

INDIA'S MOST ATTRACTIVE BRANDS 2013

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AT FIRST SIGHT

Attraction is as old as the Big Bang. It was in this very first explosion that the forces of attraction emerged, albeit a little different from the ones that brands experience. Though attraction is unavoidable in humans, and despite our intense curiosity regarding the subject, this important subject has never been successfully understood as a science. And, for what there are no explanations, there are Gods. For eons humans have attributed attraction to the supernatural, like Cupid, Kama, Eros and Aphrodite, among innumerable others. Through them the responsibility for attraction got assigned, though none truly explained its nature.

Dilated pupils, a racing heart, a little perspiration, and an uneven breathing pattern - unmistakable signs of deep desire. As this intense craving matures, it gradually settles into intimacy, becoming more gentle, more permanent. The relationship then slowly metamorphoses into companionship, accompanied with longing, tenderness and understanding.

The romance of brands is no different. Their story with consumers might, in many cases, begin with an intense desire, and, if things go right, turn into understanding, intimacy and companionship. Some brands have continued to be blessed with the desire of their consumers through many years. Some others, become attractive to the consumers starting with the cement of a mature relationship from the very beginning. One thing is however sure, each brand's attraction saga is unique and distinct, and every such intimacy has a different tale to tell.

Brands, unfortunately, are not lucky as humans, and cannot afford to rest by merely assigning the onus of their brand's attractiveness to the creative cupids.

Brands need an applied tool that can measure attractiveness at a granular level, such that it can be easily interpreted and used by custodians. This pressing need saw the birth of the Attractiveness Quotient. In terms of sheer sophistication, understanding attraction is second only to quantum physics, due to its universality, hidden implications, nuances and everyday revelations. In terms of natural beauty, attraction is similar to melodious music, and like good music, it too depends on the right combination of several things to make the desired impact.

Attraction is also the basis of all human fulfilment - be it physical, emotional or spiritual. However, when brands attempt to be attractive to consumers, they very often do so without metrics, risking opportunities worth billions. To build a scientific model for attractiveness, TRA embarked on the arduous journey of understanding this elusive bond. It took delving into philosophy, physiology, psychology, religion, genetics and communication and only after several hundreds of hours of interviewing and analysis, were we able to arrive at a matrix for Attractiveness Quotient.

The Attractiveness Quotient is made up of 36 Traits which are classified into 12 Demeanours, further clubbed under four Appeals namely, Rational Appeal, Emotional Appeal, Aspirational Appeal and Communication Appeal. Though Rational and Emotional Appeals have been the subject of several brand communication strategies, it was a subject that remained largely encrypted by the creative code. These have been deciphered in this report. Further, two other important foundations of attraction, Aspirational Appeal and Communication Appeal, have been integrated into the Attractiveness Quotient metric to give a holistic approach to understanding and measuring this bond.

Armed with the proven usefulness of The Brand Trust Report (BTR) and the insights it was able to provide to brands and their strategies, we interviewed over 2500 consumer-influencers across 16 Indian cities to rank India's Most Attractive Brands (MAB) in this report. This current data collected, along with our three years existing data of BTR builds our brand related repository to over 11 million data-points on the intangible aspects of 19000 different brands, giving brands an opportunity to seek insights about themselves and their competition on 126 different brand characteristics.

Several brands have been able to use extracts of our brand data through the Competitive Intelligence Reports to create greater resource efficiency and to realign their own communication/business strategy with sharper accuracy and metrics. Some brands have also assigned TRA to do a brand specific studies based on our proprietary brand matrices to help them delve deep with a custom-made analysis through our Introspective Intelligence Reports. A few brands have included our brand intangibles into the KRAs of their people, making Attraction and Trust the narrative of their existence.

I dedicate this report to the thousands of respondents who gave their precious time and even more precious opinion about brands. We are confident that this report and its insights will prove invaluable to brands, helping them produce more predictable outcomes and better spend control.

We welcome suggestions to improve this report and are committed to making it better and bigger with each year. Please write to me at mouli@trustadvisory.info.

Warm regards,

N. Chandramouli CEO TRA



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ATTRACTIVE BRANDS



India's Most Attractive Brands

India's 20 Most Attractive Brands

It is no mean feat to be to have garnered the universal adoration and love of consumers-influencers, but it is the pinnacle of achievements to be ranked at the top. Samsung Mobiles, the blitzkrieg marketer, emerges as India's Most Attractive brand in 2013. It is followed by Sony, the Consumer Durables leader at second place, and Nokia arrives as the third Most Attractive brand across all categories in India. It may come as a surprise since between the first and the third, the two mobile brands share more than 58% market share. Also, the gap in Attractiveness Quotient between the first three is extremely small, cramping the three within a short distance of each other, just 2% between Samsung and Sony, and another 2% between Sony and Nokia.

India's Top 20 Attractive brands come from 8 categories with Personal Accessories represented by 5 brands, 3 each for Diversified and FMCG, 2 brands from Durables, F&B, Personal Gadgets and Technology, and 1 brand represented from among Automobiles.

India's fourth Most Attractive brand is the South Korean chaebol LG, followed by India's own giant, Tata, as the fifth Most Attractive, with a 11% Attractiveness Quotient gap between the two brands. Considering the first five, it may not be wrong to say that it would be a considerably close race for the Most Attractive Brand crown next year.

INDIA'S MOST ATTRACTIVE BRANDS



Lux, the eighty-nine year old Unilever brand with revenues more than one billion dollars worldwide, shines through as India's sixth Most Attractive brand. It is at a significant 48% gap from its previous ranked and leads this second step among the top 20. Maruti Suzuki is India's seventh Most Attractive, Godrej is at eighth rank, followed by Bajaj as the ninth Most Attractive brand. Dell, the innovative technology brand is at India's tenth Most Attractive brand rank, within touching distance of its predecessor.

Bata, a brand which has transformed itself and yet maintained a close connect with its seventy-five year legacy in India, is the country's eleventh Most Attractive brand. Reebok, the gazelle-like Sports Accessories leader, follows very closely as India's twelfth Most Attractive brand, and Titan, the Personal Accessories brand from the Tata stable is India's thirteenth Most Attractive brand.

The Sports Accessory brand's race to the finishing line seems to be an exciting one with Adidas as India's fourteenth Most Attractive brand and Puma, quick on it's heels for India's fifteenth Most Attractive position. It's certainly been a nail-biting finish for the three of this category as the consolidated Attractiveness Quotient gap between Reebok, Adidas and Puma stands at just 11%. Colgate, the oral hygiene expert for 140 years, is India's

MAB RANK	BRAND NAME	% DIFFERENCE FROM PREVIOUS RANK
1	SAMSUNG MOBILES	
2	SONY	2%
3	NOKIA	2%
4	LG	8%
5	TATA	11%
6	LUX	48%
7	MARUTI SUZUKI	4%
8	GODREJ	8%
9	BAJAJ	4%
10	DELL	0%
11	BATA	2%
12	REEBOK	1%
13	TITAN	8%
14	ADIDAS	0%
15	PUMA	2%
16	COLGATE	2%
17	DOVE	4%
18	AMUL	0%
19	APPLE	3%
20	PEPSI	0%



sixteenth Most Attractive brand, followed by Dove, the bath and beauty brand from Unilever at seventeenth position this year. Amul, has utterly, butterly and deservedly attained the rank of India's eighteenth Most Attractive brand. Apple, a brand that has a following like a religious cult, is India's nineteenth Most Attractive, followed by Pepsi as the twentieth Most Attractive brand.

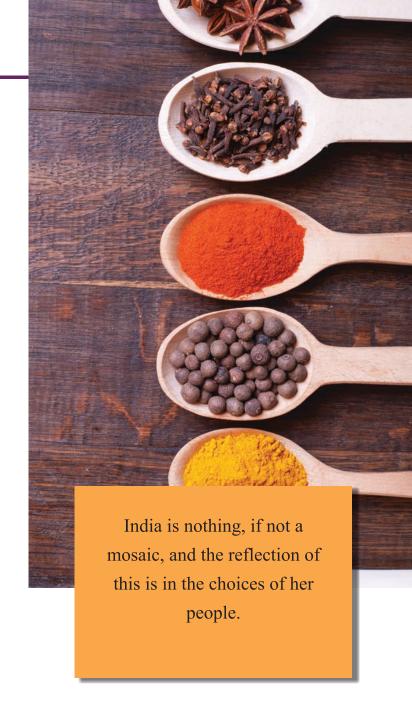
MOST ATTRACTIVE BRAND RANKS	% GAPS
Ranks 1 to 5	21%
Ranks 6 to 10	15%
Ranks 10 to 11	12%
Ranks 12 to 20	7%

Most of the gaps between successive brands among the Top 20 have been in single digits barring the ones between Tata and Lux, and Lux and Maruti Suzuki. However, when brand groups of five are considered on their Attractiveness Quotients, a falling gap is noticed. The first five ranks have a 21% gap, followed by a 15% gap between rank 6 to 10, a 12% gap between rank 11 and 15, and just a 7% gap between ranks 16 and 20. The Attractiveness Quotient is a dynamic metric that changes with the failures, successes, action and communication of the brand, and is equally impacted by the environment, collective psychology and changing consumer profiles. Brands stand on the scrutiny line-up with every consumer expectation and each consumer experience.

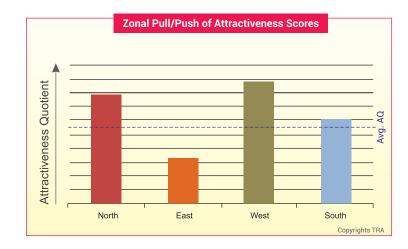
Zonal Most Attractive Brands

India is nothing, if not a mosaic, and the reflection of this is in the choices of her people. With 30 different main languages, hundreds of important dialects and several religions, the cultural milieu of the country is complex. The choices remain extremely differentiated and we would make a gross error in expecting similar choices from a city, let alone a state or a zone. Though not culturally, we must look at the garnered information as a geographic slice, to give some insights into the broad regional preferences of consumers where the zonal preferences of the consumers gets articulated in the brands they have chosen among the Most Attractive.

On a comparison of the Attractiveness Quotients total generated for all the brands in a particular zone, we see the influence that each zone carries on brand's attractiveness. Though the differences are not very large, on the national average, North carries an extra



influence of +2%, East is lower by -5%, West is higher by +4% and South is lower by the attractiveness average by 1%.





DOLL

ATTRACTALK



Ritu Gupta
Director Marketing
Consumer & Small Business
and Brand Lead

Attractiveness to Dell means placing our customers, their dreams, passions and goals at the heart of all our marketing strategies and plans. We look at ourselves as enablers. Since customers are looking for brands which are an extension of their own personality. At Dell, we believe that our customers are our best brand ambassadors and their stories of success through technology are our own achievement stories. Attractiveness is what binds us to our customers. It means not only a one time sale, but a continued relationship with our clients. Dell enjoys a reputation of being a trusted end to end solutions provider, and we feel that our attractiveness lies in being able to meet the exalting standards by which Dell works.

Almost all our business strategies and marketing campaigns are centered around our real life heroes, our customers; we aim to provide them the necessary tools and the required technology support to

achieve their passions and business goals. This entails not just giving the device support but also covering the device with the required service to ensure that our customers have nothing in their way when it comes to achieving their dreams. Although the failure rate of our devices is very low, yet to ensure our customers have a glitch-free interface with technology, they always have access through a variety of service support options.

At Dell, we have 2 billion conversations with our customers daily on a global level and these conversations are what drive innovation. Social Media forums and platforms like Facebook, Twitter and LinkedIn play a major role for us to reach out to our customers and connect with them. Our belief is to provide practical solutions to our customers that solve real problems, which is achieved by the unwavering drive our teams

exult by applying their knowledge, creativity and winning spirit to create innovative solutions. We focus on providing such an experience to our customers so that they have the flexibility to choose how they wish to interact with us - they can choose to buy directly from Dell or through our partners. Through these experiences, we have ensured that we keep our customers at the core of all our decision making processes. This has been monumental for us in developing the trust within our customers which ultimately resulted in creating an attractive brand.



Brand attractiveness plays an important role in determining what customers are looking for in a brand and therefore becomes important in defining brand strategies and tactics. Third party recognition of a brand's attractiveness and customer recognition on Brand Trust is also a key element in marketing communications. These recognitions play a strategic role in building an emotional connection between our customers and our technology. A brand is attractive when its customers easily identify with it, for its purpose and values and it is able to differentiate itself from its competitors, understand its consumers' needs, and offer solutions that give a combination of functional as well as emotional benefits.

NORTH

North India has chosen Samsung Mobiles as the region's Most Attractive brand followed by another mobile manufacturer, Nokia. These two are distinctly above the rest with more than 39% gap in Attractiveness Quotient with Sony, ranked at third place. This Zone shows a preference for Reebok, ranking it as the fourth Most Attractive brand, followed by the white goods manufacturer, LG as North India's fifth Most Attractive brand. With Adidas as the sixth Most Attractive brand in the North, the category of Sports Accessories shows a strong appeal to the consumers here.

Two well diversified brands, Tata and Bajaj are ranked at seventh and eighth Most Attractive brands of this zone. At the ninth position on the list, is an outdoor accessories brand, Woodland, which gets its All-India 39th Most Attractive ranking largely on the high Attractiveness Quotient from the North. Lux is the tenth and Levi's is the eleventh Most Attractive brand in Northern part of the country. The latter also benefits in it's national rank from the proclivity that the consumers have to this brand in the upper part of India.

Dell has been ranked North India's twelfth Most Attractive brand, closely following its national rank. Maruti Suzuki is this zone's thirteenth Most Attractive brand (All-India 7th rank), and Pepsi is ranked North India's fourteenth Most Attractive brand, significant notches up from its All-India 20th rank. Sonata, the watch brand from house of Tata, is North India's fifteenth Most Attractive, showing a distinct like ability for this brand in the North as compared to the rest of India. Sonata is at All India 45th rank in its Attractiveness Quotient.

Colgate ranks North India (and All India's) sixteenth Most Attractive brand - its Northern consumers' behaviour reflecting the All-India trend. Natraj too draws much of its lead from its North India rank as the seventeenth Most Attractive brand in this region, significantly up from its AllI-India 53rd rank. Puma is North India's eighteenth, followed by Dove and Apple as North India's nineteenth and twentieth Most Attractive brands.





The two brands which have moved out of the North 20 list when compared to All India 20 are Amul (25th ranked in North) and Titan (33rd ranked in North).

EAST

With a shifting up of Sony to second position, East India's three Most Attractive brands are Samsung Mobiles, Sony and Nokia in that order.

Almost 15% below this in Attractiveness Quotient is LG as the fourth Most Attractive brand, followed by East India's much loved brand, Tata, at fifth place. Almost 49% below that in terms of Attractiveness Quotient is Unilever's beauty brand, Lakme, at sixth. Following closely, is another brand the same stable, Lux, featuring as East India's seventh Most Attractive brand. Hero Moto Corp (All-India rank 27th) and Bata, are eighth and ninth in the Eastern list, with a negligible difference between them in attractiveness scores. Titan's national rank of 13th is most helped its Attractiveness Quotient in East India where it is ranked tenth (the only other zone Titan makes it to Zonal Top 20 is West).

Godrej, is East India's eleventh Most Attractive brand with just a 0.1% difference from the twelfth ranked Philips. Britannia sees itself rise with the Eastern sun as this zone's thirteenth Most Attractive brand as the zone gives it the fillip to reach All-India 36th rank, especially

since it does not make it to the Top 20 in any other zone. Maruti Suzuki is East zone's fourteenth Most Attractive brand, followed by another car manufacturer, Honda, at fifteenth position. Unilever's Pond's comes in as East India's sixteenth Most Attractive brand.

ITC is the East zone's seventeenth Most Attractive brand, and it is the home-zone score that pushes up it's national Attractiveness Quotient to get it listed at All-India 71st rank. This zone treats Bajaj ranked eighteenth lower than the national Attractiveness Quotient, where it is ranked All-India 9th. Two mobile service brands, Airtel and Vodafone are Eastern India's nineteenth and twentieth Most Attractive brands, with the latter only behind by 5% in attraction score.

The Top 20 East list does not included any of the Sports Accessory brands like Reebok, Adidas or Puma. Other



brands excluded from Top 20 in east are Dove, Apple and Pepsi.

WEST

East is East and West is West... so goeth Kipling's poem and in keeping with that, this zone takes away from other zones and scores Sony as its Most Attractive brand. LG is West's second Most Attractive brand, followed by Tata as the third highest on attractiveness. Significantly lower than the national average in terms of attractiveness and also the only zone to rank Samsung Mobiles as the fourth Most Attractive brand, West shows a lesser appeal for mobiles. Nokia comes just behind, as the fifth Most Attractive brand in the West.

Amul, the sixth Most Attractive brand in the West, is almost 49% lesser in Attractiveness Quotient from its predecessor and is followed with 13% difference by Godrej at seventh place. The next three brands, Videocon, Apple and Maruti Suzuki, as Western region's eighth, ninth and tenth Most Attractive brands follow closely with minute differences in Attractiveness Quotients. Reliance is ranked the eleventh Most Attractive, behind by 22% from the previous. Dabur, ranked twelfth in terms of attractiveness in this zone contributes majorly to bolster the brand's All-India 40th rank. Bajaj comes a close thirteenth, leading the fourteenth ranked biscuit brand Parle G, by 8% in

Attraction Quotient. The next six brands have small differences between them, with the largest being 3%. These are Philips, ICICI, Whirlpool, Dell, Bata and Titan ranked Western Zones Most Attractive between fifteenth to twentieth places.

Notable entries in the West Top 20 are Reliance, Dabur, ICICI and Whirlpool. Equally notable exits from the West Top 20 as compared to India's 20 Most Attractive brands are Lux, Reebok, Adidas, Puma, Colgate, Dove, Amul, Apple and Pepsi. With thirteen of these brands different from the All-India 20 Most Attractive brands, we could go with Kipling's explanation of the West.



SOUTH

Samsung Mobiles and Sony rank South India's first and second Most Attractive brands respectively. Displacing Nokia, LG edges up as South India third ranked in Attractiveness Quotient. The big surprise in the South comes from the fourth ranked Usha Fans (All India rank 26th), which is followed by Nokia as the fifth Most Attractive brand. Puma beats its national rival in South to lead it's category as this zone's sixth and the Most Attractive Sports Accessory brand here. Bata is the seventh Most Attractive brand in South, about 10% below the previous ranked. Axe, the deodorant that positions itself as a symbol of attraction, is ranked at a very high eighth in the South (all India rank 33rd), followed at ninth by Jockey, another brand which uses a attractiveness positioning. Nike, follows close behind as South India's tenth highest in attractiveness. Dell, is eleventh in the South list. Two brands from Unilever follow in succession, Lux as the twelfth Most Attractive brand, about 2% behind in Attraction Quotient and Pond's 5% behind that to occupy the thirteenth rank.

Tata, with a negligible 1% gap, is the fourteenth Most Attractive brand in the South, followed by two F&B brands one after the other. South India's fifteenth Most Attractive brand is Cadbury's popular chocolate bar, 5 Star, just next to it is GSK's milk additive, Boost, as South India's sixteenth Most Attractive brand. Close behind at seventeenth position is Reebok, followed by another surprise entrant, Fogg, as South India's

eighteenth Most Attractive brand. The only zone to create a place for a luxury car, as the nineteenth Most Attractive brand is BMW, followed by Dove at the twentieth position.

The few brands which are conspicuous by their absence in the Top 20 Most Attractive brands of South Zone are Maruti Suzuki, Titan, Adidas and Colgate.

Perhaps to state that the four zones are different, is hardly an insight. It is how they are different that will allow brands a deep dive into adapting strategies suitable to each zone. Such brand intelligence can be sought through by assigning TRA for a more thorough study of the specific brand considering its competition and environment, available through the Competitive Intelligence Reports.



INDIA'S MOST ATTRACTIVE BRANDS

SUPER CATEGORY	#1 INDIA'S MOST ATTRACTIVE	#2 INDIA'S SECOND MOST ATTRACTIVE
Alcoholic Beverages	KINGFISHER (Beer)	ROYAL CHALLENGE (Whiskey)
Apparel	RAYMOND (Fabric)	LEVI'S (Readymades - Casual wear)
Automobile	MARUTI SUZUKI (Four Wheeler - Manufacturer)	HONDA (Four Wheeler - Manufacturer)
Auto - related	MRF (Tyres)	EXIDE (Auto - Batteries)
BFSI	LIC (Insurance - PSU)	ICICI (Diversified - Finance)
Branded Fashion	FASTRACK (Branded Fashion)	DENIM (Branded Fashion)
Cigarettes	CLASSIC (Cigarettes)	MORE (Cigarettes)
Construction	JOHNSON (Construction Materials)	DLF (Real Estate Developer)
Diversified	TATA (Diversified)	GODREJ (Diversified)
FMCG	LUX (Bath/Beauty)	COLGATE (Oral hygiene)
DTH	DISH TV (DTH)	TATA SKY (DTH)
Durables	SONY (Consumer Electronics)	LG (Consumer Electronics)
Fast Moving Electrical Goods	HAVELLS (Fast Moving Electrical Goods)	SURYA (Fast Moving Electrical Goods)
Energy	POWER (Energy)	BHARAT GAS (Energy)
Entertainment	EROS (Cinema - Other)	DANCE KE SUPERKIDS (Reality Show)
F&B	AMUL (Dairy)	PEPSI (Aerated Beverages)
Global Body	UNICEF (World organization)	-
Government Body	NACO (Government Body)	INDIAN ARMY (Government Body)
Healthcare	DABUR (Ayurvedic Products)	HIMALAYA (Ayurvedic Products)
Heavy Industries	JINDAL (Metal & Mining)	TATA STEEL (Metal & Mining)
Home Care	AJANTA (Clocks)	MILTON (Kitchen Appliances)
Home Furnishing	DURIAN (Furniture)	SLEEPWELL (Mattresses)
Hospitality	TRIDENT (Hotels)	-
Household Electricals	USHA FANS (Fans)	KHAITAN (Fans)
Internet	GOOGLE (Internet Tool)	YAHOO (Internet Tool)
Lubricants	CASTROL (Lubricants)	SERVO (Lubricants)
Manufacturing	HMT (Engineering)	ACC CEMENT (Cement)
Media - Print	ANANDABAZAR PATRIKA (Newspaper - Regional)	MINT (Newspaper - English)
Media - Radio	RED FM (FM)	RADIO MIRCHI (FM)
Media - TV	NDTV (English News)	AAJ TAK (Hindi News)
Personal Accessories	BATA (Footwear)	REEBOK (Sports Accessories)
Personal Gadgets	SAMSUNG MOBILES (Mobile Phones)	NOKIA (Mobile Phones)
Personality	SHAHRUKH KHAN (Cinema - Male)	AMITABH BACHCHAN (Cinema- Male)
Retail	KENTUCKY FRIED CHICKEN (QSR)	MCDONALD'S (QSR)
Services	IBM (Consulting/Services)	BLUE DART (Express Service)
Social Organization	CRY (NGO)	BEING HUMAN (NGO)
Sports	KOLKATA KNIGHT RIDERS (IPL Team)	-
Stationary	NATRAJ (Writing Accessories)	CELLO (Writing Accessories)
Technology	DELL (Diversified)	APPLE (Personal Technology)
Telecom	AIRTEL (Telephony)	VODAFONE (Telephony)
Transportation	ATLAS (Bicycles)	AIR INDIA (Airlines - Indian)



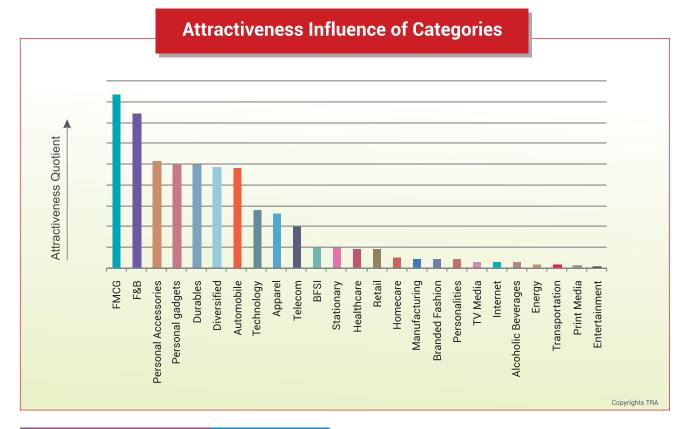
Attractiveness Across Categories

ATTRACTIVENESS ACROSS CATEGORIES

Overview

There are three types of analyses necessary to give an overview of the various categories when being compared with each other. Firstly, the Overall Influence of the category on the sum of the Attractiveness Quotients of the brands in the category, secondly, the sheer weight of the category seen in the number of brands that feature within it, and thirdly, by the average Attractiveness Quotient of brands in the category. The graphs and charts representing these three aspects are presented here.

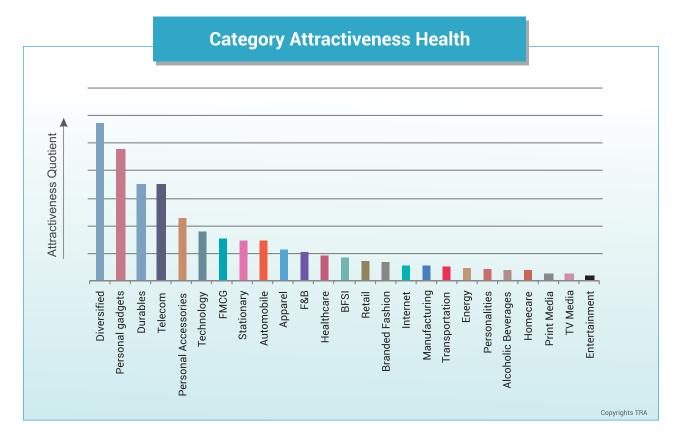
Content, context and association is the lens which alters our point-of-view. Content relates to what we are, our true substance. The next, context, gives the most substantial information that tells us how to react and also helps classify information received involuntarily. Association, or the way we related to the world, is a statement of our interactions with everything that concerns us, especially the social hierarchies that we operate under. These three essential aspects govern the behaviour the brands also, of which we study the brand behaviour with respect to association within its own peer set, the brand's own category in this chapter.



Category	No. of brands
F&B	177
FMCG	135
Automobile	83
Apparel	58
Personal Accessories	56
Technology	39
Durables	35
Homecare	33
Retail	31
TV Media	31
BFSI	29
Personal gadgets	26
Personalities	25
Healthcare	24
Diversified	21
Manufacturing	21
Branded Fashion	17
Alcoholic Beverages	16
Stationary	16
Telecom	14
Internet	12
Print Media	11
Energy	10
Entertainment	8
Transportation	8

In terms of Attractiveness Influence, FMCG is the top scorer, followed by F&B, nearly 11% behind. These two categories also take the first two slots in terms of the number of brands represented in India's Most Attractive brand list, though their order in that list is reversed - F&B leads with 177 brands and FMCG is second with 135 brands. Personal Accessories has the third highest Attractiveness Influence and is 31% below its predecessor. Three other categories, Durables, Diversified and Automobiles, share the podium at nearly the same Attractiveness Influence. The Automobile category, represented by 83 brands is the third highest in number of brands in any category. The Technology category, with bigwigs like Apple in it, has the 8th highest Attractiveness Influence, closely followed by Apparel and Telecom.

To gauge the individual weights of brands within a category, the Attractiveness Influence per brand in the category was analyzed. This metric shows the Attractiveness Health of the brands in the category. The Diversified category has the best Attractiveness Health across any category. 16% below and at 2nd place on Attractiveness Health is the ubiquitous category of Personal Gadgets. Durables and Telecom are adjacent to each other at 3rd and 4th place with almost no difference. Personal Accessories gets the 5th place on Attractiveness Health (and with 56 brands in the category it also has the 5th highest number of brand inclusions in the category).



Category-wise Most Attractive Brands

The previous chapter saw the Most Attractive brands across India and her four zones being discussed, but perhaps the most relevant discussion for a brand is its performance its' own category. In the following sections a few prominent categories as discussed.

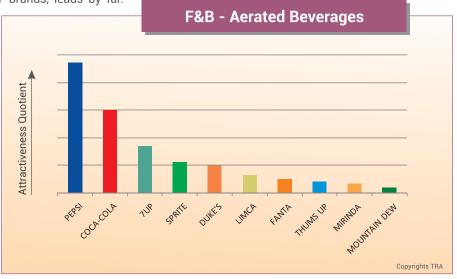
F&B

The most basic measure of a category's importance to Attractiveness is a simple count of the number of brands in the category, and F&B, with 177 brands, leads by far.

However, if the overall F&B Attractiveness Influence were considered (an addition of all the featuring brands' Attractiveness Quotients), this sector is the second most influential. However, when the Attractiveness Health is measured, the average makes F&B take a steep fall to 12th place. Though the category influence quotient and the number of brands is high, the brands within the category seem to be distributed evenly to give it a lower Attractiveness Health.

F&B - Aerated Beverages

This is a highly contested category, but the verdict on attractiveness is definitely out. Among the 10 brands featured in this category, Pepsi leads the list and also features as India's 20th Most Attractive Brand. Coca-Cola at 2nd place is 37% below the first in Attractiveness Quotient. 7UP, from the Pepsico stable, is 3rd (also India's 80th Most Attractive Brand) and about 43% below the previous in attractiveness. Sprite at 4th and Duke's at 5th





ATTRACTALK



Rahul Johri SVP & GM - South Asia Discovery Network

Attractiveness is simply the value inherent in the brand name and what it conveys to its customers. It is this intrinsic quality that sets some brands apart from others, and what connects the customer to a product. Brand attractiveness and brand trust go hand-in-hand, for one is not quite as effective in the absence of the other.

At Discovery, we seek to do one thing — to fulfill our viewers' curiosity. As India's premier entertainment and information channel, we harness and deliver content across 8 brands that reach over 220 million households. Discovery's attractiveness lies in its ability to create original content for its Indian viewers while sticking to international standards.

Our strategic investments in content, communication and availability across all brands has enabled us to make each one of our brands unique. We follow our viewers' choices and as pioneers of the non-fiction genre, we have created this genre much before it started on television. This ties in with the trust our consumers hold in our brand - they know that we understand what they really want.

It is important for our stakeholders to see a constant development of ideas and a process of reliable execution. There is nothing more attractive about a brand than its ability to state its purpose and follow-through in its output. At Discovery, our stakeholders not only include investors and advertisers, but also our viewers, whose trust and participation is of utmost importance to us.

Our India growth strategy is based on creating unique channels. We have a lifestyle channel, TLC,

differentiated by food programming, cookery shows, lifestyle trends, travel experience and fashion. Animal Planet presents wildlife on television screens across the world. Discovery Turbo satisfies the passion for automobiles and Discovery Science helps viewers understand the world better. Discovery HD World has qualitatively transformed the television viewing experience, Discovery Channel Tamil gives an language advantage to advertisers and network, while Discovery Kids offers children an entertaining and imaginative way to satisfy their natural curiosity.

Discovery Channel's biggest challenge has been to break away from its educational positioning and



affirm itself as an entertainment network and to do this, in 2012, Discovery and Yash Raj Films entered into a brand association partnership for the movie Jab Tak Hai Jaan. It was a big win for us as our channel was integrated into the script of the film, yet keeping our brand values intact.

While brand attractiveness is an essential aspect of creating a brand, it should not override other aspects of a brand. Brand attractiveness is mostly about creating the brand's prominence in the market in order to boost its selling ability, but it cannot come at the cost of brand trust or product reliability. We believe that constant innovation, brand trust, product reliability and a connection with the consumers, keep our brand appealing to our all our stakeholders at all times.

follow closely behind. 35% below this is Limca, India's 6th Most Attractive Aerated Beverage brand, followed by Fanta at 7th place. All-India 213th ranked Thums Up is 8th in this category list, with Miranda at 9th place. Mountain Dew (All-India rank 390) is India's 10th Most Attractive Aerated brand and is 41% below Miranda in the metric of attraction.

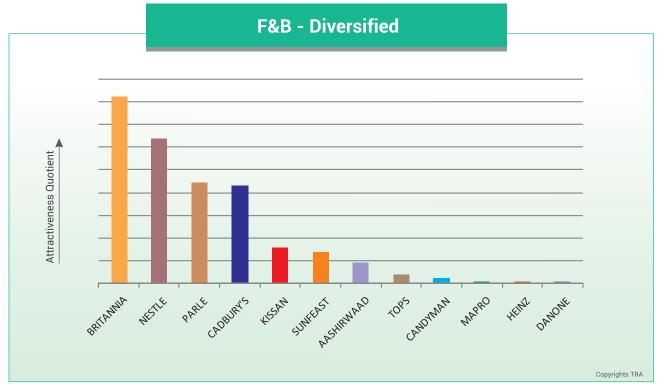


F&B - Diversified

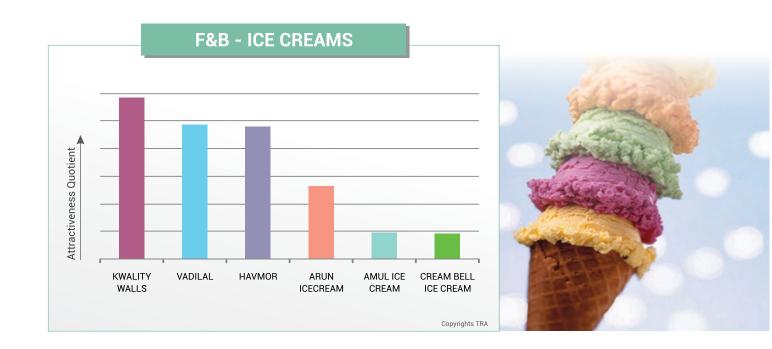
The F&B - Diversified sector is interesting to compare with All-India 36th ranked, Britannia, leading this list. Behind by 23% at 2nd place is Nestle which leads the Parle, Cadbury's duo by approximately 30% in Attractiveness Quotient. A further 63% lower is 5th ranked Kissan, followed closely by Sunfeast at 6th rank. The next five brands have an average of 18% Attractiveness Quotient difference between them and fall in the following order - Aashirwaad (7th), Tops (8th), Candyman (9th), Mapro (10th) and Heinz (11th). Heinz ranks 949th on attractiveness at an All-India level.

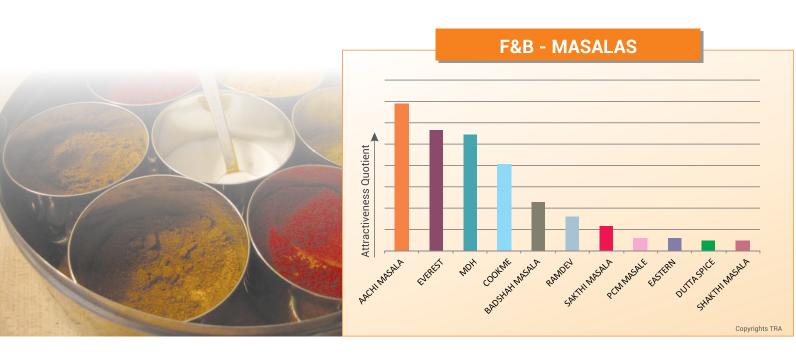
F&B - PACKAGED SNACKS			
Pkg Snacks Rank	MAB Rank	Brand Name	% diff in Attractiveness Quotient
1	108	LAY'S	
2	135	HALDIRAM'S	25%
3	193	BALAJI	35%
4	223	KURKURE	20%
5	298	BINGO	37%
6	526	BIKANER	59%
7	533	CHEETOS	2%
8	636	ALIVA	28%
9	651	UNCLE CHIPS	5%
10	666	LEHAR	3%
11	802	GANGURAM	28%
12	830	A 1 CHIPS	9%
13	896	BIKAJI	17%
14	941	K C DAS	12%





Some other F&B categories

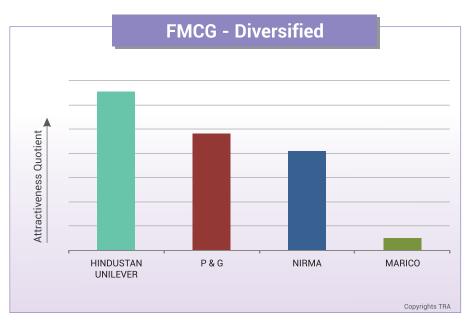






FMCG

The slowdown may have impacted everyone, including FMCG brands, but this category has no dearth of attractiveness. The category ranks 135 brands among India's Most Attractive brands, making it the second ranked by brand entries. The sector leads with the highest Attractiveness Influence though it goes to 8th rank on the average Attractiveness Quotient in the category.



FMCG - Diversified

It would be apt to begin discussions on this category with study of the four giants of this sector. Hindustan Unilever is ranked as the Most Attractive FMCG - Diversified brand and is also ranked 101st on the All-India list. At second place among the FMCG - Diversified brands is P&G (All-India rank 132nd). The other two on the list are two homegrown brands, Nirma and Marico, ranked 3rd and 4th respectively.

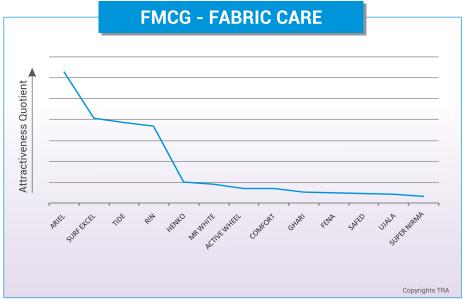
FMCG - Fabric care

P&G's Ariel beats all other products to give a clear lead in this list as the Most Attractive Fabric care brand. Behind by 35% in Attractiveness Quotient is the daagachhe-hain Surf Excel from the Hindustan Unilever stable. Tide rises in at 3rd rank, followed closely by Rin.

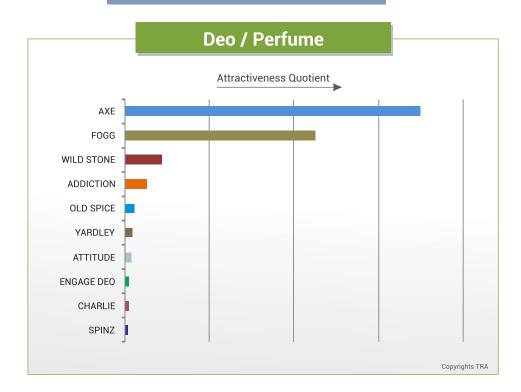
Two brands recently bought by Jyothy Labs, Henko and Mr. White have taken up the 5th and 6th Most Attractive Fabric care brands. It is no mean achievement despite it being 72% behind Rin. This is followed by two HUL brands. Active Wheel at 7th rank and the fabric conditioner, Comfort, as the 8th Most Attractive Fabric care brand. The list of aggressively priced products follows in a continuous line from here on - Ghari from Rohit Surfactants is ranked 9th, followed by Fena at 10th, Safed

at 11th, Ujala, the fabric whitener is 12th and Super Nirma ranks 13th in the list of India's Most Attractive Fabric care brands

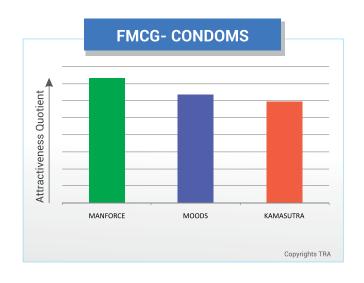




Some other FMCG categories



	FMCG - ORAL HYGIENE				
Oral Hygiene Rank	MAB Rank	Brand Name	% diff in Attractiveness Quotient		
1	16	COLGATE			
2	58	PEPSODENT	58%		
3	109	CLOSE UP	44%		
4	190	ANCHOR	49%		
5	229	ORAL B	25%		
6	254	VICCO	14%		
7	330	BABOOL	32%		
8	382	SENSODYNE	25%		
9	499	CIBACA	32%		
10	690	DABUR LAL DANTMANJAN	46%		
11	858	MESWAK	37%		
12	983	PROMISE	27%		





AUTOMOBILES

The automobile category ranks seventh in both Attractiveness Influence and Average Attractiveness Quotient per brand, but with 83 automobile included in the Super-category, it ranks 3rd in numbers. There are hatchbacks, sedans, luxury cars, SUVs, MPV, motorbikes and their luxury versions - all enough for one be enamoured by this list, just like one would stare through the showroom glass looking at their own favourite rides.

Automobiles - Car Hatchback

The world's cheapest car that arguably put India on the car map, Tata Nano, is the Most Attractive brand among all cars, and naturally as a consequence also leads the Hatchback category. Toyota Etios Liva is this category's 2nd Most Attractive brand, 41% below the previous ranked in terms of attractiveness. Hyundai's 120 is 3rd, followed by its own Santro at 4th rank. Tata's other hatchback, Indica is India's 5th Most Attractive hatchback and has a difference of 69% in Attractiveness Quotient from Santro. Maruti Suzuki's Alto is 7th and Hyundai's 110 also makes it to 8th rank. Maruti Suzuki's very popular hatchback, Zen, is India's 9th Most Attractive brand. Reva, the electric car, deservedly makes it as the 10th Most Attractive

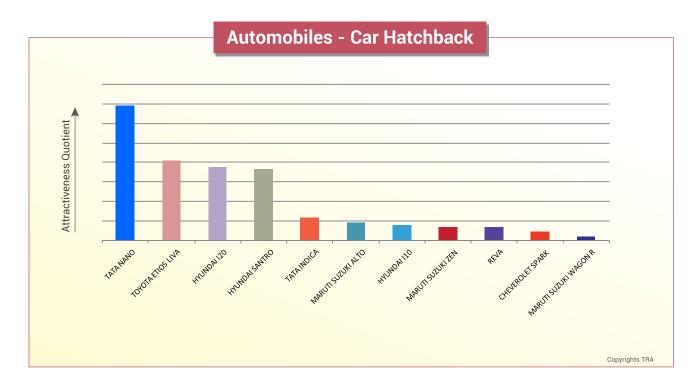
hatchback followed by Spark at 11th. Wagon R from Maruti Suzuki is 58% behind this to be ranked India's 12th Most Attractive hatchback car.



On the most basic front the look of a brand invariably plays a huge role informing its attractiveness. Aesthetic Appeal is of paramount importance.

Brand Attractiveness is definitely a critical element that guides a customer's decision making process, while the factors that determine Brand Attractiveness may vary according to the customer's areas of priority and need. We want to be recognized as a company that gives its customers the "Power to do more" with technology solutions that help people grow and thrive.

Kenichiro Mori MD Olympus

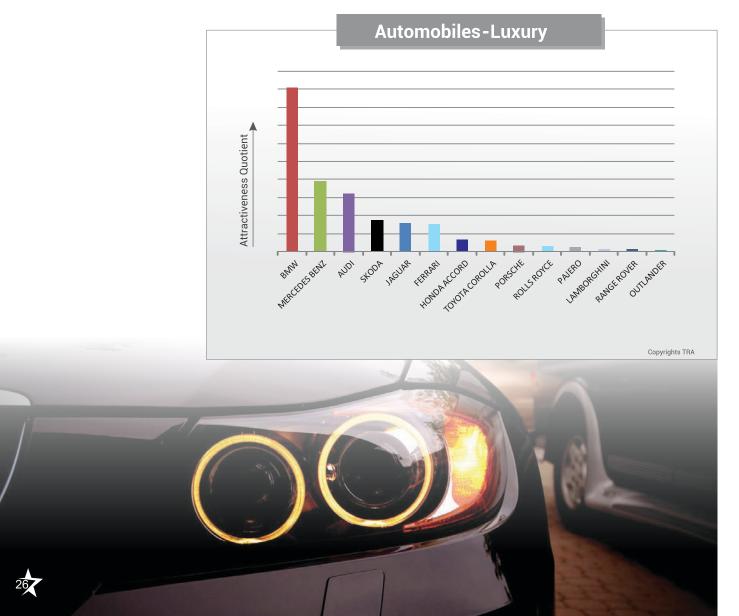


Automobiles - Car Luxury

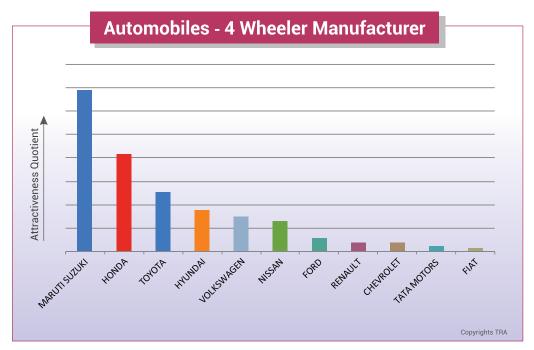
The nascent luxury car market, with a capacity to just absorb approximately 30,000 cars per year, is not stopping at any red lights. BMW is ahead of all others in attractiveness with a clear 57% lead in Attractiveness Quotient. Mercedes Benz follows as the 2nd Most Attractive Luxury Car brand. Just 17% behind is Audi at 3rd place and Skoda has its consumer's appeal to land at 4th place. Jaguar and Ferrari, as India's 5th and 6th Most Attractive Luxury Car brands are neck-to-neck.

Honda Accord, at 7th and Toyota Corolla, at 8th rank, are within 5% of each other. Porsche is the 9th Most Attractive luxury Car brand, followed by symbol-of-exclusivity, Rolls Royce, at 10 place. Pajero, from Mitsubishi, is 11th, followed with a gap of 31% attraction marks by Lamborghini. Range Rover is India's 13th Most Attractive Luxury Car brand and Outlander ranks 14th, giving two places to Mitsubishi in the list.

AUTOMOBILES - LUXURY			
Luxury Auto Rank	Brand Name	% diff with previous brand	
1	BMW		
2	MERCEDES BENZ	57%	
3	AUDI	17%	
4	SKODA	46%	
5	JAGUAR	8%	
6	FERRARI	3%	
7	HONDA ACCORD	57%	
8	TOYOTA COROLLA	5%	
9	PORSCHE	45%	
10	ROLLS ROYCE	14%	
11	PAJERO	12%	
12	LAMBORGHINI	31%	
13	RANGE ROVER	12%	
14	OUTLANDER	37%	



Some other Automobile categories







It often happens that when two companies offer consumers the same product at the same price and quality, one still sells a lot better than the other. The reason for this is the

intangible value inherent in the brand name. A positive image; a price premium; or even a higher market share. These intangible values of a brand are what 'attractiveness' is about.

In our case, attractiveness is a reason or a set of intangibles because of which consumers choose Aquaguard above other water purifier brands.

Shashank Sinha GM, Marketing Eureka Forbes



AUTOMOBILES - 2 WHEELER BRAND				
2 Whlr Brand	MAB Rank	Brand Name	% diff with previous brand	
1	220	BAJAJ PULSAR		
2	396	HONDA ACTIVA	60%	
3	589	HERO HONDA KARIZMA	48%	
4	629	HERO HONDA GLAMOUR	13%	
5	697	HERO PASSION	16%	
6	753	HERO HONDA CBZ	13%	
7	817	TVS APACHE	16%	
8	853	BAJAJ PLATINA	11%	
9	884	HONDA SHINE	7%	
10	887	BULLET	1%	
11	910	NOVA	6%	
12	980	HERO HONDA PASSION	16%	
13	984	BAJAJ DISCOVER	1%	



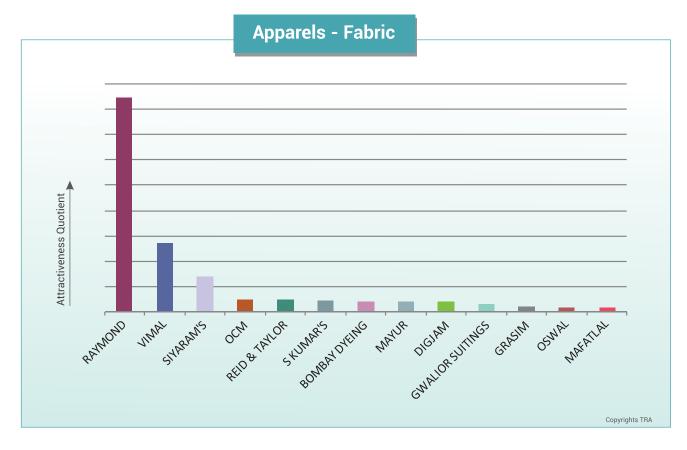
APPAREL

Apparels and attraction go hand in hand, or so the marketers would have us believe. That said, the category of Apparels with 58 brands represented among India's Most Attractive shows the value that consumers placed on apparels to feel attractive themselves. Despite all these signs, the first ranked Apparel brand, Raymond, starts this category only at All-India 37th rank. Further categorization of this sector show the largest group is that of Casualwear with 22 brands included and the second largest group is that of Fabric with its 13 brands. Formalwear is the next with 7 brands and Innerwear follows with 6 brands. Brands dedicated to Menswear have 5 brands and those dedicated to Womenswear have 3 brands that make it to the list.

Apparels - Fabric

Raymond is the clear cut leader of the Fabric category, followed by Vimal which is 68% lower on Attractiveness Quotient and at an All-India 119th rank. Siyaram's is the 3rd Most Attractive Fabric brand in India, and also 49% attractiveness score lower than the previous ranked. This is followed by 4th ranked OCM, 65% lower in Attractiveness Quotient. Almost at the same level with OCM are five brands in quick succession - Reid & Taylor (5th), S. Kumar's (6th), Bombay Dyeing (7th), Mayur (8th)and Digjam (9th) on the Attractiveness scale. Gwalior Suitings is 10th in this list, 24% lower than its predecessor. Grasim, 11th, is 23% lower than the previous, followed by Oswal, 12th ranked and 33% further lower. Mafatlal is 13th on this list of Fabrics.





Apparels - Casualwear

If a brand has survived and won over 160 years, it is obviously a darling of the consumers. Levi's, the leader of this category, is one such brand which has managed to be the cynosure of anyone who's owned a pair of jeans sometime or another. Following this is another century old brand which also made its beginnings in the humble denim, Lee, although 53% lower than the first. To keep in race with these American brands, Lee Cooper, a 100+ year British brand is ranked as India's 3rd Most Attractive Casualwear brand. Pepe stands 4th in the attractiveness list, 29% lower than its the previous brand and G Star is 5th ranked in the list. Mufti. the first Indian brand to make it to the casualwear list is ranked 6th, with Wrangler sequentially next at 7th place. Two more Indian brands, Spkyar at 8th, and Killer at 10th make it to the top ten among the 22 brands in Casualwear. Between them, and ranked India's 9th Most Attractive Casualwear brand is Jack & Jones.



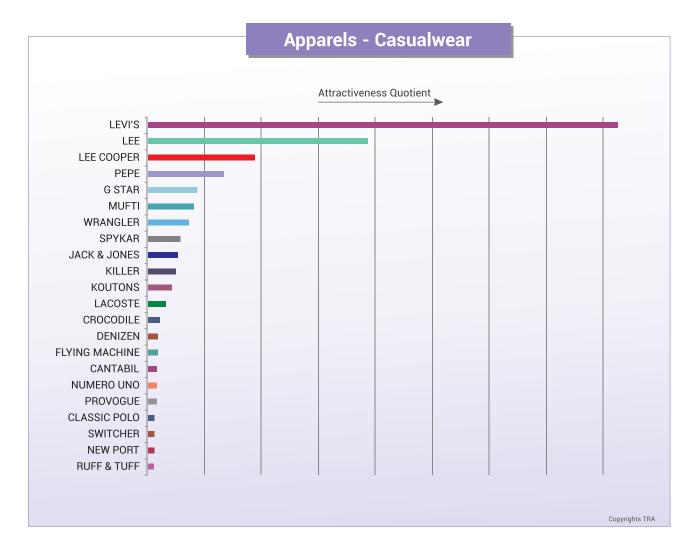
We can define attractiveness as the point where exceptional product quality, a c c e s s i b i l i t y, functionality, customer

experience and brand values meet a brand identity that consumers find real and trustworthy.

It extends much beyond sleek, stylish ad campaigns or a trendy product line. It's about providing an all-round experience, fostering the kind of trust on which relationships grow.

Siddhartha Roy Burman Chairman & MD Khadims





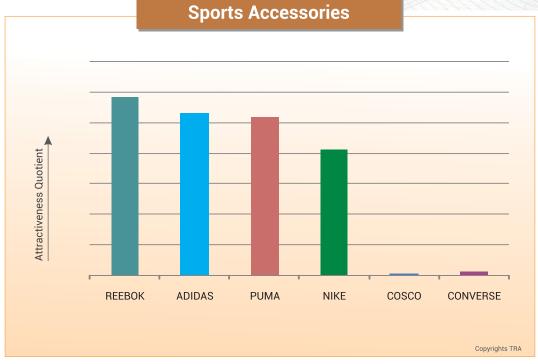
PERSONAL ACCESSORIES

With almost as many brands in its list as Apparels, the 56 brands of Personal Accessories include Footwear, Sports Accessories, Watches, Jewellery, Eyewear and Luggage, among a few others. These are typically items that minutely define, and sometimes even mimic, the personality of the user. This category is therefore unique and it comes as no surprise that five brands from this category make it to India's 20 Most Attractive brands. Bata leads this list at All-India 11th Most Attractive brand followed in running sequence by Reebok (12th), Titan (13th), Adidas (14th) and Puma (15th). In all, this list has 18 Footwear brands, 13 Jewellery brands and 14 Watch brands among others.

Sports Accessories

As would have been evident from the consecutive ranks of the first three of India's Most Attractive Sports Accessories, Reebok (1st), Adidas (2nd) and Puma (3rd), there is not much difference in their Attractiveness Quotient scores. Running 4th in the list, Nike, is at All-India rank 23rd, not too far from the previous three. However, the 5th Sports Accessories brand to feature in this list is Cosco (All-India 799th) and 6th ranked is Converse, listed at All-India 883rd rank.

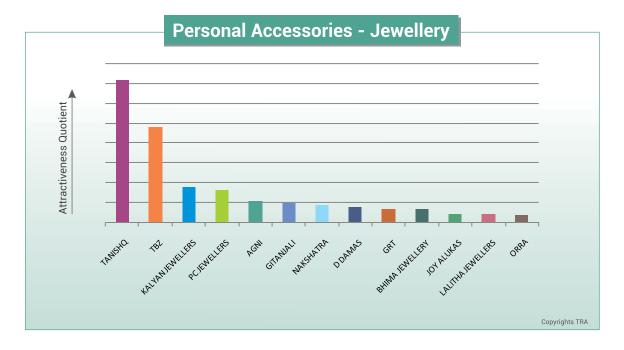




Jewellery

Nothing appeals to women like the jewellery they wear, but it has a inexplicable attraction to men as well - perhaps because they don't get to wear the precious beauties, though they may aspire to. Tanishq, the branded jewellery pioneer, is the Most Attractive brand in this category among the thirteen listed in India's Most Attractive Brands. India's second Most Attractive in this category and 33% behind the first in Attractiveness Quotient, is the fourth generation

jeweller, TBZ. At 63% below, ranked 3rd is Kalyan Jewellers followed by PC Jewellers at 4th rank, pushing ahead of other branded jewellery makers like Agni (5th), Nakshatra (6th) and D Damas (7th) who are at short distance from each other. GRT is the 8th Most Attractive Jewellery brand followed by Bhima Jewellery, owners of India's largest jewellery store, ranked 9th. Joy Alukas is ranked 10th, Lalitha Jewellers at 11th and Orra is India's 12th Most Attractive Jewellery brand.



Some other Personal Accessories categories

WATCHES			
Watches rank	MAB Rank	Brand Name	% diff with previous brand
1	13	TITAN	
2	45	SONATA	48%
3	86	RADO	43%
4	120	ROLEX	32%
5	192	MAXIMA WATCHES	45%
6	304	SWATCH	51%
7	329	SWISS	9%
8	397	TIMEX	28%
9	506	OMEGA	31%
10	549	BENTEX	16%
11	563	TISSOT	5%
12	612	TITAN RAGA	14%
13	642	CITIZEN	8%
14	733	QUARTZ	21%



spykar



ATTRACTALK



Sanjay Vakharia Director, Marketing Spykar

Attractiveness is not just a brand behavior it goes beyond external appeal. Attractiveness is the promise of the brand being understood by its consumers, valued and appreciated is attractiveness. The intangible & tangible which draws the consumers to the promise which is built in the product is attractiveness.

Spykar as a brand is seen as being popular, or having a high appeal but what makes our brand is the conscious position taken by the brand on offering high fashion towards its core audience the youth. Our dedicated communication which reinforces this positioning builds Spykar's attractiveness quotient.

Our main aim in our communication is to tell our target audience that we are giving them what they want. By being consistent and having a

high quality delivery of the promise in terms of styling, timing, quality, pricing built within the product offering ensures that all stake holders receive what they desire from the brand. This is Spykar aims to build the Attractiveness Quotient.

Our marketing communications have always been aspiration in terms of its medium, imaginary and relevance. Be it our print campaigns, designs or even the language we use in these campaigns. The brand has always been an early adopter and recognizes shifting consumer preferences and needs in real time. A case to site would be consuming Infilm placements as a medium of communication to ride the growing Bollywood aspirations & positioning in India. The youth who is our main target segment wants to own what they see on television, in cinemas, in print and we have the products to offer them so it becomes essential to communicate this to them.

Attractiveness and brands share a very causal relationship. If it is attractive the consumers will come and if the consumers are attracted then the brand automatically grows in terms of it attractiveness. Attractiveness of the brand is of some effect and the result of all the aspects of the brand. So a better all round package will always be attractive. Spykar is an intrinsically attractive brand. So its attractive and we pulls people towards itself.



As a brand there are various aspects that build the attractiveness. Top five would have to be Pricing, Positioning, Quality, Availability and Styling.

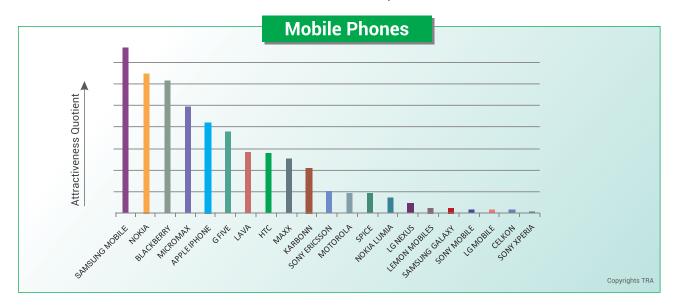
Pricing is an essential factor, it is the first and the last thing a person thinks of when they pick up something. Especially clothes this is followed by positioning and quality these two factor answer the questions are, "Is it for me?" and "Is this of a quality good enough for me?". The point is not to be satisfied but to be surprised and that is what we at Spykar deliver. Availability of the brand also plays an important part. Spykar products are available at over 1000 MBOs across the country, apart from the large format stores. And then course styling and Spykar go hand in hand. The brand is synonymous for being stylish So these are the factors necessary for our brand or any brand for that matter to be seen as attractive.

PERSONAL GADGETS

Every once in a while there comes a category that is led by superstars. The rest may have performed too, but it is these stars that catapult the category average into an orbit. The Personal Gadgets category which has Cameras, Mobile Phones and Tablets in its list is one

Cameras

Like many diversified brands, Canon makes many products, however it is in the category of cameras that the brand is rated India's Most Attractive. 32% behind it in terms of Attractiveness Quotient is Nikon, in 2nd place. Kodak is at 3rd rank which is followed by Fujifilm at 4th position.



such. And, the two stars of this category are, the first ranked Samsung Mobiles and its arch-rival, 2nd ranked Nokia, both within just 4% of each other in terms of Attractiveness Quotient. This achievement alone does not make them super-achievers and their status gets enhanced by the fact that the Attractiveness Quotients of these two added is more than double the total Attractiveness Quotients of the other 26 brands in this list, showing the influence these two exert on the category.

A brand's appeal certainly does not lose lustre with dipping fortunes and Blackberry ranks as India's 3rd Most Attractive brand. Micromax, a home-grown giant-killer has made it as the 4th Most Attractive brand. Apple iPhone is the 5th Most Attractive brand in India, and rather than an indication of its looks, functionality or usage, the rank reflects the brand's rather low absorption in India. Hong Kong based G'Five ranks 6th on the attractiveness scale ahead of the Lava, the 7th Most Attractive brand in India. The next three ranked are HTC (8th), Maxx (9th) and Karbonn (10th) on their attractiveness indices.

The percentage differences of Attractiveness Quotient between the Mobile Phone ranks is given in the accompanying chart.

MOBILE PHONES			
Mobile Phone Rank	MAB Rank	Brand Name	% diff from previous rank
1	1	SAMSUNG MOBILES	
2	3	NOKIA	4%
3	52	BLACKBERRY	85%
4	68	MICROMAX	19%
5	81	APPLE IPHONE	15%
6	92	G FIVE	10%
7	112	LAVA	24%
8	114	HTC	3%
9	123	MAXX	8%
10	142	KARBONN	17%
11	245	SONY ERICSSON	52%
12	257	MOTOROLA	6%
13	259	SPICE	1%
14	315	NOKIA LUMIA	25%
15	393	LG NEXUS	32%
16	559	LEMON MOBILES	45%
17	596	SAMSUNG GALAXY	9%
18	711	SONY MOBILE	28%
19	717	LG MOBILE	1%
20	738	CELKON	6%
21	914	SONY XPERIA	37%



TECHNOLOGY

We are what we are because of technology. The radical advancements have connected everyone to technology and to each other. Most of us even have a much better understanding of technology than we did just a decade ago, showing how it is entering our everyday language. Totally 39 brands feature in this list that covers a diverse range of sub-sectors - from Anti-virus brands to Operating Systems. The Top 10 Most Attractive Technology brands include 3 Diversified Technology brands and 3 Personal Technology brands.

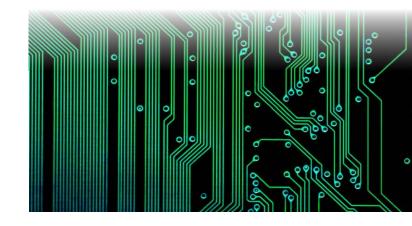
The Technology brands carry the capability to migrate quite easily across sectors - with just little adaptation, due to the general perception that if a brand is good at one type of technology, it probably will be good a related one too. With many brands making the transition during the writing of this report, their exact classification becomes a difficult task.

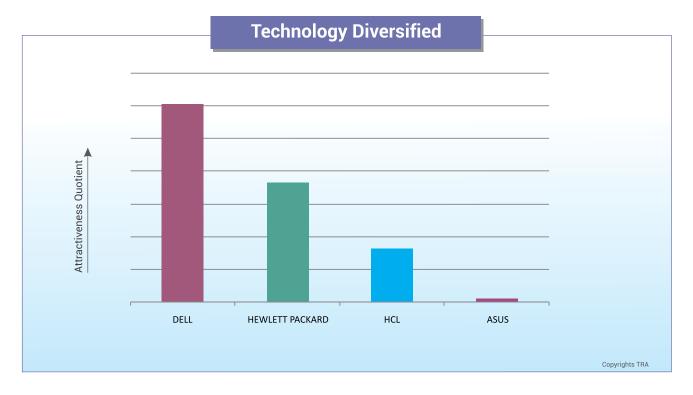
Dell is India's Most Attractive Technology brand and also has the privilege of being ranked at 10th All-India on the attractiveness scale. Apple, the brand which personifies consumer appeal, is the 2nd Most Attractive Technology brand, also at All-India 19th position. Hewlett Packard, the well diversified Technology brand is the 3rd Most Attractive Technology brand in India, followed by Lenovo at 4th position, and Acer at 5th. The differences in

Attractiveness Quotient between subsequent ranks in the first five is 23% each. HCL ranks 6th, followed close behind by Ramco, a surprise entrant from the South. Behind this, and very closely placed together are two legendary brands, Wipro, 8th and Intel, 9th Most Attractive on India's Technology list. Microsoft, is 21% behind on the scale of attractiveness and ranks 10th.

Technology - Diversified

Dell ranks India's 10th Most Attractive brand, also tops the Diversified Technology list. Hewlett Packard ranks 2nd (All-India rank 31st), followed in 3rd place by HCL (All-India rank 83rd) with Asus at 4th place in this list (All-India rank 577th). The four brands have increasing Attractiveness Quotient gaps between them with the leader distinctly visible in the pack.



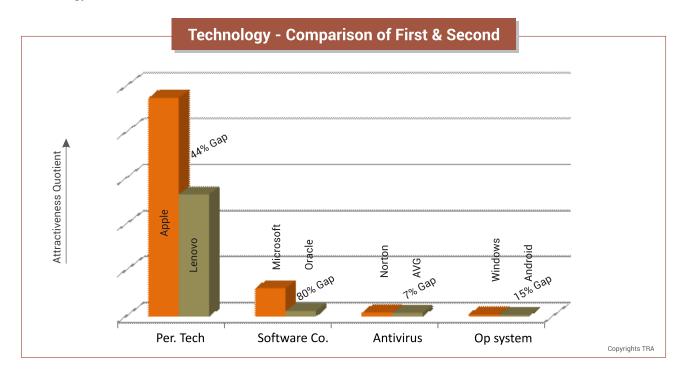


Technology Comparisons

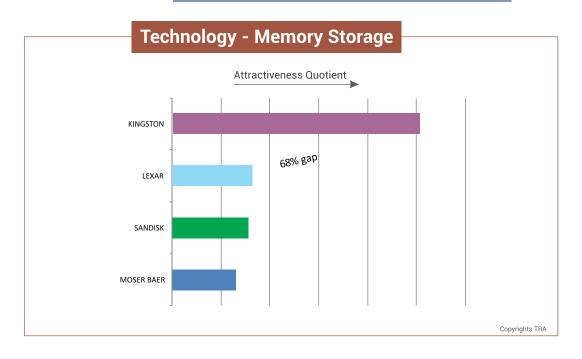
It may often seem that only Personal Technologies would naturally have a significant Attractiveness Quotient for the consumer-influencer, but the truth is that the consumer measures attractiveness on things other than utility alone.

The first and second ranked out of four diverse Technology brands are discussed here. In Personal

Technology, Apple is ahead of Lenovo by 40% in terms of Attractiveness Quotient. Among Software Companies, Microsoft is 1st and Oracle ranks 2nd with a 80% gap in terms of attraction scores. Norton leads among Antivirus softwares, but AVG takes over all others to secure 2nd rank in this sector. Though as a whole, the sector of Operating Systems does not score high, the difference of attractiveness between Windows and Android is only 15%.



Some other Technology categories







ATTRACTALK



Mahesh Gupta Chairman Kent RO

We at Kent believe that there are at least three key dimensions in assessing a brand's attractiveness. The first is in the Consumer space that deals with brand awareness and equity. It answers the question - What relevance and value does the brand have in their lives? The second is in the Business space and focuses on the benefits of joining our extended brand family. This aspect is as important as the brand itself. The third aspect is in the Association space, and works on the quality of associations - symbiotic, mutually beneficial, constructive and positive.

Kent has three key stakeholders - consumers in search of safe and pure water, businesses in search of a profitable partnership and shareholders in search of better returns. We build a strong attraction for our brand by giving consumers a compelling logic for buying into

the brand through a trusted and loved brand ambassador, Hema Malini. Business associates are attracted to Kent when they are clearly communicated on how they will win, leading to better profits. The Shareholder's quotient of attractiveness is a by-product and is directly proportionate to sum of Kent's attractiveness for its consumers and business associate.

Kent has consistently spoken about its delivery – Pure Water – for many years this helped in creating a recall value of the brand whenever there's a trigger of purity and health. But last year we took a big leap and came out with a campaign "Peetey Raho" which showcased the trust of millions in the brand. This piece of communication came as a breath of fresh air as majority of Kent's advertising was function/technology led with a dominating presence of our brand ambassador. This communication, on the other hand, helped portrayed the softer side of Kent and connected with people emotionally.

Every brand has to attract its' audience. Having said that, attractiveness comes from various facets of the brand that helps in creating an overall aura around it. In terms of priority attractiveness is at the top as it is the starting point that draws the customers attention towards a brand.

There are several things that can imply attractiveness. For us at Kent, foremost it means Innovation - to keep coming up with better products to deliver better quality to our customers. Another thing



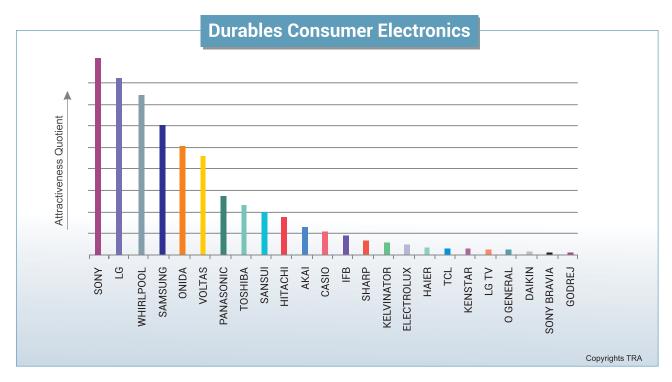
that we as a brand are attracted to is Simplicity. Even our communication is kept simple and effective bringing clarity to our brand promise. Another aspect that implies attractiveness to us is our approach of Leadership - and since the need for clean and pure water does not distinguish by class, we have products across the budget spectrum. All these aspects of Kent's attractiveness get enhanced with the world awards our brand with the trust of millions of consumers as well as the recognitions and awards of the worlds' best.



Durables

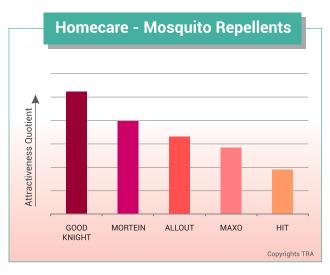
Sony, ranked All-India number two in terms of attractiveness leads the Consumer Electronics category under Durables followed by LG at 2nd rank, 10% below the first. The gap to the third position is an deep 80% in Attractiveness Quotient with the 3rd category rank being taken by Whirlpool. 19% below the third in terms of Attractiveness Quotient, Samsung ranks 4th on this category's attractiveness scale. Onida comes in at 5th rank followed closely by Voltas at 6th rank. With about 40% attractiveness score behind, Panasonic is India's 7th Most Attractive Consumer Electronics brand, Toshiba ranks 8th, Sansui is 9th and Hitachi ranks 10th on this metric of appeal.





Homecare - Mosquito Repellents

With dreaded diseases carried by mosquitoes becoming a major worry across the country, the importance of this category is high. India's Most Attractive Mosquito Repellent brand is Good Knight, a product from Godrej's basket. Reckitt Benckiser's Mortien is the 2nd Most Attractive and securing the 3rd Most Attractive brand position is AllOut. Jyothy Laboratories' Maxo is at 4th rank and Godrej's Hit is the 5th Most Attractive Mosquito repellent brand in India.





Retail - F&B Related

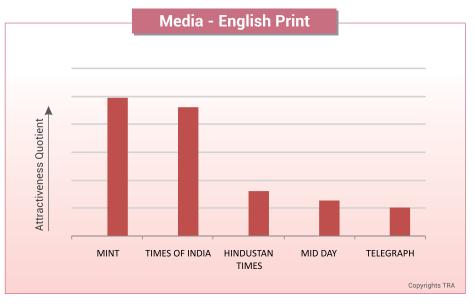
The Retail Category has 31 brands represented in it the 9th most populous category. In the accompanying graph we analyze all the F&B related retail brands together since in one way, each competes for the same share-of-stomach. Kentucky Fried Chicken leads the F&B retail brands lists as the Most Attractive brand followed by McDonald's at 2nd rank. PizzaHut, is the 3rd on the attractiveness scale followed by the Pizza expert, Dominos at 4th place. Cafe Coffee Day is 5th on Attractiveness, with Monginis at 6th and Barista as the 7th Most Attractive F&B Retail brand in India. Rajdhani, the popular ethnic food retailer, comes at 8th rank and the healthy fast-food option, Subway, ranks 9th. Costa Coffee ranked the 10th Most Attractive F&B Retail brand in India.

Media

Of the 44 media listed in India's Most Attractive Brands list, 11 are from print, 2 are radio and 31 are TV media. While readership numbers may say anything, among English Print media, Mint, the business paper comes out as the Most Attractive brand. This is followed by Times of India at 2nd place, with the 3rd place being occupied by Hindustan Times, though 65% below the previous. Mid Day and Telegraph follow as the 4th and 5th Most Attractive English Print Media.

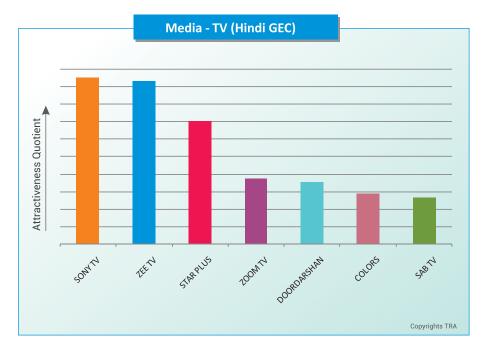








Looking closer at the Hindi GECs among TV Media, we see a total of seven brands listed. The Most Attractive Hindi GEC brand is Sony TV and Zee TV is ranked 2nd, very close to the first slot. Star Plus is the 3rd Most Attractive Hindi GEC channel followed in 4th place by Zoom TV. Doordarshan, the Government sponsored GEC is at 5th place, followed by Colors at 6th and SAB TV as the 7th Most Attractive Hindi GEC in India.



Personalities

We are biologically and genetically more attracted to humans than anything else, and choices in this category brings the lens on the real traits that matter in attractiveness. Since there will be several differing views on this category, it will do well to bring back the Attractiveness Quotient Matrix into focus. The ranking comes as a result of the unassisted responses to 36 Traits, on 12 Demeanours, grouped into Rational, Emotional, Communication and Aspirational Appeals. This will perhaps help see why the results are not confined by the extraordinary halo effect that many of us are usually clouded, specially when it comes to Personalities.

Among the 25 Personalities who are in India's Most Attractive list, 18 are from the world of Cinema (nine each from among females and males) and 4 from among Sports Personalities. Only one businessperson (Anil Ambani), one from Music (Lata Mangeshkar) and one from Social/Spiritual category (Rabindranath Tagore) feature in the list. Surprisingly, the first four in the combined Male/Female Actor list are male actors. From among the females, four are out of active lead roles, and so is one among the males.

Katrina Kaif is India's Most Attractive Female Actor, followed by Madhuri Dixit, who stays in the minds of the people for her ethereal beauty, superior acting and entertaining skills. Miss Universe 1994, Sushmita Sen, is the 3rd Most Attractive Female Actor followed by another pageant winner of the same year, the Miss

PERSONALITIES				
Most Attractive Actor Rank	MAB Rank	Brand Name	% from previous rank	
1	185	SHAHRUKH KHAN		
2	215	AMITABH BACHCHAN	19%	
3	267	AAMIR KHAN	31%	
4	271	MITHUN CHAKRABORTY	1%	
5	405	KATRINA KAIF	47%	
6	434	SALMAN KHAN	11%	
7	519	MADHURI DIXIT	25%	
8	548	SUSHMITA SEN	12%	
9	587	AISHWARYA RAI BACHCHAN	9%	
10	651	KAREENA KAPOOR	20%	
11	803	KARISHMA KAPOOR	32%	
12	849	SUNNY DEOL	13%	
13	857	PRIYANKA CHOPRA	3%	
14	896	REKHA	9%	
15	913	HRITHIK ROSHAN	4%	
16	922	RANBIR KAPOOR	2%	
17	961	SONAKSHI SINHA	9%	
18	976	ABHISHEK BACHCHAN	4%	

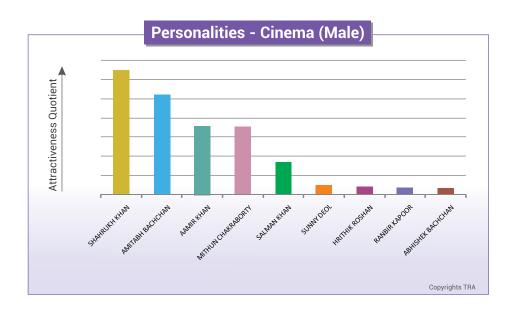
World title holder, Aishwarya Rai Bachchan at 4th place. Kareena Kapoor is India's 5th Most Attractive Female Actor, with her elder sibling, Kareena Kapoor occupying the 6th place. Priyanka Chopra is India's 7th Most Attractive Female Actor and Rekha, of everlasting charm, in 8th place. Sonakshi Sinha is 9th on the attractiveness scale among her peers.

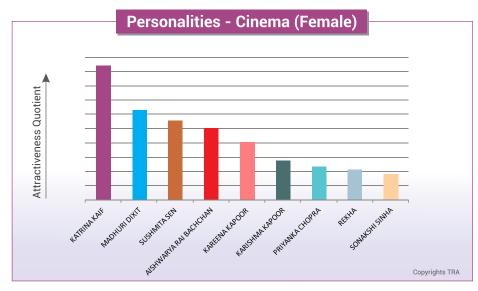


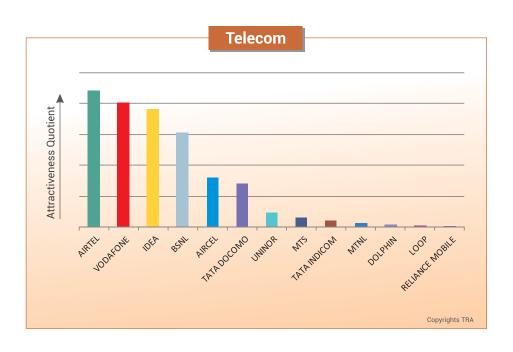
Among the Male Actors, Shahrukh Khan is India's Most Attractive Male Actor. followed by the legendary, Amitabh Bachchan as India's 2nd Most Attractive Actor. Aamir Khan comes 3rd on this list and Mithun, the dancing king, is 4th only by a hair's breath. Salman 'Bhai' Khan is the 5th Most Attractive Male Actor followed by Sunny Deol in 6th position. Hrithik Roshan is India's 7th Most Attractive Male Actor, followed very closely by Ranbir Kapoor at 8th and Abhishek Bachchan at 9th position.

Telecom

Airtel is India's Most Attractive Telecom brand followed by Vodafone at the 2nd rank. Idea dials in as the 3rd ranked in attractiveness in a category that's become indispensable to consumers. Government owned BSNL is 4th on the attractiveness scale followed by Aircel at 5th and Tata Docomo at 6th rank. Uninor is the 7th Most Attractive Telecom brand in India followed MTS at 8th and Tata Indicom at 9th place. MTNL, the landline telephony brand gets a place in the 10th slot and its own mobile brand, Dolphin is in the 11th rank. Loop scores to 12th position on attractiveness followed by Reliance Mobile at 13th rank.

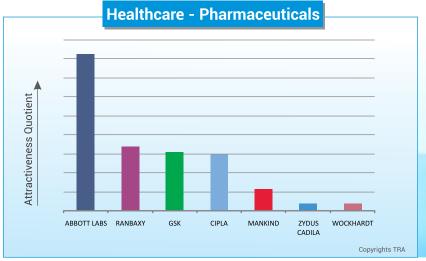




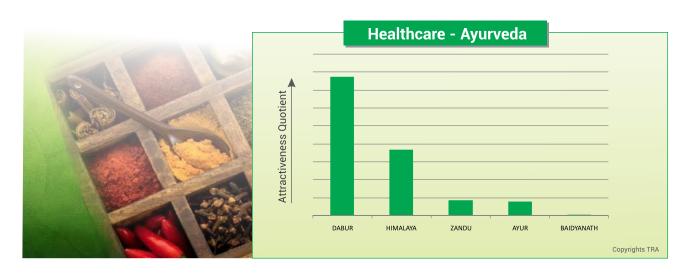


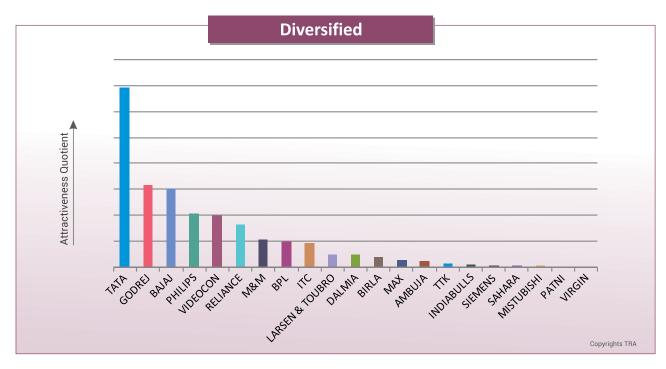


Some other Category Graphs











Unveiling the Chemistry

03

Carl Jung's deep insight into human interactions is simply explained in his metaphor - The meeting of two personalities is like the contact of two chemical substances: if there is any reaction, both are transformed. Brands impact and in ways that are very similar to humans. Every time a brand has a human interface, it arouses deep-rooted physical, psychological, sociological and cultural reactions in the person, exerted as a 'force of attraction' by the brand. Not only do these exchanges result in the myriad likes and dislikes that dot our outlook, but the brands also become extensions of the person's beliefs, vision and values. When Goethe said We are shaped and fashioned by what we love, this is what he probably meant.

The magnetism that brands exude impacts human personality like only a fragrance can - at times deeply touching the soul, sometimes evoking memories redolently, and at other times, just passing by subtly, enhancing the moment's charm. There is no escaping this allure of brands as they exert a power of persuasion stronger than mere words, appearances, emotions, or will. It is an influence which cannot be avoided or fended offas it suffuses our mind inadvertently, often innocuously. The brand itself also gets transformed by each human exchange in the very same way, softly, but also permanently.

To truly understand something one must measure it. Till late, attraction was a bewitchery - the stuff of occult and magic potions. To unshackle brands from witchcraft like solutions, TRA embarked on the journey to understand and quantify 'Attraction' as to create a scientific and accurate methodology to measure and build a matrix for Attractiveness Quotient. Over several years TRA conducted detailed interviews and interactions with psychologists, anthropologists, scientists, sociologists and communication experts to understand the physiology of attraction and concluded on a 36 Trait matrix, the primary ingredients that constitute all attraction.

UNVEILING THE CHEMISTRY

These ingredients arose out of 4 Attractiveness Appeals - Rational, Emotional, Aspirational and Communication, and get woven into the Attractiveness Quotient. Pilot studies and analysis later helped align the Attractiveness Traits to 12 Attractiveness Demeanours for easier use and application.

Knowing the respondents

With the measure of Attractiveness Quotient in place, to list India's Most Attractive Brands on a metric, TRA conducted detailed interviews based on this metric with consumer-influencers in cities across 16 cities in India. Tough parameters were laid for these A-listers, typically the 10% of the people who influence the other 90% in their brand interactions without any direct or apparent effort. These 2500+ consumer-influencers those who were interviewed were to have an innate influence on others - based on their social position, professional expertise, knowledge, wealth, ability, personality, leadership and access to information. Such audiences are usually difficult to connect with, let alone interview, so the degree of difficulty in interviewing increased tremendously.

Tough parameters were laid for the respondents, typically the 10% of the people who influence the other 90%, in their brand or apparent effort.



Respondent Selection Criteria

- Salaried individuals
- Age criteria 21 to 50 years
- SEC A/B
- Monthly salary income > INR Rs. 20,000/- p.m. (above INR Rs. 2,40,000/- per annum)
- Employed in an organization having with more than 200 employees across branches (pan-India)
 - Employed in an organization with turnover more than INR 50 Crores
- Must not be employed with courier companies, Public Relations, Market Research, Advertising, BPOs or KPOs
- Not more than 15 interviews in any one organization across India
- Spoken and written knowledge of English and one other Indian language
- Age group distribution (in line with 2011 census.)
 - 21 to 25 years 22%
 - 26 to 30 years 18%
 - 31 to 35 years 17%
 - 36 to 40 years 17%
 - 41 to 45 years 17%
 - 46 to 50 years 9 %
- Male to female ratio in 70:30



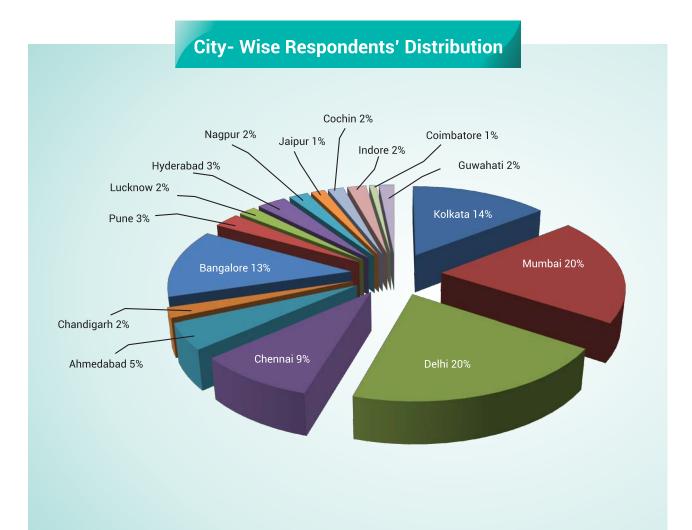
Once interviewed, to be able to verify the data source before the results could be published confidently. All interview sheets had to have accompanying visiting cards of respondents, both as a mark of identity and authenticity. The genuineness of the respondents was further reinforced with them having to sign the completed questionnaire in two places, simple sounding action but very difficult to acquire. After the interviews were completed, the questionnaires had to pass one more filter - a personal phone call from a TRA research executive - to conclusively validate the respondent profile accuracy. This call, not only made the respondent profile come to life beyond responses, visiting card and signatures; but also made this exchange dynamic - far beyond any normal research would care to go.

The respondents were so chosen that they were likely to have greater influence on others by their opinion on brands, implying that they would be more inclined to have discussions about brands. Is got tested with their fluency to name 15 brands in local, national and multinational categories. The respondents had to have spoken and written knowledge of English and one other Indian language so that brand messages would reach them from multiple sources. They also

had to be necessarily working in medium-to-large organizations. They were chosen such that they were in the higher income class among their peer groups, mostly from SEC A. This was the profile of people that was found to be most likely to influence others among their peer sets.

The human aspect of the interviewing process, the engagement with the respondents was of paramount importance so that their brand-responses to the 36 Traits was unbiased and without influences. To preserve the authenticity of the data, individuals employed in Market research, Advertising, BPOs, KPOs and Public Relations were not included as part of the sample, as they would have above-normal information about brands due to the nature of their professions.

To best reflect a good representation of India, our sample was distributed across the age groups in accordance with the 2011 census. The largest consumers-influencers were chosen from the age of 21 to 25 years constituting 22% of the sample, followed by 26 to 30 years with 18%. The other age groups, 31 to 35 years, 36 to 40 years, and 41 to 45 years were equally distributed and accounted for 17% of the sample each and 46 to 50 years constituted to 9% of the sample.



Aquaguard PAANI KA DOCTOR

ATTRACTALK



Shashank Sinha GM. Marketing Eureka Forbes

It often happens that when two companies offer consumers the same product at the same price and quality, one still sells a lot better than the other. The reason for this is the intangible value inherent in the brand name. A positive image; a price premium; or even a higher market share. These intangible values of a brand are what 'attractiveness' is about.

In our case, attractiveness is a reason or a set of intangibles because of which consumers choose Aquaguard above other water purifier brands.

Almost 3 decades ago, in 1984, Aquaguard was launched in India as a product that gave pure drinking water. Today it is a brand that promises your family 'Good Health', and of course the healthiest,

safest and purest water, as always.

Eureka Forbes is a brand that has stood the test of time and that has become synonymous with category of water purification in India. The brand took the unconventional path of Direct Selling to educate the Indian consumer about the need for pure water when buying a purifier was something unheard of. It spotted latent customer needs and set about developing products to satisfy them. An even bigger challenge was to overcome resistance many people have towards direct selling in their own homes. The brand has even today persisted with the medium of Direct Selling and became a model that several others have adopted.

Aguaguard offers a customized solution depending on the quality of water. Only Aguaguard through its knowledge of 17 different water conditions and use of the most appropriate technology ensures that the

water you drink is the healthiest, purest, and safest, always.

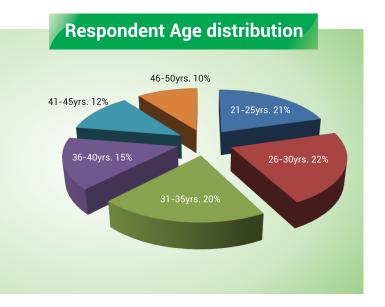
Aquaguard understands that pure water is critical in people's lives and the vital role it discharges and, therefore, we take our customer care responsibility very seriously. The brand's strict adherence to this philosophy distinguishes Aquaguard from most other consumer durable companies and establishes relationships that stand the test of time.



Aquaguard has dedicated itself to the

pursuit of quality. This has allowed it to position its resources and pursue excellence with single-minded determination on product excellence and development. In short, Aquaguard is about hope and trust. Hope that a customer can find a product that fulfills her requirement; trust that it can be found only in Aquaquard.

Aquaguard achieves two of society's most important development goals together - bringing health to people's homes, and in the process, lifting thousands of youth from underprivileged families into middle class lifestyles, by providing them not only with employment but also with a successful career path through constant mentoring and coaching to acquire the various skill sets required for it.



To eliminate herd opinions and to ensure every response was the respondent's own opinion, not coloured by organizational bias, not more than 15 interviews were permitted to be conducted from one company across India. This resulted in a wide array of answers and increased our interaction point. Further, individual bias was eliminated by cancelling interviews that had any single brand for 15% or more of the responses.

The respondents, owing to their busy schedule were strapped for time and getting them to spare 30 minutes at a single sitting proved to be a difficult task. Though breaking this interview into two or more sessions may have made the process simpler, but it would have brought in discrepancies due to interview technique changes, so interview breaks were also disallowed. There was zero-tolerance to process and logical variations and any non-compliance resulted in questionnaires being rejected as well.

Just like wrongly calibrated instruments disrupt experiments, wrong interviewer selection can disrupt any primary research, therefore special attention was given to selecting the interviewers. They were selected based on the test of three criteria with each rated of 10-point scale to measure pronunciation, voice-balanced and, fluency in English. Only the interviewers scoring above 22 points were selected to conduct the interactions with the respondents.

Very often, interviewer mannerisms, tone of voice and pronunciation influences research results and several

cautions helped keep the results free of this biased. Show- cards with the 36 Traits printed on them were used along with interviewers voicing the attributes. Each interviewer also had to start the interview at a different question to avoid any bias due to accumulation of response-inertia.

Over 5,000 unique brands emerged from the interviews giving the kaleidoscopic brand map of this study. Only the Most Attractive 1000 brands of these are listed in this study, though most of the other brands are available for comparison through a brandpersonalized Competitive Intelligence Report.

Some respondent insights

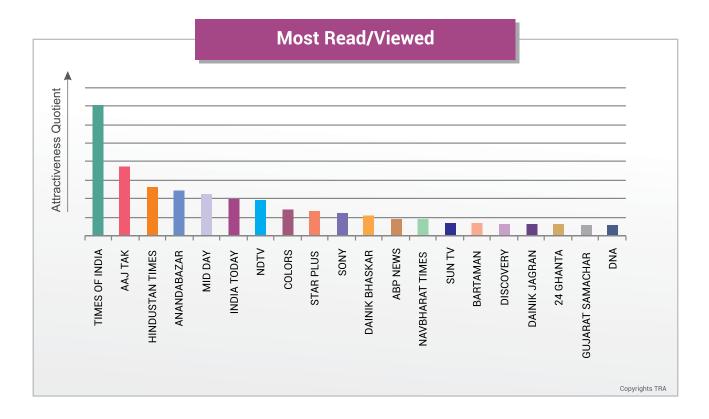
The respondent's media picks not only provide an insight into the respondents' mindsets, but they also show the influencer's hierarchy of choices. We queried each respondent for media brands that they read or viewed and three more that they thought were most informative.

Most Read/Viewed - Print & TV media - Top 20

Of the Top 20 Most Read/Viewed media, both media types, Print and TV, are equally divided with 10 entries each. Strangely, not single internet news site came up in the Top 20, but it is perhaps because Twitter or Google have mostly become proxy for news sources on the net.

Times of India is the Most Read/Viewed media, followed by Aaj Tak, ranked 2nd. Hindustan Times ranks 3rd in this combined media list, followed at 4th position by the Bengali print publication, Anandabazar Patrika. Mid-Day is the 5th most popular and India Today is the first magazine to make it to the list at 6th rank, followed by NDTV. Three GEC channels enter in consecutive sequence, Colors at 8th rank, followed by Star Plus and Sony at 9th and 10th ranks respectively. Dainik Bhaskar is the 11th Most Read/Viewed Media followed by ABP News at 12th place. Navbharat Times is at 13th position and Sun TV, the Tamil channel, ranks 14th. Bartaman, the Eastern daily is at 15th position, followed by Discovery, the factual entertainment channel as the 16th Most Read/Viewed media. Dainik Jagran ranks 17th, followed by 24 Ghanta, Gujarat Samachar, and DNA ranks 20th across India.



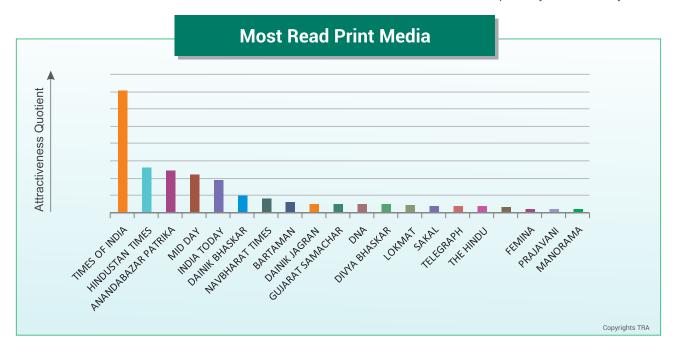


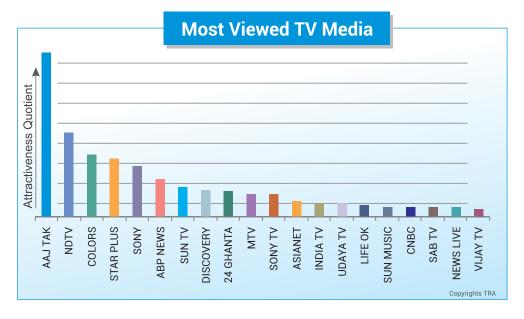
Most Read Print Media

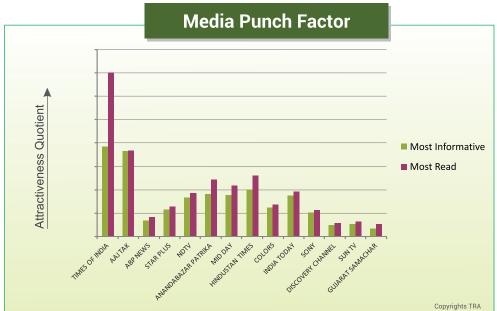
While Times of India is the Most Read Print media, its popularity is evident in the significant lead it has against the 2nd ranked, Hindustan Times. Some key observations in the graph below are that there is not much significant change in ranks for print media as only one TV media ranks among the top 5 combined media list.

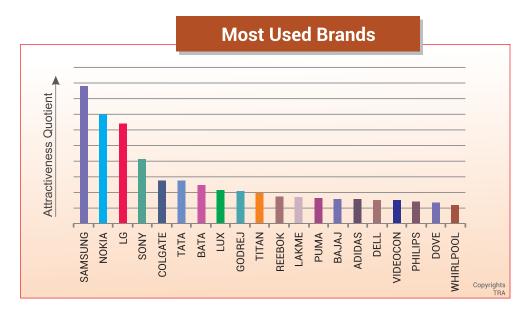
Most Viewed Tv Media

Aaj Tak is a clear leader when it comes to Most Viewed TV Channel, followed at 2nd rank by NDTV. The three GECs that follow are Colors (3rd), Star Plus (4th) and Sony (5th). ABP News is the 6th Most Viewed TV media followed at 7th place by Discovery. 24 Ghanta, the Bengali news channel is the 8th Most Viewed TV media. MTV, the Coke Studio specialist, is the 9th Most Viewed TV media, followed at 10th place by the GEC, Sony TV.









Media Punch Factor

Though the borders between news and entertainment are blurring with the former resembling the latter with greater frequency, one factor which all media can be applauded for is their information value. The balance between reach and true mindshare can be measured by the Media Punch factor. In the accompanying graph, the green bar can be seen as the punch the media offers as against the red bar, which represents the media's weight category, as it were. The longer the green, the better the media's information value.

Almost all media, barring a few exceptions don't carry the punch they should, the most notable being Times of India, which has the reach, but lacks in information value. Other media which fall in the same bracket, though with a little less intensity are, Hindustan Times, India Today, Anandabazar Patrika and Mid Day. Almost all other media suffers this universal problem, though to a much lesser degree.

The three media who punch their weight's worth or higher deserve special mention. They are ABP News, Star Plus and Aaj Tak in that order.

Most Used Brands

The respondents were also queried on five brands that they used to give names to their preferences and choices. The Top 20 are given in the charts to the left..

Khadim's

ATTRACTALK



Siddhartha Roy Burman GM, Marketing Khadims

Brand attractiveness isn't about selling a product, it is about selling a lifestyle of status and aspiration. Every individual has the urge to continually improve one's standard of living and brands have an opportunity to contribute to that. Khadim's helps meet the desires of a large mass of consumers who appreciate quality within a budget and we help them enjoy moments that make life special. For this, it is essential for that communication subliminally connect with consumers on an emotional level.

Khadim's brings the impossible together - fashion and quality that come together with affordability. We continue to delight customers with an array fashionable yet functional footwear and accessories, which makes them a very attractive alternative to the expensive fashion. Our sincere approach to providing an enjoyable shopping

experience comes with friendliness and warmth - two important aspects of our brand persona. We are an extremely attractive proposition to our trade partners too since Khadim's has offered countless small shoe manufacturing entrepreneurs as well as retail stores a business opportunity of structured, stable and consistent growth. We are a 'family brand' and we connect with all our stakeholders with the same emotion. A testimony to the Khadim's universal and democratic appeal was its iconic tag line "Khadim Shara Din" which cut across various sections of the society and made our brand relevant to a wide cross section of buyers across India.

While every brand must appear differently to its customers, it is the values of the brand experienced by the customers that is makes a lasting impact. Attraction cannot be just about looks; neither would it be wise to consider attractiveness to be a brand's products, packaging or advertising alone. Brands must forge

relationships with consumers through experiences that affect them emotionally, rather than materially.

We define attractiveness as the point where exceptional product quality, accessibility, functionality, customer experience and brand values meet a brand identity that consumers find real and trustworthy. It extends much beyond sleek, stylish ad campaigns or a trendy product line. It's about providing an allround experience, fostering the kind of trust on which relationships grow.



Khadim's biggest strength is its deep respect for the past and for the people who have helped through its journey. We never forget why we started and where we come from; and this means a lot to our consumers. We work to constantly deliver them value, be it through our products, services, technology or shopping experience. This is what our brand's identity is. We are a people's brand; customers step into Khadim's stores with a lot of confidence, knowing they will find quality products to suit their need, desire, purpose and pocket. The products we sell, the way we look, how we act, what we say, and everything else we do has a direct impact on how our customers perceive us. We work extremely passionately, with a clear vision and the courage to pursue it. Cult followings are based on all this, and on top of this is our extremely high responsiveness, on ground and digitally as well.

Measuring Attraction

The Attractiveness Quotient was created by studying the 12 Demeanours of Brand Attractiveness and the overall Attractiveness experience. Sometimes to truly appreciate art you need to look at it from a distance to get perspective and balance. The same study takes a different form when it is seen up close and personal the result of understanding every stroke, every hue and every pigment drop on the canvas. This is a good analogy for the way we have looked at attractiveness.

To demystify the enigma called attraction, the questionnaire was divided into three parts. The first part, a brand recall question, required the respondent to name fifteen brands, five each from local, national and multinational brands. Apart from top-of-mind recall, this question served one more purpose, self-prompting. Often when faced continuous questioning, the mind seeks escape by channelizing on a small range of thoughts. The brand recall question in the segmented categories was found to be very effective in helping the respondent break free from this tunnelling tendency, giving a vivid and vibrant brandscape.

The second part of the questionnaire asked the respondents to give three brand responses for each of

the 36 Traits of attractiveness. But this was to be qualify further each brand was also marked on a five point scale of suitability correlating the brand to the traits. This enforced scrutiny on the respondent's brand answers and made them analyze their responses at a deeper, subliminal level, adding self-scrutiny and Trait level analysis to the broad horizon of brand names revealed in the previous part of this question.

The third part of the questionnaire elicited responses to respondent perception for the brands they considered attractive - the only part of the questionnaire where the term 'attractive' was used. They were also asked to name the reasons they believed these brands to be attractive. This last part resulted in a response for 'Assembly of Attractiveness' - to query if the attractiveness had been correctly assembled by the brand, a view of the entire painting as it were. Parts two and three together result in the Attractiveness Quotient.

The final part of the questionnaire was aimed at gauging the respondents' level of exposure to the products and its influence on attractiveness. Do we find products and services we use to be more attractive than others? This last part gave a qualitative viewpoint on product use and their respective Attractiveness Quotients



Understanding the Attractiveness Quotient

The Parthenon, Colosseum, Mozart's symphonies and even Mona Lisa's enigmatic smile would find their beauty misplaced even if a single pillar, stroke or cord had been placed differently. The Golden Ratio in art, the Fibonacci sequence in music or even perfume fragrances that contain specific essences, find harmonic affinity quite by design.

To understand how the statistical analysis for India's Most Attractive Brands was done, we must first deconstruct the Attractiveness Quotient. After the wide spectrum of data was collated, it was put through the using the pinhole of the Attractiveness Quotient formula for a clear picture to appear.

The Attractiveness Quotient itself is made of two parts - the ingredient level quotient (measured on responses to the Attractiveness Traits) and the assembly level quotient (measured on the overall attractiveness assembly of brands), the summation of which gave the total. To come up with the quotient for the Trait level, four parameters were used. The first among them was the number of times a brand's name occurs in response across the 36 Traits. This helped in calculating the overall mind-space occupied by the brand taken as the frequency score. The second part of the ingredient level quotient was based on the respondent's instinctive triggers based on the subconscious engagement with the brand. To take this response into account, the position (first, second or third) at which the brand was named, was used in the position score.

The third contributor to the Trait level quotient was based on the suitability score given to each brand with relation to the specific attribute. This suitability score was measured as the Standard Deviation of the brand's suitability to the overall suitability Standard Deviation.

This can be represented mathematically as:

$$\frac{SD_o}{SD_i} \times P_{s_i} \times O_{s_i} \times X_{s_i}$$

The assembly of Attractiveness Quotient was also measured on the position (p), occurrence (o) and frequency (x). This was also multiplied by 0.67 to equate this three point scale to the five-point scale of the assembly (where five brands were asked to be named) of attractiveness, giving the second part of the equation.

$$P_{7i} \times Q_{7i} \times X_{5i} \times 0.67$$

The addition of these gave us the Attractiveness Quotient, represented by the following formula:

$$\frac{SD_o}{SD_i} \times P_{s_i} \times O_{s_i} \times \bar{X}_{s_i}$$
+
$$P_{7_i} \times O_{7_i} \times \bar{X}_{s_i} \times O.67$$

Where

- SD_o represents overall brand suitability score standard deviation,
- *SD*^{*} represents all i th brand suitability standard deviation,
- O_{st} represents ith brand occurrence frequency of the Brand Attractiveness attributes,
- $P_{_{\!\scriptscriptstyle S}}$ represents i $^{\scriptscriptstyle{ ext{th}}}$ brand average positions of Brand Attractiveness attributes
- $\bar{X_{i}}$ represents the i th brand average suitability,
- O₇ represents ith brand frequency of occurrence of the Brand Attractiveness assembly,
- P_n represents all ith brand average positions of the Brand Attractiveness assembly.

Using Attractiveness Quotient

Like people, most brands too have an innate need to be perceived as attractive and appealing, and usually, much of their communication is aimed at achieving this. Unfortunately in today's brand landscape the lack of a scientific and proven matrix of attractiveness causes wasted opportunities and expenditure. TRA's Brand Attractiveness Matrix has been able to give a measure to this Attractiveness Quotient and allows one to find ways and means to improve their attractiveness.

Several brands use the Attractiveness Quotient in many ways that have helped them bring efficiency in the way they use their advertising budgets, marketing and communication strategies.

1.Competitive Intelligence Report

Many brands use the findings of this report to understand the Attractiveness Quotient of their own brand better. Some also compare aspects they would like to emulate from other brands. The crowded brand landscape leaves little scope for mistakes and the Competitive Intelligence Report allows the brand custodians to leverage their messages, its communication, the media, the audiences and its appeal. These reports allows the brand to intelligently allocate resources to marketing, communication and people, and has become the basis of many advertising briefs, internal communication campaigns, message modifications and new market strategies.

2. Using the Symbols of Attraction

Featuring in India's Most Attractive Brands listings' gives the opportunity for brands to use the TRA stamp to credibly display its' Attractiveness Quotient. The Symbol of Attraction which is synonymous with magnetic pull that the consumer has for the brand, gets reinforced when used in the brand's communication.

3.Introspective Intervention

Some brands have also commissioned TRA to do a specific study on to find out the Attractiveness Quotient of their brands through a special primary research conducted among the brand's stakeholders

using the Attractiveness Quotient as the basis. This gives an in-depth analysis of how to become more attractive to different stakeholders - be it consumers, investors or partners.





Laws of Attraction

04

Every time a brand has a human interface, it arouses deeprooted physical, psychological, sociological and cultural reactions in the person, exerted as a 'force of attraction' by the brand. This intrinsic capacity of a brand to arouse the audiences' interest and create a magnetic pull towards itself is Attractiveness Quotient, also called Brand Appeal. Appeal (appropriately derived from the French word adpellere, meaning 'to drive') may be described as the inherent force of attractiveness of the brand that interests, pleases or stimulates, and it is this force that makes a brand desirable (or not).

Attractiveness Quotient is a powerful, intangible force, which goes much beyond its physical appeal. It is an invisible, overwhelming pull, which subliminally, but irresistibly draws audiences towards itself.

Communication plays a dual role in building Attractiveness Quotient. First, it embellishes the inherent force of attraction of the brand, and secondly, it helps transport this inherent appeal to audiences who have never directly experienced the brand. Good communication is the telescope which brings brands up-close and personal, enhancing attributes to make them more noticeable. It is also the microscope that helps bring out the internal intricacies that may need deep delving to be experienced. Nevertheless, for this appeal to work, the force of attraction has to be natural and intrinsic to the brand.

LAWS OF ATTRACTION

FOUR APPEALS OF BRAND ATTRACTION

Attractiveness Quotient is classified into four appeals to make them easy to analyze. Two of them, Rational and Emotional Appeals, extensions of Aristotle's *Logos* and *Pathos*, are usually a part of many contemporary communication exercises. TRA's Attractiveness Quotient Model has deciphered them at a granular level. The other two Aspirational and Communication Appeals are new introductions, derived over several years of research, observation, discussion and empirical applications by TRA. If the basics of the Attractiveness Quotient are understood and applied to brands, immense benefits accrue and sustain. Here, we further delve into their key operators, such that they can be easily applied to brands and their communication.



Emotional Appeal

Emotions are loudspeakers of experiences, thoughts, culture, perceptions, environment and disposition, and they work to amplify all these through a 'remembered' association of feelings. An emotion may arise from an action (like a joke that leads to laughter, giving joy as its consequence), a memory (the feeling of sadness when you think of the death of someone dear), cultural orientation (eating dog-meat is repulsive in most cultures, but considered delectable in a few), thoughts (just the thought of meeting your loved ones would bring joy), environment (one may feel sad on hearing melancholic music) and disposition (a person with an unhappy disposition will feel unhappy even without reason).

Emotions generate feelings - deep-rooted physiological and psychological sensations that help relate, adapt or cope with any situation. They could be conscious or sub-conscious, but emotions are essential in managing our personal outlook, inducing social behavior. They also help by grading communication into precise expressions which can be understood easily (like a smile, frown, aggression, amusement, or boredom).

To explain how to use Emotion in the context of a brand we use a generalization that combines all emotional responses into three basics which arouse positive appeal. Many times it is incorrectly assumed that the use of Emotional Appeal implies communicating using emotions however, generating Emotional Appeal is considerably different from that.

Emotional Appeal Characteristics

- Brand should place a high priority on building and maintaining relationships
- Brand should work towards getting the affection of its audience
- Brand should have a pleasant and non-controversial disposition
- Brand should demonstrate high audience empathy
- · Brand should be, and be seen as, loyal
- Brand should be sensitive and patient
- Brand's appearance should be comforting, conforming
- · Brand's tone should be friendly and casual

Achieving attractiveness by generating emotional appeal requires three visceral operators that lead to positive reactions in the audiences. These are Positivity, Emotional Maturity and Hope.

Emotions generate feelings deep-rooted physiological
and psychological
sensations that help relate,
adapt or cope with any
situation



Positivity

Closely connected to optimism, though not in the same manner as hope, Positivity is displayed when an entity shows high energy, enthusiasm, cheerfulness, excited disposition, full concentration and alertness to material situations. Though it is not an emotion itself, it is an emotional personality trait, a chosen attitude. To achieve a high Attractiveness Quotient, the brand consciously chooses this state and opts to look at every situation through the 'bright' lens rather than the dark one, tinting the brand and its associations with Positivity.

Positivity builds a cheerful, pleasurable, happy and inspiring environment for those who associate with entities of this disposition. The positive action itself becomes the goal. When Oscar Wilde said, We all live in the gutter, but some of us are looking at the stars, he explained Positivity in one sentence. Brands with Positivity are inspiring to audiences as they offer resilience, better decision making skills and a sense of taking on autonomous responsibility. Audiences crave to associate with positively oriented brands and are drawn to them naturally.

Emotional Maturity

Emotional Maturity is a sign of conscious self-control, when one takes charge of one's emotions - the uncontrollable side of a being. Such expression is the sign of a socially responsible brand, such that its' deeds prevent harm to society and self, and therefore much about a brand that is not self-centered or selfish in expression. Actions that demonstrate Emotional Maturity for a brand are - patience, caring, self-reliance, thoughtful action, humility, calmness in face of difficulty, tolerance of anxiety, moderation in expressions, selfless action, cooperation and coping with difficult results (like failure, pain or shame). Anything that communicates superiority blatantly, at the cost of showing the other 'the right place' shows a lack of Emotional Maturity. This can be seen when brands make negative statements, negative comparisons to others, indulge in lecturing, humiliate others and display pity.

Consumers realize that Emotional Maturity is a sign of



great strength and that it is not possible for everyone to achieve it. Having this trait demonstrates self-confidence of a brand and that the entity is not insecure of its social rank or social status, and, is therefore, dependable. Emotional Maturity is a conscious choice, something audiences find worthy of emulation and inherently attractive. Brands which display a high Emotional Maturity noticeably add to their Attractiveness Quotient.

Emotional Maturity can be defined as the response of a brand when faced with tough decisions that help it remain emotionally poised and balanced, acting with self-faith, and appreciative of the other's point of view.

Hope

Hope is an energy filled emotion that works when the chips are completely down – the more despondent the state, the more necessary Hope becomes. Generated through self-led positivity, Hope is optimism without disguise. This trait allows a brand to collect itself and have a goal even when everything seems to be lost, keeping focus on the future and taking attention away from current problems. It is a healing emotion that spreads fast socially and creates a sense of positivity in everyone it touches. Hope, in one sense, is one of the most vital, self-triggered



Brand Attractiveness is definitely a critical element that guides a customer's decision making process, while the factors that

determine Brand Attractiveness may vary according to the customer's areas of priority and need. We want to be recognized as a company that gives its customers the "Power to do more" with technology solutions that help people grow and thrive. _____

Ritu Gupta Director Marketing Consumer & Small Business and Brand Lead, Dell emotions that everyone silently desires. When communication feeds Hope, it makes the audience believe, even though the circumstances may seem impossible.

Hope is a healing emotion that spreads fast socially and creates a sense of positivity in everyone it touches.



Rational Appeal

Humans are known to have higher cognitive abilities - a mental process of knowledge acquisition based on awareness, reasoning, judgment and perception. Rational is a bridge that helps us arrive at the truth. It helps in cognitive judgment and is a necessary part of every decision making process. When communication is based on rational, it appeals to the cognitive intellect of the audiences, demonstrating infallibly, reason to believe.

Quod erat demonstrandum (Latin for 'which was to be demonstrated') is a statement made at the end of mathematical proofs or philosophical arguments. This is the way one must approach rational communication as well - beginning with an initial premise. The communication that a brand makes must be logically deduced, demonstrating the sought conclusion.

Logic appeals to intrinsic proofs of reasoning and extrinsic proofs through demonstration (as in testimony, eye-witnesses) but it must conclusively and unambiguously show the result as demonstrated. However, if Rational is used too directly, it may alienate the audiences, and despite it being an extraordinary tool, it must be used in conjunction with other appeals to activate the natural attractive forces inherent in a brand.

Rational Appeal works best when the following three operators exist, Relevant Utility, Conscious Effort, and Creativity.

OLYMPUS

ATTRACTALK



Kenichiro Mori MD Olympus

Attractiveness for a brand refers to its ability to bring out an emotional reaction from individuals to feel the need to make an instant connection with it. Unless there is a connection between the individual and the brand, it cannot be called attractive. This connection plays a major role in drawing consumers closer to the brand. Attractiveness can be anything from a witty tag line or a smart catchphrase to colors used in the packaging to even something as simple as the font size. Most of us are attracted towards intelligence. We like to be connected, to say "Hey, I do that!" or "That's what I was thinking too".

Sometimes, the feeling that makes an individual different from the others also contributes in creating the traction necessary for attractiveness. Everyone likes to be different, even for those who are not, even a certain association with exclusivity.

On the most basic front, the look of a brand invariably plays a huge role in forming its attractiveness. Aesthetic appeal is of paramount importance. The equation for attractiveness needs to include all above factors. In certain cases, one of the factors can be missing, but the image of the brand cannot be neglected at any cost. People say looks don't matter, but that is primarily how consumers get attracted.

When it comes to Olympus, the look definitely builds up the attractive quotient of Olympus products. That is not because of a superficial outlook, but because our unique Mirrorless technology allows us enough space to play around with the design of our products. This technology allows more space to make the cameras compact and focus on style of the kit along with the accessories. The clean and sleek design attracts people. When it comes to the brand, our advertisements, our communication, even our employees play a very

important role for building our attractiveness. Apart from this, our strength lies in superior lens technology. Our products offer clarity; this is the most primary requisite for our consumers which makes us attractive. Lastly, commitment to deliver is what makes us attractive.

To build the attractiveness for our stakeholders we conduct Mirrorless sessions for media, professional photographers, aspiring photographers, photography enthusiasts, almost everyone in the ecosystem. The

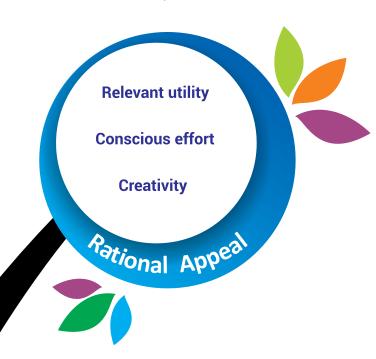


objective behind this is to build the ecosystem and grow with it. With this, we are also reaching out to organizations who work towards teaching and promoting photography. This will even help in benefiting the community as a whole.

The base of our attractiveness is built on our pioneering Mirrorless technology. Most of our marketing and PR efforts are focused towards the promotion of the same. We build engagement with our stakeholders with the help of multiple media and non-media vehicles. These holistic engagement activities help in contributing to the attraction that the Olympus brand generates.

Relevant Utility

The concept of Utility is based on the central theory of 'value' and the resulting happiness derived from it. This concept was crucial in the development of several behavioral and economic theories like the Pareto Principle (commonly known as the 80-20 rule), so much so that it even has a unit of measurement -Utils. Its development can be traced back to empirical hypothesis of economics in which decisions tend towards 'maximizing expected utility' within given economic constraints. Relevance is a necessary consideration in Utility because it increases the likelihood of accomplishment of the goal in consideration. Relevant Utility may therefore be defined as maximizing expected utility with high likelihood of success. It is the basis of all rational behavior and therefore, attraction, and can also be seen as the (expected) satisfaction of (expected) needs from consumption.



Since brands fundamentally communicate to influence stakeholder decisions in their favour, Relevant Utility, a vital decision making ingredient, must be judiciously used. By communicating Relevant Utility, brands set satisfaction expectations in the audiences who innately compare the 'value' of consumption with the total cost of consumption.

Two essential considerations of Utility Value which often get missed out in communication are marginal

Rational Appeal Characteristics

- The process as well as results should hold top priority for the Brand
- The brand's thinking process that leads to achievement goals must be as important as the goals themselves
- Brand must be seen to be in control, poised
- A systematic process in the brand's action must be visible and understood by audiences
- The brand's measurable progress, track record, precision, accuracy, results and action must be demonstrated
- The brand's correctness, thoroughness, competitive spirit and leadership should be displayed
- The brand must seem and behave predictably, with efficiency and strength of decisions

utility, and mismatched utility, both of which may unnoticeably lead to utility erosion, and therefore lessen Rational Appeal.

The law of marginal utility states that each subsequent unit of consumption yields less utility than the one preceding it. This is the exact opposite of what is implied by 'Brand Loyalty' which indicates that increasing consumption yields increased audience commitment, giving greater utility and happiness. This contradiction exists because loyalty is fundamentally misunderstood, and its' onus seems to be placed on the audience instead of the brand. It is the brand which must show committed loyalty to the stakeholders.

The other aspect which causes utility erosion is mismatched utility - when a brand wrongly communicates its utility or the stakeholders misunderstand it. Either way, it results in consumption disappointment. In this case too, it is the brand's responsibility to ensure that the communication is not misrepresented or misunderstood in any way, else purchase regret can lead to disengagement from the brand.

Relevant Utility unambiguously implies 'benefit' to the audience, and its impact multiplies the Rational Appeal and the Attractiveness Quotient of the brand.

Conscious Effort

It may seem obvious that Conscious Effort builds Rational Appeal, though the reasons for it may not be as obvious. Conscious Effort is a direct reflection of the entity's will - the faculty of the brand to consciously decide and initiate action. It results from a spirit of action and unlike most other aspects of a brand's attractiveness - it does not depend on results, but instead on the sheer effort that goes into attempting it. Conscious Effort is extremely appealing because it shows effort in spite of the circumstances or outcomes.

The traits of Conscious Effort are worthy of emulation since they help give social status (and, with success, also social rank), something everyone wants to have but is loathe to working towards. Conscious Effort is the ritual behavior of rigor leading to success, something that sports persons know well the years of preparation needed for participation in a single event whose success is completely indeterminate.

Any brand which demonstrates sustained Conscious Effort automatically draws audiences towards itself and this appeal permeates subconsciously into the audiences themselves. Conscious Effort (which rejuvenates its sibling Hope) is the action that makes the impossible appear possible and is therefore builds attraction for brands.

Creativity

Strangely, a seemingly non-logic based ability, creativity, is a primary part of Rational Appeal. Roughly put, Creativity is a strategy ability to cope with situations to create better or new solutions. Creative solutions are those that combine innovative thinking and efficacious application. When brands display Creativity, they demonstrate an 'intellectual' ability to deal better with their future. Audiences don't just measure brands on a creative scale from a viewpoint of novelty, entertainment and usefulness, but from a position of future risk amelioration and protection.

Creativity, the third operator of the Rational Appeal demonstrates the brand's high adaptability and sensitivity to the environment it exists in. It also gives the brand the imagery of a pioneer, one willing to take risks and go into unchartered territories, making it an attractive proposition.



Creativity places the brand high on the social ladder too, and this position of social leadership relegates its competition automatically to the role of a thought follower. A brand's Creativity shows a new way of thinking, giving it a unique appeal that audiences prefer to associate with. A creative brand not only enhances its own value, but brings value to society as a whole, helping breed a creative culture in society, a necessary ingredient in social survival and growth. All these make Creativity a very important Demanour of Attractiveness Quotient.

Aspirational Appeal

Aspirations are like a personal vision that humans mentally articulate to help make life more meaningful. Individuals, communities, as well as brands, are characterized by the aspirations that drive them and they keep seeking higher achievements in their spiritual, intellectual, social and material pursuits. Though similar to ambition, Aspiration differs from it in that it is not a personal competitive pursuit alone. It is nobler than ambition, something that others also aspire for when they see it. Aspirations are a movement towards personal or collective excellence, and therefore amenable to creating a magnetic attraction in others who come in contact with such traits. Ambitions, on the other hand, are more relatable to 'acquisitions', like personal glorifications, and therefore are less transferrable to others.



Aspirations need to be nurtured and nursed. Aspirational Appeal, a Demanour by which one transfers the feeling of aspiration onto others, becomes manifest when the brand pursues nobler quests. These goals must be other than the usually pursued tangible objectives like sales, growth, or even happier employees. The more remote the aspirational objective from the material goals of the organization, the stronger it's Attractiveness Quotient (since it separates the benefit of the outcome from the action). Aspirational Appeal is made up of three parts, Winner's Attributes, Social Maturity and Self Control.

Aspirational Appeal Characteristics

- The brand's priority must be to continuously engage with audiences
- The brand's status must be demonstrated and communication must help enhance prestige
- The brand must act in a manner that gets acknowledgement, recognition and compliments
- The brand must display a stimulating environment, almost with playfulness
- The brand should eschew routine, and to try innovative communication techniques
- The brand should have a fashionable, stylish appearance
- The brand's tone must be mature

Winner's Attributes

Everyone likes a winner. We all desire success and therefore Traits that contribute to winning are much vied for. Winners typically have characteristics that are the staple of self-help books — discipline, self-belief, dedication, perseverance, work ethic, self-confidence, teamwork, motivation among others.

A driving force for winning is the dedication and effort that brands put in the preparation for achieving success. The two overpowering Traits that contribute





It is important for our stakeholders to see a constant development of ideas and a process of reliable execution.

There is nothing more

attractive about a brand than its ability to state its purpose and follow-through in its output

Rahul Johri SVP & GM-South Asia Discovery Network

most to the brand's desirability as a winner are belief (mind-over-matter) and attention-to-detail, both critical ingredients for success. To get stakeholders to be attracted for those possessing Winner's Attributes does not require success itself. In fact, if the win is a fait accompli for a contestant, as in a world-champion in the boxing ring with an underdog, chances are that the appeal will flow naturally towards one unlikely to win. It is supposed that the audience empathy invariably flows towards the one likely to suffer more, the one fighting against odds.

Brands which absorb such Demanours in their persona and action, and in the way the organization behaves, are likely to gain considerable Aspirational Appeal and the adulation of audiences.

Social Maturity

What is respected in one culture may be an anathema in another; normal becomes abnormal with a change in cultural context. A flat world without borders often seems to be the new global society we live in, but cultural reflections run deep and have to be adhered to.

Social Maturity is the collective 'cultural' responsibility that one acquires resulting in behavior that helps preserve a brand's social rules. Social Maturity traits include humility, graciousness, camaraderie, socialization and community participation, help brands engage better with society. It also allows the brand to blend into the community - the disadvantage of not-blending will be evident to those who travel to other countries with an alien language and culture.

Though children need to be taught social maturity gradually after birth, brands by contrast are expected to behave in a socially mature manner from their very inception. The more interwoven a brand is with the

Aspirational Appeal is made up of three parts, Winner's
Attributes, Social Maturity and
Self-control



world, the more mature its social behavior, getting demonstrated in its language, behavior, action, thought and even expectations.

Brands are, at the very least, expected to be not socially immature or callous, and society rewards brands with high Social Maturity by bestowing them their sustained affection and is attracted to them.

Self-Control

Self-Control is an ability to hold-off instinctive impulse and delaying gratification to allow one to evaluate alternative actions. Self-Control is necessary to maintain sanity and balance among humans and it becomes even more important in the unmonitored commune of brands. Rampant impulsive behavior not only makes one overindulgent but can be extremely harmful in society (most incarcerations are crimes of impulse!). Brands which demonstrate Self-Control refrain from display of avariciousness – for growth, profits, publicity or other 'selfish' needs.

Brands with Self-Control are a boon to society and the audiences respect them automatically, getting attracted to them in the process. Self-Control is also a demonstration of the power of 'mind' over natural animalistic urges a Demanour that shows that the brand accepts long-term gain as a definite advantage over short-term pain.

Communication Appeal

Communication Appeal is the attraction that any brand begets solely due to the impact of 'communication' and includes, what-we-see, what-we-hear and what-we-know.

The importance of Communication Appeal is similar to ambience in a restaurant. The food may be delicious, but if there's a stench in the air, the food is no longer palatable. To make all the other three appeals palatable, Communication Appeal is a principal accompaniment to build Attractiveness Quotient. Three Demanours which makeup communication appeal are Charisma, Oration and Trust.

Communication Appeal Characteristics

- Brand's priority must be on building trust with stakeholders
- Brand must have a high listening-quotient
- Brand's action must arise from an interactive engagement
- Brand must be autonomous and self-governed in transparency, accountability
- Brand communication must be aligned to goals
- Brand should build bridges by using a judicious mix of all appeals of communication
- Brand should be preemptive, proactive and reactive in all its engagements
- Brand appearance should be functional, normative
- Brand's tone must be easily relatable and in-sync with audiences

Charisma

When we use the term 'attractive' in the normal parlance, it usually applies to visual attractiveness, but Charisma in this context includes the brand's visual, auditory and cognitive appeal. These are based on contextual references (implying context determines the outcome) and therefore are unique to culture, generation, community, region, and availability.







despite it being a business of billions) which include the logic of golden-proportions, mate-selection, 'outside' reflecting the 'inside', self-worth assessment, among others. Whatever the theory, external appearance matters (and therefore the importance of 'push-ups' for both genders).

The importance of physical appeal is high, and in a few cases can often be the sole determining factor for Attraction, as is seen in some successful actors whose appearance supersedes talent.

Oration

The most substantial part of Communication Appeal is it's ability to communicate well. When communication shows grace and is in control, it exudes the charm Communication Appeal seeks to achieve. Oration has better appeal if it seems natural, unprepared and without pretention. Winston Churchill, an orator extraordinaire, is credited with this oxymoron showing the nature of oration, I am just preparing my impromptu remarks.

Brands that seek Communication Appeal must be extremely careful about how they interpret 'attractiveness' for a given audience and it is necessary that the appeal be sensitive and relevant to the audiences.

Trust

Trust impacts the behavior and performance of Brands in many intriguing ways. In its most basic form, Trust is the quality of anything being considered believable.

Trust creates the foundation of a strong 'brand connect' with all stakeholders, converting simple awareness to strong commitment, helping metamorphose normal stakeholders into devoted ambassadors.

A brand's strong relationships directly result in advantages like better acceptance, premium perception, better reliability of brand extensions and even allowance of temporary quality deficiencies.

Trust is a basic prerequisite for attraction and it lays the foundation on which all communication is built. Aristotle, laid down the first principle of persuasion in his book Rhetoric through the lines, *Persuasion is achieved by the speaker's personal character when the speech is so spoken as to make us think him credible.*

Brand Attraction is instinctive yet it must be consciously sought, and these principles can be applied to people or brand with equal effect. If enough time and energy is put into understanding the audience, a large part of the brand's job is automatically done. By improving the Attractiveness Quotient, the entire onus of 'pull' gets placed on the audience.



The battlefield is the market.

The competition is the enemy.

If you do not know your competition enough,

you are fighting market battles blind folded.



知己知彼。百戰不殆

"You win every battle once you know both yourself and your enemies."

- Sun Tsu in Art of War

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Zone-Wise - India's Most Attractive Brands

20NE-WISE NDIA'S MOST ATTRACTIVE BRANDS

Zest is the secret of all beauty... no beauty is attractive without zest.

Christian Dior (1905 -1957) - French fashion designer, founder of one of the world's top fashion houses

An Indian has many descriptions, many definitions. India represents such variety, depth, contrasts and contradictions, that being equipped with knowledge of understanding cultures, mindsets, behaviours gives reasons to their regional nuances and equips brands for better relationships. Understanding the subtle differences of its consumers allows a brand to treat its consumers like individuals, rather than a herd of target audiences.



NORTH INDIA LISTING

NORTH RANK	MAB RANK	BRAND NAME	EAST RANK	WEST RANK	SOUTH RANK
1	1	SAMSUNG MOBILES	1	4	1
2	3	NOKIA	3	5	5
3	2	SONY	2	1	2
4	12	REEBOK	36	45	17
5	4	LG	4	2	3
6	14	ADIDAS	43	50	21
7	5	TATA	5	3	14
8	9	BAJAJ	18	13	48
9	39	WOODLAND	278	53	329
10	6	LUX	7	24	12
11	37	LEVI'S	220	63	78
12	10	DELL	59	18	11
13	7	MARUTI SUZUKI	14	10	37
14	20	PEPSI	52	40	22
15	45	SONATA	42	83	116
16	16	COLGATE	22	35	24
17	53	NATRAJ	69	111	134
18	15	PUMA	295	37	6
19	17	DOVE	25	36	20
20	19	APPLE	209	9	71
21	47	GARNIER	84	76	73
22	27	HERO MOTOCORP	8	73	53
23	56	ACER	479	57	110
24	18	AMUL	30	6	162
25	42	COCA-COLA	87	41	72
26	60	DETTOL	40	92	239
27	8	GODREJ	11	7	39
28	58	PEPSODENT	49	100	121
29	44	NESTLE MAGGI	199	60	49
30	35	LAKME	6	59	186
31	21	PONDS	16	72	13
32	13	TITAN	10	20	23
33	95	HIMALAYA	115	169	271
34	124	DUKE'S	430	2383	2333
35	49	NESTLE	79	118	51
36	210	MAX	342	481	238
37	52	BLACKBERRY	94	54	80
38	23	NIKE	138	46	10
39	91	LEE	63	123	193
40	50	TOYOTA	102	168	44

NORTH RANK	MAB RANK	BRAND NAME	EAST RANK	WEST RANK	SOUTH RANK
41	54	SAMSUNG (Durables)	66	87	75
42	115	ACTION SHOES	407	215	845
43	83	HCL	139	91	196
44	32	BMW	169	49	19
45	34	RAYMOND	24	25	94
46	78	FAIR & LOVELY	324	86	99
47	22	AIRTEL	19	33	28
48	147	MONTE CARLO	1294	1396	1381
49	113	SPRITE	135	526	128
50	68	MICROMAX	47	82	100
51	112	LAVA	361	183	168
52	11	BATA	9	19	7
53	24	HONDA	15	21	56
54	76	HYUNDAI	58	75	141
55	110	OLAY	91	161	275
56	109	CLOSE UP	181	126	173
57	46	LENOVO	110	64	46
58	88	SUNSILK	32	114	360
59	36	BRITANNIA	13	32	140
60	33	AXE	38	269	8
61	85	CLASSIC	256	418	233
62	30	IDEA	97	28	30
63	57	YAMAHA	165	43	76
64	90	REYNOLDS	239	144	74
65	161	ATLAS	675	374	344
66	310	WRANGLER	826	237	361
67	65	ONIDA	75	47	96
68	38	RELIANCE	44	11	117
69	40	DABUR	45	12	204
70	177	TOMMY HILFIGER	737	254	347
71	192	MAXIMA WATCHES	1535	669	803
72	129	BRITANNIA GOOD DAY	346	136	194
73	77	CADBURY'S	270	44	113
74	82	PETER ENGLAND	83	162	68
75	233	WESTSIDE	559	319	1161
76	28	VODAFONE	20	23	38
77	84	CINTHOL	67	74	120
78	29	VIDEOCON	31	8	92
79	130	PANTENE	93	194	182
80	26	USHA FANS	27	89	4



ZONE-WISE TOP 500 BRANDS

NORTH INDIA LISTING

NORTH RANK	MAB RANK	BRAND NAME	EAST RANK	WEST RANK	SOUTH RANK
81	179	LIMCA	161	667	515
82	108	LAY'S	46	113	243
83	196	EXIDE	325	562	406
84	51	PARLE G	353	14	135
85	168	TANISHQ	225	198	1257
86	237	LIFESTYLE	1072	918	459
87	135	HALDIRAM'S	92	176	310
88	102	AUDI	280	109	87
89	100	MAAZA	146	299	65
90	31	HEWLETT PACKARD	136	22	27
91	43	WHIRLPOOL	23	17	127
92	59	LIC	60	29	282
93	154	PEARS	418	200	125
94	62	M&M	191	26	174
95	72	TVS	127	38	91
96	25	PHILIPS	12	15	64
97	231	EVA	558	1533	317
98	73	VOLTAS	113	34	177
99	75	KENTUCKY FRIED CHICKEN	121	77	70
100	164	LEE COOPER	259	121	378
101	195	DABUR VATIKA	367	324	249
102	64	AMWAY	28	172	45
103	138	NIVEA	130	294	108
104	111	L'OREAL	152	65	269
105	516	CRIZAL	719	1514	1511
106	145	BOROPLUS	104	127	1086
107	276	G STAR	1761	1814	1795
108	136	PANTALOONS	107	104	1101
109	61	LIFEBUOY	125	150	34
110	186	FERRARI	546	166	433
111	259	SPICE	411	326	469
112	288	MUFTI	1545	774	529
113	229	ORAL B	400	333	254
114	264	ARCHIES	954	516	1054
115	117	PANASONIC	80	174	89
116	127	TATA TEA	74	101	390
117	159	INTEL	287	120	272
118	263	LIBERTY	445	553	227
119	87	AIRCEL	99	184	52
120	107	FILA	1236	193	60

NORTH RANK	MAB RANK	BRAND NAME	EAST RANK	WEST RANK	SOUTH RANK
121	140	CANON	90	302	109
122	318	COMPAQ	288	412	343
123	41	BSNL	106	31	35
124	242	LAKHANI	1040	210	534
125	166	RIN	289	240	112
126	438	KOUTONS	617	422	1190
127	202	NESCAFE	336	154	403
128	48	JOCKEY	597	276	9
129	184	KISSAN	112	266	255
130	234	VASELINE	290	464	257
131	151	SURF EXCEL	86	321	104
132	157	HERO HONDA	141	155	154
133	122	MCDONALD'S	416	85	111
134	104	NISSAN	317	134	67
135	134	TOSHIBA	284	106	124
136	332	HONDA ACCORD	1109	1267	1202
137	206	SUNFEAST	300	187	192
138	611	TATA PHOTON	1033	1222	1010
139	63	HORLICKS	21	525	40
140	334	ADDICTION	711	1172	383
141	223	KURKURE	200	217	395
142	331	MONTEX	611	508	331
143	274	FORTUNE OIL	238	458	410
144	121	HDFC	410	56	222
145	101	HINDUSTAN UNILEVER	77	58	216
146	79	CELLO	307	39	81
147	315	NOKIA LUMIA	941	357	1868
148	178	HAVELLS	68	446	159
149	155	DENIM	180	119	155
150	81	APPLE IPHONE	649	389	33
151	175	LOTUS HERBALS	35	597	542
152	320	HIMAMI	311	552	870
153	119	VIMAL	48	102	203
154	165	KINGFISHER	235	146	97
155	393	LG NEXUS	928	2735	2657
156	325	DISH TV	360	405	457
157	187	BISLERI	163	124	374
158	492	DULUX	413	507	437
159	378	HENKO	1255	765	387
160	247	SURYA	248	293	184



NORTH INDIA LISTING

NORTH RANK	MAB RANK	BRAND NAME	EAST RANK	WEST RANK	SOUTH RANK	NORTH RANK	MAB RANK	BRAND NAME	EAST RANK	WEST RANK	SOUTH RANK
161	265	RENAULT	431	256	265	201	361	CADBURY'S ECLAIRS	208	583	525
162	114	HTC	229	52	391	202	240	THUMS UP	189	225	295
163	244	GUCCI	1016	147	968	203	141	MARUTI SUZUKI SWIFT	368	80	158
164	373	LUMINOUS	539	727	1768	204	365	ROYAL STAG	772	307	1416
165	352	TATA INDICOM	357	939	924	205	132	P & G	50	99	244
166	105	ARIEL	190	171	63	206	214	ZARA	1672	131	179
167	298	BINGO	282	580	298	207	463	CHOCOS	1421	766	448
168	207	CLINIC PLUS	149	207	163	208	456	TOPS	710	578	1433
169	55	FOGG	71	448	18	209	511	REVA	1599	978	1636
170	346	SLICE	244	460	512	210	238	CASIO	484	141	296
171	427	EDUCOMP	1227	1347	994	211	153	SANSUI	266	90	139
172	279	REVLON	188	380	405	212	170	COMPLAN	55	267	156
173	256	MOTHER DAIRY	95	529	990	213	89	MERCEDES BENZ	251	96	54
174	199	JOHN PLAYERS	409	670	90	214	431	ZODIAC	1079	636	408
175	239	ALLEN SOLLY	401	236	165	215	466	TUPPERWARE	1165	550	1260
176	133	GOOGLE	320	55	386	216	441	HARPIC	343	675	636
177	232	TAJ MAHAL TEA	420	157	499	217	508	SHAKTI BHOG	897	520	1042
178	70	ICICI	366	16	210	218	183	JAGUAR	116	110	735
179	156	PARKER	210	84	407	219	270	AXIS BANK	316	190	683
180	189	MICROSOFT	466	108	278	220	532	CHEETOS	1420	677	690
181	208	FORD	253	291	103	221	576	FENA	1008	1205	1000
182	282	PIZZA HUT	770	214	301	222	389	KILLER	870	371	359
183	205	SIYARAM'S	749	112	600	223	284	CADBURY'S DAIRYMILK	299	345	206
184	74	PARLE	103	27	247	224	181	PARK AVENUE	70	212	164
185	289	AYUR	377	219	562	225	339	PALMOLIVE	170	489	262
186	120	ROLEX	333	48	320	226	220	BAJAJ PULSAR	294	199	157
187	67	BPL	187	180	26	227	538	VENUS	1081	1096	354
188	149	NIRMA	337	79	148	228	227	ASIAN PAINTS	157	160	330
189	169	HITACHI	131	107	427	229	525	BIKANER	1397	729	1478
190	335	CAFÉ COFFEE DAY	459	273	n/r	230	321	EVEREADY	105	541	417
191	139	VIVEL	33	244	146	231	429	RELAXO	679	385	852
192	226	HEAD & SHOULDERS	193	182	267	232	584	CHRIS GAYLE	1422	1503	1497
193	118	SBI	76	62	426	233	432	DABUR AMLA	327	738	485
194	142	KARBONN	408	163	84	234	103	ARROW	696	61	85
195	197	BOURNVITA	155	457	102	235	390	MOUNTAIN DEW	216	886	1263
196	162	TIDE	89	135	145	236	473	VI JOHN	787	517	740
197	435	MAYBELLINE	633	551	1373	237	143	VIP	178	105	115
198	497	BUDWEISER	1406	1491	1484	238	522	LACOSTE	1044	718	507
199	292	ROYAL CHALLENGE	576	873	126	239	353	CHIK SHAMPOO	616	310	325
200	308	SPARX	1871	191	1913	240	283	MIRINDA	258	404	171



NORTH INDIA LISTING

NORTH RANK	MAB RANK	BRAND NAME	EAST RANK	WEST RANK	SOUTH RANK
241	221	AVON	61	289	1280
242	203	SANTOOR	159	167	138
243	148	HMT	111	88	425
244	312	I BALL	222	255	440
245	97	TATA DOCOMO	101	246	#N/A
246	413	NYCIL	1566	359	504
247	504	COBRA	1427	1506	1502
248	531	ORACLE	1083	548	493
249	436	RED LABEL	365	435	603
250	381	KINGSTON	265	241	1565
251	545	MAXO	489	1013	1586
252	603	DANCE KE SUPERKIDS	3196	3263	3171
253	251	HONDA CITY	1110	132	1203
254	116	FASTRACK	57	116	98
255	277	CHEVROLET	488	165	393
256	593	DERMICOOL	828	826	969
257	356	SPYKAR	497	271	352
258	71	ITC	17	51	178
259	260	AASHIRWAAD	285	278	153
260	301	DIESEL	720	192	340
261	476	ACTIVE WHEEL	359	633	822
262	471	BIRLA CEMENT	309	884	598
263	176	PRIYA GOLD	587	78	506
264	252	TATA SALT	331	145	452
265	543	MANKIND	457	1257	1188
266	379	TATA MOTORS	334	283	807
267	348	SNICKERS	691	274	415
268	604	KESH KING OIL	2619	2672	2601
269	211	KOTAK	602	178	105
270	173	POLO	217	325	79
271	459	CLASSMATE	414	1331	332
272	415	FAIR & HANDSOME	1233	452	292
273	243	REXONA	173	290	150
274	80	7UP	371	474	25
275	422	S KUMAR'S	780	341	349
276	190	ANCHOR	176	122	205
277	649	UNCLE CHIPS	1161	993	957
278	608	BARISTA	745	952	1272
279	268	LIRIL	119	229	579
280	553	LIVON	596	674	531

NORTH RANK	MAB RANK	BRAND NAME	EAST RANK	WEST RANK	SOUTH RANK
281	213	FANTA	257	259	101
282	433	LOUIS PHILIPPE	486	477	377
283	602	FEM	645	813	649
284	272	RUPA	98	282	1123
285	725	ZAPAK.COM	1671	1724	1702
286	377	GOOD KNIGHT	196	639	412
287	366	OREO	464	275	326
288	458	APOLLO HOSPITALS	447	503	369
289	329	SWISS	1636	206	1671
290	278	IBM	556	158	409
291	333	HAWKINS	192	610	242
292	647	BODY CARE	1405	890	1483
293	428	TIGER	901	640	232
294	338	SAFFOLA	341	209	509
295	515	ARMANI	446	427	479
296	569	GHARI	598	635	2429
297	191	MRF	114	152	122
298	194	BOROLINE	29	539	1291
299	224	NEROLAC	198	139	323
300	599	FLITE	1237	1352	435
301	236	AMBUJA	177	143	404
302	330	BABOOL	172	301	771
303	714	TOM & JERRY	1164	1297	1259
304	666	SHAKTI TEA	3109	942	3085
305	430	JOHNSON	1771	365	458
306	694	DENIZEN	1440	1520	1516
307	734	NEUTROGENA	926	682	545
308	689	SU-KAM	1344	1436	1428
309	550	AMERICAN TOURISTER	438	817	848
310	648	KENWOOD	1507	787	959
311	443	MAHINDRA SCORPIO	779	327	664
312	612	TITAN RAGA	449	1701	1677
313	125	KITKAT	204	280	57
314	723	SUPER NIRMA	1881	998	1925
315	403	SONY TV	605	309	511
316	500	MARUTI SUZUKI ZEN	521	410	471
317	547	SIGNATURE	911	608	455
318	575	MARUTI SUZUKI DZIRE	1178	596	695
319	486	BAJAJ AUTO	973	355	1078
320	367	LINC	231	353	492

NORTH INDIA LISTING

NORTH RANK	MAB RANK	BRAND NAME	EAST RANK	WEST RANK	SOUTH RANK	NORTH RANK	MAB RANK	BRAND NAME	EAST RANK	WEST RANK	SOUTH RANK
321	212	PEPE	207	128	197	361	682	PEARLPET	1847	843	473
322	391	BENETTON	496	411	273	362	303	GILLETTE	128	429	268
323	204	EVEREST	271	103	411	363	665	SUNDROP	549	582	931
324	586	VLCC	766	612	854	364	680	LOGITECH	1523	693	1574
325	343	FROOTI	390	242	394	365	765	HALLMARK	1002	1200	1106
326	290	TOYOTA INNOVA	203	213	389	366	319	MILTON	85	746	1378
327	719	CANTABIL	1413	1496	1490	367	468	BAJAJ ALMOND OIL	395	1757	250
328	n/r	BENSON & HEDGES	n/r	n/r	n/r	368	577	ASUS	1382	416	1465
329	720	NUMERO UNO	1564	1628	1607	369	300	PARACHUTE	391	304	166
330	273	CASTROL	145	366	167	370	281	RANBAXY	82	436	1174
331	286	HSBC	397	173	487	371	745	LEONARDO	1811	906	1835
332	228	UNINOR	936	360	93	372	783	PCM MASALE	2901	2948	2868
333	222	BRU	269	238	107	373	370	KELLOGGS	183	421	498
334	639	DOLPHIN	969	1180	1074	374	693	ATTITUDE	1704	731	1738
335	86	RADO	223	30	470	375	408	LUX COZI	247	408	571
336	591	PAMPERS	424	546	597	376	634	ALIVA	443	820	1243
337	563	TISSOT	380	815	700	377	821	SHAKTI OIL	3108	3173	3084
338	480	NUTRELA	261	600	1393	378	209	MDH	412	97	514
339	295	GSK	224	201	1238	379	610	AMUL BUTTER	1115	1269	1208
340	396	HONDA ACTIVA	1111	334	229	380	692	MANFORCE	622	1871	1847
341	616	TUBORG	453	1443	773	381	323	BIG BAAZAR	164	295	548
342	305	KODAK	122	264	563	382	717	LG MOBILE	2684	589	2656
343	488	SLEEPWELL	405	544	432	383	182	CAMEL	65	149	201
344	326	VIM	175	415	251	384	620	CHEVROLET SPARK	812	480	1942
345	837	ROOP AMRIT	774	3070	951	385	652	NOMARKS	799	977	428
346	663	LEHAR	968	613	1072	386	69	5 STAR	421	284	15
347	637	BOROSIL	1719	545	1752	387	345	RAYBAN	144	488	283
348	597	BACARDI BREEZER	1193	512	1294	388	363	RED CHIEF	687	203	2943
349	398	HAVMOR	1777	216	886	389	834	PARLE 20-20	1680	1732	1714
350	360	ORIENT	227	316	570	390	359	VICKS	433	338	234
351	445	PC JEWELLERS	221	593	1881	391	785	NOVA TEA	1678	1731	1712
352	534	FIAT	604	486	363	392	678	NURJAHAN RICE	2854	590	2820
353	507	INDANE GAS	322	571	653	393	287	HALLS	555	224	161
354	711	SONY MOBILE	582	1038	985	394	188	MEDIMIX	569	257	82
355	198	NIKON	73	607	106	395	654	BOSCH	583	478	617
356	495	MOOV	465	414	540	396	756	GODREJ NO 1	1104	1265	610
357	457	AQUAGUARD	286	519	687	397	517	HIDE & SEEK	842	381	372
358	250	KENT	150	153	1029	398	600	GITANJALI	473	504	753
359	414	TATA SKY	498	300	1134	399	744	DALDA	2254	681	2271
360	555	GWALIOR SUITINGS	442	719	711	400	461	MTNL	1054	262	1156

n/r = not ranked





NORTH INDIA LISTING

NORTH RANK	MAB RANK	BRAND NAME	EAST RANK	WEST RANK	SOUTH RANK
401	262	ORIFLAME	53	671	482
402	481	LUXOR	1282	1390	213
403	354	FEVICOL	273	235	450
404	467	MITSUBISHI LANCER	1293	311	1379
405	556	TAAZA TEA	3210	407	3186
406	727	QUAKER OATS	876	910	497
407	98	TATA NANO	167	93	66
408	302	MTS	182	329	231
409	417	ASHOK LEYLAND	735	340	277
410	293	ANANDABAZAR PATRIKA	174	672	397
411	667	CROMA	775	513	1097
412	621	ICICI BANK	1047	468	552
413	664	HDFC BANK	981	839	1088
414	885	ENGAGE DEO	2369	2432	2377
415	549	BENTEX	487	1480	303
416	630	LG TV	736	563	762
417	594	HAJMOLA	417	696	599
418	701	PARAS	1582	594	1619
419	368	AAJ TAK	542	211	1058
420	735	FIGARO	2402	528	2401
421	718	RAJDHANI	503	865	1192
422	254	VICCO	634	115	475
423	626	TATA SAFARI	835	470	1025
424	407	SUPER MAX	354	796	181
425	529	CLINIC ALL CLEAR	939	406	460
426	266	KHAITAN	88	423	253
427	258	RED BULL	628	129	818
428	875	ZATAK	1075	1051	1176
429	261	AIR INDIA	318	394	114
430	412	TIMES OF INDIA	510	260	569
431	892	GAP	1243	1359	995
432	977	GODREJ REFRIGERATOR	1769	1017	1033
433	460	NAVRATNA	279	386	398
434	742	KOTAK BANK	2632	585	2612
435	929	SBJJ BANK	3095	3158	3068
436	831	PEIRRE CARDIN	1583	852	1620
437	888	BIKAJI	1712	1763	1745
438	641	BROOKE BOND	511	894	495
439	917	NESTLE MILKY BAR	1677	1132	464
440	450	BHARAT GAS	938	298	463

NORTH RANK	MAB RANK	BRAND NAME	EAST RANK	WEST RANK	SOUTH RANK
441	843	BEMISAL RICE	2044	844	2075
442	659	PARLE MONACO	654	500	619
443	384	PERK	351	694	175
444	510	HERCULES	252	757	477
445	903	COSTA COFFEE	626	1332	1311
446	789	MICROTEX	730	615	1854
447	217	APSARA	132	228	119
448	772	LIZOL	557	855	733
449	342	LEXI	971	232	226
450	235	WILD STONE	56	621	291
451	810	HAYWARD'S 5000	469	1098	1545
452	369	ORBIT	1121	1272	136
453	960	LAXMI BHOG ATTA	2671	2722	2645
454	642	CITIZEN	701	816	346
455	739	LEXAR	2682	2733	2654
456	786	ZANDU BALM	1076	856	505
457	606	REDTAPE	1329	467	466
458	953	CREAM BELL ICE CREAM	2199	2258	2215
459	933	DUCATI	1224	970	1325
460	66	BOOST	355	305	16
461	372	KINLEY	117	751	604
462	505	MAHARAJA	1283	292	336
463	940	ALLEN COOPER	1146	1287	1244
464	425	BEING HUMAN	899	247	1183
465	883	CONVERSE	727	1508	751
466	938	HEINZ	1254	676	1003
467	646	IODEX	934	455	443
468	171	REAL	382	66	532
469	404	CITIBANK	533	287	364
470	690	DABUR LAL DANTMANJAN	364	1079	2269
471	959	SCHOOLMATE	3097	3160	3069
472	905	BAJAJ ALLANZ	1691	748	1723
473	579	PNB BANK	2906	376	2872
474	255	GOLD FLAKE	148	221	208
475	503	HAIER	389	666	235
476	571	ELLE 18	406	573	445
477	402	LOTTO	933	1056	149
478	660	BANK OF BARODA	833	491	709
479	842	CLARKS	2157	2215	2178
480	962	HDFC LIFE	2484	2541	2476



NORTH INDIA LISTING

NORTH RANK	MAB RANK	BRAND NAME	EAST RANK	WEST RANK	SOUTH RANK
481	794	WALMART	3360	3419	381
482	1002	BHEL	1393	1025	1473
483	830	8 PM WHISKEY	1169	673	1265
484	945	CALVIN KLEIN	890	947	2123
485	526	SHOPPERS STOP	378	313	791
486	598	HARLEY DAVIDSON	437	369	441
487	854	MAX LIFE INSURANCE	2745	845	704
488	371	SETWET	750	1210	144
489	784	STAYFREE	467	547	680
490	994	RUPA FRONTLINE	3048	3112	3022
491	400	KNORR	519	243	728
492	966	SPICEJET	1095	1259	1191
493	671	JET AIRWAYS	514	540	1253
494	956	MTS BLAZE	1830	1885	1859
495	658	ANGRY BIRDS	350	574	1998
496	889	DISCOVERY CHANNEL	834	786	1115
497	827	TOYOTA QUALIS	436	1707	1682
498	94	VOLKSWAGEN	385	296	36
499	327	ROYAL ENFIELD	490	188	392
500	350	KWALITY WALLS	147	869	252



NORTH - CATEGORY LEADERS BRAND NAME SUPER CATEGORY CATEGORY KINGFISHER Alcoholic Beverages Beer LEVI'S **Apparel** Readymades - Casual wear MARUTI SUZUKI Automobile Four Wheeler - Manufacturer **EXIDE** Automobile - Related Auto - Batteries LIC **BFSI** Insurance - PSU TOMMY HILFIGER **Branded Fashion Branded Fashion CLASSIC** Cigarettes Cigarettes **JOHNSON Construction Materials** Construction Diversified Diversified TATA **DISH TV** DTH DTH SONY **Durables Consumer Electronics EDUCOMP** Education Education - General Electricals **HAVELLS** Fast Moving Electrical Goods **INDANE GAS** Energy Energy DANCE KE SUPERKIDS Entertainment Reality Show LUX **FMCG** Bath/Beauty **PEPSI** Food & Beverage **Aerated Beverages** Healthcare **Ayurvedic Products HIMALAYA BHEL** Heavy Industries - Diversified **Heavy Industries TUPPERWARE** Home care Kitchen Appliances SLEEPWELL Home Furnishing Mattresses **USHA FANS** Household Electricals Fans **GOOGLE** Internet Internet tool CASTROL Lubricants Lubricants **DULUX** Manufacturing **Paints** ANANDABAZAR PATRIKA Media - Print Newspaper - Regional SONY TV Media - TV Hindi GEC **REEBOK** Personal Accessories Sports Accessories SAMSUNG MOBILES Personal Gadgets Mobile Phones **CHRIS GAYLE** Personality Sports **WESTSIDE** Retail Personal goods Services Consulting/Services **IBM BEING HUMAN** Social Organization NGO **NATRAJ** Stationary Writing Accessories **DELL** Technology Diversified **AIRTEL** Telecom Telephony **ATLAS** Transportation **Bicycles**



EAST RANK	MAB RANK	BRAND NAME	NORTH RANK	WEST RANK	SOUTH RANK
1	1	SAMSUNG MOBILES	1	4	1
2	2	SONY	3	1	2
3	3	NOKIA	2	5	5
4	4	LG	5	2	3
5	5	TATA	7	3	14
6	35	LAKME	30	59	186
7	6	LUX	10	24	12
8	27	HERO MOTOCORP	22	73	53
9	-11	BATA	52	19	7
10	13	TITAN	32	20	23
11	8	GODREJ	27	7	39
12	25	PHILIPS	96	15	64
13	36	BRITANNIA	59	32	140
14	7	MARUTI SUZUKI	13	10	37
15	24	HONDA	53	21	56
16	21	PONDS	31	72	13
17	71	ITC	258	51	178
18	9	BAJAJ	8	13	48
19	22	AIRTEL	47	33	28
20	28	VODAFONE	76	23	38
21	63	HORLICKS	139	525	40
22	16	COLGATE	16	35	24
23	43	WHIRLPOOL	91	17	127
24	34	RAYMOND	45	25	94
25	17	DOVE	19	36	20
26	200	KHADIMS	1639	534	1562
27	26	USHA FANS	80	89	4
28	64	AMWAY	102	172	45
29	194	BOROLINE	298	539	1291
30	18	AMUL	24	6	162
31	29	VIDEOCON	78	8	92
32	88	SUNSILK	58	114	360
33	139	VIVEL	191	244	146
34	218	ACC CEMENT	558	557	373
35	175	LOTUS HERBALS	151	597	542
36	12	REEBOK	4	45	17
37	215	AMITABH BACHCHAN	1114	277	1057
38	33	AXE	60	269	8
39	249	COOKME	2022	1951	752
40	60	DETTOL	26	92	239

EAST	MAB		NORTH	WEST	SOUTH
RANK	RANK	BRAND NAME	RANK	RANK	RANK
41	137	AJANTA	1079	94	449
42	45	SONATA	15	83	116
43	14	ADIDAS	6	50	21
44	38	RELIANCE	68	11	117
45	40	DABUR	69	12	204
46	108	LAY'S	82	113	243
47	68	MICROMAX	50	82	100
48	119	VIMAL	153	102	203
49	58	PEPSODENT	28	100	121
50	132	P&G	205	99	244
51	271	MITHUN CHAKRABORTY	2864	2837	2756
52	20	PEPSI	14	40	22
53	262	ORIFLAME	401	671	482
54	185	SHAHRUKH KHAN	1012	253	131
55	170	COMPLAN	212	267	156
56	235	WILD STONE	450	621	291
57	116	FASTRACK	254	116	98
58	76	HYUNDAI	54	75	141
59	10	DELL	12	18	11
60	59	LIC	92	29	282
61	221	AVON	241	289	1280
62	267	AAMIR KHAN	1116	445	1060
63	91	LEE	39	123	193
64	299	BISK FARM	2194	2124	2103
65	182	CAMEL	383	149	201
66	54	SAMSUNG (Durables)	41	87	75
67	84	CINTHOL	77	74	120
68	178	HAVELLS	148	446	159
69	53	NATRAJ	17	111	134
70	181	PARK AVENUE	224	212	164
71	55	FOGG	169	448	18
72	317	SHALIMAR	909	921	568
73	198	NIKON	355	607	106
74	127	TATA TEA	116	101	390
75	65	ONIDA	67	47	96
76	118	SBI	193	62	426
77	101	HINDUSTAN UNILEVER	145	58	216
78	324	SREE LEATHER	536	1928	1921
79	49	NESTLE	35	118	51
80	117	PANASONIC	115	174	89



EAST RANK	MAB RANK	BRAND NAME	NORTH RANK	WEST RANK	SOUTH RANK
81	307	SUNRISE	1479	850	311
82	281	RANBAXY	370	436	1174
83	82	PETER ENGLAND	74	162	68
84	47	GARNIER	21	76	73
85	319	MILTON	366	746	1378
86	151	SURF EXCEL	131	321	104
87	42	COCA-COLA	25	41	72
88	266	KHAITAN	426	423	253
89	162	TIDE	196	135	145
90	140	CANON	121	302	109
91	110	OLAY	55	161	275
92	135	HALDIRAM'S	87	176	310
93	130	PANTENE	79	194	182
94	52	BLACKBERRY	37	54	80
95	256	MOTHER DAIRY	173	529	990
96	406	NIIT	1193	625	1145
97	30	IDEA	62	28	30
98	272	RUPA	284	282	1123
99	87	AIRCEL	119	184	52
100	489	STAR PLUS	966	502	1227
101	97	TATA DOCOMO	245	246	47
102	50	TOYOTA	40	168	44
103	74	PARLE	184	27	247
104	145	BOROPLUS	106	127	1086
105	321	EVEREADY	230	541	417
106	41	BSNL	123	31	35
107	136	PANTALOONS	108	104	1101
108	313	ULTRATECH	644	523	220
109	216	AKAI	1110	142	224
110	46	LENOVO	57	64	46
111	148	HMT	243	88	425
112	184	KISSAN	129	266	255
113	73	VOLTAS	98	34	177
114	191	MRF	297	152	122
115	95	HIMALAYA	33	169	271
116	183	JAGUAR	218	110	735
117	372	KINLEY	461	751	604
118	570	RED FM	912	1663	1634
119	268	LIRIL	279	229	579
120	453	LAFARGE	1407	1386	1362

EAST RANK	MAB RANK	BRAND NAME	NORTH RANK	WEST RANK	SOUTH RANK
121	75	KENTUCKY FRIED CHICKEN	99	77	70
122	305	KODAK	342	264	563
123	160	BIRLA	507	70	338
124	410	BENZER	1325	372	1285
125	61	LIFEBUOY	109	150	34
126	383	METRO	744	419	793
127	72	TVS	95	38	91
128	303	GILLETTE	362	429	268
129	248	MAHENDRA SINGH DHONI	745	308	147
130	138	NIVEA	103	294	108
131	169	HITACHI	189	107	427
132	217	APSARA	447	228	119
133	309	EMAMI	529	270	419
134	297	FACEBOOK	948	197	661
135	113	SPRITE	49	526	128
136	31	HEWLETT PACKARD	90	22	27
137	440	FUJIFILM	958	603	1885
138	23	NIKE	38	46	10
139	83	HCL	43	91	196
140	455	CENTURY PLY	739	1328	1303
141	157	HERO HONDA	132	155	154
142	420	ELECTROLUX	1368	343	1328
143	418	NIHAR	660	565	1600
144	345	RAYBAN	387	488	283
145	273	CASTROL	330	366	167
146	100	MAAZA	89	299	65
147	350	KWALITY WALLS	500	869	252
148	255	GOLD FLAKE	474	221	208
149	207	CLINIC PLUS	168	207	163
150	250	KENT	358	153	1029
151	469	BERGER PAINTS	827	576	596
152	111	L'OREAL	104	65	269
153	496	WILLS	928	780	625
154	376	SAVLON	705	430	442
155	197	BOURNVITA	195	457	102
156	163	HYUNDAI 120	784	71	1065
157	227	ASIAN PAINTS	228	160	330
158	314	ENO	842	425	190
159	203	SANTOOR	242	167	138
160	530	SOURAV GANGULY	1476	1435	1426



EAST RANK	MAB RANK	BRAND NAME		WEST RANK	SOUTH RANK	EAST RANK	MAB RANK	BRAND NAME	NORTH RANK		SOUTH RANK
161	179	LIMCA	81	667	515	201	501	EUREKA FORBES	990	835	367
162	328	JOHNSON & JOHNSON	554	351	256	202	434	SALMAN KHAN	602	444	1118
163	187	BISLERI	157	124	374	203	290	TOYOTA INNOVA	326	213	389
164	323	BIG BAAZAR	381	295	548	204	125	KITKAT	313	280	57
165	57	YAMAHA	63	43	76	205	613	CANDYMAN	886	957	510
166	399	MONGINIS	1205	350	849	206	316	DOMINOS	578	315	212
167	98	TATA NANO	407	93	66	207	212	PEPE	321	128	197
168	557	GMAIL	1381	1364	1338	208	361	CADBURY'S ECLAIRS	201	583	525
169	32	BMW	44	49	19	209	19	APPLE	20	9	71
170	339	PALMOLIVE	225	489	262	210	156	PARKER	179	84	407
171	401	KOHINOOR	735	426	375	211	470	MAYUR	717	495	615
172	330	BABOOL	302	301	771	212	614	JAIPAN	1298	1296	1254
173	243	REXONA	273	290	150	213	257	MOTOROLA	783	156	288
174	293	ANANDABAZAR PATRIKA	410	672	397	214	446	RAMDEV	3029	337	2929
175	326	VIM	344	415	251	215	464	SAHARA	788	428	926
176	190	ANCHOR	276	122	205	216	390	MOUNTAIN DEW	235	886	1263
177	236	AMBUJA	301	143	404	217	173	POLO	270	325	79
178	143	VIP	237	105	115	218	540	НВО	1385	1368	293
179	494	RABINDRANATH TAGORE	1721	1660	1631	219	551	TCL	1766	559	1674
180	155	DENIM	149	119	155	220	37	LEVI'S	11	63	78
181	109	CLOSE UP	56	126	173	221	445	PC JEWELLERS	351	593	1881
182	302	MTS	408	329	231	222	312	I BALL	244	255	440
183	370	KELLOGGS	373	421	498	223	86	RADO	335	30	470
184	442	SACHIN TENDULKAR	898	459	1119	224	295	GSK	339	201	1238
185	548	SUSHMITA SEN	1060	964	996	225	168	TANISHQ	85	198	1257
186	558	OLD SPICE	1439	1408	1395	226	790	UNICEF	1490	604	1437
187	67	BPL	187	180	26	227	360	ORIENT	350	316	570
188	279	REVLON	172	380	405	228	382	SENSODYNE	597	530	225
189	240	THUMS UP	202	225	295	229	114	HTC	162	52	391
190	105	ARIEL	166	171	63	230	521	WHISPER	678	506	453
191	62	M&M	94	26	174	231	367	LINC	320	353	492
192	333	HAWKINS	291	610	242	232	677	BIG BABOOL	1537	1482	1477
193	226	HEAD & SHOULDERS	192	182	267	233	180	MARGO	1241	339	77
194	448	MORTEIN	820	511	422	234	588	BSA	1843	1027	524
195	337	PRESTIGE	654	239	218	235	165	KINGFISHER	154	146	97
196	377	GOOD KNIGHT	286	639	412	236	572	KENSTAR	1260	591	345
197	601	SAFED	3128	3116	3028	237	409	ZEE TV	514	336	749
198	224	NEROLAC	299	139	323	238	274	FORTUNE OIL	143	458	410
199	44	NESTLE MAGGI	29	60	49	239	90	REYNOLDS	64	144	74
200	223	KURKURE	141	217	395	240	625	GREENPLY	989	801	755



EAST RANK	MAB RANK	BRAND NAME	NORTH RANK	WEST RANK	SOUTH RANK
241	491	HINDWARE	599	648	382
242	632	JOHN MILLER	1395	1379	527
243	655	SINGER	877	739	691
244	346	SLICE	170	460	512
245	355	KELVINATOR	537	490	202
246	285	PARAGON	896	196	245
247	408	LUX COZI	375	408	571
248	247	SURYA	160	293	184
249	698	PIONEER	1091	935	484
250	562	HINDUSTAN	638	789	863
251	89	MERCEDES BENZ	213	96	54
252	510	HERCULES	444	757	477
253	208	FORD	181	291	103
254	688	JINDAL	1394	971	1353
255	280	YAHOO	718	133	1168
256	85	CLASSIC	61	418	233
257	213	FANTA	281	259	101
258	283	MIRINDA	240	404	171
259	164	LEE COOPER	100	121	378
260	509	ALLOUT	720	885	316
261	480	NUTRELA	338	600	1393
262	705	AMUL MACHO	525	805	1016
263	144	POWER	1023	1417	55
264	474	JOHNNIE WALKER	841	318	351
265	381	KINGSTON	250	241	1565
266	153	SANSUI	211	90	139
267	513	JK TYRES	513	1003	328
268	716	ANIL AMBANI	1117	974	1061
269	222	BRU	333	238	107
270	77	CADBURY'S	73	44	113
271	204	EVEREST	323	103	411
272	519	MADHURI DIXIT	1414	373	1369
273	354	FEVICOL	403	235	450
274	99	HAMAM	897	258	42
275	544	ONGC	870	601	513
276	759	STAR JALSA	1276	1282	1231
277	397	TIMEX	512	420	305
278	39	WOODLAND	9	53	329
279	460	NAVRATNA	433	386	398
280	102	AUDI	88	109	87

EAST RANK	MAB RANK	BRAND NAME	NORTH RANK	WEST RANK	SOUTH RANK
281	306	CIPLA	556	227	215
282	298	BINGO	167	580	298
283	702	VOLINI	922	1867	1841
284	134	TOSHIBA	135	106	124
285	260	AASHIRWAAD	259	278	153
286	457	AQUAGUARD	357	519	687
287	159	INTEL	117	120	272
288	318	COMPAQ	122	412	343
289	166	RIN	125	240	112
290	234	VASELINE	130	464	257
291	672	NIPPO	1021	1263	557
292	795	GANGURAM	1885	1815	1796
293	758	TATA STEEL	1187	1141	496
294	220	BAJAJ PULSAR	226	199	157
295	15	PUMA	18	37	6
296	167	HYUNDAI SANTRO	1044	67	679
297	643	GRASIM	1382	572	1339
298	746	KUTCHINA	1647	1585	1567
299	284	CADBURY'S DAIRYMILK	223	345	206
300	206	SUNFEAST	137	187	192
301	344	BRITANNIA MARIEGOLD	732	208	483
302	799	COSCO	1562	1510	1507
303	449	HYUNDAI I10	641	323	783
304	518	MITSUBISHI	531	400	481
305	864	ZEE NEWS	893	745	932
306	809	DR FIXIT	1365	1343	1324
307	79	CELLO	146	39	81
308	336	SHARP	1470	177	1421
309	471	BIRLA CEMENT	262	884	598
310	763	FORBES	1373	1354	605
311	320	HIMANI	152	552	870
312	158	WIPRO	509	69	199
313	560	INDIA GATE BASMATI RICE	1912	912	294
314	778	MAHA LACTO	830	1595	1577
315	357	TATA INDICA	588	230	486
316	270	AXIS BANK	219	190	683
317	104	NISSAN	134	134	67
318	261	AIR INDIA	429	394	114
319	849	SUNNY DEOL	1759	1148	1668
320	133	GOOGLE	176	55	386



EAST RANK	MAB RANK	BRAND NAME	NORTH RANK	WEST RANK	SOUTH RANK	EAST RANK	MAB RANK	BRAND NAME	NORTH RANK	WEST RANK	SOUTH RANK
321	650	PUREIT	605	775	593	361	112	LAVA	51	183	168
322	507	INDANE GAS	353	571	653	362	498	UCO BANK	939	558	237
323	782	BIG BOSS	905	1006	1286	363	375	NILKAMAL	535	392	198
324	78	FAIR & LOVELY	46	86	99	364	690	DABUR LAL DANTMANJAN	470	1079	2269
325	196	EXIDE	83	562	406	365	436	RED LABEL	249	435	603
326	856	ABP ANANDA	2039	1968	1956	366	70	ICICI	178	16	210
327	432	DABUR AMLA	233	738	485	367	195	DABUR VATIKA	101	324	249
328	862	DUTTA SPICE	2442	2387	2337	368	141	MARUTI SUZUKI SWIFT	203	80	158
329	609	EXO	1589	536	451	369	506	OMEGA	573	433	315
330	866	BHARAT SEVASHRAM	2174	2107	2084	370	106	ADDGEL	505	1171	41
331	252	TATA SALT	264	145	452	371	80	7UP	274	474	25
332	617	KURLON	1405	575	462	372	477	DIGJAM	1576	363	297
333	120	ROLEX	186	48	320	373	484	AVIVA	1320	285	801
334	379	TATA MOTORS	266	283	807	374	624	SINTEX	1215	781	246
335	193	BALAJI	1139	81	1083	375	941	K C DAS	2674	2628	2560
336	202	NESCAFE	127	154	403	376	943	JSW	1397	1381	1355
337	149	NIRMA	188	79	148	377	289	AYUR	185	219	562
338	868	FORD IKON	1374	1356	1333	378	526	SHOPPERS STOP	485	313	791
339	768	DHARA OIL	2408	678	2305	379	713	SUGAR FREE	1024	712	517
340	437	PRADA	1450	250	833	380	563	TISSOT	337	815	700
341	338	SAFFOLA	294	209	509	381	779	KAMASUTRA	1400	999	551
342	210	MAX	36	481	238	382	171	REAL	468	66	532
343	441	HARPIC	216	675	636	383	462	HPCL	775	335	300
344	607	MARLBORO	1418	749	324	384	740	PROVOGUE	504	619	1038
345	833	MAMY POKO PANTS	2812	2784	594	385	94	VOLKSWAGEN	498	296	36
346	129	BRITANNIA GOOD DAY	72	136	194	386	882	SAKSHI	1989	1918	912
347	126	LARSEN & TOUBRO	1130	42	665	387	670	BHARAT PETROLEUM	1099	456	634
348	961	SONAKSHI SINHA	1999	1112	1919	388	829	AIRWICK	885	1175	883
349	269	IFB	802	137	200	389	503	HAIER	475	666	235
350	658	ANGRY BIRDS	495	574	1998	390	343	FROOTI	325	242	394
351	384	PERK	443	694	175	391	300	PARACHUTE	369	304	166
352	804	DAIKIN	617	1094	667	392	219	FA	1168	1002	83
353	51	PARLE G	84	14	135	393	766	AMRUTANJAN	2076	2003	414
354	407	SUPER MAX	424	796	181	394	253	MORE	1057	189	132
355	66	BOOST	460	305	16	395	468	BAJAJ ALMOND OIL	367	1757	250
356	813	RADIO MIRCHI	963	919	1405	396	899	UNITED BANK OF INDIA	3361	3355	3264
357	352	TATA INDICOM	165	939	924	397	286	HSBC	331	173	487
358	567	SERVO	828	390	491	398	687	ZOOM TV	900	1729	402
359	476	ACTIVE WHEEL	261	633	822	399	807	T-SERIES	706	1305	1269
360	325	DISH TV	156	405	457	400	229	ORAL B	113	333	254



EAST INDIA LISTING

EAST RANK	MAB RANK	BRAND NAME	NORTH RANK	WEST RANK	SOUTH RANK
401	239	ALLEN SOLLY	175	236	165
402	992	SULEKHA	3258	1164	3160
403	638	NICKELODEON	503	622	844
404	916	TELEGRAPH	3308	959	3213
405	488	SLEEPWELL	343	544	432
406	571	ELLE 18	476	573	445
407	115	ACTION SHOES	42	215	845
408	142	KARBONN	194	163	84
409	199	JOHN PLAYERS	174	670	90
410	121	HDFC	144	56	222
411	259	SPICE	111	326	469
412	209	MDH	378	97	514
413	492	DULUX	158	507	437
414	459	CLASSMATE	271	1331	332
415	982	BAIDYANATH	1141	1072	1085
416	122	MCDONALD'S	133	85	111
417	594	HAJMOLA	417	696	599
418	154	PEARS	93	200	125
419	707	TRIDENT	1025	592	1435
420	232	TAJ MAHAL TEA	177	157	499
421	69	5 STAR	386	284	15
422	983	PROMISE	1452	1419	1403
423	948	LADY BIRD	2742	2700	2628
424	591	PAMPERS	336	546	597
425	971	DOLLAR	899	1341	1320
426	628	UJALA	518	893	421
427	844	CENTER FRESH	710	833	850
428	987	DUCKBACK	1867	1797	977
429	724	KITO	1920	498	1826
430	124	DUKE'S	34	2383	2333
431	265	RENAULT	161	256	265
432	777	LIPTON	1004	1182	379
433	359	VICKS	390	338	234
434	411	MARUTI SUZUKI ALTO	538	397	209
435	499	CIBACA	1348	297	1308
436	827	TOYOTA QUALIS	497	1707	1682
437	598	HARLEY DAVIDSON	486	369	441
438	550	AMERICAN TOURISTER	309	817	848
439	906	JOYALUKKAS	2661	2616	614
440	969	DTDC	804	1236	1159

EAST	MAB		NORTH	WEST	SOUTH
RANK	RANK	BRAND NAME	RANK	RANK	RANK
441	781	UTTAM ATTA	3369	555	3272
442	555	GWALIOR SUITINGS	360	719	711
443	634	ALIVA	376	820	1243
444	852	KEO KARPIN	521	1578	1560
445	263	LIBERTY	118	553	227
446	515	ARMANI	295	427	479
447	458	APOLLO HOSPITALS	288	503	369
448	405	KATRINA KAIF	1294	233	502
449	612	TITAN RAGA	312	1701	1677
450	536	HIMALAYA NEEM FACE WASH	633	331	2799
451	631	CLEAN & CLEAR	544	611	533
452	241	NDTV	962	117	572
453	616	TUBORG	341	1443	773
454	832	MAFATLAL	1415	535	1370
455	924	GEMS	753	945	790
456	847	SWITCHER	1046	872	468
457	543	MANKIND	265	1257	1188
458	539	BACARDI	515	361	799
459	335	CAFÉ COFFEE DAY	190	273	n/r
460	930	KINDER JOY	1641	1114	1563
461	815	NOVINO	1690	1014	1604
462	846	SUBWAY	623	1437	853
463	668	ANNAPURNA	1038	367	547
464	366	OREO	287	275	326
465	495	MOOV	356	414	540
466	189	MICROSOFT	180	108	278
467	784	STAYFREE	489	547	680
468	800	NIPPON	1434	1405	279
469	810	HAYWARD'S 5000	451	1098	1545
470	757	SANDISK	792	605	595
471	541	ORPAT	952	401	401
472	691	D DAMAS	923	449	876
473	600	GITANJALI	398	504	753
474	1003	AQUASURE	857	2015	2004
475	426	TCS	696	248	589
476	568	AGNI	594	1049	274
477	439	CROMPTON GREAVES	533	624	183
478	871	D'DECOR	1814	779	616
479	56	ACER	23	57	110
480	934	SET MAX	625	1432	1419

n/r = not ranked





EAST RANK	MAB RANK	BRAND NAME	NORTH RANK	WEST RANK	SOUTH RANK
481	201	DURIAN	600	245	86
482	978	555	1201	1230	689
483	347	MUNCH	719	564	137
484	238	CASIO	210	141	296
485	596	SAMSUNG GALAXY	1803	383	670
486	433	LOUIS PHILIPPE	282	477	377
487	549	BENTEX	415	1480	303
488	277	CHEVROLET	255	165	393
489	545	MAXO	251	1013	1586
490	327	ROYAL ENFIELD	499	188	392
491	502	FIAMA DI WILLS	854	652	189
492	662	BRIDGESTONE	707	263	1295
493	395	REID & TAYLOR	712	222	556
494	542	AQUAFINA	585	342	1053
495	909	INDIAN RAILWAY	1301	707	1261
496	391	BENETTON	322	411	273
497	356	SPYKAR	257	271	352
498	414	TATA SKY	359	300	1134
499	657	GLUCON D	1175	724	306
500	920	TATA INDIGO	526	1221	1137



EAST - CATEGORY LEADERS BRAND NAME SUPER CATEGORY CATEGORY KINGFISHER Alcoholic Beverages Beer **RAYMOND Apparel Fabric** HERO MOTO CORP Two Wheeler - Manufacturer Automobile Automobile - Related **MRF** Tyres LIC **BFSI** Insurance - PSU **FASTRACK Branded Fashion Branded Fashion GOLD FLAKE** Cigarettes Cigarettes Diversified TATA Diversified DISH TV DTH DTH SONY Durables **Consumer Electronics** NIIT Education Training Fast Moving Electrical Goods **HAVELLS** Electricals **POWER** Energy Energy **BIG BOSS** Entertainment **Reality Show LAKME FMCG** Bath/Beauty **BRITANNIA** Food & Beverage F&B - Diversified UNICEF Global body World organization **INDIAN RAILWAY Government Body Government Body DABUR** Healthcare **Ayurvedic Products JINDAL Heavy Industries** Metal & Mining AJANTA Home Care Clocks **KURLON** Home Furnishing Mattresses TRIDENT Hospitality Hotels **USHA FANS** Household Electricals Fans **FACEBOOK** Internet Social Networking CASTROL Lubricants Lubricants Cement ACC CEMENT Manufacturing ANANDABAZAR PATRIKA Media - Print Newspaper - Regional **RED FM** Media - Radio FM STAR PLUS Media - TV Hindi GEC **BATA** Personal Accessories Footwear SAMSUNG MOBILES Personal Gadgets **Mobile Phones** AMITABH BACHCHAN Personality Cinema - Male SREE LEATHER Retail Footwear **DTDC** Services **Express Service BHARAT SEVASHRAM** NGO Social Organization **CAMEL** Stationary Writing Accessories **DELL** Technology Diversified **AIRTEL** Telecom Telephony Transportation **BSA Bicycles**



WEST RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	SOUTH RANK	WEST RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	SOUTH RANK
1	2	SONY	3	2	2	41	42	COCA-COLA	25	87	72
2	4	LG	5	4	3	42	126	LARSEN & TOUBRO	1130	347	665
3	5	TATA	7	5	14	43	57	YAMAHA	63	165	76
4	- 1	SAMSUNG MOBILES	1	1	1	44	77	CADBURY'S	73	270	113
5	3	NOKIA	2	3	5	45	12	REEBOK	4	36	17
6	18	AMUL	24	30	162	46	23	NIKE	38	138	10
7	8	GODREJ	27	11	39	47	65	ONIDA	67	75	96
8	29	VIDEOCON	78	31	92	48	120	ROLEX	186	333	320
9	19	APPLE	20	209	71	49	32	BMW	44	169	19
10	7	MARUTI SUZUKI	13	14	37	50	14	ADIDAS	6	43	21
11	38	RELIANCE	68	44	117	51	71	ITC	258	17	178
12	40	DABUR	69	45	204	52	114	HTC	162	229	391
13	9	BAJAJ	8	18	48	53	39	WOODLAND	9	278	329
14	51	PARLE G	84	353	135	54	52	BLACKBERRY	37	94	80
15	25	PHILIPS	96	12	64	55	133	GOOGLE	176	320	386
16	70	ICICI	178	366	210	56	121	HDFC	144	410	222
17	43	WHIRLPOOL	91	23	127	57	56	ACER	23	479	110
18	10	DELL	12	59	11	58	101	HINDUSTAN UNILEVER	145	77	216
19	11	BATA	52	9	7	59	35	LAKME	30	6	186
20	13	TITAN	32	10	23	60	44	NESTLE MAGGI	29	199	49
21	24	HONDA	53	15	56	61	103	ARROW	234	696	85
22	31	HEWLETT PACKARD	90	136	27	62	118	SBI	193	76	426
23	28	VODAFONE	76	20	38	63	37	LEVI'S	11	220	78
24	6	LUX	10	7	12	64	46	LENOVO	57	110	46
25	34	RAYMOND	45	24	94	65	111	L'OREAL	104	152	269
26	62	M&M	94	191	174	66	171	REAL	468	382	532
27	74	PARLE	184	103	247	67	167	HYUNDAI SANTRO	1044	296	679
28	30	IDEA	62	97	30	68	172	SKODA	627	929	280
29	59	LIC	92	60	282	69	158	WIPRO	509	312	199
30	86	RADO	335	223	470	70	160	BIRLA	507	123	338
31	41	BSNL	123	106	35	71	163	HYUNDAI I20	784	156	1065
32	36	BRITANNIA	59	13	140	72	21	PONDS	31	16	13
33	22	AIRTEL	47	19	28	73	27	HERO MOTOCORP	22	8	53
34	73	VOLTAS	98	113	177	74	84	CINTHOL	77	67	120
35	16	COLGATE	16	22	24	75	76	HYUNDAI	54	58	141
36	17	DOVE	19	25	20	76	47	GARNIER	21	84	73
37	15	PUMA	18	295	6	77	75	KENTUCKY FRIED CHICKEN	99	121	70
38	72	TVS	95	127	91	78	176	PRIYA GOLD	263	587	506
39	79	CELLO	146	307	81	79	149	NIRMA	188	337	148
40	20	PEPSI	14	52	22	80	141	MARUTI SUZUKI SWIFT	203	368	158



WEST RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	SOUTH RANK
81	193	BALAJI	1139	335	1083
82	68	MICROMAX	50	47	1003
83	45	SONATA	15	42	116
84	156	PARKER	179	210	407
85	122	MCDONALD'S	133	416	111
86	78	FAIR & LOVELY	46	324	99
87	54	SAMSUNG (Durables)	41	66	75
88	148	HMT	243	111	425
89	26	USHA FANS	80	27	4
90	153	SANSUI	211	266	139
91	83	HCL	43	139	196
92	60	DETTOL	26	40	239
93	98	TATA NANO	407	167	66
94	137	AJANTA	1079	41	449
95	230	LIJJAT PAPAD	943	918	1365
96	89	MERCEDES BENZ	213	251	54
97	209	MDH	378	412	514
98	225	TBZ	1184	943	1130
99	132	P & G	205	50	244
100	58	PEPSODENT	28	49	121
101	127	TATA TEA	116	74	390
102	119	VIMAL	153	48	203
103	204	EVEREST	323	271	411
104	136	PANTALOONS	108	107	1101
105	143	VIP	237	178	115
106	134	TOSHIBA	135	284	124
107	169	HITACHI	189	131	427
108	189	MICROSOFT	180	466	278
109	102	AUDI	88	280	87
110	183	JAGUAR	218	116	735
111	53	NATRAJ	17	69	134
112	205	SIYARAM'S	183	749	600
113	108	LAY'S	82	46	243
114	88	SUNSILK	58	32	360
115	254	VICCO	422	634	475
116	116	FASTRACK	254	57	98
117	241	NDTV	962	452	572
118	49	NESTLE	35	79	51
119	155	DENIM	149	180	155
120	159	INTEL	117	287	272

WEST RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	SOUTH RANK
121	164	LEE COOPER	100	259	378
122	190	ANCHOR	276	176	205
123	91	LEE	39	63	193
124	187	BISLERI	157	163	374
125	275	ZANDU	668	1368	1453
126	109	CLOSE UP	56	181	173
127	145	BOROPLUS	106	104	1086
128	212	PEPE	321	207	197
129	258	RED BULL	427	628	818
130	294	INFOSYS	1058	625	867
131	214	ZARA	206	1672	179
132	251	HONDA CITY	253	1110	1203
133	280	YAHOO	718	255	1168
134	104	NISSAN	134	317	67
135	162	TIDE	196	89	145
136	129	BRITANNIA GOOD DAY	72	346	194
137	269	IFB	802	349	200
138	296	JUST DIAL	1399	765	758
139	224	NEROLAC	299	198	323
140	291	IDBI BANK	607	1093	478
141	238	CASIO	210	484	296
142	216	AKAI	1110	109	224
143	236	AMBUJA	301	177	404
144	90	REYNOLDS	64	239	74
145	252	TATA SALT	264	331	452
146	165	KINGFISHER	154	235	97
147	244	GUCCI	163	1016	968
148	311	TTK	698	1647	858
149	182	CAMEL	383	65	201
150	61	LIFEBUOY	109	125	34
151	322	SAFAL	727	3052	3027
152	191	MRF	297	114	122
153	250	KENT	358	150	1029
154	202	NESCAFE	127	336	403
155	157	HERO HONDA	132	141	154
156	257	MOTOROLA	783	213	288
157	232	TAJ MAHAL TEA	177	420	499
158	278	IBM	290	556	409
159	304	SWATCH	1481	554	444
160	227	ASIAN PAINTS	228	157	330



WES RAN		BRAND NAME	NORTH RANK	EAST RANK	SOUTH RANK	WEST RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	SOUTH RANK
161	110	OLAY	55	91	275	201	295	GSK	339	224	1238
162	82	PETER ENGLAND	74	83	68	202	380	ZEE	1507	501	925
163	142	KARBONN	194	408	84	203	363	RED CHIEF	388	687	2943
164	128	APPY	846	1697	62	204	385	INDIABULLS	598	1266	907
165	277	CHEVROLET	255	488	393	205	423	MAHINDRA BOLERO	684	1182	413
166	186	FERRARI	110	546	433	206	329	SWISS	289	1636	1671
167	203	SANTOOR	242	159	138	207	207	CLINIC PLUS	168	149	163
168	50	TOYOTA	40	102	44	208	344	BRITANNIA MARIEGOLD	732	301	483
169	95	HIMALAYA	33	115	271	209	338	SAFFOLA	294	341	509
170	340	TOYOTA COROLLA	1486	1348	418	210	242	LAKHANI	124	1040	534
171	105	ARIEL	166	190	63	211	368	AAJ TAK	419	542	1058
172	64	AMWAY	102	28	45	212	181	PARK AVENUE	224	70	164
173	286	HSBC	331	397	487	213	290	TOYOTA INNOVA	326	203	389
174	117	PANASONIC	115	80	89	214	282	PIZZA HUT	182	770	301
175	341	HUGO BOSS	1330	525	1292	215	115	ACTION SHOES	42	407	845
176	135	HALDIRAM'S	87	92	310	216	398	HAVMOR	349	1777	886
177	336	SHARP	1470	308	1421	217	223	KURKURE	141	200	395
178	211	KOTAK	269	602	105	218	487	NIRLEP	1688	614	871
179	358	CRY	1306	721	1267	219	289	AYUR	185	377	562
180	67	BPL	187	187	26	220	447	EROS	812	1046	1036
181	362	BADSHAH MASALA	1830	822	1740	221	255	GOLD FLAKE	474	148	208
182	226	HEAD & SHOULDERS	192	193	267	222	395	REID & TAYLOR	712	493	556
183	112	LAVA	51	361	168	223	451	MARUTI SUZUKI LUV ERTIGA	1930	1816	1843
184	87	AIRCEL	119	99	52	224	287	HALLS	393	555	161
185	364	ASKME	1973	1853	911	225	240	THUMS UP	202	189	295
186	392	OCM	1695	873	834	226	388	MINT	1422	1292	308
187	206	SUNFEAST	137	300	192	227	306	CIPLA	556	281	215
188	327	ROYAL ENFIELD	499	490	392	228	217	APSARA	447	132	119
189	253	MORE	1057	394	132	229	268	LIRIL	279	119	579
190	270	AXIS BANK	219	316	683	230	357	TATA INDICA	588	315	486
191	308	SPARX	200	1871	1913	231	478	AMUL GHEE	1256	1118	1209
192	301	DIESEL	260	720	340	232	342	LEXI	449	971	226
193	107	FILA	120	1236	60	233	405	KATRINA KAIF	1294	448	502
194	130	PANTENE	79	93	182	234	482	NIRALI	1687	1559	1602
195	394	VADILAL	1036	1082	1178	235	354	FEVICOL	403	273	450
196	285	PARAGON	896	246	245	236	239	ALLEN SOLLY	175	401	165
197	297	FACEBOOK	948	134	661	237	310	WRANGLER	66	826	361
198	168	TANISHQ	85	225	1257	238	222	BRU	333	269	107
199	220	BAJAJ PULSAR	226	294	157	239	337	PRESTIGE	654	195	218
200	154	PEARS	93	418	125	240	166	RIN	125	289	112



WEST RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	SOUTH RANK
241	381	KINGSTON	250	265	1565
242	343	FROOTI	325	390	394
243	400	KNORR	491	519	728
244	139	VIVEL	191	33	146
245	201	DURIAN	600	481	86
246	97	TATA DOCOMO	245	101	47
247	425	BEING HUMAN	464	899	1183
248	426	TCS	696	475	589
249	452	DLF	614	1222	884
250	437	PRADA	1450	340	833
251	485	BIBA	781	1158	1252
252	465	ZENITH	642	543	1706
253	185	SHAHRUKH KHAN	1012	54	131
254	177	TOMMY HILFIGER	70	737	347
255	312	I BALL	244	222	440
256	265	RENAULT	161	431	265
257	188	MEDIMIX	394	569	82
258	99	HAMAM	897	274	42
259	213	FANTA	281	257	101
260	412	TIMES OF INDIA	430	510	569
261	472	TORRENT	1772	527	348
262	461	MTNL	400	1054	1156
263	662	BRIDGESTONE	707	492	1295
264	305	KODAK	342	122	563
265	514	SUVIDHA	1216	1063	1166
266	184	KISSAN	129	112	255
267	170	COMPLAN	212	55	156
268	675	AMUL MILK	864	1117	1031
269	33	AXE	60	38	8
270	309	EMAMI	529	133	419
271	356	SPYKAR	257	497	352
272	493	PORSCHE	586	522	461
273	335	CAFÉ COFFEE DAY	190	459	n/r
274	348	SNICKERS	267	691	415
275	366	OREO	287	464	326
276	48	JOCKEY	128	597	9
277	215	AMITABH BACHCHAN	1114	37	1057
278	260	AASHIRWAAD	259	285	153
279	537	ROLLS ROYCE	1180	1021	785
280	125	KITKAT	313	204	57

WEST RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	SOUTH RANK
281	565	SATYAM	1202	1051	1153
282	272	RUPA	284	98	1123
283	379	TATA MOTORS	266	334	807
284	69	5 STAR	386	421	15
285	484	AVIVA	1320	373	801
286	454	SIEMENS	700	664	430
287	404	CITIBANK	469	533	364
288	546	CEAT	750	1203	474
289	221	AVON	241	61	1280
290	243	REXONA	273	173	150
291	208	FORD	181	253	103
292	505	MAHARAJA	462	1283	336
293	247	SURYA	160	248	184
294	138	NIVEA	103	130	108
295	323	BIG BAAZAR	381	164	548
296	94	VOLKSWAGEN	498	385	36
297	499	CIBACA	1348	435	1308
298	450	BHARAT GAS	440	938	463
299	100	MAAZA	89	146	65
300	414	TATA SKY	359	498	1134
301	330	BABOOL	302	172	771
302	140	CANON	121	90	109
303	589	HERO HONDA KARIZMA	1252	1108	1201
304	300	PARACHUTE	369	391	166
305	66	BOOST	460	355	16
306	561	OLD MONK	1438	1307	651
307	365	ROYAL STAG	204	772	1416
308	248	MAHENDRA SINGH DHONI	745	129	147
309	403	SONY TV	315	605	511
310	353	CHIK SHAMPOO	239	616	325
311	467	MITSUBISHI LANCER	404	1293	1379
312	566	TATA MANZA	1189	1032	643
313	526	SHOPPERS STOP	485	378	791
314	587	AISHWARYA RAI BACHCHAN	1811	1689	1720
315	316	DOMINOS	578	206	212
316	360	ORIENT	350	227	570
317	703	NAVNEET	1198	931	707
318	474	JOHNNIE WALKER	841	264	351
319	233	WESTSIDE	75	559	1161
320	622	PETA	1446	1313	1399

n/r = not ranked



WEST RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	SOUTH RANK	WEST RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	SOUTH RANK
321	151	SURF EXCEL	131	86	104	361	539	BACARDI	515	458	799
322	592	D MART	987	880	2263	362	578	J0	510	656	1757
323	449	HYUNDAI I10	641	303	783	363	477	DIGJAM	1576	372	297
324	195	DABUR VATIKA	101	367	249	364	761	SAP	1236	1092	887
325	173	POLO	270	217	79	365	430	JOHNSON	305	1771	458
326	259	SPICE	111	411	469	366	273	CASTROL	330	145	167
327	443	MAHINDRA SCORPIO	311	779	664	367	668	ANNAPURNA	1038	463	547
328	635	CHEVROLET ENJOY	2489	2371	2380	368	695	MOCHI	520	813	891
329	302	MTS	408	182	231	369	598	HARLEY DAVIDSON	486	437	441
330	424	KALYAN JEWELLERS	694	1502	228	370	245	SONY ERICSSON	630	531	95
331	536	HIMALAYA NEEM FACE WASH	633	450	2799	371	389	KILLER	222	870	359
332	573	PAJERO	579	1579	1616	372	410	BENZER	1325	124	1285
333	229	ORAL B	113	400	254	373	519	MADHURI DIXIT	1414	272	1369
334	396	HONDA ACTIVA	340	1111	229	374	161	ATLAS	65	675	344
335	462	HPCL	775	383	300	375	661	AGNI TEA	1028	1930	1970
336	409	ZEE TV	514	237	749	376	579	PNB BANK	473	2906	2872
337	446	RAMDEV	3029	214	2929	377	704	ICICI PRUDENTIAL	1909	1792	1818
338	359	VICKS	390	433	234	378	583	BINANI CEMENT	635	838	1196
339	180	MARGO	1241	233	77	379	645	NORTON	839	1561	693
340	417	ASHOK LEYLAND	409	735	277	380	279	REVLON	172	188	405
341	422	S KUMAR'S	275	780	349	381	517	HIDE & SEEK	397	842	372
342	542	AQUAFINA	585	494	1053	382	669	BPCL	1545	1408	741
343	420	ELECTROLUX	1368	142	1328	383	596	SAMSUNG GALAXY	1803	485	670
344	788	TIRUPATI OIL	3347	3272	944	384	595	INDIGO AIRLINES	690	610	743
345	284	CADBURY'S DAIRYMILK	223	299	206	385	429	RELAXO	231	679	852
346	619	HAYABUSA	702	1477	1544	386	460	NAVRATNA	433	279	398
347	582	DHFL	643	763	630	387	712	VESPA	1076	878	400
348	731	GOONJ	2578	2473	782	388	730	MOTHER'S RECIPE	1674	1543	1592
349	679	LODHA	1194	1041	1146	389	81	APPLE IPHONE	150	649	33
350	399	MONGINIS	1205	166	849	390	567	SERVO	828	358	491
351	328	JOHNSON & JOHNSON	554	162	256	391	640	NYLE	1693	703	606
352	706	DHL	1861	764	927	392	375	NILKAMAL	535	363	198
353	367	LINC	320	231	492	393	580	FINOLEX	716	661	304
354	685	PATNI	1444	1311	1398	394	261	AIR INDIA	429	318	114
355	486	BAJAJ AUTO	319	973	1078	395	627	NAKSHATRA	1429	1299	1387
356	651	KAREENA KAPOOR	1402	1272	1358	396	762	HELP AGE INDIA	1271	1131	1222
357	315	NOKIA LUMIA	147	941	1868	397	411	MARUTI SUZUKI ALTO	538	434	209
358	615	EICHER	856	1228	494	398	636	BLUE DART	613	1100	666
359	413	NYCIL	246	1566	504	399	721	BAGPIPER	1142	814	1087
360	228	UNINOR	332	936	93	400	518	MITSUBISHI	531	304	481



WEST RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	SOUTH RANK
401	541	ORPAT	952	471	401
402	908	WINDOWS	1104	1365	820
403	754	WORLD VISION	3444	3379	3340
404	283	MIRINDA	240	258	171
405	325	DISH TV	156	360	457
406	529	CLINIC ALL CLEAR	425	939	460
407	556	TAAZA TEA	405	3210	3186
408	408	LUX COZI	375	247	571
409	767	FALERO	1877	1752	1786
410	500	MARUTI SUZUKI ZEN	316	521	471
411	391	BENETTON	322	496	273
412	318	COMPAQ	122	288	343
413	708	DOORDARSHAN	1363	798	1322
414	495	MOOV	356	465	540
415	326	VIM	344	175	251
416	577	ASUS	368	1382	1465
417	855	VLC PLAYER	1785	1663	976
418	85	CLASSIC	61	256	233
419	383	METRO	744	126	793
420	397	TIMEX	512	277	305
421	370	KELLOGGS	373	183	498
422	438	KOUTONS	126	617	1190
423	266	KHAITAN	426	88	253
424	700	LAMBORGHINI	1411	1279	716
425	314	ENO	842	158	190
426	401	KOHINOOR	735	171	375
427	515	ARMANI	295	446	479
428	464	SAHARA	788	215	926
429	303	GILLETTE	362	128	268
430	376	SAVLON	705	154	442
431	715	LOOP	1132	972	802
432	876	MAPRO	1663	1531	734
433	506	OMEGA	573	369	315
434	820	SAB TV	2002	1879	1924
435	436	RED LABEL	249	365	603
436	281	RANBAXY	370	82	1174
437	674	TLC	1001	1642	416
438	836	MID DAY	1420	1290	1376
439	559	LEMON MOBILES	715	585	307
440	774	BANK OF INDIA	1138	935	1082

WEST RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	SOUTH RANK
441	845	WELLA	3382	3311	3282
442	729	TATA SUMO	927	1035	1139
443	808	UNION BANK	3368	3296	3271
444	434	SALMAN KHAN	602	202	1118
445	267	AAMIR KHAN	1116	62	1060
446	178	HAVELLS	148	68	159
447	811	DENA BANK	1171	1012	1113
448	55	FOGG	169	71	18
449	691	D DAMAS	923	472	876
450	851	WAGH BAKRI TEA	3427	3358	3323
451	853	BAJAJ PLATINA	1137	978	1081
452	415	FAIR & HANDSOME	272	1233	292
453	421	NACO	1950	502	160
454	840	LATA MANGESHKAR	1195	1042	1147
455	646	IODEX	467	934	443
456	670	BHARAT PETROLEUM	1099	387	634
457	197	BOURNVITA	195	155	102
458	274	FORTUNE OIL	143	238	410
459	442	SACHIN TENDULKAR	898	184	1119
460	346	SLICE	170	244	512
461	819	LA OPALA	2755	819	2641
462	796	CNBC	1158	995	692
463	792	COLORS	1159	997	1100
464	234	VASELINE	130	290	257
465	867	GOWARDHAN	1607	618	1023
466	835	EPSON	946	1229	554
467	606	REDTAPE	457	1329	466
468	621	ICICI BANK	412	1047	552
469	722	KANGAROO KIDS	768	2598	488
470	626	TATA SAFARI	423	835	1025
471	881	AAREY	1107	951	1051
472	683	VOLVO	1227	563	438
473	896	REKHA	1462	1330	1412
474	80	7UP	274	371	25
475	732	TROPICANA	709	1030	523
476	865	ORIENT FANS	1068	1084	1179
477	433	LOUIS PHILIPPE	282	486	377
478	654	BOSCH	395	583	617
479	797	TRESEMME	2011	1890	720
480	620	CHEVROLET SPARK	384	812	1942



WEST RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	SOUTH RANK
481	210	MAX	36	342	238
482	857	PRIYANKA CHOPRA	1966	1850	1884
483	850	PRAVIN PICKLES	1710	1588	856
484	893	MTV	1425	1295	898
485	891	LOKMAT	1410	1278	1366
486	534	FIAT	352	604	363
487	753	HERO HONDA CBZ	2598	2499	2492
488	345	RAYBAN	387	144	283
489	339	PALMOLIVE	225	170	262
490	355	KELVINATOR	537	245	202
491	660	BANK OF BARODA	478	833	709
492	921	OUTLANDER	2944	2880	2845
493	574	FEVIKWIK	620	650	368
494	769	RUSTOMJEE	1465	708	766
495	470	MAYUR	717	211	615
496	479	D & G	1244	1099	1195
497	965	VERSACE	1495	1355	1440
498	724	KITO	1920	429	1826
499	825	MOSER BAER	1424	589	765
500	659	PARLE MONACO	442	654	619



WEST - CATEGORY LEADERS **BRAND NAME SUPER CATEGORY CATEGORY KINGFISHER** Alcoholic Beverages Beer **RAYMOND Apparel Fabric** Four Wheeler - Manufacturer MARUTI SUZUKI Automobile MRF Automobile - Related Tyres ICICI **BFSI** Diversified - Finance **FASTRACK Branded Fashion Branded Fashion** MORE Cigarettes Cigarettes DLF Real Estate Developer Construction Diversified Diversified TATA TATA SKY DTH DTH SONY **Durables Consumer Electronics** KANGAROO KIDS Education **Preschool Education SURYA** Electricals Fast Moving Electrical Goods **BHARAT GAS** Energy Energy **EROS** Entertainment Cinema - Other LUX **FMCG** Bath/Beauty **AMUL** Food & Beverage Dairy NACO **Government Body Government Body DABUR** Healthcare **Ayurvedic Products AJANTA** Home Care Clocks **DURIAN** Home Furnishing **Furniture USHA FANS** Household Electricals Fans **GOOGLE** Internet Internet tool **HMT** Manufacturing Engineering MINT Media - Print Newspaper - English **NDTV** Media - TV **English News** Personal Accessories Footwear **BATA** SAMSUNG MOBILES Personal Gadgets **Mobile Phones** Personality KATRINA KAIF Cinema - Female QSR KENTUCKY FRIED CHICKEN Retail **IBM** Services Consulting/Services **CRY Social Organization** NGO **CELLO** Stationary **Writing Accessories APPLE** Technology Personal Technology **VODAFONE** Telecom Telephony ATLAS Transportation **Bicycles**



SOUTH RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	WEST RANK	SOUTH RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	WEST RANK
1	1	SAMSUNG MOBILES	1	1	4	41	106	ADDGEL	505	370	1171
2	2	SONY	3	2	1	42	99	HAMAM	897	274	258
3	4	LG	5	4	2	43	123	MAXX	576	620	840
4	26	USHA FANS	80	27	89	44	50	TOYOTA	40	102	168
5	3	NOKIA	2	3	5	45	64	AMWAY	102	28	172
6	15	PUMA	18	295	37	46	46	LENOVO	57	110	64
7	11	BATA	52	9	19	47	97	TATA DOCOMO	245	101	246
8	33	AXE	60	38	269	48	9	BAJAJ	8	18	13
9	48	JOCKEY	128	597	276	49	44	NESTLE MAGGI	29	199	60
10	23	NIKE	38	138	46	50	131	DALMIA	1100	580	882
11	10	DELL	12	59	18	51	49	NESTLE	35	79	118
12	6	LUX	10	7	24	52	87	AIRCEL	119	99	184
13	21	PONDS	31	16	72	53	27	HERO MOTOCORP	22	8	73
14	5	TATA	7	5	3	54	89	MERCEDES BENZ	213	251	96
15	69	5 STAR	386	421	284	55	144	POWER	1023	263	1417
16	66	BOOST	460	355	305	56	24	HONDA	53	15	21
17	12	REEBOK	4	36	45	57	125	KITKAT	313	204	280
18	55	FOGG	169	71	448	58	146	ABBOTT LABS	1118	958	1170
19	32	BMW	44	169	49	59	150	TOYOTA ETIOS LIVA	2770	2687	2738
20	17	DOVE	19	25	36	60	107	FILA	120	1236	193
21	14	ADIDAS	6	43	50	61	152	NIMBOOZ	1240	1096	629
22	20	PEPSI	14	52	40	62	128	APPY	846	1697	164
23	13	TITAN	32	10	20	63	105	ARIEL	166	190	171
24	16	COLGATE	16	22	35	64	25	PHILIPS	96	12	15
25	80	7UP	274	371	474	65	100	MAAZA	89	146	299
26	67	BPL	187	187	180	66	98	TATA NANO	407	167	93
27	31	HEWLETT PACKARD	90	136	22	67	104	NISSAN	134	317	134
28	22	AIRTEL	47	19	33	68	82	PETER ENGLAND	74	83	162
29	92	G FIVE	564	673	960	69	174	AACHI MASALA	1312	1176	1306
30	30	IDEA	62	97	28	70	75	KENTUCKY FRIED CHICKEN	99	121	77
31	93	RAMRAJ	1258	1120	1271	71	19	APPLE	20	209	9
32	96	RAMCO	1717	1594	808	72	42	COCA-COLA	25	87	41
33	81	APPLE IPHONE	150	649	389	73	47	GARNIER	21	84	76
34	61	LIFEBUOY	109	125	150	74	90	REYNOLDS	64	239	144
35	41	BSNL	123	106	31	75	54	SAMSUNG (Durables)	41	66	87
36	94	VOLKSWAGEN	498	385	296	76	57	YAMAHA	63	165	43
37	7	MARUTI SUZUKI	13	14	10	77	180	MARGO	1241	233	339
38	28	VODAFONE	76	20	23	78	37	LEVI'S	11	220	63
39	8	GODREJ	27	11	7	79	173	POLO	270	217	325
40	63	HORLICKS	139	21	525	80	52	BLACKBERRY	37	94	54



SOUTH RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	WEST RANK
81	79	CELLO	146	307	39
82	188	MEDIMIX	394	569	257
83	219	FA	1168	392	1002
84	142	KARBONN	194	408	163
85	103	ARROW	234	696	61
86	201	DURIAN	600	481	245
87	102	AUDI	88	280	109
88	246	FAIREVER	1054	1234	732
89	117	PANASONIC	115	80	174
90	199	JOHN PLAYERS	174	409	670
91	72	TVS	95	127	38
92	29	VIDEOCON	78	31	8
93	228	UNINOR	332	936	360
94	34	RAYMOND	45	24	25
95	245	SONY ERICSSON	630	531	370
96	65	ONIDA	67	75	47
97	165	KINGFISHER	154	235	146
98	116	FASTRACK	254	57	116
99	78	FAIR & LOVELY	46	324	86
100	68	MICROMAX	50	47	82
101	213	FANTA	281	257	259
102	197	BOURNVITA	195	155	457
103	208	FORD	181	253	291
104	151	SURF EXCEL	131	86	321
105	211	KOTAK	269	602	178
106	198	NIKON	355	73	607
107	222	BRU	333	269	238
108	138	NIVEA	103	130	294
109	140	CANON	121	90	302
110	56	ACER	23	479	57
111	122	MCDONALD'S	133	416	85
112	166	RIN	125	289	240
113	77	CADBURY'S	73	270	44
114	261	AIR INDIA	429	318	394
115	143	VIP	237	178	105
116	45	SONATA	15	42	83
117	38	RELIANCE	68	44	11
118	374	JACK & JONES	959	1497	1568
119	217	APSARA	447	132	228
120	84	CINTHOL	77	67	74

SOUTH RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	WEST RANK
121	58	PEPSODENT	28	49	100
122	191	MRF	297	114	152
123	349	INDIA CEMENT	543	1263	1376
124	134	TOSHIBA	135	284	106
125	154	PEARS	93	418	200
126	292	ROYAL CHALLENGE	199	576	873
127	43	WHIRLPOOL	91	23	17
128	113	SPRITE	49	135	526
129	386	MTR	1311	1175	948
130	351	BUTTERFLY	1246	1101	641
131	185	SHAHRUKH KHAN	1012	54	253
132	253	MORE	1057	394	189
133	387	AAVIN DAIRY	766	957	1169
134	53	NATRAJ	17	69	111
135	51	PARLE G	84	353	14
136	369	ORBIT	452	1121	1272
137	347	MUNCH	719	483	564
138	203	SANTOOR	242	159	167
139	153	SANSUI	211	266	90
140	36	BRITANNIA	59	13	32
141	76	HYUNDAI	54	58	75
142	419	NIMBUZZ	2909	2834	2883
143	416	MR WHITE	2880	2803	2856
144	371	SETWET	488	750	1210
145	162	TIDE	196	89	135
146	139	VIVEL	191	33	244
147	248	MAHENDRA SINGH DHONI	745	129	308
148	149	NIRMA	188	337	79
149	402	LOTTO	477	933	1056
150	243	REXONA	273	173	290
151	512	BOOMER	957	1071	643
152	490	DURACELL	751	906	722
153	260	AASHIRWAAD	259	285	278
154	157	HERO HONDA	132	141	155
155	155	DENIM	149	180	119
156	170	COMPLAN	212	55	267
157	220	BAJAJ PULSAR	226	294	199
158	141	MARUTI SUZUKI SWIFT	203	368	80
159	178	HAVELLS	148	68	446
160	421	NACO	1950	502	453



SOUTH RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	WEST RANK	SOUTH RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	WEST RANK
161	287	HALLS	393	555	224	201	182	CAMEL	383	65	149
162	18	AMUL	24	30	6	202	355	KELVINATOR	537	245	490
163	207	CLINIC PLUS	168	149	207	203	119	VIMAL	153	48	102
164	181	PARK AVENUE	224	70	212	204	40	DABUR	69	45	12
165	239	ALLEN SOLLY	175	401	236	205	190	ANCHOR	276	176	122
166	300	PARACHUTE	369	391	304	206	284	CADBURY'S DAIRYMILK	223	299	345
167	273	CASTROL	330	145	366	207	623	BRISTOL	1332	1194	1320
168	112	LAVA	51	361	183	208	255	GOLD FLAKE	474	148	221
169	527	INDIGO NATION	2651	892	1040	209	411	MARUTI SUZUKI ALTO	538	434	397
170	524	V GUARD	1213	1061	1241	210	70	ICICI	178	366	16
171	283	MIRINDA	240	258	404	211	653	SUN	1509	1370	1457
172	523	RUCHI PICKLES	3109	809	3097	212	316	DOMINOS	578	206	315
173	109	CLOSE UP	56	181	126	213	481	LUXOR	402	1282	1390
174	62	M&M	94	191	26	214	483	COMFORT	553	1211	532
175	384	PERK	443	351	694	215	306	CIPLA	556	281	227
176	533	MYSORE SANDAL	1206	777	1031	216	101	HINDUSTAN UNILEVER	145	77	58
177	73	VOLTAS	98	113	34	217	633	O GENERAL	965	1567	1630
178	71	ITC	258	17	51	218	337	PRESTIGE	654	195	239
179	214	ZARA	206	1672	131	219	629	HERO HONDA GLAMOUR	1889	844	1820
180	791	EASTERN	1581	1447	1167	220	313	ULTRATECH	644	108	523
181	407	SUPER MAX	424	354	796	221	644	CROCODILE	1154	916	1029
182	130	PANTENE	79	93	194	222	121	HDFC	144	410	56
183	439	CROMPTON GREAVES	533	477	624	223	590	MARICO	1417	1285	644
184	247	SURYA	160	248	293	224	216	AKAI	1110	109	142
185	581	PREETHI	1711	1589	1651	225	382	SENSODYNE	597	228	530
186	35	LAKME	30	6	59	226	342	LEXI	449	971	232
187	554	SAKTHI MASALA	824	1608	1675	227	263	LIBERTY	118	445	553
188	475	CHING'S	657	1207	568	228	424	KALYAN JEWELLERS	694	1502	330
189	502	FIAMA DI WILLS	854	491	652	229	396	HONDA ACTIVA	340	1111	334
190	314	ENO	842	158	425	230	673	AVG	1524	1386	1469
191	528	SURYA CEMENT	869	867	812	231	302	MTS	408	182	329
192	206	SUNFEAST	137	300	187	232	428	TIGER	293	901	640
193	91	LEE	39	63	123	233	85	CLASSIC	61	256	418
194	129	BRITANNIA GOOD DAY	72	346	136	234	359	VICKS	390	433	338
195	564	ARUN ICECREAM	1518	1379	1466	235	503	HAIER	475	389	666
196	83	HCL	43	139	91	236	681	NIRAPARA RICE	2911	2837	2886
197	212	PEPE	321	207	128	237	498	UCO BANK	939	362	558
198	375	NILKAMAL	535	363	392	238	210	MAX	36	342	481
199	158	WIPRO	509	312	69	239	60	DETTOL	26	40	92
200	269	IFB	802	349	137	240	726	GOLD WINNER	1075	1471	1549



SOUTH RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	WEST RANK
241	710	CHEMISTRY	2251	2125	2182
242	333	HAWKINS	291	192	610
243	108	LAY'S	82	46	113
244	132	P&G	205	50	99
245	285	PARAGON	896	246	196
246	624	SINTEX	1215	374	781
247	74	PARLE	184	103	27
248	697	HERO PASSION	1903	1784	1834
249	195	DABUR VATIKA	101	367	324
250	468	BAJAJ ALMOND OIL	367	395	1757
251	326	VIM	344	175	415
252	350	KWALITY WALLS	500	147	869
253	266	KHAITAN	426	88	423
254	229	ORAL B	113	400	333
255	184	KISSAN	129	112	266
256	328	JOHNSON & JOHNSON	554	162	351
257	234	VASELINE	130	290	464
258	737	GRT	1610	1474	1551
259	552	YIPPEE NOODLES	673	726	634
260	752	BHIMA JEWELLERY	1536	1396	1481
261	656	YARDLEY	914	1065	556
262	339	PALMOLIVE	225	170	489
263	805	UDAYAM	1225	1074	1249
264	736	KAIRALI	1633	1501	1573
265	265	RENAULT	161	431	256
266	747	ZERO	1226	1078	1251
267	226	HEAD & SHOULDERS	192	193	182
268	303	GILLETTE	362	128	429
269	111	L'OREAL	104	152	65
270	738	CELKON	1103	1723	936
271	95	HIMALAYA	33	115	169
272	159	INTEL	117	287	120
273	391	BENETTON	322	496	411
274	568	AGNI	594	476	1049
275	110	OLAY	55	91	161
276	699	V CHANNEL	2013	1892	1941
277	417	ASHOK LEYLAND	409	735	340
278	189	MICROSOFT	180	466	108
279	800	NIPPON	1434	468	1405
280	172	SKODA	627	929	68

SOUTH	MAB		NORTH	EAST	WEST
RANK	RANK	BRAND NAME	RANK	RANK	RANK
281	585	MENTOS	1207	646	514
282	59	LIC	92	60	29
283	345	RAYBAN	387	144	488
284	780	DUROFLEX	1579	1445	1526
285	444	BOMBAY DYEING	1232	532	581
286	750	COLIN	592	898	1152
287	793	3 ROSES	1210	1058	1235
288	257	MOTOROLA	783	213	156
289	803	KARISHMA KAPOOR	1636	1505	768
290	686	KANGARO	883	1798	756
291	235	WILD STONE	450	56	621
292	415	FAIR & HANDSOME	272	1233	452
293	540	HBO	1385	218	1368
294	560	INDIA GATE BASMATI RICE	1912	313	912
295	240	THUMS UP	202	189	225
296	238	CASIO	210	484	141
297	477	DIGJAM	1576	372	363
298	298	BINGO	167	282	580
299	841	DHATHRI OIL	2410	2293	2350
300	462	HPCL	775	383	335
301	282	PIZZA HUT	182	770	214
302	839	CLASSIC POLO	1558	1424	1039
303	549	BENTEX	415	487	1480
304	580	FINOLEX	716	661	393
305	397	TIMEX	512	277	420
306	657	GLUCON D	1175	499	724
307	559	LEMON MOBILES	715	585	439
308	388	MINT	1422	1292	226
309	676	AXN	1321	658	684
310	135	HALDIRAM'S	87	92	176
311	307	SUNRISE	1479	81	850
312	838	KOLKATA KNIGHT RIDERS	1644	1511	1583
313	823	A 1 CHIPS	2030	1906	1959
314	874	SHAKTHI MASALA	1003	3105	3170
315	506	OMEGA	573	369	433
316	509	ALLOUT	720	260	885
317	231	EVA	97	558	1533
318	605	SPENCERS	616	590	737
319	751	MOODS	884	577	1397
320	120	ROLEX	186	333	48





SOUTH RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	WEST RANK	SOUTH RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	WEST RANK
321	879	LION DATES	1652	1520	1590	361	310	WRANGLER	66	826	237
322	859	AMULYA	1820	1694	1746	362	798	OSWAL	547	1575	1640
323	224	NEROLAC	299	198	139	363	534	FIAT	352	604	486
324	607	MARLBORO	1418	344	749	364	404	CITIBANK	469	533	287
325	353	CHIK SHAMPOO	239	616	310	365	822	INDIAN OIL	724	1173	1304
326	366	OREO	287	464	275	366	801	KAITAN	562	1802	1853
327	824	SUPER FLAME	3268	3195	3262	367	501	EUREKA FORBES	990	201	835
328	513	JK TYRES	513	267	1003	368	574	FEVIKWIK	620	650	493
329	39	WOODLAND	9	278	53	369	458	APOLLO HOSPITALS	288	447	503
330	227	ASIAN PAINTS	228	157	160	370	817	TVS APACHE	859	1171	650
331	331	MONTEX	142	611	508	371	900	ASWINI HAIR OIL	2124	768	2050
332	459	CLASSMATE	271	414	1331	372	517	HIDE & SEEK	397	842	381
333	618	JK CEMENT	610	725	537	373	218	ACC CEMENT	558	34	557
334	775	PIX	1964	804	916	374	187	BISLERI	157	163	124
335	895	NICE	880	1556	1623	375	401	KOHINOOR	735	171	426
336	505	MAHARAJA	462	1283	292	376	936	MGM	1667	1537	1606
337	897	AROKYA	2104	1981	2031	377	433	LOUIS PHILIPPE	282	486	477
338	160	BIRLA	507	123	70	378	164	LEE COOPER	100	259	121
339	814	XPERT	651	1751	1806	379	777	LIPTON	1004	432	1182
340	301	DIESEL	260	720	192	380	335	CAFÉ COFFEE DAY	191	459	273
341	907	LALITHA JEWELLERS	2749	2660	2711	381	794	WALMART	481	3360	3419
342	696	FLYING MACHINE	568	588	975	382	491	HINDWARE	599	241	648
343	318	COMPAQ	122	288	412	383	334	ADDICTION	140	711	1172
344	161	ATLAS	65	675	374	384	918	SONY BRAVIA	1106	707	791
345	572	KENSTAR	1260	236	591	385	869	NUTRALITE	746	1565	1629
346	642	CITIZEN	454	701	816	386	133	GOOGLE	176	320	55
347	177	TOMMY HILFIGER	70	737	254	387	378	HENKO	159	1255	765
348	472	TORRENT	1772	527	261	388	919	PARRYWARE	1442	1309	1411
349	422	S KUMAR'S	275	780	341	389	290	TOYOTA INNOVA	326	203	213
350	886	HYPER CITY	1293	1155	714	390	127	TATA TEA	116	74	101
351	474	JOHNNIE WALKER	841	264	318	391	114	HTC	162	229	52
352	356	SPYKAR	257	497	271	392	327	ROYAL ENFIELD	499	490	188
353	812	PIGEON	1447	1314	795	393	277	CHEVROLET	255	488	165
354	538	VENUS	227	1081	1096	394	343	FROOTI	325	390	242
355	684	HIT	682	702	524	395	223	KURKURE	141	200	217
356	932	HATSUN	1612	1476	1145	396	957	CYCLE AGARBATTI	1353	1214	925
357	872	CAVIN CARE	1257	1119	1270	397	293	ANANDABAZAR PATRIKA	410	174	672
358	773	FABER CASTLE	2510	2396	973	398	460	NAVRATNA	433	279	386
359	389	KILLER	222	870	371	399	939	BRITANNIA BOURBON	809	979	1044
360	88	SUNSILK	58	32	114	400	712	VESPA	1076	878	387



SOUTH RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	WEST RANK
401	541	ORPAT	952	471	401
402	687	ZOOM TV	900	398	1729
403	202	NESCAFE	127	336	154
404	236	AMBUJA	301	177	143
405	279	REVLON	172	188	380
406	196	EXIDE	83	325	562
407	156	PARKER	179	210	84
408	431	ZODIAC	214	1079	636
409	278	IBM	290	556	158
410	274	FORTUNE OIL	143	238	458
411	204	EVEREST	323	271	103
412	377	GOOD KNIGHT	286	196	639
413	423	MAHINDRA BOLERO	684	1182	205
414	766	AMRUTANJAN	2076	393	2003
415	348	SNICKERS	267	691	274
416	674	TLC	1001	1642	437
417	321	EVEREADY	230	105	541
418	340	TOYOTA COROLLA	1486	1348	170
419	309	EMAMI	529	133	270
420	709	CAMLIN	1153	706	1194
421	628	UJALA	518	426	893
422	448	MORTEIN	820	194	511
423	911	PRIL	1712	1590	1652
424	914	SONY XPERIA	731	1876	949
425	148	HMT	243	111	88
426	118	SBI	193	76	62
427	169	HITACHI	189	131	107
428	652	NOMARKS	385	799	977
429	979	BURBERRY	1844	1720	1770
430	454	SIEMENS	700	664	286
431	937	AMUL ICE CREAM	1255	1116	811
432	488	SLEEPWELL	343	405	544
433	186	FERRARI	110	546	166
434	913	HRITHIK ROSHAN	1239	548	1127
435	599	FLITE	300	1237	1352
436	806	R CITY	508	805	798
437	492	DULUX	158	413	507
438	683	VOLVO	1227	563	472
439	996	VIRGIN	998	869	1239
440	312	I BALL	244	222	255

SOUTH	MAB		NORTH	EAST	WEST
RANK	RANK	BRAND NAME	RANK	RANK	RANK
441	598	HARLEY DAVIDSON	486	437	369
442	376	SAVLON	705	154	430
443	646	IODEX	467	934	455
444	304	SWATCH	1481	554	159
445	571	ELLE 18	476	406	573
446	923	CANARA BANK	1157	994	665
447	1004	MAA	2793	2711	1068
448	463	CHOCOS	207	1421	766
449	137	AJANTA	1079	41	94
450	354	FEVICOL	403	273	235
451	609	EXO	1589	329	536
452	252	TATA SALT	264	331	145
453	521	WHISPER	678	230	506
454	741	MANGO	1416	635	521
455	547	SIGNATURE	317	911	608
456	880	WIKIPEDIA	1503	1364	630
457	325	DISH TV	156	360	405
458	430	JOHNSON	305	1771	365
459	237	LIFESTYLE	86	1072	918
460	529	CLINIC ALL CLEAR	425	939	406
461	493	PORSCHE	586	522	272
462	617	KURLON	1405	332	575
463	450	BHARAT GAS	440	938	298
464	917	NESTLE MILKY BAR	439	1677	1132
465	755	ROTOMAC	778	534	690
466	606	REDTAPE	457	1329	467
467	901	SAMSUNG TAB	523	3063	1022
468	847	SWITCHER	1046	456	872
469	259	SPICE	111	411	326
470	86	RADO	335	223	30
471	500	MARUTI SUZUKI ZEN	316	521	410
472	826	ANJALI	1523	1385	588
473	682	PEARLPET	361	1847	843
474	546	CEAT	750	1203	288
475	254	VICCO	422	634	115
476	771	KAWASAKI	930	1273	518
477	510	HERCULES	444	252	757
478	291	IDBI BANK	607	1093	140
479	515	ARMANI	295	446	427
480	728	VEET	779	593	515



SOUTH RANK	MAB RANK	BRAND NAME	NORTH RANK	EAST RANK	WEST RANK
481	518	MITSUBISHI	531	304	400
482	262	ORIFLAME	401	53	671
483	344	BRITANNIA MARIEGOLD	732	301	208
484	698	PIONEER	1091	249	935
485	432	DABUR AMLA	233	327	738
486	357	TATA INDICA	588	315	230
487	286	HSBC	331	397	173
488	722	KANGAROO KIDS	768	2598	469
489	981	ODONIL	736	1306	1009
490	954	CATWALK	1006	682	1041
491	567	SERVO	828	358	390
492	367	LINC	320	231	353
493	531	ORACLE	248	1083	548
494	615	EICHER	856	1228	358
495	641	BROOKE BOND	438	511	894
496	758	TATA STEEL	1187	293	1141
497	727	QUAKER OATS	406	876	910
498	370	KELLOGGS	373	183	421
499	232	TAJ MAHAL TEA	177	420	157
500	972	BRYLCREAM	1333	1195	702



SOUTH - CATEGORY LEADER **BRAND NAME SUPER CATEGORY CATEGORY KINGFISHER** Alcoholic Beverages Beer **JOCKEY Apparel** Innerwear **BMW** Automobile Four Wheeler - Luxury Automobile - Related MRF Tyres **KOTAK BFSI** Diversified - Finance **FASTRACK Branded Fashion Branded Fashion MORE** Cigarettes Cigarettes **Construction Materials JOHNSON** Construction Diversified TATA Diversified **DISH TV** DTH DTH SONY **Durables Consumer Electronics** KANGAROO KIDS Education **Preschool Education HAVELLS** Electricals Fast Moving Electrical Goods **POWER** Energy Energy **AXE FMCG** Deo/Perfume Food & Beverage 5 STAR Chocolate Bar NACO Government Body **Government Body ABBOTT LABS** Healthcare Pharmaceuticals TATA STEEL **Heavy Industries** Metal & Mining **BUTTERFLY** Home care Kitchen Appliances **DURIAN** Home Furnishing **Furniture** Household Electricals Fans **USHA FANS NIMBUZZ** Internet Internet tool **CASTROL** Lubricants Lubricants INDIA CEMENT Manufacturing Cement **MINT** Media - Print Newspaper - English SUN Media - TV Channel cluster **PUMA** Personal Accessories **Sports Accessories** SAMSUNG MOBILES Personal Gadgets Mobile Phones SHAHRUKH KHAN Personality Cinema KENTUCKY FRIED CHICKEN Retail QSR **IBM** Services Consulting/Services **KOLKATA KNIGHT RIDERS** Sports **IPL Team ADDGEL** Writing Accessories Stationary **DELL** Technology Diversified **AIRTEL** Telecom Telephony AIR INDIA Transportation Airlines - Indian



Category-Wise - India's Most Attractive Brands

ATEGORY-WISE NDIA'S MOST ATTRACTIVE BRANDS

One is only attractive when they are natural and spontaneous.

Marilyn Monroe (1926 –1962) - American actress, model and singer

This year's 1000 Most Attractive Brands have been classified into 42 Super-Categories and 213 Categories. The peer group of brands is among the best places to start the process of understanding the topography of consumer-influencers' choices. Small shifts in preferences get reflected in every action and communication a brand makes. Often these shifts are also a result of what the competition does. To know the competition is to know oneself better.



CATEGORY-WISE ALL INDIA LISTING

ALCOHOLIC BEVERAGES

SUPER CATEGORY

ALC BEV RANK	MAB RANK	BRAND NAME	CATEGORY
1	165	KINGFISHER	Beer
2	292	ROYAL CHALLENGE	Whiskey
3	365	ROYAL STAG	Whiskey
4	474	JOHNNIE WALKER	Premium Whiskey
5	497	BUDWEISER	Beer
6	504	COBRA	Beer
7	539	BACARDI	Rum
8	547	SIGNATURE	Whiskey
9	561	OLD MONK	Rum
10	597	BACARDI BREEZER	Alcopop
11	616	TUBORG	Beer
12	721	BAGPIPER	Whiskey
13	810	HAYWARD'S 5000	Beer
14	830	8 PM WHISKEY	Whiskey
15	931	CHIVAS REGAL	Premium Whiskey
16	968	CARLSBERG	Beer

CATEGORY

		MIII OKI-I	
WHISKEY RANK	MAB RANK	BRAND NAME	
- 1	292	ROYAL CHALLENGE	
2	365	ROYAL STAG	
3	547	SIGNATURE	
4	721	BAGPIPER	
5	830	8 PM WHISKEY	

		BEER
BEER RANK	MAB RANK	BRAND NAME
1	165	KINGFISHER
2	497	BUDWEISER
3	504	COBRA
4	616	TUBORG
5	810	HAYWARD'S 5000
6	968	CARLSBERG

PREMIUM WHISKEY

PRE WS RANK	MAB RANK	BRAND NAME
	474	JOHNNIE WALKER
2	931	CHIVAS REGAL

		ALCOPOP
ALCPOP RANK	MAB RANK	BRAND NAME
1	597	BACARDI BREEZER

		RUM
RUM RANK	MAB RANK	BRAND NAME
1	539	BACARDI
2	561	OLD MONK



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REID & TAYLOR

CATEGORY-WISE ALL INDIA LISTING



SUPER CATEGORY			CATE	
APPAREL RANK	MAB RANK	BRAND NAME	CATEGORY	FAB RAI

34	RAYMOND	Fabric
37	LEVI'S	Readymades - Casual wear
48	JOCKEY	Innerwear
82	PETER ENGLAND	Readymades - Formal
91	LEE	Readymades - Casual wear
	37 48 82	37 LEVI'S 48 JOCKEY 82 PETER ENGLAND

	J.		
6	93	RAMRAJ	Readymades - General
7	103	ARROW	Readymades - Formal
8	119	VIMAL	Fabric
9	147	MONTE CARLO	Readymades - Winterwear

LEE COOPER	Readymades - Casual wear
PARK AVENUE	Readymades - Formal
JOHN PLAYERS	Readymades - Formal

SIYARAM'S Fabric PEPE Readymades - Casual wear **ALLEN SOLLY** Readymades - Formal

RUPA Innerwear **G STAR** Readymades - Casual wear MUFTI Readymades - Casual wear WRANGLER Readymades - Casual wear

SPYKAR Readymades - Casual wear **JACK & JONES** Readymades - Casual wear **KILLER** Readymades - Casual wear OCM Fabric

Fabric

LUX COZI Innerwear S KUMAR'S Fabric

ZODIAC Readymades - Formal LOUIS PHILIPPE Readymades - Formal

KOUTONS Readymades - Casual wear **BOMBAY DYEING** Fabric MAYUR Fabric

DIGJAM Fabric **BIBA** Readymades - Womenswear LACOSTE Readymades - Casual wear

INDIGO NATION 527 Readymades - Menswear **GWALIOR SUITINGS** 555 Fabric JOHN MILLER Readymades - Menswear 632 **GRASIM** Fabric 643

CROCODILE Readymades - Casual wear **DENIZEN** Readymades - Casual wear **EGORY FABRIC**

FABRIC RANK	MAB RANK	BRAND NAME	
1	34	RAYMOND	
2	119	VIMAL	
3	205	SIYARAM'S	
4	392	ОСМ	
5	395	REID & TAYLOR	
6	422	S KUMAR'S	
7	444	BOMBAY DYEING	
8	470	MAYUR	
9	477	DIGJAM	
10	555	GWALIOR SUITINGS	
11	643	GRASIM	
12	798	OSWAL	

INNERWEAR

INNERS RANK	MAB RANK	BRAND NAME
1	48	JOCKEY
2	272	RUPA
3	408	LUX COZI
4	705	AMUL MACHO
5	971	DOLLAR
6	994	RUPA FRONTLINE

MAFATLAL

832

READYMADE - MENSWEAR

RM-MW RANK	MAB RANK	BRAND NAME
1	527	INDIGO NATION
2	632	JOHN MILLER
3	770	PARX
4	986	TURTLE
5	1000	CAMBRIDGE

READYMADES - GENERAL

RM-GN RANK	MAB RANK	BRAND NAME
1	93	RAMRAJ



CATEGORY-WISE ALL INDIA LISTING

APPARELS

SUPER	CATE	GORY	7
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APPAREL RANK	MAB RANK	BRAND NAME	CATEGORY
41	696	FLYING MACHINE	Readymades - Casual wear
42	705	AMUL MACHO	Innerwear
43	710	CHEMISTRY	Readymades - Womenswear
44	719	CANTABIL	Readymades - Casual wear
45	720	NUMERO UNO	Readymades - Casual wear
46	740	PROVOGUE	Readymades - Casual wear
47	741	MANGO	Readymades - Womenswear
48	770	PARX	Readymades - Menswear
49	798	OSWAL	Fabric
50	832	MAFATLAL	Fabric
51	839	CLASSIC POLO	Readymades - Casual wear
52	847	SWITCHER	Readymades - Casual wear
53	863	NEW PORT	Readymades - Casual wear
54	928	RUFF & TUFF	Readymades - Casual wear
55	971	DOLLAR	Innerwear
56	986	TURTLE	Readymades - Menswear
57	994	RUPA FRONTLINE	Innerwear
58	1000	CAMBRIDGE	Readymades - Menswear

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READYMADE CASUALS

RM-CS RANK	MAB RANK	BRAND NAME	
1	37	LEVI'S	
2	91	LEE	
3	164	LEE COOPER	
4	212	PEPE	
5	276	G STAR	
6	288	MUFTI	
7	310	WRANGLER	
8	356	SPYKAR	
9	374	JACK & JONES	
10	389	KILLER	
- 11	438	KOUTONS	
12	522	LACOSTE	
13	644	CROCODILE	
14	694	DENIZEN	
15	696	FLYING MACHINE	
16	719	CANTABIL	
17	720	NUMERO UNO	
18	740	PROVOGUE	
19	839	CLASSIC POLO	
20	847	SWITCHER	
21	863	NEW PORT	
22	928	RUFF & TUFF	

READYMADES - WOMENSWEAR

RM-WW RANK	MAB RANK	BRAND NAME
1	485	BIBA
2	710	CHEMISTRY
3	741	MANGO

READYMADES - WINTERWEAR

RM-WN RANK	MAB RANK	BRAND NAME
1	147	MONTE CARLO



CATEGORY-WISE ALL INDIA LISTING

APPARELS

CATEGORY		READYMADES - FORMAL
RM-FL RANK	MAB RANK	BRAND NAME
1	82	PETER ENGLAND
2	103	ARROW
3	181	PARK AVENUE
4	199	JOHN PLAYERS
5	239	ALLEN SOLLY
6	431	ZODIAC
7	433	LOUIS PHILIPPE





SUPER CATEGORY		

ATMB RANK	MAB RANK	BRAND NAME	CATEGORY	
	7	MARUTI SUZUKI	Four Wheeler - Manufacturer	
2	24	HONDA	Four Wheeler - Manufacturer	
3	27	HERO MOTOCORP	Two-Wheeler - Manufacturer	
4	32	BMW	Four Wheeler - Luxury	
5	50	TOYOTA	Four Wheeler - Manufacturer	
6	57	YAMAHA	Two-Wheeler - Manufacturer	
7	72	TVS	Two-Wheeler - Manufacturer	
8	76	HYUNDAI	Four Wheeler - Manufacturer	
9	89	MERCEDES BENZ	Four Wheeler - Luxury	
10	94	VOLKSWAGEN	Four Wheeler - Manufacturer	
11	98	TATA NANO	Car - Hatchback	
12	102	AUDI	Four Wheeler - Luxury	
13	104	NISSAN	Four Wheeler - Manufacturer	
14	141	MARUTI SUZUKI SWIFT	Car - Sedan	
15	150	TOYOTA ETIOS LIVA	Car - Hatchback	
16	157	HERO HONDA	Two-Wheeler - Manufacturer	
17	163	HYUNDAI 120	Car - Hatchback	
18	167	HYUNDAI SANTRO	Car - Hatchback	
19	172	SKODA	Four Wheeler - Luxury	
20	183	JAGUAR	Four Wheeler - Luxury	
21	186	FERRARI	Four Wheeler - Luxury	
22	208	FORD	Four Wheeler - Manufacturer	
23	220	BAJAJ PULSAR	Two-Wheeler - Brand	
24	251	HONDA CITY	Car - Sedan	
25	265	RENAULT	Four Wheeler - Manufacturer	
26	277	CHEVROLET	Four Wheeler - Manufacturer	
27	290	TOYOTA INNOVA	Car - SUV/MUV	
28	327	ROYAL ENFIELD	Two-Wheeler - Manufacturer	
29	332	HONDA ACCORD	Four Wheeler - Luxury	
30	340	TOYOTA COROLLA	Four Wheeler - Luxury	
31	357	TATA INDICA	Car - Hatchback	
32	379	TATA MOTORS	Four Wheeler - Manufacturer	
33	396	HONDA ACTIVA	Two-Wheeler - Brand	
34	411	MARUTI SUZUKI ALTO	Car - Hatchback	
35	417	ASHOK LEYLAND	Auto - Commercial vehicles	
36	423	MAHINDRA BOLERO	Car - SUV/MUV	
37	443	MAHINDRA SCORPIO	Car - SUV/MUV	
38	449	HYUNDAI I10	Car - Hatchback	
39	451	MARUTI SUZUKI LUV ERTIGA	Car - MPV	
40	467	MITSUBISHI LANCER	Car - Sedan	

CATEGORY	TWO WHEELER - BRAND

MAB RANK

220

396

984

2WH-BD RANK

BRAND NAME
BAJAJ PULSAR
HONDA ACTIVA
HERO HONDA KARIZMA
HERO HONDA GLAMOUR

3	589	HERO HONDA KARIZMA
4	629	HERO HONDA GLAMOUR
5	697	HERO PASSION
6	753	HERO HONDA CBZ
7	817	TVS APACHE
8	853	BAJAJ PLATINA
9	884	HONDA SHINE
10	887	BULLET
11	910	NOVA
12	980	HERO HONDA PASSION

FOUR WHEELER - MANUFACTURER

BAJAJ DISCOVER

4WH-MFG RANK	MAB RANK	BRAND NAME
1	7	MARUTI SUZUKI
2	24	HONDA
3	50	TOYOTA
4	76	HYUNDAI
5	94	VOLKSWAGEN
6	104	NISSAN
7	208	FORD
8	265	RENAULT
9	277	CHEVROLET
10	379	TATA MOTORS
- 11	534	FIAT

CAR - LUXURY SUV / MUV

LUXURY SUV/MUV RANK	MAB RANK	BRAND NAME
1	573	PAJERO
2	748	RANGE ROVER
3	921	OUTLANDER





CATEGORY

AUTOMOBILES

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MARUTI SUZUKI WAGON R

Car - Hatchback

SUPER CATEGORY				
	ATMB RANK	MAB RANK	BRAND NAME	CATEGORY
	41	486	BAJAJ AUTO	Two-Wheeler - Manufacturer
	42	493	PORSCHE	Four Wheeler - Luxury
	43	500	MARUTI SUZUKI ZEN	Car - Hatchback
	44	511	REVA	Car - Hatchback
	45	534	FIAT	Four Wheeler - Manufacturer
	46	537	ROLLS ROYCE	Four Wheeler - Luxury
	47	566	TATA MANZA	Car - Sedan
	48	573	PAJERO	Car - Luxury SUV/MUV
	49	575	MARUTI SUZUKI DZIRE	Car - Sedan
	50	589	HERO HONDA KARIZMA	Two-Wheeler - Brand
	51	598	HARLEY DAVIDSON	Two Wheeler - Luxury
	52	615	EICHER	Auto - Commercial vehicles
	53	619	HAYABUSA	Two Wheeler - Luxury
	54	620	CHEVROLET SPARK	Car - Hatchback
	55	626	TATA SAFARI	Car - SUV/MUV
	56	629	HERO HONDA GLAMOUR	Two-Wheeler - Brand
	57	635	CHEVROLET ENJOY	Car - MPV
	58	654	BOSCH	Automobile Products
	59	683	VOLVO	Auto - Commercial vehicles
	60	697	HERO PASSION	Two-Wheeler - Brand
	61	700	LAMBORGHINI	Four Wheeler - Luxury
	62	712	VESPA	Two-Wheeler - Manufacturer
	63	729	TATA SUMO	Car - SUV/MUV
	64	748	RANGE ROVER	Car - Luxury SUV/MUV
	65	753	HERO HONDA CBZ	Two-Wheeler - Brand
	66	771	KAWASAKI	Two-Wheeler - Manufacturer
	67	776	CHEVROLET TAVERA	Car - SUV/MUV
	68	817	TVS APACHE	Two-Wheeler - Brand
	69	827	TOYOTA QUALIS	Car - SUV/MUV
	70	853	BAJAJ PLATINA	Two-Wheeler - Brand
	71	868	FORD IKON	Car - Sedan
	72	884	HONDA SHINE	Two-Wheeler - Brand
	73	887	BULLET	Two-Wheeler - Brand
	74	904	MAHINDRA XYLO	Car - SUV/MUV
	75	910	NOVA	Two-Wheeler - Brand
	76	920	TATA INDIGO	Car - Sedan
	77	921	OUTLANDER	Car - Luxury SUV/MUV
	78	926	HYUNDAI VERNA	Car - Sedan
	79	933	DUCATI	Two Wheeler - Luxury
	00	0.40	MADLITI CUTURI MACON D	Car Hatabhaak

HATCH BACK RANK	MAB RANK	BRAND NAME
1	98	TATA NANO
2	150	TOYOTA ETIOS LIVA
3	163	HYUNDAI I20
4	167	HYUNDAI SANTRO
5	357	TATA INDICA

MARUTI SUZUKI ALTO

MARUTI SUZUKI ZEN

CHEVROLET SPARK

MARUTI SUZUKI WAGON R

HYUNDAI I10

REVA

411

449

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FOUR WHEELER - LUXURY

CAR - HATCHBACK

4WH LUXURY RANK	MAB RANK	BRAND NAME
	32	BMW
2	89	MERCEDES BENZ
3	102	AUDI
4	172	SKODA
5	183	JAGUAR
6	186	FERRARI
7	332	HONDA ACCORD
8	340	TOYOTA COROLLA
9	493	PORSCHE
10	537	ROLLS ROYCE
11	700	LAMBORGHINI

CAR - SEDAN

SEDAN RANK	MAB RANK	BRAND NAME
	141	MARUTI SUZUKI SWIFT
2	251	HONDA CITY
3	467	MITSUBISHI LANCER
4	566	TATA MANZA
5	575	MARUTI SUZUKI DZIRE
6	868	FORD IKON
7	920	TATA INDIGO
8	926	HYUNDAI VERNA



AUTOMOBILES

SUPER CATEGORY

ATMB RANK	MAB RANK	BRAND NAME	CATEGORY	
81	974	RENAULT DUSTER	Car - SUV/MUV	
82	980	HERO HONDA PASSION	Two-Wheeler - Brand	
83	984	BAJAJ DISCOVER	Two-Wheeler - Brand	

CATEGORY	TWO WHEELER - MANUFACTURER
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2WH-MFG RANK	MAB RANK	BRAND NAME	
1	27	HERO MOTOCORP	
2	57	YAMAHA	
3	72	TVS	
4	157	HERO HONDA	
5	327	ROYAL ENFIELD	
6	486	BAJAJ AUTO	
7	712	VESPA	
8	771	KAWASAKI	

AUTO COMMERCIAL VEHICLES

AUTO-CV RANK	MAB RANK	BRAND NAME	
1	417	ASHOK LEYLAND	
2	615	EICHER	
3	683	VOLVO	

TWO WHEELER - LUXURY

2WH LUXURY RANK	MAB RANK	BRAND NAME	
1	598	HARLEY DAVIDSON	
2	619	HAYABUSA	
3	933	DUCATI	

CAR - MVP

MVP RANK	MAB RANK	BRAND NAME	
	451	MARUTI SUZUKI LUV ERTIGA	
2	635	CHEVROLET ENJOY	

AUTOMOBILE PRODUCTS

AUTO PRODS RANK	MAB RANK	BRAND NAME	
1	654	BOSCH	



AUTOMOBILES

CATEGORY		CAR - SUV / MUV	
SUV/MUV MAB RANK RANK		BRAND NAME	
1	290	TOYOTA INNOVA	
2	423	MAHINDRA BOLERO	
3	443	MAHINDRA SCORPIO	
4	626	TATA SAFARI	
5	729	TATA SUMO	
6	776	CHEVROLET TAVERA	
7	827	TOYOTA QUALIS	
8	904	MAHINDRA XYLO	
9	974	RENAULT DUSTER	



AUTOMOBILE RELATED

SUPER CATEGORY

ATMB RELATED RANK	MAB RANK	BRAND NAME	CATEGORY	
1	191	MRF	Tyres	
2	196	EXIDE	Auto - Batteries	
3	513	JK TYRES	Tyres	
4	546	CEAT	Tyres	
5	662	BRIDGESTONE	Tyres	
6	802	APOLLO TYRES	Tyres	
7	952	GOOD YEAR	Tyres	

CATEGORY		RY	TYRES	
	TYRES RANK	MAB RANK	BRAND NAME	
	1	191	MRF	
	2	513	JK TYRES	
	3	546	CEAT	
	4	662	BRIDGESTONE	
	5	802	APOLLO TYRES	

AUTOMOBILE BATTERIES

AUTO BATTERY RANK	MAB RANK	BRAND NAME
	196	EXIDE

GOOD YEAR

952





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SU	PEN	CAI	ヒじい	וחכ

BFSI RANK	MAB RANK	BRAND NAME	CATEGORY
1	59	LIC	Insurance - PSU
2	70	ICICI	Diversified - Finance
3	118	SBI	Bank - PSU
4	121	HDFC	Diversified - Finance
5	211	KOTAK	Diversified - Finance
6	270	AXIS BANK	Bank - Private
7	286	HSBC	Bank - Foreign
8	291	IDBI BANK	Bank - Private
9	404	CITIBANK	Bank - Foreign
10	484	AVIVA	Insurance - Private
11	498	UCO BANK	Bank - PSU
12	579	PNB BANK	Bank - PSU
13	582	DHFL	Diversified - Finance
14	621	ICICI BANK	Bank - Private
15	660	BANK OF BARODA	Bank - PSU
16	664	HDFC BANK	Bank - Private
17	704	ICICI PRUDENTIAL	Insurance - Private
18	742	KOTAK BANK	Bank - Private
19	760	ING VYSYA BANK	Bank - Private
20	774	BANK OF INDIA	Bank - PSU
21	808	UNION BANK	Bank - PSU
22	811	DENA BANK	Bank - PSU
23	854	MAX LIFE INSURANCE	Insurance - Private
24	878	YES BANK Bank - Private	
25	899	UNITED BANK OF INDIA	Bank - PSU
26	905	BAJAJ ALLANZ	Insurance - Private
27	923	CANARA BANK	Bank - PSU
28	929	SBJJ BANK Bank - PSU	
29	962	HDFC LIFE	Insurance - Private

CATEGORY	′	BANK - PUS

BANK PUS RANK	MAB RANK	BRAND NAME	
	118	SBI	
2	498	UCO BANK	
3	579	PNB BANK	
4	660	BANK OF BARODA	
5	774	BANK OF INDIA	
6	808	UNION BANK	
	811	DENA BANK	
8	899	UNITED BANK OF INDIA	
9	923	CANARA BANK	
10	929	SBJJ BANK	

INSURANCE - PRIVATE

INSURE PRIVATE RANK	MAB RANK	BRAND NAME
1	484	AVIVA
2	704	ICICI PRUDENTIAL
3	854	MAX LIFE INSURANCE
4	905	BAJAJ ALLANZ
5	962	HDFC LIFE

BANK - FOREIGN

BANK FOREIGN RANK	MAB RANK	BRAND NAME
1	286	HSBC
2	404	CITIBANK

BANK - PRIVATE

BANK PRIVATE RANK	MAB RANK	BRAND NAME
	270	AXIS BANK
2	291	IDBI BANK
3	621	ICICI BANK
4	664	HDFC BANK
5	742	KOTAK BANK
6	760	ING VYSYA BANK
	878	YES BANK



BFSI

CATEGORY		DIVERSIFIED - FINANCE	
DIVRSFD FINANCE RANK	MAB RANK	BRAND NAME	
1	70	ICICI	
2	121	HDFC	
3	211	KOTAK	
4	582	DHFL	
		INSURANCE - PSU	
INSURE PSU RANK	MAB RANK	BRAND NAME	
1	59	LIC	



BRANDED FASHION

SUPER CATEGORY

BRANDED FASHION RANK	MAB RANK	BRAND NAME	CATEGORY
1	116	FASTRACK	Branded Fashion
2	155	DENIM	Branded Fashion
3	177	TOMMY HILFIGER	Branded Fashion
4	244	GUCCI	Branded Fashion
5	301	DIESEL	Branded Fashion
6	341	HUGO BOSS	Branded Fashion
7	391	BENETTON	Branded Fashion
8	437	PRADA	Branded Fashion
9	479	D & G	Branded Fashion
10	515	ARMANI	Branded Fashion
11	764	LOUIS VUITTON	Branded Fashion
12	831	PEIRRE CARDIN	Branded Fashion
13	892	GAP	Branded Fashion
14	945	CALVIN KLEIN	Branded Fashion
15	958	GUESS	Branded Fashion
16	965	VERSACE	Branded Fashion
17	979	BURBERRY	Branded Fashion

CIGARETTES

_	IGRTTE RANK	MAB RANK	BRAND NAME	CATEGORY
	1	85	CLASSIC	Cigarettes
	2	253	MORE	Cigarettes
	3	255	GOLD FLAKE	Cigarettes
	4	496	WILLS	Cigarettes
	5	607	MARLBORO	Cigarettes
	6	623	BRISTOL	Cigarettes
	7	978	555	Cigarettes



769

RUSTOMJEE

CONST RANK

CATEGORY-WISE ALL INDIA LISTING

CONSTRUCTION

	SUPER CATEGORY				
Г	MAB RANK	BRAND NAME	CATEGORY		
	430	JOHNSON	Construction Materials		
	452	DLF	Real Estate Developer		
	679	LODHA	Real Estate Developer		
	745	LEONARDO	Construction Materials		

CATEGORY		CONSTRUCTION MATERIALS
CONST MATERIAL RANK	MAB RANK	BRAND NAME
1	430	JOHNSON
2	745	LEONARDO

		REAL ESTATE DEVELOPER
RL-EST DEVELPER RANK	MAB RANK	BRAND NAME
1	452	DLF
2	679	LODHA
3	769	RUSTOMJEE

DIVERSIFIED

Real Estate Developer

DIVRSFD RANK	MAB RANK	BRAND NAME	CATEGORY	
1	5	TATA	Diversified	
2	8	GODREJ	Diversified	
3	9	BAJAJ	Diversified	
4	25	PHILIPS	Diversified	
5	29	VIDEOCON	Diversified	
6	38	RELIANCE	Diversified	
7	62	M&M	Diversified	
8	67	BPL	Diversified	
9	71	ITC	Diversified	
10	126	LARSEN & TOUBRO	Diversified	
-11	131	DALMIA	Diversified	
12	160	BIRLA	Diversified	
13	210	MAX	Diversified	
14	236	AMBUJA	Diversified	
15	311	TTK	Diversified	
16	385	INDIABULLS	Diversified	
17	454	SIEMENS	Diversified	
18	464	SAHARA	Diversified	
19	518	MITSUBISHI	Diversified	
20	685	PATNI	Diversified	
21	996	VIRGIN	Diversified	



DTH

SUPER CATEGORY

DTH RANK	MAB RANK	BRAND NAME	CATEGORY	
1	325	DISH TV	DTH	
2	414	TATA SKY	DTH	

EDUCATION

EDU RANK	MAB RANK	BRAND NAME	CATEGORY
1	406	NIIT	Training
2	427	EDUCOMP	Education - General
3	722	KANGAROO KIDS	Preschool Education

CATEGOR	RY	TRAINING	
TRAINING RANK	MAB RANK	BRAND NAME	
1	406	NIIT	
		EDUCATION - GENERAL	
EDU-GEN RANK	MAB RANK	BRAND NAME	
1	427	EDUCOMP	
		PRESCHOOL EDUCATION	
PRE-SCH EDU RANK	MAB RANK	BRAND NAME	
1	722	KANGAROO KIDS	





DURABLES

CATEGORY

,	SUPER CATEGORY				
OURABLES RANK	MAB RANK	BRAND NAME	CATEGORY		
1	2	SONY	Consumer Electronics		
2	4	LG	Consumer Electronics		
3	43	WHIRLPOOL	Consumer Electronics		
4	54	SAMSUNG	Consumer Electronics		
5	65	ONIDA	Consumer Electronics		
6	73	VOLTAS	Consumer Electronics		
7	117	PANASONIC	Consumer Electronics		
8	134	TOSHIBA	Consumer Electronics		
9	153	SANSUI	Consumer Electronics		
10	169	HITACHI	Consumer Electronics		
11	216	AKAI	Consumer Electronics		
12	238	CASIO	Consumer Electronics		
13	250	KENT	Water Purifier		
14	269	IFB	Consumer Electronics		
15	336	SHARP	Consumer Electronics		
16	355	KELVINATOR	Consumer Electronics		
17	420	ELECTROLUX	Consumer Electronics		
18	457	AQUAGUARD	Water Purifier		
19	501	EUREKA FORBES	Home Appliances		
20	503	HAIER	Consumer Electronics		
21	505	MAHARAJA	Kitchen Appliances		
22	551	TCL	Consumer Electronics		
23	572	KENSTAR	Consumer Electronics		
24	581	PREETHI	Kitchen Appliances		
25	630	LG TV	Consumer Electronics		
26	633	O GENERAL	Consumer Electronics		
27	648	KENWOOD	Audio Equipment		
28	650	PUREIT	Water Purifier		
29	698	PIONEER	Audio Equipment		
30	801	KAITAN	Kitchen Appliances		
31	804	DAIKIN	Consumer Electronics		
32	824	SUPER FLAME	Kitchen Appliances		
33	826	ANJALI	Kitchen Appliances		
34	918	SONY BRAVIA	Consumer Electronics		
35	977	GODREJ REFRIGERATOR	Consumer Electronics		

CM-ELEC MAB BRAND NAME	
RANK RANK	
1 2 SONY	
2 4 LG	
3 43 WHIRLPOOL	
4 54 SAMSUNG	
5 65 ONIDA	
6 73 VOLTAS	
7 117 PANASONIC	
8 134 TOSHIBA	
9 153 SANSUI	
10 169 HITACHI	
11 216 AKAI	
12 238 CASIO	
13 269 IFB	
14 336 SHARP	
15 355 KELVINATOR	
16 420 ELECTROLUX	
17 503 HAIER	
18 551 TCL	
19 572 KENSTAR	
20 630 LG TV	
21 633 O GENERAL	
22 804 DAIKIN	
23 918 SONY BRAVIA	
24 977 GODREJ REFRIGERATOR	

		KITCHEN APPLIANCES
KITCHEN APPLNCE RANK	MAB RANK	BRAND NAME
1	505	MAHARAJA
2	581	PREETHI
3	801	KHAITAN
4	824	SUPER FLAME
5	826	ANJALI



DURABLES

CATEGORY		WATER PURIFIER	
WATER PURIFIER MAB RANK RANK		BRAND NAME	
1	250	KENT	
2	457	AQUAGUARD	
3	650	PUREIT	
		AUDIO EQUIPMENT	
AUDIO EQP RANK	MAB RANK	BRAND NAME	
1	648	KENWOOD	
2	698	PIONEER	
HOME APPLIANCES			
AUDIO EQP	MAB	BRAND NAME	
RANK	RANK		

ELECTRICALS

SUPER CATEGORY

MAB RANK	BRAND NAME	CATEGORY
178	HAVELLS	Fast Moving Electrical Goods
247	SURYA	Fast Moving Electrical Goods
524	V GUARD	Fast Moving Electrical Goods
	178 247	RANK 178 HAVELLS 247 SURYA

ENERGY

ENERGY RANK	MAB RANK	BRAND NAME	CATEGORY
1	144	POWER	Energy
2	450	BHARAT GAS	Energy
3	462	HPCL	Energy
4	507	INDANE GAS	Energy
5	535	HP GAS	Energy
6	544	ONGC	Energy
7	669	BPCL	Energy
8	670	BHARAT PETROLEUM	Energy
9	822	INDIAN OIL	Energy
10	947	SHELL	Energy



ENTERTAINMENT

CATEGORY

CH-BASED

ENT

RANK

MAB

RANK

890

MARVEL

SUPER CATEGORY

ENT RANK	MAB RANK	BRAND NAME	CATEGORY
1	447	EROS	Cinema - Other
2	603	DANCE KE SUPERKIDS	Reality Show
3	714	TOM & JERRY	Cartoons
4	782	BIG BOSS	Reality Show
5	807	T-SERIES	Cinema - Other
6	873	PVR	Cinema - Display
7	890	MARVEL	Character based Entertainment
8	912	INOX	Cinema - Display

CINEMA DISPLAY RANK	MAB RANK	BRAND NAME
1	873	PVR
2	912	INOX
		CINEMA - OTHERS
CINEMA OTHERS RANK	MAB RANK	BRAND NAME
1	447	EROS
2	807	T-SERIES
		REALITY SHOW
REALITY SHOW RANK	MAB RANK	BRAND NAME
1	603	DANCE KE SUPERKIDS
2	782	BIG BOSS
		CARTOONS
CARTOON RANK	MAB RANK	BRAND NAME
1	714	TOM & JERRY
	СНА	RACTER BASED ENTERTAINMENT

BRAND NAME

CINEMA - DISPLAY





SUPER CATEGORY						
F&B RANK	MAB RANK	BRAND NAME	CATEGORY			
1	18	AMUL	Dairy			
2	20	PEPSI	Aerated Beverages			
3	36	BRITANNIA	F&B - Diversified			
4	42	COCA-COLA	Aerated Beverages			
5	44	NESTLE MAGGI	Fast Moving Foods			
6	49	NESTLE	F&B - Diversified			
7	51	PARLE G	Biscuits			
8	63	HORLICKS	Nutritional supplement			
9	66	BOOST	Nutritional supplement			
10	69	5 STAR	Chocolate Bar			
11	74	PARLE	F&B - Diversified			
12	77	CADBURY'S	F&B - Diversified			
13	80	7UP	Aerated Beverages			
14	100	MAAZA	Non-aerated Beverages			
15	108	LAY'S	Packaged Snacks			
16	113	SPRITE	Aerated Beverages			
17	124	DUKE'S	Aerated Beverages			
18	125	KITKAT	Chocolate Bar			
19	127	TATA TEA	Tea			
20	128	APPY	Non-aerated Beverages			
21	129	BRITANNIA GOOD DAY	Biscuits			
22	135	HALDIRAM'S	Packaged Snacks			
23	152	NIMBOOZ	Non-aerated Beverages			
24	170	COMPLAN	Nutritional supplement			
25	171	REAL	Packaged Juice			
26	173	POLO	Mouth Freshner			
27	174	AACHI MASALA	Masala			
28	176	PRIYA GOLD	Biscuits			
29	179	LIMCA	Aerated Beverages			
30	184	KISSAN	F&B - Diversified			
31	187	BISLERI	Packaged Drinking Water			
32	193	BALAJI	Packaged Snacks			
33	197	BOURNVITA	Nutritional supplement			
34	202	NESCAFE	Coffee			
35	204	EVEREST	Masala			
36	206	SUNFEAST	F&B - Diversified			
37	209	MDH	Masala			
38	213	FANTA	Aerated Beverages			
39	222	BRU	Coffee			

CATEGOI	RY	FAST MOVING FOODS		
FAST-MOV FOODS RANK	MAB RANK	BRAND NAME		
1	44	NESTLE MAGGI		
2	230	LIJJAT PAPAD		
3	322	SAFAL		
4	370	KELLOGGS		
5	386	MTR		
6	387	AAVIN DAIRY		
7	400	KNORR		
8	463	CHOCOS		
9	475	CHING'S		
10	480	NUTRELA		
11	523	RUCHI PICKLES		
12	552	YIPPEE NOODLES		
13	727	QUAKER OATS		
14	730	MOTHER'S RECIPE		
15	743	KISSAN JAM		
16	850	PRAVIN PICKLES		
17	879	LION DATES		
18	989	ACT II		

	DAIRY
MAB RANK	BRAND NAME
18	AMUL
256	MOTHER DAIRY
701	PARAS
867	GOWARDHAN
881	AAREY
897	AROKYA
932	HATSUN
	18 256 701 867 881 897

		DAIRY PRODUCTS
DAIRY PRODS RANK	MAB RANK	BRAND NAME
1	478	AMUL GHEE
2	610	AMUL BUTTER
3	675	AMUL MILK
4	859	AMULYA
5	869	NUTRALITE

223

Packaged Snacks

KURKURE





			w		101

SUPER CATEGORY						
F&B RANK	MAB RANK	BRAND NAME	CATEGORY			
41	230	LIJJAT PAPAD	Fast Moving Foods			
42	232	TAJ MAHAL TEA	Tea			
43	240	THUMS UP	Aerated Beverages			
44	249	COOKME	Masala			
45	252	TATA SALT	Salt			
46	256	MOTHER DAIRY	Dairy			
47	258	RED BULL	Energy Drink			
48	260	AASHIRWAAD	F&B - Diversified			
49	274	FORTUNE OIL	Edible Oil			
50	283	MIRINDA	Aerated Beverages			
51	284	CADBURY'S DAIRYMILK	Chocolate Bar			
52	287	HALLS	Mouth Freshner			
53	298	BINGO	Packaged Snacks			
54	299	BISK FARM	Biscuits			
55	307	SUNRISE	Coffee			
56	317	SHALIMAR	Packaged Rice			
57	322	SAFAL	Fast Moving Foods			
58	338	SAFFOLA	Edible Oil			
59	343	FROOTI	Non-aerated Beverages			
60	344	BRITANNIA MARIEGOLD	Biscuits			
61	346	SLICE	Non-aerated Beverages			
62	347	MUNCH	Chocolate Bar			
63	348	SNICKERS	Chocolate Bar			
64	350	KWALITY WALLS	Ice Cream			
65	361	CADBURY'S ECLAIRS	Candy			
66	362	BADSHAH MASALA	Masala			
67	366	OREO	Biscuits			
68	369	ORBIT	Mouth Freshner			
69	370	KELLOGGS	Fast Moving Foods			
70	372	KINLEY	Packaged Drinking Water			
71	384	PERK	Chocolate Bar			
72	386	MTR	Fast Moving Foods			
73	387	AAVIN DAIRY	Fast Moving Foods			
74	390	MOUNTAIN DEW	Aerated Beverages			
75	394	VADILAL	Ice Cream			
76	398	HAVMOR	Ice Cream			
77	400	KNORR	Fast Moving Foods			
78	401	KOHINOOR	Packaged Rice			
79	428	TIGER	Biscuits			
80	436	RED LABEL	Tea			

GO	RY	MASALA		
ALA IK	MAB RANK	BRAND NAME		
	174	AACHI MASALA		
	204	EVEREST		
	209	MDH		
	249	COOKME		
	362	BADSHAH MASALA		
	446	RAMDEV		
	554	SAKTHI MASALA		
	783	PCM MASALE		
	791	EASTERN		
)	862	DUTTA SPICE		
	874	SHAKTHI MASALA		
	ALA IK	174 204 209 249 362 446 554 783 791 862		

		BISCUITS
BISCUITS RANK	MAB RANK	BRAND NAME
	51	PARLE G
2	129	BRITANNIA GOOD DAY
3	176	PRIYA GOLD
4	299	BISK FARM
5	344	BRITANNIA MARIEGOLD
6	366	OREO
7	428	TIGER
8	517	HIDE & SEEK
9	659	PARLE MONACO
10	816	PARLE KRACK JACK
- 11	834	PARLE 20 20
12	895	NICE
13	939	BRITANNIA BOURBON

		ICE CREAM
ICE CREAM RANK	MAB RANK	BRAND NAME
	350	KWALITY WALLS
2	394	VADILAL
3	398	HAVMOR
4	564	ARUN ICE CREAM
5	937	AMUL ICE CREAM
6	953	CREAM BELL ICE CREAM



SUPER CATEGORY



, I	UUU	X	DLV	AUL

F&B RANK	MAB RANK	BRAND NAME	CATEGORY			
81	446	RAMDEV	Masala			
82	456	TOPS	F&B - Diversified			
83	463	CHOCOS	Fast Moving Foods			
84	475	CHING'S	Fast Moving Foods			
85	478	AMUL GHEE	Dairy Products			
86	480	NUTRELA	Fast Moving Foods			
87	508	SHAKTI BHOG	Packaged Flour			
88	512	BOOMER	Chewing Gum			
89	517	HIDE & SEEK	Biscuits			
90	523	RUCHI PICKLES	Fast Moving Foods			
91	525	BIKANER	Packaged Snacks			
92	532	CHEETOS	Packaged Snacks			
93	542	AQUAFINA	Packaged Drinking Water			
94	552	YIPPEE NOODLES	Fast Moving Foods			
95	554	SAKTHI MASALA	Masala			
96	556	TAAZA TEA	Tea			
97	560	INDIA GATE BASMATI RICE	Packaged Rice			
98	564	ARUN ICECREAM	Ice Cream			
99	585	MENTOS	Mouth Freshner Candy			
100	594	HAJMOLA				
101	610	AMUL BUTTER	Dairy Products			
102	613	CANDYMAN	F&B - Diversified			
103	634	ALIVA	Packaged Snacks			
104	641	BROOKE BOND	Tea			
105	649	UNCLE CHIPS	Packaged Snacks			
106	657	GLUCON D	Powdered Drink			
107	659	PARLE MONACO	Biscuits			
108	661	AGNI TEA	Tea			
109	663	LEHAR	Packaged Snacks			
110	665	SUNDROP	Edible Oil			
111	666	SHAKTI TEA	Tea			
112	668	ANNAPURNA	Packaged Rice			
113	675	AMUL MILK	Dairy Products			
114	677	BIG BABOOL	Chewing Gum			
115	678	NURJAHAN RICE	Packaged Rice			
116	681	NIRAPARA RICE	Packaged Rice			
117	701	PARAS	Dairy			
118	713	SUGAR FREE	Sugar Substitute			
119	726	GOLD WINNER	Edible Oil			
120	727	QUAKER OATS	Fast Moving Foods			

CATEGO	RY	F&B - DIVERSIFIED		
F&B DIVRSFD RANK	MAB RANK	BRAND NAME		
1	36	BRITANNIA		
2	49	NESTLE		
3	74	PARLE		
4	77	CADBURY'S		
5	184	KISSAN		
6	206	SUNFEAST		
7	260	AASHIRWAAD		
8	456	TOPS		
9	613	CANDYMAN		
10	876	MAPRO		
11	938	HEINZ		
12	995	DANONE		

		AERATED BEVERAGES
AERATED BEVGS RANK	MAB RANK	BRAND NAME
1	20	PEPSI
2	42	COCA-COLA
3	80	7UP
4	113	SPRITE
5	124	DUKE'S
6	179	LIMCA
7	213	FANTA
8	240	THUMS UP
9	283	MIRINDA
10	390	MOUNTAIN DEW

		NUTRITIONAL SUPPLEMENT
NUT-SUPP RANK	MAB RANK	BRAND NAME
1	63	HORLICKS
2	66	BOOST
3	170	COMPLAN
4	197	BOURNVITA
	1 2 3	RANK RANK 1 63 2 66 3 170





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	SUPER CATEGORY			
F&B RANK	MAB RANK	BRAND NAME	CATEGORY	
121	730	MOTHER'S RECIPE	Fast Moving Foods	
122	732	TROPICANA	Packaged Juice	
123	735	FIGARO	Edible Oil	
124	743	KISSAN JAM	Fast Moving Foods	
125	744	DALDA	Edible Oil	
126	747	ZERO	Sugar Substitute	
127	767	FALERO	Candy	
128	768	DHARA OIL	Edible Oil	
129	777	LIPTON	Tea	
130	778	MAHA LACTO	Candy	
131	781	UTTAM ATTA	Packaged Flour	
132	783	PCM MASALE	Masala	
133	785	NOVA TEA	Tea	
134	787	NATURE FRESH	Packaged Flour	
135	788	TIRUPATI OIL	Edible Oil	
136	791	EASTERN	Masala	
137	793	3 ROSES	Tea	
138	795	GANGURAM	Packaged Snacks	
139	805	UDAYAM	Edible Oil	
140	816	PARLE KRACK JACK	Biscuits	
141	821	SHAKTI OIL	Edible Oil	
142	823	A 1 CHIPS	Packaged Snacks	
143	834	PARLE 20 20	Biscuits	
144	843	BEMISAL RICE	Packaged Rice	
145	844	CENTER FRESH	Candy	
146	850	PRAVIN PICKLES	Fast Moving Foods	
147	851	WAGH BAKRI TEA	Tea	
148	859	AMULYA	Dairy Products	
149	861	TATA COFFEE	Coffee	
150	862	DUTTA SPICE	Masala	
151	867	GOWARDHAN	Dairy	
152	869	NUTRALITE	Dairy Products	
153	874	SHAKTHI MASALA	Masala	
154	876	MAPRO	F&B - Diversified	
155	879	LION DATES	Fast Moving Foods	
156	881	AAREY	Dairy	
157	888	BIKAJI	Packaged Snacks	
158	894	PILLSBURY ATTA	Packaged Flour	
159	895	NICE	Biscuits	
160	897	AROKYA	Dairy	

CATEGORY		RY	PACKAGED SNACKS	
	PKGD SNACKS RANK	MAB RANK	BRAND NAME	
		108	LAY'S	
	2	135	HALDIRAM'S	
	3	193	BALAJI	
	4	223	KURKURE	
	5	298	BINGO	
	6	525	BIKANER	
	7	532	CHEETOS	
	8	634	ALIVA	
	9	649	UNCLE CHIPS	
	10	663	LEHAR	
	11	795	GANGURAM	
	12	823	A 1 CHIPS	
	13	888	BIKAJI	
	14	941	K C DAS	

		TEA
TEA RANK	MAB RANK	BRAND NAME
	127	TATA TEA
2	232	TAJ MAHAL TEA
3	436	RED LABEL
4	556	TAAZA TEA
5	641	BROOKE BOND
6	661	AGNI TEA
7	666	SHAKTI TEA
8	777	LIPTON
9	785	NOVA TEA
10	793	3 ROSES
- 11	851	WAGH BAKRI TEA

		NON-AERATED DRINKS
NON-ARTD DRINKS RANK	MAB RANK	BRAND NAME
	100	MAAZA
2	128	APPY
3	152	NIMBOOZ
4	343	FROOTI
5	346	SLICE



FOOD & BEVERAGE

CI	IDED	CAT	FGORV

F&B RANK	MAB RANK	BRAND NAME	CATEGORY	
161	917	NESTLE MILKY BAR	Chocolate Bar	
162	924	GEMS	Candy	
163	925	HAPPYDENT	Chewing Gum	
164	927	RASNA	Powdered Drink	
165	930	KINDER JOY	Chocolate Bar	
166	932	HATSUN	Dairy	
167	937	AMUL ICE CREAM	Ice Cream	
168	938	HEINZ	F&B - Diversified	
169	939	BRITANNIA BOURBON	Biscuits	
170	941	K C DAS	Packaged Snacks	
171	950	ALPENLIEBE	Candy	
172	953	CREAM BELL ICE CREAM	Ice Cream	
173	960	LAXMI BHOG ATTA	Packaged Flour	
174	970	GEMINI OIL	Edible Oil	
175	989	ACT II	Fast Moving Foods	
176	995	DANONE	F&B - Diversified	
177	997	MARS	Chocolate Bar	

CATEGORY

768

788

805

821

970

EDIBLE OIL RANK	MAB RANK	BRAND NAME
1	274	FORTUNE OIL
2	338	SAFFOLA
3	665	SUNDROP
4	726	GOLD WINNER
5	735	FIGARO
6	744	DALDA

DHARA OIL TIRUPATI OIL

UDAYAM

SHAKTI OIL

GEMINI OIL

EDIBLE OIL

PACKAGED RICE

PKGD RICE RANK	MAB RANK	BRAND NAME
	317	SHALIMAR
2	401	KOHINOOR
3	560	INDIA GATE BASMATI RICE
4	668	ANNAPURNA
5	678	NURJAHAN RICE
6	681	NIRAPARA RICE
7	843	BEMISAL RICE

COFFEE

COFFEE RANK	MAB RANK	BRAND NAME
1	202	NESCAFE
2	222	BRU
3	307	SUNRISE
4	861	TATA COFFEE

PACKAGED JUICE

PKGD JUICE RANK	MAB RANK	BRAND NAME
	171	REAL
2	732	TROPICANA



FOOD & BEVERAGE

CATEGORY		CANDY	
CANDY RANK	MAB RANK	BRAND NAME	
1	361	CADBURY'S ECLAIRS	
2	594	HAJMOLA	
3	767	FALERO	
4	778	MAHA LACTO	
5	844	CENTER FRESH	
6	924	GEMS	
7	950	ALPENLIEBE	

	PACKAGED FLOUR		
PKGD FLOUR RANK	MAB RANK	BRAND NAME	
	508	SHAKTI BHOG	
2	781	UTTAM ATTA	
3	787	NATURE FRESH	
4	894	PILLSBURY ATTA	
5	960	LAXMI BHOG ATTA	

		CHOCOLATE BAR	
CHOCLTE BAR RANK	MAB RANK	BRAND NAME	
1	69	5 STAR	
2	125	KITKAT	
3	284	CADBURY'S DAIRYMILK	
4	347	MUNCH	
5	348	SNICKERS	
6	384	PERK	
7	917	NESTLE MILKY BAR	
8	930	KINDER JOY	
9	997	MARS	

		MOUTH FRESHNER	
MOUTH FRSHNR RANK	MAB RANK	BRAND NAME	
	173	POLO	
2	287	HALLS	
3	369	ORBIT	
4	585	MENTOS	



FOOD & BEVERAGE

CATEGORY		PACKAGED DRINKING WATER
PKGD DRINKING RANK	MAB RANK	BRAND NAME
1	187	BISLERI
2	372	KINLEY
3	542	AQUAFINA

		CHEWING GUM	
CHEWING GUM RANK	MAB RANK	BRAND NAME	
1	512	BOOMER	
2	677	BIG BABOOL	
3	925	HAPPYDENT	

		SUGAR SUBSTITUTE	
SUGAR SUB RANK	MAB RANK	BRAND NAME	
1	713	SUGAR FREE	
2	747	ZERO	

	POWDERED DRINK
MAB RANK	BRAND NAME
657	GLUCON D
927	RASNA
	RANK 657

		ENERGY DRINK
ENERGY DRINK RANK	MAB RANK	BRAND NAME
1	258	RED BULL

		SALT
SALT RANK	MAB RANK	BRAND NAME
1	252	TATA SALT



GLOBAL BODY

SUPER CATEGORY

GLOBAL BODY RANK	MAB RANK	BRAND NAME	CATEGORY
1	790	UNICEF	WORLD ORGANIZATION

GOVERNMENT BODY

GOVT BODY RANK	MAB RANK	BRAND NAME	CATEGORY
1	421	NACO	GOVERNMENT BODY
2	860	INDIAN ARMY	GOVERNMENT BODY
3	909	INDIAN RAILWAYS	GOVERNMENT BODY





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FMCG RANK	MAB RANK	BRAND NAME	CATEGORY		
1	6	LUX	Bath/Beauty		
2	16	COLGATE	Oral hygiene		
3	17	DOVE	Bath/Beauty		
4	21	PONDS	Bath/Beauty		
5	33	AXE	Deo/Perfume		
6	35	LAKME	Bath/Beauty		
7	47	GARNIER	Bath/Beauty		
8	55	FOGG	Deo/Perfume		
9	58	PEPSODENT	Oral hygiene		
10	60	DETTOL	Bath/Beauty		
11	61	LIFEBUOY	Bath/Beauty		
12	64	AMWAY	Direct Selling		
13	78	FAIR & LOVELY	Bath/Beauty		
14	84	CINTHOL	Bath/Beauty		
15	88	SUNSILK	Bath/Beauty		
16	99	HAMAM	Bath/Beauty		
17	101	HINDUSTAN UNILEVER	Diversified		
18	105	ARIEL	Fabric care		
19	109	CLOSE UP	Oral hygiene		
20	110	OLAY	Bath/Beauty		
21	111	L'OREAL	Bath/Beauty		
22	130	PANTENE	Bath/Beauty		
23	132	P&G	Diversified		
24	138	NIVEA	Bath/Beauty		
25	139	VIVEL	Bath/Beauty		
26	145	BOROPLUS	Bath/Beauty		
27	149	NIRMA	Diversified		
28	151	SURF EXCEL	Fabric care		
29	154	PEARS	Bath/Beauty		
30	162	TIDE	Fabric care		
31	166	RIN	Fabric care		
32	175	LOTUS HERBALS	Bath/Beauty		
33	180	MARGO	Bath/Beauty		
34	188	MEDIMIX	Bath/Beauty		
35	190	ANCHOR	Oral hygiene		
36	194	BOROLINE	Bath/Beauty		
37	195	DABUR VATIKA	Bath/Beauty		
38	203	SANTOOR	Bath/Beauty		
39	207	CLINIC PLUS	Bath/Beauty		
40	219	FA	Bath/Beauty		

CATEGORY		FABRIC CARE	
FAB CARE RANK	MAB RANK	BRAND NAME	
1	105	ARIEL	
2	151	SURF EXCEL	
3	162	TIDE	
4	166	RIN	
5	378	HENKO	
6	416	MR WHITE	
7	476	ACTIVE WHEEL	
8	483	COMFORT	
9	569	GHARI	
10	576	FENA	
11	601	SAFED	
12	628	UJALA	
13	723	SUPER NIRMA	

		ORAL HYGIENE
ORAL HYGIENE RANK	MAB RANK	BRAND NAME
	16	COLGATE
2	58	PEPSODENT
3	109	CLOSE UP
4	190	ANCHOR
5	229	ORAL B
6	254	VICCO
	330	BABOOL
8	382	SENSODYNE
9	499	CIBACA
10	690	DABUR LAL DANTMANJAN
11	858	MESWAK
12	983	PROMISE

		CONSUMER BATTERIES
CM-BATT RANK	MAB RANK	BRAND NAME
1	321	EVEREADY
2	490	DURACELL
3	672	NIPPO
4	815	NOVINO





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SOPER CATEGORY					
FMCG RANK	MAB RANK	BRAND NAME	CATEGORY		
41	221	AVON	Direct Selling		
42	226	HEAD & SHOULDERS	Bath/Beauty		
43	229	ORAL B	Oral hygiene		
44	231	EVA	Bath/Beauty		
45	234	VASELINE	Bath/Beauty		
46	235	WILD STONE	Deo/Perfume		
47	243	REXONA	Bath/Beauty		
48	246	FAIREVER	Bath/Beauty		
49	254	VICCO	Oral hygiene		
50	262	ORIFLAME	Direct Selling		
51	268	LIRIL	Bath/Beauty		
52	279	REVLON	Bath/Beauty		
53	300	PARACHUTE	Bath/Beauty		
54	303	GILLETTE	Shaving Products		
55	309	EMAMI	Bath/Beauty		
56	320	HIMANI	Bath/Beauty		
57	321	EVEREADY	Consumer Batteries		
58	330	BABOOL	Oral hygiene		
59	334	ADDICTION	Deo/Perfume		
60	339	PALMOLIVE	Bath/Beauty		
61	353	CHIK SHAMPOO	Bath/Beauty		
62	354	FEVICOL	Adhesives		
63	371	SETWET	Bath/Beauty		
64	376	SAVLON	Bath/Beauty		
65	378	HENKO	Fabric Care		
66	382	SENSODYNE	Oral hygiene		
67	407	SUPER MAX	Shaving Products		
68	413	NYCIL	Bath/Beauty		
69	415	FAIR & HANDSOME	Bath/Beauty		
70	416	MR WHITE	Fabric Care		
71	418	NIHAR	Bath/Beauty		
72	432	DABUR AMLA	Bath/Beauty		
73	435	MAYBELINE	Bath/Beauty		
74	460	NAVRATNA	Bath/Beauty		
75	468	BAJAJ ALMOND OIL	Bath/Beauty		
76	473	VI JOHN	Bath/Beauty		
77	476	ACTIVE WHEEL	Fabric care		
78	483	COMFORT	Fabric care		
79	490	DURACELL	Consumer Batteries		
80	499	CIBACA	Oral hygiene		

CATEGORY	DEO / PERFUME
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DEO/PER RANK	MAB RANK	BRAND NAME
1	33	AXE
2	55	FOGG
3	235	WILD STONE
4	334	ADDICTION
5	558	OLD SPICE
6	656	YARDLEY
7	693	ATTITUDE
8	885	ENGAGE DEO
9	998	CHARLIE
10	964	SPINZ

DIVERSIFIED

DIVRSI RANK		BRAND NAME
1	101	HINDUSTAN UNILEVER
2	132	P&G
3	149	NIRMA
4	590	MARICO

DIRECT SELLING

DIRECT SELLING RANK	MAB RANK	BRAND NAME
	64	AMWAY
2	221	AVON
3	262	ORIFLAME

ADHESIVES

ADHSV RANK	MAB RANK	BRAND NAME
	354	FEVICOL
2	575	FEVIKWIK





;	SUPER CATEGORY			CATEGORY		BATH & BEAUTY
FMCG RANK	MAB RANK	BRAND NAME	CATEGORY	BATH & BEAUTY RANK	MAB RANK	BRAND NAME
81	502	FIAMA DI WILLS	Bath/Beauty	1	6	LUX
82	521	WHISPER	Personal Hygiene Products	2	17	DOVE
83	529	CLINIC ALL CLEAR	Bath/Beauty	3	21	PONDS
84	533	MYSORE SANDAL	Bath/Beauty	4	35	LAKME
85	536	HIMALAYA NEEM FACE WASH	Bath/Beauty	5	47	GARNIER
86	538	VENUS	Bath/Beauty	6	60	DETTOL
87	553	LIVON	Bath/Beauty	7	61	LIFEBUOY
88	558	OLD SPICE	Perfumery	8	78	FAIR & LOVELY
89	569	GHARI	Fabric care	9	84	CINTHOL
90	571	ELLE 18	Bath/Beauty	10	88	SUNSILK
91	574	FEVIKWIK	Adhesives	- 11	99	HAMAM
92	576	FENA	Fabric care	12	110	OLAY
93	578	JO	Bath/Beauty	13	111	L'OREAL
94	590	MARICO	Diversified	14	130	PANTENE
95	591	PAMPERS	Diapers	15	138	NIVEA
96	593	DERMICOOL	Bath/Beauty	16	139	VIVEL
97	601	SAFED	Fabric care	17	145	BOROPLUS
98	602	FEM	Bath/Beauty	18	154	PEARS
99	604	KESH KING OIL	Bath/Beauty	19	175	LOTUS HERBALS
100	628	UJALA	Fabric care	20	180	MARGO
101	631	CLEAN & CLEAR	Bath/Beauty	21	188	MEDIMIX
102	640	NYLE	Bath/Beauty	22	194	BOROLINE
103	647	BODY CARE	Bath/Beauty	23	195	DABUR VATIKA
104	652	NOMARKS	Bath/Beauty	24	203	SANTOOR
105	656	YARDLEY	Deo/Perfume	25	207	CLINIC PLUS
106	672	NIPPO	Consumer Batteries	26	219	FA
107	690	DABUR LAL DANTMANJAN	Oral hygiene	27	226	HEAD & SHOULDERS
108	692	MANFORCE	Condoms	28	231	EVA
109	693	ATTITUDE	Deo/Perfume	29	234	VASELINE
110	723	SUPER NIRMA	Fabric care	30	243	REXONA
111	728	VEET	Bath/Beauty	31	246	FAIREVER
112	734	NEUTROGENA	Bath/Beauty	32	268	LIRIL
113	751	MOODS	Condoms	33	279	REVLON
114	756	GODREJ NO 1	Bath/Beauty	34	300	PARACHUTE
115	779	KAMASUTRA	Condoms	35	309	EMAMI
116	784	STAYFREE	Personal Hygiene Products	36	320	HIMANI
117	797	TRESEMME	Bath/Beauty	37	339	PALMOLIVE
118	815	NOVINO	Consumer Batteries	38	353	CHIK SHAMPOO
119	833	MAMY POKO PANTS	Diapers	39	371	SETWET
120	837	ROOP AMRIT	Bath/Beaut y	40	376	SAVLON
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FMCG

SUPER CATEGORY

FMCG RANK	MAB RANK	BRAND NAME	CATEGORY	
121	841	DHATHRI OIL	Bath/Beauty	
122	845	WELLA	Bath/Beauty	
123	852	KEO KARPIN	Bath/Beauty	
124	858	MESWAK	Oral hygiene	
125	872	CAVIN CARE	Bath/Beauty	
126	875	ZATAK	Bath/Beauty	
127	885	ENGAGE DEO	Deo/Perfume	
128	898	CHARLIE	Deo/Perfume	
129	900	ASWINI HAIR OIL	Bath/Beauty	
130	949	NIHAR SHANTI AMLA	Bath/Beauty	
131	964	SPINZ	Deo/Perfume	
132	972	BRYLCREAM	Bath/Beauty	
133	983	PROMISE	Oral hygiene	
134	988	SCOTCH BRITE	Air Freshener	
135	991	BODY SHOP	Bath/Beauty	

CATEGORY		BATH / BEAUTY
BATH / BEAUTY RANK	MAB RANK	BRAND NAME
41	413	NYCIL
42	415	FAIR & HANDSOME
43	418	NIHAR
44	432	DABUR AMLA
45	435	MAYBELLINE
46	460	NAVRATNA
47	468	BAJAJ ALMOND OIL
48	473	VI JOHN
49	502	FIAMA DI WILLS
50	529	CLINIC ALL CLEAR
51	533	MYSORE SANDAL
52	536	HIMALAYA NEEM FACE WASH
53	538	VENUS
54	553	LIVON
55	571	ELLE 18
56	578	JO
57	593	DERMICOOL
58	602	FEM
59	604	KESH KING OIL
60	631	CLEAN & CLEAR
61	640	NYLE
62	647	BODY CARE
63	652	NOMARKS
64	728	VEET
65	734	NEUTROGENA
66	756	GODREJ NO 1
67	797	TRESEMME
68	737	ROOP AMRIT
69	841	DHATHRI OIL
70	845	WELLA
71	852	KEO KARPIN
72	872	CAVIN CARE
73	875	ZATAK
74	900	ASWINI HAIR OIL
75	949	NIHAR SHANTI AMLA
76	972	BRYLCREEM

BODY SHOP



FMCG

CATEGORY		CONDOMS
CONDOM RANK	MAB RANK	BRAND NAME
1	692	MANFORCE
2	751	MOODS
3	779	KAMASUTRA

		DIAPERS
DIAPERS RANK	MAB RANK	BRAND NAME
1	591	PAMPERS
2	833	MAMY POKO PANTS

PENSUNAL HYGIENE PRODUCTS				
PR-HY PRODS RANK	MAB RANK	BRAND NAME		
1	521	WHISPER		
2	784	STAYFREE		

		SHAVING PRODUCTS
SHAVING PRODS RANK	MAB RANK	BRAND NAME
1	303	GILLETTE
2	407	SUPER MAX



HEALTHCARE

SUPER CATEGORY

HEALTH CARE RANK	MAB RANK	BRAND NAME	CATEGORY	
1	40	DABUR	Ayurvedic Products	
2	95	HIMALAYA	Ayurvedic Products	
3	146	ABBOTT LABS	Pharmaceuticals	
4	275	ZANDU	Ayurvedic Products	
5	281	RANBAXY	Pharmaceuticals	
6	289	AYUR	Ayurvedic Products	
7	295	GSK	Pharmaceuticals	
8	306	CIPLA	Pharmaceuticals	
9	314	ENO	Healthcare products	
10	328	JOHNSON & JOHNSON	Healthcare - Diversified	
11	359	VICKS	Healthcare products	
12	458	APOLLO HOSPITALS	Hospitals	
13	495	MOOV	Pain Balm	
14	520	FORTIS	Hospitals	
15	543	MANKIND	Pharmaceuticals	
16	586	VLCC	Health Management	
17	646	IODEX	Pain Balm	
18	702	VOLINI	Pain Balm	
19	766	AMRUTANJAN	Pain Balm	
20	786	ZANDU BALM	Pain Balm	
21	877	NUTRILITE	Vitamins	
22	946	ZYDUS CADILA	Pharmaceuticals	
23	963	WOCKHARDT	Pharmaceuticals	
24	982	BAIDYANATH	Ayurvedic Products	

ATEGORY

AYURVEDIC PRODUCTS

AYURVEDA PRODS RANK	MAB RANK	BRAND NAME
1	40	DABUR
2	95	HIMALAYA
3	275	ZANDU
4	289	AYUR
5	982	BAIDYANATH

PAIN BALM

PAIN BALM RANK	MAB RANK	BRAND NAME
	495	MOOV
	646	IODEX
	702	VOLINI
	766	AMRUTANJAN
5	786	ZANDU BALM

PHARMACEUTICALS

PHARMA RANK	MAB RANK	BRAND NAME	
	146	ABBOTT LABS	
	281	RANBAXY	
3	295	GSK	
	306	CIPLA	
5	543	MANKIND	
6	946	ZYDUS CADILA	
	963	WOCKHARDT	

HEALTHCARE PRODUCTS

HEALTH PRODS RANK	MAB RANK	BRAND NAME
1	314	ENO
2	359	VICKS
1	314	

HEALTH MANAGEMENT

HM RANK	MAB RANK	BRAND NAME
1	586	VLCC



HEALTHCARE

CATEGORY		HOSPITALS	
HOSPITAL RANK	MAB RANK	BRAND NAME	
1	458	APOLLO HOSPITALS	
2	520	FORTIS	
		HEALTHCARE - DIVERSIFIED	
HEALTH DIVRSFD RANK	MAB RANK	BRAND NAME	
1	328	JOHNSON & JOHNSON	
		VITAMINS	
VITAMINS RANK	MAB RANK	BRAND NAME	
1	877	NUTRILITE	

HEAVY INDUSTRIES

METAL & MINING

HEAVY INDUSTRIES - DIV

/ T	MAB RANK	BRAND NAME	CATEGORY
	688	JINDAL	METAL & MINING
	758	TATA STEEL	METAL & MINING
	970	RHFI	HEAVY INDUSTRIES - DIV

CATEGORY		METAL & MINING	
CONDOM RANK	MAB RANK	BRAND NAME	
1	688	JINDAL	
2	758 TATA STEEL		
3	943	JSW	
LIEAVY INDUCTRIES DIVERGISIED			

	HE	AVY INDUSTRIES - DIVERSIFIED
HM RANK	MAB RANK	BRAND NAME
1	870	BHEL
2	990	KIRLOSKAR

HEAVY INDUST RANK **SUPER CATEGORY**

JSW

KIRLOSKAR

943

990



HOMECARE

SUPER CATEGORY		

HOME CARE RANK	MAB RANK	BRAND NAME	CATEGORY
1	137	AJANTA	Clocks
2	319	MILTON	Kitchen Appliances
3	326	VIM	Dishcare
4	333	HAWKINS	Kitchen Appliances
5	337	PRESTIGE	Kitchen Appliances
6	351	BUTTERFLY	Kitchen Appliances
7	375	NILKAMAL	Moulded Plastics
8	377	GOOD KNIGHT	Mosquito repellent
9	441	HARPIC	Disinfectant
10	448	MORTIEN	Mosquito repellent
-11	466	TUPPERWARE	Kitchen Appliances
12	482	NIRALI	Kitchen Appliances
13	487	NIRLEP	Kitchen Appliances
14	491	HINDWARE	Bath fixtures
15	509	ALLOUT	Mosquito repellent
16	545	MAXO	Mosquito repellent
17	609	EXO	Dishcare
18	614	JAIPAN	Kitchen Appliances
19	655	SINGER	Home Appliances
20	682	PEARLPET	Kitchen Appliances
21	684	HIT	Mosquito repellent
22	746	KUTCHINA	Kitchen Equipment
23	750	COLIN	Homecare
24	772	LIZOL	Disinfectant
25	809	DR FIXIT	Water Proofing
26	812	PIGEON	Kitchen Appliances
27	814	XPERT	Dishcare
28	819	LA OPALA	Tableware
29	829	AIRWICK	Air Freshener
30	911	PRIL	Dishcare
31	919	PARRYWARE	Bath fixtures
32	957	CYCLE AGARBATTI	Agarbattis
33	981	ODONIL	Air Freshener

CATEGORY		AGARBATTIS	
AGARBATTI RANK	MAB RANK	BRAND NAME	
1	957	CYCLE AGARBATTIS	
		TABLEWARE	
TABLE WARE RANK	MAB RANK	BRAND NAME	
1	819	LA OPALA	
		WATER PROOFING	
WATER PROOFING RANK	MAB RANK	BRAND NAME	
1	809	DR. FIXIT	
		HOMECARE	
HOME CARE RANK	MAB RANK	BRAND NAME	
1	750	COLIN	
		MOULDED PLASTICS	
MOULDED PLASTICS RANK	MAB RANK	BRAND NAME	
1	375	NILKAMAL	
		CLOCKS	
CLOCKS RANK	MAB RANK	BRAND NAME	
1	137	AJANTA	
		KITCHEN EQUIPMENT	

BRAND NAME

KUTCHINA

MAB

RANK 746

KITCHEN EQUIP RANK



HOMECARE

CATEGORY		KITCHEN APPLIANCES	
KITCHEN APPL RANK	MAB RANK	BRAND NAME	
1	319	MILTON	
2	333	HAWKINS	
3	337	PRESTIGE	
4	351	BUTTERFLY	
5	466	TUPPERWARE	
6	482	NIRALI	
7	487	NIRLEP	
8	614	JAIPAN	
9	682	PEARLPET	
10	812	PIGEON	

	MOSQUITO REPELLENT		
MOSQUITO REPELENT RANK	MAR	BRAND NAME	
1	377	GOOD KNIGHT	
2	448	MORTIEN	
3	509	ALLOUT	
4	545	MAXO	
5	684	HIT	

		DISHCARE
DISHCARE RANK	MAB RANK	BRAND NAME
1	326	VIM
2	609	EXO
3	814	XPERT
4	911	PRIL

		BATH FIXTURES
BATH FIXTURES RANK	MAB RANK	BRAND NAME
1	491	HINDWARE
2	919	PARRYWARE



HOMECARE

CATEGOF	RY	AIR FRESHNER
AIR FRESHNER RANK	MAB RANK	BRAND NAME
1	829	AIRWICK
2	981	ODONIL
		DISINFECTANT
DIS- INFECTANT RANK	MAB RANK	BRAND NAME
1	441	HARPIC
2	772	LIZOL
		HOME APPLIANCES
HOME APPL RANK	MAB RANK	BRAND NAME
1	655	SINGER



HOME FURNISHING

SUPER CATEGORY

HOME FURNS RANK	MAB RANK	BRAND NAME	CATEGORY
1	201	DURIAN	Furniture
2	488	SLEEPWELL	Mattresses
3	617	KURLON	Mattresses
4	780	DUROFLEX	Mattresses

CATEGORY		MATTRESSES	
MATRS RANK	MAB RANK	BRAND NAME	
1	488	SLEEPWELL	
2	617	KURLON	
3	780	DUROFLEX	

FURNITURE		FURNITURE
FURNTRE RANK	MAB RANK	BRAND NAME
1	201	DURIAN

HOSPITALITY

HSPTY RANK	MAB RANK	BRAND NAME	CATEGORY
1	707	TRIDENT	HOTELS



HOUSEHOLD ELECTRICALS

SUPER CATEGORY

HOUSEHLD ELEC RANK	MAB BRAND NAME RANK		CATEGORY
1	26	USHA FANS	Fans
2	266	KHAITAN	Fans
3	360	ORIENT	Fans
4	373	LUMINOUS	Power Products
5	541	ORPAT	Fans
6	689	SU-KAM	Power Products
7	865	ORIENT FANS	Fans

CATEGORY	
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FANS RANK	MAB RANK	BRAND NAME
1	26	USHA FANS
2	266	KHAITAN
3	360	ORIENT
4	541	ORPAT
5	865	ORIENT FANS

POWER PRODUCTS

POWER PRODS RANK	MAB RANK	BRAND NAME
	373	LUMINOUS
	689	SU-KAM



INTERNET

SUPER CATEGORY

NTERNET RANK	MAB RANK	BRAND NAME	CATEGORY
1	133	GOOGLE	Internet tool
2	280	YAHOO	Internet tool
3	296	JUST DIAL	Local Search Services
4	297	FACEBOOK	Social Networking
5	364	ASKME	Local Search Services
6	419	NIMBUZZ	Internet tool
7	557	GMAIL	Internet tool
8	725	ZAPAK.COM	Internet tool
9	880	WIKIPEDIA	Internet tool
10	985	AMAZON	Internet - Online Shopping
-11	992	SULEKHA	Local Search Services
12	999	OLX.IN	Internet - Online Shopping

CATEGORY		INTERNET TOOL
INTERNET TOOLS RANK	MAB RANK	BRAND NAME
1	133	GOOGLE
2	280	YAHOO
3	419	NIMBUZZ
4	557	GMAIL
5	725	ZAPAK.COM
6	880	WIKIPEDIA

		LOCAL SEARCH SERVICES
LOCAL SEARCH RANK	MAB RANK	BRAND NAME
1	296	JUST DIAL
2	364	ASKME
3	992	SULEKHA

		SOCIAL NETWORKING
SOCIAL NETWOR RANK	MAB RANK	BRAND NAME
1	297	FACEBOOK

		INTERNET UNLINE SHUPPING
INTERNET OL-SHOP RANK	MAB RANK	BRAND NAME
1	985	AMAZON
2	999	OLX.IN

LUBRICANTS

LUBRCNT RANK	MAB RANK	BRAND NAME	CATEGORY
1	273	CASTROL	Lubricants
2	567	SERVO	Lubricants



MANUFACTURING

		ORY

MFG RANK	MAB RANK	BRAND NAME	CATEGORY
1	148	НМТ	Engineering
2	218	ACC CEMENT	Cement
3	224	NEROLAC	Paints
4	227	ASIAN PAINTS	Paints
5	313	ULTRATECH	Cement
6	349	INDIA CEMENT	Cement
7	439	CROMPTON GREAVES	Engineering
8	453	LAFARGE	Cement
9	455	CENTURY PLY	Plywood
10	469	BERGER PAINTS	Paints
-11	471	BIRLA CEMENT	Cement
12	492	DULUX	Paints
13	528	SURYA CEMENT	Cement
14	580	FINOLEX	Plastics
15	583	BINANI CEMENT	Cement
16	618	JK CEMENT	Cement
17	624	SINTEX	Plastics
18	625	GREENPLY	Plywood
19	637	BOROSIL	Glassware
20	800	NIPPON	Paints
21	902	PIDILITE	Chemicals

CATEGORY		RY	CEMENT
	CEMENT RANK	MAB RANK	BRAND NAME
	1	218	ACC CEMENT
	2	313	ULTRATECH
	3	349	INDIA CEMENT
	4	453	LAFARGE
	5	471	BIRLA CEMENT
	6	528	SURYA CEMENT
		583	BINANI CEMENT
	0	610	IK CEMENT

		PAINTS
PAINTS RANK	MAB RANK	BRAND NAME
1	224	NEROLAC
2	227	ASIAN PAINTS
3	469	BERGER PAINTS
4	492	DULUX
5	800	NIPPON

		PLYWOOD
PLYWOOD RANK	MAB RANK	BRAND NAME
	455	CENTURY PLY
2	625	GREENPLY
RANK 1	RANK 455	CENTURY PLY

		CHEMICALS
CHEMICAL RANK	MAB RANK	BRAND NAME
1	902	PIDILITE

		GLASSWARE
GLASS WARE RANK	MAB RANK	BRAND NAME
1	637	BOROSIL



MANUFACTURING

CATEGORY		PLASTICS	
PLASTIC RANK	MAB RANK	BRAND NAME	
1	580	FINOLEX	
2	624	SINTEX	

		ENGINEERING
ENGG RANK	MAB RANK	BRAND NAME
1	148	НМТ
2	439	CROMPTON GREAVES



MEDIA PRINT

SUPER CATEGORY

MEDIA PRINT RANK	MAB RANK	BRAND NAME	CATEGORY
1	293	ANANDABAZAR PATRIKA	Newspaper - Regional
2	388	MINT	Newspaper - English
3	412	TIMES OF INDIA	Newspaper - English
4	562	HINDUSTAN	Newspaper - Hindi
5	749	HINDUSTAN TIMES	Newspaper - English
6	763	FORBES	Magazine - English
7	836	MID DAY	Newspaper - English
8	882	SAKSHI	Newspaper - Regional
9	891	LOKMAT	Newspaper - Regional
10	916	TELEGRAPH	Newspaper - English
11	944	DAINIK BHASKAR	Newspaper - Hindi

CATEGORY	NEWSPAPER - ENGLISH

NEWS PPR ENGLISH RANK	MAB RANK	BRAND NAME	
1	388	MINT	
2	412	TIMES OF INDIA	
3	749	HINDUSTAN TIMES	
4	836	MID DAY	
5	916	TELEGRAPH	

NEWSPAPER - REGIONAL

NEWS PPR RGNL RANK	MAB RANK	BRAND NAME	
	293	ANANDBAZAR PATRIKA	
2	882	SAKSHI	
3	891	LOKMAT	

NEWSPAPER - HINDI

NEWS PPR HINDI RANK	MAB RANK	BRAND NAME
1	563	HINDUSTAN
2	944	DAINIK BHASKAR

MAGAZINE - ENGLISH

MAB RANK	BRAND NAME	
763	FORBES	
	RANK	

MEDIA RADIO

SUPER CATEGORY

MEDIA RADIO RANK	MAB RANK	BRAND NAME	CATEGORY
1	570	RED FM	FM
2	813	RADIO MIRCHI	FM



MEDIA

792

796

818

820 828

856

864

SAB TV

CATEGORY-WISE ALL INDIA LISTING



SUPER CATEGORY				
MAB RANK	BRAND NAME	CATEGORY		
	NETV	- " 1 N		

TV RANK	RANK	BRAND NAME	CATEGORY
	241	NDTV	English News
	368	AAJ TAK	Hindi News
	380	ZEE	Channel cluster
	403	SONY TV	Hindi GEC
5	409	ZEE TV	Hindi GEC
6	489	STAR PLUS	Hindi GEC
	540	НВО	English Movies
8	638	NICKELODEON	Kids Channel
9	653	SUN	Channel cluster
10	674	TLC	Lifestyle
	676	AXN	English GEC

10	674	TLC	Litestyle
	676	AXN	English GEC
12	687	ZOOM TV	Hindi GEC
	699	CHANNEL V	Music Channel
14	708	DOORDARSHAN	Hindi GEC
15	736	KAIRALI	Regional GEC
16	759	STAR JALSA	Regional GEC
	775	PIX	English Movies

COLORS Hindi GEC
CNBC English Business News
SAHARA SAMAY Hindi News

Hindi GEC

ABP NEWS Hindi News
ABP ANANDA Regional News
ZEE NEWS Hindi News

889 DISCOVERY CHANNEL Factual Entertainment
893 MTV Music Channel
915 BBC English International News
934 SET MAX Hindi Movies

936 MGM English Movies
993 INDIA TV Hindi News
998 TEN SPORTS Hindi News

CATEGORY		RY	HINDI GEC	
	HINDI GEC RANK	MAB RANK	BRAND NAME	
		403	SONY TV	
		409	ZEE TV	
		489	STAR PLUS	
		687	ZOOM TV	
	5	708	DOORDARSHAN	
	6	792	COLORS	
		820	SAR TV	

		HINDI NEWS
HINDI NEWS RANK	MAB RANK	BRAND NAME
1	368	AAJ TAK
2	818	SAHARA SAMAY
3	828	ABP NEWS
4	864	ZEE NEWS

		ENGLISH MOVIES
ENGLISH MOVIES RANK	MAB RANK	BRAND NAME
1	540	НВО
2	775	PIX
3	936	MGM

		MUSIC CHANNEL	
MUSIC CHANNEL RANK	MAB RANK	BRAND NAME	
1	699	CHANNEL V	
2	893	MTV	

		CHANNEL CLUSTER	
CHANNEL CLUSTER RANK	MAB RANK	BRAND NAME	
1	380	ZEE	
2	653	SUN	



MEDIA - TV

CATEGORY		REGIONAL GEC
REGIONAL GEC RANK	MAB RANK	BRAND NAME
1	736	KAIRALI
2	759	STAR JALSA
		HINDI MOVIES
HINDI MOVIES RANK	MAB RANK	BRAND NAME
1	934	SET MAX
		KIDS CHANNEL
KIDS CHANNEL RANK	MAB RANK	BRAND NAME
1	638	NICKELODEON
		REGIONAL NEWS
REGIONAL NEWS RANK	MAB RANK	BRAND NAME
1	856	ABP ANANDA
		ENGLISH NEWS
ENGLISH NEWS RANK	MAB RANK	BRAND NAME
1	241	NDTV
		ENGLISH BUSINESS NEWS
ENGLISH BUSINESS RANK	MAB RANK	BRAND NAME
1	803	CNBC
		ENGLISH INTERNATIONAL NEWS
ENG INT NEWS RANK	MAB RANK	BRAND NAME
1	915	BBC



MEDIA - TV

CATEGORY		LIFESTYLE	
LIFE STYLE RANK	MAB RANK	BRAND NAME	
1	674	TLC	
		ENGLISH GEC	
ENGLISH GEC RANK	MAB RANK	BRAND NAME	
1	676	AXN	
		FACTUAL ENTERTAINMENT	
FACT ENT RANK	MAB RANK	BRAND NAME	
1	889	DISCOVERY CHANNEL	





SUPER CATEGORY	CATEGORY	FOOTWEAR

SUPER CATEGORY					
PRSNL ACCSRIES RANK MAB RANK		BRAND NAME	CATEGORY		
1	- 11	ВАТА	Footwear		
2	12	REEBOK	Sports Accessories		
3	13	TITAN	Watches		
4	14	ADIDAS	Sports Accessories		
5	15	PUMA	Sports Accessories		
6	23	NIKE	Sports Accessories		
7	39	WOODLAND	Footwear		
8	45	SONATA	Watches		
9	86	RADO	Watches		
10	107	FILA	Footwear		
11	115	ACTION SHOES	Footwear		
12	120	ROLEX	Watches		
13	143	VIP	Luggage/Bags		
14	168	TANISHQ	Jewellery		
15	192	MAXIMA WATCHES	Watches		
16	200	KHADIM'S	Footwear		
17	17 225 TBZ		Jewellery		
18	18 242 LAKHANI		Footwear		
19	19 263 LIBERTY		Footwear		
20	20 285 PARAGON		Footwear		
21	304	SWATCH	Watches		
22	22 308 SPARX		Footwear		
23 329		SWISS	Watches		
24	345	RAYBAN	Eyewear		
25	397	TIMEX	Watches		
26	402	LOTTO	Footwear		
27	424	KALYAN JEWELLERS	Jewellery		
28	429	RELAXO	Footwear		
29	445	PC JEWELLERS	Jewellery		
30	506	OMEGA	Watches		
31	516	CRIZAL	Eyewear		
32	549	BENTEX	Watches		
33	550	AMERICAN TOURISTER	Luggage/Bags		
34	563	TISSOT	Watches		
35	568	AGNI	Jewellery		
36	599	FLITE	Footwear		
37	600	GITANJALI	Jewellery		
38	606	REDTAPE	Footwear		
39	612	TITAN RAGA	Watches		
40	0 627 NAKSHATRA		Jewellery		

FOOT WEAR RANK	MAB RANK	BRAND NAME	
	11	BATA	
2	39	WOODLAND	
3	107	FILA	
4	115	ACTION SHOES	
5	200	KHADIM'S	
6	242	LAKHANI	
7	263	LIBERTY	
8	285	PARAGON	
9	308	SPARX	
10	402	LOTTO	
- 11	429	RELAXO	
12	599	FLITE	
13	606	REDTAPE	
14	695	мосні	
15	724	KITO	
16	842	CLARKS	
17	940	ALLEN COOPER	
18	954	CATWALK	

		WATCHES
WATCHES RANK	MAB RANK	BRAND NAME
	13	TITAN
2	45	SONATA
3	86	RADO
4	120	ROLEX
5	192	MAXIMA WATCHES
6	304	SWATCH
7	329	SWISS
8	397	TIMEX
9	506	OMEGA
10	549	BENTEX
11	563	TISSOT
12	612	TITAN RAGA
13	642	CITIZEN
14	733	QUARTZ



PERSONAL ACCESSORIES

SUPER CATEGORY

PERSONAL ACCSRIES RANK	MAB RANK	BRAND NAME	CATEGORY
41	642	CITIZEN	Watches
42	691	D DAMAS	Jewellery
43	695	MOCHI	Footwear
44	724	KITO	Footwear
45	733	QUARTZ	Watches
46	737	GRT	Jewellery
47	752	BHIMA JEWELLERY	Jewellery
48	799	COSCO	Sports Accessories
49	842	CLARKS	Footwear
50	883	CONVERSE	Sports Accessories
51	906	JOYALUKKAS	Jewellery
52	907	LALITHA JEWELLERS	Jewellery
53	940	ALLEN COOPER	Footwear
54	954	CATWALK	Footwear
55	955	ORRA	Jewellery
56	987	DUCKBACK	Rainwear

CATEGORY		SPORTS ACCESSORIES	
SPORTS ACCSRIES RANK	MAB RANK	BRAND NAME	
	12	REEBOK	
2	14	ADIDAS	
3	15	PUMA	
4	23	NIKE	
5	799	COSCO	
6	883	CONVERSE	

		EYEWEAR
EYEWEAR RANK	MAB RANK	BRAND NAME
1	345	RAYBAN
2	516	CRIZAL

		LUGGAGE/BAGS	
LUGGAGE/ BAGS RANK	MAB RANK	BRAND NAME	
1	143	VIP	
2	550	AMERICAN TOURISTER	

_		RAINWEAR
RAIN WEAR RANK	MAB RANK	BRAND NAME
	987	DUCKBACK



PERSONAL ACCESSORIES

CATEGORY		JEWELLERY	
JEWEL RANK	MAB RANK	BRAND NAME	
1	168	TANISHQ	
2	225	TBZ	
3	424	KALYAN JEWELLERS	
4	445	PC JEWELLERS	
5	569	AGNI	
6	600	GITANJALI	
7	627	NAKSHATRA	
8	691	D DAMAS	
9	737	GRT	
10	752	BHIMA JEWELLERY	
- 11	906	JOY ALUKAS	
12	907	LALITHA JEWELLERS	
13	955	ORRA	



PERSONAL GADGETS

SU	PER	CAT	FG	ORY

PRSNL GADGETS RANK	MAB RANK	BRAND NAME	CATEGORY
1	- 1	SAMSUNG MOBILES	Mobile Phones
2	3	NOKIA	Mobile Phones
3	52	BLACKBERRY	Mobile Phones
4	68	MICROMAX	Mobile Phones
5	81	APPLE IPHONE	Mobile Phones
6	92	G FIVE	Mobile Phones
7	112	LAVA	Mobile Phones
8	114	HTC	Mobile Phones
9	123	MAXX	Mobile Phones
10	140	CANON	Cameras
11	142	KARBONN	Mobile Phones
12	198	NIKON	Cameras
13	245	SONY ERICSSON	Mobile Phones
14	257	MOTOROLA	Mobile Phones
15	259	SPICE	Mobile Phones
16	305	KODAK	Cameras
17	315	NOKIA LUMIA	Mobile Phones
18	393	LG NEXUS	Mobile Phones
19	440	FUJIFILM	Cameras
20	559	LEMON MOBILES	Mobile Phones
21	596	SAMSUNG GALAXY	Mobile Phones
22	711	SONY MOBILE	Mobile Phones
23	717	LG MOBILE	Mobile Phones
24	738	CELKON	Mobile Phones
25	901	SAMSUNG TAB	Tablet
26	914	SONY XPERIA	Mobile Phones

CATEGO	RY	

MOBILE PHONES RANK	MAB RANK	BRAND NAME
1	- 1	SAMSUNG MOBILES
2	3	NOKIA
3	52	BLACKBERRY
4	68	MICROMAX
5	81	APPLE IPHONE
6	92	G FIVE
7	112	LAVA
8	114	HTC
9	123	MAXX
10	142	KARBONN
11	245	SONY ERICSSON
12	257	MOTOROLA
13	259	SPICE
14	315	NOKIA LUMIA
15	393	LG NEXUS
16	559	LEMON MOBILES
17	596	SAMSUNG GALAXY
18	711	SONY MOBILE
19	717	LG MOBILE
20	738	CELKON
21	914	SONY XPERIA

MOBILE PHONES

		CAMERAS
CAMERAS RANK	MAB RANK	BRAND NAME
1	140	CANON
2	198	NIKON
3	305	KODAK
4	440	FUJIFILM

		TABLET
TABLETS RANK	MAB RANK	BRAND NAME
1	901	SAMSUNG TAB



PERSONALITIES

SUPER CATEGORY

PERSON RANK	MAB RANK	BRAND NAME	CATEGORY
1	185	SHAHRUKH KHAN	Cinema - Male
2	215	AMITABH BACHCHAN	Cinema - Male
3	248	MAHENDRA SINGH DHONI	Sports
4	267	AAMIR KHAN	Cinema - Male
5	271	MITHUN CHAKRABORTY	Cinema - Male
6	405	KATRINA KAIF	Cinema - Female
7	434	SALMAN KHAN	Cinema - Male
8	442	SACHIN TENDULKAR	Sports
9	494	RABINDRANATH TAGORE	Social/Spiritual
10	519	MADHURI DIXIT	Cinema - Female
-11	530	SOURAV GANGULY	Sports
12	548	SUSHMITA SEN	Cinema - Female
13	584	CHRIS GAYLE	Sports
14	587	AISHWARYA RAI BACHCHAN	Cinema - Female
15	651	KAREENA KAPOOR	Cinema - Female
16	716	ANIL AMBANI	Business
17	803	KARISHMA KAPOOR	Cinema - Female
18	840	LATA MANGESHKAR	Music
19	849	SUNNY DEOL	Cinema - Male
20	857	PRIYANKA CHOPRA	Cinema - Female
21	896	REKHA	Cinema - Female
22	913	HRITHIK ROSHAN	Cinema - Male
23	922	RANBIR KAPOOR	Cinema - Male
24	961	SONAKSHI SINHA	Cinema - Female
25	976	ABHISHEK BACHCHAN	Cinema - Male

CATEGORY

CINEMA - FEMALE

ACTRESS RANK	MAB RANK	BRAND NAME
1	405	KATRINA KAIF
2	519	MADHURI DIXIT
3	548	SUSHMITA SEN
4	587	AISHWARYA RAI BACHCHAN
5	651	KAREENA KAPOOR
6	803	KARISHMA KAPOOR
7	857	PRIYANKA CHOPRA
8	896	REKHA
9	961	SONAKSHI SINHA

CINEMA - MALE

ACTOR RANK	MAB RANK	BRAND NAME
	185	SHAHRUKH KHAN
	215	AMITABH BACHCHAN
	267	AAMIR KHAN
	271	MITHUN CHAKRABORTY
5	434	SALMAN KHAN
6	849	SUNNY DEOL
	913	HRITHIK ROSHAN
8	922	RANBIR KAPOOR
9	976	ABHISHEK BACHCHAN

SPORTS

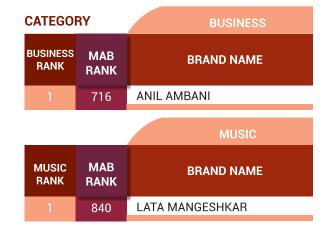
SPORTS RANK	MAB RANK	BRAND NAME
1	248	MAHENDRA SINGH DHONI
2	442	SACHIN TENDULKAR
3	530	SOURAV GANGULY
4	584	CHRIS GAYLE

COCIAL/SPIRITUAL

SOCIAL/ SPIRITUAL RANK	MAB RANK	BRAND NAME
1	494	RABINDRANATH TAGORE



PERSONALITIES





RETAIL

SUP	ER	CAT	ΈG	ORY	

RETAIL RANK	MAB RANK	BRAND NAME	CATEGORY
1	75	KENTUCKY FRIED CHICKEN	QSR
2	122	MCDONALD'S	QSR
3	136	PANTALOONS	Personal goods
4	214	ZARA	Personal goods
5	233	WESTSIDE	Personal goods
6	237	LIFESTYLE	Personal goods
7	264	ARCHIES	Gift Shop
8	282	PIZZA HUT	Restaurant/Dinner
9	316	DOMINOS	QSR
10	323	BIG BAZAAR	Personal goods
- 11	324	SREE LEATHER	Footwear
12	335	CCD	Café
13	363	RED CHIEF	Footwear
14	383	METRO	Footwear
15	399	MONGINIS	Cake shop
16	410	BENZER	Personal goods
17	514	SUVIDHAA	Services
18	526	SHOPPERS STOP	Personal goods
19	592	D MART	General & Grocery
20	605	SPENCERS General & Grocery	
21	608	BARISTA	Café
22	667	CROMA	Electronics
23	718	RAJDHANI	Restaurant/Dinner
24	765	HALLMARK	Gift shop
25	794	WALMART General & Grocery	
26	806	R CITY Shopping Mall	
27	846	SUBWAY	QSR
28	848	RELIANCE FRESH	General & Grocery
29	871	D'DECOR	Furnishing Retail
30	886	HYPER CITY	Shopping Mall
31	903	COSTA COFFEE	Café

CATEGORY		CAFÉ
CAFÉ RANK	MAB RANK	BRAND NAME
1	335	CAFÉ COFFEE DAY
2	608	BARISTA
3	903	COSTA COFFEE

		GIFT SHOP
GIFT SHOP RANK	MAB RANK	BRAND NAME
1	264	ARCHIES
2	765	HALLMARK

		SHOPPING MALL
SHOPPING MALL RANK	MAB RANK	BRAND NAME
1	806	R CITY
2	886	HYPER CITY

		GENERAL & GROCERY
G&G RANK	MAB RANK	BRAND NAME
1	592	D MART
2	605	SPENCERS
3	794	WALMART
4	848	RELIANCE FRESH

		FOOTWEAR
FOOT WEAR RANK	MAB RANK	BRAND NAME
1	324	SREE LEATHER
2	363	RED CHIEF
3	383	METRO



RETAIL

CATEGOI	RY	PERSONAL GOODS
PRSNL GOODS RANK	MAB RANK	BRAND NAME
1	136	PANTALOONS
2	214	ZARA
3	233	WESTSIDE
4	237	LIFESTYLE
5	323	BIG BAAZAR
6	410	BENZER
7	526	SHOPPERS STOP
		QSR
QSR RANK	MAB RANK	BRAND NAME
1	75	KENTUCKY FRIED CHICKEN
2	122	MCDONALD'S
3	316	DOMINOS
4	853	SUBWAY
		CAKE SHOP
CAKE SHOP RANK	MAB RANK	BRAND NAME
1	399	MONGINIS
		ELECTRONICS
ELEC RANK	MAB RANK	BRAND NAME
1	667	CROMA
		SERVICE
SERVICES RANK	MAB RANK	BRAND NAME

SUVIDHAA



RETAIL

CATEGORY		FURNISHING RETAIL	
FURNSH RETAIL RANK	MAB RANK	BRAND NAME	
1	871	D'DECOR	
		RESTAURANT / DINER	
RSTRNT / DINNER RANK	MAB RANK	BRAND NAME	
1	282	PIZZA HUT	
2	718	RAJDHANI	

SERVICES

SUPER CATEGORY

SERVICES RANK	MAB RANK	BRAND NAME	CATEGORY
1	278	IBM	Consulting/Services
2	636	BLUE DART	Express Service
3	706	DHL	Express Service
4	969	DTDC	Express Service

CATEGORY

EXPRESS SERVICE

EXP SER RANK	MAB RANK	BRAND NAME
1	636	BLUEDART
2	706	DHL
3	969	DTDC

CONSULTING/SERVICES

CONSULT/ SERVICES RANK	MAB RANK	BRAND NAME
1	278	IBM

SOCIAL ORGANIZATION

SUPER CATEGORY

SOCIAL ORGN RANK	MAB RANK	BRAND NAME	CATEGORY	
1	358	CRY	NGO	
2	425	BEING HUMAN	NGO	
3	622	PETA	NGO	
4	731	GOONJ	NGO	
5	754	WORLD VISION	NGO	
6	762	HELP AGE INDIA	NGO	
7	866	BHARAT SEVASHRAM	NGO	

SPORTS

SUPER CATEGORY

SPORTS RANK	MAB RANK	BRAND NAME	CATEGORY
1	838	KOLKATA KNIGHT RIDERS	IPL TEAM



WRITING ACCESSORIES

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5	STATNRY RANK	MAB RANK	BRAND NAME	CATEGORY
	1	53	NATRAJ	Writing Accessories
	2	79	CELLO	Writing Accessories
	3	90	REYNOLDS	Writing Accessories
	4	106	ADDGEL	Writing Accessories
	5	156	PARKER	Premium Writing Accessories
	6	182	CAMEL	Writing Accessories
	7	217	APSARA	Writing Accessories
	8	331	MONTEX	Writing Accessories
	9	342	LEXI	Writing Accessories
	10	367	LINC	Writing Accessories
	11	459	CLASSMATE	Notebooks
	12	481	LUXOR	Writing Accessories
	13	686	KANGARO	Stapler
	14	703	NAVNEET	Notebooks
	15	709	CAMLIN	Art Accessories
	16	755	ROTOMAC	Writing Accessories
	17	773	FABER CASTLE	Writing Accessories
	18	959	SCHOOLMATE	Writing Accessories

CATEGORY		WRITING ACCESSORIES	
WRITING ACCSRIES RANK	MAB RANK	BRAND NAME	
1	53	NATRAJ	
2	79	CELLO	
3	90	REYNOLDS	
4	106	ADDGEL	
5	182	CAMEL	
6	217	APSARA	
7	331	MONTEX	
8	342	LEXI	
9	367	LINC	
10	481	LUXOR	
- 11	755	ROTOMAC	
12	773	FABER CASTLE	
13	959	SCHOOLMATE	
		NOTEBOOKS	
NOTEBK RANK	MAB RANK	BRAND NAME	
1	459	CLASSMATE	
2	703	NAVNEET	
		STAPLER	
STAPLER RANK	MAB RANK	BRAND NAME	
1	686	KANGARO	
	PR	EMIUM WRITING ACCESSORIES	
PRE WTNG ACCSRIES RANK	MAB RANK	BRAND NAME	
1	156	PARKER	
		ART ACCESSORIES	
ART ACCSRIES RANK	MAB RANK	BRAND NAME	
1	709	CAMLIN	





TECHNOLOGY

SUPER CATEGORY			
TECHNLGY RANK	MAB RANK	BRAND NAME	CATEGORY
1	10	DELL	Diversified
2	19	APPLE	Personal Technology
3	31	HEWLETT PACKARD	Diversified
4	46	LENOVO	Personal Technology
5	56	ACER	Personal Technology
6	83	HCL	Diversified
7	96	RAMCO	Software Services
8	158	WIPRO	Software Services
9	159	INTEL	Semiconductor
10	189	MICROSOFT	Software Company
11	294	INFOSYS	Software Services
12	312	I BALL	Personal Technology
13	318	COMPAQ	Personal Technology
14	381	KINGSTON	Memory storage
15	426	TCS	Software Services
16	465	ZENITH	Personal Technology
17	472	TORRENT	Software Application
18	531	ORACLE	Software Company
19	565	SATYAM	Software Services
20	577	ASUS	Diversified
21	611	TATA PHOTON	Datacard
22	645	NORTON	Anti-virus
23	658	ANGRY BIRDS	Software Application
24	673	AVG	Anti-virus
25	680	LOGITECH	Personal Technology
26	739	LEXAR	Memory storage
27	757	SANDISK	Memory storage
28	761	SAP	Software Company
29	789	MICROTEX	Personal Technology
30	825	MOSER BAER	Memory storage
31	835	EPSON	Printer
32	855	VLC PLAYER	Software Application
33	908	WINDOWS	Operating System
34	935	ADOBE	Software Company
35	951	WINAMP	Software Application
36	956	MTS BLAZE	Datacard
37	967	MICROSOFT EXCEL	Software Application
38	973	ANDROID	Operating System

CATEGORY		PERSONAL TECHNOLOGY	
PRSNL TECNLGY RANK	MAB RANK	BRAND NAME	
1	19	APPLE	
2	46	LENOVO	
3	56	ACER	
4	312	I BALL	
5	318	COMPAQ	
6	465	ZENITH	
7	680	LOGITECH	
8	789	MICROTEX	

		SOFTWARE APPLICATION
SFTWARE APP RANK	MAB RANK	BRAND NAME
1	472	TORRENT
2	658	ANGRY BIRDS
3	855	VLC PLAYER
4	951	WINAMP
5	967	MICROSOFT EXCEL

	SOFTWARE SERVICES		
SFTWARE SERVICES RANK	MAB RANK	BRAND NAME	
1	96	RAMCO	
2	158	WIPRO	
3	294	INFOSYS	
4	426	TCS	
5	565	SATYAM	

		SOFTWARE COMPANY		
SFTWARE CMPNY RANK	MAB RANK	BRAND NAME		
1	189	MICROSOFT		
2	531	ORACLE		
3	761	SAP		
4	935	ADOBE		

531

761



TECHNOLOGY

CATEGORY		MEMORY STORAGE	
MEMORY STORAGE RANK	MAB RANK	BRAND NAME	
1	381	KINGSTON	
2	739	LEXAR	
3	757	SANDISK	
4	825	MOSER BAER	
		OPERATING SYSTEM	
OS RANK	MAB RANK	BRAND NAME	
1	908	WINDOWS	
2	973	ANDROID	
		ANTI-VIRUS	
ANTI VIRUS RANK	MAB RANK	BRAND NAME	
1	645	NORTON	
2	673	AVG	
		DATACARD	
		DATAGAID	
DATACARD RANK	MAB RANK	BRAND NAME	
1	611	TATA PHOTON	
2	956	MTS MBLAZE	
		PRINTER	
PRINTER RANK	MAB RANK	BRAND NAME	
1	835	EPSON	



TECHNOLOGY

RY	DIVERSIFIED	
MAB RANK	BRAND NAME	
10	DELL	
31	HEWLETT PACKARD	
83	HCL	
577	ASUS	
	SEMICONDUCTOR	
MAB RANK	BRAND NAME	
159	INTEL	
	MAB RANK 10 31 83 577 MAB RANK	

TELECOM

SUPER CATEGORY

ELECOM RANK	MAB RANK	BRAND NAME	CATEGORY	
1	22	AIRTEL	Telephony	
2	28	VODAFONE	Telephony	
3	30	IDEA	Telephony	
4	41	BSNL	Telephony	
5	87	AIRCEL	Telephony	
6	97	TATA DOCOMO	Telephony	
7	228	UNINOR	Telephony	
8	302	MTS	Telephony	
9	352	TATA INDICOM	Telephony	
10	461	MTNL	Telephony	
-11	639	DOLPHIN	Telephony	
12	715	LOOP	Telephony	
13	975	RELIANCE MOBILE	Telephony	



TRANSPORTATION

SUPER CATEGORY

TRNSPT RANK	DITAIL NAME		CATEGORY	
1	161	ATLAS	Bicycles	
2	261	AIR INDIA	Airlines - Indian	
3	510	HERCULES	Bicycles	
4	588	BSA	Bicycles	
5	595	INDIGO AIRLINES	Airlines - Indian	
6	671	JET AIRWAYS	Airlines - Indian	
7	948	LADY BIRD	Bicycles	
8	966	SPICEJET	Airlines - Indian	

CATEGORY		KY	AIRLINES - INDIAN	
	AIRLINES INDIAN RANK	MAB RANK	BRAND NAME	
		261	AIR INDIA	
		595	INDIGO AIRLINES	
		671	JET AIRWAYS	
		966	SPICEJET	

		BICYCLES
BICYCLES RANK	MAB RANK	BRAND NAME
1	161	ATLAS
	510	HERCULES
	588	BSA
	948	LADY BIRD



All India Category-Wise - India's Most Attractive Brands

You don't have to be born beautiful to be wildly attractive.

Diana Vreeland (1903-1989) - noted columnist and editor in the field of fashion

Every year, this list will reveal India's Most Attractive Brands, the privileged 1000 that have surpassed all others in their magnetic appeal. This report is a result of a primary research conducted in 16 Indian cities with 2505 consumer-influencers conducted using TRA's exclusive matrix for measuring attractiveness. The proprietary methodology to measure Attractiveness Quotient of brands is based on 36 Brand Traits, 12 Brand Demeanours and 4 Brand Appeals.



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
1	SAMSUNG MOBILES	Personal Gadgets	Mobile Phones
2	SONY	Durables	Consumer Electronics
3	NOKIA	Personal Gadgets	Mobile Phones
4	LG	Durables	Consumer Electronics
5	TATA	Diversified	Diversified
6	LUX	FMCG	Bath/Beauty
7	MARUTI SUZUKI	Automobile	Four Wheeler - Manufacturer
8	GODREJ	Diversified	Diversified
9	BAJAJ	Diversified	Diversified
10	DELL	Technology	Diversified
11	ВАТА	Personal Accessories	Footwear
12	REEBOK	Personal Accessories	Sports Accessories
13	TITAN	Personal Accessories	Watches
14	ADIDAS	Personal Accessories	Sports Accessories
15	PUMA	Personal Accessories	Sports Accessories
16	COLGATE	FMCG	Oral hygiene
17	DOVE	FMCG	Bath/Beauty
18	AMUL	Food & Beverage	Dairy
19	APPLE	Technology	Personal Technology
20	PEPSI	Food & Beverage	Aerated Beverages
21	PONDS	FMCG	Bath/Beauty
22	AIRTEL	Telecom	Telephony
23	NIKE	Personal Accessories	Sports Accessories
24	HONDA	Automobile	Four Wheeler - Manufacturer
25	PHILIPS	Diversified	Diversified
26	USHA FANS	Household Electricals	Fans
27	HERO MOTOCORP	Automobile	Two Wheeler - Manufacturer
28	VODAFONE	Telecom	Telephony
29	VIDEOCON	Diversified	Diversified
30	IDEA	Telecom	Telephony
31	HEWLETT PACKARD	Technology	Diversified
32	BMW	Automobile	Four Wheeler - Luxury
33	AXE	FMCG	Deo/Perfume
34	RAYMOND	Apparel	Fabric
35	LAKME	FMCG	Bath/Beauty
36	BRITANNIA	Food & Beverage	F&B - Diversified
37	LEVI'S	Apparel	Readymades - Casual wear
38	RELIANCE	Diversified	Diversified
39	WOODLAND	Personal Accessories	Footwear
40	DABUR	Healthcare	Ayurvedic Products



MAB	BRAND NAME	SUPER-CATEGORY	CATEGORY
RANK			
41	BSNL	Telecom	Telephony
42	COCA-COLA	Food & Beverage	Aerated Beverages
43	WHIRLPOOL	Durables	Consumer Electronics
44	NESTLE MAGGI	Food & Beverage	Fast Moving Foods
45	SONATA	Personal Accessories	Watches
46	LENOVO	Technology	Personal Technology
47	GARNIER	FMCG	Bath/Beauty
48	JOCKEY	Apparel	Innerwear
49	NESTLE	Food & Beverage	F&B - Diversified
50	ТОУОТА	Automobile	Four Wheeler - Manufacturer
51	PARLE G	Food & Beverage	Biscuits
52	BLACKBERRY	Personal Gadgets	Mobile Phones
53	NATRAJ	Stationary	Writing Accessories
54	SAMSUNG (Durables)	Durables	Consumer Electronics
55	FOGG	FMCG	Deo/Perfume
56	ACER	Technology	Personal Technology
57	YAMAHA	Automobile	Two Wheeler - Manufacturer
58	PEPSODENT	FMCG	Oral hygiene
59	LIC	BFSI	Insurance - PSU
60	DETTOL	FMCG	Bath/Beauty
61	LIFEBUOY	FMCG	Bath/Beauty
62	M&M	Diversified	Diversified
63	HORLICKS	Food & Beverage	Nutritional supplement
64	AMWAY	FMCG	Direct Selling
65	ONIDA	Durables	Consumer Electronics
66	BOOST	Food & Beverage	Nutritional supplement
67	BPL	Diversified	Diversified
68	MICROMAX	Personal Gadgets	Mobile Phones
69	5 STAR	Food & Beverage	Chocolate Bar
70	ICICI	BFSI	Diversified - Finance
71	ITC	Diversified	Diversified
72	TVS	Automobile	Two Wheeler - Manufacturer
73	VOLTAS	Durables	Consumer Electronics
74	PARLE	Food & Beverage	F&B - Diversified
75	KENTUCKY FRIED CHICKEN	Retail	QSR
76	HYUNDAI	Automobile	Four Wheeler - Manufacturer
77	CADBURY'S	Food & Beverage	F&B - Diversified
78	FAIR & LOVELY	FMCG	Bath/Beauty
79	CELLO	Stationary	Writing Accessories
80	7UP	Food & Beverage	Aerated Beverages



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
81	APPLE IPHONE	Personal Gadgets	Mobile Phones
82	PETER ENGLAND	Apparel	Readymades - Formal
83	HCL	Technology	Diversified
84	CINTHOL	FMCG	Bath/Beauty
85	CLASSIC	Cigarettes	Cigarettes
86	RADO	Personal Accessories	Sports Accessories
87	AIRCEL	Telecom	Telephony
88	SUNSILK	FMCG	Bath/Beauty
89	MERCEDES BENZ	Automobile	Four Wheeler - Luxury
90	REYNOLDS	Stationary	Writing Accessories
91	LEE	Apparel	Readymades - Casual wear
92	G FIVE	Personal Gadgets	Mobile Phones
93	RAMRAJ	Apparel	Readymades - General
94	VOLKSWAGEN	Automobile	Four Wheeler - Manufacturer
95	HIMALAYA	Healthcare	Ayurvedic Products
96	RAMCO	Technology	Software Services
97	TATA DOCOMO	Telecom	Telephony
98	TATA NANO	Automobile	Car - Hatchback
99	HAMAM	FMCG	Bath/Beauty
100	MAAZA	Food & Beverage	Non-aerated Beverages
101	HINDUSTAN UNILEVER	FMCG	Diversified
102	AUDI	Automobile	Four Wheeler - Luxury
103	ARROW	Apparel	Readymades - Formal
104	NISSAN	Automobile	Four Wheeler - Manufacturer
105	ARIEL	FMCG	Fabric care
106	ADDGEL	Stationary	Writing Accessories
107	FILA	Personal Accessories	Footwear
108	LAY'S	Food & Beverage	Packaged Snacks
109	CLOSE UP	FMCG	Oral hygiene
110	OLAY	FMCG	Bath/Beauty
111	L'OREAL	FMCG	Bath/Beauty
112	LAVA	Personal Gadgets	Mobile Phones
113	SPRITE	Food & Beverage	Aerated Beverages
114	HTC	Personal Gadgets	Mobile Phones
115	ACTION SHOES	Personal Accessories	Footwear
116	FASTRACK	Branded Fashion	Branded Fashion
117	PANASONIC	Durables	Consumer Electronics
118	SBI	BFSI	Bank - PSU
119	VIMAL	Apparel	Fabric
120	ROLEX	Personal Accessories	Watches
120	ROLEX	Personal Accessories	Watches



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
121	HDFC	BFSI	Diversified - Finance
122	MCDONALD'S	Retail	QSR
123	MAXX	Personal Gadgets	Mobile Phones
124	DUKE'S	Food & Beverage	Aerated Beverages
125	KITKAT	Food & Beverage	Chocolate Bar
126	LARSEN & TOUBRO	Diversified	Diversified
127	TATA TEA	Food & Beverage	Tea
128	APPY	Food & Beverage	Non-aerated Beverages
129	BRITANNIA GOOD DAY	Food & Beverage	Biscuits
130	PANTENE	FMCG	Bath/Beauty
131	DALMIA	Diversified	Diversified
132	P & G	FMCG	Diversified
133	GOOGLE	Internet	Internet tool
134	TOSHIBA	Durables	Consumer Electronics
135	HALDIRAM'S	Food & Beverage	Packaged Snacks
136	PANTALOONS	Retail	Personal goods
137	AJANTA	Home Care	Clocks
138	NIVEA	FMCG	Bath/Beauty
139	VIVEL	FMCG	Bath/Beauty
140	CANON	Personal Gadgets	Cameras
141	MARUTI SUZUKI SWIFT	Automobile	Car - Sedan
142	KARBONN	Personal Gadgets	Mobile Phones
143	VIP	Personal Accessories	Luggage/Bags
144	POWER	Energy	Energy
145	BOROPLUS	FMCG	Bath/Beauty
146	ABBOTT LABS	Healthcare	Pharmaceuticals
147	MONTE CARLO	Apparel	Readymades - Winterwear
148	HMT	Manufacturing	Engineering
149	NIRMA	FMCG	Diversified
150	TOYOTA ETIOS LIVA	Automobile	Car - Hatchback
151	SURF EXCEL	FMCG	Fabric care
152	NIMBOOZ	Food & Beverage	Non-aerated Beverages
153	SANSUI	Durables	Consumer Electronics
154	PEARS	FMCG	Bath/Beauty
155	DENIM	Branded Fashion	Branded Fashion
156	PARKER	Stationary	Premium Writing Accessories
157	HERO HONDA	Automobile	Two Wheeler - Manufacturer
158	WIPRO	Technology	Software Services
159	INTEL	Technology	Semiconductor
160	BIRLA	Diversified	Diversified



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
161	ATLAS	Transportation	Bicycles
162	TIDE	FMCG	Fabric care
163	HYUNDAI 120	Automobile	Car - Hatchback
164	LEE COOPER	Apparel	Readymades - Casual wear
165	KINGFISHER	Alcoholic Beverages	Beer
166	RIN	FMCG	Fabric care
167	HYUNDAI SANTRO	Automobile	Car - Hatchback
168	TANISHQ	Personal Accessories	Jewellery
169	HITACHI	Durables	Consumer Electronics
170	COMPLAN	Food & Beverage	Nutritional supplement
171	REAL	Food & Beverage	Packaged Juice
172	SKODA	Automobile	Four Wheeler - Luxury
173	POLO	Food & Beverage	Mouth Freshner
174	AACHI MASALA	Food & Beverage	Masala
175	LOTUS HERBALS	FMCG	Bath/Beauty
176	PRIYA GOLD	Food & Beverage	Biscuits
177	TOMMY HILFIGER	Branded Fashion	Branded Fashion
178	HAVELLS	Electricals	Fast Moving Electrical Goods
179	LIMCA	Food & Beverage	Aerated Beverages
180	MARGO	FMCG	Bath/Beauty
181	PARK AVENUE	Apparel	Readymades - Formal
182	CAMEL	Stationary	Writing Accessories
183	JAGUAR	Automobile	Four Wheeler - Luxury
184	KISSAN	Food & Beverage	F&B - Diversified
185	SHAHRUKH KHAN	Personality	Cinema - Male
186	FERRARI	Automobile	Four Wheeler - Luxury
187	BISLERI	Food & Beverage	Packaged Drinking Water
188	MEDIMIX	FMCG	Bath/Beauty
189	MICROSOFT	Technology	Software Services
190	ANCHOR	FMCG	Oral hygiene
191	MRF	Automobile - Related	Tyres
192	MAXIMA WATCHES	Personal Accessories	Watches
193	BALAJI	Food & Beverage	Packaged Snacks
194	BOROLINE	FMCG	Bath/Beauty
195	DABUR VATIKA	FMCG	Bath/Beauty
196	EXIDE	Automobile - Related	Auto - Batteries
197	BOURNVITA	Food & Beverage	Nutritional supplement
198	NIKON	Personal Gadgets	Camera manufacturer
199	JOHN PLAYERS	Apparel	Readymades - Formal
200	KHADIMS	Personal Accessories	Footwear



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
201	DURIAN	Home Furnishing	Furniture
202	NESCAFE	Food & Beverage	Coffee
203	SANTOOR	FMCG	Bath/Beauty
204	EVEREST	Food & Beverage	Masala
205	SIYARAM'S	Apparel	Fabric
206	SUNFEAST	Food & Beverage	F&B - Diversified
207	CLINIC PLUS	FMCG	Bath/Beauty
208	FORD	Automobile	Four Wheeler - Manufacturer
209	MDH	Food & Beverage	Masala
210	MAX	Diversified	Diversified
211	KOTAK	BFSI	Diversified - Finance
212	PEPE	Apparel	Readymades - Casual wear
213	FANTA	Food & Beverage	Aerated Beverages
214	ZARA	Retail	Personal goods
215	AMITABH BACHCHAN	Personality	Cinema - Male
216	AKAI	Durables	Consumer Electronics
217	APSARA	Stationary	Writing Accessories
218	ACC CEMENT	Manufacturing	Cement
219	FA	FMCG	Bath/Beauty
220	BAJAJ PULSAR	Automobile	Two Wheeler - Brand
221	AVON	FMCG	Direct Selling
222	BRU	Food & Beverage	Coffee
223	KURKURE	Food & Beverage	Packaged Snacks
224	NEROLAC	Manufacturing	Paints
225	TBZ	Personal Accessories	Jewellery
226	HEAD & SHOULDERS	FMCG	Bath/Beauty
227	ASIAN PAINTS	Manufacturing	Paints
228	UNINOR	Telecom	Telephony
229	ORAL B	FMCG	Oral hygiene
230	LIJJAT PAPAD	Food & Beverage	Fast Moving Foods
231	EVA	FMCG	Bath/Beauty
232	TAJ MAHAL TEA	Food & Beverage	Tea
233	WESTSIDE	Retail	Personal goods
234	VASELINE	FMCG	Bath/Beauty
235	WILD STONE	FMCG	Deo/Perfume
236	AMBUJA	Diversified	Diversified
237	LIFESTYLE	Retail	Personal goods
238	CASIO	Durables	Consumer Electronics
239	ALLEN SOLLY	Apparel	Readymades - Formal
240	THUMS UP	Food & Beverage	Aerated Beverages



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
241	NDTV	Media - TV	English News
242	LAKHANI	Personal Accessories	Footwear
243	REXONA	FMCG	Bath/Beauty
244	GUCCI	Branded Fashion	Branded Fashion
245	SONY ERICSSON	Personal Gadgets	Mobile Phones
246	FAIREVER	FMCG	Bath/Beauty
247	SURYA	Electricals	Fast Moving Electrical Goods
248	MAHENDRA SINGH DHONI	Personality	Sports
249	COOKME	Food & Beverage	Masala
250	KENT	Durables	Water Purifier
251	HONDA CITY	Automobile	Car - Sedan
252	TATA SALT	Food & Beverage	Salt
253	MORE	Cigarettes	Cigarettes
254	VICCO	FMCG	Oral hygiene
255	GOLD FLAKE	Cigarettes	Cigarettes
256	MOTHER DAIRY	Food & Beverage	Dairy
257	MOTOROLA	Personal Gadgets	Mobile Phones
258	RED BULL	Food & Beverage	Energy Drink
259	SPICE	Personal Gadgets	Mobile Phones
260	AASHIRWAAD	Food & Beverage	F&B - Diversified
261	AIR INDIA	Transportation	Airlines - Indian
262	ORIFLAME	FMCG	Direct Selling
263	LIBERTY	Personal Accessories	Footwear
264	ARCHIES	Retail	Gift Shop
265	RENAULT	Automobile	Four Wheeler - Manufacturer
266	KHAITAN	Household Electricals	Fans
267	AAMIR KHAN	Personality	Cinema - Male
268	LIRIL	FMCG	Bath/Beauty
269	IFB	Durables	Consumer Electronics
270	AXIS BANK	BFSI	Bank - Private
271	MITHUN CHAKRABORTY	Personality	Cinema - Male
272	RUPA	Apparel	Innerwear
273	CASTROL	Lubricants	Lubricants
274	FORTUNE OIL	Food & Beverage	Edible Oil
275	ZANDU	Healthcare	Ayurvedic Products
276	G STAR	Apparel	Readymades - Casual wear
277	CHEVROLET	Automobile	Four Wheeler - Manufacturer
278	IBM	Services	Consulting/Services
279	REVLON	FMCG	Bath/Beauty
280	YAH00	Internet	Internet tool



	BRAND NAME	SUPER-CATEGORY	CATEGORY
281	RANBAXY	Healthcare	Pharmaceuticals
282	PIZZA HUT	Retail	Restaurant/Diner
283	MIRINDA	Food & Beverage	Aerated Beverages
284	CADBURY'S DAIRYMILK	Food & Beverage	Chocolate Bar
285	PARAGON	Personal Accessories	Footwear
286	HSBC	BFSI	Bank - Foreign
287	HALLS	Food & Beverage	Mouth Freshner
288	MUFTI	Apparel	Readymades - Casual wear
289	AYUR	Healthcare	Ayurvedic Products
290	TOYOTA INNOVA	Automobile	Car - SUV/MUV
291	IDBI BANK	BFSI	Bank - Private
292	ROYAL CHALLENGE	Alcoholic Beverages	Whiskey
293	ANANDABAZAR PATRIKA	Media - Print	Newspaper - Regional
294	INFOSYS	Technology	Software Services
295	GSK	Healthcare	Pharmaceuticals
296	JUST DIAL	Internet	Local Search Services
297	FACEBOOK	Internet	Social Networking
298	BINGO	Food & Beverage	Packaged Snacks
299	BISK FARM	Food & Beverage	Biscuits
300	PARACHUTE	FMCG	Bath/Beauty
301	DIESEL	Branded Fashion	Branded Fashion
302	MTS	Telecom	Telephony
303	GILLETTE	FMCG	Shaving Products
304	SWATCH	Personal Accessories	Watches
305	KODAK	Personal Gadgets	Camera manufacturer
306	CIPLA	Healthcare	Pharmaceuticals
307	SUNRISE	Food & Beverage	Coffee
308	SPARX	Personal Accessories	Footwear
	EMAMI	FMCG	Bath/Beauty
310	WRANGLER	Apparel	Readymades - Casual wear
	TTK	Diversified	Diversified
312	I BALL	Technology	Personal Technology
313	ULTRATECH	Manufacturing	Cement
	ENO	Healthcare	Healthcare products
	NOKIA LUMIA	Personal Gadgets	Mobile Phones
	DOMINOS	Retail	QSR
	SHALIMAR	Food & Beverage	Packaged Rice
	COMPAQ	Technology	Personal Technology
	MILTON	Home care	Kitchen Appliances
320	HIMANI	FMCG	Bath/Beauty



MAB	BRAND NAME	SUPER-CATEGORY	CATEGORY
RANK			
321	EVEREADY	FMCG	Consumer Batteries
322	SAFAL	Food & Beverage	Fast Moving Foods
323	BIG BAZAAR	Retail	Personal goods
324	SREE LEATHER	Retail	Footwear
325	DISH TV	DTH	DTH
326	VIM	Home care	Dishcare
327	ROYAL ENFIELD	Automobile	Two Wheeler - Manufacturer
328	JOHNSON & JOHNSON	Healthcare	Healthcare - Diversified
329	SWISS	Personal Accessories	Watches
330	BABOOL	FMCG	Oral hygiene
331	MONTEX	Stationary	Writing Accessories
332	HONDA ACCORD	Automobile	Four Wheeler - Luxury
333	HAWKINS	Home care	Kitchen Appliances
334	ADDICTION	FMCG	Deo/Perfume
335	CAFÉ COFFEE DAY	Retail	Café
336	SHARP	Durables	Consumer Electronics
337	PRESTIGE	Home care	Kitchen Appliances
338	SAFFOLA	Food & Beverage	Edible Oil
339	PALMOLIVE	FMCG	Bath/Beauty
340	TOYOTA COROLLA	Automobile	Four Wheeler - Luxury
341	HUGO BOSS	Branded Fashion	Branded Fashion
342	LEXI	Stationary	Writing Accessories
343	FROOTI	Food & Beverage	Non-aerated Beverages
344	BRITANNIA MARIEGOLD	Food & Beverage	Biscuits
345	RAYBAN	Personal Accessories	Eyewear
346	SLICE	Food & Beverage	Non-aerated Beverages
347	MUNCH	Food & Beverage	Chocolate Bar
348	SNICKERS	Food & Beverage	Chocolate Bar
349	INDIA CEMENT	Manufacturing	Cement
350	KWALITY WALLS	Food & Beverage	Ice Cream
351	BUTTERFLY	Home care	Kitchen Appliances
352	TATA INDICOM	Telecom	Telephony
353	CHIK SHAMPOO	FMCG	Bath/Beauty
354	FEVICOL	FMCG	Adhesives
355	KELVINATOR	Durables	Consumer Electronics
356	SPYKAR	Apparel	Readymades - Casual wear
357	TATA INDICA	Automobile	Car - Hatchback
358	CRY	Social Organization	NGO
359	VICKS	Healthcare	Healthcare products
360	ORIENT	Household Electricals	Fans



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
361	CADBURY'S ECLAIRS	Food & Beverage	Candy
362	BADSHAH MASALA	Food & Beverage	Masala
363	RED CHIEF	Retail	Footwear
364	ASKME	Internet	Local Search Services
365	ROYAL STAG	Alcoholic Beverages	Whiskey
366	OREO	Food & Beverage	Biscuits
367	LINC	Stationary	Writing Accessories
368	AAJ TAK	Media - TV	Hindi News
369	ORBIT	Food & Beverage	Mouth Freshner
370	KELLOGGS	Food & Beverage	Fast Moving Foods
371	SETWET	FMCG	Bath/Beauty
372	KINLEY	Food & Beverage	Packaged Drinking Water
373	LUMINOUS	Household Electricals	Power Products
374	JACK & JONES	Apparel	Readymades - Casual wear
375	NILKAMAL	Home care	Moulded Plastics
376	SAVLON	FMCG	Bath/Beauty
377	GOOD KNIGHT	Home care	Mosquito repellent
378	HENKO	FMCG	Fabric Care
379	TATA MOTORS	Automobile	Four Wheeler - Manufacturer
380	ZEE	Media - TV	Channel cluster
381	KINGSTON	Technology	Memory storage
382	SENSODYNE	FMCG	Oral hygiene
383	METRO	Retail	Footwear
384	PERK	Food & Beverage	Chocolate Bar
385	INDIABULLS	Diversified	Diversified
386	MTR	Food & Beverage	Fast Moving Foods
387	AAVIN DAIRY	Food & Beverage	Fast Moving Foods
388	MINT	Media - Print	Newspaper - English
389	KILLER	Apparel	Readymades - Casual wear
390	MOUNTAIN DEW	Food & Beverage	Aerated Beverages
391	BENETTON	Branded Fashion	Branded Fashion
392	OCM	Apparel	Fabric
393	LG NEXUS	Personal Gadgets	Mobile Phones
394	VADILAL	Food & Beverage	Ice Cream
395	REID & TAYLOR	Apparel	Fabric
396	HONDA ACTIVA	Automobile	Two Wheeler - brand
397	TIMEX	Personal Accessories	Watches
398	HAVMOR	Food & Beverage	Ice Cream
399	MONGINIS	Retail	Cakeshop
400	KNORR	Food & Beverage	Fast Moving Foods



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
401	KOHINOOR	Food & Beverage	Packaged Rice
402	LOTTO	Personal Accessories	Footwear
403	SONY TV	Media - TV	Hindi GEC
404	CITIBANK	BFSI	Bank - Foreign
405	KATRINA KAIF	Personality	Cinema - Female
406	NIIT	Education	Training
407	SUPER MAX	FMCG	Shaving Products
408	LUX COZI	Apparel	Innerwear
409	ZEE TV	Media - TV	Hindi GEC
410	BENZER	Retail	Personal goods
411	MARUTI SUZUKI ALTO	Automobile	Car - Hatchback
412	TIMES OF INDIA	Media - Print	Newspaper - English
413	NYCIL	FMCG	Bath/Beauty
414	TATA SKY	DTH	DTH
415	FAIR & HANDSOME	FMCG	Bath/Beauty
416	MR WHITE	FMCG	Fabric Care
417	ASHOK LEYLAND	Automobile	Auto - Commercial vehicles
418	NIHAR	FMCG	Bath/Beauty
419	NIMBUZZ	Internet	Internet tool
420	ELECTROLUX	Durables	Consumer Electronics
421	NACO	Government Body	Government Body
422	S KUMAR'S	Apparel	Fabric
423	MAHINDRA BOLERO	Automobile	Car - SUV/MUV
424	KALYAN JEWELLERS	Personal accessories	Jewellery
425	BEING HUMAN	Social Organization	NGO
426	TCS	Technology	Software Services
427	EDUCOMP	Education	Education - General
428	TIGER	Food & Beverage	Biscuits
429	RELAXO	Personal Accessories	Footwear
430	JOHNSON	Construction	Construction Materials
431	ZODIAC	Apparel	Readymades - Formal
432	DABUR AMLA	FMCG	Bath/Beauty
433	LOUIS PHILIPPE	Apparel	Readymades - Formal
434	SALMAN KHAN	Personality	Cinema - Male
435	MAYBELLINE	FMCG	Bath/Beauty
436	RED LABEL	Food & Beverage	Tea
437	PRADA	Branded Fashion	Branded Fashion
438	KOUTONS	Apparel	Readymades - Casual wear
439	CROMPTON GREAVES	Manufacturing	Engineering
440	FUJIFILM	Personal Gadgets	Camera manufacturer



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
441	HARPIC	Home care	Disinfectant
442	SACHIN TENDULKAR	Personality	Sports
443	MAHINDRA SCORPIO	Automobile	Car - SUV/MUV
444	BOMBAY DYEING	Apparel	Fabric
445	PC JEWELLERS	Personal accessories	Jewellery
446	RAMDEV	Food & Beverage	Masala
447	EROS	Entertainment	Cinema - Other
448	MORTEIN	Home care	Mosquito repellent
449	HYUNDAI I10	Automobile	Car - Hatchback
450	BHARAT GAS	Energy	Energy
451	MARUTI SUZUKI LUV ERTIGA	Automobile	Car - MPV
452	DLF	Construction	Real Estate Developer
453	LAFARGE	Manufacturing	Cement
454	SIEMENS	Diversified	Diversified
455	CENTURY PLY	Manufacturing	Plywood
456	TOPS	Food & Beverage	F&B - Diversified
457	AQUAGUARD	Durables	Water Purifier
458	APOLLO HOSPITALS	Healthcare	Hospitals
459	CLASSMATE	Stationary	Notebooks
460	NAVRATNA	FMCG	Bath/Beauty
461	MTNL	Telecom	Telephony
462	HPCL	Energy	Energy
463	CHOCOS	Food & Beverage	Fast Moving Foods
464	SAHARA	Diversified	Diversified
465	ZENITH	Technology	Personal Technology
466	TUPPERWARE	Home care	Kitchen Appliances
467	MITSUBISHI LANCER	Automobile	Car - Sedan
468	BAJAJ ALMOND OIL	FMCG	Bath/Beauty
469	BERGER PAINTS	Manufacturing	Paints
470	MAYUR	Apparel	Fabric
471	BIRLA CEMENT	Manufacturing	Cement
472	TORRENT	Technology	Software Company
473	VI JOHN	FMCG	Bath/Beauty
474	JOHNNIE WALKER	Alcoholic Beverages	Premium Whiskey
475	CHING'S	Food & Beverage	Fast Moving Foods
476	ACTIVE WHEEL	FMCG	Fabric care
477	DIGJAM	Apparel	Fabric
478	AMUL GHEE	Food & Beverage	Dairy Products
479	D & G	Branded Fashion	Branded Fashion
480	NUTRELA	Food & Beverage	Fast Moving Foods



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
481	LUXOR	Stationary	Writing Accessories
482	NIRALI	Home care	Kitchen Appliances
483	COMFORT	FMCG	Fabric care
484	AVIVA	BFSI	Insurance - Private
485	BIBA	Apparel	Readymades - Womenswear
486	BAJAJ AUTO	Automobile	Two Wheeler - Manufacturer
487	NIRLEP	Home care	Kitchen Appliances
488	SLEEPWELL	Home Furnishing	Mattresses
489	STAR PLUS	Media - TV	Hindi GEC
490	DURACELL	FMCG	Consumer Batteries
491	HINDWARE	Home care	Bath fixtures
492	DULUX	Manufacturing	Paints
493	PORSCHE	Automobile	Four Wheeler - Luxury
494	RABINDRANATH TAGORE	Personality	Social/Spiritual
495	MOOV	Healthcare	Pain Balm
496	WILLS	Cigarettes	Cigarettes
497	BUDWEISER	Alcoholic Beverages	Beer
498	UCO BANK	BFSI	Bank - PSU
499	CIBACA	FMCG	Oral hygiene
500	MARUTI SUZUKI ZEN	Automobile	Car - Hatchback
501	EUREKA FORBES	Durables	Home Appliances
502	FIAMA DI WILLS	FMCG	Bath/Beauty
503	HAIER	Durables	Consumer Electronics
504	COBRA	Alcoholic Beverages	Beer
505	MAHARAJA	Durables	Kitchen Appliances
506	OMEGA	Personal Accessories	Watches
507	INDANE GAS	Energy	Energy
508	SHAKTI BHOG	Food & Beverage	Packaged Flour
509	ALLOUT	Home care	Mosquito repellent
510	HERCULES	Transportation	Bicycles
511	REVA	Automobile	Car - Hatchback
512	BOOMER	Food & Beverage	Chewing Gum
513	JK TYRES	Automobile - Related	Tyres
514	SUVIDHAA	Retail	Services
515	ARMANI	Branded Fashion	Branded Fashion
516	CRIZAL	Personal Accessories	Eyewear - Related
517	HIDE & SEEK	Food & Beverage	Biscuits
518	MITSUBISHI	Diversified	Diversified
519	MADHURI DIXIT	Personality	Cinema - Female
520	FORTIS	Healthcare	Hospitals
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MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
521	WHISPER	FMCG	Personal Hygiene Products
522	LACOSTE	Apparel	Readymades - Casual wear
523	RUCHI PICKLES	Food & Beverage	Fast Moving Foods
524	V GUARD	Electricals	Fast Moving Electrical Goods
525	BIKANER	Food & Beverage	Packaged Snacks
526	SHOPPERS STOP	Retail	Personal goods
527	INDIGO NATION	Apparel	Readymades - Menswear
528	SURYA CEMENT	Manufacturing	Cement
529	CLINIC ALL CLEAR	FMCG	Bath/Beauty
530	SOURAV GANGULY	Personality	Sports
531	ORACLE	Technology	Software Company
532	CHEETOS	Food & Beverage	Packaged Snacks
533	MYSORE SANDAL	FMCG	Bath/Beauty
534	FIAT	Automobile	Four Wheeler - Manufacturer
535	HP GAS	Energy	Energy
536	HIMALAYA NEEM FACE WASH	FMCG	Bath/Beauty
537	ROLLS ROYCE	Automobile	Four Wheeler - Luxury
538	VENUS	FMCG	Bath/Beauty
539	BACARDI	Alcoholic Beverages	Rum
540	HB0	Media - TV	English Movies
541	ORPAT	Household Electricals	Fans
542	AQUAFINA	Food & Beverage	Packaged Drinking Water
543	MANKIND	Healthcare	Pharmaceuticals
544	ONGC	Energy	Energy
545	MAXO	Home care	Mosquito repellent
546	CEAT	Automobile - Related	Tyres
547	SIGNATURE	Alcoholic Beverages	Whiskey
548	SUSHMITA SEN	Personality	Cinema - Female
549	BENTEX	Personal Accessories	Watches
550	AMERICAN TOURISTER	Personal Accessories	Luggage/Bags
551	TCL	Durables	Consumer Electronics
552	YIPPEE NOODLES	Food & Beverage	Fast Moving Foods
553	LIVON	FMCG	Bath/Beauty
554	SAKTHI MASALA	Food & Beverage	Masala
555	GWALIOR SUITINGS	Apparel	Fabric
556	TAAZA TEA	Food & Beverage	Tea
557	GMAIL	Internet	Internet tool
558	OLD SPICE	FMCG	Perfumery
559	LEMON MOBILES	Personal Gadgets	Mobile Phones
560	INDIA GATE BASMATI RICE	Food & Beverage	Packaged Rice



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
561	OLD MONK	Alcoholic Beverages	Rum
562	HINDUSTAN	Media - Print	Newspaper - Hindi
563	TISSOT	Personal Accessories	Watches
564	ARUN ICECREAM	Food & Beverage	Ice Cream
565	SATYAM	Technology	Software Company
566	TATA MANZA	Automobile	Car - Sedan
567	SERV0	Lubricants	Lubricants
568	AGNI	Personal accessories	Jewellery
569	GHARI	FMCG	Fabric care
570	RED FM	Media - Radio	FM
571	ELLE 18	FMCG	Bath/Beauty
572	KENSTAR	Durables	Consumer Electronics
573	PAJERO	Automobile	Car - Luxury SUV/MUV
574	FEVIKWIK	FMCG	Adhesives
575	MARUTI SUZUKI DZIRE	Automobile	Car - Sedan
576	FENA	FMCG	Fabric care
577	ASUS	Technology	Diversified
578	JO	FMCG	Bath/Beauty
579	PNB BANK	BFSI	Bank - PSU
580	FINOLEX	Manufacturing	Plastics
581	PREETHI	Durables	Kitchen Appliances
582	DHFL	BFSI	Diversified - Finance
583	BINANI CEMENT	Manufacturing	Cement
584	CHRIS GAYLE	Personality	Sports
585	MENTOS	Food & Beverage	Mouth Freshner
586	VLCC	Healthcare	Health Management
587	AISHWARYA RAI BACHCHAN	Personality	Cinema - Female
588	BSA	Transportation	Bicycles
589	HERO HONDA KARIZMA	Automobile	Two Wheeler - Brand
590	MARICO	FMCG	Diversified
591	PAMPERS	FMCG	Diapers
592	D MART	Retail	General & Grocery
593	DERMICOOL	FMCG	Bath/Beauty
594	HAJMOLA	Food & Beverage	Candy
595	INDIGO AIRLINES	Transportation	Airlines - Indian
596	SAMSUNG GALAXY	Personal Gadgets	Mobile Phones
597	BACARDI BREEZER	Alcoholic Beverages	Alcopop
598	HARLEY DAVIDSON	Automobile	Two Wheeler - Luxury
599	FLITE	Personal Accessories	Footwear
600	GITANJALI	Personal Accessories	Jewellery



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
601	SAFED	FMCG	Fabric care
602	FEM	FMCG	Bath/Beauty
603	DANCE KE SUPERKIDS	Entertainment	Reality Show
604	KESH KING OIL	FMCG	Bath/Beauty
605	SPENCERS	Retail	General & Grocery
606	REDTAPE	Personal Accessories	Footwear
607	MARLBORO	Cigarettes	Cigarettes
608	BARISTA	Retail	Café
609	EXO	Home care	Dishcare
610	AMUL BUTTER	Food & Beverage	Dairy Products
611	TATA PHOTON	Technology	Datacard
612	TITAN RAGA	Personal Accessories	Watches
613	CANDYMAN	Food & Beverage	Confectionary
614	JAIPAN	Home care	Kitchen Appliances
615	EICHER	Automobile	Auto - Commercial vehicles
616	TUBORG	Alcoholic Beverages	Beer
617	KURLON	Home Furnishing	Mattresses
618	JK CEMENT	Manufacturing	Cement
619	HAYABUSA	Automobile	Two Wheeler - Luxury
620	CHEVROLET SPARK	Automobile	Two-Wheeler - Brand
621	ICICI BANK	BFSI	Bank - Private
622	PETA	Social Organization	NGO
623	BRISTOL	Cigarettes	Cigarettes
624	SINTEX	Manufacturing	Plastics
625	GREENPLY	Manufacturing	Plywood
626	TATA SAFARI	Automobile	Car - SUV/MUV
627	NAKSHATRA	Personal accessories	Jewellery
628	UJALA	FMCG	Fabric care
629	HERO HONDA GLAMOUR	Automobile	Two-Wheeler - Brand
630	LG TV	Durables	Consumer Electronics
631	CLEAN & CLEAR	FMCG	Bath/Beauty
632	JOHN MILLER	Apparel	Readymades - Menswear
633	O GENERAL	Durables	Consumer Electronics
634	ALIVA	Food & Beverage	Packaged Snacks
635	CHEVROLET ENJOY	Automobile	Car - MPV
636	BLUE DART	Services	Express Service
637	BOROSIL	Manufacturing	Glassware
638	NICKELODEON	Media - TV	Kids Channel
639	DOLPHIN	Telecom	Telephony
640	NYLE	FMCG	Bath/Beauty



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
641	BROOKE BOND	Food & Beverage	Tea
642	CITIZEN	Personal Accessories	Watches
643	GRASIM	Apparel	Fabric
644	CROCODILE	Apparel	Readymades - Casual wear
645	NORTON	Technology	Anti-virus
646	IODEX	Healthcare	Pain Balm
647	BODY CARE	FMCG	Bath/Beauty
648	KENWOOD	Durables	Audio Equipment
649	UNCLE CHIPS	Food & Beverage	Packaged Snacks
650	PUREIT	Durables	Water Purifier
651	KAREENA KAPOOR	Personality	Cinema - Female
652	NOMARKS	FMCG	Bath/Beauty
653	SUN	Media - TV	Channel cluster
654	BOSCH	Automobile	Automobile Products
655	SINGER	Home care	Home Appliances
656	YARDLEY	FMCG	Deo/Perfume
657	GLUCON D	Food & Beverage	Powdered Drink
658	ANGRY BIRDS	Technology	Software Application
659	PARLE MONACO	Food & Beverage	Biscuits
660	BANK OF BARODA	BFSI	Bank - PSU
661	AGNI TEA	Food & Beverage	Tea
662	BRIDGESTONE	Automobile - Related	Tyres
663	LEHAR	Food & Beverage	Packaged Snacks
664	HDFC BANK	BFSI	Bank - Private
665	SUNDROP	Food & Beverage	Edible Oil
666	SHAKTI TEA	Food & Beverage	Tea
667	CROMA	Retail	Electronics
668	ANNAPURNA	Food & Beverage	Packaged Rice
669	BPCL	Energy	Energy
670	BHARAT PETROLEUM	Energy	Energy
671	JET AIRWAYS	Transportation	Airlines - Indian
672	NIPPO	FMCG	Consumer Batteries
673	AVG	Technology	Anti-virus
674	TLC	Media - TV	Lifestyle
675	AMUL MILK	Food & Beverage	Dairy Products
676	AXN	Media - TV	English GEC
677	BIG BABOOL	Food & Beverage	Chewing Gum
678	NURJAHAN RICE	Food & Beverage	Packaged Rice
679	LODHA	Construction	Real Estate Developer
680	LOGITECH	Technology	Personal Technology



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
681	NIRAPARA RICE	Food & Beverage	Packaged Rice
682	PEARLPET	Home care	Kitchen Appliances
683	VOLVO	Automobile	Auto - Commercial vehicles
684	HIT	Home care	Mosquito repellent
685	PATNI	Diversified	Diversified
686	KANGARO	Stationary	Stapler
687	ZOOM TV	Media - TV	Hindi GEC
688	JINDAL	Heavy Industries	Metal & Mining
689	SUKAM	Household Electricals	Power Products
690	DABUR LAL DANTMANJAN	FMCG	Oral hygiene
691	D DAMAS	Personal Accessories	Jewellery
692	MANFORCE	FMCG	Condoms
693	ATTITUDE	FMCG	Deo/Perfume
694	DENIZEN	Apparel	Readymades - Casual wear
695	MOCHI	Personal Accessories	Footwear
696	FLYING MACHINE	Apparel	Readymades - Casual wear
697	HERO PASSION	Automobile	Two-Wheeler - Brand
698	PIONEER	Durables	Audio Equipment
699	CHANNEL V	Media - TV	Music Channel
700	LAMBORGHINI	Automobile	Four Wheeler - Luxury
701	PARAS	Food & Beverage	Dairy Products
702	VOLINI	Healthcare	Pain Balm
703	NAVNEET	Stationary	Notebooks
704	ICICI PRUDENTIAL	BFSI	Insurance - Private
705	AMUL MACHO	Apparel	Innerwear
706	DHL	Services	Express Service
707	TRIDENT	Hospitality	Hotels
708	DOORDARSHAN	Media - TV	Hindi GEC
709	CAMLIN	Stationary	Art Accessories
710	CHEMISTRY	Apparel	Readymades - Womenswear
711	SONY MOBILE	Personal Gadgets	Mobile Phones
712	VESPA	Automobile	Two-Wheeler - Manufacturer
713	SUGAR FREE	Food & Beverage	Sugar Substitute
714	TOM & JERRY	Entertainment	Cartoons
715	LOOP	Telecom	Telephony
716	ANIL AMBANI	Personality	Business
717	LG MOBILE	Personal Gadgets	Mobile Phones
718	RAJDHANI	Retail	Restaurant/Diner
719	CANTABIL	Apparel	Readymades - Casual wear
720	NUMERO UNO	Apparel	Readymades - Casual wear



MAB	BRAND NAME	SUPER-CATEGORY	CATEGORY
RANK	DRAIND INAIVIE	SUPEN-CATEGORY	CATEGORY
721	BAGPIPER	Alcoholic Beverages	Whiskey
722	KANGAROO KIDS	Education	Preschool Education
723	SUPER NIRMA	FMCG	Fabric care
724	KITO	Personal Accessories	Footwear
725	ZAPAK.COM	Internet	Internet tool
726	GOLD WINNER	Food & Beverage	Edible Oil
727	QUAKER OATS	Food & Beverage	Fast Moving Foods
728	VEET	FMCG	Bath/Beauty
729	TATA SUMO	Automobile	Car - SUV/MUV
730	MOTHER'S RECIPE	Food & Beverage	Fast Moving Foods
731	GOONJ	Social Organization	NGO
732	TROPICANA	Food & Beverage	Packaged Juice
733	QUARTZ	Personal Accessories	Watches
734	NEUTROGENA	FMCG	Bath/Beauty
735	FIGARO	Food & Beverage	Edible Oil
736	KAIRALI	Media - TV	Regional - GEC
737	GRT	Personal Accessories	Jewellery
738	CELKON	Personal Gadgets	Mobile Phones
739	LEXAR	Technology	Memory storage
740	PROVOGUE	Apparel	Readymades - Casual wear
741	MANGO	Apparel	Readymades - Womenswear
742	KOTAK BANK	BFSI	Bank - Private
743	KISSAN JAM	Food & Beverage	Fast Moving Foods
744	DALDA	Food & Beverage	Edible Oil
745	LEONARDO	Construction	Construction Materials
746	KUTCHINA	Home care	Kitchen Equipment
747	ZERO	Food & Beverage	Sugar Substitute
748	RANGE ROVER	Automobile	Car - Luxury SUV/MUV
749	HINDUSTAN TIMES	Media - Print	Newspaper - English
750	COLIN	Home care	Homecare
751	MOODS	FMCG	Condoms
752	BHIMA JEWELLERY	Personal Accessories	Jewellery
753	HERO HONDA CBZ	Automobile	Two-Wheeler - Brand
754	WORLD VISION	Social Organization	NGO
755	ROTOMAC	Stationary	Writing Accessories
756	GODREJ NO 1	FMCG	Bath/Beauty
757	SANDISK	Technology	Memory storage
758	TATA STEEL	Heavy Industries	Metal & Mining
759	STAR JALSA	Media - TV	Regional - GEC
760	ING VYSYA BANK	BFSI	Bank - Private



MAB	BRAND NAME	SUPER-CATEGORY	CATEGORY
RANK			
761	SAP	Technology	Memory storage
762	HELP AGE INDIA	Social Organization	NGO
763	FORBES	Media - Print	Magazine - English
764	LOUIS VUITTON	Branded Fashion	Branded Fashion
765	HALLMARK	Retail	Gift shop
766	AMRUTANJAN	Healthcare	Pain Balm
767	FALERO	Food & Beverage	Candy
768	DHARA OIL	Food & Beverage	Edible Oil
769	RUSTOMJEE	Construction	Real Estate Developer
770	PARX	Apparel	Readymades - Menswear
771	KAWASAKI	Automobile	Two - Wheeler - Manufacturer
772	LIZOL	Home care	Disinfectant
773	FABER CASTLE	Stationary	Writing Accessories
774	BANK OF INDIA	BFSI	Bank - PSU
775	PIX	Media - TV	English GEC
776	CHEVROLET TAVERA	Automobile	Car - SUV/MUV
777	LIPTON	Food & Beverage	Tea
778	MAHA LACTO	Food & Beverage	Candy
779	KAMASUTRA	FMCG	Condoms
780	DUROFLEX	Home Furnishing	Mattresses
781	UTTAM ATTA	Food & Beverage	Packaged Flour
782	BIG BOSS	Entertainment	Reality Show
783	PCM MASALE	Food & Beverage	Masala
784	STAYFREE	FMCG	Personal Hygiene Products
785	NOVA TEA	Food & Beverage	Tea
786	ZANDU BALM	Healthcare	Pain Balm
787	NATURE FRESH	Food & Beverage	Packaged Flour
788	TIRUPATI OIL	Food & Beverage	Edible Oil
789	MICROTEX	Technology	Personal Technology
790	UNICEF	Global body	World organization
791	EASTERN	Food & Beverage	Masala
792	COLORS	Media - TV	Hindi GEC
793	3 ROSES	Food & Beverage	Tea
794	WALMART	Retail	General & Grocery
795	GANGURAM	Food & Beverage	Packaged Snacks
796	CNBC	Media - TV	Hindi GEC
797	TRESEMME	FMCG	Bath/Beauty
798	OSWAL	Apparel	Fabric
799	COSCO	Personal Accessories	Sports accessories
800	NIPPON	Manufacturing	Paints



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
801	KAITAN	Durables	Kitchen Appliances
802	APOLLO TYRES	Automobile - Related	Tyres
803	KARISHMA KAPOOR	Personality	Cinema - Female
804	DAIKIN	Durables	Consumer Electronics
805	UDAYAM	Food & Beverage	Edible Oil
806	R CITY	Retail	Shopping Mall
807	T-SERIES	Entertainment	Cinema - Other
808	UNION BANK	BFSI	Bank - PSU
809	DR FIXIT	Home care	Water Proofing
810	HAYWARD'S 5000	Alcoholic Beverages	Beer
811	DENA BANK	BFSI	Bank - PSU
812	PIGEON	Home care	Kitchen Appliances
813	RADIO MIRCHI	Media - Radio	FM
814	XPERT	Home care	Dishcare
815	NOVINO	FMCG	Consumer Batteries
816	PARLE KRACK JACK	Food & Beverage	Biscuits
817	TVS APACHE	Automobile	Two-Wheeler - Brand
818	SAHARA SAMAY	Media - TV	Hindi News
819	LA OPALA	Home care	Tableware
820	SAB TV	Media - TV	Hindi GEC
821	SHAKTI OIL	Food & Beverage	Edible Oil
822	INDIAN OIL	Energy	Energy
823	A 1 CHIPS	Food & Beverage	Packaged Snacks
824	SUPER FLAME	Durables	Kitchen Appliances
825	MOSER BAER	Technology	Memory storage
826	ANJALI	Durables	Kitchen Appliances
827	TOYOTA QUALIS	Automobile	Car - SUV/MUV
828	ABP NEWS	Media - TV	Hindi News
829	AIRWICK	Home care	Air Freshener
830	8 PM WHISKEY	Alcoholic Beverages	Whiskey
831	PEIRRE CARDIN	Branded Fashion	Branded Fashion
832	MAFATLAL	Apparel	Fabric
833	MAMY POKO PANTS	FMCG	Diapers
834	PARLE 20 20	Food & Beverage	Biscuits
835	EPSON	Technology	Printer
836	MID DAY	Media - Print	Newspaper - English
837	ROOP AMRIT	FMCG	Bath/Beauty
838	KOLKATA KNIGHT RIDERS	Sports	IPL Team
839	CLASSIC POLO	Apparel	Readymades - Casual wear
840	LATA MANGESHKAR	Personality	Music



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
841	DHATHRI OIL	FMCG	Bath/Beauty
842	CLARKS	Personal Accessories	Footwear
843	BEMISAL RICE	Food & Beverage	Packaged Rice
844	CENTER FRESH	Food & Beverage	Candy
845	WELLA	FMCG	Bath/Beauty
846	SUBWAY	Retail	QSR
847	SWITCHER	Apparel	Readymades - Casual wear
848	RELIANCE FRESH	Retail	General & Grocery
849	SUNNY DEOL	Personality	Cinema - Male
850	PRAVIN PICKLES	Food & Beverage	Fast Moving Foods
851	WAGH BAKRI TEA	Food & Beverage	Tea
852	KEO KARPIN	FMCG	Bath/Beauty
853	BAJAJ PLATINA	Automobile	Two-Wheeler - Brand
854	MAX LIFE INSURANCE	BFSI	Insurance - Private
855	VLC PLAYER	Technology	Software Application
856	ABP ANANDA	Media - TV	Regional News
857	PRIYANKA CHOPRA	Personality	Cinema - Female
858	MESWAK	FMCG	Oral hygiene
859	AMULYA	Food & Beverage	Dairy Products
860	INDIAN ARMY	Government Body	Government Body
861	TATA COFFEE	Food & Beverage	Coffee
862	DUTTA SPICE	Food & Beverage	Masala
863	NEW PORT	Apparel	Readymades - Casual wear
864	ZEE NEWS	Media - TV	Hindi News
865	ORIENT FANS	Household Electricals	Fans
866	BHARAT SEVASHRAM	Social Organization	NGO
867	GOWARDHAN	Food & Beverage	Dairy Products
868	FORD IKON	Automobile	Car - Sedan
869	NUTRALITE	Food & Beverage	Dairy Products
870	BHEL	Heavy Industries	Heavy Industries - Diversified
871	D'DECOR	Retail	Furnishing Retail
872	CAVIN CARE	FMCG	Bath/Beauty
873	PVR	Entertainment	Cinema - Display
874	SHAKTHI MASALA	Food & Beverage	Masala
875	ZATAK	FMCG	Bath/Beauty
876	MAPRO	Food & Beverage	F&B - Diversified
877	NUTRILITE	Healthcare	Vitamins
878	YES BANK	BFSI	Bank - Private
879	LION DATES	Food & Beverage	Fast Moving Foods
880	WIKIPEDIA	Internet	Internet tool



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
881	AAREY	Food & Beverage	Dairy
882	SAKSHI	Media - Print	Newspaper - Regional
883	CONVERSE	Personal Accessories	Diversified
884	HONDA SHINE	Automobile	Two-Wheeler - Brand
885	ENGAGE DEO	FMCG	Deo/Perfume
886	HYPER CITY	Retail	Shopping Mall
887	BULLET	Automobile	Two-Wheeler - Brand
888	BIKAJI	Food & Beverage	Packaged Snacks
889	DISCOVERY CHANNEL	Media - TV	Factual entertainment
890	MARVEL	Entertainment	Character based entertainment
891	LOKMAT	Media - Print	Newspaper - Regional
892	GAP	Branded Fashion	Branded Fashion
893	MTV	Media - TV	Music Channel
894	PILLSBURY ATTA	Food & Beverage	Packaged Flour
895	NICE	Food & Beverage	Biscuits
896	REKHA	Personality	Cinema - Female
897	AROKYA	Food & Beverage	Dairy
898	CHARLIE	FMCG	Deo/Perfume
899	UNITED BANK OF INDIA	BFSI	Bank - PSU
900	ASWINI HAIR OIL	FMCG	Bath/Beauty
901	SAMSUNG TAB	Personal Gadgets	Tablet
902	PIDILITE	Manufacturing	Chemicals
903	COSTA COFFEE	Retail	Café
904	MAHINDRA XYLO	Automobile	Car - SUV/MUV
905	BAJAJ ALLIANZ	BFSI	Insurance - Private
906	JOYALUKKAS	Personal Accessories	Jewellery
907	LALITHA JEWELLERS	Personal Accessories	Jewellery
908	WINDOWS	Technology	Operating System
909	INDIAN RAILWAY	Government Body	Government Body
910	NOVA	Automobile	Two-Wheeler - Brand
911	PRIL	Home care	Dishcare
912	INOX	Entertainment	Cinema - Display
913	HRITHIK ROSHAN	Personality	Cinema - Male
914	SONY XPERIA	Personal Gadgets	Mobile Phones
915	BBC	Media - TV	English International News
916	TELEGRAPH	Media - Print	Newspaper - English
917	NESTLE MILKY BAR	Food & Beverage	Chocolate Bar
918	SONY BRAVIA	Durables	Consumer Electronics
919	PARRYWARE	Home care	Bath fixtures
920	TATA INDIGO	Automobile	Car - Sedan



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
921	OUTLANDER	Automobile	Car - Luxury SUV/MUV
922	RANBIR KAPOOR	Personality	Cinema - Male
923	CANARA BANK	BFSI	Bank - PSU
924	GEMS	Food & Beverage	Candy
925	HAPPYDENT	Food & Beverage	Chewing Gum
926	HYUNDAI VERNA	Automobile	Car - Sedan
927	RASNA	Food & Beverage	Powdered Drink
928	RUFF & TUFF	Apparel	Readymades - Casual wear
929	SBJJ BANK	BFSI	Bank - PSU
930	KINDER JOY	Food & Beverage	Chocolate Bar
931	CHIVAS REGAL	Alcoholic Beverages	Premium Whiskey
932	HATSUN	Food & Beverage	Dairy
933	DUCATI	Automobile	Two Wheeler - Luxury
934	SET MAX	Media - TV	Hindi Movies
935	ADOBE	Technology	Software Company
936	MGM	Media - TV	Hindi Movies
937	AMUL ICE CREAM	Food & Beverage	Ice Cream
938	HEINZ	Food & Beverage	F&B - Diversified
939	BRITANNIA BOURBON	Food & Beverage	Biscuits
940	ALLEN COOPER	Personal Accessories	Footwear
941	K C DAS	Food & Beverage	Packaged Snacks
942	MARUTI SUZUKI WAGON R	Automobile	Two Wheeler - Manufacturer
943	JSW	Heavy Industries	Metal & Mining
944	DAINIK BHASKAR	Media - Print	Newspaper - Hindi
945	CALVIN KLEIN	Branded Fashion	Branded Fashion
946	ZYDUS CADILA	Healthcare	Pharmaceuticals
947	SHELL	Energy	Energy
948	LADY BIRD	Transportation	Bicycles
949	NIHAR SHANTI AMLA	FMCG	Bath/Beauty
950	ALPENLIEBE	Food & Beverage	Candy
951	WINAMP	Technology	Software Application
952	GOOD YEAR	Automobile - Related	Tyres
953	CREAM BELL ICE CREAM	Food & Beverage	Ice Cream
954	CATWALK	Personal Accessories	Footwear
955	ORRA	Personal Accessories	Jewellery
956	MTS BLAZE	Technology	Data Card
957	CYCLE AGARBATTI	Home care	Agarbattis
958	GUESS	Branded Fashion	Branded Fashion
959	SCHOOLMATE	Stationary	Writing Accessories
960	LAXMI BHOG ATTA	Food & Beverage	Packaged Flour



MAB RANK	BRAND NAME	SUPER-CATEGORY	CATEGORY
961	SONAKSHI SINHA	Personality	Cinema - Female
962	HDFC LIFE	BFSI	Insurance - Private
963	WOCKHARDT	Healthcare	Pharmaceuticals
964	SPINZ	FMCG	Deo/Perfume
965	VERSACE	Branded Fashion	Branded Fashion
966	SPICEJET	Transportation	Airlines - Indian
967	MICROSOFT EXCEL	Technology	Software application
968	CARLSBERG	Alcoholic Beverages	Beer
969	DTDC	Services	Express Service
970	GEMINI OIL	Food & Beverage	Edible Oil
971	DOLLAR	Apparel	Innerwear
972	BRYLCREEM	FMCG	Bath/Beauty
973	ANDROID	Technology	Operating System
974	RENAULT DUSTER	Automobile	Car - SUV/MUV
975	RELIANCE MOBILE	Telecom	Telephony
976	ABHISHEK BACHCHAN	Personality	Cinema - Female
977	GODREJ REFRIGERATOR	Durables	Consumer Electronics
978	555	Cigarettes	Cigarettes
979	BURBERRY	Branded Fashion	Branded Fashion
980	HERO HONDA PASSION	Automobile	Car - SUV/MUV
981	ODONIL	Home care	Air Freshener
982	BAIDYANATH	Healthcare	Ayurveda
983	PROMISE	FMCG	Oral hygiene
984	BAJAJ DISCOVER	Automobile	Car - SUV/MUV
985	AMAZON	Internet	Internet - Online Shopping
986	TURTLE	Apparel	Readymades - Menswear
987	DUCKBACK	Personal Accessories	Rainwear
988	SCOTCH BRITE	FMCG	Air Freshener
989	ACT II	Food & Beverage	Fast Moving Foods
990	KIRLOSKAR	Heavy Industries	Heavy Industries - Diversified
991	BODY SHOP	FMCG	Bath/Beauty
992	SULEKHA	Internet	Local Search Services
993	INDIA TV	Media - TV	Hindi News
994	RUPA FRONTLINE	Apparel	Innerwear
995	DANONE	Food & Beverage	F&B - Diversified
996	VIRGIN	Diversified	Diversified Changleta Bar
997	MARS	Food & Beverage	Chocolate Bar
998	TEN SPORTS	Media - TV	Hindi News
999 1000	OLX.IN CAMBRIDGE	Internet Apparel	Internet - Online Shopping Readymades - Menswear
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Comniscient Group - Creating tangible value from intangible assets.

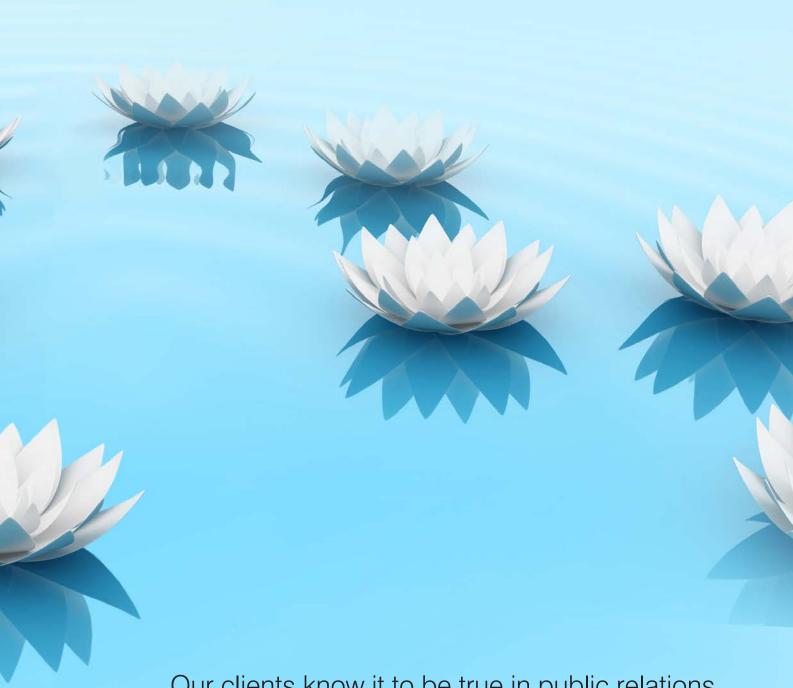


Legend has it that when the blue lotus blooms, universal goodness reigns.





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Our clients know it to be true in public relations.



built on knowledge

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

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Research Methodology



Fieldwork



Creatives



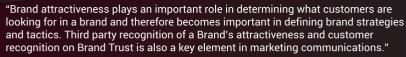
INDIA'S MOST ATTRACTIVE BRANDS 2013





"It is important for our stakeholders to see a constant development of ideas and a process of reliable execution. There is nothing more attractive about a brand than its ability to state its purpose and follow-through in its output."

Rahul Jhori, SVP & GM - South Asia, Discovery Networks, Asia-Pacific



Ritu Gupta, Director Marketing, Consumer & Small Business and Brand Lead







"Attractiveness for a brand refers to its ability to bring out an emotional reaction from individuals to feel the need to make an instant connection with it. Unless there is a connection between the individual and the brand, it cannot be called attractive."

Kenichiro Mori, MD, Olympus

Every time a brand has a human interface, it arouses deep-rooted physical, psychological, sociological and cultural reactions in the person, exerted as a 'force of attraction' by the brand. All brands have this force - but to increase it, one has to understand it closely.

WHAT IS BRAND ATTRACTION MADE UP OF? **CAN BRANDS ENHANCE THEIR ATTRACTIVE FORCE?** WHAT ROLE DOES COMMUNICATION PLAY IN ATTRACTION?

India's Most Attractive Brands 2013 is a primary research based on TRA's proprietary matrix 36 Traits for 'Attractiveness Quotient' across 16 Indian cities. This report reveals the intricacies of attractiveness and strategies that will help increase a brand's attraction quotient. This report also has the listings of India's 1000 Most Attractive brands in over 213 categories.



India's Most Attractive Brands 2013 ₹1450



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