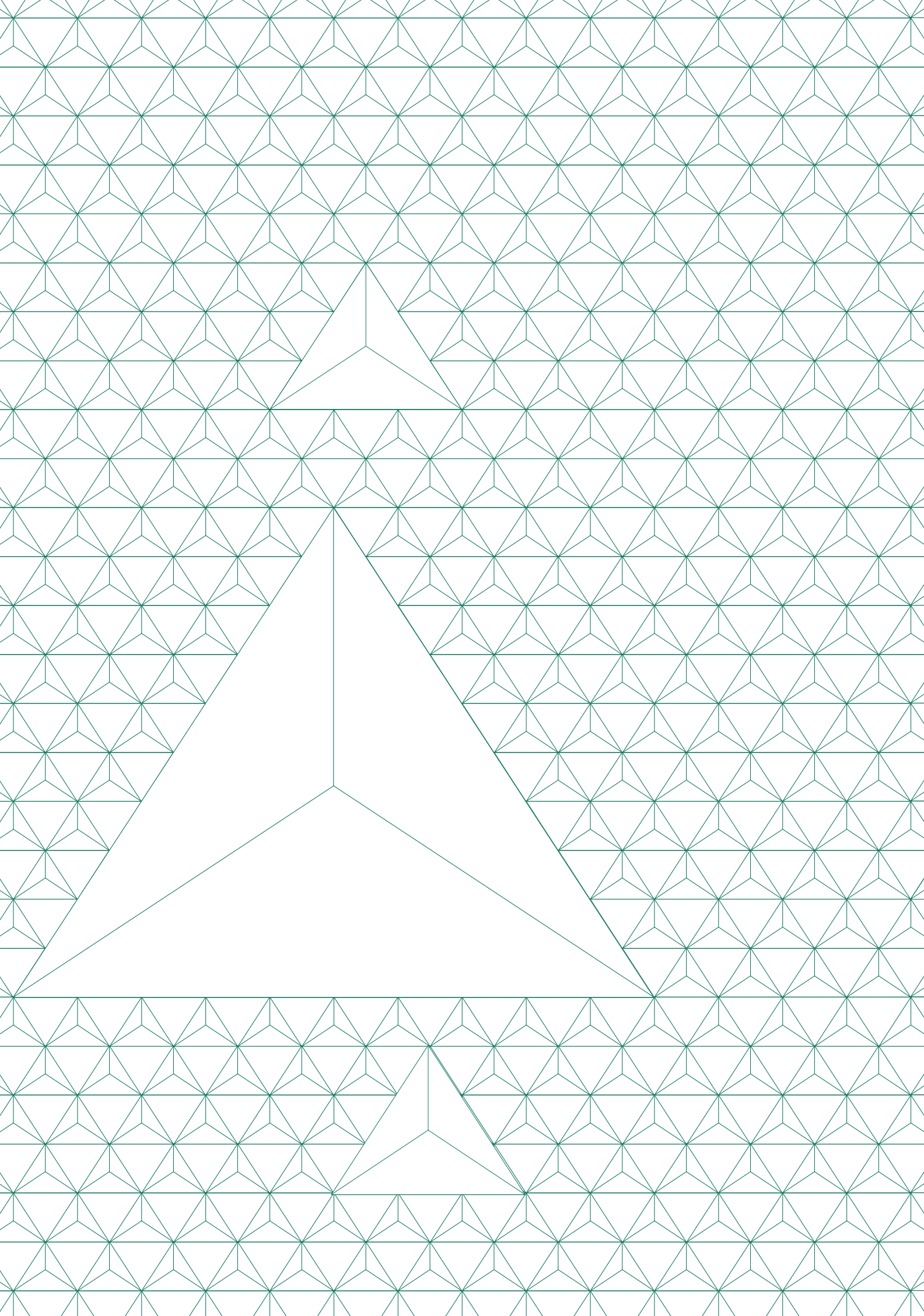


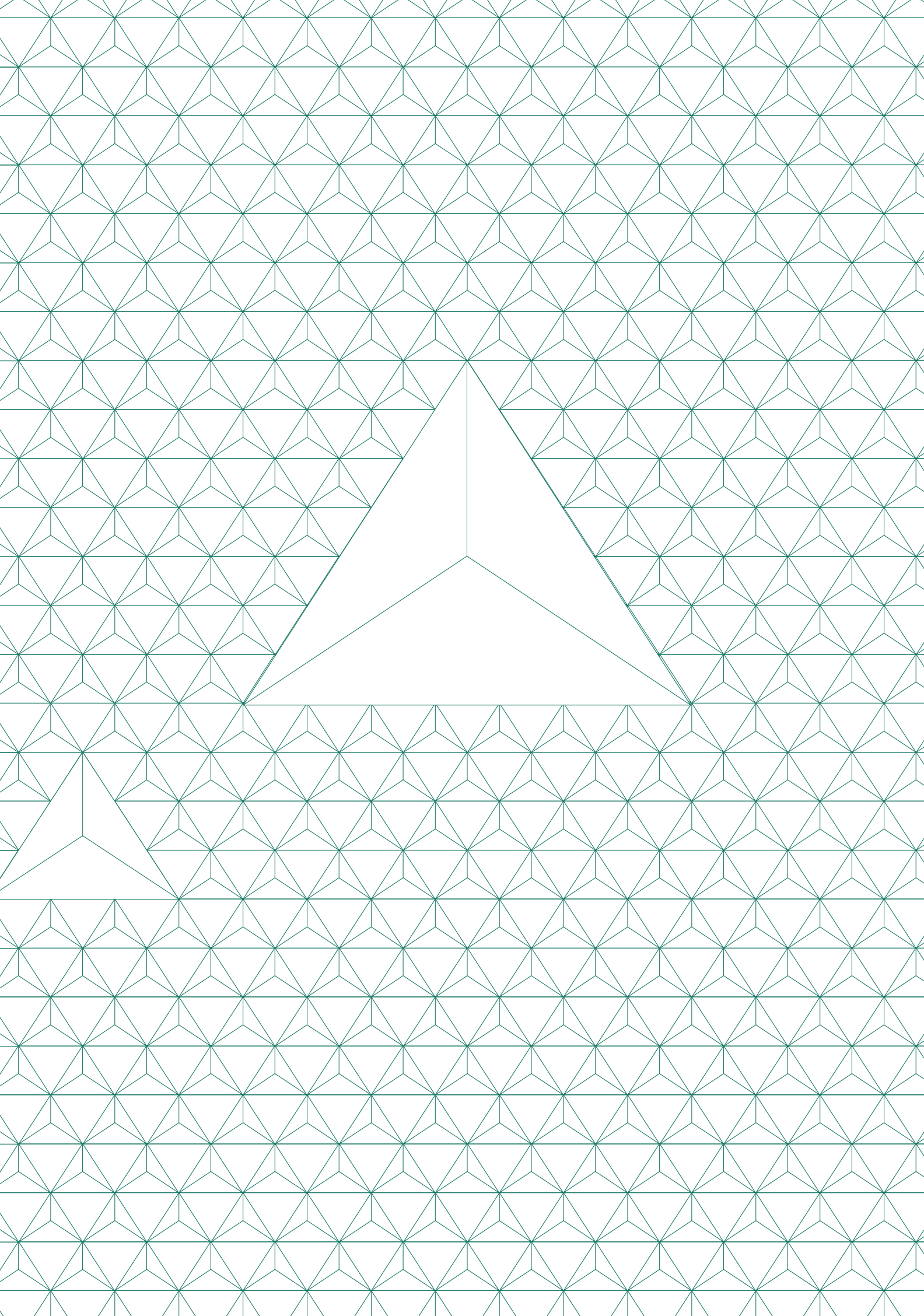
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Power of Trust





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First Published in 2017

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ISBN 978-81-932924-7-1

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INTRODUCTION

Strategemata, loosely implying “tricks of war”, perhaps reflects the meaning of the modern day word for “Strategy” better than any other. Sun Tsu, Kautilya, Byzantine philosophers, and many others have thought and written about approaches to war for possible advantages and better outcomes. Life, death, and the future of entire generations depended on success at war, and these “tricks” were important lessons to be taught and learned. Business is no different today, and knowing the success tricks for business advantages and better outcomes are as important as outcomes of war from yesteryears.

However, mere use of strategy – the methodical approach towards an expected outcome - is no guarantee of success, for there are as many strategies as there are Generals. Most articulated strategies espoused by management gurus have become generalized, clichéd, and overused. The imperative of a universally applicable business strategy, one that observes the immediate, is simple and yet strengthens the fundamental building blocks of business, is much needed in the complex business scenario of today. The limitation of business strategy templates often comes from its extreme focus on addressing a single business problem or prospect.

Unfortunately, all strategy has high chances of failure due to the lack of a comprehensive and consistent view of these solutions. Aligning and committing long-term investments on a new business approach that has as much chance of failing as it does of succeeding becomes the second issue of new strategies. And, the inability to build internal processes and people skills to drive the strategic intent is another uphill task in approach application. Last, and certainly the most important, is the difficulty in articulating strategy or its outcome in simple and universally understood ways.

What type of business approach would then overcome the tribulations that

face current-day stratagems? The four main requirements for any new strategy should be (i) It must be comprehensive and consistent (ii) It must positively impact the core of the business, i.e. transaction (iii) It must be able to get the long-term alignment of investments, and (iv) It must be simple to articulate, understand, and implement.

TRA was conceptualized to make brand strategy all of the above, and to have measurement of strategy metrics at its core. Understanding that businesses are made to transact, TRA went about measuring Trust, the core intangible that was responsible for smooth and effective business transactions. This study to understand Trust was conducted with several experts in the four streams that impact it – Psychology, Sociology, Communications, and Anthropology. From this emerged TRA's proprietary Brand Trust Matrix, comprising 61 intangible attributes of Trust, which got clubbed into 10 Brand Behaviors and 3 Foundations of Trust.

Over the years, the insights on intangibles provided through The Brand Trust Matrix have given hundreds of brands a strategy template that impacts their fundamental intangibles, thereby impacting transaction – their propensity to be bought. Impacting brand action and brand communication, the Trust insights are now being used by leading brands to improve their Buying Propensity. Kaplan and Norton, the originators of the Balanced Scorecard method, have said in their book "Strategy Maps" that More than 75% of an organization's market value is derived from intangible assets that traditional financial metrics don't capture. It is this value that The Brand Trust Matrix and its derived Buying Propensity insights capture.

This year's primary research on Brand Trust has given over 11,000 brands and the top 1000 are from 40 Super Categories and 292 Categories. Close to 320 new entrants have made it to the list and naturally a similar number made it out of the list from last year too. There were more shake-ups as well. 348 brands fell from their previous years' ranks with an average fall of 150 ranks; moreover, 323 brands rose in ranks with an average rise of 160 ranks; lastly, 9 brands retained their previous year's ranks. Last year, 280 brands were new/replaced brands, 365 brands fell (by an average of 172 ranks), and 351 brands had risen in ranks (with an average rise of 166 ranks). Four brands had remained unchanged in their ranks last year. The picture is one of change, where, as years pass, only more of the same can be expected.

To keep building the propensity to buy for your brand, keep your strategy focused. Keep it simple.

N. Chandramouli
CEO
TRA Research (formerly Trust Research Advisory)



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THE BRAND TRUST REPORT.....

India Study 2017

Part I ANALYSIS OF BTR 2017 RESULTS



01

**India's Most
Trusted Brands**

India's Most Trusted Brands

ANALYSIS OF INDIA'S 20 MOST TRUSTED BRANDS

For a brand to be considered “trusted”, everything a brand does and is matters. The net effect of all actions and communication of a brand is reflected as perceptions in the minds of the stakeholders. Perceptions change frequently, sometimes due to a perceived change in the brand’s outlook, sometimes due to a change in the outlook of those who interact with it, and a few times due to a change in the environment. With consumers forming their opinions and changing their perceptions frequently, very few brands tend to enjoy the privilege of being consistently considered trusted. Given TRA’s expertise in understanding and measuring Brand Trust

Rank 2017	Rank 2016	Rank Diff	Brand Name	Super Category	Category	% BTI Diff From Previous
1	18	17	SAMSUNG	Durables	Consumer Electronics	-
2	2	0	SONY	Durables	Consumer Electronics	20%
3	3	0	LG	Durables	Consumer Electronics	19%
4	16	12	APPLE	Technology	Personal Technology	43%
5	5	0	TATA	Diversified	Diversified	4%
6	6	0	HONDA	Automobile	Four Wheeler - Manufacturer	6%
7	11	4	MARUTI SUZUKI	Automobile	Four Wheeler - Manufacturer	18%
8	8	0	DELL	Technology	Personal Technology	3%
9	27	18	LENOVO	Technology	Personal Technology	5%
10	7	-3	BAJAJ	Diversified	Diversified	1%
11	26	15	HEWLETT PACKARD	Technology	Personal Technology	4%
12	24	12	BATA	Personal Accessories	Footwear	6%
13	23	10	STATE BANK OF INDIA	BFSI	Bank - PSU	6%
14	4	-10	NOKIA	Personal Gadgets	Mobile Phones	1%
15	173	158	PATANJALI	FMCG	Diversified	0%
16	13	-3	AIRTEL	Telecom	Mobile Service Provider	2%
17	28	11	PHILIPS	Diversified	Technology - Diversified	1%
18	35	17	LIC	BFSI	Insurance - PSU	3%
19	-	-	RELIANCE JIO	Telecom	Mobile Service Provider	4%
20	17	-3	LUX	FMCG	Bath/Beauty	1%

noticeable gap

and its relentlessly focus on decoding the Most Trusted Brands of India, we can state with near certainty that earning this prestige from stakeholders can be considered the most fulfilling achievement for brands.

Brands that feature among the top 20 within The Brand Trust Report 2017 have established long and trusted

Watch out for Patanjali and Jio

legacies. These legacies have left a lasting impression on the Indian psyche, as the Report illustrates. Having created their impact, these brands retain their statuses by continual efforts towards creating and maintaining consumer trust. This chapter outlines India's Top 20 Most Trusted Brands. At the top of this distinguished list is Samsung as India's Most Trusted Brand for 2017. The South Korean Consumer Electronics giant has



climbed towards this spot by dominating across categories and asserting itself as India's Most Trusted Brand. Samsung's innovative products coupled with their marketing initiatives have seen to contribute to the success of the brand globally as well as in India.

Second on the podium and separated by 20% Brand Trust Index (BTI) score from Samsung is the Japanese Consumer Electronics company Sony, which has managed to maintain its 2016 ranking. LG also retains its third rank from last year, but the gap between Sony and LG has widened to 19% (from the previous year's 11%). The Consumer Electronics Category has always been a high-achieving category in terms of Brand Trust, but this is the first time in the last seven editions that the three topmost trusted brands in the list are from the Consumer Electronics Category.

Separated by the highest percentage difference from its preceding brand in the top 20 (43%), is Apple, rising up twelve positions from its 2016 ranking to occupy fourth place this time round. Having been among India's Most Trusted Brands in all the previous six editions of the Report, Apple has risen substantially to finally make it among India's five Most Trusted Brands in 2017. The first Indian brand to appear in this list, the home-grown Tata Group, also maintains its fifth place this year. The brand has always featured among India's top 5 Most Trusted Brands and the Chairmanship fracas has not impacted the brand's Trust in any way; Tata

continues its unbroken dominance in the **Diversified Super Category** for seven years in a row, asserting its prowess in the Indian market and mindshare.

The Japanese public auto multinational Honda preserves its sixth position from last year's rankings, just 6% behind the previous brand in Brand Trust Index score. Maruti Suzuki, the leader in four-wheeler sales, scales four ranks over last year, entering this year's rankings at the seventh spot, lagging behind the previous brand by 18% BTI score. Illustrating unwavering consistency in its commitment to its consumers, Dell maintains its eighth position for a third year running, truly bringing home the power to do more. Lenovo rises 18 ranks from last year to feature in the ninth position in 2017. Rounding up India's top 10 Most Trusted Brands is India's very own two-wheeler and three-wheeler manufacturing company, Bajaj, falling 3 positions from 2016.

Opening up the second-half of the top 20 rankings is Hewlett Packard at 11th position. Global footwear manufacturer and retailer Bata secures the 12th position in The Brand Trust Report 2017, just 6% Brand Trust Index score behind the previous. The Indian public sector banking and financial services organization State Bank of India, rises up 10 positions from 2016, occupying this year's 13th rank, separated again by a gap of 6% from its predecessor. Following it at **rank 14 is Nokia**, the relaunched brand that was once eponymous with the Category, having dropped 10 ranks from its ranking last year.

A remarkable rank escalation from 2016 and also the biggest climber in the top 20 rankings, Patanjali jumps up 158 positions to be ranked 15th this year, leading the FMCG – Diversified Category. Telecom giant Airtel asserts its status as India’s Most Trusted Telecom brand. However, Airtel has fallen by three positions from its ranking last year, occupying this year’s 16th rank, separated by a mere 2% from its predecessor.

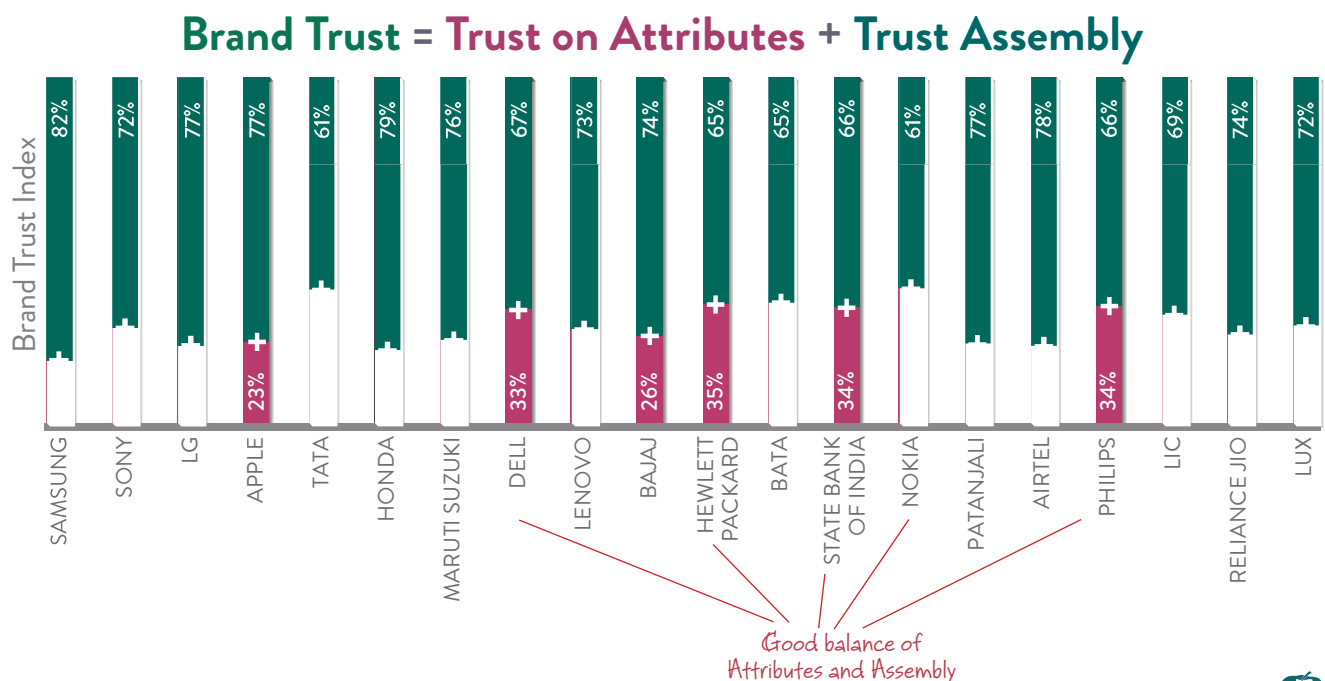
Dutch company Philips holds the 17th position with an eleven rank upward movement over its ranking from last year. Philips, synonymous with lighting and entertainment systems, is now increasing focus on developing the brand as a healthcare player. Indian state-owned insurance group and investment company LIC occupies the 18th position, up a commendable seventeen positions from the previous Brand Trust Report.

In the 19th position, new entrant Reliance Jio makes it into the Top 20 Most Trusted brands list this year. For a brand that is still nascent in the market, it has not only managed to garner limelight but has also managed to give its competitors a tough battle. Lux succeeds in rounding off the top 20 list of the Most Trusted Brands in India for 2017. The Unilever brand has dropped three ranks this year after sharply ascending 250 ranks in the 2016 Brand Trust Report.

This year’s top 20 Most Trusted Brands have seen the entrance of eight new brands, with two—Patanjali and Reliance Jio—making significant leaps in their rankings. The Personal Technology Super Category rules the roost, with four brands from this Super Category among the top 20 brands overall, followed by Consumer Electronics, which features three. In a line-graph analysis of the top 20 ranking, the percentage differences between the brands are very small – making small changes in Brand Trust makes a big difference in the Brand Trust Report ranks.

Deeper Understanding Of Brand Trust

Chefs craft experiences. The combination of ingredients is more than a chemical reaction. It is the confluence of sustained knowledge and dedicated experimentation. Different combinations of different ingredients produce varying results, but it is the right combination of the right ingredients in the right quantities that makes gastronomic magic happen. Similarly, trust has a smorgasbord of ingredients. Inspired by Einstein’s famous call-to-action to find simplicity in complexity, we have distilled the understanding of Brand Trust into two parts. First is the Trust Quotient of 61 attributes that make up Trust and the second part calculates the total assemblage of Trust. Together they form the Brand Trust Index. Using the chef analogy, the ingredients are the Attributes while the holistic experience of the created dish is the Assembly. Understanding this facilitates better brand communication and action.

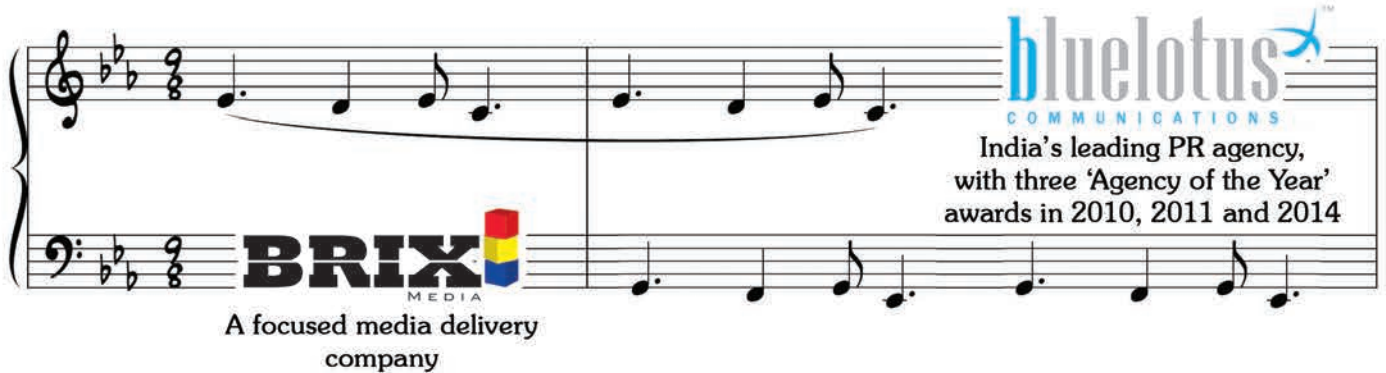


India's Top Two Most Trusted Brands

Super Category	#1 India's Most Trusted	#2 India's Second Most Trusted
Alcoholic Beverages	KINGFISHER (Beer)	ROYAL STAG (Whisky)
Apparel	RAYMOND (Fabrics to Brands)	LEVI'S (Casualwear)
Automobile	HONDA (Four Wheeler - Manufacturer)	MARUTI SUZUKI (Four Wheeler - Manufacturer)
Automobile-Related	EXIDE (Auto - Batteries)	MRF (Tyres)
Baby Care	PAMPERS (Diapers)	HUGGIES (Diapers)
BFSI	STATE BANK OF INDIA (Bank - PSU)	LIC (Insurance - PSU)
Branded Fashion	FASTRACK (Branded Fashion)	GUCCI (Luxury Fashion)
Cable	HATHWAY (Cable Network)	-
Cigarette	GOLD FLAKE (Cigarette)	MARLBORO (Cigarette)
Diversified	TATA (Diversified)	BAJAJ (Diversified)
DTH	DISH TV (DTH)	TATA SKY (DTH)
Durables	SAMSUNG (Consumer Electronics)	SONY (Consumer Electronics)
Education	KANGAROO KIDS (Pre-School)	NIIT (Training Institute - IT)
Energy	INDIAN OIL (Oil and Gas - Domestic)	BHARATGAS (LPG)
Entertainment	INOX (Cinema - Display)	PVR (Cinema - Display)
FMCG	PATANJALI (Diversified)	LUX (Bath/Beauty)
Food & Beverage	AMUL (Dairy - Diversified)	BRITANNIA (Diversified)
Government Body	INDIAN ARMY (Armed Forces)	DELHI METRO RAIL CORP. (Metro Rail)
Healthcare	HIMALAYA (Ayurveda - Diversified)	DABUR (Ayurveda - Diversified)
Home Care	ALL OUT (Pest Control)	MORTEIN (Pest Control)
Home Furnishings	KURLON (Mattresses)	SLEEPWELL (Mattresses)
Hospitality	TAJ HOTELS (Hotels - Premium)	HYATT HOTELS (Hotels - Premium)
Household Electricals	USHA FANS (Fans)	HAVELLS (Fast Moving Electrical Goods)
Household Products	VELCRO (Fasteners)	-
Internet	GOOGLE (Internet Search)	AMAZON (Online Retailer - Diversified)
Kitchen Care	PRESTIGE (Cookware)	MILTON (Kitchenware)
Manufacturing	ASIAN PAINTS (Paints)	AMBUJA CEMENT (Cement)
Media - Print	HINDUSTAN (Newspaper - Hindi)	TIMES OF INDIA (Newspaper - English)
Media - Radio	92.7 BIG FM (FM)	RADIO MIRCHI (FM)
Media - TV	AAJ TAK (Hindi News)	ZEE TV (Hindi GEC)
NGO	ART OF LIVING (NGO)	CARE INDIA (NGO)
Personal Accessories	BATA (Footwear)	ADIDAS (Sportswear)
Personal Gadgetry	NOKIA (Mobile Phones)	OPPO (Mobile Phones)
Retail	KFC (QSR)	DOMINO'S (QSR)
Services	IBM (Consulting/Services)	TOPS SECURITY (Security Services)
Sports	BCCI (Cricket Sports Authority)	IPL (Cricket League)
Stationery	NATARAJ (Writing Accessories)	APSARA (Writing Accessories)
Technology	APPLE (Personal Technology)	DELL (Personal Technology)
Telecom	AIRTEL (Mobile Service Provider)	RELIANCE JIO (Mobile Service Provider)
Transportation	SPICEJET (Airlines - Indian)	HERO CYCLES (Bicycles)

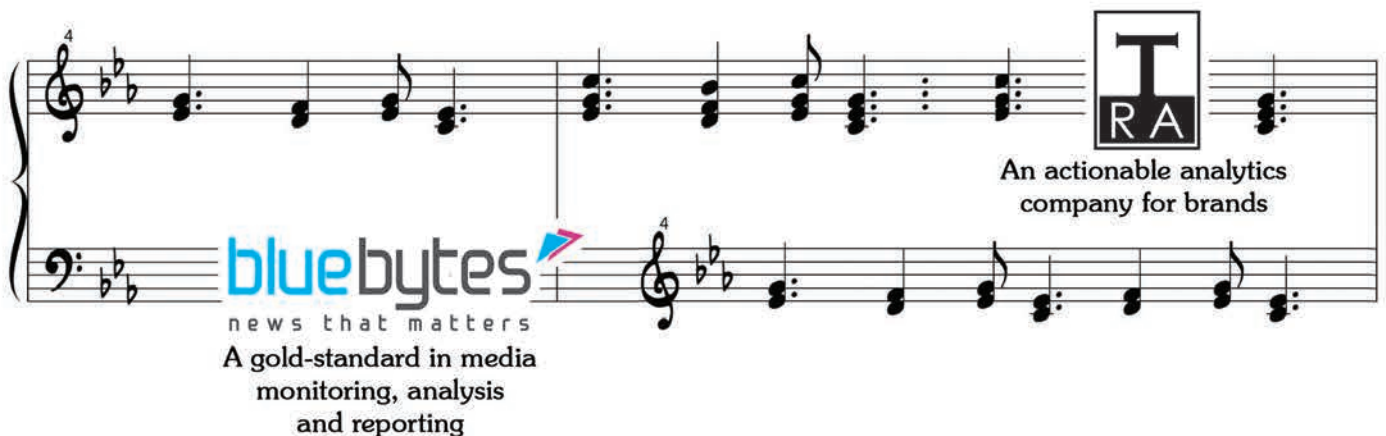
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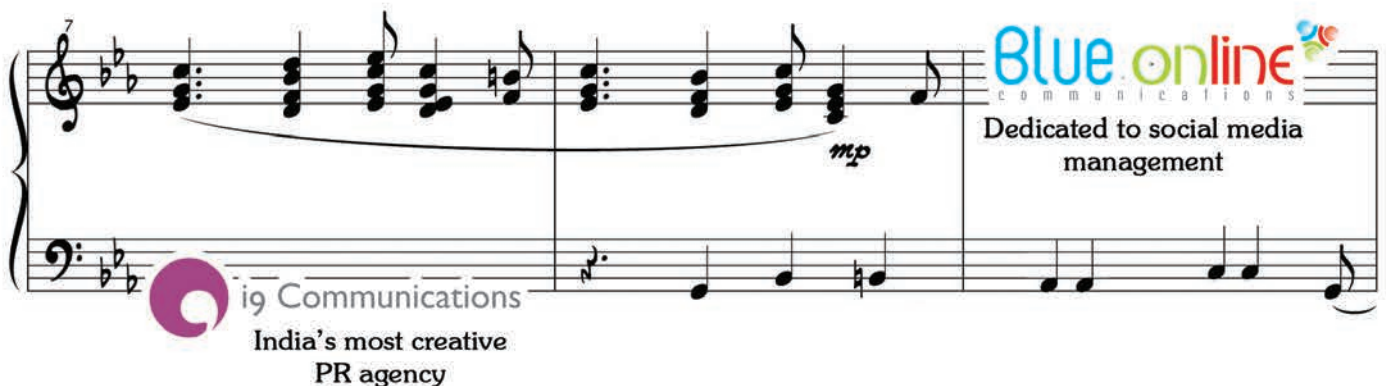
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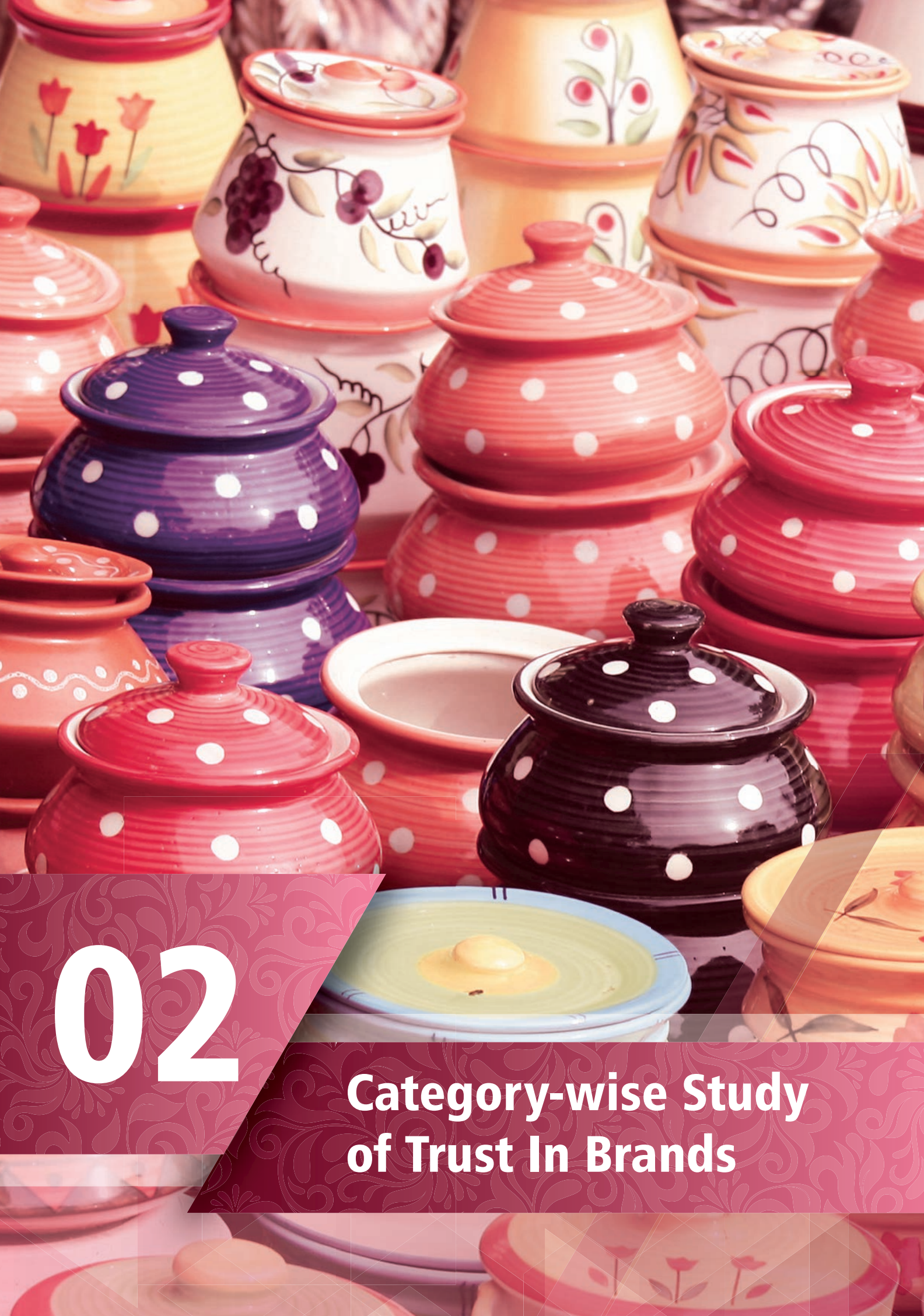


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02

Category-wise Study of Trust In Brands

Category-wise Study of Trust In Brands

Human beings have a tendency to look for patterns, repetitions, and designs; they classify these into groups, which enable them to understand things better. The classification of brands, by comparing their characteristics, helps in dividing them into larger groups (Super Categories) and then into smaller groups (Categories). Brands are a timeless interface between the consumer and ideas. They continue to be virtually immortal as they are the souls of businesses. In The Brand Trust Report, the brands evoked in response to questions asked could be anything the respondent considers to be a brand – a product or a service. The categorization of brands is done after the results are consolidated by our Editorial team after a detailed scrutiny of the nature of the business, contribution to the overall business, among other factors. The nomenclature of the Categories has evolved over the years and is reviewed each year to keep them relevant to the brands that have been clubbed under it.

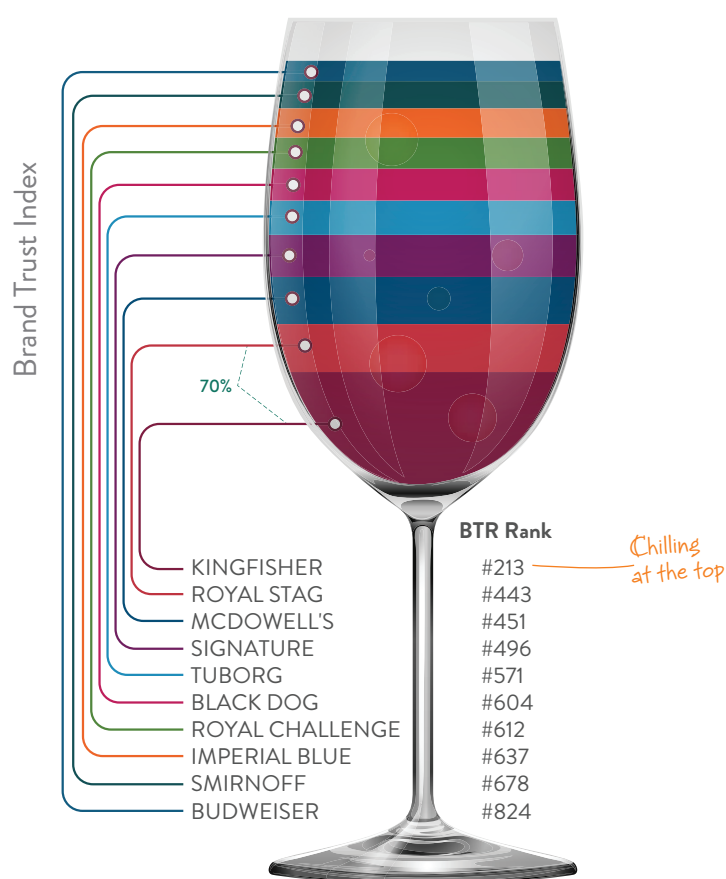
In this chapter, we consider some important Super Categories and Categories depending on the size or importance of the same. For purposes of lucidity and consistency, we will go in alphabetic order of Super Categories.

Alcoholic Beverages

This Super Category consists of four Categories – Beer, Scotch Whisky, Vodka, and Whisky. In numero uno position of the alcoholic Beverages Super Category of the Brand Trust Report 2017 is Kingfisher Beer, a leader in this Super Category for the last 7 years of this Report. Not only that, it is way ahead of the competition, with a 56% Brand Trust Index unit gap to the nearest competitor, Royal Stag Whisky, which, to its credit, has steadily climbed rankings over the years and is now firmly at second place behind Kingfisher just like last year.

In third position is McDowell's Whisky, a mere 2% behind Royal Stag and the biggest positive mover in the Alcoholic Beverages Super Category, having moved 223 ranks forward to be ranked 451 in the overall rankings. Signature Whisky comes in at rank four and is 11% Brand Trust Index units behind the brand placed third. Another Beer brand, Tuborg, populates the fifth position in this Super Category, with its Brand Trust Index score 18% behind the brand placed fourth. Black Dog, the leader in the Scotch Whisky Category, is placed sixth,

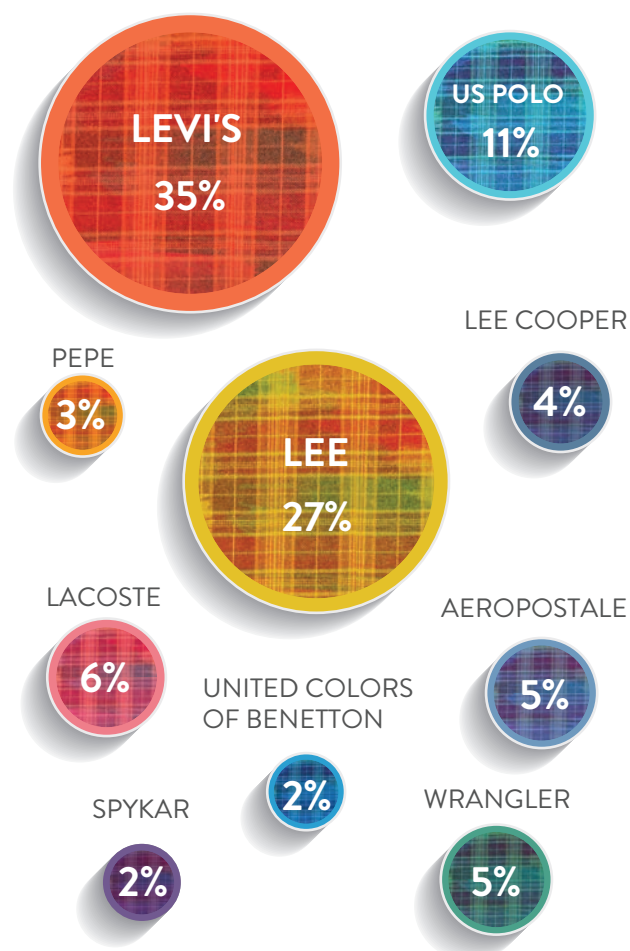
Alcoholic Beverages



with Whisky brands Royal Challenge and Imperial Blue coming in at seventh and eighth positions respectively. The list of the top 10 Alcoholic Beverages brands is concluded with the only Vodka brand in the top 1000, Smirnoff, placed ninth in the Super Category, and Budweiser Beer placed tenth.

Apparel – Casualwear

Apparel – Casualwear



The Apparel Super Category had 50 brands in the top 1000 overall listings last year and has 61 this year, which is a small clue indicating the redrawing of the priorities of urban Indians as regards the finer things in life. From these 61 brands, 20 Categories have been made, the largest of which is Casualwear, with a total of 14 brands under it. In this Category, given the competition and the large stakes, there has been quite a bit of movement among the players, starting right up at the top of the rankings. Toppling its direct rival and the leader of the Category from last year, Levi's takes the pole position in this year's Brand Trust Report among Casualwear brands. Lagging 22% BTI score behind is last year's leader, Lee, which has dropped 16 ranks from its 2016 overall ranking.

Trailing 59% BTI score behind the brand placed second is US Polo, which comes in at the third spot, having climbed a remarkable 709 ranks to get there. Lacoste is placed fourth, 51% BTI score behind US Polo. Lacoste has also climbed a remarkable 143 ranks this year compared to its last year's ranking. Aeropostale is next in the list, ranked fifth, just 2% BTI score off the BTI score of the brand placed fourth.

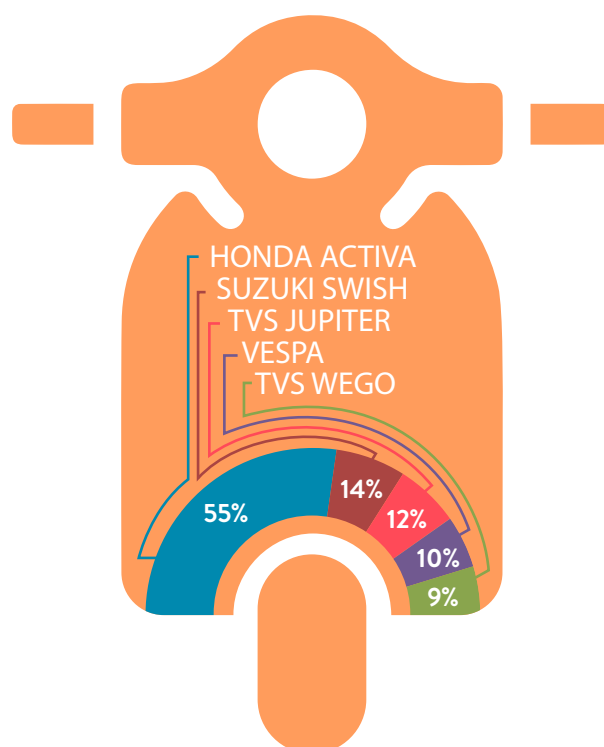
Wrangler, Lee Cooper, Pepe, United Colors of Benetton, and Spykar make up the top 10 Apparel – Casualwear brands in the Brand Trust Report 2017.

Automobiles – Automatic Scooters

This Category, albeit populated with just five brands in the top 1000 brands of the Brand Trust Report 2017, deserves mention due to the cut-throat competition and high advertising spends it enjoys. The top Automatic Scooter in the country in terms of Trust is Honda Activa, which is a huge 75% BTI score ahead of its closest competitor, Suzuki Swish, ranked second.

8% BTI score behind is TVS Jupiter, with the Vespa coming in at the fourth spot, having plummeted 427 ranks since the Brand Trust Report 2016. The fifth Most Trusted Automatic Scooters brand in India is TVS Wego, trailing the brand before it by 6% BTI score.

Automobiles – Automatic Scooters



* Values are with respect to the Brand Trust Index recorded in 2017

symbol indicates All-India ranks



Nokia – The Nordic Phoenix



The story of Nokia has all the ingredients of a blockbuster movie – humble beginnings, a dramatic turn of events that catapulted the brand to incredible heights, the larger-than-life

plummeting to the bottom, and then the Phoenix-like reemergence of the brand that just refuses to accept defeat.

The brand that made the world's first satellite call in 1994 has its roots in a wood pulp mill in scenic Finland. Founded in 1865 by a Finnish Engineer in the small town of "Nokia" (so called because of the river Nokianvirta that flowed through the town), the brand, at the age of 152, today stands at the cusp of entering the smart-phone fray and once again playing with the big boys as an equal. All the necessities are there, the requisite residual trust quotient is there, and everybody likes an underdog that can fight above its weight category.

In India, until the entrance of Samsung, Apple, Sony, and the ilk, Nokia was eponymous with the entire Mobile Gadgetry Industry. Its fall needs no mention – it was hard and devastating, and a lesser brand would have packed up and called it a day. Not Nokia, though. Today, with the world of business as its witness, Nokia—The Nordic Phoenix—is once again gaining headlines and the loyalty of customers. It is a brand worth keeping an eye out for, and it would be a fool who takes it lightly.



Non-Threatening Ambience

This is a very important condition for Brand Trust™ to develop. Any environment that has a hint of competition,

manipulation, intimidation, or coercion is immediately seen as a source of threat (gross or subtle) by the Trustor, eliminating this basic requirement for trust. Unless the ambience is seen as being beneficial by the Trustor, building trust becomes impossible. Perceived vulnerabilities in any situation lead to awareness of threat, and in turn, result in a response of pressure or fear. In the case of Brand Trust, Non-Threatening Ambience can be reinforced by displaying cultural neutrality, absence of bias, and an overall concern for safety. One of the important aspects for a brand to create a trust-conducive environment also depends on the ease of approachability to the brand.



Sandeep Ghosh
CEO & MD,
Bharti AXA Life

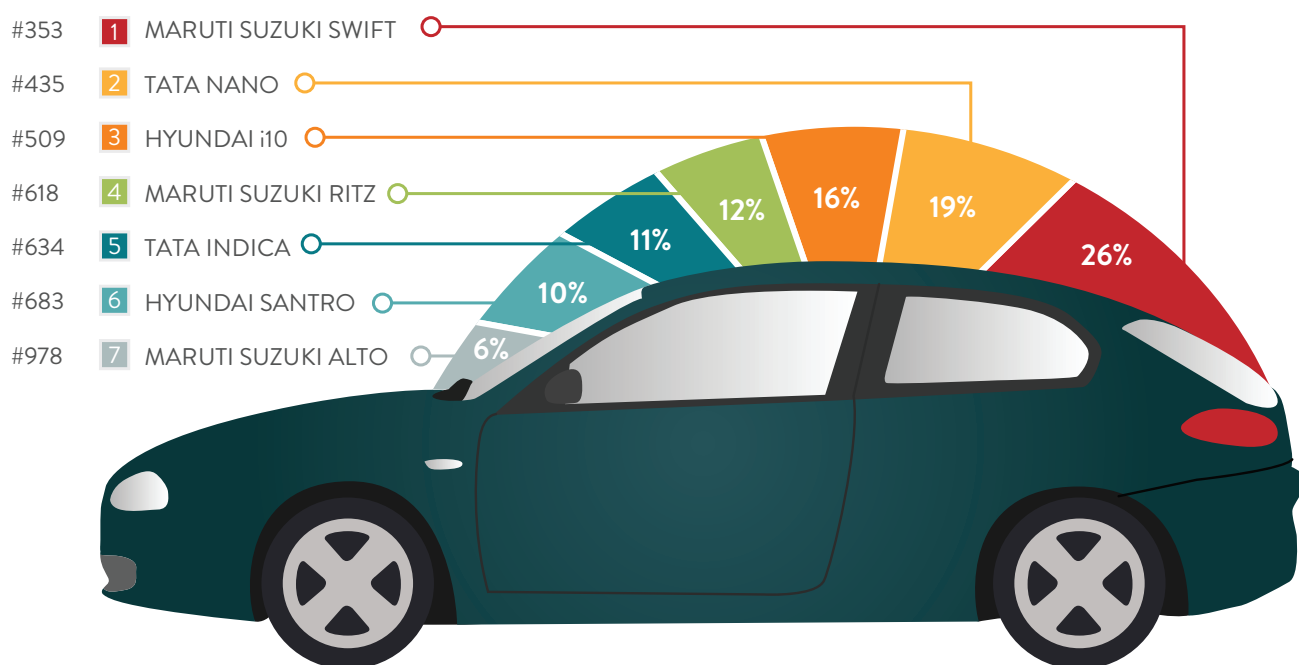
Trust, when it comes to brands, has varied manifestations in the consumers' minds. We believe that getting into honest conversations with our audience is the key; this is where trust is built or broken. Trust is paramount in the life insurance category. When we commit to protect the families of our consumers during unfortunate times, the discussion goes beyond asking them to buy our product – We are asking them to trust us. And trust, thus, is the single most important reason for the category of life insurance to exist.

Automobiles – Car – Hatchback

Always a closely-fought Category, the Car – Hatchback brands number seven this year. Even though it has fallen 104 ranks from last year, the Maruti Suzuki Swift retains its position as India's Most Trusted Hatchback. The Tata Nano, trailing 26% BTI score, is ranked second in the Category.

In the largest positive jump in the Category, Hyundai i10 has bettered its overall ranking by 431 to find itself at the third rank, having improved on its ninth rank from BTR 2016. A sizeable 24% BTI score behind and ranked fourth in the Category is Maruti Suzuki Ritz. Rounding off the top 5 is Tata Indica, closely followed by Hyundai Santro at the sixth spot. The final brand in the Category is Maruti Suzuki Alto, which was ranked fifth in the Category in BTR 2016 and has dropped 2 positions this year round.

Automobiles – Car – Hatchback



* Values are with respect to the Brand Trust Index recorded in 2017

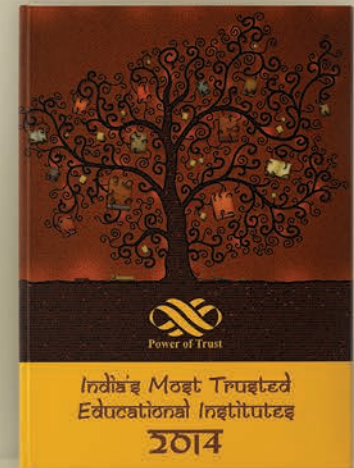
Automobiles – Four-wheeler Manufacturers

Home to 20 brands vying for a piece of the Indian Automobile market pie, the Four-wheeler Manufacturer Category is one that has always been too close to call. Remarkably then, the top 6 brands' rankings in the Category have remained the same since BTR 2016. Japanese Automobile giant Honda comes in at the top spot, followed at a distance of 18% BTI score by indigenous brand Maruti Suzuki. The third-ranked brand in this Category is the South Korean Hyundai Motor Company, which is a substantial 57% behind the brand that is ranked second.

In the list featuring 20 brands, four make a new entry into the list, namely GMC, Datsun, Kia, and Acura. Four others, Tata Motors, Skoda, Mitsubishi, and Hindustan Motors have fallen from their ranks. However, 12 brands gained in ranks, with an average rise of 141 ranks in the list, giving a clue to the aspirational nature of this Category. Ranked fourth is another Japanese multinational, Toyota Motors, which is a mere 7% BTI score behind the brand ranked third in this year's Four-wheeler Manufacturers Category. Coming in at the fifth spot and appearing as the first non-Asian-origin Automobile manufacturer is Ford, the American Auto giant that has always found favor among the Indian populace.

symbol indicates All-India ranks

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India's Most Extensive study on Brand Trust
The Brand Trust Report 2011-2017

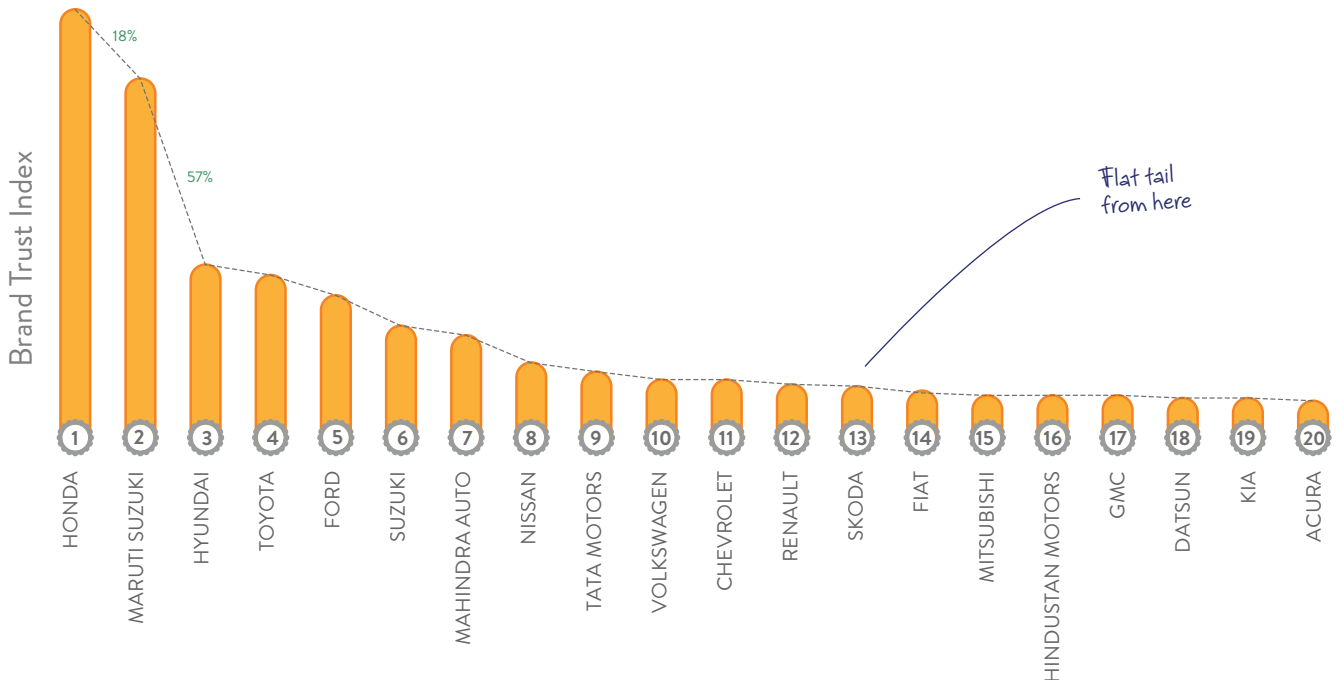
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India's Most Attractive Brands for 2013-2016

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Trailing 28% BTI score from the previous brand is Suzuki, which is ranked sixth. Coming in at the seventh spot is Mahindra Auto, which deserves a special mention because it has climbed a remarkable 775 ranks to be among the big Automobile Manufacturer names this year. Nissan, Tata Motors, and Volkswagen round off the top 10 brands in this Category in that order.

Automobiles – Four-wheeler Manufacturers

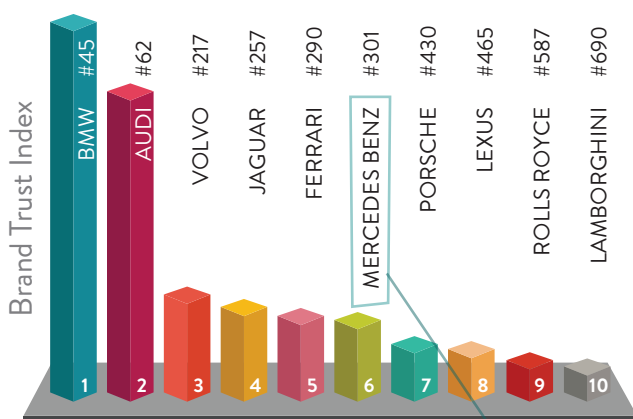


Automobiles – Four-wheeler Luxury

The second most populous Category in the Automobiles Super Category is Luxury Four-wheeler Manufacturers, with a total of 14 brands under it. As mentioned earlier, a four-wheeler holds a special allure for the Indian consumer, and a luxury four-wheeler even more so. In this closely watched Category, there has been quite a bit of shuffling of brands; however, the top 2 have retained their ranking from last year's BTR.

India's Most Trusted Luxury Four-wheeler Brand is German Bayerische Motoren Werke AG, also known as BMW, which is ranked 45th in the All-India listings and is a healthy 19% BTI score above its closest competitor. Second rank is also held by a German Automobile Manufacturer, Audi. Having moved 295 ranks upwards but still with a BTI score that is a significant 68% lower than the previous brand's is third-ranked Volvo Cars.

Automobiles – Four-wheeler Luxury



British Luxury Automobile Manufacturer Jaguar is ranked fourth in this year's rankings, some 14% behind the brand ranked third. A mainstay in the Luxury Automobile circle, the Italian Ferrari comes in at rank five, with a BTI score that is 12% lower than its previous competitor. Mercedes Benz, which is ranked sixth, is the only brand in this Category to have lost ground, losing 65 ranks in the overall listings; the German multinational is a small 4% BTI score behind Ferrari. Porsche, yet another German Luxury Car Manufacturer, is seventh in the rankings. Lexus, Rolls Royce, and Lamborghini complete the list of 10 of this power-packed Category of BTR 2017.

Intel Inside



Intel Inside is one of those "world's top 100 companies" stories we keep hearing about, but the name and the 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 disconcertedly 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. There was no shortage of challenges for Intel on its way up the ladder of world business.

And then the famous "Intel Inside" logo presented its own challenges – whether the "e" in Intel should be hanging, the color of the logo, and the use of the circular flourish. Then, in the early '70s, the fortunes of Intel were forever and irrevocably changed. A Japanese client asked the company to design 12 chips for its calculators. The company didn't have the resources or the manpower for the job and decided to put 12 microchips in one chip. Eureka – it worked! And what's more, no one had done it until that point. Intel took on thought leadership in their industry.

Today, there are millions of transistors on a chip, as in the Pentium. Think technology, think Intel.



Kishor Kharat
MD & CEO,
IDBI Bank

Brand Trust is a vital constituent in brand building. We are of firm conviction that when a brand diligently focuses on its trust quotient, it gains market share, product premium, and consumer acceptance. In an industry built around products that are at their most basic level largely homogenous, building and maintaining brand trust and attractiveness is our key priority. Trust is built and maintained by many small actions over time. Trust is not a matter of technique, tricks, or tools, but of character. At IDBI Bank, we take steps to build a strong character of dependability and staunchly believe that our customer is our primary priority.



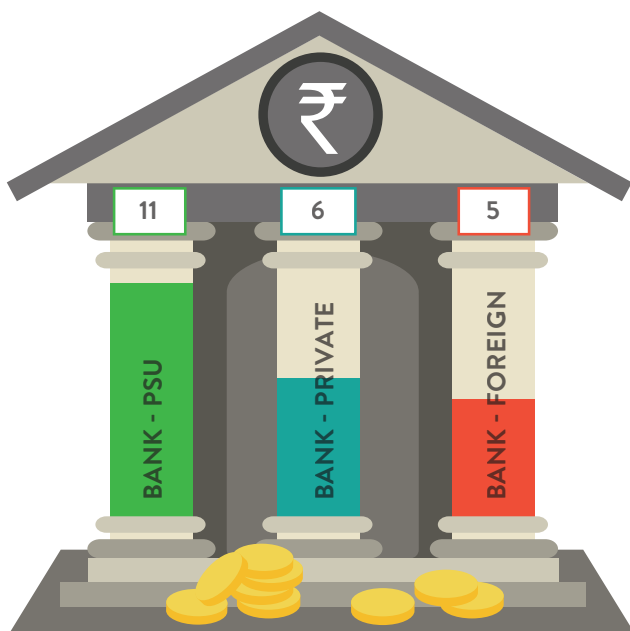
Shared Interests

Shared Interests are symbolic of common cultural and social backgrounds and therefore lead to an expectation of better mutual understanding. Shared Interests also helps in higher transactional predictability, eventually leading to a better Brand Trust™ environment. The Shared Interests Composite showcases a congruence of values, beliefs, and thoughts. For example, people who like football are more likely to trust others who also like the game, even if there was nothing else the two hold in common; as also will there be a higher degree of trust among readers who enjoy books of the same author. When the Shared Interests extend from the casual into areas of professional, academic, and social overlaps, Brand Trust™ gets reinforced even more. Among the not-so-visible aspects of developing Shared Interests is also the initiative shown by the brand.

BFSI

Moving now to the players of the BFSI Super Category, which have been greatly impacted by the Demonetization of 2016, most of them have had a checkered backdrop in terms of Trust score. There are 16 new brands in the list; 15 brands have gained an average of 168 ranks and 17 brands have fallen an average of 200 ranks.

Banks - Type-wise Break-up



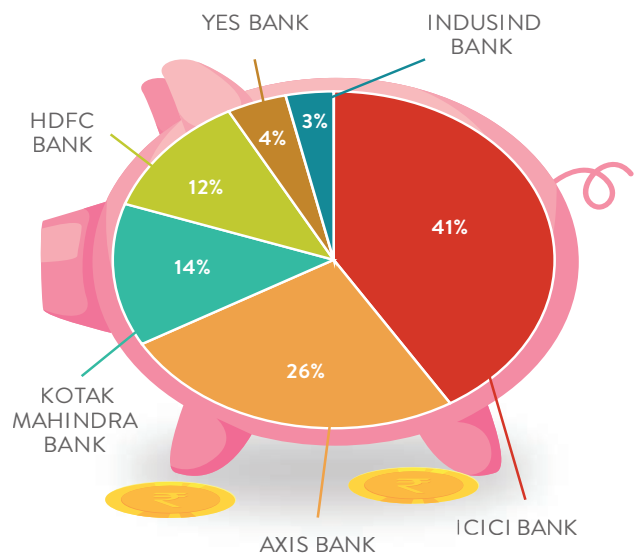
Of the 23 Banks listed in BTR 2017, there are 4 major bifurcations among them – Federal, Foreign, Private, and PSU. The Reserve Bank of India, ranked 378th this year, is the only Federal Bank. There are 5 Foreign Banks; in order of their appearance in the top 1000 listings, they are HSBC, Citibank, Wells Fargo, Standard Chartered, and Barclays. The BTR 2017 rankings also have 6 Private Banks; in order, they are ICICI Bank, Axis Bank, Kotak Mahindra Bank, HDFC Bank, YES Bank, and IndusInd Bank. In order of their appearance, the 11 PSU Banks are State Bank of India, Bank of Baroda, IDBI Bank, PNB Bank, Union Bank of India, Bank of India, Canara Bank, Oriental Bank of Commerce, Dena Bank, Corporation Bank, and Syndicate Bank.

Notable positive movers in the BFSI Super Category include American Express, the leader of the Credit/Debit Card Category, which has climbed 149 ranks; Birla Sun Life Insurance, which has pummeled its competitors in the Insurance – Private Category by climbing 671 ranks and

leading the Category; Muthoot Finance, which has ascended 326 ranks and leads the Financial Services Category; and Union Bank of India, which has climbed 296 ranks compared to BTR 2016.

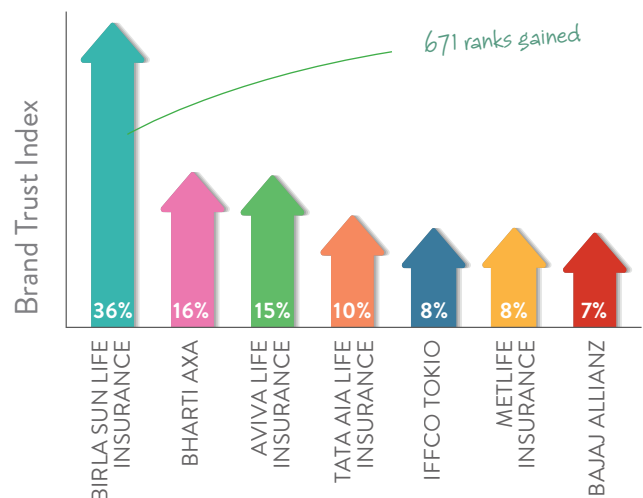
Other BFSI Graphs

BFSI - Banks – Private

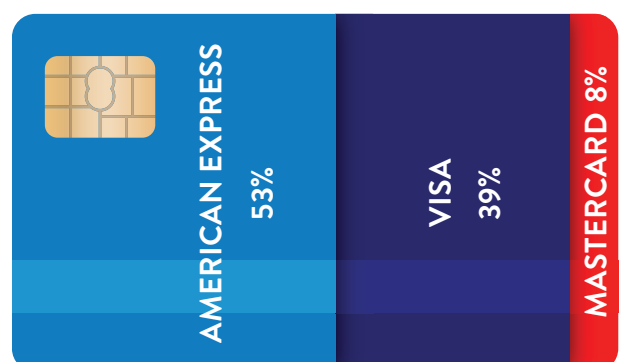


* Values are with respect to the Brand Trust Index recorded in 2017

BFSI - Insurance – Private

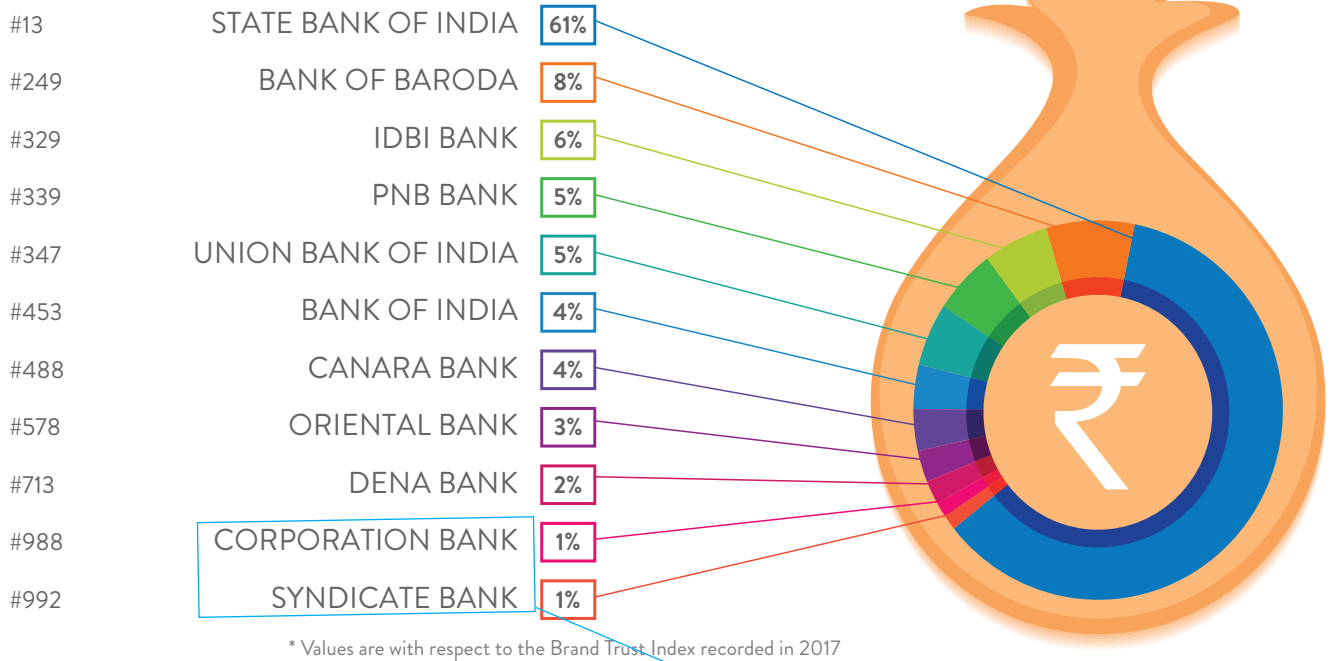


BFSI - Credit-Debit Cards



symbol indicates All-India ranks

BFSI - Banks – PSU

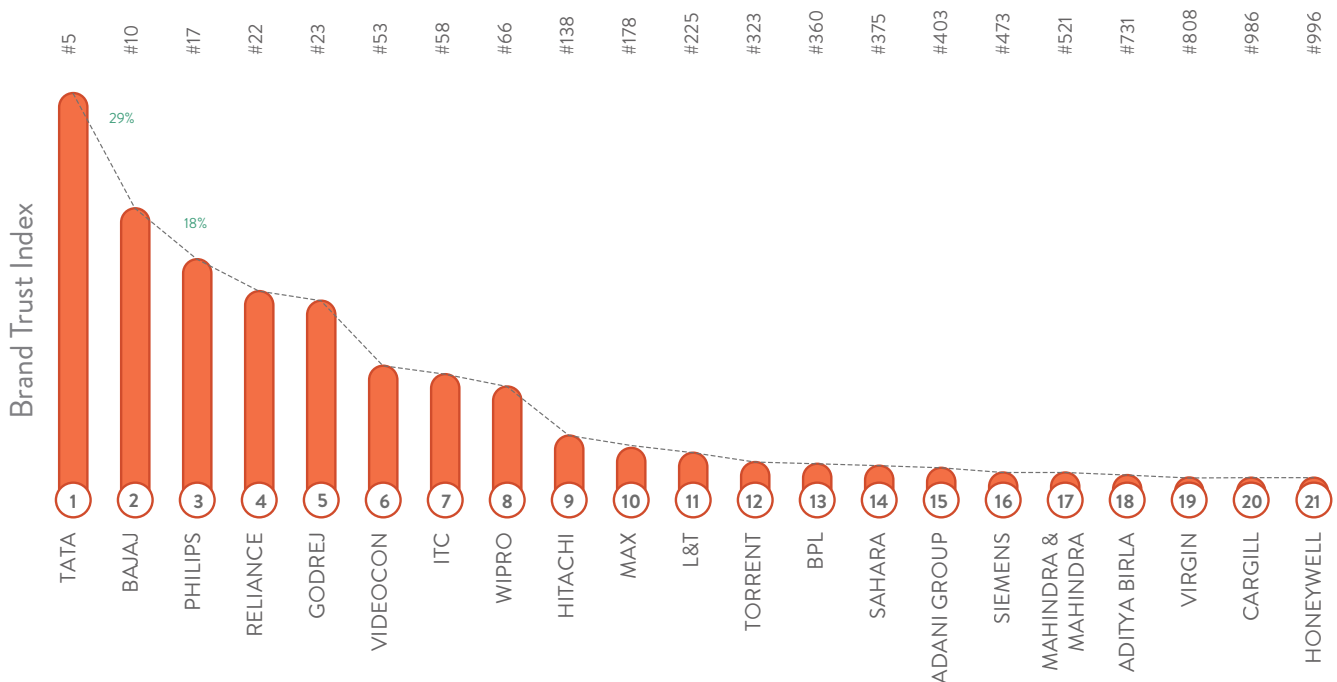


Diversified

As the name suggests, the brands that thrive in this Super Category are among the most versatile businesses in the country, making them household names for many, many years. These brands enjoy a massive following due to what we term Residual Trust, a deeply rooted, unmoving quality that makes the mere idea of these brands imbue positive thought processes and memories.

Ranked first in this vital Super Category is the massively diversified Tata, which has maintained its leadership in this Super Category for the last 7 years and enjoys an All-India ranking of fifth. Following 29% BTI score behind is Bajaj, which too has retained its second spot in the Super Category but has dropped three ranking spots and has fallen from its All-India rank of 7 to be ranked 10th this year round.

Diversified



symbol indicates All-India ranks

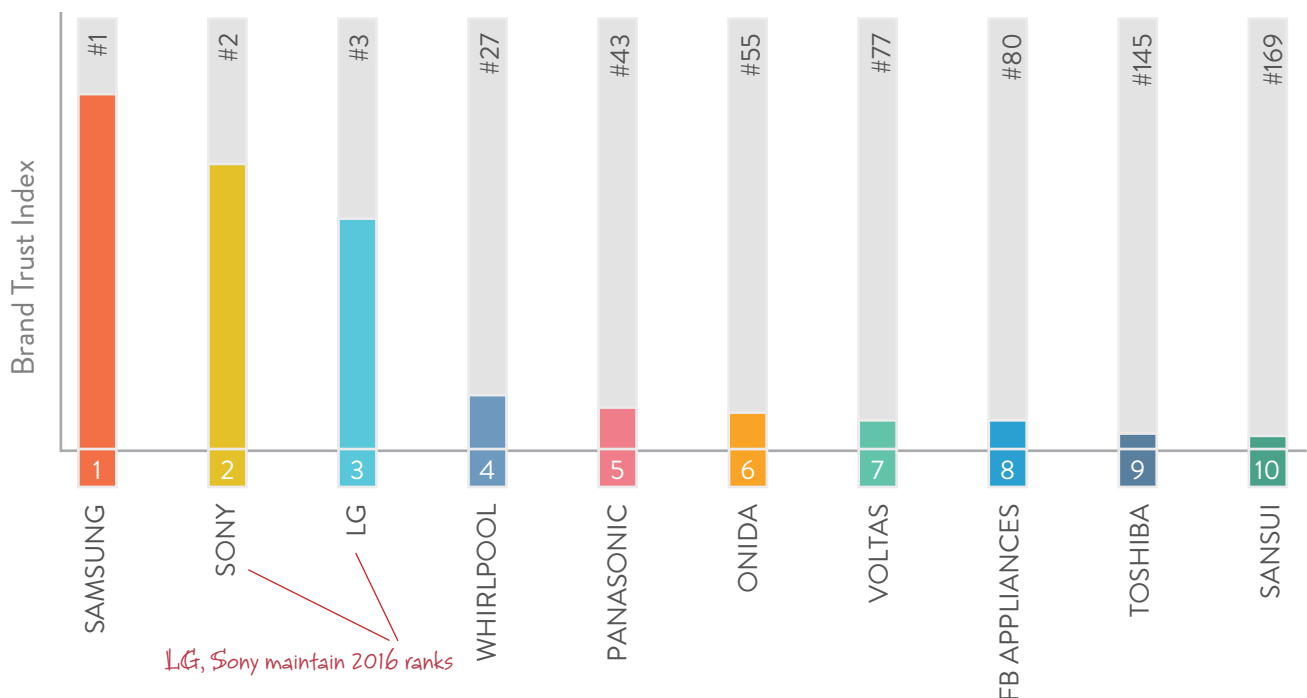
Philips, the Technology – Diversified brand, has leaped from fifth rank in this Super Category last year to the third; it is 18% BTI score behind its predecessor. Reliance follows close on Philips's heels and is 14% BTI score behind; it is ranked 22, the exact same as last year's ranking and is ranked 4th in the Diversified Super Category. Godrej ranks 5th this year, having fallen from its third rank in the Super Category last year; however, it is a mere 5% BTI score behind the brand that is ranked fourth. Videocon, ITC, Wipro, Hitachi, and Max are ranked between sixth and tenth of the top 10 of this list.

Durables – Consumer Electronics

Samsung, India's Most Trusted Brand for the year 2017, is naturally the leader of this Category as well. Jumping 17 ranks to sit pretty atop the leaderboard, the Consumer Electronics megabrand has a comfortable lead in this Category as well, separated from its closest competitor by 20% BTI score. Sony comes in at the second spot, retaining its overall rank of 2 from BTR 2016. The Japanese Consumer Electronics giant is comfortably above its own closest competitor by a BTI score of 19%. South Korean LG, the multinational conglomerate, which too has retained its overall rank of 3 from BTR 2016, is ranked third in this Category.

With a massive 77% BTI score gap, Whirlpool is placed fourth in the Category. To its credit, the brand has climbed handsomely from All-India rank 44 last year to All-India rank 27 this year, taking it from rank 6 in the Consumer Electronics Category to rank 4. Panasonic is next, ranked fifth and a substantial 23% behind Whirlpool. Onida, Voltas, IFB Appliances, Toshiba, and Sansui are ranked 6th – 10th in the Consumer Electronics Category.

Durables – Consumer Electronics



FMCG

With a total of 124 brands, out of which 16 are in the top 100 All-India list, the Super Category FMCG is one of the pivotal Industries in the country. Still leveraging its natural-ingredients pull on Indians, the new FMCG megabrand Patanjali leads one of the most hotly contested Super Categories in the Brand Trust Report 2017. Ranked 15th in the All-India listings, the brand was ranked 31st in this Super Category last year; Patanjali is enjoying its golden period of growth, coupled with Brand Trust gains. Following just 10% BTI score behind is the Bath/Beauty brand Lux, whose All-India rank is 20.

Dove, whose BTI score is 14% below Lux's, is at the third spot in this Super Category. Coming in at the fourth position is Lakme, a brand that has gained 28 ranks in the overall listings. It is 7% behind Dove. The



Anand Mahindra
Chairman & MD,
Mahindra Group

We consider our employees as crucial in building trust for the brand. Perceptions about a brand are built through signals sent out by two sources – products/services and employees (including the leaders). It is the customer who ultimately vouches for the “trust” factor that he/she sees in a brand – and the market performance of the Mahindra brand is a direct reflection of the trust reposed in it by its customers.



Display of Empathy

To create a trust-conducive environment, the Display of Empathy is even more important

than the earlier two Composites discussed. Empathy is a complex sequence that shows and reinforces an emotional connect between the target and the brand. Colloquially speaking, it is the ability of the brand to step outside of itself and see the world through the eyes of its audience. Empathy gives the ability to take risks on unexplored fronts with greater confidence, and develops a “gut feel” for the right decisions. Important aspects that help in creating and showcasing brand empathy are caring, listening, and emotional sensitivity. But apart from the obvious aspects, Empathy comprises showcasing compassion. The most significant aspect of Empathy, however, is in the brand’s ability to relate to and understand the audience.

Rely on Reliance



You can’t separate Reliance Industries from Dhirubhai Ambani just as you can’t separate the myths from the facts about the man. These are facts, though – he was the son of a poor

school teacher and did not have a college education; he started out as a clerk in a gas station in Aden (now Yemen) at age 16 and returned to India to set up a business in Mumbai to export spices and fabrics to Aden.

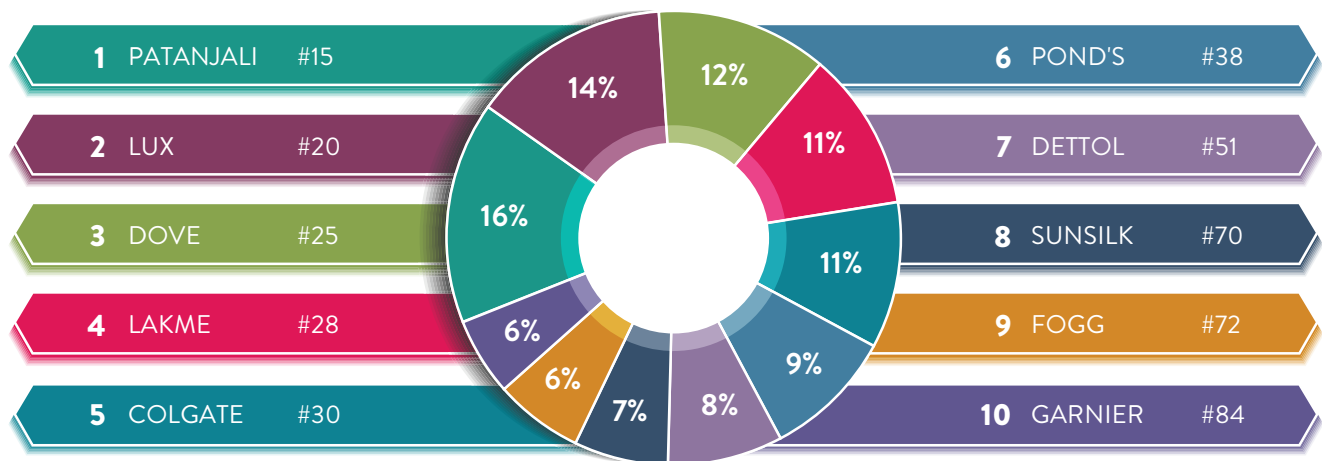
He started out with a capital of INR 15,000 and rented table space in a shared office in Bombay (now Mumbai) for two hours a day. He then moved to Textiles and set up a mill near Ahmedabad. He founded Reliance Industries in 1966. “Only Vimal, Only Vimal” was perhaps the best known advertising slogan of the ’80s, with the textile known for quality and affordability. The Ambani methodology was to set up factories with the most modern, efficient, and cost-saving machinery.

And so the Reliance steam-roller went from textiles to petrochemicals, oil exploration, power, and a host of other industries including Telecom and Mobile Telephony. Today, Reliance is a name that is synonymous with disruptive entrances into newer industries and its near-hostile “takeover” of the industries that catches its fancy. After the rampaging success of Jio, Reliance is next targeting the Taxi Aggregator business – Uber and Ola better beware!



fifth rank is occupied by Colgate (All-India rank 31), which is 8% behind Lakme. The 6th – 10th spots in this top-notch Super Category are held by Pond's (All-India rank 39), Dettol (All-India rank 52), Sunsilk (All-India rank 71), Fogg (All-India rank 73), and Garnier (All-India rank 85) in that order.

FMCG



* Values are with respect to the Brand Trust Index recorded in 2017

Food & Beverages

The F&B Super Category is led by Amul, the dairy products giant, which has climbed from All-India rank 41 to rank 21. Amul is followed by Britannia, which is 26% lower than the Super Category leader in terms of BTI score. Britannia too has done well, climbing 29 spots in the overall rankings. Close on its heels is Pepsi, a small 4% behind the brand placed second, but it has fallen 16 ranks in the All-India listings. Interestingly, Pepsi's closest Aerated Beverages competitor, Coca-Cola, is just behind it in the F&B Super Category, 12% BTI score adrift.

Rank 5 is occupied by Nestle, a miniscule 3% behind Coca-Cola. Coming in at sixth position is Lays, which has jumped 131 spots in the overall rankings to occupy All-India rank 56. Cadbury's, the Confectionery player, is ranked 7th in the Super Category, with Nestle Maggi, Maaza, and Sprite taking up the eighth, ninth, and tenth positions in the Super Category respectively.

Category Rank	Rank 2017	Rank 2016	Rank Diff.	Brand Name	% BTI Diff From Previous
1	21	41	20	AMUL	-
2	33	62	29	BRITANNIA	26%
3	35	19	-16	PEPSI	4%
4	46	42	-4	COCA-COLA	12%
5	49	78	29	NESTLE	3%
6	56	187	131	LAYS	7%
7	67	89	22	CADBURY'S	12%
8	73	65	-8	NESTLE MAGGI	10%
9	74	119	45	MAAZA	0%
10	85	79	-6	SPRITE	10%
11	90	69	-21	HORLICKS	5%
12	102	58	-44	PARLE G	12%
13	112	147	35	HALDIRAM'S	9%
14	114	-	-	BISLERI	3%
15	118	161	43	AASHIRVAAD	2%

Loses leadership of category

symbol indicates All-India ranks

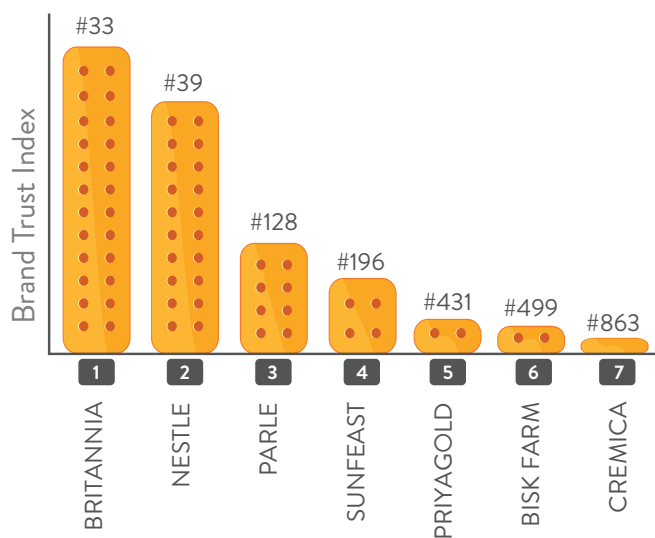
Other Food & Beverages Graphs

Food & Beverages – Aerated Beverages

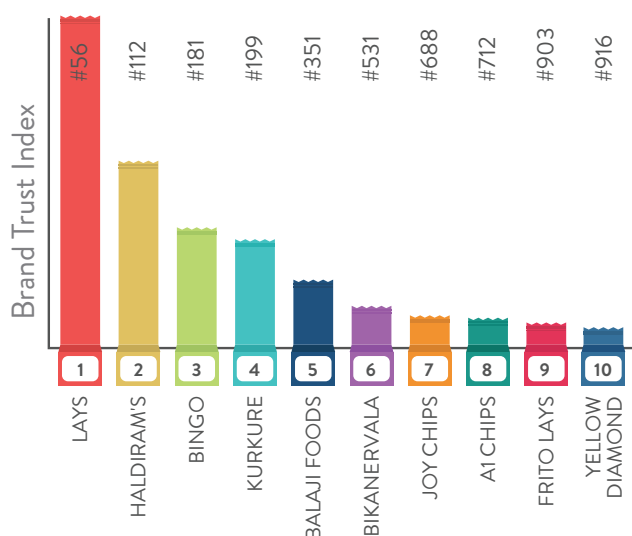


* Values are with respect to the Brand Trust Index recorded in 2017

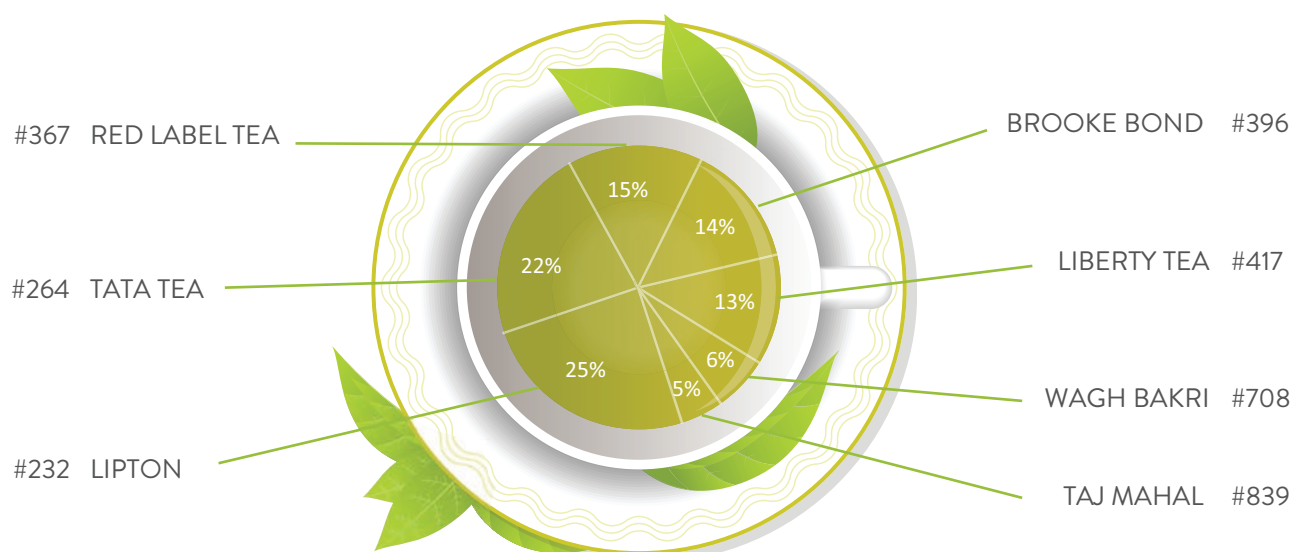
Food & Beverages – Diversified



Food & Beverages – Packaged Snacks



Food & Beverages – Tea



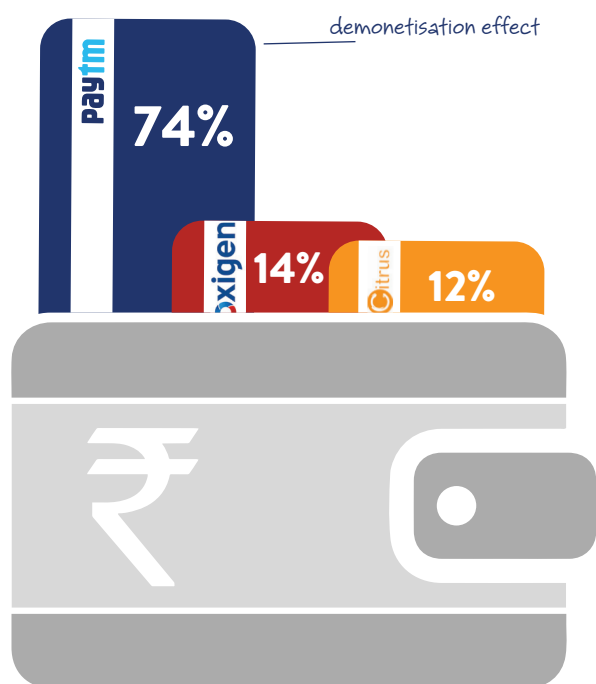
* Values are with respect to the Brand Trust Index recorded in 2017

symbol indicates All-India ranks

Internet – Digital Wallet

Taking on extraordinary importance due to the events that were set in motion by the Center on Nov 8, 2016, the Internet – Digital Wallet Category deserves a mention among the Industries we have highlighted in this chapter. Populated with just three brands that have made it to the top 1000 in the All-India listings, this Category is led by Paytm, which finds itself at rank 184 this year after having climbed 157 ranks to get there. It has left its Digital Wallet competition in the dust in terms of its Trust metric, with second-ranker Oxygen Wallet coming in at a distant rank 767, a large 82% behind Paytm in BTI score, and Citrus Pay trailing off the Category at All-India rank 833, around 13% behind Oxygen Wallet.

Internet – Digital Wallet



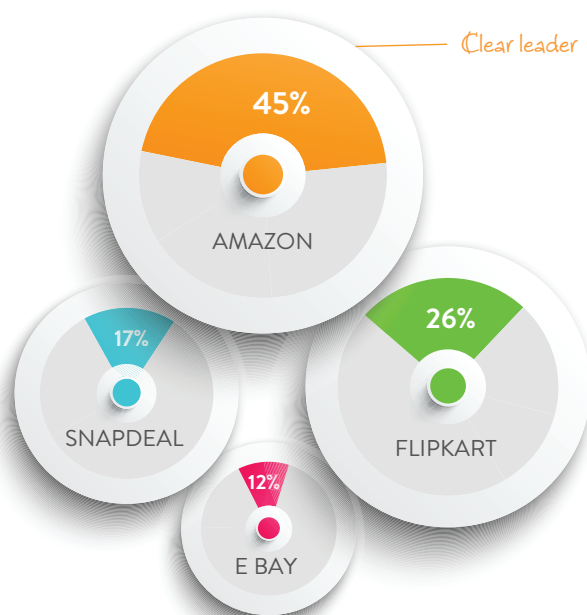
Internet – Online Retailer – Diversified

With the country going steadily cashless, this Category from the broader Internet Super Category is one of the Industries that has been under the public lens and its players have been under tremendous pressure to deliver in both their services as well as their outward communication.

Amazon pips Flipkart as India's Most Trusted Online Retailer – Diversified brand. Amazon is a comfortable 44% BTI score above India-

owned Flipkart. Snapdeal comes in at a distant third, 32% in arrears and having dropped its ranking by 38 places in the overall listings. Trailing Snapdeal by 29% is eBay, which too has dropped 12 spots in the overall listings of the Brand Trust Report 2017.

Internet – Online Retailer – Diversified



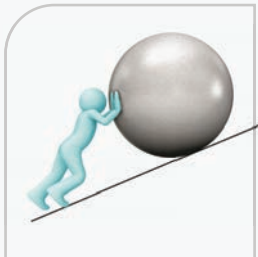
* Values are with respect to the Brand Trust Index recorded in 2017

Media – TV

The Hindi News Channel Aaj Tak leads the pack in the Media Super Category as well as the Media – TV Category. It is placed 96th in the All-India rankings and is the only Media – TV brand to appear in the top 100 India's Most Trusted Brands in 2017. Hindi General Entertainment Channel Zee TV is ranked second according to The Brand Trust Report 2017 – a whopping 56% BTI score behind the leader of the Category. Hindi GEC Star Plus is placed third, a slim 1% behind the brand placed second. Channel Cluster Zee comes in at the fourth spot with a gap of a mere 6% compared to the previous brand.

The first English-medium Media – TV brand appears in the form of Discovery Channel, which is ranked fifth in the Category, 0.04% behind the previous brand. NDTV, the highest placed English-medium News Channel, is ranked sixth in the Category. MTV, Colors TV, Disney Channel, and Zee News round off the top 10 Media – TV brands.

symbol indicates All-India ranks



Demonstrated Sincerity

The first behaviour from the second foundation of Trust is called Demonstrated Sincerity. Though the term

"Sincerity" has many interpretations in normal usage, it has a stricter application when it comes to Brand Trust™. Demonstrated Sincerity for a brand has both personal and social implications, and consequently, "inner" and "outer" manifestations. A brand that displays inner sincerity shows high ethical and moral values, self-regulated governance, and integrity, and this behaviour is experienced by its internal stakeholders. Brands that display outer sincerity do so by showcasing the highest degree of transparency and by commanding genuine respect from their audiences. This second manifestation naturally holds more value to the end consumers of the brand in question, but that does not mean a brand can ignore the maintenance of the first, that is, its inner sincerity.



Sunil Duggal
CEO,
Dabur

Building on the legacy of quality and experience of over 125 years, we today are one of India's most trusted names. We work continuously to update our portfolio in line with changing consumer demands and market share and growth. Brand Dabur has been built, over the years, on the trust of its consumers and considers them the true owners. Our herbal heritage has helped the brand achieve consumers' trust, market share, and growth. We consider our products, consumers, investors and employees as important pillars in building brand trust.



Adidas – The Story of the Other Adolf



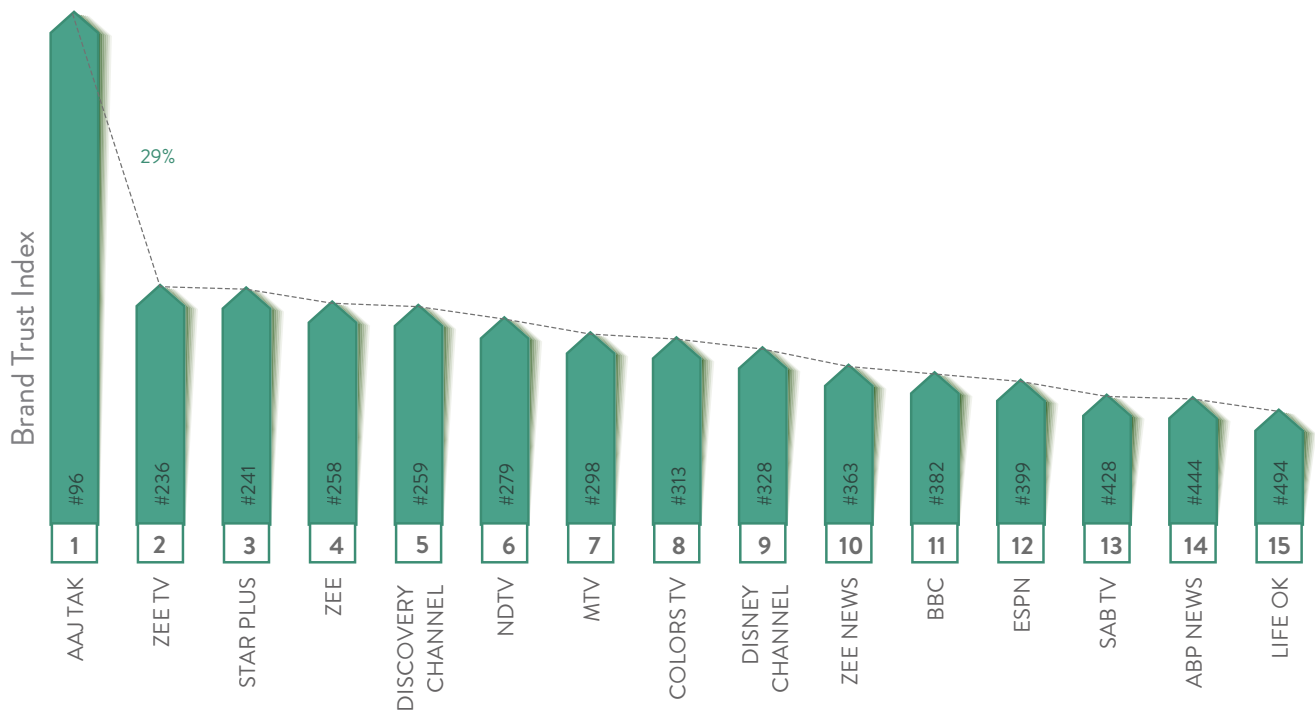
A shoe is a shoe is a shoe. How much value can you add to it? A lot more and then some, Adidas has proved. In 1920, 20-year-old Adolf Dassler made his first canvas running shoe. He was joined

by his brother Rudi in 1924 and their factory, the Dassler Brothers Shoe Factory in Herzogenaurach, Germany, created the first soccer and track shoes with studs and spikes. There was no stopping the brothers from then on. Dassler shoes debuted at the 1928 Amsterdam Olympics and have been seen in every Olympic Games since then.

The brothers Adi and Rudi Dassler's Dassler Brothers Shoe Factory aimed to create the best shoes for each sport. Their shoe company was a pioneer in partnering with athletes for promotion and feedback. After World War II, the bitter differences between the brothers were too wide to be bridged and they went their separate ways, with Adi forming Adidas and Rudi going on to set up Puma.

The name Adidas derives from the name of the founder of the company Adolf (Adi for short) Dassler. Its own soccer ball came into the market in 1963. Adidas shot to further fame when the high jumper Dick Fosbury won the gold in the 1968 Mexico Olympics with the famous Fosbury Flop technique – wearing Adidas shoes. More sport accolades were to come the company's way when Mohammed Ali beat Joe Frazier in "The Fight of the Century" in 1971 – wearing Adidas shoes.

Media – TV

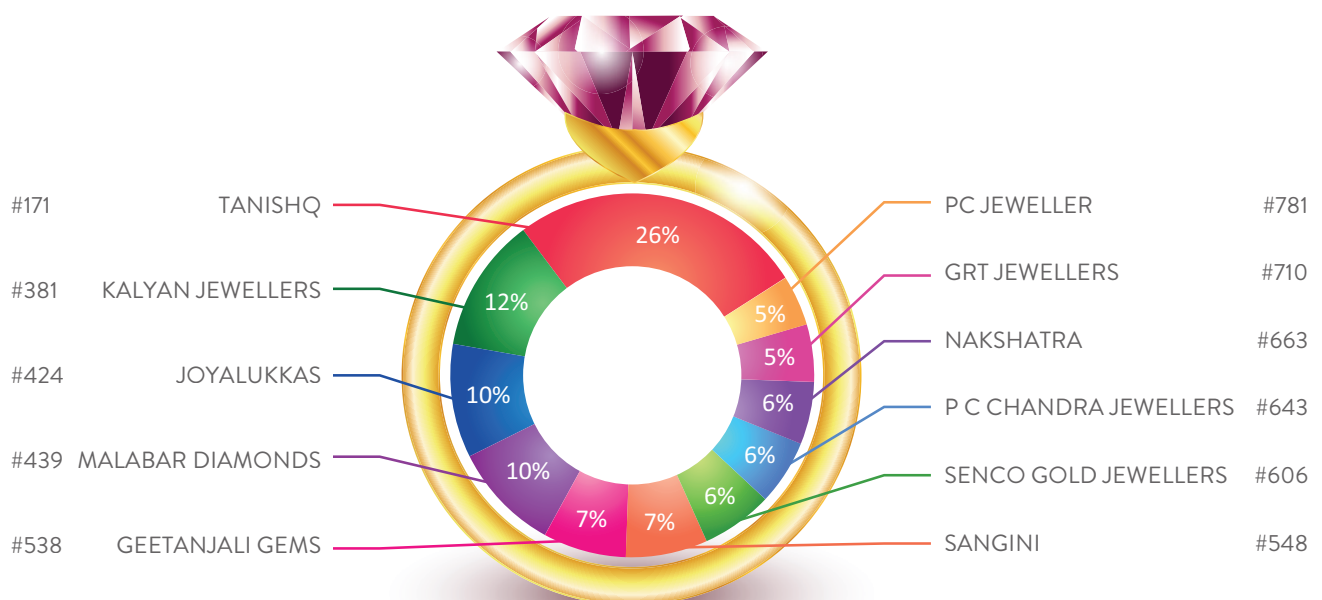


Jewellery

Coming in at rank 171 in the All-India BTR 2017 rankings and ranked first in the Jewellery Category is Tanishq, which retains its top position from BTR 2016. Tanishq is followed by the same brand that was immediately behind it last year, Kalyan Jewellers, which is a large 54% behind the leader. Joyalukkas is ranked third and is 16% behind the brand placed second.

Malabar Diamonds, which had not appeared in the top 1000 listings last year, has made a dramatic entry at rank 439 in the overall listings and is at the fourth place in the Jewellery Category. Geetanjali Gems is at fifth spot, short off the previous brand by 24% BTI score. Sangini, Senco Gold Jewellers, P C Chandra Jewellers, Nakshatra, and GRT Jewellers follow in the top 10 list in that order.

Jewellery



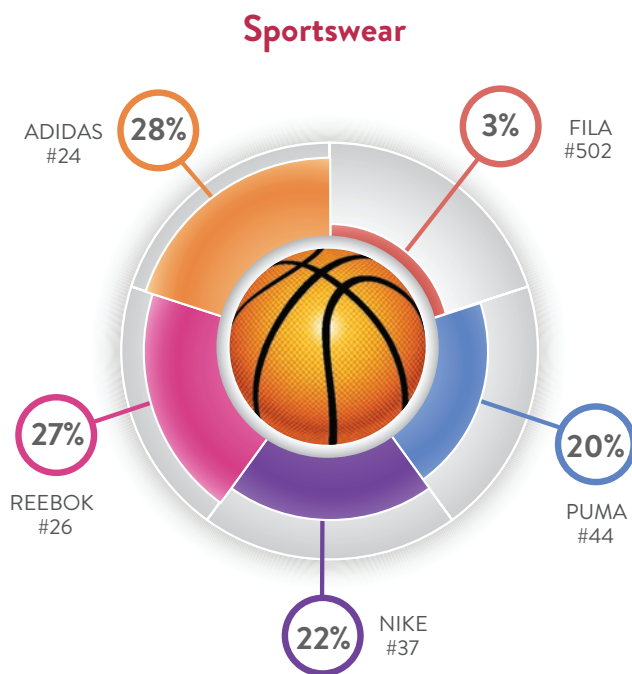
* Values are with respect to the Brand Trust Index recorded in 2017

symbol indicates All-India ranks

Sportswear

With just 5 players appearing in this Category, Sportswear is a tiny classification. However, it deserves a mention due to the subdued but sure-footed tendency of the urban Indian to engage themselves in lifestyle changes like the addition of exercise routines to their schedules. The brands that appear in this Category all have an Aspirational Appeal to the urban Indian.

Adidas has climbed 15 ranks in the All-India listings and has been placed at rank 24 in BTR 2017; it is also the leader of this Category. Just 3% BTI score behind is Reebok, which has also climbed to 26th rank overall from its 54th rank of BTR 2016; it is placed second. 11% off is third-placed Nike, which has done well for itself by climbing 11 spots in the All-India listings. Puma and Fila rank fourth and fifth in this select collection of brands respectively.



* Values are with respect to the Brand Trust Index recorded in 2017

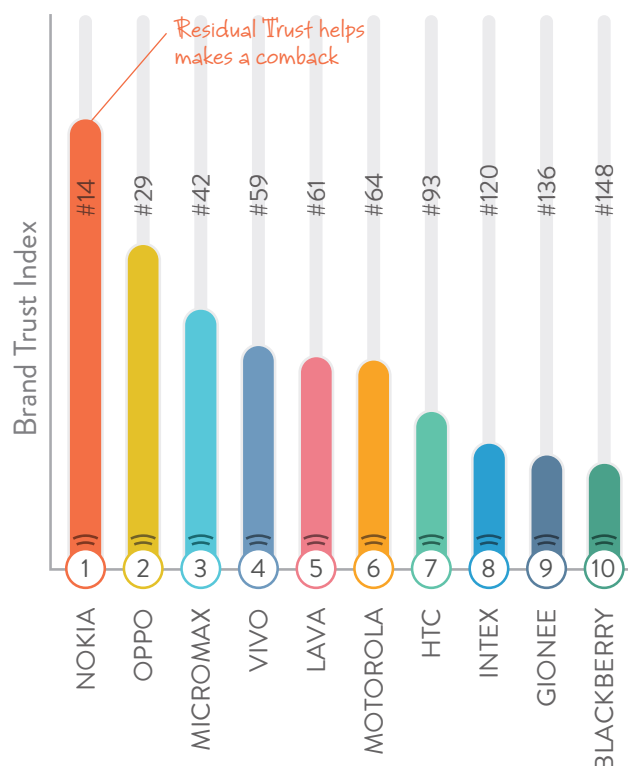
Personal Gadgetry – Mobile Phones

One of the most eagerly watched Categories of any Brand Trust Report is the Personal Gadgetry – Mobile Phones one. There is no introduction needed as to why the mobile phone holds a special place in the heart of every Indian. With the hand-held devices bringing all new-age functionalities and digital advantages to one's palm, an Industry with higher stakes than this one would be hard

symbol indicates All-India ranks

to find. Samsung Mobiles, last year's leader in has had a precipitous free fall to All-India 156th rank. Nokia, a brand bent on reinventing itself and once again occupying the monopolous

Personal Gadgetry – Mobile Phones



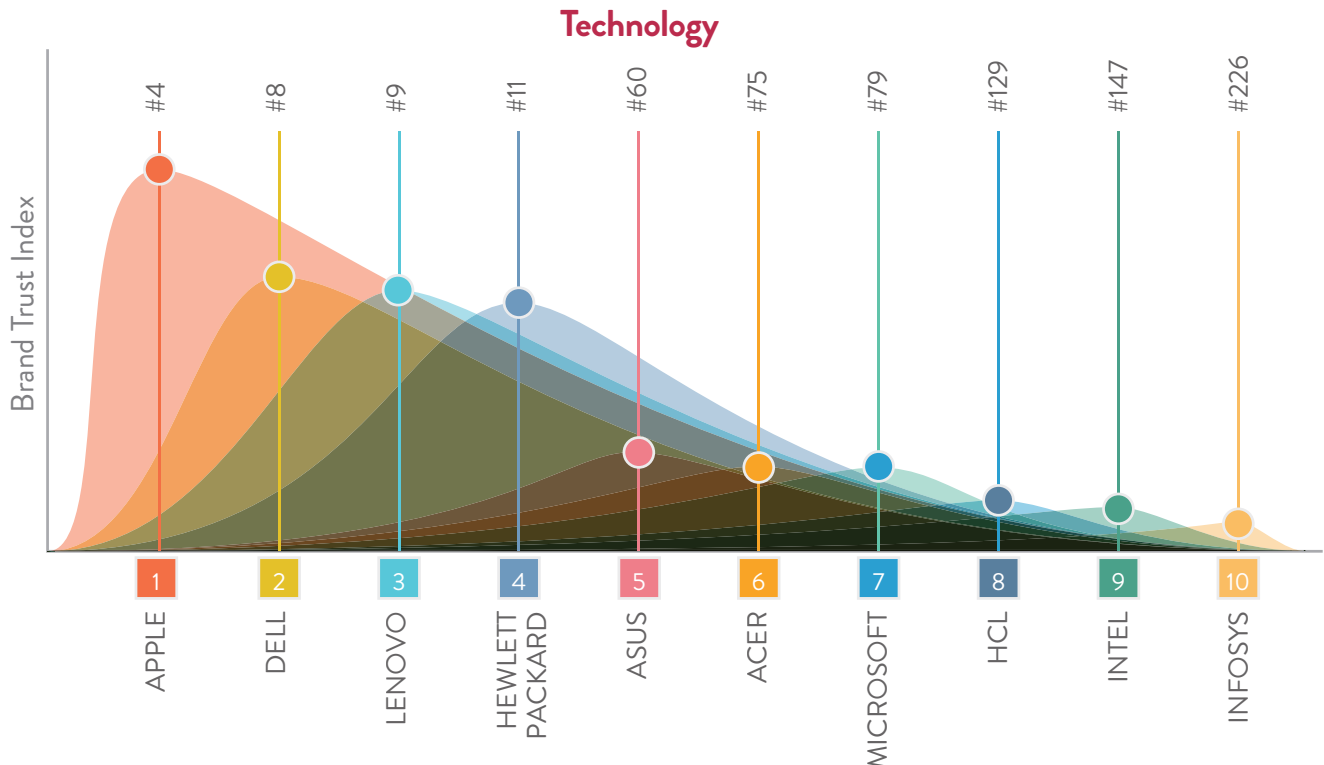
mindshare it once enjoyed among Indians, leads the Category in BTR 2017. Oppo, the Chinese phone manufacturer, is at the second spot, lagging behind the previous brand by 29% BTI score. Indian brand Micromax is next, 21% behind Oppo and ranked third in the Category. Yet another Chinese phone manufacturer, Vivo, takes the fourth rank and Indian brand Lava comes in at the fifth spot, a mere 5% BTI score behind the previous brand. Between sixth and tenth are the following brands in this order – Motorola, HTC, Intex, Gionee, and Blackberry.

Technology

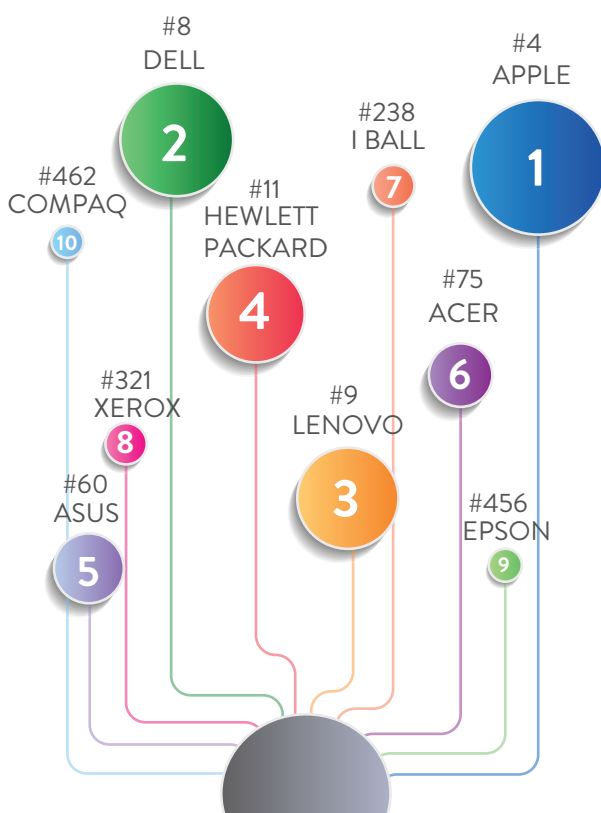
Apple, the Technology giant, has climbed to the numero uno spot in the Brand Trust Report 2017 Technology Super Category rankings, and with All-India rank 4, has for the first time entered the top 5 Most Trusted Brands of India as well. The brand it beat to the top spot was the leader of the Technology Category of BTR 2016, Dell, which

has a 28% lower BTI score than Apple this year. Interestingly, Dell has maintained its ranking from last year (8th). Coming in at the third spot is Lenovo, which is only 5% BTI score away from the brand that has been ranked second. Hewlett Packard (HP) is ranked fourth, again 5% away from the previous brand.

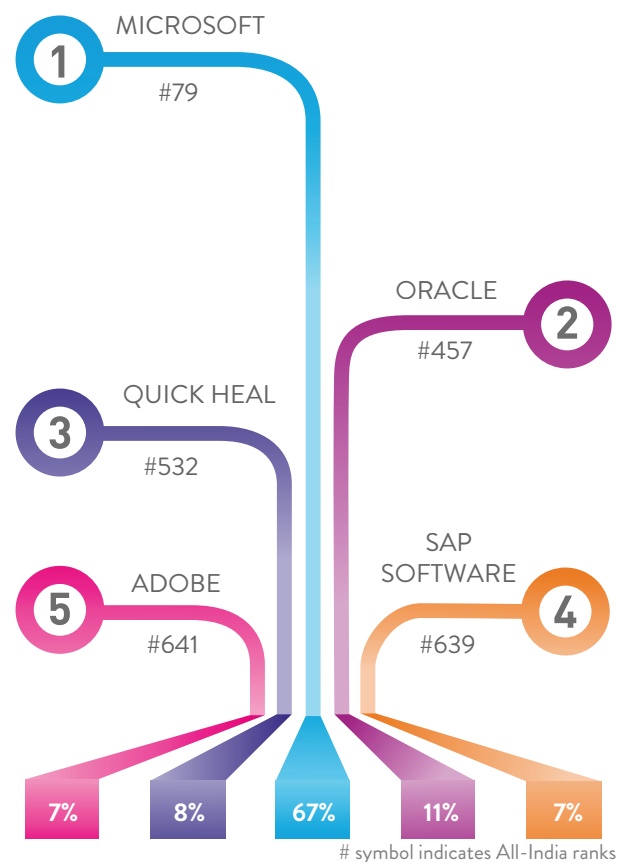
In a remarkable positive movement, **Asus has moved 140 spots** in the overall rankings to be ranked 60th in the overall standings and fifth in the Technology Super Category. Acer, Microsoft, HCL, Intel, and Infosys round off the top 10 Most Trusted Technology brands in the country.



Technology – Personal Technology



Technology – Software Products





Got a Sony at Home? – Me Too!

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 behold 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 color television tube that transformed color television, the Walkman, the camcorder, 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. Their combo was simply meant to succeed!

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. With Sony's latest patent of a contact lens camera, Sony takes a big leap in image and video recording now. A new story has just begun for the innovator. It's tough to find a home (very soon an eye!) that does not own a Sony product, and therein lays the brand's lineage of successes.



Enthusiasm

An important Composite of Brand Trust™ is displayed Enthusiasm. While many appreciate the value of an enthusi-

astic response, few know it to be an important constituent of Brand Trust™. There is a direct correlation between the success of a transaction and enthusiasm, probably because enthusiasm is an indication of greater mutual interest in the outcome. Since enthusiasm implies a greater involvement of the Trustee, leading to a commensurate increase in the chances of success, it holds an important position in building Brand Trust™. Displayed Enthusiasm also demonstrates the Trustee's self-assurance and shows a greater degree of Trustee confidence in a positive outcome. The Composite of Enthusiasm reaches out far beyond our casual understanding and is best felt than the brand relationship is charged with vibrancy.



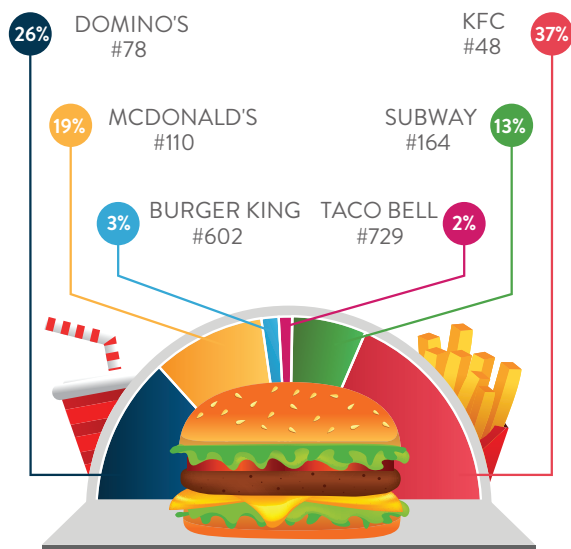
R. S. Sodhi
MD,
Amul

The trust that consumers have in brand Amul is based on their faith that Amul will consistently provide the highest quality products at the most reasonable price.

Our brand's stature is based on the warm and pleasant experiences that millions of our customers have had with brand Amul. Since 1956, several generations of Indian consumers have grown up with the brand and Amul has been an integral part of their daily lives. The value proposition of brand Amul goes beyond mere functional and emotional benefits and our customers love to express themselves through the brand.

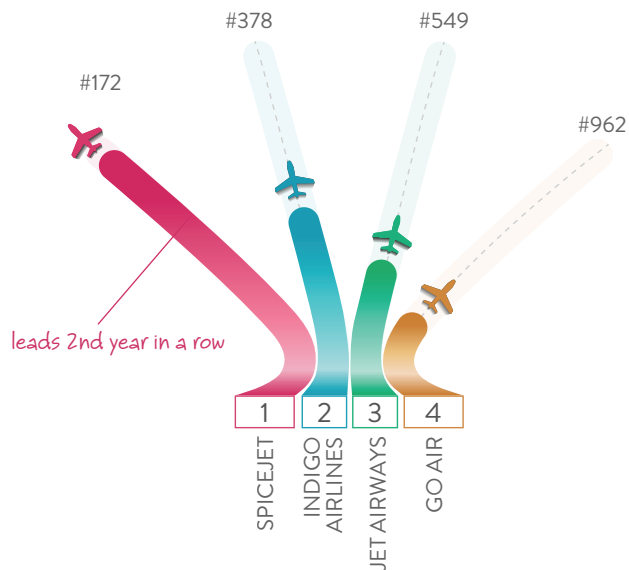
A Few Additional Super Category and Category Graphs

Retail – QSR

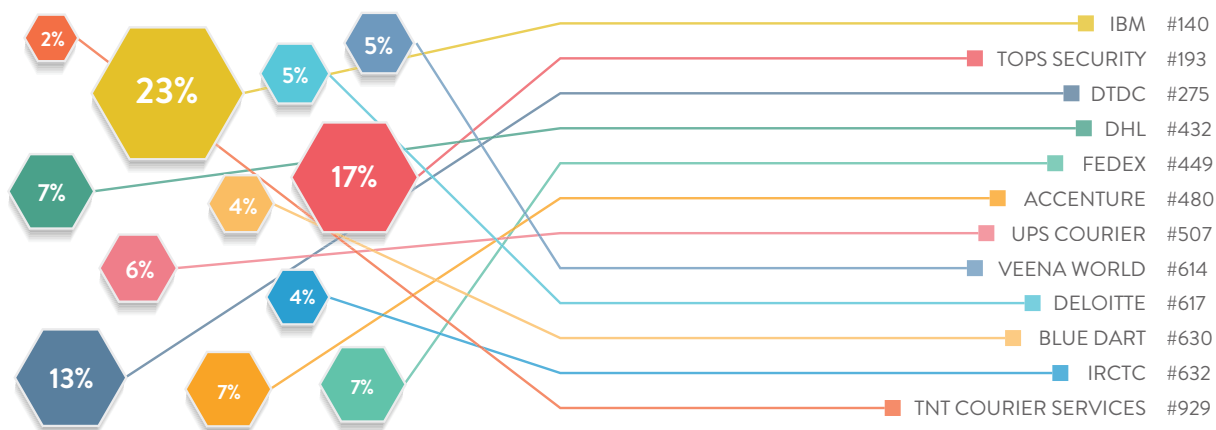


* Values are with respect to the Brand Trust Index recorded in 2017

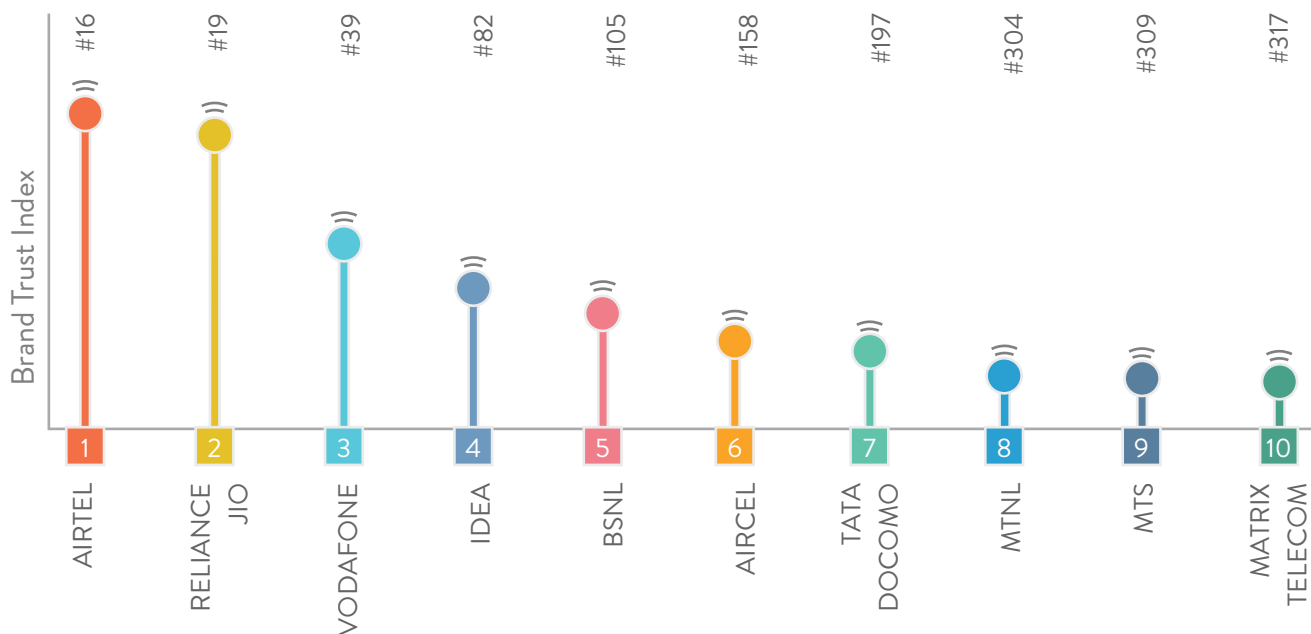
Transportation – Airlines – Indian



Services



Telecom



symbol indicates All-India ranks

Vodafone – For the Win!



It is a convoluted story in India, but nevertheless big – from Orange in Mumbai, the brand became Hutch, with its pink logo. And then Vodafone entered the picture and bought 67% stake in

2005-06 for about INR 250 crore in Hutchison Essar from Hong-Kong-based Hutchison Whampoa to create the red Indian brand Vodafone Essar, which then become simply Vodafone.

The UK company had a much easier time in the sub-Continent, having started in the early years of the mobile phone boom. Vodafone was the brain-child of a small UK company, Racal Electronics Ltd., and another modestly sized company from the US, Millicom, in the early '80s.

Not faced with much competition in the UK, Vodafone found itself the market leader and was also responsible for upgrading the mobile technology in those early years. Soon, though, the company had substantial stakes in Germany, France, Scandinavia, Greece, Hong Kong, and Mexico as well. In this scenario, India couldn't be far behind.

But those were the days of old. As Indians have come to see and know, Vodafone is not a brand that can thrive only in the spring. With stiff competition in the Mobile Service Providers Industry these days, Vodafone has done well to remain among the top 3 for close to 2 decades. What's more, with the Vodafone-Idea merger coming through in early 2017, the battle lines are drawn and Vodafone is one of the top contenders to lead the Industry handsomely again.



S. Gopalakrishnan
Co-Founder,
Infosys

The trust in the Infosys brand stems from our belief in conducting ourselves in a manner that will earn the respect of all our stakeholders. At Infosys, we understand that to garner trust for our brand, we must deliver immense value to all our constituents – our clients, employees, investors, and the societies we operate in. Also, Infosys believes in clearly communicating its commitment and quality to its customers and employees. We have always been a pioneer in setting transparency, fairness, and corporate governance standards and stay committed to stand by these objectives at all times to all our key stakeholders.



Outward Appearance

Beauty is not just skin deep, as this Composite would suggest, but a lot of Brand Trust™ is dependent on the “packaging”. We often tend to predict the contents based on the Outward Appearance, and hence this becomes an important determinant in the Trustor's perception. The Outward Appearance is also symbolic of achievement, success, and good content. However, Outward Appearance is more than just aesthetic appeal, and it is important for the brand to “look the part” (of being relevant). For instance, a security brand would need to have a strong and tough external persona in order to “look the part”. Physical appearance, expression, functional fit, conformation to standards, consistent performance, and honours and titles help give a trustworthy outward appearance to the Trustee, which plays an important role in overall Trust.

THE BRAND TRUST REPORT.....

India Study 2017

Part II

UNDERSTANDING TRUST AND BRAND TRUST



03

Understanding the Brand Trust Matrix

Understanding the Brand Trust Matrix

Trust is a crucial aspect for brands since trust is a prerequisite to purchase. Trust builds an emotional bond between a consumer and a brand and Brand Trust is a product of this intangible bond. Just as magic is considered as a bridge between the visible world and the invisible world, Brand Trust too creates a bridge that connects the intangible attributes of a brand to the tangible attributes. This invisible but real connection between the intangibles and the tangibles is the most important connection that a brand must recognize.

Brand Trust has conventionally not been measured as it has often been not been seen as a core brand strategy, but also because it traverses the fields of communications, sociology and psychology, fields which do not merge often. However, TRA took the hard route and created a metric for trust after thousands of hours of interviewing with specialists of the three fields. The result was the creation of a globally copyrighted methodology, The Brand Trust Matrix. The Brand Trust Report is one outcome of this endeavour.

Brand Trust Matrix is complex in its making, but simple in its application and that has made the measurement of trust possible and universally relatable. Brand Trust speaks the language of brands and reveals a deeper knowledge about the elements that comprise what trust really means to a brand and its stakeholders. We live in an environment where we are in constant contact with diverse brands through various mediums. This gives an opportunity for brands to connect with their audiences, and depending on how they engage, Brand Trust is impacted. As already established, trust is the selling proposition for any brand and consumers purchase a particular brand because of the degree of trust they attach to it.

Brand Trust measures the primary attributes of a brand and aspects that uniformly hold true across audiences, geographies and cultures. Everyone has their own path of discovering their way of crossing the invisible bridge. Understanding Brand Trust assists brands and consumers to cross this bridge with a better perceptive.

The Components Of Brand Trust

Brand Trust is a product of 61 different ingredients. These coalesce into 10 Brand Behaviours, which in turn merge into three foundations of trust. At all three levels, the accretion of trust is solely dependent on the action of the trustee brand. The three foundations of Brand Trust are:

- Building Capacity to Trust
- Building Perception of Positive Intent
- Demonstrating Relevant Competence

These three foundations of Brand Trust comprise of 10 Brand Behaviors which are classified for easy application in business scenarios. A Brand Behavior may be considered to be a business trait that combines primary components which display common behavior in a brand and business. These are explained in the following sections, under the Trust Foundations they have been classified under.

UNDERSTANDING The Brand Trust Matrix

First Foundation - Building Capacity To Trust

An environment of Trust is essential for the trustor to assume the necessary vulnerability needed for the trust bond to form. The need for this foundation is that the brand must emanate messages and signals that make a stakeholder feel comfortable to let their guard down. It has to emerge from a perceived genuineness of the brand. The Brand Behaviours that make up Building Capacity to Trust are Non-Threatening Ambience, Shared Interests between the brand and consumers, and Displaying Empathy.



Non-Threatening Ambience

A brand should create an ambience that is welcoming, conducive to the stakeholder and one in which the stakeholder feels secure. Being intimidated by a brand will not allow the consumer to explore a brand. A non-threatening ambience offers consumers the freedom to initiate trusting a brand. This helps brands to begin the process of building a relationship based on trust with its consumers.



Shared Interests

As the saying goes 'birds of a feather flock together', this is also the case with brands and its stakeholders. A relationship of trust is formed between the two based on their common interests. Their compatibility helps to strengthen and enhance the trust bond. When consumers share a similar interest with brands they are also in sync with its values and beliefs. The outcome of this relationship is greater understanding and acceptance of the brand. Brands that widen their consumer outreach to capture audiences with similar interests attract a larger network of consumers who consequently share their interests with others.

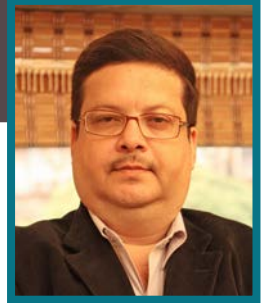


Display Of Empathy

Empathy is known to increase prosocial behaviors. Empathy is important to let the brand stakeholders know that their problems are not theirs alone and that they can trust the brand to help solve it. Empathy is important for any relationship to survive, when a brand showcases their empathic side they create a bond with their consumers. Such a bond generates and builds a stronger connection between the two that goes beyond just a transaction. Empathy is a natural human need and by strengthening this trait, brands gain trust from consumers. If a brand displays empathy, empathy will be very naturally reciprocated in the form consumer trust.

BRANDS AND THEIR COMPETENCE

Sandeep Sharma
President,
R K Swamy Media Group



In the complex world of business that our generation has inherited, a natural question for insiders and stakeholders is: do people trust a brand that they perceive as competent in its field? The answer to this question is largely yes, but there are contextual exceptions.

The highest level of trust is for the brands we use and have experienced ourselves and found that they are good products, highly competent in their category and have been consistently so. This direct correlation results in a strong bond of trust, so brands like Colgate among toothpastes, Dove among soaps and shampoos, Parachute among hair oils, Saffola among cooking oils, Gillette among shaving creams, and so on are examples of these kinds of brands that enjoy the type of Trust that is tough to erode. Their strong residual trust is resistant to your average bumps and obstacles and even when brands of this stature lose massive trust quotients, a crucial something remains behind that they can rebuild their brand image around. The classic example of Nestle Maggi Noodles is not soon going to be forgotten. Maggi enjoyed, enjoys, and will continue to enjoy that basic, almost tangible residual trust among its vast target audience. It is that residual trust that Maggi rebuilt its reputation around and rose up again like a phoenix. So this is the first level of trust.

The next level is what I call blind trust, arising out of an Aspirational Appeal. So these are brands you aspire and hope to own or experience them some day and trust is the basis of perception and aspiration, in my opinion. So luxury brands like Rolex, BMW, Audi, Jaguar, Louis Vuitton, and so on would fall in this category. We naturally trust them as we believe they are highly competent. These brands have a lot going for them, and interestingly, their high price tag is not only their Aspirational card but also has the dual function of creating an aura of haute living.

The third level is where you trust the brand partially as aspects linked to it may shape our trust differently. Automobiles fall in this category and so do consumer durables, where the product, showroom display, and point of purchase and the after-sales service are different dimensions shaping your trust quotient with a particular brand in this category. Note that this type of trust can be influenced by others, so the trust experience can be secondary or visceral. Almost everyone who buys a new Automobile certainly looks forward to feedback from the people around her/him. The same can be said about an air-conditioner or TV. Because of this type of trust pervading these categories, the players of this category spend heavily on advertisements and external communications.

The fourth level is category-level trust on competent products. Here, the principle of “lack of comfort is discomfort” comes into play. So categories where product differentiation is minimal, like wires, cables, fans, geysers, and so on populate this list. Here, the trust works at a category level and all good products in this category are seen as competent and trustworthy. The Indian consumer is known to not be fussy over products such as these. However, there are certain factors based on which product purchases are made – price, availability, convenience of purchase, functionality, design, and look and feel.

Brands would do well to curtail and customize their communications keeping these clear distinctions in mind. These types of trust and the different types of attention and ministrations they need to allow brands to shine through need to be respected and tackled with in a manner that is suited to the brand in question.

I would conclude by saying that what is competent is good and what is good is indeed trustworthy!

UNDERSTANDING The Brand Trust Matrix

Second Foundation - Creating Perception of Positive Intent

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. These are: the ambience must be perceived as Non-threatening, there must Shared Interests between the parties and, there must be visible Empathy displayed by the trustee.

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



Enthusiasm

Henry Ford famously said, "You can do anything if you have enthusiasm." Enthusiasm is an inspiring zeal that creates a dynamic interest to accomplish the task at hand. The key to brand enthusiasm is to move beyond a product's function and build an emotional connection with consumers. A brand should create a sense of enthusiasm amongst consumers as enthusiasm creates a drive to purchase a brand. Enthusiasm helps forge brand loyalists who will vouch for the brand and enthusiastically support the brand.



Corporate Altruism

Evolutionary scientists speculate that altruism has deep roots in human nature because helping and cooperation promotes the survival of our species. Though many believe that as humans we have an intense need to compete, research shows that the need to cooperate is higher than to compete. When brands reveal their cooperative side they are seen as altruistic and socially well balanced. Displaying corporate altruism portrays the brand as understanding and having a sense of social responsibility. This generates consumer trust and respect towards the brand.



Demonstrated Sincerity

Sincerity is a virtue of one who speaks and acts in sync with their values and beliefs. A brand displaying sincerity illustrates a commitment to the values and beliefs they hold. It also portrays the genuineness of a brand. Sincerity has both social and personal implications and is measured in honesty of effort. The outcome may be important, but just the sheer effort of trying will build trust in a brand.

What do the following brands have in common?



They use TRA's platforms, insights and methodologies to build brand trust.



Use our insights to build a lasting relationship with your stakeholders:

Sachin Bhosle

M: 9820164688

E: sachin@trustadvisory.info

A
COMNISCIENT
GROUP
COMPANY



Follow us on  /TRA.Research  @TRA_Research  TRA Research

UNDERSTANDING The Brand Trust Matrix

Third Foundation - Demonstrating Relevant Competence

According to research conducted by Fidelum Partners in collaboration with Princeton University, customers perceive companies and brands in the same way that they perceive people, assessing them for warmth and competence. The third foundation thus highlights the importance of consumers assessing a brand on their spontaneous judgments and perceptions. Brands need to showcase their competence and expertise to garner respect and consumer trust. Any person or brand needs competence to successfully and efficiently carry out a duty. By doing so they prove to be worthy for the position they hold.

The founding base of competence rests on the Brand Behaviors of Outward Appearance, Perceived Competence, Commanding Respect and Authority.



Accepting Responsibility

Accepting responsibility is accepting the willingness to take up the responsibility of the brand, its stakeholders and the environment in general. A brand accepting responsibility for their actions highlights their concern and understanding towards consumers, displaying the maturity of the brand. Further, in times of crisis, consumer trust is enhanced when a brand has the courage to accept its failures and take responsibility for its actions. The innate sense of responsibility and the attitude to take on whatever task needs doing attracts consumers. Traits like persistence, perseverance and tenacity when adopted and incorporated widen the scope of consumer trust.



Perceived Competence

Perceived Competence is based on stakeholder evaluation of a brand's effectiveness and capability. It is characterized as a brand's awareness, beliefs, expectancy, or understanding of abilities, skills, or capacities to be effective in interactions within its environment. Brands should not only be perceived as competent but should exhibit their capability as well. Brands should therefore display strong expertise, experience, credentials and knowledge to live up to the belief of their consumers. Such behavior helps in strengthening consumer trust and building their perception towards the brand.



Commanding Respect

It is important for a brand to be respected by consumers so that they can trust and believe in it. Through a large following, Commanding Respect places a brand in high regard and recognition. Naturally, to command respect, a brand must influence and inspire a large number of stakeholders, which generates both trust and admiration. Also, brands know the importance not only of commanding respect but also on maintaining this respect. The brand leads the way in accordance with its values, beliefs, dignity, and grace in order to gain a strong character. Commanding respect places a brand to be a good role model and one that leads and inspires consumers.

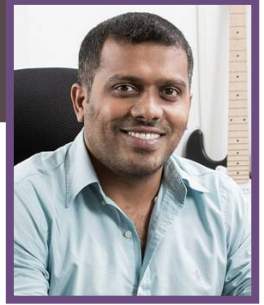


Outward Appearance

A brand's first appearance sets the stage of how consumers view and develop an image of the brand. Consumers form opinions based upon their taste, values and beliefs based on Outward Appearance. They are drawn to a brand because of the image that is in front of them. Without this, consumers are unable to acknowledge its existence and as a result, the brand loses the opportunity to capture consumers' trust. A well-designed product is more likely to entice the consumer to trust the brand. Importantly, more so than aesthetic appeal, the brand must look its part, keeping the Outward Appearance in line with the core brand offering.

THE PEOPLE-TO-PEOPLE CONNECT

Venugopal Ganganna
Chief Executive Officer,
Langoor



A few things have happened thanks to the Internet and Social Media—we know more, we communicate more, and we are more global in our views. With news and happenings that happen in one part of the world zipping through, above, and under planet Earth with the speed of light to the rest of it, everyone has easy access to stories and other people's lives' epoch moments like never before. Said differently, it means we are in our echo chambers, but very importantly, we care more.

This care extends to people around us, care for what we do as well as care for the world that we live in. It means we want to interact with brands that align with what we care for. The modern consumer is very different from the consumer, say, 20 years ago.

I fundamentally believe that people are smart—they understand brands make money by giving them a product or service. They understand that sometimes this is at the expense of their own privacy. But what they do not want is to work with or buy from organizations that are diametrically opposed to what they stand for.

When Donald Trump issued the first immigration order last month, taxi drivers in New York decided to protest by stopping the service for one hour at the JFK airport. Lyft—an Uber competitor—decided to stand in solidarity with the taxi drivers, but Uber continued to pick passengers up, with surge pricing. Lyft also announced a million dollar commitment to the American Civil Liberties Union in that moment.

That situation created diametrically opposite reactions for Uber and Lyft, causing thousands of users to switch from Uber to Lyft with #DeleteUber trending on social media. A couple of days later the CEO of Uber stepped down from

a Trump advisory panel he was part of due to the public pressure at the time.

Closer to home, Pavithra and Ashok run a business called Vindhya. It is effectively a BPO that mostly employs more than a thousand differently abled people. The few times we have made introductions to potential customers, the prospects and companies have gone out of the way to consider Vindhya when choosing a partner for their organization. These people want to work with a company making a difference in the world and Vindhya certainly does that. It has to be clear though that the brand has to truly care as part of its values. It cannot be a cause they contribute to because they need to or as a marketing campaign.

Today's consumer is incredibly smart and can see through things like never before. This also means that a brand must identify archetypes within their organization they want to model. If, as a brand, you want to do good in the civil society or for your customers, you have to have people creating that good who genuinely care.

You have to use the archetypes as a template for the rest of the organization to model. Only then can you truly reach a place where your end users trust you. It is better not to go out of your way to act beyond your self-interest if you do not mean it. The cliché is true – it takes years to build a reputation and only minutes to destroy it.

That people-to-people connect needs to shine through in a way that not just one strata of society is onboard but the brand ensures it is appealing across the board to all or at least most of its target audience. I come back to the point of "meaning it". Care naturally needs to be taken to ensure the message going across to the wider world is well thought out and gives the perception of genuineness.

Understanding The

Trust is a consequence of intricate permutations and combinations of several factors, making it difficult to break down. It is elemental, dynamic and is subject to the change in circumstances. Trust cannot be directly communicated, and needs to be built with a lot of time and effort. The Trust Matrix™ has three Foundations each of which is further divided into ten sub-foundations.

Non-Threatening Ambience An environment conducive to trust is vital while forging a strong bond with a stakeholder. If the environment hints at manipulation or coercion it alienates the stakeholder. A Non-threatening Ambience is a prerequisite and building Trust in its absence becomes impossible.



Shared Interests While associating with a brand, stakeholders seek only those that are suitable to their needs and interests. A high Shared Interest helps give a beneficial balance between the brand and the stakeholders. Those brands with high Shared Interest with them, tend to be preferred over other brands.



Display of Empathy Empathy towards the stakeholder is more important in Brand Trust than in any other. Empathy, an emotional trait of being able to step into the consumer's shoes, helps the stakeholder relate better to the brand. A brand's display of this emotion helps them build a deeper bond that can duplicate a sense of mutual belongingness between the stakeholder and the brand.



BUILDING CAPACITY TO TRUST



DEMONSTRATING RELATIONSHIP

Accepting Responsibility Entrusting a brand with the responsibility of the stakeholders' needs, requires that the organization accepts the responsibility for the task it undertakes. Only brands which show a high quotient of Accepting Responsibility receive a high trust.



Perceived Competence Trust, in a way, is best seen through competence. It is only natural that an organization that is perceived to be competent is also trusted. Competence must be accompanied by its external perception through physical and non-physical cues to give force to Trust.

Brand Trust Matrix™

Several primary ingredients which we may all understand intuitively, but is changes in environment. It is also mercurial, yet it takes time to strengthen. A lot of dedicated, meticulous and delicate effort. TRA's proprietary Trust Brand Behaviours.



Enthusiasm Energy and involvement of a brand in the lives of its stakeholders contributes to its Trust. Enthusiasm is important because it clearly shows greater involvement and energy, leading to a commensurate increase in chances of success.



Corporate Altruism The Altruism of a brand makes a stakeholders associate with such organizations that follow similar social principles. Of course, brands that act beyond narrow areas of self-interest and work towards larger socially beneficial causes build a higher trust quotient amongst stakeholders.



Demonstrated Sincerity Trust is only useful when it is sincere, and that too when the sincerity is demonstrated. Display of sincerity has both social and personal implications and consequently, 'outer' and 'inner' manifestations and such brands display traits that are seen as genuine.



Outward Appearance Appearance, though enhances the brand's Trust quotient, is not limited to the physical aspects like name or logo alone. The Outward Appearance is a natural indicator of achievement, success and good content and therefore is an important cue in Trust.

Commanding Respect An organization which Commands Respect is automatically trusted. Reputation, the popular belief about the feeling of respect, is about holding mass influence, is the key in this foundation of Trust.

CREATING PERCEPTION OF POSITIVE INTENT

of Trust

EVANT COMPETENCE

THE BRAND TRUST REPORT.....

India Study 2017

Part III

FIELDWORK AND RESPONDENT PROFILE



04

**Knowing the
BTR Methodology**

Knowing The BTR Methodology

The BTR Methodology

The Brand Trust Matrix is a product of conducting several interviews with experts from three specific scientific disciplines—Sociology, Psychology, and Communications—and immense research over a period of five years. The result – a precise methodology to measure Brand Trust through TRA’s proprietary 61-Attribute Brand Trust Matrix. Over the last 7 years, the Matrix has scrutinized tens of thousands of brands on Trust from the first edition of The Brand Trust Report in 2011. The 7th edition of The Brand Trust Report this year has interviews conducted with 2,500 consumer-influencers from 16 Indian cities. The fieldwork was conducted between November 2016 and January 2017 by more than 450 field personnel and each interview took an average of 90 minutes, thus adding up to more than 18,000 hours of total research time. Nearly 6 million data points were collected and more than 10,000 unique brands emerged from the study. Consumer influencers were interviewed with the help of a questionnaire that was designed to ensure we get valuable answers to the 419 questions that were asked. Stringent minimum acceptance criteria for the questionnaires were maintained to ensure authenticity of data.

As a brand data analytics organization on which many brands depend for their communication and action insights, TRA has been adamant on data accuracy and therefore insists on multiple levels of scrutiny.

Examination of interviewers, process quality, 100% back-checks, stringent quotas to avoid brand bias, data entry inspection, and so on were all a part of the tight scrutiny. Brand Trust is useful only when defined accurately and measured without compromise.

Measuring Trust

A meter is a unit of measuring length but we often overlook the science behind it. 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’. This measurement needs to be this precise so that it can have universal acceptance ensuring that all length and distance measurements can be made. Small inaccuracies can mean the difference between life and death. This claim will sound less exaggerated when we realize the pin-pointed accuracy needed to design anything from an artificial heart-valve to a rocket engine. Brand Trust is similar and it is useful only when defined accurately and measured without compromise.

- 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
- All questionnaires had to have accompanying visiting cards

As the questionnaire is the most crucial element for the report and especially fieldwork, its format had to be designed accurately to collect the Brand Trust responses to brands.

Each of the 61 Attributes of Brand Trust required interviewers to read out the Brand Trust attribute statements supported by visual showcards of the same statements to allow cognitive and auditory absorption before seeking responses. This was done

due to lessons learned from our earlier studies, which showed that the respondents' brand answers could get influenced if attributes were explained. The interviewer is thus not allowed to assist in the interpretation of the Attributes. The responses to each of the attributes allow the respondents to name the brand they perceive to fit the question asked, be it an individual, product, service, or any other. The final list gave us more than 10,000 unique brands, which showcase many well-known brands along with several new ones. The list also threw up nearly 320 new brands within the top 1000 list.

The Brand Trust questionnaire has three parts to it. In the first, the respondents were asked to name 15 brands that came to their mind among local brands, national brands, and multinational brands. The question generated more than 37,500 brand responses. It allowed the interviewer to bring out several brands into the active memory of the respondent along with their interconnections, preventing selective channelization. It gave a value to a small yet significant part of the Brand Trust Index (BTI), namely its Recall Quotient. The second part focuses on the Brand Trust Index (BTI), namely its Recall Quotient, which is small yet significant. The third part of the questionnaire is related to brands and focuses on the 61 attributes of Brand Trust. For each Attribute, the respondent had to name three brands most suited to each Attribute/showcard in response to the question.

The Statistical Analysis

After several years of development, The Brand Trust Index has been designed to be able to compare brands at four levels – Attribute, Brand Behavior, Trust Foundation, and overall Brand Trust. Over the years, the index calculation has been continuously fine-tuned to have greater sensitivity and relevance. The Brand Trust Index was developed using the two important trust influences on brands – Brand Trust Attributes (akin to the quality of the parts of a car) and the sum total experience of Trust, or the Assembly of Trust (similar to the assembly of the car).

The Brand Trust Index is a subtle measurement and takes into account the overt and obscure Brand Trust influences – aspects of Brand Trust that

normally remain hidden from scrutiny. The first part of the Brand Trust Index formula was created using the four most necessary variables arising from the 61 primary components of Brand Trust. The four parameters 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 number of occurrences.

This can be represented as:

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

The other direct and visible influence on 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 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 Brand Trust TM. 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 IndexTM, represented by the following formula:

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

Where:

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 questions,

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

Trust questions:

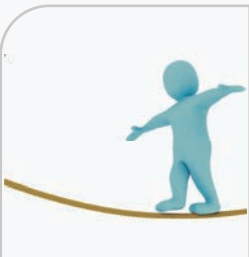
\bar{X}_{5i} represents the i^{th} brand average suitability,

o_7 represents the brand frequency of occurrence of the Recall question, p_{7i} represents all i^{th} brand average positions of the Recall question.



Adi Godrej
Chairman,
Godrej

The trust has shone through the 113 years of relationship that the brand has shared with its consumers. It is the dignity of this tremendous reach, width, depth, and relevance in consumer relationships that fuels the trust in brand Godrej. Godrej continues to nurture that trust by always delivering on its promises and more than meeting the needs of the ever-progressive and demanding Indian consumer. Trust as a value evolved to being more about empathy, which helps the brand deliver powerful and innovative experiences to its consumers, and thus going beyond insights and products alone.



Perceived Competence

Competence and perception of Competence are completely different from each other. While

the former is the ability to execute successful outcomes, the latter is only a perception or judgment based on physical and non-physical cues that is visible to the outside world. Perception of Competence directly results from several physical and non-physical aspects of a brand's activities and communication. The physical aspects of this important Composite are expertise and experience (both of which are very different aspects with very different manifestations) and credentials (a proven history of competence, preferably with recognition from third parties). The non-physical aspects of this Composite include the brand's sincerity and the much discussed aspect of knowledge. This latter aspect is underestimated to some degree in our country, but brands that possess it stand

Not Revving, But Growling – Maruti-Suzuki



What began as a dodgy sort of start ended in a blaze of glory – that, in a sentence, is the Maruti story.

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.

From the small car that the middle class could afford, which the government had envisioned, Maruti had become a prestigious acquisition cutting across classes. What made the Maruti a clear winner in the Indian market was its spiffy looks in an era of stodgy models, its fuel efficiency, and good nationwide service support.

These days, even with the plethora of luxury automobile brands entering the fray and economical brands too making a mark in the Indian market, Maruti Suzuki enjoys a reputation that will not wane for generations to come.



Using Brand Trust™

Brand Trust helps a brand to gauge their position among the plethora of brands that exist in the industry. It guides them to get not only an overview but also an in-depth knowledge of themselves and their competition with a completely new metric, and that too one that tackles the hitherto uncharted – the intangibles that make a brand tick. While most measure a brand in terms of market share, brand value, growth, the more important invisible and intangible components of Brand Trust are often missed by brands. Over the years, The Brand Trust Report data has provided invaluable insights to leading global organizations, allowing them to make themselves more competitive and relevant in these fast-changing times.



In its seventh year, the Brand Trust Report 2017 has been privileged to partner and work with many of the leading brands in the country. These brands have used the Brand Trust Report and its insights to enhance their brand's scope and relevance.

Some important applications are listed here:

1. Power of Trust symbol – Many leading brands that appear in the list of India's 1000 Most Trusted Brands license the "Power of Trust"

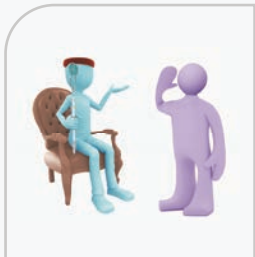
symbol from TRA and use it in their marketing communications.



2. Buying Propensity Report – Several brands commission TRA for competitive analysis on the various attributes of Brand Trust to make more intelligent resource allocations in marketing and communication. Some examples of the Buying Propensity Report usage include creating advertising messaging relevance, crisis containment communication, employee workshops, communication message modifications, and new geography initiatives. Some brands have used the BP report to discuss future-relevant strategies in board meetings, while some investment bankers and PE funds use this data to make investment decisions in other brands.

3. Introspective Intervention – The most interesting part of the application of TRA's Brand Trust methodology has been when brands have commissioned TRA for doing a bespoke study with the brand's stakeholders using The Brand Trust Matrix to bring recommendations to align internal actions to stakeholder trust.

4. Brand Derisking Strategies – The greatest risk that a brand is vulnerable to is the risk of erosion (or the absence of accretion) to its Brand Trust. The bigger the brand, the greater this risk and even India's leading brands suffer this problem. TRA consults several organizations on Brand Derisking studies, strategies and approaches.

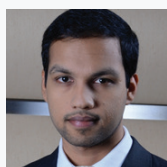


Commanding Respect

The third behaviour of the third Foundation of Trust is Commanding Respect. This is a unique trait, in that is the

behaviour of a leader and it is not easy to decipher how or why one accomplishes it with any empirical proof. However, in the Brand Trust™ context, the Commanding Respect Composite takes into consideration several tangible aspects like brand accountability, high demonstrated skill levels, leadership of the sector/industry, the brand's values, and the personality of the brand.

To command respect, a brand must not only be successful in its field, but also has to have strength of personality. Having a significant following and holding sway over its following add to its Brand Trust™ with its target audience.



Saurabh Dhoot
Executive Chairman,
Videocon D2H Limited

Trust is one of the most common attributes that Videocon d2h uses in its campaign. It is this brand trust that attracts consumers to the brand. Consumers trust on Videocon D2H is based on the foundation that Videocon D2H caters to each and every age group and strata of society. The most important factor for the brand is to understand the requirement of its consumers and deliver innovative solutions. We, at Videocon D2H have developed quality products and services that help our consumers have the best of entertainment available to them, easily.



Lux – Of Delicates and Luxury



The idea is surely not to wash dirty linen in public, but the fact is that Lux, that household regular, began its illustrious life not as a bath soap but as a laundry soap.

The story goes back to 1900, when Lux was launched. Those were early days for soaps, but not for Lever Brothers, who were already on a roll with their famous Sunlight brand of laundry soap. Laundry soaps those days suffered the yellowing effect of lye, an alkaline cleaning solution. Lever Brothers thought of lessening the effect of lye by introducing soap flakes in place of the hard cake. And lo! There was born the new brand, Lux, which cleverly derived its name from the Latin for "light" and also suggested luxury.

In 1916, Lever Brothers took the Lux brand to the U.S. and marketed it as a soap for "delicates", which meant it would be easy on the day's linens and silks.

Only in 1925 was the "Lux toilet soap", the bath soap, introduced. Interestingly, it was marketed first in the US and came to the Lever Brothers home turf, the UK, only in 1928, which might tell us of the brand's popularity in the US.

Now, Lux, in its various forms, including hand wash, shower gel, and cream bath soap, sells in over 100 countries. Not bad for a something that started life as "a flaky soap for delicates"!



05

Understanding The Respondents

Understanding The Respondents

Brands are not only associated with the products they make but also on the stories they communicate. By communicating compelling stories, brands are able to build a connect with their audience and thereby lead the audience to trust them. Trust is the main component through which brands form their identities in the consumers' minds. Thus, Brand Trust is a major influencer in creating the desired perception about the brand among the end users. Sociologists, anthropologists, marketers, and leaders have long held that trust is the fundamental part of all human transactions and exchanges. Even more so in businesses, because since the erosion of trust in business is often viscerally painful, sometimes even threatening the very existence of a business. In its seventh edition, The Brand Trust Report has become an established and trusted source of insights for brands, investors, advertising agencies, consultants, and others, guiding them with data on brands. TRA has even helped chart individual KRAs in organizations such that it would align the action of the internal stakeholders to trust.

The choice of respondents therefore becomes twice as important, even more so taking into consideration the practical importance of this data. Therefore, the respondent criteria took the utmost significance in The Brand Trust Report. The respondents of this study are the consumer-influencers, the 10% of the consumers that influence the remaining 90% in their decisions. The criteria set to define these influencers were not difficult but finding and accessing them was an onerous task. However, the start point of the criteria was that no interviewer could use the reputation of The Brand Trust Report to recruit the respondent, lest it influence the results of the study. The difficulty pertaining to the accessibility of a respondent is usually directly correlated to the degree of robustness of

the study. Hence, from experience, accessing the respondents would not be easy. So as to avoid any mid-interview abandoning, the interviewers would fully brief the respondent about the time and effort for the BTR questionnaire to be filled out. Despite this, nearly 18% of the interviews were cancelled midway due to the tedium, time constraints, or other work/ personal priorities. All questionnaires were telephonically back-checked and even small discrepancies in confirmatory test questions called for the cancellation of the entire questionnaire, resulting in a rejection rate of approximately 21%. BTR 2017's fieldwork resulted in the collection of 2505 questionnaires for the final calculations of The Brand Trust Indices and the brand's trust ranks. Many of the accepted questionnaires took more than 90 minutes to complete, while some took as much as 120 minutes, adding to more than 15,000 hours of fieldwork.

TRA conducts annual pilot studies to revalidate the respondent criteria, and the respondent criteria set for this were as follows:

All respondents had to be salaried employees and in the higher salary bracket of their own peer groups (only from the SEC A and B groups). Other criteria included a brand test to check fluency of brands, ability to Read/Write/Speak two languages, one being English, with sufficient proficiency to understand the various trust attribute questions. This 'Salaried' criterion naturally eliminates housewives, retired personnel, students, and business persons. In a nutshell, the respondents had an awareness of brands, engaged with co-workers actively, and understood and received brand inputs in a minimum of two languages, one of them being English. All respondents were to be met for face-to-face interviews with the criteria for the respondents defined as follows:

All respondents were to be met for face-to-face interviews with the criteria for the respondents defined as follows:

- » Salaried Individuals
(Businessmen/businesswomen were specifically excluded, considering their limited peer engagement)
- » Male-Female in 74:26 ratio
(Keeping in line with the approximate male-female ratio in the Indian corporate field)
- » Age criteria – 21 to 50 years
- » SEC – A / B only
- » Monthly salary income > INR 20,000/- (that is, above INR 2,40,000/- per annum)
- » 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 INR 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 offices in India
- » Visiting cards were to be collected from every respondent

Since the respondents were in the highest strata of their groups, the interviewers had to be carefully selected. They were tested on three criteria and each was ranked on a scale of 10 points on 3 parameters; that is, (a) Pronunciation in English, (b) Voice steadiness, and (c) English fluency, and only the interviewers getting above 22 points were selected. TRA's robust Brand Trust™ necessitated that its measurement be conducted with the same effort and rigor. The phenomenal success of The Brand Trust Report over the years made us conscious of the important role it played and we have continuously improved the standard of the Report. The research used showcards for the 61 Attributes of Trust and the interviewers were asked to read out the question aloud so as to bring back focus on the Attribute. Twenty standard 'encouragements' were used to motivate the respondent to continue and give involved responses despite the tedium of the interviewing. In the brand sheet, the respondents were asked to name 5 international, 5 national, and 5 local brands, which helped in triggering better brand responses for the trust questions.

These primary components of Brand Trust™ are intangible behavioral Attributes and considerably difficult to respond to. For example, among the 61 brand attribute questions, one was "Could you name a Brand that is caring," to which the respondent had to name three brands. Though a reasonably easy concept to understand, if the reader attempts to give three relevant brand names in response to this "caring" stimulus, the difficulty will become evident. Three brands names for each of the 61 primary components led to the garnering of 183 brand responses from each interviewee, and another 183 criteria to recheck suitability (on a scale of 1 to 5) for each brand and the statement.

In order to ensure authenticity of the questionnaires, each respondent was asked to sign twice in two different places on the document and provide any form of identity proof (such as a visiting card). Any questionnaire without any one of the above criterion was cancelled. The final survey yielded 5 million datapoints and 11,000 unique brands, several of them local-, zone-, or city-based. While the data for all the brands is made available through our Competitive Intelligence Reports, the top 1000 of these have been listed in The Brand Trust Report this year.





Infosys



In 1989, the Founder-Directors of Infosys met to discuss what to do about their failing company. Eight years after they had launched Infosys, the founders had little to show for it while

former colleagues owned cars and homes in Bengaluru.

The CEO Narayana Murthy told in a TV interview some years ago that many of the founders wanted to quit and go back to a job. In an inspired moment, he offered to buy them out. "My confidence in the company made them decide to stay back. But what they did not know was that if they had offered to sell their stake in the company, I didn't have the money to buy them out!" he said. The rest, as they say, is history. In 1999, Infosys became the first Indian company to be listed on the NASDAQ. It then went on to top the \$1 billion revenue mark in 2004. Infosys' success in the early years was the speed with which it was able to offer software designs solutions and implement them.

Holding its flag high in the Information Technology Industry crosswinds, Infosys is no pushover even today, when so many Information Technology firms have so firmly entrenched themselves in the country. These include TCS, Wipro, Cognizant, and many others. And even though Infosys has seen its share of ups and downs, with the latter going public at times, Infosys has an above average status and a professional CEO who enjoys a reputation for high business acumen.



Corporate Altruism

Social responsibility is handled by some brands as charity and by some as brand-building exercises, but everyone

understands its direct benefits. Corporate Altruism gets demonstrated when the brand acts beyond its own narrow interest areas and works for a larger, socially-beneficial cause. In the context of Brand Trust™, Corporate Altruism is a very important Composite that organically builds a high trust quotient for the Trustee. Yet, Corporate Altruism has a significant time lag from its action to its result, and therefore requires patience for results to show. Brands must engage socially without looking for swift results that they are so accustomed to. When the brand engages in selfless action, showcases compassion and a generous attitude, and is socially conscious and active, it gains a part of Brand Trust™ that is highly resistant to erosion.



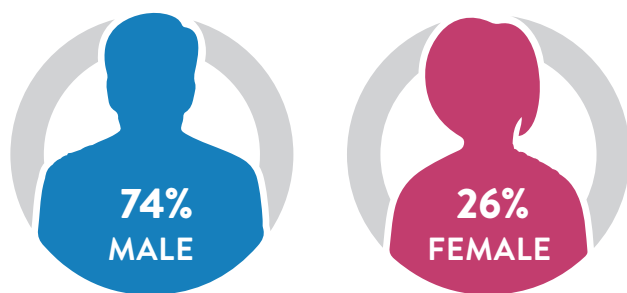
Rajiv Srivastava
MD,
Hewlett Packard India

Trust is the core of our existence. As the world's leading Technology Company, we are proud of the positive impact we have had on people's lives around the world. HP's customer-centric approach has played a significant role in reinforcing trust with our customers. Our aim is to deliver the best experience every single time that a customer engages with us – at home, at work, and on the go. An experience that is differentiated and customised. A sustained trust relationship with our key stakeholders has enabled us to understand their needs/expectations.

Respondents By Gender

The Gender division of the respondents was Male – 74% to Female – 26% maintained as a ratio in each city and age group, approximately mirroring the working class gender ratios. Despite the percentage of women being far lesser in the number, metro cities faced a substantial difficulty in filling the quota of female respondents.

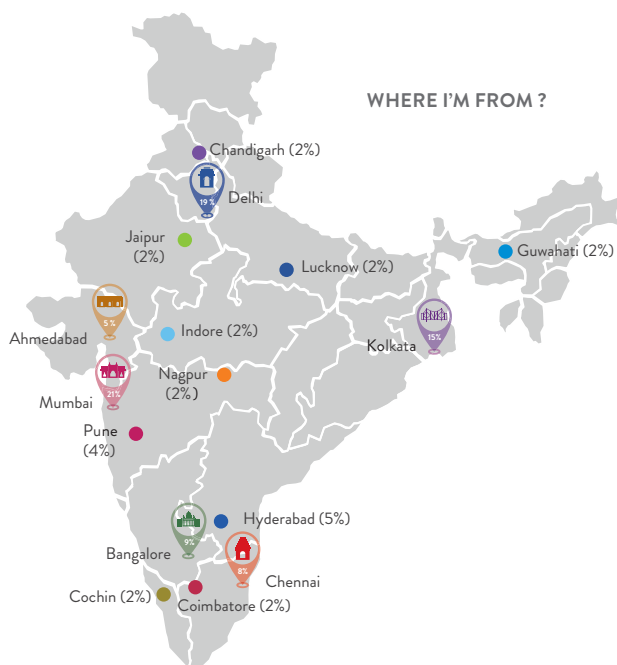
Respondents Gender Division



* Values are with respect to the Brand Trust Index recorded in 2017

City - Wise Distribution

The city-wise distribution of the 2505 consumer-influencers interviewed was done on the basis of the 2011 census data to get a better representation of the country. In the four metros, Mumbai had the highest number of respondents at 509 (21%), followed by 466 respondents in Delhi (19%), Kolkata with 377 respondents (15%), and Chennai



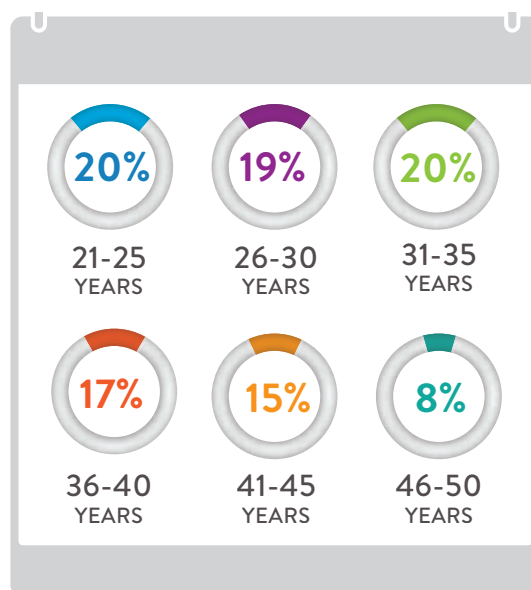
* Values are with respect to the Brand Trust Index recorded in 2017

with 187 (8%). Bangalore contributed to 9% (226 respondents) and the other cities were – Hyderabad at 117 (5%), Ahmedabad at 119 (5%), Pune at 89 (4%), and other cities like Chandigarh, Lucknow, Jaipur, Cochin, Indore, Coimbatore, Guwahati and Nagpur had 2% respondents each.

Respondent - Age Distribution

The different age groups of the respondents in this study were divided as follows – 21yrs to 25yrs (20%), 26yrs to 30yrs (19%), 31yrs to 35yrs (20%), 36yrs to 40yrs (17%), 41yrs to 45yrs (15%), and 46yrs to 50yrs (8%). 59% of the respondent population was below 35 years of age, reflecting the population distribution of India.

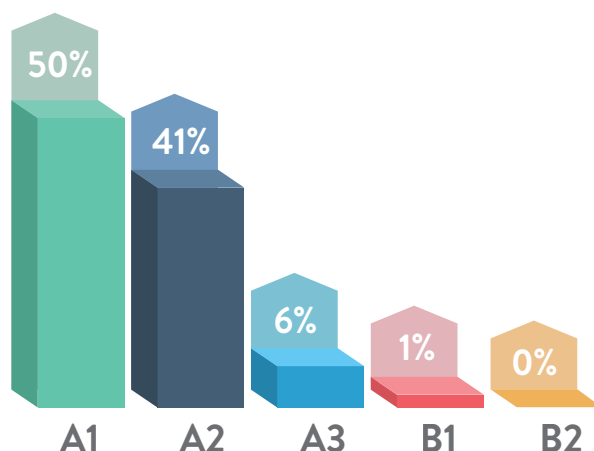
Age Wise Distribution



* Values are with respect to the Brand Trust Index recorded in 2017

SEC Distribution

SEC Distribution



The respondents were mandated to be in the classical SEC A, B segments and these segmentations were strictly maintained. 99% of the respondents were either in A1 (53%), A2 (40%), or A3 (6%) categories. B1 constituted 1% of the total respondents.

Employer Company

Two criteria for being selected as a respondent were that either the respondent had to be working in a company with Rs. 50 Crore or higher turnover, or the company had to have 200 or more employees across India. Among the respondents, 72% worked in companies with more than 200 employees, and 85% respondents worked in organizations that had a turnover of Rs. 50 Crore or more.

Employer Company



Income Distribution

The income distribution of the respondents is shown in the accompanying table. Those earning in the range of INR 20,001 to 30,000 constitute 33% of all respondents. Those earning INR 30,001 to 35,000 constitute 25%; INR 35,001 to 40,000

make up 21%; INR 40,001 to 45,000 make up 7%; INR 45,001 to 50,000 constitute 4%; and those earning more than INR 50,001 per month make up 10% of all respondents.

Income	Percentage
INR 20,001 - INR 30,000 (Avg INR 25,000)	20%
INR 30,001 - INR 35,000 (Avg INR 32,500)	19%
INR 35,001 - INR 40,000 (Avg INR 37,500)	20%
INR 40,001 - INR 45,000 (Avg INR 42,500)	17%
INR 45,001 - INR 50,000 (Avg INR 47,500)	15%
INR 50,001 +	8%

Owned items at Home

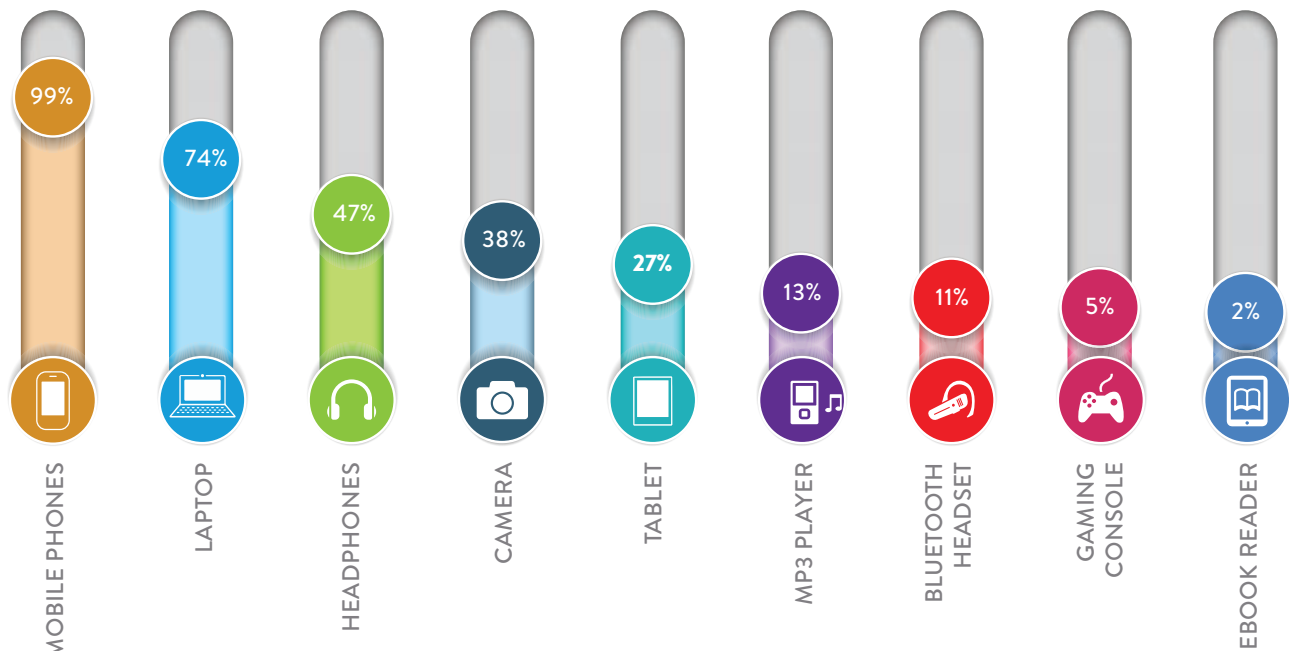
The profile of the respondents becomes more vivid with an ownership and access-at-home response. As might be expected, nearly 100% of the respondents own a Color TV and 98% own a Refrigerator, 93% own a Two-wheeler, 82% had a Washing Machine, and 84% had a Personal Computer or Laptop. However, only 18% owned or had access to Agricultural Land and 45% had access to an Air Conditioner.

Owned items at Home



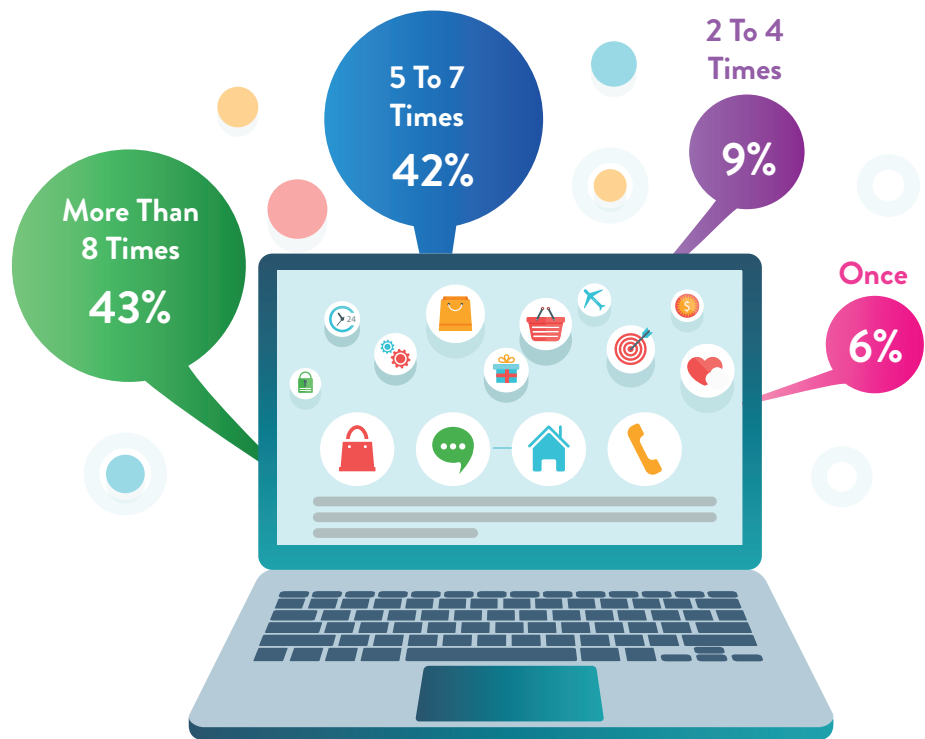
As far as gadget ownership is concerned, 99% of the Brand Trust Report 2017 respondents owned mobile phones, while 74% owned laptops, 47% owned headphones, 38% owned cameras, 27% owned tablets, 13% owned MP3 players, 11% owned Bluetooth headsets, 5% owned gaming consoles, and 2% owned eBook readers.

Gadget Ownership



Another aspect that gives an insight into the respondent is whether they have made an online purchase and the frequency with which they transact online. 69% of the BTR respondents had made a purchase online within the last 3 months and of them, 43% had made a purchase once, 42% had made a purchase between 2 to 4 times, with about 9% having made a purchase 5 to 7 times in the last three months, and 6% had transacted online more than 8 times.

Online Transaction In Last 3 Months





Amul – The Taste of India



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 the huge cooperative formed by

millions of farmers' work, 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. The Amul baby ad, running since 1976, is one of the world's longest ad campaigns and is in line for a Guinness mention.

In times when the Prime Minister of the country has been pressing the Make in India Initiative, here's a brand that has been of Indians, by Indians, and for Indians for more than seven decades and still going strong – and there is no hint that Amul is ever going to slow down its juggernaut.



Accepting Responsibility

This Composite of Brand Trust™ is clubbed under **S h o w c a s i n g** Competence, the third important foundation of

Brand Trust™. The meaning of the word "responsibility" implied here is responsibility in normal working conditions, and should not to be misunderstood as being limited to "accepting responsibility when wrong", which has a very narrow interpretation in the world of business. While the courage to accept failures is an important primary component of this Composite, the brand's responsibility towards stakeholders and an acute awareness of its duties add to the strength of Accepting Responsibility, hence enhancing the Trust the brand's end consumers will place on it. Brands that show a high score in this Composite have two more components – professional poise and balance, and standing by its decisions in the face of adversity.

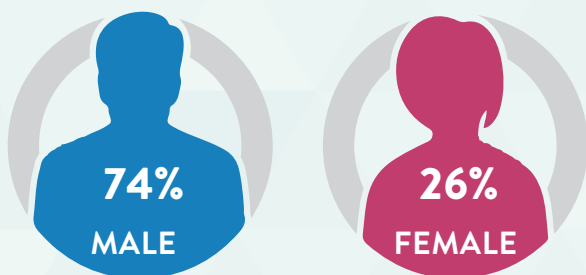


Prasad Pabrekar
Owner,
Spykar Jeans

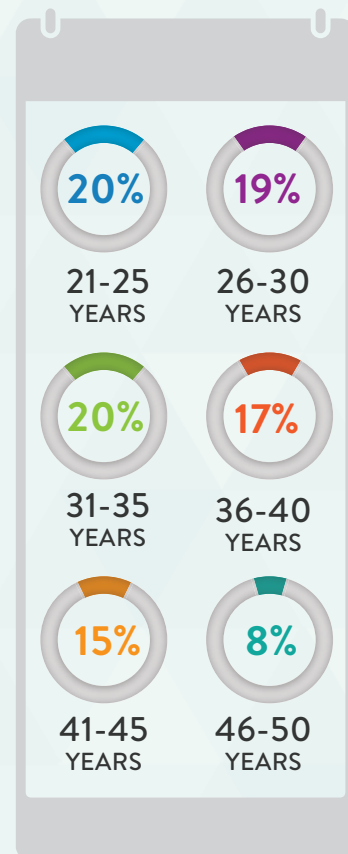
Trust, when it comes to brands, has varied manifestations in the consumers' minds. We believe that getting into honest conversations with our audience is the key; this is where trust is built or broken. Trust is paramount in the life insurance category. When we commit to protect the families of our consumers during unfortunate times, the discussion goes beyond asking them to buy our product – We are asking them to trust us. And trust, thus, is the single most important reason for the category of life insurance to exist.

UNDERSTANDING THE RESPONDENTS

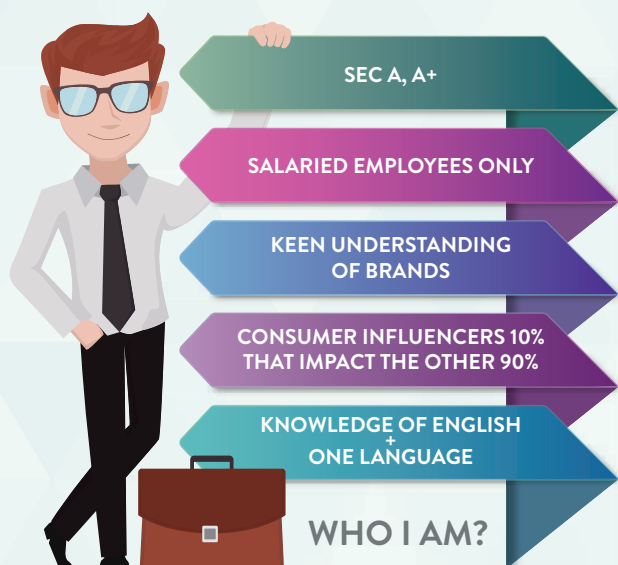
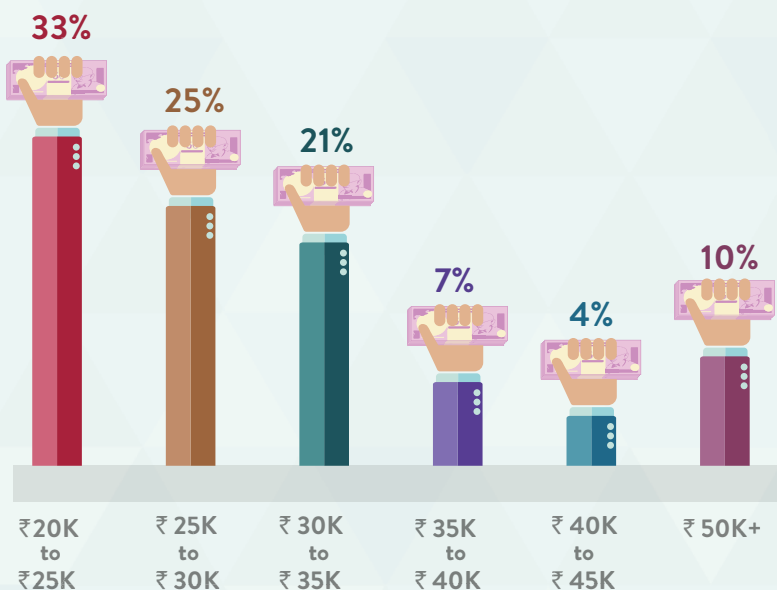
GENDER RATIO



WHAT'S MY AGE?



WHAT I EARN? INCOME CRITERIA ₹ PER MONTH



LESS THAN
200
EMPLOYEES

28%

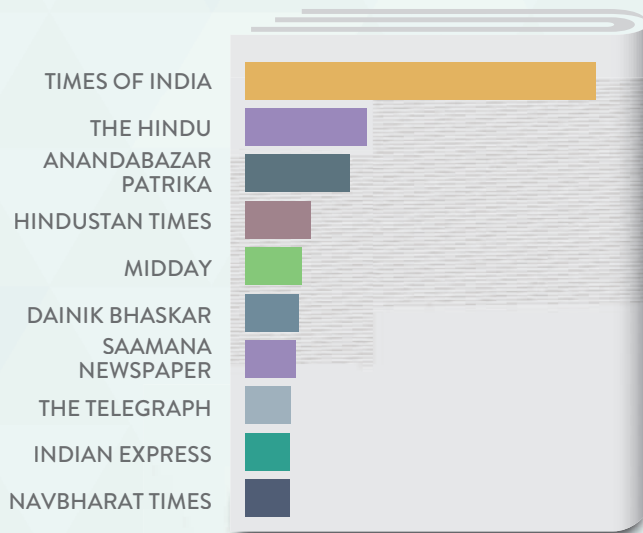


MORE THAN
200
EMPLOYEES

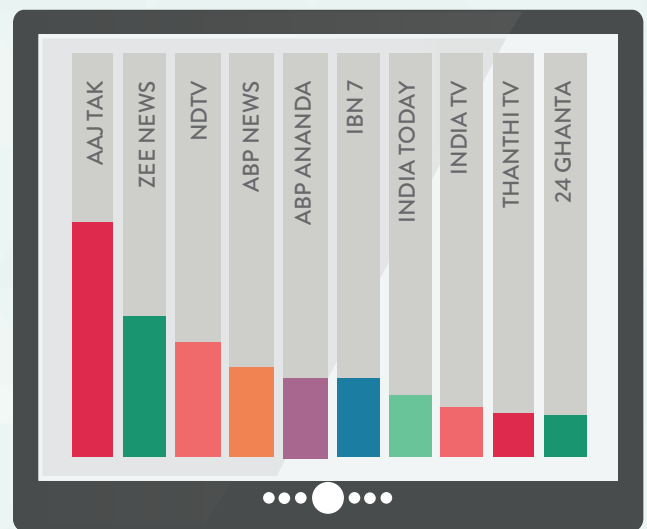
72%

WHERE I WORK?

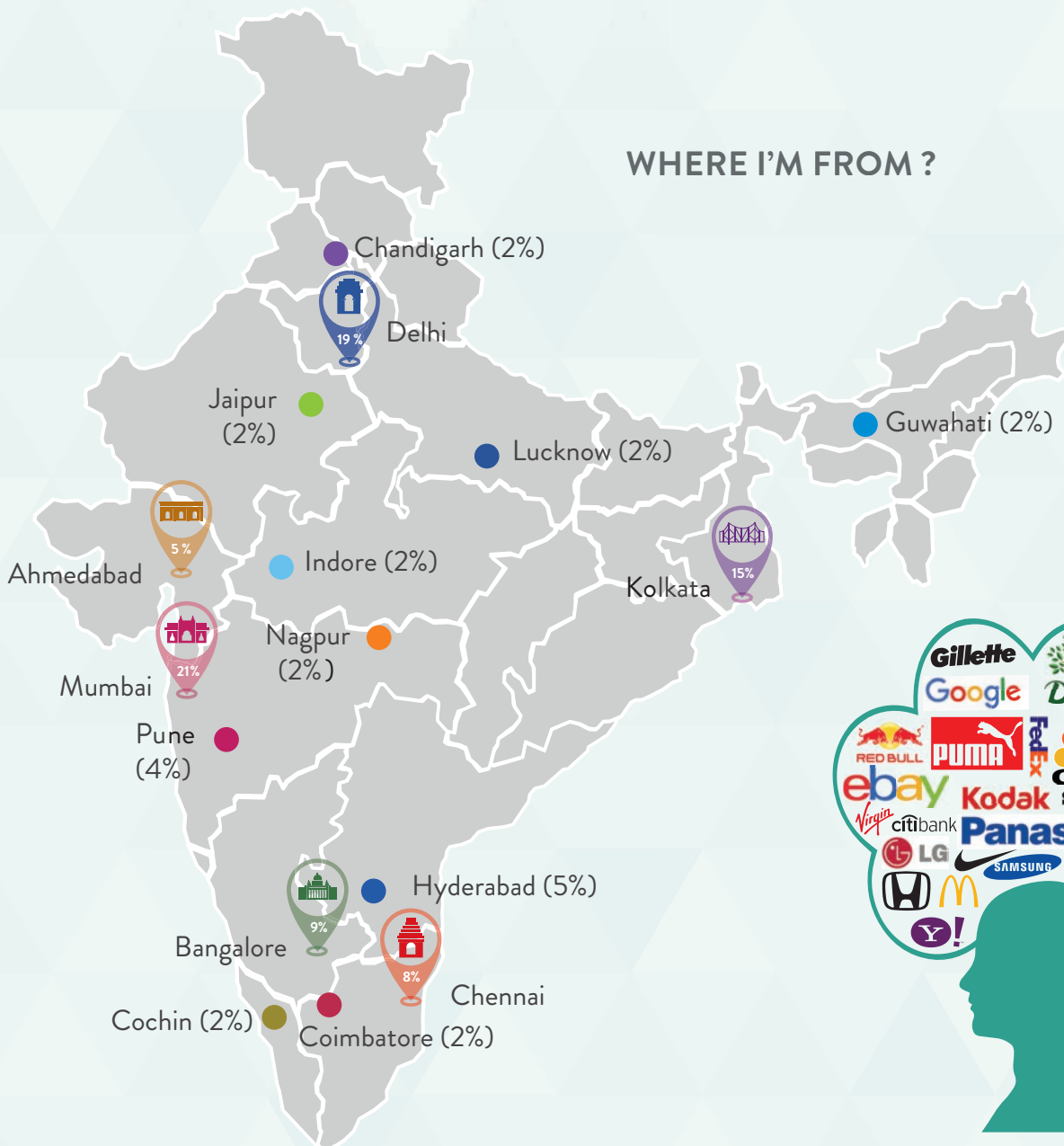
WHAT I READ ?



WHAT I WATCH ?



WHERE I'M FROM ?



WHAT I USE?

THE BRAND TRUST REPORT.....

India Study 2017

Part IV

BTR 2017 LISTINGS - MOST TRUSTED BRANDS



06

**Category-wise Listings
of India's 1000
Most Trusted Brands**

CATEGORY-WISE ALL INDIA LISTINGS

ALCOHOLIC BEVERAGES SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	213	93	-120	KINGFISHER	Beer
2	443	261	-182	ROYAL STAG	Whisky
3	451	674	223	MCDOWELL'S	Whisky
4	496	599	103	SIGNATURE	Whisky
5	571	431	-140	TUBORG	Beer
6	604	608	4	BLACK DOG	Scotch Whisky
7	612	-	-	ROYAL CHALLENGE	Whisky
8	637	391	-246	IMPERIAL BLUE	Whisky
9	678	614	-64	SMIRNOFF	Vodka
10	824	620	-204	BUDWEISER	Beer
11	836	-	-	GOLDEN EAGLE	Beer
12	865	-	-	CHIVAS REGAL	Scotch Whisky
13	902	-	-	CORONA	Beer
14	945	-	-	CARLSBERG	Beer
15	974	768	-206	FOSTER'S	Beer

Beer

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	213	93	-120	KINGFISHER
2	571	431	-140	TUBORG
3	824	620	-204	BUDWEISER
4	836	-	-	GOLDEN EAGLE
5	902	-	-	CORONA
6	945	-	-	CARLSBERG
7	974	768	-206	FOSTER'S

Scotch Whisky

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	604	608	4	BLACK DOG
2	865	-	-	CHIVAS REGAL

Vodka

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	678	614	-64	SMIRNOFF

CATEGORY-WISE ALL INDIA LISTINGS

Whisky

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	443	261	-182	ROYAL STAG
2	451	674	223	MCDOWELL'S
3	496	599	103	SIGNATURE
4	612	-	-	ROYAL CHALLENGE
5	637	391	-246	IMPERIAL BLUE

APPAREL SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	50	52	2	RAYMOND	Fabrics to Brands
2	54	71	17	LEVI'S	Casualwear
3	76	60	-16	LEE	Casualwear
4	83	547	464	ZARA	Fast Fashion
5	124	157	33	PETER ENGLAND	Menswear
6	137	-	-	BIBA	Womenswear - Ethnic
7	157	210	53	VIMAL	Fabrics to Brands
8	159	175	16	JOCKEY	Innerwear
9	191	900	709	US POLO	Casualwear
10	240	412	172	ALLEN SOLLY	Formalwear
11	263	455	192	VAN HEUSEN	Formalwear
12	300	-	-	POLO SPORT	Mens Casualwear - Premium
13	306	944	638	MANGO	Womenswear
14	324	61	-263	ARROW	Formalwear
15	336	-	-	H&M	Fast Fashion
16	374	-	-	OTTO	Menswear
17	388	531	143	LACOSTE	Casualwear
18	390	-	-	VARDHAMAN	Fabrics
19	397	-	-	AEROPOSTALE	Casualwear
20	398	387	-11	WILLS LIFESTYLE	Premium Readymades
21	411	-	-	LILLIPUT KIDSWEAR	Kidswear
22	413	-	-	RMKV	Silks
23	415	241	-174	RUPA	Innerwear

CATEGORY-WISE ALL INDIA LISTINGS

APPAREL SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
24	419	924	505	WRANGLER	Casualwear
25	425	937	512	GAP	Fast Fashion
26	427	235	-192	SIYARAM	Fabrics
27	452	234	-218	LEE COOPER	Casualwear
28	459	-	-	POTHYS	Silks
29	492	363	-129	JOHN PLAYERS	Menswear
30	511	490	-21	LOUIS PHILIPPE	Formalwear
31	536	656	120	TURTLE	Menswear
32	563	811	248	RAMRAJ COTTON	Dhotis
33	567	403	-164	LUX COZI	Innerwear
34	605	528	-77	ZODIAC	Menswear
35	613	544	-69	DOLLAR	Innerwear
36	623	-	-	V-STAR	Innerwear - Women
37	645	783	138	PEPE	Casualwear
38	647	943	296	COTTON KING	Cottonwear
39	654	-	-	DIXCY SCOTT INNERWEAR	Innerwear
40	681	769	88	BOMBAY DYEING	Fabrics
41	695	-	-	AMUL MACHO	Innerwear
42	726	-	-	UNITED COLORS OF BENETTON	Casualwear
43	743	-	-	SOUCHI	Womenswear
44	750	-	-	KITEX	Kidswear - Supplier
45	757	-	-	MADAME	Womenswear
46	778	792	14	SPYKAR	Casualwear
47	795	667	-128	MANYAVAR	Ethnicwear
48	798	-	-	MAFATLAL	Fabrics
49	816	-	-	JOHN MILLER	Menswear
50	818	653	-165	S KUMARS	Fabrics
51	908	-	-	NANDU LUNGIS	Lungis
52	909	660	-249	MONTE CARLO	Diversified
53	913	-	-	FBB FASHION	Diversified
54	924	-	-	CROCODILE	Casualwear
55	933	854	-79	GWALIOR SUITINGS	Fabrics to Brands
56	965	-	-	OXEMBERG	Menswear
57	982	892	-90	KILLER	Casualwear
58	985	-	-	HANES	Innerwear
59	989	-	-	MAYUR	Fabrics to Brands
60	998	-	-	LIFE	Casualwear
61	999	-	-	LUCKY JEANS	Casualwear

CATEGORY-WISE ALL INDIA LISTINGS

Casualwear

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	54	71	17	LEVI'S
2	76	60	-16	LEE
3	191	900	709	US POLO
4	388	531	143	LACOSTE
5	397	-	-	AEROPOSTALE
6	419	924	505	WRANGLER
7	452	234	-218	LEE COOPER
8	645	783	138	PEPE
9	726	-	-	UNITED COLORS OF BENETTON
10	778	792	14	SPYKAR
11	924	-	-	CROCODILE
12	982	892	-90	KILLER
13	998	-	-	LIFE
14	999	-	-	LUCKY JEANS

Cottonwear

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	647	943	296	COTTON KING

Dhotis

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	563	811	248	RAMRAJ COTTON

Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	909	660	-249	MONTE CARLO
2	913	-	-	FBB FASHION

Ethnicwear

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	795	667	-128	MANYAVAR

CATEGORY-WISE ALL INDIA LISTINGS

Fabrics

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	390	-	-	VARDHAMAN
2	427	235	-192	SIYARAM
3	681	769	88	BOMBAY DYEING
4	798	-	-	MAFATLAL
5	818	653	-165	S KUMARS

Fabrics to Brands

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	50	52	2	RAYMOND
2	157	210	53	VIMAL
3	933	854	-79	GWALIOR SUITINGS
4	989	-	-	MAYUR

Fast Fashion

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	83	547	464	ZARA
2	336	-	-	H&M
3	425	937	512	GAP

Formalwear

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	240	412	172	ALLEN SOLLY
2	263	455	192	VAN HEUSEN
3	324	61	-263	ARROW
4	511	490	-21	LOUIS PHILIPPE

Innerwear - Women

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	623	-	-	V-STAR

CATEGORY-WISE ALL INDIA LISTINGS

Innerwear

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	159	175	16	JOCKEY
2	415	241	-174	RUPA
3	567	403	-164	LUX COZI
4	613	544	-69	DOLLAR
5	654	-	-	DIXCY SCOTT INNERWEAR
6	695	-	-	AMUL MACHO
7	985	-	-	HANES

Kidswear

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	411	-	-	LILLIPUT KIDSWEAR

Kidswear - Supplier

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	750	-	-	KITEX

Lungis

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	908	-	-	NANDU LUNGIS

Mens casualwear - Premium

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	300	-	-	POLO SPORT

CATEGORY-WISE ALL INDIA LISTINGS

Menswear

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	124	157	33	PETER ENGLAND
2	374	-	-	OTTO
3	492	363	-129	JOHN PLAYERS
4	536	656	120	TURTLE
5	605	528	-77	ZODIAC
6	816	-	-	JOHN MILLER
7	965	-	-	OXEMBERG

Premium Readymades

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	398	387	-11	WILLS LIFESTYLE

Silks

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	413	-	-	RMKV
2	459	-	-	POTHYS

Womenswear

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	306	944	638	MANGO
2	743	-	-	SOUCHI
3	757	-	-	MADAME

Womenswear - Ethnic

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	137	-	-	BIBA

CATEGORY-WISE ALL INDIA LISTINGS

AUTOMOBILE SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	6	6	0	HONDA	Four Wheeler - Manufacturer
2	7	11	4	MARUTI SUZUKI	Four Wheeler - Manufacturer
3	32	70	38	YAMAHA	Two Wheeler - Manufacturer
4	34	46	12	TVS	Two Wheeler - Manufacturer
5	41	45	4	HYUNDAI	Four Wheeler - Manufacturer
6	45	55	10	BMW	Four Wheeler - Luxury
7	52	64	12	TOYOTA	Four Wheeler - Manufacturer
8	62	129	67	AUDI	Four Wheeler - Luxury
9	63	77	14	FORD	Four Wheeler - Manufacturer
10	94	140	46	SUZUKI	Four Wheeler - Manufacturer
11	107	882	775	MAHINDRA AUTO	Four Wheeler - Manufacturer
12	133	280	147	ROYAL ENFIELD	Two Wheeler - Manufacturer
13	161	167	6	NISSAN	Four Wheeler - Manufacturer
14	174	179	5	BAJAJ PULSAR	Two Wheeler - Brand
15	217	512	295	VOLVO	Four Wheeler - Luxury
16	230	207	-23	TATA MOTORS	Four Wheeler - Manufacturer
17	231	223	-8	HONDA ACTIVA	Automatic Scooter
18	253	465	212	VOLKSWAGEN	Four Wheeler - Manufacturer
19	256	14	-242	HERO MOTOCORP	Two Wheeler - Manufacturer
20	257	441	184	JAGUAR	Four Wheeler - Luxury
21	290	439	149	FERRARI	Four Wheeler - Luxury
22	293	338	45	CHEVROLET	Four Wheeler - Manufacturer
23	301	236	-65	MERCEDES BENZ	Four Wheeler - Luxury
24	305	302	-3	ASHOK LEYLAND	Auto - Commercial Vehicles
25	308	430	122	RENAULT	Four Wheeler - Manufacturer
26	349	297	-52	SKODA	Four Wheeler - Manufacturer
27	353	249	-104	MARUTI SUZUKI SWIFT	Car - Hatchback
28	409	791	382	KTM DUKE	Two Wheeler - Brand
29	421	601	180	FIAT	Four Wheeler - Manufacturer
30	430	754	324	PORSCHE	Four Wheeler - Luxury
31	435	398	-37	TATA NANO	Car - Hatchback
32	465	-	-	LEXUS	Four Wheeler - Luxury
33	485	-	-	VOLKSWAGEN VENTO	Car - Sedan
34	509	940	431	HYUNDAI I10	Car - Hatchback
35	544	-	-	MAHINDRA XYLO	Car - SUV/MUV
36	547	440	-107	MITSUBISHI	Four Wheeler - Manufacturer

CATEGORY-WISE ALL INDIA LISTINGS

AUTOMOBILE SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
37	581	295	-286	HINDUSTAN MOTORS	Four Wheeler - Manufacturer
38	587	979	392	ROLLS ROYCE	Four Wheeler - Luxury
39	588	427	-161	TVS APACHE	Two Wheeler - Brand
40	594	787	193	SWARAJ MAZDA	Auto - Commercial Vehicles
41	601	-	-	GMC	Four Wheeler - Manufacturer
42	618	-	-	MARUTI SUZUKI RITZ	Car - Hatchback
43	634	618	-16	TATA INDICA	Car - Hatchback
44	648	934	286	HERO HONDA SPLENDOR	Two Wheeler - Brand
45	649	-	-	MAHINDRA JEEP	Car - SUV/MUV
46	662	-	-	DATSUN	Four Wheeler - Manufacturer
47	673	380	-293	BAJAJ DISCOVER	Two Wheeler - Brand
48	683	432	-251	HYUNDAI SANTRO	Car - Hatchback
49	690	-	-	LAMBORGHINI	Four Wheeler - Luxury
50	707	-	-	KIA	Four Wheeler - Manufacturer
51	716	-	-	HERO HONDA CBZ	Two Wheeler - Brand
52	719	-	-	SUZUKI SWISH	Automatic Scooter
53	723	527	-196	EICHER	Auto - Commercial Vehicles
54	727	844	117	MAHINDRA BOLERO	Car - SUV/MUV
55	730	-	-	HARLEY DAVIDSON	Two Wheeler Mfg - Premium
56	741	-	-	ACURA	Four Wheeler - Manufacturer
57	766	449	-317	TVS JUPITER	Automatic Scooter
58	793	-	-	BUGATTI	Four Wheeler - Luxury
59	819	661	-158	BAJAJ AUTO	Two Wheeler - Manufacturer
60	846	-	-	CADILLAC	Four Wheeler - Luxury
61	847	-	-	RENAULT DUSTER	Car - SUV/MUV
62	861	-	-	KINETIC HONDA	Two Wheeler - Manufacturer
63	871	444	-427	VESPA	Automatic Scooter
64	875	-	-	HONDA CIVIC	Car - Sedan
65	883	-	-	LML	Two Wheeler - Manufacturer
66	884	666	-218	MAHINDRA SCORPIO	Car - SUV/MUV
67	900	-	-	MARUTI SUZUKI NEXA	Car - SUV/MUV
68	907	-	-	TVS WEGO	Automatic Scooter
69	928	-	-	TVS VICTOR	Two Wheeler - Brand
70	959	965	6	RANGE ROVER	Four Wheeler - Luxury
71	960	-	-	LAND ROVER	Four Wheeler - Luxury
72	978	738	-240	MARUTI SUZUKI ALTO	Car - Hatchback
73	981	-	-	HYUNDAI ACCENT	Car - Sedan

CATEGORY-WISE ALL INDIA LISTINGS

Auto - Commercial Vehicles

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	6	6	0	HONDA
2	7	11	4	MARUTI SUZUKI
3	32	70	38	YAMAHA

Automatic Scooter

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	231	223	-8	HONDA ACTIVA
2	719	-	-	SUZUKI SWISH
3	766	449	-317	TVS JUPITER
4	871	444	-427	VESPA
5	907	-	-	TVS WEGO

Car - Hatchback

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	353	249	-104	MARUTI SUZUKI SWIFT
2	435	398	-37	TATA NANO
3	509	940	431	HYUNDAI I10
4	618	-	-	MARUTI SUZUKI RITZ
5	634	618	-16	TATA INDICA
6	683	432	-251	HYUNDAI SANTRO
7	978	738	-240	MARUTI SUZUKI ALTO

Car - Sedan

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	485	-	-	VOLKSWAGEN VENTO
2	875	-	-	HONDA CIVIC
3	981	-	-	HYUNDAI ACCENT

CATEGORY-WISE ALL INDIA LISTINGS

Car - SUV/MUV

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	544	-	-	MAHINDRA XYLO
2	649	-	-	MAHINDRA JEEP
3	727	844	117	MAHINDRA BOLERO
4	847	-	-	RENAULT DUSTER
5	884	666	-218	MAHINDRA SCORPIO
6	900	-	-	MARUTI SUZUKI NEXA

Four Wheeler - Luxury

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	45	55	10	BMW
2	62	129	67	AUDI
3	217	512	295	VOLVO
4	257	441	184	JAGUAR
5	290	439	149	FERRARI
6	301	236	-65	MERCEDES BENZ
7	430	754	324	PORSCHE
8	465	-	-	LEXUS
9	587	979	392	ROLLS ROYCE
10	690	-	-	LAMBORGHINI
11	793	-	-	BUGATTI
12	846	-	-	CADILLAC
13	959	965	6	RANGE ROVER
14	960	-	-	LAND ROVER

Four Wheeler - Manufacturer

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	6	6	0	HONDA
2	7	11	4	MARUTI SUZUKI
3	41	45	4	HYUNDAI
4	52	64	12	TOYOTA
5	63	77	14	FORD
6	94	140	46	SUZUKI

CATEGORY-WISE ALL INDIA LISTINGS

Four Wheeler - Manufacturer

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
7	107	882	775	MAHINDRA AUTO
8	161	167	6	NISSAN
9	230	207	-23	TATA MOTORS
10	253	465	212	VOLKSWAGEN
11	293	338	45	CHEVROLET
12	308	430	122	RENAULT
13	349	297	-52	SKODA
14	421	601	180	FIAT
15	547	440	-107	MITSUBISHI
16	581	295	-286	HINDUSTAN MOTORS
17	601	-	-	GMC
18	662	-	-	DATSUN
19	707	-	-	KIA
20	741	-	-	ACURA

Two Wheeler - Brand

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	174	179	5	BAJAJ PULSAR
2	409	791	382	KTM DUKE
3	588	427	-161	TVS APACHE
4	648	934	286	HERO HONDA SPLENDOR
5	673	380	-293	BAJAJ DISCOVER
6	716	-	-	HERO HONDA CBZ
7	928	-	-	TVS VICTOR

Two Wheeler Mfg - Premium

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	730	-	-	HARLEY DAVIDSON

CATEGORY-WISE ALL INDIA LISTINGS

Two Wheeler - Manufacturer

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	32	70	38	YAMAHA
2	34	46	12	TVS
3	133	280	147	ROYAL ENFIELD
4	256	14	-242	HERO MOTOCORP
5	819	661	-158	BAJAJ AUTO
6	861	-	-	KINETIC HONDA
7	883	-	-	LML

AUTOMOBILE - RELATED SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	92	419	327	EXIDE	Auto - Batteries
2	139	51	-88	MRF	Tyres
3	209	795	586	BOSCH	Automobile Electronics
4	224	248	24	APOLLO TYRES	Tyres
5	272	196	-76	CEAT	Tyres
6	362	631	269	BRIDGESTONE	Tyres
7	400	418	18	CASTROL	Lubricants
9	622	-	-	3M CAR CARE	Car Care
10	629	615	-14	JK TYRES	Tyres
11	776	772	-4	SERVO	Lubricants
12	785	790	5	GOODYEAR	Tyres
13	838	-	-	TOTAL	Lubricants
14	885	860	-25	MICHELIN	Tyres
15	901	-	-	VALVOLINE	Lubricants
16	912	-	-	MOBIL	Lubricants

Auto - Batteries

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	92	419	327	EXIDE

CATEGORY-WISE ALL INDIA LISTINGS

Automobile Electronics

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	209	795	586	BOSCH

Car Care

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	622	-	-	3M CAR CARE

Lubricants

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	400	418	18	CASTROL
2	776	772	-4	SERVO
3	838	-	-	TOTAL
4	901	-	-	VALVOLINE
5	912	-	-	MOBIL

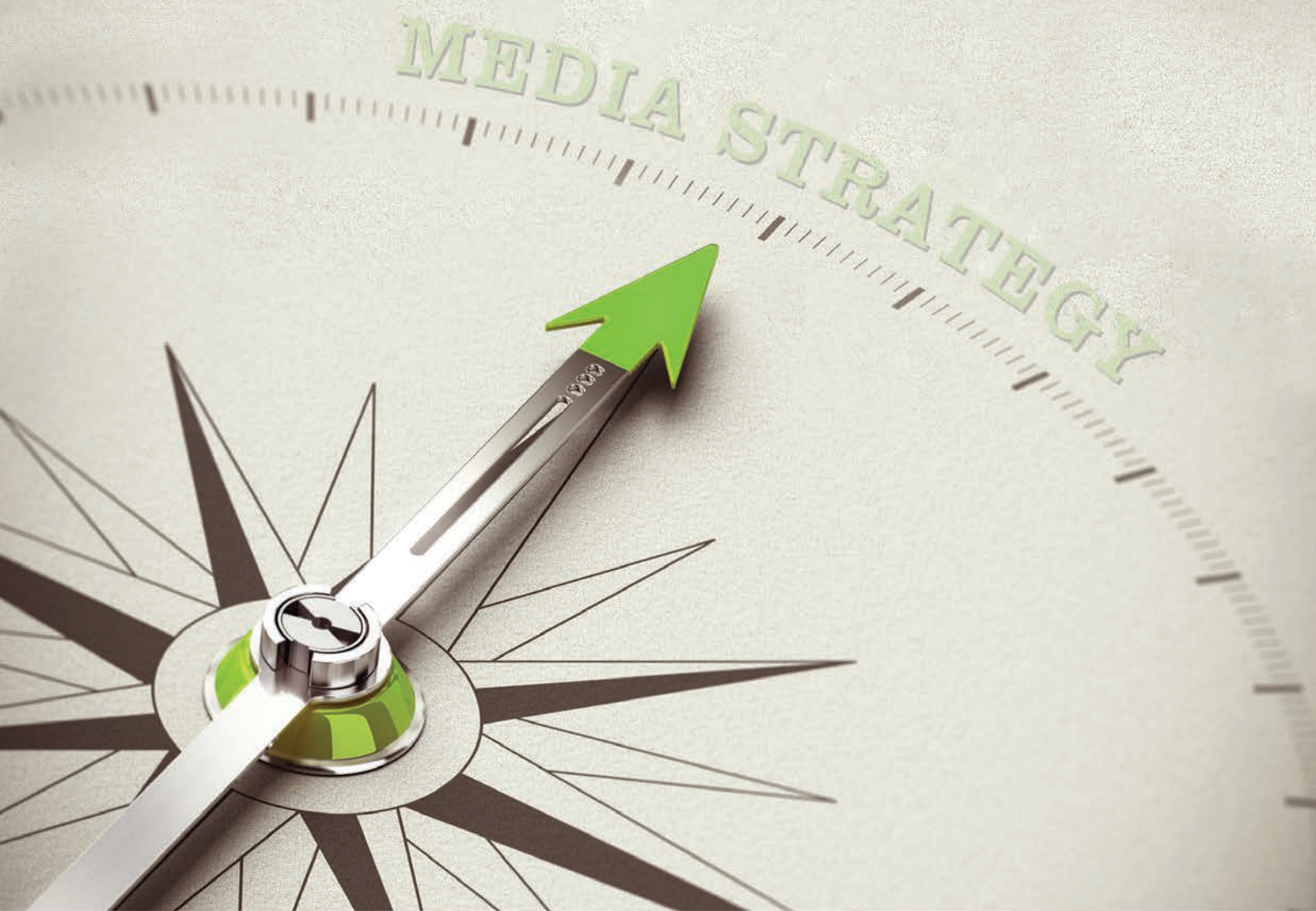
Tyres

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	139	51	-88	MRF
2	224	248	24	APOLLO TYRES
3	272	196	-76	CEAT
4	362	631	269	BRIDGESTONE
5	629	615	-14	JK TYRES
6	785	790	5	GOODYEAR
7	885	860	-25	MICHELIN

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CATEGORY-WISE ALL INDIA LISTINGS

BABY CARE SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	252	425	173	PAMPERS	Diapers
2	254	645	391	HUGGIES	Diapers
3	266	613	347	LIBERO	Diapers

BFSI SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	13	23	10	STATE BANK OF INDIA	Bank - PSU
2	18	35	17	LIC	Insurance - PSU
3	47	10	-37	ICICI BANK	Bank - Private
4	89	113	24	AXIS BANK	Bank - Private
5	103	-	-	HDFC	Home Finance
6	113	106	-7	HSBC	Bank - Foreign
7	130	279	149	AMERICAN EXPRESS	Credit/Debit card
8	165	66	-99	KOTAK MAHINDRA BANK	Bank - Private
9	186	315	129	VISA	Credit/Debit card
10	195	12	-183	HDFC BANK	Bank - Private
11	212	883	671	BIRLA SUN LIFE INSURANCE	Insurance - Private
12	249	194	-55	BANK OF BARODA	Bank - PSU
13	261	208	-53	CITIBANK	Bank - Foreign
14	274	600	326	MUTHOOT FINANCE	Financial Services
15	329	63	-266	IDBI BANK	Bank - PSU
16	339	-	-	PNB BANK	Bank - PSU
17	347	643	296	UNION BANK OF INDIA	Bank - PSU
18	377	381	4	RBI	Bank - Federal
19	438	369	-69	BHARTI AXA	Insurance - Private
20	441	-	-	MANAPPURAM FINANCE	Financial Services
21	453	172	-281	BANK OF INDIA	Bank - PSU
22	454	284	-170	DHFL	Home Finance
23	472	505	33	AVIVA LIFE INSURANCE	Insurance - Private
24	488	313	-175	CANARA BANK	Bank - PSU
25	489	-	-	WELLS FARGO	Bank - Foreign
26	493	99	-394	YES BANK	Bank - Private
27	512	712	200	MOTILAL OSWAL	Financial Services - Diversified

CATEGORY-WISE ALL INDIA LISTINGS

BFSI SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
28	530	-	-	ITZCASH	Prepaid Service
29	533	-	-	MORGAN STANLEY INDIA	Financial Services - Diversified
30	561	-	-	INDUSIND BANK	Bank - Private
31	578	877	299	ORIENTAL BANK	Bank - PSU
32	633	478	-155	TATA AIA LIFE INSURANCE	Insurance - Private
33	650	-	-	GENERAL INSURANCE CORPORATION	Insurance - PSU
34	686	661	-25	BAJAJ CAPITAL	Mutual Funds/ Investment Services
35	699	946	247	STANDARD CHARTERED	Bank - Foreign
36	709	-	-	MASTERCARD	Credit/Debit card
37	713	801	88	DENA BANK	Bank - PSU
38	718	-	-	IFFCO TOKIO	Insurance - Private
39	748	-	-	METLIFE INSURANCE	Insurance - Private
40	780	646	-134	BAJAJ ALLIANZ	Insurance - Private
41	813	393	-420	MAX BUPA	Health Insurance
42	840	-	-	JP MORGAN	Financial Services - Diversified
43	910	-	-	ICICI HOME FINANCE	Home Finance
44	926	987	61	BARCLAYS	Bank - Foreign
45	944	413	-531	IIFL	Financial Services - Diversified
46	969	-	-	SOFTBANK	Venture Capital Fund
47	988	-	-	CORPORATION BANK	Bank - PSU
48	992	-	-	SYNDICATE BANK	Bank - PSU

Bank - Federal

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	377	381	4	RBI

Bank - Foreign

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	113	106	-7	HSBC
2	261	208	-53	CITIBANK
3	489	-	-	WELLS FARGO
4	699	946	247	STANDARD CHARTERED
5	926	987	61	BARCLAYS

CATEGORY-WISE ALL INDIA LISTINGS

Bank - Private

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	47	10	-37	ICICI BANK
2	89	113	24	AXIS BANK
3	165	66	-99	KOTAK MAHINDRA BANK
4	195	12	-183	HDFC BANK
5	493	99	-394	YES BANK
6	561	-	-	INDUSIND BANK

Bank - PSU

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	13	23	10	STATE BANK OF INDIA
2	249	194	-55	BANK OF BARODA
3	329	63	-266	IDBI BANK
4	339	-	-	PNB BANK
5	347	643	296	UNION BANK OF INDIA
6	453	172	-281	BANK OF INDIA
7	488	313	-175	CANARA BANK
8	578	877	299	ORIENTAL BANK
9	713	801	88	DENA BANK
10	988	-	-	CORPORATION BANK
11	992	-	-	SYNDICATE BANK

Credit/Debit card

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	130	279	149	AMERICAN EXPRESS
2	186	315	129	VISA
3	709	-	-	MASTERCARD

Financial Services

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	274	600	326	MUTHOOT FINANCE
2	441	-	-	MANAPPURAM FINANCE

CATEGORY-WISE ALL INDIA LISTINGS

Financial Services - Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	512	712	200	MOTILAL OSWAL
2	533	-	-	MORGAN STANLEY INDIA
3	840	-	-	JP MORGAN
4	944	413	-531	IIFL

Health Insurance

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	813	393	-420	MAX BUPA

Home Finance

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	103	-	-	HDFC
2	454	284	-170	DHFL
3	910	-	-	ICICI HOME FINANCE

Insurance - Private

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	212	883	671	BIRLA SUN LIFE INSURANCE
2	438	369	-69	BHARTI AXA
3	472	505	33	AVIVA LIFE INSURANCE
4	633	478	-155	TATA AIA LIFE INSURANCE
5	718	-	-	IFFCO TOKIO
6	748	-	-	METLIFE INSURANCE
7	780	646	-134	BAJAJ ALLIANZ

Insurance - PSU

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	18	35	17	LIC
2	650	-	-	GENERAL INSURANCE CORPORATION

CATEGORY-WISE ALL INDIA LISTINGS

Mutual Funds/ Investment Services

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	686	661	-25	BAJAJ CAPITAL

Prepaid Service

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	530	-	-	ITZCASH

Venture Capital Fund

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	969	-	-	SOFTBANK

BRANDED FASHION SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	104	88	-16	FASTRACK	Branded Fashion
2	122	640	518	GUCCI	Luxury Fashion
3	271	461	190	CALVIN KLEIN	Luxury Fashion
4	287	729	442	ARMANI	Luxury Fashion
5	335	891	556	GUESS	Luxury Fashion
6	379	-	-	FOSSIL	Premium Fashion
7	406	677	271	TOMMY HILFIGER	Premium Fashion
8	412	443	31	HUGO BOSS	Luxury Fashion
9	426	-	-	PRADA	Luxury Fashion
10	450	343	-107	DENIM	Branded Fashion
11	463	840	377	DIESEL	Premium Fashion
12	545	-	-	BURBERRY	Luxury Fashion
13	564	-	-	VERSACE	Luxury Fashion
14	607	-	-	CHRISTIAN DIOR	Luxury Fashion
15	760	-	-	PLAYBOY	Branded Fashion
16	764	-	-	HERMES	Luxury Fashion
17	796	-	-	CHANEL	Luxury Fashion
18	814	-	-	J.CREW	Branded Fashion
19	856	-	-	LOUIS VUITTON	Luxury Fashion
20	938	-	-	D&G	Luxury Fashion

CATEGORY-WISE ALL INDIA LISTINGS

Branded Fashion

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	104	88	-16	FASTRACK
2	450	343	-107	DENIM
3	760	-	-	PLAYBOY
4	814	-	-	J.CREW

Luxury Fashion

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	122	640	518	GUCCI
2	271	461	190	CALVIN KLEIN
3	287	729	442	ARMANI
4	335	891	556	GUESS
5	412	443	31	HUGO BOSS
6	426	-	-	PRADA
7	545	-	-	BURBERRY
8	564	-	-	VERSACE
9	607	-	-	CHRISTIAN DIOR
10	764	-	-	HERMES
11	796	-	-	CHANEL
12	856	-	-	LOUIS VUITTON
13	938	-	-	D&G

Premium Fashion

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	379	-	-	FOSSIL
2	406	677	271	TOMMY HILFINGER
3	463	840	377	DIESEL

CABLE SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	893	450	-443	HATHWAY	Cable Network

CATEGORY-WISE ALL INDIA LISTINGS

CIGARETTE SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	352	293	-59	GOLD FLAKE	Cigarette
2	514	690	176	MARLBORO	Cigarette
3	827	452	-375	CLASSIC CIGARETTES	Cigarette
4	947	-	-	RED & WHITE	Cigarette

DIVERSIFIED SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	5	5	0	TATA	Diversified
2	10	7	-3	BAJAJ	Diversified
3	17	28	11	PHILIPS	Technology - Diversified
4	22	22	0	RELIANCE	Diversified
5	23	9	-14	GODREJ	Diversified
6	53	34	-19	VIDEOCON	Diversified
7	58	114	56	ITC	Diversified
8	66	87	21	WIPRO	Diversified
9	138	138	0	HITACHI	Diversified
10	178	212	34	MAX	Diversified
11	225	225	0	L&T	Diversified
12	323	-	-	TORRENT	Diversified
13	360	134	-226	BPL	Diversified
14	375	215	-160	SAHARA	Diversified
15	403	872	469	ADANI GROUP	Diversified
16	473	469	-4	SIEMENS	Technology - Diversified
17	521	43	-478	MAHINDRA & MAHINDRA	Diversified
18	731	740	9	ADITYA BIRLA	Diversified
19	808	-	-	VIRGIN	Diversified
20	986	-	-	CARGILL	Diversified
21	996	-	-	HONEYWELL	Technology - Diversified

CATEGORY-WISE ALL INDIA LISTINGS

Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	5	5	0	TATA
2	10	7	-3	BAJAJ
3	22	22	0	RELIANCE
4	23	9	-14	GODREJ
5	53	34	-19	VIDEOCON
6	58	114	56	ITC
7	66	87	21	WIPRO
8	138	138	0	HITACHI
9	178	212	34	MAX
10	225	225	0	L&T
11	323	-	-	TORRENT
12	360	134	-226	BPL
13	375	215	-160	SAHARA
14	403	872	469	ADANI GROUP
15	521	43	-478	MAHINDRA & MAHINDRA
16	731	740	9	ADITYA BIRLA
17	808	-	-	VIRGIN
18	986	-	-	CARGILL

Technology - Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	17	28	11	PHILIPS
2	473	469	-4	SIEMENS
3	996	-	-	HONEYWELL

DTH SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	177	149	-28	DISH TV	DTH
2	189	229	40	TATA SKY	DTH
3	486	902	416	VIDEOCON D2H	DTH

CATEGORY-WISE ALL INDIA LISTINGS

DURABLES SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	1	18	17	SAMSUNG	Consumer Electronics
2	2	2	0	SONY	Consumer Electronics
3	3	3	0	LG	Consumer Electronics
4	27	44	17	WHIRLPOOL	Consumer Electronics
5	43	38	-5	PANASONIC	Consumer Electronics
6	55	33	-22	ONIDA	Consumer Electronics
7	77	118	41	VOLTAS	Consumer Electronics
8	80	406	326	IFB APPLIANCES	Consumer Electronics
9	145	116	-29	TOSHIBA	Consumer Electronics
10	169	107	-62	SANSUI	Consumer Electronics
11	211	219	8	HAIER	Consumer Electronics
12	270	320	50	KENT	Water Purifier
13	281	339	58	BLUE STAR	Air Conditioning
14	294	198	-96	SHARP	Consumer Electronics
15	333	374	41	KELVINATOR	Consumer Electronics
16	345	573	228	PUREIT	Water Purifier
17	414	540	126	DAIKIN	Air Conditioning
18	416	-	-	KENSTAR	Consumer Electronics
19	418	456	38	AQUAGUARD	Water Purifier
20	460	586	126	SINGER	Sewing Machines
21	469	-	-	BOSE	Audio Equipment
22	513	483	-30	JBL	Audio Equipment
23	558	420	-138	PIONEER	Audio Equipment
24	569	759	190	ELECTROLUX	Consumer Electronics
25	599	318	-281	AKAI	Consumer Electronics
26	628	626	-2	EUREKA FORBES	Purification Systems
27	758	-	-	JVC	Consumer Electronics
28	761	292	-469	O GENERAL	Air Conditioning
29	762	603	-159	LG TV	TV
30	784	310	-474	THOMSON	Consumer Electronics
31	815	633	-182	CARRIER	Air Conditioning
32	858	-	-	HOOVER	Vacuum Cleaners
33	880	984	104	LIVPURE	Water Purifier

CATEGORY-WISE ALL INDIA LISTINGS

Air Conditioning

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	281	339	58	BLUE STAR
2	414	540	126	DAIKIN
3	761	292	-469	O GENERAL
4	815	633	-182	CARRIER

Audio Equipment

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	469	-	-	BOSE
2	513	483	-30	JBL
3	558	420	-138	PIONEER

Consumer Electronics

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	1	18	17	SAMSUNG
2	2	2	0	SONY
3	3	3	0	LG
4	27	44	17	WHIRLPOOL
5	43	38	-5	PANASONIC
6	55	33	-22	ONIDA
7	77	118	41	VOLTAS
8	80	406	326	IFB APPLIANCES
9	145	116	-29	TOSHIBA
10	169	107	-62	SANSUI
11	211	219	8	HAIER
12	294	198	-96	SHARP
13	333	374	41	KELVINATOR
14	416	-	-	KENSTAR
15	569	759	190	ELECTROLUX
16	599	318	-281	AKAI
17	758	-	-	JVC
18	784	310	-474	THOMSON

CATEGORY-WISE ALL INDIA LISTINGS

Purification Systems

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	628	626	-2	EUREKA FORBES

Sewing Machines

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	460	586	126	SINGER

TV

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	762	603	-159	LG TV

Vacuum Cleaners

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	858	-	-	HOOVER

Water Purifier

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	270	320	50	KENT
2	345	573	228	PUREIT
3	418	456	38	AQUAGUARD
4	880	984	104	LIVPURE

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CATEGORY-WISE ALL INDIA LISTINGS

EDUCATION SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	340	437	97	KANGAROO KIDS	Pre-School
2	386	474	88	NIIT	Training Institute - IT
3	464	-	-	VELTECH UNIVERSITY	University - Domestic
4	559	-	-	PANIMALAR	College - Engineering
5	720	-	-	MUMBAI UNIVERSITY	University - Domestic
6	759	189	-570	OXFORD	University - International

College - Engineering

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	559	-	-	PANIMALAR

Pre-School

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	340	437	97	KANGAROO KIDS

Training Institute - IT

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	386	474	88	NIIT

University

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	464	-	-	VELTECH UNIVERSITY
2	720	-	-	MUMBAI UNIVERSITY

University - International

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	759	189	-570	OXFORD

CATEGORY-WISE ALL INDIA LISTINGS

ENERGY SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	311	259	-52	INDIAN OIL	Oil and Gas - Domestic
2	368	195	-173	BHARATGAS	LPG
3	429	201	-228	SHELL	Oil and Gas - International
4	593	485	-108	ONGC	Oil and Gas - Domestic
5	737	319	-418	BHARAT PETROLEUM	Oil and Gas - Domestic
6	873	-	-	CHEVRON	Oil and Gas - International
7	987	670	-317	INDANE GAS	LPG

LPG

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	368	195	-173	BHARATGAS
2	987	670	-317	INDANE GAS

Oil and Gas - Domestic

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	311	259	-52	INDIAN OIL
2	593	485	-108	ONGC
3	737	319	-418	BHARAT PETROLEUM

Oil and Gas - International

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	429	201	-228	SHELL
2	873	-	-	CHEVRON

CATEGORY-WISE ALL INDIA LISTINGS

ENTERTAINMENT SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	503	959	456	INOX	Cinema - Display
2	653	333	-320	PVR	Cinema - Display
3	971	-	-	UNIVERSAL	Film Studio - International

Cinema - Display

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	503	959	456	INOX
2	653	333	-320	PVR

Film Studio - International

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	971	-	-	UNIVERSAL

FMCG SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	15	173	158	PATANJALI	Diversified
2	20	17	-3	LUX	Bath/Beauty
3	25	15	-10	DOVE	Bath/Beauty
4	28	56	28	LAKME	Cosmetics
5	30	36	6	COLGATE	Oral Hygiene
6	38	49	11	POND'S	Cosmetics
7	51	50	-1	DETTOL	Antiseptic Products
8	70	57	-13	SUNSILK	Hair Care
9	72	67	-5	FOGG	Deo/Perfume
10	84	171	87	GARNIER	Bath/Beauty
11	86	155	69	REXONA	Bath/Beauty
12	87	128	41	NIVEA	Bath/Beauty
13	88	182	94	OLAY	Premium Cosmetics

CATEGORY-WISE ALL INDIA LISTINGS

FMCG SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
14	91	143	52	L'OREAL	Cosmetics
15	98	111	13	PEARS	Bath/Beauty
16	99	104	5	PEPSODENT	Oral Hygiene
17	100	90	-10	PANTENE	Hair Care
18	108	168	60	LIFEBUOY	Bath/Beauty
19	109	146	37	LOTUS	Cosmetics
20	119	184	65	AMWAY	Direct Selling
21	125	121	-4	PARACHUTE	Hair Oil
22	131	181	50	SURF EXCEL	Fabric Care
23	135	170	35	CINTHOL	Bath/Beauty
24	141	96	-45	TIDE	Fabric Care
25	146	105	-41	CLOSE UP	Oral Hygiene
26	149	110	-39	FAIR & LOVELY	Skin Lightening Products
27	152	629	477	FIAMA DIWILLS	Bath/Beauty
28	156	145	-11	CLINIC PLUS	Hair Care
29	162	101	-61	RIN	Fabric Care
30	163	120	-43	NIRMA	Diversified
31	166	84	-82	AXE	Deo/Perfume
32	170	203	33	GILLETTE	Shaving Products
33	182	152	-30	BOROPLUS	Bath/Beauty
34	190	97	-93	SANTOOR	Bath/Beauty
35	201	534	333	ELLE 18	Cosmetics
36	204	-	-	SENSODYNE	Oral Hygiene
37	207	304	97	VIVEL	Bath/Beauty
38	208	354	146	BOROLINE	Bath/Beauty
39	215	256	41	VASELINE	Bath/Beauty
40	219	345	126	BABOOL	Oral Hygiene
41	220	135	-85	ORAL B	Oral Hygiene
42	223	193	-30	MEDIMIX	Bath/Beauty - Ayurvedic
43	229	126	-103	VIM	Dishcare
44	234	489	255	GHARI	Fabric Care
45	235	131	-104	HINDUSTAN UNILEVER	Diversified
46	242	232	-10	ARIEL	Fabric Care
47	243	206	-37	P&G	Diversified
48	245	75	-170	CAVINKARE	Diversified
49	246	273	27	UJALA	Fabric Care
50	247	324	77	HAMAM	Bath/Beauty
51	284	344	60	PARK AVENUE	Bath/Beauty

CATEGORY-WISE ALL INDIA LISTINGS

FMCG SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
52	307	188	-119	WHEEL	Fabric Care
53	318	242	-76	VICCO	Bath/Beauty - Ayurvedic
54	320	541	221	AYUR	Bath/Beauty - Ayurvedic
55	322	-	-	CHIK SHAMPOO	Hair Care
56	338	447	109	SAVLON	Antiseptic Products
57	348	-	-	VVD GOLD	Hair Oil
58	361	742	381	MAYBELLINE	Cosmetics
59	366	402	36	EMAMI	Diversified
60	380	377	-3	MARGO	Bath/Beauty
61	391	493	102	LIRIL	Bath/Beauty
62	401	399	-2	ORIFLAME	Direct Selling
63	407	270	-137	WILD STONE	Deo/Perfume
64	422	-	-	SUNLIGHT	Fabric Care
65	423	703	280	WHISPER	Personal Hygiene Products
66	433	874	441	VEET	Hair Removal
67	436	429	-7	YARDLEY	Bath/Beauty
68	437	352	-85	HARPIC	Toilet Cleaner
69	455	758	303	DOMEX	Toilet Cleaner
70	470	247	-223	DABUR VATIKA	Hair Care
71	474	-	-	DAZZLER COSMETICS	Cosmetics
72	475	378	-97	HEAD & SHOULDER	Hair Care
73	479	610	131	DURACELL	Consumer Batteries
74	490	475	-15	LIZOL	Disinfectant
75	500	-	-	COLOSSAL KAJAL	Cosmetics
76	504	671	167	LIVON	Hair Care
77	510	508	-2	DABUR AMLA	Hair Oil
78	523	-	-	DUREX	Condoms
79	526	-	-	JOY COSMETICS	Cosmetics
80	539	401	-138	CHANDRIKA	Bath/Beauty - Ayurvedic
81	542	572	30	SET WET	Bath/Beauty
82	546	627	81	FENA	Fabric Care
83	550	417	-133	REVLON	Cosmetics
84	551	-	-	CLINIC ALL CLEAR	Hair Care
85	565	803	238	MYSORE SANDAL	Bath/Beauty
86	583	680	97	SPINZ DEO	Deo/Perfume
87	609	961	352	DERMICOOL	Prickly Heat Products
88	616	-	-	PRIL	Dishcare

CATEGORY-WISE ALL INDIA LISTINGS

FMCG SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
89	621	470	-151	PALMOLIVE	Bath/Beauty
90	625	454	-171	EVA	Deo/Perfume
91	626	695	69	EVEREADY	Consumer Batteries
92	635	781	146	TRESEMME	Hair Care
93	642	-	-	NAVRATNA COOL OIL	Hair Oil
94	657	446	-211	NIPPO BATTERIES	Consumer Batteries
95	664	311	-353	ENGAGE	Deo/Perfume
96	675	730	55	BAJAJ ALMOND HAIR OIL	Hair Oil
97	691	774	83	HENKO DETERGENT	Fabric Care
98	714	723	9	MESWAK	Oral Hygiene
99	715	464	-251	NIHAR	Hair Oil
100	728	578	-150	DENVER	Deo/Perfume
101	732	-	-	KESH KING	Hair Care
102	753	744	-9	EVERYUTH	Bath/Beauty
103	765	-	-	GODREJ EXPERT HAIR COLOR	Hair Dye
104	771	-	-	EXO DISHCARE	Dishcare
105	782	692	-90	FEVIKWIK	Adhesive
106	788	-	-	DABUR LAL OIL	Hair Oil
107	794	838	44	LAYER'R SHOT	Deo/Perfume
108	800	638	-162	FA	Bath/Beauty
109	801	708	-93	PARACHUTE JASMINE OIL	Hair Oil
110	806	-	-	KOHINOOR	Condoms
111	807	997	190	SUPER VASMOL	Hair Dye
112	809	-	-	AYUSH	Bath/Beauty - Ayurvedic
113	810	-	-	COMFORT FABRIC	Fabric Conditioner
114	812	637	-175	COLGATE CIBACA	Oral Hygiene
115	825	711	-114	NYCIL	Prickly Heat Products
116	832	818	-14	CLEAN & CLEAR	Bath/Beauty
117	834	829	-5	KEO KARPIN	Hair Oil
118	844	467	-377	MANFORCE	Condoms
119	848	593	-255	TOPAZ	Shaving Products
120	866	996	130	STAYFREE	Personal Hygiene Products
121	879	-	-	ATTITUDE CREAM	Bath/Beauty
122	911	-	-	VI-JOHN	Shaving Products
123	920	992	72	FEM BLEACH	Bath/Beauty
124	948	-	-	CUTICURA	Bath/Beauty
125	968	-	-	SOFY	Personal Hygiene Products

CATEGORY-WISE ALL INDIA LISTINGS

FMCG SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
126	990	977	-13	BODY SHOP	Bath/Beauty
127	993	500	-493	FAIR AND HANDSOME	Skin Lightening Products
128	995	764	-231	HAIR & CARE	Hair Care

Adhesive

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	782	692	-90	FEVIKWIK

Antiseptic Products

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	51	50	-1	DETTOL
2	338	447	109	SAVLON

Bath/Beauty

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	20	17	-3	LUX
2	25	15	-10	DOVE
3	84	171	87	GARNIER
4	86	155	69	REXONA
5	87	128	41	NIVEA
6	98	111	13	PEARS
7	108	168	60	LIFEBUOY
8	135	170	35	CINTHOL
9	152	629	477	FIAMA DIWILLS
10	182	152	-30	BOROPLUS
11	190	97	-93	SANTOOR
12	207	304	97	VIVEL
13	208	354	146	BOROLINE
14	215	256	41	VASELINE
15	247	324	77	HAMAM

CATEGORY-WISE ALL INDIA LISTINGS

Bath/Beauty

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
18	391	493	102	LIRIL
19	436	429	-7	YARDLEY
20	542	572	30	SET WET
21	565	803	238	MYSORE SANDAL
22	621	470	-151	PALMOLIVE
23	753	744	-9	EVERYUTH
24	800	638	-162	FA
25	832	818	-14	CLEAN & CLEAR
26	879	-	-	ATTITUDE CREAM
27	920	992	72	FEM BLEACH
28	948	-	-	CUTICURA
29	990	977	-13	BODY SHOP

Bath/Beauty - Ayurvedic

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	223	193	-30	MEDIMIX
2	318	242	-76	VICCO
3	320	541	221	AYUR
4	539	401	-138	CHANDRIKA
5	809	-	-	AYUSH

Condoms

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	523	-	-	DUREX
2	806	-	-	KOHINOOR
3	844	467	-377	MANFORCE

CATEGORY-WISE ALL INDIA LISTINGS

Consumer Batteries

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	479	610	131	DURACELL
2	626	695	69	EVEREADY
3	657	446	-211	NIPPO BATTERIES

Cosmetics

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	28	56	28	LAKME
2	38	49	11	POND'S
3	91	143	52	L'OREAL
4	109	146	37	LOTUS
5	201	534	333	ELLE 18
6	361	742	381	MAYBELLINE
7	474	-	-	DAZZLER COSMETICS
8	500	-	-	COLOSSAL KAJAL
9	526	-	-	JOY COSMETICS
10	550	417	-133	REVLON

Deo/Perfume

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	72	67	-5	FOGG
2	166	84	-82	AXE
3	407	270	-137	WILD STONE
4	583	680	97	SPINZ DEO
5	625	454	-171	EVA
6	664	311	-353	ENGAGE
7	728	578	-150	DENVER
8	794	838	44	LAYER'R SHOT

CATEGORY-WISE ALL INDIA LISTINGS

Direct Selling

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	119	184	65	AMWAY
2	401	399	-2	ORIFLAME

Dishcare

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	229	126	-103	VIM
2	616	-	-	PRIL
3	771	-	-	EXO DISHCARE

Disinfectant

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	490	475	-15	LIZOL

Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	15	173	158	PATANJALI
2	163	120	-43	NIRMA
3	235	131	-104	HINDUSTAN UNILEVER
4	243	206	-37	P&G
5	245	75	-170	CAVINKARE
6	366	402	36	EMAMI

CATEGORY-WISE ALL INDIA LISTINGS

Fabric Care

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	131	181	50	SURF EXCEL
2	141	96	-45	TIDE
3	162	101	-61	RIN
4	234	489	255	GHARI
5	242	232	-10	ARIEL
6	246	273	27	UJALA
7	307	188	-119	WHEEL
8	422	-	-	SUNLIGHT
9	546	627	81	FENA
10	691	774	83	HENKO DETERGENT

Fabric Conditioner

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	810	-	-	COMFORT FABRIC

Hair Care

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	70	57	-13	SUNSILK
2	100	90	-10	PANTENE
3	156	145	-11	CLINIC PLUS
4	322	-	-	CHIK SHAMPOO
5	470	247	-223	DABUR VATIKA
6	475	378	-97	HEAD & SHOULDER
7	504	671	167	LIVON
9	551	-	-	CLINIC ALL CLEAR
10	635	781	146	TRESEMME
11	732	-	-	KESH KING
12	995	764	-231	HAIR & CARE

Hair Dye

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	765	-	-	GODREJ EXPERT HAIR COLOR
2	807	997	190	SUPER VASMOL

CATEGORY-WISE ALL INDIA LISTINGS

Hair Oil

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	125	121	-4	PARACHUTE
2	348	-	-	VVD GOLD
3	510	508	-2	DABUR AMLA
4	642	-	-	NAVRATNA COOL OIL
5	675	730	55	BAJAJ ALMOND HAIR OIL
6	715	464	-251	NIHAR
7	788	-	-	DABUR LAL OIL
8	801	708	-93	PARACHUTE JASMINE OIL
9	834	829	-5	KEO KARPIN

Hair Removal

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	433	874	441	VEET

Oral Hygiene

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	30	36	6	COLGATE
2	99	104	5	PEPSODENT
3	146	105	-41	CLOSE UP
4	204	-	-	SENSODYNE
5	219	345	126	BABOOL
6	220	135	-85	ORAL B
7	714	723	9	MESWAK
8	812	637	-175	COLGATE CIBACA

Personal Hygiene Products

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	423	703	280	WHISPER
2	866	996	130	STAYFREE
3	968	-	-	SOFY

CATEGORY-WISE ALL INDIA LISTINGS

Premium Cosmetics

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	88	182	94	OLAY

Prickly Heat Products

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	609	961	352	DERMICOOL
2	825	711	-114	NYCIL

Shaving Products

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	170	203	33	GILLETTE
2	848	593	-255	TOPAZ
3	911	-	-	VI-JOHN

Skin Lightening Products

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	149	110	-39	FAIR & LOVELY
2	993	500	-493	FAIR AND HANDSOME

Toilet Cleaner

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	437	352	-85	HARPIC
2	455	758	303	DOMEX

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CATEGORY-WISE ALL INDIA LISTINGS

F&B SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	21	41	20	AMUL	Dairy - Diversified
2	33	62	29	BRITANNIA	Diversified
3	35	19	-16	PEPSI	Aerated Beverages
4	46	42	-4	COCA-COLA	Aerated Beverages
5	49	78	29	NESTLE	Diversified
6	56	187	131	LAYS	Packaged Snacks
7	67	89	22	CADBURY'S	Confectionery - Diversified
8	73	65	-8	NESTLE MAGGI	Instant Noodles
9	74	119	45	MAAZA	Non-aerated Beverages
10	85	79	-6	SPRITE	Aerated Beverages
11	90	69	-21	HORLICKS	Nutritional Supplement
12	102	58	-44	PARLE G	Biscuits - Brand
13	112	147	35	HALDIRAM'S	Packaged Snacks
14	114	-	-	BISLERI	Packaged Drinking Water
15	118	161	43	AASHIRVAAD	Staple Kitchen Ingredients
16	127	160	33	LIMCA	Aerated Beverages
17	128	276	148	PARLE	Diversified
18	142	451	309	FANTA	Aerated Beverages
19	144	237	93	KISSAN	Processed Foods
20	151	-	-	MANGO FROOTI	Non-aerated Beverages
21	153	386	233	NESCAFE	Instant Coffee
22	154	283	129	7UP	Aerated Beverages
23	160	91	-69	THUMS UP	Aerated Beverages
24	167	296	129	KINLEY	Packaged Drinking Water
25	168	47	-121	BOOST	Nutritional Supplement
26	181	330	149	BINGO	Packaged Snacks
27	188	349	161	COMPLAN	Nutritional Supplement
28	196	148	-48	SUNFEAST	Diversified
29	199	231	32	KURKURE	Packaged Snacks
30	200	340	140	BRU	Instant Coffee
31	202	130	-72	MIRINDA	Aerated Beverages
32	203	290	87	SAFFOLA	Edible Oil
33	206	-	-	SUNFEAST YIPPEE NOODLES	Instant Noodles
34	210	442	232	OREO	Biscuits - Brand
35	214	228	14	RED BULL	Energy Drink
36	232	136	-96	LIPTON	Tea
37	237	127	-110	BOURNVITA	Nutritional Supplement
38	250	239	-11	MANGOLA	Non-aerated Beverages

CATEGORY-WISE ALL INDIA LISTINGS

F&B SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
39	255	326	71	NESTLE KITKAT	Chocolate Bar
40	260	373	113	EVEREST	Spices
41	264	165	-99	TATA TEA	Tea
42	278	211	-67	MOTHER DAIRY	Dairy - Diversified
43	285	281	-4	MTR	RTC Foods
44	289	274	-15	AACHI	Spices
45	292	842	550	MENTOS	Mouth Freshener
46	296	202	-94	FORTUNE	Edible Oil
47	303	435	132	GOWARDHAN GHEE	Ghee
48	310	164	-146	MDH	Spices
49	316	227	-89	CADBURY DAIRY MILK	Chocolate Bar
50	319	379	60	KELLOGG'S	Breakfast Cereal
51	327	-	-	GOOD DAY	Biscuits - Brand
52	337	204	-133	TATA SALT	Salt
53	351	124	-227	BALAJI FOODS	Packaged Snacks
54	354	358	4	RASNA	Powdered Drink
55	359	278	-81	HAJMOLA	Digestive Tablets
56	364	185	-179	GLUCON D	Powdered Drink
57	365	353	-12	AQUAFINA	Packaged Drinking Water
58	367	694	327	RED LABEL TEA	Tea
59	372	515	143	TROPICANA	Packaged Juice
60	384	277	-107	VADILAL	Ice Cream
61	392	491	99	ANMOL	Biscuits - Diversified
62	394	347	-47	AAVIN DAIRY	Dairy - Diversified
63	396	367	-29	BROOKE BOND TEA	Tea
64	402	798	396	APPY FIZZ	Aerated Beverages
65	417	-	-	LIBERTY TEA	Tea
66	420	484	64	MAGNUM	Ice Cream
67	431	-	-	PRIYAGOLD	Diversified
68	445	-	-	SAKHTI MASALA	Spices
69	461	950	489	DAAWAT BASMATI	Packaged Rice
70	482	334	-148	SLICE	Non-aerated Beverages
71	491	-	-	MARIE GOLD	Biscuits - Brand
72	495	492	-3	RAJNIGANDHA	Mouth Freshener - Traditional
73	499	362	-137	BISK FARM	Diversified
74	524	199	-325	CADBURY 5 STAR	Chocolate Bar
75	525	659	134	NESTLE MUNCH	Chocolate Bar
76	527	496	-31	MOUNTAIN DEW	Aerated Beverages

CATEGORY-WISE ALL INDIA LISTINGS

F&B SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
77	528	-	-	TANG	Powdered Drink
78	529	-	-	KRAFT FOODS	Processed Foods
79	531	592	61	BIKANERVALA	Packaged Snacks
80	534	-	-	NUTRELA	Soya Foods
81	537	624	87	BOVONTO	Aerated Beverages
82	543	707	164	DABUR REAL	Packaged Juice
83	553	539	-14	KWALITY WALLS	Ice Cream
84	555	-	-	HATSUN	Dairy - Diversified
85	557	-	-	HEINZ	Processed Foods
86	560	848	288	HALLS	Cough Drops
87	568	332	-236	HAVMOR	Ice Cream
88	575	268	-307	CADBURY GEMS	Candy
89	577	-	-	ANNAPURNA	Staple Kitchen Ingredients
90	582	-	-	COOKME SPICE	Spices
91	584	433	-151	CADBURY PERK	Chocolate Bar
92	586	-	-	KRACKJACK	Biscuits - Brand
93	590	672	82	SHAKTI BHOG	Staple Kitchen Ingredients
94	603	590	-13	MILMA	Dairy - Diversified
95	610	458	-152	GOKUL MILK	Dairy - Milk
96	638	813	175	SNICKERS	Chocolate Bar
97	644	746	102	NESTLE MILKY BAR	Chocolate Bar
98	646	522	-124	INDIA GATE BASMATI	Packaged Rice
99	661	-	-	KALIMARK	Aerated Beverage Manufacturer
100	670	881	211	KINDER JOY	Candy
101	674	-	-	MONACO	Biscuits - Brand
102	684	-	-	PAN VILAS	Mouth Freshener - Traditional
103	688	-	-	JOY CHIPS	Packaged Snacks
104	693	954	261	CANDYMAN	Candy
105	696	-	-	ORBIT GUM	Chewing Gum
106	697	-	-	BUTTER BITE	Biscuits - Brand
107	700	523	-177	SUNDROP	Edible Oil
108	708	953	245	WAGH BAKRI	Tea
109	712	-	-	A1 CHIPS	Packaged Snacks
110	724	-	-	GRB DAIRY PRODUCTS	Dairy - Diversified
111	736	-	-	TIC TAC	Mouth Freshener
112	744	576	-168	DALDA	Hydrogenated Vegetable Oil
113	747	-	-	VITA FOOD PRODUCTS	Processed Foods
114	749	841	92	CADBURY CHOCLAIR ÉCLAIR	Candy

CATEGORY-WISE ALL INDIA LISTINGS

F&B SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
115	752	-	-	MELODY	Candy
116	775	-	-	GOLD WINNER OIL	Edible Oil
117	786	-	-	MARS	Chocolate Bar
118	787	807	20	PARAS DAIRY	Dairy - Diversified
119	792	911	119	PARLE HIDE & SEEK	Biscuits - Brand
120	804	621	-183	DABUR HONEY	Honey
121	820	487	-333	BRITANNIA TIGER	Biscuits - Brand
122	822	915	93	CATCH MASALA	Spices
123	828	-	-	KC DAS	Canned Confectionery - Indian
124	839	294	-545	TAJ MAHAL TEA	Tea
125	850	-	-	TOP RAMEN NOODLES	Instant Noodles
126	851	-	-	KELLOGG'S CRISPIX	Breakfast Cereal
127	853	-	-	MELAM	RTC Foods
128	854	-	-	GATORADE	Sports Drink
129	857	565	-292	CENTER FRESH	Chewing Gum
130	863	-	-	CREMICA	Diversified
131	869	-	-	M&M'S	Candy
132	870	-	-	FRESCA	Aerated Beverages
133	874	366	-508	NANDINI MILK	Dairy - Milk
134	877	-	-	ARUN ICECREAM	Ice Cream
135	881	-	-	KERA	Staple Kitchen Ingredients
136	882	-	-	CHING'S	RTC Foods
137	886	-	-	SHALIMAR'S	Staple Kitchen Ingredients
138	888	-	-	DEL MONTE	Processed Foods
139	890	-	-	RKG GHEE	Ghee
140	895	-	-	LION DATES	Dates
141	896	-	-	OXO FOODS	RTC Foods
142	903	-	-	FRITO LAYS	Packaged Snacks
143	904	-	-	PAN BAHAR	Mouth Freshener - Traditional
144	905	-	-	NATURE FRESH	Packaged Flour
145	914	509	-405	DHARA	Edible Oil
146	915	351	-564	KNORR	RTC Foods
147	916	-	-	YELLOW DIAMOND	Packaged Snacks
148	918	-	-	ACT II	RTC Popcorn
149	927	972	45	ROOH AFZA	Traditional Beverages
150	931	-	-	BRITANNIA MARIE	Biscuits - Brand
151	939	655	-284	GEMINI OIL	Edible Oil
152	941	462	-479	DUKE'S	Aerated Beverages

CATEGORY-WISE ALL INDIA LISTINGS

F&B SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
153	943	551	-392	PAN PARAG	Mouth Freshener - Traditional
154	954	890	-64	AMULYA	Dairy - Whitener
155	961	-	-	EVIAN	Packaged Drinking Water
156	963	-	-	HERSHEY'S	Confectionery - Diversified
157	972	552	-420	BRITANNIA 50 50	Biscuits - Brand
158	983	-	-	TOPS PICKLES	Pickles
159	984	-	-	SPRINKLE SALT	Salt
160	994	-	-	WRIGLEY'S	Chewing Gum
161	997	762	-235	GANESH ATTA	Packaged Flour

Aerated Beverage Manufacturer

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	661	-	-	KALIMARK

Aerated Beverages

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	35	19	-16	PEPSI
2	46	42	-4	COCA-COLA
3	85	79	-6	SPRITE
4	127	160	33	LIMCA
5	142	451	309	FANTA
6	154	283	129	7UP
7	160	91	-69	THUMS UP
8	202	130	-72	MIRINDA
9	402	798	396	APPY FIZZ
10	527	496	-31	MOUNTAIN DEW
11	537	624	87	BOVONTO
12	870	-	-	FRESCA
13	941	462	-479	DUKE'S

CATEGORY-WISE ALL INDIA LISTINGS

Biscuits - Brand

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	102	58	-44	PARLE G
2	210	442	232	OREO
3	327	-	-	GOOD DAY
4	491	-	-	MARIE GOLD
5	586	-	-	KRACKJACK
6	674	-	-	MONACO
7	697	-	-	BUTTER BITE
8	792	911	119	PARLE HIDE & SEEK
9	820	487	-333	BRITANNIA TIGER
10	931	-	-	BRITANNIA MARIE
11	972	552	-420	BRITANNIA 50 50

Biscuits - Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	392	491	99	ANMOL

Breakfast Cereal

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	319	379	60	KELLOGG'S
2	851	-	-	KELLOGG'S CRISPIX

Candy

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	575	268	-307	CADBURY GEMS
2	670	881	211	KINDER JOY
3	693	954	261	CANDYMAN
4	749	841	92	CADBURY CHOCLAIR ÉCLAIR
5	752	-	-	MELODY
6	869	-	-	M&M'S

CATEGORY-WISE ALL INDIA LISTINGS

Canned Confectionery - Indian

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	828	-	-	KC DAS

Chewing Gum

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	696	-	-	ORBIT GUM
2	857	565	-292	CENTER FRESH
3	994	-	-	WRIGLEY'S

Chocolate Bar

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	255	326	71	NESTLE KITKAT
2	316	227	-89	CADBURY DAIRY MILK
3	524	199	-325	CADBURY 5 STAR
4	525	659	134	NESTLE MUNCH
5	584	433	-151	CADBURY PERK
6	638	813	175	SNICKERS
7	644	746	102	NESTLE MILKY BAR
8	786	-	-	MARS

Confectionery - Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	67	89	22	CADBURY'S
2	963	-	-	HERSHEY'S

Cough Drops

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	560	848	288	HALLS

CATEGORY-WISE ALL INDIA LISTINGS

Dairy - Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	21	41	20	AMUL
2	278	211	-67	MOTHER DAIRY
3	394	347	-47	AAVIN DAIRY
4	555	-	-	HATSUN
5	603	590	-13	MILMA
6	724	-	-	GRB DAIRY PRODUCTS
7	787	807	20	PARAS DAIRY

Dairy - Milk

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	610	458	-152	GOKUL MILK
2	874	366	-508	NANDINI MILK

Dairy - Whitener

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	954	890	-64	AMULYA

Dates

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	895	-	-	LION DATES

Digestive Tablets

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	359	278	-81	HAJMOLA

CATEGORY-WISE ALL INDIA LISTINGS

Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	33	62	29	BRITANNIA
2	49	78	29	NESTLE
3	128	276	148	PARLE
4	196	148	-48	SUNFEAST
5	431	-	-	PRIYAGOLD
6	499	362	-137	BISK FARM
7	863	-	-	CREMICA

Edible Oil

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	203	290	87	SAFFOLA
2	296	202	-94	FORTUNE
3	700	523	-177	SUNDROP
4	775	-	-	GOLD WINNER OIL
5	914	509	-405	DHARA
6	939	655	-284	GEMINI OIL

Energy Drink

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	214	228	14	RED BULL

Ghee

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	303	435	132	GOWARDHAN GHEE
2	890	-	-	RKG GHEE

Honey

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	804	621	-183	DABUR HONEY

CATEGORY-WISE ALL INDIA LISTINGS

Hydrogenated Vegetable Oil

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	744	576	-168	DALDA

Ice Cream

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	384	277	-107	VADILAL
2	420	484	64	MAGNUM
3	553	539	-14	KWALITY WALLS
4	568	332	-236	HAVMOR
5	877	-	-	ARUN ICECREAM

Instant Coffee

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	153	386	233	NESCAFE
2	200	340	140	BRU

Instant Noodles

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	73	65	-8	NESTLE MAGGI
2	206	-	-	SUNFEAST YIPPEE NOODLES
3	850	-	-	TOP RAMEN NOODLES

Mouth Freshener

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	292	842	550	MENTOS
2	736	-	-	TIC TAC

CATEGORY-WISE ALL INDIA LISTINGS

Mouth Freshener - Traditional

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	495	492	-3	RAJNIGANDHA
2	684	-	-	PAN VILAS
3	904	-	-	PAN BAHAR
4	943	551	-392	PAN PARAG

Non-Aerated Beverages

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	74	119	45	MAAZA
2	151	-	-	MANGO FROOTI
3	250	239	-11	MANGOLA
4	482	334	-148	SLICE

Nutritional Supplement

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	90	69	-21	HORLICKS
2	168	47	-121	BOOST
3	188	349	161	COMPLAN
4	237	127	-110	BOURNVITA

Packaged Drinking Water

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	114	-	-	BISLERI
2	167	296	129	KINLEY
3	365	353	-12	AQUAFINA
4	961	-	-	EVIAN

Packaged Flour

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	905	-	-	NATURE FRESH
2	997	762	-235	GANESH ATTA

CATEGORY-WISE ALL INDIA LISTINGS

Packaged Juice

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	372	515	143	TROPICANA
2	543	707	164	DABUR REAL

Packaged Rice

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	461	950	489	DAAWAT BASMATI
2	646	522	-124	INDIA GATE BASMATI

Packaged Snacks

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	56	187	131	LAYS
2	112	147	35	HALDIRAM'S
3	181	330	149	BINGO
4	199	231	32	KURKURE
5	351	124	-227	BALAJI FOODS
6	531	592	61	BIKANERVALA
7	688	-	-	JOY CHIPS
8	712	-	-	A1 CHIPS
9	903	-	-	FRITO LAYS
10	916	-	-	YELLOW DIAMOND

Pickles

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	983	-	-	TOPS PICKLES

Powdered Drink

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	354	358	4	RASNA
2	364	185	-179	GLUCON D
3	528	-	-	TANG

CATEGORY-WISE ALL INDIA LISTINGS

Processed Foods

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	144	237	93	KISSAN
2	529	-	-	KRAFT FOODS
3	557	-	-	HEINZ
4	747	-	-	VITA FOOD PRODUCTS
5	888	-	-	DEL MONTE

RTC Foods

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	285	281	-4	MTR
2	853	-	-	MELAM
3	882	-	-	CHING'S
4	896	-	-	OXO FOODS
5	915	351	-564	KNORR

RTC Popcorn

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	918	-	-	ACT II

Salt

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	337	204	-133	TATA SALT
2	984	-	-	SPRINKLE SALT

Soya Foods

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	534	-	-	NUTRELA

CATEGORY-WISE ALL INDIA LISTINGS

Spices

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	260	373	113	EVEREST
2	289	274	-15	AACHI
3	310	164	-146	MDH
4	445	-	-	SAKHTI MASALA
5	582	-	-	COOKME SPICE
6	822	915	93	CATCH MASALA

Sports Drink

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	854	-	-	GATORADE

Staple Kitchen Ingredients

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	118	161	43	AASHIRVAAD
2	577	-	-	ANNAPURNA
3	590	672	82	SHAKTI BHOG
4	881	-	-	KERA
5	886	-	-	SHALIMAR'S

Tea

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	232	136	-96	LIPTON
2	264	165	-99	TATA TEA
3	367	694	327	RED LABEL TEA
4	396	367	-29	BROOKE BOND TEA
5	417	-	-	LIBERTY TEA
6	708	953	245	WAGH BAKRI
7	839	294	-545	TAJ MAHAL TEA

Traditional Beverages

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	927	972	45	ROOH AFZA

CATEGORY-WISE ALL INDIA LISTINGS

GOVERNMENT BODY SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	471	-	-	INDIAN ARMY	Armed Forces
2	540	-	-	DELHI METRO RAIL CORP.	Metro Rail
3	689	-	-	KHADI BHANDAR	Village Products

Armed Forces

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	471	-	-	INDIAN ARMY

Metro Rail

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	540	-	-	DELHI METRO RAIL CORP.

Village Products

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	689	-	-	KHADI BHANDAR

HEALTHCARE SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	57	144	87	HIMALAYA	Ayurveda - Diversified
2	68	40	-28	DABUR	Ayurveda - Diversified
3	116	322	206	VICKS	OTC
4	126	220	94	J&J	Healthcare - Diversified
5	227	683	456	AJANTA PHARMA	Pharmaceuticals - Indian
6	267	197	-70	ZANDU BALM	Pain Balm
7	283	346	63	CIPLA	Pharmaceuticals - Indian
8	331	209	-122	VLCC	Health Management
9	346	472	126	MOOV	Pain Balm
10	389	163	-226	IODEX	Pain Balm

CATEGORY-WISE ALL INDIA LISTINGS

HEALTHCARE SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
11	442	263	-179	CROCIN	OTC
12	466	721	255	VOLINI	Pain Balm
13	484	748	264	ENO	OTC
14	501	-	-	NOBEL HYGIENE	Disposable Hygiene Products
15	515	681	166	GSK	Pharmaceuticals - International
16	619	-	-	ZYDUS CADILA	Pharmaceuticals - Indian
17	627	264	-363	AMRUTANJAN	Pain Balm
18	659	970	311	SUN PHARMA	Pharmaceuticals - Indian
19	660	-	-	JUBILANT LIFE SCIENCES	Pharmaceuticals - Indian
20	733	-	-	ABBOTT ENSURE	Health Food Supplements
21	763	-	-	FORTIS	Hospitals
22	790	525	-265	LUPIN	Pharmaceuticals - Indian
23	817	546	-271	PEDIASURE	Health Food Supplements - Kids
24	829	871	42	HAMDARD	Unani Medicine
25	862	-	-	DR REDDY'S	Pharmaceuticals - Indian
26	867	749	-118	MANKIND PHARMA	Pharmaceuticals - Indian
27	887	555	-332	APOLLO HOSPITALS	Hospitals
28	921	-	-	ABBOTT	Pharmaceuticals - International
29	930	-	-	ALKEM	Pharmaceuticals - Indian
30	934	571	-363	TIGER BALM	Pain Balm
31	953	-	-	NOVARTIS	Pharmaceuticals - International

Ayurveda - Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	57	144	87	HIMALAYA
2	68	40	-28	DABUR

Disposable Hygiene Products

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	501	-	-	NOBEL HYGIENE

Health Food Supplements

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	733	-	-	ABBOTT ENSURE

CATEGORY-WISE ALL INDIA LISTINGS

Health Food Supplements - Kids

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	817	546	-271	PEDIASURE

Health Management

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	331	209	-122	VLCC

Healthcare - Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	126	220	94	J&J

Hospitals

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	763	-	-	FORTIS
2	887	555	-332	APOLLO HOSPITALS

OTC

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	116	322	206	VICKS
2	442	263	-179	CROCIN
3	484	748	264	ENO

CATEGORY-WISE ALL INDIA LISTINGS

Pain Balm

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	267	197	-70	ZANDU BALM
2	346	472	126	MOOV
3	389	163	-226	IODEX
4	466	721	255	VOLINI
5	627	264	-363	AMRUTANJAN
6	934	571	-363	TIGER BALM

Pharmaceuticals - Indian

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	227	683	456	AJANTA PHARMA
2	283	346	63	CIPLA
3	619	-	-	ZYDUS CADILA
4	659	970	311	SUN PHARMA
5	660	-	-	JUBILANT LIFE SCIENCES
6	790	525	-265	LUPIN
7	862	-	-	DR REDDY'S
8	867	749	-118	MANKIND PHARMA
9	930	-	-	ALKEM

Pharmaceuticals - International

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	515	681	166	GSK
2	921	-	-	ABBOTT
3	953	-	-	NOVARTIS

Unani Medicine

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	829	871	42	HAMDARD

CATEGORY-WISE ALL INDIA LISTINGS

HOME CARE SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	179	141	-38	ALL OUT	Pest Control
2	216	271	55	MORTEIN	Pest Control
3	218	109	-109	GOOD KNIGHT	Pest Control
4	291	190	-101	FEVICOL	Adhesive
5	295	-	-	CERA	Sanitaryware
6	370	714	344	KOHLER	Bath Fixtures
7	576	800	224	KAJARIA	Ceramics
8	585	361	-224	HINDWARE	Sanitaryware
9	725	-	-	HIT	Pest Control
10	746	480	-266	CYCLE AGARBATTI	Agarbattis
11	751	-	-	AMBI PUR	Air Freshener
12	799	-	-	SCOTCH-BRITE	Dishcare
13	823	468	-355	ODONIL	Air Freshener
14	831	973	142	MAXO	Pest Control
15	876	477	-399	LA OPALA	Cutlery & Silverware
16	894	-	-	JAQUAR	Bath Fixtures
17	991	-	-	DENDRITE ADHESIVE	Adhesive

Adhesive

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	291	190	-101	FEVICOL
2	991	-	-	DENDRITE ADHESIVE

Agarbattis

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	746	480	-266	CYCLE AGARBATTI

Air Freshener

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	751	-	-	AMBI PUR
2	823	468	-355	ODONIL

CATEGORY-WISE ALL INDIA LISTINGS

Bath Fixtures

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	370	714	344	KOHLER
2	894	-	-	JAQUAR

Ceramics

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	576	800	224	KAJARIA

Cutlery & Silverware

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	876	477	-399	LA OPALA

Dishcare

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	799	-	-	SCOTCH-BRITE

Pest Control

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	179	141	-38	ALL OUT
2	216	271	55	MORTEIN
3	218	109	-109	GOOD KNIGHT
4	725	-	-	HIT
5	831	973	142	MAXO

CATEGORY-WISE ALL INDIA LISTINGS

Sanitaryware

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	295	-	-	CERA
2	585	361	-224	HINDWARE

HOME FURNISHING SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	176	863	687	KURLON	Mattresses
2	312	796	484	SLEEPWELL	Mattresses
3	383	-	-	NEELKAMAL	Furniture
4	468	-	-	GODREJ INTERIO	Furniture
5	855	-	-	DUROFLEX MATTRESS	Mattresses
6	940	-	-	HOMETOWN	Furniture

Furniture

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	383	-	-	NEELKAMAL
2	468	-	-	GODREJ INTERIO
3	940	-	-	HOMETOWN

Mattresses

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	176	863	687	KURLON
2	312	796	484	SLEEPWELL
3	855	-	-	DUROFLEX MATTRESS

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CATEGORY-WISE ALL INDIA LISTINGS

HOSPITALITY SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	579	502	-77	TAJ HOTELS	Hotels - Premium
2	740	-	-	HYATT HOTELS	Hotels - Premium
3	872	-	-	RADISSON HOTELS	Hotels - Premium
4	949	-	-	HILTON HOTELS	Hotels - Premium

HOUSEHOLD ELECTRICALS SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	143	76	-67	USHA FANS	Fans
2	192	159	-33	HAVELLS	Fast Moving Electrical Goods
3	373	221	-152	ANCHOR	Fast Moving Electrical Goods
4	387	359	-28	KHAITAN	Fans
5	440	305	-135	ORIENT	Fans
6	477	396	-81	ORPAT	Fans
7	498	445	-53	LUMINOUS	Invertors / Batteries
8	573	409	-164	SYSKA LED	LED
9	611	722	111	V-GUARD	Fast Moving Electrical Goods
10	859	233	-626	SURYA LED LIGHT	LED

Fans

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	143	76	-67	USHA FANS
2	387	359	-28	KHAITAN
3	440	305	-135	ORIENT
4	477	396	-81	ORPAT

Fast Moving Electrical Goods

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	192	159	-33	HAVELLS
2	373	221	-152	ANCHOR
3	611	722	111	V-GUARD

CATEGORY-WISE ALL INDIA LISTINGS

Invertors / Batteries

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	498	445	-53	LUMINOUS

LED

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	573	409	-164	SYSKA LED
2	859	233	-626	SURYA LED LIGHT

HOUSEHOLD PRODUCTS SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	922	-	-	VELCRO	Fasteners

INTERNET SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	40	74	34	GOOGLE	Internet Search
2	65	83	18	AMAZON	Online Retailer - Diversified
3	95	117	22	FACEBOOK	Social Networking
4	97	416	319	OLA	Online Taxi Aggregator
5	117	100	-17	YAHOO	Internet Search
6	121	162	41	FLIPKART	Online Retailer - Diversified
7	175	252	77	TWITTER	Social Networking
8	180	142	-38	SNAPDEAL	Online Retailer - Diversified
9	184	341	157	PAYTM	Digital Wallet
10	233	628	395	UBER	Online Taxi Aggregator
11	268	216	-52	YOUTUBE	Video-sharing
12	269	257	-12	E BAY	Online Retailer - Diversified
13	280	260	-20	WHATSAPP	Instant Messaging Service
14	297	580	283	MYNTRA	Online Retailer - Fashion

CATEGORY-WISE ALL INDIA LISTINGS

INTERNET SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
15	315	178	-137	OLX.IN	Internet Classifieds Service
16	334	-	-	LENSKART	Online Eyewear Retailer
17	467	647	180	MAKEMYTRIP	Travel Services
18	483	312	-171	QUIKR	Internet Classifieds Service
19	566	-	-	HOTSTAR	Video Streaming
20	572	-	-	UC BROWSER	Browser
21	597	327	-270	GMAIL	Email Service
22	600	-	-	HIKE	Instant Messaging Service
23	677	325	-352	PAYPAL	Online Payment Service
24	685	-	-	INSTAGRAM	Social Networking
25	692	499	-193	LINKEDIN	Professional Networking
26	698	-	-	GO IBIBO	Online Travel Aggregator
27	702	-	-	WIKIPEDIA	Online Encyclopedia
28	767	713	-54	OXIGEN WALLET	Digital Wallet
29	803	-	-	JUSTDIAL	Local Search Services
30	826	725	-101	JABONG	Online Retailer - Fashion
31	833	-	-	CITRUS PAY	Digital Wallet
32	892	-	-	HOTMAIL	Email Service
33	897	-	-	SAKHI FASHION	Women's Fashion
34	919	619	-300	YEPME.COM	Online Retailer - Fashion
35	951	-	-	ZOMATO	Online Food Aggregator
36	966	-	-	NETFLIX	Video Streaming
37	973	473	-500	SKYPE	Video Call Service

Browser

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	572	-	-	UC BROWSER

Digital Wallet

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	184	341	157	PAYTM
2	767	713	-54	OXIGEN WALLET
3	833	-	-	CITRUS PAY

CATEGORY-WISE ALL INDIA LISTINGS

Email Service

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	597	327	-270	GMAIL
2	892	-	-	HOTMAIL

Instant Messaging Service

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	280	260	-20	WHATSAPP
2	600	-	-	HIKE

Internet Classifieds Service

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	315	178	-137	OLX.IN
2	483	312	-171	QUIKR

Internet Search

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	40	74	34	GOOGLE
2	117	100	-17	YAHOO

Local Search Services

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	803	-	-	JUSTDIAL

Online Encyclopedia

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	702	-	-	WIKIPEDIA

CATEGORY-WISE ALL INDIA LISTINGS

Online Eyewear Retailer

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	334	-	-	LENSKART

Online Food Aggregator

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	951	-	-	ZOMATO

Online Payment Service

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	677	325	-352	PAYPAL

Online Retailer - Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	65	83	18	AMAZON
2	121	162	41	FLIPKART
3	180	142	-38	SNAPDEAL
4	269	257	-12	E BAY

Online Retailer - Fashion

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	297	580	283	MYNTRA
2	826	725	-101	JABONG
3	919	619	-300	YEPME.COM

Online Taxi Aggregator

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	97	416	319	OLA
2	233	628	395	UBER

CATEGORY-WISE ALL INDIA LISTINGS

Online Travel Aggregator

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	698	-	-	GO IBIBO

Professional Networking

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	692	499	-193	LINKEDIN

Social Networking

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	95	117	22	FACEBOOK
2	175	252	77	TWITTER
3	685	-	-	INSTAGRAM

Travel Services

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	467	647	180	MAKEMYTRIP

Video Call Service

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	973	473	-500	SKYPE

Video Streaming

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	566	-	-	HOTSTAR
2	966	-	-	NETFLIX

CATEGORY-WISE ALL INDIA LISTINGS

Video-sharing

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	268	216	-52	YOUTUBE

Women's Fashion

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	897	-	-	SAKHI FASHION

KITCHENCARE SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	221	314	93	PRESTIGE	Cookware
2	262	287	25	MILTON	Kitchenware
3	357	-	-	PREETHI APPLIANCE	Kitchen Appliances
4	478	-	-	PRINCEWARE	Kitchenware
5	598	375	-223	HAWKINS	Cookware
6	666	897	231	KUTCHINA	Kitchen Systems
7	735	-	-	SUNFLAME APPLIANCES	Kitchen Appliances
8	845	-	-	CANTEE	Kitchen Appliances
9	864	-	-	PIGEON	Kitchen Appliances
10	898	536	-362	TUPPERWARE	Kitchen Appliances
11	937	405	-532	BUTTERFLY APPLIANCES	Kitchen Appliances

Cookware

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	221	314	93	PRESTIGE
2	598	375	-223	HAWKINS

CATEGORY-WISE ALL INDIA LISTINGS

Kitchen Appliances

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	357	-	-	PREETHI APPLIANCE
2	735	-	-	SUNFLAME APPLIANCES
3	845	-	-	CANTEE
4	864	-	-	PIGEON
5	898	536	-362	TUPPERWARE
6	937	405	-532	BUTTERFLY APPLIANCES

Kitchen Systems

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	666	897	231	KUTCHINA

Kitchenware

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	262	287	25	MILTON
2	478	-	-	PRINCEWARE

MANUFACTURING SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	111	243	132	ASIAN PAINTS	Paints
2	185	192	7	AMBUJA CEMENT	Cement
3	205	291	86	NEROLAC	Paints
4	244	153	-91	ACC	Cement
5	273	-	-	SURYA GOLD CEMENT	Cement
6	385	253	-132	DULUX PAINTS	Paints
7	458	497	39	TATA STEEL	Metal
8	519	-	-	LEGO	Toy Manufacturer
9	595	214	-381	SINTEX	Diversified
10	652	368	-284	JK CEMENT	Cement

CATEGORY-WISE ALL INDIA LISTINGS

MANUFACTURING SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
11	658	73	-585	BIRLA CEMENT	Cement
12	687	415	-272	CROMPTON GREAVES	Engineering
13	722	-	-	BOROSIL	Glassware
14	742	676	-66	FINOLEX	Diversified
15	805	-	-	NIPPON PAINT	Paints
16	837	657	-180	BERGER PAINTS	Paints
17	878	581	-297	LAFARGE	Cement
18	891	878	-13	JINDAL STEEL	Metal
19	955	-	-	AIRBUS	Aircraft

Aircraft

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	955	-	-	AIRBUS

Cement

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	185	192	7	AMBUJA CEMENT
2	244	153	-91	ACC
3	273	-	-	SURYA GOLD CEMENT
4	652	368	-284	JK CEMENT
5	658	73	-585	BIRLA CEMENT
6	878	581	-297	LAFARGE

Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	595	214	-381	SINTEX
2	742	676	-66	FINOLEX

CATEGORY-WISE ALL INDIA LISTINGS

Engineering

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	687	415	-272	CROMPTON GREAVES

Glassware

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	722	-	-	BOROSIL

Metal

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	458	497	39	TATA STEEL
2	891	878	-13	JINDAL STEEL

Paints

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	111	243	132	ASIAN PAINTS
2	205	291	86	NEROLAC
3	385	253	-132	DULUX PAINTS
4	805	-	-	NIPPON PAINT
5	837	657	-180	BERGER PAINTS

Toy Manufacturer

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	519	-	-	LEGO

CATEGORY-WISE ALL INDIA LISTINGS

MEDIA - PRINT SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	343	-	-	HINDUSTAN	Newspaper - Hindi
2	355	205	-150	TIMES OF INDIA	Newspaper - English
3	476	389	-87	MIDDAY	Newspaper - English
4	487	951	464	DAINIK BHASKAR	Newspaper - Hindi
5	522	819	297	THE HINDU	Newspaper - English
6	596	542	-54	INDIA TODAY	Magazine - English
7	682	686	4	LOKMAT	Newspaper - Marathi
8	721	884	163	OUTLOOK	Magazine - English
9	734	-	-	MUMBAI MIRROR	Newspaper - English
10	773	112	-661	HINDUSTAN TIMES	Newspaper - English
11	779	-	-	ANANDBAZAR PATRIKA	Newspaper - Bengali
12	860	560	-300	NAVBHARAT TIMES	Newspaper - Hindi
13	950	-	-	FORBES	Magazine - English

Magazine - English

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	596	542	-54	INDIA TODAY
2	721	884	163	OUTLOOK
3	950	-	-	FORBES

Newspaper - Bengali

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	779	-	-	ANANDBAZAR PATRIKA

Newspaper - English

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	355	205	-150	TIMES OF INDIA
2	476	389	-87	MIDDAY
3	522	819	297	THE HINDU
4	734	-	-	MUMBAI MIRROR
5	773	112	-661	HINDUSTAN TIMES

CATEGORY-WISE ALL INDIA LISTINGS

Newspaper - Hindi

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	343	-	-	HINDUSTAN
2	487	951	464	DAINIK BHASKAR
3	860	560	-300	NAVBHARAT TIMES

Newspaper - Marathi

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	682	686	4	LOKMAT

MEDIA - RADIO SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	592	370	-222	92.7 BIG FM	FM
2	772	533	-239	RADIO MIRCHI	FM
3	906	558	-348	93.5 RED FM	FM

MEDIA - TV SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	96	238	142	AAJ TAK	Hindi News
2	236	176	-60	ZEE TV	Hindi GEC
3	241	328	87	STAR PLUS	Hindi GEC
4	258	-	-	ZEE	Channel Cluster
5	259	511	252	DISCOVERY CHANNEL	Factual Entertainment
6	279	254	-25	NDTV	Channel Cluster
7	298	604	306	MTV	Music Channel
8	313	665	352	COLORS TV	Hindi GEC
9	328	-	-	DISNEY CHANNEL	Kids Channel
10	363	226	-137	ZEE NEWS	Hindi News

CATEGORY-WISE ALL INDIA LISTINGS

MEDIA - TV SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
11	382	538	156	BBC	International News Channel
12	399	303	-96	ESPN	Sports
13	428	969	541	SAB TV	Hindi GEC
14	444	436	-8	ABP NEWS	Hindi News
15	494	357	-137	LIFE OK	Hindi GEC
16	505	-	-	STAR SPORTS	Sports
17	506	306	-200	HBO	English Movies
18	517	-	-	PARAS TV	Hindi Devotional Channel
19	615	-	-	CNBC	Business Channel Cluster
20	620	-	-	FOX ENGLISH MOVIES	English Movies
21	624	-	-	FX	English GEC
22	631	-	-	ZOOM TV	Music Channel
23	672	-	-	TLC	English - Lifestyle & Travel
24	703	-	-	VASANTH TV	Tamil GEC
25	704	-	-	THANTHI TV	Tamil News Channel
26	783	-	-	ANIMAL PLANET	Factual Entertainment
27	797	563	-234	ABP ANANDA	Regional News Channel
28	821	810	-11	POGO	Kids Channel
29	842	-	-	SET MAX	Hindi Movies
30	917	-	-	STAR GOLD	Hindi Movies
31	925	-	-	STAR NEWS	Hindi News
32	932	-	-	DD	Government Channel Cluster
33	964	-	-	NAT GEO	Factual Entertainment
34	970	-	-	WB	English Movies
35	976	-	-	STAR WORLD	English GEC
36	979	-	-	ZEE CLASSIC	Hindi Movies

Business Channel Cluster

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	615	-	-	CNBC

Channel Cluster

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	258	-	-	ZEE
2	279	254	-25	NDTV

CATEGORY-WISE ALL INDIA LISTINGS

English - Lifestyle & Travel

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	672	-	-	TLC

English GEC

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	624	-	-	FX
2	976	-	-	STAR WORLD

English Movies

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	506	306	-200	HBO
2	620	-	-	FOX ENGLISH MOVIES
3	970	-	-	WB

Factual Entertainment

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	259	511	252	DISCOVERY CHANNEL
2	783	-	-	ANIMAL PLANET
3	964	-	-	NAT GEO

Government Channel Cluster

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	932	-	-	DD

CATEGORY-WISE ALL INDIA LISTINGS

Hindi Devotional Channel

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	517	-	-	PARAS TV

Hindi GEC

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	236	176	-60	ZEE TV
2	241	328	87	STAR PLUS
3	313	665	352	COLORS TV
4	428	969	541	SAB TV
5	494	357	-137	LIFE OK

Hindi Movies

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	842	-	-	SET MAX
2	917	-	-	STAR GOLD
3	979	-	-	ZEE CLASSIC

Hindi News

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	96	238	142	AAJ TAK
2	363	226	-137	ZEE NEWS
3	444	436	-8	ABP NEWS
4	925	-	-	STAR NEWS

International News Channel

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	382	538	156	BBC

CATEGORY-WISE ALL INDIA LISTINGS

Kids Channel

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	328	-	-	DISNEY CHANNEL
2	821	810	-11	POGO

Music Channel

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	298	604	306	MTV
2	631	-	-	ZOOM TV

Regional News Channel

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	797	563	-234	ABP ANANDA

Sports

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	399	303	-96	ESPN
2	505	-	-	STAR SPORTS

Tamil GEC

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	703	-	-	VASANTH TV

Tamil News Channel

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	704	-	-	THANTHI TV

CATEGORY-WISE ALL INDIA LISTINGS

NGO SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	434	-	-	ART OF LIVING	NGO
2	830	909	79	CARE INDIA	NGO

PERSONAL ACCESSORIES SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	12	24	12	BATA	Footwear
2	24	39	15	ADIDAS	Sportswear
3	26	54	28	REEBOK	Sportswear
4	31	31	0	SONATA	Watches
5	36	30	-6	TITAN	Watches
6	37	48	11	NIKE	Sportswear
7	44	20	-24	PUMA	Sportswear
8	101	103	2	ROLEX	Luxury Watches
9	123	177	54	WOODLAND	Outdoor Gear
10	150	92	-58	RADO	Luxury Watches
11	171	298	127	TANISHQ	Jewellery
12	173	299	126	RELAXO	Footwear
13	222	255	33	PARAGON	Footwear
14	228	108	-120	HMT WATCHES	Watches
15	248	95	-153	VIP	Luggage/Bags
16	282	285	3	VKC	Footwear
17	299	394	95	KHADIM	Footwear
18	341	275	-66	TIMEX	Watches
19	358	222	-136	SPARX	Footwear
20	381	411	30	KALYAN JEWELLERS	Jewellery
21	393	262	-131	RAYBAN	Eyewear
22	404	400	-4	CITIZEN	Watches
23	424	557	133	JOYALUKKAS	Jewellery
24	439	-	-	MALABAR DIAMONDS	Jewellery
25	446	559	113	SREE LEATHERS	Footwear
26	502	286	-216	FILA	Sportswear
27	508	-	-	VENUS	Shaving Products - Women

CATEGORY-WISE ALL INDIA LISTINGS

PERSONAL ACCESSORIES SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
28	516	577	61	OMEGA	Watches
29	538	609	71	GEETANJALI GEMS	Jewellery
30	548	-	-	SANGINI	Jewellery
31	574	510	-64	SKYBAGS	Luggage/Bags
32	606	553	-53	SENCO GOLD JEWELLERS	Jewellery
33	643	644	1	P C CHANDRA JEWELLERS	Jewellery
34	656	-	-	QUARTZ	Watches
35	663	958	295	NAKSHATRA	Jewellery
36	665	-	-	CARTIER WATCHES	Luxury Watches
37	667	773	106	LOTTO	Footwear
38	676	428	-248	AMERICAN TOURISTER	Luggage/Bags
39	710	716	6	GRT JEWELLERS	Jewellery
40	754	-	-	SWATCH	Luxury Watches
41	774	-	-	COLUMBUS	Footwear
42	781	-	-	PC JEWELLER	Jewellery
43	789	584	-205	TISSOT	Luxury Watches
44	791	-	-	LUNAR FOOTWEAR	Footwear
45	843	-	-	REDCHIEF	Footwear
46	849	673	-176	SAFARI	Luggage/Bags
47	956	382	-574	ACTION SHOES	Footwear
48	977	827	-150	SEIKO	Watches
49	1000	-	-	ZIPPO	Personal Toolkit Gear

Eyewear

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	393	262	-131	RAYBAN

CATEGORY-WISE ALL INDIA LISTINGS

Footwear

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	12	24	12	BATA
2	173	299	126	RELAXO
3	222	255	33	PARAGON
4	282	285	3	VKC
5	299	394	95	KHADIM
6	358	222	-136	SPARX
7	446	559	113	SREE LEATHERS
8	667	773	106	LOTTO
9	774	-	-	COLUMBUS
10	791	-	-	LUNAR FOOTWEAR
11	843	-	-	REDCHIEF
12	956	382	-574	ACTION SHOES

Jewellery

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	171	298	127	TANISHQ
2	381	411	30	KALYAN JEWELLERS
3	424	557	133	JOYALUKKAS
4	439	-	-	MALABAR DIAMONDS
5	538	609	71	GEETANJALI GEMS
6	548	-	-	SANGINI
7	606	553	-53	SENCO GOLD JEWELLERS
8	643	644	1	P C CHANDRA JEWELLERS
9	663	958	295	NAKSHATRA
10	710	716	6	GRT JEWELLERS
11	781	-	-	PC JEWELLER

Luggage/Bags

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	248	95	-153	VIP
2	574	510	-64	SKYBAGS
3	676	428	-248	AMERICAN TOURISTER
4	849	673	-176	SAFARI

CATEGORY-WISE ALL INDIA LISTINGS

Luxury Watches

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	101	103	2	ROLEX
2	150	92	-58	RADO
3	665	-	-	CARTIER WATCHES
4	754	-	-	SWATCH
5	789	584	-205	TISSOT

Outdoor Gear

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	123	177	54	WOODLAND

Personal Toolkit Gear

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	1000	-	-	ZIPPO

Shaving Products - Women

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	508	-	-	VENUS

Sportswear

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	24	39	15	ADIDAS
2	26	54	28	REEBOK
3	37	48	11	NIKE
4	44	20	-24	PUMA
5	502	286	-216	FILA

CATEGORY-WISE ALL INDIA LISTINGS

Watches

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	31	31	0	SONATA
2	36	30	-6	TITAN
3	228	108	-120	HMT WATCHES
4	341	275	-66	TIMEX
5	404	400	-4	CITIZEN
6	516	577	61	OMEGA
7	656	-	-	QUARTZ
8	977	827	-150	SEIKO

PERSONAL GADGETS SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	14	4	-10	NOKIA	Mobile Phones
2	29	230	201	OPPO	Mobile Phones
3	42	25	-17	MICROMAX	Mobile Phones
4	59	466	407	VIVO	Mobile Phones
5	61	32	-29	LAVA	Mobile Phones
6	64	72	8	MOTOROLA	Mobile Phones
7	71	102	31	CANON	Camera
8	93	37	-56	HTC	Mobile Phones
9	115	137	22	NIKON	Camera
10	120	82	-38	INTEX	Mobile Phones
11	136	307	171	GIONEE	Mobile Phones
12	148	132	-16	BLACKBERRY	Mobile Phones
13	155	1	-154	SAMSUNG MOBILES	Mobile Phones
14	239	826	587	COOL PAD	Mobile Phones
15	265	16	-249	IPHONE	Mobile Phone Brand
16	276	-	-	REDMI	Mobile Phone Brand
17	286	513	227	CASIO	Personal Technology
18	325	139	-186	KODAK	Camera
19	342	-	-	HTC TOUCH VIVA	Mobile Phone Brand
20	350	133	-217	KARBONN	Mobile Phones
21	356	728	372	XIAOMI	Mobile Phones
22	376	404	28	XOLO	Mobile Phones

CATEGORY-WISE ALL INDIA LISTINGS

PERSONAL GADGETRY SUPER CATEGORY

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
23	405	682	277	SANDISK	Memory storage
24	448	-	-	RELIANCE LYF	Mobile Phone Brand
25	535	397	-138	CELKON	Mobile Phones
26	552	300	-252	SAMSUNG GALAXY	Mobile Phone Brand
27	554	952	398	SONY XPERIA	Mobile Phone Brand
28	556	-	-	SONY XPERIA ULTRA	Mobile Phone Brand
29	570	180	-390	SPICE MOBILES	Mobile Phones
30	591	575	-16	FUJIFILM	Camera
31	705	-	-	ONE PLUS	Mobile Phones
32	717	-	-	LEMON MOBILES	Mobile Phones
33	745	-	-	INFOCUS	Mobile Phones
34	768	-	-	LG NEXUS	Mobile Phone Brand
35	777	-	-	SALORA	Mobile Phones
36	802	896	94	HITECH	Mobile Phones
37	811	410	-401	NOKIA LUMIA	Mobile Phones
38	852	-	-	G FIVE PHONE	Mobile Phones
39	899	-	-	LE ECO	Mobile Phones
40	936	-	-	SWIPE SONIC	Mobile Phone Brand
41	942	-	-	MAXX MOBILES	Mobile Phones
42	957	-	-	OLYMPUS	Camera
43	958	-	-	MOTOROLA MOTO G	Mobile Phone Brand

Camera

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	71	102	31	CANON
2	115	137	22	NIKON
3	325	139	-186	KODAK
4	591	575	-16	FUJIFILM
5	957	-	-	OLYMPUS

Memory Storage

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	405	682	277	SANDISK

CATEGORY-WISE ALL INDIA LISTINGS

Mobile Phone Brand

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	265	16	-249	IPHONE
2	276	-	-	REDMI
3	342	-	-	HTC TOUCH VIVA
4	448	-	-	RELIANCE LYF
5	552	300	-252	SAMSUNG GALAXY
6	554	952	398	SONY XPERIA
7	556	-	-	SONY XPERIA ULTRA
8	768	-	-	LG NEXUS
9	936	-	-	SWIPE SONIC
10	958	-	-	MOTOROLA MOTO G

Mobile Phones

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	14	4	-10	NOKIA
2	29	230	201	OPPO
3	42	25	-17	MICROMAX
4	59	466	407	VIVO
5	61	32	-29	LAVA
6	64	72	8	MOTOROLA
7	93	37	-56	HTC
8	120	82	-38	INTEX
9	136	307	171	GIONEE
10	148	132	-16	BLACKBERRY
11	155	1	-154	SAMSUNG MOBILES
12	239	826	587	COOL PAD
13	350	133	-217	KARBONN
14	356	728	372	XIAOMI
15	376	404	28	XOLO
16	535	397	-138	CELKON
17	570	180	-390	SPICE MOBILES
18	705	-	-	ONE PLUS
19	717	-	-	LEMON MOBILES
20	745	-	-	INFOCUS
21	777	-	-	SALORA
22	802	896	94	HITECH
23	811	410	-401	NOKIA LUMIA
24	852	-	-	G FIVE PHONE
25	899	-	-	LE ECO
26	942	-	-	MAXX MOBILES

CATEGORY-WISE ALL INDIA LISTINGS

Personal Technology

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	286	513	227	CASIO

RETAIL SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	48	59	11	KFC	QSR
2	78	115	37	DOMINO'S	QSR
3	81	150	69	PIZZA HUT	Diner/Restaurant
4	110	217	107	MCDONALD'S	QSR
5	132	154	22	BIG BAZAAR	Personal Goods
6	164	244	80	SUBWAY	QSR
7	194	245	51	PANTALOONS	Personal Goods
8	314	679	365	SHOPPERS STOP	Personal Goods
9	326	-	-	STARBUCKS	Café
10	330	862	532	LIFESTYLE	Personal Goods
11	371	501	130	METRO	Retail - Footwear
12	408	-	-	WALMART	Hypermarket
13	447	-	-	IKEA	Furniture
14	481	-	-	BENZER	Fashion Retail
15	497	336	-161	CROMA	Consumer Electronics
16	518	517	-1	MONGINIS	Cakeshop
17	562	-	-	TESCO	Hypermarket
18	602	-	-	BURGER KING	QSR
19	608	453	-155	D MART	Hypermarket
20	640	-	-	ARCHIES	Greeting Cards and Gifts
21	651	-	-	WESTSIDE	Personal Goods
22	694	-	-	SPENCER	Hypermarket
23	701	689	-12	MORE	Hypermarket
24	706	642	-64	CAFE COFFEE DAY	Café
25	711	-	-	TARGET	Hypermarket
26	729	-	-	TACO BELL	QSR
27	756	-	-	SAFAL	Fruits and Vegetables
28	770	750	-20	MOTI MAHAL	Diner/Restaurant
29	835	-	-	VIJAY SALES	Consumer Electronics
30	841	-	-	MARKS & SPENCER	Fashion Retail

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
31	952	-	-	FOREVER NEW	Women's Fashion
32	975	-	-	TITANEYE +	Eyecare
33	980	-	-	COSTCO	Hypermarket

Café

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	326	-	-	STARBUCKS
2	706	642	-64	CAFE COFFEE DAY

Cakeshop

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	518	517	-1	MONGINIS

Consumer Electronics

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	497	336	-161	CROMA
2	835	-	-	VIJAY SALES

Diner/Restaurant

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	81	150	69	PIZZA HUT
2	770	750	-20	MOTI MAHAL

Fashion Retail

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	481	-	-	BENZER
2	841	-	-	MARKS & SPENCER

CATEGORY-WISE ALL INDIA LISTINGS

Eyecare

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	975	-	-	TITANEYE +

Fruits and Vegetables

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	756	-	-	SAFAL

Furniture

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	447	-	-	IKEA

Greeting Cards and Gifts

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	640	-	-	ARCHIES

Hypermarket

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	408	-	-	WALMART
2	562	-	-	TESCO
3	608	453	-155	D MART
4	694	-	-	SPENCER
5	701	689	-12	MORE
6	711	-	-	TARGET
7	980	-	-	COSTCO

CATEGORY-WISE ALL INDIA LISTINGS

Personal Goods

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	132	154	22	BIG BAZAAR
2	194	245	51	PANTALOONS
3	314	679	365	SHOPPERS STOP
4	330	862	532	LIFESTYLE
5	651	-	-	WESTSIDE

QSR

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	48	59	11	KFC
2	78	115	37	DOMINO'S
3	110	217	107	MCDONALD'S
4	164	244	80	SUBWAY
5	602	-	-	BURGER KING
6	729	-	-	TACO BELL

Retail - Footwear

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	371	501	130	METRO

Women's Fashion

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	952	-	-	FOREVER NEW

CATEGORY-WISE ALL INDIA LISTINGS

SERVICES SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	140	183	43	IBM	Consulting/Services
2	193	843	650	TOPS SECURITY	Security Services
3	275	457	182	DTDC	Express Services
4	432	321	-111	DHL	Express Services - International
5	449	348	-101	FEDEX	Express Services - International
6	480	757	277	ACCENTURE	Consulting/Services
7	507	-	-	UPS COURIER	Express Services - International
8	614	895	281	VEENA WORLD	Travel Services
9	617	-	-	DELOITTE	Consulting/Services
10	630	639	9	BLUE DART	Express Services
11	632	-	-	IRCTC	Railway Services
12	929	-	-	TNT COURIER SERVICES	Express Services

Consulting/Services

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	140	183	43	IBM
2	480	757	277	ACCENTURE
3	617	-	-	DELOITTE

Express Services

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	275	457	182	DTDC
2	630	639	9	BLUE DART
3	929	-	-	TNT COURIER SERVICES

Express Service - International

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	432	321	-111	DHL
2	449	348	-101	FEDEX
3	507	-	-	UPS COURIER

CATEGORY-WISE ALL INDIA LISTINGS

Railway Services

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	632	-	-	IRCTC

Security Services

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	193	843	650	TOPS SECURITY

Travel Services

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	614	895	281	VEENA WORLD

SPORTS SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	668	-	-	BCCI	Cricket Sports Authority
2	739	699	-40	IPL	Cricket League

Cricket League

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	739	699	-40	IPL

Cricket Sports Authority

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	668	-	-	BCCI

CATEGORY-WISE ALL INDIA LISTINGS

STATIONARY SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	69	-	-	NATARAJ	Writing Accessories
2	106	151	45	APSARA	Writing Accessories
3	134	371	237	CAMLIN	Diversified
4	187	94	-93	CELLO	Writing Accessories
5	198	246	48	REYNOLDS	Writing Accessories
6	288	564	276	CLASSMATE	Notebooks
7	302	308	6	CAMEL	Writing Accessories
8	344	-	-	DOMS INDIA	Writing Accessories
9	410	272	-138	PARKER PENS	Premium Writing Accessories
10	636	360	-276	MONTEX	Writing Accessories
11	655	-	-	FABER-CASTELL	Diversified
12	738	-	-	LEXI PENS	Writing Accessories
13	769	-	-	SUNDARAM NOTEBOOKS	Notebooks
14	935	606	-329	NAVNEET	Diversified
15	967	835	-132	LINC PENS	Writing Accessories

Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	134	371	237	CAMLIN
2	655	-	-	FABER-CASTELL
3	935	606	-329	NAVNEET

Notebooks

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	288	564	276	CLASSMATE
2	769	-	-	SUNDARAM NOTEBOOKS

Premium Writing Accessories

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	410	272	-138	PARKER PENS

CATEGORY-WISE ALL INDIA LISTINGS

Writing Accessories

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	69	-	-	NATARAJ
2	106	151	45	APSARA
3	187	94	-93	CELLO
4	198	246	48	REYNOLDS
5	302	308	6	CAMEL
6	344	-	-	DOMS INDIA
7	636	360	-276	MONTEX
8	738	-	-	LEXI PENS
9	967	835	-132	LINC PENS

TECHNOLOGY SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	4	16	12	APPLE	Personal Technology
2	8	8	0	DELL	Personal Technology
3	9	27	18	LENOVO	Personal Technology
4	11	26	15	HEWLETT PACKARD	Personal Technology
5	60	200	140	ASUS	Personal Technology
6	75	68	-7	ACER	Personal Technology
7	79	85	6	MICROSOFT	Software Products
8	129	53	-76	HCL	Diversified
9	147	166	19	INTEL	Semiconductor
10	226	191	-35	INFOSYS	Software Services
11	238	125	-113	I BALL	Personal Technology
12	321	-	-	XEROX	Personal Technology
13	332	123	-209	TCS	Software Services
14	369	356	-13	CISCO	Networks - Diversified
15	395	780	385	EA GAMES	Video Game Conglomerate
16	456	289	-167	EPSON	Personal Technology
17	457	337	-120	ORACLE	Software Products
18	462	724	262	COMPAQ	Personal Technology
19	532	-	-	QUICK HEAL	Software Products
20	639	-	-	SAP SOFTWARE	Software Products
21	641	-	-	ADOBE	Software Products
22	671	-	-	MACBOOK	Notebook Computers - Brand

CATEGORY-WISE ALL INDIA LISTINGS

Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	129	53	-76	HCL

Networks - Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	369	356	-13	CISCO

Notebook Computers - Brand

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	671	-	-	MACBOOK

Personal Technology

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	4	16	12	APPLE
2	8	8	0	DELL
3	9	27	18	LENOVO
4	11	26	15	HEWLETT PACKARD
5	60	200	140	ASUS
6	75	68	-7	ACER
7	238	125	-113	I BALL
8	321	-	-	XEROX
9	456	289	-167	EPSON
10	462	724	262	COMPAQ

Semiconductor

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	147	166	19	INTEL

CATEGORY-WISE ALL INDIA LISTINGS

Software Products

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	79	85	6	MICROSOFT
2	457	337	-120	ORACLE
3	532	-	-	QUICK HEAL
4	639	-	-	SAP SOFTWARE
5	641	-	-	ADOBE

Software Services

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	226	191	-35	INFOSYS
2	332	123	-209	TCS

Video Game Conglomerate

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	395	780	385	EA GAMES

TELECOM SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	16	13	-3	AIRTEL	Mobile Service Provider
2	19	-	-	RELIANCE JIO	Mobile Service Provider
3	39	29	-10	VODAFONE	Mobile Service Provider
4	82	21	-61	IDEA	Mobile Service Provider
5	105	98	-7	BSNL	Mobile Service Provider
6	158	86	-72	AIRCEL	Mobile Service Provider
7	197	80	-117	TATA DOCOMO	Mobile Service Provider
8	304	385	81	MTNL	Landline Service Provider
9	309	498	189	MTS	Mobile Service Provider
10	317	-	-	MATRIX TELECOM	SIM Cards - International
11	520	942	422	TATA INDICOM	Telecom Services
12	541	-	-	AT&T	Backbone Infrastructure
13	589	-	-	QUALCOMM	Diversified
14	669	632	-37	HUAWEI	Diversified
15	889	820	-69	BEETEL	Landline Unit Provider

CATEGORY-WISE ALL INDIA LISTINGS

Backbone Infrastructure

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	541	-	-	AT&T

Diversified

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	589	-	-	QUALCOMM
2	669	632	-37	HUAWEI

Landline Service Provider

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	304	385	81	MTNL

Landline Unit Provider

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	889	820	-69	BEETEL

Mobile Service Provider

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	16	13	-3	AIRTEL
2	19	-	-	RELIANCE JIO
3	39	29	-10	VODAFONE
4	82	21	-61	IDEA
5	105	98	-7	BSNL
6	158	86	-72	AIRCEL
7	197	80	-117	TATA DOCOMO
8	309	498	189	MTS

CATEGORY-WISE ALL INDIA LISTINGS

SIM Cards - International

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	317	-	-	MATRIX TELECOM

Telecom Services

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	520	942	422	TATA INDICOM

TRANSPORTATION SUPER CATEGORY



RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	CATEGORY
1	172	251	79	SPICEJET	Airlines - Indian
2	183	752	569	HERO CYCLES	Bicycles
3	251	301	50	AIR INDIA	Government Airlines
4	277	-	-	AVON CYCLE	Bicycles
5	378	-	-	INDIGO AIRLINES	Airlines - Indian
6	549	494	-55	JET AIRWAYS	Airlines - Indian
7	580	-	-	MERU	Cab Service
8	679	507	-172	ATLAS CYCLE	Bicycles
9	680	-	-	BSA CYCLES	Bicycles
10	755	-	-	DELTA AIRLINES	Airlines - International
11	868	-	-	AVIS CAR RENTALS	Car Renters
12	923	654	-269	INDIAN RAILWAYS	Rail Transportation
13	946	903	-43	HERCULES	Bicycles
14	962	408	-554	GO AIR	Airlines - Indian

Airlines - Indian

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	172	251	79	SPICEJET
2	378	-	-	INDIGO AIRLINES
3	549	494	-55	JET AIRWAYS
4	962	408	-554	GO AIR

CATEGORY-WISE ALL INDIA LISTINGS

Airlines - International

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	755	-	-	DELTA AIRLINES

Bicycles

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	183	752	569	HERO CYCLES
2	277	-	-	AVON CYCLE
3	679	507	-172	ATLAS CYCLE
4	680	-	-	BSA CYCLES
5	946	903	-43	HERCULES

Cab Service

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	580	-	-	MERU

Car Renters

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	868	-	-	AVIS CAR RENTALS

Government Airlines

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	251	301	50	AIR INDIA

Rail Transportation

RANK	BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME
1	923	654	-269	INDIAN RAILWAYS



07

**All India Listings
of India's 1000
Most Trusted Brands**

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

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



Leads FMCG list, with 158 RANK climb



Takes prime spot within a few months of launch



'Opping ahead since 2015

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

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



Out of top 10 with 37 rank dive



Munching its way towards trust



'No Wait' for trust



Writing its way in the annals of BTR

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

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



Hola! Watta ride!



Steadily securing its ranking to reach the top

Beats Kinley and Aquafina to lead bottled water category

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

GUCCI

Showing
importance of
trust in high
fashion

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



The Trust Life

Take Note - Low
on the trust charge
this year

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
161	167	6	NISSAN	Automobile	Four Wheeler - Manufacturer
162	101	-61	RIN	FMCG	Fabric Care
163	120	-43	NIRMA	FMCG	Diversified
164	244	80	SUBWAY	Retail	QSR
165	66	-99	KOTAK MAHINDRA BANK	BFSI	Bank - Private
166	84	-82	AXE	FMCG	Deo/Perfume
167	296	129	KINLEY	Food & Beverage	Packaged Drinking Water
168	47	-121	BOOST	Food & Beverage	Nutritional Supplement
169	107	-62	SANSUI	Durables	Consumer Electronics
170	203	33	GILLETTE	FMCG	Shaving Products
171	298	127	TANISHQ	Personal Accessories	Jewellery
172	251	79	SPICEJET	Transportation	Airlines - Indian
173	299	126	RELAXO	Personal Accessories	Footwear
174	179	5	BAJAJ PULSAR	Automobile	Two Wheeler - Brand
175	252	77	TWITTER	Internet	Social Networking
176	863	687	KURLON	Home Furnishings	Mattresses
177	149	-28	DISH TV	DTH	DTH
178	212	34	MAX	Diversified	Diversified
179	141	-38	ALL OUT	Home Care	Pest Control
180	142	-38	SNAPDEAL	Internet	Online Retailer - Diversified
181	330	149	BINGO	Food & Beverage	Packaged Snacks
182	152	-30	BOROPLUS	FMCG	Bath/Beauty
183	752	569	HERO CYCLES	Transportation	Bicycles
184	341	157	PAYTM	Internet	Digital Wallet
185	192	7	AMBUJA CEMENT	Manufacturing	Cement
186	315	129	VISA	BFSI	Credit/Debit card
187	94	-93	CELLO	Stationery	Writing Accessories
188	349	161	COMPLAN	Food & Beverage	Nutritional Supplement
189	229	40	TATA SKY	DTH	DTH
190	97	-93	SANTOOR	FMCG	Bath/Beauty
191	900	709	US POLO	Apparel	Casualwear
192	159	-33	HAVELLS	Household Electricals	Fast Moving Electrical Goods
193	843	650	TOPS SECURITY	Services	Security Services
194	245	51	PANTALOONS	Retail	Personal Goods
195	12	-183	HDFC BANK	BFSI	Bank - Private
196	148	-48	SUNFEAST	Food & Beverage	Diversified
197	80	-117	TATA DOCOMO	Telecom	Mobile Service Provider
198	246	48	REYNOLDS	Stationery	Writing Accessories
199	231	32	KURKURE	Food & Beverage	Packaged Snacks
200	340	140	BRU	Food & Beverage	Instant Coffee

Kurlon

Among top three in rank jumps among all brands - no sleeping yet for the brand

Steadily securing its ranking to reach the top

Trust Insured

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017



Debut year

9 brands retained
their 2016 BTR
ranks

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
201	534	333	ELLE 18	FMCG	Cosmetics
202	130	-72	MIRINDA	Food & Beverage	Aerated Beverages
203	290	87	SAFFOLA	Food & Beverage	Edible Oil
204	-	-	SENSODYNE	FMCG	Oral Hygiene
205	291	86	NEROLAC	Manufacturing	Paints
206	-	-	SUNFEAST YIPPEE NOODLES	Food & Beverage	Instant Noodles
207	304	97	VIVEL	FMCG	Bath/Beauty
208	354	146	BOROLINE	FMCG	Bath/Beauty
209	795	586	BOSCH	Automobile-Related	Automobile Electronics
210	442	232	OREO	Food & Beverage	Biscuits - Brand
211	219	8	HAIER	Durables	Consumer Electronics
212	883	671	BIRLA SUN LIFE INSURANCE	BFSI	Insurance - Private
213	93	-120	KINGFISHER	Alcoholic Beverages	Beer
214	228	14	RED BULL	Food & Beverage	Energy Drink
215	256	41	VASELINE	FMCG	Bath/Beauty
216	271	55	MORTEIN	Home Care	Pest Control
217	512	295	VOLVO	Automobile	Four Wheeler - Luxury
218	109	-109	GOOD KNIGHT	Home Care	Pest Control
219	345	126	BABOOL	FMCG	Oral Hygiene
220	135	-85	ORAL B	FMCG	Oral Hygiene
221	314	93	PRESTIGE	Kitchen Care	Cookware
222	255	33	PARAGON	Personal Accessories	Footwear
223	193	-30	MEDIMIX	FMCG	Bath/Beauty - Ayurvedic
224	248	24	APOLLO TYRES	Automobile-Related	Tyres
225	225	0	L&T	Diversified	Diversified
226	191	-35	INFOSYS	Technology	Software Services
227	683	456	AJANTA PHARMA	Healthcare	Pharmaceuticals - Indian
228	108	-120	HMT WATCHES	Personal Accessories	Watches
229	126	-103	VIM	FMCG	Dishcare
230	207	-23	TATA MOTORS	Automobile	Four Wheeler - Manufacturer
231	223	-8	HONDA ACTIVA	Automobile	Automatic Scooter
232	136	-96	LIPTON	Food & Beverage	Tea
233	628	395	UBER	Internet	Online Taxi Aggregator
234	489	255	GHARI	FMCG	Fabric Care
235	131	-104	HINDUSTAN UNILEVER	FMCG	Diversified
236	176	-60	ZEE TV	Media - TV	Hindi GEC
237	127	-110	BOURNVITA	Food & Beverage	Nutritional Supplement
238	125	-113	I BALL	Technology	Personal Technology
239	826	587	COOL PAD	Personal Gadgetry	Mobile Phones
240	412	172	ALLEN SOLLY	Apparel	Formalwear

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

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



Regaining trust
(396 - BTR 15,465
- BTR 16)

New Entrant

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
281	339	58	BLUE STAR	Durables	Air Conditioning
282	285	3	VKC	Personal Accessories	Footwear
283	346	63	CIPLA	Healthcare	Pharmaceuticals - Indian
284	344	60	PARK AVENUE	FMCG	Bath/Beauty
285	281	-4	MTR	Food & Beverage	RTC Foods
286	513	227	CASIO	Personal Gadgetry	Personal Technology
287	729	442	ARMANI	Branded Fashion	Luxury Fashion
288	564	276	CLASSMATE	Stationery	Notebooks
289	274	-15	AACHI	Food & Beverage	Spices
290	439	149	FERRARI	Automobile	Four Wheeler - Luxury
291	190	-101	FEVICOL	Home Care	Adhesive
292	842	550	MENTOS	Food & Beverage	Mouth Freshener
293	338	45	CHEVROLET	Automobile	Four Wheeler - Manufacturer
294	198	-96	SHARP	Durables	Consumer Electronics
295	-	-	CERA	Home Care	Sanitaryware
296	202	-94	FORTUNE	Food & Beverage	Edible Oil
297	580	283	MYNTRA	Internet	Online Retailer - Fashion
298	604	306	MTV	Media - TV	Music Channel
299	394	95	KHADIM	Personal Accessories	Footwear
300	-	-	POLO SPORT	Apparel	Mens Casualwear - Premium
301	236	-65	MERCEDES BENZ	Automobile	Four Wheeler - Luxury
302	308	6	CAMEL	Stationery	Writing Accessories
303	435	132	GOWARDHAN GHEE	Food & Beverage	Ghee
304	385	81	MTNL	Telecom	Landline Service Provider
305	302	-3	ASHOK LEYLAND	Automobile	Auto - Commercial Vehicles
306	944	638	MANGO	Apparel	Womenswear
307	188	-119	WHEEL	FMCG	Fabric Care
308	430	122	RENAULT	Automobile	Four Wheeler - Manufacturer
309	498	189	MTS	Telecom	Mobile Service Provider
310	164	-146	MDH	Food & Beverage	Spices
311	259	-52	INDIAN OIL	Energy	Oil and Gas - Domestic
312	796	484	SLEEPWELL	Home Furnishings	Mattresses
313	665	352	COLORS TV	Media - TV	Hindi GEC
314	679	365	SHOPPERS STOP	Retail	Personal Goods
315	178	-137	OLX.IN	Internet	Internet Classifieds Service
316	227	-89	CADBURY DAIRY MILK	Food & Beverage	Chocolate Bar
317	-	-	MATRIX TELECOM	Telecom	SIM Cards - International
318	242	-76	VICCO	FMCG	Bath/Beauty - Ayurvedic
319	379	60	KELLOGG'S	Food & Beverage	Breakfast Cereal
320	541	221	AYUR	FMCG	Bath/Beauty - Ayurvedic

Missing the spice

Sleepwell

Matresses category has as a whole, over 500 rank gain each by top 2

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017



A refreshing brew of trust

Kids channel that even adults love

Intense focus gives better business vision

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
321	-	-	XEROX	Technology	Personal Technology
322	-	-	CHIK SHAMPOO	FMCG	Hair Care
323	-	-	TORRENT	Diversified	Diversified
324	61	-263	ARROW	Apparel	Formalwear
325	139	-186	KODAK	Personal Gadgetry	Camera
326	-	-	STARBUCKS	Retail	Café
327	-	-	GOOD DAY	Food & Beverage	Biscuits - Brand
328	-	-	DISNEY CHANNEL	Media - TV	Kids Channel
329	63	-266	IDBI BANK	BFSI	Bank - PSU
330	862	532	LIFESTYLE	Retail	Personal Goods
331	209	-122	VLCC	Healthcare	Health Management
332	123	-209	TCS	Technology	Software Services
333	374	41	KELVINATOR	Durables	Consumer Electronics
334	-	-	LENSKART	Internet	Online Eyewear Retailer
335	891	556	GUESS	Branded Fashion	Luxury Fashion
336	-	-	H&M	Apparel	Fast Fashion
337	204	-133	TATA SALT	Food & Beverage	Salt
338	447	109	SAVLON	FMCG	Antiseptic Products
339	-	-	PNB BANK	BFSI	Bank - PSU
340	437	97	KANGAROO KIDS	Education	Pre-School
341	275	-66	TIMEX	Personal Accessories	Watches
342	-	-	HTC TOUCH VIVA	Personal Gadgetry	Mobile Phone Brand
343	-	-	HINDUSTAN	Media - Print	Newspaper - Hindi
344	-	-	DOMS INDIA	Stationery	Writing Accessories
345	573	228	PUREIT	Durables	Water Purifier
346	472	126	MOOV	Healthcare	Pain Balm
347	643	296	UNION BANK OF INDIA	BFSI	Bank - PSU
348	-	-	VVD GOLD	FMCG	Hair Oil
349	297	-52	SKODA	Automobile	Four Wheeler - Manufacturer
350	133	-217	KARBONN	Personal Gadgetry	Mobile Phones
351	124	-227	BALAJI FOODS	Food & Beverage	Packaged Snacks
352	293	-59	GOLD FLAKE	Cigarette	Cigarette
353	249	-104	MARUTI SUZUKI SWIFT	Automobile	Car - Hatchback
354	358	4	RASNA	Food & Beverage	Powdered Drink
355	205	-150	TIMES OF INDIA	Media - Print	Newspaper - English
356	728	372	XIAOMI	Personal Gadgetry	Mobile Phones
357	-	-	PREETHI APPLIANCE	Kitchen Care	Kitchen Appliances
358	222	-136	SPARX	Personal Accessories	Footwear
359	278	-81	HAJMOLA	Food & Beverage	Digestive Tablets
360	134	-226	BPL	Diversified	Diversified

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017



Upppp! The Taste of Trust

IndiGo

Facing stiff competition

Tamil Nadu's preferred drink

BTR 2017	BTR 2016	RANK DIFF.	BRAND NAME	SUPER CATEGORY	CATEGORY
361	742	381	MAYBELLINE	FMCG	Cosmetics
362	631	269	BRIDGESTONE	Automobile-Related	Tyres
363	226	-137	ZEE NEWS	Media - TV	Hindi News
364	185	-179	GLUCON D	Food & Beverage	Powdered Drink
365	353	-12	AQUAFINA	Food & Beverage	Packaged Drinking Water
366	402	36	EMAMI	FMCG	Diversified
367	694	327	RED LABEL TEA	Food & Beverage	Tea
368	195	-173	BHARATGAS	Energy	LPG
369	356	-13	CISCO	Technology	Networks - Diversified
370	714	344	KOHLER	Home Care	Bath Fixtures
371	501	130	METRO	Retail	Retail - Footwear
372	515	143	TROPICANA	Food & Beverage	Packaged Juice
373	221	-152	ANCHOR	Household Electricals	Fast Moving Electrical Goods
374	-	-	OTTO	Apparel	Menswear
375	215	-160	SAHARA	Diversified	Diversified
376	404	28	XOLO	Personal Gadgets	Mobile Phones
377	381	4	RBI	BFSI	Bank - Federal
378	-	-	INDIGO AIRLINES	Transportation	Airlines - Indian
379	-	-	FOSSIL	Branded Fashion	Premium Fashion
380	377	-3	MARGO	FMCG	Bath/Beauty
381	411	30	KALYAN JEWELLERS	Personal accessories	Jewellery
382	538	156	BBC	Media - TV	International News Channel
383	-	-	NEELKAMAL	Home Furnishings	Furniture
384	277	-107	VADILAL	Food & Beverage	Ice Cream
385	253	-132	DULUX PAINTS	Manufacturing	Paints
386	474	88	NIIT	Education	Training Institute - IT
387	359	-28	KHAITAN	Household Electricals	Fans
388	531	143	LACOSTE	Apparel	Casualwear
389	163	-226	IODEX	Healthcare	Pain Balm
390	-	-	VARDHAMAN	Apparel	Fabrics
391	493	102	LIRIL	FMCG	Bath/Beauty
392	491	99	ANMOL	Food & Beverage	Biscuits - Diversified
393	262	-131	RAYBAN	Personal Accessories	Eyewear
394	347	-47	AAVIN DAIRY	Food & Beverage	Dairy - Diversified
395	780	385	EA GAMES	Technology	Video Game Conglomerate
396	367	-29	BROOKE BOND TEA	Food & Beverage	Tea
397	-	-	AEROPOSTALE	Apparel	Casualwear
398	387	-11	WILLS LIFESTYLE	Apparel	Premium Readymades
399	303	-96	ESPN	Media - TV	Sports
400	418	18	CASTROL	Automobile-Related	Lubricants

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

Walmart

HyperTrust - makes
new entry

Third ranked after
Tanisq and Kalyan

bharti AXA

life insurance

Trust Insured

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

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

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

Debut!

FedEx

Second appearance in BTR history and climbing its way up

LIT Foods' flagship brand

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

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

Trust Sliced by 148 ranks



Teatime fav - A golden entry

INOX
LIVE THE MOVIE

What a hit!

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

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

A tangy restart



Roaring entrance
into the top 1000

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

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

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017



Making a
Royal entry

The
moneymaking
brand

Leader in
Purification
Systems

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

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

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

Now on the Trustside

SMIRNOFF

If its Vodka, its Smirnoff

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017



New in #Trusted picture

Banking steadily on



Drop in trust

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

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

UNITED COLORS
OF BENETTON.

Bringing colour
to India's Most
Trusted Brands

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

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

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

hindustantimes

Falling from
RANK 112 in
2016

First time entrant

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

Debut

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

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

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

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

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

Only Cable
brand in top
1000

hathway

Oil slip

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

Everyone
Velcros

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

zomato

Most Trusted
Online Food
Aggregator

ALL INDIA LISTINGS

INDIA'S MOST TRUSTED BRANDS - 2017

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

Streaming trust



Trust call works well

Trust deceleration

TRA is an actionable insights and brand intelligence company dedicated to understanding and analyzing consumer behaviour through two globally acclaimed proprietary matrices of Attractiveness Quotient and Brand Trust Index. Over a decade of research has helped TRA discover the granular attributes and traits that make the fundamentals of a brand.

ACKNOWLEDGMENTS

Trust Research Advisory acknowledges the many thousand hours of dedicated effort put in by all our partners, researchers and fieldwork staff to maintain the strict rigour of this study.

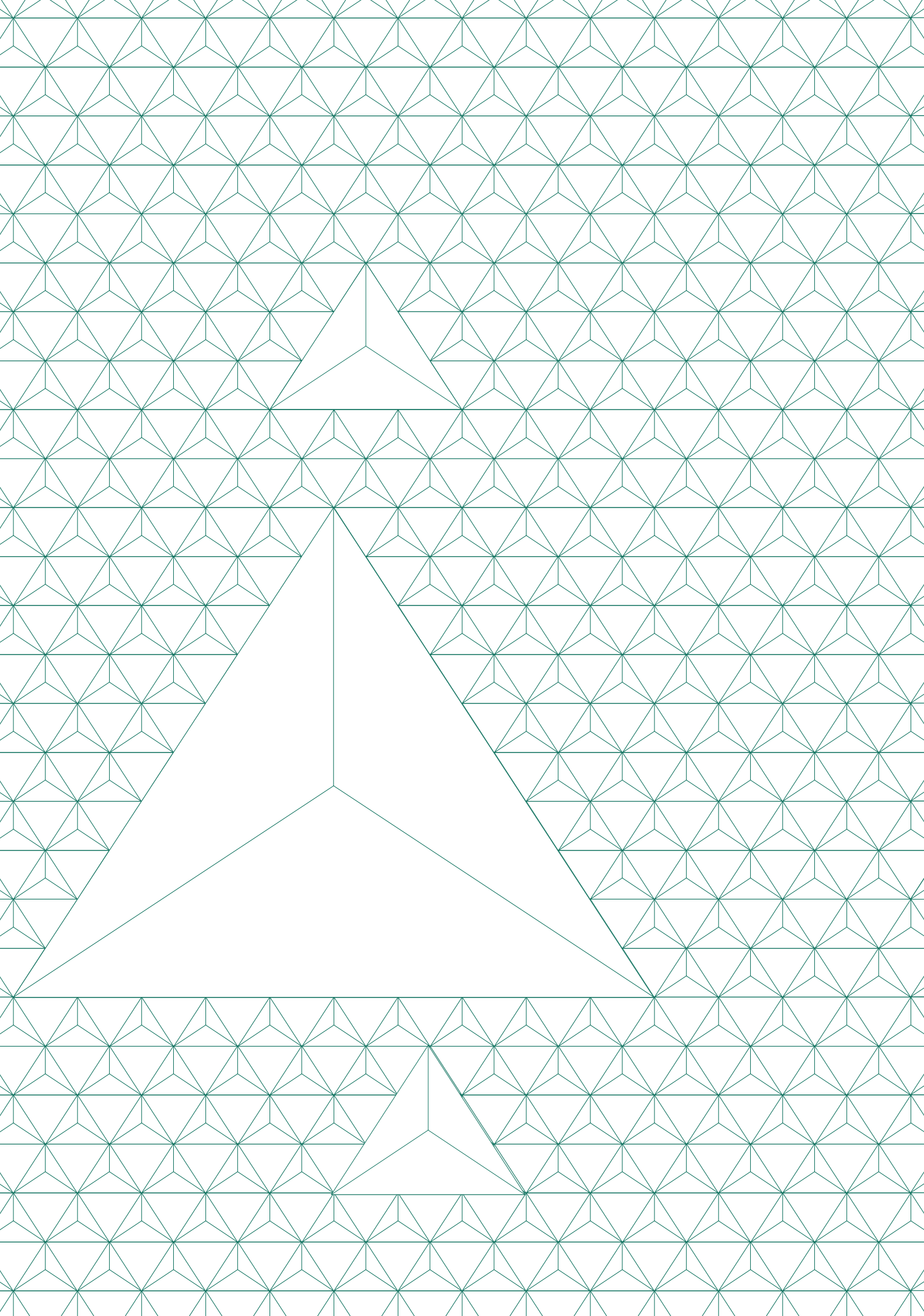
Research Methodology

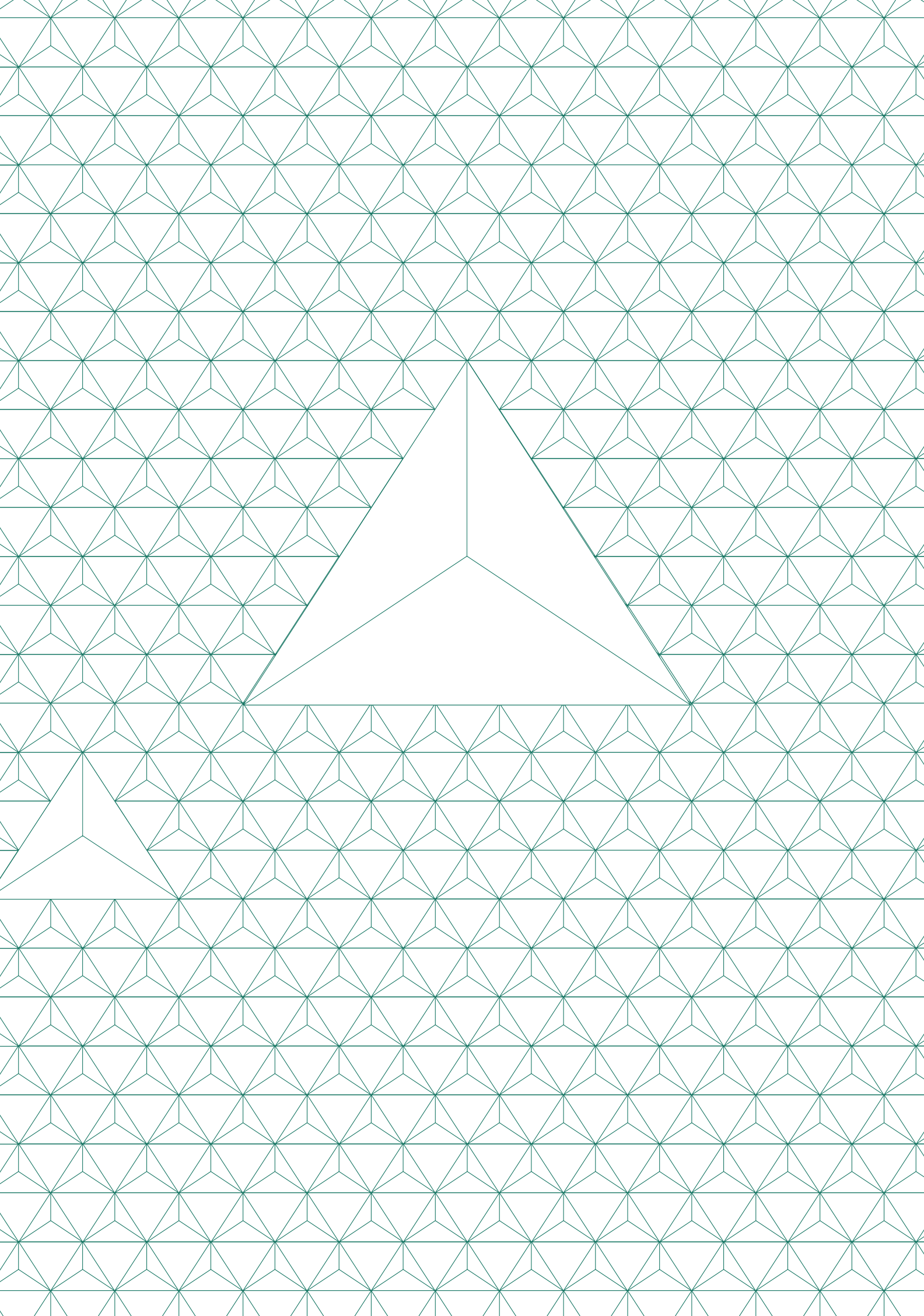


Fieldwork



NOTES





INDIA'S MOST COMPREHENSIVE STUDY ON BRAND TRUST™

WHO ARE INDIA'S MOST TRUSTED BRANDS?

WHAT MAKES THEM SO TRUSTED?

HOW TO USE TRUST-BUILDING STRATEGIES TO GROW BUSINESS?

THE BRAND TRUST REPORT, INDIA STUDY – 2017, IS THE SEVENTH IN ITS SERIES, A PRIMARY RESEARCH THAT IS BASED ON TRA'S PROPRIETARY 61-ATTRIBUTE TRUST MATRIX AND CONDUCTED ACROSS 16 INDIAN CITIES. THIS MANUAL OF BRAND TRUST LISTS INDIA'S 1000 MOST TRUSTED BRANDS ACROSS 292 CATEGORIES.



Late Dr. APJ Abdul Kalam
Former President of India
17 JANUARY 2011

**Extract from the message from the Former President of India
on the launch of the inaugural issue of The Brand Trust Report, 2011**

I congratulate TRA Research on publishing a report on such an important topic. The depth of this report would help brands understand and improve Trust, the most essential bond in all relationships.

India has to compete in the Globalized world to become a developed country; to achieve that vision, we have to be competitive in all respects. If the products and services from India have to be competitive, then we have to attain competitiveness. Competitiveness has three dimensions – quality, cost effectiveness, and just-in-time to the market. That means branding is nothing but attaining these characteristics competitively in its entirety.

In conclusion, I congratulate the efforts of TRA Research in helping to build the brand for the future.

Late Dr. APJ Abdul Kalam
Former President of India

Trust is an aspect that pervades every decision we take in our lives – be it that particular brand of cuppa, the Digital wallet we choose for our online transactions, the clothing store we walk into, or our next smartphone.

For brands to permeate into the “Trusted” mind-space of Indians, many things need to be done right and many others need to be tempered rigorously. But what metric must we rely on to know whether the brand is taking the right steps to build on the essentials of Trust?

TRA Research has reverse-engineered the Trust intangible into 61 Attributes, which constitute TRA's proprietary Brand Trust Matrix. These Attributes, when communicated and honed with precision, deliver Trust to brands in a simple and effective manner.

The Brand Trust Report 2017, the seventh edition in its series, is an effort in this direction. The brands that have demonstrated high propensity for these 61 Attributes of Brand Trust year-on-year have peaked on the Trust consumers and influencers place on them, and those that have not find themselves relegated out of the corpus of public Trust, out of public mindshare, and out of our leaderboards.

978-81-932924-7-1



The Brand Trust Report 2017

₹ 14,000



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