



TRA's Most
Desired Brands
2020



TRA's Most Desired Brands 2020

high utility
humility
demonstrates relevant competence
charm
shows firmness in action
works for long term objectives
feeds hope
self-belief
calm
generous attitude
rigour in its actions
communicates well
perseverance
self-belief
disciplined
respects moral & social values
works hard to achieve its goals
behaves maturely
showcases positive intent
innovative
active in social development work
poise & professional balance
highly adaptable
moderates its expressions
demonstrates enthusiasm
attractive appearance & personality
happy
provides value
Contextual
useful

TRA's Most Desired Brands 2020

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N. Chandramouli
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INTRODUCTION

Are you wooing or are you pursuing?

She loves me, she loves me not. An archaic game played with a flower-roulette, with the last petal pluck predicting the direction-of-desire of the object of affection. Many would have thought this game to have gone out of circulation, but if one studies brands deeply, like I do, you will see the game's fashionable popularity among brands even today, most playing the game frequently to probe their consumers' affections. If it's any saving grace, this game of vanity still gives half chances of succeeding.

To be desired by one's beloved is arguably every human's most ardent wish. Most brands seek similar affection, yearning to be loved by their consumers. Wishing and yearning, however, are not enough to beget someone's liking. It takes much more. Seeking the amorous affection of someone begins with courtship, a process of wooing, often requiring genuine affection, patience, understanding and empathy. Wooing is different, even contrary to the concept of pursuit, and most often people and brands make the same mistake of making the latter their strategy.

To bring out the stark differences between the two terms, I use the help of a dictionary.

To pursue: to follow; to chase, in order to catch, overtake, capture, kill, etc.

To woo: to seek the favor, affection, or love of, especially with a view to a long-term relationship

Many-a-human sees love as a pursuit and unfortunately lose their desired ones in this process, for affection cannot be won as if it were a hunt. Most brands too, only see the process of gaining customers as an ardent dedicated chase, leading to not dissimilar consequences. The language of marketing which includes terms like market-share, share-of-wallet, conversion rate, customer acquisition cost or customer-mindshare, are typical of the pursuit mentality. On the other hand, the language of wooing includes terms like curiosity, cultivating, relationship, caring, intimacy, admiring and doting. Pursuit is the start of a one-sided transaction; wooing, on the other hand, the beginning of a life-long relationship. In a pursuit, one is the object of a chase, while when being wooed, one becomes an object of desire.

Is your brand a chaser, or is it a suitor? Which rhetoric does your brand use? Does your brand see a customer as someone it has bagged, or, does it see the customer as a relationship that the brand will do anything to nourish? To become a desired brand, these are questions that every brand must ask itself.

TRA's Most Desired Brands 2020 (MDB 2020), the sixth in its series, is a measure of the consumers' perceptions of their expressed desire about brands they love. It lists those brands which have taken the difficult path to woo their customers with a long-term relationship in their minds and hearts. Much like a psychometric likeability test in a matrimonial website, consumer respondents in this research give their perceptions of brands on 36 intangible attributes of desire. This becomes the metric for the deep-rooted, subconscious triggers of desire evoked by the brand that magnetically pull consumers towards the brand.

If you are a brand custodian in a brand dilemma, the right way to look at your consumer is by asking yourself one question. If you were your own brand's consumer, how would you like the brand to treat you? Would you like to be pursued, or would you like to be wooed?

That should settle any consumer-related conundrum and encourage you to woo your customer, not pursue them.

Warm regards,

N. Chandramouli
CEO
TRA Research

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01

INDIA'S TOP 20 MOST DESIRED BRANDS



India's Top 20 Most Desired Brands

No different from how humans influence each other, brands too exert a subtle, yet strong force of attraction on people. While products and services fulfil needs, brands do much more, fulfilling human desires and helping create a sense of accomplishment in the consumer's hearts and minds. Desire is the basis of all human upliftment – and all discoveries, inventions, epics, and revolutions have had burning human desire as their fuel. By helping achieve small and big desires, brands help consumers find fulfilment in their own lives, giving them vitality and accomplishment.

Desire acts like an invisible, magnetic pull which subliminally, but irresistibly draws audiences towards the brand. This elemental force of desire drives every engagement of the consumer with the brand, and can also be seen as a relationship quotient that the consumer bestows on the brand.

Yet, desire remains largely untapped and brands can unlock tremendous value if they understand how they can become more desirable to consumers. Just as in human relationships, desire is also not easily maintained for brands, and it requires them to feed and energize the consumer-relationship continuously in order to become an irresistible and irreplaceable part of consumers' lives.

TRA's Most Desired Brands 2020 lists the top 1000 brands based on detailed research conducted with nearly 1500 consumer-influencers across 14 Indian cities. Here we list the top 20 brands most coveted by consumers.

The Top 20 Most Desired Brands

MDB 2020 RANK	BRAND NAME	SUPER CATEGORY	CATEGORY	% DIFF.
1	SAMSUNG	GADGETRY	MOBILE PHONES	-
2	APPLE IPHONE	GADGETRY	MOBILE PHONE - SERIES (PREMIUM)	34%
3	SAMSUNG	CONSUMER ELECTRONICS	DIVERSIFIED	2%
4	SONY TV	MEDIA - TV	HINDI GEC	7%
5	MARUTI SUZUKI	AUTOMOBILE	FOUR WHEELER - MANUFACTURER	20%
6	DELL	TECHNOLOGY	LAPTOPS	1%
7	SAMSUNG	CONSUMER ELECTRONICS	TELEVISIONS	26%
8	AMUL	FOOD & BEVERAGE	MILK	8%
9	HONDA ACTIVA	AUTOMOBILE	AUTOMATIC SCOOTER	2%
10	HYUNDAI	AUTOMOBILE	FOUR WHEELER - MANUFACTURER	3%
11	LAKME	FMCG	COSMETICS	4%
12	MI	GADGETRY	MOBILE PHONE - SERIES	6%
13	LG	CONSUMER ELECTRONICS	DIVERSIFIED	2%
14	ZARA	RETAIL	FAST FASHION	3%
15	LG	CONSUMER ELECTRONICS	TELEVISIONS	2%
16	STATE BANK OF INDIA	BFSI	BANK - PSU	2%
17	ROYAL ENFIELD	AUTOMOBILE	TWO WHEELER - MANUFACTURER	6%
18	TITAN	PERSONAL ACCESSORIES	WATCHES	1%
19	LIC	BFSI	LIFE INSURANCE - PSU	1%
20	BATA	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL	0%

South Korean electronics giant Samsung holds the title of 'India's Most Desired Brand 2020 in the Mobile Phones Category for the second year in the row, beating its key competition Apple iPhone by an impressive 34% margin in terms of Desire Index (DI). Samsung also led TRA's Most Desired list in TRA's 2013, 2015 & 2018 reports.

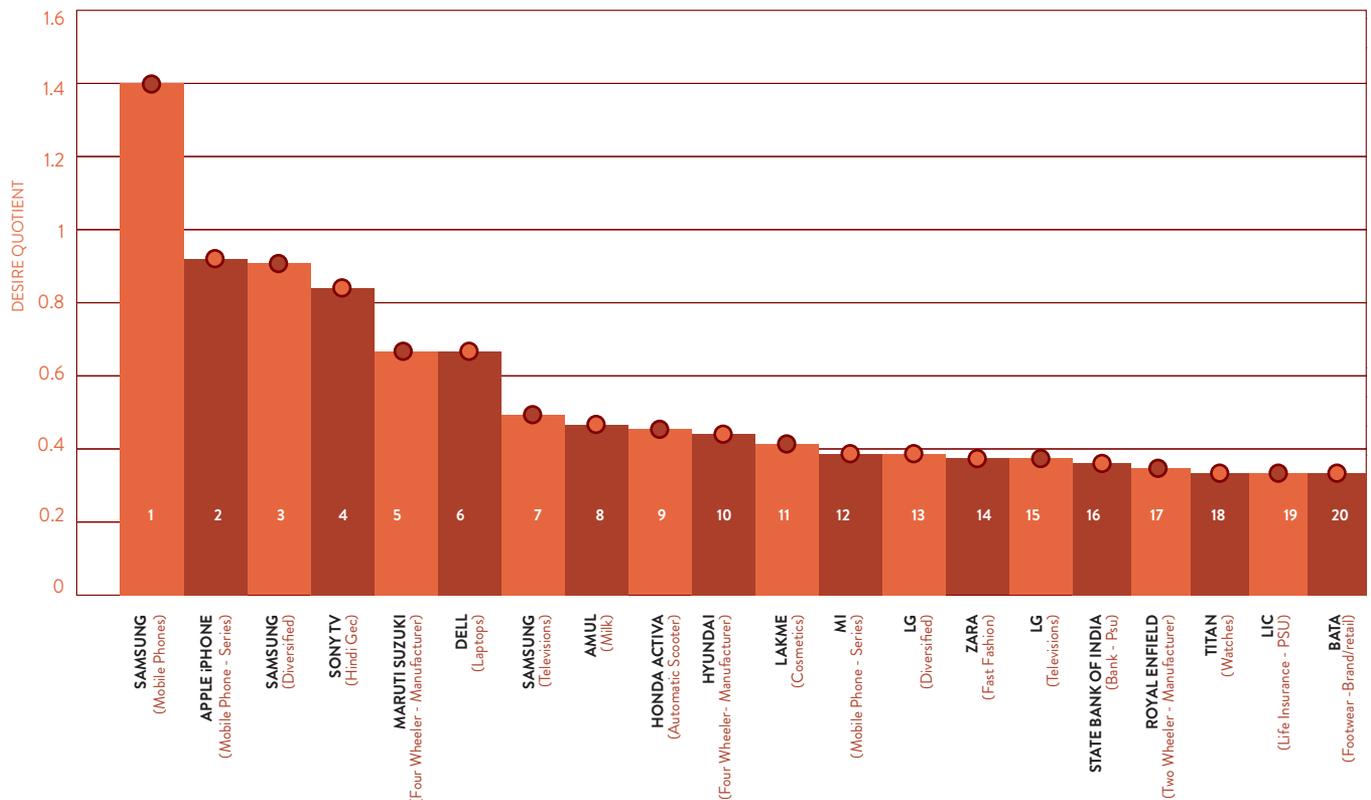
Iconic smartphone brand Apple iPhone jumps one rank over the previous report to secure 2nd place among this year's most desired list. Samsung appears once more in the Consumer Electronics Super-Category, ranked 3rd overall, and the brand also at 7th position in the Televisions Category, leading in the Category. With no single brand having entered thrice among the top 10 Most Desired Brand's list in the six editions of this report, Samsung has achieved a historic status in the report.

At 4th rank is Sony TV with a small 7% DI difference from its predecessor. Sony TV, the Hindi GEC, makes a dramatic entry with massive jump of 594 ranks over the previous report. One of the country's earliest Hindi TV channels, Sony TV has stayed relevant to the audience by evolving with their entertainment offerings and a differentiated palette to maintain freshness. Maruti Suzuki, ranked 5th displays consistency and retains its previous position in TRA's Most Desired Brands 2020.

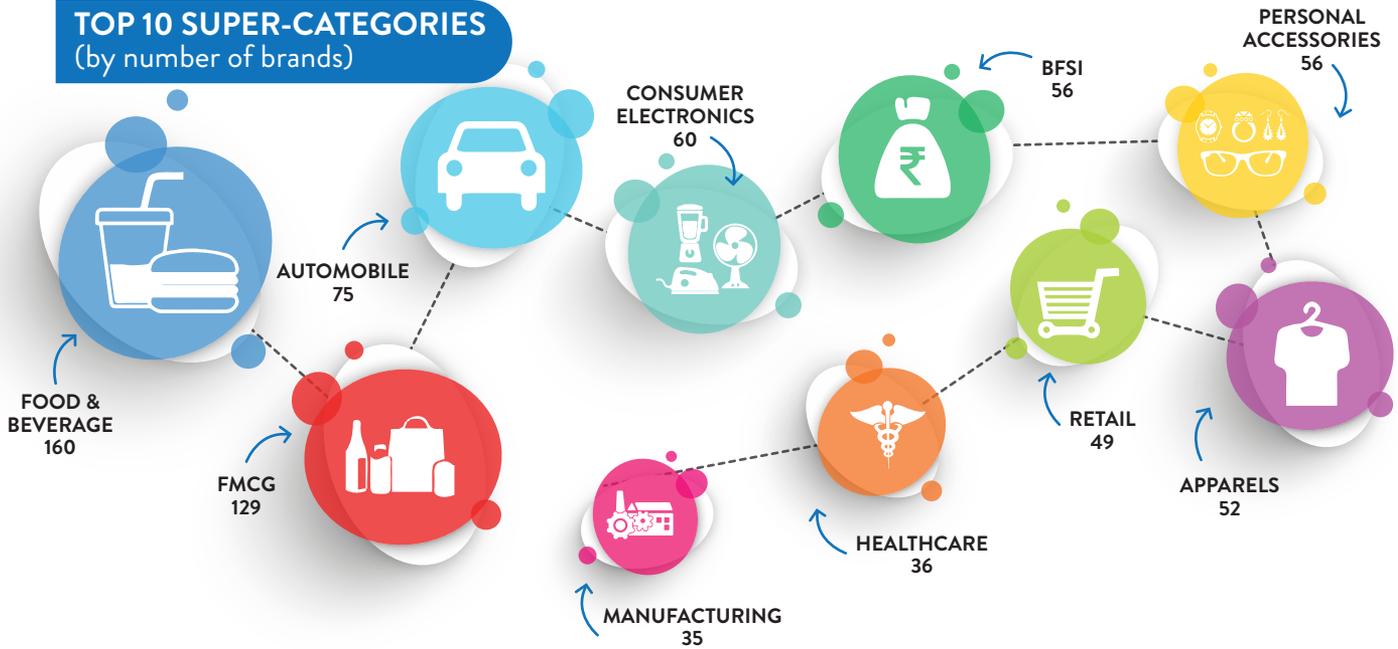
Leading the Technology Super-Category is Austin-based Dell. The technology leader has stayed at the top of the pack with its stellar premium laptop lineup with some of the slimmest designs available. Following it at 8th rank is 'Aagey Bhadta hai India' Amul delivering quality dairy products to Indians for more than seven decades gaining cross-cultural appeal throughout the entire nation.

Honda Activa accelerates its way to the 9th rank with its incredible mileage coupled with high engine reliability, making it India's all-time favourite scooter. A hair's breadth behind and with an upward movement of eight ranks over the previous report is Hyundai, the South Korean multinational automotive to be ranked the 10th Most Desired Brand in India.

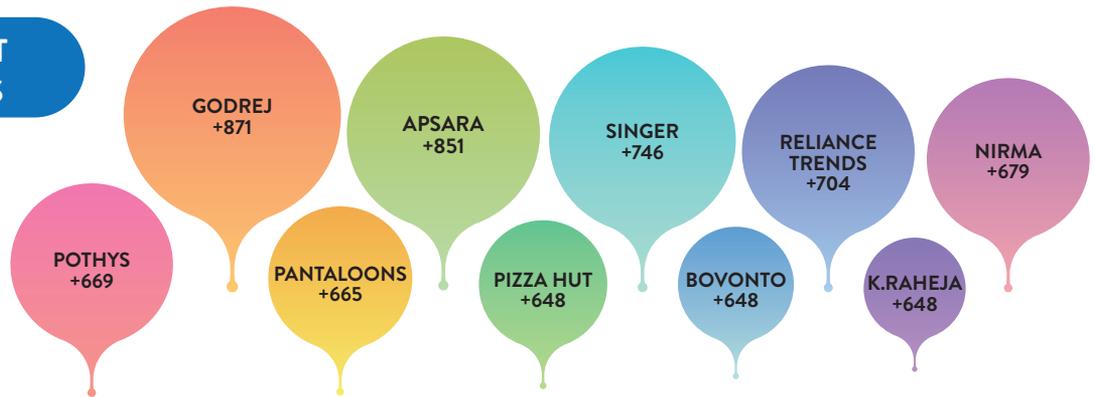
India's Top 20 Most Desired Brands 2020



TOP 10 SUPER-CATEGORIES (by number of brands)



TOP 10 HIGHEST RANK JUMPERS

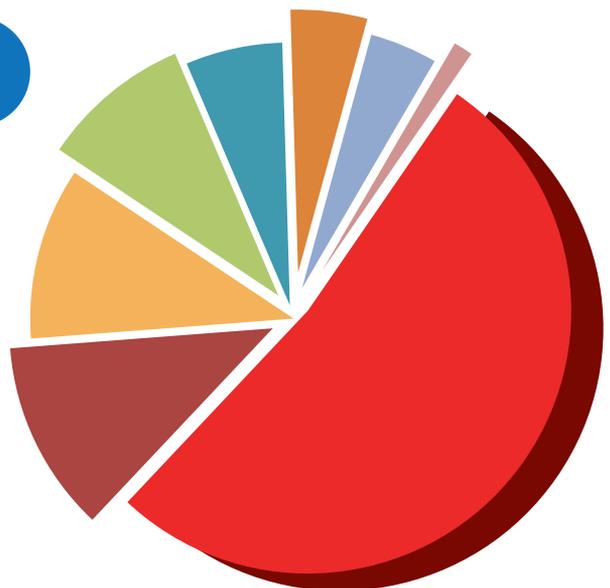


TOP 10 NEW ENTRANTS



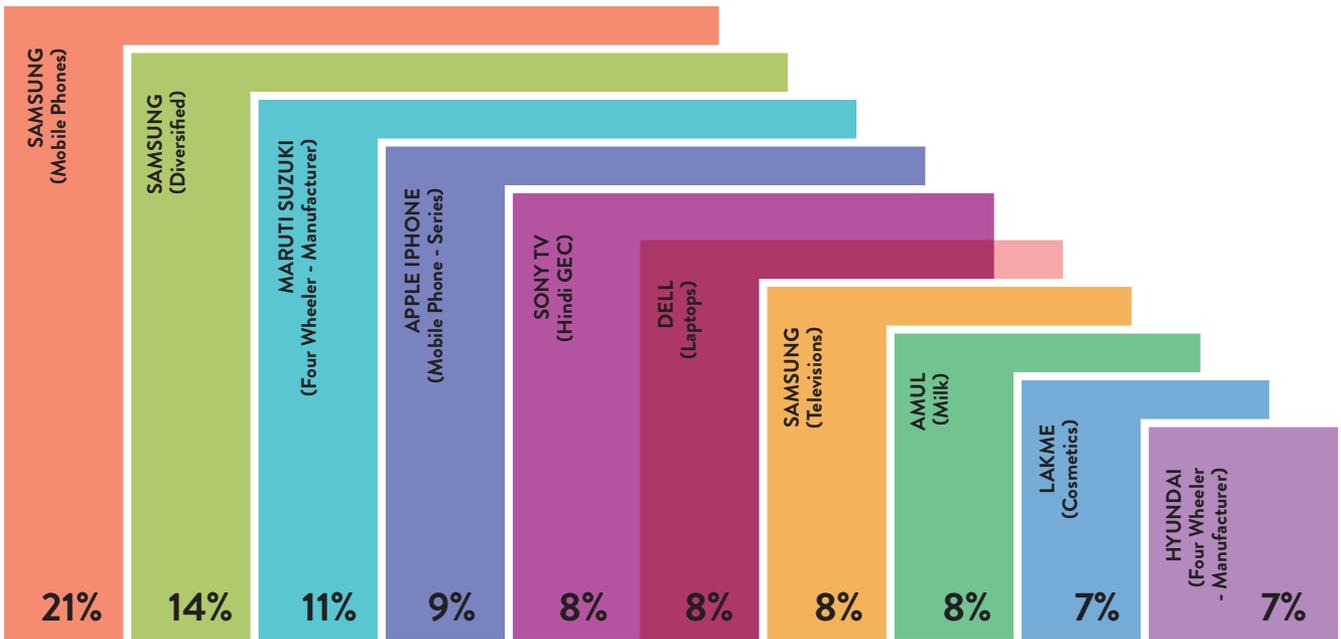
RESPONDENT LANGUAGE PROFICIENCY (%) (Non-English*)

52.4%	HINDI	5.9%	GUJARATI
11.8%	BENGALI	4.7%	MARATHI
10.6%	TELUGU	4.2%	KANNADA
9.2%	TAMIL	1.2%	OTHERS*

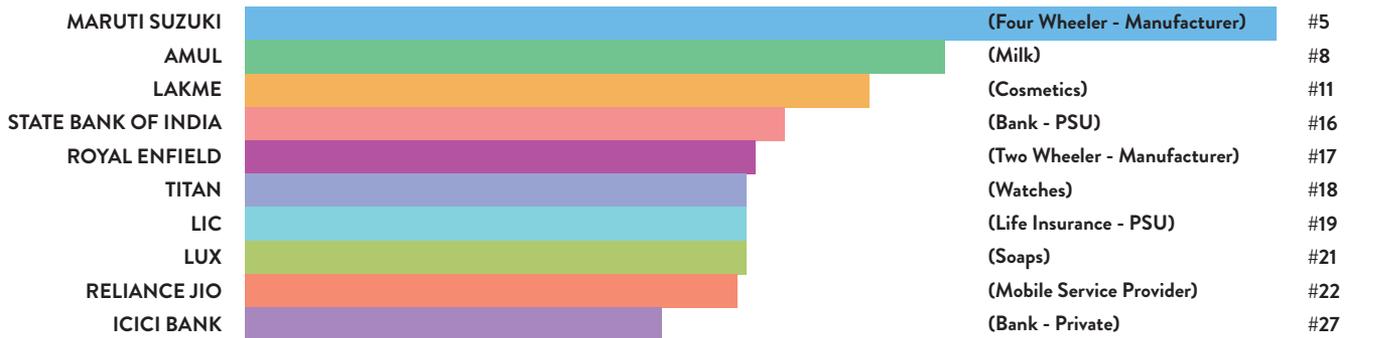


*English was compulsory for respondents

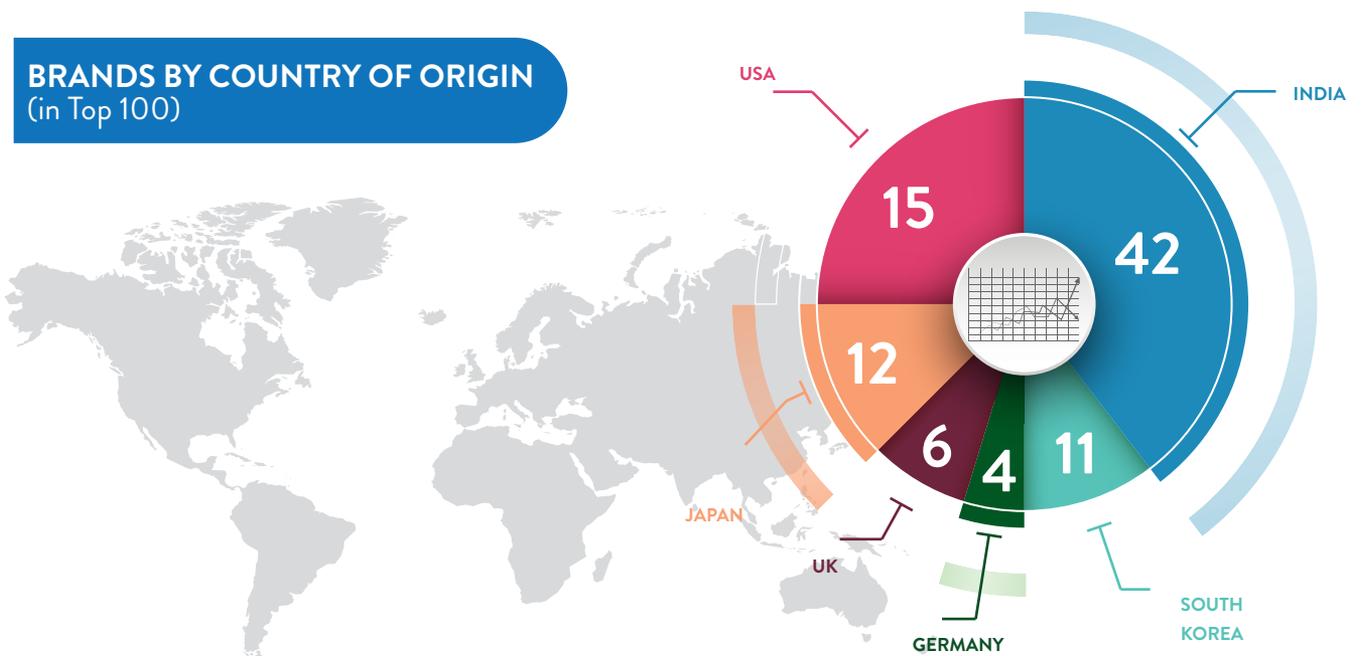
TOP 10 BRAND USAGE (in %)



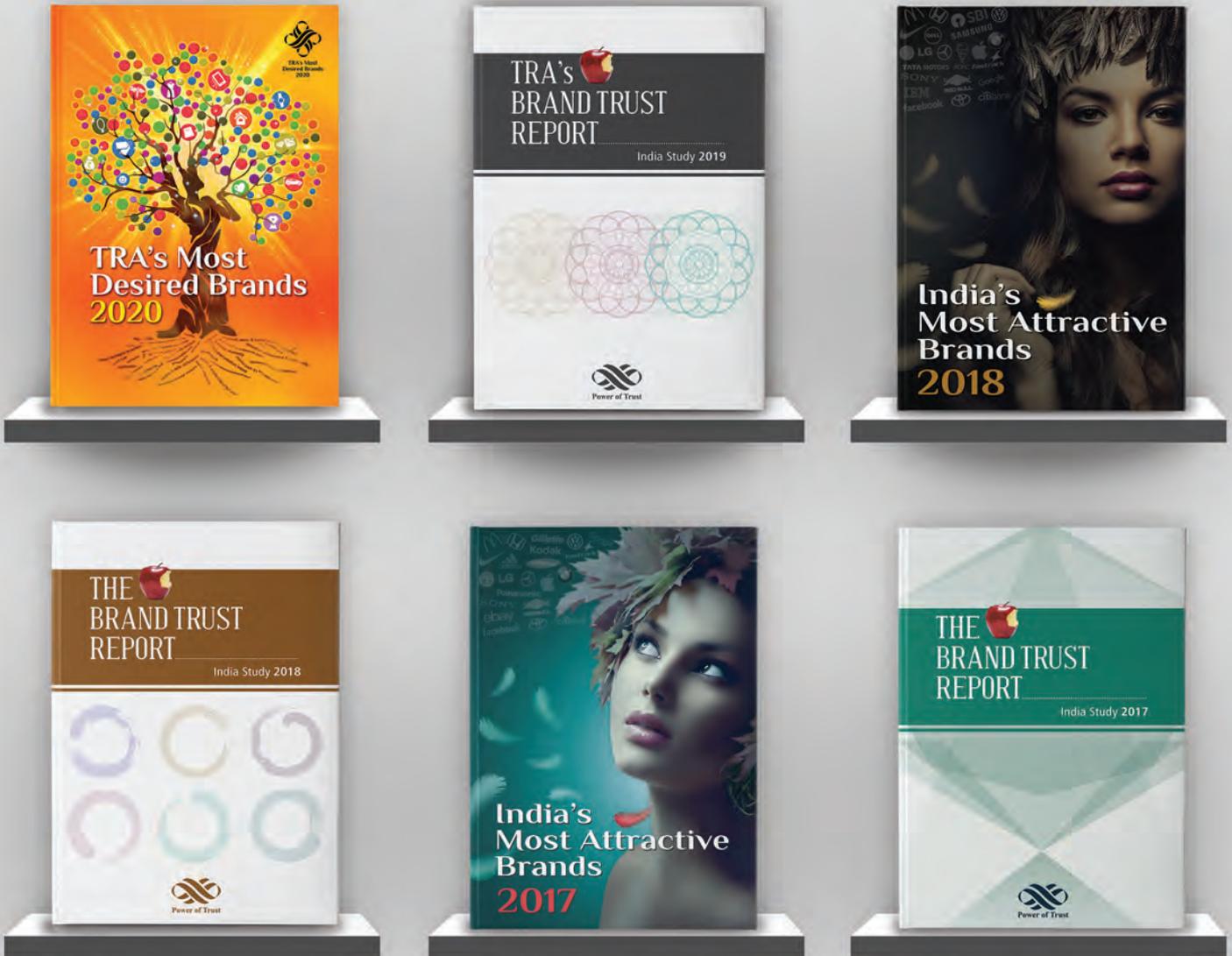
TOP 10 INDIAN-ORIGIN BRANDS



BRANDS BY COUNTRY OF ORIGIN (in Top 100)



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Gain an insight into India's Most Extensive study on Brand Desire -TRA's Most Desired Brands 2020

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HYOUNG SUB JI
Director, Home Appliances,
LG Electronics India



A very warm thank you to TRA for honouring us with this prestigious recognition for being the 'Most Desired Brand' of 2020 for our Washing Machines & Refrigerators in India. This is a great source of motivation for us in order to innovate further and strategize for a bright future. Our focus has always been to launch products & technology based on Indian consumer needs. It's been 22 years that we have been continuously launching innovative & futuristic products in Indian market. We have grown to be a trusted household name, and that is the reflection of both the trust and confidence customers place in our brand. However, we never rest on our laurels, we stay committed to Indian consumers.

Consumers have evolved and today home appliances are not only meant for functional needs but it is a lifestyle statement as well. We have seen Indian consumers are value-conscious & they are looking for products with added features which enhance their lifestyle. For example LG's InstaView technology makes it possible to knock twice and see inside the refrigerator without opening the door via a transparent glass panel. LG TWINWash™ washing machine saves time with two washers in one footprint. Wash small loads in the compact LG Mini washer below while tackling larger loads up top. Our teams are continuously working hard to identify pain points of consumer & offering solutions for same.

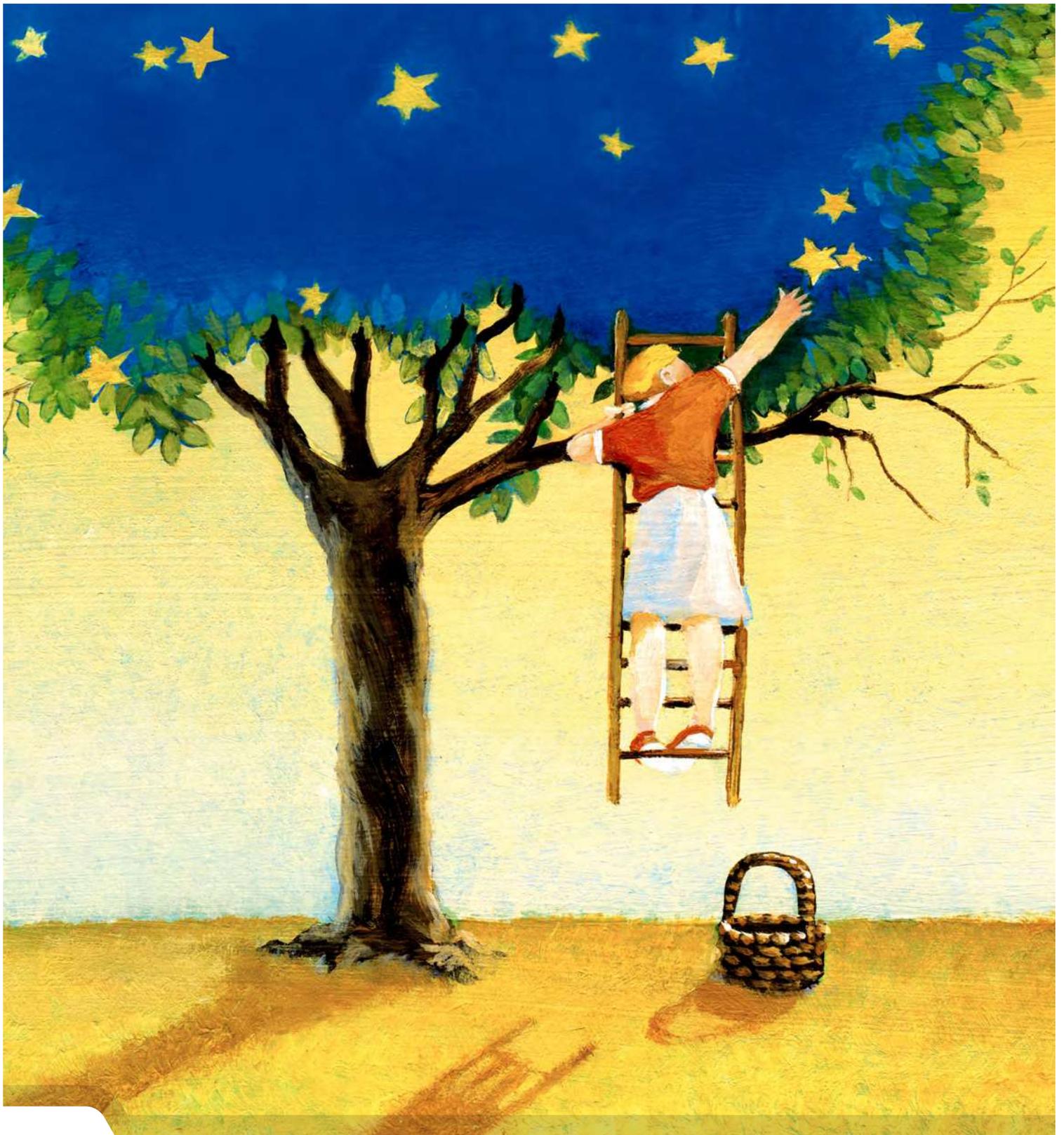
LG's core fundamental insight for developing home appliances has been Health & Hygiene. We have been continuously introducing products which enhance consumers health & improves hygiene.

For example LG refrigerators are equipped with linear cooling technology, which maintains a steady temperature inside the system, keeping your vegetables fresh with a variance of a limited +0.5 °C. The Hygiene Fresh+™ feature in LG refrigerators also circulates fresh air every minute with a five-stage filtering system and also removes bacteria upto 99.999%.

Similarly, Steam technology in Washing Machines by LG is also known for being effective dust, allergens & germ removers with a 99.9% germ free rate, using steam to disinfect clothes in an advanced cleaning cycle. LG has led many industry-first initiatives and launched washing machines that are IOT and AI enabled, with the help of LG ThinQ, one can operate machine from anywhere using LG ThinQ application.

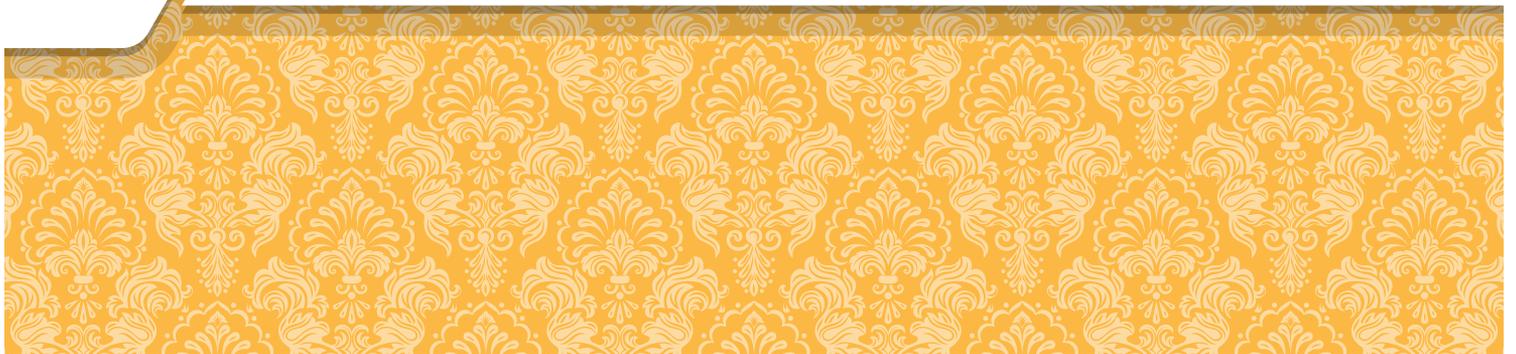
One of the key reasons of LG's market leadership is true balance of reliable convenience and smart innovation. In fact, it is one of the first companies that has provided AI enabled products in the Home Appliances sector. Most recently, we were awarded internationally at CES 2020 with the Innovation award for our AI-driven Front-Load washing machines. Our patented direct-drive technology, for which we have been recognised, is an advanced feature in LG Washing Machines. It intelligently selects from six different wash programs and gives an effective wash. The machine smartly senses fabric type and offers different washes for different types of clothes.

We are continuously striving for excellence, listening to our customer's demands and needs. Our products are intuitive, energy-efficient and efficient. Through our constant drive towards intelligent innovation, we have been able to provide the best services to our customers and this award is a testament to our diligent efforts. Through this recognition, I can safely say that the country has also chosen to have faith in us, for us to expand our services to reach more customers, while providing unparalleled service in the consumer goods industry. Our ambition is to go way beyond LG's current role as a leading manufacturer of consumer electronics and to become a lifestyle innovator that serves a truly intelligent way of living.



02

50 IMPORTANT CATEGORY LISTINGS



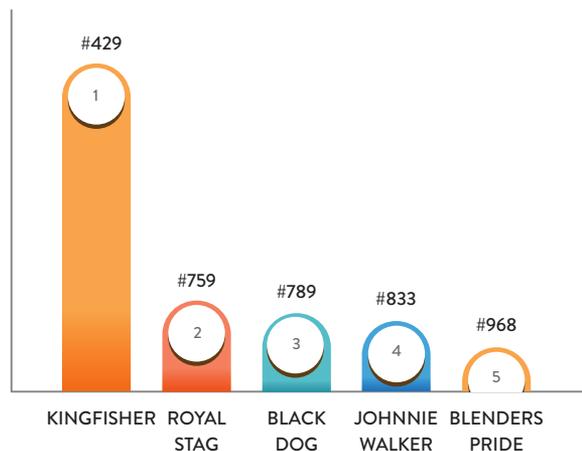
50 IMPORTANT CATEGORY LISTINGS

ALCOHOLIC BEVERAGES

The beer giant, Kingfisher, remains the undisputed champion of the 'Alcoholic Beverages' Super-Category for the sixth consecutive year and is by far the 'King of Good Times'. With a whopping 72% Desire Index ahead the next ranked, Kingfisher stays deeply connected with beer-lovers with its light-tasting, easy-drinking lagers with plenty of malt.

Royal Stag secures its 2nd position in 2020. Black Dog, at 3rd, makes a remarkable comeback after two years with an improvement of six ranks. Johnnie Walker redeems its 2013 position occupying 4th rank, followed by a new entrant, Blenders Pride, at 5th this year in TRA's Most Desired Brands 2020 (MDB 2020).

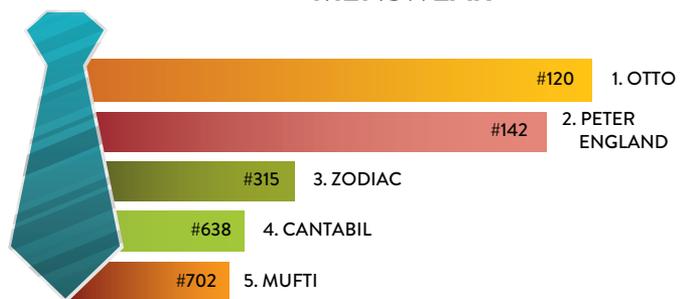
ALCOHOLIC BEVERAGES



MENSWEAR (APPARELS)

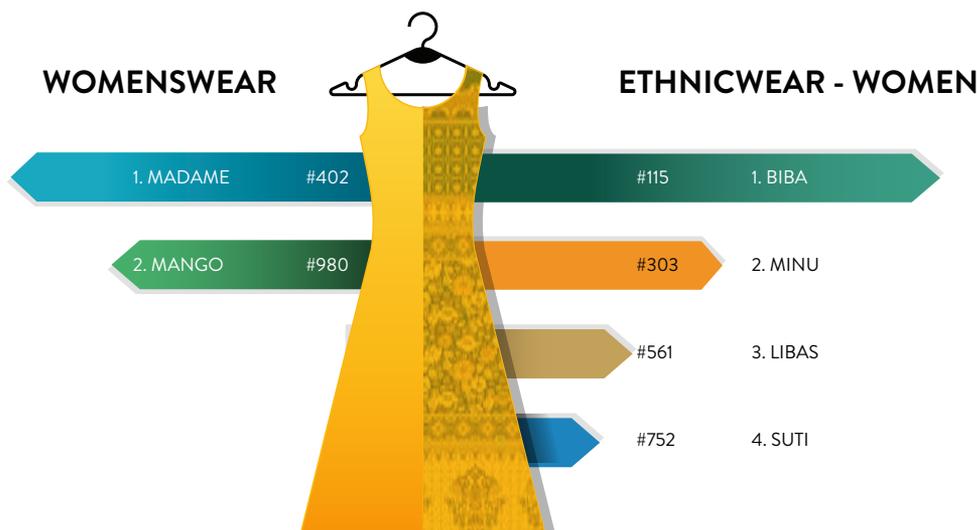
Otto wins the title of TRA's Most Desired Menswear for the second year in a row, winning hearts of its customers through promised quality and impeccable fashion trends. Peter England rises a rank to capture 2nd rank in MDB 2020. Zodiac gives its best performance yet ranking 3rd, followed by Cantabil. Mufti slides one rank to come at 5th in this list.

MENSWEAR



WOMENSWEAR & WOMEN'S ETHNICWEAR (APPARELS)

Madame, which continuously inspires young women to express their individuality and spirit through accessible fashion, attains 1st rank in the Womenswear Category for the second consecutive year, debuting the list in the last report and Mango takes the 2nd spot. In the Women's Ethnicwear Category, Biba stitches its victory by leading the list. A steep step below is Minu ranked 2nd, followed by Libas at 3rd and Suti slotted at 4th position.



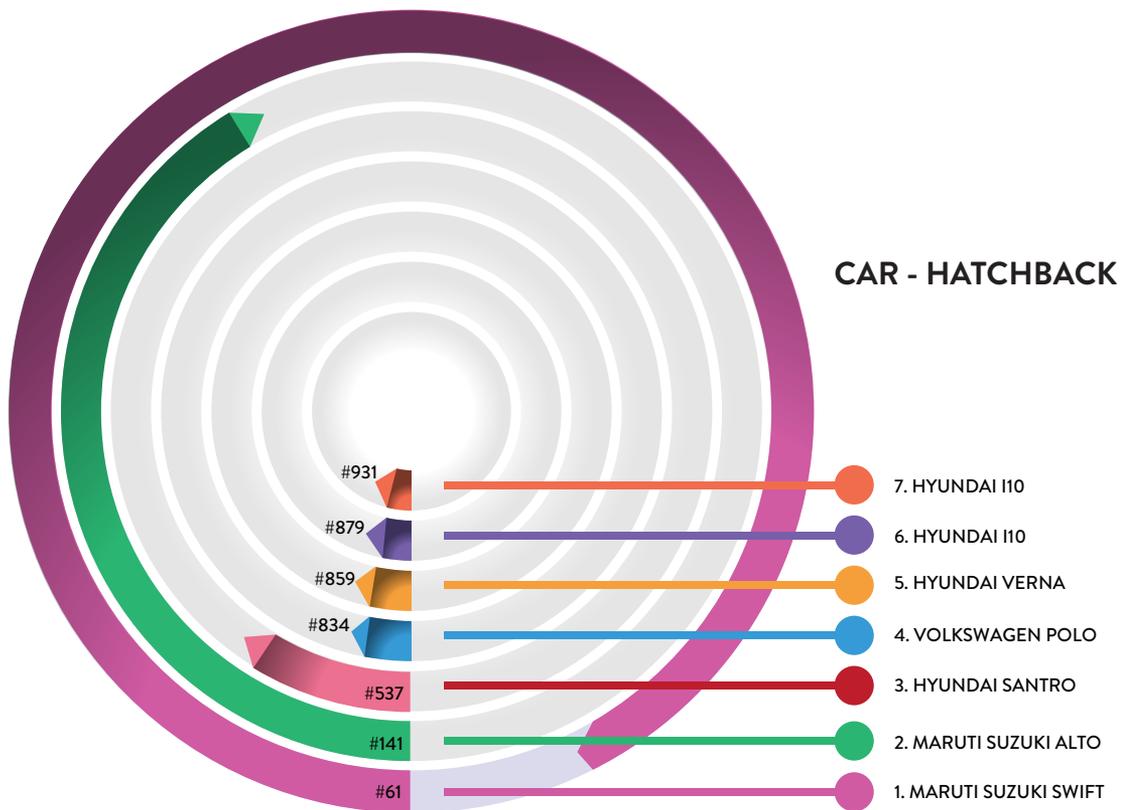
SPORTSWEAR (APPARELS)

The booming economy and changing lifestyle preferences have compelled Indians to be more health conscious, an aspect which also gets reflected in their brand choices. The sportswear apparel industry is also now among the most in demand in India among different apparel segments.

Ahead with a 32% DI lead, Nike's performance is solid making its way to India's Most Desired Sportswear Apparel Brand. Adidas captures the 2nd rank with an urban myth that it's an acronym for **All Day I Dream About Sports**. Puma and Reebok come at 3rd and 4th ranks and a new entrant, Umbro, follows at 5th rank, with Fila concluding the list at 6th position in MDB 2020.



CAR - HATCHBACK (AUTOMOBILES)

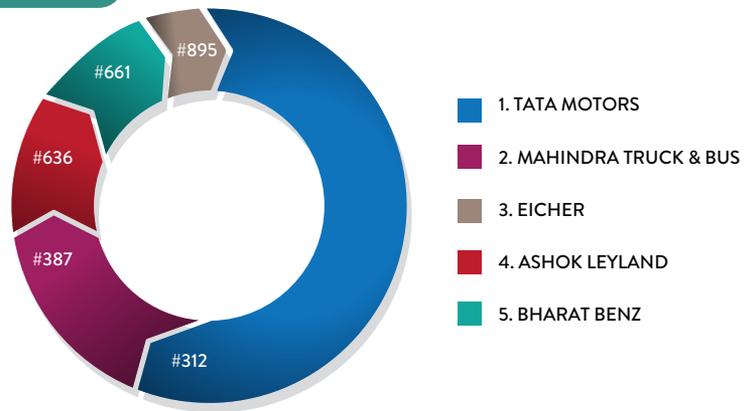


India is the fourth largest automobile market in the world in terms of sales and Maruti Suzuki Swift conquers the Car-Hatchback Category steadily climbing in Desire ranks over the years. Hatchbacks have been the favourite of India ever since the introduction of the first indigenous car by Maruti Suzuki. The company continues to rule even after four decades.

Maruti Suzuki Alto shows an impressive progress from the 2015 report grabbing 2nd seat this year. Hyundai Santro, drops a rank from the previous report to arrive at 3rd station and Volkswagen Polo takes 4th position. Hyundai Verna make first-time appearance at the 5th spot and Hyundai i10 makes a comeback after two years and Hyundai i20 makes it to the list after three years occupying 5th and 6th positions respectively. Four Hyundai brands make it among hatchbacks showing its dominance and focus in this Category.

COMMERCIAL VEHICLES (AUTOMOBILES)

Tata Motors succeeds in shielding its 1st rank this year in the Commercial Vehicles Category with a 30% Desire Index (DI) margin from the pack. Mahindra Truck and Bus too sticks to its 2nd position of the previous report. Eicher and Ashok Leyland face nip and tuck competition and grab 3rd and 4th positions respectively. Bharat Benz comes at 5th and last spot among commercial vehicles.



FOUR WHEELER-LUXURY (AUTOMOBILES)

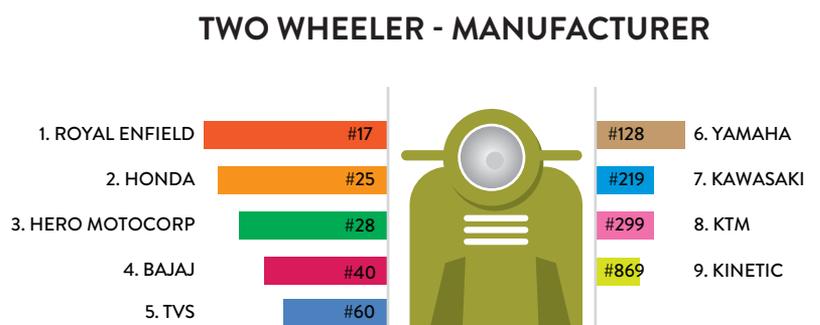
It is a first in TRA's reports that three brands of the fiercely competitive German brands are consecutively ranked within a rank of each other, and all three within the top-50 Most Desired Brands. The Mercedes Benz, BMW and Audi occupy 1st, 2nd and 3rd ranks in the Luxury Four Wheeler Category. The fact that these brands are in a crowded market may mean that the consumer sees no meaningful differentiation, despite each attempting to drive home an unique positioning.

Trailing behind a huge 83% DI, Jaguar chugs in at 4th rank in MDB 2020. Volvo accelerates two positions from the previous reports to be ranked 5th and Land Rover takes a U-turn of two spots from previous year to be ranked 6th.



TWO WHEELER-MANUFACTURER (AUTOMOBILES)

Royal Enfield makes a royal entry on the 1st spot by speeding five positions from previous year. The brand is also a first-time entrant into the Top 20 Most Desired Brands of India, acquiring All-India 17th ranking. Honda and Hero Motocorp rev to 2nd and 3rd positions, while Bajaj, TVS and Yamaha fall to 4th, 5th and 6th respectively. Kawasaki gains momentum to secure 7th rank, and KTM maintains its 8th rank from the previous report. Kinetic reappears at 9th after a gap of three reports.



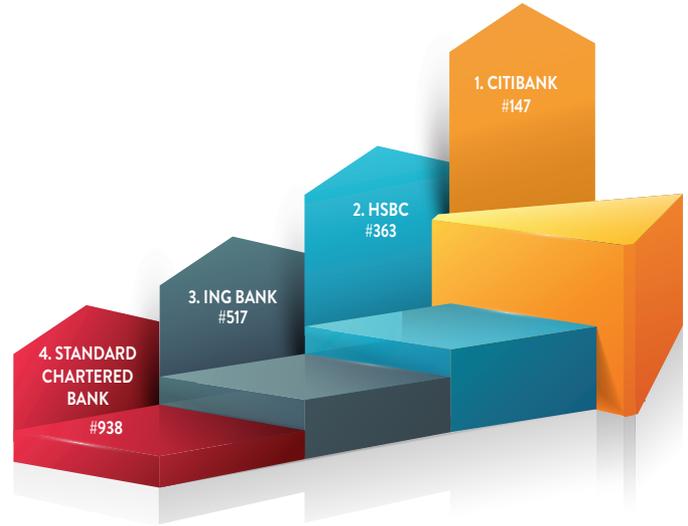
BANK-FOREIGN (BFSI)

For what they're worth, the foreign banks in India have helped establish a firmer international presence while bringing in ease of business on a global scale for domestic enterprises. Foreign Banks in India have benefited from a focus on good governance and have created strong presence in the Indian Market. Forty-five foreign banks with a total of nearly 280+ branches, though not very many in numbers, do give access to external credit. Foreign banks unfortunately suffer from a higher tax rate as compared to Indian banks and hence the need to offer premium services to maintain profitability in this highly competitive sector. Foreign banks in India face a serious dilemma in India – its a country they cannot miss, and yet economic sustenance creates an existentialist problem.



BANK - FOREIGN

Beginning operations in India in 1902 with a legacy of more than a century, Citibank wins the coveted title of Most Desired Foreign Bank in 2020 for the first time in TRA's six reports. HSBC, leader in all previous editions, slips a rank to settle at 2nd rank. ING Bank makes a comeback after a gap year at 3rd place and Standard Chartered carves itself a 4th spot.



BANK-PRIVATE (BFSI)

ICICI Bank secures a three-time win by securing its consumer's affection and leading among Private Banks with a substantial 63% DI difference from the next ranked brand.

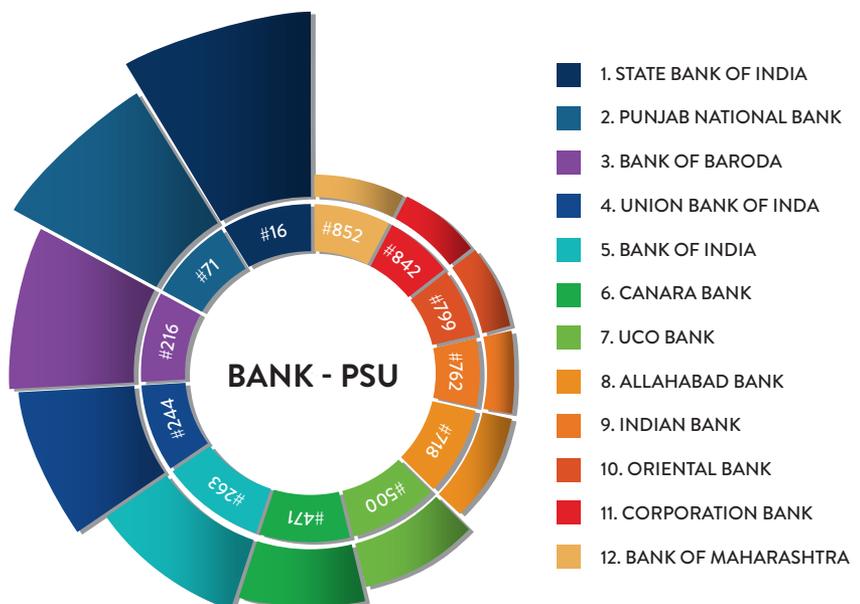
Next in queue are HDFC Bank at 2nd, IDBI Bank showing a strong Desire Quotient gain securing 3rd. Kotak Mahindra is at 4th and Axis Bank ranks 5th. Yes Bank at 6th too records a hat-trick and is followed by RBL at 7th and Federal Bank reappears after a gap year at 8th spot. Karur Vysya Bank, DCB Bank and IndusInd Bank list sequentially at 9th, 10th and 11th slots respectively.

BANK - PRIVATE



BANK-PSU (BFSI)

SBI holds on to its pole position across all 6 editions of TRA's reports. Punjab National Bank has bettered its own record by ranking 2nd, its best so far in TRA reports. Bank of Baroda too bests its rank and is at 3rd rung among PSU Banks. Lagging behind by a small margin of 14% Desire Index, Union Bank of India is 4th positioned, followed by Bank of India, Canara Bank and UCO Bank that list sequentially at 5th, 6th and 7th. Allahabad Bank and Indian Bank steadily climb ranks since 2013 occupying 8th and 9th ranks this year. Oriental Bank which makes an appearance only the second time in six reports is at 10th, followed by debutant Corporation Bank at 11th rank. Bank of Maharashtra remains fixed at 12th rank for the third time in a row.





MITHALI RAJ

Captain of the Indian Women's
National Cricket Team

My dad was the one who got me introduced to cricket, and just the other day he mentioned how as a 7-year-old kid, I had the interest to play the sport after watching my brother train on several occasions. However, given the training was exclusively for guys, and with my dad's mindset that the sport is not suitable for women, did not help in supporting me to pursue the sport from the very beginning. Fortunately for me, the coach happened to notice my keenness towards cricket and gave me the opportunity by advising my dad to invest his time towards building me as a cricketer. It was difficult to convince a family who believed that this sport is solely oriented for men, and that women did not have a place in it but it has been a journey where I have been able to break these barriers and focus on my self-belief.

Furthermore, training with men made me realize how competitive they really are and how they do not ease out on the game for women. You really have to work your way up when playing with them. This constantly made me wonder why cannot one see me as just as a cricketer with no gender barriers attached. These experiences have challenged me to push myself to explore if I have it in me to counter these gender norms. This motivated me to work towards putting in those extra hours of hard work and it has paved a way to the career I have today.

My team behind building me to become a fitter player has always been my constant source of inspiration. They work behind the scenes to help me improve my game and that is the reason why I am able to score a 100. While on-screen I am applauded, it is their efforts that have gone into achieving that.

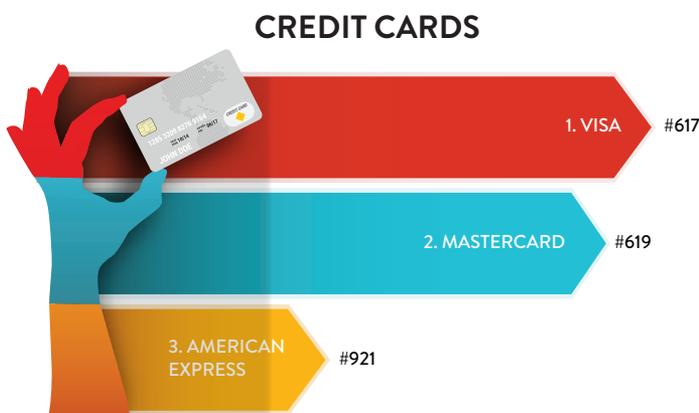
I value my time and I truly value them putting in their time and spending it on me to become a better cricketer. As I believe that everything happens for a reason, I had faith that everything which has come my way has given me an experience and has helped me evolve as a person.

You need to have a strong faith and believe in your goals and know that things will change for the better. In my field, I have a lot of faith and belief that I am good enough as a player to represent my country at the highest level and that is something I constantly tell myself. At the end of the day, everyone should have the same platform to give wings to their dreams.

CREDIT CARDS (BFSI)

Visa is the top choice for Indians maintaining its winning streak as the leader for five years in a row as India's Most Desired Credit Card brand.

Mastercard is right behind at 2nd rank, and when considering All-India Ranks, Visa and Mastercard are just two ranks away from each other, i.e. at 617 and 619 respectively. American Express is substantially lower in Desire Quotient and gets 3rd place. The 2nd and 3rd ranked have been switching ranks every year with consistent regularity across TRA's reports.



CELEBRITY-LED BRAND AND LUXURY FASHION (BRANDED FASHION)

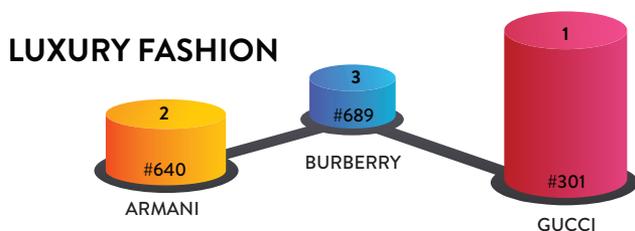


CELEBRITY-LED BRAND

From cricketers to Bollywood stars, everyone is trying to stay relevant beyond their own sectors and this has led to an influx of celebrity-led brands in the Indian fashion and apparel sector. An early entrant in this market, Being Human, the casualwear brand launched by Salman Khan is a raging hit and secures the top position in Celebrity-Led Brands. HRX by Hrithik Roshan makes a first time entry at 2nd rank having become increasingly desirable over the years because of consistency in quality, innovation and affordability.

In the Luxury Fashion Category, Gucci has maintained its top place as the TRA's Most Desired Luxury Fashion Brand for the fifth report in a row. Scroll through any fashionable millennial's social media handle, and chances are that you'll see Gucci's iconic double G logo whether on belts, bags or even capes.

Armani is ranked second-best in Desire Quotient by steadily climbing ranks across all editions. The 164 year old Burberry secures 3rd rank and remains a quintessentially British brand, with a closely connected, creative thinking culture at its heart.

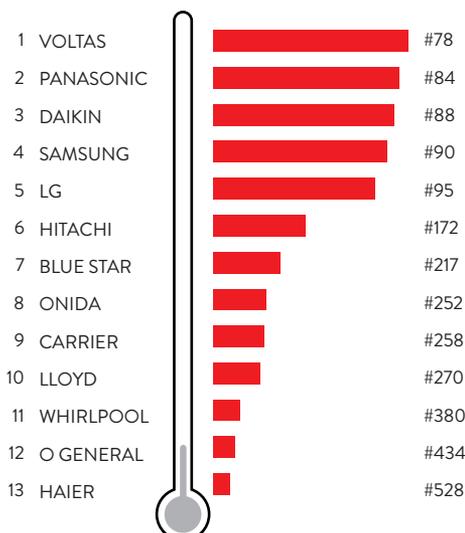


AIR CONDITIONERS (CONSUMER ELECTRONICS)

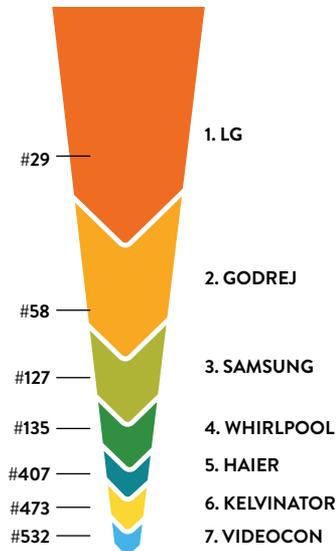
As one AC brand's blog says, 'The market forces of demand and supply, technology, weather, etc., seem to have joined hands to pull the product out of its slumber'. This fact is further reinforced by the fact that five AC brands make it to the top 100 Most Desired brands this year with thirteen brands listed in all.

First time lister, Voltas, captures the top rank in its debut year itself. Panasonic acquires 2nd spot, whereas Daikin retains its 3rd spot from the previous report. Samsung, LG and Hitachi get 4th, 5th and 6th places. Bluestar drops to 7th rung after topping the Category in the previous report. Onida takes 8th place, followed by Carrier which drops to 9th position from second rank of the previous report. Llyod, Whirlpool, O General and Haier take 10th, 11th, 12th and 13th ranks respectively.

AIR CONDITIONERS



REFRIGERATORS



REFRIGERATORS (CONSUMER ELECTRONICS)

Not only is the refrigerator a centerpiece among your collection of kitchen appliances, it's a gathering place for preparing family meals, making it an important purchase.

In India, refrigerators have a high utility value amongst all consumer durables, with almost penetration with one in three Indians owning one. This accounts for the high growth rate of the refrigerator market.

The consistency of performance is evident from the first four Most Desired Brands of the previous report repeating their performances. LG, Godrej, Samsung and Whirlpool maintain their 1st, 2nd, 3rd and 4th spots respectively. Haier jumps three spots and gains 5th position this year. Kelvinator retains its 6th spot and Videocon drops to 7th by two spots compared to previous year's listing.

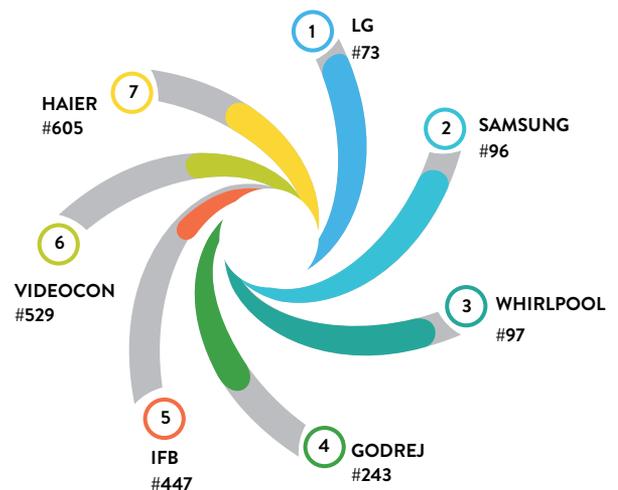
WASHING MACHINES (CONSUMER ELECTRONICS)

Convenience to the consumer is a key factor fueling demand for washing machines in India.

The Washing Machines Category is firmly occupied by brands of Asian origins, with Whirlpool as the only exception.

LG excels by attaining the lead in the Washing Machines Category. Samsung and Whirlpool at 2nd and 3rd rank respectively gives in an intensely fought battle with a minuscule margin of 0.3% Desire Index. The first three brands make it among the top 100 desired brands of India. 64% behind its predecessor is Godrej at 4th position, followed by IFB, Videocon and Haier at the subsequent ranks.

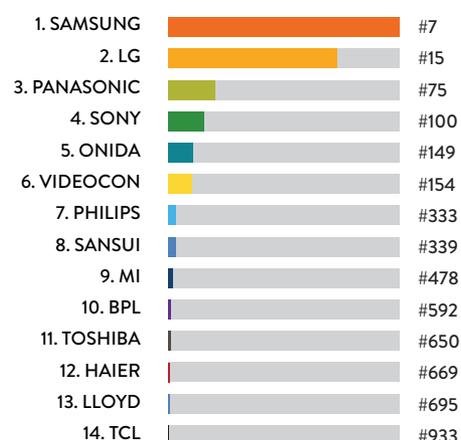
WASHING MACHINES



TELEVISIONS (CONSUMER ELECTRONICS)

Though in the last year TV sales have been sluggish, the television market on a high growth in India several years before the slowdown. South Korean giant Samsung is the Most Desired Television brand in MDB 2020 owning the top position in this report. LG sticks to its 2nd rank as in the last edition of the report.

Japanese brands Panasonic and Sony occupy the 3rd and 4th spots in the desired brands list. Indian brands Onida and Videocon maintain their 5th and 6th spot of the previous year. It can be observed that Asian-origin television brands rule the consumer desirability quotient. 67% behind is Philips sits on 7th rank followed by Sansui, MI and BPL next in the series.



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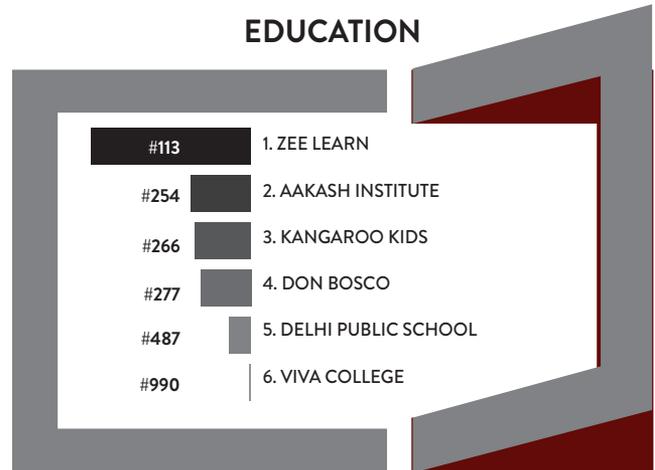
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EDUCATION

Zee Learn, the diversified education brand, a first time place-earner in the list, is the Most Desired Brand in the Education Super-Category. Trailing behind by huge 64% DI is the three-decade old Test Prep brand Aakash Institute taking 2nd spot.

Kangaroo Kids, which makes a reentry after a gap of two years, retains its old 2013 rank of 3rd position and is followed by a debut entrant, Don Bosco at 4th rank. Delhi Public School makes appearance for the fourth time in the six editions of the report with an upward movement of three ranks from last year to occupy 5th position. Viva College loses three ranks to be listed at 6th rank among in the Education Super-Category

EDUCATION



Every brand has to attract its' audience. 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.

Mahesh Gupta, Chairman, Kent RO

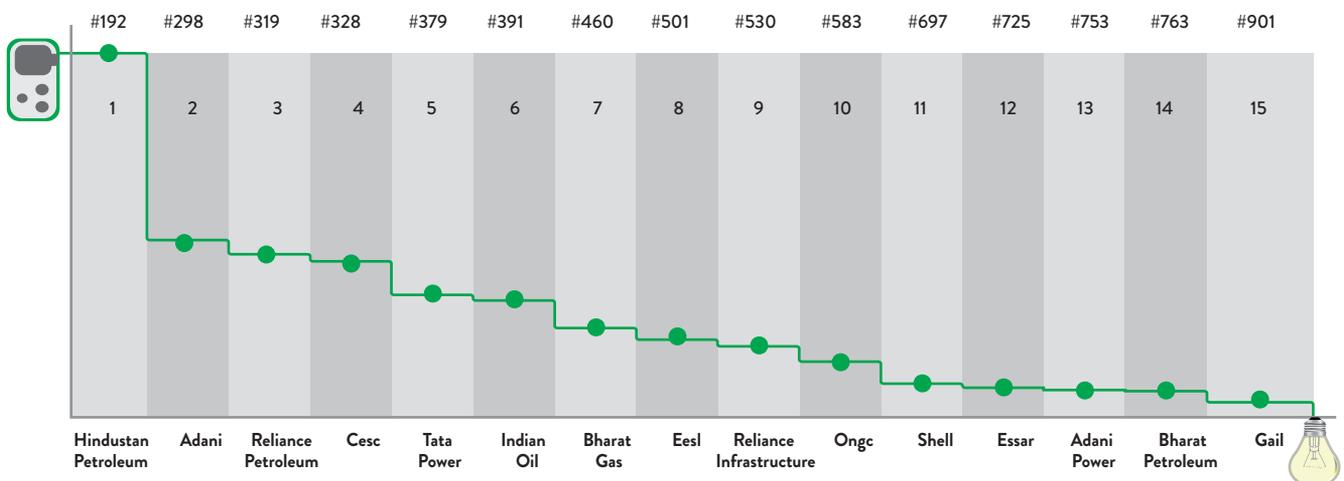


ENERGY

Imagine what our life would have been with electricity and fuel? Perhaps, it would not be an exaggeration to say that almost everything in our day-to-day life would come to a standstill. Energy is omnipresent in life, and so it is too in TRA's Most Desired Brands 2020 with fifteen brands being listed this year.

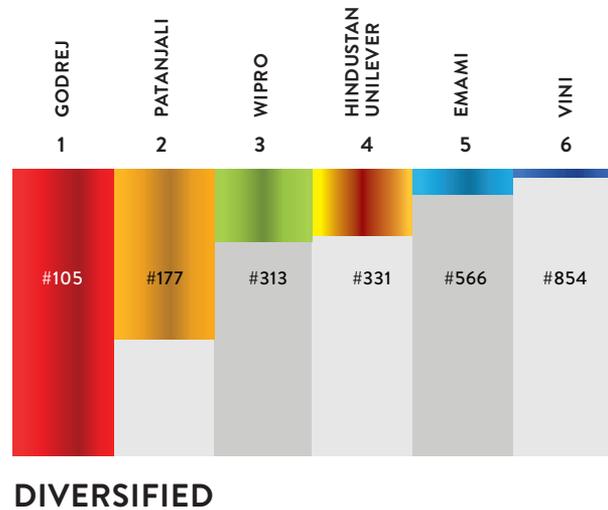
Hindustan Petroleum wins big with an impressive 51% margin leading the Energy Super-Category and also in the Category of Oil and Gas-Retail. On the other hand, Adani comes 2nd leading the Oil and Gas-Private Category. Reliance Petroleum and CESC shine at 3rd and 4th positions respectively. Committed to bring a change in society through sustainable initiatives, Tata Power takes charge at 5th rank followed by Indian Oil, Bharat Gas and EESL in the subsequent ranks.

ENERGY

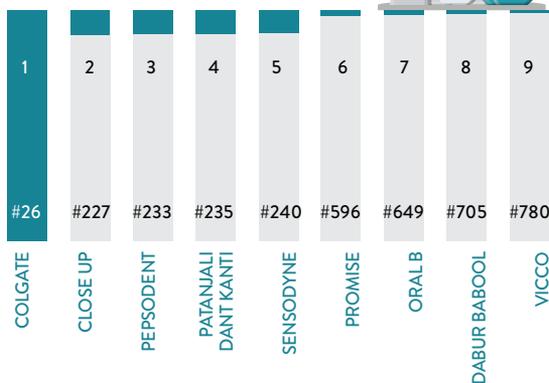


DIVERSIFIED (FMCG)

FMCG is a war-zone, but rules are getting rewritten now. Traditional leaders are losing their share & others are filling their place. Godrej achieves unprecedented success this year by becoming TRA's Most Desired FMCG-Diversified Brand. Spiritual guru Baba Ramdev's Patanjali is rated the 2nd Most Desirable brand in the diversified FMCG Category with its select products becoming immensely popular with the masses. Making a grand entrance, Wipro takes the 3rd spot. Eighty year old giant Hindustan Unilever loses the winner's title and drops to 4th rank in MDB 2020. Emami too loses three positions compared to previous year occupying 5th followed by debutant Vini at the 6th spot.



ORAL HYGIENE (FMCG)

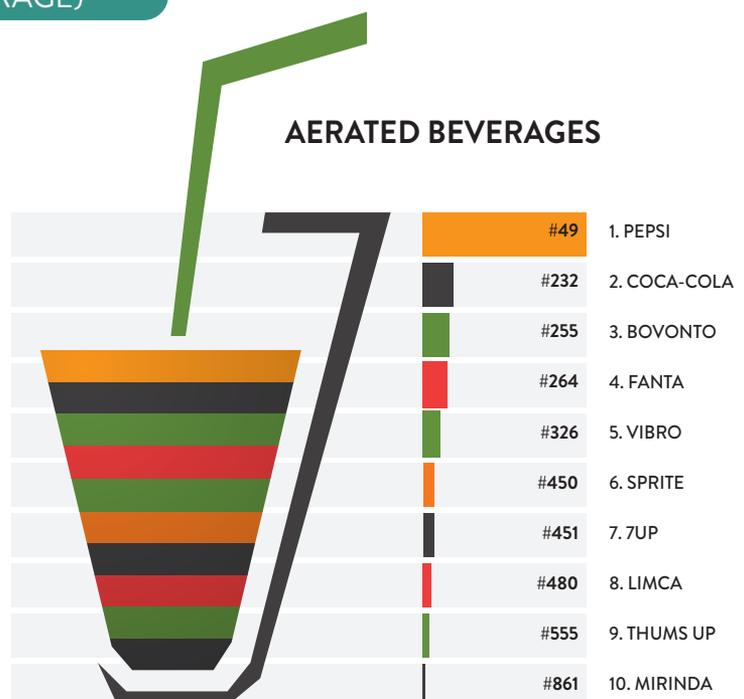


To help Indian's pearly whites kept in shining condition, Colgate's predominance clearly shows with its consistency of being on top place in all the editions of TRA's reports. It's win is with a magnificent 90% margin and is the only Oral Hygiene brand that illuminates its presence in All-India Top 30 rankings.

Close-up defeats Pepsodent and conquers the 2nd position and the latter gets slotted at 3rd. Patanjali Dant Kanti jumps a rank to gain 4th spot. Sensodyne and Promise make a debut entry on the 5th and 6th ranks respectively. Oral B, Dabur Babool and Vico tops off the list at 7th, 8th and 9th ranks respectively.

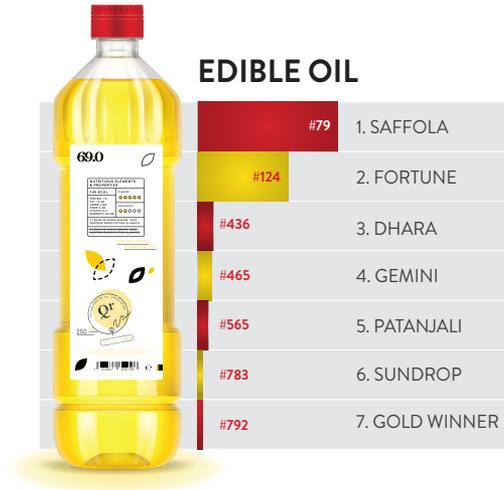
AERATED BEVERAGES (FOOD & BEVERAGE)

There is no beating Pepsi as India's Most Desired Aereated Beverage Brand with its performance in TRA reports always placing it within India's Top 50 brands. Its thirst to win the hearts of consumers helps it leads the bubbly Aerated Beverages Category. The brand took a miss from the report last year, and redoubtably returned to defeat its oligopoly rival Coca-Cola to 2nd rank. Tamil Nadu-based Bovonto on 3rd place is an iconic brand enforcing the 'unique taste' tagline, which many-a-competition find difficult to copy despite desperate endeavors. Fanta comes at 4th, and is followed by a new launch and debutant Vibro, also from the Kalimark stable. Sprite retaining its sixth spot for the third year as also does 7UP at 7th. Limca slips six ranks to attain 8th followed by Thums Up and Mirinda.

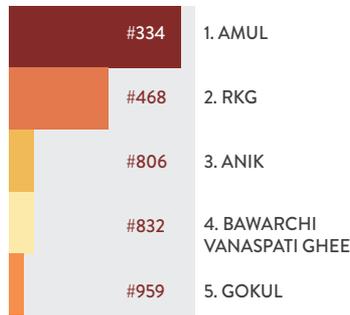


EDIBLE OIL (FOOD & BEVERAGE)

Marico's Saffola and Adani Group's Fortune have been in a cut-throat competition for the 1st position in the last five TRA reports, and this time the former leads. Dhara from Mother Dairy's stable makes a comeback after two years at the 3rd position. Gemini makes a comeback after a gap of three years on the fourth spot. Cargill's Gemini is 4th in the list, followed by Patanjali at 5th, which has a massive rise of nearly 400 ranks in All-India terms. Sundrop is 6th ranked and Gold Winner is placed 7th in the Edible Oil Category.



GHEE (FOOD & BEVERAGE)



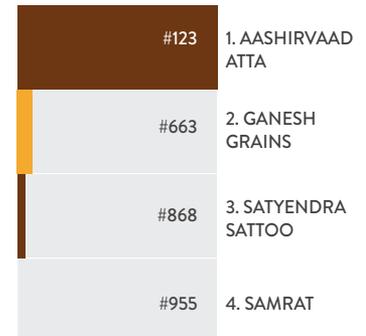
Find an Indian, and chances are you'll find ghee in their kitchen. For those who amaze at the taste of Indian food, the secret is always a generous dollop of ghee. Five Indian Ghee brands occupy the mindshares of Indians. Amul Ghee is leading at first rank with a jump from second rank in the previous year's listing. Tamil Nadu based RKG Ghee which was established in 1932, makes a comeback after a year to retain the second position. Anik, Bawarchi Vanaspati Ghee and Gokul make a debut entry on the 3rd, 4th and 5th positions respectively.

PACKAGED FLOUR (FOOD & BEVERAGE)

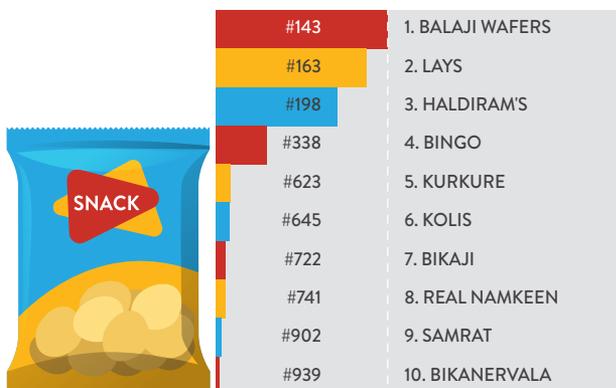
With large number of market players entering the space with better quality and fresh products, there has been a strong shift in consumers' pattern towards branded Packaged Flour. Much like Ghee, Indian brands rule the consumer's affection when it comes to Packaged Flour. Aashirvaad Atta leads the four brands in this category moving up from second position in the previous year's report. Ganesh Grains shows good improvement, up two positions from previous year, and acquires the second spot. Satyendra Sattoo and Samrat make their debut on the 3rd and 4th spots respectively.



PACKAGED FLOUR



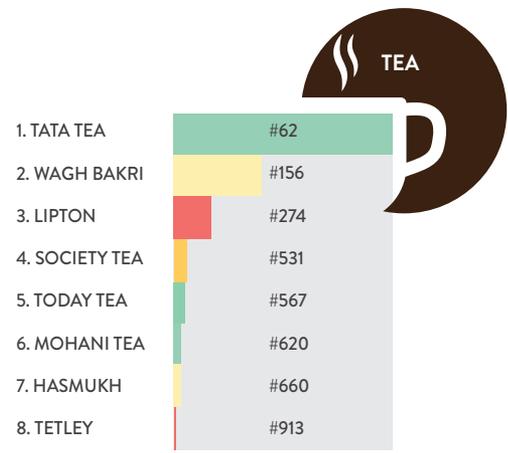
PACKAGED SNACKS (FOOD & BEVERAGE)



Some newspaper reports peg the heavily contested Packaged Snacks Category at around Rs. 28,000 Cr. Market share not with standing, Balaji Wafers leads the category as India's Most Desired Packaged Snack brand, by successfully jumping three positions over its rank in the previous report. Lays maintains its second position in a repeat of the previous year performance. Haldiram loses its first spot it had in the previous report dropping to third position this year. ITC's Bingo is 4th, tedha-hai-par-mera-hai Kurkure is 5th, Kolis ranks 6th and Bikaji takes up 7th place. Real Namkeen, Samrat make their debut entry at 8th and 9th spots respectively, and Bikanerwala reports at 10th place.

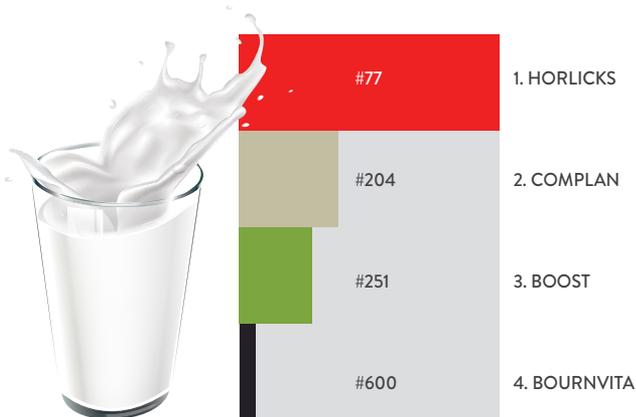
TEA (FOOD & BEVERAGE)

Tea is a connector, one of those rare things seems to matter to everyone from the PM of the country, to the farmer in the hinterland of India. Tata Tea, which championed the wake-up call to the nation with its 'Jaago re' campaign, is the clear leader for the third time in succession. Wagh Bakri Tea makes a comeback after a year gap and conquers the 2nd position. Lipton Tea has maintained its 3rd position for the fourth consecutive year. Today Tea makes a debut entry on the 5th rank and Mohani Tea finds its place back in the report after a year's gap and gains four places to take the 6th rank. Tetley Tea jumps two ranks reaching 8th in the tea list .



1. TATA TEA	#62
2. WAGH BAKRI	#156
3. LIPTON	#274
4. SOCIETY TEA	#531
5. TODAY TEA	#567
6. MOHANI TEA	#620
7. HASMUKH	#660
8. TETLEY	#913

NUTRITIONAL SUPPLEMENTS (FOOD & BEVERAGE)



These four brands are constants in this segment for the last five years, with Boost as a leader in 2016 and Horlicks topping the list in four of the other five reports, including this year. Clinically proven health drink Complan settles at 2nd rank, its three year best, improving its rank by one place as compared to the previous report.

Boost, which has been at second place for the last three years, dips a rank to be placed at 3rd rank in MDB 2020. The brand was Category leader in 2015. Bournvita has been listed last in the list this year.

DAIRY-DIVERSIFIED (FOOD & BEVERAGE)

With seven brands listed, this year shows the largest representation in the Diversified Dairy Category. The Anand-based cooperative, Amul, celebrates its sixth consecutive leadership in the Dairy-Diversified Category with a splendid 87% DI margin. Hyderabad-based dairy company, Heritage Foods occupies 2nd position, and following it are three new entries, Purabi, Assam's oldest dairy, Annapurna and Chitale Dairy at 3rd, 4th & 5th respectively. Hatsun comes in at 6th spot after a gap of two years. This year, Mother Dairy's slip to 7th rank comes as a big surprise, disrupting its 5-year long streak of securing second rank.

DAIRY



#65	1. AMUL
#364	2. HERITAGE FOODS
#459	3. PURABI
#554	4. ANNAPURNA
#709	5. CHITALE DAIRY
#858	6. HATSUN
#881	7. MOTHER DAIRY



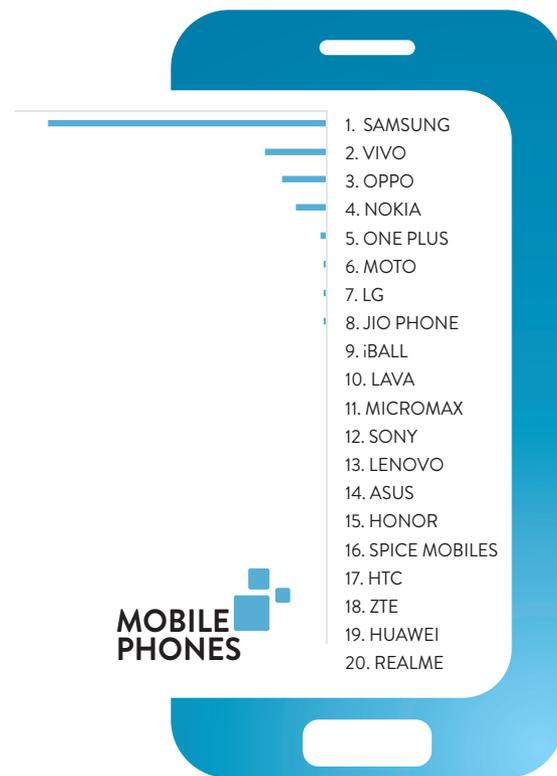
In case of brands, attractiveness/desire is created with a promise or an alluring experience that appeals to consumer psyche and makes them recommend it to their influence zone. It is the ability of a brand to induce desire in the minds of a consumer with minimalistic communication.

Suvankar Sen, Executive Director, Senco Gold and Diamonds

MOBILE PHONES (GADGETARY)

India is the second largest mobile phone market globally, next only to China. The race to supremacy in the Indian market is an intensely fought battle, and new victors emerge each year. Samsung achieves the commendable feat of earning the title of TRA's Most Desired Mobile Phone Brand. A magnificent 77% Desire Quotient ahead, Samsung becomes the undisputed king of the Mobile Phones for the 2nd time in the row.

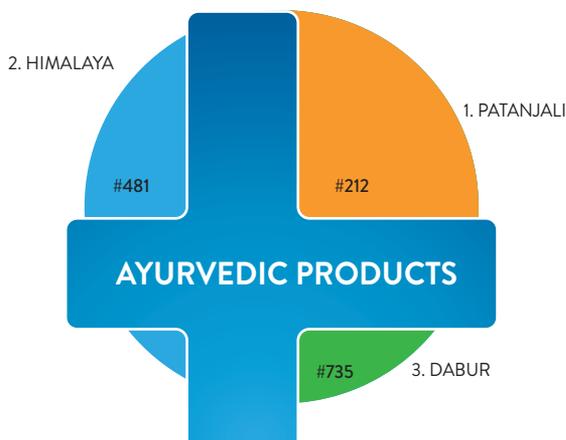
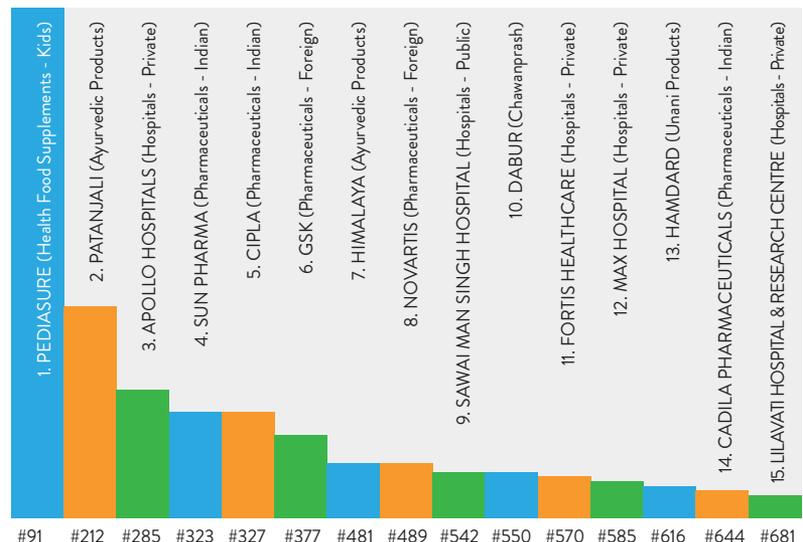
The listings are followed by BBK-owned Vivo and Oppo at 2nd and 3rd spots. The one-time favourite, Nokia, has also repeated its previous year's achievement and is ranked 4th. One Plus gets the 5th position, followed by Moto, a flip-favourite, at 6th, and LG presses on the 7th button this year. The next four, Jio Phone, iBall, Lava and Micromax are Indian mobile phone brands that find the consumer's affections at 8th, 9th, 10th and 11th places respectively.



HEALTHCARE

Abbott's Pediasure, the therapeutic kids nutrition brand has returned to the TRA list after a gap of two years with its 'Grow & Gain' promise to lead the Healthcare Super-Category. Patanjali, a relative newcomer, managed to rejuvenate the concept of Ayurveda in consumers' minds leads the Category also as India's Most Desired Ayurvedic Products Brand in 2020. Apollo Hospitals, with 10,000 beds across its 70 hospitals is 3rd in the list and leads the segment as well. Sun Pharma and Cipla are next in line at 5th and 6th places, shining the beacon among Indian Pharmaceutical brands. Other brands which stand out in the top 15 of the Healthcare Super-Category are Novartis, ranked 8th, leading in Foreign Pharmaceutical Brand Category and Hamdard, ranked 13th is uniquely in a Category of Unani Products.

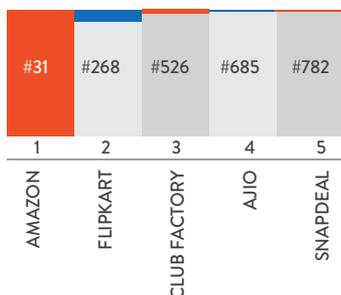
HEALTHCARE



AYURVEDIC PRODUCTS (HEALTHCARE)

Ayurveda – India's healing gift to the world and is gaining prominence more in this decade than in many before. Three Indian brands completely rule this space and Patanjali has retained the leading top spot as it did in the previous report. Himalaya, which completes 90 years of its establishment, stands at 2nd rank, considerably below the leader. Dabur, the 136 year-old company, comes in at 3rd place.

ONLINE RETAIL - DIVERSIFIED



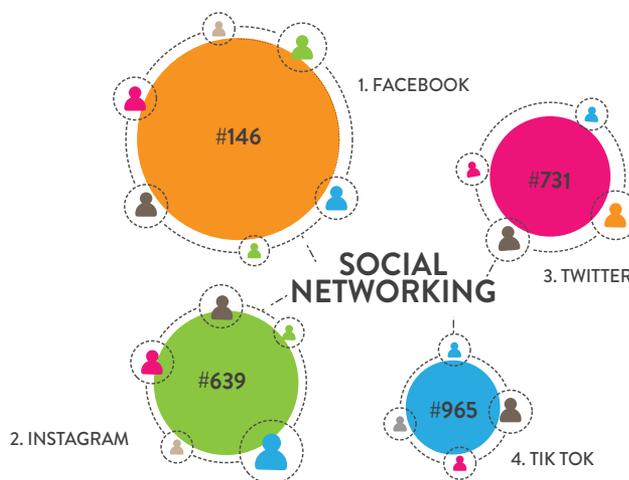
ONLINE RETAIL - DIVERSIFIED (INTERNET)

Online Retail and e-commerce has become so very relevant in today's age, that the world's richest person Jeff Bezos, the founder and CEO of the world's biggest e-commerce organization Amazon. The brand is also India's Most Desired Diversified Online Retailer Brand in 2020. Amazon leads the top spot consecutively for the fourth year. Flipkart is equally consistent at second spot for the fourth year. Two brands are first time entries – Club Factory, the Chinese e-Commerce company with nearly 40 million users in India, is 3rd, and Reliance promoted Ajo stands 4th. Reenergized Snapdeal makes its presence felt at 5th place in this list.

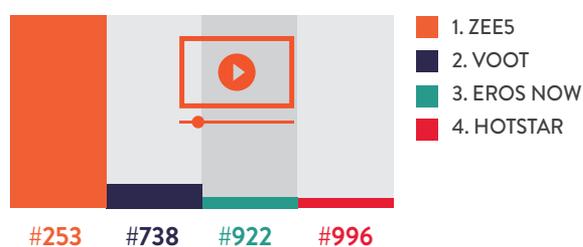
SOCIAL NETWORKING (INTERNET)

Facebook becomes India's Most Desired Social Networking Brand in 2020 for the fifth consecutive time. It remains the biggest social platforms with highest reach and engagement among users.

Photo and video sharing app Instagram ranks 2nd, showing its growing popularity. This is followed by Twitter, which has become a site for news, entertainment, sports, politics, and more, flying in to 3rd spot. Making a swift rise to get be counted in this important list, short-form mobile video, Tik Tok, trends at 4th place this year.



VIDEO STREAMING (INTERNET)



Gone are the days when TV sets or visiting cinema theatres were the only option to watch movies, news, sports or shows. With mobile phones and laptops being handy, leisure binge watching is a term that video streaming has reinvented. ZEE5 is leading the category in its debut year as India's Most Desired Video Streaming Brand. Viacom 18's online arm, Voot is at the 2nd place and Eros Now is at 3rd. Star India's OTT, Hotstar, is placed 4th among streaming brands.



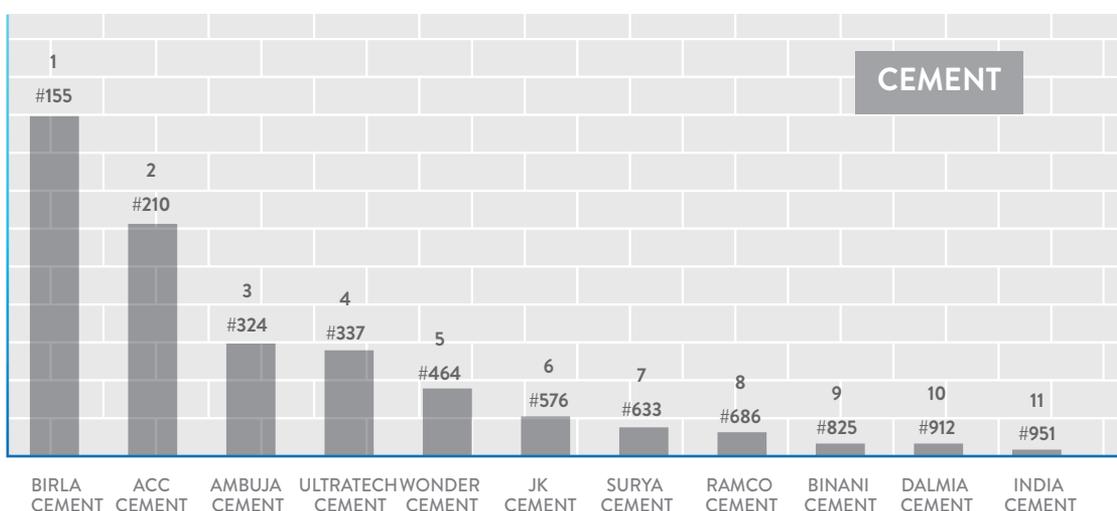
Brand desire and identity should be distinguishable from other brands. With increasing competition and the wide geographical spread, brand desire begins to hold a much higher value. By having brand identity that stands out from the others in the brand universe one needs to follow the right methods to ensure that consumer find our brand in top – recall whenever he/she wishes to reach out to this category. Brands these days need to focus on desire as an important dynamic drawing in customers towards buying their products / services.

Bipin Jain, MD, Madame

CEMENT (MANUFACTURING)

India is the second largest manufacturer of cement in the world and Birla Cement captures the 1st spot this year, a place it also held in 2015 and 2016. ACC Cement, last year's leader, drops by one place to take 2nd rank. Ambuja Cement maintains its 3rd spot, and the brand had held the #1 rank in 2017. All the eleven brands in the list are of Indian origin despite many international cement companies being present in India.

Ultra Tech Cement, Wonder Cement, JK Cement, Surya Cement, Ramco Cements, Binani Cement, Dalmia Cement and India Cements are on the 4th, 5th, 6th, 7th, 8th, 9th, 10th and 11th places respectively. Wonder Cement and India Cements make a first-time appearance in TRA reports this year.



MEDIA - TV

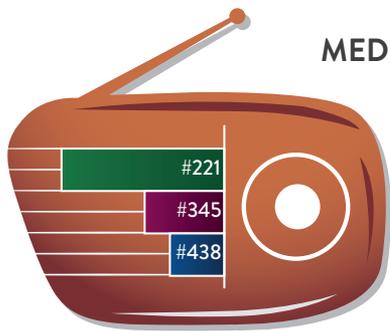
There has been a drastic change in consumer's TV consumption habits and preferences in the recent ye. Sony TV, the Hindi GEC, emerges the clear winner as TRA's Most Desired TV Media Brand making a grand entry into India's top 5. Raising the news bar for 19 years now, Aaj Tak retains its 2nd rank, and is followed by India Today at 3rd. Last year's leader, ABP News slips to 4th rank and, with an uptick of two ranks, TV9 is placed 5th. NDTV, the English News Channel, erodes three ranks to attain 6th rank in 2020. Zee News, India TV and Star Plus list sequentially

MEDIA - TV

1. SONY TV (HINDI GEC)
2. AAJ TAK (HINDI NEWS)
3. INDIA TODAY (ENGLISH NEWS)
4. ABP NEWS (HINDI NEWS)
5. TV9 (CHANNEL CLUSTER)
6. NDTV (ENGLISH NEWS)
7. SUN TV (TAMIL GEC)
8. ZEE NEWS (HINDI NEWS)
9. INDIA TV (HINDI NEWS)
10. STAR PLUS (HINDI GEC)
11. ZEE TV (HINDI GEC)
12. NDTV INDIA (HINDI NEWS)
13. BBC NEWS (ENGLISH NEWS)
14. MTV (MUSIC CHANNEL)
15. TIMES NOW (ENGLISH NEWS)
16. DISCOVERY (FACTUAL ENTERTAINMENT)

#4
#109
#181
#230
#283
#317
#369
#416
#474
#522
#547
#634
#655
#667
#747
#748





MEDIA – RADIO

- RADIO ONE
- RED FM
- RADIO MIRCHI

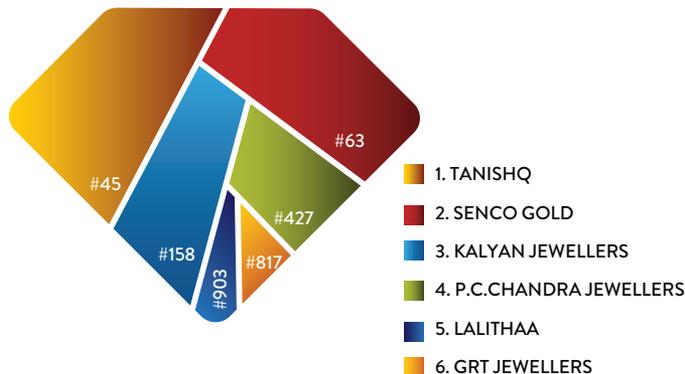
MEDIA – RADIO

Radio rather than losing its significance, It has become a new mass medium with a new range of radio celebrities, the RJs, becoming household names. Even the Prime Minister of India prefers to communicate through radio to reach the masses. In this category, Radio One, recently acquired by HT media, leads the list, followed by Red FM and Radio Mirchi at 2nd and 3rd positions.

JEWELLERY (PERSONAL ACCESSORIES)

Jewellery is the dream possession of every woman. There is an emotional connection women feel in the case of jewellery, and its no wonder that diamonds are considered a girl's best friend. In the largest for jewellery market in the world, Tata Group's jewellery brand Tanishq leads, to become India's Most Desired Jewellery Brand. Behind it stands Senco Gold, ranked 2nd, Kalyan Jewellers takes on the 3rd spot, and P.C. Chandra Jewellers is at the 4th position. Two Tamil Nadu based brands, Lalithaa is on the 5th, and GRT Jewellers is on the 6th place.

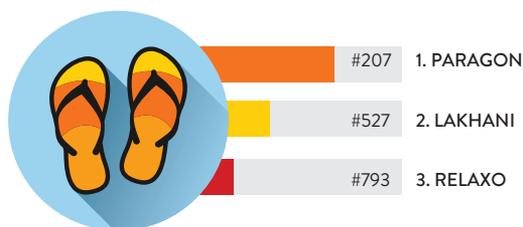
JEWELLERY



FOOTWEAR - RUBBER & FOOTWEAR WOMEN- (PERSONAL ACCESSORIES)

Everyone owns a hawaii, the generic name given to flip-flops in India. This list is of the Hawaii leaders. From manufacturing a million products to impacting a million lives, Paragon is leading in the Rubber Footwear Category with a significant 78% DI margin. Another name in the Indian household, 50-year old Lakhani secures 2nd rank. From just a single product in 1976, Relaxo has come a long way placing itself at 3rd rank in the list.

FOOTWEAR - RUBBER



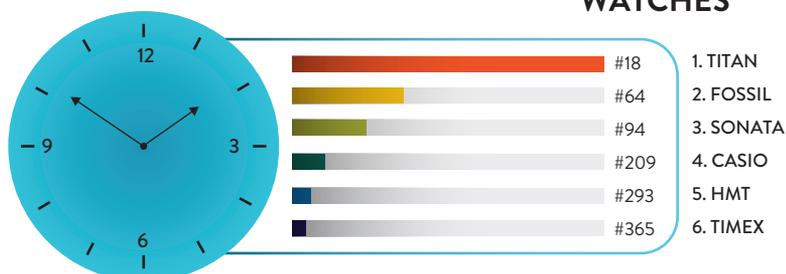
FOOTWEAR - WOMEN

A newly added category in TRA's reports, Women's Footwear has only two brands and both make first-time appearances. With absolute gorgeous designs and patterns, Catwalk emerges as the Most Desired Women's Footwear Brand in 2020. Lexus, with over 29 years of experience in the art of designing, elegant and stylish shoes for all occasions, comes in at 2nd place.

WATCHES (PERSONAL ACCESSORIES)

Timeless Titan emerges as the clear winner in the Watches Category as well as in the Super-Category of Personal Accessories, retaining its top notch rank in all editions, with an exception of 2016.

Fossil makes its remarkable way by securing 2nd rank with an escalation of seven ranks since the last report. Sonata ticks off a rank from the previous TRA report to clock 3rd position. This is followed by Casio, HMT and Timex at 4th, 5th, and 6th places respectively.



WATCHES



RAKESH KAUL
CEO & Whole Time Director,
Somany Home Innovation Limited



EVOK, a decade young brand, is a leading player in the home retail industry of India. The 60 year-old parent company HSIL entered the modern retail sector with Home Interiors Specialty business and has marked its presence as one of the best in the field of home interior decoration in India. The growing urbanisation of India has led to increasing residential landscapes, changing consumer lifestyle, modern retail sector opportunities and novel demand-supply equations. This has immensely helped the brand and EVOK today has become the desired stop for offline and online furniture shopping with modern furniture designs catering to different styles and needs of customers.

The EVOK brand leverages the core strengths of the group in understanding diverse consumer and trade behaviour, retail distribution network, brand equity, global sourcing and cost-effective supply chain management, which are critical success factors for any enterprise. EVOK has truly established itself in a leadership position in the organised home interiors retail market in India. Its expansion plans include setting up more stores in metros and tier-1 cities.

EVOK's vision is to be the first-choice partner of consumers aspiring for value-for-style home interior solutions. Today it offers a huge collection of contemporary products ranging from home furniture, soft furnishings, home décor and accessories to modular kitchens and wardrobes.

EVOK is leveraging its parent organization Hindware's core strengths in understanding diverse consumer trends, trade behaviour, retail distribution network, global sourcing and cost-effective supply chain management to enhance operational scale. It believes that business can be driven by both lucrative deals and dynamic marketing. The company has prepared a strategic roadmap to improve sourcing and extend offers that translate into both top- and bottom- line growth for the business. Going forward, EVOK's distribution expansion will be primarily driven by franchised stores and e-commerce.

As a brand, EVOK is integrating most of its retail options. Integration of online and offline stores with options to pay-at-store gives the power in the hands of the consumer to choose the desired mode of payment after having a look and feel of the products.

EVOK is in the league of brands that took digital marketing initiatives to the next level. The brand along with conventional print and BTL activations has mastered the digital marketing initiatives. This has resulted in its focused approach and maximum optimisation of ROI. The digital initiatives are structured to achieve seamless integration of online and offline goals like hyper-local and geo-targeted ads and initiatives to drive customers to its stores and website simultaneously.

The core vision of EVOK is to be the first-choice partner of customers aspiring for value-for-style home interior solutions. A chain of large retail format stores under the brand name – EVOK-Home With Soul, is operating across the country. The EVOK brand is considered to be the most preferred and best-selling partner in its category in most of the leading marketplaces where it is present.

A brand with a soul for its own employees, its partners and for its customers is indeed the core brand value of EVOK.

GENERAL FOOTWEAR (PERSONAL ACCESSORIES)

According to a data by the Ministry of MSME, India is the third largest footwear consuming nation in the world, and globally second largest producer of the footwear with total turnover estimated at Rs. 50,000 crore. Redtape is leading the category this year by climbing up two positions over last year. Action steps into 2nd footing, and Lee Cooper makes an entry into the footwear segment for the first time, positioned at 3rd place. Ajanta and Elite are 4th and 5th in the list and SG, also a debutant, perches itself on 6th spot.



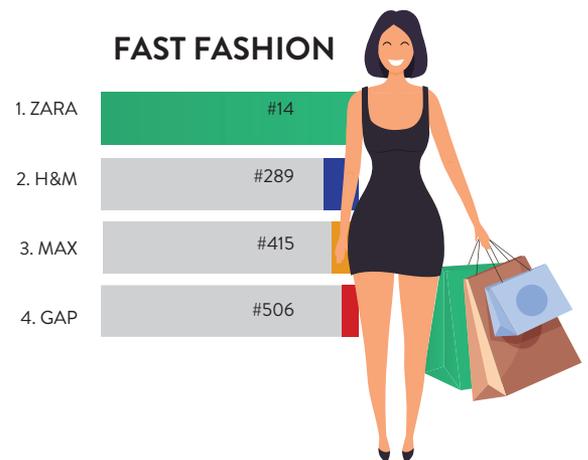
REAL ESTATE

Despite a slowdown, there is a consensus that Indian Real Estate sector will show signs of recovery over the next few quarters. K.Raheja emerges as the India's Most Desired Real Estate Brand in 2020 with an upswing of three ranks over the previous year. Almost 75% Desire Index behind from its predecessor is Godrej Properties which maintains its 2nd rank. With a sterling 73 years legacy, DLF misses the mark this year after being the leader for three consecutive times and dips 3rd rank in the list. New entrants, Goodwill Developers and Galaxy Group settle at 4th and 5th rank respectively.

FAST FASHION (RETAIL)

Fast fashion, naturally would be expected to move fast, and the fastest among these is Zara, which wears the shimmering crown as India's Most Desired Fast Fashion Brand in 2020. With a whopping 94% DI ahead, the brand makes a showstopper entry in top 20 list, with its lightning-quick product turnarounds and bringing new designs from the drawing board to store shelves in just a few weeks.

On the other hand, H&M takes the 2nd rank with significant improvement in its ranking over the last few years. Max enters second time out of six editions with a jump of 250 All-India ranks and Gap occupies 4th place in the list this year.



MALLS (RETAIL)

Malls have had to reinvent themselves to stay relevant in an age when India is getting used to the fervent volumes of discount online shopping. Today, malls are experience centers, helping consumers make comparisons, trials, helping families spend quality time together.

Chennai-based Express Avenue owned by Express Avenue, tops the chart as India's Most Desired Mall in 2020. Forum Mall is 2nd ranked with a minuscule gap of 5% Desire Index difference from the first. India's largest mall, Mumbai-based Phoenix Marketcity makes a first time appearance at 3rd rank, followed by KLM Fashion and R City Mall at 4th and 5th respectively.



RAJANI PANDIT

India's First Woman Detective

I have always been a keen observer all my life. This led me to notice the lack of support faced in society towards intimate problems encountered by people and how resistant they are to get the right help they need. I realized that my ingrained skills would be beneficial in bridging this gap, and so I began my career as a first woman detective of India.

When I started off in 1988 the concept of a detective was still very vague. For a woman in this field, it did not make it any easier to make a mark. As there were no formal training courses like the ones offered abroad, I had to make my own way into grooming myself to become a professional detective. I realized the main skills needed to be a good detective were having a sharp mind, the ability to confront any situation by making quick and smart decisions and the ability to be extremely alert. I was aware that I possessed these traits and therefore I had faith that I would be able to build a strong base in this field.

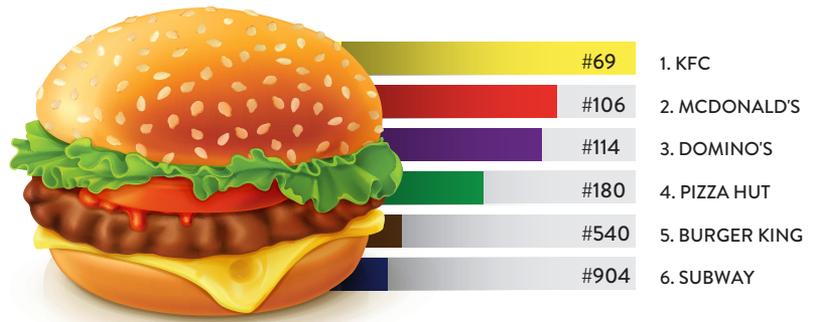
On the onset of my career it was indeed difficult to find a client who would take you seriously enough to give you a case but as I slowly began progressing, I happened to solve a case for a reporter who was extremely happy with my work and went ahead to publish my story in his newspaper. This brought me a lot of reorganization, and I slowly began to be recognized the world over.

I feel rather fortunate to have people trust me with their secrets and have faith that I will be able to solve their problems for them. This only motivates me to train and empower other women in this field so that this can reach out to more people in need of help. Society had tagged me with the title of being a homewrecker but I ignore those comments as I know the job I am getting done and the joy I see on the faces of my clients is something I live for. Hearing people state how happy they are once the case is solved and the blessings showered upon me by every client is something that means more to me than any reward.

I consider the society we live in to be the constant source of my inspiration. As the struggles faced by the community need to be addressed, which was also additionally stated by the President of India. By doing my part in this I hope it will make it lighter on the society at large. By solving over 80,000 cases over a span of 30 plus years, I believe I have made a small impact in aiding this cause.

QSR & RESTAURANT CHAIN (RETAIL)

Faster than light! So fast so hot! Already ready! Always on time! These catchy taglines only suit Quick Service Restaurants (QSR). From finger lickin' food to finger lickin' brilliance, KFC reclaims its No.1 position proving that it offers much more than just fried chicken. McDonald's moves up three positions to reclaim its 2nd rank this year. Domino's and Pizza Hut, the beloved of pizza-lovers occupy 3rd and 4th ranks. Last year's leader, Burger King, descends four ranks 5th, followed by Subway, finishing the list.



RESTAURANT CHAIN



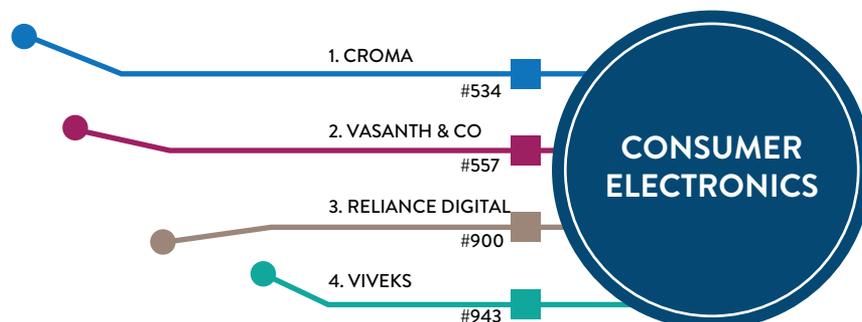
South Indian food's delectable dominance of the Restaurant-Chain Category is evidence of the universality of Indian's affinity to this cuisine. With more than 33 outlets in Chennai and 22 outlets abroad, Sangeetha Veg Restaurant wins consumers' hearts as their #1 love with its mouth-watering idlis, crispy vadas, crunchy dosas, accompanied by sizzling hot filter kaapi. Another Chennai-based debutant entry is made by A2B at 2nd spot with yummy and bountiful food at affordable prices. Sagar Ratna, at 3rd, has definitely become a preferred destination across the country for South Indian cuisines with its entry in MDB 2020.



A brand's ability to control the consumer behaviour consciously & unconsciously by meeting the needs or desires making it magnetic for them to purchase a product or service repeatedly showcases the attractiveness. In consequence the consumers purchase motives are directed towards these products.

A. Padmasingh Isaac, Founder & Chairman, Achi Group of Companies

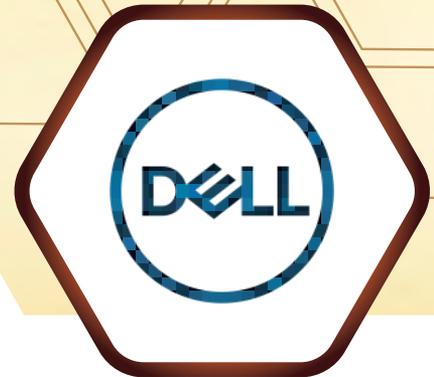
CONSUMER ELECTRONICS (RETAIL)



Tata Group's electronics retail arm, Croma remains the undisputed champion in the Consumer Electronics category across all editions of TRA's reports. Giving a neck-to-neck competition this year is a Tamil Nadu-based chain Vasanth & Co at the 2nd rank. Spanning over 8000 stores across India, Reliance Digital grabs 3rd rank in 2020, and Viveks, with timeless glory of over 50 years, makes a debut entry at 4th rank.



RITU GUPTA
Director Marketing,
Dell India



Desire is that which is associated with aspiration and emotion that goes beyond 'need'. It is a driving force that helps fulfill one's vision for oneself. In my view, brands should lay imperative focus on understanding what their audience wants to hear from the brand to start with. This helps in building brand relevance and to help integrate those insights into their marketing initiatives.

For Dell, insights and feedback from customers are always at the core of what we do. We are invested in understanding the dreams and aspirations of customers across the spectrum – millennials, students, gamers, professionals, etc. and offer them products and solutions that truly complement their desire. Our focus on building the desire quotient is not just restricted to aesthetics but extends to the complete experience of owning a Dell PC.

Michael Dell founded the company 35 years ago in his dorm room, with the mission of democratizing technology and helping advance human progress on a global scale. Our focus on purposeful innovation, a fulfilled PC experience has helped build the right brand desire among customers; internal or external.

Dell has built a legacy of creating technology that gives people the ability to take action on data. Our laptops, desktops, displays, software and everything in-between make it possible for us to create, innovate and collaborate with people across the globe. We also know our customers want things that simply make life better, and give them the freedom to work, watch and game the way they want. We're always looking at ways to unhinge users from traditional form factor constraints and have conceptualized how to do this for the future.

Localising this to India – the keyword here is 'consistency' to leverage the brand's desire in its marketing communication. A consistency in insight collection, in clarity of message, in the mode of communication, in sticking true to what Indian PC users desire and how Dell can play a role in their lives. This to my mind has effectively translated to our marketing approach across various campaigns. For instance, Dell's "I can do kuchbhi" TVC campaign back from 2013 celebrated youth and their "I can do kuchbhi" attitude and determination to give wings to their dreams.

Fast-forwarding that to our TVC launched in 2018 during festive season brought to life Dell's commitment to redefining experiences that matter most to consumers – be it films, patriotism, celebrations around a sport. The film was created to inspire consumers to enjoy a truly immersive cinematic experience, while transporting them to a completely new world of extraordinary colour and sound.

Brand desire is one of the most essential aspects while considering a brand's identity. It is safe to say that they are interconnected. Brand identity is the foundation on which a brand builds its credibility to ultimately win the trust of its customers. In today's scenario, customers are inundated with choices and increasingly have a say in what brands have to offer. In this context, customer loyalty is critical and brand desire plays an important role in striking the right chord with the customers.

Pride of ownership, badge value, strong emotional payoffs, knowing the audience and authenticity are the key attributes of a brand we look up to.

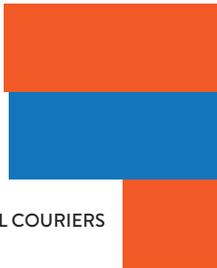
EXPRESS SERVICES (INDIAN + FOREIGN) [SERVICES]

With India emerging as a prime country for the ecommerce and online selling market, several logistics service providers have also witnessed a boom for last mile reach and delivery. Among domestic services, DTDC maintains its winning streak as a leader for the fifth time in a row through its extensive network and reliable services in Indian-Express Services. With a 3% DI difference, just a hair's breadth margin, Blue Dart at 2nd rank gives head-to-head competition to the Category leader. Professional Couriers, enters at 3rd position, with assurance of its 32 years of expertise.

DHL stands in the forefront in the Foreign-Express Services Category for the fifth consecutive time providing a seamless international service with impeccable transit times and customs clearances. Trailing 63% behind the leader, Fedex captures 2nd rank showing potential through their service quality and response time.

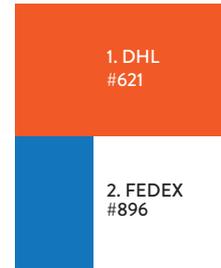
EXPRESS SERVICES - INDIAN

1. DTDC
#651
2. BLUE DART
#657
3. PROFESSIONAL COURIERS
#867



EXPRESS SERVICES - FOREIGN

1. DHL
#621
2. FEDEX
#896

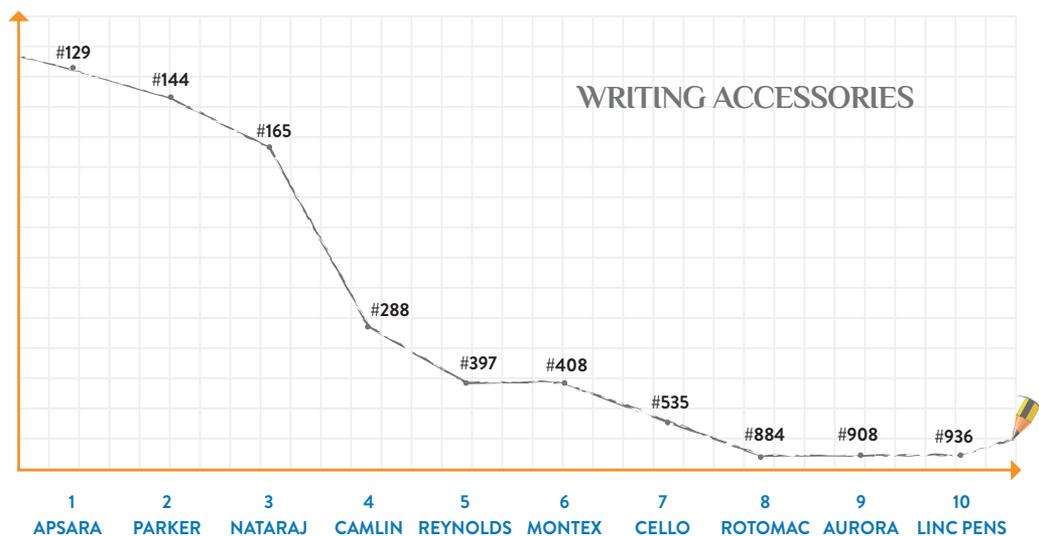


WRITING ACCESSORIES (STATIONERY)

Apsara outperforms and pens its superior performance dominating the Stationery Super-Category as well as the Writing Accessories Category in 2020. Parker, at 2nd rank has been recognized as an innovator continuing this tradition of creativity with its designs, pen constructions, materials and shapes.

An enduring memory from childhood is an advertisement in which different pencil brands race each other, with the Nataraj pencil emerging the winner and the tagline 'Nataraj phir se champion' resoundingly proclaimed. This Hindustan Pencils brand slips a rank to occupy 3rd position and, Camlin, Reynolds and Montex come at 4th, 5th and 6th spots respectively.

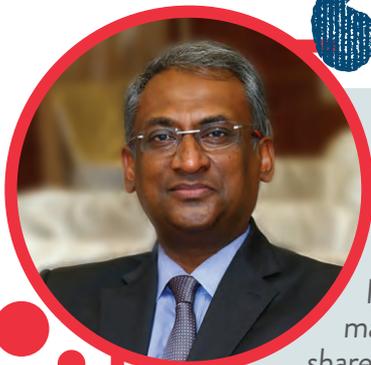
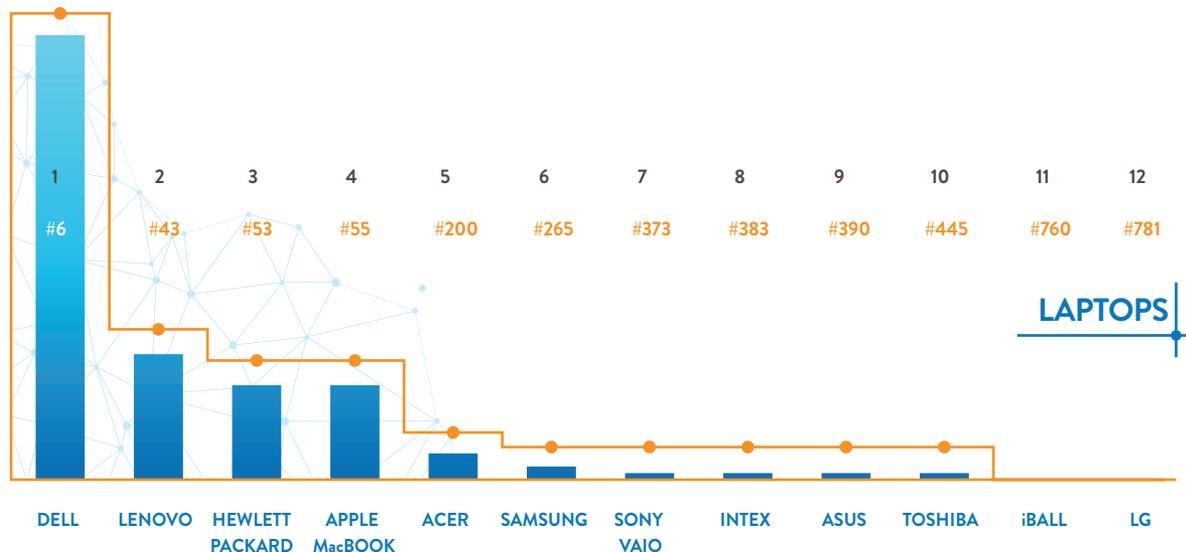
With a wide range of classic ball pens, Cello scratches its mark at 7th rank followed by Rotomac at 8th. Aurora, known for its high quality Italian craftsmanship debuts at 9th rank and Linc Pens culminates the list at 10th place.



LAPTOPS (TECHNOLOGY)

American laptop manufacturer, Dell continues to secure its numero uno position as TRA's Most Desired Laptop Brand in 2020 with its admirable innovations and supreme performance across all budgets.

Lagging 72% Desire Quotient behind, Lenovo climbs one rank to capture 2nd rank among laptops this year. Hewlett Packard, at 3rd rank, has raised the bar with its fast and powerful processors. Apple MacBook's top notch quality settles into 4th position, followed by Acer, Samsung and Sony Vaio at 5th, 6th and 7th respectively. Reliability and affordability helps Asus attain its 9th place in this list. Toshiba, iBall and LG at 10th, 11th and 12th ranks wrapping up this well populated list.



Many-a-human sees love as a pursuit and unfortunately lose their desired ones in this process, for affection cannot be won as if it were a hunt. Most brands too, only see the process of gaining customers as an ardent dedicated chase, leading to not dissimilar consequences. The language of marketing which includes terms like market-share, share-of-wallet, conversion rate, customer acquisition cost or customer-mindshare, are typical of the pursuit mentality. On the other hand, the language of wooing includes terms like curiosity, cultivating, relationship, caring, intimacy, admiring and doting. Pursuit is the start of a one-sided transaction; wooing, on the other hand, the beginning of a life-long relationship. In a pursuit, one is the object of a chase, while when being wooed, one becomes an object of desire.

N. Chandramouli, CEO, TRA

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TARUN KATIAL
CEO,
ZEE5 India



ZEE5 is happy to establish itself as India's most sought-after digital video streaming brand. We are a start-up at heart and that helps us keep the overall brand imagery young and fearless. ZEE5 is a complete entertainment package destination with a depth of offerings across content types, genres and languages that is hard to beat. With our unrelenting focus on quality content that includes blockbuster film acquisitions, partnerships and technology advancements, we have seen a rapid rise in subscribers in two years of entertaining the nation. Our original content is curated and handpicked keeping in mind the taste and preferences of the Indian audiences.

ZEE5 is a brand built on legacy and has a great story to tell every single day. We are the present and the future of entertainment. One thing that worked well for us was our ability to deliver user-friendly content in almost all Indian languages. We believe in the power of voice and continue to bolster its efforts to entertain India 24x7 on any device at any time.

ZEE5 has closely worked with Google, Microsoft and AWS on various projects which are first of its kind. The future will continue to see aggressive investment in technology and tie-ups with disruptors from across the world to consolidate ZEE5's position as India's largest ConTech brand.

ZEE5 continues to break records while creating industry-first benchmarks like launching 100+ Originals since inception to becoming India's largest original content producer. It is also the first to the launch of the Progressive Web App, from introducing ZEE5 Super Family (ZSF) – India's first ever fiction gaming to the launch of PLAY5 - a tool that lets brands engage with consumers. We have created disruptive product and technology enhancements by onboarding 13+ partners from Israel to a strategic partnership with Applicaster, one of the leading global cloud platforms for media app development and management, ZEE5 continues to be an OTT entertainment package.

ZEE5 emerged as India's largest ConTech OTT platform with content that hooked the audience and left them wanting more! Content spread across genres such as thrillers, rom-coms, slice of life, book adaptations, inspired by true stories amongst others, was brought to life through outstanding performances by popular movie actors like Arjun Rampal, Dia Mirza, Raima Sen, Arbaaz Khan, and Kunal Kemmu, as well as television stars like Nia Sharma, Ravi Dubey, Angad Hasija, Ankitta Sharma, Rajeev Khandelwal, Priyal Gor, Divyanka Tripathi, and Shweta Tiwari.

The success reflects in the statistics. After crossing 100 million+ downloads on the Play store since launch, the app recorded a peak 11.4 million DAU (Daily Active Users) base in December 2019 with an average of 140 minutes of watch time per viewer. ZEE5 also stood out with a robust film library that included movies like URI: The Surgical Strike, Dream Girl, Simmba, Sonchirya, Kedarnath, PADMAN, Veere Di Wedding, Mulk, Parmanu, The Accidental Prime Minister, Judgementall Hai Kya, Jhootha Kahin Ka and Jabariya Jodi to name a few.

HIGH FIVE ON ZEE5 honours the most consumed content across various categories which were adjudged based on data pertaining to consumers' viewership, engagement rate and completion rate. The brand also honoured some of the 'Most Viewed Content' on the platform through the HIGH FIVE ON ZEE5 awards.



03

GROUP BRAND PORTFOLIOS IN MDB 2020



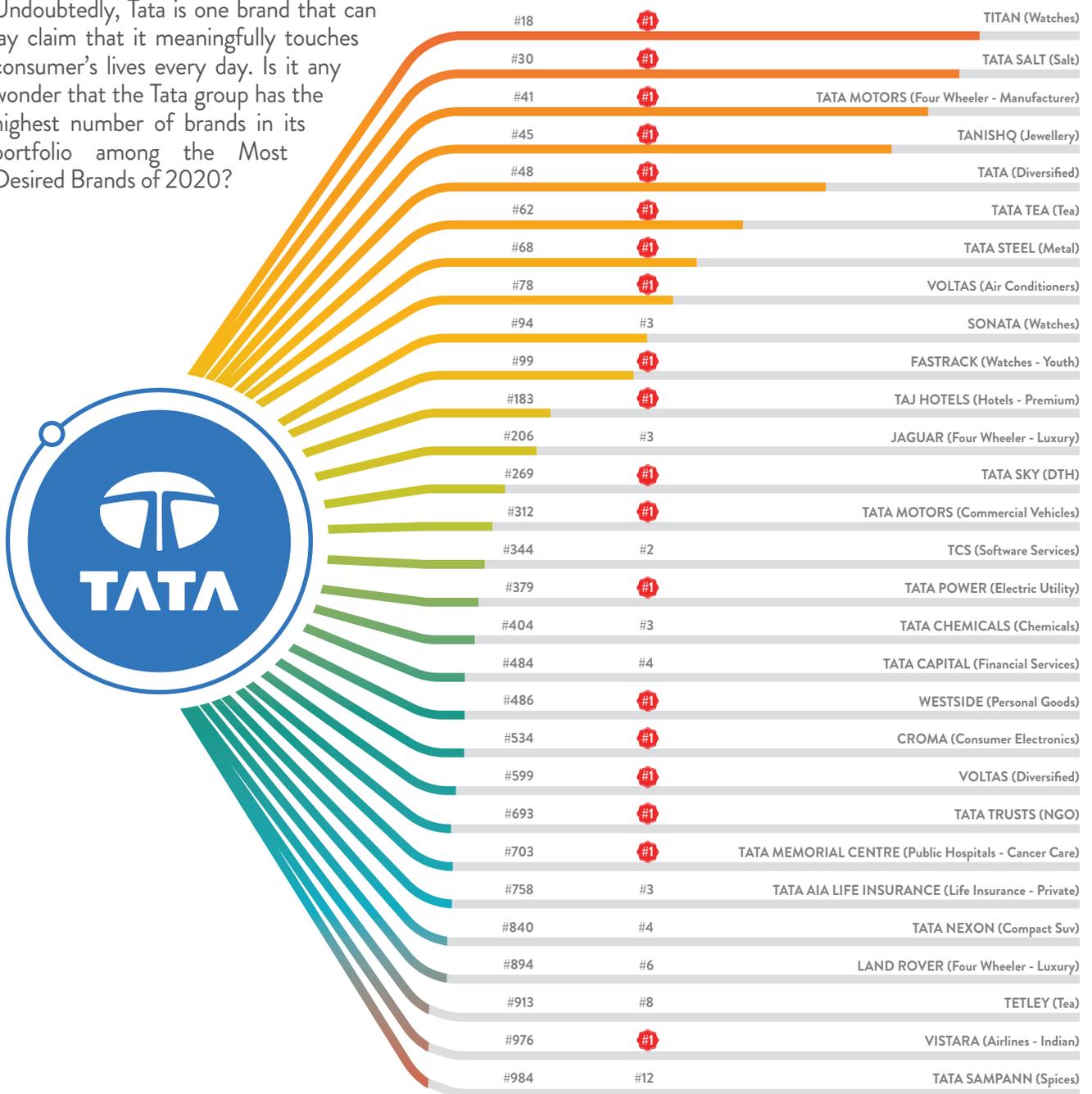
Group Brand Portfolios in MDB 2020

TATA (30 brands, 10 category leaders)

“When, what you are deeply passionate about, what you can be best in the world at, and what drives your economic engine, come together, not only does your work move toward greatness, but so does your life”. This could have been a quote from any of the Tata Group Chairpersons, as the philosophy seems to embody all aspects of the Tata Group. The quote, however, is from a popular book, ‘Good to Great’ by James C. Collins. To be the best from among the great, a brand has to be able to do a Jim Collins’ every time, consistently over years. Tata, the century and older nimble giant, has done just that with thirty of its groups’ brands making it into India’s Most Desired Brands 2020. Of these 10 brands make it to the top 100 of MDB 2020 listings, and 19 are Category leaders.

‘There are 28 publicly-listed Tata enterprises with a combined market capitalisation of over \$160 billion (INR 11,09,809 crore) as on March 31, 2019’, says the Tata website. Due to the ability to morph continuously stay relevant, today it may be more relevant to call the group a ‘Fashion-to-Financial Services’ group, rather than the overused ‘Salt-to-Software’ moniker.

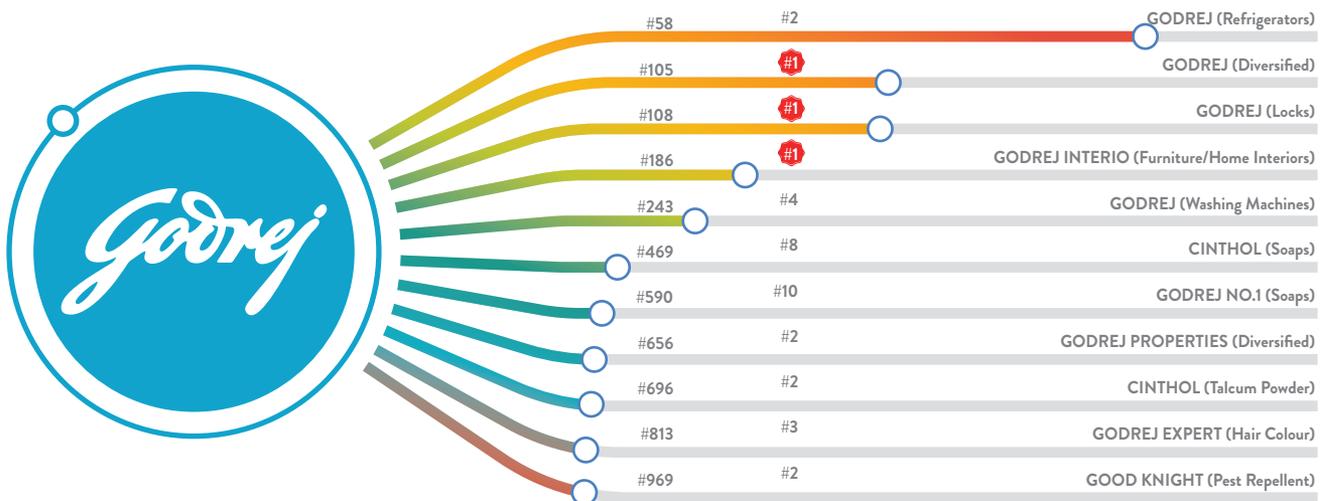
Undoubtedly, Tata is one brand that can lay claim that it meaningfully touches consumer’s lives every day. Is it any wonder that the Tata group has the highest number of brands in its portfolio among the Most Desired Brands of 2020?



GODREJ (11 brands, 3 category leaders)

Defining what the 120 year-old Godrej group does in a single sentence would not be simple, however just one word could suffice to encompass the group's business thinking – innovation. From the earliest days of the group venturing into making secure locks, or manufacturing vegetable-oil based soaps, to today, where the group has forayed into hi-tech aerospace manufacturing making critical high precision spacecraft components, each step is fueled by innovation. Run by the third generation of the family, the group has come a long way from its narrow focus. Whether it is soaps, refrigerators, home interiors or realty, you will find Godrej present in the category, and it may very well be a fact that it touches every Indian's life.

Of the eleven brands which feature in India's Most Desired Brands 2020, three lead in their categories and four are second in their respective segments. The group knows how to throw a surprise, in this case, by beating FMCG majors like Hindustan Unilever, P&G, Wipro, Patanjali to lead in the Diversified FMCG Category.

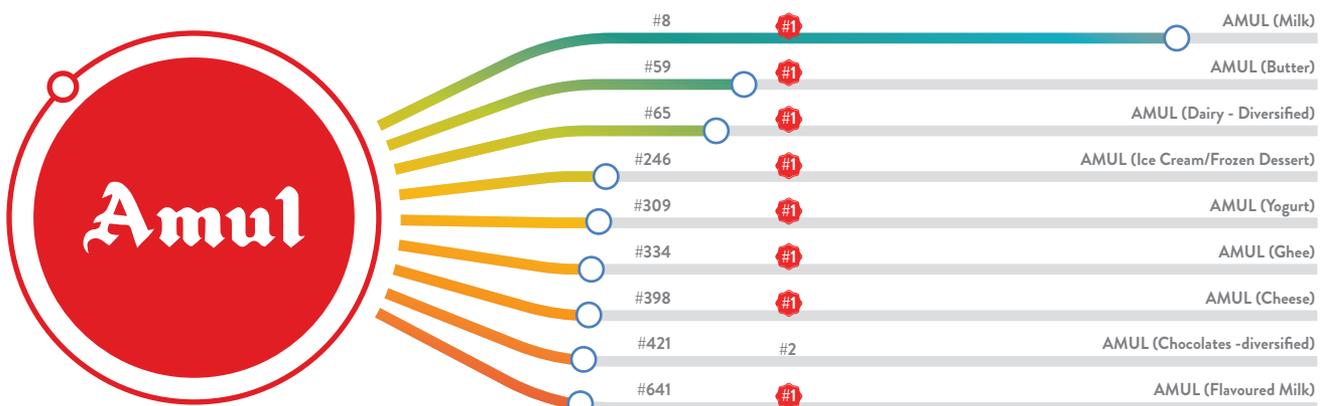


AMUL (9 brands, 8 category leaders)

Amul, India's largest dairy cooperative and a household name across India, has created 'Utterly Buttery Delicious' brand of dairy products with which it has captured the hearts and minds of Indians for over seven decades. The Amul girl, who keeps audiences engaged through her tongue-in-cheek comments on every major event of national importance keeps the brand relevant for all audiences. In TRA's Most Desired Brands 2020 list, the brand is present in nine product categories, of which, it leads in eight, proving that 'Amul desire karta hai India'.

After conquering the dairy segment in India and touching a turnover of nearly INR 45,000 crore, Amul has ventured into fruit juices with its brand Tru and Ready-to-Cook potato snacks.

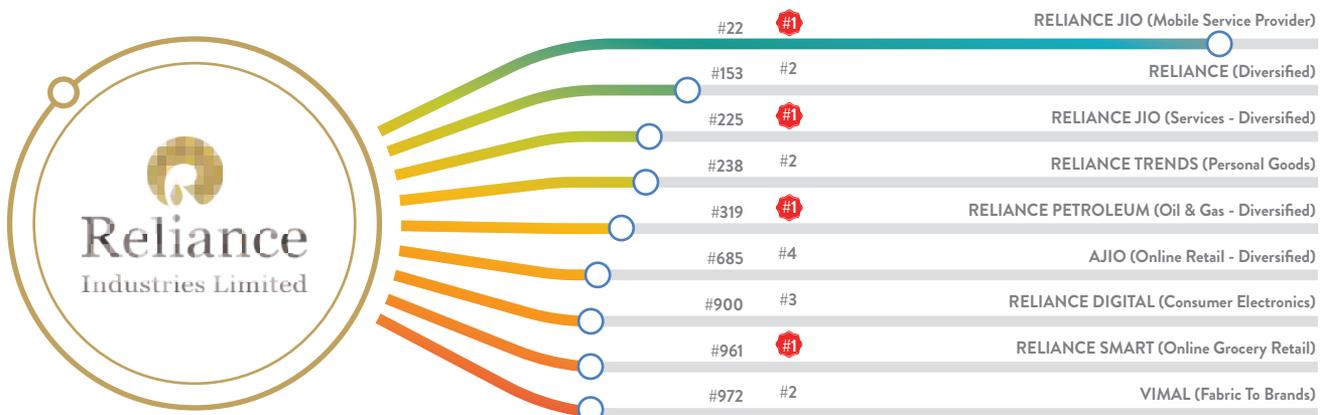
The only Category that Amul stands second in is Chocolates, behind Cadbury, but beating Nestle, albeit by a narrow margin. Having entered non-dairy areas, Amul is surely has the appetite and desire to be a part of every Indian palate.



RELIANCE (9 brands, 4 category leaders)

India's richest business tycoon-led Reliance Group has the nine brands in India's Most Desired Brands 2020. Four of the Reliance brands are Category leaders, with Reliance Jio leading the pack at All-India rank 22nd. Five other Reliance brands rank either 2nd or 3rd in their respective categories. The transformation of the group started with Mukesh Ambani's game-changing dream of digitalizing India with Reliance Jio, making mobile telephony accessible to everyone. In May 2019, the Reliance group became India's largest enterprise by revenue, and in November 2019, the enterprise became the first Indian company to cross a market capitalization of INR 10 lakh crore.

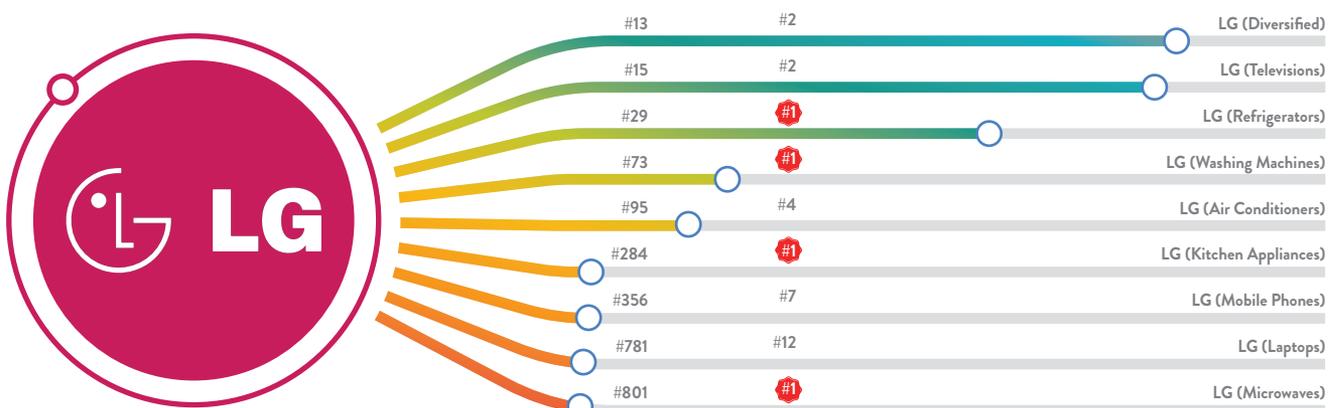
Very few businessmen other than Mukesh Ambani would have the courage to make a statement like 'Reliance Industries is India's answer to Exxon, AT&T, Amazon - all rolled into one', as quoted in The Economic Times in mid-January 2020. The Reliance juggernaut continues into Retail, Textiles and Fintech as well, and Reliance could stiffly compete to soon be the most diversified and desired brand in India.



LG (9 brands, 4 category leaders)

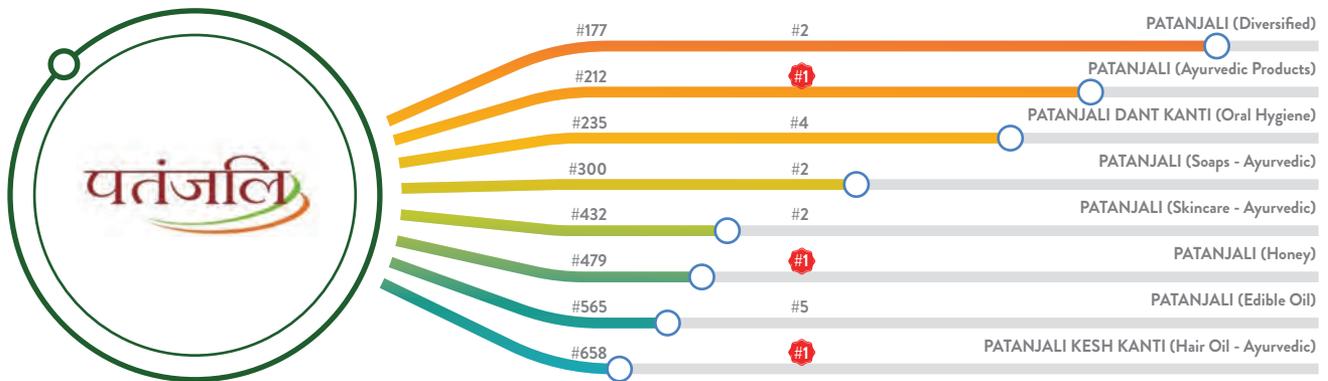
The first foreign brand to enter among group portfolios with presence in nine different categories is South Korean Electronics giant LG. Life's Good indeed for LG as it leads in four categories. LG stands second place in two categories also and it is no mean achievement that five of LG brands have also made it within the leading 100 brands in MDB 2020. Among the three big Korean cheabols, LG entered four years behind its other two cousins, and yet has created a lasting impact on Indian consumers.

A comparison with Samsung reveals that LG leads over the former in specific categories of Consumer Electronics. In Refrigerators, LG (ranked 1st) leads over Samsung (ranked 3rd). In Washing Machines LG tops list, with Samsung following at second place, and in Kitchen Appliances and Microwaves, where LG is a leader, Samsung does not make a mark.



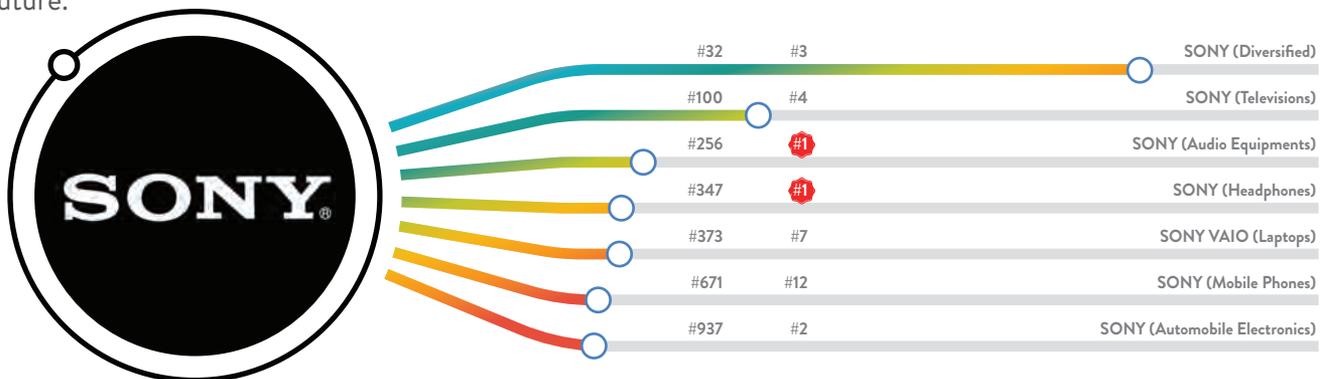
PATANJALI (8 brands, 3 category leaders)

For an enterprise which started just in 2006, it has surprised many with its unrestricted growth in the last decade. Patanjali has also made strides in FMCG and F&B segments giving a tough competition to existing giants. With 8 brands in the top 1000 list, Patanjali leads in three Categories - Ayurvedic Products, Honey and Hair Oil. In the category of Diversified FMCG, it is on the second spot as also in the Soaps-Ayurvedic category and Skincare-Ayurvedic category.



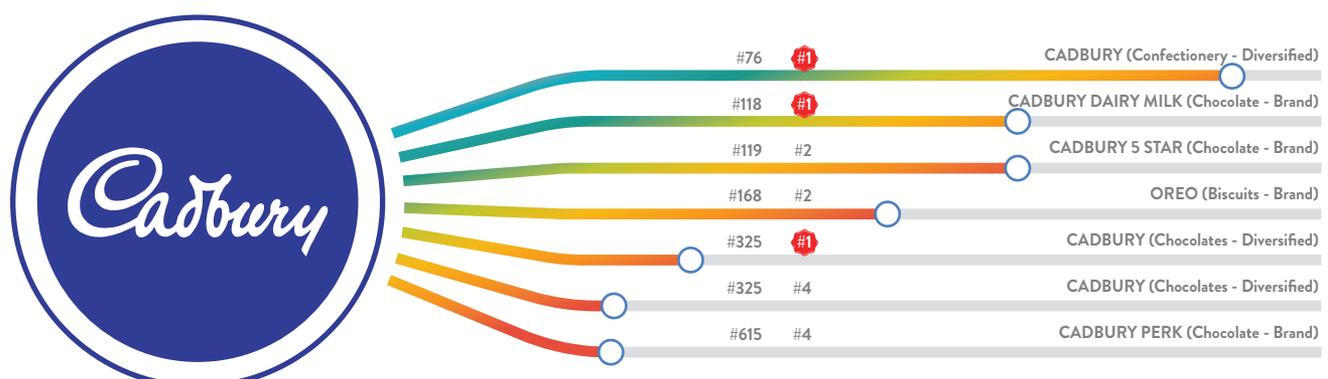
SONY (7 brands, 2 category leaders)

Sony has evolved and advanced the world from time-to-time by identifying the needs of the consumers ahead of the curve and remained high on Desired Quotient. 8 products of Sony have been listed in MDB 2020, of which it leads in two, Audio Equipment and Headphones. Though media reports that the revenues of Sony have been falling for 4 years in a row due to unprecedented competition and the economic slowdown, with the recent launch of the Sony Vision S electric sedan in Jan' 20, the electronics major has yet again surprised the world with its readiness for the future.



CADBURY (7 brands, 3 Category leaders)

British Chocolate Company Cadbury has not let the sun set in the global chocolate empire for nearly two centuries. Effective advertising and marketing campaigns, high quality, a variety of choice and successful market penetration has made Cadbury one of the most Desired brands in India. The brand is present in the F&B Super-Category with 7 brands of which 3 are Category leaders.





BACHENDRI PAL

The First Indian Woman to Reach the Summit of Mount Everest

I come from a small nondescript village on the slopes of Garhwal Himalaya. Life was tough and my parents were barely able to make two ends meet. I would still dream of flying in airplanes and meeting Ms. Indira Gandhi. My 'educated unemployed' status compelled me to pursue mountaineering which eventually led me to take up the Indian Everest Expedition in 1984. All my dreams came true after scaling Everest.

Later on Tata Steel provided me a platform through which I developed leadership qualities by leading multifarious expeditions for women making their dream come true, several of them were path breaking such as The Indo Nepalese Women's Everest Expedition, which created several world records including 18 persons reaching the summit. Indian Women's first rafting voyage in Ganga from Haridwar to Kolkata covering nearly 2100 km of rafting by 15 women in 40 days. The First ever continuous Trans Himalayan traverse on foot by an Indian Team 7 months 4500 km trek crossing 40 high mountain passes.

Besides 10 persons were prepared by me and sponsored by Tata Steel enabling them to scale Mt. Everest, the same height that I had been to in 1984. The main aim & objective of organizing such path breaking expeditions was to bring out the high potential that women have in them. To show a different personality and character altogether, where women are in the forefront of organizing and leading even under difficult situations and to show great vision by undertaking challenges and adversity in a sporting way, bringing out the woman power in them, which indeed they possess.

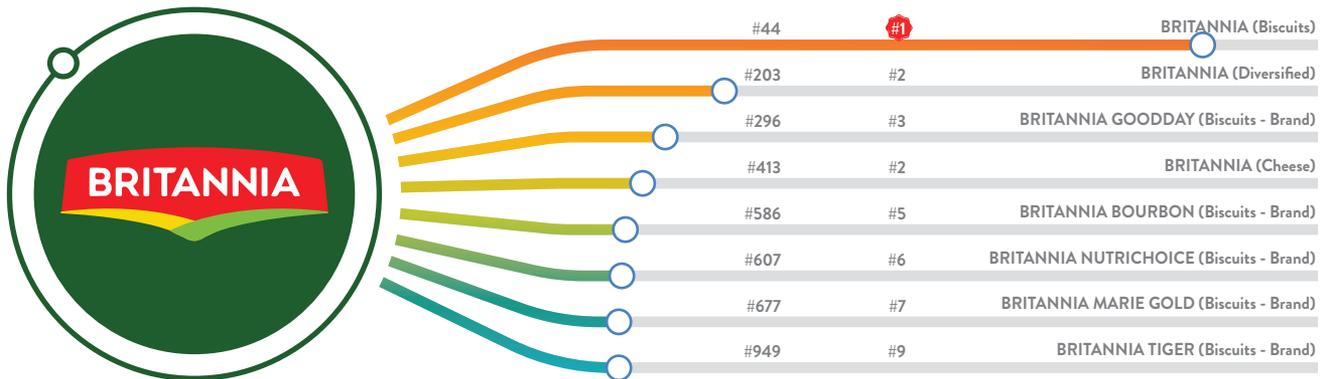
From my parents who were simple, honest, hardworking, and devoted with a high sense of responsibility. They did not have any bank balance but still took care of their children and never stopped helping those walking through the village by offering them succor and shelter from the rain. They were the epitome of "Daya Dharm Ka Mulya Hai".

This was developed since my childhood and flourished when provided with a platform to perform. Living in the lap of Himalaya, which in itself was a challenge and learning from my parents on facing the challenges positively developed the CAN DO SPIRIT and to keep striving and going forward against all odds which I keep reinforcing in all my adventure programs particularly for women.

To quote Cullen Hightower, "A true measure of your worth includes all the benefits others have gained from your success." I would like to say that after 1984 the work that I did was "Higher than Everest".

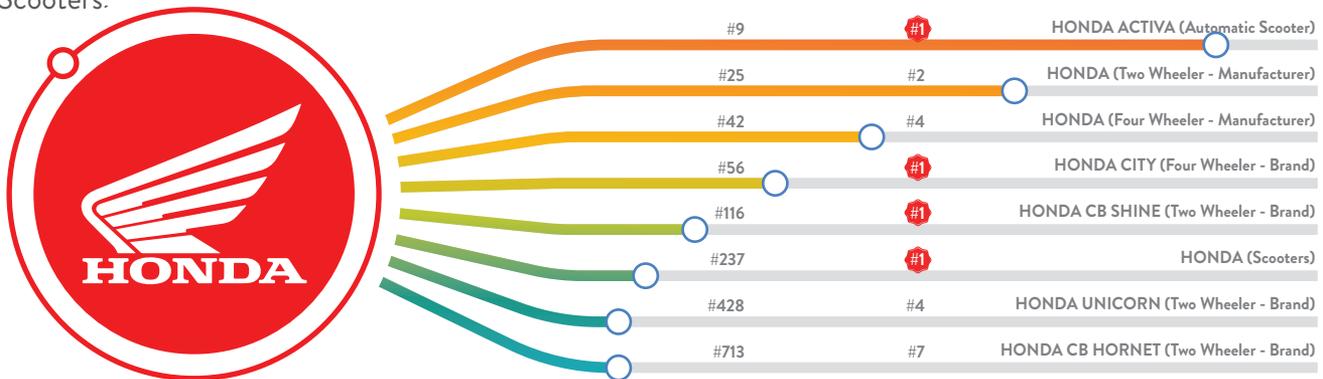
BRITANNIA (8 brands, 1 Category leader)

Britannia Industries Limited was founded in 1892 in Kolkata and it is one of the oldest companies in India, acquired by Wadia Group in the early 1990s. Britannia enjoys a significant market share in the F&B sector across India. Britannia is listed in eight yummy products categories in TRA's Most Desired Brands 2020. In the category of Biscuits, Britannia is undefeatable as a diversified manufacturer. Additionally, of the eight brands, six are from biscuits, demonstrating Britannia's dominance in this Category. In the overall F&B-Diversified and in Cheese, Britannia takes the 2nd slot.



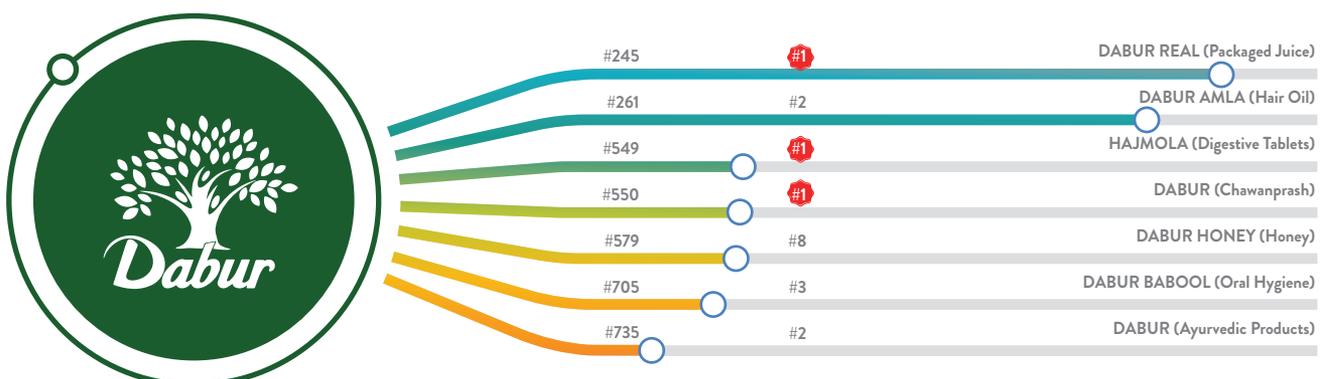
HONDA (8 brands, 4 Category leaders)

From The Land of the Rising Sun, MNC conglomerate Honda is a prominent leader in the automobile manufacturing industry, commanding respect globally. Honda is present in eight categories in TRA's Most Desired Brands 2020. It is a Category leader in four, namely for Honda Activa, Honda City, Honda CB Shine and Honda Scooters.



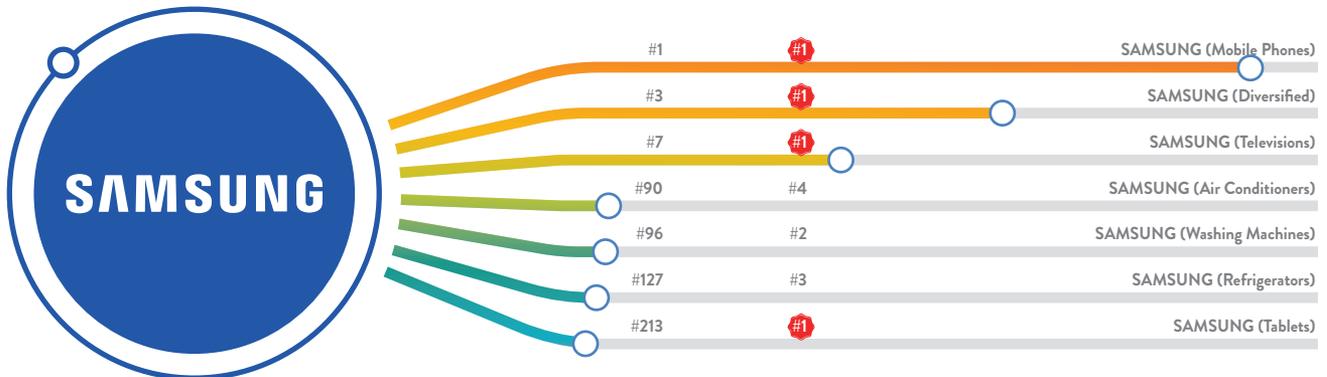
DABUR (7 brands, 3 Category leaders)

Dabur, one of the oldest and reputed Ayurveda and FMCG enterprises in India, has seven brands in the TRA's MDB 2020 list. Dabur has three Category leaders with Real leading in Packaged Juice, lip-smacking Hajmola leading in Digestive tablets, and in the Chawanprash Category, Dabur is the only brand present. In two product categories, Hair oil and Ayurvedic Products, Dabur is second only to Patanjali.



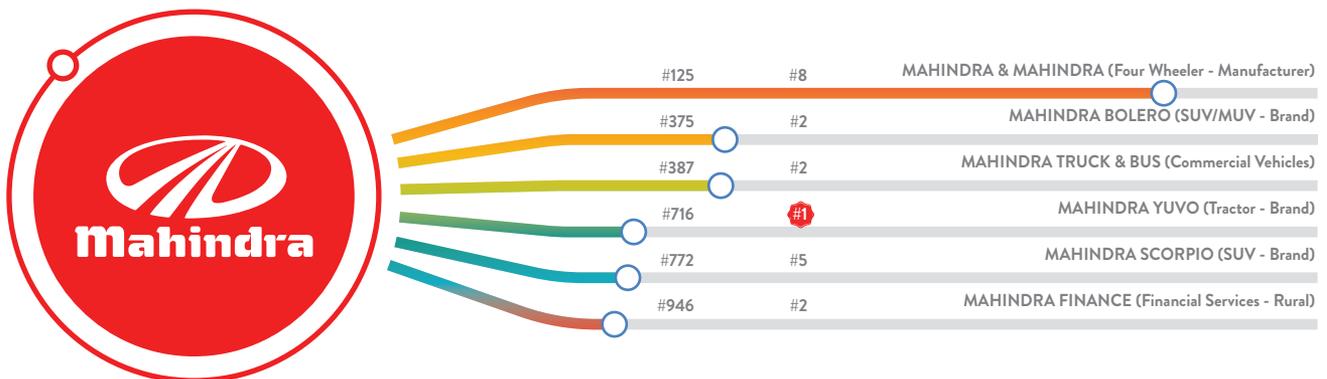
SAMSUNG (7 brands, 4 leaders)

South Korean electronics giant Samsung is rules consumers' hearts in India with its consistently high desirability quotient. In TRA's Most Desired Brands 2020 list, Samsung has seven brands listed in India's Most Desired Brands 2020, of which it is a Category leader in four. Five of its brands are in the top 100 rank lists and three of its brands are in the top ten listings, a phenomenal achievement indeed.



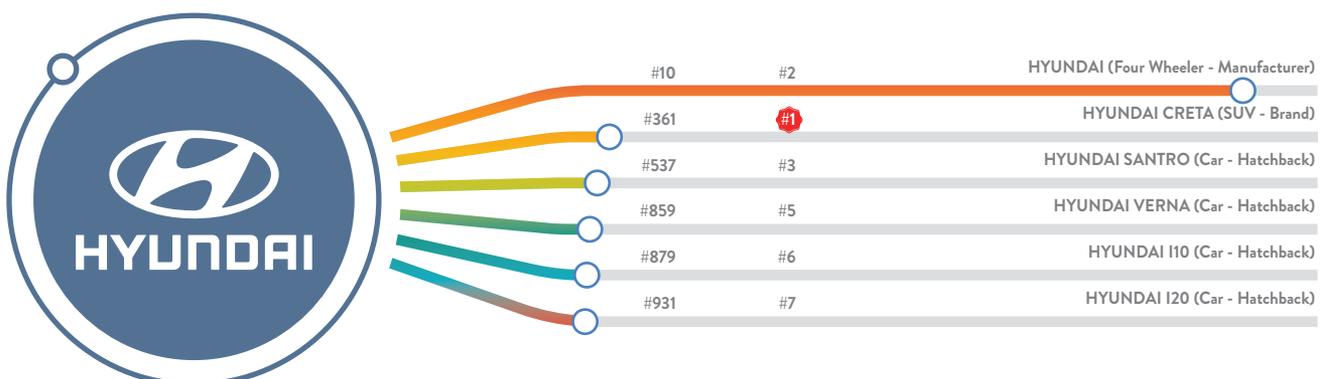
Mahindra & Mahindra (6 brands, 1 Category leader)

Mahindra & Mahindra is one of the significant names in the Indian Automobile sector. It is a seven-decade young company with presence over 100 countries having business operations in 11 sectors and 22 industries. In TRA's Most Desired Brands 2020 list, M&M has six brands present of which five are in the Super-Category of Automobile and one in BFSI. Mahindra's Yuvo Tractor also leads in the Tractor-Brand Category.



HYUNDAI (6 brands, 1 Category leader)

South Korean automobile giant Hyundai commands respect globally in the automobile industry. Hyundai's six brands get listed among India's Most Desired Brands 2020 and Hyundai Creta takes the lead among stiff competition in the SUV-Brand Category. Hyundai's dominance in Hatchback Category is visible with four of its brands listed, Santro, Verna, i10 and i20.



The connection shared between
Brand Trust and Brand Desire
is essential to preserve a brand.



TRA's **Buying Propensity Model** deciphers
your brand's hidden potential.

Use now universally, to make your brand more buyable.



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ARUSH GUPTA
Director & CEO,
Okaya Power Group



OKAYA
NEVER STOP INDIA

Brand Desire is the state of mind/emotions during perception to the acquisition of a product or service. This is the time we keep on creating stimuli through our actions/activities to get engaged and create an obsession.

It's the trust and relationship we created over the years which is our key brand factor quotient and it manifests in our relationship with our trade partners many of whom are there with us since the inception of brand Okaya. Further, it was our endeavor to instill trust to a level that all partners and associates are as good as our extended family. We believe in transparency and easy approach in all our communication process. Okaya believes in providing the best products to its customers with its focus on innovations, superior technology and after sales support.

All stakeholders are partners/associates/consumers in some or other way, and the very basis of this association and partnership is Trust which keeps on strengthening with a relationship. We made all development processes participatory, acceptance of all inputs honestly from all stakeholders is the key to our various innovations. Many of our ex-employees have become our trade partners too.

We have always maintained a very straight and honest product attribute message for our consumers, no gimmicks. The message revolved around features which helps in delivering best out of a robust product called Okaya. We always believed quality product and quality services in our domain are the best marketing attributes. Top of it the most significant had been "ChaltiRaheYehZindagi" a promise for an uninterrupted life, a smooth hassle-free life facilitated by Okaya attributes over the years and most recently we appointed Ranveer Singh the current heartthrob of the country from Bollywood who undoubtedly manifests energy, power and vibrancy in his acts and that holds true for Okaya an energy product and solution company, at the same time we have taken the communication one notch up with "Never Stop India" through this message we have created a property, a legacy and our promise to the nation which not only facilitates our all-round mission of the serving nation through best quality products but also our Vision which augments our purpose and endeavour to make Okaya – an Indian company a global leader in energy products and solutions.

Brand desire and Brand identity serve two different purposes, brand desire is the outcome of our endeavour and efforts towards consumer and brand identity is for our endeavour in creating a top of the mind recall which in turn fills the journey of perception towards acquisition. This journey between perception and acquisition is ongoing until a new acquisition or repeat acquisition. This whole journey is about the subconscious appeal. The emotional quotient in communication and actions is very important and Okaya always manifests the same constantly with a personal touch.

A trust relationship is the foundation of strong relationship, passion needs to be there for novelty in the relationship, all round performance keeps relationship sustained, promises are meant to be fulfilled and they act as a catalyst to be trustworthy.



04

UNDERSTANDING TRA'S BRAND DESIRE MATRIX METHODOLOGY



UNDERSTANDING TRA'S BRAND DESIRE MATRIX METHODOLOGY

The brands that appear in the Most Desired Brands 2020 were selected for inclusion as they aroused consumers' penchants to create a magnetic pull towards themselves. Desire and magnetism are result of brand's inner radiance, in all its' multi-dimensional facets. In today's increasingly competitive world, these listed brands are those which have been successful in enchanting consumers by creating desire in the consumer minds.

TRA's Most Desired Brands 2020, the sixth in the series, is a primary research based on TRA's proprietary 36-Attribute Brand Desire Matrix conducted among 1454 consumer-influencers respondents across 14 cities.

UNDERSTANDING THE BRAND DESIRE MODEL

TRA embarked on a mission to find a method to quantify Brand Desire by first understanding its primal attributes. Over three years, we spoke to several hundreds of psychologists, sociologists, anthropologists and communication experts to comprehend desire. After empirical and pilot testing, TRA formulated the Brand Desire Matrix, counting 36 intangible Attributes that contributed to it. These got further clubbed into 12 Behaviours, which converge into 4 Foundations of Desire.

Knowing their Desire Quotient helps brands gauge their relative position among plethora of brands that vie for the consumer's affection. It not only helps them get competitively benchmarked, but it also gives a deep introspection of what impact their actions, communication and product/service has on the mind of the consumer.

TRA's Brand Desire matrix is a widely accepted brand model and it helps reorient the brand strategy into a completely consumer centric brand one. While most measure a brand in terms of market share, brand value, growth, the more important invisible and intangible components of Brand Desire are often missed. Over the years, TRA's Brand Desired Report data has provided invaluable insights to leading Indian and global organizations, allowing them to make themselves more competitive and relevant in these fast changing times.

Archetypes/Foundations of Desire	Brand Behaviours
ASPIRATIONAL APPEAL	 Self-Control  Social Maturity  Winner's Attributes
RATIONAL APPEAL	 Relevant Utility  Conscious Effort  Creativity
EMOTIONAL APPEAL	 Positivity  Emotional Maturity  Feeds Hope
COMMUNICATION APPEAL	 Charisma  Oration  Trust

GETTING THE RIGHT RESPONDENTS

The interviews were Computer-Aided-Personal-Interviews (CAPI), entered digitally on smartphones of interviewers. To assist, showcards were also used to aid the respondent's answers. The mobile phones allowed some more factors to be added to the already difficult methodology and these included:

- All respondents had to allow their picture to be taken
- Geo-location was done to establish the exact time and location of the interview.
- Voice recording of the interviewer and respondent were also collected
- The final filter was a personal verification call, which helped match the recorded voice with the caller's voice to ensure respondent authenticity.
- Limit of a maximum of 15 respondents from a company across the country could be tracked
- Limit of a maximum of 15 of the same brand responses for each respondent had to be maintained

Other verifications were also done directly from the respondents over the phone call, such as the time of day during their interview, duration, purpose, method, and so on to ratify the authenticity of the data. This process resulted in more than 17% rejections, eliminating the chaff and making the data more robust.

To ensure accuracy and precision in the data collection process, interviews and questionnaires were conducted in English. As a prerequisite to sample selection, respondents were required to be minimum 3 on 5 'Speak/Read/Write' fluency in English and two more Indian languages. This enabled respondents to get brand inputs from three language sources increasing their command over a larger circle of influence.

DESIGNING QUESTIONNAIRE

The fieldwork was conducted between October 2019 and January 2020 by more than 135 field personnel. After over 2500 hours of fieldwork and rigorous data analysis, the list of 1000 brands in 36 Super-Categories and 326 Categories was finalized.

The Brand Desire was evaluated on basis of three factors –

- Five brand names each **among local brands, national brands and multinational brands** that comes in respondent's mind (15 responses)
- Three brand names for each of **TRA's proprietary 36 attributes of Desire**. These brand names replies along with its category were an evocation of the subtle messages that brands were able to embed in the subconscious of the consumer – influencers (108 responses each). For example, 'a brand that communicates well,' was an attribute among these 36.
- The third part focused on the response to five brands recalled in response of 'Most Desired Brand Name' along with its category, as understood by respondents to help extract quotient of conscious desire.

In addition to the brand name and category responses, the respondent also had to give a suitability rating on a 5-point scale giving a numerical value for each Brand Desire attribute.

WIDENING SCOPE

The scope of TRA's survey was widened by adding one extra layer – asking respondents to name the category of the brand name they had mentioned. This eliminated any subjectivity with regard to the assignment of categories to brands by our editorial teams.

Additionally, this year TRA have given recognition to the home-influencers due to the fact they are playing an increasing role in purchasing decisions. They make up a huge segment of educated, internet savvy and well-disposed category of consumers who have bigger say in the brand buying behaviour. They have high capacity to influence others' opinions and attitudes towards brands. This was done after much scrutiny and deliberation, with a singular objective to ensure the data was more representative of the consumer-influencer cohort.



BELINDA WRIGHT

Founder & Executive Director,
Wildlife Protection Society of India (WPSI)

I spent much of my childhood in the jungles of Bihar. The tiger, ever-present but seldom seen, became my obsession from a very young age. When I was still a teenager I announced to my family that I was going to be a wildlife photographer. My parents, although both passionate about wildlife, did not consider this a career path by any stretch of the imagination. However, I succeeded in doing just that, and rather successfully. By the time I was 20 I had a job with National Geographic Magazine. From there I went on to make wildlife films, including two films about wild tigers. I received the Kodak Photographer of the Year Award (twice) and two Emmy Awards for the film "Land of the Tiger".

In the early 1990s, in response to the escalating problem of poaching, I started to become more and more involved in hard-core wildlife conservation issues. The final blow was distressing news from my tribal friends in 1994 that poachers had turned up near my home in Kanha Tiger Reserve, specifically to kill tigers. Then one of my favorite tigers vanished – he had been killed by the poachers. Without a second thought, I put away my cameras and became a full-time wildlife conservationist and anti-poaching investigator; it was payback time to help protect wild tiger who had done so much for me for the past 20 years. That same year I founded the Wildlife Protection Society of India (WPSI).

Over the past 25 years, we have pioneered investigations into the illegal wildlife trade provided information and assistance to the enforcement authorities to curb poaching and trade-in endangered species, particularly the tiger, and have been instrumental in the arrest of well over a thousand wildlife criminals. Apart from our network of field investigators, wildlife crime workshops and a comprehensive crime database, we also focus on human-animal conflict, with big cats and wild elephants, and assist many forest communities who face the brunt of this conflict.

Practically everyone has an innate love of nature, but for me the tiger is the ultimate miracle of creation. It has been the inspiration for all that I do and what has given me courage and conviction in often adverse situations.

No other animal has influenced culture, history or religion more and there will be no greater loss to mankind if we allow the tiger to disappear. India is privileged to be its last stronghold and I fervently hope we are willing and wise enough to give this extraordinary animal space and support not just to survive, but to flourish.

MEASURING DESIRE INDEX

The statistics of measuring Brand Desire is quantified at three levels. The levels are Attributes, Brand Behaviors, and overall Brand Attractiveness.

The statistical analysis of the big dataset has been no small task. To understand how the statistical analysis was done, deconstructing the Brand Desire Index is the first step. By collating the data and then using the Brand Desire Index, we are able to gain a point-of-vision for the rest of the data.

Over the years, the index calculation has been continuously fine-tuned to have greater sensitivity and relevance. TRA's Indices are a subtle measurement and take into account the visible and invisible Brand Desire influences.

Our research necessitated a detailed primary research among consumer-influencers to understand their brand associations with the Brand Desire attributes. This had two parts - the first was created using the four most necessary variables arising from the 36 primary components of Brand Attractiveness. The four parameters were - standard deviation of suitability, position average (whether it was mentioned as the first, second, or third choice for the specific primary component), the suitability average score of the brand, and number of occurrences. This can be represented as:

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

The other direct and visible influence on Brand Desire was the brand's frequency (how many times a brand name occurred), position (whether it was stated first, second or third among the three brands mentioned) and weighted suitability (how relevant the brand was to the attribute on a scale of the first influence on Buying Propensity. The second part of the influence is represented as:

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

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

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

Where:

SD_o represents overall brand suitability score standard deviation

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

O_{5i} represents i^{th} brand occurrence frequency of the Brand Attractiveness questions

P_{5i} represents i^{th} brand average positions of Brand Attractiveness questions

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

O_7 represents the brand frequency of occurrence of the Recall question

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

Sorting the numbers for all brands in ascending order yields the Most Desired Brands list.

FINDING YOUR BRAND'S INDEX

The final Brand Desire Index, derived with such a high degree of finesse, is finally down to a single number. This number, the Desire Index, is a variable, like the heights of individuals. There is no fixed number for it, but it usually falls within some limits. There are some, however, which cross above established norms, and others which fall way below.

The Brand Desire listings are given in the last two chapters of this report. In the second-last chapter the reader can scan through the lists by Category, and in the last chapter the brands of desire can be found by their All-India ranks.



BISWAJIT DAS
Founder & CEO,
Brandintelle Services Pvt. Ltd.



Brandintellé

The fascinating part about most innovation is that it's actually based on how the human mind works. The broad underlying thought behind Brandintelle Services was to make marketing emulate the human mind. We wanted to do this by helping marketers analyse available data of marketing, sales, research, etc. in real time to make associations, draw correlations, recognise patterns & make forecasts. All of this with a single objective to make marketing decisions this could yield the desired results in 90% of the cases.

But first, we had to solve a basic problem: most Marketing Departments did not have access to their own 'spends' data in real time. So we started by planning a process automation software for the three arms of marketing today viz central marketing, regional marketing & incentive marketing.

Soon, we realised that our software needed to 'talk' to other marketing softwares - because no single entity can even think of all possible software apps to cover all the requirements of marketing! So, Brandintelle evolved into a platform which could be deeply integrated with existing softwares in the marketing domain. Then, to ensure that Marketing Controllers benefit from the real time data, our dashboards were created. On realizing that data from multiple sources (sales, research, media viewership, etc.) needs to be matched with marketing spends data, we built our Dataintelle data server architecture to manage multiple databases from multiple sources, from where the Marketing Controller could generate reports & graphs.

The final step will involve converting many of the algorithms into 'metrics' for each sector/vertical. These metrics would be refreshed periodically based on new data batch uploads. And we plan to 'place' these metrics at suitable points in the marketing process automation software so that Marketing Controllers can 'view the traffic before choosing their route'.

This is Brandintelle's roadmap to go from offering real-time marketing course corrections to reducing the need for course corrections.

AI/ML by the way, is another term for applied statistics - to recognise patterns, register associations & make predictions, by analysing vast amounts of data. To see the connection, just evaluate your reaction to the following small tale:

A father & his son meet with a road accident. Both are hospitalised with the help of good Samaritans - the father with multiple fractures and the son with a head injury.

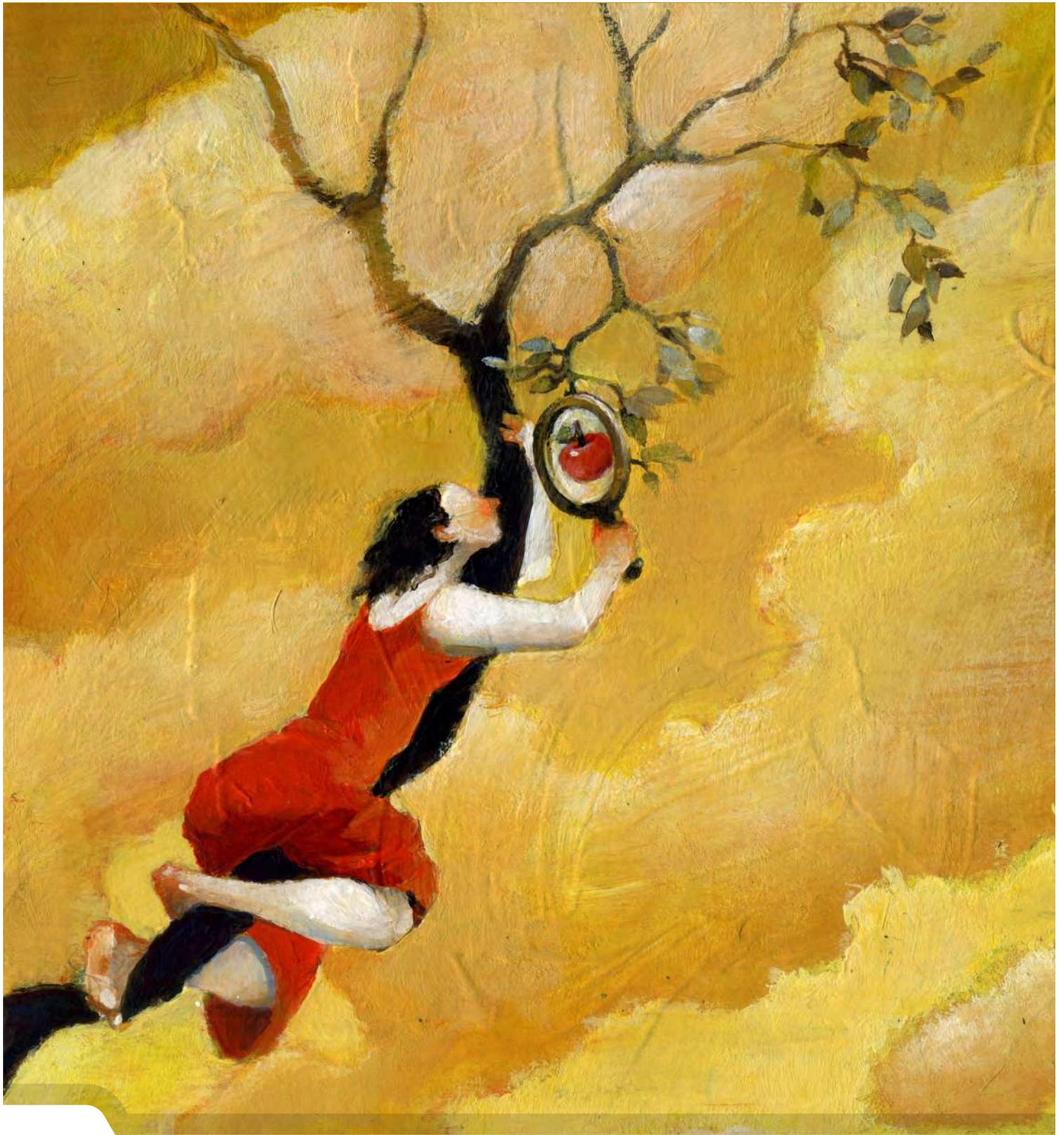
But the surgeon who is called to perform an emergency operation on the son refuses says "This is my son!" Fortunately, another surgeon was on hand to complete the operation & the son was saved.

Question: Who was the surgeon? Did the boy have 2 fathers? Or was it a case of mistaken identity?

They say that the human mind has to process humongous amounts of information every millisecond of eternity! And statistics is the only way to process such 'infinite' data for real time results.

In the average person's experience, the number of male surgeons far exceeds that of females. So what does the human mind do? It statistically associates 'Male' with 'Surgeon'. Such an association would prove correct in 99% of the cases, which is the very basis for making this association.

But in this story the surgeon was female - she was the boy's mother.



05

UNDERSTANDING THE RESPONDENTS



Understanding The Respondents

For the past six editions, TRA’s Most Desired Report has uncovered most desired brands of India and has established its reputation as an authentic consumer-based measure of a brand’s keenness-to-be-bought. This study recognizes brands on 36 intangible parameters of desire based on TRA’s proprietary Brand Desire Matrix.

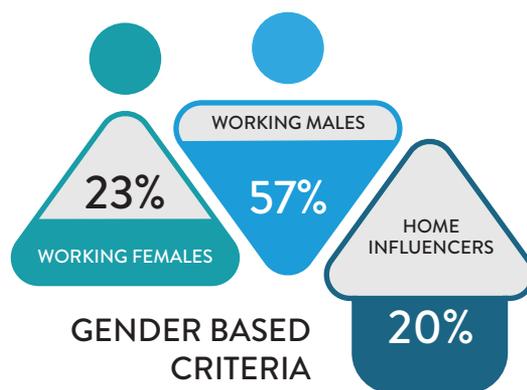
To capture the perceptions of the influential stakeholders, TRA partnered with the Indian Statistical Institute (ISI), the country’s premier statistical institute, singularly devoted to the research, teaching, and consulting of statistics and social sciences to help us define respondents, ensure best sampling, and to test the statistical validity of the results.

Face-to-face interviews were conducted with 1464 respondents across 14 cities, with each interview lasting nearly an hour. The respondents were chosen as consumer-influencers, who are perception influencers for others by virtue of their exalted social status, earning capacity and knowledge about brands. This 10% consumer population influences the balance 90%, making the results of the study more representative of a larger section of the population. The fieldwork of the study went on for 45 days between December 2019 and January 2020.

GENDER BASED CRITERIA

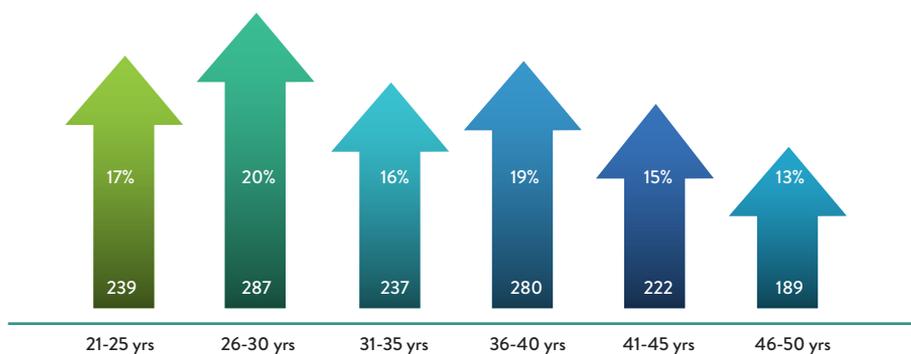
TRA’s Most Desired Brands 2020 had three sets of respondents mainly categorized as Salaried Males (822), Salaried Females (168) and Home Influencers (464). For salaried employees, visiting cards were collected and in the case of home influencers, door photographs were taken after permission, as proof of interview.

An important improvement in the current study was increase the total number of women to 43% of respondents, adding 20% Home Influencers to the previous year’s 23% working women. Increasingly Home Influencers have a very high impact on purchase decisions, and their inclusion in the study gave a much better representation of consumer choices.



AGE BASED CRITERIA

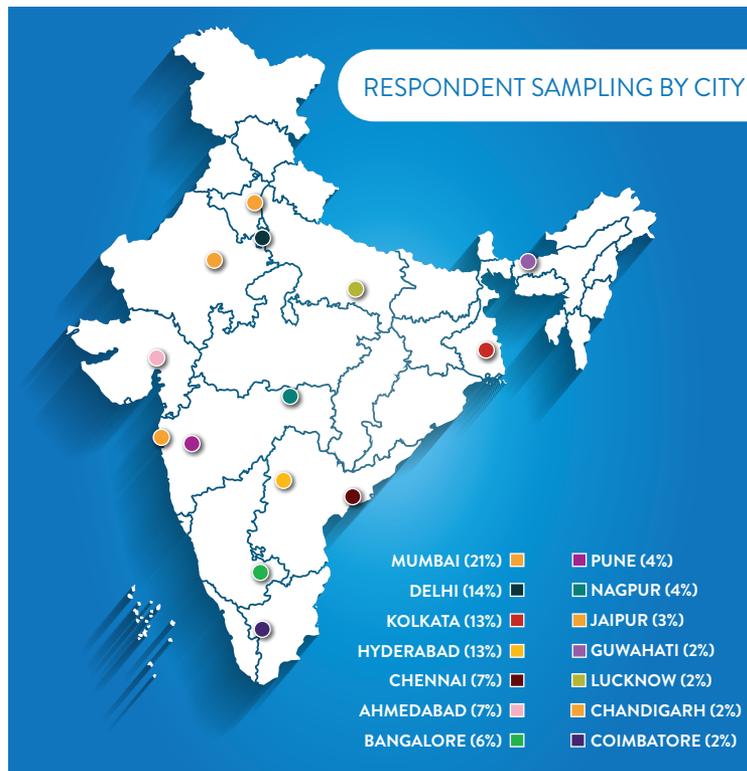
As recommended by ISI, the age-group of consumer-influencers respondents was fixed between 21 to 55 years. This age-group was thought to exert the maximum influence, with the age-group constituting nearly 50% of the population.



CITY BASED CRITERIA

14 cities were considered for the survey, representative of urban India. The number of respondent sampled in each city depended on the GDP of the city, as it was most representative of transactions in the city.

In the North Zone, four cities were chosen, Delhi, Lucknow, Chandigarh and Jaipur. Two cities from East Zone – Kolkata and Guwahati, and four from the West Zone included Mumbai, Pune, Ahmedabad and Nagpur. South Zone too had four cities which included Chennai, Hyderabad, Bangalore, and Coimbatore. Highest participation was seen from Mumbai (306) and Delhi (207), Hyderabad (191) and Kolkata (190).



INDUSTRY BASED CRITERIA

Salaried respondents

The criteria set for the salaried survey respondents was that they had to be employed in an organization with more than INR 50 Cr. turnover or, with more than 200 employees pan-India. This stringent criterion further reinforced their consumer-influencer status.

No respondents from courier companies, public relations agencies, market research agencies, advertising agencies, BPOs or KPOs were accepted, to avoid any extraneous influence in their brand choices. A maximum of 15 interviews could be conducted of any one organization across its office in India.

Non-salaried Home Influencers

For the newly added 20% cohort of non-salaried Home Influencers (women), the respondent selection criterion was kept stringent. In all cities they had to be residents of a housing complex with a minimum of 100 houses. Only one household from each building within the complex could be a respondent.

The Home Influencer woman had to have a self-declared 4/5 rating on three aspects for her to be considered an influencer. Also, there had to be at least one child in the family. These criteria were:

- She had to have a high contribution in the purchase of household electronics.
- She had to have a high contribution in deciding the education of the child in the family.
- She had to be having a significant influence in her society among her friends.



INSIA DARIWALA

Co-founder of Sahiyo &
The Hands of Hope Foundation

I was only ten when the reason for my purpose on earth was born. The incident of child sexual abuse, as unfortunate as it was, forced me to create an alternate world, which I preferred to live in. As I grew along with this fictional world within, I also started finding ways to make it a reality. Every time I read about a woman getting raped, or another child being sexually abused, I delved deeper into myself to find the answers.

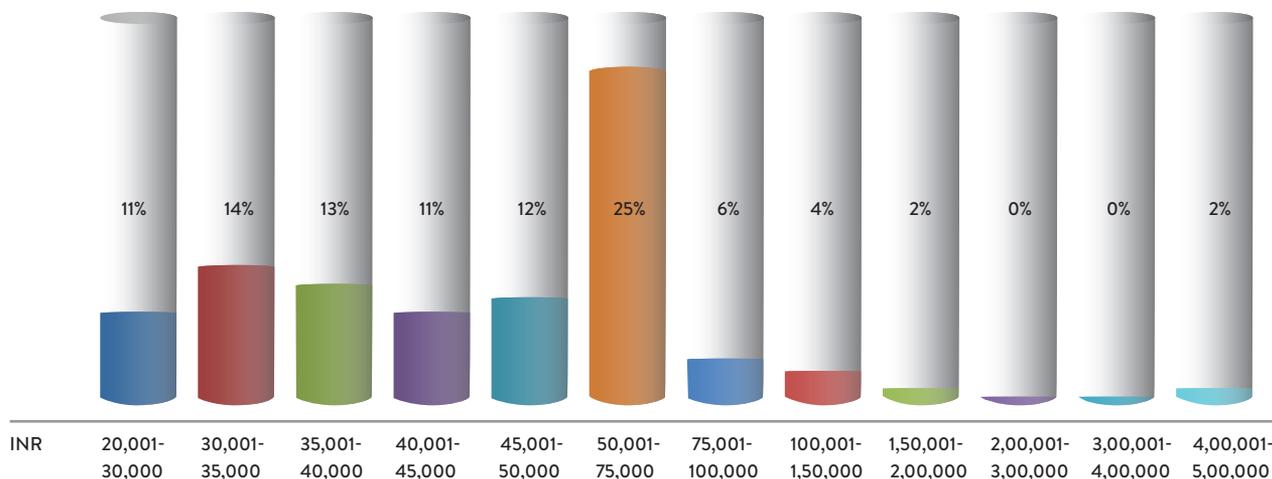
I wondered what it would take for people to sit up and take notice of this. Why was society failing to protect its most vulnerable? All these questions gave birth to my debut film 'The Candy man', which highlighted Male Child Sexual Abuse for the first time. The film not only marked my journey as a filmmaker but also paved the way for my nonprofit 'The Hands of Hope Foundation', which works on providing creative solutions to address child sexual abuse. Whether it was the art installation on CSA or the first-ever Photo campaign on Male Child sexual abuse, I have constantly used the visual medium as a tool to start difficult dialogues and share some impactful stories. Today India is number one in the world for child sexual abuse, 220 million children have been victims of this heinous crime, out of which 110 million are boys.

The fact that no one else was alarmed about this ratio, pushed me to do more in this area. I truly believe that if we fail to protect our boys, we will never succeed in ending the violence on our women and children. The unresolved trauma of sexual abuse on boys will continue to breed the cycle of violence. Some of my experiences may have been painful, and the journey to bring about change in this space has not been an easy task as mindsets are not easily changed. However, when I see my work, and my life story impacting, and inspiring other people to share their stories, I get a surge of energy to keep going.

One of my biggest victories in this space was when the ex-Union Minister, Mrs. Maneka Gandhi responded to my campaign and invited me to lead a pan-India investigation on Male Child Sexual abuse, along with making the victim compensation gender-neutral. If you ask me where I get my strength from, I would hand down the name of my mother. She is one of those rare women whose strength and resilience never ceases to surprise me. Another inspiration was my grandmother who always said, 'what doesn't kill you only makes you stronger'. So here I am, taking life by its horns, embracing each moment, constantly driven by one and only one dream - to leave this world a better place, than what it was when I walked in.

INCOME BASED CRITERIA

The respondents selected had to have monthly income exceeding INR 20,000 and the below graph shows the income distribution of the respondents.



SEC BASED CRITERIA

983 (67.14%) respondents belonged to the SEC A1, 383 (26.16%) were SEC A2, and 80 (5.46%) respondents were from SEC A3.

TOP 20 MOST READ/VIEWED /LISTENED PRINT, TELEVISION AND RADIO MEDIA

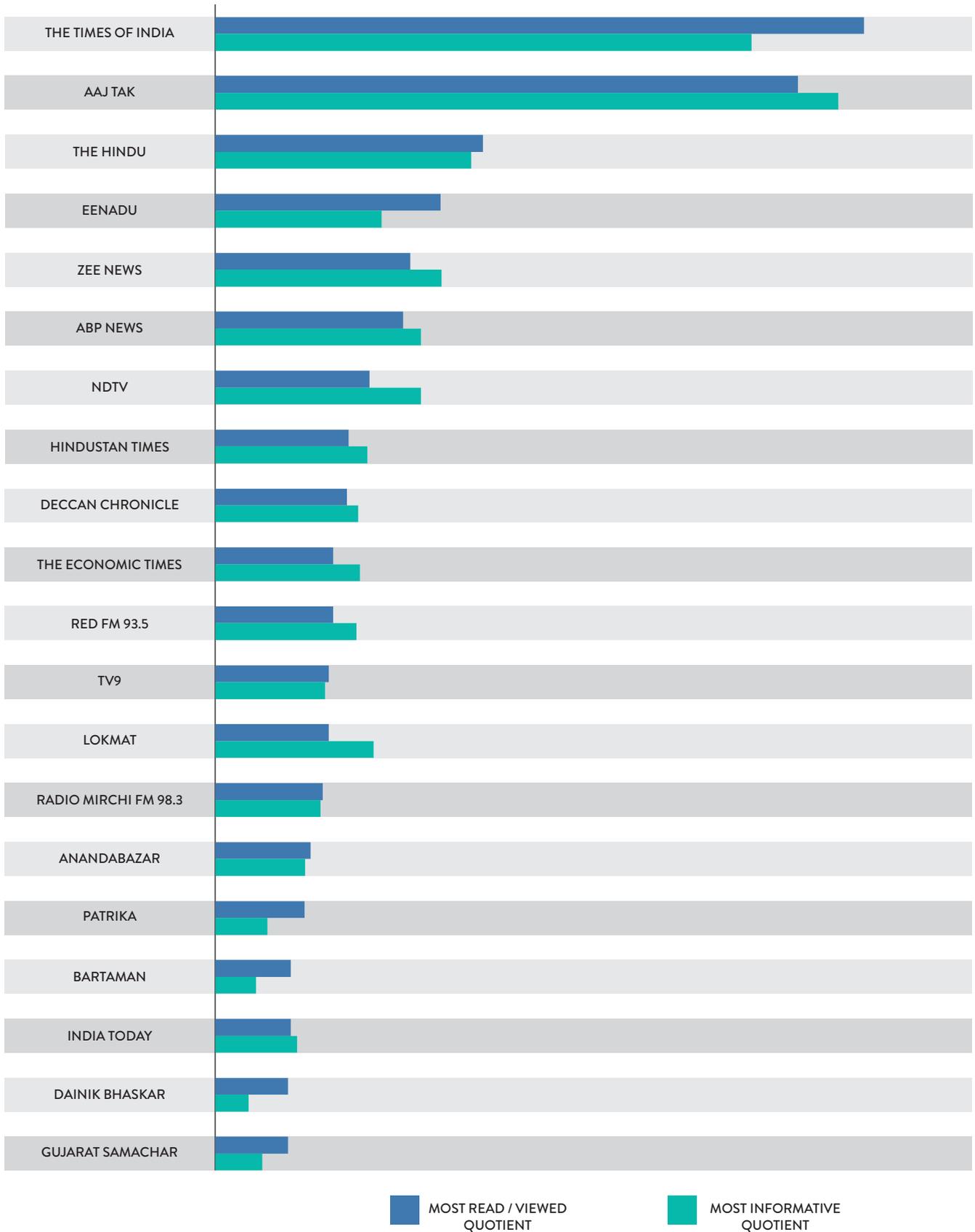
In the age of information, news is available at the finger-tips of everyone who carries the ubiquitous smart-phone. To remain as a desired news source is indeed a test today – of finding your unique niche and yet be able to churn news faster than it is consumed. Two factors that determine the effectiveness of any media are its Information Quotient and the Volume of Subscribers to the media. TRA's surveys give high importance to the 'Information Quotient' of media and use it with the Reader/Viewer Quotient to get a Media Effectiveness Quotient.

India's highest circulated newspaper, The Times of India remains top on the list with the highest Reader/Viewer Quotient across all media followed by Aaj Tak which ranks 2nd on this score. However, when considering Information Quotient, the two exchange positions, with Aaj Tak leading as the Most Informative Media in MDB 2020.

The Hindu secures 3rd spot with both Quotients being quite well balanced, also perhaps demonstrating the equally balanced editorial stance of the newspaper. Telugu newspaper Eenadu is the first regional media on the list and at 4th rank in terms of Reader/Viewer Quotient. However, it falls precipitously to 7th place in terms of Information Quotient. The next three ranks are taken by Hindi News channels. Zee News at 5th rank and ABP News at 6th position show balanced quotients, but NDTV's Information Quotient is at least 20%+ higher than its Reader/Viewer score, which is always a good sign for a media house.

India TV at 8th with viewership and informative content mirroring each other. The 9th and 10th places are taken by English newspapers Hindustan Times and Deccan Chronicle.

Overall, in terms of Media Effectiveness (a combination of View/Read Quotient and Information Quotient), Print Media has a higher effectiveness score at 55%, followed by TV at 35% and Radio showing only 10% Media Effectiveness.



Brand Desire Matrix™

Each and every Brand has in-built appeal, a magnetic force that attracts people towards it. This intrinsic capacity of a Brand to arouse the audience's interests and create a magnetic pull towards itself is termed as Brand Desire. Difficult to break down but understood intuitively, Brand Desire cannot be easily communicated without an understanding of the proponents of Desire.

TRA's proprietary Desire Matrix has 4 Foundations, which are further divided into 12 Behaviours.





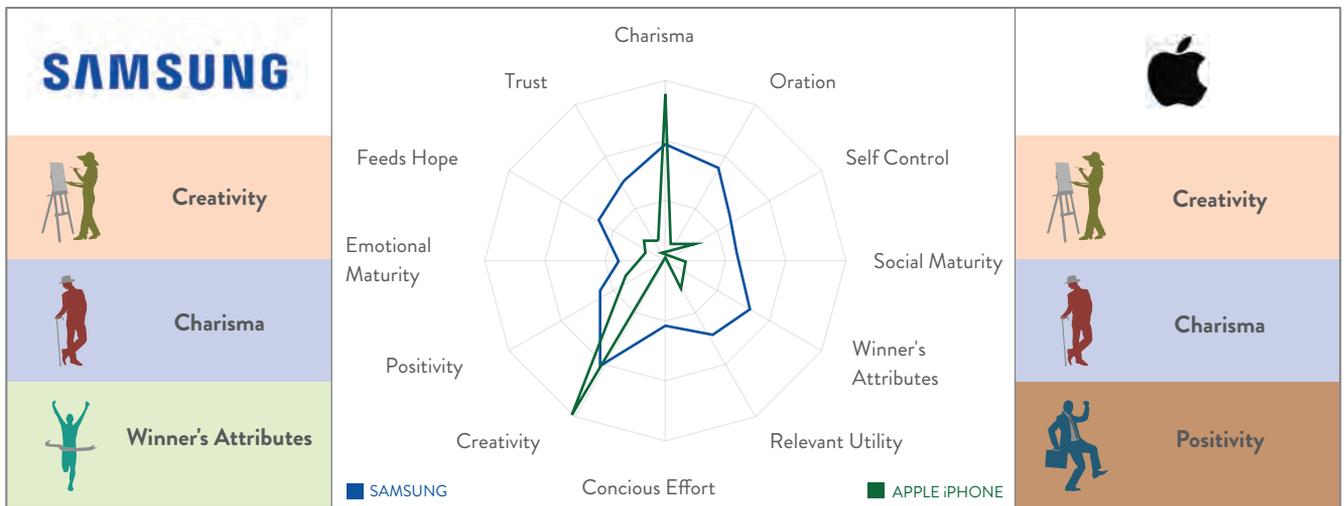
06

PERCEPTIONS OF DESIRE

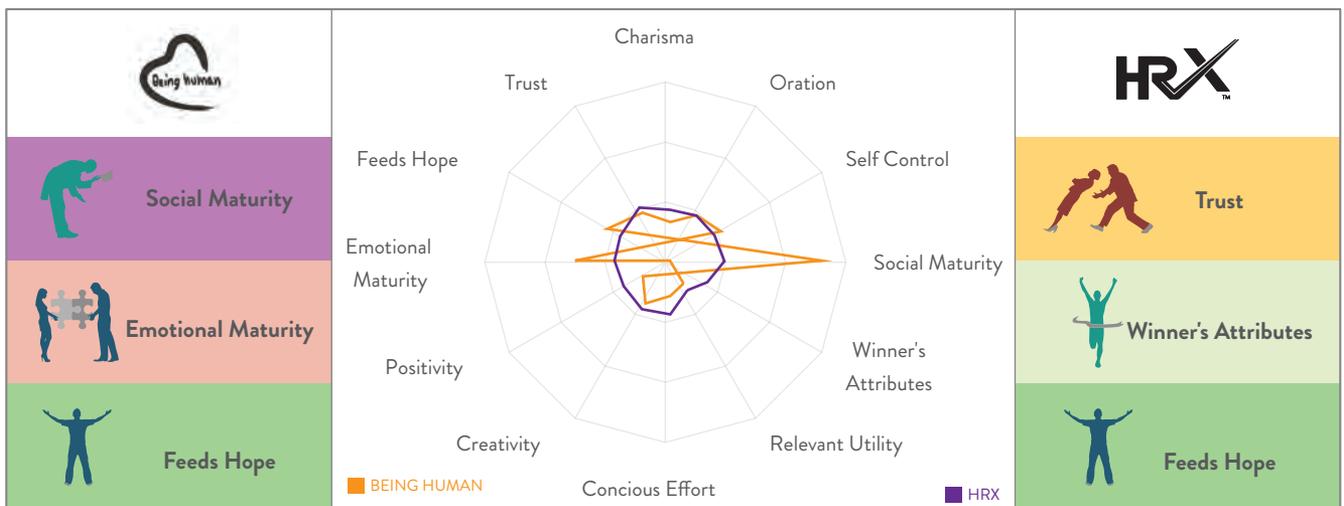


Perceptions of Desire

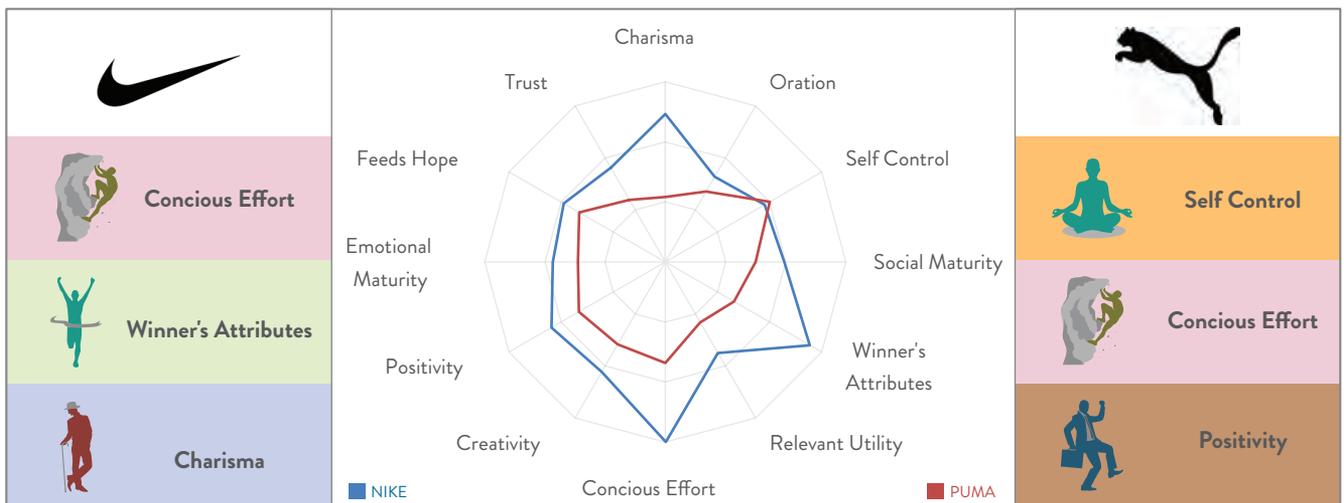
SAMSUNG & APPLE iPhone



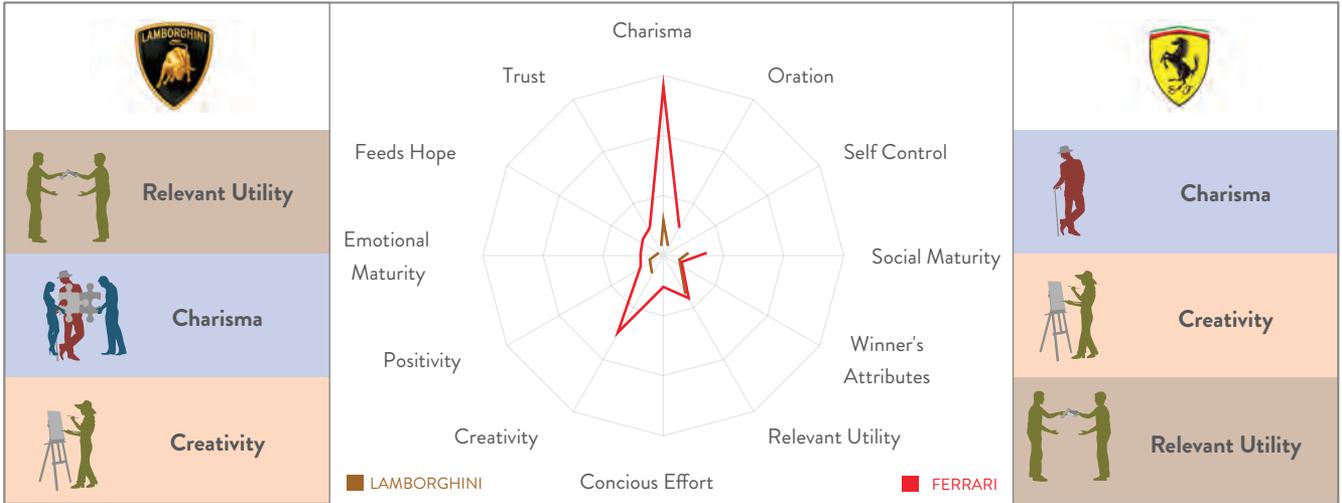
BEING HUMAN & HRX



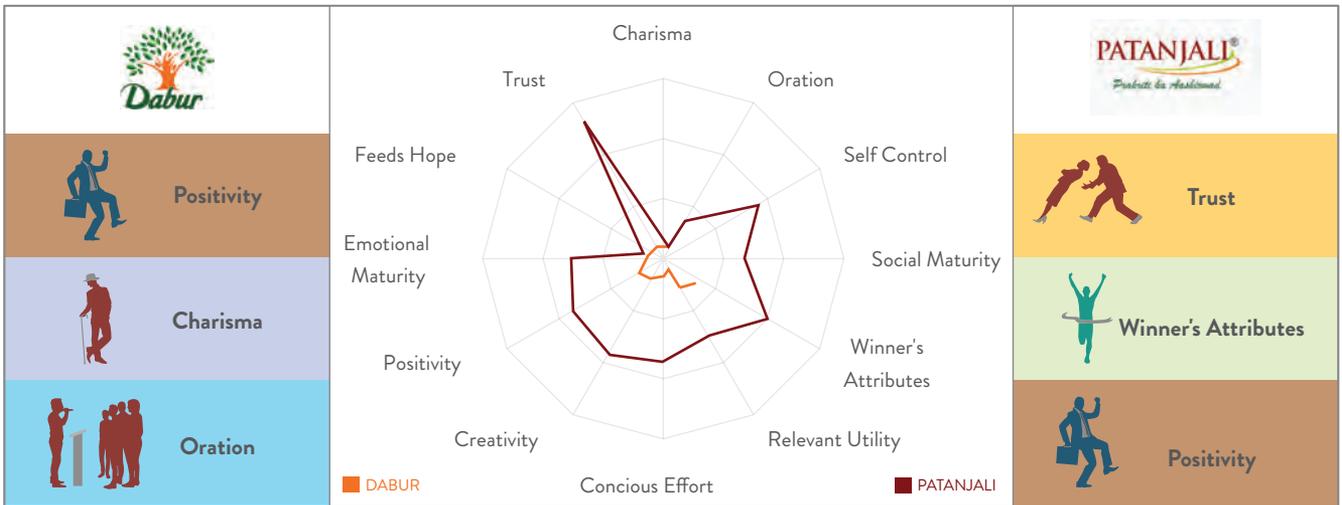
NIKE & PUMA



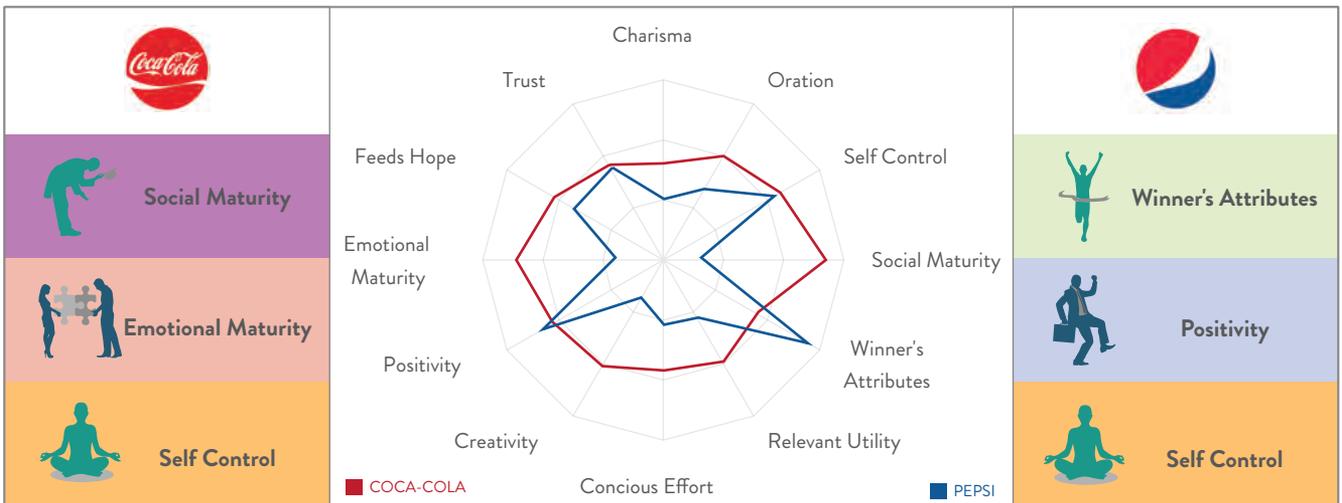
LAMBORGHINI & FERRARI



DABUR & PATANJALI



COCA-COLA & PEPSI



ATTRACTALK



SESHASAI KVS
CEO,
Kangaroo Kids Education Ltd.



Desire is one of the driving forces that keep us evolving. It motivates us to work towards something we long for – a goal to achieve, a project to ace, or a personal milestone. Kangaroo Kids believes that when desires are fuelled with noble intentions, success definitely arrives. When one truly desires, the universe conspires.

Desire didn't just happen for us, it was nurtured through the sense of confidence and security felt by our parents when they experienced our curriculum and our preschools first hand. This later extended to friends and family and it is also one of the strongest reasons how we grew as a network. Several of our first partners were our own parents.

Five key factors have gone on to strongly build our brand's desire quotient. Unique neuroscience-based curriculum integrating global best practices is the first factor. Second factor is of innovation as we are among the preschools in India to introduce coding for pre-schoolers and having many more initiatives in the pipeline. Third factor is of culture where our policies are aligned in the best interest of the children. Fourth factor is of inclusion where we involve our children with special needs into our regular classrooms. We see this as an emotionally & spiritually transforming journey nurturing lives of 2,00,000+ children and driven by our network of 130+ strong network of partners which is the fifth factor.

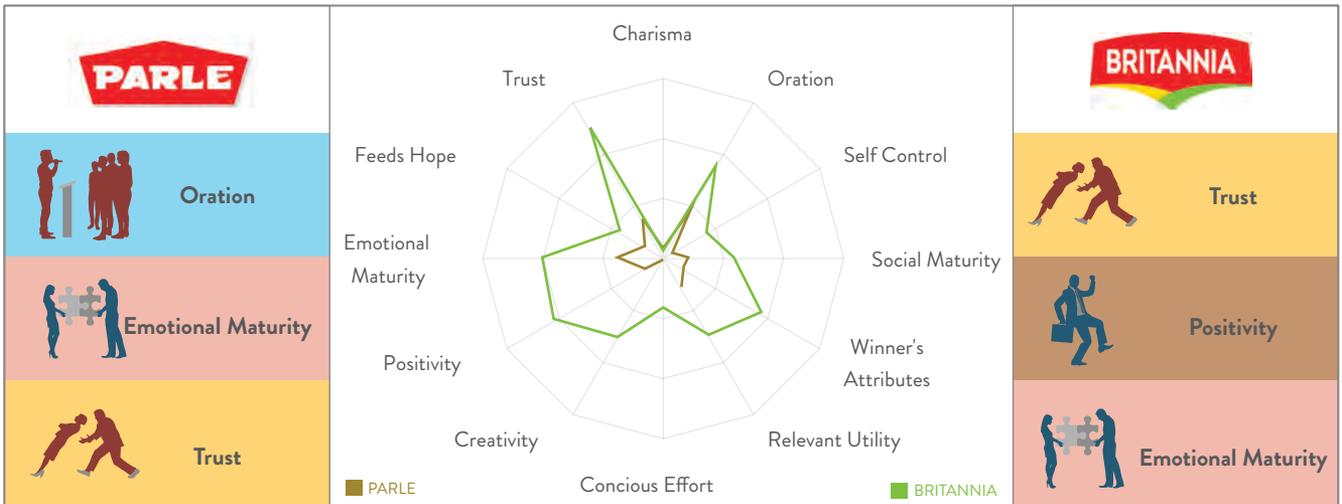
Desirable brands are about desirable experiences. Our focus has always been on exceptional 'experiences' for our children, parents, partners and employees as a whole. The goal is not to 'differentiate' from our competitors but to focus on doing what we do and to outperform ourselves. We have clarity of purpose and as a vision we aim to ignite human greatness in every child by identifying and nurturing each child's unique gift. All teams work tirelessly to deliver exceptional results from academics & curriculum design, to teachers & principals on the ground and to our partner support team servicing our network of partners across India & overseas.

Our initiatives go beyond the boundaries of the preschool/school category. Brand collaborations with Kidzania and BabyChakra that are invested in the children & parent community help us extend our differentiated learning experiences with the community at large. Community Building initiatives like 'Parent Engagement' - offering our parents non-academic engagements at preschool like fitness camps, zumba sessions and parent-bonding sessions, inculcate a greater sense of community and togetherness beyond a simple preschool relationship with parents.

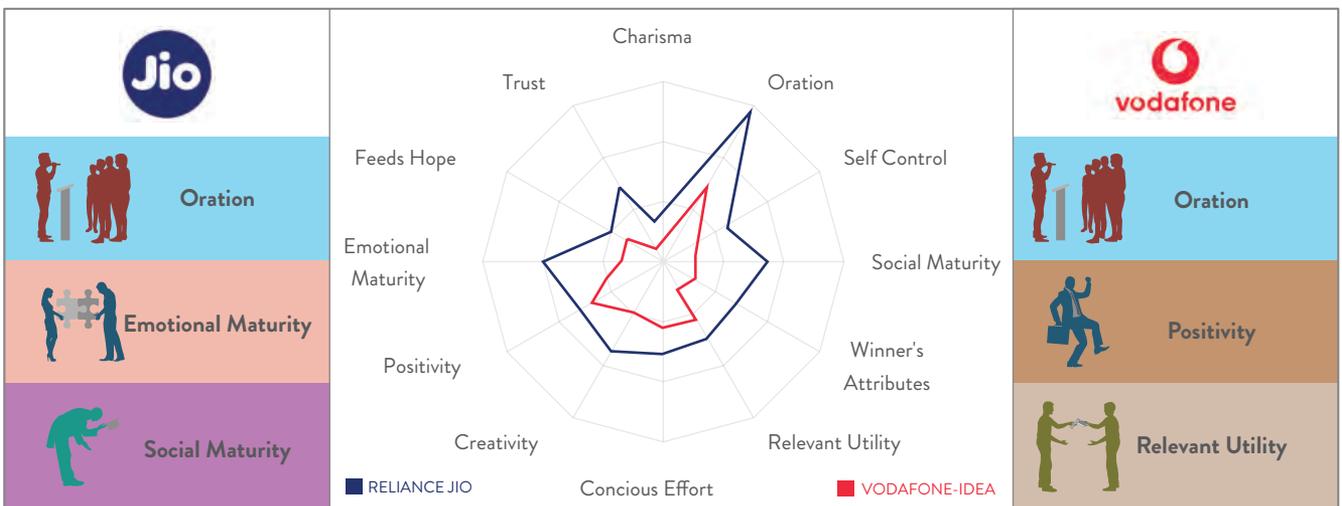
We leverage desire in our marketing communications by focusing on our brand story and brand essence, our USP and exclusivity. Brand desire is amongst the top 3 aspects of brand identity. For successful brands to thrive there needs to be awareness combined with a strong desire and a sense of security in the brand in the minds of consumers. Brand desire is that differentiating factor that separates any motorcycle in the cruiser category from a Harley Davidson. When you think best motorcycle, you think Harley. That's the kind of desirability the brand has been able to create for itself within its category.

Kangaroo Kids believe the five most desirable attributes in a brand are honesty and truthfulness, result-oriented approach, excellent customer service, a clear vision and a greater purpose.

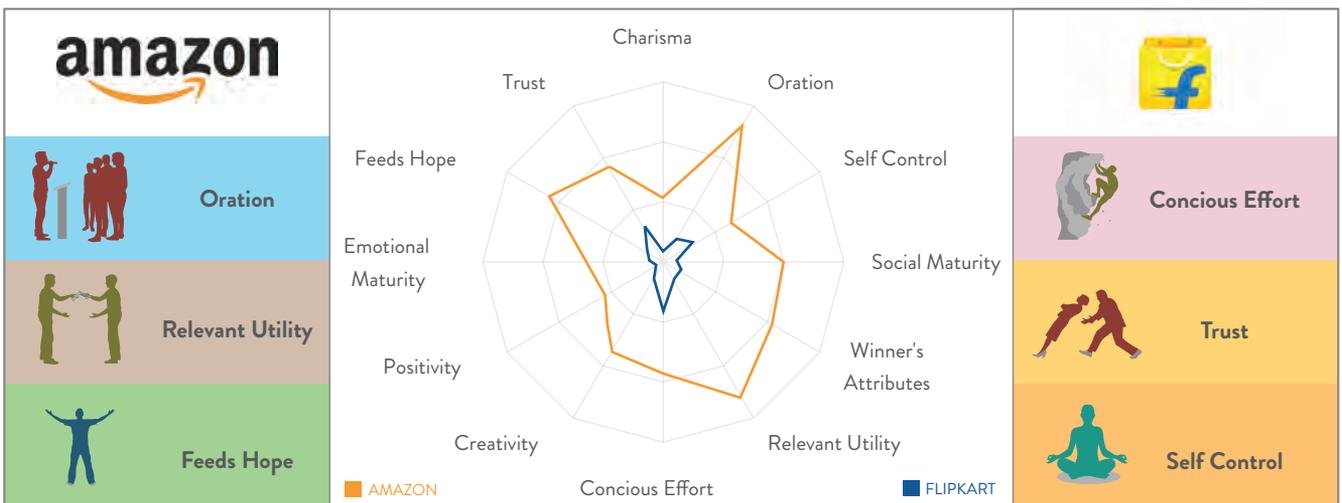
PARLE & BRITANNIA



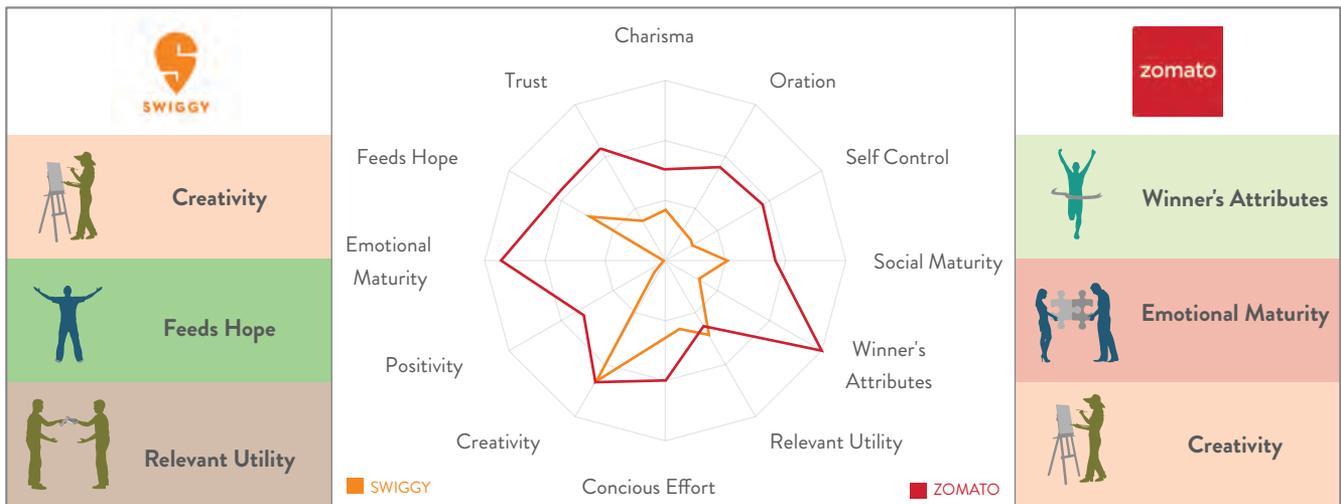
RELIANCE JIO & VODAFONE-IDEA



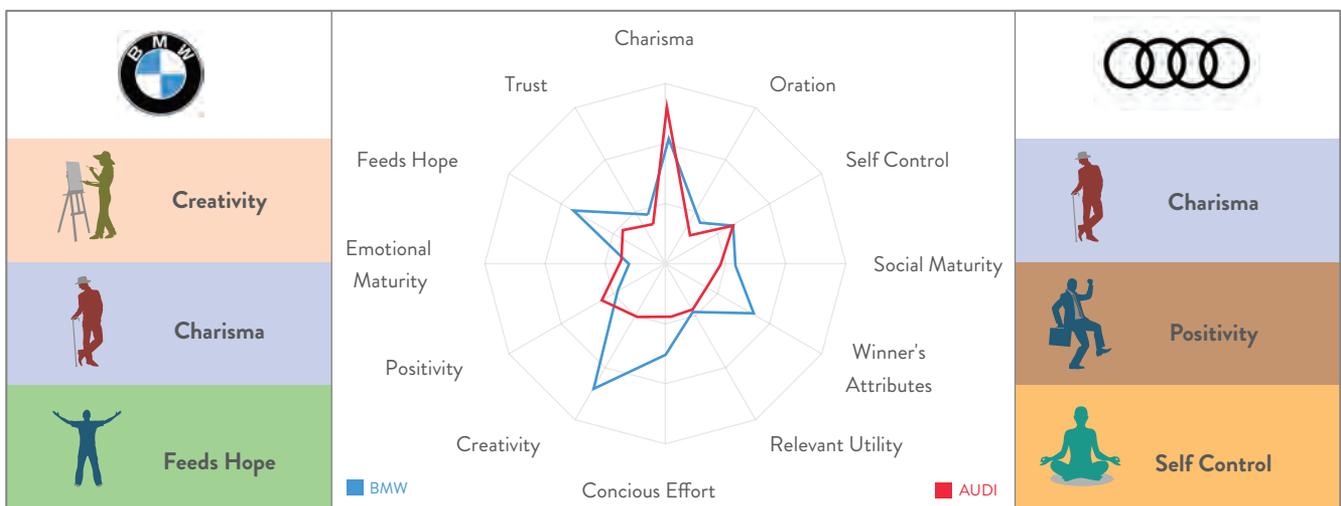
AMAZON & FLIPKART



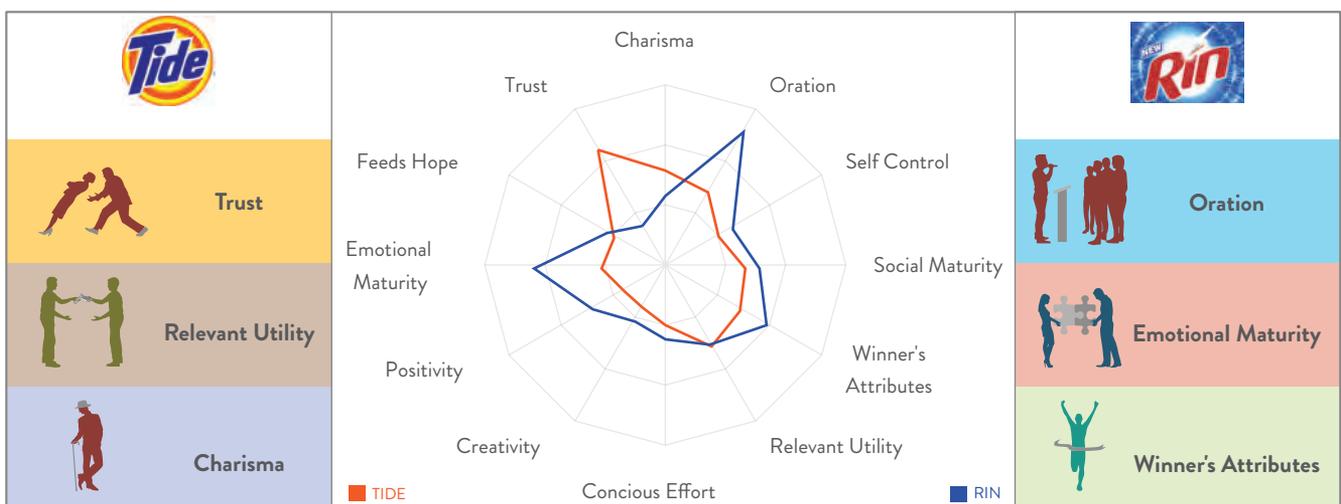
SWIGGY & ZOMATO



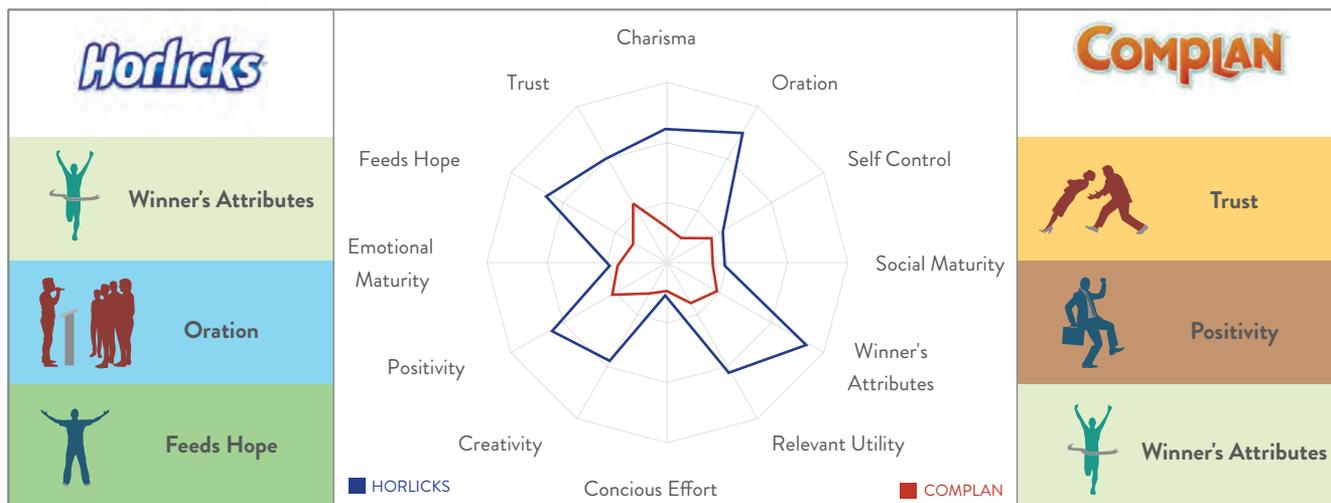
BMW & AUDI



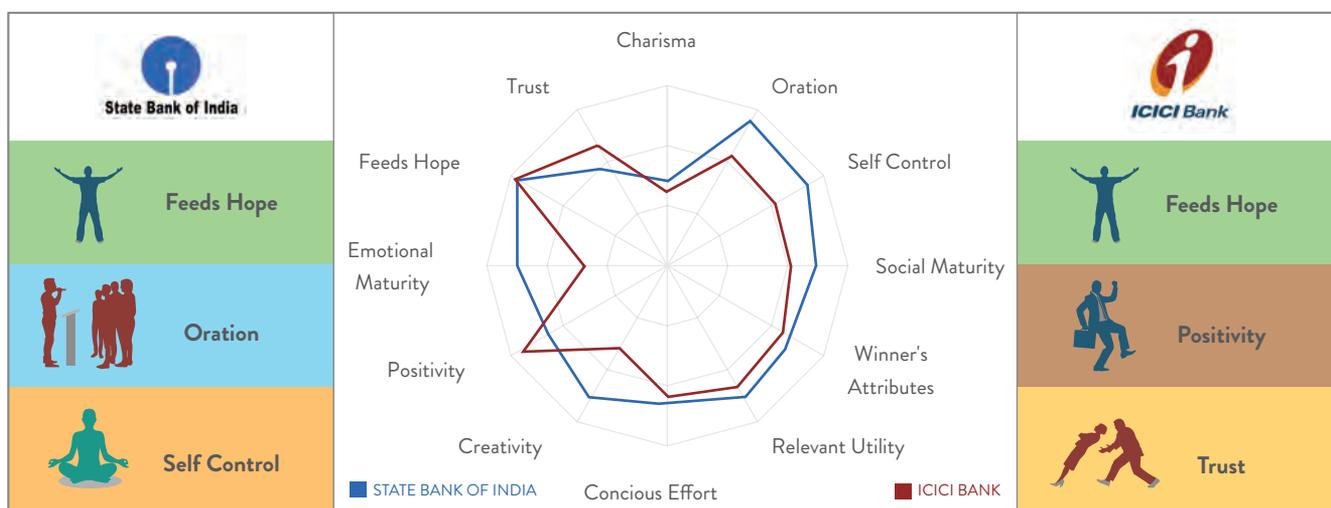
TIDE & RIN



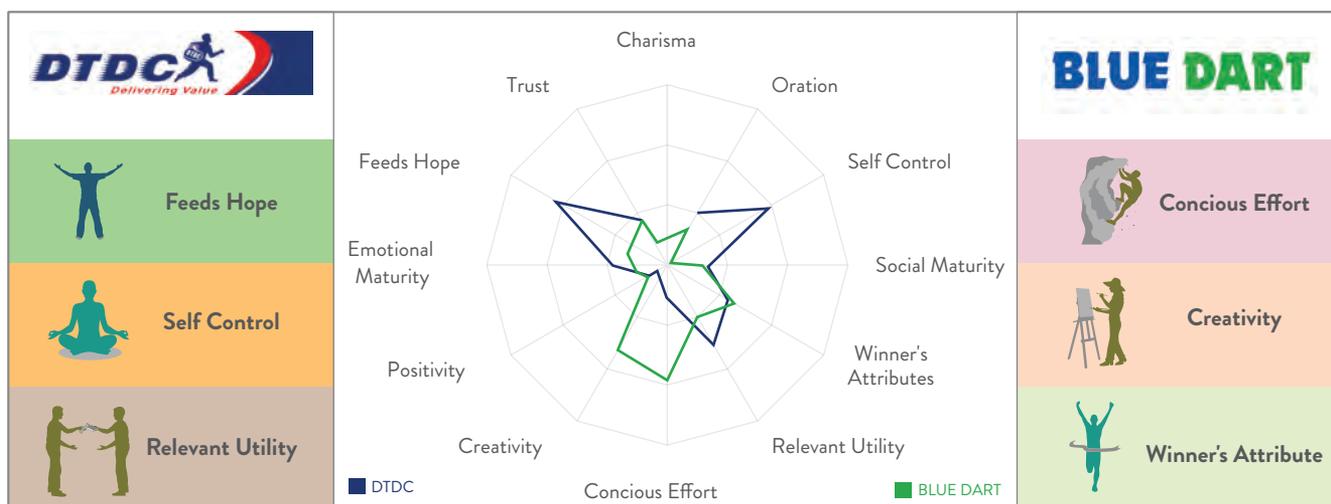
HORLICKS & COMPLAN



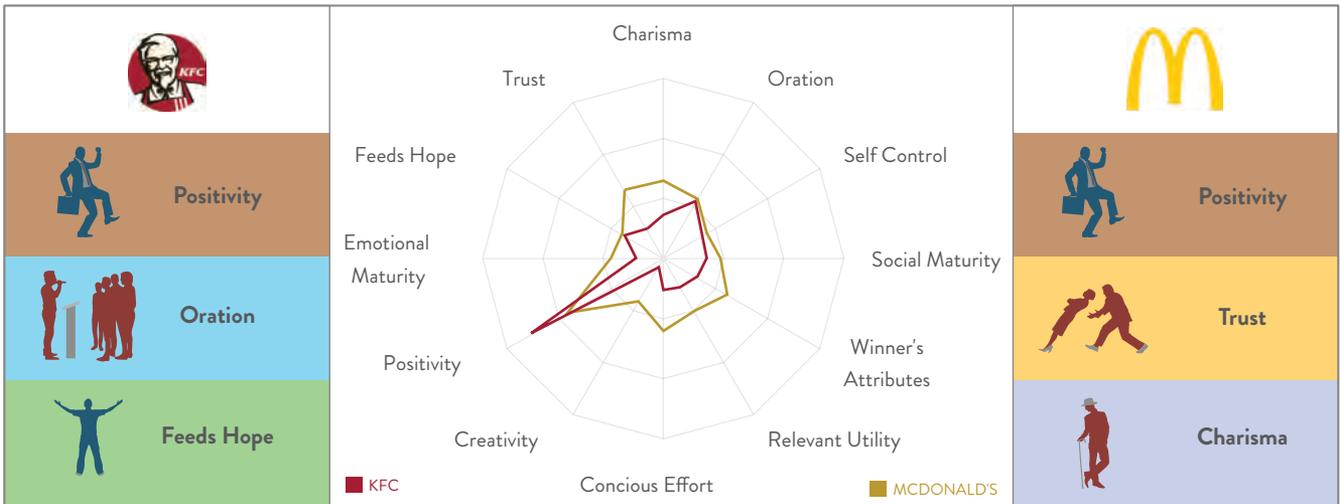
STATE BANK OF INDIA & ICICI BANK



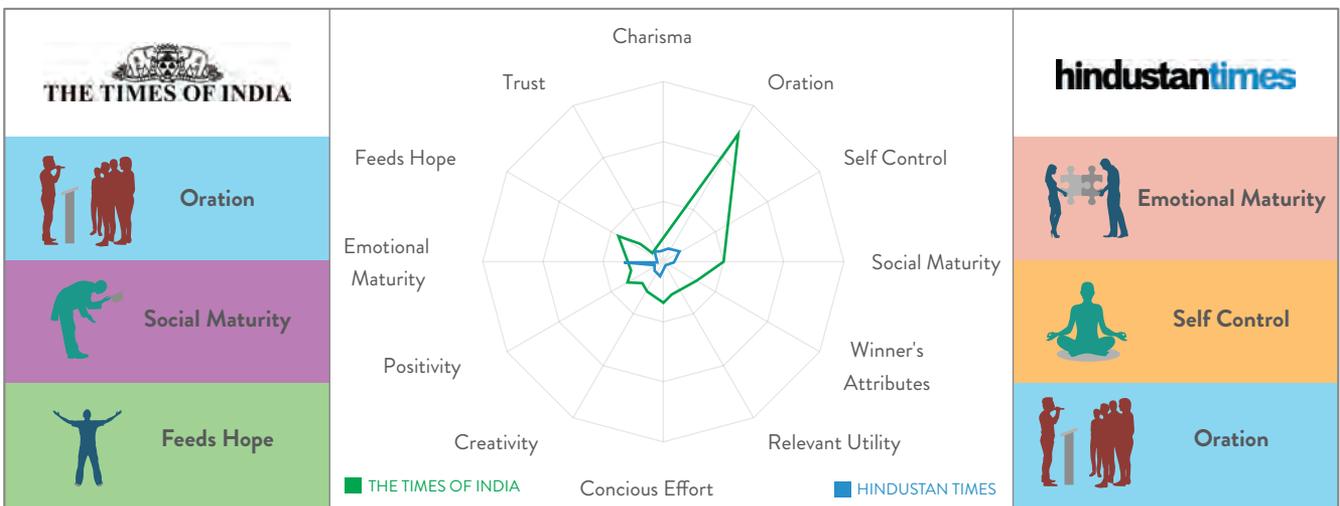
DTDC & BLUE DART



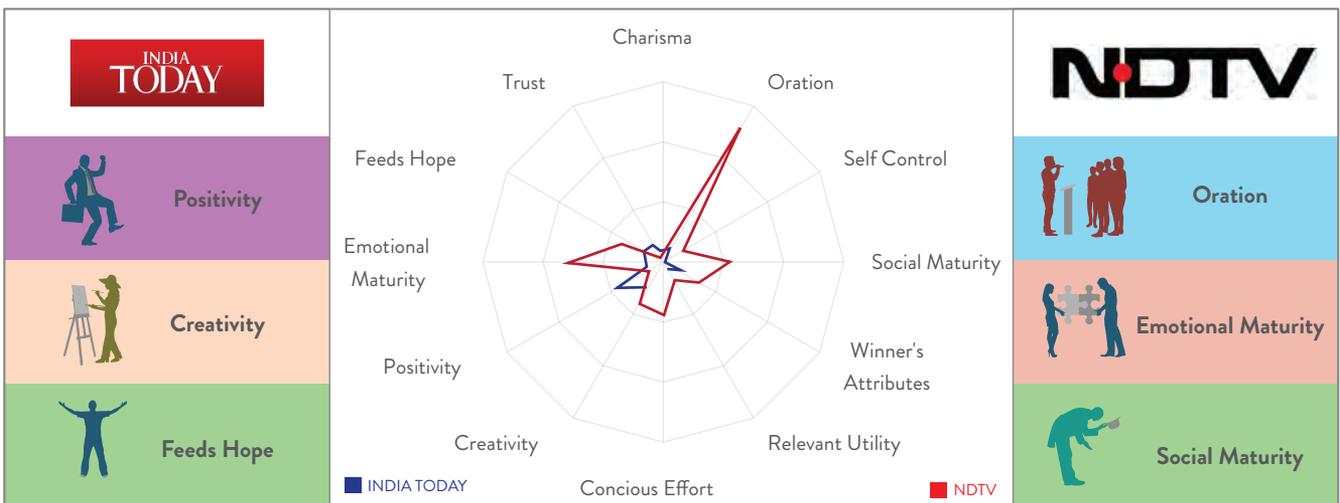
KFC & MCDONALD'S



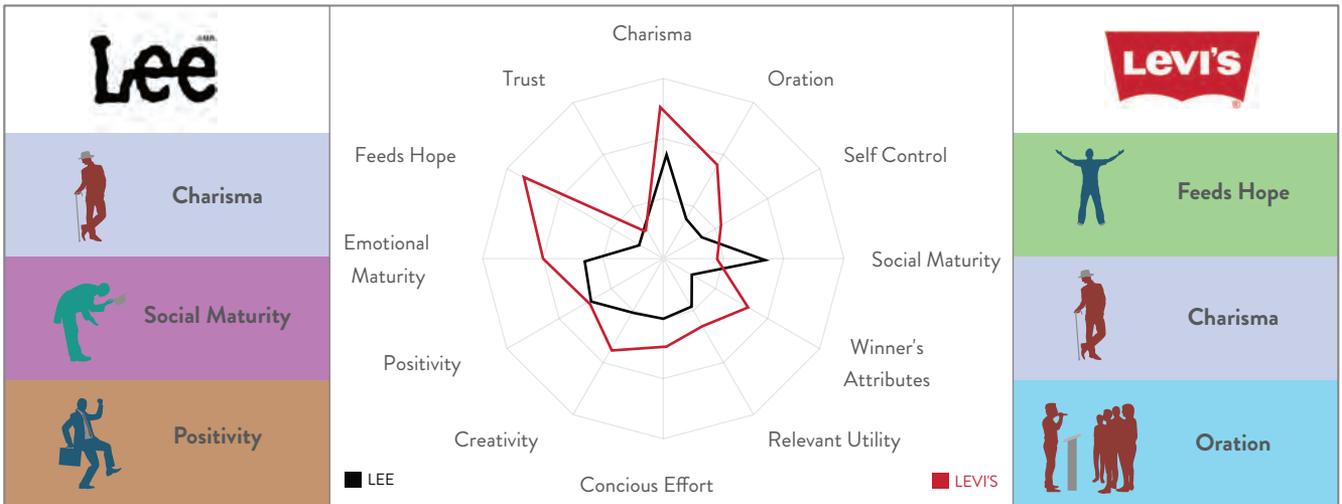
THE TIMES OF INDIA & HINDUSTAN TIMES



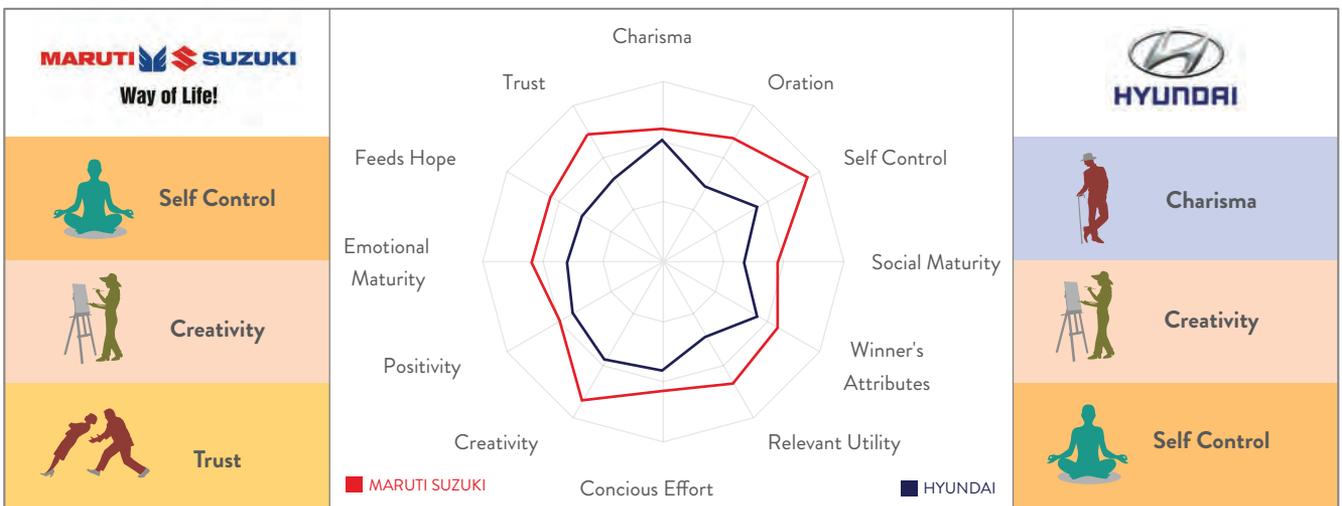
INDIA TODAY & NDTV



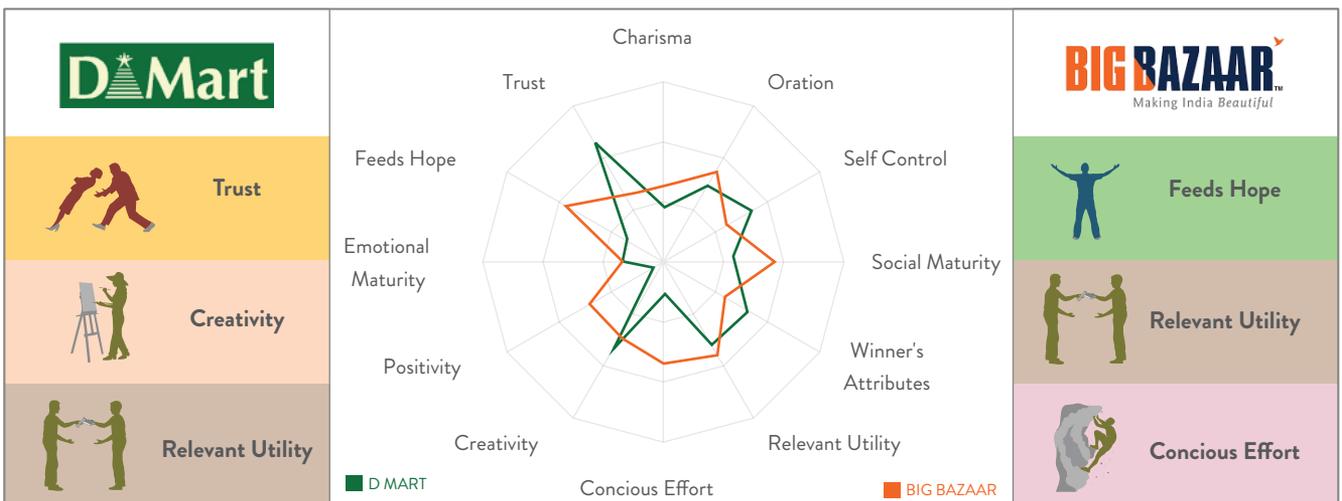
LEE & LEVI'S



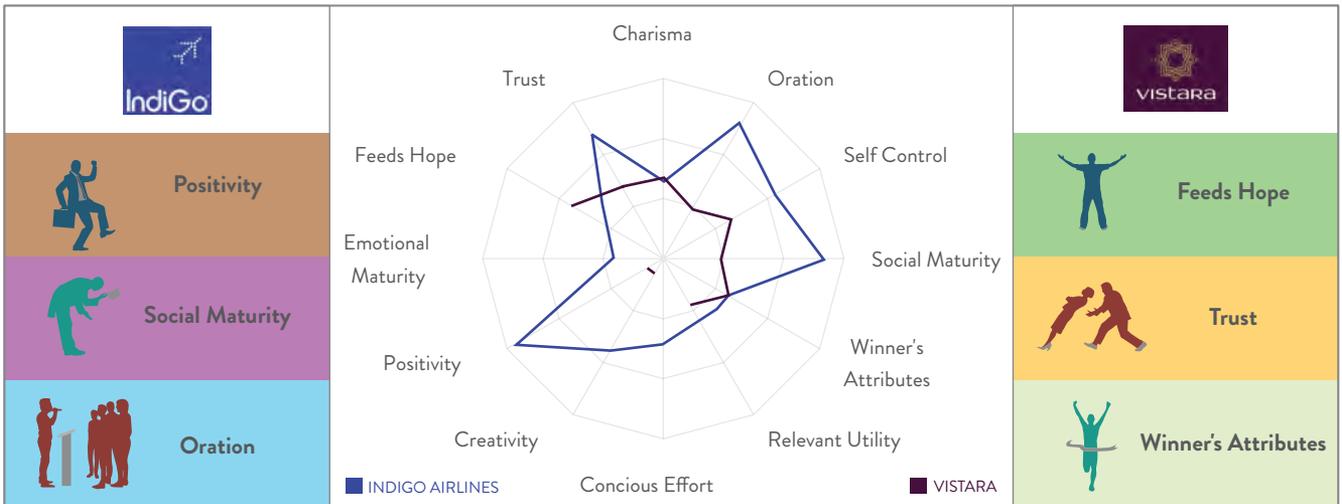
MARUTI SUZUKI & HYUNDAI



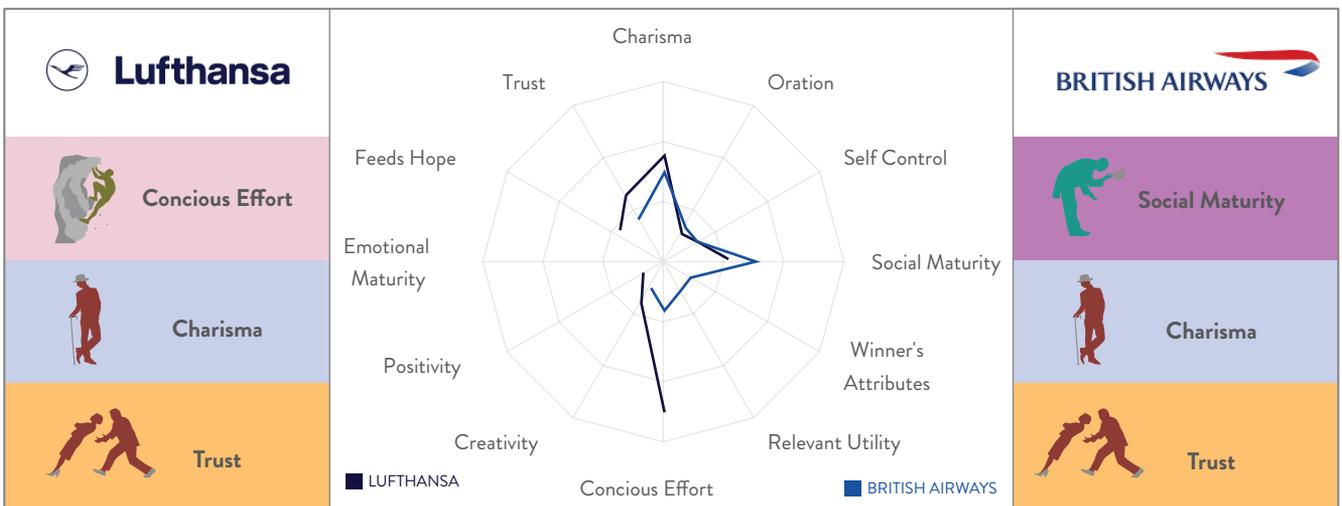
D MART & BIG BAZAAR



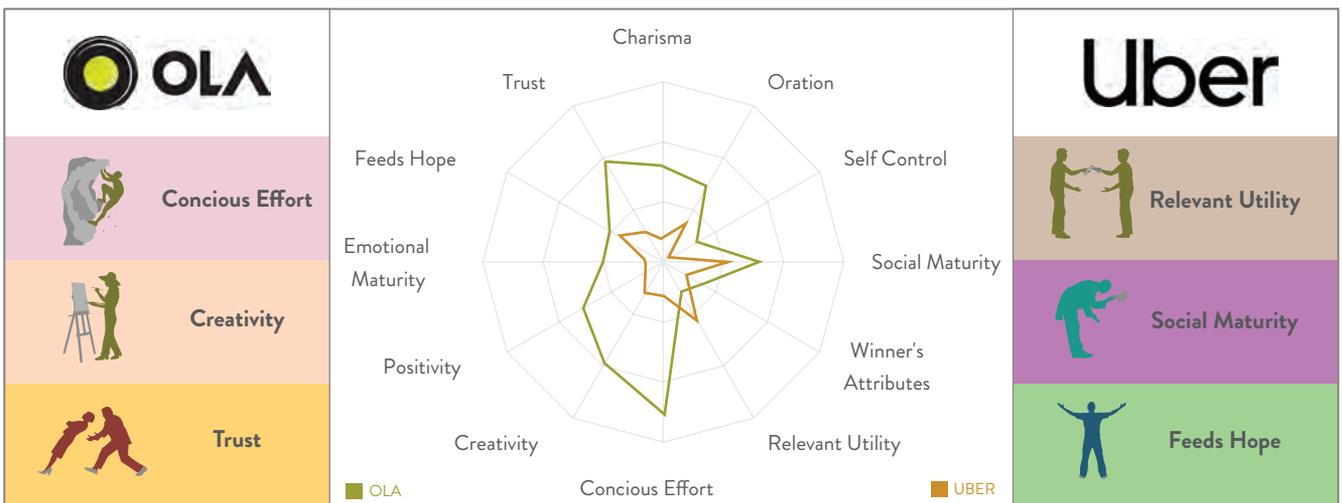
INDIGO AIRLINES & VISTARA



LUFTHANSA & BRITISH AIRWAYS



OLA & UBER





07

CATEGORY-WISE LISTINGS OF INDIA'S 1000 MOST DESIRED BRANDS



CATEGORY WISE ALL INDIA LISTINGS



ALCOHOLIC BEVERAGES

RANK	MDB 2020	BRAND NAME	CATEGORY
1	429	KINGFISHER	BEER
2	759	ROYAL STAG	WHISKY
3	789	BLACK DOG	SCOTCH WHISKY
4	833	JOHNNIE WALKER	SCOTCH WHISKY
5	968	BLENDERS PRIDE	WHISKY

BEER

RANK	MDB 2020	BRAND NAME
1	429	KINGFISHER

WHISKY

RANK	MDB 2020	BRAND NAME
1	759	ROYAL STAG
2	968	BLENDERS PRIDE

SCOTCH WHISKY

RANK	MDB 2020	BRAND NAME
1	789	BLACK DOG
2	833	JOHNNIE WALKER



APPARELS

RANK	MDB 2020	BRAND NAME	CATEGORY
1	24	NIKE	SPORTSWEAR
2	39	ADIDAS	SPORTSWEAR
3	52	RAYMOND MADE TO MEASURE	TAILORED MENSWEAR
4	72	RICHLOOK	WINTERWEAR
5	93	RAYMOND	FABRIC TO BRANDS
6	115	BIBA	ETHNICWEAR - WOMEN
7	120	OTTO	MENSWEAR
8	126	PUMA	SPORTSWEAR
9	136	JOCKEY	INNERWEAR
10	142	PETER ENGLAND	MENSWEAR
11	145	ARROW	FORMALWEAR
12	152	LEE	CASUALWEAR

CATEGORY WISE

ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
13	170	ALLEN SOLLY	FORMALWEAR
14	171	LEVI'S	CASUALWEAR
15	260	NALLI	SAREES - HANDCRAFTED
16	287	REEBOK	SPORTSWEAR
17	303	MINU	ETHNICWEAR - WOMEN
18	315	ZODIAC	MENSWEAR
19	350	COTTON KING	CASUALWEAR
20	352	UMBRO	SPORTSWEAR
21	378	VAN HEUSEN	FORMALWEAR
22	402	MADAME	WOMENSWEAR
23	410	WOODLAND	OUTDOOR WEAR
24	452	FABINDIA	HANDWOVEN GARMENTS
25	504	SIYARAM	FABRICS
26	561	LIBAS	ETHNICWEAR - WOMEN
27	568	LEE COOPER	CASUALWEAR
28	572	SPUNK	CASUALWEAR
29	610	DUKE	CASUALWEAR
30	618	LIVA	NATURE - BASED FABRIC
31	638	CANTABIL	MENSWEAR
32	666	RUPA	INNERWEAR
33	668	ASHIMA	FABRICS
34	675	LOUIS PHILIPPE	FORMALWEAR
35	702	MUFTI	MENSWEAR
36	714	COBB	CASUALWEAR
37	737	RAMRAJ	DHOTIS
38	752	SUTI	ETHNICWEAR - WOMEN
39	788	PEPE	CASUALWEAR
40	811	DONEAR	FABRICS
41	819	SPYKAR	CASUALWEAR
42	823	BUFFALO	CASUALWEAR
43	837	KABITA'S SAREE	SAREES
44	841	KILLER	CASUALWEAR
45	857	FILA	SPORTSWEAR
46	898	W	FUSIONWEAR
47	952	LUX COZI	INNERWEAR
48	962	US POLO	CASUALWEAR
49	970	DEER CLUB	CASUALWEAR
50	972	VIMAL	FABRIC TO BRANDS
51	980	MANGO	WOMENSWEAR
52	989	WRANGLER	CASUALWEAR
53	992	GO COLORS	BOTTOMWEAR

CATEGORY WISE

ALL INDIA LISTINGS

CASUALWEAR

RANK	MDB 2020	BRAND NAME
1	152	LEE
2	171	LEVI'S
3	350	COTTON KING
4	568	LEE COOPER
5	572	SPUNK
6	610	DUKE
7	714	COBB
8	788	PEPE
9	819	SPYKAR
10	823	BUFFALO
11	841	KILLER
12	962	US POLO
13	970	DEER CLUB
14	989	WRANGLER

DHOTIS

RANK	MDB 2020	BRAND NAME
1	737	RAMRAJ

ETHNICWEAR - WOMEN

RANK	MDB 2020	BRAND NAME
1	115	BIBA
2	303	MINU
3	561	LIBAS
4	752	SUTI

FABRIC TO BRANDS

RANK	MDB 2020	BRAND NAME
1	93	RAYMOND
2	972	VIMAL

FABRIC

RANK	MDB 2020	BRAND NAME
1	504	SIYARAM
2	668	ASHIMA
3	811	DONEAR

CATEGORY WISE

ALL INDIA LISTINGS

FORMALWEAR

RANK	MDB 2020	BRAND NAME
1	145	ARROW
2	170	ALLEN SOLLY
3	378	VAN HEUSEN
4	675	LOUIS PHILIPPE

FUSIONWEAR

RANK	MDB 2020	BRAND NAME
1	898	W

HANDWOVEN GARMENTS

RANK	MDB 2020	BRAND NAME
1	452	FABINDIA

INNERWEAR

RANK	MDB 2020	BRAND NAME
1	136	JOCKEY
2	666	RUPA
3	952	LUX COZI

MENSWEAR

RANK	MDB 2020	BRAND NAME
1	120	OTTO
2	142	PETER ENGLAND
3	315	ZODIAC
4	638	CANTABIL
5	702	MUFTI

NATURE - BASED FABRIC

RANK	MDB 2020	BRAND NAME
1	618	LIVA

BOTTOMWEAR

RANK	MDB 2020	BRAND NAME
1	992	GO COLORS

CATEGORY WISE

ALL INDIA LISTINGS

TAILORED MENSWEAR

RANK	MDB 2020	BRAND NAME
1	52	RAYMOND MADE TO MEASURE

OUTDOOR WEAR

RANK	MDB 2020	BRAND NAME
1	410	WOODLAND

SAREES

RANK	MDB 2020	BRAND NAME
1	837	KABITA'S SAREE

SAREES - HANDCRAFTED

RANK	MDB 2020	BRAND NAME
1	260	NALLI

SPORTSWEAR

RANK	MDB 2020	BRAND NAME
1	24	NIKE
2	39	ADIDAS
3	126	PUMA
4	287	REEBOK
5	352	UMBRO
6	857	FILA

WOMENSWEAR

RANK	MDB 2020	BRAND NAME
1	402	MADAME
2	980	MANGO

WINTERWEAR

RANK	MDB 2020	BRAND NAME
1	72	RICHLOOK

CATEGORY WISE

ALL INDIA LISTINGS



AUTOMOBILES

RANK	MDB 2020	BRAND NAME	CATEGORY
1	5	MARUTI SUZUKI	FOUR WHEELER - MANUFACTURER
2	9	HONDA ACTIVA	AUTOMATIC SCOOTER
3	10	HYUNDAI	FOUR WHEELER - MANUFACTURER
4	17	ROYAL ENFIELD	TWO WHEELER - MANUFACTURER
5	25	HONDA	TWO WHEELER - MANUFACTURER
6	28	HERO MOTOCORP	TWO WHEELER - MANUFACTURER
7	36	MERCEDES BENZ	FOUR WHEELER - LUXURY
8	37	BMW	FOUR WHEELER - LUXURY
9	38	AUDI	FOUR WHEELER - LUXURY
10	40	BAJAJ	TWO WHEELER - MANUFACTURER
11	41	TATA MOTORS	FOUR WHEELER - MANUFACTURER
12	42	HONDA	FOUR WHEELER - MANUFACTURER
13	56	HONDA CITY	CAR - SEDAN
14	57	TOYOTA	FOUR WHEELER - MANUFACTURER
15	60	TVS	TWO WHEELER - MANUFACTURER
16	61	MARUTI SUZUKI SWIFT	CAR - HATCHBACK
17	102	FORD	FOUR WHEELER - MANUFACTURER
18	116	HONDA CB SHINE	TWO WHEELER - BRAND
19	122	FIAT	FOUR WHEELER - MANUFACTURER
20	125	MAHINDRA & MAHINDRA	FOUR WHEELER - MANUFACTURER
21	128	YAMAHA	TWO WHEELER - MANUFACTURER
22	137	SUZUKI	FOUR WHEELER - MANUFACTURER
23	141	MARUTI SUZUKI ALTO	CAR - HATCHBACK
24	161	NISSAN	FOUR WHEELER - MANUFACTURER
25	166	BAJAJ PULSAR	TWO WHEELER - BRAND
26	206	JAGUAR	FOUR WHEELER - LUXURY
27	219	KAWASAKI	TWO WHEELER - MANUFACTURER
28	231	VOLVO	FOUR WHEELER - LUXURY
29	237	HONDA	SCOOTERS
30	239	SKODA	FOUR WHEELER - MANUFACTURER
31	241	RENAULT	FOUR WHEELER - MANUFACTURER
32	262	DUCATI	TWO WHEELER - PREMIUM
33	267	VOLKSWAGEN	FOUR WHEELER - MANUFACTURER
34	278	TVS SCOOTY	AUTOMATIC SCOOTER
35	280	FERRARI	FOUR WHEELER - SUPER LUXURY
36	299	KTM	TWO WHEELER - MANUFACTURER
37	305	JEEP	FOUR WHEELER - MANUFACTURER
38	312	TATA MOTORS	COMMERCIAL VEHICLES

CATEGORY WISE

ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
39	348	VESPA	SCOOTERS
40	361	HYUNDAI CRETA	SUV - BRAND
41	375	MAHINDRA BOLERO	SUV - BRAND
42	387	MAHINDRA TRUCK & BUS	COMMERCIAL VEHICLES
43	401	BENELLI	TWO WHEELER - BRAND
44	411	MARUTI SUZUKI VITARA BREZZA	SUV - BRAND
45	428	HONDA UNICORN	TWO WHEELER - BRAND
46	433	MARUTI SUZUKI CIAZ	CAR - SEDAN
47	437	LAMBORGHINI	FOUR WHEELER - SUPER LUXURY
48	467	BMW MOTORRAD	TWO WHEELER - BRAND (PREMIUM)
49	524	DUKE AUTO	E-RICKSHAW - MANUFACTURER
50	537	HYUNDAI SANTRO	CAR - HATCHBACK
51	552	FORTUNER	LUXURY SUV - BRAND
52	560	SUZUKI GIXXER	TWO WHEELER - BRAND
53	636	EICHER	COMMERCIAL VEHICLES
54	661	ASHOK LEYLAND	COMMERCIAL VEHICLES
55	682	TOYOTA INNOVA	SUV - BRAND
56	687	CHEVROLET	FOUR WHEELER - MANUFACTURER
57	692	KIA	FOUR WHEELER - MANUFACTURER
58	707	YAMAHA FZ	TWO WHEELER - BRAND
59	713	HONDA CB HORNET	TWO WHEELER - BRAND
60	716	MAHINDRA YUVO	TRACTOR - BRAND
61	772	MAHINDRA SCORPIO	SUV - BRAND
62	820	HINDUSTAN MOTORS	FOUR WHEELER - MANUFACTURER
63	834	VOLKSWAGEN POLO	CAR - HATCHBACK
64	840	TATA NEXON	COMPACT SUV
65	845	HERO PASSION	TWO WHEELER - BRAND
66	859	HYUNDAI VERNA	CAR - HATCHBACK
67	869	KINETIC	TWO WHEELER - MANUFACTURER
68	878	HERO PASSION PRO	TWO WHEELER - BRAND
69	879	HYUNDAI I10	CAR - HATCHBACK
70	894	LAND ROVER	FOUR WHEELER - LUXURY
71	895	BHARAT BENZ	COMMERCIAL VEHICLES
72	931	HYUNDAI I20	CAR - HATCHBACK
73	963	MITSUBISHI	FOUR WHEELER - MANUFACTURER
74	987	BAJAJ AVENGER	TWO WHEELER - BRAND
75	991	BAJAJ CT 100	TWO WHEELER - BRAND

CATEGORY WISE

ALL INDIA LISTINGS

AUTOMATIC SCOOTER

RANK	MDB 2020	BRAND NAME
1	9	HONDA ACTIVA
2	278	TVS SCOOTY

CAR - HATCHBACK

RANK	MDB 2020	BRAND NAME
1	61	MARUTI SUZUKI SWIFT
2	141	MARUTI SUZUKI ALTO
3	537	HYUNDAI SANTRO
4	834	VOLKSWAGEN POLO
5	859	HYUNDAI VERNA
6	879	HYUNDAI I10
7	931	HYUNDAI I20

CAR - SEDAN

RANK	MDB 2020	BRAND NAME
1	56	HONDA CITY
2	433	MARUTI SUZUKI CIAZ

COMMERCIAL VEHICLES

RANK	MDB 2020	BRAND NAME
1	312	TATA MOTORS
2	387	MAHINDRA TRUCK & BUS
3	636	EICHER
4	661	ASHOK LEYLAND
5	895	BHARAT BENZ

COMPACT SUV

RANK	MDB 2020	BRAND NAME
1	840	TATA NEXON

CATEGORY WISE

ALL INDIA LISTINGS

E-RICKSHAW - MANUFACTURER

RANK	MDB 2020	BRAND NAME
1	524	DUKE AUTO

FOUR WHEELER - LUXURY

RANK	MDB 2020	BRAND NAME
1	36	MERCEDES BENZ
2	37	BMW
3	38	AUDI
4	206	JAGUAR
5	231	VOLVO
6	894	LAND ROVER

FOUR WHEELER - MANUFACTURER

RANK	MDB 2020	BRAND NAME
1	5	MARUTI SUZUKI
2	10	HYUNDAI
3	41	TATA MOTORS
4	42	HONDA
5	57	TOYOTA
6	102	FORD
7	122	FIAT
8	125	MAHINDRA & MAHINDRA
9	137	SUZUKI
10	161	NISSAN
11	239	SKODA
12	241	RENAULT
13	267	VOLKSWAGEN
14	305	JEEP
15	687	CHEVROLET
16	692	KIA
17	820	HINDUSTAN MOTORS
18	963	MITSUBISHI

FOUR WHEELER - SUPER LUXURY

RANK	MDB 2020	BRAND NAME
1	280	FERRARI
2	437	LAMBORGHINI

CATEGORY WISE ALL INDIA LISTINGS

LUXURY SUV/MUV - BRAND

RANK	MDB 2020	BRAND NAME
1	552	FORTUNER

SCOOTERS

RANK	MDB 2020	BRAND NAME
1	237	HONDA
2	348	VESPA

SUV - BRAND

RANK	MDB 2020	BRAND NAME
1	361	HYUNDAI CRETA
2	375	MAHINDRA BOLERO
3	411	MARUTI SUZUKI VITARA BREZZA
4	682	TOYOTA INNOVA
5	772	MAHINDRA SCORPIO

TRACTOR - BRAND

RANK	MDB 2020	BRAND NAME
1	716	MAHINDRA YUVO

TWO WHEELER - BRAND

RANK	MDB 2020	BRAND NAME
1	116	HONDA CB SHINE
2	166	BAJAJ PULSAR
3	401	BENELLI
4	428	HONDA UNICORN
5	560	SUZUKI GIXXER
6	707	YAMAHA FZ
7	713	HONDA CB HORNET
8	845	HERO PASSION
9	878	HERO PASSION PRO
10	987	BAJAJ AVENGER
11	991	BAJAJ CT 100

CATEGORY WISE ALL INDIA LISTINGS

TWO WHEELER - BRAND (PREMIUM)

RANK	MDB 2020	BRAND NAME
1	467	BMW MOTORRAD

TWO WHEELER - MANUFACTURER

RANK	MDB 2020	BRAND NAME
1	17	ROYAL ENFIELD
2	25	HONDA
3	28	HERO MOTOCORP
4	40	BAJAJ
5	60	TVS
6	128	YAMAHA
7	219	KAWASAKI
8	299	KTM
9	869	KINETIC

TWO WHEELER MFR - PREMIUM

RANK	MDB 2020	BRAND NAME
1	262	DUCATI

AUTOMOBILE - RELATED



RANK	MDB 2020	BRAND NAME	CATEGORY
1	134	MRF	TYRES
2	223	CEAT	TYRES
3	292	DUNLOP	TYRES
4	321	JK TYRE	TYRES
5	349	CASTROL	LUBRICANTS
6	370	VEEDOL	LUBRICANTS
7	431	AMARON	AUTO - BATTERIES
8	483	BOSCH	AUTOMOBILE ELECTRONICS
9	493	EXIDE	AUTO - BATTERIES
10	516	TVS TYRES	TYRES
11	719	APOLLO TYRES	TYRES

CATEGORY WISE ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
12	790	GOODYEAR	TYRES
13	828	BRIDGESTONE	TYRES
14	925	MICHELIN	TYRES
15	937	SONY	AUTOMOBILE ELECTRONICS
16	982	VOLVOLINE	LUBRICANTS

AUTO - BATTERIES

RANK	MDB 2020	BRAND NAME
1	431	AMARON
2	493	EXIDE

AUTOMOBILE ELECTRONICS

RANK	MDB 2020	BRAND NAME
1	483	BOSCH
2	937	SONY

AUTOMOBILE ELECTRONICS

RANK	MDB 2020	BRAND NAME
1	349	CASTROL
2	370	VEEDOL
3	982	VOLVOLINE

TYRES

RANK	MDB 2020	BRAND NAME
1	134	MRF
2	223	CEAT
3	292	DUNLOP
4	321	JK TYRE
5	516	TVS TYRES
6	719	APOLLO TYRES
7	790	GOODYEAR
8	828	BRIDGESTONE
9	925	MICHELIN

CATEGORY WISE ALL INDIA LISTINGS



BFSI

RANK	MDB 2020	BRAND NAME	CATEGORY
1	16	STATE BANK OF INDIA	BANK - PSU
2	19	LIC	LIFE INSURANCE - PSU
3	27	ICICI BANK	BANK - PRIVATE
4	71	PUNJAB NATIONAL BANK	BANK - PSU
5	74	HDFC BANK	BANK - PRIVATE
6	83	MUTHOOT FINANCE	FINANCIAL SERVICES
7	89	AVIVA LIFE INSURANCE	LIFE INSURANCE - PRIVATE
8	138	IDBI BANK	BANK - PRIVATE
9	147	CITIBANK	BANK - FOREIGN
10	190	BAJAJ FINANCE	FINANCIAL SERVICES
11	194	KOTAK MAHINDRA BANK	BANK - PRIVATE
12	208	AXIS BANK	BANK - PRIVATE
13	216	BANK OF BARODA	BANK - PSU
14	226	TVS CREDIT	FINANCIAL SERVICES - RURAL
15	228	BAJAJ ALLIANZ	INSURANCE - DIVERSIFIED
16	242	YES BANK	BANK - PRIVATE
17	244	UNION BANK OF INDIA	BANK - PSU
18	263	BANK OF INDIA	BANK - PSU
19	363	HSBC	BANK - FOREIGN
20	382	RBI	BANK - FEDERAL
21	395	RELIANCE GENERAL INSURANCE	GENERAL INSURANCE - PRIVATE
22	471	CANARA BANK	BANK - PSU
23	484	TATA CAPITAL	FINANCIAL SERVICES
24	492	MAX LIFE INSURANCE	LIFE INSURANCE - PRIVATE
25	500	UCO BANK	BANK - PSU
26	510	RBL BANK	BANK - PRIVATE
27	517	ING BANK	BANK - FOREIGN
28	573	GENERAL INSURANCE CORPORATION	GENERAL INSURANCE - PSU
29	595	NEW INDIA ASSURANCE	GENERAL INSURANCE - PSU
30	617	VISA	CREDIT CARDS
31	619	MASTERCARD	CREDIT CARDS
32	631	BANDHAN BANK	BANK - PRIVATE
33	642	RELIGARE HEALTH INSURANCE	HEALTH INSURANCE - PRIVATE
34	672	HDFC	HOME FINANCE
35	718	ALLAHABAD BANK	BANK - PSU
36	755	FINO PAYMENTS BANK	PAYMENTS BANK
37	758	TATA AIA LIFE INSURANCE	LIFE INSURANCE - PRIVATE
38	762	INDIAN BANK	BANK - PSU
39	775	SARASWAT BANK	BANK - COOPERATIVE
40	799	ORIENTAL BANK	BANK - PSU

CATEGORY WISE ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
41	842	CORPORATION BANK	BANK - PSU
42	844	FEDERAL BANK	BANK - PRIVATE
43	852	BANK OF MAHARASHTRA	BANK - PSU
44	887	NIPPON INDIA MUTUAL FUND	MUTUAL FUND
45	899	SAHARA	FINANCIAL SERVICES - DIVERSIFIED
46	905	ADITYA BIRLA CAPITAL	FINANCIAL SERVICES - DIVERSIFIED
47	911	SBI MUTUAL FUND	MUTUAL FUND
48	921	AMERICAN EXPRESS	CREDIT CARDS
49	929	KARUR VYSYA BANK	BANK - PRIVATE
50	938	STANDARD CHARTERED BANK	BANK - FOREIGN
51	946	MAHINDRA FINANCE	FINANCIAL SERVICES - RURAL
52	956	SHRIRAM FINANCE	FINANCIAL SERVICES
53	974	RELIGARE FINVEST	FINANCIAL SERVICES - DIVERSIFIED
54	983	DCB BANK	BANK - PRIVATE
55	986	INDUSIND BANK	BANK - PRIVATE
56	993	ORIENTAL INSURANCE	GENERAL INSURANCE - PSU

BANK - COOPERATIVE

RANK	MDB 2020	BRAND NAME
1	775	SARASWAT BANK

BANK - FEDERAL

RANK	MDB 2020	BRAND NAME
1	382	RBI

BANK - FOREIGN

RANK	MDB 2020	BRAND NAME
1	147	CITIBANK
2	363	HSBC
3	517	ING BANK
4	938	STANDARD CHARTERED BANK

CATEGORY WISE

ALL INDIA LISTINGS

BANK - PRIVATE

RANK	MDB 2020	BRAND NAME
1	27	ICICI BANK
2	74	HDFC BANK
3	138	IDBI BANK
4	194	KOTAK MAHINDRA BANK
5	208	AXIS BANK
6	242	YES BANK
7	510	RBL BANK
8	631	BANDHAN BANK
9	844	FEDERAL BANK
10	929	KARUR VYSYA BANK
11	983	DCB BANK
12	986	INDUSIND BANK

BANK - PSU

RANK	MDB 2020	BRAND NAME
1	16	STATE BANK OF INDIA
2	71	PUNJAB NATIONAL BANK
3	216	BANK OF BARODA
4	244	UNION BANK OF INDIA
5	263	BANK OF INDIA
6	471	CANARA BANK
7	500	UCO BANK
8	718	ALLAHABAD BANK
9	762	INDIAN BANK
10	799	ORIENTAL BANK
11	842	CORPORATION BANK
12	852	BANK OF MAHARASHTRA

CREDIT CARDS

RANK	MDB 2020	BRAND NAME
1	617	VISA
2	619	MASTERCARD
3	921	AMERICAN EXPRESS

CATEGORY WISE ALL INDIA LISTINGS

FINANCIAL SERVICES

RANK	MDB 2020	BRAND NAME
1	83	MUTHOOT FINANCE
2	190	BAJAJ FINANCE
3	484	TATA CAPITAL
4	956	SHRIRAM FINANCE

FINANCIAL SERVICES - DIVERSIFIED

RANK	MDB 2020	BRAND NAME
1	899	SAHARA
2	905	ADITYA BIRLA CAPITAL
3	974	RELIGARE FINVEST

FINANCIAL SERVICES - SPECIALIZED

RANK	MDB 2020	BRAND NAME
1	226	TVS CREDIT
2	946	MAHINDRA FINANCE

GENERAL INSURANCE - PRIVATE

RANK	MDB 2020	BRAND NAME
1	395	RELIANCE GENERAL INSURANCE

GENERAL INSURANCE - PSU

RANK	MDB 2020	BRAND NAME
1	573	GENERAL INSURANCE CORPORATION
2	595	NEW INDIA ASSURANCE
3	993	ORIENTAL INSURANCE

HEALTH INSURANCE - PRIVATE

RANK	MDB 2020	BRAND NAME
1	642	RELIGARE HEALTH INSURANCE

CATEGORY WISE ALL INDIA LISTINGS

HOME FINANCE

RANK	MDB 2020	BRAND NAME
1	672	HDFC

RANK	MDB 2020	BRAND NAME
1	228	BAJAJ ALLIANZ

INSURANCE - DIVERSIFIED

RANK	MDB 2020	BRAND NAME
1	89	AVIVA LIFE INSURANCE
2	492	MAX LIFE INSURANCE
3	758	TATA AIA LIFE INSURANCE

LIFE INSURANCE - PSU

RANK	MDB 2020	BRAND NAME
1	19	LIC

MUTUAL FUND

RANK	MDB 2020	BRAND NAME
1	887	NIPPON INDIA MUTUAL FUND
2	911	SBI MUTUAL FUND

PAYMENTS BANK

RANK	MDB 2020	BRAND NAME
1	755	FINO PAYMENTS BANK

CATEGORY WISE ALL INDIA LISTINGS



BRANDED FASHION

RANK	MDB 2020	BRAND NAME	CATEGORY
1	220	DENIM	BRANDED FASHION
2	249	BEING HUMAN	CELEBRITY-LED BRAND
3	301	GUCCI	LUXURY FASHION
4	495	HRX	CELEBRITY-LED BRAND
5	640	ARMANI	LUXURY FASHION
6	689	BURBERRY	LUXURY FASHION
7	958	MICHAEL KORS	PREMIUM FASHION

BRANDED FASHION

RANK	MDB 2020	BRAND NAME
1	220	DENIM

CELEBRITY-LED BRAND

RANK	MDB 2020	BRAND NAME
1	249	BEING HUMAN
2	495	HRX

LUXURY FASHION

RANK	MDB 2020	BRAND NAME
1	301	GUCCI
2	640	ARMANI
3	689	BURBERRY

PREMIUM FASHION

RANK	MDB 2020	BRAND NAME
1	958	MICHAEL KORS

CABLE



RANK	MDB 2020	BRAND NAME	CATEGORY
1	724	PRINCE	CABLE NETWORK

CATEGORY WISE ALL INDIA LISTINGS



CONSUMER APPLIANCES

RANK	MDB 2020	BRAND NAME	CATEGORY
1	148	USHA	FANS
2	257	ORIENT	FANS
3	304	KHAITAN	FANS
4	354	OKAYA	INVERTER BATTERIES
5	419	CROMPTON GREAVES	FANS
6	449	USHA	IRONS
7	466	KENT	WATER PURIFIERS
8	518	LIVPURE	WATER PURIFIERS
9	582	LUMINOUS	INVERTER BATTERIES
10	593	SYSKA	DIVERSIFIED
11	662	USHA	DIVERSIFIED
12	776	KENSTAR	DIVERSIFIED
13	818	HAVELLS	FANS
14	872	EUREKA FORBES	PURIFICATION SYSTEMS
15	893	PHILIPS	IRONS
16	910	POLAR	FANS
17	945	ORBIT	FANS

DIVERSIFIED

RANK	MDB 2020	BRAND NAME
1	593	SYSKA
2	662	USHA
3	776	KENSTAR

FANS

RANK	MDB 2020	BRAND NAME
1	148	USHA
2	257	ORIENT
3	304	KHAITAN
4	419	CROMPTON GREAVES
5	818	HAVELLS
6	910	POLAR
7	945	ORBIT

CATEGORY WISE ALL INDIA LISTINGS

INVERTER BATTERIES

RANK	MDB 2020	BRAND NAME
1	354	OKAYA
2	582	LUMINOUS

IRONS

RANK	MDB 2020	BRAND NAME
1	449	USHA
2	893	PHILIPS

PURIFICATION SYSTEMS

RANK	MDB 2020	BRAND NAME
1	872	EUREKA FORBES

WATER PURIFIERS

RANK	MDB 2020	BRAND NAME
1	466	KENT
2	518	LIVPURE



CONSUMER ELECTRONICS

RANK	MDB 2020	BRAND NAME	CATEGORY
1	3	SAMSUNG	DIVERSIFIED
2	7	SAMSUNG	TELEVISIONS
3	13	LG	DIVERSIFIED
4	15	LG	TELEVISIONS
5	29	LG	REFRIGERATORS
6	32	SONY	DIVERSIFIED
7	58	GODREJ	REFRIGERATORS
8	73	LG	WASHING MACHINES
9	75	PANASONIC	TELEVISIONS
10	78	VOLTAS	AIR CONDITIONERS
11	84	PANASONIC	AIR CONDITIONERS

CATEGORY WISE ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
12	88	DAIKIN	AIR CONDITIONERS
13	90	SAMSUNG	AIR CONDITIONERS
14	95	LG	AIR CONDITIONERS
15	96	SAMSUNG	WASHING MACHINES
16	97	WHIRLPOOL	WASHING MACHINES
17	100	SONY	TELEVISIONS
18	127	SAMSUNG	REFRIGERATORS
19	135	WHIRLPOOL	REFRIGERATORS
20	149	ONIDA	TELEVISIONS
21	154	VIDEOCON	TELEVISIONS
22	159	WHIRLPOOL	DIVERSIFIED
23	172	HITACHI	AIR CONDITIONERS
24	188	PANASONIC	DIVERSIFIED
25	217	BLUE STAR	AIR CONDITIONERS
26	243	GODREJ	WASHING MACHINES
27	247	PHILIPS	DIVERSIFIED
28	252	ONIDA	AIR CONDITIONERS
29	256	SONY	AUDIO EQUIPMENTS
30	258	CARRIER	AIR CONDITIONERS
31	270	LLOYD	AIR CONDITIONERS
32	333	PHILIPS	TELEVISIONS
33	339	SANSUI	TELEVISIONS
34	380	WHIRLPOOL	AIR CONDITIONERS
35	407	HAIER	REFRIGERATORS
36	412	JBL	AUDIO EQUIPMENTS
37	434	O GENERAL	AIR CONDITIONERS
38	447	IFB	WASHING MACHINES
39	458	HAIER	DIVERSIFIED
40	463	ONIDA	DIVERSIFIED
41	473	KELVINATOR	REFRIGERATORS
42	478	MI	TELEVISIONS
43	528	HAIER	AIR CONDITIONERS
44	529	VIDEOCON	WASHING MACHINES
45	532	VIDEOCON	REFRIGERATORS
46	592	BPL	TELEVISIONS
47	599	VOLTAS	DIVERSIFIED
48	605	HAIER	WASHING MACHINES
49	626	SYMPHONY	AIR COOLERS
50	650	TOSHIBA	TELEVISIONS
51	669	HAIER	TELEVISIONS

CATEGORY WISE ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
52	679	HITACHI	DIVERSIFIED
53	695	LLOYD	TELEVISIONS
54	723	PHILIPS	AUDIO EQUIPMENTS
55	777	VIDEOCON	DIVERSIFIED
56	786	BOSE	AUDIO EQUIPMENTS
57	801	LG	MICROWAVES
58	932	PIONEER	AUDIO EQUIPMENTS
59	933	TCL	TELEVISIONS

AIR CONDITIONERS

RANK	MDB 2020	BRAND NAME
1	78	VOLTAS
2	84	PANASONIC
3	88	DAIKIN
4	90	SAMSUNG
5	95	LG
6	172	HITACHI
7	217	BLUE STAR
8	252	ONIDA
9	258	CARRIER
10	270	LLOYD
11	380	WHIRLPOOL
12	434	O GENERAL
13	528	HAIER

AIR COOLERS

RANK	MDB 2020	BRAND NAME
1	626	SYMPHONY

AUDIO EQUIPMENTS

RANK	MDB 2020	BRAND NAME
1	256	SONY
2	412	JBL
3	723	PHILIPS
4	786	BOSE
5	932	PIONEER

CATEGORY WISE ALL INDIA LISTINGS

DIVERSIFIED

RANK	MDB 2020	BRAND NAME
1	3	SAMSUNG
2	13	LG
3	32	SONY
4	159	WHIRLPOOL
5	188	PANASONIC
6	247	PHILIPS
7	458	HAIER
8	463	ONIDA
9	599	VOLTAS
10	679	HITACHI
11	777	VIDEOCON

MICROWAVES

RANK	MDB 2020	BRAND NAME
1	801	LG

REFRIGERATORS

RANK	MDB 2020	BRAND NAME
1	29	LG
2	58	GODREJ
3	127	SAMSUNG
4	135	WHIRLPOOL
5	407	HAIER
6	473	KELVINATOR
7	532	VIDEOCON

TELEVISIONS

RANK	MDB 2020	BRAND NAME
1	7	SAMSUNG
2	15	LG
3	75	PANASONIC
4	100	SONY
5	149	ONIDA
6	154	VIDEOCON

CATEGORY WISE ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME
7	333	PHILIPS
8	339	SANSUI
9	478	MI
10	592	BPL
11	650	TOSHIBA
12	669	HAIER
13	695	LLOYD
14	933	TCL

WASHING MACHINES

RANK	MDB 2020	BRAND NAME
1	73	LG
2	96	SAMSUNG
3	97	WHIRLPOOL
4	243	GODREJ
5	447	IFB
6	529	VIDEOCON
7	605	HAIER

DIVERSIFIED



RANK	MDB 2020	BRAND NAME	CATEGORY
1	48	TATA	DIVERSIFIED
2	153	RELIANCE	DIVERSIFIED
3	306	ITC	DIVERSIFIED
4	670	L&T	DIVERSIFIED
5	704	BAJAJ	DIVERSIFIED
6	764	ADANI GROUP	DIVERSIFIED
7	860	INDIABULLS	DIVERSIFIED

DTH



RANK	MDB 2020	BRAND NAME	CATEGORY
1	269	TATA SKY	DTH
2	444	AIRTEL	DTH

CATEGORY WISE ALL INDIA LISTINGS



EDUCATION

RANK	MDB 2020	BRAND NAME	CATEGORY
1	113	ZEE LEARN	DIVERSIFIED
2	254	AAKASH INSTITUTE	TEST PREP
3	266	KANGAROO KIDS	PRE-SCHOOL
4	277	DON BOSCO	SCHOOL
5	487	DELHI PUBLIC SCHOOL	SCHOOL
6	990	VIVA COLLEGE	GRADUATE EDUCATION

DIVERSIFIED

RANK	MDB 2020	BRAND NAME
1	113	ZEE LEARN

GRADUATE EDUCATION

RANK	MDB 2020	BRAND NAME
1	990	VIVA COLLEGE

PRE-SCHOOL

RANK	MDB 2020	BRAND NAME
1	266	KANGAROO KIDS

RANK	MDB 2020	BRAND NAME
1	277	DON BOSCO
2	487	DELHI PUBLIC SCHOOL

TEST PREP

RANK	MDB 2020	BRAND NAME
1	254	AAKASH INSTITUTE

CATEGORY WISE ALL INDIA LISTINGS



ENERGY

	MDB 2020	BRAND NAME	CATEGORY
1	192	HINDUSTAN PETROLEUM	OIL & GAS - RETAIL
2	298	ADANI	OIL & GAS - PRIVATE
3	319	RELIANCE PETROLEUM	OIL & GAS - DIVERSIFIED
4	328	CESC	ELECTRIC UTILITY
5	379	TATA POWER	ELECTRIC UTILITY
6	391	INDIAN OIL	OIL & GAS - RETAIL
7	460	BHARATGAS	LPG
8	501	EESL	ENERGY SERVICES
9	530	RELIANCE INFRASTRUCTURE	ELECTRIC UTILITY
10	583	ONGC	OIL & GAS - PSU
11	697	SHELL	OIL & GAS - FOREIGN
12	725	ESSAR	OIL & GAS - PRIVATE
13	753	ADANI POWER	ELECTRIC UTILITY
14	763	BHARAT PETROLEUM	OIL & GAS - RETAIL
15	901	GAIL	NATURAL GAS - PSU

ELECTRIC UTILITY

RANK	MDB 2020	BRAND NAME
1	328	CESC
2	379	TATA POWER
3	530	RELIANCE INFRASTRUCTURE
4	753	ADANI POWER

ENERGY SERVICES

RANK	MDB 2020	BRAND NAME
1	501	EESL

LPG

RANK	MDB 2020	BRAND NAME
1	460	BHARAT GAS

NATURAL GAS - PSU

RANK	MDB 2020	BRAND NAME
1	901	GAIL

CATEGORY WISE

ALL INDIA LISTINGS

OIL & GAS - DIVERSIFIED

RANK	MDB 2020	BRAND NAME
1	319	RELIANCE PETROLEUM

OIL & GAS - FOREIGN

RANK	MDB 2020	BRAND NAME
1	697	SHELL

OIL & GAS - PRIVATE

RANK	MDB 2020	BRAND NAME
1	298	ADANI
2	725	ESSAR

OIL & GAS - PSU

RANK	MDB 2020	BRAND NAME
1	583	ONGC

OIL & GAS - RETAIL

RANK	MDB 2020	BRAND NAME
1	192	HINDUSTAN PETROLEUM
2	391	INDIAN OIL
3	763	BHARAT PETROLEUM

ENTERTAINMENT



RANK	MDB 2020	BRAND NAME	CATEGORY
1	564	PVR	CINEMA - DISPLAY
2	571	RADAAN MEDIAWORKS	PRODUCTION HOUSE
3	978	INOX	CINEMA - DISPLAY

CINEMA - DISPLAY

RANK	MDB 2020	BRAND NAME
1	564	PVR
2	978	INOX

CATEGORY WISE ALL INDIA LISTINGS

PRODUCTION HOUSE

RANK	MDB 2020	BRAND NAME
1	571	RADAAN MEDIAWORKS

FAST MOVING ELECTRICAL GOODS



RANK	MDB 2020	BRAND NAME	CATEGORY
1	107	PHILIPS	LIGHTING
2	150	PHILIPS LED	LED
3	386	SURYA	LIGHTING
4	388	BAJAJ ELECTRICALS	DIVERSIFIED
5	490	HAVELLS	DIVERSIFIED
6	580	CROMPTON GREAVES	DIVERSIFIED
7	652	SYSKA LED	LED
8	875	ANCHOR	SWITCHES

DIVERSIFIED

RANK	MDB 2020	BRAND NAME
1	388	BAJAJ ELECTRICALS
2	490	HAVELLS
3	580	CROMPTON GREAVES

LED

RANK	MDB 2020	BRAND NAME
1	150	PHILIPS LED
2	652	SYSKA LED

LIGHTING

RANK	MDB 2020	BRAND NAME
1	107	PHILIPS
2	386	SURYA

SWITCHES

RANK	MDB 2020	BRAND NAME
1	875	ANCHOR

CATEGORY WISE ALL INDIA LISTINGS



FMCG

RANK	MDB 2020	BRAND NAME	CATEGORY
1	11	LAKME	COSMETICS
2	21	LUX	SOAPS
3	26	COLGATE	ORAL HYGIENE
4	47	DOVE	SOAPS
5	67	NIVEA	SKINCARE
6	82	DETTOL	SOAPS
7	92	FOGG	DEO
8	104	DOVE	HAIRCARE
9	105	GODREJ	DIVERSIFIED
10	110	HIMALAYA	SKINCARE - AYURVEDIC
11	112	PARACHUTE	HAIR OIL
12	117	PEARS	SOAPS
13	130	POND'S	SKINCARE
14	160	MAYBELLINE	COSMETICS
15	164	L'OREAL	HAIRCARE
16	174	NIRMA	SOAPS
17	177	PATANJALI	DIVERSIFIED
18	179	PANTENE	HAIRCARE
19	184	SANTOOR	SOAPS
20	189	POND'S	TALCUM POWDER
21	195	L'OREAL	COSMETICS
22	196	ARIEL	FABRICARE
23	201	POND'S	COSMETICS
24	202	OLAY	SKINCARE
25	211	SURF EXCEL	FABRICARE
26	215	FAIR & LOVELY	SKIN LIGHTENING PRODUCTS
27	218	VIVEL	SOAPS
28	227	CLOSE UP	ORAL HYGIENE
29	229	GARNIER	HAIR COLOUR
30	233	PEPSODENT	ORAL HYGIENE
31	235	PATANJALI DANT KANTI	ORAL HYGIENE
32	236	SUNSILK	HAIRCARE
33	240	SENSODYNE	ORAL HYGIENE
34	250	VASELINE	SKINCARE
35	259	CLINIC PLUS	HAIRCARE
36	261	DABUR AMLA	HAIR OIL
37	272	HIMALAYA	SOAPS - AYURVEDIC
38	276	WHISPER	PERSONAL HYGIENE PRODUCTS
39	286	RIN	FABRICARE
40	290	LIFEBUOY	ANTISEPTIC PRODUCTS

CATEGORY WISE ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
41	300	PATANJALI	SOAPS - AYURVEDIC
42	307	LOTUS	SKINCARE
43	308	GARNIER	SKINCARE
44	310	DETTOL	ANTISEPTIC PRODUCTS
45	313	WIPRO	DIVERSIFIED
46	320	MAC	COSMETICS - PREMIUM
47	330	FACES	COSMETICS
48	331	HINDUSTAN UNILEVER	DIVERSIFIED
49	343	TIDE	FABRICARE
50	357	BAJAJ ALMOND DROPS	HAIR OIL
51	368	GOLD FLAKE	CIGARETTE - BRAND
52	372	HEAD & SHOULDERS	HAIRCARE
53	381	AXE	DEO
54	385	NIHAR NATURALS	HAIR OIL
55	394	PARK AVENUE	DEO
56	400	MEDIMIX	SOAPS - AYURVEDIC
57	409	L'OREAL	HAIR COLOUR
58	418	REVLON	COSMETICS
59	430	HARPIC	TOILET CLEANER
60	432	PATANJALI	SKINCARE - AYURVEDIC
61	443	AYUR	SOAPS - AYURVEDIC
62	453	EVEREADY	CONSUMER BATTERIES
63	456	FEVICOL	ADHESIVE
64	457	CHAMBOR	COSMETICS
65	461	SUNLIGHT	FABRICARE
66	469	CINTHOL	SOAPS
67	494	GIORGIO ARMANI	PERFUMES
68	499	WHEEL	FABRICARE
69	503	NIRMA	FABRICARE
70	507	REXONA	SOAPS
71	536	GARNIER	HAIRCARE
72	545	ORIFLAME	COSMETICS
73	558	FA	DEO
74	566	EMAMI	DIVERSIFIED
75	569	CYCLE AGARBATTI	AGARBATTIS
76	577	GILLETTE	SHAVING PRODUCTS
77	589	BOROLINE	ANTISEPTIC CREAM - AYURVEDIC
78	590	GODREJ NO.1	SOAPS
79	596	PROMISE	ORAL HYGIENE
80	601	VIM	DISHCARE

CATEGORY WISE

ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
81	603	PARK AVENUE	MEN'S GROOMING
82	604	ALL OUT	PEST REPELLENT
83	608	HIMALAYA	HAIRCARE
84	613	JOHNSON & JOHNSON	BABY PRODUCTS
85	629	NIPPO	CONSUMER BATTERIES
86	630	COLORBAR	COSMETICS
87	632	DENVER	DEO
88	637	NIVEA	SOAPS
89	649	ORAL B	ORAL HYGIENE
90	654	AMWAY	DIRECT SELLING
91	658	PATANJALI KESH KANTI	HAIR OIL - AYURVEDIC
92	680	HAMAM	SOAPS
93	684	NATURE POWER	SOAPS
94	696	CINTHOL	TALCUM POWDER
95	705	DABUR BABOOL	ORAL HYGIENE
96	710	BIOTIQUE	SOAPS - AYURVEDIC
97	711	CHIK	HAIRCARE
98	726	RASASI	OCCIDENTAL PERFUMES
99	730	AVON	COSMETICS
100	739	DETTOL	HANDWASH
101	742	HEM INCENSE	AGARBATTIS
102	749	SAVLON	ANTISEPTIC PRODUCTS
103	765	VLCC	SKINCARE
104	768	MARGO	SOAPS - AYURVEDIC
105	770	LIRIL	SOAPS
106	774	TRESEMME	HAIRCARE
107	780	VICCO	ORAL HYGIENE
108	803	MEERA	HAIRCARE - HERBAL
109	808	EVA	DEO
110	812	DOVE	SKINCARE
111	813	GODREJ EXPERT	HAIR COLOUR
112	829	DENIM	DEO
113	848	KS	DEO
114	854	VINI	DIVERSIFIED
115	863	BOROPLUS	ANTISEPTIC CREAM - AYURVEDIC
116	873	JOY	COSMETICS
117	874	VICCO	SOAPS - AYURVEDIC
118	882	LIZOL	DISINFECTANT
119	892	LIVON	HAIRCARE
120	907	HUGGIES	DIAPERS

CATEGORY WISE ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
121	915	WILD STONE	DEO
122	916	ADIDAS	DEO
123	920	STREAX HAIR COLOUR	HAIR COLOUR
124	969	GOOD KNIGHT	PEST REPELLENT
125	979	SOFY	PERSONAL HYGIENE PRODUCTS
126	981	FIAMA	SOAPS
127	988	STAYFREE	PERSONAL HYGIENE PRODUCTS
128	998	FAIR AND HANDSOME	SKIN LIGHTENING PRODUCTS
129	1000	CLASSIC	CIGARETTE - BRAND

ADHESIVE

RANK	MDB 2020	BRAND NAME
1	456	FEVICOL

AGARBATTIS

RANK	MDB 2020	BRAND NAME
1	569	CYCLE AGARBATTI
2	742	HEM INCENSE

ANTISEPTIC CREAM - AYURVEDIC

RANK	MDB 2020	BRAND NAME
1	589	BOROLINE
2	863	BOROPLUS

ANTISEPTIC PRODUCTS

RANK	MDB 2020	BRAND NAME
1	290	LIFEBUOY
2	310	DETTOL
3	749	SAVLON

CATEGORY WISE

ALL INDIA LISTINGS

BABY PRODUCTS

RANK	MDB 2020	BRAND NAME
1	613	JOHNSON & JOHNSON

CIGARETTE - BRAND

RANK	MDB 2020	BRAND NAME
1	368	GOLD FLAKE
2	1000	CLASSIC

CONSUMER BATTERIES

RANK	MDB 2020	BRAND NAME
1	453	EVEREADY
2	629	NIPPO

COSMETICS

RANK	MDB 2020	BRAND NAME
1	11	LAKME
2	160	MAYBELLINE
3	195	L'OREAL
4	201	POND'S
5	330	FACES
6	418	REVLON
7	457	CHAMBOR
8	545	ORIFLAME
9	630	COLORBAR
10	730	AVON
11	873	JOY

COSMETICS - PREMIUM

RANK	MDB 2020	BRAND NAME
1	320	MAC

CATEGORY WISE ALL INDIA LISTINGS

DEO

RANK	MDB 2020	BRAND NAME
1	92	FOGG
2	381	AXE
3	394	PARK AVENUE
4	558	FA
5	632	DENVER
6	808	EVA
7	829	DENIM
8	848	KS
9	915	WILD STONE
10	916	ADIDAS

DIAPERS

RANK	MDB 2020	BRAND NAME
1	907	HUGGIES

DIRECT SELLING

RANK	MDB 2020	BRAND NAME
1	654	AMWAY

DISHCARE

RANK	MDB 2020	BRAND NAME
1	601	VIM

DISINFECTANT

RANK	MDB 2020	BRAND NAME
1	882	LIZOL

CATEGORY WISE ALL INDIA LISTINGS

DIVERSIFIED

RANK	MDB 2020	BRAND NAME
1	105	GODREJ
2	177	PATANJALI
3	313	WIPRO
4	331	HINDUSTAN UNILEVER
5	566	EMAMI
6	854	VINI

FABRICARE

RANK	MDB 2020	BRAND NAME
1	196	ARIEL
2	211	SURF EXCEL
3	286	RIN
4	343	TIDE
5	461	SUNLIGHT
6	499	WHEEL
7	503	NIRMA

HAIR COLOUR

RANK	MDB 2020	BRAND NAME
1	229	GARNIER
2	409	L'OREAL
3	813	GODREJ EXPERT
4	920	STREAX HAIR COLOUR

HAIR OIL

RANK	MDB 2020	BRAND NAME
1	112	PARACHUTE
2	261	DABUR AMLA
3	357	BAJAJ ALMOND DROPS
4	385	NIHAR NATURALS

CATEGORY WISE

ALL INDIA LISTINGS

HAIR OIL - AYURVEDIC

RANK	MDB 2020	BRAND NAME
1	658	PATANJALI KESH KANTI

HAIRCARE

RANK	MDB 2020	BRAND NAME
1	104	DOVE
2	164	L'OREAL
3	179	PANTENE
4	236	SUNSILK
5	259	CLINIC PLUS
6	372	HEAD & SHOULDERS
7	536	GARNIER
8	608	HIMALAYA
9	711	CHIK
10	774	TRESEMME
11	892	LIVON

HAIRCARE - HERBAL

RANK	MDB 2020	BRAND NAME
1	803	MEERA

HANDWASH

RANK	MDB 2020	BRAND NAME
1	739	DETTOL

MEN'S GROOMING

RANK	MDB 2020	BRAND NAME
1	603	PARK AVENUE

OCCIDENTAL PERFUMES

RANK	MDB 2020	BRAND NAME
1	726	RASASI

CATEGORY WISE

ALL INDIA LISTINGS

ORAL HYGIENE

RANK	MDB 2020	BRAND NAME
1	26	COLGATE
2	227	CLOSE UP
3	233	PEPSODENT
4	235	PATANJALI DANT KANTI
5	240	SENSODYNE
6	596	PROMISE
7	649	ORAL B
8	705	DABUR BABOOL
9	780	VICCO

PERFUMES

RANK	MDB 2020	BRAND NAME
1	494	GIORGIO ARMANI

PERSONAL HYGIENE PRODUCTS

RANK	MDB 2020	BRAND NAME
1	276	WHISPER
2	979	SOFY
3	988	STAYFREE

PEST REPELLENT

RANK	MDB 2020	BRAND NAME
1	604	ALL OUT
2	969	GOOD KNIGHT

SHAVING PRODUCTS

RANK	MDB 2020	BRAND NAME
1	577	GILLETTE

SKIN LIGHTENING PRODUCTS

RANK	MDB 2020	BRAND NAME
1	215	FAIR & LOVELY
2	998	FAIR AND HANDSOME

CATEGORY WISE

ALL INDIA LISTINGS

SKINCARE

RANK	MDB 2020	BRAND NAME
1	67	NIVEA
2	130	POND'S
3	202	OLAY
4	250	VASELINE
5	307	LOTUS
6	308	GARNIER
7	765	VLCC
8	812	DOVE

SKINCARE - AYURVEDIC

RANK	MDB 2020	BRAND NAME
1	110	HIMALAYA
2	432	PATANJALI

SOAPS

RANK	MDB 2020	BRAND NAME
1	21	LUX
2	47	DOVE
3	82	DETTOL
4	117	PEARS
5	174	NIRMA
6	184	SANTOOR
7	218	VIVEL
8	469	CINTHOL
9	507	REXONA
10	590	GODREJ NO.1
11	637	NIVEA
12	680	HAMAM
13	684	NATURE POWER
14	770	LIRIL
15	981	FIAMA

CATEGORY WISE ALL INDIA LISTINGS

SOAPS - AYURVEDIC

RANK	MDB 2020	BRAND NAME
1	272	HIMALAYA
2	300	PATANJALI
3	400	MEDIMIX
4	443	AYUR
5	710	BIOTIQUE
6	768	MARGO
7	874	VICCO

TALCUM POWDER

RANK	MDB 2020	BRAND NAME
1	189	POND'S
2	696	CINTHOL

TOILET CLEANER

RANK	MDB 2020	BRAND NAME
1	430	HARPIC

CATEGORY WISE ALL INDIA LISTINGS



FOOD & BEVERAGE

RANK	MDB 2020	BRAND NAME	CATEGORY
1	8	AMUL	MILK
2	30	TATA SALT	SALT
3	44	BRITANNIA	BISCUITS
4	49	PEPSI	AERATED BEVERAGES
5	54	NESTLE MAGGI	INSTANT NOODLES
6	59	AMUL	BUTTER
7	62	TATA TEA	TEA
8	65	AMUL	DAIRY - DIVERSIFIED
9	66	NESTLE	DIVERSIFIED
10	70	PARLE	BISCUITS
11	76	CADBURY	CONFECTIONERY - DIVERSIFIED
12	77	HORLICKS	NUTRITIONAL SUPPLEMENTS
13	79	SAFFOLA	EDIBLE OIL
14	80	PARLE G	BISCUITS - BRAND
15	98	BISLERI	PACKAGED DRINKING WATER
16	118	CADBURY DAIRY MILK	CHOCOLATE - BRAND
17	119	CADBURY 5 STAR	CHOCOLATE - BRAND
18	123	AASHIRVAAD ATTA	PACKAGED FLOUR
19	124	FORTUNE	EDIBLE OIL
20	143	BALAJI WAFERS	PACKAGED SNACKS
21	156	WAGH BAKRI	TEA
22	163	LAYS	PACKAGED SNACKS
23	167	MDH	SPICES
24	168	OREO	BISCUITS - BRAND
25	193	BRU	INSTANT COFFEE
26	198	HALDIRAM'S	PACKAGED SNACKS
27	203	BRITANNIA	DIVERSIFIED
28	204	COMPLAN	NUTRITIONAL SUPPLEMENTS
29	205	NESCAFE	INSTANT COFFEE
30	232	COCA-COLA	AERATED BEVERAGES
31	234	SUNFEAST	BISCUITS
32	245	DABUR REAL	PACKAGED JUICE
33	246	AMUL	ICE CREAM/FROZEN DESSERT
34	251	BOOST	NUTRITIONAL SUPPLEMENTS
35	255	BOVONTO	AERATED BEVERAGES
36	264	FANTA	AERATED BEVERAGES
37	273	JK SPICES	SPICES
38	274	LIPTON	TEA
39	279	NESTLE KITKAT	CHOCOLATE - BRAND
40	281	KISSAN	PROCESSED FOODS

CATEGORY WISE

ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
41	291	INDIA GATE BASMATI	PACKAGED RICE
42	294	MTR	RTC FOODS
43	296	BRITANNIA GOODDAY	BISCUITS - BRAND
44	297	MANGO FROOTI	NON-AERATED BEVERAGES
45	309	AMUL	YOGURT
46	311	SAKTHI MASALA	SPICES
47	314	AACHI	SPICES
48	316	RAJDHANI BESAN	STAPLE KITCHEN INGREDIENTS
49	318	EVEREST	SPICES
50	322	ARUN ICECREAMS	ICE CREAM/FROZEN DESSERT
51	325	CADBURY	CHOCOLATES - DIVERSIFIED
52	326	VIBRO	AERATED BEVERAGES
53	334	AMUL	GHEE
54	335	AAVIN DAIRY	MILK
55	336	CORNETTO	ICE CREAM/FROZEN DESSERT - BRAND
56	338	BINGO	PACKAGED SNACKS
57	359	KELLOGG'S	BREAKFAST CEREAL
58	364	HERITAGE FOODS	DAIRY - DIVERSIFIED
59	367	TROPICANA	PACKAGED JUICE
60	374	KWALITY WALLS	ICE CREAM/FROZEN DESSERT
61	384	NATURALS	ICE CREAM/FROZEN DESSERT
62	396	MOTHER DAIRY	MILK
63	398	AMUL	CHEESE
64	403	MAAZA	NON-AERATED BEVERAGES
65	413	BRITANNIA	CHEESE
66	414	SUNRISE FOODS	SPICES
67	417	KALIMARK	AERATED BEVERAGE MANUFACTURER
68	421	AMUL	CHOCOLATES - DIVERSIFIED
69	423	NESTLE	CHOCOLATES - DIVERSIFIED
70	424	NANDINI	MILK
71	426	NESTLE	MILK
72	436	DHARA	EDIBLE OIL
73	442	RED BULL	ENERGY DRINK
74	450	SPRITE	AERATED BEVERAGES
75	451	7UP	AERATED BEVERAGES
76	459	PURABI	DAIRY - DIVERSIFIED
77	462	HAVMOR	ICE CREAM/FROZEN DESSERT
78	464	BROOKE BOND RED LABEL	TEA - BRAND
79	465	GEMINI	EDIBLE OIL
80	468	RKG	GHEE

CATEGORY WISE

ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
81	470	SUNFEAST YIPPEE NOODLES	INSTANT NOODLES
82	479	PATANJALI	HONEY
83	480	LIMCA	AERATED BEVERAGES
84	488	PARLE MONACO	BISCUITS - BRAND
85	509	PRIYAGOLD	BISCUITS
86	512	BROOKE BOND TAJ MAHAL	TEA - BRAND
87	515	COOKME	SPICES
88	520	DAAWAT	PACKAGED RICE
89	531	SOCIETY TEA	TEA
90	539	BISK FARM	DIVERSIFIED
91	548	PARLE	DIVERSIFIED
92	549	HAJMOLA	DIGESTIVE TABLETS
93	553	KINLEY	PACKAGED DRINKING WATER
94	554	ANNAPURNA	DAIRY - DIVERSIFIED
95	555	THUMS UP	AERATED BEVERAGES
96	562	AASHIRVAAD RICE	PACKAGED RICE
97	565	PATANJALI	EDIBLE OIL
98	567	TODAY TEA	TEA
99	579	DABUR HONEY	HONEY
100	584	AROKYA	MILK
101	586	BRITANNIA BOURBON	BISCUITS - BRAND
102	597	AMIRA NATURE FOODS	PACKAGED RICE
103	600	BOURNVITA	NUTRITIONAL SUPPLEMENTS
104	607	BRITANNIA NUTRICHoice	BISCUITS - BRAND
105	615	CADBURY PERK	CHOCOLATE - BRAND
106	620	MOHANI TEA	TEA
107	623	KURKURE	PACKAGED SNACKS
108	624	ANNAPURNA	STAPLE KITCHEN INGREDIENTS
109	628	VADILAL	ICE CREAM/FROZEN DESSERT
110	635	MODERN	BAKERY PRODUCTS
111	641	AMUL	FLAVOURED MILK
112	645	KOLIS	PACKAGED SNACKS
113	653	POOJA MASALA	SPICES
114	660	HASMUKH	TEA
115	663	GANESH GRAINS	PACKAGED FLOUR
116	677	BRITANNIA MARIE GOLD	BISCUITS - BRAND
117	688	SARDAR JI PAPAD WALE	FOOD ACCOMPANIMENTS - WHOLESALE
118	690	BADSHAH	SPICES
119	698	RAMDEV	SPICES
120	706	MONARCH	BISCUITS

CATEGORY WISE

ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
121	709	CHITALE DAIRY	DAIRY - DIVERSIFIED
122	721	AASHIRVAAD SALT	SALT
123	722	BIKAJI	PACKAGED SNACKS
124	732	PARLE HIDE & SEEK	BISCUITS - BRAND
125	733	VERKA MILK	MILK
126	741	REAL NAMKEEN	PACKAGED SNACKS
127	743	RUCHI SOYA	RTC FOODS - SOYA PRODUCTS
128	746	PRIYA	PROCESSED FOODS
129	754	APPY	NON-AERATED BEVERAGES
130	778	ANIL	STAPLE KITCHEN INGREDIENTS
131	783	SUNDROP	EDIBLE OIL
132	791	AQUAFINA	PACKAGED DRINKING WATER
133	792	GOLD WINNER OIL	EDIBLE OIL
134	795	LIJJAT PAPAD	RTC FOODS - PAPADS
135	806	ANIK	GHEE
136	809	RAJESH SPICES	SPICES
137	824	SURYA SALT	SALT
138	827	HAMDARD ROOH AFZA	SQUASH CONCENTRATE
139	832	BAWARCHI VANASPATI GHEE	GHEE
140	839	NESTLÉ CERELAC	BABY CEREAL
141	858	HATSUN	DAIRY - DIVERSIFIED
142	861	MIRINDA	AERATED BEVERAGES
143	865	DALDA	HYDROGENATED VEGETABLE OIL
144	868	SATYENDRA SATTOO	PACKAGED FLOUR
145	880	ORGANIC INDIA	ORGANIC TEA
146	881	MOTHER DAIRY	DAIRY - DIVERSIFIED
147	890	QUAKER OATS	BREAKFAST CEREAL
148	902	SAMRAT	PACKAGED SNACKS
149	909	RASNA	BEVERAGE CONCENTRATE
150	913	TETLEY	TEA
151	935	MAA	PACKAGED JUICE
152	939	BIKANERVALA	PACKAGED SNACKS
153	949	BRITANNIA TIGER	BISCUITS - BRAND
154	955	SAMRAT	PACKAGED FLOUR
155	959	GOKUL	GHEE
156	966	SNICKERS	CHOCOLATE - BRAND
157	971	PAN PARAG	MOUTH FRESHENER - TRADITIONAL
158	977	PEPSICO	DIVERSIFIED
159	984	TATA SAMPANN	SPICES

CATEGORY WISE ALL INDIA LISTINGS

AERATED BEVERAGE MANUFACTURER

RANK	MDB 2020	BRAND NAME
1	417	KALIMARK

AERATED BEVERAGES

RANK	MDB 2020	BRAND NAME
1	49	PEPSI
2	232	COCA-COLA
3	255	BOVONTO
4	264	FANTA
5	326	VIBRO
6	450	SPRITE
7	451	7UP
8	480	LIMCA
9	555	THUMS UP
10	861	MIRINDA

BABY CEREAL

RANK	MDB 2020	BRAND NAME
1	839	NESTLÉ CERELAC

BAKERY PRODUCTS

RANK	MDB 2020	BRAND NAME
1	635	MODERN

BEVERAGE CONCENTRATE

RANK	MDB 2020	BRAND NAME
1	909	RASNA

CATEGORY WISE

ALL INDIA LISTINGS

BISCUITS

RANK	MDB 2020	BRAND NAME
1	44	BRITANNIA
2	70	PARLE
3	234	SUNFEAST
4	509	PRIYAGOLD
5	706	MONARCH

BISCUITS - BRAND

RANK	MDB 2020	BRAND NAME
1	80	PARLE G
2	168	OREO
3	296	BRITANNIA GOODDAY
4	488	PARLE MONACO
5	586	BRITANNIA BOURBON
6	607	BRITANNIA NUTRICHoice
7	677	BRITANNIA MARIE GOLD
8	732	PARLE HIDE & SEEK
9	949	BRITANNIA TIGER

BREAKFAST CEREAL

RANK	MDB 2020	BRAND NAME
1	359	KELLOGG'S
2	890	QUAKER OATS

BUTTER

RANK	MDB 2020	BRAND NAME
1	59	AMUL

CATEGORY WISE

ALL INDIA LISTINGS

CHEESE

RANK	MDB 2020	BRAND NAME
1	398	AMUL
2	413	BRITANNIA

CHOCOLATE - BRAND

RANK	MDB 2020	BRAND NAME
1	118	CADBURY DAIRY MILK
2	119	CADBURY 5 STAR
3	279	NESTLE KITKAT
4	615	CADBURY PERK
5	966	SNICKERS

CHOCOLATES - DIVERSIFIED

RANK	MDB 2020	BRAND NAME
1	325	CADBURY
2	421	AMUL
3	423	NESTLE

CONFECTIONERY - DIVERSIFIED

RANK	MDB 2020	BRAND NAME
1	76	CADBURY

DAIRY - DIVERSIFIED

RANK	MDB 2020	BRAND NAME
1	65	AMUL
2	364	HERITAGE FOODS
3	459	PURABI
4	554	ANNAPURNA
5	709	CHITALE DAIRY
6	858	HATSUN
7	881	MOTHER DAIRY

CATEGORY WISE

ALL INDIA LISTINGS

DIGESTIVE TABLETS

RANK	MDB 2020	BRAND NAME
1	549	HAJMOLA

DIVERSIFIED

RANK	MDB 2020	BRAND NAME
1	66	NESTLE
2	203	BRITANNIA
3	539	BISK FARM
4	548	PARLE
5	977	PEPSICO

EDIBLE OIL

RANK	MDB 2020	BRAND NAME
1	79	SAFFOLA
2	124	FORTUNE
3	436	DHARA
4	465	GEMINI
5	565	PATANJALI
6	783	SUNDROP
7	792	GOLD WINNER

ENERGY DRINK

RANK	MDB 2020	BRAND NAME
1	442	RED BULL

FLAVOURED MILK

RANK	MDB 2020	BRAND NAME
1	641	AMUL

CATEGORY WISE

ALL INDIA LISTINGS

FOOD ACCOMPANIMENTS - WHOLESALE

RANK	MDB 2020	BRAND NAME
1	688	SARDAR JI PAPAD WALE

GHEE

RANK	MDB 2020	BRAND NAME
1	334	AMUL
2	468	RKG
3	806	ANIK
4	832	BAWARCHI VANASPATI GHEE
5	959	GOKUL

HONEY

RANK	MDB 2020	BRAND NAME
1	479	PATANJALI
2	579	DABUR HONEY

HYDROGENATED VEGETABLE OIL

RANK	MDB 2020	BRAND NAME
1	865	DALDA

ICE CREAM/FROZEN DESSERT

RANK	MDB 2020	BRAND NAME
1	246	AMUL
2	322	ARUN ICECREAMS
3	374	KWALITY WALLS
4	384	NATURALS
5	462	HAVMOR
6	628	VADILAL

CATEGORY WISE

ALL INDIA LISTINGS

ICE CREAM/FROZEN DESSERT - BRAND

RANK	MDB 2020	BRAND NAME
1	336	CORNETTO

INSTANT COFFEE

RANK	MDB 2020	BRAND NAME
1	193	BRU
2	205	NESCAFE

INSTANT NOODLES

RANK	MDB 2020	BRAND NAME
1	54	NESTLE MAGGI
2	470	SUNFEAST YIPPEE NOODLES

MILK

RANK	MDB 2020	BRAND NAME
1	8	AMUL
2	335	AAVIN DAIRY
3	396	MOTHER DAIRY
4	424	NANDINI
5	426	NESTLE
6	584	AROKYA
7	733	VERKA MILK

MOUTH FRESHENER - TRADITIONAL

RANK	MDB 2020	BRAND NAME
1	971	PAN PARAG

CATEGORY WISE

ALL INDIA LISTINGS

NON-AERATED BEVERAGES

RANK	MDB 2020	BRAND NAME
1	297	MANGO FROOTI
2	403	MAAZA
3	754	APPY

NUTRITIONAL SUPPLEMENTS

RANK	MDB 2020	BRAND NAME
1	77	HORLICKS
2	204	COMPLAN
3	251	BOOST
4	600	BOURNVITA

ORGANIC TEA

RANK	MDB 2020	BRAND NAME
1	880	ORGANIC INDIA

PACKAGED DRINKING WATER

RANK	MDB 2020	BRAND NAME
1	98	BISLERI
2	553	KINLEY
3	791	AQUAFINA

PACKAGED FLOUR

RANK	MDB 2020	BRAND NAME
1	123	AASHIRVAAD ATTA
2	663	GANESH GRAINS
3	868	SATYENDRA SATTOO
4	955	SAMRAT

CATEGORY WISE ALL INDIA LISTINGS

PACKAGED JUICE

RANK	MDB 2020	BRAND NAME
1	245	DABUR REAL
2	367	TROPICANA
3	935	MAA

PACKAGED RICE

RANK	MDB 2020	BRAND NAME
1	291	INDIA GATE BASMATI
2	520	DAAWAT
3	562	AASHIRVAAD RICE
4	597	AMIRA NATURE FOODS

PACKAGED SNACKS

RANK	MDB 2020	BRAND NAME
1	143	BALAJI WAFERS
2	163	LAYS
3	198	HALDIRAM'S
4	338	BINGO
5	623	KURKURE
6	645	KOLIS
7	722	BIKAJI
8	741	REAL NAMKEEN
9	902	SAMRAT
10	939	BIKANERVALA

PROCESSED FOODS

RANK	MDB 2020	BRAND NAME
1	281	KISSAN
2	746	PRIYA

CATEGORY WISE ALL INDIA LISTINGS

RTC FOODS

RANK	MDB 2020	BRAND NAME
1	294	MTR

RTC FOODS - PAPADS

RANK	MDB 2020	BRAND NAME
1	795	LIJJAT PAPAD

RTC FOODS - SOYA PRODUCTS

RANK	MDB 2020	BRAND NAME
1	743	RUCHI SOYA

SALT

RANK	MDB 2020	BRAND NAME
1	30	TATA SALT
2	721	AASHIRVAAD SALT
3	824	SURYA SALT

SPICES

RANK	MDB 2020	BRAND NAME
1	167	MDH
2	273	JK SPICES
3	311	SAKTHI MASALA
4	314	AACHI
5	318	EVEREST
6	414	SUNRISE FOODS
7	515	COOKME
8	653	POOJA MASALA
9	690	BADSHAH
10	698	RAMDEV
11	809	RAJESH SPICES
12	984	TATA SAMPANN

CATEGORY WISE ALL INDIA LISTINGS

SQUASH CONCENTRATE

RANK	MDB 2020	BRAND NAME
1	827	HAMDARD ROOH AFZA

STAPLE KITCHEN INGREDIENTS

RANK	MDB 2020	BRAND NAME
1	316	RAJDHANI BESAN
2	624	ANNAPURNA
3	778	ANIL

TEA

RANK	MDB 2020	BRAND NAME
1	62	TATA TEA
2	156	WAGH BAKRI
3	274	LIPTON
4	531	SOCIETY TEA
5	567	TODAY TEA
6	620	MOHANI TEA
7	660	HASMUKH
8	913	TETLEY

TEA - BRAND

RANK	MDB 2020	BRAND NAME
1	464	BROOKE BOND RED LABEL
2	512	BROOKE BOND TAJ MAHAL

YOGURT

RANK	MDB 2020	BRAND NAME
1	309	AMUL

CATEGORY WISE

ALL INDIA LISTINGS



GADGETRY

RANK	MDB 2020	BRAND NAME	CATEGORY
1	1	SAMSUNG	MOBILE PHONES
2	2	APPLE iPhone	MOBILE PHONE - SERIES (PREMIUM)
3	12	MI	MOBILE PHONE - SERIES
4	23	VIVO	MOBILE PHONES
5	33	OPPO	MOBILE PHONES
6	46	NOKIA	MOBILE PHONES
7	51	CANON	CAMERAS
8	131	REDMI	MOBILE PHONE - SERIES
9	197	ONE PLUS	MOBILE PHONES
10	213	SAMSUNG	TABLETS
11	295	MOTO	MOBILE PHONES
12	347	SONY	HEADPHONES
13	356	LG	MOBILE PHONES
14	425	NIKON	CAMERAS
15	439	JIO PHONE	MOBILE PHONES
16	598	iBALL	MOBILE PHONES
17	611	APPLE iPad	TABLETS
18	625	LAVA	MOBILE PHONES
19	627	MICROMAX	MOBILE PHONES
20	665	CASIO	CALCULATOR
21	671	SONY	MOBILE PHONES
22	674	KODAK	CAMERAS
23	761	LENOVO	MOBILE PHONES
24	796	ASUS	MOBILE PHONES
25	807	HONOR	MOBILE PHONES
26	830	SPICE MOBILES	MOBILE PHONES
27	856	HTC	MOBILE PHONES
28	862	ZTE	MOBILE PHONES
29	883	HUAWEI	MOBILE PHONES
30	919	REALME	MOBILE PHONES
31	926	BLACKBERRY	MOBILE PHONES
32	942	LENOVO	TABLETS
33	944	INTEX	MOBILE PHONES

CALCULATOR

RANK	MDB 2020	BRAND NAME
1	665	CASIO

CATEGORY WISE

ALL INDIA LISTINGS

CAMERAS

RANK	MDB 2020	BRAND NAME
1	51	CANON
2	425	NIKON
3	674	KODAK

HEADPHONES

RANK	MDB 2020	BRAND NAME
1	347	SONY

MOBILE PHONE - SERIES

RANK	MDB 2020	BRAND NAME
2	12	MI
3	131	REDMI

MOBILE PHONE - SERIES (PREMIUM)

RANK	MDB 2020	BRAND NAME
1	2	APPLE IPHONE

MOBILE PHONES

RANK	MDB 2020	BRAND NAME
1	1	SAMSUNG
2	23	VIVO
3	33	OPPO
4	46	NOKIA
5	197	ONE PLUS
6	295	MOTO
7	356	LG
8	439	JIO PHONE
9	598	IBALL
10	625	LAVA
11	627	MICROMAX
12	671	SONY
13	761	LENOVO
14	796	ASUS

CATEGORY WISE ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME
15	807	HONOR
16	830	SPICE MOBILES
17	856	HTC
18	862	ZTE
19	883	HUAWEI
20	919	REALME
21	926	BLACKBERRY
22	944	INTEX

TABLETS

RANK	MDB 2020	BRAND NAME
1	213	SAMSUNG
2	611	APPLE IPAD
3	942	LENOVO

HEALTHCARE



RANK	MDB 2020	BRAND NAME	CATEGORY
1	91	PEDIASURE	HEALTH FOOD SUPPLEMENTS - KIDS
2	212	PATANJALI	AYURVEDIC PRODUCTS
3	285	APOLLO HOSPITALS	HOSPITALS - PRIVATE
4	323	SUN PHARMA	PHARMACEUTICALS - INDIAN
5	327	CIPLA	PHARMACEUTICALS - INDIAN
6	377	GSK	PHARMACEUTICALS - FOREIGN
7	481	HIMALAYA	AYURVEDIC PRODUCTS
8	489	NOVARTIS	PHARMACEUTICALS - FOREIGN
9	542	SAWAI MAN SINGH HOSPITAL	HOSPITALS - PUBLIC
10	550	DABUR	CHAWANPRASH
11	570	FORTIS HEALTHCARE	HOSPITALS - PRIVATE
12	585	MAX HOSPITAL	HOSPITALS - PRIVATE
13	616	HAMDARD	UNANI PRODUCTS
14	644	CADILA PHARMACEUTICALS	PHARMACEUTICALS - INDIAN
15	681	LILAVATI HOSPITAL & RESEARCH CENTRE	HOSPITALS - PRIVATE
16	700	INTAS	PHARMACEUTICALS - INDIAN
17	703	TATA MEMORIAL CENTRE	HOSPITALS - PUBLIC (CANCER CARE)
18	712	MANKIND PHARMA	PHARMACEUTICALS - INDIAN
19	735	DABUR	AYURVEDIC PRODUCTS
20	736	LUPIN	PHARMACEUTICALS - INDIAN

CATEGORY WISE ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
21	750	IODEX	PAIN BALM
22	798	ZYDUS CADILA	PHARMACEUTICALS - INDIAN
23	821	JINDAL DRUGS	PHARMACEUTICALS - INDIAN
24	838	MOOV	PAIN BALM
25	847	AJANTA PHARMA	PHARMACEUTICALS - INDIAN
26	864	ZUVENTUS HEALTHCARE	PHARMACEUTICALS - INDIAN
27	871	ALKEM	PHARMACEUTICALS - INDIAN
28	876	TORRENT PHARMA	PHARMACEUTICALS - INDIAN
29	888	DR REDDY'S	PHARMACEUTICALS - INDIAN
30	917	BOMBAY HOSPITAL	HOSPITALS - PRIVATE
31	927	VICKS	COUGH SUPPRESANT
32	934	NEMCARE HOSPITAL	HOSPITALS - PRIVATE
33	954	GLENMARK	PHARMACEUTICALS - INDIAN
34	994	AIIMS	HOSPITALS - PUBLIC
35	995	ARYA HOSPITAL	HOSPITALS - PRIVATE
36	997	GALPHA LABORATORIES	PHARMACEUTICALS - INDIAN

AYURVEDIC PRODUCTS

RANK	MDB 2020	BRAND NAME
1	212	PATANJALI
2	481	HIMALAYA
3	735	DABUR

CHAWANPRASH

RANK	MDB 2020	BRAND NAME
1	550	DABUR

COUGH SUPPRESANT

RANK	MDB 2020	BRAND NAME
1	927	VICKS

HEALTH FOOD SUPPLEMENTS - KIDS

RANK	MDB 2020	BRAND NAME
1	91	PEDIASURE

CATEGORY WISE

ALL INDIA LISTINGS

HOSPITALS - PRIVATE

RANK	MDB 2020	BRAND NAME
1	285	APOLLO HOSPITALS
2	570	FORTIS HEALTHCARE
3	585	MAX HOSPITAL
4	681	LILAVATI HOSPITAL & RESEARCH CENTRE
5	917	BOMBAY HOSPITAL
6	934	NEMCARE HOSPITAL
7	995	ARYA HOSPITAL

HOSPITALS - PUBLIC

RANK	MDB 2020	BRAND NAME
1	542	SAWAI MAN SINGH HOSPITAL
2	994	AIIMS

HOSPITALS - PUBLIC (CANCER CARE)

RANK	MDB 2020	BRAND NAME
1	703	TATA MEMORIAL CENTRE

PAIN BALM

RANK	MDB 2020	BRAND NAME
1	750	IODEX
2	838	MOOV

PHARMACEUTICALS - FOREIGN

RANK	MDB 2020	BRAND NAME
1	377	GSK
2	489	NOVARTIS

PHARMACEUTICALS - INDIAN

RANK	MDB 2020	BRAND NAME
1	323	SUN PHARMA
2	327	CIPLA
3	644	CADILA PHARMACEUTICALS
4	700	INTAS

CATEGORY WISE ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME
5	712	MANKIND PHARMA
6	736	LUPIN
7	798	ZYDUS CADILA
8	821	JINDAL DRUGS
9	847	AJANTA PHARMA
10	864	ZUVENTUS HEALTHCARE
11	871	ALKEM
12	876	TORRENT PHARMA
13	888	DR REDDY'S
14	954	GLENMARK
15	997	GALPHA LABORATORIES

UNANI PRODUCTS

RANK	MDB 2020	BRAND NAME
1	616	HAMDARD

HOME CARE



RANK	MDB 2020	BRAND NAME	CATEGORY
1	108	GODREJ	LOCKS
2	111	SINGER	SEWING MACHINES
3	392	NILKAMAL	FURNITURE
4	420	ROCA	BATHROOM FIXTURES - PREMIUM
5	435	HINDWARE	BATHROOM FIXTURES
6	475	JOHNSON	CERAMICS
7	511	FLORIDA	HOME FASHION
8	514	SUPREME	FURNITURE
9	551	SLEEPWELL	MATTRESSES
10	609	TOTO	BATHROOM FIXTURES - LUXURY
11	664	SIGNATURE	BLANKETS
12	708	KOHLER	BATHROOM FIXTURES - PREMIUM
13	720	USHA	SEWING MACHINES
14	728	AJANTA	WALL CLOCKS
15	767	BOMBAY DYEING	HOME FASHION
16	923	PARRYWARE	BATHROOM FIXTURES

CATEGORY WISE

ALL INDIA LISTINGS

BATHROOM FIXTURES

RANK	MDB 2020	BRAND NAME
1	435	HINDWARE
2	923	PARRYWARE

BATHROOM FIXTURES - LUXURY

RANK	MDB 2020	BRAND NAME
1	609	TOTO

BATHROOM FIXTURES - PREMIUM

RANK	MDB 2020	BRAND NAME
1	420	ROCA
2	708	KOHLER

BLANKETS

RANK	MDB 2020	BRAND NAME
1	664	SIGNATURE

CERAMICS

RANK	MDB 2020	BRAND NAME
1	475	JOHNSON

FURNITURE

RANK	MDB 2020	BRAND NAME
1	392	NILKAMAL
2	514	SUPREME

HOME FASHION

RANK	MDB 2020	BRAND NAME
1	511	FLORIDA
2	767	BOMBAY DYEING

CATEGORY WISE ALL INDIA LISTINGS

LOCKS

RANK	MDB 2020	BRAND NAME
1	108	GODREJ

MATTRESSES

RANK	MDB 2020	BRAND NAME
1	551	SLEEPWELL

SEWING MACHINES

RANK	MDB 2020	BRAND NAME
1	111	SINGER
2	720	USHA

WALL CLOCKS

RANK	MDB 2020	BRAND NAME
1	728	AJANTA



HOSPITALITY

RANK	MDB 2020	BRAND NAME	CATEGORY
1	183	TAJ HOTELS	HOTELS - PREMIUM
2	643	THE PARK HOTELS	HOTELS - PREMIUM
3	648	ITC HOTELS	HOTELS - PREMIUM
4	701	GOLDEN TULIP	HOTELS
5	914	HOTEL PARAMOUNT	HOTELS

HOTELS

RANK	MDB 2020	BRAND NAME
1	701	GOLDEN TULIP
2	914	HOTEL PARAMOUNT

HOTELS - PREMIUM

RANK	MDB 2020	BRAND NAME
1	183	TAJ HOTELS
2	643	THE PARK HOTELS
3	648	ITC HOTELS

CATEGORY WISE ALL INDIA LISTINGS



INTERNET

RANK	MDB 2020	BRAND NAME	CATEGORY
1	31	AMAZON	ONLINE RETAIL - DIVERSIFIED
2	81	GOOGLE	INTERNET SEARCH
3	146	FACEBOOK	SOCIAL NETWORKING
4	169	ZOMATO	ONLINE FOOD AGGREGATOR
5	182	GOOGLE PLAY STORE	APP STORE
6	224	OLA	ONLINE TAXI AGGREGATOR
7	253	ZEE5	VIDEO STREAMING
8	268	FLIPKART	ONLINE RETAIL - DIVERSIFIED
9	275	WHATSAPP	INSTANT MESSAGING SERVICE
10	332	OYO ROOMS	HOTEL ROOM AGGREGATOR
11	340	SWIGGY	ONLINE FOOD AGGREGATOR
12	441	PAYTM	ONLINE PAYMENT SERVICE
13	482	YAHOO	EMAIL SERVICE
14	496	YOUTUBE	VIDEO-SHARING
15	502	UBER	ONLINE TAXI AGGREGATOR
16	526	CLUB FACTORY	ONLINE RETAIL - DIVERSIFIED
17	556	LINKEDIN	SOCIAL NETWORKING - PROFESSIONAL
18	563	NYKAA	ONLINE RETAIL - BEAUTY
19	639	INSTAGRAM	SOCIAL NETWORKING
20	673	MYNTRA	ONLINE RETAIL - FASHION
21	685	AJIO	ONLINE RETAIL - DIVERSIFIED
22	731	TWITTER	SOCIAL NETWORKING
23	738	VOOT	VIDEO STREAMING
24	782	SNAPDEAL	ONLINE RETAIL - DIVERSIFIED
25	870	NETFLIX	VIDEO ENTERTAINMENT STREAMING
26	922	EROS NOW	VIDEO STREAMING
27	947	GMAIL	EMAIL SERVICE
28	961	RELIANCE SMART	ONLINE GROCERY RETAIL
29	965	TIK TOK	SOCIAL NETWORKING
30	996	HOTSTAR	VIDEO STREAMING

APP STORE

RANK	MDB 2020	BRAND NAME
1	182	GOOGLE PLAY STORE

EMAIL SERVICE

RANK	MDB 2020	BRAND NAME
1	482	YAHOO
2	947	GMAIL

CATEGORY WISE ALL INDIA LISTINGS

HOTEL ROOM AGGREGATOR

RANK	MDB 2020	BRAND NAME
1	332	OYO ROOMS

INSTANT MESSAGING SERVICE

RANK	MDB 2020	BRAND NAME
1	275	WHATSAPP

INTERNET SEARCH

RANK	MDB 2020	BRAND NAME
1	81	GOOGLE

ONLINE FOOD AGGREGATOR

RANK	MDB 2020	BRAND NAME
1	169	ZOMATO
2	340	SWIGGY

ONLINE GROCERY RETAIL

RANK	MDB 2020	BRAND NAME
1	961	RELIANCE SMART

ONLINE PAYMENT SERVICE

RANK	MDB 2020	BRAND NAME
1	441	PAYTM

ONLINE RETAIL - BEAUTY

RANK	MDB 2020	BRAND NAME
1	563	NYKAA

CATEGORY WISE ALL INDIA LISTINGS

ONLINE RETAIL - DIVERSIFIED

RANK	MDB 2020	BRAND NAME
1	31	AMAZON
2	268	FLIPKART
3	526	CLUB FACTORY
4	685	AJIO
5	782	SNAPDEAL

ONLINE RETAIL - FASHION

RANK	MDB 2020	BRAND NAME
1	673	MYNTRA

ONLINE TAXI AGGREGATOR

RANK	MDB 2020	BRAND NAME
1	224	OLA
2	502	UBER

SOCIAL NETWORKING

RANK	MDB 2020	BRAND NAME
1	146	FACEBOOK
2	639	INSTAGRAM
3	731	TWITTER
4	965	TIK TOK

SOCIAL NETWORKING - PROFESSIONAL

RANK	MDB 2020	BRAND NAME
1	146	LINKEDIN

VIDEO ENTERTAINMENT STREAMING

RANK	MDB 2020	BRAND NAME
1	870	NETFLIX

CATEGORY WISE

ALL INDIA LISTINGS

VIDEO-SHARING

RANK	MDB 2020	BRAND NAME
1	496	YOUTUBE

VIDEO STREAMING

RANK	MDB 2020	BRAND NAME
1	253	ZEE5
2	738	VOOT
3	922	EROS NOW
4	996	HOTSTAR

KITCHEN CARE



RANK	MDB 2020	BRAND NAME	CATEGORY
1	85	PRESTIGE	COOKWARE
2	284	LG	KITCHEN APPLIANCES - PREMIUM
3	362	PREETHI	KITCHEN APPLIANCES
4	406	HAWKINS	COOKWARE
5	574	PIGEON	KITCHEN APPLIANCES
6	683	NIRLON	COOKWARE
7	694	JAIPAN	KITCHEN APPLIANCES
8	715	MILTON	KITCHEN PRODUCTS
9	727	CRYSTAL	COOKWARE
10	756	VINOD	COOKWARE
11	757	BUTTERFLY	KITCHEN APPLIANCES

COOKWARE

RANK	MDB 2020	BRAND NAME
1	85	PRESTIGE
2	406	HAWKINS
3	683	NIRLON
4	727	CRYSTAL
5	756	VINOD

KITCHEN PRODUCTS - PREMIUM

RANK	MDB 2020	BRAND NAME
1	284	LG

CATEGORY WISE ALL INDIA LISTINGS

KITCHEN APPLIANCES

RANK	MDB 2020	BRAND NAME
1	284	LG
2	362	PREETHI
3	574	PIGEON
4	694	JAIPAN
5	757	BUTTERFLY

KITCHEN PRODUCTS

RANK	MDB 2020	BRAND NAME
1	715	MILTON

MANUFACTURING



RANK	MDB 2020	BRAND NAME	CATEGORY
1	68	TATA STEEL	METAL
2	155	BIRLA CEMENT	CEMENT
3	162	ASIAN PAINTS	PAINTS
4	210	ACC CEMENT	CEMENT
5	324	AMBUJA CEMENT	CEMENT
6	337	ULTRATECH CEMENT	CEMENT
7	366	JK PAPER	PAPER
8	404	TATA CHEMICALS	CHEMICALS
9	446	WONDER CEMENT	CEMENT
10	485	SAKTHI SUGARS	SUGAR
11	491	JSW STEEL	METAL
12	576	JK CEMENT	CEMENT
13	581	BERGER PAINTS	PAINTS
14	588	HERO CYCLES	BICYCLES
15	591	SHALIMAR PAINTS	PAINTS
16	606	EMCO	TRANSFORMERS
17	614	JINDAL STEEL	METAL
18	633	SURYA CEMENT	CEMENT
19	647	NEROLAC	PAINTS
20	676	FINOLEX	WIRES
21	686	RAMCO CEMENTS	CEMENT
22	766	ATLAS CYCLES	BICYCLES

CATEGORY WISE ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
23	802	ASTRAL	PIPES
24	810	NIPPON	PAINTS
25	825	BINANI CEMENT	CEMENT
26	835	SINTEX	WATER STORAGE SOLUTIONS
27	849	SAIL	METAL
28	866	ORIENT PAPER	PAPER
29	886	EID PARRY	SUGAR
30	897	ICI PAINTS	PAINTS
31	912	DALMIA CEMENT	CEMENT
32	941	HINDALCO	METAL
33	948	BHEL	HEAVY ENGINEERING
34	951	INDIA CEMENTS	CEMENT
35	999	RENO	WATER STORAGE SOLUTIONS

BICYCLES

RANK	MDB 2020	BRAND NAME
1	588	HERO CYCLES
2	766	ATLAS CYCLES

CEMENT

RANK	MDB 2020	BRAND NAME
1	155	BIRLA CEMENT
2	210	ACC CEMENT
3	324	AMBUJA CEMENT
4	337	ULTRATECH CEMENT
5	446	WONDER CEMENT
6	576	JK CEMENT
7	633	SURYA CEMENT
8	686	RAMCO CEMENTS
9	825	BINANI CEMENT
10	912	DALMIA CEMENT
11	951	INDIA CEMENTS

CHEMICALS

RANK	MDB 2020	BRAND NAME
1	404	TATA CHEMICALS

CATEGORY WISE

ALL INDIA LISTINGS

HEAVY ENGINEERING

RANK	MDB 2020	BRAND NAME
1	948	BHEL

METAL

RANK	MDB 2020	BRAND NAME
1	68	TATA STEEL
2	491	JSW STEEL
3	614	JINDAL STEEL
4	849	SAIL
5	941	HINDALCO

PAINTS

RANK	MDB 2020	BRAND NAME
1	162	ASIAN PAINTS
2	581	BERGER PAINTS
3	591	SHALIMAR PAINTS
4	647	NEROLAC
5	810	NIPPON
6	897	ICI PAINTS

PAPER

RANK	MDB 2020	BRAND NAME
1	366	JK PAPER
2	866	ORIENT PAPER

PIPES

RANK	MDB 2020	BRAND NAME
1	802	ASTRAL

SUGAR

RANK	MDB 2020	BRAND NAME
1	485	SAKTHI SUGARS
2	886	EID PARRY

CATEGORY WISE ALL INDIA LISTINGS

TRANSFORMERS

RANK	MDB 2020	BRAND NAME
1	606	EMCO

WATER STORAGE SOLUTIONS

RANK	MDB 2020	BRAND NAME
1	835	SINTEX
2	999	RENO

WIRES

RANK	MDB 2020	BRAND NAME
1	676	FINOLEX

MEDIA - PRINT



RANK	MDB 2020	BRAND NAME	CATEGORY
1	121	THE TIMES OF INDIA	NEWSPAPER - ENGLISH
2	178	DAINIK BHASKAR	NEWSPAPER - HINDI
3	187	HINDUSTAN TIMES	NEWSPAPER - ENGLISH
4	248	LOKMAT	NEWSPAPER - MARATHI
5	360	RAJASTHAN PATRIKA	NEWSPAPER - HINDI
6	389	THE HINDU	NEWSPAPER - ENGLISH
7	513	NAKKHEERAN	MAGAZINE - TAMIL
8	538	ANANDA VIKATAN	MAGAZINE - TAMIL
9	559	EENADU	NEWSPAPER - TELUGU
10	578	PUNJAB KESARI	NEWSPAPER - HINDI
11	612	OUTLOOK	MAGAZINE - ENGLISH
12	804	AVALON	MAGAZINE - ENGLISH
13	950	DINAMALAR	NEWSPAPER - TAMIL
14	953	DINA THANTHI	NEWSPAPER - TAMIL
15	957	DAINIK NAVAJYOTI	NEWSPAPER - HINDI
16	973	SANDESH	NEWSPAPER - GUJARATI

CATEGORY WISE

ALL INDIA LISTINGS

MAGAZINE - ENGLISH

RANK	MDB 2020	BRAND NAME
1	612	OUTLOOK
2	804	AVALON

MAGAZINE - TAMIL

RANK	MDB 2020	BRAND NAME
1	513	NAKKHEERAN
2	538	ANANDA VIKATAN

NEWSPAPER - ENGLISH

RANK	MDB 2020	BRAND NAME
1	121	THE TIMES OF INDIA
2	187	HINDUSTAN TIMES
3	389	THE HINDU

NEWSPAPER - GUJARATI

RANK	MDB 2020	BRAND NAME
1	973	SANDESH

NEWSPAPER - HINDI

RANK	MDB 2020	BRAND NAME
1	178	DAINIK BHASKAR
2	360	RAJASTHAN PATRIKA
3	578	PUNJAB KESARI
4	957	DAINIK NAVAJYOTI

NEWSPAPER - MARATHI

RANK	MDB 2020	BRAND NAME
1	248	LOKMAT

CATEGORY WISE ALL INDIA LISTINGS

NEWSPAPER - TAMIL

RANK	MDB 2020	BRAND NAME
1	950	DINAMALAR
2	953	DINATHANTHI

NEWSPAPER - TELUGU

RANK	MDB 2020	BRAND NAME
1	559	EENADU

FM CHANNEL



RANK	MDB 2020	BRAND NAME	CATEGORY
1	221	RADIO ONE	FM CHANNEL
2	345	RED FM	FM CHANNEL
3	438	RADIO MIRCHI	FM CHANNEL

CATEGORY WISE ALL INDIA LISTINGS



MEDIA - TV

RANK	MDB 2020	BRAND NAME	CATEGORY
1	4	SONY TV	HINDI GEC
2	109	AAJ TAK	HINDI NEWS
3	181	INDIA TODAY	ENGLISH NEWS
4	230	ABP NEWS	HINDI NEWS
5	283	TV9	CHANNEL CLUSTER
6	317	NDTV	ENGLISH NEWS
7	369	SUN TV	TAMIL GEC
8	416	ZEE NEWS	HINDI NEWS
9	474	INDIA TV	HINDI NEWS
10	522	STAR PLUS	HINDI GEC
11	547	ZEE TV	HINDI GEC
12	634	NDTV INDIA	HINDI NEWS
13	655	BBC NEWS	ENGLISH NEWS
14	667	MTV	MUSIC CHANNEL
15	747	TIMES NOW	ENGLISH NEWS
16	748	DISCOVERY	FACTUAL ENTERTAINMENT
17	784	NTV	TELUGU NEWS
18	826	COLORS	HINDI GEC
19	836	ABP ANANDA	BENGALI - NEWS
20	853	STAR	CHANNEL CLUSTER
21	940	ETV	CHANNEL CLUSTER

BENGALI - NEWS

RANK	MDB 2020	BRAND NAME
1	836	ABP ANANDA

CHANNEL CLUSTER

RANK	MDB 2020	BRAND NAME
1	283	TV9
2	853	STAR
3	940	ETV

CATEGORY WISE ALL INDIA LISTINGS

ENGLISH NEWS

RANK	MDB 2020	BRAND NAME
1	181	INDIA TODAY
2	317	NDTV
3	655	BBC NEWS
4	747	TIMES NOW

FACTUAL ENTERTAINMENT

RANK	MDB 2020	BRAND NAME
1	748	DISCOVERY

HINDI GEC

RANK	MDB 2020	BRAND NAME
1	4	SONY TV
2	522	STAR PLUS
3	547	ZEE TV
4	826	COLORS

HINDI NEWS

RANK	MDB 2020	BRAND NAME
1	109	AAJ TAK
2	230	ABP NEWS
3	416	ZEE NEWS
4	474	INDIA TV
5	634	NDTV INDIA

CATEGORY WISE ALL INDIA LISTINGS

MUSIC CHANNEL

RANK	MDB 2020	BRAND NAME
1	667	MTV

TAMIL GEC

RANK	MDB 2020	BRAND NAME
1	369	SUNTV

TELUGU NEWS

RANK	MDB 2020	BRAND NAME
1	784	NTV

PHILANTHROPY



RANK	MDB 2020	BRAND NAME	CATEGORY
1	693	TATA TRUSTS	PHILANTHROPIC TRUST - CORPORATE
2	843	SRISHTI	NGO
3	930	CRY	NGO
4	967	BEING HUMAN	NGO

NGO

RANK	MDB 2020	BRAND NAME
2	843	SRISHTI
3	930	CRY
4	967	BEING HUMAN

PHILANTHROPIC TRUST - CORPORATE

RANK	MDB 2020	BRAND NAME
1	693	TATA TRUSTS

CATEGORY WISE ALL INDIA LISTINGS



PERSONAL ACCESSORIES

RANK	MDB 2020	BRAND NAME	CATEGORY
1	18	TITAN	WATCHES
2	20	BATA	FOOTWEAR - BRAND/RETAIL
3	34	PUMA	FOOTWEAR - SPORTS
4	45	TANISHQ	JEWELLERY
5	63	SENCO GOLD	JEWELLERY
6	64	FOSSIL	WATCHES
7	94	SONATA	WATCHES
8	99	FASTRACK	WATCHES - YOUTH
9	132	REDTAPE	FOOTWEAR - GENERAL
10	133	REEBOK	FOOTWEAR - SPORTS
11	139	RADO	WATCHES - PREMIUM
12	151	ROLEX	LUXURY WATCHES
13	157	SEIKO	WATCHES - PREMIUM
14	158	KALYAN JEWELLERS	JEWELLERY
15	191	WOODLAND	FOOTWEAR - OUTDOOR
16	207	PARAGON	FOOTWEAR - RUBBER
17	209	CASIO	WATCHES
18	222	VIP	LUGGAGE/BAGS
19	271	KHADIM'S	FOOTWEAR - BRAND/RETAIL
20	282	RAYBAN	EYEWEAR
21	293	HMT	WATCHES
22	302	AMERICAN TOURISTER	LUGGAGE/BAGS
23	365	TIMEX	WATCHES
24	371	SPARX	FOOTWEAR - SPORTS
25	376	ACTION	FOOTWEAR - GENERAL
26	422	SREELEATHERS	FOOTWEAR - BRAND/RETAIL
27	427	P.C.CHANDRA JEWELLERS	JEWELLERY
28	454	G-SHOCK	SHOCK RESISTANT WATCHES
29	455	LIBERTY	FOOTWEAR - BRAND/RETAIL
30	477	PAVERS ENGLAND	WOMEN'S HAND BAGS
31	497	BAGGIT	WOMEN'S HAND BAGS
32	521	SKYBAGS	LUGGAGE/BAGS
33	523	ESBEDA	WOMEN'S HAND BAGS
34	525	LEE COOPER	FOOTWEAR - GENERAL
35	527	LAKHANI	FOOTWEAR - RUBBER
36	543	VKC	FOOTWEAR - PU

CATEGORY WISE

ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
37	546	CAT	FOOTWEAR - WORK BOOTS
38	594	VOGUE	EYEWEAR
39	622	ASIAN	FOOTWEAR - SPORTS
40	729	RED CHIEF	FOOTWEAR - LEATHER
41	771	METRO	FOOTWEAR - BRAND/RETAIL
42	773	LIVIYA	LUGGAGE/BAGS
43	785	CATWALK	FOOTWEAR - WOMEN
44	793	RELAXO	FOOTWEAR - RUBBER
45	797	MOCHI	FOOTWEAR - BRAND/RETAIL
46	815	LEXUS	FOOTWEAR - WOMEN
47	816	LOTTO	FOOTWEAR - SPORTS
48	817	LALITHAA	JEWELLERY
49	822	AJANTA	FOOTWEAR - GENERAL
50	831	CITIZEN	WATCHES - PREMIUM
51	877	AERIAL	WATCHES
52	903	GRT JEWELLERS	JEWELLERY
53	918	OMEGA	LUXURY WATCHES
54	928	ELITE	FOOTWEAR - GENERAL
55	960	SG	FOOTWEAR - GENERAL
56	985	SONA	WATCHES

EYEWEAR

RANK	MDB 2020	BRAND NAME
1	282	RAYBAN
2	594	VOGUE

FOOTWEAR - BRAND/RETAIL

RANK	MDB 2020	BRAND NAME
1	20	BATA
2	271	KHADIM'S
3	422	SREELEATHERS
4	455	LIBERTY
5	771	METRO
6	797	MOCHI

CATEGORY WISE

ALL INDIA LISTINGS

JEWELLERY

RANK	MDB 2020	BRAND NAME
1	132	REDTAPE
2	376	ACTION
3	525	LEE COOPER
4	822	AJANTA
5	928	ELITE
6	960	SG

FOOTWEAR - LEATHER

RANK	MDB 2020	BRAND NAME
1	729	RED CHIEF

FOOTWEAR - OUTDOOR

RANK	MDB 2020	BRAND NAME
1	191	WOODLAND

FOOTWEAR - PU

RANK	MDB 2020	BRAND NAME
1	543	VKC

FOOTWEAR - RUBBER

RANK	MDB 2020	BRAND NAME
1	207	PARAGON
2	527	LAKHANI
3	793	RELAXO

FOOTWEAR - SPORTS

RANK	MDB 2020	BRAND NAME
1	34	PUMA
2	133	REEBOK
3	371	SPARX
4	622	ASIAN
5	816	LOTTO

CATEGORY WISE

ALL INDIA LISTINGS

FOOTWEAR - WOMEN

RANK	MDB 2020	BRAND NAME
1	785	CATWALK
2	815	LEXUS

FOOTWEAR - WORK BOOTS

RANK	MDB 2020	BRAND NAME
1	546	CAT

JEWELLERY

RANK	MDB 2020	BRAND NAME
1	45	TANISHQ
2	63	SENCO GOLD
3	158	KALYAN JEWELLERS
4	427	P.C.CHANDRA JEWELLERS
5	817	LALITHAA
6	903	GRT JEWELLERS

LUGGAGE/BAGS

RANK	MDB 2020	BRAND NAME
1	222	VIP
2	302	AMERICAN TOURISTER
3	521	SKYBAGS
4	773	LIVIYA

LUXURY WATCHES

RANK	MDB 2020	BRAND NAME
1	151	ROLEX
2	918	OMEGA

CATEGORY WISE

ALL INDIA LISTINGS

SHOCK RESISTANT WATCHES

RANK	MDB 2020	BRAND NAME
1	454	G-SHOCK

WATCHES

RANK	MDB 2020	BRAND NAME
1	18	TITAN
2	64	FOSSIL
3	94	SONATA
4	209	CASIO
5	293	HMT
6	365	TIMEX
7	877	AERIAL
8	985	SONA

WATCHES - PREMIUM

RANK	MDB 2020	BRAND NAME
1	139	RADO
2	157	SEIKO
3	831	CITIZEN

WATCHES - YOUTH

RANK	MDB 2020	BRAND NAME
1	99	FASTRACK

WOMEN'S HAND BAGS

RANK	MDB 2020	BRAND NAME
1	477	PAVERS ENGLAND
2	497	BAGGIT
3	523	ESBEDA

CATEGORY WISE

ALL INDIA LISTINGS



REAL ESTATE

RANK	MDB 2020	BRAND NAME	CATEGORY
1	329	K.RAHEJA	DIVERSIFIED
2	656	GODREJ PROPERTIES	DIVERSIFIED
3	717	DLF	DIVERSIFIED
4	734	GOODWILL DEVELOPERS	DIVERSIFIED
5	851	GALAXY GROUP	DIVERSIFIED



RETAIL

RANK	MDB 2020	BRAND NAME	CATEGORY
1	14	ZARA	FAST FASHION
2	69	KFC	QSR
3	87	IKEA	READY-TO-ASSEMBLE FURNITURE
4	106	MCDONALD'S	QSR
5	114	DOMINO'S	QSR
6	140	PANTALOONS	PERSONAL GOODS
7	175	D MART	HYPERMARKET - INDIAN
8	176	HALDIRAM'S	QSR - INDIAN
9	180	PIZZA HUT	QSR
10	186	GODREJ INTERIO	FURNITURE/HOME INTERIORS
11	199	POTHYS	DEPARTMENTAL STORE - APPAREL
12	214	BIG BAZAAR	HYPERMARKET - INDIAN
13	238	RELIANCE TRENDS	PERSONAL GOODS
14	289	H&M	FAST FASHION
15	341	EXPRESS AVENUE	MALL
16	342	FBB	PERSONAL GOODS
17	351	FORUM MALL	MALL
18	358	SARAVANA STORES	MEGA STORE
19	399	PHOENIX MARKETCITY	MALL
20	415	MAX	FAST FASHION
21	440	MIO AMORE	BAKERY
22	448	SANGEETHA VEG RESTAURANT	RESTAURANT CHAIN
23	476	A2B	RESTAURANT CHAIN
24	486	WESTSIDE	PERSONAL GOODS
25	505	SAGAR RATNA	RESTAURANT CHAIN
26	506	GAP	FAST FASHION
27	508	NILGIRI'S	GROCERY
28	533	JEYACHANDRAN	DEPARTMENTAL STORE - APPAREL

CATEGORY WISE ALL INDIA LISTINGS

RANK	MDB 2020	BRAND NAME	CATEGORY
29	534	CROMA	CONSUMER ELECTRONICS
30	540	BURGER KING	QSR
31	541	LIFESTYLE	PERSONAL GOODS
32	544	SPENCER'S	HYPERMARKET - INDIAN
33	557	VASANTH & CO	CONSUMER ELECTRONICS
34	575	MAD OVER DONUTS	DONUTS
35	646	MONGINIS	CAKESHOP - CHAIN
36	678	NEXA	AUTOMOBILE
37	740	FABINDIA	HANDMADE PRODUCTS
38	745	WALMART	HYPERMARKET - FOREIGN
39	751	BIKANER	QSR - INDIAN
40	769	KLM FASHION MALL	MALL
41	779	GRACE WORLD SUPERMARKET	HYPERMARKET - INDIAN
42	814	R CITY	MALL
43	846	EVOK	FURNITURE/HOME INTERIORS
44	855	CAFÉ COFFEE DAY	CAFÉ
45	900	RELIANCE DIGITAL	CONSUMER ELECTRONICS
46	904	SUBWAY	QSR
47	906	ARCHIES	GREETING CARDS & GIFTS
48	943	VIVEKS	CONSUMER ELECTRONICS
49	975	NATURE'S BASKET	GROCERY

AUTOMOBILE

RANK	MDB 2020	BRAND NAME
1	678	NEXA

BAKERY

RANK	MDB 2020	BRAND NAME
1	440	MIO AMORE

CATEGORY WISE

ALL INDIA LISTINGS

CAFÉ

RANK	MDB 2020	BRAND NAME
1	855	CAFÉ COFFEE DAY

CAKESHOP - CHAIN

RANK	MDB 2020	BRAND NAME
1	646	MONGINIS

CONSUMER ELECTRONICS

RANK	MDB 2020	BRAND NAME
1	534	CROMA
2	557	VASANTH & CO
3	900	RELIANCE DIGITAL
4	943	VIVEKS

DEPARTMENTAL STORE - APPAREL

RANK	MDB 2020	BRAND NAME
1	199	POTHYS
2	533	JEYACHANDRAN

DONUTS

RANK	MDB 2020	BRAND NAME
1	575	MAD OVER DONUTS

FAST FASHION

RANK	MDB 2020	BRAND NAME
1	14	ZARA
2	289	H&M
3	415	MAX
4	506	GAP

CATEGORY WISE ALL INDIA LISTINGS

FURNITURE/HOME INTERIORS

RANK	MDB 2020	BRAND NAME
1	186	GODREJ INTERIO
2	846	EVOK

GREETING CARDS & GIFTS

RANK	MDB 2020	BRAND NAME
1	906	ARCHIES

GROCERY

RANK	MDB 2020	BRAND NAME
1	508	NILGIRI'S
2	975	NATURE'S BASKET

HANDMADE PRODUCTS

RANK	MDB 2020	BRAND NAME
1	740	FABINDIA

HYPERMARKET - FOREIGN

RANK	MDB 2020	BRAND NAME
1	745	WALMART

HYPERMARKET - INDIAN

RANK	MDB 2020	BRAND NAME
1	175	D MART
2	214	BIG BAZAAR
3	544	SPENCER'S
4	779	GRACE WORLD SUPERMARKET

CATEGORY WISE

ALL INDIA LISTINGS

MALL

RANK	MDB 2020	BRAND NAME
1	341	EXPRESS AVENUE
2	351	FORUM MALL
3	399	PHOENIX MARKETCITY
4	769	KLM FASHION MALL
5	814	R CITY

MEGA STORE

RANK	MDB 2020	BRAND NAME
1	358	SARAVANA STORES

PERSONAL GOODS

RANK	MDB 2020	BRAND NAME
1	140	PANTALOONS
2	238	RELIANCE TRENDS
3	342	FBB
4	486	WESTSIDE
5	541	LIFESTYLE

QSR

RANK	MDB 2020	BRAND NAME
1	69	KFC
2	106	MCDONALD'S
3	114	DOMINO'S
4	180	PIZZA HUT
5	540	BURGER KING
6	904	SUBWAY

CATEGORY WISE ALL INDIA LISTINGS

QSR - INDIAN

RANK	MDB 2020	BRAND NAME
1	176	HALDIRAMS
2	751	BIKANER

READY-TO-ASSEMBLE FURNITURE

RANK	MDB 2020	BRAND NAME
1	87	IKEA

RESTAURANT CHAIN

RANK	MDB 2020	BRAND NAME
1	448	SANGEETHA VEG RESTAURANT
2	476	A2B
3	505	SAGAR RATNA

SERVICES



RANK	MDB 2020	BRAND NAME	CATEGORY
1	621	DHL	EXPRESS SERVICES - FOREIGN
2	651	DTDC	EXPRESS SERVICES - INDIAN
3	657	BLUE DART	EXPRESS SERVICES - INDIAN
4	659	IBM	CONSULTING SERVICES
5	787	CULT.FIT	FITNESS CENTRE
6	867	PROFESSIONAL COURIERS	EXPRESS SERVICES - INDIAN
7	885	ACCENTURE	PROFESSIONAL SERVICES
8	891	THOMAS COOK	TOURS & TRAVEL AGENCY
9	896	FEDEX	EXPRESS SERVICES - FOREIGN

CONSULTING SERVICES

RANK	MDB 2020	BRAND NAME
1	659	IBM

CATEGORY WISE

ALL INDIA LISTINGS

EXPRESS SERVICES - FOREIGN

RANK	MDB 2020	BRAND NAME
1	621	DHL
2	896	FEDEX

EXPRESS SERVICES - INDIAN

RANK	MDB 2020	BRAND NAME
1	651	DTDC
2	657	BLUE DART
3	867	PROFESSIONAL COURIERS

FITNESS CENTRE

RANK	MDB 2020	BRAND NAME
1	787	CULT.FIT

PROFESSIONAL SERVICES

RANK	MDB 2020	BRAND NAME
1	885	ACCENTURE

TOURS & TRAVEL AGENCY

RANK	MDB 2020	BRAND NAME
1	891	THOMAS COOK

CATEGORY WISE ALL INDIA LISTINGS



STATIONERY

RANK	MDB 2020	BRAND NAME	CATEGORY
1	129	APSARA	WRITING ACCESSORIES
2	144	PARKER	WRITING ACCESSORIES
3	165	NATARAJ	WRITING ACCESSORIES
4	288	CAMLIN	WRITING ACCESSORIES
5	397	REYNOLDS	WRITING ACCESSORIES
6	408	MONTEX	WRITING ACCESSORIES
7	535	CELLO	WRITING ACCESSORIES
8	691	CLASSMATE	NOTEBOOKS
9	699	CAMLIN	DIVERSIFIED
10	884	ROTOMAC	WRITING ACCESSORIES
11	908	AURORA	WRITING ACCESSORIES
12	936	LINC PENS	WRITING ACCESSORIES

DIVERSIFIED

RANK	MDB 2020	BRAND NAME
1	699	CAMLIN

NOTEBOOKS

RANK	MDB 2020	BRAND NAME
1	691	CLASSMATE

WRITING ACCESSORIES

RANK	MDB 2020	BRAND NAME
1	129	APSARA
2	144	PARKER
3	165	NATARAJ
4	288	CAMLIN
5	397	REYNOLDS
6	408	MONTEX
7	535	CELLO
8	884	ROTOMAC
9	908	AURORA
10	936	LINC PENS

CATEGORY WISE ALL INDIA LISTINGS



TECHNOLOGY

RANK	MDB 2020	BRAND NAME	CATEGORY
1	6	DELL	LAPTOPS
2	43	LENOVO	LAPTOPS
3	53	HEWLETT PACKARD	LAPTOPS
4	55	APPLE MacBOOK	LAPTOPS
5	86	HEWLETT PACKARD	PERSONAL TECHNOLOGY
6	101	APPLE	PERSONAL TECHNOLOGY
7	103	DELL	PERSONAL COMPUTERS
8	173	HEWLETT PACKARD	PRINTERS
9	185	MICROSOFT	SOFTWARE PRODUCTS
10	200	ACER	LAPTOPS
11	265	SAMSUNG	LAPTOPS
12	344	TCS	SOFTWARE SERVICES
13	346	INFOSYS	SOFTWARE SERVICES
14	373	SONY VAIO	LAPTOPS
15	383	INTEX	LAPTOPS
16	390	ASUS	LAPTOPS
17	393	INTEL	SEMICONDUCTORS
18	405	LENOVO	PERSONAL TECHNOLOGY
19	445	TOSHIBA	LAPTOPS
20	472	ASUS	PERSONAL TECHNOLOGY
21	519	HCL	PERSONAL TECHNOLOGY
22	587	CASIO	PERSONAL TECHNOLOGY
23	602	EPSON	PRINTERS
24	744	SIEMENS	INSTRUMENTATION & ELECTRICALS
25	760	iBALL	LAPTOPS
26	781	LG	LAPTOPS
27	794	CANON	PRINTERS
28	805	DOLBY	AUDIO TECHNOLOGY
29	850	ACER	PERSONAL COMPUTERS
30	889	XIAOMI	PERSONAL TECHNOLOGY
31	924	BESTON	MULTIMEDIA SPEAKERS

AUDIO TECHNOLOGY

RANK	MDB 2020	BRAND NAME
1	805	DOLBY

CATEGORY WISE

ALL INDIA LISTINGS

INSTRUMENTATION & ELECTRICALS

RANK	MDB 2020	BRAND NAME
1	744	SIEMENS

LAPTOPS

RANK	MDB 2020	BRAND NAME
1	6	DELL
2	43	LENOVO
3	53	HEWLETT PACKARD
4	55	APPLE MacBOOK
5	200	ACER
6	265	SAMSUNG
7	373	SONY VAIO
8	383	INTEX
9	390	ASUS
10	445	TOSHIBA
11	760	iBALL
12	781	LG

MULTIMEDIA SPEAKERS

RANK	MDB 2020	BRAND NAME
1	924	BESTON

PERSONAL COMPUTERS

RANK	MDB 2020	BRAND NAME
1	103	DELL
2	850	ACER

CATEGORY WISE

ALL INDIA LISTINGS

PERSONAL TECHNOLOGY

RANK	MDB 2020	BRAND NAME
1	86	HEWLETT PACKARD
2	101	APPLE
3	405	LENOVO
4	472	ASUS
5	519	HCL
6	587	CASIO
7	889	XIAOMI

PRINTERS

RANK	MDB 2020	BRAND NAME
1	173	HEWLETT PACKARD
2	602	EPSON
3	794	CANON

SEMICONDUCTORS

RANK	MDB 2020	BRAND NAME
1	393	INTEL

SOFTWARE PRODUCTS

RANK	MDB 2020	BRAND NAME
1	185	MICROSOFT

SOFTWARE SERVICES

RANK	MDB 2020	BRAND NAME
1	344	TCS
2	346	INFOSYS

CATEGORY WISE ALL INDIA LISTINGS



TELECOM

RANK	MDB 2020	BRAND NAME	CATEGORY
1	22	RELIANCE JIO	MOBILE SERVICE PROVIDER
2	35	AIRTEL	MOBILE SERVICE PROVIDER
3	50	VODAFONE-IDEA	MOBILE SERVICE PROVIDER
4	225	RELIANCE JIO	SERVICES - DIVERSIFIED
5	353	BSNL	MOBILE SERVICE PROVIDER

MOBILE SERVICE PROVIDER

RANK	MDB 2020	BRAND NAME
1	22	RELIANCE JIO
2	35	AIRTEL
3	50	VODAFONE-IDEA
4	353	BSNL

SERVICES - DIVERSIFIED

RANK	MDB 2020	BRAND NAME
1	225	RELIANCE JIO

TRANSPORTATION



RANK	MDB 2020	BRAND NAME	CATEGORY
1	355	AIR INDIA	GOVERNMENT AIRLINES
2	498	INDIGO AIRLINES	AIRLINES - INDIAN
3	800	LUFTHANSA	AIRLINE - FOREIGN
4	964	BRITISH AIRWAYS	AIRLINE - FOREIGN
5	976	VISTARA	AIRLINES - INDIAN

AIRLINE - FOREIGN

RANK	MDB 2020	BRAND NAME
1	800	LUFTHANSA
2	964	BRITISH AIRWAYS

CATEGORY WISE

ALL INDIA LISTINGS

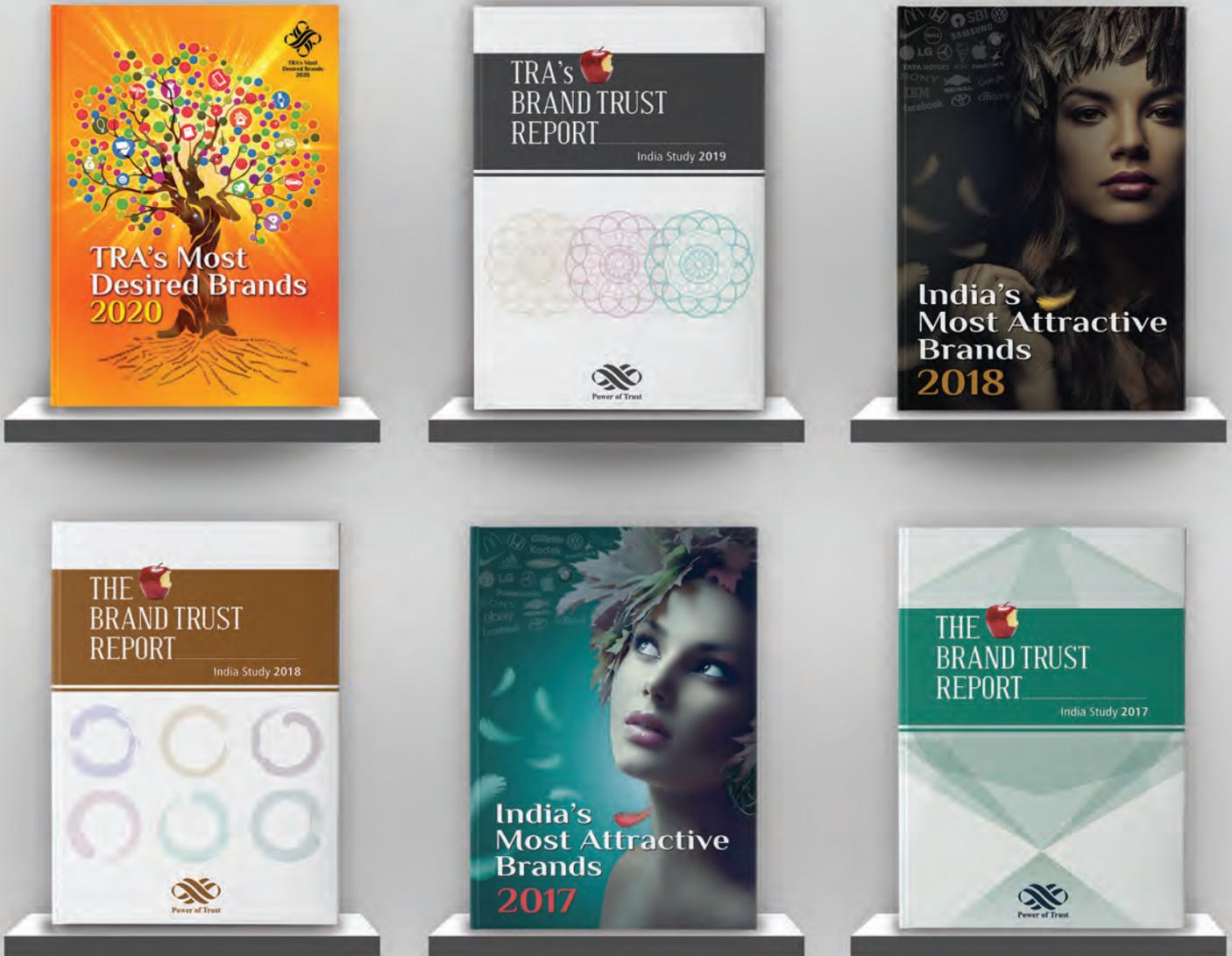
AIRLINES - INDIAN

RANK	MDB 2020	BRAND NAME
1	498	INDIGO AIRLINES
2	976	VISTARA

GOVERNMENT AIRLINES

RANK	MDB 2020	BRAND NAME
1	355	AIR INDIA

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08

**ALL-INDIA LISTINGS OF
1000 MOST DESIRED BRANDS**



ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

	MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
 Biscuit king	41	TATA MOTORS	AUTOMOBILE	FOUR WHEELER - MFR.
	42	HONDA	AUTOMOBILE	FOUR WHEELER - MFR.
 Tales of tradition & desire	43	LENOVO	TECHNOLOGY	LAPTOPS
	44	BRITANNIA	FOOD & BEVERAGE	BISCUITS
	45	TANISHQ	PERSONAL ACCESSORIES	JEWELLERY
 Re-entry after swag sips	46	NOKIA	GADGETRY	MOBILE PHONES
	47	DOVE	FMCG	SOAPS
	48	TATA	DIVERSIFIED	DIVERSIFIED
 Old magic wearing off? Down by 38 ranks	49	PEPSI	FOOD & BEVERAGE	AERATED BEVERAGES
	50	VODAFONE-IDEA	TELECOM	MOBILE SERVICE PROVIDER
	51	CANON	GADGETRY	CAMERAS
 Up by 141 ranks, 2 nd among laptops	52	RAYMOND MADE TO MEASURE	APPARELS	TAILORED MENSWEAR
	53	HEWLETT PACKARD	TECHNOLOGY	LAPTOPS
	54	NESTLE MAGGI	FOOD & BEVERAGE	INSTANT NOODLES
 Bettering its desire 4 years in a row	55	APPLE MacBOOK	TECHNOLOGY	LAPTOPS
	56	HONDA CITY	AUTOMOBILE	CAR - SEDAN
 A cool 10 ranks gained	57	TOYOTA	AUTOMOBILE	FOUR WHEELER - MFR.
	58	GODREJ	CONSUMER ELECTRONICS	REFRIGERATORS
 Utterly up 46 ranks	59	AMUL	FOOD & BEVERAGE	BUTTER
	60	TVS	AUTOMOBILE	TWO WHEELER - MFR.
 Has improved its appeal over 5 reports	61	MARUTI SUZUKI SWIFT	AUTOMOBILE	CAR - HATCHBACK
	62	TATA TEA	FOOD & BEVERAGE	TEA
 Handcrafting success by 122 rank rise	63	SENCO GOLD	PERSONAL ACCESSORIES	JEWELLERY
	64	FOSSIL	PERSONAL ACCESSORIES	WATCHES
 Desire built over 100 years	65	AMUL	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
	66	NESTLE	FOOD & BEVERAGE	DIVERSIFIED
 Pressure on sale, 2 nd in category	67	NIVEA	FMCG	SKINCARE
	68	TATA STEEL	MANUFACTURING	METAL
 Lipsmacking 323 ranks gain	69	KFC	RETAIL	QSR
	70	PARLE	FOOD & BEVERAGE	BISCUITS
 Sneaks up as Most Desired A/C	71	PUNJAB NATIONAL BANK	BFSI	BANK - PSU
	72	RICHLOOK	APPARELS	WINTERWEAR
	73	LG	CONSUMER ELECTRONICS	WASHING MACHINES
	74	HDFC BANK	BFSI	BANK - PRIVATE
	75	PANASONIC	CONSUMER ELECTRONICS	TELEVISIONS
	76	CADBURY	FOOD & BEVERAGE	CONFECTIONERY - DIVERSIFIED
	77	HORLICKS	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
	78	VOLTAS	CONSUMER ELECTRONICS	AIR CONDITIONERS
	79	SAFFOLA	FOOD & BEVERAGE	EDIBLE OIL
	80	PARLE G	FOOD & BEVERAGE	BISCUITS - BRAND

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
81	GOOGLE	INTERNET	INTERNET SEARCH
82	DETTOL	FMCG	SOAPS
83	MUTHOOT FINANCE	BFSI	FINANCIAL SERVICES
84	PANASONIC	CONSUMER ELECTRONICS	AIR CONDITIONERS
85	PRESTIGE	KITCHEN CARE	COOKWARE
86	HEWLETT PACKARD	TECHNOLOGY	PERSONAL TECHNOLOGY
87	IKEA	RETAIL	READY-TO-ASSEMBLE FURNITURE
88	DAIKIN	CONSUMER ELECTRONICS	AIR CONDITIONERS
89	AVIVA LIFE INSURANCE	BFSI	LIFE INSURANCE - PRIVATE
90	SAMSUNG	CONSUMER ELECTRONICS	AIR CONDITIONERS
91	PEDIASURE	HEALTHCARE	HEALTH FOOD SUPPLEMENTS-KIDS
92	FOGG	FMCG	DEO
93	RAYMOND	APPARELS	FABRIC TO BRANDS
94	SONATA	PERSONAL ACCESSORIES	WATCHES
95	LG	CONSUMER ELECTRONICS	AIR CONDITIONERS
96	SAMSUNG	CONSUMER ELECTRONICS	WASHING MACHINES
97	WHIRLPOOL	CONSUMER ELECTRONICS	WASHING MACHINES
98	BISLERI	FOOD & BEVERAGE	PACKAGED DRINKING WATER
99	FASTRACK	PERSONAL ACCESSORIES	WATCHES - YOUTH
100	SONY	CONSUMER ELECTRONICS	TELEVISIONS
101	APPLE	TECHNOLOGY	PERSONAL TECHNOLOGY
102	FORD	AUTOMOBILE	FOUR WHEELER - MFR.
103	DELL	TECHNOLOGY	PERSONAL COMPUTERS
104	DOVE	FMCG	HAIRCARE
105	GODREJ	FMCG	DIVERSIFIED
106	MCDONALD'S	RETAIL	QSR
107	PHILIPS	FAST MOVING ELECTRICAL GOODS	LIGHTING
108	GODREJ	HOME CARE	LOCKS
109	AAJ TAK	MEDIA - TV	HINDI NEWS
110	HIMALAYA	FMCG	SKINCARE - AYURVEDIC
111	SINGER	HOME CARE	SEWING MACHINES
112	PARACHUTE	FMCG	HAIR OIL
113	ZEE LEARN	EDUCATION	DIVERSIFIED
114	DOMINO'S	RETAIL	QSR
115	BIBA	APPARELS	ETHNICWEAR - WOMEN
116	HONDA CB SHINE	AUTOMOBILE	TWO WHEELER - BRAND
117	PEARS	FMCG	SOAPS
118	CADBURY DAIRY MILK	FOOD & BEVERAGE	CHOCOLATE - BRAND
119	CADBURY 5 STAR	FOOD & BEVERAGE	CHOCOLATE - BRAND
120	OTTO	APPARELS	MENSWEAR



Ati-Sundar



Assembles 417 ranks climb



Leads Life Insurance, rallies up 629 positions



Despite 600+ ranks up, yet 4th among A/Cs



Loses a bit of its gas

Tata's Sonata, slipping ranks



5 year leader of category



Three of top 5 watch brands are from Tata



Flickers from previous year's 13th rank



Big fall in desire quotient, 55 rank dip



Rises 518 ranks, Loving it



141 slices earned, such pizzaz



Besting its own record



73 points gained, menswear leader

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
121	THE TIMES OF INDIA	MEDIA - PRINT	NEWSPAPER - ENGLISH
122	FIAT	AUTOMOBILE	FOUR WHEELER - MFR.
123	AASHIRVAAD ATTA	FOOD & BEVERAGE	PACKAGED FLOUR
124	FORTUNE	FOOD & BEVERAGE	EDIBLE OIL
125	MAHINDRA & MAHINDRA	AUTOMOBILE	FOUR WHEELER - MFR.
126	PUMA	APPARELS	SPORTSWEAR
127	SAMSUNG	CONSUMER ELECTRONICS	REFRIGERATORS
128	YAMAHA	AUTOMOBILE	TWO WHEELER - MFR.
129	APSARA	STATIONERY	WRITING ACCESSORIES
130	POND'S	FMCG	SKINCARE
131	REDMI	GADGETRY	MOBILE PHONE - SERIES
132	REDTAPE	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
133	REEBOK	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
134	MRF	AUTOMOBILE - RELATED	TYRES
135	WHIRLPOOL	CONSUMER ELECTRONICS	REFRIGERATORS
136	JOCKEY	APPARELS	INNERWEAR
137	SUZUKI	AUTOMOBILE	FOUR WHEELER - MFR.
138	IDBI BANK	BFSI	BANK - PRIVATE
139	RADO	PERSONAL ACCESSORIES	WATCHES - PREMIUM
140	PANTALOONS	RETAIL	PERSONAL GOODS
141	MARUTI SUZUKI ALTO	AUTOMOBILE	CAR - HATCHBACK
142	PETER ENGLAND	APPARELS	MENSWEAR
143	BALAJI WAFERS	FOOD & BEVERAGE	PACKAGED SNACKS
144	PARKER	STATIONERY	WRITING ACCESSORIES
145	ARROW	APPARELS	FORMALWEAR
146	FACEBOOK	INTERNET	SOCIAL NETWORKING
147	CITIBANK	BFSI	BANK - FOREIGN
148	USHA	CONSUMER APPLIANCES	FANS
149	ONIDA	CONSUMER ELECTRONICS	TELEVISIONS
150	PHILIPS LED	FAST MOVING ELECTRICAL GOODS	LED
151	ROLEX	PERSONAL ACCESSORIES	LUXURY WATCHES
152	LEE	APPARELS	CASUALWEAR
153	RELIANCE	DIVERSIFIED	DIVERSIFIED
154	VIDEOCON	CONSUMER ELECTRONICS	TELEVISIONS
155	BIRLA CEMENT	MANUFACTURING	CEMENT
156	WAGH BAKRI	FOOD & BEVERAGE	TEA
157	SEIKO	PERSONAL ACCESSORIES	WATCHES - PREMIUM
158	KALYAN JEWELLERS	PERSONAL ACCESSORIES	JEWELLERY
159	WHIRLPOOL	CONSUMER ELECTRONICS	DIVERSIFIED
160	MAYBELLINE	FMCG	COSMETICS

National crush's beauty secret?



2nd to Puma in sports footwear



Galloping 338 ranks to win



Moves from PSU to Private bank



Climbing 61 scores up with Krrish



Writes history with 128 rank jump



Never slept to earn 161 ranks



Kalyan enters top 200 for the 1st time

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
161	NISSAN	AUTOMOBILE	FOUR WHEELER - MFR.
162	ASIAN PAINTS	MANUFACTURING	PAINTS
163	LAYS	FOOD & BEVERAGE	PACKAGED SNACKS
164	L'OREAL	FMCG	HAIRCARE
165	NATARAJ	STATIONERY	WRITING ACCESSORIES
166	BAJAJ PULSAR	AUTOMOBILE	TWO WHEELER - BRAND
167	MDH	FOOD & BEVERAGE	SPICES
168	OREO	FOOD & BEVERAGE	BISCUITS - BRAND
169	ZOMATO	INTERNET	ONLINE FOOD AGGREGATOR
170	ALLEN SOLLY	APPARELS	FORMALWEAR
171	LEVI'S	APPARELS	CASUALWEAR
172	HITACHI	CONSUMER ELECTRONICS	AIR CONDITIONERS
173	HEWLETT PACKARD	TECHNOLOGY	PRINTERS
174	NIRMA	FMCG	SOAPS
175	D MART	RETAIL	HYPERMARKET - INDIAN
176	HALDIRAM'S	RETAIL	QSR - INDIAN
177	PATANJALI	FMCG	DIVERSIFIED
178	DAINIK BHASKAR	MEDIA - PRINT	NEWSPAPER - HINDI
179	PANTENE	FMCG	HAIRCARE
180	PIZZA HUT	RETAIL	QSR
181	INDIA TODAY	MEDIA - TV	ENGLISH NEWS
182	GOOGLE PLAY STORE	INTERNET	APP STORE
183	TAJ HOTELS	HOSPITALITY	HOTELS - PREMIUM
184	SANTOOR	FMCG	SOAPS
185	MICROSOFT	TECHNOLOGY	SOFTWARE PRODUCTS
186	GODREJ INTERIO	RETAIL	FURNITURE/HOME INTERIORS
187	HINDUSTAN TIMES	MEDIA - PRINT	NEWSPAPER - ENGLISH
188	PANASONIC	CONSUMER ELECTRONICS	DIVERSIFIED
189	POND'S	FMCG	TALCUM POWDER
190	BAJAJ FINANCE	BFSI	FINANCIAL SERVICES
191	WOODLAND	PERSONAL ACCESSORIES	FOOTWEAR - OUTDOOR
192	HINDUSTAN PETROLEUM	ENERGY	OIL & GAS - RETAIL
193	BRU	FOOD & BEVERAGE	INSTANT COFFEE
194	KOTAK MAHINDRA BANK	BFSI	BANK - PRIVATE
195	L'OREAL	FMCG	COSMETICS
196	ARIEL	FMCG	FABRICARE
197	ONE PLUS	GADGETRY	MOBILE PHONES
198	HALDIRAM'S	FOOD & BEVERAGE	PACKAGED SNACKS
199	POTHYS	RETAIL	DEPARTMENTAL STORE - APPAREL
200	ACER	TECHNOLOGY	LAPTOPS

OREO

100+ years old, up 488 desire ranks

zomato

After Uber Eats, gains 439 ranks

D Mart

Slow and steady results, adds 61 ranks

POTHYS

Ambitious 669 designer ranks gain

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
201	POND'S	FMCG	COSMETICS
202	OLAY	FMCG	SKINCARE
203	BRITANNIA	FOOD & BEVERAGE	DIVERSIFIED
204	COMPLAN	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
205	NESCAFE	FOOD & BEVERAGE	INSTANT COFFEE
206	JAGUAR	AUTOMOBILE	FOUR WHEELER - LUXURY
207	PARAGON	PERSONAL ACCESSORIES	FOOTWEAR - RUBBER
208	AXIS BANK	BFSI	BANK - PRIVATE
209	CASIO	PERSONAL ACCESSORIES	WATCHES
210	ACC CEMENT	MANUFACTURING	CEMENT
211	SURF EXCEL	FMCG	FABRICARE
212	PATANJALI	HEALTHCARE	AYURVEDIC PRODUCTS
213	SAMSUNG	GADGETRY	TABLETS
214	BIG BAZAAR	RETAIL	HYPERMARKET - INDIAN
215	FAIR & LOVELY	FMCG	SKIN LIGHTENING PRODUCTS
216	BANK OF BARODA	BFSI	BANK - PSU
217	BLUE STAR	CONSUMER ELECTRONICS	AIR CONDITIONERS
218	VIVEL	FMCG	SOAPS
219	KAWASAKI	AUTOMOBILE	TWO WHEELER - MFR.
220	DENIM	BRANDED FASHION	BRANDED FASHION
221	RADIO ONE	MEDIA - RADIO	FM CHANNEL
222	VIP	PERSONAL ACCESSORIES	LUGGAGE/BAGS
223	CEAT	AUTOMOBILE - RELATED	TYRES
224	OLA	INTERNET	ONLINE TAXI AGGREGATOR
225	RELIANCE JIO	TELECOM	SERVICES - DIVERSIFIED
226	TVS CREDIT	BFSI	FINANCIAL SERVICES - RURAL
227	CLOSE UP	FMCG	ORAL HYGIENE
228	BAJAJ ALLIANZ	BFSI	INSURANCE - DIVERSIFIED
229	GARNIER	FMCG	HAIR COLOUR
230	ABP NEWS	MEDIA - TV	HINDI NEWS
231	VOLVO	AUTOMOBILE	FOUR WHEELER - LUXURY
232	COCA-COLA	FOOD & BEVERAGE	AERATED BEVERAGES
233	PEPSODENT	FMCG	ORAL HYGIENE
234	SUNFEAST	FOOD & BEVERAGE	BISCUITS
235	PATANJALI DANT KANTI	FMCG	ORAL HYGIENE
236	SUNSILK	FMCG	HAIRCARE
237	HONDA	AUTOMOBILE	SCOOTERS
238	RELIANCE TRENDS	RETAIL	PERSONAL GOODS
239	SKODA	AUTOMOBILE	FOUR WHEELER - MFR.
240	SENSODYNE	FMCG	ORAL HYGIENE



HT Media buyout effect?



Scores a ranking century



500+ rank gain, yet its biscuits reach only 3rd



Trending up 704 ranks

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
241	RENAULT	AUTOMOBILE	FOUR WHEELER - MFR.
242	YES BANK	BFSI	BANK - PRIVATE
243	GODREJ	CONSUMER ELECTRONICS	WASHING MACHINES
244	UNION BANK OF INDIA	BFSI	BANK - PSU
245	DABUR REAL	FOOD & BEVERAGE	PACKAGED JUICE
246	AMUL	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
247	PHILIPS	CONSUMER ELECTRONICS	DIVERSIFIED
248	LOKMAT	MEDIA - PRINT	NEWSPAPER - MARATHI
249	BEING HUMAN	BRANDED FASHION	CELEBRITY-LED BRAND
250	VASELINE	FMCG	SKINCARE
251	BOOST	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
252	ONIDA	CONSUMER ELECTRONICS	AIR CONDITIONERS
253	ZEE5	INTERNET	VIDEO STREAMING
254	AAKASH INSTITUTE	EDUCATION	TEST PREP
255	BOVONTO	FOOD & BEVERAGE	AERATED BEVERAGES
256	SONY	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
257	ORIENT	CONSUMER APPLIANCES	FANS
258	CARRIER	CONSUMER ELECTRONICS	AIR CONDITIONERS
259	CLINIC PLUS	FMCG	HAIRCARE
260	NALLI	APPARELS	SAREES - HANDCRAFTED
261	DABUR AMLA	FMCG	HAIR OIL
262	DUCATI	AUTOMOBILE	TWO WHEELER - PREMIUM
263	BANK OF INDIA	BFSI	BANK - PSU
264	FANTA	FOOD & BEVERAGE	AERATED BEVERAGES
265	SAMSUNG	TECHNOLOGY	LAPTOPS
266	KANGAROO KIDS	EDUCATION	PRE-SCHOOL
267	VOLKSWAGEN	AUTOMOBILE	FOUR WHEELER - MFR.
268	FLIPKART	INTERNET	ONLINE RETAIL - DIVERSIFIED
269	TATA SKY	DTH	DTH
270	LLOYD	CONSUMER ELECTRONICS	AIR CONDITIONERS
271	KHADIM'S	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
272	HIMALAYA	FMCG	SOAPS - AYURVEDIC
273	JK SPICES	FOOD & BEVERAGE	SPICES
274	LIPTON	FOOD & BEVERAGE	TEA
275	WHATSAPP	INTERNET	INSTANT MESSAGING SERVICE
276	WHISPER	FMCG	PERSONAL HYGIENE PRODUCTS
277	DON BOSCO	EDUCATION	SCHOOL
278	TVS SCOOTY	AUTOMOBILE	AUTOMATIC SCOOTER
279	NESTLE KITKAT	FOOD & BEVERAGE	CHOCOLATE - BRAND
280	FERRARI	AUTOMOBILE	FOUR WHEELER - SUPER LUXURY



First time entrant leads video streaming



Out of fizz - worst performance in 5 years



Kids agenda tops list



Skyfall!



Its up 295 ranks



Cantering up 40 ranks

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
281	KISSAN	FOOD & BEVERAGE	PROCESSED FOODS
282	RAYBAN	PERSONAL ACCESSORIES	EYEWEAR
283	TV9	MEDIA - TV	CHANNEL CLUSTER
284	LG	KITCHEN CARE	KITCHEN APPLIANCES - PREMIUM
285	APOLLO HOSPITALS	HEALTHCARE	HOSPITALS - PRIVATE
286	RIN	FMCG	FABRICARE
287	REEBOK	APPARELS	SPORTSWEAR
288	CAMLIN	STATIONERY	WRITING ACCESSORIES
289	H&M	RETAIL	FAST FASHION
290	LIFEBUOY	FMCG	ANTISEPTIC PRODUCTS
291	INDIA GATE BASMATI	FOOD & BEVERAGE	PACKAGED RICE
292	DUNLOP	AUTOMOBILE - RELATED	TYRES
293	HMT	PERSONAL ACCESSORIES	WATCHES
294	MTR	FOOD & BEVERAGE	RTC FOODS
295	MOTO	GADGETRY	MOBILE PHONES
296	BRITANNIA GOODDAY	FOOD & BEVERAGE	BISCUITS - BRAND
297	MANGO FROOTI	FOOD & BEVERAGE	NON-AERATED BEVERAGES
298	ADANI	ENERGY	OIL & GAS - PRIVATE
299	KTM	AUTOMOBILE	TWO WHEELER - MFR.
300	PATANJALI	FMCG	SOAPS - AYURVEDIC
301	GUCCI	BRANDED FASHION	LUXURY FASHION
302	AMERICAN TOURISTER	PERSONAL ACCESSORIES	LUGGAGE/BAGS
303	MINU	APPARELS	ETHNICWEAR - WOMEN
304	KHAITAN	CONSUMER APPLIANCES	FANS
305	JEEP	AUTOMOBILE	FOUR WHEELER - MFR.
306	ITC	DIVERSIFIED	DIVERSIFIED
307	LOTUS	FMCG	SKINCARE
308	GARNIER	FMCG	SKINCARE
309	AMUL	FOOD & BEVERAGE	YOGURT
310	DETTOL	FMCG	ANTISEPTIC PRODUCTS
311	SAKTHI MASALA	FOOD & BEVERAGE	SPICES
312	TATA MOTORS	AUTOMOBILE	COMMERCIAL VEHICLES
313	WIPRO	FMCG	DIVERSIFIED
314	AACHI	FOOD & BEVERAGE	SPICES
315	ZODIAC	APPARELS	MENSWEAR
316	RAJDHANI BESAN	FOOD & BEVERAGE	STAPLE KITCHEN INGREDIENTS
317	NDTV	MEDIA - TV	ENGLISH NEWS
318	EVEREST	FOOD & BEVERAGE	SPICES
319	RELIANCE PETROLEUM	ENERGY	OIL & GAS - DIVERSIFIED
320	MAC	FMCG	COSMETICS - PREMIUM



Ayurveda rules



ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
321	JK TYRE	AUTOMOBILE - RELATED	TYRES
322	ARUN ICECREAMS	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
323	SUN PHARMA	HEALTHCARE	PHARMACEUTICALS - INDIAN
324	AMBUJA CEMENT	MANUFACTURING	CEMENT
325	CADBURY	FOOD & BEVERAGE	CHOCOLATES - DIVERSIFIED
326	VIBRO	FOOD & BEVERAGE	AERATED BEVERAGES
327	CIPLA	HEALTHCARE	PHARMACEUTICALS - INDIAN
328	CESC	ENERGY	ELECTRIC UTILITY
329	K.RAHEJA	REAL ESTATE	DIVERSIFIED
330	FACES	FMCG	COSMETICS
331	HINDUSTAN UNILEVER	FMCG	DIVERSIFIED
332	OYO ROOMS	INTERNET	HOTEL ROOM AGGREGATOR
333	PHILIPS	CONSUMER ELECTRONICS	TELEVISIONS
334	AMUL	FOOD & BEVERAGE	GHEE
335	AAVIN DAIRY	FOOD & BEVERAGE	MILK
336	CORNETTO	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT-BRAND
337	ULTRATECH CEMENT	MANUFACTURING	CEMENT
338	BINGO	FOOD & BEVERAGE	PACKAGED SNACKS
339	SANSUI	CONSUMER ELECTRONICS	TELEVISIONS
340	SWIGGY	INTERNET	ONLINE FOOD AGGREGATOR
341	EXPRESS AVENUE	RETAIL	MALL
342	FBB	RETAIL	PERSONAL GOODS
343	TIDE	FMCG	FABRICARE
344	TCS	TECHNOLOGY	SOFTWARE SERVICES
345	RED FM	MEDIA - RADIO	FM CHANNEL
346	INFOSYS	TECHNOLOGY	SOFTWARE SERVICES
347	SONY	GADGETRY	HEADPHONES
348	VESPA	AUTOMOBILE	SCOOTERS
349	CASTROL	AUTOMOBILE - RELATED	LUBRICANTS
350	COTTON KING	APPARELS	CASUALWEAR
351	FORUM MALL	RETAIL	MALL
352	UMBRO	APPARELS	SPORTSWEAR
353	BSNL	TELECOM	MOBILE SERVICE PROVIDER
354	OKAYA	CONSUMER APPLIANCES	INVERTER BATTERIES
355	AIR INDIA	TRANSPORTATION	GOVERNMENT AIRLINES
356	LG	GADGETRY	MOBILE PHONES
357	BAJAJ ALMOND DROPS	FMCG	HAIR OIL
358	SARAVANA STORES	RETAIL	MEGA STORE
359	KELLOGG'S	FOOD & BEVERAGE	BREAKFAST CEREAL
360	RAJASTHAN PATRIKA	MEDIA - PRINT	NEWSPAPER - HINDI



Makes sweet re-entry with 661 rank jump



Only brand to have lost ranks in this category



Software services avg fall by 206 ranks



Powerful & energetic debut

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
361	HYUNDAI CRETA	AUTOMOBILE	SUV - BRAND
362	PREETHI	KITCHEN CARE	KITCHEN APPLIANCES
363	HSBC	BFSI	BANK - FOREIGN
364	HERITAGE FOODS	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
365	TIMEX	PERSONAL ACCESSORIES	WATCHES
366	JK PAPER	MANUFACTURING	PAPER
367	TROPICANA	FOOD & BEVERAGE	PACKAGED JUICE
368	GOLD FLAKE	FMCG	CIGARETTE - BRAND
369	SUN TV	MEDIA - TV	TAMIL GEC
370	VEEDOL	AUTOMOBILE - RELATED	LUBRICANTS
371	SPARX	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
372	HEAD & SHOULDERS	FMCG	HAIRCARE
373	SONY VAIO	TECHNOLOGY	LAPTOPS
374	KWALITY WALLS	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
375	MAHINDRA BOLERO	AUTOMOBILE	SUV - BRAND
376	ACTION	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
377	GSK	HEALTHCARE	PHARMACEUTICALS - FOREIGN
378	VAN HEUSEN	APPARELS	FORMALWEAR
379	TATA POWER	ENERGY	ELECTRIC UTILITY
380	WHIRLPOOL	CONSUMER ELECTRONICS	AIR CONDITIONERS
381	AXE	FMCG	DEO
382	RBI	BFSI	BANK - FEDERAL
383	INTEX	TECHNOLOGY	LAPTOPS
384	NATURALS	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
385	NIHAR NATURALS	FMCG	HAIR OIL
386	SURYA	FAST MOVING ELECTRICAL GOODS	LIGHTING
387	MAHINDRA TRUCK & BUS	AUTOMOBILE	COMMERCIAL VEHICLES
388	BAJAJ ELECTRICALS	FAST MOVING ELECTRICAL GOODS	DIVERSIFIED
389	THE HINDU	MEDIA - PRINT	NEWSPAPER - ENGLISH
390	ASUS	TECHNOLOGY	LAPTOPS
391	INDIAN OIL	ENERGY	OIL & GAS - RETAIL
392	NILKAMAL	HOME CARE	FURNITURE
393	INTEL	TECHNOLOGY	SEMICONDUCTORS
394	PARK AVENUE	FMCG	DEO
395	RELIANCE GENERAL INSURANCE	BFSI	GENERAL INSURANCE - PRIVATE
396	MOTHER DAIRY	FOOD & BEVERAGE	MILK
397	REYNOLDS	STATIONERY	WRITING ACCESSORIES
398	AMUL	FOOD & BEVERAGE	CHEESE
399	PHOENIX MARKETCITY	RETAIL	MALL
400	MEDIMIX	FMCG	SOAPS - AYURVEDIC



Axe-effect: not working any more



Accelerating nearer to the top



Best performance in 3 years due to sensible reporting

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
401	BENELLI	AUTOMOBILE	TWO WHEELER - BRAND
402	MADAME	APPARELS	WOMENSWEAR
403	MAAZA	FOOD & BEVERAGE	NON-AERATED BEVERAGES
404	TATA CHEMICALS	MANUFACTURING	CHEMICALS
405	LENOVO	TECHNOLOGY	PERSONAL TECHNOLOGY
406	HAWKINS	KITCHEN CARE	COOKWARE
407	HAIER	CONSUMER ELECTRONICS	REFRIGERATORS
408	MONTEX	STATIONERY	WRITING ACCESSORIES
409	L'OREAL	FMCG	HAIR COLOUR
410	WOODLAND	APPARELS	OUTDOOR WEAR
411	MARUTI SUZUKI VITARA BREZZA	AUTOMOBILE	SUV - BRAND
412	JBL	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
413	BRITANNIA	FOOD & BEVERAGE	CHEESE
414	SUNRISE FOODS	FOOD & BEVERAGE	SPICES
415	MAX	RETAIL	FAST FASHION
416	ZEE NEWS	MEDIA - TV	HINDI NEWS
417	KALIMARK	FOOD & BEVERAGE	AERATED BEVERAGE MFR.
418	REVLON	FMCG	COSMETICS
419	CROMPTON GREAVES	CONSUMER APPLIANCES	FANS
420	ROCA	HOME CARE	BATHROOM FIXTURES - PREMIUM
421	AMUL	FOOD & BEVERAGE	CHOCOLATES - DIVERSIFIED
422	SREELEATHERS	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
423	NESTLE	FOOD & BEVERAGE	CHOCOLATES - DIVERSIFIED
424	NANDINI	FOOD & BEVERAGE	MILK
425	NIKON	GADGETRY	CAMERAS
426	NESTLE	FOOD & BEVERAGE	MILK
427	P.C.CHANDRA JEWELLERS	PERSONAL ACCESSORIES	JEWELLERY
428	HONDA UNICORN	AUTOMOBILE	TWO WHEELER - BRAND
429	KINGFISHER	ALCOHOLIC BEVERAGES	BEER
430	HARPIC	FMCG	TOILET CLEANER
431	AMARON	AUTOMOBILE - RELATED	AUTO - BATTERIES
432	PATANJALI	FMCG	SKINCARE - AYURVEDIC
433	MARUTI SUZUKI CIAZ	AUTOMOBILE	CAR - SEDAN
434	O GENERAL	CONSUMER ELECTRONICS	AIR CONDITIONERS
435	HINDWARE	HOME CARE	BATHROOM FIXTURES
436	DHARA	FOOD & BEVERAGE	EDIBLE OIL
437	LAMBORGHINI	AUTOMOBILE	FOUR WHEELER - SUPER LUXURY
438	RADIO MIRCHI	MEDIA - RADIO	FM CHANNEL
439	JIO PHONE	GADGETRY	MOBILE PHONES
440	MIO AMORE	RETAIL	BAKERY



Alchemic rise of 500 ranks



Make some noise-re-enters after a gap year



Drops 67 ranks on controversies



Bull is 2nd to the horse, though gains 131 slots

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020



208 ranks debited, worst show in 4 years

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
441	PAYTM	INTERNET	ONLINE PAYMENT SERVICE
442	RED BULL	FOOD & BEVERAGE	ENERGY DRINK
443	AYUR	FMCG	SOAPS - AYURVEDIC
444	AIRTEL	DTH	DTH
445	TOSHIBA	TECHNOLOGY	LAPTOPS
446	WONDER CEMENT	MANUFACTURING	CEMENT
447	IFB	CONSUMER ELECTRONICS	WASHING MACHINES
448	SANGEETHA VEG RESTAURANT	RETAIL	RESTAURANT CHAIN
449	USHA	CONSUMER APPLIANCES	IRONS
450	SPRITE	FOOD & BEVERAGE	AERATED BEVERAGES
451	7UP	FOOD & BEVERAGE	AERATED BEVERAGES
452	FABINDIA	APPARELS	HANDWOVEN GARMENTS
453	EVEREADY	FMCG	CONSUMER BATTERIES
454	G-SHOCK	PERSONAL ACCESSORIES	SHOCK RESISTANT WATCHES
455	LIBERTY	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
456	FEVICOL	FMCG	ADHESIVE
457	CHAMBOR	FMCG	COSMETICS
458	HAIER	CONSUMER ELECTRONICS	DIVERSIFIED
459	PURABI	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
460	BHARATGAS	ENERGY	LPG
461	SUNLIGHT	FMCG	FABRICARE
462	HAVMOR	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
463	ONIDA	CONSUMER ELECTRONICS	DIVERSIFIED
464	BROOKE BOND RED LABEL	FOOD & BEVERAGE	TEA - BRAND
465	GEMINI	FOOD & BEVERAGE	EDIBLE OIL
466	KENT	CONSUMER APPLIANCES	WATER PURIFIERS
467	BMW MOTORRAD	AUTOMOBILE	TWO WHEELER-BRAND(PREMIUM)
468	RKG	FOOD & BEVERAGE	GHEE
469	CINTHOL	FMCG	SOAPS
470	SUNFEAST YIPPEE NOODLES	FOOD & BEVERAGE	INSTANT NOODLES
471	CANARA BANK	BFSI	BANK - PSU
472	ASUS	TECHNOLOGY	PERSONAL TECHNOLOGY
473	KELVINATOR	CONSUMER ELECTRONICS	REFRIGERATORS
474	INDIA TV	MEDIA - TV	HINDI NEWS
475	JOHNSON	HOME CARE	CERAMICS
476	A2B	RETAIL	RESTAURANT CHAIN
477	PAVERS ENGLAND	PERSONAL ACCESSORIES	WOMEN'S HAND BAGS
478	MI	CONSUMER ELECTRONICS	TELEVISIONS
479	PATANJALI	FOOD & BEVERAGE	HONEY
480	LIMCA	FOOD & BEVERAGE	AERATED BEVERAGES



majboot jod toota, 183 ranks unstuck



No owner's Pride - drops 394 spots



Dripping sweet victory

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
481	HIMALAYA	HEALTHCARE	AYURVEDIC PRODUCTS
482	YAHOO	INTERNET	EMAIL SERVICE
483	BOSCH	AUTOMOBILE - RELATED	AUTOMOBILE ELECTRONICS
484	TATA CAPITAL	BFSI	FINANCIAL SERVICES
485	SAKTHI SUGARS	MANUFACTURING	SUGAR
486	WESTSIDE	RETAIL	PERSONAL GOODS
487	DELHI PUBLIC SCHOOL	EDUCATION	SCHOOL
488	PARLE MONACO	FOOD & BEVERAGE	BISCUITS - BRAND
489	NOVARTIS	HEALTHCARE	PHARMACEUTICALS - FOREIGN
490	HAVELLS	FAST MOVING ELECTRICAL GOODS	DIVERSIFIED
491	JSW STEEL	MANUFACTURING	METAL
492	MAX LIFE INSURANCE	BFSI	LIFE INSURANCE - PRIVATE
493	EXIDE	AUTOMOBILE - RELATED	AUTO - BATTERIES
494	GIORGIO ARMANI	FMCG	PERFUMES
495	HRX	BRANDED FASHION	CELEBRITY-LED BRAND
496	YOUTUBE	INTERNET	VIDEO-SHARING
497	BAGGIT	PERSONAL ACCESSORIES	WOMEN'S HAND BAGS
498	INDIGO AIRLINES	TRANSPORTATION	AIRLINES - INDIAN
499	WHEEL	FMCG	FABRICARE
500	UCO BANK	BFSI	BANK - PSU
501	EESL	ENERGY	ENERGY SERVICES
502	UBER	INTERNET	ONLINE TAXI AGGREGATOR
503	NIRMA	FMCG	FABRICARE
504	SIYARAM	APPARELS	FABRICS
505	SAGAR RATNA	RETAIL	RESTAURANT CHAIN
506	GAP	RETAIL	FAST FASHION
507	REXONA	FMCG	SOAPS
508	NILGIRI'S	RETAIL	GROCERY
509	PRIYAGOLD	FOOD & BEVERAGE	BISCUITS
510	RBL BANK	BFSI	BANK - PRIVATE
511	FLORIDA	HOME CARE	HOME FASHION
512	BROOKE BOND TAJ MAHAL	FOOD & BEVERAGE	TEA - BRAND
513	NAKKHEERAN	MEDIA - PRINT	MAGAZINE - TAMIL
514	SUPREME	HOME CARE	FURNITURE
515	COOKME	FOOD & BEVERAGE	SPICES
516	TVS TYRES	AUTOMOBILE - RELATED	TYRES
517	ING BANK	BFSI	BANK - FOREIGN
518	LIVPURE	CONSUMER APPLIANCES	WATER PURIFIERS
519	HCL	TECHNOLOGY	PERSONAL TECHNOLOGY
520	DAAWAT	FOOD & BEVERAGE	PACKAGED RICE



Koi Mil Gaya - new entrant

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
521	SKYBAGS	PERSONAL ACCESSORIES	LUGGAGE/BAGS
522	STAR PLUS	MEDIA - TV	HINDI GEC
523	ESBEDA	PERSONAL ACCESSORIES	WOMEN'S HAND BAGS
524	DUKE AUTO	AUTOMOBILE	E-RICKSHAW - MFR.
525	LEE COOPER	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
526	CLUB FACTORY	INTERNET	ONLINE RETAIL - DIVERSIFIED
527	LAKHANI	PERSONAL ACCESSORIES	FOOTWEAR - RUBBER
528	HAIER	CONSUMER ELECTRONICS	AIR CONDITIONERS
529	VIDEOCON	CONSUMER ELECTRONICS	WASHING MACHINES
530	RELIANCE INFRASTRUCTURE	ENERGY	ELECTRIC UTILITY
531	SOCIETY TEA	FOOD & BEVERAGE	TEA
532	VIDEOCON	CONSUMER ELECTRONICS	REFRIGERATORS
533	JEYACHANDRAN	RETAIL	DEPARTMENTAL STORE - APPAREL
534	CROMA	RETAIL	CONSUMER ELECTRONICS
535	CELLO	STATIONERY	WRITING ACCESSORIES
536	GARNIER	FMCG	HAIRCARE
537	HYUNDAI SANTRO	AUTOMOBILE	CAR - HATCHBACK
538	ANANDA VIKATAN	MEDIA - PRINT	MAGAZINE - TAMIL
539	BISK FARM	FOOD & BEVERAGE	DIVERSIFIED
540	BURGER KING	RETAIL	QSR
541	LIFESTYLE	RETAIL	PERSONAL GOODS
542	SAWAI MAN SINGH HOSPITAL	HEALTHCARE	HOSPITALS - PUBLIC
543	VKC	PERSONAL ACCESSORIES	FOOTWEAR - PU
544	SPENCER'S	RETAIL	HYPERMARKET - INDIAN
545	ORIFLAME	FMCG	COSMETICS
546	CAT	PERSONAL ACCESSORIES	FOOTWEAR - WORK BOOTS
547	ZEE TV	MEDIA - TV	HINDI GEC
548	PARLE	FOOD & BEVERAGE	DIVERSIFIED
549	HAJMOLA	FOOD & BEVERAGE	DIGESTIVE TABLETS
550	DABUR	HEALTHCARE	CHAWANPRASH
551	SLEEPWELL	HOME CARE	MATTRESSES
552	FORTUNER	AUTOMOBILE	LUXURY SUV - BRAND
553	KINLEY	FOOD & BEVERAGE	PACKAGED DRINKING WATER
554	ANNAPURNA	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
555	THUMS UP	FOOD & BEVERAGE	AERATED BEVERAGES
556	LINKEDIN	INTERNET	SOCIAL NETWORKING-PROFESSIONAL
557	VASANTH & CO	RETAIL	CONSUMER ELECTRONICS
558	FA	FMCG	DEO
559	EENADU	MEDIA - PRINT	NEWSPAPER - TELUGU
560	SUZUKI GIXXER	AUTOMOBILE	TWO WHEELER - BRAND



Thundered down 365 ranks



Comeback after a year, networks up 358 ranks

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
561	LIBAS	APPARELS	ETHNICWEAR - WOMEN
562	AASHIRVAAD RICE	FOOD & BEVERAGE	PACKAGED RICE
563	NYKAA	INTERNET	ONLINE RETAIL - BEAUTY
564	PVR	ENTERTAINMENT	CINEMA - DISPLAY
565	PATANJALI	FOOD & BEVERAGE	EDIBLE OIL
566	EMAMI	FMCG	DIVERSIFIED
567	TODAY TEA	FOOD & BEVERAGE	TEA
568	LEE COOPER	APPARELS	CASUALWEAR
569	CYCLE AGARBATTI	FMCG	AGARBATTIS
570	FORTIS HEALTHCARE	HEALTHCARE	HOSPITALS - PRIVATE
571	RADAAN MEDIAWORKS	ENTERTAINMENT	PRODUCTION HOUSE
572	SPUNK	APPARELS	CASUALWEAR
573	GENERAL INSURANCE CORPORATION	BFSI	GENERAL INSURANCE - PSU
574	PIGEON	KITCHEN CARE	KITCHEN APPLIANCES
575	MAD OVER DONUTS	RETAIL	DONUTS
576	JK CEMENT	MANUFACTURING	CEMENT
577	GILLETTE	FMCG	SHAVING PRODUCTS
578	PUNJAB KESARI	MEDIA - PRINT	NEWSPAPER - HINDI
579	DABUR HONEY	FOOD & BEVERAGE	HONEY
580	CROMPTON GREAVES	FAST MOVING ELECTRICAL GOODS	DIVERSIFIED
581	BERGER PAINTS	MANUFACTURING	PAINTS
582	LUMINOUS	CONSUMER APPLIANCES	INVERTER BATTERIES
583	ONGC	ENERGY	OIL & GAS - PSU
584	AROKYA	FOOD & BEVERAGE	MILK
585	MAX HOSPITAL	HEALTHCARE	HOSPITALS - PRIVATE
586	BRITANNIA BOURBON	FOOD & BEVERAGE	BISCUITS - BRAND
587	CASIO	TECHNOLOGY	PERSONAL TECHNOLOGY
588	HERO CYCLES	MANUFACTURING	BICYCLES
589	BOROLINE	FMCG	ANTISEPTIC CREAM - AYURVEDIC
590	GODREJ NO.1	FMCG	SOAPS
591	SHALIMAR PAINTS	MANUFACTURING	PAINTS
592	BPL	CONSUMER ELECTRONICS	TELEVISIONS
593	SYSKA	CONSUMER APPLIANCES	DIVERSIFIED
594	VOGUE	PERSONAL ACCESSORIES	EYEWEAR
595	NEW INDIA ASSURANCE	BFSI	GENERAL INSURANCE - PSU
596	PROMISE	FMCG	ORAL HYGIENE
597	AMIRA NATURE FOODS	FOOD & BEVERAGE	PACKAGED RICE
598	iBALL	GADGETRY	MOBILE PHONES
599	VOLTAS	CONSUMER ELECTRONICS	DIVERSIFIED
600	BOURNVITA	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS



Beautiful debut



Not in good health, 310 notches down



Mad Over Debut, sugary win



Upward slope, downward 565 ranks



Spectacular new entrance



22 rank sink

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
601	VIM	FMCG	DISHCARE
602	EPSON	TECHNOLOGY	PRINTERS
603	PARK AVENUE	FMCG	MEN'S GROOMING
604	ALL OUT	FMCG	PEST REPELLENT
605	HAIER	CONSUMER ELECTRONICS	WASHING MACHINES
606	EMCO	MANUFACTURING	TRANSFORMERS
607	BRITANNIA NUTRICHoice	FOOD & BEVERAGE	BISCUITS - BRAND
608	HIMALAYA	FMCG	HAIRCARE
609	TOTO	HOME CARE	BATHROOM FIXTURES - LUXURY
610	DUKE	APPARELS	CASUALWEAR
611	APPLE iPad	GADGETRY	TABLETS
612	OUTLOOK	MEDIA - PRINT	MAGAZINE - ENGLISH
613	JOHNSON & JOHNSON	FMCG	BABY PRODUCTS
614	JINDAL STEEL	MANUFACTURING	METAL
615	CADBURY PERK	FOOD & BEVERAGE	CHOCOLATE - BRAND
616	HAMDARD	HEALTHCARE	UNANI PRODUCTS
617	VISA	BFSI	CREDIT CARDS
618	LIVA	APPARELS	NATURE - BASED FABRIC
619	MASTERCARD	BFSI	CREDIT CARDS
620	MOHANI TEA	FOOD & BEVERAGE	TEA
621	DHL	SERVICES	EXPRESS SERVICES - FOREIGN
622	ASIAN	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
623	KURKURE	FOOD & BEVERAGE	PACKAGED SNACKS
624	ANNAPURNA	FOOD & BEVERAGE	STAPLE KITCHEN INGREDIENTS
625	LAVA	GADGETRY	MOBILE PHONES
626	SYMPHONY	CONSUMER ELECTRONICS	AIR COOLERS
627	MICROMAX	GADGETRY	MOBILE PHONES
628	VADILAL	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
629	NIPPO	FMCG	CONSUMER BATTERIES
630	COLORBAR	FMCG	COSMETICS
631	BANDHAN BANK	BFSI	BANK - PRIVATE
632	DENVER	FMCG	DEO
633	SURYA CEMENT	MANUFACTURING	CEMENT
634	NDTV INDIA	MEDIA - TV	HINDI NEWS
635	MODERN	FOOD & BEVERAGE	BAKERY PRODUCTS
636	EICHER	AUTOMOBILE	COMMERCIAL VEHICLES
637	NIVEA	FMCG	SOAPS
638	CANTABIL	APPARELS	MENSWEAR
639	INSTAGRAM	INTERNET	SOCIAL NETWORKING
640	ARMANI	BRANDED FASHION	LUXURY FASHION



Missed the right avenue,
438 points eroded



Perks up 240 bars



Disrobed of 156 points

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
641	AMUL	FOOD & BEVERAGE	FLAVOURED MILK
642	RELIGARE HEALTH INSURANCE	BFSI	HEALTH INSURANCE - PRIVATE
643	THE PARK HOTELS	HOSPITALITY	HOTELS - PREMIUM
644	CADILA PHARMACEUTICALS	HEALTHCARE	PHARMACEUTICALS - INDIAN
645	KOLIS	FOOD & BEVERAGE	PACKAGED SNACKS
646	MONGINIS	RETAIL	CAKESHOP - CHAIN
647	NEROLAC	MANUFACTURING	PAINTS
648	ITC HOTELS	HOSPITALITY	HOTELS - PREMIUM
649	ORAL B	FMCG	ORAL HYGIENE
650	TOSHIBA	CONSUMER ELECTRONICS	TELEVISIONS
651	DTDC	SERVICES	EXPRESS SERVICES - INDIAN
652	SYSKA LED	FAST MOVING ELECTRICAL GOODS	LED
653	POOJA MASALA	FOOD & BEVERAGE	SPICES
654	AMWAY	FMCG	DIRECT SELLING
655	BBC NEWS	MEDIA - TV	ENGLISH NEWS
656	GODREJ PROPERTIES	REAL ESTATE	DIVERSIFIED
657	BLUE DART	SERVICES	EXPRESS SERVICES - INDIAN
658	PATANJALI KESH KANTI	FMCG	HAIR OIL - AYURVEDIC
659	IBM	SERVICES	CONSULTING SERVICES
660	HASMUKH	FOOD & BEVERAGE	TEA
661	ASHOK LEYLAND	AUTOMOBILE	COMMERCIAL VEHICLES
662	USHA	CONSUMER APPLIANCES	DIVERSIFIED
663	GANESH GRAINS	FOOD & BEVERAGE	PACKAGED FLOUR
664	SIGNATURE	HOME CARE	BLANKETS
665	CASIO	GADGETRY	CALCULATOR
666	RUPA	APPARELS	INNERWEAR
667	MTV	MEDIA - TV	MUSIC CHANNEL
668	ASHIMA	APPARELS	FABRICS
669	HAIER	CONSUMER ELECTRONICS	TELEVISIONS
670	L&T	DIVERSIFIED	DIVERSIFIED
671	SONY	GADGETRY	MOBILE PHONES
672	HDFC	BFSI	HOME FINANCE
673	MYNTRA	INTERNET	ONLINE RETAIL - FASHION
674	KODAK	GADGETRY	CAMERAS
675	LOUIS PHILIPPE	FORMALWEAR	APPARELS
676	FINOLEX	MANUFACTURING	WIRES
677	BRITANNIA MARIE GOLD	FOOD & BEVERAGE	BISCUITS - BRAND
678	NEXA	RETAIL	AUTOMOBILE
679	HITACHI	CONSUMER ELECTRONICS	DIVERSIFIED
680	HAMAM	FMCG	SOAPS



399 ranks fade colour



Missing the inside story
- 173 points fall

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
681	LILAVATI HOSPITAL & RESEARCH CENTRE	HEALTHCARE	HOSPITALS - PRIVATE
682	TOYOTA INNOVA	AUTOMOBILE	SUV - BRAND
683	NIRLON	KITCHEN CARE	COOKWARE
684	NATURE POWER	FMCG	SOAPS
685	AJIO	INTERNET	ONLINE RETAIL - DIVERSIFIED
686	RAMCO CEMENTS	MANUFACTURING	CEMENT
687	CHEVROLET	AUTOMOBILE	FOUR WHEELER - MFR.
688	SARDAR JI PAPAD WALE	FOOD & BEVERAGE	FOOD ACCOMPANIMENTS-WHOLESALE
689	BURBERRY	BRANDED FASHION	LUXURY FASHION
690	BADSHAH	FOOD & BEVERAGE	SPICES
691	CLASSMATE	STATIONERY	NOTEBOOKS
692	KIA	AUTOMOBILE	FOUR WHEELER - MFR.
693	TATA TRUSTS	PHILANTHROPY	PHILANTHROPIC TRUST-CORPORATE
694	JAIPAN	KITCHEN CARE	KITCHEN APPLIANCES
695	LLOYD	CONSUMER ELECTRONICS	TELEVISIONS
696	CINTHOL	FMCG	TALCUM POWDER
697	SHELL	ENERGY	OIL & GAS - FOREIGN
698	RAMDEV	FOOD & BEVERAGE	SPICES
699	CAMLIN	STATIONERY	DIVERSIFIED
700	INTAS	HEALTHCARE	PHARMACEUTICALS - INDIAN
701	GOLDEN TULIP	HOSPITALITY	HOTELS
702	MUFTI	APPARELS	MENSWEAR
703	TATA MEMORIAL CENTRE	HEALTHCARE	HOSPITALS-PUBLIC(CANCER CARE)
704	BAJAJ	DIVERSIFIED	DIVERSIFIED
705	DABUR BABOOL	FMCG	ORAL HYGIENE
706	MONARCH	FOOD & BEVERAGE	BISCUITS
707	YAMAHA FZ	AUTOMOBILE	TWO WHEELER - BRAND
708	KOHLER	HOME CARE	BATHROOM FIXTURES-PREMIUM
709	CHITALE DAIRY	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
710	BIOTIQUE	FMCG	SOAPS - AYURVEDIC
711	CHIK	FMCG	HAIRCARE
712	MANKIND PHARMA	HEALTHCARE	PHARMACEUTICALS - INDIAN
713	HONDA CB HORNET	AUTOMOBILE	TWO WHEELER - BRAND
714	COBB	APPARELS	CASUALWEAR
715	MILTON	KITCHEN CARE	KITCHEN PRODUCTS
716	MAHINDRA YUVO	AUTOMOBILE	TRACTOR - BRAND
717	DLF	REAL ESTATE	DIVERSIFIED
718	ALLAHABAD BANK	BFSI	BANK - PSU
719	APOLLO TYRES	AUTOMOBILE - RELATED	TYRES
720	USHA	HOME CARE	SEWING MACHINES

TATA TRUSTS
Data driven social work

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
721	AASHIRVAAD SALT	FOOD & BEVERAGE	SALT
722	BIKAJI	FOOD & BEVERAGE	PACKAGED SNACKS
723	PHILIPS	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
724	PRINCE	CABLE	CABLE NETWORK
725	ESSAR	ENERGY	OIL & GAS - PRIVATE
726	RASASI	FMCG	OCCIDENTAL PERFUMES
727	CRYSTAL	KITCHEN CARE	COOKWARE
728	AJANTA	HOME CARE	WALL CLOCKS
729	RED CHIEF	PERSONAL ACCESSORIES	FOOTWEAR - LEATHER
730	AVON	FMCG	COSMETICS
731	TWITTER	INTERNET	SOCIAL NETWORKING
732	PARLE HIDE & SEEK	FOOD & BEVERAGE	BISCUITS - BRAND
733	VERKA MILK	FOOD & BEVERAGE	MILK
734	GOODWILL DEVELOPERS	REAL ESTATE	DIVERSIFIED
735	DABUR	HEALTHCARE	AYURVEDIC PRODUCTS
736	LUPIN	HEALTHCARE	PHARMACEUTICALS - INDIAN
737	RAMRAJ	APPARELS	DHOTIS
738	VOOT	INTERNET	VIDEO STREAMING
739	DETTOL	FMCG	HANDWASH
740	FABINDIA	RETAIL	HANDMADE PRODUCTS
741	REAL NAMKEEN	FOOD & BEVERAGE	PACKAGED SNACKS
742	HEM INCENSE	FMCG	AGARBATTIS
743	RUCHI SOYA	FOOD & BEVERAGE	RTC FOODS - SOYA PRODUCTS
744	SIEMENS	TECHNOLOGY	INSTRUMENTATION & ELECTRICALS
745	WALMART	RETAIL	HYPERMARKET - FOREIGN
746	PRIYA	FOOD & BEVERAGE	PROCESSED FOODS
747	TIMES NOW	MEDIA - TV	ENGLISH NEWS
748	DISCOVERY	MEDIA - TV	FACTUAL ENTERTAINMENT
749	SAVLON	FMCG	ANTISEPTIC PRODUCTS
750	IODEX	HEALTHCARE	PAIN BALM
751	BIKANER	RETAIL	QSR - INDIAN
752	SUTI	APPARELS	ETHNICWEAR - WOMEN
753	ADANI POWER	ENERGY	ELECTRIC UTILITY
754	APPY	FOOD & BEVERAGE	NON-AERATED BEVERAGES
755	FINO PAYMENTS BANK	BFSI	PAYMENTS BANK
756	VINOD	KITCHEN CARE	COOKWARE
757	BUTTERFLY	KITCHEN CARE	KITCHEN APPLIANCES
758	TATA AIA LIFE INSURANCE	BFSI	LIFE INSURANCE - PRIVATE
759	ROYAL STAG	ALCOHOLIC BEVERAGES	WHISKY
760	iBALL	TECHNOLOGY	LAPTOPS



Seek and find an entry after a gap year



99 ranks up



Powerful first time entry



Dropped the drink? 212 ranks down

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
761	LENOVO	GADGETRY	MOBILE PHONES
762	INDIAN BANK	BFSI	BANK - PSU
763	BHARAT PETROLEUM	ENERGY	OIL & GAS - RETAIL
764	ADANI GROUP	DIVERSIFIED	DIVERSIFIED
765	VLCC	FMCG	SKINCARE
766	ATLAS CYCLES	MANUFACTURING	BICYCLES
767	BOMBAY DYEING	HOME CARE	HOME FASHION
768	MARGO	FMCG	SOAPS - AYURVEDIC
769	KLM FASHION MALL	RETAIL	MALL
770	LIRIL	FMCG	SOAPS
771	METRO	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
772	MAHINDRA SCORPIO	AUTOMOBILE	SUV - BRAND
773	LIVIYA	PERSONAL ACCESSORIES	LUGGAGE/BAGS
774	TRESEMME	FMCG	HAIRCARE
775	SARASWAT BANK	BFSI	BANK - COOPERATIVE
776	KENSTAR	CONSUMER APPLIANCES	DIVERSIFIED
777	VIDEOCON	CONSUMER ELECTRONICS	DIVERSIFIED
778	ANIL	FOOD & BEVERAGE	STAPLE KITCHEN INGREDIENTS
779	GRACE WORLD SUPERMARKET	RETAIL	HYPERMARKET - INDIAN
780	VICCO	FMCG	ORAL HYGIENE
781	LG	TECHNOLOGY	LAPTOPS
782	SNAPDEAL	INTERNET	ONLINE RETAIL - DIVERSIFIED
783	SUNDROP	FOOD & BEVERAGE	EDIBLE OIL
784	NTV	MEDIA - TV	TELUGU NEWS
785	CATWALK	PERSONAL ACCESSORIES	FOOTWEAR - WOMEN
786	BOSE	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
787	CULT.FIT	SERVICES	FITNESS CENTRE
788	PEPE	APPARELS	CASUALWEAR
789	BLACK DOG	ALCOHOLIC BEVERAGES	SCOTCH WHISKY
790	GOODYEAR	AUTOMOBILE - RELATED	TYRES
791	AQUAFINA	FOOD & BEVERAGE	PACKAGED DRINKING WATER
792	GOLD WINNER	FOOD & BEVERAGE	EDIBLE OIL
793	RELAXO	PERSONAL ACCESSORIES	FOOTWEAR - RUBBER
794	CANON	TECHNOLOGY	PRINTERS
795	LIJJAT PAPAD	FOOD & BEVERAGE	RTC FOODS - PAPADS
796	ASUS	GADGETRY	MOBILE PHONES
797	MOCHI	PERSONAL ACCESSORIES	FOOTWEAR - BRAND/RETAIL
798	ZYDUS CADILA	HEALTHCARE	PHARMACEUTICALS - INDIAN
799	ORIENTAL BANK	BFSI	BANK - PSU
800	LUFTHANSA	TRANSPORTATION	AIRLINE - FOREIGN



Adani Group falls in desire, worst rank in 5 years



Made a U-Turn of 247 slips



Snapped up 72 ranks, fighting back



Facing turbulence, down 419

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
801	LG	CONSUMER ELECTRONICS	MICROWAVES
802	ASTRAL	MANUFACTURING	PIPES
803	MEERA	FMCG	HAIRCARE - HERBAL
804	AVALON	MEDIA - PRINT	MAGAZINE - ENGLISH
805	DOLBY	TECHNOLOGY	AUDIO TECHNOLOGY
806	ANIK	FOOD & BEVERAGE	GHEE
807	HONOR	GADGETRY	MOBILE PHONES
808	EVA	FMCG	DEO
809	RAJESH SPICES	FOOD & BEVERAGE	SPICES
810	NIPPON	MANUFACTURING	PAINTS
811	DONEAR	APPARELS	FABRICS
812	DOVE	FMCG	SKINCARE
813	GODREJ EXPERT	FMCG	HAIR COLOUR
814	R CITY	RETAIL	MALL
815	LEXUS	PERSONAL ACCESSORIES	FOOTWEAR - WOMEN
816	LOTTO	PERSONAL ACCESSORIES	FOOTWEAR - SPORTS
817	LALITHAA	PERSONAL ACCESSORIES	JEWELLERY
818	HAVELLS	CONSUMER APPLIANCES	FANS
819	SPYKAR	APPARELS	CASUALWEAR
820	HINDUSTAN MOTORS	AUTOMOBILE	FOUR WHEELER - MFR.
821	JINDAL DRUGS	HEALTHCARE	PHARMACEUTICALS - INDIAN
822	AJANTA	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
823	BUFFALO	APPARELS	CASUALWEAR
824	SURYA SALT	FOOD & BEVERAGE	SALT
825	BINANI CEMENT	MANUFACTURING	CEMENT
826	COLORS	MEDIA - TV	HINDI GEC
827	HAMDARD ROOH AFZA	FOOD & BEVERAGE	SQUASH CONCENTRATE
828	BRIDGESTONE	AUTOMOBILE - RELATED	TYRES
829	DENIM	FMCG	DEO
830	SPICE MOBILES	GADGETRY	MOBILE PHONES
831	CITIZEN	PERSONAL ACCESSORIES	WATCHES - PREMIUM
832	BAWARCHI VANASPATI GHEE	FOOD & BEVERAGE	GHEE
833	JOHNNIE WALKER	ALCOHOLIC BEVERAGES	SCOTCH WHISKY
834	VOLKSWAGEN POLO	AUTOMOBILE	CAR - HATCHBACK
835	SINTEX	MANUFACTURING	WATER STORAGE SOLUTIONS
836	ABP ANANDA	MEDIA - TV	BENGALI - NEWS
837	KABITA'S SAREE	APPARELS	SAREES
838	MOOV	HEALTHCARE	PAIN BALM
839	NESTLÉ CERELAC	FOOD & BEVERAGE	BABY CEREAL
840	TATA NEXON	AUTOMOBILE	COMPACT SUV



Entry after a year and a fall of 609 points



Walked in after a year gap

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
841	KILLER	APPARELS	CASUALWEAR
842	CORPORATION BANK	BFSI	BANK - PSU
843	SRISHTI	PHILANTHROPY	NGO
844	FEDERAL BANK	BFSI	BANK - PRIVATE
845	HERO PASSION	AUTOMOBILE	TWO WHEELER - BRAND
846	EVOK	RETAIL	FURNITURE/HOME INTERIORS
847	AJANTA PHARMA	HEALTHCARE	PHARMACEUTICALS - INDIAN
848	KS	FMCG	DEO
849	SAIL	MANUFACTURING	METAL
850	ACER	TECHNOLOGY	PERSONAL COMPUTERS
851	GALAXY GROUP	REAL ESTATE	DIVERSIFIED
852	BANK OF MAHARASHTRA	BFSI	BANK - PSU
853	STAR	MEDIA - TV	CHANNEL CLUSTER
854	VINI	FMCG	DIVERSIFIED
855	CAFÉ COFFEE DAY	RETAIL	CAFÉ
856	HTC	GADGETRY	MOBILE PHONES
857	FILA	APPARELS	SPORTSWEAR
858	HATSUN	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
859	HYUNDAI VERNA	AUTOMOBILE	CAR - HATCHBACK
860	INDIABULLS	DIVERSIFIED	DIVERSIFIED
861	MIRINDA	FOOD & BEVERAGE	AERATED BEVERAGES
862	ZTE	GADGETRY	MOBILE PHONES
863	BOROPLUS	FMCG	ANTISEPTIC CREAM - AYURVEDIC
864	ZUVENTUS HEALTHCARE	HEALTHCARE	PHARMACEUTICALS - INDIAN
865	DALDA	FOOD & BEVERAGE	HYDROGENATED VEGETABLE OIL
866	ORIENT PAPER	MANUFACTURING	PAPER
867	PROFESSIONAL COURIERS	SERVICES	EXPRESS SERVICES - INDIAN
868	SATYENDRA SATTOO	FOOD & BEVERAGE	PACKAGED FLOUR
869	KINETIC	AUTOMOBILE	TWO WHEELER - MFR.
870	NETFLIX	INTERNET	VIDEO ENTERTAINMENT STREAMING
871	ALKEM	HEALTHCARE	PHARMACEUTICALS - INDIAN
872	EUREKA FORBES	CONSUMER APPLIANCES	PURIFICATION SYSTEMS
873	JOY	FMCG	COSMETICS
874	VICCO	FMCG	SOAPS - AYURVEDIC
875	ANCHOR	FAST MOVING ELECTRICAL GOODS	SWITCHES
876	TORRENT PHARMA	HEALTHCARE	PHARMACEUTICALS - INDIAN
877	AERIAL	PERSONAL ACCESSORIES	WATCHES
878	HERO PASSION PRO	AUTOMOBILE	TWO WHEELER - BRAND
879	HYUNDAI I10	AUTOMOBILE	CAR - HATCHBACK
880	ORGANIC INDIA	FOOD & BEVERAGE	ORGANIC TEA



The start of something new, makes a new entry



Tough times ahead



Losing the plot, 457 down points



Returns to list, yet skidding badly

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
881	MOTHER DAIRY	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
882	LIZOL	FMCG	DISINFECTANT
883	HUAWEI	GADGETRY	MOBILE PHONES
884	ROMAC	STATIONERY	WRITING ACCESSORIES
885	ACCENTURE	SERVICES	PROFESSIONAL SERVICES
886	EID PARRY	MANUFACTURING	SUGAR
887	NIPPON INDIA MUTUAL FUND	BFSI	MUTUAL FUND
888	DR REDDY'S	HEALTHCARE	PHARMACEUTICALS - INDIAN
889	XIAOMI	TECHNOLOGY	PERSONAL TECHNOLOGY
890	QUAKER OATS	FOOD & BEVERAGE	BREAKFAST CEREAL
891	THOMAS COOK	SERVICES	TOURS & TRAVEL AGENCY
892	LIVON	FMCG	HAIRCARE
893	PHILIPS	CONSUMER APPLIANCES	IRONS
894	LAND ROVER	AUTOMOBILE	FOUR WHEELER - LUXURY
895	BHARAT BENZ	AUTOMOBILE	COMMERCIAL VEHICLES
896	FEDEX	SERVICES	EXPRESS SERVICES - FOREIGN
897	ICI PAINTS	MANUFACTURING	PAINTS
898	W	APPARELS	FUSIONWEAR
899	SAHARA	BFSI	FINANCIAL SERVICES-DIVERSIFIED
900	RELIANCE DIGITAL	RETAIL	CONSUMER ELECTRONICS
901	GAIL	ENERGY	NATURAL GAS - PSU
902	SAMRAT	FOOD & BEVERAGE	PACKAGED SNACKS
903	GRT JEWELLERS	PERSONAL ACCESSORIES	JEWELLERY
904	SUBWAY	RETAIL	QSR
905	ADITYA BIRLA CAPITAL	BFSI	FINANCIAL SERVICES-DIVERSIFIED
906	ARCHIES	RETAIL	GREETING CARDS & GIFTS
907	HUGGIES	FMCG	DIAPERS
908	AURORA	STATIONERY	WRITING ACCESSORIES
909	RASNA	FOOD & BEVERAGE	BEVERAGE CONCENTRATE
910	POLAR	CONSUMER APPLIANCES	FANS
911	SBI MUTUAL FUND	BFSI	MUTUAL FUND
912	DALMIA CEMENT	MANUFACTURING	CEMENT
913	TETLEY	FOOD & BEVERAGE	TEA
914	HOTEL PARAMOUNT	HOSPITALITY	HOTELS
915	WILD STONE	FMCG	DEO
916	ADIDAS	FMCG	DEO
917	BOMBAY HOSPITAL	HEALTHCARE	HOSPITALS - PRIVATE
918	OMEGA	PERSONAL ACCESSORIES	LUXURY WATCHES
919	REALME	GADGETRY	MOBILE PHONES
920	STREAX HAIR COLOUR	FMCG	HAIR COLOUR



Beaten by Croma



Concentrating to stay relevant,
752 points drop



29th on list of 33 mobile
phone brands

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
921	AMERICAN EXPRESS	BFSI	CREDIT CARDS
922	EROS NOW	INTERNET	VIDEO STREAMING
923	PARRYWARE	HOME CARE	BATHROOM FIXTURES
924	BESTON	TECHNOLOGY	MULTIMEDIA SPEAKERS
925	MICHELIN	AUTOMOBILE - RELATED	TYRES
926	BLACKBERRY	GADGETRY	MOBILE PHONES
927	VICKS	HEALTHCARE	COUGH SUPPRESSANT
928	ELITE	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL
929	KARUR VYSYA BANK	BFSI	BANK - PRIVATE
930	CRY	PHILANTHROPY	NGO
931	HYUNDAI I20	AUTOMOBILE	CAR - HATCHBACK
932	PIONEER	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
933	TCL	CONSUMER ELECTRONICS	TELEVISIONS
934	NEMCARE HOSPITAL	HEALTHCARE	HOSPITALS - PRIVATE
935	MAA	FOOD & BEVERAGE	PACKAGED JUICE
936	LINC PENS	STATIONERY	WRITING ACCESSORIES
937	SONY	AUTOMOBILE - RELATED	AUTOMOBILE ELECTRONICS
938	STANDARD CHARTERED BANK	BFSI	BANK - FOREIGN
939	BIKANERVALA	FOOD & BEVERAGE	PACKAGED SNACKS
940	ETV	MEDIA - TV	CHANNEL CLUSTER
941	HINDALCO	MANUFACTURING	METAL
942	LENOVO	GADGETRY	TABLETS
943	VIVEKS	RETAIL	CONSUMER ELECTRONICS
944	INTEX	GADGETRY	MOBILE PHONES
945	ORBIT	CONSUMER APPLIANCES	FANS
946	MAHINDRA FINANCE	BFSI	FINANCIAL SERVICES - RURAL
947	GMAIL	INTERNET	EMAIL SERVICE
948	BHEL	MANUFACTURING	HEAVY ENGINEERING
949	BRITANNIA TIGER	FOOD & BEVERAGE	BISCUITS - BRAND
950	DINAMALAR	MEDIA - PRINT	NEWSPAPER - TAMIL
951	INDIA CEMENTS	MANUFACTURING	CEMENT
952	LUX COZI	APPARELS	INNERWEAR
953	DINA THANTHI	MEDIA - PRINT	NEWSPAPER - TAMIL
954	GLENMARK	HEALTHCARE	PHARMACEUTICALS - INDIAN
955	SAMRAT	FOOD & BEVERAGE	PACKAGED FLOUR
956	SHRIRAM FINANCE	BFSI	FINANCIAL SERVICES
957	DAINIK NAVAJYOTI	MEDIA - PRINT	NEWSPAPER - HINDI
958	MICHAEL KORS	BRANDED FASHION	PREMIUM FASHION
959	GOKUL	FOOD & BEVERAGE	GHEE
960	SG	PERSONAL ACCESSORIES	FOOTWEAR - GENERAL


glenmark
 318 health-points lost
 - needs treatment

ALL INDIA LISTINGS

INDIA'S MOST DESIRED BRANDS - 2020

MDB 2020	BRAND NAME	SUPER CATEGORY	CATEGORY
961	RELIANCE SMART	INTERNET	ONLINE GROCERY RETAIL
962	US POLO	APPARELS	CASUALWEAR
963	MITSUBISHI	AUTOMOBILE	FOUR WHEELER - MFR.
964	BRITISH AIRWAYS	TRANSPORTATION	AIRLINE - FOREIGN
965	TIK TOK	INTERNET	SOCIAL NETWORKING
966	SNICKERS	FOOD & BEVERAGE	CHOCOLATE - BRAND
967	BEING HUMAN	PHILANTHROPY	NGO
968	BLENDERS PRIDE	ALCOHOLIC BEVERAGES	WHISKY
969	GOOD KNIGHT	FMCG	PEST REPELLENT
970	DEER CLUB	APPARELS	CASUALWEAR
971	PAN PARAG	FOOD & BEVERAGE	MOUTH FRESHENER-TRADITIONAL
972	VIMAL	APPARELS	FABRIC TO BRANDS
973	SANDESH	MEDIA - PRINT	NEWSPAPER - GUJARATI
974	RELIGARE FINVEST	BFSI	FINANCIAL SERVICES-DIVERSIFIED
975	NATURE'S BASKET	RETAIL	GROCERY
976	VISTARA	TRANSPORTATION	AIRLINES - INDIAN
977	PEPSICO	FOOD & BEVERAGE	DIVERSIFIED
978	INOX	ENTERTAINMENT	CINEMA - DISPLAY
979	SOFY	FMCG	PERSONAL HYGIENE PRODUCTS
980	MANGO	APPARELS	WOMENSWEAR
981	FIAMA	FMCG	SOAPS
982	VOLVOLINE	AUTOMOBILE - RELATED	LUBRICANTS
983	DCB BANK	BFSI	BANK - PRIVATE
984	TATA SAMPANN	FOOD & BEVERAGE	SPICES
985	SONA	PERSONAL ACCESSORIES	WATCHES
986	INDUSIND BANK	BFSI	BANK - PRIVATE
987	BAJAJ AVENGER	AUTOMOBILE	TWO WHEELER - BRAND
988	STAYFREE	FMCG	PERSONAL HYGIENE PRODUCTS
989	WRANGLER	APPARELS	CASUALWEAR
990	VIVA COLLEGE	EDUCATION	GRADUATE EDUCATION
991	BAJAJ CT100	AUTOMOBILE	TWO WHEELER - BRAND
992	GO COLORS	APPARELS	BOTTOMWEAR
993	ORIENTAL INSURANCE	BFSI	GENERAL INSURANCE - PSU
994	AIIMS	HEALTHCARE	HOSPITALS - PUBLIC
995	ARYA HOSPITAL	HEALTHCARE	HOSPITALS - PRIVATE
996	HOTSTAR	INTERNET	VIDEO STREAMING
997	GALPHA LABORATORIES	HEALTHCARE	PHARMACEUTICALS - INDIAN
998	FAIR AND HANDSOME	FMCG	SKIN LIGHTENING PRODUCTS
999	RENO	MANUFACTURING	WATER STORAGE SOLUTIONS
1000	CLASSIC	FMCG	CIGARETTE - BRAND



Enters list after 3 year gap



Of 11 hospitals listed AIIMS makes debut



Come-back after 2 years

ACKNOWLEDGMENT

TRA is an actionable insights and brand intelligence company dedicated to understanding and analyzing Buying Propensity, the keenness-to-buy of consumers. Using two globally acclaimed proprietary matrices of Brand Desire and Brand Trust, which have been created and honed over fifteen years to evolve and understand the consumer buying psychology and brand fundamentals.

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

Research methodology



Pleased to present you the indefatigable warriors of TRA Research with champs like Muscular Ravas, Chota Bombay Bada Sev, RSB Ka Vaasta, Kaam Ka Sadma, Mulayamware wale, Khetkaam gang, Dahanu Chiku, and others.

In alphabetical sequence:

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TRA's Most Desired Brands 2020



"We are continuously striving for excellence, listening to our customer's demands and needs. Henceforth, our products are intuitive, and energy-efficient. Through our constant drive towards intelligent innovation, we have been able to provide the best services to our customers and this award is a testament to our diligent efforts."

Hyoung Sub Ji
Director, Home Appliances, LG Electronics India

"We have a brand built on legacy and has a great story to tell every single day. We are the present and the future of entertainment. One thing that worked well for us was our ability to deliver user-friendly content in almost all Indian languages. We believe in the power of voice and continue to bolster its efforts to entertain India 24x7 on any device at any time."

Tarun Katial
CEO, ZEE5 India



"In my view, brands should lay imperative focus on understanding what their audience wants to hear from the brand to start with. This helps in building brand relevance and to help integrate those insights into their marketing initiatives."

Ritu Gupta
Director Marketing, Dell India

Branding has always been a game of desire. Walter Landor once said, "Products are made in the factory but brands are made in the mind". No doubt, the subconscious is the seat of most human decisions reflecting self-image, personality, habits, emotion, perception and desire.

Desire, an intense attraction, holds the potential to create excitement, craving, aspiration, pining, hunger, among a brand's audiences. Without the ability to create desire, brands would have failed to relationships with consumers.

WHAT IS BRAND DESIRE MADE UP OF?

HOW TO MEASURE DESIRE?

HOW TO MAKE BRAND DESIRE THE CORE OF YOUR BRAND STRATEGY?

India's Most Desired Brands 2020 is a syndicated primary research based on TRA's proprietary Brand Desire matrix based 36 intangible Attributes of Desire. This research is conducted with 1454 consumer-influencers across 14 Indian cities. The report ranks brands on a Brand Desire scale and also helps decipher intricacies to help improve it.

TRA's Brand Desire Report 2020, sixth in the series, lists the 1000 Most Desired Brands of 2020 reflecting deep pulls of mind creating a magnetic and irresistible allure.

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Quest for Truth

TRA Research

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