverages | Liquor Spirits             |
| 372      | 664      | + 292             | WHISPER          | Consumer Products   | Personal Hygiene Products  |
| 373      | 374      | + 1               | AMITABH BACHCHAN | Personality         | Cinema/Music               |
| 374      | 455      | + 81              | BOSCH            | Automobile          | Automobile Products        |
| 375      | 953      | + 578             | OREO             | Food & Beverage     | Biscuits                   |
| 376      | 404      | + 28              | REYNOLDS         | Stationary          | Writing Accessories        |
| 377      | 625      | + 248             | SPINZ            | Personal care       | Perfumery                  |
| 378      | -        | -                 | SATYAMEV JAYATE  | Media - TV          | Program                    |
| 379      | 169      | - 210             | TROPICANA        | Food & Beverage     | Packaged Juice             |
| 380      | 220      | - 160             | DABUR VATIKA     | Personal care       | Beauty/Bath                |
| 381      | 283      | - 98              | ORBIT            | Food & Beverage     | Mouth Freshner             |
| 382      | 732      | + 350             | IPL              | Sports              | Sports                     |
| 383      | 363      | - 20              | HDIL             | Construction        | Real Estate Developer      |
| 384      | 520      | + 136             | UTV              | Media - TV          | Channel cluster            |
| 385      | 468      | + 83              | KOHINOOR         | Food & Beverage     | Rice                       |
| 386      | 766      | + 380             | INDIAN ARMY      | Government Body     | Government Body            |
| 387      | 237      | - 150             | JET AIRWAYS      | Transportation      | Airlines - Indian          |
| 388      | 694      | + 306             | KIRAN BEDI       | Personality         | Social/Spiritual           |
| 389      | 301      | - 88              | DENA BANK        | BFSI                | Bank - Indian              |
| 390      | 502      | + 112             | AAREY            | Food & Beverage     | Dairy                      |
| 391      | 813      | + 422             | AMUL MACHO       | Apparel             | Innerwear                  |
| 392      | 410      | + 18              | JAIPAN           | Durables            | Consumer Electronics       |
| 393      | 424      | + 31              | USHA             | Durables            | Consumer Electronics       |
| 394      | 332      | - 62              | WESTSIDE         | Retail              | Personal goods             |
| 395      | 192      | - 203             | HALDIRAM         | Food & Beverage     | Packaged Snacks            |
| 396      | 567      | + 171             | FA               | Personal care       | Perfumery                  |
| 397      | 364      | - 33              | MORTEIN          | Household Products  | Mosquito repellent         |
| 398      | 318      | - 80              | GE               | Diversified         | Diversified                |
| 399      | -        | -                 | CHEVROLET SPARK  | Automobile          | Car - Hatchback            |
| 400      | -        | -                 | SOUL SPACE       | Construction        | Real Estate Developer      |



Rocksteady in all India Trust rank

No mean feat: India's Most Trusted TV program

In Indian Army we trust

Attention! Climbing up trust ranks as India's 7th Most Trusted Personality





# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013



Success a result of a good emerging marketing strategy

Sharp slip in Apparel Trust ranks - 5th ranked, slips to 20th rank this year

Samsung GALAXY S

Reaching for the skies: scores over Apple iPhone on Trust

| RANK | BTR 2013 | BTR 2012 | RANK DIFF           | Gain(+)<br>Fall(-)   | NAME OF BRAND             | SUPER - CATEGORY | CATEGORY |
|------|----------|----------|---------------------|----------------------|---------------------------|------------------|----------|
| 401  | 312      | - 89     | MARGO               | Personal care        | Beauty/Bath               |                  |          |
| 402  | 400      | - 2      | BOROLINE            | Personal care        | Beauty/Bath               |                  |          |
| 403  | 276      | - 127    | MARIE               | Food & Beverage      | Biscuits                  |                  |          |
| 404  | 759      | + 355    | JAGUAR              | Automobile           | Four Wheeler - luxury     |                  |          |
| 405  | 431      | + 26     | SPICE               | Personal Gadgets     | Mobile Phones             |                  |          |
| 406  | 661      | + 255    | MOTHER DAIRY        | Food & Beverage      | Dairy                     |                  |          |
| 407  | 300      | - 107    | KELLOGGS            | Food & Beverage      | Fast Moving Foods         |                  |          |
| 408  | 689      | + 281    | SOCIETY TEA         | Food & Beverage      | Tea                       |                  |          |
| 409  | 279      | - 130    | GSK                 | Healthcare           | Pharmaceuticals           |                  |          |
| 410  | 227      | - 183    | EXIDE               | Automobile - Related | Auto - Batteries          |                  |          |
| 411  | 390      | - 21     | HIT                 | Household Products   | Mosquito repellent        |                  |          |
| 412  | -        | -        | TISSOT              | Branded Fashion      | Branded Fashion           |                  |          |
| 413  | 305      | - 108    | UTI                 | BFSI                 | Mutual Funds              |                  |          |
| 414  | 426      | + 12     | AOL                 | Internet             | Internet tool             |                  |          |
| 415  | 805      | + 390    | THERMAX             | Manufacturing        | Engineering               |                  |          |
| 416  | 80       | - 336    | PETER ENGLAND       | Apparel              | Readymades - Formal       |                  |          |
| 417  | 715      | + 298    | ZEE                 | Media - TV           | Channel cluster           |                  |          |
| 418  | -        | -        | DHIRUBHAI AMBANI    | Personality          | Business                  |                  |          |
| 419  | 474      | + 55     | SONY VAIO           | Technology           | Personal Electronics      |                  |          |
| 420  | 365      | - 55     | VOLINI              | Healthcare           | Pain Balm                 |                  |          |
| 421  | 235      | - 186    | PROCTER & GAMBLE    | Consumer Products    | Consumer Products         |                  |          |
| 422  | 515      | + 93     | HBO                 | Media - TV           | English Movies            |                  |          |
| 423  | -        | -        | ZOOM TV             | Media - TV           | Bollywood GEC             |                  |          |
| 424  | 236      | - 188    | BAJAJ PULSAR        | Automobile           | Two Wheeler - brand       |                  |          |
| 425  | 526      | + 101    | UJALA               | Consumer Products    | Fabric care               |                  |          |
| 426  | 573      | + 147    | INTEX               | Personal Gadgets     | Mobile Phones             |                  |          |
| 427  | 512      | + 85     | YOUTUBE             | Internet             | Internet - Online sharing |                  |          |
| 428  | 511      | + 83     | GLUCON D            | Food & Beverage      | Powdered Drink            |                  |          |
| 429  | 692      | + 263    | SETWET              | Personal care        | Beauty/Bath               |                  |          |
| 430  | 570      | + 140    | MTR                 | Food & Beverage      | Fast Moving Foods         |                  |          |
| 431  | 369      | - 62     | MELODY              | Food & Beverage      | Chocolate - Other         |                  |          |
| 432  | 565      | + 133    | SOTC                | Services             | Travel Services           |                  |          |
| 433  | 912      | + 479    | MOTHER TERESA       | Personality          | Social/Spiritual          |                  |          |
| 434  | 291      | - 143    | HINDUSTAN TIMES     | Media - Print        | Newspaper - English       |                  |          |
| 435  | 384      | - 51     | STAR TV             | Media - TV           | Channel cluster           |                  |          |
| 436  | 809      | + 373    | SAMSUNG GALAXY      | Personal Gadgets     | Mobile Phones             |                  |          |
| 437  | 269      | - 168    | TBZ                 | Personal Accessories | Jewellery                 |                  |          |
| 438  | -        | -        | RELIANCE FOUNDATION | Social Organization  | NGO                       |                  |          |
| 439  | 820      | + 381    | MANGO               | Apparel              | Readymades - Womenswear   |                  |          |
| 440  | -        | -        | WINDOWS             | Technology           | Operating System          |                  |          |

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK     |          | RANK DIFF         | NAME OF BRAND   | SUPER - CATEGORY     | CATEGORY                   |
|----------|----------|-------------------|-----------------|----------------------|----------------------------|
| BTR 2013 | BTR 2012 | Gain(+) / Fall(-) |                 |                      |                            |
| 441      | 764      | + 323             | ZANDU BALM      | Healthcare           | Pain Balm                  |
| 442      | 842      | + 400             | TAJ MAHAL TEA   | Food & Beverage      | Tea                        |
| 443      | 473      | + 30              | ESPN            | Media - TV           | Sports                     |
| 444      | 568      | + 124             | NIPPO           | Consumer Products    | Consumer Batteries         |
| 445      | 299      | - 146             | SIYARAM'S       | Apparel              | Fabric                     |
| 446      | 226      | - 220             | BLUE DART       | Services             | Courier Service            |
| 447      | 428      | - 19              | LUPIN           | Healthcare           | Pharmaceuticals            |
| 448      | 352      | - 96              | SIFY            | Internet             | Internet tool              |
| 449      | 581      | + 132             | SHARP           | Durables             | Consumer Electronics       |
| 450      | 347      | - 103             | ORRA            | Personal Accessories | Jewellery                  |
| 451      | 289      | - 162             | KELVINATOR      | Durables             | Consumer Electronics       |
| 452      | 712      | + 260             | EVEREST         | Food & Beverage      | Masala                     |
| 453      | 360      | - 93              | ZOD             | Apparel              | Readymades - Casual wear   |
| 454      | 582      | + 128             | DURACELL        | Consumer Products    | Consumer Batteries         |
| 455      | 722      | + 267             | SINTEX          | Manufacturing        | Plastics                   |
| 456      | 495      | + 39              | BABA RAMDEV     | Personality          | Social/Spiritual           |
| 457      | 554      | + 97              | YES BANK        | BFSI                 | Bank - Indian              |
| 458      | 382      | - 76              | ARCHIES         | Retail               | Gift Shop                  |
| 459      | 317      | - 142             | MARLBORO        | Cigarettes           | Cigarettes                 |
| 460      | 547      | + 87              | GLOBUS          | Retail               | Personal goods             |
| 461      | 454      | - 7               | LOOT            | Retail               | Personal goods             |
| 462      | 670      | + 208             | ROYAL ENFIELD   | Automobile           | Two Wheeler - manufacturer |
| 463      | 782      | + 319             | TOYOTA INNOVA   | Automobile           | Car - SUV/MUV              |
| 464      | 539      | + 75              | EROS            | Entertainment        | Cinema - Other             |
| 465      | 726      | + 261             | CNN             | Media - TV           | English International News |
| 466      | 307      | - 159             | PRESTIGE COOKER | Household Products   | Kitchen Appliances         |
| 467      | 710      | + 243             | LILIPUT         | Apparel              | Readymades - Other         |
| 468      | -        | -                 | SIEMENS         | Diversified          | Diversified                |
| 469      | -        | -                 | FOGG            | Personal care        | Perfumery                  |
| 470      | 456      | - 14              | DISNEY          | Media - TV           | Children                   |
| 471      | 616      | + 145             | WILDSTONE       | Personal care        | Perfumery                  |
| 472      | 603      | + 131             | VIJAY MALLYA    | Personality          | Business                   |
| 473      | -        | -                 | FILA            | Personal Accessories | Sports Accessories         |
| 474      | 652      | + 178             | AMARON          | Automobile - Related | Auto - Batteries           |
| 475      | 797      | + 322             | BHARAT GAS      | Energy               | Energy                     |
| 476      | 647      | + 171             | ZENITH          | Technology           | Hardware                   |
| 477      | 253      | - 224             | TLC             | Media - TV           | Infotainment & Lifestyle   |
| 478      | 229      | - 249             | ESPRIT          | Branded Fashion      | Branded Fashion            |
| 479      | 533      | + 54              | FLY             | Personal Gadgets     | Mobile Phones              |
| 480      | 442      | - 38              | WILLS CLASSIC   | Cigarettes           | Cigarettes                 |

Blue Dart in Services Category: 3rd last year slips to 6th place



Storming up: Royal Enfield leads the legendary Harley by 162 ranks

Down but not out - Still India's 11th Most Trusted Personality





# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK | BTR 2013 | BTR 2012 | RANK DIFF<br>Gain(+)<br>Fall(-) | NAME OF BRAND         | SUPER - CATEGORY            | CATEGORY |
|------|----------|----------|---------------------------------|-----------------------|-----------------------------|----------|
| 481  | 446      | - 35     | PICASA                          | Internet              | Internet - Online sharing   |          |
| 482  | 265      | - 217    | PLAYBOY                         | Branded Fashion       | Branded Fashion             |          |
| 483  | 783      | + 300    | ZEE NEWS                        | Media - TV            | Hindi News                  |          |
| 484  | 293      | - 191    | INDIABULLS                      | Diversified           | Diversified                 |          |
| 485  | 440      | - 45     | JUST DIAL                       | Classified services   | Information services        |          |
| 486  | 987      | + 501    | CADBURY'S ECLAIRS               | Food & Beverage       | Chocolate - Other           |          |
| 487  | 513      | + 26     | BEST                            | Transportation        | Bus Transport               |          |
| 488  | -        | -        | DABUR REAL                      | Food & Beverage       | Packaged Juice              |          |
| 489  | 888      | + 399    | HALLS                           | Food & Beverage       | Mouth Freshner              |          |
| 490  | 609      | + 119    | PRIYA GOLD                      | Food & Beverage       | Biscuits                    |          |
| 491  | 190      | - 301    | CADBURY 5 STAR                  | Food & Beverage       | Chocolate Bar               |          |
| 492  | 92       | - 400    | VIP BAGS                        | Personal Accessories  | Luggage/Bags                |          |
| 493  | 950      | + 457    | REVITAL                         | Healthcare            | Health Supplement           |          |
| 494  | 514      | + 20     | BAGPIPER                        | Alcoholic Beverages   | Liquor Spirits              |          |
| 495  | 948      | + 453    | SHAHRUKH KHAN                   | Personality           | Cinema/Music                |          |
| 496  | 509      | + 13     | EMIRATES                        | Transportation        | Airlines - Foreign          |          |
| 497  | 593      | + 96     | ROYAL STAG                      | Alcoholic Beverages   | Liquor Spirits              |          |
| 498  | 859      | + 361    | LOMANI                          | Branded Fashion       | Branded Fashion             |          |
| 499  | 251      | - 248    | CHEVROLET                       | Automobile            | Four Wheeler - manufacturer |          |
| 500  | 527      | + 27     | ZARA                            | Branded Fashion       | Branded Fashion             |          |
| 501  | 644      | + 143    | VIJAY SALES                     | Retail                | Electronics                 |          |
| 502  | 591      | + 89     | CLEAN & CLEAR                   | Personal care         | Beauty/Bath                 |          |
| 503  | 621      | + 118    | ADOBE                           | Technology            | Software Company            |          |
| 504  | 489      | - 15     | WIKIPEDIA                       | Internet              | Internet tool               |          |
| 505  | 308      | - 197    | PIONEER                         | Durables              | Audio                       |          |
| 506  | 463      | - 43     | CHINGS                          | Food & Beverage       | Fast Moving Foods           |          |
| 507  | 727      | + 220    | LIVERPOOL                       | Sports                | Sports                      |          |
| 508  | 501      | - 7      | HYATT                           | Hospitality           | Hotels                      |          |
| 509  | 632      | + 123    | O2                              | Personal Gadgets      | Mobile Phones               |          |
| 510  | 245      | - 265    | METRO                           | Retail                | Footwear Retail             |          |
| 511  | -        | -        | CHILD REACH                     | Social Organization   | NGO                         |          |
| 512  | 354      | - 158    | TOMMY HILFIGER                  | Branded Fashion       | Branded Fashion             |          |
| 513  | 706      | + 193    | CALVIN KLEIN                    | Branded Fashion       | Branded Fashion             |          |
| 514  | 298      | - 216    | KINETIC NOVA                    | Automobile            | Two Wheeler - brand         |          |
| 515  | -        | -        | JOHNSON                         | Construction          | Construction Materials      |          |
| 516  | 497      | - 19     | LODHA                           | Construction          | Real Estate Developer       |          |
| 517  | -        | -        | ARPAN                           | Social Organization   | NGO                         |          |
| 518  | 602      | + 84     | ORPAT                           | Household Electricals | Fans                        |          |
| 519  | 613      | + 94     | XEROX                           | Technology            | Hardware                    |          |
| 520  | 596      | + 76     | RELAXO                          | Personal Accessories  | Footwear                    |          |



Impressive strides -  
moves up  
300 trust ranks



Last years 22nd  
Most Trusted  
is India's 12th  
Most Trusted  
Personality  
this year

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK     |          | RANK DIFF         | NAME OF BRAND         | SUPER - CATEGORY     | CATEGORY                       |
|----------|----------|-------------------|-----------------------|----------------------|--------------------------------|
| BTR 2013 | BTR 2012 | Gain(+) / Fall(-) |                       |                      |                                |
| 521      | 808      | + 287             | HONDA ACTIVA          | Automobile           | Two Wheeler - brand            |
| 522      | 306      | - 216             | FOOD BAZAAR           | Retail               | Food                           |
| 523      | 552      | + 29              | ECONOMIC TIMES        | Media - Print        | Newspaper - English            |
| 524      | 832      | + 308             | CLASSMATE             | Stationary           | Notebooks                      |
| 525      | 439      | - 86              | ABB                   | Heavy Industries     | Heavy Industries - Diversified |
| 526      | -        | -                 | SLICE                 | Food & Beverage      | Non-aerated Beverages          |
| 527      | 371      | - 156             | CINEMAX               | Entertainment        | Cinema - Display               |
| 528      | 315      | - 213             | MOTI                  | Personal care        | Beauty/Bath                    |
| 529      | 412      | - 117             | BRISTOL               | Cigarettes           | Cigarettes                     |
| 530      | 500      | - 30              | APPLE IPHONE          | Personal Gadgets     | Mobile Phones                  |
| 531      | 411      | - 120             | AMERICAN TOURISTER    | Personal Accessories | Luggage/Bags                   |
| 532      | 559      | + 27              | ALLEN SOLLY           | Apparel              | Readymades - Formal            |
| 533      | 642      | + 109             | FOSSIL                | Personal Accessories | Watches/Clocks                 |
| 534      | 714      | + 180             | BINANI CEMENT         | Manufacturing        | Cement                         |
| 535      | 649      | + 114             | AASHIRWAAD            | Food & Beverage      | F&B - Diversified              |
| 536      | 346      | - 190             | MOUNTAIN DEW          | Food & Beverage      | Aerated Beverages              |
| 537      | 534      | - 3               | BARCLAYS BANK         | BFSI                 | Bank - Foreign                 |
| 538      | -        | -                 | VEET                  | Personal care        | Beauty/Bath                    |
| 539      | 530      | - 9               | SUN TV                | Media - TV           | Tamil GEC                      |
| 540      | 939      | + 399             | STAR GOLD             | Media - TV           | Hindi Movies                   |
| 541      | 605      | + 64              | MONGINIS              | Retail               | Café/Deli                      |
| 542      | 379      | - 163             | STAR MOVIES           | Media - TV           | English Movies                 |
| 543      | 791      | + 248             | ANDROID               | Technology           | Operating System               |
| 544      | 521      | - 23              | HIMANI                | Personal care        | Beauty/Bath                    |
| 545      | 263      | - 282             | HIDE & SEEK           | Food & Beverage      | Biscuits                       |
| 546      | 532      | - 14              | IIM                   | Education            | Graduate/PG Education          |
| 547      | 635      | + 88              | COTTONKING            | Apparel              | Readymades - Casual wear       |
| 548      | 403      | - 145             | POLOROID              | Personal Accessories | Eyewear                        |
| 549      | -        | -                 | ALIVA                 | Food & Beverage      | Packaged Snacks                |
| 550      | 370      | - 180             | ULTRATECH             | Manufacturing        | Cement                         |
| 551      | 971      | + 420             | SANDISK               | Technology           | Memory storage                 |
| 552      | 522      | - 30              | ZANDU                 | Healthcare           | Ayurvedic Products             |
| 553      | 750      | + 197             | KAUN BANEGA CROREPATI | Media - TV           | Program                        |
| 554      | 955      | + 401             | HIRANANDANI           | Construction         | Real Estate Developer          |
| 555      | 760      | + 205             | IMPERIAL BLUE         | Alcoholic Beverages  | Liquor Spirits                 |
| 556      | 785      | + 229             | ELLE 18               | Personal care        | Beauty/Bath                    |
| 557      | -        | -                 | GIPCO                 | Infrastructure       | Power Infrastructure           |
| 558      | 826      | + 268             | DABUR AMLA            | Personal care        | Beauty/Bath                    |
| 559      | 663      | + 104             | KESARI TOURS          | Services             | Travel Services                |
| 560      | 776      | + 216             | PLANET M              | Retail               | Other                          |



Slice makes the cut



StarGOLD  
Hindi movie  
Star Gold gains,  
English Movie  
Star Movies loses

**SanDisk**

Climbs from 40th in Technology to 23rd rank this year - memory turns important





# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK     | RANK DIFF |                   |                    |                      |                            |
|----------|-----------|-------------------|--------------------|----------------------|----------------------------|
| BTR 2013 | BTR 2012  | Gain(+) / Fall(-) | NAME OF BRAND      | SUPER - CATEGORY     | CATEGORY                   |
| 561      | 380       | - 181             | HAPPYDENT          | Food & Beverage      | Mouth Freshner             |
| 562      | 326       | - 236             | FOSTERS            | Alcoholic Beverages  | Beer                       |
| 563      | -         | -                 | CLOUD 9            | Food & Beverage      | Energy Drink               |
| 564      | 236       | - 328             | BASKIN & ROBBINS   | Food & Beverage      | Ice Cream                  |
| 565      | 677       | + 112             | BENETTON           | Branded Fashion      | Branded Fashion            |
| 566      | 626       | + 60              | JK CEMENT          | Manufacturing        | Cement                     |
| 567      | 345       | - 222             | MARUTI SUZUKI ALTO | Automobile           | Car - Hatchback            |
| 568      | 280       | - 288             | BRITANNIA GOOD DAY | Food & Beverage      | Biscuits                   |
| 569      | 338       | - 231             | APOLLO TYRES       | Automobile - Related | Tyres                      |
| 570      | 368       | - 202             | AMAZON             | Internet             | Internet - Online Shopping |
| 571      | -         | -                 | FEM                | Personal care        | Beauty/Bath                |
| 572      | 466       | - 106             | VIJAYA BANK        | BFSI                 | Bank - Indian              |
| 573      | -         | -                 | KANGARO            | Stationary           | Stapler                    |
| 574      | 392       | - 182             | LIBERTY            | Personal Accessories | Footwear                   |
| 575      | 765       | + 190             | RED CHIEF          | Personal Accessories | Footwear                   |
| 576      | 259       | - 317             | FEDEX              | Services             | Courier Service            |
| 577      | 600       | + 23              | D'DAMAS            | Personal Accessories | Jewellery                  |
| 578      | 359       | - 219             | BAJAJ ALLIANZ      | BFSI                 | Insurance                  |
| 579      | 688       | + 109             | NEWS 24            | Media - TV           | Hindi News                 |
| 580      | 406       | - 174             | GOKUL MILK         | Food & Beverage      | Dairy Products             |
| 581      | 366       | - 215             | OXYRICH            | Food & Beverage      | Packaged Drinking Water    |
| 582      | 899       | + 317             | ROTOMAC            | Stationary           | Writing Accessories        |
| 583      | 375       | - 208             | MCDOWELL'S         | Alcoholic Beverages  | Liquor Spirits             |
| 584      | 969       | + 385             | SAB TV             | Media - TV           | Hindi GEC                  |
| 585      | -         | -                 | IBIBO              | Internet             | Internet - Online Shopping |
| 586      | 894       | + 308             | MUKESH AMBANI      | Personality          | Business                   |
| 587      | 947       | + 360             | VI JOHN            | Personal care        | Beauty/Bath                |
| 588      | 883       | + 295             | TATA PHOTON        | Personal Gadgets     | Datacard                   |
| 589      | 857       | + 268             | QUARTZ             | Personal Accessories | Watches/Clocks             |
| 590      | -         | -                 | OASIS MALL         | Retail               | Shopping Mall              |
| 591      | 816       | + 225             | ADANI              | Diversified          | Diversified                |
| 592      | 985       | + 393             | ODOMOS             | Household Products   | Mosquito repellent         |
| 593      | -         | -                 | KAYA               | Healthcare           | Skincare                   |
| 594      | -         | -                 | MAHATMA GANDHI     | Personality          | Social/Spiritual           |
| 595      | -         | -                 | GO CHEESE          | Food & Beverage      | Dairy Products             |
| 596      | 457       | - 139             | LEXUS              | Automobile           | Four Wheeler - luxury      |
| 597      | -         | -                 | HAWKINS            | Household Products   | Kitchen Appliances         |
| 598      | -         | -                 | INDIA GATE         | Food & Beverage      | Rice                       |
| 599      | -         | -                 | SONY TV            | Media - TV           | Hindi GEC                  |
| 600      | 744       | + 144             | FENA               | Consumer Products    | Fabric care                |

 freezing up

 express fall

Local brand big wins



# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

|  | RANK     | RANK DIFF |                   |                     |                      |                                |
|--|----------|-----------|-------------------|---------------------|----------------------|--------------------------------|
|  | BTR 2013 | BTR 2012  | Gain(+) / Fall(-) | NAME OF BRAND       | SUPER - CATEGORY     | CATEGORY                       |
|  | 601      | 810       | +209              | CHANDRIKA           | Personal care        | Beauty/Bath                    |
|  | 602      | 633       | +31               | ASHOK LEYLAND       | Automobile           | Auto - Commercial vehicals     |
|  | 603      | -         | -                 | GILI                | Personal Accessories | Jewellery                      |
|  | 604      | 372       | -232              | GULF OIL            | Lubricants           | Lubricants                     |
|  | 605      | 668       | +63               | GITANJALI           | Personal Accessories | Jewellery                      |
|  | 606      | 822       | +216              | AIRTEL TV           | DTH                  | DTH                            |
|  | 607      | 188       | -419              | MARUTI SUZUKI SWIFT | Automobile           | Car - Hatchback                |
|  | 608      | 690       | +82               | ADITYA BIRLA        | Diversified          | Diversified                    |
|  | 609      | 781       | +172              | LACOSTE             | Apparel              | Readymades - Casual wear       |
|  | 610      | -         | -                 | NIRLEP              | Household Products   | Kitchen Appliances             |
|  | 611      | 453       | -158              | HAYWARDS            | Alcoholic Beverages  | Beer                           |
|  | 612      | 478       | -134              | CLINIC ALL CLEAR    | Personal care        | Beauty/Bath                    |
|  | 613      | 437       | -176              | LAKHANI             | Personal Accessories | Footwear                       |
|  | 614      | 417       | -197              | FEVIKWIK            | Consumer Products    | Adhesives                      |
|  | 615      | 540       | -75               | MISTUBISHI          | Diversified          | Diversified                    |
|  | 616      | 733       | +117              | AXN                 | Media - TV           | English GEC                    |
|  | 617      | 653       | +36               | FIAMA DI WILLS      | Personal care        | Beauty/Bath                    |
|  | 618      | 191       | -427              | THOMAS COOK         | Services             | Travel Services                |
|  | 619      | -         | -                 | KNORR               | Food & Beverage      | Fast Moving Foods              |
|  | 620      | 938       | +318              | MITASHI             | Technology           | Personal Electronics           |
|  | 621      | 523       | -98               | FUJI FILM           | Personal Gadgets     | Camera manufacturer            |
|  | 622      | 778       | +156              | RAJNIKANT           | Personality          | Cinema/Music                   |
|  | 623      | 462       | -161              | AMRUTANJAN          | Healthcare           | Pain Balm                      |
|  | 624      | 702       | +78               | HARLEY DAVIDSON     | Automobile           | Two Wheeler - manufacturer     |
|  | 625      | -         | -                 | EVERYUTH            | Personal care        | Beauty/Bath                    |
|  | 626      | 667       | +41               | KIRLOSKAR           | Heavy Industries     | Heavy Industries - Diversified |
|  | 627      | 491       | -136              | RENAULT             | Automobile           | Four Wheeler - manufacturer    |
|  | 628      | 866       | +238              | HEINZ               | Food & Beverage      | Fast Moving Foods              |
|  | 629      | -         | -                 | SONY BRAVIA         | Durables             | Consumer Electronics           |
|  | 630      | 376       | -254              | HINDUJA             | Diversified          | Diversified                    |
|  | 631      | 173       | -458              | SHOPPERS STOP       | Retail               | Personal goods                 |
|  | 632      | 464       | -168              | KWALITY WALLS       | Food & Beverage      | Ice Cream                      |
|  | 633      | 467       | -166              | BMC                 | Government Body      | Government Body                |
|  | 634      | -         | -                 | AMBIPUR             | Household Products   | Air Freshener                  |
|  | 635      | 517       | -118              | MET LIFE            | BFSI                 | Insurance                      |
|  | 636      | 673       | +37               | SAIL                | Heavy Industries     | Metal & Mining                 |
|  | 637      | -         | -                 | HP GAS              | Energy               | Energy                         |
|  | 638      | -         | -                 | OLX.IN              | Internet             | Internet - Online Shopping     |
|  | 639      | 833       | +194              | INOX                | Entertainment        | Cinema - Display               |
|  | 640      | 444       | -196              | UNION BANK OF INDIA | BFSI                 | Bank - Indian                  |



Lather gathers trust

ALTO

567

SWIFT

607

four Maruti cars in list

RITZ

741

Sx4

994

SHOPPERS STOP

Loses shine dropping from 8th to 23rd rank in retail category



# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK     |          | RANK DIFF         | NAME OF BRAND    | SUPER - CATEGORY      | CATEGORY                   |
|----------|----------|-------------------|------------------|-----------------------|----------------------------|
| BTR 2013 | BTR 2012 | Gain(+) / Fall(-) |                  |                       |                            |
| 641      | -        | -                 | INDIAN AIR FORCE | Government Body       | Government Body            |
| 642      | -        | -                 | CID              | Media - TV            | Program                    |
| 643      | -        | -                 | MATRIX           | Technology            | International SIM card     |
| 644      | 541      | - 103             | MUTHOOT          | BFSI                  | Finance                    |
| 645      | 277      | - 368             | VAN HEUSEN       | Apparel               | Readymades - Formal        |
| 646      | -        | -                 | BILLABONG        | Branded Fashion       | Branded Fashion            |
| 647      | 479      | - 168             | TIMES NOW        | Media - TV            | English News               |
| 648      | -        | -                 | HUGGIES          | Consumer Products     | Diapers                    |
| 649      | 451      | - 198             | KOUTONS          | Apparel               | Readymades - Casual wear   |
| 650      | 640      | - 10              | BHARTI WALMART   | Retail                | General                    |
| 651      | 700      | + 49              | FINOLEX          | Manufacturing         | Plastics                   |
| 652      | -        | -                 | INDIATIMES       | Internet              | Internet tool              |
| 653      | 459      | - 194             | SAP              | Technology            | Software Company           |
| 654      | 524      | - 130             | NEXT             | Retail                | Electronics                |
| 655      | -        | -                 | POGO             | Media - TV            | Children                   |
| 656      | -        | -                 | AIM MATCHBOX     | Household Products    | Safety Matches             |
| 657      | 631      | - 26              | YELLOW PAGES     | Classified services   | Information services       |
| 658      | 986      | + 328             | SWATCH           | Personal Accessories  | Watches/Clocks             |
| 659      | 639      | - 20              | SYNTEL           | Technology            | Software Company           |
| 660      | 414      | - 246             | TIC TAC          | Food & Beverage       | Mouth Freshner             |
| 661      | -        | -                 | E24              | Media - TV            | Bollywood GEC              |
| 662      | 488      | - 174             | INORBIT          | Retail                | Shopping Mall              |
| 663      | 510      | - 153             | KHAITAN          | Household Electricals | Fans                       |
| 664      | 449      | - 215             | SUGAR FREE       | Food & Beverage       | Sugar Substitute           |
| 665      | 492      | - 173             | ROLLS ROYCE      | Automobile            | Four Wheeler - luxury      |
| 666      | -        | -                 | TOYOTA ETIOS     | Automobile            | Car - Sedan                |
| 667      | 487      | - 180             | KOTAK LIFE       | BFSI                  | Insurance                  |
| 668      | 769      | + 101             | T-SERIES         | Entertainment         | Cinema - Other             |
| 669      | -        | -                 | HATHWAY          | Cable                 | Cable Network              |
| 670      | -        | -                 | JETKING          | Education             | Computer/Hardware Training |
| 671      | 716      | + 45              | BERGER           | Manufacturing         | Paints                     |
| 672      | 660      | - 12              | NAKSHATRA        | Personal accessories  | Jewellery                  |
| 673      | 742      | + 69              | TOPAZ            | Consumer Products     | Personal Products          |
| 674      | 430      | - 244             | BOUNTY           | Food & Beverage       | Chocolate Bar              |
| 675      | 339      | - 336             | BOSE             | Durables              | Audio                      |
| 676      | 477      | - 199             | STARDUST         | Media - Print         | Magazine - English         |
| 677      | 561      | - 116             | BIRLA SUN LIFE   | BFSI                  | Insurance                  |
| 678      | 815      | + 137             | FORD MUSTANG     | Automobile            | Four Wheeler - luxury      |
| 679      | 615      | - 64              | BILL GATES       | Personality           | Business                   |
| 680      | -        | -                 | BCCI             | Sports                | Sports                     |

Kouton's controversies cost 200 trust ranks

Three luxury car makers out of fourteen lose lustre - Merc, Lexus & Rolls. All rest gain

**BOSE**

Slipping 10 ranks in Durables to 28th position

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

### Trust Cliff Page?

20 brands in this page have fallen by an average of 270 trust ranks



4th Most Trusted Airline-Indian - one place above Spice Jet

Femina falls behind Stardust among magazines

| RANK     |          | RANK DIFF         | NAME OF BRAND       | SUPER - CATEGORY     | CATEGORY                   |
|----------|----------|-------------------|---------------------|----------------------|----------------------------|
| BTR 2013 | BTR 2012 | Gain(+) / Fall(-) |                     |                      |                            |
| 681      | -        | -                 | AVEENO              | Healthcare           | Pharmaceuticals            |
| 682      | 362      | - 320             | SLEEPWELL           | Furnishing           | Mattresses                 |
| 683      | 469      | - 214             | GOODYEAR            | Automobile - Related | Tyres                      |
| 684      | -        | -                 | KURLON              | Furnishing           | Mattresses                 |
| 685      | -        | -                 | NATIONAL            | Durables             | Consumer Electronics       |
| 686      | -        | -                 | HELP AGE INDIA      | Social Organization  | NGO                        |
| 687      | -        | -                 | ODONIL              | Household Products   | Air Freshener              |
| 688      | 757      | + 69              | MONTEX              | Stationary           | Writing Accessories        |
| 689      | 419      | - 270             | CNBC TV 18          | Media - TV           | Hindi Business News        |
| 690      | 386      | - 304             | SPEED POST          | Services             | Courier Service            |
| 691      | -        | -                 | D'COLD              | Healthcare           | Healthcare products        |
| 692      | 814      | + 122             | BAYER               | Manufacturing        | Chemicals                  |
| 693      | 708      | + 15              | WHO                 | Global body          | World organization         |
| 694      | 802      | + 108             | GO AIR              | Transportation       | Airlines - Indian          |
| 695      | -        | -                 | PT USHA             | Personality          | Sports                     |
| 696      | 425      | - 271             | NISSAN MICRA        | Automobile           | Car - Hatchback            |
| 697      | 290      | - 407             | BRITANNIA TIGER     | Food & Beverage      | Biscuits                   |
| 698      | 669      | - 29              | JP MORGAN           | BFSI                 | Financial Services         |
| 699      | -        | -                 | GENPACT             | BPO                  | Consulting/Services        |
| 700      | 231      | - 469             | DHFL                | BFSI                 | Finance                    |
| 701      | 271      | - 430             | BRITANNIA BOURBON   | Food & Beverage      | Biscuits                   |
| 702      | 919      | + 217             | COLIN               | Household Products   | Homecare                   |
| 703      | 458      | - 245             | BOMBAY DYEING       | Apparel              | Fabric                     |
| 704      | 303      | - 401             | EUREKA FORBES       | Durables             | Water Purifier             |
| 705      | 350      | - 355             | HYUNDAI I10         | Automobile           | Car - Hatchback            |
| 706      | 485      | - 221             | S KUMAR'S           | Apparel              | Fabric                     |
| 707      | -        | -                 | JVC                 | Durables             | Consumer Electronics       |
| 708      | 358      | - 350             | REID & TAYLOR       | Apparel              | Fabric                     |
| 709      | -        | -                 | KOHLER              | Household Products   | Bath fixtures              |
| 710      | 373      | - 337             | FEMINA              | Media - Print        | Magazine - English         |
| 711      | 529      | - 182             | EICHER              | Automobile           | Auto - Commercial vehicals |
| 712      | -        | -                 | ALPENLIEBE          | Food & Beverage      | Chocolate - Other          |
| 713      | 595      | - 118             | ET NOW              | Media - TV           | English Business News      |
| 714      | 756      | + 42              | AIRBUS              | Transportation       | Aircraft Manufacturer      |
| 715      | -        | -                 | MAHINDRA LOGAN      | Automobile           | Car - Sedan                |
| 716      | 544      | - 172             | KORES               | Stationary           | Writing Accessories        |
| 717      | 755      | + 38              | PORSCHE             | Automobile           | Four Wheeler - luxury      |
| 718      | 543      | - 175             | SIGNATURE           | Alcoholic Beverages  | Liquor Spirits             |
| 719      | 578      | - 141             | NATIONAL GEOGRAPHIC | Media - TV           | Infotainment & Lifestyle   |
| 720      | -        | -                 | VASMOL              | Personal care        | Beauty/Bath                |



# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK     | RANK DIFF |                   |                      |                       |                             |
|----------|-----------|-------------------|----------------------|-----------------------|-----------------------------|
| BTR 2013 | BTR 2012  | Gain(+) / Fall(-) | NAME OF BRAND        | SUPER - CATEGORY      | CATEGORY                    |
| 721      | -         | -                 | CBI                  | Government Body       | Government Body             |
| 722      | 790       | + 68              | FORCE MOTORS         | Automobile            | Four Wheeler - manufacturer |
| 723      | 968       | + 245             | MOCHI                | Personal Accessories  | Footwear                    |
| 724      | -         | -                 | BENTLEY              | Automobile            | Four Wheeler - luxury       |
| 725      | 984       | + 259             | HYPERCITY            | Retail                | Shopping Mall               |
| 726      | 551       | - 175             | BAYGON               | Household Products    | Mosquito repellent          |
| 727      | 447       | - 280             | MAHENDRA SINGH DHONI | Personality           | Sports                      |
| 728      | -         | -                 | VANISH               | Consumer Products     | Fabric care                 |
| 729      | 870       | + 141             | RUCHI'S              | Food & Beverage       | F&B - Diversified           |
| 730      | 703       | - 27              | VSNL                 | Telecom               | Telephony                   |
| 731      | 931       | + 200             | LOTTO                | Personal Accessories  | Footwear                    |
| 732      | 480       | - 252             | AVIVA LIFE           | BFSI                  | Insurance                   |
| 733      | 617       | - 116             | RED TAPE             | Personal Accessories  | Footwear                    |
| 734      | -         | -                 | MASOOM               | Social Organization   | NGO                         |
| 735      | -         | -                 | GEN-X                | Apparel               | Innerwear                   |
| 736      | -         | -                 | MIDDAY               | Media - Print         | Newspaper - English         |
| 737      | -         | -                 | TANG                 | Food & Beverage       | Powdered Drink              |
| 738      | 701       | - 37              | STAR NEWS            | Media - TV            | Hindi News                  |
| 739      | -         | -                 | INDIAN EXPRESS       | Media - Print         | Newspaper - English         |
| 740      | 787       | + 47              | CAMBRIDGE            | Apparel               | Readymades - Formal         |
| 741      | -         | -                 | MARUTI SUZUKI RITZ   | Automobile            | Car - Hatchback             |
| 742      | 786       | 44                | ALDO                 | Personal Accessories  | Footwear                    |
| 743      | -         | -                 | LAMBORGHINI          | Automobile            | Four Wheeler - luxury       |
| 744      | 849       | + 105             | MICROTEK             | Household Electricals | Electrical equipment        |
| 745      | 490       | - 255             | LINDT                | Food & Beverage       | F&B - Diversified           |
| 746      | 343       | - 403             | REDIFF               | Internet              | Internet tool               |
| 747      | -         | -                 | MEDHA PATKAR         | Personality           | Social/Spiritual            |
| 748      | -         | -                 | MYNTRA               | Internet              | Internet - Online Shopping  |
| 749      | 739       | - 10              | JW MARRIOTT          | Hospitality           | Hotels                      |
| 750      | 618       | - 132             | KINETIC              | Automobile            | Two Wheeler - manufacturer  |
| 751      | 900       | + 149             | PAN PARAG            | Food & Beverage       | Mouth Freshner              |
| 752      | 645       | - 107             | ESSAR                | Diversified           | Diversified                 |
| 753      | -         | -                 | MAYUR SUITINGS       | Apparel               | Fabric                      |
| 754      | 436       | - 318             | BRITANNIA 50-50      | Food & Beverage       | Biscuits                    |
| 755      | 450       | - 305             | PFIZER               | Healthcare            | Pharmaceuticals             |
| 756      | 460       | - 296             | MARS                 | Food & Beverage       | Chocolate Bar               |
| 757      | -         | -                 | AGIP                 | Lubricants            | Lubricants                  |
| 758      | 606       | - 152             | NILKAMAL             | Household Products    | Plastics                    |
| 759      | -         | -                 | SET MAX              | Media - TV            | Hindi Movies                |
| 760      | 729       | - 31              | TVS APACHE           | Automobile            | Two Wheeler - brand         |



Captaincy fatigue? MSD falls from 6th to 18th place among Trusted Personalities

**Big diff:**

Rediff drops from 7th to 17th in the Internet category

**BRITANNIA 50-50**

Not half as good: Trust falls from 64th to 96th in F&B category

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK     |          | RANK DIFF         | NAME OF BRAND         | SUPER - CATEGORY      | CATEGORY                       |
|----------|----------|-------------------|-----------------------|-----------------------|--------------------------------|
| BTR 2013 | BTR 2012 | Gain(+) / Fall(-) |                       |                       |                                |
| 761      | 493      | - 268             | NEUTROGENA            | Personal care         | Beauty/Bath                    |
| 762      | 829      | + 67              | GLENMARK              | Healthcare            | Pharmaceuticals                |
| 763      | -        | -                 | PRERNA                | Social Organization   | NGO                            |
| 764      | -        | -                 | 9XM                   | Media - TV            | Music                          |
| 765      | 215      | - 550             | THOMAS SCOTT          | Apparel               | Readymades - Formal            |
| 766      | 926      | + 160             | MAGNET                | Retail                | General                        |
| 767      | -        | -                 | CROSSWORD             | Books                 | Books/Journals                 |
| 768      | 518      | - 250             | PASTONJI              | Food & Beverage       | Ice Cream                      |
| 769      | 278      | - 491             | GALLARDO LAMBORGHINI  | Automobile            | Four Wheeler - Luxury          |
| 770      | 901      | + 131             | AMUL BUTTER           | Food & Beverage       | Dairy Products                 |
| 771      | -        | -                 | NUTRALITE             | Food & Beverage       | Dairy Products                 |
| 772      | 890      | + 118             | V GUARD               | Household Electricals | Electrical equipment           |
| 773      | -        | -                 | DALMIA                | Diversified           | Diversified                    |
| 774      | 831      | + 57              | ACE                   | BFSI                  | Exchange                       |
| 775      | 612      | - 163             | YMCA                  | Global body           | World organization             |
| 776      | 356      | - 420             | HYUNDAI I20           | Automobile            | Car - Hatchback                |
| 777      | 627      | - 150             | MUFTI                 | Apparel               | Readymades - Casual wear       |
| 778      | -        | -                 | DAINIK JAGRAN         | Media - Print         | Newspaper - Hindi              |
| 779      | 156      | - 623             | ICICI PRUDENTIAL LIFE | BFSI                  | Insurance                      |
| 780      | 824      | + 44              | 3M                    | Diversified           | Diversified                    |
| 781      | -        | -                 | LEHAR                 | Food & Beverage       | Packaged Snacks                |
| 782      | -        | -                 | TAAZA                 | Food & Beverage       | Tea                            |
| 783      | -        | -                 | TAG HEUER             | Branded Fashion       | Branded Fashion                |
| 784      | -        | -                 | CRIME PATROL          | Media - TV            | Program                        |
| 785      | -        | -                 | APNALAYA              | Social Organization   | NGO                            |
| 786      | -        | -                 | PEPSICO               | Food & Beverage       | F&B - Diversified              |
| 787      | 804      | + 17              | LML                   | Automobile            | Two Wheeler - manufacturer     |
| 788      | 895      | + 107             | FORD IKON             | Automobile            | Car - Sedan                    |
| 789      | 385      | - 404             | PROTINEX              | Healthcare            | Health Supplement              |
| 790      | -        | -                 | GENETECH              | Healthcare            | Healthcare - General           |
| 791      | 740      | - 51              | HCC                   | Construction          | Infrastructure                 |
| 792      | 830      | + 38              | PIDILITE              | Manufacturing         | Chemicals                      |
| 793      | -        | -                 | APNA BANK             | BFSI                  | Bank - Cooperative             |
| 794      | -        | -                 | STAR GROUP            | Diversified           | Logistics                      |
| 795      | -        | -                 | JO                    | Personal care         | Beauty/Bath                    |
| 796      | 903      | + 107             | CAVINKARE             | Consumer Products     | Consumer Products              |
| 797      | 654      | - 143             | OKAYA                 | Household Electricals | Electrical equipment           |
| 798      | -        | -                 | GEMINI                | Food & Beverage       | Edible Oil                     |
| 799      | -        | -                 | GKB                   | Retail                | Other                          |
| 800      | 731      | - 69              | ALSTOM                | Heavy Industries      | Heavy Industries - Diversified |

Improves overall rank and also maintains last year's position as 99th most trusted F&B brand in India this year



19 new Social Organizations enter top 1100 list to make it.





# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK | BTR 2013 | BTR 2012 | RANK DIFF | Gain(+)<br>Fall(-) | NAME OF BRAND       | SUPER - CATEGORY     | CATEGORY                       |
|------|----------|----------|-----------|--------------------|---------------------|----------------------|--------------------------------|
| 801  | 801      | 560      | -         | 241                | G FIVE              | Personal Gadgets     | Mobile Phones                  |
| 802  | 802      | 796      | -         | 6                  | UNICEF              | Global body          | World organization             |
| 803  | 803      | 423      | -         | 380                | BUDWEISER           | Alcoholic Beverages  | Beer                           |
| 804  | 804      | 794      | -         | 10                 | RED CROSS           | Global body          | World organization             |
| 805  | 805      | -        | -         | -                  | ANIL KAPOOR         | Personality          | Cinema/Music                   |
| 806  | 806      | 516      | -         | 290                | AMERICAN EXPRESS    | BFSI                 | Credit Card                    |
| 807  | 807      | -        | -         | -                  | NASAKA              | Durables             | Water Purifier                 |
| 808  | 808      | -        | -         | -                  | DERMICOOL           | Personal care        | Beauty/Bath                    |
| 809  | 809      | 923      | +         | 114                | FORTUNE REFINED OIL | Food & Beverage      | Edible Oil                     |
| 810  | 810      | -        | -         | -                  | JAGO GRAHAK JAGO    | Government Body      | Government Body                |
| 811  | 811      | -        | -         | -                  | APPY                | Food & Beverage      | Packaged Juice                 |
| 812  | 812      | 767      | -         | 45                 | TVS SCOOTY          | Automobile           | Two Wheeler - brand            |
| 813  | 813      | -        | -         | -                  | LMN                 | Food & Beverage      | Non-aerated Beverages          |
| 814  | 814      | -        | -         | -                  | ADITYA BOOKS        | Books                | Books/Journals                 |
| 815  | 815      | -        | -         | -                  | EVA                 | Personal care        | Perfumery                      |
| 816  | 816      | -        | -         | -                  | BLUSH WORLD         | Healthcare           | Skincare                       |
| 817  | 817      | 721      | -         | 96                 | ESSAR OIL           | Energy               | Energy                         |
| 818  | 818      | -        | -         | -                  | DIGNITY FOUNDATION  | Social Organization  | NGO                            |
| 819  | 819      | -        | -         | -                  | SONY XPERIA         | Personal Gadgets     | Mobile Phones                  |
| 820  | 820      | 671      | -         | 149                | CNN IBN             | Media - TV           | Hindi News                     |
| 821  | 821      | 976      | +         | 155                | HAIR & CARE         | Personal care        | Beauty/Bath                    |
| 822  | 822      | -        | -         | -                  | KAREENA KAPOOR      | Personality          | Cinema/Music                   |
| 823  | 823      | 676      | -         | 147                | CADD CENTER         | Education            | Computer/Hardware Training     |
| 824  | 824      | 555      | -         | 269                | KLINOL              | Household Products   | Homecare                       |
| 825  | 825      | 940      | +         | 115                | MICO                | Automobile           | Automobile Products            |
| 826  | 826      | 504      | -         | 322                | SMIRNOFF            | Alcoholic Beverages  | Liquor Spirits                 |
| 827  | 827      | 637      | -         | 190                | SSI                 | Education            | Computer/Hardware Training     |
| 828  | 828      | 611      | -         | 217                | HAWARE              | Construction         | Real Estate Developer          |
| 829  | 829      | 717      | -         | 112                | HONEYWELL           | Technology           | Technology Automation          |
| 830  | 830      | 638      | -         | 192                | HISTORY CHANNEL     | Media - TV           | Infotainment & Lifestyle       |
| 831  | 831      | 777      | -         | 54                 | FORBES              | Media - Print        | Magazine - English             |
| 832  | 832      | -        | -         | -                  | BHEL                | Heavy Industries     | Heavy Industries - Diversified |
| 833  | 833      | -        | -         | -                  | YUVRAJ SINGH        | Personality          | Sports                         |
| 834  | 834      | -        | -         | -                  | JABONG              | Internet             | Internet - Online Shopping     |
| 835  | 835      | -        | -         | -                  | STAYFREE            | Consumer Products    | Personal Hygiene Products      |
| 836  | 836      | 880      | +         | 44                 | CHARLIE             | Personal care        | Perfumery                      |
| 837  | 837      | 836      | -         | 1                  | VIDEOCON D2H        | DTH                  | DTH                            |
| 838  | 838      | -        | -         | -                  | B4U                 | Media - TV           | Music                          |
| 839  | 839      | -        | -         | -                  | FOURSQUARE          | Internet             | Social Networking              |
| 840  | 840      | -        | -         | -                  | G SHOCK             | Personal Accessories | Watches/Clocks                 |



Still living 24 makes it as India's 20th Most Trusted Personality



Finally settled - India's 5th Most Trusted Female Personality



Yuvi - What a comeback! - An icon of hope

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK     |          | RANK DIFF         | NAME OF BRAND       | SUPER - CATEGORY      | CATEGORY                       |
|----------|----------|-------------------|---------------------|-----------------------|--------------------------------|
| BTR 2013 | BTR 2012 | Gain(+) / Fall(-) |                     |                       |                                |
| 841      | 915      | + 74              | OBEROI              | Hospitality           | Hotels                         |
| 842      | 338      | - 504             | APOLLO HOSPITAL     | Healthcare            | Hospitals                      |
| 843      | -        | -                 | BHARTI FOUNDATION   | Social Organization   | NGO                            |
| 844      | 949      | + 105             | OPEL                | Automobile            | Four Wheeler - manufacturer    |
| 845      | -        | -                 | DOOR STEP SCHOOL    | Social Organization   | NGO                            |
| 846      | -        | -                 | DISHA FOUNDATION    | Social Organization   | NGO                            |
| 847      | -        | -                 | AMCHA GHAR          | Social Organization   | NGO                            |
| 848      | 806      | - 42              | STEVE JOBS          | Personality           | Business                       |
| 849      | -        | -                 | LORDS               | Retail                | Footwear Retail                |
| 850      | 563      | - 287             | INDIA TODAY         | Media - Print         | Magazine - English             |
| 851      | -        | -                 | SANIA MIRZA         | Personality           | Sports                         |
| 852      | 956      | + 104             | IIPM                | Education             | Graduate/PG Education          |
| 853      | 803      | - 50              | MANKIND PHARMA      | Healthcare            | Pharmaceuticals                |
| 854      | 749      | - 105             | NESCO               | Heavy Industries      | Heavy Industries - Diversified |
| 855      | 718      | - 137             | NTPC                | Infrastructure        | Power Infrastructure           |
| 856      | 674      | - 182             | SURYA               | Household Electricals | Electrical equipment           |
| 857      | -        | -                 | GLOBAL TECH         | Technology            | Technology Automation          |
| 858      | 503      | - 355             | PARLE KRACKJACK     | Food & Beverage       | Biscuits                       |
| 859      | 751      | - 108             | NOVARTIS            | Healthcare            | Pharmaceuticals                |
| 860      | 687      | - 173             | BLACKDOG            | Alcoholic Beverages   | Liquor Spirits                 |
| 861      | 292      | - 569             | KOTAK MAHINDRA BANK | BFSI                  | Bank - Indian                  |
| 862      | 680      | - 182             | SG                  | Personal Accessories  | Sports Accessories             |
| 863      | 476      | - 387             | APPLE PLUS          | Technology            | Personal Electronics           |
| 864      | -        | -                 | FIFA                | Sports                | Sports                         |
| 865      | -        | -                 | APSARA NON DUST     | Stationary            | Eraser                         |
| 866      | 683      | - 183             | CRISIL              | BFSI                  | Rating Company                 |
| 867      | 775      | - 92              | KINGSTON            | Technology            | Memory storage                 |
| 868      | -        | -                 | SUMEET              | Household Products    | Kitchen Appliances             |
| 869      | -        | -                 | COMFORT             | Consumer Products     | Fabric care                    |
| 870      | 705      | - 165             | MASTERCARD          | BFSI                  | Credit Card                    |
| 871      | 697      | - 174             | MARICO              | Consumer Products     | Consumer Products              |
| 872      | 922      | + 50              | TRANSCEND           | Technology            | Memory storage                 |
| 873      | 882      | + 9               | BANK OF MAHARASHTRA | BFSI                  | Bank - Indian                  |
| 874      | 897      | + 23              | GODREJ NO 1         | Personal care         | Beauty/Bath                    |
| 875      | 812      | - 63              | LATA MANGESHKAR     | Personality           | Cinema/Music                   |
| 876      | 550      | - 326             | TATA INDIGO         | Automobile            | Car - Sedan                    |
| 877      | 811      | - 66              | AIR FRANCE          | Transportation        | Airlines - Foreign             |
| 878      | -        | -                 | THE WEEK            | Media - Print         | Magazine - English             |
| 879      | -        | -                 | TEN SPORTS          | Media - TV            | Sports                         |
| 880      | 682      | - 198             | BIOCON              | Healthcare            | Pharmaceuticals                |

**INDIA TODAY**

Slows down to 4th Most Trusted Magazine, forbes gains ground

Among the 5 biggest falls witnessed this year

Falls from 40th rank to 62nd among Automobiles



# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

NEETA - India's Most Trusted Private Bus Transport brand



| RANK | BTR 2013 | BTR 2012 | RANK DIFF | Gain(+)<br>Fall(-) | NAME OF BRAND        | SUPER - CATEGORY    | CATEGORY                   |
|------|----------|----------|-----------|--------------------|----------------------|---------------------|----------------------------|
| 881  | 296      | -        | 585       | -                  | PUNJAB NATIONAL BANK | BFSI                | Bank - Indian              |
| 882  | -        | -        | -         | -                  | GATEWAY HOTELS       | Hospitality         | Hotels                     |
| 883  | -        | -        | -         | -                  | BIG TV               | DTH                 | DTH                        |
| 884  | 853      | -        | 31        | -                  | MAFATLAL             | Apparel             | Fabric                     |
| 885  | 475      | -        | 410       | -                  | KENWOOD              | Durables            | Audio                      |
| 886  | 978      | +        | 92        | +                  | PAMPERS              | Consumer Products   | Diapers                    |
| 887  | 906      | +        | 19        | +                  | ASK ME               | Classified services | Information services       |
| 888  | 580      | -        | 308       | -                  | NEETA TRAVELS        | Transportation      | Bus Transport              |
| 889  | -        | -        | -         | -                  | SMILE FOUNDATION     | Social Organization | NGO                        |
| 890  | -        | -        | -         | -                  | FLIPKART             | Internet            | Internet - Online Shopping |
| 891  | -        | -        | -         | -                  | BLACK LABEL          | Alcoholic Beverages | Liquor Spirits             |
| 892  | -        | -        | -         | -                  | POLO SPORT           | Branded Fashion     | Branded Fashion            |
| 893  | -        | -        | -         | -                  | THOMPSON REUTERS     | Information         | Information services       |
| 894  | 736      | -        | 158       | -                  | SPICEJET             | Transportation      | Airlines - Indian          |
| 895  | 881      | -        | 14        | -                  | ICRA                 | BFSI                | Rating Company             |
| 896  | 389      | -        | 507       | -                  | CADBURY'S GEMS       | Food & Beverage     | Chocolate - Other          |
| 897  | -        | -        | -         | -                  | AIR CANADA           | Transportation      | Airlines - Foreign         |
| 898  | -        | -        | -         | -                  | ALFA STORE           | Retail              | store                      |
| 899  | -        | -        | -         | -                  | SKULL CANDY          | Personal Gadgets    | Headphones                 |
| 900  | 818      | -        | 82        | -                  | CELKON               | Personal Gadgets    | Mobile Phones              |
| 901  | -        | -        | -         | -                  | CHANEL 5             | Personal care       | Perfumery                  |
| 902  | 574      | -        | 328       | -                  | JINDAL STEEL         | Heavy Industries    | Metal & Mining             |
| 903  | -        | -        | -         | -                  | CHIK                 | Personal care       | Beauty/Bath                |
| 904  | -        | -        | -         | -                  | MUMBAI POLICE        | Government Body     | Government Body            |
| 905  | -        | -        | -         | -                  | NIMBOOZ              | Food & Beverage     | Non-aerated Beverages      |
| 906  | 862      | -        | 44        | -                  | JP CEMENT            | Manufacturing       | Cement                     |
| 907  | -        | -        | -         | -                  | PANASONIC LUMIX      | Personal Gadgets    | Camera manufacturer        |
| 908  | -        | -        | -         | -                  | PAANERI              | Retail              | Other                      |
| 909  | -        | -        | -         | -                  | HYUNDAI GENESIS      | Automobile          | Four Wheeler - luxury      |
| 910  | 599      | -        | 311       | -                  | ABN AMRO             | BFSI                | Bank - Foreign             |
| 911  | 754      | -        | 157       | -                  | COX & KINGS          | Services            | Travel Services            |
| 912  | 525      | -        | 387       | -                  | ELECTROLUX           | Durables            | Consumer Electronics       |
| 913  | 728      | -        | 185       | -                  | ORANGE               | Telecom             | Mobile Telephony           |
| 914  | -        | -        | -         | -                  | CROWNE PLAZA         | Hospitality         | Hotels                     |
| 915  | 847      | -        | 68        | -                  | BIG CINEMAS          | Entertainment       | Cinema - Display           |
| 916  | -        | -        | -         | -                  | CENTERFRESH          | Food & Beverage     | Mouth Freshner             |
| 917  | -        | -        | -         | -                  | DREAM A DREAM        | Social Organization | NGO                        |
| 918  | 983      | +        | 65        | +                  | HUMAX                | Durables            | Consumer Electronics       |
| 919  | 587      | -        | 332       | -                  | QATAR AIR            | Transportation      | Airlines - Foreign         |
| 920  | 496      | -        | 424       | -                  | WRANGLER             | Apparel             | Readymades - Casual wear   |

Falls from 27th to 34th position in Apparel category



# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK     |          | RANK DIFF         | NAME OF BRAND       | SUPER - CATEGORY     | CATEGORY                    |
|----------|----------|-------------------|---------------------|----------------------|-----------------------------|
| BTR 2013 | BTR 2012 | Gain(+) / Fall(-) |                     |                      |                             |
| 921      | -        | -                 | SHIKAKAI            | Personal care        | Beauty/Bath                 |
| 922      | -        | -                 | CLEAR               | Personal care        | Beauty/Bath                 |
| 923      | 666      | - 257             | NAVRATNA HAIR OIL   | Personal care        | Beauty/Bath                 |
| 924      | -        | -                 | FABER CASTELL       | Stationary           | Writing Accessories         |
| 925      | 852      | - 73              | SAHARA ONE          | Media - TV           | Hindi GEC                   |
| 926      | 643      | - 283             | STANDARD CHARTERED  | BFSI                 | Bank - Foreign              |
| 927      | -        | -                 | GITS                | Food & Beverage      | Fast Moving Foods           |
| 928      | -        | -                 | STREAX              | Personal care        | Beauty/Bath                 |
| 929      | -        | -                 | WE FOR YOU          | Social Organization  | NGO                         |
| 930      | 954      | + 24              | LANCO               | Construction         | Infrastructure              |
| 931      | 542      | - 389             | CROMPTON GREAVES    | Manufacturing        | Engineering                 |
| 932      | 753      | + 179             | DR BATRA'S          | Healthcare           | Homeopathy                  |
| 933      | 610      | - 323             | BILCARE             | Healthcare           | Pharmaceuticals             |
| 934      | 990      | + 56              | GMR                 | Construction         | Infrastructure              |
| 935      | 743      | - 192             | VERSACE             | Branded Fashion      | Branded Fashion             |
| 936      | 482      | - 454             | BAJAJ AVENGER       | Automobile           | Two Wheeler - brand         |
| 937      | -        | -                 | CHOCOS              | Food & Beverage      | Fast Moving Foods           |
| 938      | -        | -                 | STAR BAZAAR         | Retail               | Shopping Mall               |
| 939      | -        | -                 | ICC                 | Sports               | Sports                      |
| 940      | -        | -                 | ETV                 | Media - TV           | Channel cluster             |
| 941      | 589      | - 352             | CLEARASIL           | Personal care        | Beauty/Bath                 |
| 942      | 630      | - 312             | D'DÉCOR             | Furnishing Retail    | Furniture/Furnishing retail |
| 943      | 860      | - 83              | STAR SPORTS         | Media - TV           | Sports                      |
| 944      | -        | -                 | GUESS GC            | Personal Accessories | Watches/Clocks              |
| 945      | -        | -                 | INDIAN NAVY         | Government Body      | Government Body             |
| 946      | -        | -                 | HONDA BRIO          | Automobile           | Car - Hatchback             |
| 947      | -        | -                 | POLICE              | Branded Fashion      | Fashion accessories         |
| 948      | -        | -                 | AMAR UJALA          | Media - Print        | Newspaper - Hindi           |
| 949      | -        | -                 | OIL INDIA           | Energy               | Energy                      |
| 950      | 941      | - 9               | SUZLON              | Energy               | Energy                      |
| 951      | -        | -                 | FOX                 | Media - TV           | English GEC                 |
| 952      | -        | -                 | CHEEMO              | Branded Fashion      | Fashion accessories         |
| 953      | -        | -                 | QUIKR               | Internet             | Internet - Online Shopping  |
| 954      | 614      | - 340             | HYUNDAI SANTRO      | Automobile           | Car - Hatchback             |
| 955      | -        | -                 | THA-ONE             | Internet             | Internet tool               |
| 956      | -        | -                 | CANDYMAN            | Food & Beverage      | F&B - Diversified           |
| 957      | -        | -                 | ASIAN SKYSHOP       | Media - TV           | Shopping                    |
| 958      | -        | -                 | OLIVIA              | Personal care        | Beauty/Bath                 |
| 959      | -        | -                 | ASIAN PAINTS ROYALE | Manufacturing        | Paints                      |
| 960      | -        | -                 | IKEA                | Retail               | Furniture                   |

Trust getting impacted by controversy?



May not feel like God - loses over 450 ranks in trust



All 3 hatchbacks from Santro loose much ground



# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK     |          | RANK DIFF         | NAME OF BRAND       | SUPER - CATEGORY      | CATEGORY                    |
|----------|----------|-------------------|---------------------|-----------------------|-----------------------------|
| BTR 2013 | BTR 2012 | Gain(+) / Fall(-) |                     |                       |                             |
| 961      | 443      | - 518             | BRITANNIA JIM JAM   | Food & Beverage       | Biscuits                    |
| 962      | -        | -                 | KUBAL               | Food & Beverage       | Masala                      |
| 963      | -        | -                 | MESWAK              | Consumer Products     | Oral hygiene                |
| 964      | -        | -                 | BRITISH AIRWAYS     | Transportation        | Airlines - Foreign          |
| 965      | -        | -                 | LAL QILLA           | Food & Beverage       | Rice                        |
| 966      | -        | -                 | ITUNES              | Technology            | Software                    |
| 967      | -        | -                 | INSOMNIA            | Hospitality           | Restaurant                  |
| 968      | -        | -                 | ANAND BAZAR PATRIKA | Media - Print         | Newspaper - Bengali         |
| 969      | -        | -                 | JINDAL              | Diversified           | Diversified                 |
| 970      | 928      | - 42              | MONTE CARLO         | Apparel               | Readymades - Other          |
| 971      | 851      | - 120             | SESA GOA            | Heavy Industries      | Metal & Mining              |
| 972      | -        | -                 | NATURALS            | Food & Beverage       | Ice Cream                   |
| 973      | 656      | - 317             | ITI                 | Technology            | Telecom infrastructure      |
| 974      | -        | -                 | GIP MALL            | Retail                | Shopping Mall               |
| 975      | -        | -                 | RAW                 | Government Body       | Government Body             |
| 976      | -        | -                 | HALLMARK            | Retail                | Gift shop                   |
| 977      | -        | -                 | BAJAJ SUNNY         | Automobile            | Two Wheeler - manufacturer  |
| 978      | 709      | - 269             | DUPONT              | Manufacturing         | Chemicals                   |
| 979      | -        | -                 | JSW                 | Heavy Industries      | Metal & Mining              |
| 980      | 758      | - 222             | UNITECH             | Construction          | Real Estate Developer       |
| 981      | -        | -                 | KRIPA FOUNDATION    | Social Organization   | NGO                         |
| 982      | 220      | - 762             | DABUR VATIKA        | Personal care         | Beauty/Bath                 |
| 983      | -        | -                 | LINUX               | Technology            | Operating System            |
| 984      | 999      | + 15              | GRASIM              | Apparel               | Fabric                      |
| 985      | 909      | - 76              | LUMINOUS            | Household Electricals | Electrical equipment        |
| 986      | -        | -                 | SKYBAGS             | Personal Accessories  | Luggage/Bags                |
| 987      | -        | -                 | VENUS               | Apparel               | Readymades - Womenswear     |
| 988      | 483      | - 505             | SONY WORLD          | Retail                | Electronics                 |
| 989      | -        | -                 | JOHNS               | Manufacturing         | Umbrellas                   |
| 990      | 752      | - 238             | PATNI               | Diversified           | Diversified                 |
| 991      | -        | -                 | BENQ                | Technology            | Personal Electronics        |
| 992      | 537      | - 455             | INDIAN BANK         | BFSI                  | Bank - Indian               |
| 993      | -        | -                 | NAUKRI              | Internet              | Interenet - Service         |
| 994      | 819      | - 175             | MARUTI SUZUKI SX4   | Automobile            | Car - Sedan                 |
| 995      | -        | -                 | DYNAMITE            | Personal care         | Beauty/Bath                 |
| 996      | -        | -                 | NDMC                | Government Body       | Government Body             |
| 997      | 779      | - 218             | SWAMI VIVEKANANDA   | Personality           | Social/Spiritual            |
| 998      | 686      | - 312             | ERICSSON            | Technology            | Telecom infrastructure      |
| 999      | 576      | - 423             | GENERAL MOTORS      | Automobile            | Four Wheeler - manufacturer |
| 1000     | 569      | - 431             | VIRGIN              | Diversified           | Diversified                 |

### ABP

Only regional Print media to make it to top 1100 list

### Oil Slick?

Largest fall in ranks

### BenQ -

Taiwan tech major makes it to Most Trusted list

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK | RANK DIFF |          | NAME OF BRAND          | SUPER - CATEGORY     | CATEGORY                   |
|------|-----------|----------|------------------------|----------------------|----------------------------|
|      | BTR 2013  | BTR 2012 |                        |                      |                            |
| 1001 | -         | -        | MAKE MY TRIP           | Internet             | Interenet - Service        |
| 1002 | -         | -        | SANDOZ                 | Healthcare           | Pharmaceuticals            |
| 1003 | 693       | - 310    | ESCORTS                | Automobile           | Auto - Commercial vehicals |
| 1004 | -         | -        | JOHN MILLER            | Apparel              | Readymades - Formal        |
| 1005 | 952       | - 53     | SUN PHARMA             | Healthcare           | Pharmaceuticals            |
| 1006 | 738       | - 268    | AISHWARYA RAI BACHCHAN | Personality          | Cinema/Music               |
| 1007 | -         | -        | ISHA FOUNDATION        | Social Organization  | NGO                        |
| 1008 | -         | -        | DABUR HONEY            | Food & Beverage      | Fast Moving Foods          |
| 1009 | -         | -        | SBI HOME LOANS         | BFSI                 | Finance                    |
| 1010 | -         | -        | TESCO                  | Retail               | General                    |
| 1011 | -         | -        | VIRAT KOHLI            | Personality          | Sports                     |
| 1012 | 741       | - 271    | BASF                   | Manufacturing        | Chemicals                  |
| 1013 | 915       | - 98     | OBEROI REALTY          | Hospitality          | Real Estate Developer      |
| 1014 | -         | -        | BBC WORLD              | Media - TV           | English International News |
| 1015 | 748       | - 267    | LUFTHANSA              | Transportation       | Airlines - Foreign         |
| 1016 | 876       | - 140    | GSFC                   | Manufacturing        | Fertilizer                 |
| 1017 | -         | -        | SAINA NEHWAL           | Personality          | Sports                     |
| 1018 | 957       | - 61     | CANTABIL               | Apparel              | Readymades - Casual wear   |
| 1019 | 549       | - 470    | SPENCERS               | Retail               | General                    |
| 1020 | 734       | - 286    | NIKON COOLPIX          | Personal Gadgets     | Camera                     |
| 1021 | -         | -        | APNA BAZAAR            | Retail               | General                    |
| 1022 | -         | -        | NOKIA ASHA             | Personal Gadgets     | Mobile Phones              |
| 1023 | -         | -        | VOLKSWAGEN BEETLE      | Automobile           | Car - Hatchback            |
| 1024 | -         | -        | LIJJAT                 | Food & Beverage      | Fast Moving Foods          |
| 1025 | 636       | - 389    | MOODS                  | Consumer products    | Condoms                    |
| 1026 | 875       | - 151    | CHANEL                 | Branded Fashion      | Branded Fashion            |
| 1027 | 723       | - 304    | HONDA UNICORN          | Automobile           | Two Wheeler - brand        |
| 1028 | -         | -        | CIDCO                  | Government Body      | Government Body            |
| 1029 | -         | -        | JNU                    | Education            | Graduate/PG Education      |
| 1030 | 564       | - 466    | SONY CYBERSHOT         | Personal Gadgets     | Camera                     |
| 1031 | -         | -        | LIBAS                  | Apparel              | Readymades - Womenswear    |
| 1032 | 871       | - 161    | EXCEL                  | Technology           | Software                   |
| 1033 | 650       | - 383    | PARX                   | Apparel              | Readymades - Casual wear   |
| 1034 | 762       | - 272    | MMRDA                  | Government Body      | Government Body            |
| 1035 | -         | -        | BLACKBERRY MESSENGER   | Personal Gadgets     | Phone application          |
| 1036 | -         | -        | LIGHT OF LIFE          | Social Organization  | NGO                        |
| 1037 | 571       | - 466    | HINDU                  | Media - Print        | Newspaper - English        |
| 1038 | -         | -        | SURE                   | Personal care        | Beauty/Bath                |
| 1039 | -         | -        | UMBRO                  | Personal Accessories | Sports Accessories         |
| 1040 | 910       | - 130    | JJ HOSPITAL            | Healthcare           | Hospitals                  |

MMT -  
India's Most Trusted  
Online Travel brand



May be on a  
mommy break  
but still carries  
enormous  
goodwill



Nokia Ki Asha





# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

| RANK | RANK DIFF | BTR 2013 | BTR 2012 | Gain(+)<br>Fall(-) | NAME OF BRAND       | SUPER - CATEGORY      | CATEGORY                   |
|------|-----------|----------|----------|--------------------|---------------------|-----------------------|----------------------------|
| 1041 | -         | -        | -        | -                  | TRESEMME            | Personal care         | Beauty/Bath                |
| 1042 | -         | -        | -        | -                  | TEZ                 | Media - TV            | Hindi news                 |
| 1043 | -         | -        | -        | -                  | KAPIL DEV           | Personality           | Sports                     |
| 1044 | 772       | -272     | -        | -                  | BARCELONA           | Sports                | Sports                     |
| 1045 | -         | -        | -        | -                  | IMAX                | Entertainment         | Cinema - Display           |
| 1046 | 801       | -245     | -        | -                  | ORIENT PSPO         | Household Electricals | Fans                       |
| 1047 | 662       | -385     | -        | -                  | DINSHAWS            | Food & Beverage       | Ice Cream                  |
| 1048 | 586       | -462     | -        | -                  | FEVISTICK           | Consumer Products     | Adhesives                  |
| 1049 | 867       | -182     | -        | -                  | MORE                | Retail                | Food                       |
| 1050 | 865       | -185     | -        | -                  | PARLE MONACO        | Food & Beverage       | Biscuits                   |
| 1051 | -         | -        | -        | -                  | RABINDRANATH TAGORE | Personality           | Social/Spiritual           |
| 1052 | 384       | -668     | -        | -                  | BRITANNIA MARIEGOLD | Food & Beverage       | Biscuits                   |
| 1053 | -         | -        | -        | -                  | SENSODYNE           | Consumer Products     | Oral hygiene               |
| 1054 | -         | -        | -        | -                  | TITAN RAGA          | Personal Accessories  | Watches/Clocks             |
| 1055 | -         | -        | -        | -                  | CLUB MAHINDRA       | Services              | Vacation Ownership         |
| 1056 | -         | -        | -        | -                  | EURO                | Apparel               | Innerwear                  |
| 1057 | -         | -        | -        | -                  | TV 9                | Media - TV            | Channel cluster            |
| 1058 | 951       | -107     | -        | -                  | PIGEON              | Household Products    | Kitchen Appliances         |
| 1059 | -         | -        | -        | -                  | KHADI BHAVAN        | Retail                | Traditional Products       |
| 1060 | -         | -        | -        | -                  | CHRIS GAYLE         | Personality           | Sports                     |
| 1061 | -         | -        | -        | -                  | OSWAL               | Apparel               | Fabric                     |
| 1062 | -         | -        | -        | -                  | HUNGAMA             | Media - TV            | Children                   |
| 1063 | -         | -        | -        | -                  | HP POWER            | Energy                | Energy                     |
| 1064 | -         | -        | -        | -                  | DSP BLACK           | Alcoholic Beverages   | Liquor Spirits             |
| 1065 | 856       | -209     | -        | -                  | LINC                | Stationary            | Writing Accessories        |
| 1066 | -         | -        | -        | -                  | WINDOWS XP          | Technology            | Operating System           |
| 1067 | -         | -        | -        | -                  | SAHARA MALL         | Retail                | Shopping Mall              |
| 1068 | -         | -        | -        | -                  | DA MILANO           | Branded Fashion       | Fashion accessories        |
| 1069 | -         | -        | -        | -                  | JACK & JONES        | Apparel               | Readymades - Casual wear   |
| 1070 | -         | -        | -        | -                  | KHADIM'S            | Personal Accessories  | Footwear                   |
| 1071 | -         | -        | -        | -                  | JEEVA               | Personal care         | Beauty/Bath                |
| 1072 | 966       | -106     | -        | -                  | MERCK               | Healthcare            | Pharmaceuticals            |
| 1073 | -         | -        | -        | -                  | BIRLA CORP          | Diversified           | Diversified                |
| 1074 | -         | -        | -        | -                  | FAB INDIA           | Retail                | Traditional Products       |
| 1075 | -         | -        | -        | -                  | HEG                 | Manufacturing         | Specialized                |
| 1076 | -         | -        | -        | -                  | AKSHAY KUMAR        | Personality           | Cinema/Music               |
| 1077 | -         | -        | -        | -                  | TOYOTA FORTUNER     | Automobile            | Car - SUV/MUV              |
| 1078 | 893       | -185     | -        | -                  | SEIKO               | Personal Accessories  | Watches/Clocks             |
| 1079 | -         | -        | -        | -                  | JCBL                | Automobile            | Auto - Commercial vehicals |
| 1080 | -         | -        | -        | -                  | APMAS               | Social Organization   | NGO                        |



Making vacations accessible to all



Khadims - makes a comeback



Cooking up a storm

JCBL - World class buses

# ALL INDIA LISTINGS

## INDIA'S MOST TRUSTED BRANDS - 2013

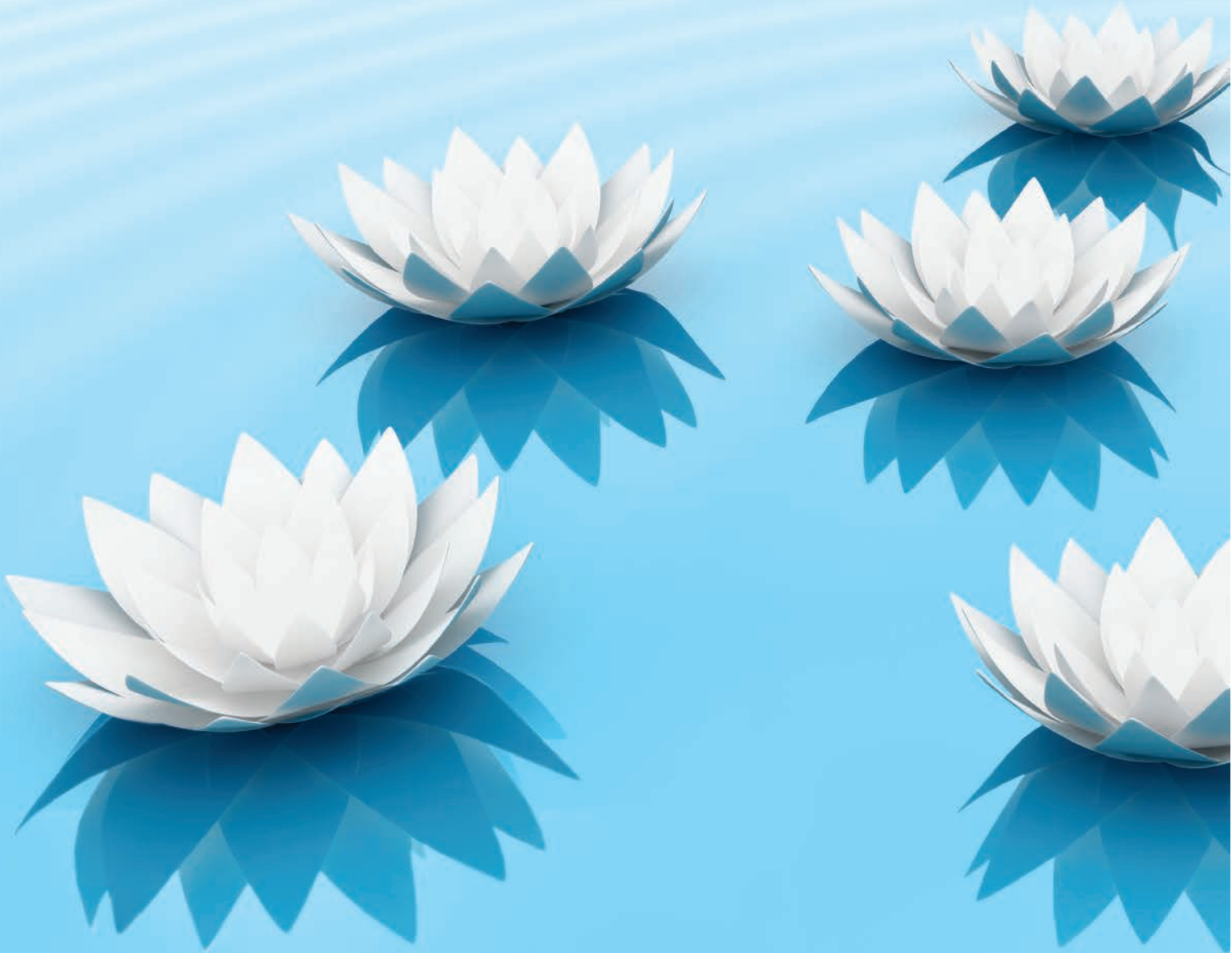


Keeping its 100 year legacy

| RANK     |          | RANK DIFF         | NAME OF BRAND      | SUPER - CATEGORY   | CATEGORY                |
|----------|----------|-------------------|--------------------|--------------------|-------------------------|
| BTR 2013 | BTR 2012 | Gain(+) / Fall(-) |                    |                    |                         |
| 1081     | 846      | - 235             | RICH FEEL          | Personal care      | Beauty/Bath             |
| 1082     | -        | -                 | FAIR AND HANDSOME  | Personal care      | Beauty/Bath             |
| 1083     | -        | -                 | TINA AMBANI        | Personality        | Business                |
| 1084     | 841      | - 243             | LAFARGE            | Manufacturing      | Cement                  |
| 1085     | 648      | - 437             | AT&T               | Technology         | Telecom infrastructure  |
| 1086     | 620      | - 466             | OLYMPUS            | Personal Gadgets   | Camera manufacturer     |
| 1087     | -        | -                 | ANIL KUMBLE        | Personality        | Sports                  |
| 1088     | -        | -                 | CHIP               | Media - Print      | Magazine - English      |
| 1089     | 861      | - 228             | MUMBAI MIRROR      | Media - Print      | Newspaper - English     |
| 1090     | -        | -                 | UCO BANK           | BFSI               | Bank - Indian           |
| 1091     | -        | -                 | OK                 | Media - Print      | Magazine - English      |
| 1092     | 936      | - 156             | BUTTERFLY          | Household Products | Kitchen Appliances      |
| 1093     | 763      | - 330             | EUROKIDS           | Education          | Preschool Education     |
| 1094     | -        | -                 | AKSIGEN            | Healthcare         | Pharmaceuticals         |
| 1095     | -        | -                 | KOLKATA UNIVERSITY | Education          | Graduate/PG Education   |
| 1096     | -        | -                 | SUVIDHA            | Retail             | Services                |
| 1097     | -        | -                 | HATSOFF            | Entertainment      | Cinema - Other          |
| 1098     | -        | -                 | BIBA               | Apparel            | Readymades - Womenswear |
| 1099     | -        | -                 | ALLAHABAD BANK     | BFSI               | Bank - Indian           |
| 1100     | 720      | - 380             | JNPT               | Infrastructure     | Port                    |



Legend has it that  
when the blue lotus blooms, universal goodness reigns.



A  
COMNISCIENT  
GROUP  
COMPANY



( founded on partnerships, b



Our clients know it to be true in public relations.

**blue**lotus<sup>TM</sup>  
C O M M U N I C A T I O N S

, built on knowledge )

## Acknowledgments

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### Research Methodology



### Fieldwork



### Creatives

