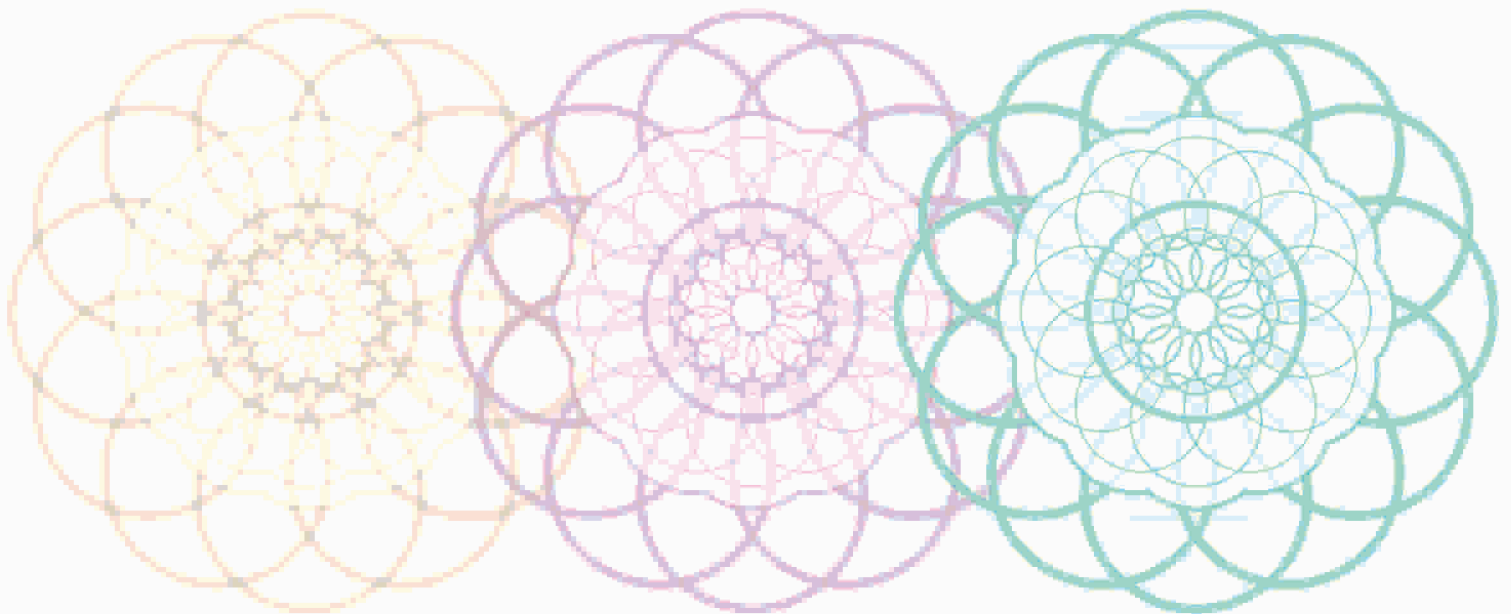


TRA's BRAND TRUST REPORT

India Study 2019



Power of Trust

TRA's 
BRAND TRUST
REPORT
India Study 2019

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First Published in 2019

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ISBN

978-81-938891-3-8

Managing Editor:

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CEO

TRA Research Pvt. Ltd.



INTRODUCTION

It was a quest for truth that led us to create the Brand Trust Model back in 2007, after understanding the nature of trust, from hundreds in the three disciplines that learn it as a subject – psychologists, sociologists and communication experts. When a brand embarks on the trust train, it is riding a customer-centric brand model that ensures intense focus on the customer in everything a brand or organization does. Adopted by hundreds of brands now, this has pivoted them around customer-centricity, and this can make all the difference in a brand’s journey.

TRA’s Brand Trust Report™ 2019, the ninth in its series, is new in many ways. Foremost, there is an improvement in the methodology as respondents are additionally asked to name the category while naming 183 brands each. Though it doubled the effort and time, it was well worth it, for it removed even the slightest human interpretation subjectivity that could have crept in during analysis. The entire fieldwork was done as a Computer-Aided-Personal-Interview (CAPI), through an in-house designed software app, which brought in data directly from the respondent to our servers. Also, in the report’s design this year we have used more infographics to tell engaging visual stories of a brand’s trust journey that are more relatable to readers.

An election year can mean different things to different brands. For some it is a reason to be cautious, for others the flux becomes the opportunity. The same is true of the methodology change in this year’s study. Some multi-category brands had their Brand Trust Index divided into more specific categories. The improved methodology helped created new Categories, 65 in number, with new Category leaders. We, of course, deliberated deeply before the methodology change, since it had potential to affect TRA’s Brand Trust Report ranks, which impacts brands directly since they use it as an important comparative metric.

A consumer is an emotionally sensitive, easily pained by brands unfulfilled brand trust assurances. For those which do keep their trust promise alive, a consumer forms eternal bonds. As Billy Joel emphasized in the starting lyrics of his 1986 hit song ‘A matter of trust’,

*Some love is just a lie of the heart
The cold remains of what began with a passionate start
And they may not want it to end
But it will it’s just a question of when
I’ve lived long enough to have learned
The closer you get to the fire the more you get burned
But that won’t happen to us
Cause it’s always been a matter of trust.*

Warm regards,
N. Chandramouli
CEO, TRA Research

Most Common Trust Attributes

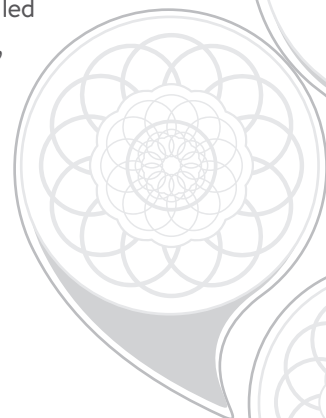
Secure
Future Needs
Expert
Caring
Generous



39
Super - Categories

289
Categories

100 to 189
Consumer Trust up
89%
2011 - 2019



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01

**INDIA'S MOST
TRUSTED BRANDS**

India's Most Trusted Brands

This has been a boisterous year for brands with regard to consumer's trust. Many new categories have been formed, new leaders have arisen and some have to take the bow and exit with changing consumer proclivities.

The brand which has managed the commendable feat of becoming India's Most Trusted Brand is **Dell** leading the Super-Category of Technology for its Laptops. The American multinational displays determined supremacy due to its cutting-edge technology coupled with its incomparable efficiency which have contributed to its success in India and worldwide. It is relevant to note that the Laptops category is a new introduction this year.

RANK 2019	BRAND NAME	SUPER CATEGORY	CATEGORY	% DIFF.
1	DELL	TECHNOLOGY	LAPTOPS	
2	JEEP	AUTOMOBILE	FOUR WHEELER - MFR.	30.7%
3	LIC	BFSI	LIFE INSURANCE - PSU	6.2%
4	AMAZON	INTERNET	ONLINE RETAILER - DIVERSIFIED	0.1%
5	APPLE iPHONE	GADGETRY	MOBILE PHONE - SERIES	3.5%
6	SAMSUNG	GADGETRY	MOBILE PHONES	13.7%
7	LG	CONSUMER ELECTRONICS	TELEVISIONS	9.9%
8	AVIVA LIFE INSURANCE	BFSI	LIFE INSURANCE - PRIVATE	6.6%
9	MARUTI SUZUKI	AUTOMOBILE	FOUR WHEELER - MFR	11.4%
10	STATE BANK OF INDIA	BFSI	BANK - PSU	6.2%
11	AIRTEL	TELECOM	MOBILE SERVICE PROVIDER	0.2%
12	AMERICAN EXPRESS	BFSI	CREDIT CARD	7.0%
13	DOVE	FMCG	SOAP	1.2%
14	TANISHQ	PERSONAL ACCESSORIES	JEWELLERY	0.9%
15	KANGAROO KIDS	EDUCATION	PRE-SCHOOL	1.3%
16	AMUL	FOOD & BEVERAGE	MILK	3.4%
17	RELIANCE JIO	TELECOM	MOBILE SERVICE PROVIDER	0.5%
18	GOOGLE	INTERNET	INTERNET SEARCH	0.5%
19	BATA	PERSONAL ACCESSORIES	FOOTWEAR	4.0%
20	SONY	CONSUMER ELECTRONICS	TELEVISIONS	2.6%

Following at 2nd rank is Jeep with 31% Brand Trust Index (BTI) difference from the leader. Jeep makes a dramatic entry among the Top 20 with massive jump of 551 ranks over last year. Known for its rugged military vehicles in India and the world over, the brand made its entry in the country in the 1950s and has now become nuanced with messages of freedom, capability and adventure. The open vehicle that the hero drove singing iconic Bollywood songs like *Mere Sapno ki rani kab ayegi tu*, *Kaun hai jo sapno main aaya*, was a Jeep. The long familiarity this brand has with India's automotive vocabulary and its spate successes in recent times has helped make it India's 2nd Most Trusted Brand in 2019.

Getting intimate with India's 20

Legend

1 All-India BTR rank

2 Brand name

3 Category (Super Category)

4 Brand Trust Index

5 Respondent recall of brand name

6 cities of high trust

7 Con & Sub Con

8 3 closest brand choices

9 Dominance of brand BTI in Super Category

10 6 year history of brand trust index

11 Usage quotient of brand

01 **DELL**
LAPTOPS (TECHNOLOGY)

Brand Trust Index: **1.03** (Recall Count: 6286)

Conscious & Subconscious: 44% / 56%

SuperCat Share: 43%

High Trust Cities: Hyderabad, Mumbai, Bangalore

Brand Choices: Jeep, Tata Nano, Tata Zest

Trust history over 6 years: 2014 (#54), 2015 (#8), 2016 (#8), 2017 (#8), 2018 (#6), 2019 (#1)

02 **Jeep**
FOUR WHEELER - MFR (AUTOMOBILE)

Brand Trust Index: **0.72** (Recall Count: 3499)

Conscious & Subconscious: 6% / 94%

SuperCat Share: 16%

High Trust Cities: Hyderabad, Chennai, Delhi

Brand Choices: Dell, Tata Nano, Tata Zest

Trust history over 6 years: 2014, 2015, 2016, 2017, 2018, 2019 (#553, #2)

03 **LIC**
LIFE INSURANCE - PSU (BFSI)

Brand Trust Index: **0.67** (Recall Count: 4068)

Conscious & Subconscious: 52% / 48%

SuperCat Share: 17%

High Trust Cities: Mumbai, Kolkata, Chennai

Related Choices: SBI, LIC, ICICI Bank

Trust history over 6 years: 2014 (#14), 2015 (#20), 2016 (#34), 2017 (#18), 2018 (#24), 2019 (#3)

04 **amazon**
ONLINE RETAILER - DIV (INTERNET)

Brand Trust Index: **0.67** (Recall Count: 3070)

Conscious & Subconscious: 28% / 72%

SuperCat Share: 38%

High Trust Cities: Hyderabad, Bangalore, Delhi

Related Choices: Dell, Tata Nano, Tata Zest

Trust history over 6 years: 2014 (#146), 2015 (#82), 2016 (#65), 2017 (#53), 2018 (#4)

05 **iPhone**
MOBILE PHONES - SERIES (GADGETRY)

Brand Trust Index: **0.65** (Recall Count: 3743)

Conscious & Subconscious: 51% / 49%

SuperCat Share: 23%

High Trust Cities: Mumbai, Delhi, Kolkata

Related Choices: SAMSUNG, Dell, Google

Trust history over 6 years: 2014 (#224), 2015 (#404), 2016 (#16), 2017 (#265), 2018 (#121), 2019 (#5)

06 **SAMSUNG**
MOBILE PHONES (GADGETRY)

Brand Trust Index: **0.56** (Recall Count: 5174)

Conscious & Subconscious: 76% / 24%

SuperCat Share: 20%

High Trust Cities: Mumbai, Delhi, Bangalore

Related Choices: iPhone, Dell, LG

Trust history over 6 years: 2014 (#379), 2015 (#2), 2016 (#1), 2017 (#156), 2018 (#1), 2019 (#6)

07 **LG**
TELEVISIONS (CONSUMER ELECTRONICS)

Brand Trust Index: **0.50** (Recall Count: 3734)

Conscious & Subconscious: 79% / 21%

SuperCat Share: 17%

High Trust Cities: Mumbai, Kolkata, Bangalore

Related Choices: SONY, SAMSUNG

Trust history over 6 years: 2014 (#4), 2015 (#1), 2016 (#63), 2017 (#770), 2018 (#572), 2019 (#7)

08 **AVIVA**
LIFE INSURANCE - PRIVATE (BFSI)

Brand Trust Index: **0.47** (Recall Count: 2587)

Conscious & Subconscious: 8% / 92%

SuperCat Share: 12%

High Trust Cities: Hyderabad, Bangalore, Mumbai

Related Choices: Dell, Amazon

Trust history over 6 years: 2014, 2015, 2016, 2017, 2018, 2019 (#519, #476, #459, #8)

09 **MARUTI SUZUKI**
Way of Life!
FOUR WHEELER - MFR (AUTOMOBILE)

Brand Trust Index: **0.42** (Recall Count: 3317)

Conscious & Subconscious: 62% / 38%

SuperCat Share: 9%

High Trust Cities: Chennai, Mumbai, Kolkata

Related Choices: HYUNDAI, TATA MOTORS, HONDA

Trust history over 6 years: 2014 (#11), 2015 (#16), 2016 (#11), 2017 (#7), 2018 (#10), 2019 (#9)

10 **SBI**
BANK - PSU (BFSI)

Brand Trust Index: **0.39** (Recall Count: 4320)

Conscious & Subconscious: 49% / 51%

SuperCat Share: 10%

High Trust Cities: Mumbai, Kolkata, Delhi

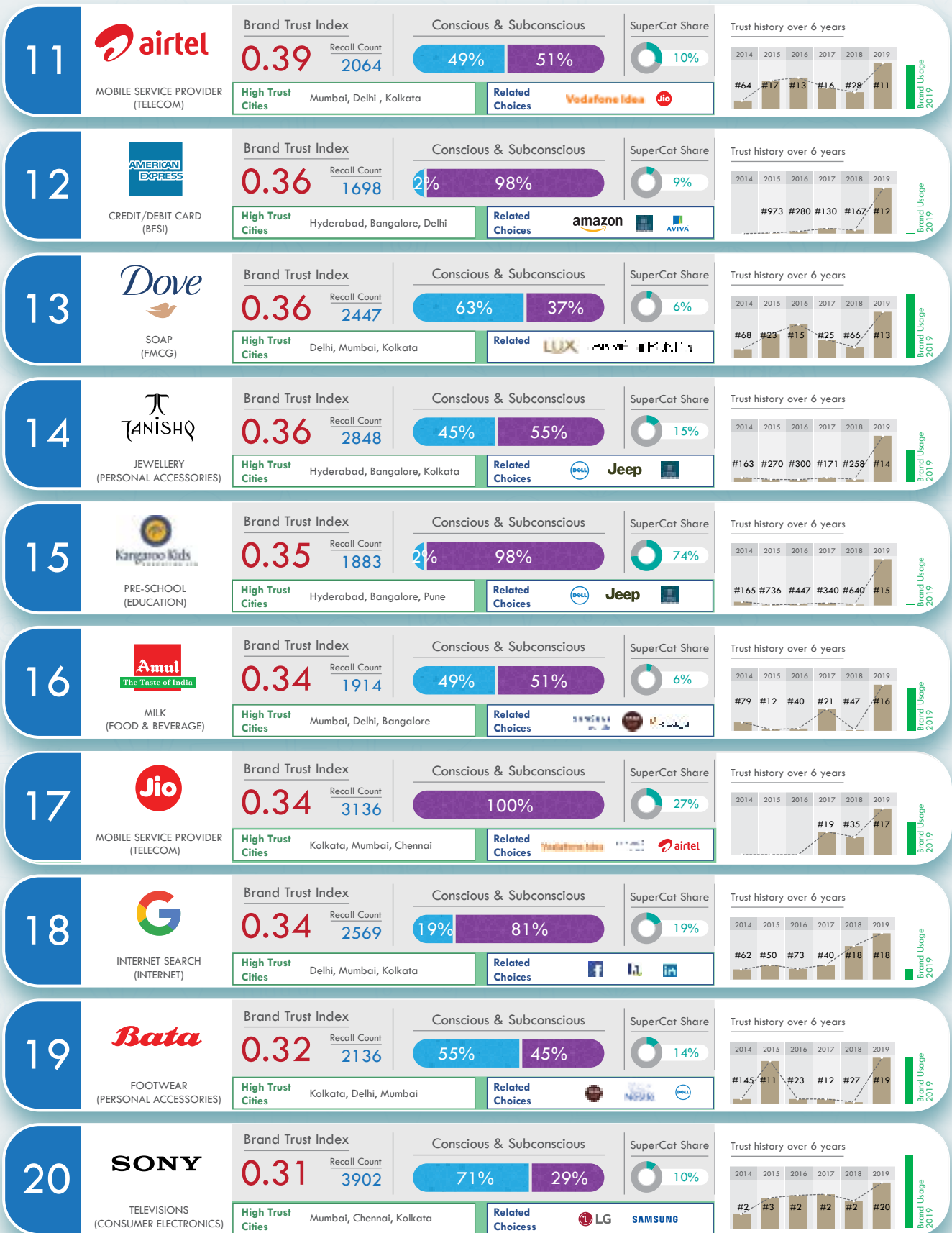
Related Choices: LIC, ICICI Bank

Trust history over 6 years: 2014 (#19), 2015 (#41), 2016 (#22), 2017 (#13), 2018 (#21), 2019 (#10)

Most Trusted Brands of 2019

Brand Trust research data contains a limitless mine of information and the deeper we go, the more we find. In the infographic below, India's 20 Most Trusted Brands have been deciphered on 16 aspects which give new connotations for brand action. These are explained below.

TRA Research has been providing hundreds of brands with consumer-insights to help understand their changing behaviours and choices. Every year, with ingress of new technologies, stresses and strains in the environment, new launches, fiascos and scams, consumers recalibrate their trust in brands and Categories. A consumer's choice of a brand on the trust scale reflects the subtlest and innermost emotions of the consumer, which are essential for a brand to understand.



To get consumer insights for your brand, write to enquiries@trustadvisory.info

The technique is Trust.



Grow your business
with our Trust-steered
PR approaches.

2010



Indian Consultancy
of the year

2011



Best PR Agency
of the Year

2014



Excellence in Government
& Corporate PR

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Ritu Gupta
Director Marketing - CSB,
Dell India



At Dell, the customer at the centre of everything we do – our brand ambassador. We believe that technology is an enabler for enhancement of human life and our goal is to create a seamless technology experience which empowers our customers to accomplish their objectives. Our Go-To-Market strategy, from products to customer touch-points, post-sale experience management and our communication, are based on consumer insights. Our customers also view us as trusted partners to equip them for their technology needs and it is this trust that motivates us to understand the user's perspectives, garner sufficient customer feedback, leading us to develop and deliver superior solutions, best-in-class service and innovate. Dell works tirelessly to build and sustain long lasting relationships with our customers.

Personal technology is crucial to consumers and businesses use it on an everyday basis. Listening to customers drives our goal of building enduring associations with customers and delivering great user experiences. It is this honour as a reliable companion in our customer's lives that has led us to become the 'most trusted brand', which is a genuine testament of the faith that customers place in Dell.

With customers at the core of each decision that we make, we seek to build trust with them in a natural manner. Enhanced consumer engagement is key to our success and we pay attention to growing the trust of our brand, enhancing customer confidence in Dell. We take special effort to give our customers the products that they truly desire.

To build deeper engagements with customers, we use social media platforms like Facebook, Instagram and Twitter and are able generate a massive amount of daily interactions with customers the world over. Rather than utilize exaggerated celebrity backed claims, we are able to derive real stories from these daily customer interactions to cultivate astute and insightful relationships that lead us to create superior long-term value, develop innovative technology and nurture rewarding customer experiences.

At the heart of the consistent and purposeful innovation that happens at Dell, is empowering consumers to benefit from technology, giving them the "Power to do more". This belief system resonates with our customers throughout India and it is the outcome of evolving along with customer requirements. In line with our ambition of becoming a more approachable, and accessible brand, we launched Dell Exclusive Stores in over 680+ cities, grew our customer services and launched various innovations for Indian consumers.

To be in-sync with a swiftly evolving market, we have rationalised our product-mix to allow our consumers to easily identify the brand that is best suited to their requirements. The latest VR infused systems appeal to the passionate graphic design fans while Dell Cinema is software which amplifies the entertainment elements for the generation consuming content on the go. These are cutting edge innovations of its kind in the entertainment industry and are illustrations of the vast range of devices that we present to our customers.

Our customers, employees and our partners are all crucial stakeholders for us at Dell. While customer relationships are central to Dell, our employee relationships are also driven by the purpose of every employee: bringing out the best in our customers. Our partners, our bridge to consumers are a cornerstone on which we build the Dell brand in India. To establish a shared trust with our key stakeholders, Dell consistently endeavours to create a healthy ecosystem that fosters overall performance.

LIC holds power in creating trust and instilling confidence in minds of the policyholders with its tagline “Zindagi ke saath bhi, Zindagi ke baad bh”, gaining twenty one ranks to secure 3rd position this year. **Amazon**, the brand which owns the one-click buying process patent, has mastered customer- trust from aspects of convenience, price, product selection and overall experience, exemplified by an impressive movement of 49 ranks to be the 4th Most Trusted Brand in India. Just 3.5% BTI behind with a massive jump of 116 ranks over last year, at 5th rank, is **Apple iPhone**, leading the Mobile Phones Series Category.

Leading among Mobile Phones this year is South Korean conglomerate, **Samsung** separated from its predecessor by a small 14% and claiming 6th spot this time. Following is its South Korean sibling, **LG**, which is the Most Trusted in Televisions Category at the 7th All-India position in 2019. Televisions Category is also a new introduction this year.

Aviva Life Insurance leapfrogs 451 positions this year to bag 8th Most Trusted Brand in 2019, and the next ranked brand is India’s first four-wheeler manufacturing company, **Maruti Suzuki**, which has gone up a notch settling at 9th place this year. **State Bank of India**, with its sterling 200 year legacy, maintaining a core Value of ‘My Customer first’, is this year’s Most Trusted Bank and also the 10th Most Trusted Brand All-India.

Opening up the second half of Top 20 rankings is **Airtel** which returned to growth track by adding over 1 lakh new customers in November 2018 showing the gradual accretion of customer trust. The brand moves up seventeen ranks from last year to secure 11th position in 2019 only separated by miniscule 0.3% from its predecessor. **American Express** holds 12th position by a remarkable climb of 155 ranks over last year.

Future Needs
 Self-Confidence
 Se
 Experience
 Self-Expressive
 Initiative
 Leads by example
 Shares values
 Approachable
 Knowledge
 Transparency
 Self-Awareness
 Common interest
 Inspiring
 Generous
 Comfortable
 Good in what i

Dove, a first-time entrant into the top 20, is up by fifty-three ranks from 2018 to be featured at the 13th position this year. **Tanishq** has risen by an impressive movement of 244 ranks claiming 14th position working the magic of superior craftsmanship coupled with exclusive design and quality. One of the biggest climbers and a new entrant in the top 20 rankings, **Kangaroo Kids** rises 625 ranks to grasp 15th position this year, illustrating consumer's mindset shift towards young children's education needs.

Amul's utterly butterly delicious journey with its consumers embeds it firmly as the 16th Most Trusted Brand in 2019, separated by a mere 3.5% BTI difference from the previous. **Reliance Jio** takes the 17th position with an upward movement of eighteen ranks over last year and makes its way to the top 20 of TRA's Brand Trust Report 2019.

Google, the American technology giant, and an indispensable Internet gateway, retains its 18th position with a 0.5% BTI sliver difference from the previous brand. With a 46-year legacy of reliability in India, **Bata** again makes an appearance in top 20, securing 19th rank this time by scaling eight ranks over the previous edition. **Sony**, which leads the Televisions Category, succeeds in rounding off the top 20 list of Most Trusted Brands in India for 2019. To note, the Televisions Category is also a new addition to the list of categories this year.

This year, seven brands of Indian origin, five from US, two from South Korea and Japan, and one each from UK and Canada make it to the top 20 list. Last year, the Top 20 had five brands each from India and US, Japan and German were represented by three brands, and the list also featured two Korean and Chinese brands.

Best understands
cure
 Thought-leader
Expert
 Stakeholders responsibility
 Supporting Ambience
 it does

Caring
 Intimate connection
 Understands
 Attractive
 Relates to you
 Self-regulates
 Loyalty
 Sincere
 Gets respect



02

**CATEGORY-WISE STUDY
OF TRUST IN BRANDS**



Category-wise Study of Trust In Brands

Trust is a crucial aspect for brands since trust is a prerequisite for all buying activity to take place. Trust builds a subliminal bond between a consumer and a brand and Brand Trust Index™ is a measure of this intangible bond. Just like magic, a bridge between the visible world and the invisible world, Brand Trust too creates a bridge connects the intangibles of a brand to its tangible attributes. This invisible but real connection between the intangibles and the tangibles is the most important connection that a brand must recognize.



Measuring Trust - A meter is a unit of measuring length but we often overlook the science behind it. Officially, the meter, a common measure of length we often don't see for its intricacy, is extremely precisely defined. It is 'the length of the path travelled by light in vacuum during a time interval of 1/299,792,458 of a second'. An ever-so-slight difference in measurement of the simple meter can mean the difference between life and death. This claim will sound less exaggerated when we realize the pin-pointed size accuracy needed to design anything from an artificial heart-valve to a rocket engine. Brand Trust is similar and it is useful only when defined accurately and measured without compromise.

Human beings have a tendency to look for patterns, repetitions, and designs; they classify these into groups, which enable them to understand things better. The classification of brands, by comparing their characteristics, helps in dividing them into larger groups (Super Categories) and then into smaller groups (Categories). As timeless interfaces between the consumer and ideas, brands continue to be virtually immortal as they are the souls of businesses.

In the fieldwork for the trust held in brands, the category of brands was also given by the respondents themselves, as against last year, when they only gave the brand names and the categories were decided by the TRA research team. We notice that there are at least 65 new Categories this year due to this methodology improvement. Also, the nomenclature of the Categories has evolved over the years and is reviewed each year to keep them relevant to the brands that have been clubbed under it. In this chapter, we consider some important Categories depending on their size or importance, or decibels.



In today's day and age, trust is the most valuable currency that a business can earn and hold. In a world that's defined by experiences, people want companies that can support them in all of the ways they are living their lives and doing business.

Mr. Manoj Adlakha
CEO,
American Express India



ALCOHOLIC BEVERAGES

23% ↑

BTI Difference (2018-2019)

13 Brands 4 Categories

APPARELS

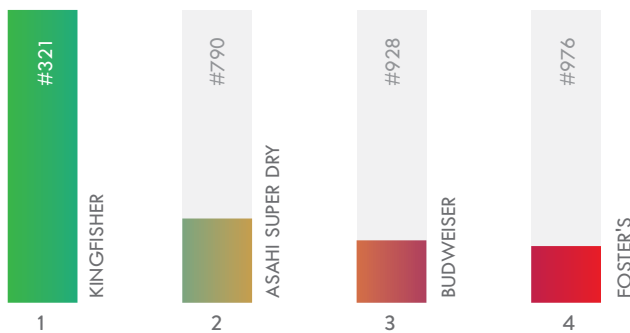
25% ↑

BTI Difference (2018-2019)

50 Brands 15 Categories

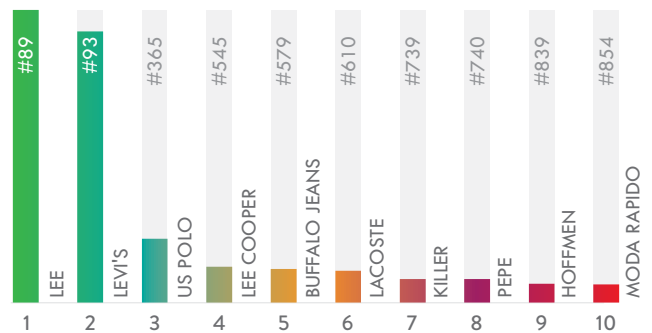
BEER (ALCOHOLIC BEVERAGES)

Kingfisher, remains the King of all times and has been the undisputed leader across all editions of The Brand Trust Report in the overall Alcoholic Beverages Super-Category and the Beer Category. Asahi Super Dry, the Japanese Rice lager style beer, makes it to 2nd rank, followed by the American favourite, Bud, and Foster's from down-under.



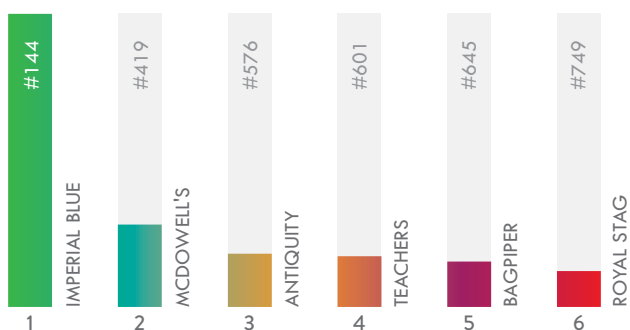
CASUALWEAR (APPARELS)

There are boys, and then there are men. Very few categories display distinctive leadership like Casualwear, the duo which lead by a significant margin this year, have kept the top two slots for almost forever. This year, Lee leads, Levi's is 2nd. US Polo, at 3rd slot beats Lee Cooper, ranked fourth. Emphasizing personal comfort and identity, Casualwear, rather than anything casual, reflects the changing preferences of consumers.



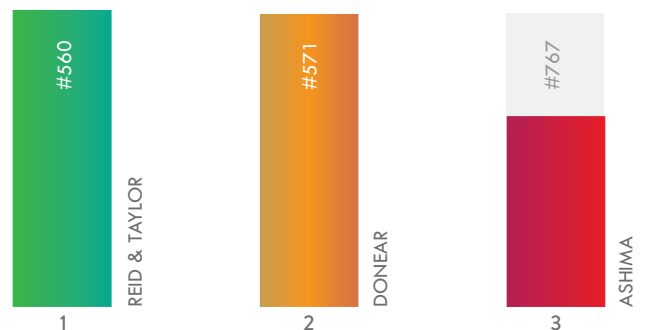
WHISKY (ALCOHOLIC BEVERAGES)

Imperial Blue makes an impact by steadily climbing ranks in the Whisky Category, present in six of the nine editions of BTR, and it's a good couple of pegs above the 2nd ranked McDowell's. Antiquity, a first time entrant in BTR is ranked 3rd. Teachers, Bagpiper and Royal Stag follow in this list sequentially.



FABRICS (APPARELS)

The only three entrants in Fabrics are brands which made it to the list in 2018 as well. Conspicuous by its absence is Siyaram, which had consistently been a part of the list since 2011. As bespoke tailor-made suits become less popular, unless a brand evolves and forward-integrates, it is likely to lose significance for the consumer.





Akshay Jain

**Managing Director,
Namo E-Waste**

The e-waste recycling industry is very new in India. The industry is dominated by informal recyclers and hence authorized recyclers find it difficult to balance the equation between investment and sustainability. Only efficient processes of recycling can prevail in the longer run and hence the need for innovation in the industry is essential. However, with the current scenario in our country with respect to lack of infrastructure only lengthens the time it would take to see significant changes in this industry.

E-waste is a very modern age waste, and hence innovations are in process all over the world to enhance the recycling efficiency for better recovery of valuables from the discarded waste. On one hand, it is the 'need' that leads to innovation while creativity leads to the birth of innovation, but it is the failures that make an innovation perfect. Both creativity and failure play an important role in leading to a sustainable innovation. The one who can be creative and not perturbed from failures will more often turn out to be successful with innovations.

Sustainable innovation should be implemented if suitable research methodology is applied into the design of innovation, and the job thereby becomes much easier for the later processes. The chances of sustainability increase by a long margin. It is important to use the right technology and method for the intensive research during the visualization of the concept.

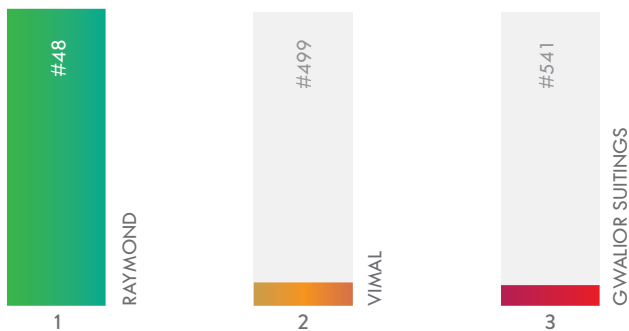
The key learnings from being an innovative organization is that one must be proactive in thinking about reducing the cost and ease of operations. There should be no hesitance in trying new methods and taking collective decisions. Innovation has kept us ahead of our competition in all aspects. Many times, we have failed with our experiments but that gave us a better understanding of the concept. We tried, we failed, and we tried again and finally succeeded to be where we are.

Groups are getting better at innovation. By taking ideas from all the members of the team and giving equal opportunity to everyone within the organization. All the stakeholders should be counted as equal and every opinion should matter. It is the job of the head of organization to involve all the people in the decision making and also in the implementation of progressive ideas.

The future of open innovation is very bright. We are living in a globalized world and hence the ideas and concepts travel much faster than they used to. Everything is at a click away and at uttermost convenience in the modern world. Hence, the future of open innovation has got enormous potential.

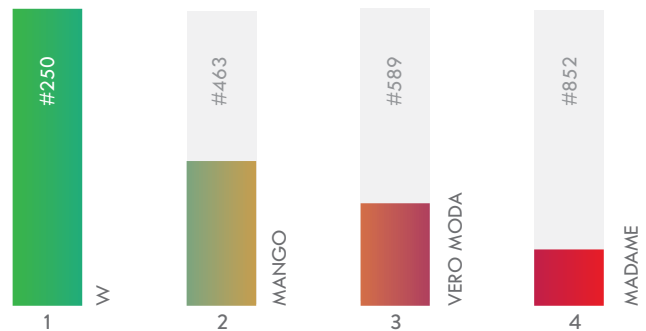
FABRICS TO BRANDS (APPARELS)

Well, this is what a Fabrics brand could evolve into. If a brand progresses, like Raymond has over the years, the brand creates a continuing legacy. Nearly ten times ahead of Vimal, Raymond is a giant in this segment, leading the entire Apparels Super-Category in seven out of the nine editions of the Brand Trust Report (BTR).



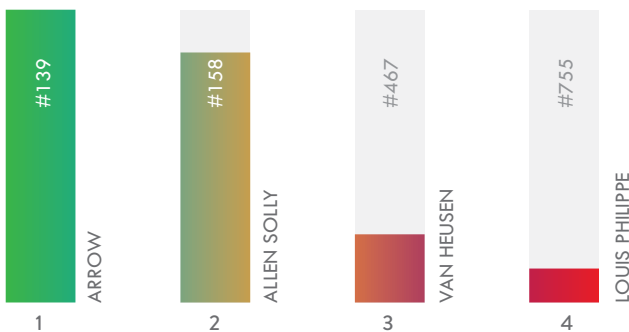
WOMENSWEAR (APPARELS)

Fashion trends change, but the fashion brands don't. W, leading in 2019, was also heading this list in 2018. Mango, was leading in three editions of BTR, is 2nd in 2019. Vero Moda debuted in 2016 at 2nd rank, made a reentry in 2018, ranked 3rd this year. Madame with made a first time entry in 2018, is seen at 4th rank in BTR 2019.



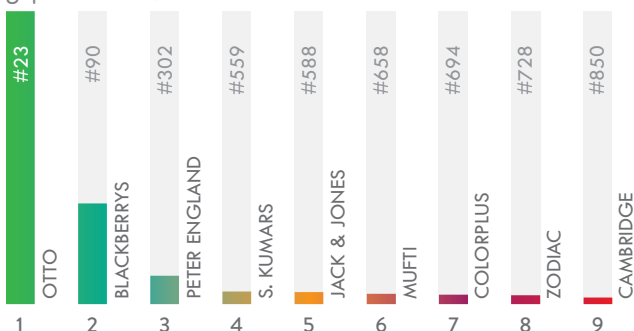
FORMALWEAR (APPARELS)

Arrow, a leader in the Formalwear Category in five out of the nine editions of BTR, had a significant jump in 2018 leading the entire Apparels Super-Category, ending the long reign of Raymond. Allen Solly, which led the Formalwear Category in 2017, is a close second. Van Heusen, which was 2nd ranked in 2017 and 2018, slipped to 3rd rank this year, followed by Louis Philippe.



MENSWEAR (APPARELS)

Leading Menswear and the Super-Category of Apparels this year is an underplayed brand, Otto. The brand made an entry into BTR in 2017 at All-India rank 374, climbed to 96th rank in 2018 and has become the 23rd Most Trusted Brand in India in 2019. 2nd ranked Blackberrys and 3rd ranked Peter England leave huge gaps to cover, and the rest follow further behind.



NON-THREATENING AMBIENCE

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



Ki Wan Kim
Managing Director,
LG Electronics India



LG Electronics has always been a brand with a difference. We have been a frontrunner at providing products and after sales services that bring out our core philosophy of Life's Good to millions of consumers since the past 22 years. Based on our core philosophy our aim has been to provide **maximum value proposition** to the consumers. LG has always struck the right chords with its consumers and taken unique steps to make their aspirations a reality. As a company, we believe in customers' insights. We hope to continue to develop breakthrough products that will make the lives of our consumers more convenient.

Trust is the most important connection between a brand and its consumers. LG's products have always been an integral part of the consumer's journey and with our unique initiatives we continue to leave a mark on their lives. We have launched unique technology products like inverter direct drive in washing machine, dual refrigerator, inverter linear compressor, stainless steel water purifier, OLED TV's & many other such. In Home Appliances our focus has been to introduce products that enhances health of consumers & ensures energy conservation. Similarly in Home Entertainment our focus has been to constantly enhance viewing experience for consumers through technologies like Nano Cell, OLED, *AI ThinQ*.

We have an umbrella brand statement which is, "Innovations for a better life". All our initiatives right from our products and services to marketing revolve around how innovation in LG products simplifies the daily life. The focus is mainly based on two pillars – quality and service. We understand that trust is never built in a day and I am grateful to my entire team of LG for their consistent and diligent efforts in making who we are today – the most trustworthy brand for our customers. As products are being evolved and becoming more sophisticated, it is not easy to communicate with customers, and so we have introduced experiential marketing campaigns like Try & Buy where consumers can experience the products in their home environment.

We have been a leading consumer electronics brand operating in India for the past 22 years and globally for over 70 years. 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 are committed to people of India and LG Electronics has undertaken various CSR initiatives for betterment of society including "Karein Roshni" (free eye surgeries), Kar Salaam (an initiative for soldiers), our teams have given relief aid to people affected by cyclone Fani in Orissa recently. To commemorate our 22nd foundation day in India we did nationwide blood donation drive on 11th May 2019. We stay committed to continue to enhance people's lives.

As mentioned earlier, trust is the most important attribute between a brand and its stakeholders, and it is essential for a brand to analyze its trust quotient very closely. A brand has to remain consistent in its messaging to infuse and reinforce the trust amongst the stakeholders. With trust, we can have a lifetime relationship with all our stakeholders. Without trust & love from our customers we cannot exist. To maintain and to enhance our brand image as most trusted brand we will continuously pursue best in class products and service. This is the only way to satisfy our stakeholders.

AUTOMOBILE

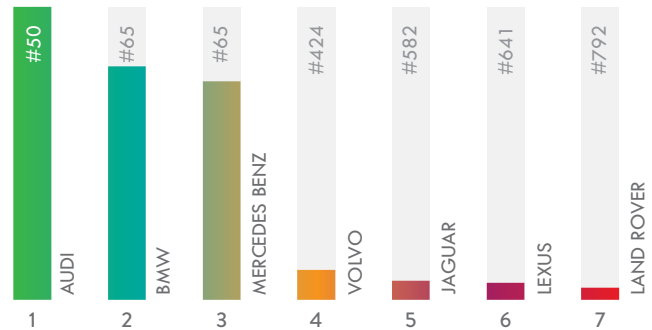
41% ↑

BTI Difference (2018-2019)

71 Brands 14 Categories

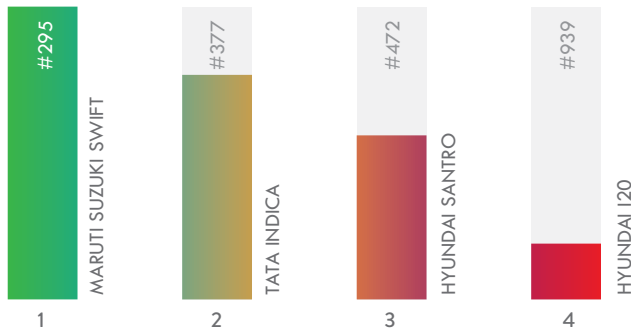
FOUR WHEELER - LUX. (AUTOMOBILE)

It is no mean feat for Audi as it beats BMW's rock-steady lead over the years, and leads this category, relegating the latter to 2nd rank. Mercedes Benz stays at 3rd rank like last year. Volvo, comes 4th after a gap-year, Jaguar with consistency ranks 5th, followed by Lexus. Land Rover, makes a first time entry into the list at 7th position.



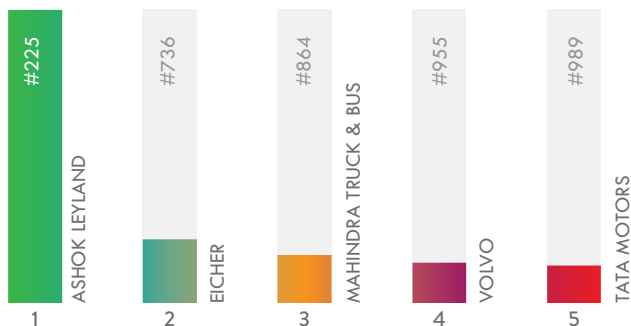
CAR - HATCHBACK (AUTOMOBILE)

Swift from Maruti Suzuki's stable seems like an all-time favourite of Indian consumers. Present in eight of the nine BTR reports, the brand ranks as India's Most Trusted Hatchback Car for three years, including 2019. Tata Indica, ranked 2nd this year, is followed by Santro, which has recovered its consumer trust over last two years.



COMMERCIAL VEHICLES (AUTOMOBILE)

Why would urban consumers choose Commercial Vehicles in their list of trusted brands? Mainstream advertising with brand ambassadors, Tata Prima race, History Channel's India's Deadliest Roads, all bring these brands into the consumer's consciousness. Ashok Leyland is the most trusted brand for the fifth consecutive year. Eicher, 2nd, retains its seat for the third year. Mahindra Truck & Bus ranks 3rd followed by Volvo and Tata Motors.



SHARED INTERESTS

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



Aruna Kappagantula & Prashant Lingam

Co-Founders, Bamboo House India

Our industry works more on experience than on organized sharing of knowledge. We work in areas which are completely disconnected and we see it as a positive sign as we are not too dependent on technology. Our teams do not share a common language also as we work across the length and breadth of the country and it has hardly hampered our culture of innovation in our industry. We work with tribal artisans and rag pickers who are skilled in their domain, but they are not educated, which time and again proves, passion and hunger towards our counts more than knowledge and education.

Our teams are not smart phone literates, we still depend on postal services in some areas, we work in dump yards in plastic waste with rag pickers as they work in inhuman conditions (which we are trying to improve) but the kind of ideas and experience they bring to the table for building innovative products out of waste, is something amazing. We had two options not innovate due to the restrictions or take this as challenge to innovate and build things.

Freedom to the team is what we strongly believe is the key to sustainable innovation, letting the team experiment on their own and having patience and giving them confidence despite repeated failures. We do not select people who are scared to take risk and those who follow a routine pattern of work, for us hunger for innovating counts, not ability to innovate. Our team members have to be more open in sharing knowledge, ideas and information. Faith and trust is the key to success and being better at innovation. In our industry, personal traits value more than professional strategies.

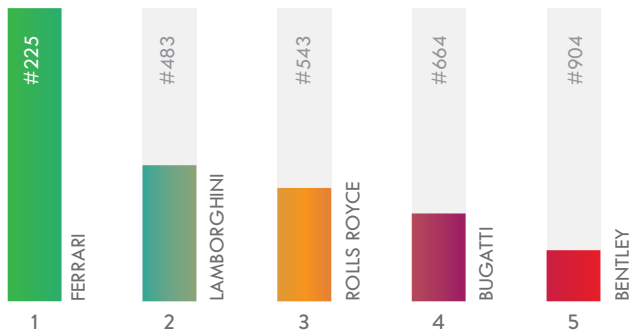
We promote the culture of failures and celebrate the same, we make the team understand that "not taking any risk is the biggest risk, and not failing is a sign of stagnation." For us, it is the failures which lead to our innovation. Being a small organization we do not have resources to hire expert knowledge and huge R&D facilitates, the only way for us to move forward with our new product development was through failure, which over a period of time led to our innovative product.

For small business entities, open innovation is a more profitable way to innovate, because it can reduce costs, accelerate time to market, increase differentiation, and create new revenue streams. Every company and every line of business within a company can benefit from looking outside its organizational boundaries for innovative business ideas, for collaboration in developing those ideas, and for validation of those ideas in the real world of consumers.

Innovation involves a lot of risk and uncertainty, not every endeavour is going to have tangible results and it is okay to fail, as failure should be considered as progress. Starting small is more important than not starting at all. So be proud to carry your failures on your shoulders, at least you'll have a story to tell. Do not carry the notion that only educated people can innovate, and that language and technology are essential tools for innovation. Develop products which would delight customers. Do not focus on innovation which would give profits but focus on what is good for mother earth.

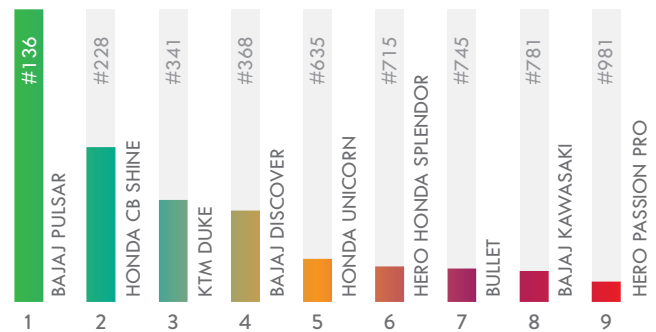
FOUR WHEELER - SUPER LUX. (AUTOMOBILE)

An out-of-reach category for most but it stays in conversations for everyone. LaFerrari, the definitive Ferrari wins the trust race for the ninth year in a row among Super Luxury cars. Lamborghini speeds up to beat Rolls Royce to 2nd place. RR slips to 3rd after a persistent stay at second place for five years. Bugatti comes 4th, with Bentley following at 5th rank.



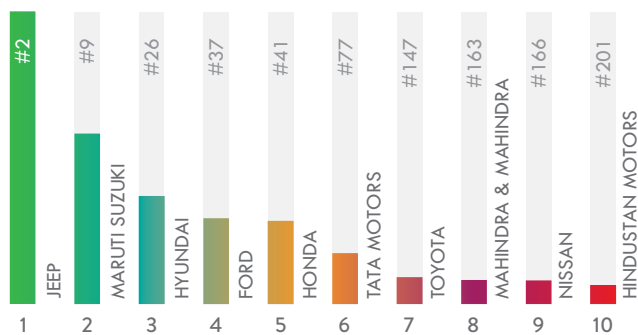
TWO WHEELER - BRAND (AUTOMOBILE)

Bajaj Pulsar is iconic in having been at the top of the trust-list in seven of the nine editions. Another genius brand, Royal Enfield, has made its entry into BTR for the first time in seven years when it was conspicuous by its absence. Honda's CB Shine is ranked 3rd, and KTM Duke has made it to 4th rank this year, followed by Bajaj Discover.



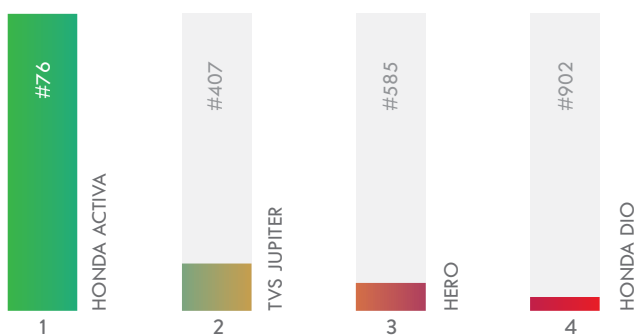
FOUR WHEELER - MFR. (AUTOMOBILE)

Jeep is the surprise winner in this Category. Maruti Suzuki, stays stuck at 2nd rank for the seventh year, and Hyundai to is glued to 3rd rank for the sixth year. Ford climbs to 4th rank after staying stuck at 5th rank in the last three reports. Honda, a leader for six years, plummeted to 5th rank, followed by Tata Motors and Toyota.



SCOOTER - (AUTOMOBILE)

With more than 50 models available, Scooters is a highly contested Category, but Honda Activa is the winner hands-down in the Scooters' race and becomes India's Most Trusted Scooter brand in 2019. India's need for personal mobility and younger generation and women are making Scooters a much vied-for Category. TVS Jupiter is far behind, yet 2nd in the Category followed by Hero's Scooter range and Honda Dio.



DISPLAY OF EMPATHY

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

Must haves in your library.



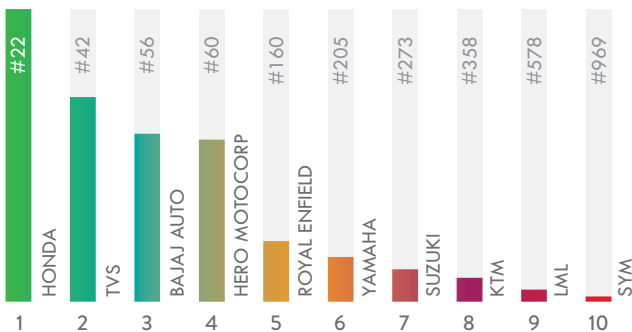
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TWO WHEELER - MFR. (AUTOMOBILE)

Honda makes a dramatic entry as the leader in this Category after being absent from the list for eight years. TVS retains its 2nd rank for the fifth year in a row, followed by Bajaj. Hero MotoCorp, the world's largest two-wheeler manufacturer is 4th ranked. Royal Enfield ranked third in 2017 and 2018 slips two slots to come 5th. Yamaha and Suzuki make it to 6th and 7th ranks.



BFSI

70% ↑

BTI Difference (2018-2019)

71 Brands 15 Categories

AUTOMOBILE - RELATED

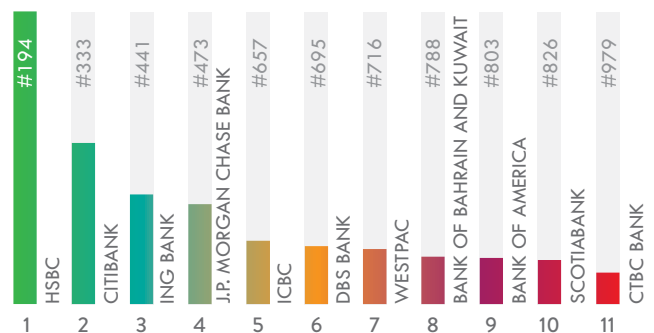
68% ↑

BTI Difference (2018-2019)

14 Brands 5 Categories

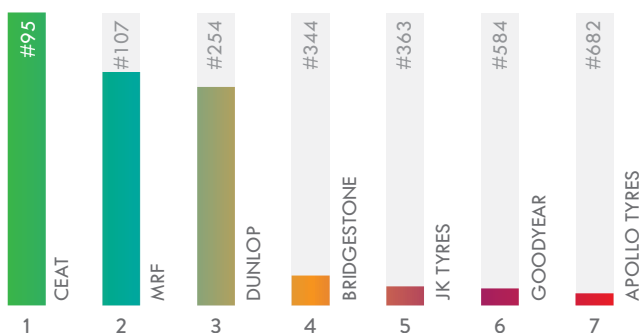
BANK - FOREIGN (BFSI)

Banks are trust personified. The sheer increase in the number of Foreign Banks listed in BTR 2019 is a sign of the strength of their customer relationships. The best banks automatically become the consumer's choice on a trust scale. HSBC is the Most Trusted Foreign Bank for nine straight years, and is followed by Citibank, which has ranked 2nd for eight of those nine, barring 2013, when it ranked 3rd.



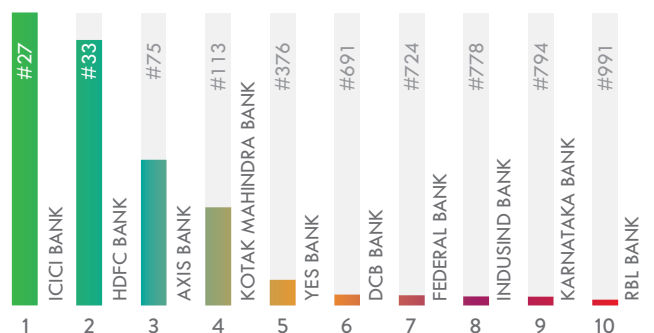
TYRES - (AUTOMOBILE - RELATED)

The essence of Tyres is trust. However commoditized this Category may seem, a tyre brand makes a difference to the consumer. CEAT has uncrowned the reigning prince of the tarmac, by becoming India's Most Trusted Tyre brand for the first time in nine years, relegating MRF to second position. Dunlop jumps one place and is 3rd ranked, while Bridgestone has slipped one to be ranked 4th.



BANK - PRIVATE (BFSI)

India's largest private bank, ICICI Bank, is also the Most Trusted Private Bank in 2019, a position it has retained in eight of the nine BTR reports, barring 2013. HDFC Bank is 2nd ranked, and Axis has slipped to 3rd position. Performing consistently over the years, Kotak Mahindra has moved up one rank to 4th, and Yes Bank has slipped one rank to come to 5th rank.





Kairav Engineer
VP-Business Development,
Astral Poly Technik Limited



The most essential factor that connects our brand to TG is our Product Quality and our relentless focus on improving plumbing standards within the category. Astral products are manufactured adhering to international standards using top notch raw materials and State-of-the art manufacturing processes. Keeping ourselves ahead of the technology curve, Astral has always been a front runner in the piping category by bringing innovation and getting rid of old, primitive and ineffective plumbing methods. Astral has introduced many category firsts like India's first lead-free uPVC plumbing pipes and column pipes, India's first low noise SWR piping system and so on.

In the plumbing category it is all about trust. Plumbers trust Pipes and fittings based on strength and performance, and their buying behaviour is influenced heavily by the trust they have in a brand. The trust factor is even more important because if the pipes fail or leak, then entire décor, tiles, paints, walls, bathroom fittings etc. gets affected.

The single minded focus on quality has earned Astral Pipes a NSF approval on its CPVC (Chlorinated Polyvinyl Chloride) compound as well as for the CPVC Piping system. Astral was the first Indian company to get a NSF approval for its CPVC Products. This speaks volumes for the quality of Astral's CPVC Pro Pipes and Fittings which are also tested beyond requirements of Indian Standards and ASTM (formerly American Society for Testing & Materials) standards making them truly world-class products.

Brand Astral stands for innovation and for setting new trends in the piping industry. Bringing newer piping technologies and continuous innovation in existing ones as well as new products has been the focal point at Astral. This special emphasis helps the brand set the bar higher and lead amongst others by example. Astral is also known for its compromise-free quality and exceeds consumer's expectations. Right from introducing new piping technologies to innovative brand communications, Astral's brand mission has been to maintain and grow a commanding presence in the minds of customers and to deliver promised values consistently.

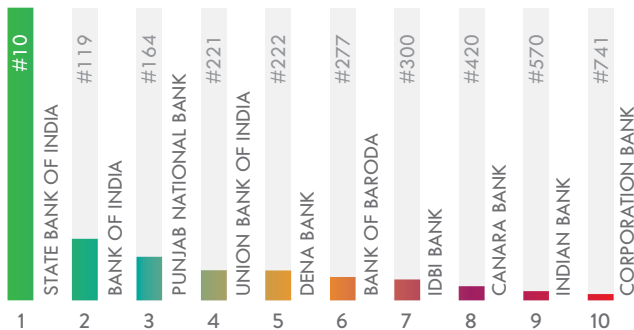
We put emphasis on communicating about the approvals and certifications we have achieved for our piping product. We also conduct countless plumber meets across the country where the plumbers get trained for using Astral Products and at the same time, they get knowledge of ongoing trends in the category. Last year Astral had trained more than 1 lakh plumbers across the country. We believe, these efforts help garner trust.

Brand Trust will be an additional tool which will reinforce our commitment towards quality. We thus use this in our collaterals and mainline as well. We promote it on our website and social media platforms. We also create standalone posts that are circulated through WhatsApp and other online platforms. We also plan to communicate about Brand Trust in all our plumber meets and Business Partner Meets.

It is extremely critical to maintain a good trust relationship with your key stakeholders. Specifically in the piping category where on one end plumbers, plumbing contractors, builders and architects are key influencers, and on the other end, the consumer has low awareness about the pipes and relatively low involvement. From these influencers point of view, the trust they place in us is very important as they are instrumental in installing the piping and also affecting their own reputation as well.

BANK - PSU (BFSI)

SBI is the Most Trusted PSU Bank across all nine BTR reports, followed by Bank of India, which retains its 2018 position. PNB regains its 2016 3rd rank in 2019, after a slip to sixth. UBI spectacularly jumps from eighth rank to 4th this year, its best performance till date. Dena and BOB both lose a rank each to be listed at 5th and 6th ranks.



BRANDED FASHION

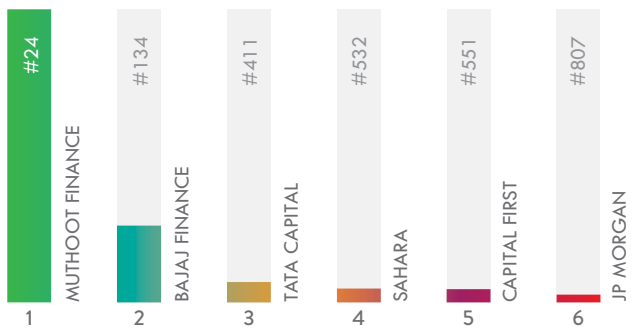
-8% ↓

BTI Difference (2018-2019)

13 Brands **4** Categories

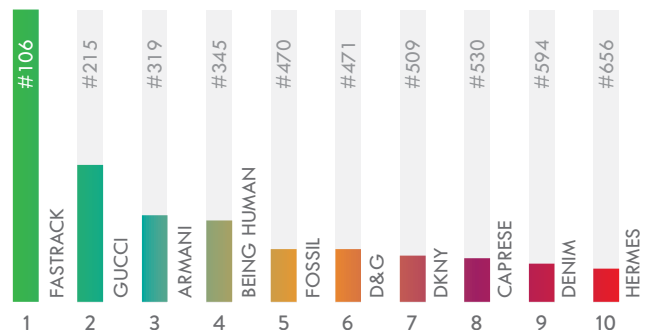
FINANCIAL SERVICES (BFSI)

With six brands this year this Category has the largest number of entries ever. Muthoot Finance leads the list as in the previous three years. Bajaj Finance too retains its 2nd rank this year. All others entrants in the list are new having never featured in any of the previous eight BTR reports. Tata Capital is ranked 3rd, followed by Sahara, Capital First and JP Morgan.



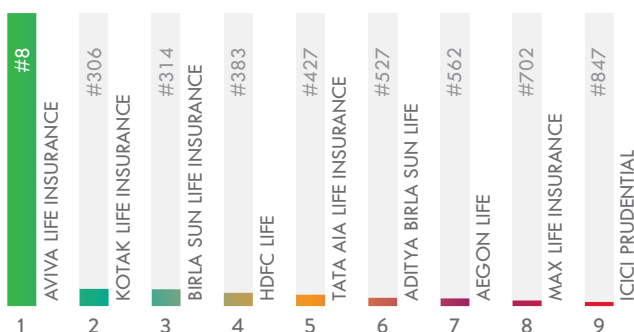
BRANDED FASHION (BFSI)

Fastrack retains its lead of this Super-Category for the fourth year in a row. Gucci, gains three ranks and comes up to 2nd rank regaining its 2017 rank. Armani ranked 3rd, led this group in 2012 and 2013, has gained three ranks over the previous report. Being Human is a show-stopper at 4th, rising six ranks from 2018. Noticeably, Caprese, makes its debut at 8th rank in the report.



LIFE INSURANCE - PRIVATE (BFSI)

Life Insurance is growing in importance and it shows by the large number of brands which get recalled by the consumer in TRA's quest to understand the trust proclivities. Aviva Life leads the pack by a very large margin. Kotak Life is 2nd ranked, and Birla Sun Life, slips one rank to 3rd this year.



CONSUMER ELECTRONICS

10% ↑

BTI Difference (2018-2019)

58 Brands **8** Categories



Deane De Menezes

Founder,
Red is the New Green

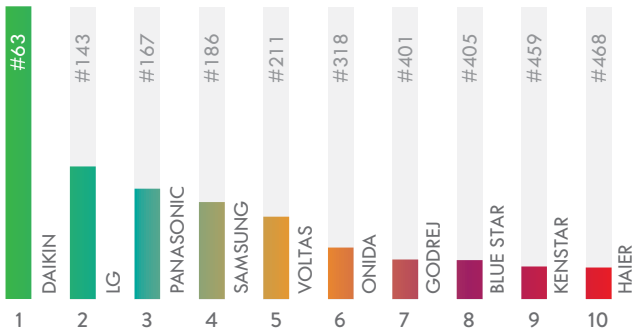
For a natural phenomenon like menstruation which has been around for times immemorial, the scope left for innovation from a biological point, I'd say, is pretty scarce. However, innovation manifested itself in a different way. Across the world, thanks to taboos, baseless truths, rumours and good ol' advertising, we still come up with innovative ways to hide periods and not discuss it in public. It is 2019, but we still bleed blue on TV and periods are coyly referred to as 'woh din'. So don't get me wrong, innovation is aplenty, but not for the good. However, the good news is that the crimson tide (pun intended) has begun to change. I got my period unexpectedly in a bathroom and I had no access to a pad. More importantly, due to my own shame related to periods, I was hesitant to speak about it and ask for a pad. Thus was born Red is the new Green, a social enterprise which aims to reduce the social stigma and economic inequality attached to menstruation by using a sustainable approach. Over the last 3 years since we began, the conversation around menstruation which started as a whisper is slowly turning into a roar. Innovation is key in all of this as breaking age old myths, taboos and practices do not happen overnight. In fact, it takes patience, empathy and innovation to show girls and women and alternative reality, a world where periods do not restrict anybody, where access to menstrual products is there for all and where we can save our planet by being responsible for the waste we generate.

I think innovation stems from necessity, often unrealised by us. According to the National Family Health Survey in 2015-16, 57% of the women in India use sanitary napkins. The other 43%? These ladies made do month after month by using old cloth, newspapers, sand and other unhygienic means, often fatal in some cases. As more and more women use pads, the waste generated exponentially increase. With 800 million women menstruating across the world at any given time and each women generating up to 150 kgs of waste per year if she uses a pad, the sheer waste is tremendous. Most of this waste ends up in landfills, in our oceans and in the stomachs of animals. However, innovations like the silicone menstrual cup- a device inserted in the vagina to collect menstrual fluid and the spin on the age old cloth uses - the reusable cloth pads are all innovations used to tackle menstrual waste and ensure we do our bit to save the planet. So definitely creativity is key to innovation.

The earliest steps are identifying a challenge and trying to find a method to resolve it. In our case, menstrual waste needed to be addressed but in a sustainable way. Initially efforts were made to sensitize women about talking openly about periods and understanding how harmful menstrual waste is. Next step in sustainable innovation is ensuring that knowledge about these alternative methods like the cup and so on is available to all to ensure smooth adoption. Our key learnings have been - Be ready to learn and take risks, and also that empathy is crucial to understand for different people's point of view.

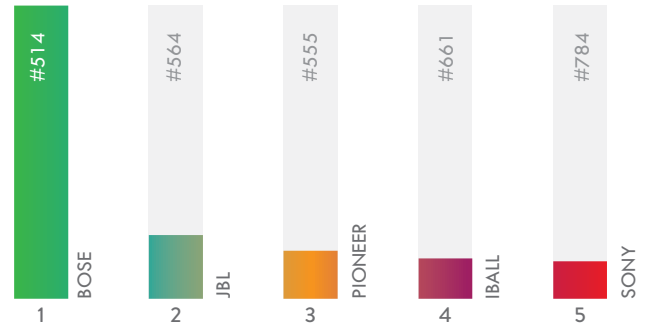
AIR CONDITIONERS (CONSUMER ELEC.)

Unsurprisingly a highly focused brand, Daikin, leads in Air Conditioners, allowing sharp resource emphasis on a single Category. As can be seen from the Trust Index gap with the leader, diversified Consumer Electronics companies do have a disadvantage. LG, Panasonic, Samsung, Voltas and Onida, follow in gradual sequence. Other pure AC brands, Blue Star, Carrier and OGeneral have somehow not been able to replicate the Daikin success.



AUDIO EQUIPMENTS (CONSUMER ELEC.)

The one, two and three of Audio Equipments are Bose, JBL and Pioneer. Not just because of their ranks in BTR 2019, but also because they get listed across years in alternating order. The intense focus of these three on audio also helps create distinctive trust leadership. IBall's high decibel advertising brings it at 4th rank, with Sony's Audio Equipment coming at 5th rank on the trust scale.

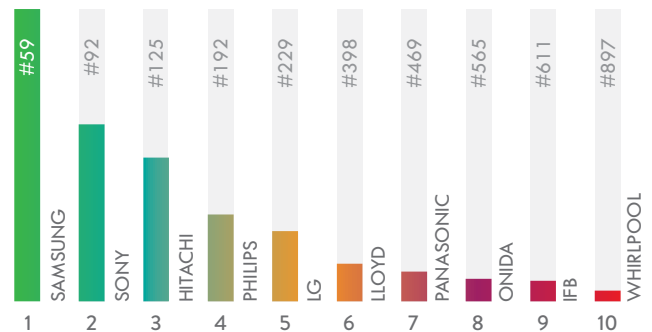


ENTHUSIASM

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

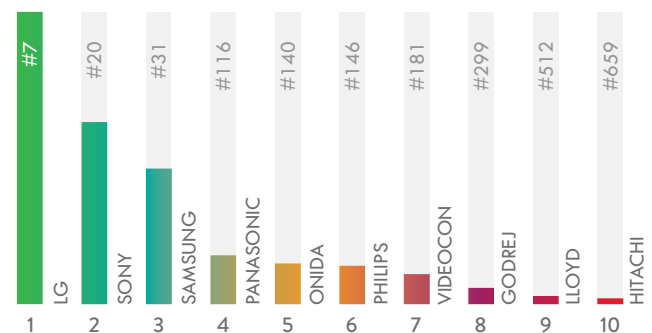
DIVERSIFIED (CONSUMER ELEC.)

Samsung, a leader in five of the nine editions of BTR is followed by Sony which has been more consistent at 2nd rank. Hitachi surprises; after an unlisted two years, makes a comeback at 3rd rank. Philips', once listed in 2013, is listed at a strong 4th rank. LG slips to 5th rank, down two. Debutant Lloyd gets listed at 6th rank in its maiden entry.



TELEVISIONS (CONSUMER ELEC.)

While some television brands were listed in the previous years, the fourteen brands listed this year, show how high this Category is on the consumer's mind. With many firsts in TV technology, LG leads this Category by a wide margin. Sony, also well-known for its TVs, ranks 2nd, followed by Samsung, 3rd, Panasonic, 4th and, neighbour's envy, Onida at 5th place. Videocon, Godrej, Lloyd and Hitachi follow.





Kevin Flynn

President and Managing Director,
FCA India



Jeep's brand history stretches back more than 75 years and is closely linked to freedom, adventure, authenticity and passion. The brand's unwavering commitment to strength and meaningful engineering has helped forge an extraordinary bond between the brand and the vehicle owners. Our core values are embedded in every Jeep vehicle's DNA. Jeep owners have long known that 'Go Anywhere. Do Anything' is a way of life, not just a slogan. Our badge stands for more than a brand. In truth, it's a badge of honour. Our legendary line-up of vehicles has created a timeless story for the brand. There is a Jeep Life that people live and also encourage their close ones to experience. That is the motivation Jeep has nurtured through these years. And, all this has grown over the years through word of mouth. It is quite fascinating to think that over 7 decades of Jeep customers passing on the legacy to generations who have grown to love Jeep the way it is – Authentic, Grounded and Progressive.

Customer expectations are increasing daily and the competition is fierce. In this scenario, trust becomes the differentiator that makes or breaks a brand. Customers today are savvier about how a product is portrayed, where it's marketed and, especially with the impact of social media on our lives, spending choices and habits have changed drastically. In our case, trust means the consumer associating closely and meaningfully with our products and services. It becomes a part of their identity and gives them membership to a certain socio-economic group. So, it's not just the price, features and benefits but the trust that is the difference between success and failure or iconic or merely great. When we launched our vehicles in India, our customers created their own Activity Groups, got together, went on drives and bonded. Now there are many such groups in different parts of India with new ones coming up. As a brand, we engage with them and back them up in their enthusiasm in leading the Jeep Life.

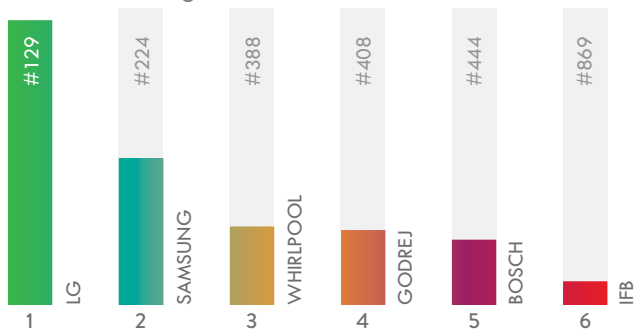
Brand communication is the primary integrative element in managing relationships with customers and the community. It is aimed towards building brand loyalty and making sure that the consumer is more attached to the brand, thus strengthening the relationship with it over time. We respect the loyalty, which leads to brand trust because trust creates exchange relationships that are highly valued by Jeep. Our brand equity lies within our customers. We help them experience a Jeep SUV the right way and that is through our signature Drive Experiential Programs like Jeep Trails (for Jeep SUV owners) and Camp Jeep (for potential customers). That is when they experience the Quality, Capability and Integrity of Jeep products. And, this is precisely why they swear by a Jeep! This to us, is Trust!

Given the above, trust becomes the driving theme in our communication. It spawns conversations and relationships that underscore our market leadership, preserving and nurturing it. It is this that leads our customers to integrate the brand into their lives and have conversations with us that spark creativity and product development.

To create trustworthy relationships, strong and consistent communication is the key; it is the human activity that links people together. Communication not only helps to increase brand awareness but also to improve brand attitudes, brand satisfaction and brand trust. This is directly related to the brand communication. It impacts overall satisfaction towards the brand and is gaining in importance as far as consumer behaviour is concerned. Customer trust for the brand is the important consequence of brand satisfaction and communication.

WASHING MACHINES (CONSUMER ELEC.)

It's not often that one would see one Category, follow another so unabashedly. The Washing Machines trusted brands list ditto follows the Television Category listings. At first sight, it seems that there must be a statistical correlation between the consumer behaviour for the two Categories. With LG leading this list, Samsung, Whirlpool, Godrej, Bosch and IFB follow in the Most Trusted Washing Machines list.



CONSUMER APPLIANCES

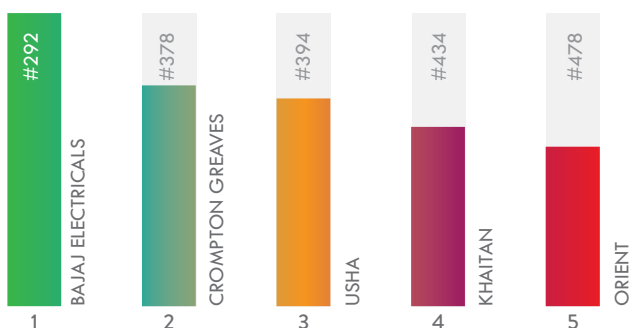
110%↑

BTI Difference (2018-2019)

58 Brands 8 Categories

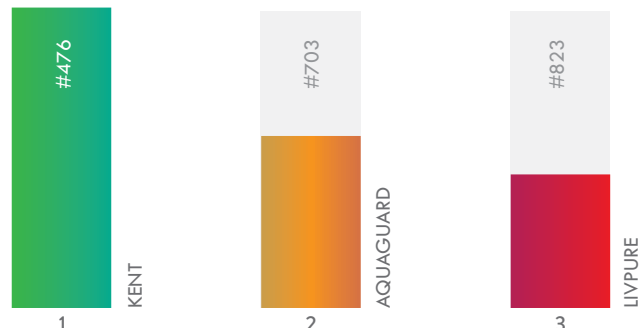
FANS (CONSUMER APPLIANCES)

Aided by the TRA methodology improvement, Fans as a Category does not remain commoditized and nameless anymore. Five Fan brands are named and Bajaj Fans gets the consumer's trust-vote this year. Crompton Greaves, which began its manufacture of fans back in 1937, ranks 2nd and Usha Fans is the 3rd Most Trusted. Two brands which gets evoked closely with the category, Khaitan, ranks 4th and Orient, ranks 5th.



WATER PURIFIER (CONSUMER APPL.)

Clean water and good health are closely related, and Kent, which is the Most Trusted in this segment this year is equally well known for both. Kent has remained the Most Trusted Water Purifier for four years in a row. Only three brands, of the scores available, make it to the top 1000 trusted list. Shapoorji Pallonji's Aquaguard is 2nd in this list and Livpure, makes it to 3rd rank.



CORPORATE ALTRUISM

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



Divya Ravichandran

Founder,
Skrap

There is an urgent need for Indian cities and towns to implement sustainable and responsible waste management. The garbage crisis is a result of both, the enormous scale at which waste is generated, and also the mismanaged manner in which it is collected and disposed. Poor government regulations, low investment in proper infrastructure, and negligible cost of dumping trash have left the sector largely informal, unstructured and unsophisticated.

However, there is a silver lining. In the recent years, there has been increased focus on innovation in this area, mainly as a triggered response to the environmental and human health issues arising from waste mismanagement.

Interestingly, much of this innovation has been a groundswell movement, that's led not by huge corporations, but by individuals, citizen groups and social enterprises. From converting temple waste into compost, to upcycling non-recyclable products into useful items, to events adopting zero waste solutions, social enterprises and small businesses have played a key role in spearheading innovation in this space.

Grassroots movements have also helped cities transform their waste management systems. For example, Alleppey went from a city plagued with garbage issues into one that's touted as a Zero Waste model city. This change was in most parts due to massive protests by villages where the city's waste was being previously dumped. It's due to their relentless campaigns that the government was forced to adopt more sustainable and holistic approach to waste management.

The Government's Solid Waste Management Rules, 2016 and initiatives such as Swach Bharat mission have helped bring more focus and attention to this area, which has increased demand for new products and solutions to tackle waste at large scale. We at Skrap have worked with organisations and events to help them adopt zero waste, not by focusing on the latest technology but on infrastructure setup, behaviour change and sustainability-focused campaigns.

There are four key learnings from our work in the sustainability space. These are (i) *Shift in Citizens Attitudes* (ii) *Awareness for action* (iii) *GenZ to help drive action* (iv) *Adoption of decentralised models*.

Innovation in waste management must be accelerated with various stakeholders coming together to cooperate and collaborate on a common vision. At Skrap, we collaborate with various solution providers to build comprehensive zero-waste offerings for our clients. Fostering collaborations, best practices and knowledge transfer will be key to fast track innovations and adoption in sustainable waste management.

DTH

61% ↑

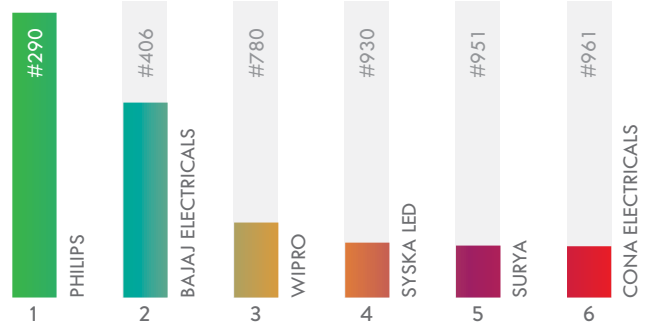
BTI Difference (2018-2019)

4 Brands 1 Category



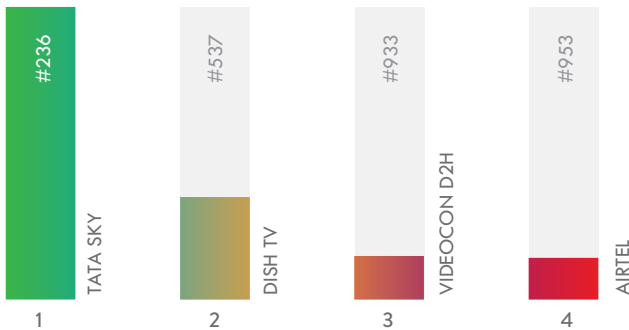
LIGHTING (FAST MOVING ELECTRICAL GOODS)

Lighting is connected to us deep in the DNA and the technology innovations in this Category may not go unnoticed by consumers. Philips is the Most Trusted in this Category, followed by Bajaj Electricals at 2nd rank. Wipro's wide portfolio, which also has lighting, is 3rd ranked, while Syska LED, is 4th, followed by the 4½ decade old Surya. Cona makes it to 6th rank in the list.



DTH (DTH)

India has the largest paid DTH subscribers in the world, and Tata Sky, though second in subscriber base, remains the most trusted among these Dish TV, the first company to start DTH services in India, holds about 42% of the marketshare, and ranks 2nd on Brand Trust. Videocon D2H, is 3rd ranked, while Airtel's DTH services is 4th Most Trusted in the category.



DEMONSTRATED SINCERITY

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

FAST MOVING ELECTRICAL GOODS

-17% ↓

BTI Difference (2018-2019)

8 Brands 2 Categories





Hyoung Sub Ji
Director,
Home Appliances, LG Electronics India



Thank you to TRA for honouring us with this prestigious award of the 'Most trusted brand' in the washing machine category under Home Appliances. At LG, our core focus has always been customers and winning this award, assures us of the trust and confidence we have from them. This motivates us to continue on our strategic path, as we scale for the future. The Indian washing machine market is burgeoning at 12% with maximum growth observed in fully automatic segment. LG, a key player in providing convenient and smart solutions, keeps innovation at its peak, and contributes towards the growth of the industry.

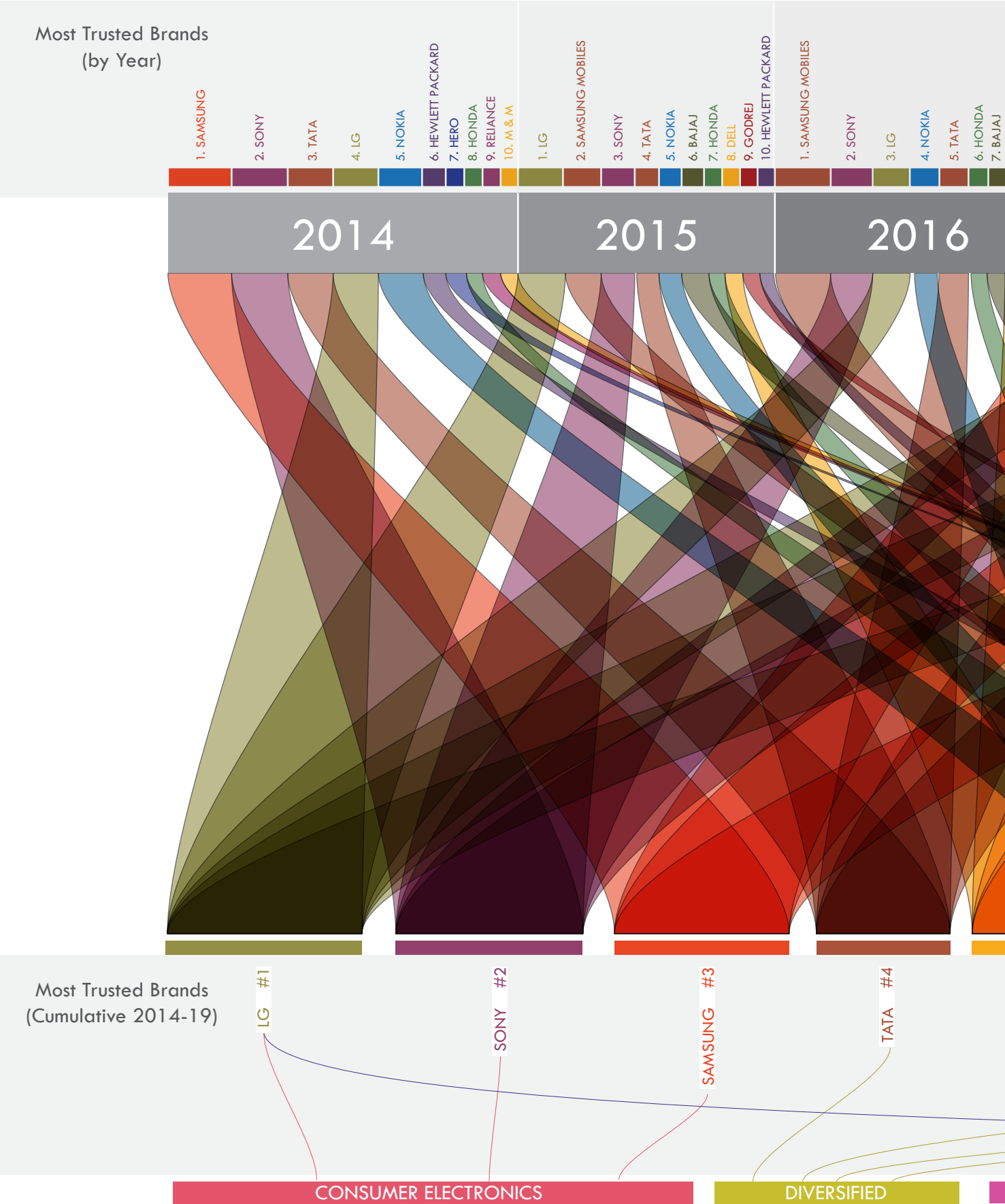
LG is one of the pioneers of innovations in the washing machine segment and keeps introducing newer technological upgrades to improve the lifestyle of its consumers. LG's overall growth is at 18%, with more than 50% in front-load segment. Currently, LG is the market leader with 35% market share in the washing machine category and boasts of a strong line-up of more than 70 SKUs in washing machines. LG is also one of the most prolific brands, offering a wide range of automatic machines to choose from, ranging from semi-automatic to fully automatic, from top-loader to front-loader from fixed speed motor to variable frequency drive motor. We are proud to be the only brand in India, offering all categories of washing machines with highest capacity. Including innovation, sustainability has also been our key priority.

LG provides environment friendly washing machines that consume the least water and electricity, yet giving the best washing performance with features like 6 Motion, Turbowash, Jet Spray+. These are equipped with the futuristic Smart Inverter Motor for increased efficiency and energy savings. With the best of features, this washing machine is thoughtfully designed for better performance and results in 36% more energy savings compared to traditional washing machines. Smart Inverter washing machines adjusts the energy consumption at optimum in accordance with the required power.

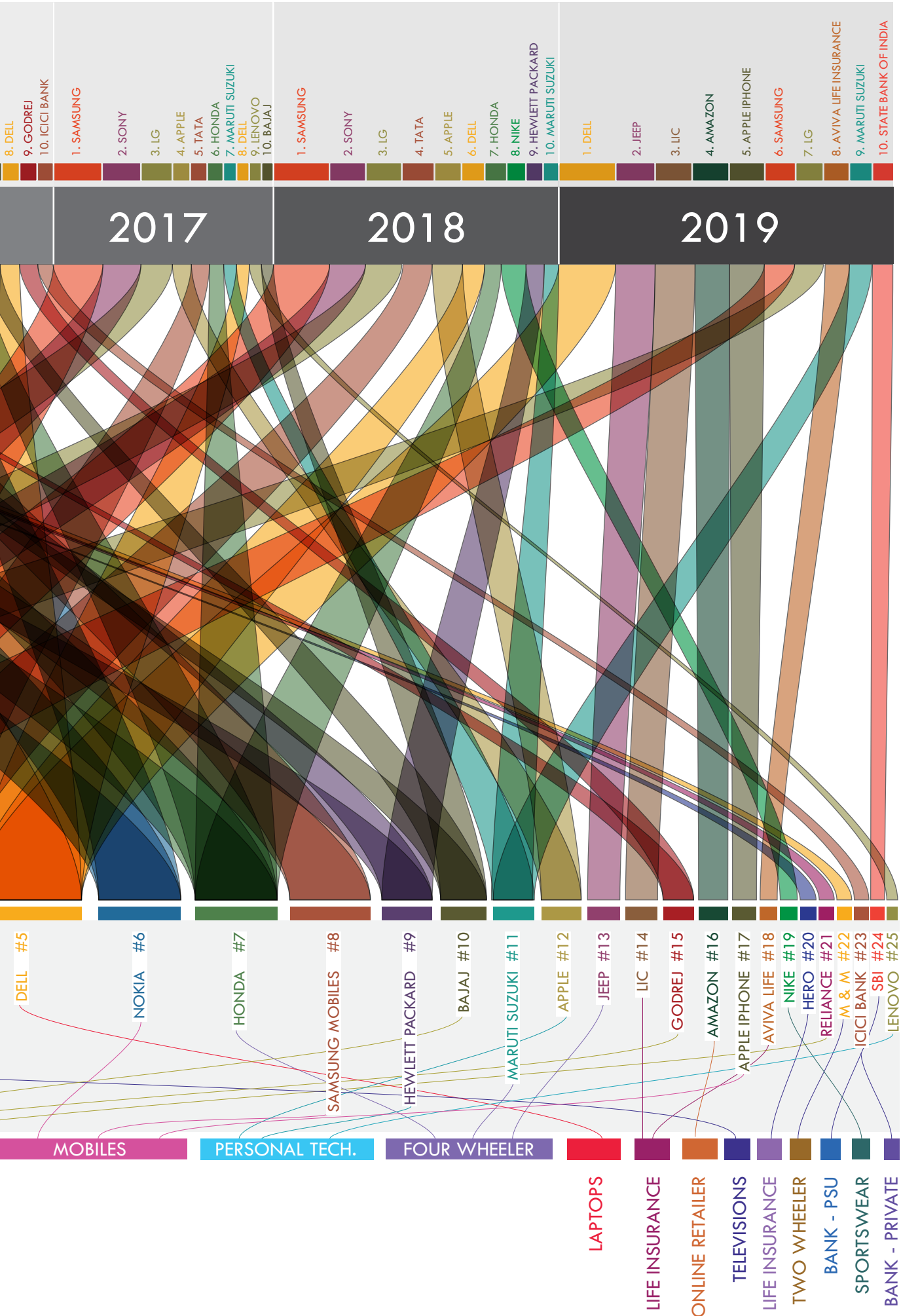
LG has led many industry-first initiatives and launched washing machines that are IOT and AI enabled. Health has been an important focus for LG, and it is the first brand to launch steam washing machines keeping customer hygiene in priority. Apart from providing an enhanced wash quality which is unique in nature, the machine ensures bacteria & allergy free washing which best suits the health-conscious. Also, LG's steam enhanced Allergiene™ cycle is certified by the Asthma & Allergy Foundation of America and can remove over 95% of household allergens. The brand's performance and durability have been immensely appreciated throughout the years amongst all our stakeholders. Today, we have the most advanced patented technology - Direct Drive, that comes with 22 years VDE certificate to give the best durability in washing machines.

We design products that are intuitive, responsive and energy efficient so that consumers can spend wisely, be more productive and minimize harmful impact on the environment. We are continually innovating to provide a better life to our customers and this year's award as the most trusted washing machine is a testament to our diligent efforts. With changing lifestyle, penetration of washing machines is also increasing rapidly, and at LG we are committed to expand our channel and network coverage in various capacities and price zones, to reach out to more and more customers across India. With the country's faith in our products, LG will strive to further improve and revolutionize to provide nothing but the best to customers.

Cumulative Brand Trust™ 2014 to 2019



2019 — Top Ten Brands Comparison



FMCG

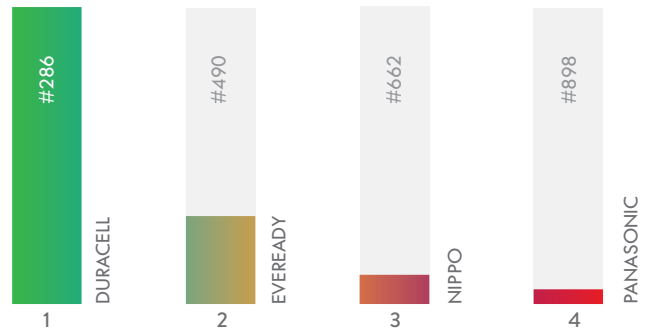
60% ↑

BTI Difference (2018-2019)

137 Brands 32 Categories

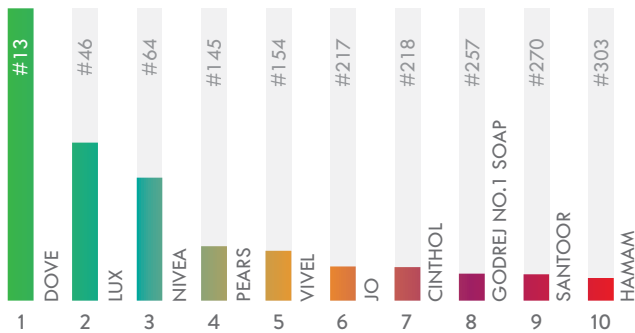
CONSUMER BATTERIES (FMCG)

Duracell uses a tagline 'Trust is Power' and it seems to power it as the Most Trusted Consumer Battery, a surge above the others, maintaining its leadership of the previous two years. Eveready, another brand which states 'Trust' among its six core values, jumps one rank and is 2nd ranked in BTR 2019. Nippo is ranked 3rd in the list, followed by Panasonic.



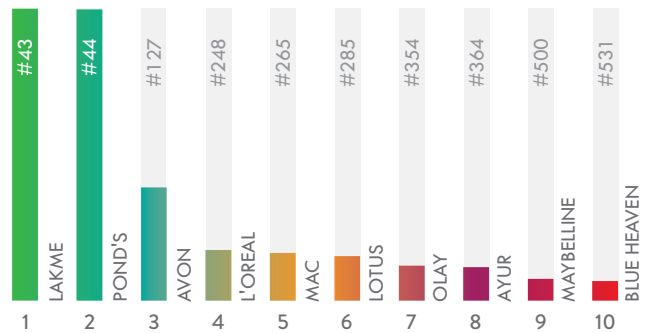
SOAP (FMCG)

Dove is the Most Trusted Soaps brand among FMCG, and Lux follows at 2nd rank. Lux led the list in 2018 and 2017, and Dove was leading the previous two years. Nivea which has climbed six ranks from 2015, retains its 2018 rank at 3rd. Pears has steadily climbed from 18th rank in 2015 to 4th this year. Vivel, Jo, Cinthol and Godrej No.1 follow in series.



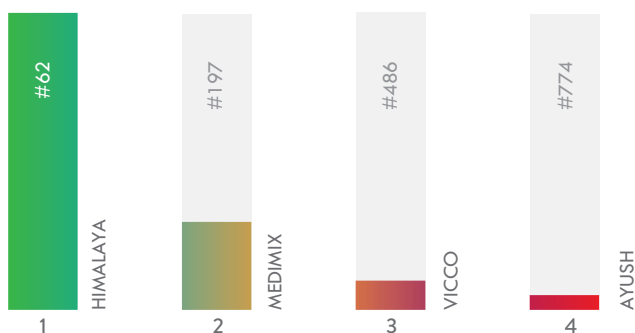
COSMETICS (FMCG)

Ask any woman, you'll know the importance of trust in cosmetics. Personal suitability is among the primary drivers for trust in this segment. Lakme, a leader for the third year in a row, is India's Most Trusted Cosmetic brand. It is followed by Pond's, 2nd rank, retaining its previous two years' ranks. Avon, ranked 3rd arrives again, which had exited the list after being ranked second in 2015.



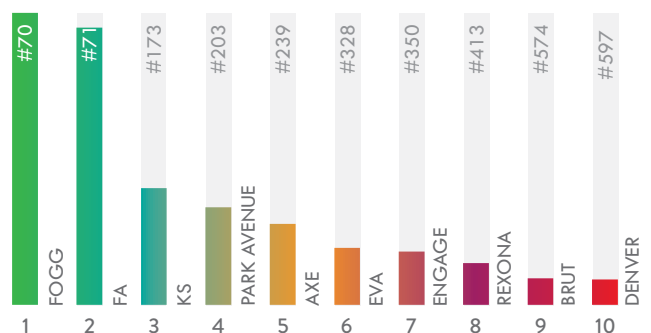
SOAP - AYURVEDIC (FMCG)

Ayurvedic products are making a strong comeback with traditional brands newcomers making it to the short list. It is interesting to see that the Soap segment is seeing a surge of Ayurvedic products in the consumer's consciousness. Himalaya is the most trusted in Soap - Ayurvedic, followed by Medimix ranked 2nd and Vicco ranked 3rd. HUL's Ayush makes an inroad for the first time in this segment at 4th rank.



DEO/PERFUME (FMCG)

India's climate is fertile for Deo brands, and Fogg is India's Most Trusted Deo brand for the 4th year in a row. FA reenters at 2nd position after 2015 when it ranked third. KS has an impressive debut into the report and ranks 3rd, followed by Park Avenue. Three-time leader, Axe, and second-ranked last year, Axe falls to 5th rank. Eva is noticeable at 6th rank with steady climbs.





Vipul Sabharwal
Managing Director,
Luminous Power Technologies



What started off as small venture almost 30 years ago providing power backup solutions for Indian homes is now a powerful, trustworthy name in the home electrical market covering residential power backup, fans, switches, wires and LED lighting. Luminous power technologies today has a presence in 36 highly competitive countries including several in Africa, the Middle East and the Indian sub-continent. Serving more than 100 million homes today, Luminous, with its brand transforming journey is all set to become a name synonymous with complete electrical solutions for happy homes.

In the market for power solutions, now estimated to be around Rs.15000 crore per annum, Luminous is a leading player with a distinguished presence built over 30 years. Be it UPS, batteries or solar solutions Luminous understands that uninterrupted power is the key to uninterrupted life. Door-step after sales facility and a 24 x 7 service promise to its customers through direct service by company trained professionals in more than 400 cities adds to its charisma. We have recently embarked on a brand transformation journey and launched a wide range of new products in the home electrical as well as solar energy space. It is powering 100 million happy homes in India today and the number keeps increasing with each passing day.

Luminous has a vast portfolio of low, medium as well as high capacity power back-up solutions custom made for rural, urban as well as commercial requirements. With a series of exciting new launches and product upgrades in the pipelines, Luminous aspires to be the most attractive switches brand in the country. With its global experience in electronics, the company plans enhance the lighting experience of Indian consumers with multiple solutions in line with international technologies innovations. The company is eyeing the market for connected power backup devices as gel based batteries next in the power back up category.

Luminous is a wise buyer of media space. We have correctly ascertained the consumer mind set and established that the common man's interests start and end with cricket. As a result, its media strategy is focused on riding the popularity of this sport. Our brand ambassador, not surprisingly is the legend in this field: Sachin Tendulkar.

The company is investing extensively to extend its image from being just a leading power back-up solutions company to a complete electrical solutions provider and form garnering trust of the nation to powering happy homes. Pan-India customer studies done by an external agency to assess the health of the brand have repeatedly established the fact that the company is moving in the right direction – sustaining its leadership position in the power back-up space and making encouraging progress in creating brand awareness as well as establishing itself in the home electrical and solar energy space.

We believe in filling the air with joy, lighting up every corner with delight and switching on smiles. Making every moment matters and powering happy homes in the core belief at the heart of the brand. Luminous believes in making every home a "Khushiyon Ka Ghar". We have grown from just providing power back up systems to a complete portfolio of home electrical products to make a home the happiest and most comfortable place on earth. With this motive, the company has moved from its earlier tag line – "Jis pe Desh Kare Bharosa" to the new promise of "Khushiyon Ka Ghar".

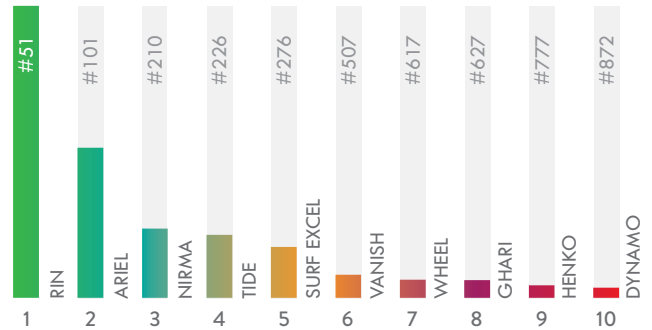


ACCEPTING RESPONSIBILITY

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

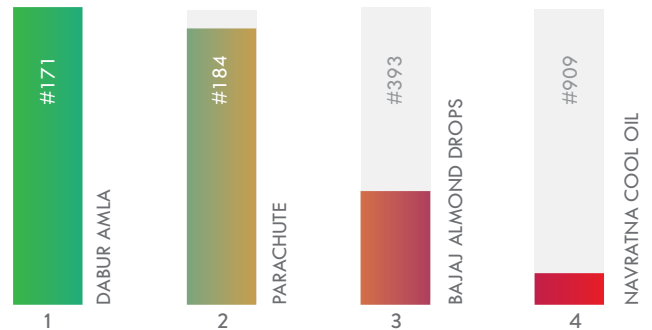
FABRICARE (FMCG)

Rin is the Most Trusted Fabricare brand for the fifth year. Ariel, ranked 2nd is up three ranks over 2018; first-time entrant Nirma is ranked 3rd, followed by Tide at 4th which led the list in 2013 and 2015. Surf Excel, the leader in 2017 slips to 5th rank this year. Vanish, which vanished after being ranked 9th and 8th in 2014 and 2015 respectively, returns at 6th rank.



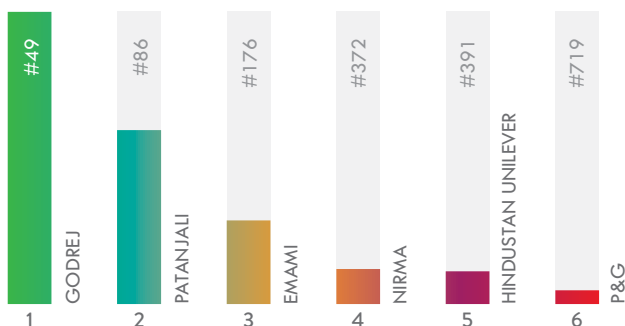
HAIR OIL (FMCG)

We care for our hair. The mane which is pivotal in attracting the opposite gender, needs our constant attention. And, in India unlike anywhere else, there are a million varieties of hair care. Dabur Amla is the Most Trusted Hair Oil brand in 2019, followed by Marico's Parachute. Bajaj Almond Drops, with 14% Hair Oil marketshare ranks 4th, followed by Navratna Cool Oil.



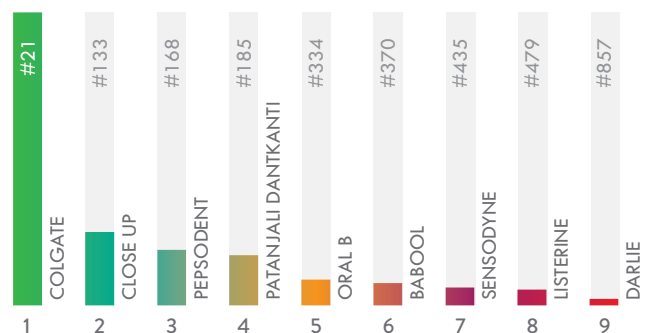
DIVERSIFIED (FMCG)

The benefits of a methodology improvement are clearly visible to Godrej, who makes an inception in the FMCG – Diversified list as its Most Trusted Brand. Patanjali, the leader in the previous two reports, is relegated to 2nd rank in 2019. Emami jumps two ranks and is 3rd ranked in the Category, followed by Nirma which maintains its 4th rank from the previous year. Giants HUL and P&G follow sluggishly.



ORAL HYGIENE (FMCG)

Better keep those pearly whites shining, and to help do that, Colgate, a 53% marketshare holder, sparkles as the leader in the segment for the ninth year in a row, while still fighting market-share battles with old and new brands alike. Almost always steady at number three, Close Up, sneaks up to 2nd rank, beating six-year runner-up, Pepsodent, which ranks 3rd. Patanjali's Dantkanti is 4th in the list.





Narayanan Ramakrishnan

CEO,
Avaz

Innovation in the Assistive Technology industry is critical to the success of the company. Unlike most of the sectors, product innovation is almost mandatory for the company's existence. For example, a company needs an innovative product to solve the problem of providing navigation guidance to a visually impaired person on Indian roads. The most fascinating aspect is that it can come from the simplest of the modifications that no one would have ever thought of. For example, a lot of the mainstream cutlery is "modified" to enable people with motor difficulties to serve and eat food. Once you have lived and seen the problem, the eyes and mind are always looking at ways to solve them.

One has to be creative to solve the challenge at hand and with limited resources. A startup always has limited resources and many challenges to solve. So, innovation comes out of creatively looking at different perspectives or breaking a problem down that looks intimidating to begin with. In our experience, failure leads to innovation. When you are driven with the backs to your wall, the best of the ideas come out. There have been many times in Avaz's journey where some ideas that we tried failed. It is heart breaking at first. But when we finally solved the problem, we realized that all our failed iterations had been stepping stones to that final solution.

Over the years of developing Avaz and other products, we have learnt from our mistakes. One of the key learnings has been to test the idea at a very early stage to validate our hypotheses. And test it with the end customer. No amount of user survey can replace actually talking and testing with the end user / customer. Creating a climate in which anyone can suggest an idea or a solution is the most critical early step for sustainable innovation. Every member of the team can contribute in solving the problem at hand! The culture of the organization should encourage cross pollination of ideas – and this culture is very much driven from the top to begin with.

Groups need to have multi-disciplinary participants to become better at innovation. If you get a bunch of similar thinking people in the room, you will not get any fresh perspectives. It is very important to have diversity in the group to get better innovative ideas. It is also very useful to have multiple stakeholders participate in some of the brainstorming sessions, to give their feedback about the ideas. I think that the future of open innovation is extremely bright. When we are able to share our learnings and our mistakes with other people, they are not only able to avoid the pitfalls but also improve upon the idea itself. Since there was Text-to-Speech technology available, that we could innovate on it and create Avaz as a communication app for people with speech disabilities.

Like Isaac Newton said - *If I have seen further than others, it is by standing upon the shoulders of giants.* Similarly, I believe open innovation will pave the way for the new innovations in the future.

FOOD & BEVERAGE

67% ↑

BTI Difference (2018-2019)

152 Brands 47 Categories

GADGETRY

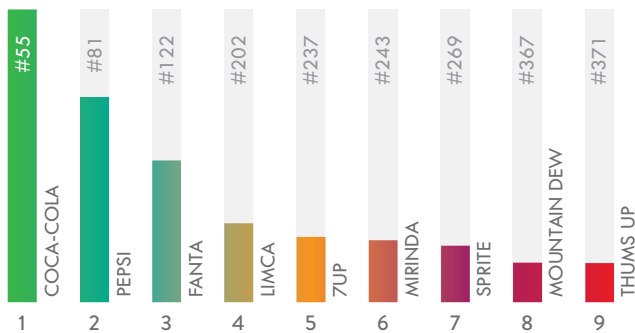
48% ↑

BTI Difference (2018-2019)

33 Brands 4 Categories

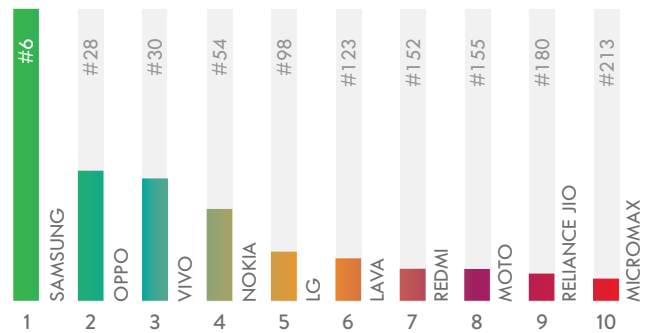
AERATED BEVERAGES (FOOD & BEVERAGE)

After a long wait of nearly six years, Coca-Cola becomes India's Most Trusted Aerated Beverage again. Pepsi, seven time leader of this Category, is pushed down to 2nd rank in this heavily contested market. It is Fanta's best performance to date in ranking 3rd, followed by Limca which is up three ranks from BTR 2018. 7UP also jumps three ranks to come up 5th.



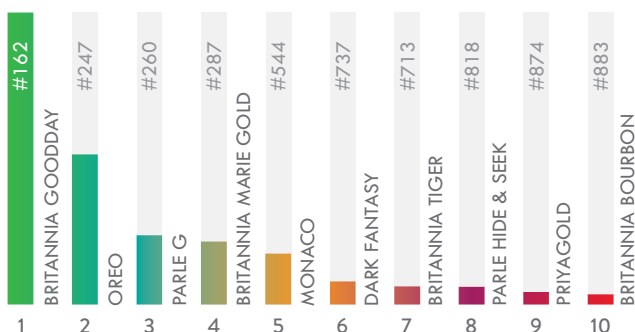
MOBILE PHONES (GADGETRY)

The mobile phone has become the adult's transitional object, replacing the toddler's teddy bear for comfort and a sense of belonging. Samsung Mobiles retains its position as the leader after missing the mark the previous two years. Oppo and Vivo, both subsidiaries of BBK Electronics, slip one rank each to occupy 2nd and 3rd position. Nokia is ranked 4th, followed by LG, Lava and Redmi.



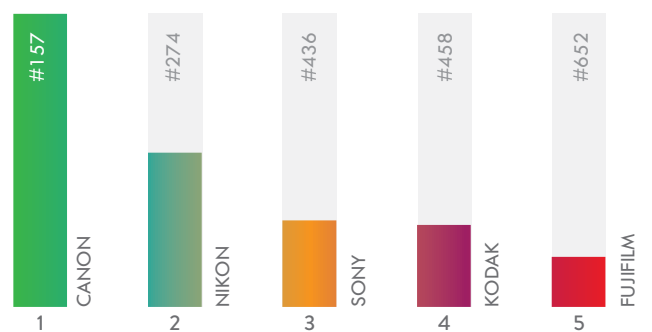
BISCUITS - BRAND (FOOD & BEVERAGE)

India's is the world's largest biscuit consumption market, and the brand that leads as the Most Trusted in 2019 is Britannia GoodDay. Oreo, a 1912-born brand, is 2nd ranked and 82-year old, Parle G, holding 20% of the biscuit market is ranked 3rd, followed by Britannia Marie Gold ranked 4th. The rest of the brands are well-spaced from the first four with Monaco, Dark Fantasy, Britannia Tiger following.



CAMERAS (GADGETRY)

Canon captured highest share of consumer trust in this category and remains the undisputed champion for the 5th time in the row. Nikon remains successful in giving the leader a tough fight since 2011 and secures 2nd position in 2019. Sony emerges as a new entrant at 3rd place emphasizing that every picture tells a story. Kodak and Fujifilm takes up 4th and 5th ranks in the list.





Yunchul Park
Director,
Home Entertainment, LG Electronics India



Thank you to TRA for honoring us with this prestigious award of the 'Most trusted brand' in the television category under Home Entertainment. LG has always struck the right chords with its consumers and taken unique steps to make their aspirations a reality, and winning this award, is testament of the steady trust and confidence we have from our consumers.

LG Electronics is taking the home entertainment experience to newer heights with the introduction of its latest flagship TVs OLED TV & NanoCell TV technology embedded with (AI) ThinQ. Keeping the consumer insights and demands in mind, there are a vast range of products, launched by LG like 4K JAZZ TV, specially developed for Indian market, with a focus on sound. The 4K JAZZ TV serves as a total entertainment solution and is equipped with artificial intelligence (AI) ThinQ.

Today, technology is changing the way that businesses process and create their products, and find their target market—allowing artificial intelligence to find its way into every application of business. While LG's smart solutions are more focused in the residential space, expanding the public's perception of smart technology and its capabilities is key to boosting the viability of the entire market and create a smart and innovative ecosystem.

Artificial intelligence is the road ahead for all our future products. AI functionality backed up with extensive research is incorporated in televisions with an aim of delivering a unique and more intuitive experience. As a matter of fact, we have taken a leap ahead to implement AI function across our range of smart televisions. These TV sets that are meant for a smart-watcher, come with features like voice control, **webOS Smart Platform**, mobile connection overlay, and supports Dolby Atmos surround sound as well. At LG, our interest continues to be in improving the user lifestyle and convenience.

We have launched experiential marketing campaigns to explain our product technology to consumers like "Try & Buy" where they can feel the Technology in their home settings. It is our responsibility to continually provide the right information and guide our consumers to demystify the high-end, technologically advanced products. At LG, our service doesn't stop at purchase but in fact, marks the beginning of our services so that we are able to retain our consumers' loyalty and trust in us. We have a robust after sales service to extensively reach out to all our consumers at any given point in time.

LG proudly stands as one of the undisputed leaders in the TV industry today. The next generation of LG TVs are termed as the 'future of television', as they have by far one of the most innovative and promising display technologies ever designed. We are highly motivated and equally charged to keep understanding the pulse of our consumers and will continue to innovate to justify the commitment towards a good life. We are grateful to our consumers for believing in us and we only wish to keep their faith alive on us, as we scale for the future and pace towards a new world of Home Entertainment.

HEALTHCARE

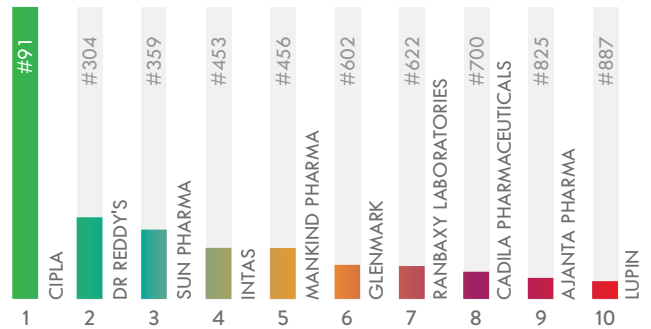
13% ↑

BTI Difference (2018-2019)

34 Brands 10 Categories

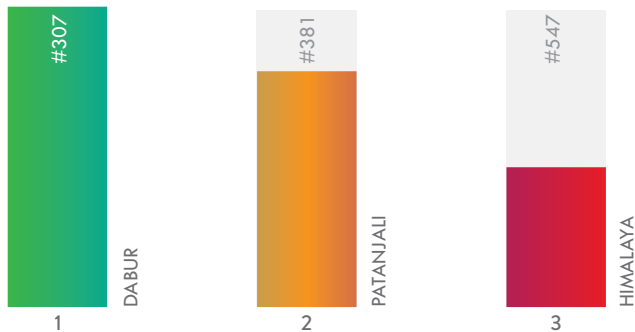
PHARM - INDIAN (HEALTHCARE)

Cipla leads among Indian Pharma brands in 2019 with a couple of pep-pills. Dr. Reddy's, impressively climbs from seventh to 2nd rank. Sun Pharma slips a trust rank to 3rd place, followed by Intas which has a four-rank gain to steady itself at 4th position. Mankind is at 5th rank, after ducking last year, and Glenmark is ranked 6th, gaining four ranks from 2018.



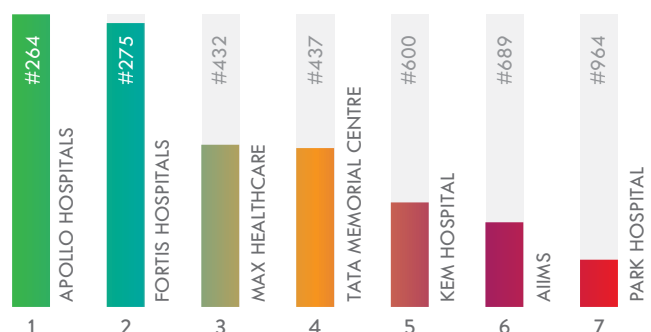
AYURVEDIC PRODUCTS (HEALTHCARE)

Ayurveda has regained prominence in the recent times in India. In this Category, 135 year-old Dabur has shown a steady lead, topping the list for the sixth year out of the nine editions of the report. Ramdev Baba's Patanjali, already a 10% marketshare holder in this segment, ranks 2nd. Himalaya, nearly 90 years old itself, ranks 3rd in the list.



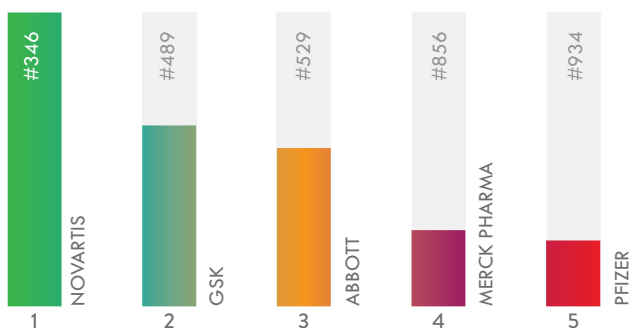
HOSPITALS (HEALTHCARE)

Trust is the currency of human interactions. Apollo Hospitals maintains strong trust relations with its patients as it emerges as a leader in seven of total nine editions. Fortis Hospitals climbs one position to bag the title of 2nd Most Trusted Hospital in 2019. Max Healthcare slips one rank to be 3rd in list, followed by Tata Memorial Hospital, KEM Hospital and AIIMS.



PHARMA - FOREIGN (HEALTHCARE)

Do listed pharma companies get more trust than others? Seems so for sure, considering the five in the Category are listed companies in India. Novartis, dethrones eight year leader, its five-times sized GSK which slips down to India's 2nd ranked. Abbott, similarly sized as the previous, is ranked 3rd. Merck, ranked 4th, makes a return to the list after five years, followed by Pfizer, which slips a rank from last year.



HOME CARE

71% ↑

BTI Difference (2018-2019)

16 Brands 7 Categories



Naveen Kumar V

Founder & CEO,
NaPanta

The Indian agricultural eco system is slowly heading towards open innovation to address the several challenges faced by the agricultural sector. It is also at the same time changing the thought process of a farmer. With increasing smart phone penetration in rural India, convenience of information access is 24x7; availability of local language content and regular updates is generating an interest and gaining the attention of the rural farmer. The younger generation is optimally utilizing these opportunities to the fullest.

Previously, a farmer had to travel to different locations to get information on quality inputs, timely advisory and related services to assist them with their work. However the information they receive from third parties is highly questionable. A farmer has to waste his time and money to roam around these centres located nearest to his village but now this is no longer an issue as they have access to complete authentic information digitally.

It is common sense, and deep understanding of the root cause and creative thought process to address the issue which gets a huge response from the user. Take the example of Airbnb and Uber both companies do not hold an inventory. However their understanding of the real problem and a common-sense to resolve the pain point with a model of aggregation and effective implementation has created a huge convenience to the user. This has helped both these organisations to become the global giants that they are today. Thus common sense and effective implementation to resolve the pain point is the key for any successful innovation.

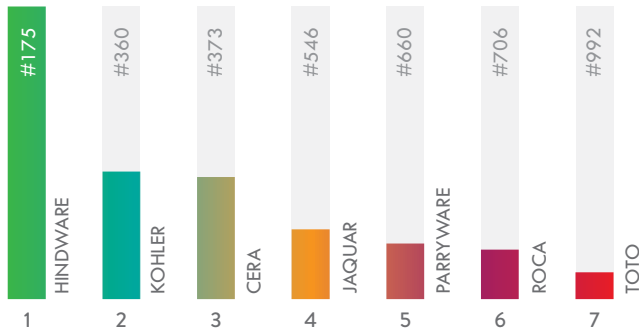
Sustainable innovation will help to not only address the need of the hour but also be effective in implementing solutions that aid in focusing towards the betterment of society. In our field we should concentrate more on the revenue generating activity for the farmer.

If you want to win a war, you need to have great soldiers who are willing to win the war and capable to win the war. In a similar way, with the help of a well-equipped team, you can win against any innovative solution and be more creative. A well versed and dedicated team working toward solution is much required. Without a proper team, the growth of the organization will be affected. A team with different backgrounds will always be beneficial as it would add a great value compared to a single mind who is working on the issue. Understanding the user exact needs from various dimensions and finding out the optimum solution in a given time.

When it comes to Agriculture, a single player cannot be done by the all greater innovation in the agricultural eco system. Agriculture depends on soil health, quality inputs, mechanisation, market linkages and weather conditions apart from the credit availability to the farmers. It is difficult to handle all these things being a single player. Hence the solution is open innovation. Everyone should come together and provide the best services to farmers through a common platform. NaPanta is working towards creating a common platform in agriculture to help the farmers in real time.

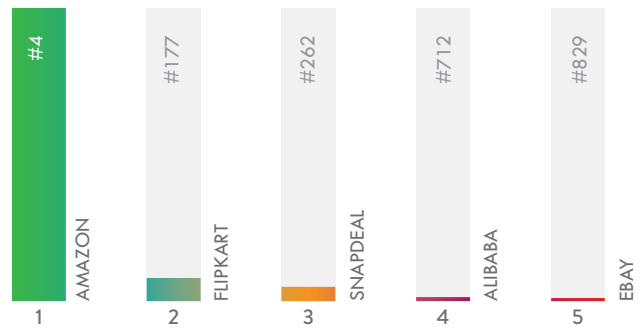
BATH FIXTURES/SANITARYWARE (HOME CARE)

In BTR 2019, after Hindware at 1st rank which consistently manages to be at 1st rank, Kohler has turned the faucet to move from seventh to 2nd slot. At 3rd rank, it's CERA which too has shown a radical shift in the ranking occupying 3rd rank followed by Jaquar. Parryware maintains a steady position in the list. Roca and Toto have fallen down to 6th and 7th rank respectively.



ONLINE RETAILER - DIVERSIFIED (INTERNET)

American e-commerce giant, Amazon shows uniformity in its rank securing 1st slot with a 10X gap from second ranked, and first for straight four years now. Flipkart and Snapdeal, two major e-commerce players jump a notch higher occupying 2nd and 3rd rank respectively. Alibaba, a new entrant, secures 4th rank in the Online Retail List of BTR 2019. At 5th slot, it's E-Bay, falling in rank from second to 4th in BTR 2019.



INTERNET

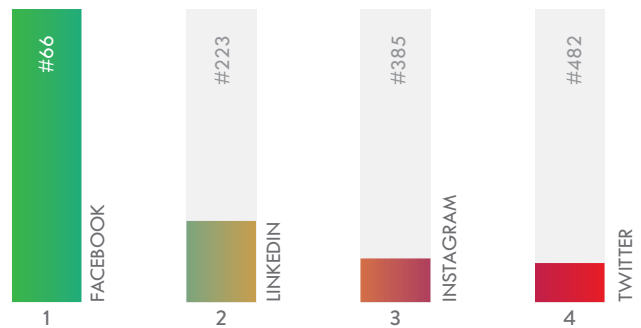
51% ↑

BTI Difference (2018-2019)

33 Brands 15 Categories

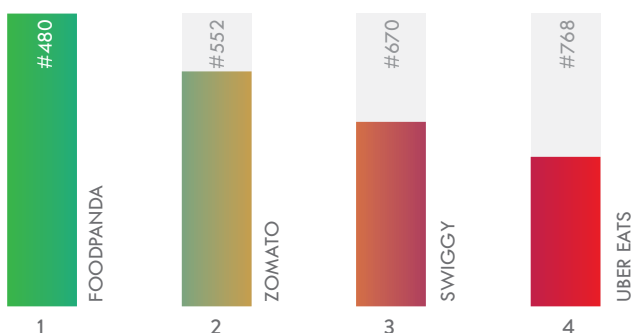
SOCIAL NETWORKING (INTERNET)

Facebook exhibits strong consistency by securing 1st slot for seven years in a row followed by LinkedIn, which enters the list after a gap of two years. Instagram maintains a steady graph and occupies 3rd rank. Twitter, grabs the fourth position with a drop in rank from 2nd to 4th in BTR 2019.



ONLINE FOOD AGGREGATOR (INTERNET)

The Online Food Aggregator Category with four brands is going to be one contentious battleground. Foodpanda, one of India's most convenient food ordering platforms once again leads the Online Food Aggregator Category in BTR 2019 followed by Zomato which is appearing in the list after a year. Swiggy and Uber Eats, the new entrants complete the list by capturing 3th and 4th rank.



MANUFACTURING

56% ↑

BTI Difference (2018-2019)

29 Brands 6 Categories

ARE YOU SELLING TO YOUR CUSTOMER,
or
IS THE CONSUMER BUYING FROM YOU?



WHAT'S THE DIFFERENCE YOU ASK?

Well the brands which made it to the coveted list of
'India's Most Consumer-Focused Brands 2019'
definetly know this answer.

India's Most Consumer Focused Brands is a list of top 5% of India's brands which showed intense focus on understanding the consumer and building relationships with them in everything they did.






Write or call to know more

Sachin Bhosle

M: 9820164688

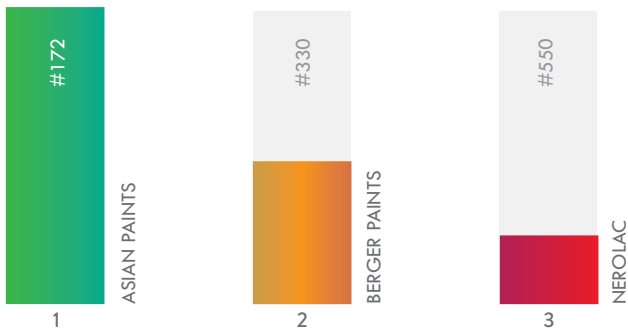
E: sachin@trustadvisory.info



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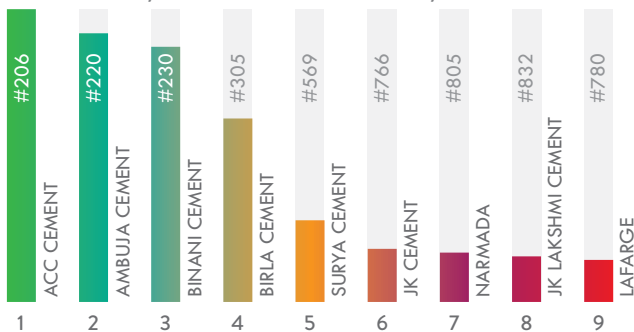
PAINTS (MANUFACTURING)

Indian paint industry is too cluttered and complex but this time once again Asian Paints, India's largest paint maker manages to lead the list followed by Berger Paints, the second largest paint company in India making it 2nd in the list from last year's fourth position. On the other hand, India's third largest paint company, Nerolac ranks 3rd in the list showing a drop in the rank from last years' report.



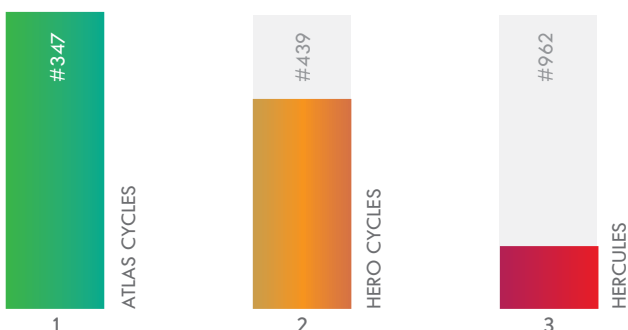
CEMENT (MANUFACTURING)

Being one of the most vital sectors of the economy, trust is placed on it by millions, directly and indirectly. ACC Cement emerges as the Most Trusted Cement 2019 after five years. Giving close competition and maintaining 2nd rank is Ambuja Cement. Binani Cement displayed an upward movement of three ranks to occupy 3rd rank. Birla Cement regains its lost trust over the years to rank 5th, followed by JK Cement at 6th.



BICYCLES (MANUFACTURING)

It's all about the ride. Atlas Cycles maintain its legacy of securing numero uno spot as Most Trusted Bicycle for eight years, except a miss in 2017. 30% behind the leader is Hero Cycles, emerges as the 2nd Most Trusted Bicycles 2019 though it was absent last year. Almost 70% trust-points behind from its predecessor is Hercules to occupy 3rd rank in 2019 listings.



PERCEIVED COMPETENCE

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

MEDIA - PRINT

43% ↑

BTI Difference (2018-2019)

13 Brands 6 Categories





Manoj Adlakha
CEO,
American Express India



American Express has a long and rich legacy for backing our customers. While times have changed, and our products and services have evolved, one thing that has remained constant is our commitment to putting our customers first and investing in lasting, meaningful relationships. Our guiding principle is to develop enduring relationships – with our customers, partners, colleagues and the communities where we live and work. We believe our relationships with our colleagues, customers and partners should make them feel safe, secure, valued and assured. Offering long-term relationships in a short-term transactional world is what sets us apart amidst constant change and churn.

A brand represents a set of values that a company stands for. From the customer's perspective, a brand creates an expectation. From the company's perspective, it creates a promise. The strongest brands, the ones that resonate most with consumers, are those that stand for something, that have personal meaning for a consumer, and that reflect a commitment consistently fulfilled over time. In the case of American Express we've been fulfilling that promise for over 165 years – from our time as a freight company, to a travel company, to the global payments and services company we are today. We have had a longstanding history of service, security and trust for nearly a hundred years in India.

Trust, Security and Service are brand pillars that are embedded in our culture. Protecting this value is one of our primary responsibilities. So, we want colleagues at every level of our company to feel they are stewards of the brand, with personal accountability of their own. On the day they join American Express, our colleagues learn about our history, about the attributes of our brand, about what the company stands for. And they're told of their responsibility for upholding our brand promise. Their actions, one customer at a time, contribute to the strong share of mind of the American Express brand.

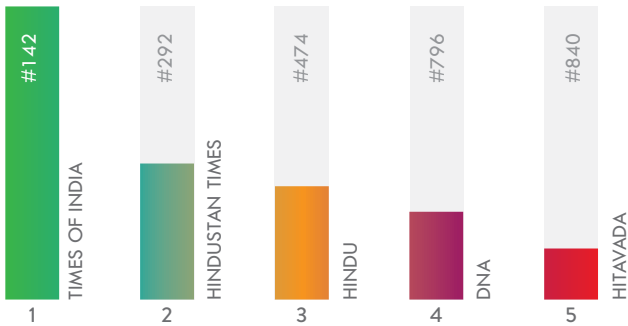
This is for the fifth year in a row, that we have been ranked India's most trusted brand in the credit cards category. We are grateful to our customers for the endorsement and the trust they place in us. The recognition validates our organizational focus on serving with integrity and commitment. Customers choose us because they trusted our brand and people. We earn that trust by ensuring everything we do is reliable.

The recognition fuels our commitment to work together, across geographies and businesses, to meet the needs of our customers in both life and business. We deeply value our relationship with our customers, and we are there to back them in ways big and small. We know that when our customers thrive, so do we. We will continue to win their trust through real and lasting connections.

Relationships are at the heart of everything we do. Through all our communications, our intent is to ensure that our customers feel that we respect, understand and back them so they can achieve their aspirations in life and in business. These principles govern our brand guidelines and set the standards for the way we treat our customers. Our communications and all customer touchpoints reflect this ethos and re-affirm our commitment of delivering world-class customer experience every day.

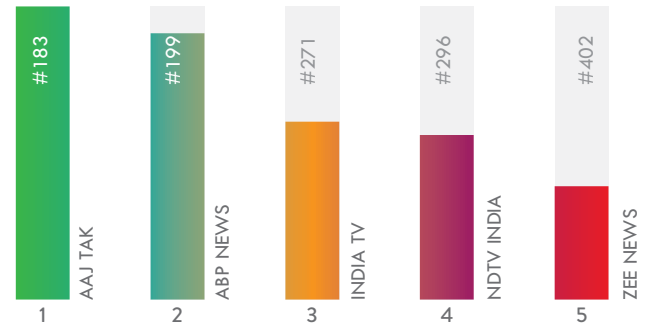
NEWSPAPER - ENGLISH (MEDIA - PRINT)

The newspapers are the greatest organ of social life, and originators of trust. The Times of India is the Most Trusted English Newspaper eight out of nine editions. Though with a huge 58% gap, Hindustan Times retains its 2nd position followed by Hindu and DNA at 3rd and 4th ranks respectively. Hitvada, English daily newspaper of Central India, comes as a new entrant in BTR 2019.



HINDI NEWS (MEDIA - TV)

When it comes to news that matters, there are four names that come to the nation's mind. Aaj Tak stands steadfast as India's undisputed trusted news channel and leader for three years in a row. After being glued at its 3rd position since last three years, ABP News makes a gradual rise at 2nd rank in 2019. Followed is Indian TV at 3rd, NDTV India at 4th rank and Zee News at 5th rank in the list.



MEDIA - TV

12% ↑

BTI Difference (2018-2019)

14 Brands 9 Categories

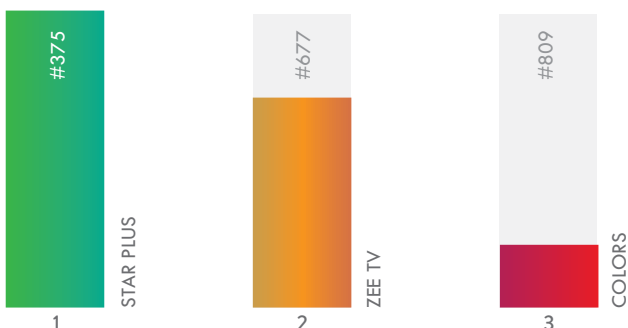


COMMANDING RESPECT

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

HINDI GEC (MEDIA - TV)

The decrease in the number of Hindi GEC's listed in BTR 2019 depicts decline in viewer interest in the recent times. And in this trust race, Star Plus finally emerges at the top spot in 2019 dethroning Zee TV's leadership for four years which comes at 2nd position. Colors retains its 3rd position for third year in row.





Shashishekhar Pathak

Founder,
Bamboochi

The most fascinating aspect about Bamboochi Bicycles is ours is a product we term as 'a conventional product with unconventional materials'. We usually do not relate bamboo with bicycles however since bamboos have got a fantastic tensile strength combined with highly engineered carbon fibres it makes it a fine performing product functionally and aesthetically. A large set of our clients have currently shifted to using bamboo bicycles as an alternative to their aluminium framed bicycles.

We created our first bamboo bicycle out of curiosity by studying and researching on the information available on the internet. It helped us learn certain ideas and concepts. While, we also innovated a few processes depending on - suitability and availability of locally available materials, and technology. During this journey there were a couple of failures but that taught us a lot. It eventually led to the development of an exceptional product made from bamboo. There after we began developing various models and combinations of creativity and technology, and we made innovative bicycles from bamboos under our brand name Bamboochi. We have always had one ambition in mind from the beginning and that is, our product needs to be at par with the best available products abroad. Quality craftsmanship and technical perfection remained an inspiration while developing the product.

We designed Bamboochi bikes keeping in mind to offer maximum speed and comfort to our clients. They are not only able to yield a quick ride but also can delight in the comfort that is inherent with vibration-dampening bamboo. It is handcrafted to make sure it could be a comfortable quick ride to the office or for a spirited venture in the city or country.

Our innovation in particular involves a natural product bamboo which is easily available at a village level. With their own ingenuity and minimal tools village youth can make their own functional mobility devices like bicycles, cargo bikes, etc. and support their livelihood. This may also spark creativity in young minds and may lead to something more useful for the society. We dream to take this project to village level for creating more job opportunities.

Organisations should consider group discussions while developing innovative products and ideas. We believe collective minds work well with experimentation with new ideas. However, one must have no fear when it comes to implementing the concepts discussed. This could be should be seen as the founding base that will build an organisation to focus on creating innovative products and systems. Early steps also need to be taken to create a more sustainable innovation, especially today.

One has to have a desire that whatever he makes or creates should be best in the class. Following this, one's dream of achieving such success will automatically bring in innovative ideas to develop any product. Through our key learnings as an innovative organization, we can state that we have witnessed - the initial build-up and process of a product refinement was a continuous process and one should never stop refining even after commercial success is achieved.

PERSONAL ACCESSORIES

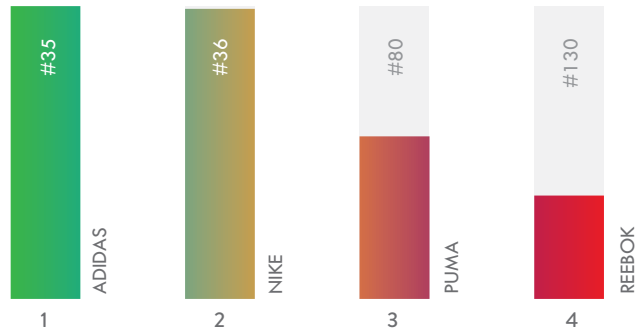
19% ↑

BTI Difference (2018-2019)

49 Brands 8 Categories

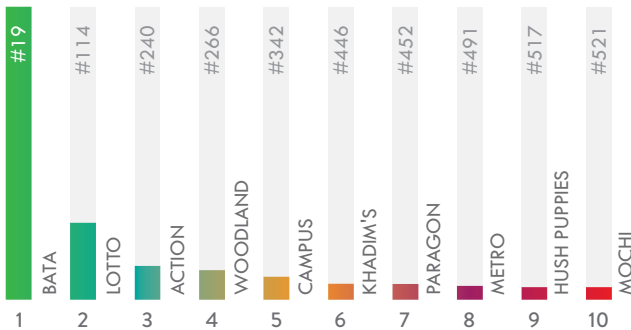
SPORTSWEAR (PERSONAL ACCESSORIES)

The leading sportswear behemoth, Adidas, this time has secured 1st rank from 3rd in the Sportswear Category followed by yet another dominating sportswear brand, Nike. As compared to last few years' data, the ranking of Puma, a global sports brand has slipped down to 3rd rank from second last year. It is followed by Reebok which has too shown decline in ranking from third to 4th this edition.



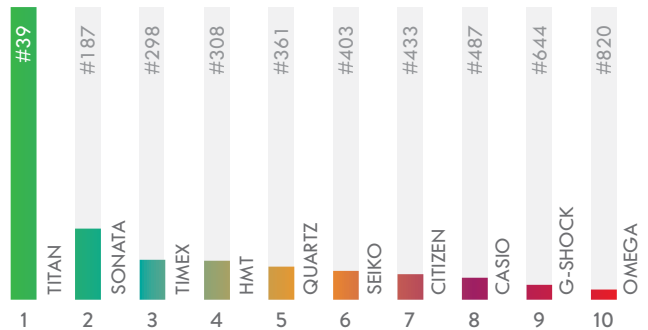
FOOTWEAR (PERSONAL ACCESSORIES)

Bata tops the list fourth time in a row in TRA's Most Trusted Brands Report in the Footwear Category. It is followed by Lotto at 2nd and by Action at 3rd which doesn't show a change in its position compared to last years' report. These are followed by Woodland which moves a notch higher, securing 4th rank; and Campus at 5th.



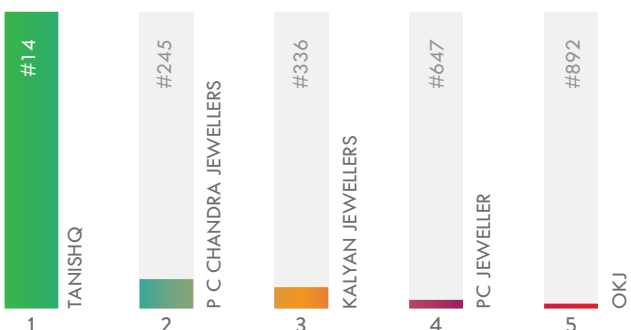
WATCHES (PERSONAL ACCESSORIES)

Titan, India's leading producer of watches continues to be at 1st rank, followed at 2nd rank by Sonata. Timex secures 3rd rank in the list, and is narrowly followed by HMT, the pioneer of watches in India. Quartz re-enters the list acquiring 5th rank followed by Seiko and Citizen on 6th and 7th ranks respectively. Casio, first time entrant in the list secures 8th rank followed by G-Shock and Omega at 9th & 10th rank respectively.



JEWELLERY (PERSONAL ACCESSORIES)

Tanishq, one of the most beloved jewellery brands maintain its legacy by securing numero uno spot in the Jewellery Category five years in a row. It is followed by Eastern India's leading jeweller PC Chandra Jewellers and South India's Kalyan Jewellers, a 25-year old jewellery brand in India. PC Jewellers, re-enters the league after a year at 4th rank, followed by a new entrant OKJ Jewellers, Chennai's leading jewellery store.



REAL ESTATE

25% ↑

BTI Difference (2018-2019)

3 Brands 1 Categories



Mahesh Gupta
CMD,
Kent RO Systems Ltd.



We at Kent understand that having a common goal creates brand connect and builds Trust in a brand. The consumer's welfare has been the backbone of all our endeavors since the beginning. In accordance with our goal to make the world a healthy and a happy family, we strive to provide innovative health care products that purify the water we drink, the food we eat and the air we breathe. We share a vision of helping people live healthier lives, and since 1999, have diversified from water purifiers to other health care products like Air Purifiers, Vegetable Purifier, Water Softener & Smart Chef Kitchen Appliances. As a leader in health care technologies, Kent products touch millions of lives every day.

As the problems of impurities in drinking water are increasing, thankfully, so are the solutions. But the irony is, most of the water purifiers available in the market target only a few types of contaminants and are completely ineffective against other impurities, especially harmful 'dissolved impurities' like Pesticides, Rust, Heavy Metals, Salts, Harmful Chemicals, etc.

In 1999, we developed a breakthrough technology and launched the world's most technologically advanced, Kent Mineral RO water purifier that addressed the limitations faced by conventional RO based water purifiers. More recently we have launched a range of Next Gen RO Purifiers which digitally displays minerals in RO purified water besides displaying other important parameters such as – pure water flow rate, filter life & critical warning signs. Besides the Next Gen RO Purifiers are also equipped with UV LED Protection in Pure Water storage tank, so that water once purified, stays pure always.

With cutting edge technological developments and state of the art product offering, we have established a strong foothold in the Indian market with a wide network of over 2,500 distributors, 15,000 dealers and over 900 direct marketing franchises. The deep penetration of marketing network is supplemented by a service support network servicing more than 19,000 pin codes through a force of centrally trained service technicians providing reliable after sales service. As a result, we have been successful in conquering 40% market share in the RO water purifier segment.

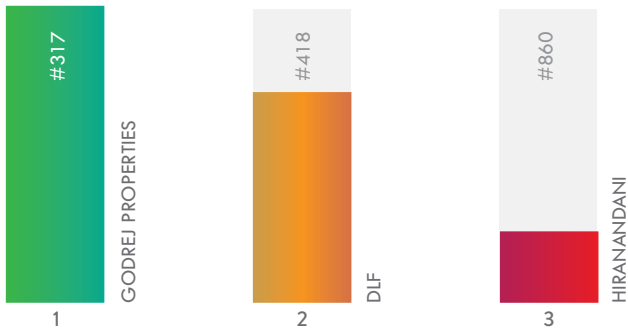
In order to ensure that the Trust we built over several years remains intact, we have embraced an aggressive brand promotion as a way of life. Our marketing strategy is driven by our reputed brand ambassadors who have added immense and noticeable equity to our brand name and products. Brand Trust is driven by a number of factors, but a wise selection of brand endorser is one of the most key decisions that a brand must take, apart from having the best product line up in its stable.

At Kent, we also realize that pure drinking water is a universal right. The rural population is not capable of investing in the relatively expensive RO Water Purifiers, and also face a serious power issue. Rural India is also more vulnerable to fatal diseases due to the dissolved impurities, especially arsenic that is dissolved in water, and cannot be removed by boiling alone. We have designed a low cost water purifier which works without electricity and which removes even arsenic from water apart from removing bacteria, viruses and cysts.

A brand that caters to the needs of its society is a brand that deserves the consumer's Trust. Thus, it is our endeavor to strive to be a brand that the consumer can Trust with their eyes closed, just as they do while consuming a glass of 100% safe drinking water.

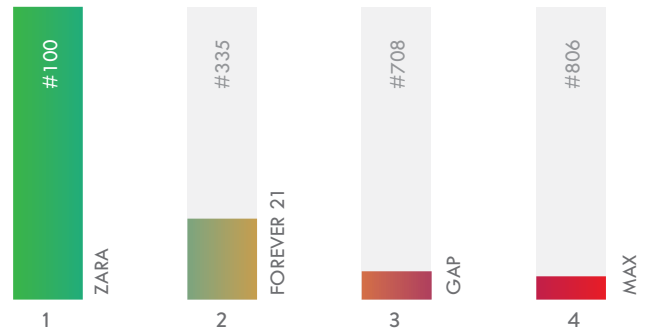
DIVERSIFIED (REAL ESTATE)

In recent times, the Indian Real Estate sector has noticed subdued growth. In TRA's Most Trusted Brand list 2019, Godrej Properties, has turned the tables and secures 1st rank. It is followed by a fifty-five year-old leading DLF ranked 2nd and Hiranandani, ranked 3rd, which has given up its leader's place in last year's list.



FAST FASHION (RETAIL)

Fast Fashion, created in response to fast changing trends has fueled the growth of this sector. Spanish group Zara, first arrived in India in 2010 and wins the title of India's Most Trusted Fast Fashion Brand with an impressive margin of 70%. New entrant, Forever 21, secures 2nd rank followed by Gap and Max at 3rd and 4th position respectively.



RETAIL

42% ↑

BTI Difference (2018-2019)

41 Brands 17 Categories

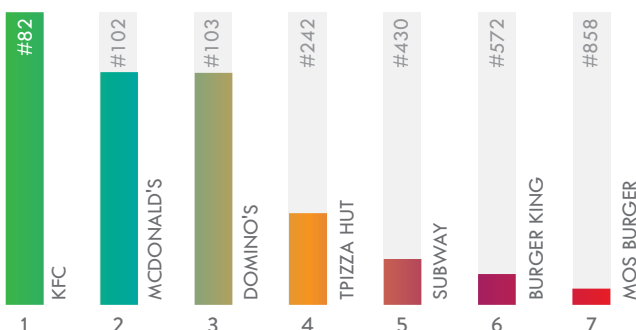


OUTWARD APPEARANCE

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

QSR (RETAIL)

With rising disposable incomes and less time to cook, eating out has become a necessity and is a part of the daily routine for most people. Of all the brands, KFC seems to be favorite of many, which is the most trusted for the fifth year in the row with its finger-lickin' good food. McDonald's and Domino's retain their ranks of 2nd and 3rd position as 2018. Pizza Hut and Subway secures 4th and 5th rank respectively.





Shrikaant, Chethan, Anupam

Director Co-founders,
Nowa Farms

The Hydroponic Industry is a fairly new industry. Though the concept has been in practice for more than 100 years now, it has gained recognition as an industry only about 10 years back globally and is still in its developmental stage in India. Being a part of a developing industry I believe is the most fascinating aspect about it. We started Nowa Farms 2 years back with a single 1000 sft farm struggling to sell our produce to local eateries as opposed to today where we have access to more than 2 Acres of farms, with regular supplies, to some of the top retail chains in the country, and we are manufacturing our own hydroponic equipment. This fascinates us - being able to create an industry, setting the norms, and creating a level playground for new players to enter the market and compete. The scope and potential is huge.

Creativity leads to possible solutions which lead to failures which in turn generate more ideas leading to innovation. Creativity is the starting point and failure keeps you going. A good mix of both is the right combination for successful innovation. Innovation is a continuous on going progress at Nowa Farms. The only way you can be ahead of the game is by not withholding information but by continuously innovating. Your competitors are going to catch up whether you share your ideas or not. One shouldn't be scared to explore ideas that may seem unrealistic or whacky as you never know what idea will click.

Being aware that over the years a lot of our innovations have depleted the earth's resources and to create a sustainable innovation we owe it to the future generations to undo the damage. We need to be conscious of the larger impact that the innovation will have on the earth. At every stage of the innovation process we need to question ourselves, what impact would this leave on the earth. We might not have all the answers today but that shouldn't stop us from being on a constant lookout for new sustainable alternatives For instance, is our solution empowering modern farmers? Is it saving water? Is it creating safer and healthier produce to be consumed? These are the questions we continuously ask ourselves and it is the foundation for any new innovation at Nowa Farms.

The concept of open innovation is still fairly new especially to the Indian Market. Most companies refuse to share their ideas because of the fear that someone might copy them. We are yet to understand that by helping other companies grow, the industry grows as well. So instead of trying to take a larger share of the pie we should focus on making the pie bigger. A lot of the new start-ups share this philosophy but it will be a while before it becomes common practice.

The most important thing when innovating is to keep aside your pre conceived ideas and notions. Be open to discussing your ideas. The fear that your idea is unique and maybe stolen if shared will only slow you down. No idea is unique only solutions are.

SERVICES

-50% ↓

BTI Difference (2018-2019)

9 Brands **3** Categories

STATIONERY

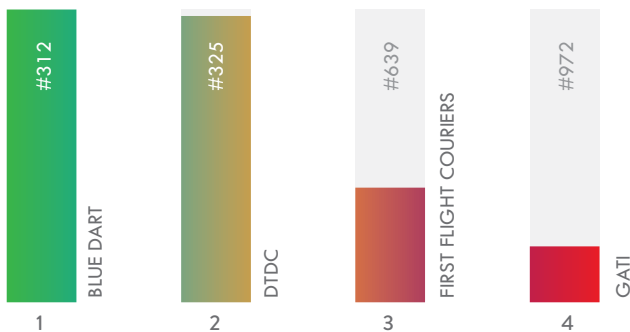
60% ↑

BTI Difference (2018-2019)

13 Brands **5** Categories

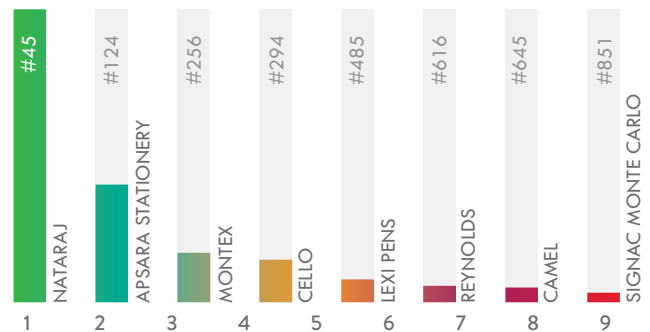
EXPRESS SERVICES - INDIAN (SERVICES)

With business and education environment needing speed of response, express services are in high demand. Blue Dart retains its leadership in 2019 which it usurped last year from 2nd ranked DTDC's six year straight wins. It is interesting to watch top two brands as they have been competing neck to neck in all the 9 editions. First Flight Couriers remains glued to 3rd position, Gati emerges as a new entrant at the 4th rank this year.



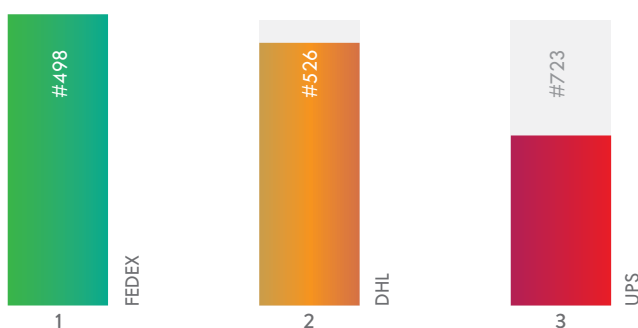
WRITING ACCESSORIES (STATIONERY)

The pen is tongue of the mind, they say. Natraj, this year's Most Trusted Brand, seems to be an all-time favourite for the consumers as it leads the Writing Accessory Category for the five out of nine editions. Apsara Stationery regains its lost trust climbing three ranks to 2nd position in 2019. Montex too, has moved up six ranks and secures 3rd position from ninth in 2018.



EXPRESS SERVICES - FOREIGN (SERVICES)

Connected world is a better and improved world, and these three brands help immensely in this connectivity. Fedex, up two ranks, emerges as the leader in Foreign Express Service Category and was also the leader in 2012 and 2013. DHL, which was leading in 2015, 2016 and 2017, maintains its 2nd rank of last year in the list. UPS, slips to 3rd rank this year after dominating the category in 2018.



TECHNOLOGY

10% ↑

BTI Difference (2018-2019)

32 Brands **10** Categories



Anjali Malhotra

Chief Customer, Marketing & Digital Officer,
Aviva Life Insurance Company India Ltd.



We, at Aviva India, live by the principle that brand trust is a key differentiator that defines a brand's true essence. Achieving Brand Trust remains one of the most elusive and intangible aspects for a business. Brands that are serious about their long term equity, work hard to earn trust from their customers, through customer centric solutions and ensuring a delightful customer experiences across all touch-points.

Our brand purpose is to **Defy Uncertainty** in the lives of our customers by securing and protecting their loved ones and their life goals. The Aviva Plan India Plan survey proved that India is a country of dreamers, but poor planners. We have made it our brand purpose to impact the **Financial Literacy** quotient in India through educating them and making them well prepared to live a healthy, happy fulfilled life!

We achieve our purpose by bringing to the fore our unique combination of international experience in insurance and our local knowledge of the Indian market and the Indian customer's needs. This glocalization helps us build a differentiated and unique appeal amongst our customers. At Aviva, we are happy and humbled to have earned 'India's Most Trusted Private Life Insurance Brand' for the 2nd time in a row! We owe this to our customers who have entrusted their faith upon us, in a category otherwise played back as lacking trust. It's a recognition of the fact that we genuinely provide "advice" to suit our customers' financial and life goal needs.

At Aviva, the customer's faith in our ability to help them defy the uncertainties of life is of paramount importance and fundamental to our existence. Trust, thus, plays a significant role for us and powers every touch point at our organization – from online to offline, presales to sales, from the lifecycle of issuance of policy to renewals and policy servicing.

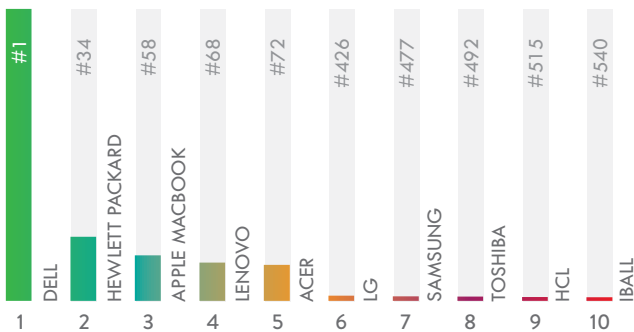
Our **Brand Tonality** is set on making the customer feel a part of the Aviva family, thus building trust and dependability between us. Use of simple, direct and warm language in all our communications, is a mandate. The conversations are always positive and cheerful, steering clear of the dark world that is sometimes projected by Insurance brands. We work with the principles of Innovation, Differentiation, Simplicity and Digital First to stand apart in a crowded industry like insurance. We lead from the front by making **customer centricity** and **relevance** drive our proposition development – be it Savings, Protection, Child, Health, SME or Retirement, our products & benefits are designed to serve the best interests of the customers.

Most Indians still remain somewhat confused, with respect to the role of Insurance in their lives, as is evident from the category penetration of sub 4%. Our effort has been to build relevant digital tools that enable people to be better prepared. These innovative digital tools provide an extra edge, by complementing the financial plans and products, in ensuring the customer goal fulfillment & delight.

Our products - Aviva Kid-o-Scope, AvivaOnline Will Writing Service, Customer Portal - My Aviva, Aviva Heart Age Calculator, ALISHA - Aviva's ChatBot were created with the effort to constantly innovate to create a differentiated identity for ourselves with these simple and innovative as well as customer centric propositions, and solutions. With our purpose of Defy Uncertainty, we work to help our customers protect what's important to them by upholding the trust they invest in us. We, at Aviva India, recognize the criticality of consumer trust and have made efforts to build an environment that fosters awareness, education in a non-insurance, non-pushy fashion, providing customers the time and space to digest information and take an independent call.

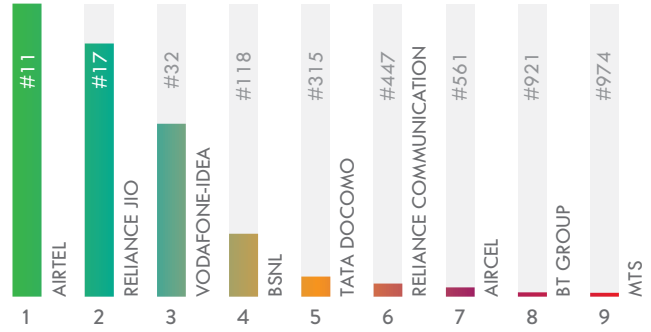
LAPTOPS (TECHNOLOGY)

Dell takes the crown as India's Most Trusted Brand of 2019 and with that also of the newly-added Laptop category. With incomparable efficiency, cutting-edge technology and high functionality the brand always brings a smile to users. Hewlett Packard bagged the 2nd position, lagging a massive 78% BTI from the leader. Apple MacBook is ranked 3rd, and Lenovo has made it to 4th rank this year, followed by Acer.



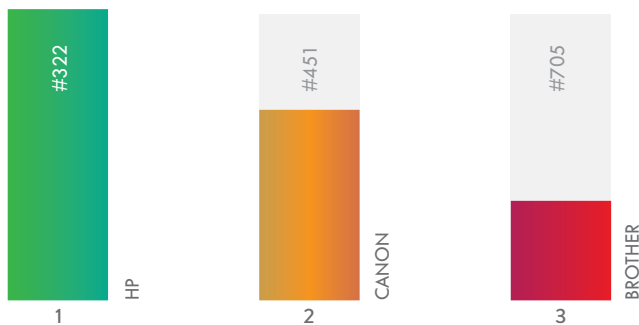
MOBILE SERVICE PROVIDER (TELECOM)

In this dog-eat-dog battlespace, Airtel has managed the commendable feat of grabbing the maximum trust of the consumer for eight of total nine editions. Reliance Jio stays steady at 2nd rank for the third year due to several tariff reductions and attractive packages. The recent merger and perfect match of 'Vodafone-Idea' secures third place. BSNL makes an impact to 4th position by steadily climbing ranks since 2011.



PRINTERS (TECHNOLOGY)

While we may not be printing as often as we used to, there still are times when nothing can replace the experience of printed output. Hewlett Packard wins the title for Most Trusted Printers 2019. With a mere 3% behind is Canon which continues to deliver excellent printed output. The list gets rounded off by a new entrant, Brother, occupying the 3rd position in the list.



TRANSPORTATION

-4% ↓

BTI Difference (2018-2019)

9 Brands **5** Categories

TELECOM

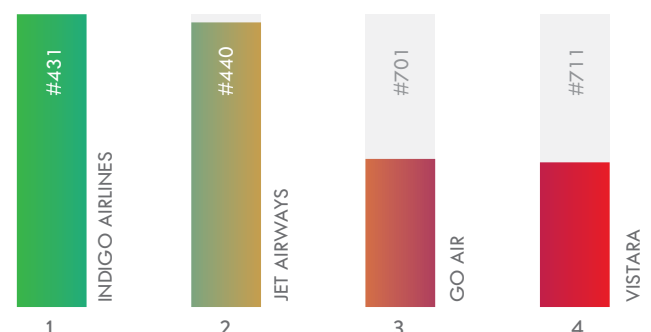
51% ↑

BTI Difference (2018-2019)

13 Brands **4** Categories

AIRLINES - INDIAN (TRANSPORTATION)

Indigo Airlines make a dramatic entry as the leader of Airlines - Indian after a gap of three years. It has a miniscule 2.7% difference is last year's leader and most controversial airline of the recent times, Jet Airways. Go Air, last year's sixth ranked is 3rd this year followed by debutant, Vistara, which is 4th ranked in 2019.





Spriha Chokhani

**Founder & Co-owner,
Pulp Factory**

We are a studio experimenting with paper that can solve many of our 21st century problems - unemployment, waste management, craft development, biodegradable products, etc. Over the years our key learning has been to simplify as much as one can for an easier understanding of our audience. In my case - I started working with the material in 2010 and I kept on experimenting and working towards this silently, once I believed the product could compete in the market, I decided to launch it out and since then we have followed the idea of rapid prototyping and brainstorming, it helps us to focus on the nitty-gritty of the problem and make it simple. This is where failure and creativity plays a very important role. It helps to design and then redesign the methods for a sustainable business.

I believe that the – “let’s try it out” attitude, which is filled with curiosity, questioning, learning and the unlearning leads to innovation, whereas creativity and failure becomes the pathway to achieve the results. Creativity and failure go hand in hand they are both very important in the process, as it opens up the possibilities and scope of the idea. Our studio has had a lot of experiments which has led to multiple failures but that failure only enabled us to think more creatively and see the material differently and helped to solve the problem. A product is completely successful when it has reached the market but one has to be patient for the product to trickle down slowly in the market for greater good.

Open innovation has been a part of our system for a very long time however the future is to build a network of creatives who work together within a transparent system, and that is built on trust. Innovation for me is trying out an idea, and design is innovation. It is a process which allows us to see real time problems with a 360 degree lens. In today’s scenario it’s all about material design, deconstruction of waste as raw materials to bring, and create a solution which would lead to a circular economy. This will help us restore the environment and also secure the future.

The most fascinating aspect for me is the process that leads to innovation. In our industry, it begins with the inception of an idea, reaching a solution and executing it in real time. Research, experiments, and prototypes - the entire process allows one to go deeper into ones idea.

By following the modules followed in nature, we must branch out but also remain focused towards the goal, in this way we can get more done and also give equal opportunity to everyone involved in the process. The idea of competition needs to go away - we have to become a community driven to make changes which will have a good impact on our society and the future generations. One must not concentrate much on competition but rather focus on their own potential and on working together as a team to develop new ideas which would benefit the organisation as a whole.

2012 can be considered to be the year of utility, with consumers focusing their attention on their futures – their professions, work, home and other essentials. From the Trust reposed in sectors, the consumer choices remain focused on the necessary-to-have, not the nice-to-have.

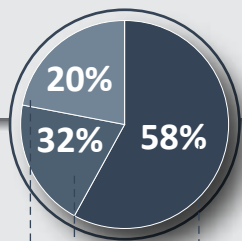
2014, the election year, is a cautious year, and sees the consumer sentiment turning guarded. Consumer-involvement spills lower and individuality stays high, though still only expectant. As if in anticipation of change, the consumer waits and watches.

2011, the hybrid year, full of wax and wane, highly impacted the consumer sentiment. But, with emerging technologies, there is been an upsurge in the consumption pattern and consumers look forward for a bright time ahead.

2013 is on the cusp of change, and the mood of the consumers sees a radical positive shift and is focused on personal individuality and the consumer has to get highly involved. Consumer patterns show positivity, and the expenditure continues to get attention. The consumer shows a clear need to break from utilitarian to expression of self-identity.

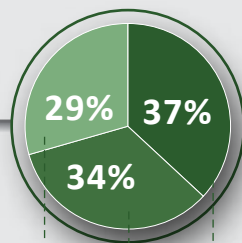
2015, India sees a victory for a party Center, and the consumer sentiment becomes a little confident, but adventurous like Consumers expect from professional business and work and an assured future-oriented consumer emergence

2011



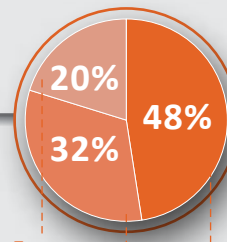
BFSI
Mobile Phones
Four Wheelers

2012



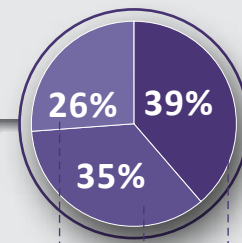
Mobile Services
Appliances
Mobile Phones

2013



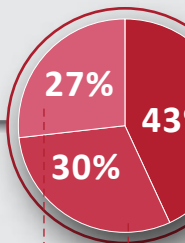
Four Wheeler - Luxury
Cosmetics
Mobile Phones

2014



Four Wheelers
Soaps
Mobile Phones

2015



Personal Technology
Mobile Phones
Soaps

2016, the consumer continues to stay with his confidence, and putting his back into work, profession, towards creating a future. Focus on the long-term stays firm mimicking 2015 almost without any change in sentiment or confidence.

2018 helps the consumer tide over previous negative sentiments and the focus is on the current, a good sign of the return of nice-to-have. The sentiment is recovering, and fast.

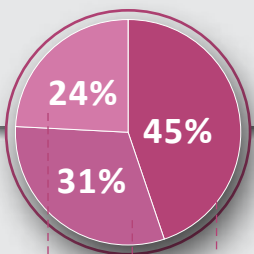
2019, another election year, though heavily battered with oscillating sentiments over the years, the consumer expresses better confidence than five years ago. Clearly gearing and preparing himself towards the future, the consumer firmly keeps his head down to the desk, though eyes fixated ahead.

2017, the aftermath of the demo year, is also the return of the cautious consumer, similar to the pre-election year sentiment expressed in 2014. Only difference from that year is that individuality is stemmed and consumer-involvement is lower. Expectant and waiting.



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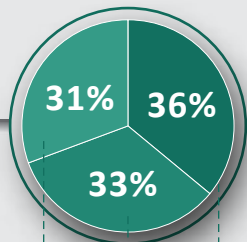
2016



Personal Technology
Soaps
Mobile Phones

121

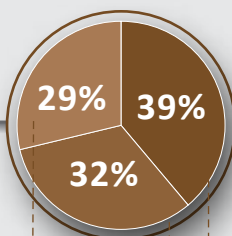
2017



Four Wheelers
Mobile Phones
Personal Technology

114

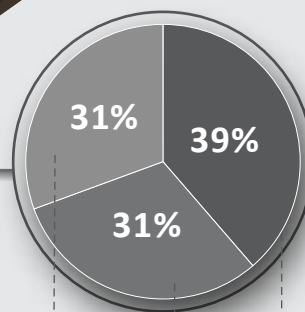
2018



Sportswear
Mobile Phones
Four Wheelers

112

2019



Mobile Phones
Laptops
Four Wheelers

189



03

**GROUP BRAND
PORTFOLIOS
IN BTR 2019**



Group Brand Portfolios in BTR 2019

When large conglomerates operate in multiple segments, a brand portfolio emerges. In India, as in the rest of the world, we have many businesses with diverse interests under one umbrella.

TRA Brand Trust Report 2019 illustrates 15 Groups' brands to understand how consumers engage their trust within a portfolio. In an era, where the onus of loyalty and relationship is on the brand, understanding and measuring the nuances of Trust helps give a brand a concrete metric.

SAMSUNG

Delivering and developing larger-than-life customer experiences, Samsung develops accessible technologies in Consumers Electronics, Gadgetry, Laptops and more. In BTR 2019, the South Korean brand Samsung has taken the spotlight and eight Samsung brands make it to TRA's Most Trusted Brands Report 2019.

Samsung is India's Most Trusted in two very significant and competitive Categories – Mobile Phones and Consumer Electronics-Diversified. Samsung ranks second in the Washing Machines Category as also in the Tablets Category. In the Televisions and Refrigerators Category, Samsung is ranked third. Among Air Conditioners, Samsung is fourth and it lags in the Laptops Category at seventh rank.

SAMSUNG BRAND PORTFOLIO IN BTR 2019



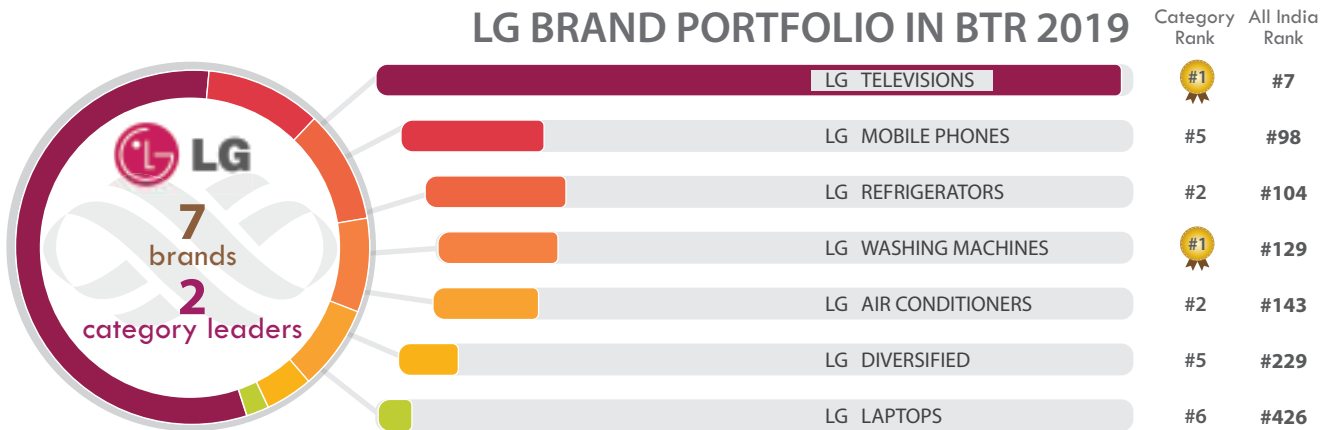
Category Rank	All India Rank
#1	#6
#3	#31
#1	#59
#3	#128
#4	#186
#2	#224
#7	#477
#2	#791

LG

LG Televisions makes an impressive opening leading the Consumer Electronics Super-Category as well as the Televisions Category in TRA's Most Trusted Brands 2019 list. Life's Good for LG this year making a presence felt in seven Categories, among which LG is a leader in two.

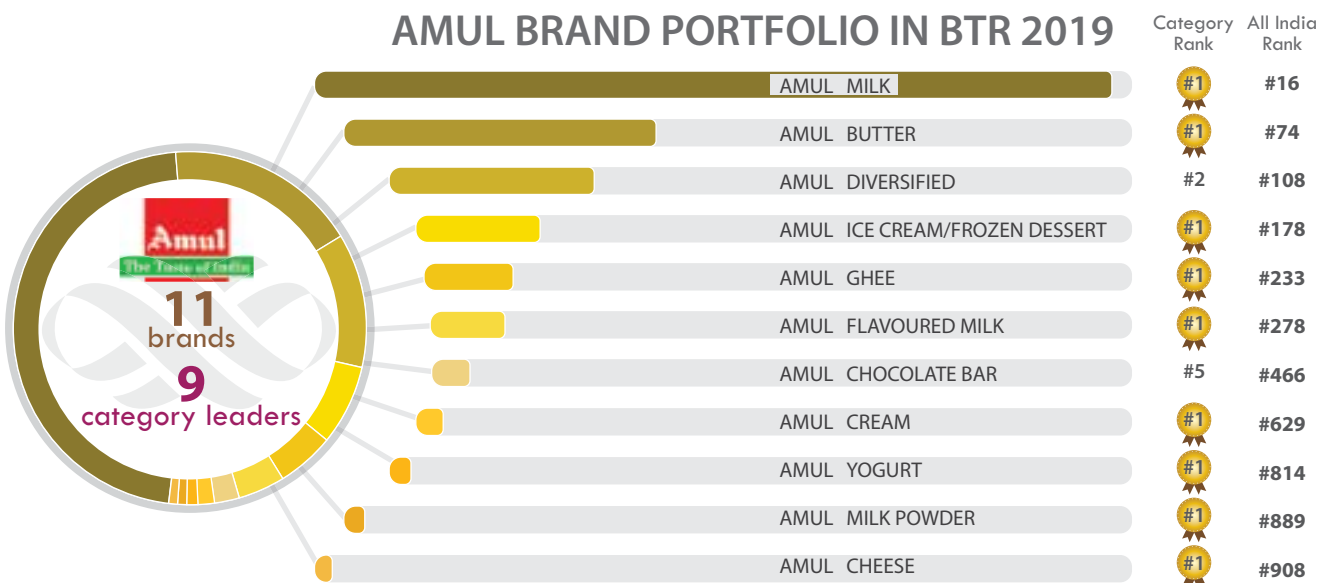
Apart from Televisions where it leads a list of 14 brands, LG is India's Most Trusted Brand from the 6 brands listed in the Washing Machines Category. In the highly contested Categories of Refrigerators and Air Conditioners, LG ranks second. Among 22 brands listed, LG takes 5th rank among Mobile Phones, a

Category where small innovations can swiftly catapult on to leadership. In the Laptops segment too the brand is ranked 5th among 12 brands listed, where many standalone computing brands rule the roost. LG takes its 5th position in the Consumer Electronics-Diversified Category also, where a total of 11 brands make it to the list.



AMUL

In the fast paced Food & Beverage industry the one brand that remains stable and growing, is Amul. With eleven brands in the top 1000 list, Amul leads in nine, is second in Diversified Category, and fifth in the Category of Chocolate Bar. The utterly butterly Amul has not just only made consumers taste the best but the brand has built an embedded relationship of trust. Amul, the organization that can be credited with single-handedly turning India from a milk deficient to the world's largest producer, also has Amul Milk as India's Most Trusted Food & Beverage brand in BTR 2019. The Categories Amul leads in apart from Milk include Butter, Ice Cream, Ghee, Flavoured Milk, Cream, Yogurt, Milk Powder and Cheese. In the F&B Diversified Category, Amul is at 2nd slot after Cadbury with a difference of 46 percent. In the Chocolate Bar Category, Amul is at 5th slot.



HONDA

Honda, one of the largest manufacture of premium cars and two wheelers in India has accelerated its consumer trust with eight brands featuring among the top 1000 Most Trusted Brands of India in 2019. Honda leads in three of these Categories, Two Wheeler – Manufacturer, Scooters and it is also the Most Trusted among Sedans.



Saurabh Varma
Chief Marketing Officer,
INOX LEISURE LIMITED



In order to connect with the audience we need to accept the fact that the consumer habits do not remain the same every time and the audience preferences keep changing. It is not necessary that they may want the same thing that they had preferred the last time.

Also, the audience expectations keep changing as we raise the bar! What has worked for INOX in all these years is the fact that our service standards, exclusive unique offers and experiential marketing initiatives are always innovative and top notch. We evolve as we constantly keep our ears close to the ground and change our initiatives as per the audience, region, movie habits and various other permutations and combinations. Our passion and constant endeavours towards what we do help us connect with the audience.

I personally believe that a good marketer can only survive in the Industry if the person is honest in what he or she is selling. You have to believe in what you do and that energy passes on to the consumer. Trust is the foundation stone to build a sustainable and a long lasting brand. At INOX we have always lived up to customer expectation in all aspects including technology, service standards, offerings and experience, that has helped us create brand recall and trust amongst consumer.

We try to bring in delight and human-ness in our communication and try never to over-sell what we offer. Hence, the philosophy of being humble and subtle is driven down in all aspects including our cinema architecture, advertising and in our brand communication.

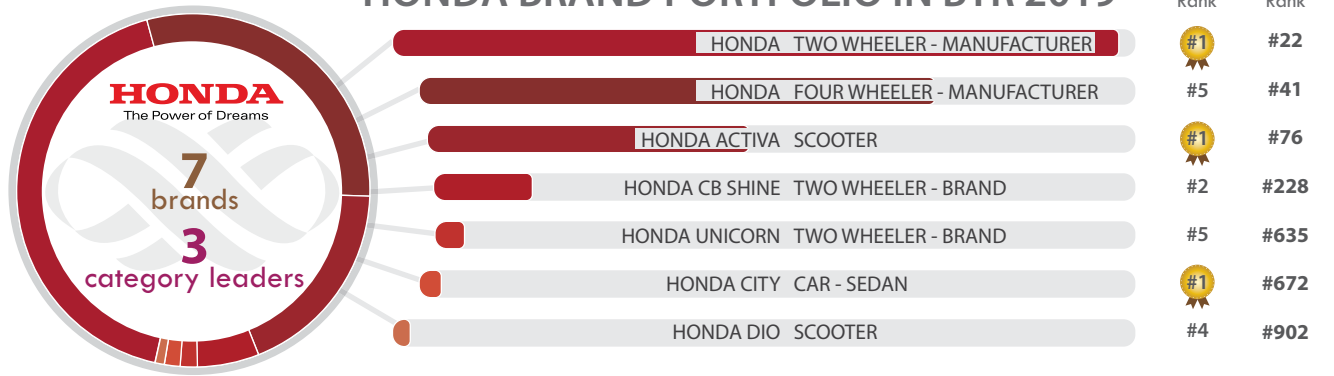
At INOX, the essence of building brand trust lies in the fact that we believe that we are competing with ourselves. The industry is immensely under-screened and we just have to run in our own race like a horse with blinkers on.

We focus on our end consumer and do not get affected by urgent things but focus more on the important ones. Our annual and quarterly results show is a testimony to some good work we have displayed. The fact that we have come up as a leader in Brand Trust and thus winning hearts of people is a good recognition of our work and we only wish to better it further.

We at INOX firmly believe that the in-house team and their efforts at all levels are our biggest resources that lead to the success of the brand. A great marketing pitch can only be built around memorable experiences that builds timeless consumer trust. Our cinemas at various price points and various personalised offerings caters to diverse consumer segments with diverse needs.

Each and every INOX stakeholder works day in and day out to create, innovate and maintain our brand positioning. These endeavours are possible only if we all collectively believe, understand and trust the value of the offerings we sell to our consumer.

HONDA BRAND PORTFOLIO IN BTR 2019

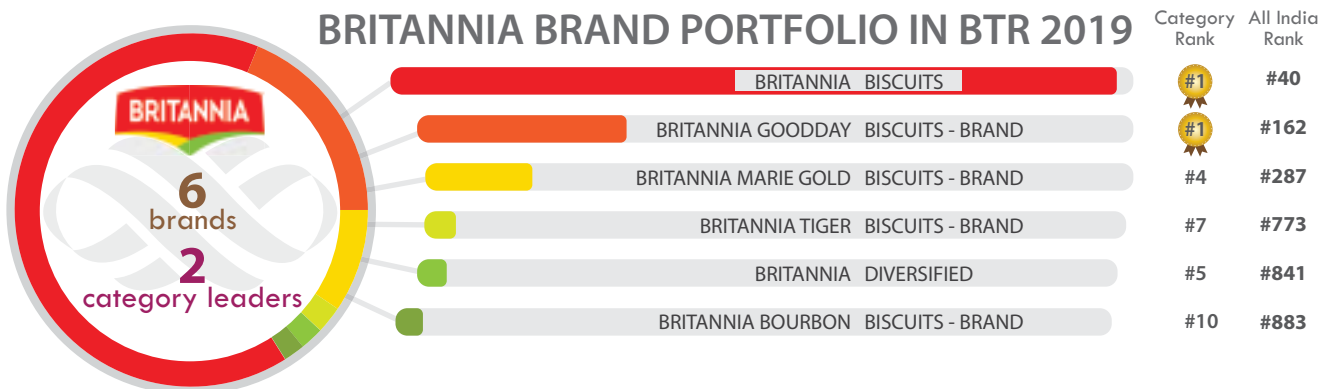


In the Four Wheeler Manufacturing Category, Honda is 5th among 17 brands. In the Scooter and Two Wheeler Brand Categories, Honda has two brands each. Honda Activa, which leads giving a drubbing to other prominent Scooter brands to secure first slot and Honda Dio is at 4th rank. In Two Wheeler-Brand Category, Honda CB Shine and Honda Unicorn take 2nd and 5th slots. In Car-Sedan Category, Honda City takes the highest post surpassing Maruti Suzuki S-Cross.

BRITANNIA

Britannia's 100 year legacy and its 'Taste & Trust' brand positioning has worked well in favour of the brand with six brands featuring among the 1000 listed in TRA's Brand Trust Report 2019. Among the ten brands in the Biscuits Category, four are from the Britannia kitty, making it a clear leader in Biscuits.

Britannia Goodday, Britannia Mariegold, Britannia Tiger, Britannia Bourbon are at 1st, 4th, 7th and 10th rank among Biscuits. In the F&B-Diversified Category, Britannia is at 5th slot.



GODREJ

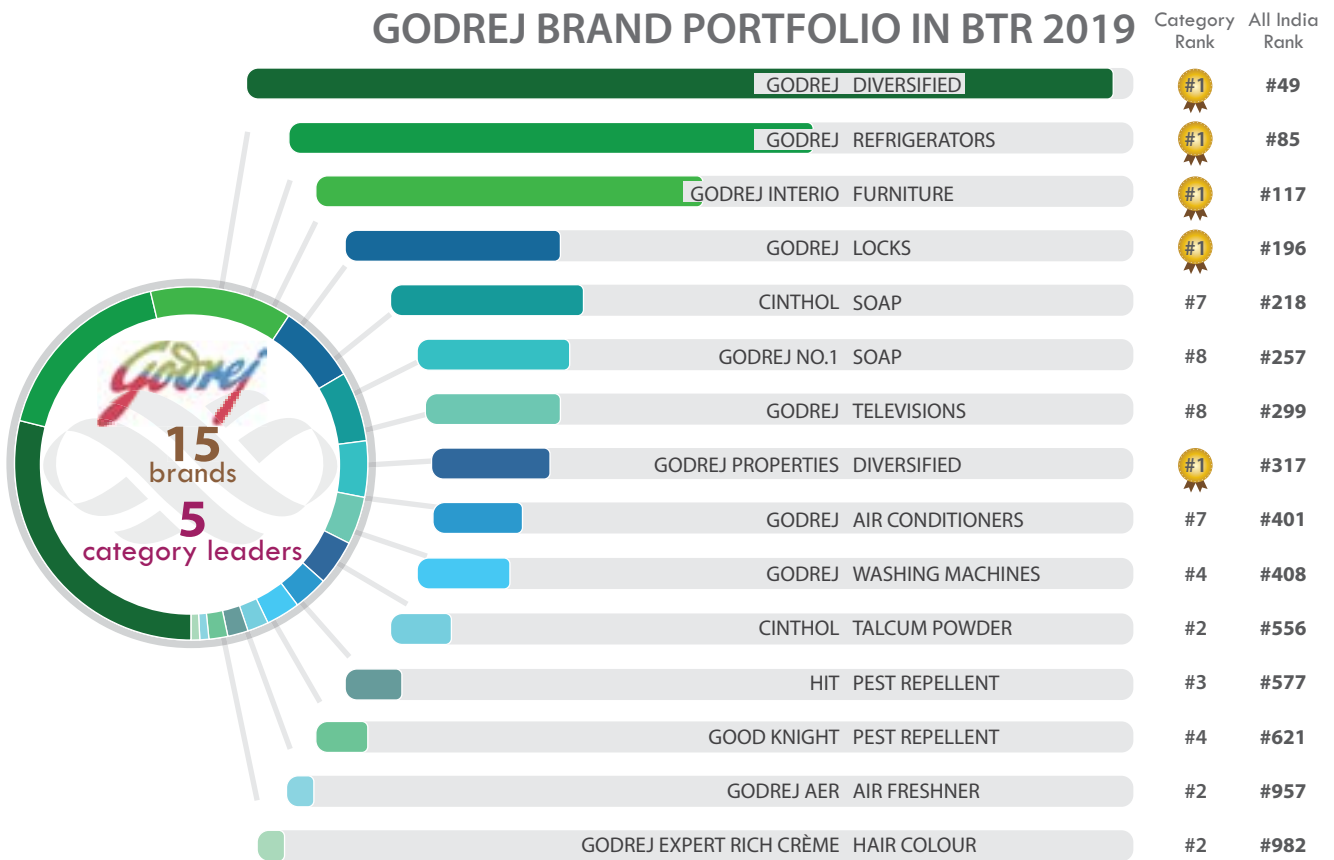
Among India's leading conglomerates, the Godrej Group is well diversified into many sectors, from locks to soaps, refrigerators to real estate. A total of 16 Godrej brands make an entry into TRA's Brand Trust Report, 2019, and Godrej leads the Category in five, a phenomenal achievement for the brand. In three other Categories, Air Freshners, Hair Color and Talcum Powder, its brands rank second.

First, the firsts. Godrej achieves unprecedented success this year by becoming the Most Trusted brand in the FMCG-Diversified Category taking the slot from earlier year leaders. Godrej, the first company to introduce fridges in India has also become India's Most Trusted Refrigerator brand in 2019. The brand stands steady at the No. 1 position in Furniture Retail with its Godrej Interio Brand as well. Among the most iconic

is perhaps the product that Godrej started its business – its locks has been a symbol of trust and security for over 118 years, and features as the Most Trusted Locks in BTR 2019. In fact, no other lock brand even makes it to the list.

Let’s take the 2nd ranked Godrej next. Godrej Aer is 2nd in the Air Freshener Category; in the Hair Colour Category, its Godrej Expert Rich Crème ranks 2nd. Cinthol also ranks 2nd among Talcum Powder brands.

Godrej also secured 4th rank among Washing Machines and in the Soap Category, Godrej has two soaps among 17 listed in Most Trusted list. Cinthol and Godrej No. 1 rank close to each other. From among the four Consumer Electronics brands, Godrej Televisions is 8th among 14 brands in the Category.



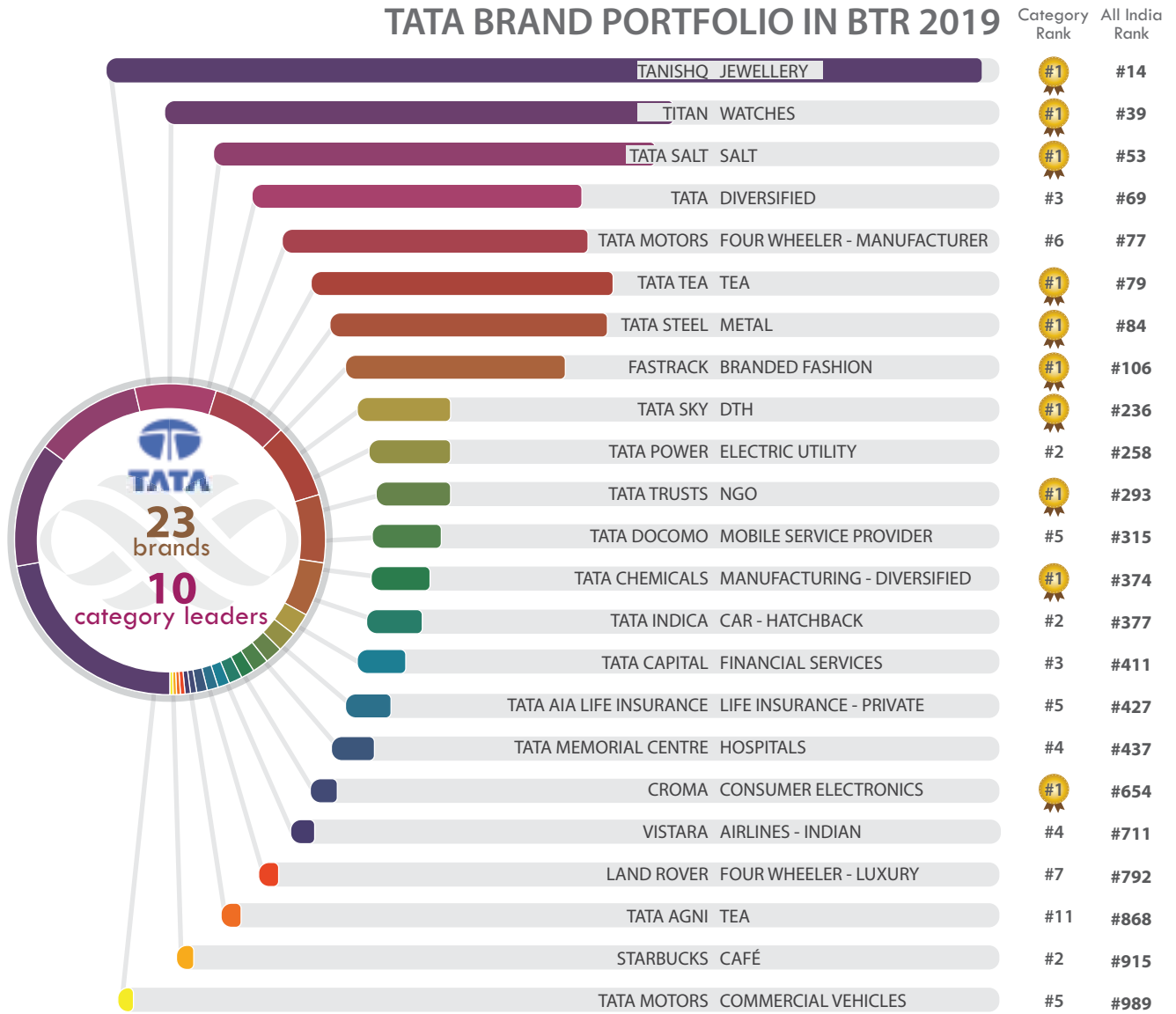
TATA

This year, TRA’s Brand Trust Report 2019 has seen an entry of 23 Tata Brands, the highest by any group. Definitely less poetic than the salt-to-software moniker, but the Jewellery-to-Commercial Vehicles signature is perhaps better suited to this nimble giant. Of these, 9 are Category Leaders, and in three categories the Tata’s brand stands second.

Tanishq is the jewel in the Tata crown leading the Jewellery Category and also garnering the maximum trust among all Tata brands. Titan leads the Watches list with 11 brands listed in the Category. A lone entry in the difficult-to-brand Salt Category, Tata Salt manages the impossible consistently. Two tea brands from its Tata Global Beverages arm make it to the list and Tata Tea leads as the Most Trusted Tea Brand. The other tea brand is Tata Agni, which also enters the list. Tata Steel, which reverberated with its ‘we also make steel’ campaign is the Most Trusted in the Metal Category.

Fastrack leads Branded Fashion with consistent accuracy and Tata Sky rules the DTH world. Tata Trusts, the NGO that holds two-thirds of the Tata Sons stock and is also arguably the oldest non-sectarian philanthropic organization in India, is the Most Trusted NGO. Croma, the Electronics Retail store leads in its segment.

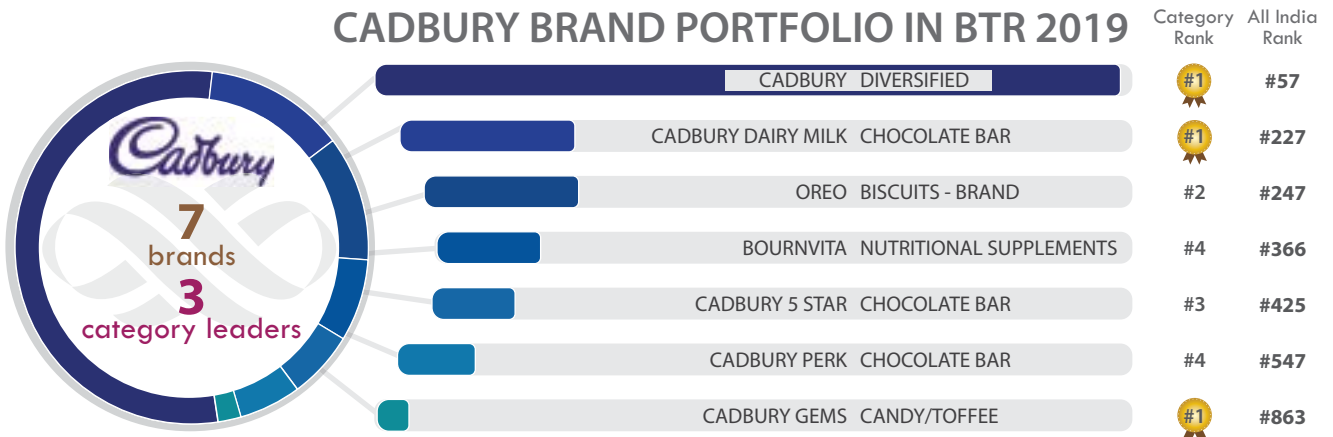
TATA BRAND PORTFOLIO IN BTR 2019



CADBURY

Say chocolate and Cadbury comes to mind. Iconic advertising, consistent branding and leadership is what the seven brands that make it to TRA's Most Trusted Brand's Report speak volumes about.

CADBURY BRAND PORTFOLIO IN BTR 2019



By leading the F&B-Diversified Category, Cadbury has taken away the mantle from giants who occupied this position in the earlier years. Three chocolate bars make it to the list from the Cadbury stable. The first, a century-old brand, Dairy Milk, ranks first among six players in the Chocolate Bar Category. Cadbury 5 Star



Ulka Sadalkar

Founder,
Ti

The most fascinating part about innovation in our industry has been studying and understanding human behaviour, specially a very private aspect of people's lives. Whether it was designing an Indian Squat toilet or Western toilet. Putting toilet usage in an Indian situation. That's the reason we used good quality material, and quality fittings for public usage, because the volume of people in India is really big. So we spent a lot of time on the kind of hinges that would be used for the doors, so it lasts longer. The toilet is more aspirational so more people are motivated to use it rather than have awareness campaigns for it. Make it more glamorous rather than preachy; make it more about preventive health rather than sanitation.

The early steps in innovation have always been to focus on, understanding the subject through study of the consumer and their behavioural pattern. Not compromising on quality, this involved in depth knowledge and comprehension of the product and deliverables. Making all this economically feasible and also scalable. It was knowing right from the beginning that these were the criteria's, that we would not compromise on. Creativity leads to innovation but failure has been an important step in improvisation. That's how our products have evolved over the years.

Our key learnings have been, that we cannot stop studying the consumer and their behaviour, and to not be rigid in changing the design if the market demands for it. This has helped our product evolve to what it is now. We are now incorporating Wi-Fi, humidity and temperatures meters to give us indication of the hygiene in a toilet. We have an app that allows you to locate clean toilets. We have a café in some of our toilets. So it has been important for us look at the opportunities that are possible. All this has been possible because of the pride we have in what we do and enthusiasm with which we do it.

We are very excited about toilets and this has helped us identify many revenue models. Also one of the factors that helped become successful is maximum use of limited resources. Limited resources helped us be more creative. So limited resources is not always a bad thing. Like transportation is a huge cost for us and companies who hire from us don't want to spend maximum funds on transporting toilets. So the toilet design had to be something which could be accommodated in a standard Indian truck. They can be very easily dismantled and assembled so we can fit maximum numbers in a truck. They are very light weight so we don't need cranes to shift them on remote locations.

The first step to innovation is identifying the need or the gap in society. IT is important for the groups to identify how our innovation is helping the society as a whole. Does it have a social impact, and is it scalable? Is it the solution that is addressing the needs of the low income and middle income people too?

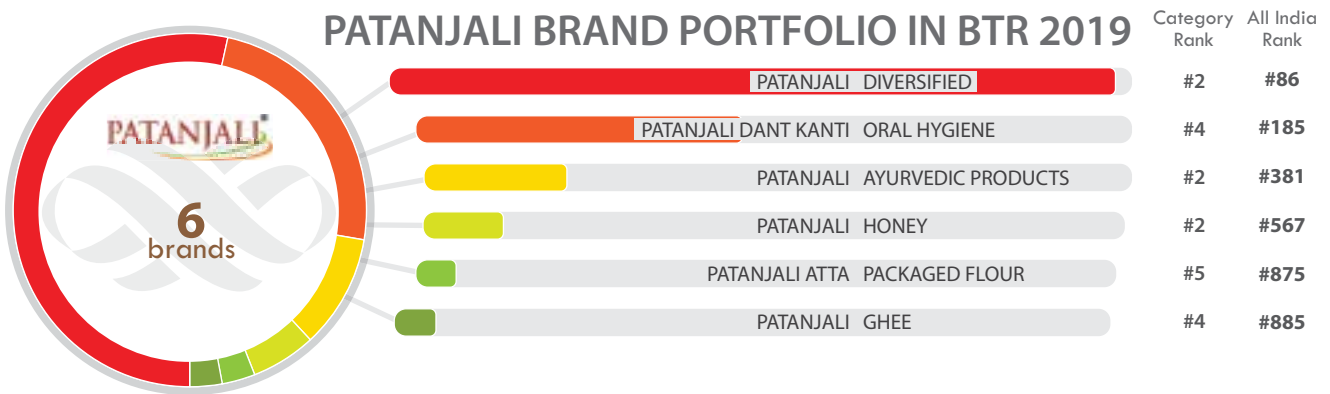
Open Innovation means more solutions. It means more accessibility to solutions. When we have more solutions, it ends monopoly of a single kind of product and makes this more affordable.

also is in the list, albeit two ranks below its sibling, followed by Cadbury Perk. The five-decade old Cadbury Gems, is another leader in the Candy/Toffee Category. Oreo ranks 2nd among 10 Biscuit Brands.

PATANJALI

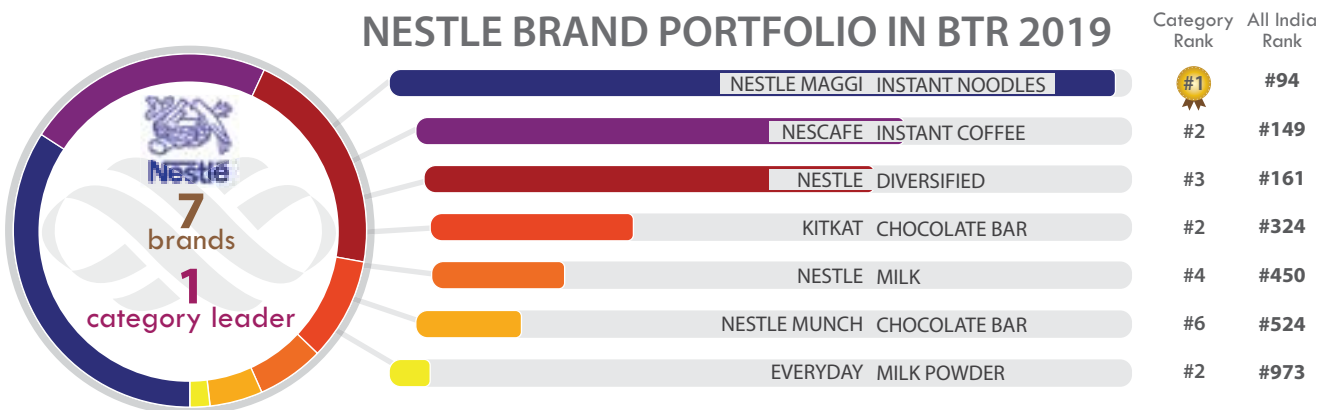
Patanjali is disruptive as disruptive goes. In BTR 2019 Report, six Patanjali brands have been listed which clearly exhibits a high sense of competition between Patanjali and other leading ayurvedic brands in India.

While the brand led the FMCG-Diversified in some of the previous years, this year Patanjali secures 2nd slot. It is also at 2nd rank among Ayurvedic Products and Honey. In Oral Hygiene Category, Patanjali Dant Kanti is at ranked fourth, as is also Patanjali Ghee at the same rank in its Category. The cluttered Packaged Flour Category Patanjali ranks 5th among the five brands present.



NESTLE

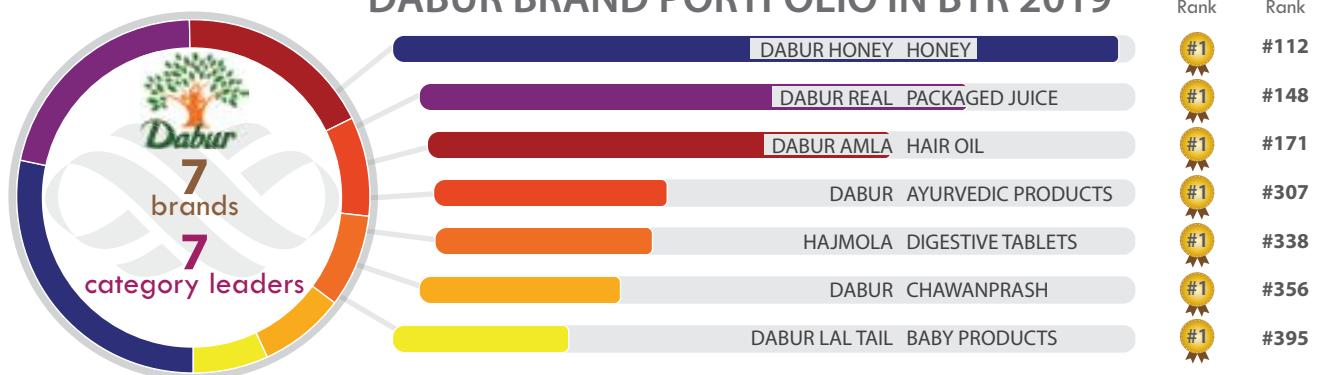
World's largest Food and Beverage Company, has seven brands listed from the F&B Super-Category. This year Nestle Maggi, phoenix-like, has retained its top position in the Instant Noodles Category. Nestle Milk is ranked 4th in the list and its Milk Powder, Everyday, rank second in its respective category. Nestle is also ranked 3rd in F&B-Diversified segment and KitKat and Munch is ranked 2nd and 6th in the Category of Chocolate Bar. Nescafe, in Instant Coffee Category is at 2nd after Bru with a difference of 48 per cent.



DABUR

Building on a legacy of quality and experience for 135 years, Dabur is a highly trusted name in India and among the world's largest Ayurvedic and Natural Health Care Company. The entry of seven Dabur brands in BTR 2019, with each a leader in its segments justify the statement aptly. Dabur has deftly traversed the world of F&B, Healthcare and FMCG where it has left a deep mark.

DABUR BRAND PORTFOLIO IN BTR 2019



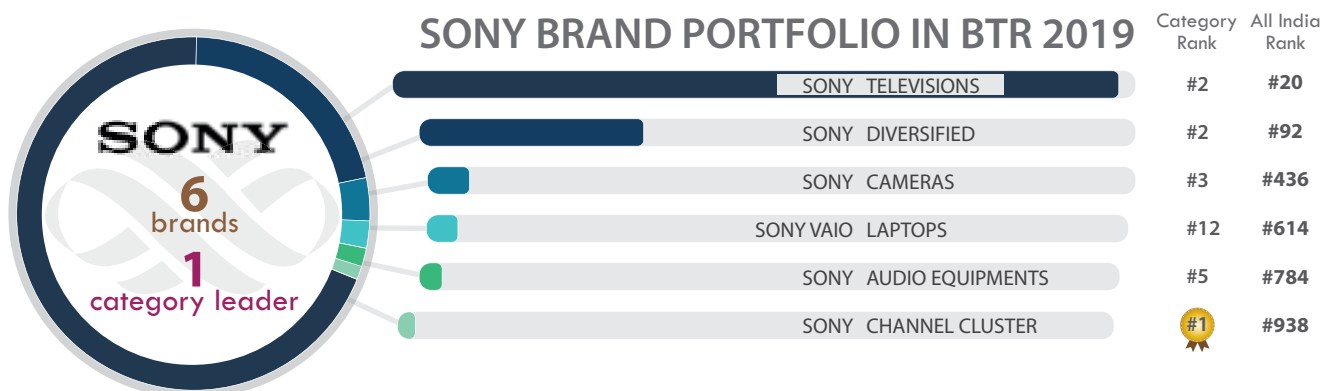
Dabur's Honey leads the Dabur entourage, followed by Dabur Real in Packaged Juice as too is Dabur in Ayurvedic Products. The irresistible Hajmola tops the Digestive Tablets list. Despite many types of Chawanprash in the market, Dabur retains its hold on this segment. Dabur Lal Tail, the red-coloured anointment for babies, is another leader from the Dabur brand collection.

SONY

In today's fast moving competitive era, we have seen a lot of leading brands from different spheres entering the league, Sony, a Japanese conglomerate, has too made an entry in the BTR 2019 Report with its six foremost brands.

Sony, the Channel Cluster among TV channels, leads in its Category. Sony Televisions (on which you view programs), is the other TV that consumers showed their trust on, ranking it 2nd. Sony also stood 2nd in the Consumer Electronics-Diversified segment. Consumer Television and Diversified Category (Consumer Electronic Super-Category) On the other hand, in Cameras Category, Sony secures the 3rd slot. The Vaio could vie for more as among twelve brands in Laptops Category Sony ranks 12th, and in the Audio Equipments Category, Sony takes the 5th position.

SONY BRAND PORTFOLIO IN BTR 2019



MAHINDRA & MAHINDRA

Homegrown auto major Mahindra & Mahindra, has six major brands in BTR 2019 Report, leading in two. The all-time favourite, Scorpio, M&M's SUV leads the SUV/MUV list and the red load-puller from the M&M garage also leads in the Category of Tractors. One significant result is that Mahindra Truck & Bus, a relatively new player, is the 3rd Most Trusted in the Commercial Vehicle segment, which has been dominated by two leading giants for decades. Mahindra KUV100, is also ranked 3rd, showing potential to lead the SUV/MUV Category. Among eleven brands in Four Wheeler-Diversified Category, Mahindra & Mahindra is at 6th rank whereas in the difficult-to-entrench Four Wheeler Manufacturer Category, M&M ranks 8th out of seventeen brands.



M & M BRAND PORTFOLIO IN BTR 2019

Brand	Category Rank	All India Rank
MAHINDRA & MAHINDRA FOUR WHEELER - MFR	#8	#163
MAHINDRA SCORPIO SUV/MUV - BRAND	#1	#301
MAHINDRA & MAHINDRA DIVERSIFIED	#6	#428
MAHINDRA & MAHINDRA TRACTORS	#1	#720
MAHINDRA TRUCK & BUS COMMERCIAL VEHICLES	#3	#864
MAHINDRA KUV100 SUV/MUV - BRAND	#3	#932

PARLE

Parle, India's leading manufacturer of biscuits and confectionery has developed a flavor of trust for over 94 years now and the seven Parle brands that make it to the list are everyday brands we eat or drink. Mango Frooti is Parle's shining hero brand, leading the list of the seven brands and is the Most Trusted Non-Aerated Beverages Brand. Following that is Parle, is ranked 2nd in the Biscuits Category. Parle G, slips to 3rd rank among Biscuits-Brand and Appy, the 'appening cousin occupies 3rd rank in Non-Aerated Beverages Category. Monaco and Parle Hide & Seek rank is at 5th and 8th ranks in the Biscuits-Brands Category, flanking and marking all other players in this segment closely.



PARLE BRAND PORTFOLIO IN BTR 2019

Brand	Category Rank	All India Rank
MANGO FROOTI NON-AERATED BEVERAGES	#1	#111
PARLE BISCUITS	#2	#165
PARLE G BISCUITS - BRAND	#3	#260
APPY NON-AERATED BEVERAGES	#3	#464
MONACO BISCUITS - BRAND	#5	#544
PARLE HIDE & SEEK BISCUITS - BRAND	#8	#818

RELIANCE

Mukesh Dhirubhai Ambani's Reliance, has nine brands listed in TRA's Brand Report 2019 and of them though second ranked, Reliance Jio, is gaining trust as much as subscribers. Jio has also managed to enter under Telecom-Diversified Services, as Jio dreams and powers itself to become bigger than just a telecom service provider. Reliance Digital, the Consumer Electronics Retailer, is also 2nd ranked in its space. Vimal in Fabric to Fashion Category is at 2nd rank and Reliance Foundation is at 3rd rank in the NGO category and contesting the trust-battle among corporate NGOs.



RELIANCE BRAND PORTFOLIO IN BTR 2019

Brand	Category Rank	All India Rank
RELIANCE JIO MOBILE SERVICE PROVIDER	#2	#17
RELIANCE JIO SERVICES - DIVERSIFIED	#1	#87
RELIANCE DIVERSIFIED	#4	#99
RELIANCE JIO MOBILE PHONES	#9	#180
RELIANCE LYF MOBILE PHONES	#13	#421
VIMAL FABRICS TO BRANDS	#2	#499
RELIANCE FOUNDATION NGO	#3	#557
RELIANCE DIGITAL CONSUMER ELECTRONICS	#2	#845



Subodh Gupta
Chairman,
Microtek International Pvt. Ltd.



Somebody said it wonderfully, **"trust is earned when actions meet words."** At Microtek, we steadfastly believe in this dictum. Ever since our inception in 1986, we have been continuously innovating, upgrading and modifying our products and services. Just to ensure that we give nothing but only the best to our customers and thus, win their trust, respect and admiration.

Trust is the most valuable asset for any organization. In our journey forward, we have realized this fact time and again that 100% customer satisfaction is not a myth. A brand has to make its customers' dreams a part of its growth story right from the beginning. At every stage of its journey, it should make a meaningful difference to somebody's life. And, that's what we aim to do with every product that comes out of our stable. For us, it's not just a piece of metal or a circuit or a digital CODE, but a reason to add a big smile to somebody's face somewhere, every day.

It is easy to sell just a product but it takes years to build lasting bonds with a customer. We give utmost attention to every dimension of our business and do to the best of our capabilities to make our customers happy. Our customers will vouch for our cutting-edge product quality and leading-edge services. We try to understand their lifestyle requirements, choices and preferences. Our whole product range is a good reflection of this understanding. Every feature, design modification, technology enhancement is done keeping our customers' needs in mind. For example, our wide array of stabilizers are not only stunning in their outer designs but they are highly feature rich and can also help you save electricity in a big way. This customer orientation gives us an unmatched edge over other brands in the market and also makes us a truly trusted brand for millions of discerning home makers and other users across the country.

We are one of the very few organizations in our segment in India which can flaunt 2 state-of-the-art in-house comprehensive R&D facilities in India and China, backed by a team of highly qualified and experienced professionals. Our innovative endeavors are not just limited to our product up-gradations. We are also doing our bit towards the environment with our sustainable efforts. Our vision is to create an ecosystem for sustainable economic growth by providing high efficiency products and services. We are exploring various avenues which can help us attain a truly pollution free environment not just at our production units but across the spectrum of our operations.

We have a very strong national infrastructure network which is growing exponentially. Now, we have over 355 Service Points, 150 Service Centers and more than 60000 dedicated and committed channel partners across India. What's more, we have more than 200 exclusive shoppers. All this to make sure that we stay close to our customers always and win their hearts and trust with highly focused and result-oriented performance. No wonder, now we have the largest customer base of over 12 crore smiling Microtek users which is growing year after year.

With over 12 crore people trusting us for our quality, performance, innovations, services and appreciating our passions and commitment; it is, indeed, a wonderful feeling for us. This love, faith and support of our partners and stake holders give us more **energy** to fulfill our long cherished dreams. And, this unwavering trust of our customers is the **power** that will surely propel us forward towards a brighter future and, even more closer to every Microtek user's heart.

Understanding TRA's

Trust, in its most basic form, is the quality of anything being considered believable. An environment on which every other positive human response is built. Trust is as much dependent on context. It must be remembered, however, that the onus of trust is always on the trustee, the

ARCHETYPE - 1

BUILDING CAPACITY TO TRUST

Building Capacity to Trust, the first trust archetype of the brand, helps make the environment conducive and 'inviting' for the trustor to assume a degree of vulnerability in the trust-relationship. Without this 'trusting' environment, the trustor will have no reason to accept the brand's messages and engage with the brand. Trust is a future-focused contract that asks the trustor to put up resources, of money, time, emotion or assets, upfront, believing that the trustee will deliver on their end of the trust-contract.



NON-THREATENING AMBIENCE



SHARED INTERESTS



DISPLAY OF EMPATHY

BUILDING CAPACITY TO TRUST



Power of

DEMONSTRATING RELEVANT COMPETENCE



ACCEPTING RESPONSIBILITY



PERCEIVED COMPETENCE

ARCHETYPE - 3

DEMONSTRATING RELEVANT COMPETENCE

The third archetype of the brand appeals to the trustor's rationality and the trustee's ability to fulfill their end of the trust-contract to a degree of confidence. The 'transactional' factors are necessary to ensure the trust-contract is perceived as a fair exchange. Competence is perceived as the ability to fulfill the trust-contract.

Brand Trust Matrix™

Environment of trust is essential for any progressive action to take place since it is the elemental foundation on the individuals' beliefs, values and perceptions, as it is on the environment, culture and the one who wants the trust to be built.

CREATING PERCEPTION OF POSITIVE INTENT



ENTHUSIASM

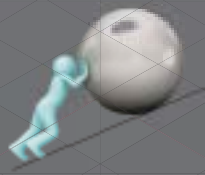
ARCHETYPE - 1

CREATING PERCEPTION OF POSITIVE INTENT

Showcases of Positive Intent, the second trust archetype, helps gauge the resolve and commitment of the brand towards the trustor. It is a dynamic entity, and needs to be frequently reinforced since audiences are constantly reassessing and recalibrating the 'intent-meter' of everything they engage with. Positive Intent displays the trustee's intent to be perceived as beneficial and acceptable by the trustor, helping strengthen the trust bond. Once this positive intent takes hold, it can cover for the lack of the other two foundations of Trust, albeit only temporarily.



CORPORATE ALTRUISM



DEMONSTRATED SINCERITY

of Trust

RELEVANT COMPETENCE



COMMANDING RESPECT



OUTWARD APPEARANCE

Foundation of Brand Trust, Showcasing Relevant Competence, the internal side of the trustor's brain. Competence showcases the ability to fulfill the contract of trust assigned, giving the trustor a high level of confidence in the outcome. The perception of competence is the cornerstone in Brand Trust, and can be seen as the ingredient that provides the highest probability of best results in the trust agreement. It is perceived through physical and social factors.



04

**UNDERSTANDING
TRA's BRAND
TRUST REPORT
METHODOLOGY**

Understanding TRA's Brand Trust Report Methodology

The Brand Trust Matrix is a result of empirical studies conducted with experts from three scientific disciplines – Sociology, Psychology, and Communications, in a quest to understand the essence of trust. The result was a precise methodology to measure Brand Trust through TRA's proprietary 61-Attribute Brand Trust Matrix.

The 9th edition of TRA's Brand Trust Report this year had 2,315 consumer-influencer respondents across 16 Indian cities. The fieldwork was conducted between December 2018 and March 2019 by more than 450 field personnel. Each interview took nearly 75 to 90 minutes with nearly 40% rejections, adding up to more nearly 9,000 hours fieldwork time. Nearly six million data points were collected and more than 10,000 unique brands emerged from the study. The consumer-influencers' who were interviewed, are the 10% of the population that typically influences the balance 90%, and in this case due to their higher brand awareness, knowledge, and personal influence.

The TRA data is used by scores of brands to align their brand strategy, as well as to improve their marketing and advertising communication with actionable consumer-insights. Brand Trust is as useful as the data accuracy and this was measured without compromise and it was imperative that TRA insist on data accuracy with multiple levels of scrutiny. The questionnaire contained 419 questions and stringent acceptance criteria were maintained to ensure authenticity of data. Interviewers' testing, process quality, 100% back-checks, stringent quotas, data entry inspection, and so on, were all a part of the tight scrutiny.

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

- All respondents had to allow their picture to be taken
- Visiting cards were collected to be taken as a mark of their identity.
- 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.

The Brand Trust Questionnaire

The Brand Trust questionnaire has three parts to it.

In the first, the respondents were asked to name 15 brands that came to their mind among local brands, national brands, and multinational brands. The question generated more than 37,500 brand responses.

The second part of the Brand Trust questionnaire is related the proprietary 61-attributes of Brand Trust. For each Brand Attribute, the respondent had to name three brands most suited to each Attribute. These brand name replies were an evocation of the subtle messages that brands were able to embed in the subconscious of the consumer-influencers.

METHODOLOGY TO MEASURE TRUST THROUGH TRA'S BRAND TRUST MATRIX

The Brand Trust Report 2019 has conducted interviews with 2315 consumer-influencers from **16 cities**. Nearly **5 million** data points were collected and more than **9,000 unique brands** emerged from the study. The fieldwork was conducted between **December 2018** and **April 2019**.

1. DESIGNING THE QUESTIONNAIRE

Consumer influencers interviewed with the help of a questionnaire that was designed to ensure we get valuable answers to the 419 questions. Stringent minimum acceptance criteria were maintained to ensure authenticity of data.

2. CHANGE IN METHODOLOGY

- TRA adopted CAPI, an app loaded on to phones as compared to PAPI interviews.
- Addition of specific category to each of the brands for higher consistency and reliability.

3. USING BRAND TRUST MATRIX

TRA measures through its proprietary 61-Attribute Brand Trust Matrix which is a product after conducting several interviews with Sociologists, Psychologists & Communication Experts—and immense research over a period of 5 years.

4. MULTIPLE LEVELS OF SCRUTINY

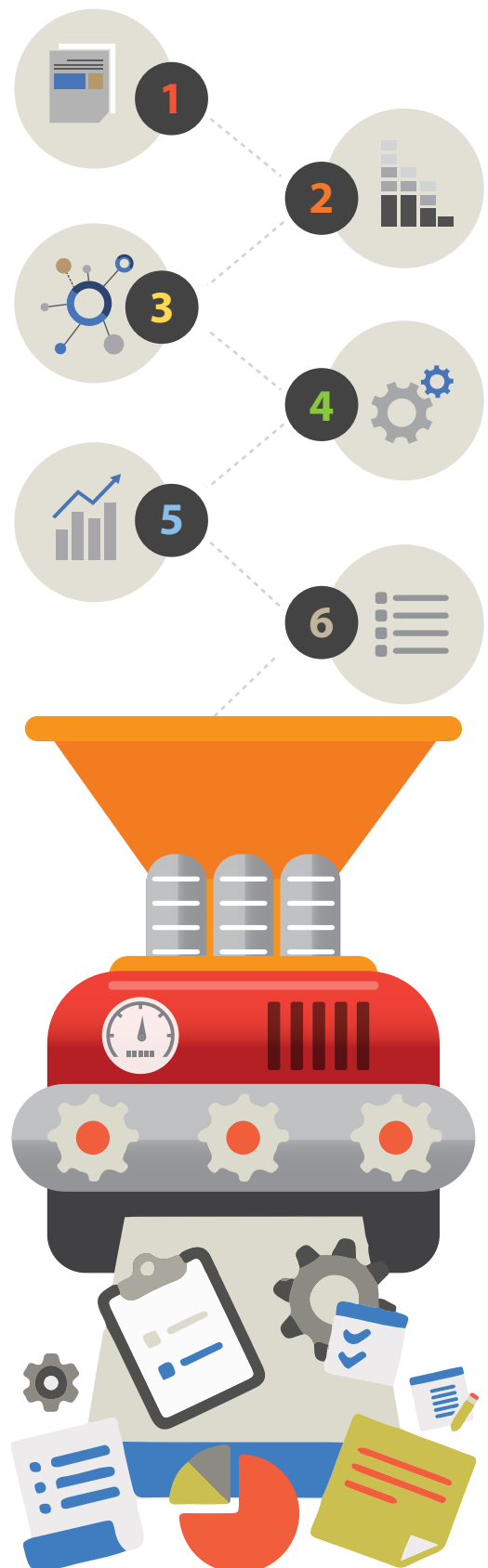
Examination of interviewers, process quality, 100% back-checks, stringent quotas to avoid brand bias, data entry inspection are a part of multiple levels of scrutiny to achieve maximum data accuracy.

5. STATISTICAL ANALYSIS

- The four parameters are –
- Standard deviation of suitability
 - Position average
 - Suitability average score of the brand
 - Number of occurrences

6. TOP 1000 MOST TRUSTED BRANDS

India's most comprehensive report 'The Brand Trust Report', 9th in series, lists India's Most Trusted Brands across 300 categories.



The third part focuses on the response to brands recalled in response ‘Trusted brand name’, and this helped extract the ‘conscious trust’, the coming together of trust, as understood by the respondent.

In addition to the brand name responses, the respondent also had to give a suitability rating for each brand named to the Attribute on a 5-point scale, giving a numeric value for the Trust Attribute and the brand.

THE STATISTICAL ANALYSIS

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

Methodology improvement

TRA has kept its methodology unchanged in its eight years, especially since a change in methodology can have a considerable impact on the rankings. Considering the significance that TRA’s report rankings have for brands, we have carefully avoided this so far. However, this year, we added an improvement to our methodology by adding one extra layer - asking respondents to name the category of the brand name they mentioned. This was done after much scrutiny and deliberation, with a singular objective to ensure the data was more robust.

This additional respondent query, though only a small change on the surface, it had deep impact on both the fieldwork and the results. It nearly doubled the fieldwork effort and time, but it also brought valuable clarity to the data. This Category question addition also impacted the Brand Trust ranks for some brands, those which had two or more brand extensions present in the report. It automatically resulted in many more categories being listed in this year’s list, for example Televisions, Washing Machines, have become an independent Category

each which never existed in the years previous.

Also, this change caused multi-category brands to share its Trust Index with its Category extensions. In some such cases, where the split has been too distributed among sub-brands, there are chances that it may have disadvantaged the ranking of the multi-brand, in favour of the brand extension.

Brand Trust Index Formula:

The Brand Trust Index is a subtle measurement and takes into account the overt and obscure Brand Trust influences – aspects of Brand Trust that normally remain hidden from scrutiny. The first part of the Brand Trust Index formula using the 61-Brand Trust Attributes was created using the four most necessary variables arising from the 61 primary components of Brand Trust. The four parameters were – standard deviation of suitability, position (whether it was mentioned as the first, second, or third choice for the specific primary component) average, the suitability average score of the brand, and number of occurrences.

This can be represented as:

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

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

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

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

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

Where in Sub-conscious (Brand Trust Attribute) questions:

SD_0 represents overall brand suitability score standard deviation,

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

o_{si} represents i^{th} brand occurrence frequency of the Brand Trust questions,

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

Conscious Trust (Brand Trust Assembly) questions:

X_{si} 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.

We, at Aviva India, work hard to build a brand that inspires trust in the mind of the customers. We strongly believe that a brand is a promise that we make to our customers.

Anjali Malhotra
Chief Customer, Marketing & Digital Officer, Aviva India



USING BRAND TRUST™

Brand Trust helps a brand to gauge their position among the plethora of brands that exist in the industry. It guides them to get not only an overview but also an in-depth knowledge of their own brands in comparison with their competition.

TRA's Brand Trust matrix is a widely brand model that reorients the brand strategy to a consumer-centric brand model. While most measure a brand in terms of market share, brand value, growth, the more important invisible and intangible components of Brand Trust are often missed by brands. Over the years, TRA's Brand Trust 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.

Some important applications are listed here:

Important Application of BTR 2019





Alexander George Muthoot
Deputy Managing Director,
The Muthoot Group



We at The Muthoot Group, believe in continuous progress and business development while maintaining the highest levels of Corporate Governance at all times in all our business operations and dealings with all our stakeholders. Our motto is **“Unchanging Values in Changing times”**. We also nurture the **culture of trust** across our organization. We have 7 fundamental principles of Ethics, Values, Reliability, Dependability, Trustworthiness, Goodwill and Integrity – which we don’t compromise at any cost. These values have been seamlessly integrated in our entire work culture and forms the very DNA of our 35000+ employees. It is in fact the very foundation of all our dealings with our valued customers.

Trust lies at the very core of everything we do. It is this trust nurtured over a period of 800 years of our family business legacy that connects our brand to our customers. We serve over 2 lakh customers every day through our network of over 5000 branches spread worldwide and so far have served over 60 crore customers, including repeat customers. I have always imbibed and practiced the advice given to me by my father Shri M G George Muthoot (Chairman, The Muthoot Group) and by my grandfather, Late Shri M George Muthoot (Founder Chairman- Banking, The Muthoot Group) that **“we should not judge ourselves by the profit we make but by the trust and confidence that people have in us. We should cherish and nurture that trust, and ensure that every person who deals with us deals with confidence that he will not be misguided and his interests will be carefully protected”**.

We have been blessed with the trust of over 60 crore satisfied customers. The next generation of Muthoot family remains committed to protect this trust that we have earned over decades and centuries of dedication and strengthen it even further. The fact that people from all strata of the society, particularly from the lesser privileged, socio-economic weaker sections depend on us; inspires me greatly to give back to the society. This, I try to do by leading a number of initiatives that facilitate Financial Inclusion and help millions of unbanked Indians climb the ladder of progress and well-being by associating with us.

We are humbly proud and extremely glad to be India’s Most Trusted Financial Services Brand by the Brand Trust Report for 4 years in a row! This is a special distinction for us and is a testimony to our uncompromising attitude towards ensuring trust as the foundation stone of our business model and to the trust placed in us by our millions of customers, stakeholders and well-wishes for over centuries. We use this Brand Trust as a symbol of pride extensively across our internal and external communications.

Trust is the most important tenet for any financial institution. Therefore, we ensure transparency at every touch point of our business. We pledge fairness in our offerings and openness in our communications. We use our core set of values as a guiding principle for all brand communications. We do our best to ensure that there are no fine prints, no implied connotations and no misleading statements in our customer communications.

“We (Muthoot Finance) are the Guardians of Trust who empower society to unlock the true potential of their emotional currency (Gold)”

We are extremely overwhelmed at the continued trust that all our customers, shareholders and other stakeholders have maintained in us for so many years and we remain fully committed to protect and strengthen it in the years to come.

05

UNDERSTANDING THE RESPONDENTS



Understanding The Respondents

In today's age, trust is one of the most important factors for a brand to transact with their audiences. It allows the consumers to have an engagement which otherwise would not be possible. Trust can also be called believability, which is the basis of all exchanges. Brands undertake various paths to resonate with their target audiences which builds a deeper brand-connect. By using the TRA Brand Trust Model, brands, these days are trying to captivate their audience and thus construct a potent bond of trust expressed as the personal customer's reality about the brand. Brand Trust, therefore, is essential to the existence of brands.

As we reach the 9th edition of TRA's Brand Trust Report, it has become a rooted and credible source of insights for brands, investors, advertising agencies, consultants, and others, guiding them with consumer-insights on brands.

WHO DID WE TALK TO?

Consumer-influencers are a very important category of people that not only consume brands, but also hold sway over other stakeholders. They are the 10% of the population that typically influences the balance 90% of the population. TRA's statistical partner, Indian Statistical Institute (ISI), the country's oldest institute singularly devoted to the research, teaching, and consulting of statistics and social sciences helped us define these respondents, ensure sample randomization, and to test the statistical validity of the results.

As brand choice increases, giving hundreds of alternatives for every purchase being made, the decision-maker is driven by intrinsic and unstated pulls. Mostly, consumers buy into brands that mirror their own personality, and therefore they also become keen endorses of brands they trust.

Opinions, the subjective generalized belief of a community, are essentially of three kinds – tactile, vicarious, and imagined.

- Salaried Individuals (Businessmen/ Businesswomen were specifically excluded, considering their limited peer engagement)
- Male-Female in 80:20 ratio (keeping in line with the approximate male-female ration in the Indian corporate field)
- Age Criteria – 21 to 50 years
- EC – A/B only
- Monthly salary income > INR 20,000/- (that is, above INR 20,000/- per annum)
- Must be employed in an organization having more than 200 employees across branches (pan-India)
OR
- Must be employed in an organization having more than INR 50 Crores turnover
- Must not be employed with a Courier Company, Public Relations, Market Research, Advertising, BPO, or KPO
- Not more than 15 interviews to be conducted in any one organization across its office in India
- Visiting cards were to be collected from every respondent

A tactile experience is one which is aroused by a first-hand experience and by those who have directly interacted with the brand in some way. Tactile experience gets expressed by employees, customers, investors, and partners, among others. The primary experience emanates from the actions of the Brand – the value-cost benefit received by the customer, the sales experience at the store, the employee's belief in the organization's value systems, after-sales service, investor's perception of returns generated for them, and so on. Every action

of the Brand builds or erodes the tactile experience.

The Vicarious opinion of the consumer is perhaps even a little more important than the tactile. Those who carry this type of opinion are people who have not had a direct experience of the brand, but have experienced it through others – vicariously. Though they have not interacted with the brand, they are acutely impacted what they heard about the brand from a trusted. The sources could include family and friends of the employees and investors, media, community, peers, and employees in competing organizations, among others. What's more, when these opinions come from the mouthpiece of a customer-influencer, it enhances the credibility of the opinion and also gives it a bigger circle of influence.

The third important opinion is the Imagined opinion. It develops through the communication of the brand, and when it reaches those who have never had a direct or indirect experience of the brand, it is termed an imagined opinion. The very important Imagined opinion, if embedded deeply in the mind of the stakeholder, can often override both the tactile and vicarious opinions also.

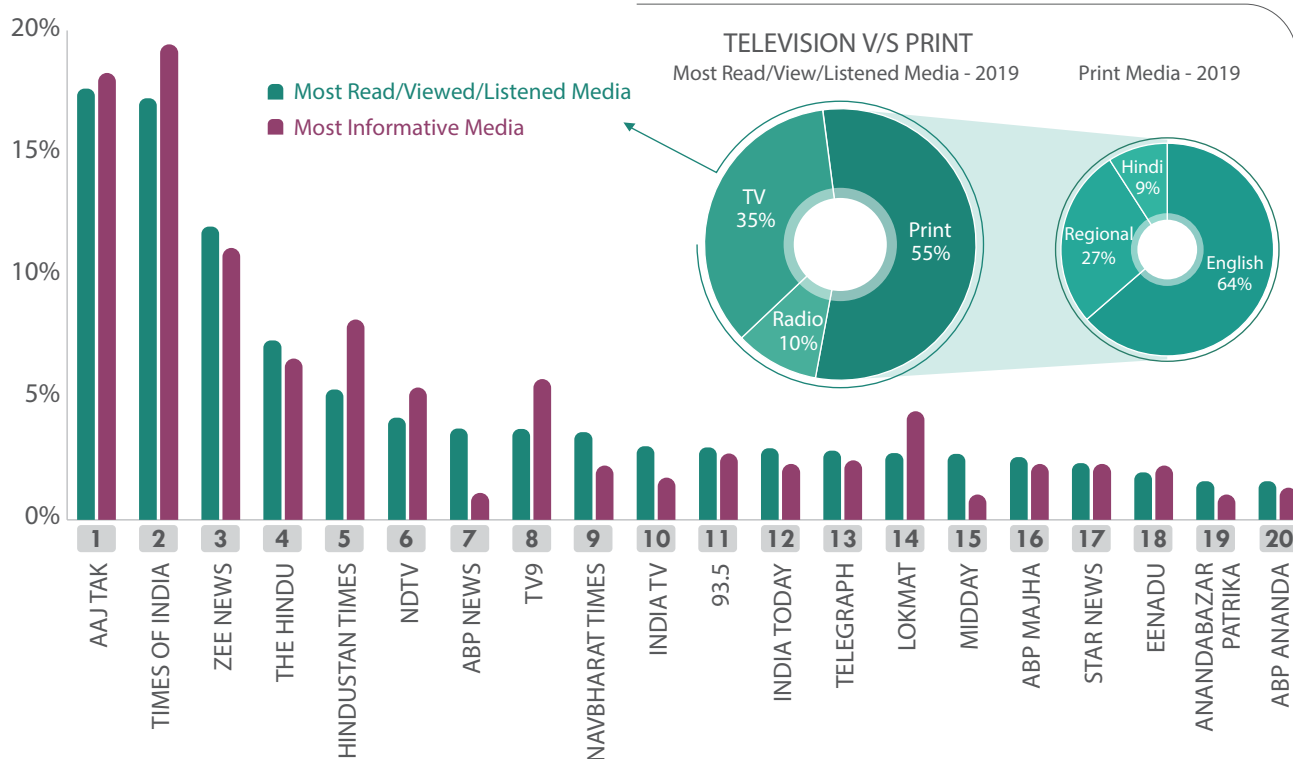
RESPONDENT CRITERIA

Strict criteria were maintained to ensure that all respondents fit into the first two categories. Their own brand knowledge and brand usage patterns were studied. Equally stringent criteria were maintained to ensure that they were influencers. The final respondents chosen were people who were most likely to influence others by their opinion of brands, which meant that they were more inclined to have discussions and debates about brands in their place of work or among their peer group. As a result of speaking with key influential individuals, we were able to capture the thoughts of a larger idea-pool as well.

BTR 2019's fieldwork resulted in the collection of 2315 questionnaires for the final calculations of The Brand Trust Indices and the brand's trust rank. Many of the accepted questionnaires took more than 90 minutes to complete, while some took 120 minutes, leading to more than 15,000 hours of fieldwork.



TOP 20 MOST READ/VIEWED PRINT AND TELEVISION MEDIA



From across media, Aaj Tak takes the top spot as the India's Most Read/Viewed/Listened Media from the respondents of TRA's Brand Trust Report 2019. Aaj Tak's Information Quotient is quite balanced, and at par with its reach. Times of India, India's leading newspaper, is the 2nd Most Read/Viewed/Listened Media, and has an Information Quotient that is substantially higher than Aaj Tak.

Zee News, is the 3rd Most Read/Viewed/Listened Media, but almost 5% behind the second ranked and also shows a close correlation between its reach and Information Quotient. Following next is The Hindu on 4th slot demonstrating the similar pattern with regard to its Information Quotient. On the other hand, Hindustan Times, as the 5th Most Read/Viewed/Listened Media has outdone itself by having a much higher Information Quotient as compared to the predecessors. NDTV, at 6th position, too shows a much higher Information Quotient like the previous ranked. A stark contrast is the next ranked, ABP News, which emerges as 7th Most Read/Viewed/Listened Media, but shows a much lesser Information Quotient than any other media in the list. TV 9, at 8th rank, has a higher Information Quotient as compared to its readership. with comparatively less information quotient while the opposite remains true for TV9 ranking at 8th. Navbharat Times Reach Quotient

surpasses its Information Quotient, which is a trend also shown by India TV, ranked 10th.

Ranked 11th among all media, and first among FM channels is 93.5 FM with a balanced Information Quotient. India Today, is 12th and Telegraph 13th Most Read/Viewed/Listened Media also having a balanced Information Quotient. Lokmat grabs the 14th rank and shares a substantially higher Information Quotient as compared to the previous four.

Rest six media platforms (Midday, ABP Majha, Star News, Eenadu, Aandbazaar Patrika and ABP Ananda) on 15th, 16th, 17th, 18th,, 19th and 20th slot respectively demonstrate a balanced pattern in their Information Quotients as well.

We believe that when we place our customers at the center of all our decision making processes, we build trust with them, originally.

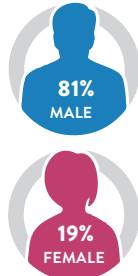
Ritu Gupta
Director Marketing - CSB,
Dell India



UNDERSTANDING THE RESPONDENTS

RESPONDENTS GENDER DIVISION

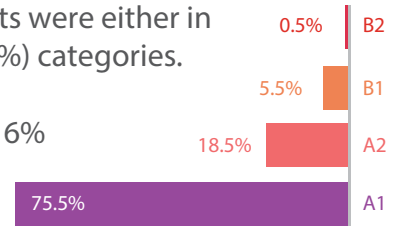
The Gender division of the respondents was Male - 81% to Female - 19% maintained as a ratio in each city and age group, approximately mirroring the working class gender ratios.



SEC DISTRIBUTION

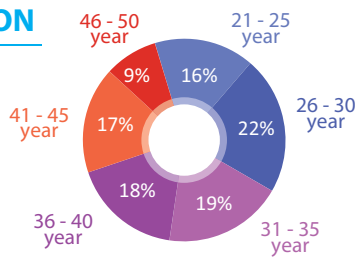
94% of the respondents were either in A1 (75.5%) or A2 (18.5%) categories.

B1 and B2 constituted 6% each of the total respondents.



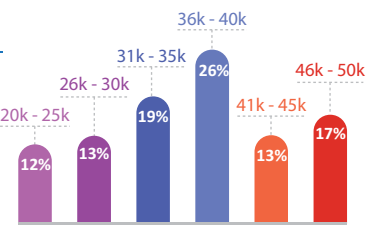
AGE-WISE DISTRIBUTION

The different age groups of the respondents in this were divided as shown on the left.



INCOME DISTRIBUTION

The income distribution of the respondents is shown in the accompanying table.



EMPLOYER COMPANY

Among the respondents, 11.3% worked in companies with less than INR 50 Cr and rest 88.7% worked in organizations with turnover of Rs 50 Cr or more.



OWNED ITEMS

The profile of the respondents becomes more vivid with an ownership and access-at-home response.



RESPONDENT PROFILE

- Salaried Employees only
- Keen understanding of brands
- Knowledge of English + one language
- Consumer influencers 10% that impact rest 90%



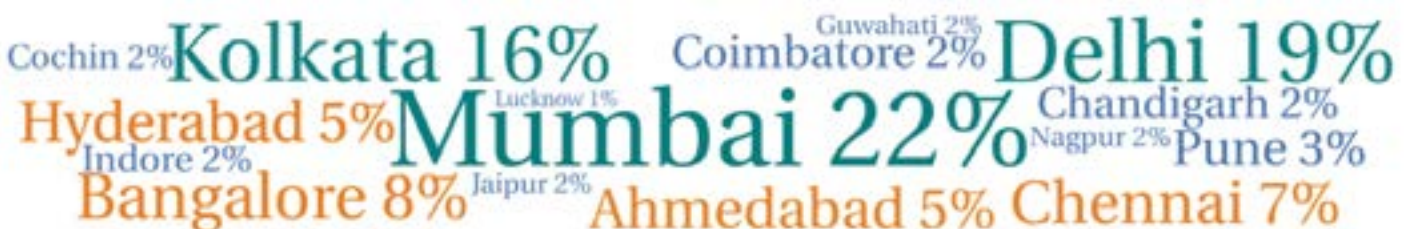
MUST NOT BE EMPLOYED WITH

To ensure the authenticity and integrity of the data, individuals employed in these industries were not included as a part of the sample.



CITY-WISE DISTRIBUTION

The city-wise distribution of the 2315 consumer influencers interviewed was done on the basis of 2011 census data to get a better representation of the country.



What do the following brands have in common?

They use TRA's platforms, insights and methodologies to build Buying Propensity.



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

Sachin Bhosle

M: 9820164688

E: sachin@trustadvisory.info

A
COMNISCIENT
GROUP
COMPANY

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06

**CATEGORY-WISE
LISTINGS OF INDIA'S
1000 MOST TRUSTED
BRANDS**

CATEGORY-WISE ALL INDIA LISTINGS



ALCOHOLIC BEVERAGES SUPER CATEGORY

RANK	BTR 2019	BRAND NAME	CATEGORY
1	144	IMPERIAL BLUE	WHISKY
2	321	KINGFISHER	BEER
3	419	MCDOWELL'S	WHISKY
4	522	BLACK DOG	SCOTCH WHISKY
5	523	JOHNNIE WALKER	SCOTCH WHISKY
6	576	ANTIQUITY	WHISKY
7	601	TEACHERS	WHISKY
8	645	BAGPIPER	WHISKY
9	749	ROYAL STAG	WHISKY
10	790	ASAHI SUPER DRY	BEER
11	844	BACARDI	RUM
12	928	BUDWEISER	BEER
13	976	FOSTER'S	BEER

BEER

RANK	BTR 2019	BRAND NAME
1	321	KINGFISHER
2	790	ASAHI SUPER DRY
3	928	BUDWEISER
4	976	FOSTER'S

RUM

RANK	BTR 2019	BRAND NAME
1	844	BACARDI

SCOTCH WHISKY

RANK	BTR 2019	BRAND NAME
1	522	BLACK DOG
2	523	JOHNNIE WALKER

WHISKY

RANK	BTR 2019	BRAND NAME
1	144	IMPERIAL BLUE
2	419	MCDOWELL'S
3	576	ANTIQUITY
4	601	TEACHERS
5	645	BAGPIPER
6	749	ROYAL STAG

CATEGORY-WISE ALL INDIA LISTINGS

APPARELS SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	23	OTTO	MENSWEAR
2	48	RAYMOND	FABRICS TO BRANDS
3	89	LEE	CASUALWEAR
4	90	BLACKBERRYS	MENSWEAR
5	93	LEVI'S	CASUALWEAR
6	126	JOCKEY	INNERWEAR
7	139	ARROW	FORMALWEAR
8	151	BIBA	ETHNICWEAR - WOMEN
9	158	ALLEN SOLLY	FORMALWEAR
10	250	W	WOMENSWEAR
11	302	PETER ENGLAND	MENSWEAR
12	365	US POLO	CASUALWEAR
13	463	MANGO	WOMENSWEAR
14	467	VAN HEUSEN	FORMALWEAR
15	499	VIMAL	FABRICS TO BRANDS
16	510	FBB FASHION	DIVERSIFIED
17	541	GWALIOR SUITINGS	FABRICS TO BRANDS
18	545	LEE COOPER	CASUALWEAR
19	559	S. KUMARS	MENSWEAR
20	560	REID & TAYLOR	FABRICS
21	571	DONEAR	FABRICS
22	579	BUFFALO JEANS	CASUALWEAR
23	588	JACK & JONES	MENSWEAR
24	589	VERO MODA	WOMENSWEAR
25	603	KANGAROOS	KIDSWEAR
26	610	LACOSTE	CASUALWEAR
27	658	MUFTI	MENSWEAR
28	694	COLORPLUS	MENSWEAR
29	709	AMUL MACHO	INNERWEAR
30	728	ZODIAC	MENSWEAR
31	739	KILLER	CASUALWEAR
32	740	PEPE	CASUALWEAR
33	755	LOUIS PHILIPPE	FORMALWEAR
34	767	ASHIMA	FABRICS
35	813	STRAWBERRY CLOTHINGS	ETHNICWEAR - WOMEN
36	839	HOFFMEN	CASUALWEAR
37	848	MINU SAREES	SAREES
38	850	CAMBRIDGE	MENSWEAR
39	852	MADAME	WOMENSWEAR
40	854	MODA RAPIDO	CASUALWEAR

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
41	866	RAMRAJ	DHOTIS
42	878	ROADSTER	CASUALWEAR
43	890	LYRA	COMFORTWEAR
44	896	COTTON KING	CASUALWEAR
45	911	WRANGLER	CASUALWEAR
46	931	MANYAVAR	MENS ETHNICWEAR
47	952	DEER CLUB	CASUALWEAR
48	968	RUPA	INNERWEAR
49	978	UNITED COLORS OF BENETTON	CASUALWEAR
50	990	COAL	HEADWEAR

CASUALWEAR

RANK	BTR 2019	BRAND NAME
1	89	LEE
2	93	LEVI'S
3	365	US POLO
4	545	LEE COOPER
5	579	BUFFALO JEANS
6	610	LACOSTE
7	739	KILLER
8	740	PEPE
9	839	HOFFMEN
10	854	MODA RAPIDO
11	878	ROADSTER
12	896	COTTON KING
13	911	WRANGLER
14	952	DEER CLUB
15	978	UNITED COLORS OF BENETTON

DHOTIS

RANK	BTR 2019	BRAND NAME
1	866	RAMRAJ

DIVERSIFIED

RANK	BTR 2019	BRAND NAME
1	510	FBB FASHION

ETHNICWEAR - WOMEN

RANK	BTR 2019	BRAND NAME
1	151	BIBA
2	813	STRAWBERRY CLOTHINGS

FABRICS

RANK	BTR 2019	BRAND NAME
1	560	REID & TAYLOR
2	571	DONEAR
3	767	ASHIMA

CATEGORY-WISE ALL INDIA LISTINGS

FABRICS TO BRANDS

RANK	BTR 2019	BRAND NAME
1	48	RAYMOND
2	499	VIMAL
3	541	GWALIOR SUITINGS

FORMALWEAR

RANK	BTR 2019	BRAND NAME
1	139	ARROW
2	158	ALLEN SOLLY
3	467	VAN HEUSEN
4	755	LOUIS PHILIPPE

HEADWEAR

RANK	BTR 2019	BRAND NAME
1	990	COAL

INNERWEAR

RANK	BTR 2019	BRAND NAME
1	126	JOCKEY
2	709	AMUL MACHO
3	968	RUPA

KIDSWEAR

RANK	BTR 2019	BRAND NAME
1	603	KANGAROOS

MENS ETHNICWEAR

RANK	BTR 2019	BRAND NAME
1	931	MANYAVAR

MENSWEAR

RANK	BTR 2019	BRAND NAME
1	23	OTTO
2	90	BLACKBERRYS
3	302	PETER ENGLAND
4	559	S. KUMARS
5	588	JACK & JONES
6	658	MUFTI
7	694	COLORPLUS
8	728	ZODIAC
9	850	CAMBRIDGE

SAREES

RANK	BTR 2019	BRAND NAME
1	848	MINU SAREES

WOMENSWEAR

RANK	BTR 2019	BRAND NAME
1	250	W
2	463	MANGO
3	589	VERO MODA
4	852	MADAME

COMFORTWEAR

RANK	BTR 2019	BRAND NAME
1	890	LYRA

CATEGORY-WISE ALL INDIA LISTINGS

AUTOMOBILE SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	2	JEEP	FOUR WHEELER - MANUFACTURER
2	9	MARUTI SUZUKI	FOUR WHEELER - MANUFACTURER
3	22	HONDA	TWO WHEELER - MANUFACTURER
4	26	HYUNDAI	FOUR WHEELER - MANUFACTURER
5	37	FORD	FOUR WHEELER - MANUFACTURER
6	41	HONDA	FOUR WHEELER - MANUFACTURER
7	42	TVS	TWO WHEELER - MANUFACTURER
8	50	AUDI	FOUR WHEELER - LUXURY
9	56	BAJAJ AUTO	TWO WHEELER - MANUFACTURER
10	60	HERO	TWO WHEELER - MANUFACTURER
11	65	BMW	FOUR WHEELER - LUXURY
12	67	MERCEDES BENZ	FOUR WHEELER - LUXURY
13	76	HONDA ACTIVA	SCOOTER
14	77	TATA MOTORS	FOUR WHEELER - MANUFACTURER
15	136	BAJAJ PULSAR	TWO WHEELER - BRAND
16	147	TOYOTA	FOUR WHEELER - MANUFACTURER
17	160	ROYAL ENFIELD	TWO WHEELER - MANUFACTURER
18	163	MAHINDRA & MAHINDRA	FOUR WHEELER - MANUFACTURER
19	166	NISSAN	FOUR WHEELER - MANUFACTURER
20	201	HINDUSTAN MOTORS	FOUR WHEELER - MANUFACTURER
21	205	YAMAHA	TWO WHEELER - MANUFACTURER
22	225	ASHOK LEYLAND	COMMERCIAL VEHICLES
23	228	HONDA CB SHINE	TWO WHEELER - BRAND
24	255	FERRARI	FOUR WHEELER - SUPER LUXURY
25	273	SUZUKI	TWO WHEELER - MANUFACTURER
26	295	MARUTI SUZUKI SWIFT	CAR - HATCHBACK
27	301	MAHINDRA SCORPIO	SUV/MUV - BRAND
28	341	KTM DUKE	TWO WHEELER - BRAND
29	358	KTM	TWO WHEELER - MANUFACTURER
30	368	BAJAJ DISCOVER	TWO WHEELER - BRAND
31	377	TATA INDICA	CAR - HATCHBACK
32	407	TVS JUPITER	SCOOTER
33	423	VOLKSWAGEN	FOUR WHEELER - MANUFACTURER
34	424	VOLVO	FOUR WHEELER - LUXURY
35	457	SKODA	FOUR WHEELER - MANUFACTURER
36	472	HYUNDAI SANTRO	CAR - HATCHBACK
37	483	LAMBORGHINI	FOUR WHEELER - SUPER LUXURY
38	494	HARLEY DAVIDSON	TWO WHEELER - PREMIUM
39	513	RENAULT	FOUR WHEELER - MANUFACTURER
40	543	ROLLS ROYCE	FOUR WHEELER - SUPER LUXURY

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
41	578	LML	TWO WHEELER - MANUFACTURER
42	582	JAGUAR	FOUR WHEELER - LUXURY
43	585	HERO	SCOOTER
44	596	FORTUNER	LUXURY SUV/MUV - BRAND
45	606	DUCATI	TWO WHEELER - PREMIUM
46	635	HONDA UNICORN	TWO WHEELER - BRAND
47	641	LEXUS	FOUR WHEELER - LUXURY
48	664	BUGATTI	FOUR WHEELER - SUPER LUXURY
49	669	FIAT	FOUR WHEELER - MANUFACTURER
50	672	HONDA CITY	CAR - SEDAN
51	715	HERO HONDA SPLENDOR	TWO WHEELER - BRAND
52	720	MAHINDRA & MAHINDRA	TRACTORS
53	736	EICHER	COMMERCIAL VEHICLES
54	745	BULLET	TWO WHEELER - BRAND
55	781	BAJAJ KAWASAKI	TWO WHEELER - BRAND
56	792	LAND ROVER	FOUR WHEELER - LUXURY
57	797	MARUTI SUZUKI S-CROSS	CAR - SEDAN
58	801	DATSUN	FOUR WHEELER - MANUFACTURER
59	816	TOYOTA INNOVA	SUV/MUV - BRAND
60	864	MAHINDRA TRUCK & BUS	COMMERCIAL VEHICLES
61	882	NEXA	PREMIER CAR RETAIL
62	902	HONDA DIO	SCOOTER
63	904	BENTLEY	FOUR WHEELER - SUPER LUXURY
64	912	KIA	FOUR WHEELER - MANUFACTURER
65	922	MITSUBISHI	FOUR WHEELER - MANUFACTURER
66	932	MAHINDRA KUV100	SUV/MUV - BRAND
67	939	HYUNDAI I20	CAR - HATCHBACK
68	955	VOLVO	COMMERCIAL VEHICLES
69	969	SYM	TWO WHEELER - MANUFACTURER
70	981	HERO PASSION PRO	TWO WHEELER - BRAND
71	989	TATA MOTORS	COMMERCIAL VEHICLES

CAR - HATCHBACK

RANK	BTR 2019	BRAND NAME
1	295	MARUTI SUZUKI SWIFT
2	377	TATA INDICA
3	472	HYUNDAI SANTRO
4	939	HYUNDAI I20

CAR - SEDAN

RANK	BTR 2019	BRAND NAME
1	672	HONDA CITY
2	797	MARUTI SUZUKI S-CROSS

CATEGORY-WISE ALL INDIA LISTINGS

COMMERCIAL VEHICLES

RANK	BTR 2019	BRAND NAME
1	225	ASHOK LEYLAND
2	736	EICHER
3	864	MAHINDRA TRUCK & BUS
4	955	VOLVO
5	989	TATA MOTORS

FOUR WHEELER - LUXURY

RANK	BTR 2019	BRAND NAME
1	50	AUDI
2	65	BMW
3	67	MERCEDES BENZ
4	424	VOLVO
5	582	JAGUAR
6	641	LEXUS
7	792	LAND ROVER

FOUR WHEELER - SUPER LUXURY

RANK	BTR 2019	BRAND NAME
1	255	FERRARI
2	483	LAMBORGHINI
3	543	ROLLS ROYCE
4	664	BUGATTI
5	904	BENTLEY

FOUR WHEELER - MANUFACTURER

RANK	BTR 2019	BRAND NAME
1	2	JEEP
2	9	MARUTI SUZUKI
3	26	HYUNDAI
4	37	FORD
5	41	HONDA
6	77	TATA MOTORS
7	147	TOYOTA
8	163	MAHINDRA & MAHINDRA
9	166	NISSAN
10	201	HINDUSTAN MOTORS
11	423	VOLKSWAGEN
12	457	SKODA
13	513	RENAULT
14	669	FIAT
15	801	DATSUN
16	912	KIA
17	922	mitsubishi

PREMIER CAR RETAIL

RANK	BTR 2019	BRAND NAME
1	882	NEXA

CATEGORY-WISE ALL INDIA LISTINGS

SCOOTER

RANK	BTR 2019	BRAND NAME
1	76	HONDA ACTIVA
2	407	TVS JUPITER
3	585	HERO
4	902	HONDA DIO

SUV/MUV - BRAND

RANK	BTR 2019	BRAND NAME
1	301	MAHINDRA SCORPIO
2	816	TOYOTA INNOVA
3	932	MAHINDRA KUV100

LUXURY SUV/MUV - BRAND

RANK	BTR 2019	BRAND NAME
1	596	FORTUNER

TRACTORS

RANK	BTR 2019	BRAND NAME
1	720	MAHINDRA & MAHINDRA

TWO WHEELER - BRAND

RANK	BTR 2019	BRAND NAME
1	136	BAJAJ PULSAR
2	228	HONDA CB SHINE
3	341	KTM DUKE
4	368	BAJAJ DISCOVER
5	635	HONDA UNICORN
6	715	HERO HONDA SPLENDOR
7	745	BULLET
8	781	BAJAJ KAWASAKI
9	981	HERO PASSION PRO

TWO WHEELER - MANUFACTURER

RANK	BTR 2019	BRAND NAME
1	22	HONDA
2	42	TVS
3	56	BAJAJ AUTO
4	60	HERO MOTOCORP
5	160	ROYAL ENFIELD
6	205	YAMAHA
7	273	SUZUKI
8	358	KTM
9	578	LML
10	969	SYM

TWO WHEELER - PREMIUM

RANK	BTR 2019	BRAND NAME
1	494	HARLEY DAVIDSON
2	606	DUCATI

CATEGORY-WISE ALL INDIA LISTINGS

AUTOMOBILE - RELATED SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	95	CEAT	TYRES
2	107	MRF	TYRES
3	204	EXIDE	AUTO - BATTERIES
4	214	CASTROL	LUBRICANTS
5	254	DUNLOP	TYRES
6	344	BRIDGESTONE	TYRES
7	363	JK TYRES	TYRES
8	584	GOODYEAR	TYRES
9	682	APOLLO TYRES	TYRES
10	765	APPLE	CAR CARE
11	771	KENWOOD	AUTOMOBILE ELECTRONICS
12	798	AMARON	AUTO - BATTERIES
13	942	VALVOLINE	LUBRICANTS
14	986	GULF	LUBRICANTS

AUTO - BATTERIES

RANK	BTR 2019	BRAND NAME
1	204	EXIDE
2	798	AMARON

LUBRICANTS

RANK	BTR 2019	BRAND NAME
1	214	CASTROL
2	942	VALVOLINE
3	986	GULF

AUTOMOBILE ELECTRONICS

RANK	BTR 2019	BRAND NAME
1	771	KENWOOD

TYRES

RANK	BTR 2019	BRAND NAME
1	95	CEAT
2	107	MRF
3	254	DUNLOP
4	344	BRIDGESTONE
5	363	JK TYRES
6	584	GOODYEAR
7	682	APOLLO TYRES

CAR CARE

RANK	BTR 2019	BRAND NAME
1	765	APPLE

CATEGORY-WISE ALL INDIA LISTINGS

BFSI SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	3	LIC	LIFE INSURANCE - PSU
2	8	AVIVA LIFE INSURANCE	LIFE INSURANCE - PRIVATE
3	10	STATE BANK OF INDIA	BANK - PSU
4	12	AMERICAN EXPRESS	CREDIT/DEBIT CARD
5	24	MUTHOOT FINANCE	FINANCIAL SERVICES
6	27	ICICI BANK	BANK - PRIVATE
7	33	HDFC BANK	BANK - PRIVATE
8	75	AXIS BANK	BANK - PRIVATE
9	113	KOTAK MAHINDRA BANK	BANK - PRIVATE
10	119	BANK OF INDIA	BANK - PSU
11	134	BAJAJ FINANCE	FINANCIAL SERVICES
12	156	BAJAJ ALLIANZ	INSURANCE - DIVERSIFIED
13	164	PUNJAB NATIONAL BANK	BANK - PSU
14	194	HSBC	BANK - FOREIGN
15	207	RBI	BANK - FEDERAL
16	221	UNION BANK OF INDIA	BANK - PSU
17	222	DENA BANK	BANK - PSU
18	277	BANK OF BARODA	BANK - PSU
19	300	IDBI BANK	BANK - PSU
20	306	KOTAK LIFE INSURANCE	LIFE INSURANCE - PRIVATE
21	313	GENERAL INSURANCE CORPORATION	GENERAL INSURANCE - PSU
22	314	BIRLA SUN LIFE INSURANCE	LIFE INSURANCE - PRIVATE
23	333	CITIBANK	BANK - FOREIGN
24	348	DHFL	HOME FINANCE
25	349	APOLLO MUNICH	HEALTH INSURANCE - PRIVATE
26	376	YES BANK	BANK - PRIVATE
27	383	HDFC LIFE	LIFE INSURANCE - PRIVATE
28	396	ICICI LOMBARD	GENERAL INSURANCE - PRIVATE
29	411	TATA CAPITAL	FINANCIAL SERVICES
30	416	BHARTI AXA	GENERAL INSURANCE - PRIVATE
31	420	CANARA BANK	BANK - PSU
32	422	SBI GENERAL	GENERAL INSURANCE - PSU
33	427	TATA AIA LIFE INSURANCE	LIFE INSURANCE - PRIVATE
34	441	ING BANK	BANK - FOREIGN
35	473	J.P. MORGAN CHASE BANK	BANK - FOREIGN
36	527	ADITYA BIRLA SUN LIFE	LIFE INSURANCE - PRIVATE
37	532	SAHARA	FINANCIAL SERVICES
38	551	CAPITAL FIRST	FINANCIAL SERVICES
39	562	AEGON LIFE	LIFE INSURANCE - PRIVATE
40	570	INDIAN BANK	BANK - PSU

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
41	612	HDFC	HOME FINANCE
42	657	ICBC	BANK - FOREIGN
43	691	DCB BANK	BANK - PRIVATE
44	695	DBS BANK	BANK - FOREIGN
45	702	MAX LIFE INSURANCE	LIFE INSURANCE - PRIVATE
46	713	VISA	CREDIT/DEBIT CARD
47	716	WESTPAC	BANK - FOREIGN
48	724	FEDERAL BANK	BANK - PRIVATE
49	741	CORPORATION BANK	BANK - PSU
50	752	RELIANCE GENERAL INSURANCE	GENERAL INSURANCE - PRIVATE
51	770	INDIAN OVERSEAS BANK	BANK - PSU
52	778	INDUSIND BANK	BANK - PRIVATE
53	788	BANK OF BAHRAIN AND KUWAIT	BANK - FOREIGN
54	794	KARNATAKA BANK	BANK - PRIVATE
55	803	BANK OF AMERICA	BANK - FOREIGN
56	807	JP MORGAN	FINANCIAL SERVICES - DIVERSIFIED
57	826	SCOTIABANK	GENERAL INSURANCE - PSU
58	831	ALLAHABAD BANK	BANK - FOREIGN
59	842	HOME POINT	BANK - PSU
60	847	ICICI PRUDENTIAL	HOME FINANCE
61	859	UCO BANK	LIFE INSURANCE - PRIVATE
62	880	SHAMRAO VITHAL CO-OPERATIVE BANK	BANK - PSU
63	888	HDFC MUTUAL FUND	BANK - COOPERATIVE
64	914	ORIENTAL INSURANCE	MUTUAL FUND
65	927	BANK OF MAHARASHTRA	INSURANCE - PSU
66	960	ORIENTAL BANK	BANK - PSU
67	975	IDFC FIRST BANK	INSURANCE - PSU
68	979	CTBC BANK	BANK - PSU
69	987	NATIONAL INSURANCE	BANK - FOREIGN
70	991	RBL BANK	INSURANCE - PSU
71	993	ALLIANZ	BANK - PRIVATE

BANK - COOPERATIVE

RANK	BTR 2019	BRAND NAME
1	880	SHAMRAO VITHAL CO-OP BANK

BANK - FEDERAL

RANK	BTR 2019	BRAND NAME
1	207	RBI

CATEGORY-WISE ALL INDIA LISTINGS

BANK - FOREIGN

RANK	BTR 2019	BRAND NAME
1	194	HSBC
2	333	CITIBANK
3	441	ING BANK
4	473	J.P. MORGAN CHASE BANK
5	657	ICBC
6	695	DBS BANK
7	716	WESTPAC
8	788	BANK OF BAHRAIN AND KUWAIT
9	803	BANK OF AMERICA
10	826	SCOTIABANK
11	979	CTBC BANK

BANK - PRIVATE

RANK	BTR 2019	BRAND NAME
1	27	ICICI BANK
2	33	HDFC BANK
3	75	AXIS BANK
4	113	KOTAK MAHINDRA BANK
5	376	YES BANK
6	691	DCB BANK
7	724	FEDERAL BANK
8	778	INDUSIND BANK
9	794	KARNATAKA BANK
10	991	RBL BANK

BANK - PSU

RANK	BTR 2019	BRAND NAME
1	10	STATE BANK OF INDIA
2	119	BANK OF INDIA
3	164	PUNJAB NATIONAL BANK
4	221	UNION BANK OF INDIA
5	222	DENA BANK
6	277	BANK OF BARODA
7	300	IDBI BANK
8	420	CANARA BANK
9	570	INDIAN BANK
10	741	CORPORATION BANK
11	770	INDIAN OVERSEAS BANK
12	831	ALLAHABAD BANK
13	859	UCO BANK
14	927	BANK OF MAHARASHTRA
15	960	ORIENTAL BANK
16	975	IDFC FIRST BANK

CREDIT/DEBIT CARD

RANK	BTR 2019	BRAND NAME
1	12	AMERICAN EXPRESS
2	713	VISA

FINANCIAL SERVICES

RANK	BTR 2019	BRAND NAME
1	24	MUTHOOT FINANCE
2	134	BAJAJ FINANCE
3	411	TATA CAPITAL
4	532	SAHARA
5	551	CAPITAL FIRST
6	807	JP MORGAN

CATEGORY-WISE ALL INDIA LISTINGS

GENERAL INSURANCE - PRIVATE

RANK	BTR 2019	BRAND NAME
1	396	ICICI LOMBARD
2	416	BHARTI AXA
3	752	RELIANCE GENERAL INSURANCE

GENERAL INSURANCE - PSU

RANK	BTR 2019	BRAND NAME
1	313	GENERAL INSURANCE CORPORATION
2	422	SBI GENERAL
3	914	ORIENTAL INSURANCE
4	987	NATIONAL INSURANCE

HEALTH INSURANCE - PRIVATE

RANK	BTR 2019	BRAND NAME
1	349	APOLLO MUNICH

HOME FINANCE

RANK	BTR 2019	BRAND NAME
1	348	DHFL
2	612	HDFC
3	842	HOME POINT

INSURANCE - DIVERSIFIED

RANK	BTR 2019	BRAND NAME
1	156	BAJAJ ALLIANZ
2	993	ALLIANZ

LIFE INSURANCE - PRIVATE

RANK	BTR 2019	BRAND NAME
1	8	AVIVA LIFE INSURANCE
2	306	KOTAK LIFE INSURANCE
3	314	BIRLA SUN LIFE INSURANCE
4	383	HDFC LIFE
5	427	TATA AIA LIFE INSURANCE
6	527	ADITYA BIRLA SUN LIFE
7	562	AEGON LIFE
8	702	MAX LIFE INSURANCE
9	847	ICICI PRUDENTIAL

LIFE INSURANCE - PSU

RANK	BTR 2019	BRAND NAME
1	3	LIC

MUTUAL FUND

RANK	BTR 2019	BRAND NAME
1	888	HDFC MUTUAL FUND

CATEGORY-WISE ALL INDIA LISTINGS



BRANDED FASHION SUPER CATEGORY

RANK	BTR 2019	BRAND NAME	CATEGORY
1	106	FASTRACK	BRANDED FASHION
2	215	GUCCI	LUXURY FASHION
3	319	ARMANI	LUXURY FASHION
4	345	BEING HUMAN	BRANDED FASHION
5	470	FOSSIL	LUXURY FASHION
6	471	D&G	PREMIUM FASHION
7	509	DKNY	LUXURY FASHION
8	530	CAPRESE	WOMEN'S HAND BAGS
9	594	DENIM	BRANDED FASHION
10	656	HERMES	LUXURY FASHION
11	697	CALVIN KLEIN	PREMIUM FASHION
12	830	GUESS	LUXURY FASHION
13	876	HUGO BOSS	PREMIUM FASHION

BRANDED FASHION

RANK	BTR 2019	BRAND NAME
1	106	FASTRACK
2	345	BEING HUMAN
3	594	DENIM

LUXURY FASHION

RANK	BTR 2019	BRAND NAME
1	215	GUCCI
2	319	ARMANI
3	470	FOSSIL
4	509	DKNY
5	656	HERMES
6	830	GUESS

PREMIUM FASHION

RANK	BTR 2019	BRAND NAME
1	471	D&G
2	697	CALVIN KLEIN
3	876	HUGO BOSS

WOMEN'S HAND BAGS

RANK	BTR 2019	BRAND NAME
1	530	CAPRESE

CATEGORY-WISE ALL INDIA LISTINGS

CONSUMER ELECTRONICS SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	7	LG	TELEVISIONS
2	20	SONY	TELEVISIONS
3	31	SAMSUNG	TELEVISIONS
4	59	SAMSUNG	DIVERSIFIED
5	63	DAIKIN	AIR CONDITIONERS
6	85	GODREJ	REFRIGERATORS
7	92	SONY	DIVERSIFIED
8	104	LG	REFRIGERATORS
9	116	PANASONIC	TELEVISIONS
10	125	HITACHI	DIVERSIFIED
11	128	SAMSUNG	REFRIGERATORS
12	129	LG	WASHING MACHINES
13	140	ONIDA	TELEVISIONS
14	143	LG	AIR CONDITIONERS
15	146	PHILIPS	TELEVISIONS
16	167	PANASONIC	AIR CONDITIONERS
17	181	VIDEOCON	TELEVISIONS
18	186	SAMSUNG	AIR CONDITIONERS
19	192	PHILIPS	DIVERSIFIED
20	211	VOLTAS	AIR CONDITIONERS
21	224	SAMSUNG	WASHING MACHINES
22	229	LG	DIVERSIFIED
23	299	GODREJ	TELEVISIONS
24	318	ONIDA	AIR CONDITIONERS
25	388	WHIRLPOOL	WASHING MACHINES
26	398	LLOYD	DIVERSIFIED
27	401	GODREJ	AIR CONDITIONERS
28	405	BLUE STAR	AIR CONDITIONERS
29	408	GODREJ	WASHING MACHINES
30	410	KELVINATOR	REFRIGERATORS
31	444	BOSCH	WASHING MACHINES
32	459	KENSTAR	AIR CONDITIONERS
33	468	HAIER	AIR CONDITIONERS
34	469	PANASONIC	DIVERSIFIED
35	512	LLOYD	TELEVISIONS
36	514	BOSE	AUDIO EQUIPMENTS
37	548	WHIRLPOOL	REFRIGERATORS
38	564	JBL	AUDIO EQUIPMENTS
39	565	ONIDA	DIVERSIFIED
40	575	WHIRLPOOL	AIR CONDITIONERS

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
41	591	CARRIER	AIR CONDITIONERS
42	611	IFB	DIVERSIFIED
43	640	O GENERAL	AIR CONDITIONERS
44	649	SYMPHONY	AIR COOLERS
45	655	PIONEER	AUDIO EQUIPMENTS
46	659	HITACHI	TELEVISIONS
47	661	IBALL	AUDIO EQUIPMENTS
48	666	MI	TELEVISIONS
49	732	AKAI	TELEVISIONS
50	753	BPL	TELEVISIONS
51	784	SONY	AUDIO EQUIPMENTS
52	804	HITACHI	AIR CONDITIONERS
53	869	IFB	WASHING MACHINES
54	897	WHIRLPOOL	DIVERSIFIED
55	916	SANSUI	TELEVISIONS
56	929	VIDEOCON	REFRIGERATORS
57	945	AIWA	DIVERSIFIED
58	967	NEC	INDUSTRIAL COMPUTERS

AIR CONDITIONERS

RANK	BTR 2019	BRAND NAME
1	63	DAIKIN
2	143	LG
3	167	PANASONIC
4	186	SAMSUNG
5	211	VOLTAS
6	318	ONIDA
7	401	GODREJ
8	405	BLUE STAR
9	459	KENSTAR
10	468	HAIER
11	575	WHIRLPOOL
12	591	CARRIER
13	640	O GENERAL
14	804	HITACHI

AIR COOLERS

RANK	BTR 2019	BRAND NAME
1	649	SYMPHONY

AUDIO EQUIPMENTS

RANK	BTR 2019	BRAND NAME
1	514	BOSE
2	564	JBL
3	655	PIONEER
4	661	IBALL
5	784	SONY

CATEGORY-WISE ALL INDIA LISTINGS

DIVERSIFIED

RANK	BTR 2019	BRAND NAME
1	59	SAMSUNG
2	92	SONY
3	125	HITACHI
4	192	PHILIPS
5	229	LG
6	398	LLOYD
7	469	PANASONIC
8	565	ONIDA
9	611	IFB
10	897	WHIRLPOOL
11	945	AIWA

INDUSTRIAL COMPUTERS

RANK	BTR 2019	BRAND NAME
1	967	NEC

REFRIGERATORS

RANK	BTR 2019	BRAND NAME
1	85	GODREJ
2	104	LG
3	128	SAMSUNG
4	410	KELVINATOR
5	548	WHIRLPOOL
6	929	VIDEOCON

TELEVISIONS

RANK	BTR 2019	BRAND NAME
1	7	LG
2	20	SONY
3	31	SAMSUNG
4	116	PANASONIC
5	140	ONIDA
6	146	PHILIPS
7	181	VIDEOCON
8	299	GODREJ
9	512	LLOYD
10	659	HITACHI
11	666	MI
12	732	AKAI
13	753	BPL
14	916	SANSUI

WASHING MACHINES

RANK	BTR 2019	BRAND NAME
1	129	LG
2	224	SAMSUNG
3	388	WHIRLPOOL
4	408	GODREJ
5	444	BOSCH
6	869	IFB

CONSUMER APPLIANCES SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	231	PHILIPS	FOOD PROCESSOR
2	292	BAJAJ ELECTRICALS	FANS

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
3	378	CROMPTON GREAVES	FANS
4	394	USHA	FANS
5	417	MICROTEK	INVERTERS
6	434	KHAITAN	FANS
7	476	KENT	WATER PURIFIER
8	478	ORIENT	FANS
9	624	MAHARAJA	DIVERSIFIED
10	703	AQUAGUARD	WATER PURIFIER
11	779	USHA	DIVERSIFIED
12	815	A.O. SMITH	WATER HEATERS
13	823	LIVPURE	WATER PURIFIER
14	834	LUMINOUS	INVERTER BATTERIES
15	907	USHA	IRONS

DIVERSIFIED

RANK	BTR 2019	BRAND NAME
1	624	MAHARAJA
2	779	USHA

FANS

RANK	BTR 2019	BRAND NAME
1	292	BAJAJ ELECTRICALS
2	378	CROMPTON GREAVES
3	394	USHA
4	434	KHAITAN
5	478	ORIENT

FOOD PROCESSOR

RANK	BTR 2019	BRAND NAME
1	231	PHILIPS

INVERTERS

RANK	BTR 2019	BRAND NAME
1	417	MICROTEK

INVERTER BATTERIES

RANK	BTR 2019	BRAND NAME
1	834	LUMINOUS

IRONS

RANK	BTR 2019	BRAND NAME
1	907	USHA

WATER HEATERS

RANK	BTR 2019	BRAND NAME
1	815	A.O. SMITH

WATER PURIFIER

RANK	BTR 2019	BRAND NAME
1	476	KENT
2	703	AQUAGUARD
3	823	LIVPURE

CATEGORY-WISE ALL INDIA LISTINGS

CABLE SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	998	DEN	CABLE NETWORK

CURRENCY SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	628	DOLLAR	AMERICAN CURRENCY

DIVERSIFIED SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	52	ITC	DIVERSIFIED
2	61	BAJAJ	DIVERSIFIED
3	69	TATA	DIVERSIFIED
4	99	RELIANCE	DIVERSIFIED
5	282	INDIABULLS	DIVERSIFIED
6	428	MAHINDRA & MAHINDRA	DIVERSIFIED
7	595	ADANI GROUP	DIVERSIFIED
8	625	ADITYA BIRLA GROUP	DIVERSIFIED
9	811	ESSAR	DIVERSIFIED
10	891	GE	DIVERSIFIED
11	919	TORRENT	DIVERSIFIED

DTH SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	236	TATA SKY	DTH
2	537	DISH TV	DTH
3	933	VIDEOCON D2H	DTH
4	953	AIRTEL	DTH

CATEGORY-WISE ALL INDIA LISTINGS

EDUCATION SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	15	KANGAROO KIDS	PRE-SCHOOL
2	289	AMITY UNIVERSITY	UNIVERSITY - PRIVATE
3	323	DPS	SCHOOL
4	462	RAHUL INTERNATIONAL SCHOOL	SCHOOL
5	539	AAKASH INSTITUTE	TRAINING INSTITUTE
6	735	VIVA COLLEGE	GRADUATE EDUCATION
7	871	FIITJEE	COACHING INSTITUTE
8	879	KIDZEE	PRE-SCHOOL
9	886	N. G. VARTAK	SCHOOL
10	894	JETKING	TRAINING INSTITUTE - HARDWARE/NETWORKING

COACHING INSTITUTE

RANK	BTR 2019	BRAND NAME
1	871	FIITJEE

GRADUATE EDUCATION

RANK	BTR 2019	BRAND NAME
1	735	VIVA COLLEGE

PRE-SCHOOL

RANK	BTR 2019	BRAND NAME
1	15	KANGAROO KIDS
2	879	KIDZEE

SCHOOL

RANK	BTR 2019	BRAND NAME
1	323	DPS
2	462	RAHUL INTERNATIONAL SCHOOL
3	886	N. G. VARTAK

TRAINING INSTITUTE

RANK	BTR 2019	BRAND NAME
1	539	AAKASH INSTITUTE

TRAINING INST. - HARDWARE/NETWORKING

RANK	BTR 2019	BRAND NAME
1	894	JETKING

UNIVERSITY - PRIVATE

RANK	BTR 2019	BRAND NAME
1	289	AMITY UNIVERSITY

CATEGORY-WISE ALL INDIA LISTINGS

ENTERTAINMENT SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	520	INOX	CINEMA - DISPLAY
2	800	PVR	CINEMA - DISPLAY

ENERGY SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	251	RELIANCE ENERGY	ELECTRIC UTILITY
2	258	TATA POWER	ELECTRIC UTILITY
3	272	CESC	ELECTRIC UTILITY
4	320	BHARAT PETROLEUM	OIL AND GAS - DOMESTIC
5	598	INDIAN OIL	OIL AND GAS - DOMESTIC
6	618	ADANI	ELECTRIC UTILITY
7	730	SHELL	OIL & GAS - FOREIGN
8	827	EXXONMOBIL	OIL & GAS - FOREIGN
9	833	ONGC	OIL AND GAS - DOMESTIC
10	959	JINDAL	POWER GENERATION

ELECTRIC UTILITY

RANK	BTR 2019	BRAND NAME
1	251	RELIANCE ENERGY
2	258	TATA POWER
3	272	CESC
4	618	ADANI

OIL & GAS - FOREIGN

RANK	BTR 2019	BRAND NAME
1	730	SHELL
2	827	EXXONMOBIL

OIL AND GAS - DOMESTIC

RANK	BTR 2019	BRAND NAME
1	320	BHARAT PETROLEUM
2	598	INDIAN OIL
3	833	ONGC

POWER GENERATION

RANK	BTR 2019	BRAND NAME
1	959	JINDAL

CATEGORY-WISE ALL INDIA LISTINGS

FAST MOVING ELECTRICAL GOODS SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	290	PHILIPS	LIGHTING
2	339	HAVELLS	DIVERSIFIED
3	343	ANCHOR	DIVERSIFIED
4	406	BAJAJ ELECTRICALS	LIGHTING
5	780	WIPRO	LIGHTING
6	930	SYSKA LED	LIGHTING
7	951	SURYA	LIGHTING
8	961	CONA ELECTRICALS	LIGHTING

DIVERSIFIED

RANK	BTR 2019	BRAND NAME
1	339	HAVELLS
2	343	ANCHOR

LIGHTING

RANK	BTR 2019	BRAND NAME
1	290	PHILIPS
2	406	BAJAJ ELECTRICALS
3	780	WIPRO
4	930	SYSKA LED
5	951	SURYA
6	961	CONA ELECTRICALS

FMCG SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	13	DOVE	SOAP
2	21	COLGATE	ORAL HYGIENE
3	29	DETTOL	ANTISEPTIC PRODUCTS
4	43	LAKME	COSMETICS
5	44	POND'S	COSMETICS
6	46	LUX	SOAP
7	49	GODREJ	DIVERSIFIED
8	51	RIN	FABRICARE

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
9	62	HIMALAYA	SOAP - AYURVEDIC
10	64	NIVEA	SOAP
11	70	FOGG	DEO/PERFUME
12	71	FA	DEO/PERFUME
13	73	L'OREAL	HAIRCARE
14	86	PATANJALI	DIVERSIFIED
15	101	ARIEL	FABRICARE
16	105	CLINIC PLUS	HAIRCARE
17	127	AVON	COSMETICS
18	131	BOROPLUS	ANTISEPTIC CREAM - AYURVEDIC
19	133	CLOSE UP	ORAL HYGIENE
20	135	PANTENE	HAIRCARE
21	137	GARNIER	HAIR COLOUR
22	145	PEARS	SOAP
23	154	VIVEL	SOAP
24	168	PEPSODENT	ORAL HYGIENE
25	171	DABUR AMLA	HAIR OIL
26	173	KS	DEO/PERFUME
27	176	EMAMI	DIVERSIFIED
28	179	BOROLINE	ANTISEPTIC CREAM - AYURVEDIC
29	184	PARACHUTE	HAIR OIL
30	185	PATANJALI DANTKANTI	ORAL HYGIENE
31	189	FAIR & LOVELY	SKIN LIGHTENING PRODUCTS
32	190	LIVON	HAIRCARE
33	193	SUNSILK	HAIRCARE
34	197	MEDIMIX	SOAP - AYURVEDIC
35	203	PARK AVENUE	DEO/PERFUME
36	209	POND'S	TALCUM POWDER
37	210	NIRMA	FABRICARE
38	212	VIM	DISHCARE
39	217	JO	SOAP
40	218	CINTHOL	SOAP
41	219	LIFEBUOY	ANTISEPTIC PRODUCTS
42	226	TIDE	FABRICARE
43	238	FEVICOL	ADHESIVE
44	239	AXE	DEO/PERFUME
45	244	LIZOL	DISINFECTANT
46	248	L'OREAL	COSMETICS
47	252	LIBERO	DIAPERS
48	257	GODREJ NO.1 SOAP	SOAP

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
49	261	GILLETTE	SHAVING PRODUCTS
50	265	MAC	COSMETICS
51	270	SANTOOR	SOAP
52	276	SURF EXCEL	FABRICARE
53	285	LOTUS	COSMETICS
54	286	DURACELL	CONSUMER BATTERIES
55	303	HAMAM	SOAP
56	328	EVA	DEO/PERFUME
57	334	ORAL B	ORAL HYGIENE
58	340	ALL OUT	PEST REPELLENT
59	350	ENGAGE	DEO/PERFUME
60	352	HEAD & SHOULDERS	HAIRCARE
61	354	OLAY	COSMETICS
62	357	GARNIER	HAIRCARE
63	364	AYUR	COSMETICS
64	370	BABOOL	ORAL HYGIENE
65	372	NIRMA	DIVERSIFIED
66	379	VASELINE	SKINCARE
67	391	HINDUSTAN UNILEVER	DIVERSIFIED
68	392	VEET	HAIR REMOVAL
69	393	BAJAJ ALMOND DROPS	HAIR OIL
70	395	DABUR LAL TAIL	BABY PRODUCTS
71	413	REXONA	DEO/PERFUME
72	435	SENSODYNE	ORAL HYGIENE
73	455	JOHNSON & JOHNSON	BABY PRODUCTS
74	465	SAVLON	ANTISEPTIC PRODUCTS
75	475	BREEZE	SOAP
76	479	LISTERINE	ORAL HYGIENE
77	481	MARLBORO	CIGARETTE - BRAND
78	486	VICCO	SOAP - AYURVEDIC
79	490	EVEREADY	CONSUMER BATTERIES
80	497	MORTEIN	PEST REPELLENT
81	500	MAYBELLINE	COSMETICS
82	503	CLEAN & CLEAR	SKINCARE
83	507	VANISH	FABRICARE
84	531	BLUE HEAVEN	COSMETICS
85	535	HARPIC	TOILET CLEANER
86	553	AMWAY	DIRECT SELLING
87	556	CINTHOL	TALCUM POWDER
88	573	ORIFLAME	COSMETICS

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
89	574	BRUT	DEO/PERFUME
90	577	HIT	PEST REPELLENT
91	597	DENVER	DEO/PERFUME
92	613	CINTHOL	DEO/PERFUME
93	617	WHEEL	FABRICARE
94	621	GOOD KNIGHT	PEST REPELLENT
95	627	GHARI	FABRICARE
96	632	DOMEX	TOILET CLEANER
97	662	NIPPO	CONSUMER BATTERIES
98	671	AIRWICK	AIR FRESHNER
99	678	DENIM	DEO/PERFUME
100	684	CHIK	HAIRCARE
101	688	DERMICOOL	PRICKLY HEAT PRODUCTS
102	690	NYCIL	TALCUM POWDER
103	699	REVLON	COSMETICS
104	719	P&G	DIVERSIFIED
105	729	SET WET	HAIRCARE
106	733	PRIL	DISHCARE
107	759	PARK AVENUE BEER SHAMPOO	HAIRCARE
108	763	LIRIL	SOAP
109	769	YARDLEY	SOAP
110	774	AYUSH	SOAP - AYURVEDIC
111	777	HENKO	FABRICARE
112	808	DOVE	SKINCARE
113	812	OSSUM	DEO/PERFUME
114	819	WHISPER	PERSONAL HYGIENE PRODUCTS
115	828	LAYER'R SHOT	DEO/PERFUME
116	838	WILD STONE	DEO/PERFUME
117	846	ODE	SOAP
118	849	AROMA	SOAP
119	853	ELLE 18	COSMETICS
120	857	DARLIE	ORAL HYGIENE
121	865	KOTEX	PERSONAL HYGIENE PRODUCTS
122	872	DYNAMO	FABRICARE
123	893	JOY	COSMETICS
124	898	PANASONIC	CONSUMER BATTERIES
125	900	POISON	DEO/PERFUME
126	906	WILD SOUL SOAP	SOAP
127	909	NAVRATNA COOL OIL	HAIR OIL
128	918	SOFY	PERSONAL HYGIENE PRODUCTS

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
129	924	KEYA SETH	COSMETICS
130	937	FENA	FABRICARE
131	940	FOZZI'S	KIDS BATH PRODUCTS
132	943	OCEAN BREEZE	FABRICARE
133	949	DOVE	HAIRCARE
134	957	GODREJ AER	AIR FRESHNER
135	966	VLCC	COSMETICS
136	982	GODREJ EXPERT RICH CRÈME	HAIR COLOUR
137	995	PALMOLIVE	SOAP
138	999	COLIN	SURFACE CLEANER

ADHESIVE

RANK	BTR 2019	BRAND NAME
1	238	FEVICOL

AIR FRESHNER

RANK	BTR 2019	BRAND NAME
1	671	AIRWICK
2	957	GODREJ AER

ANTISEPTIC CREAM - AYURVEDIC

RANK	BTR 2019	BRAND NAME
1	131	BOROPLUS
2	179	BOROLINE

ANTISEPTIC PRODUCTS

RANK	BTR 2019	BRAND NAME
1	29	DETTOL
2	219	LIFEBUOY
3	465	SAVLON

BABY PRODUCTS

RANK	BTR 2019	BRAND NAME
1	395	DABUR LAL TAIL
2	455	JOHNSON & JOHNSON

SOAP

RANK	BTR 2019	BRAND NAME
1	13	DOVE
2	46	LUX
3	64	NIVEA
4	145	PEARS
5	154	VIVEL
6	217	JO
7	218	CINTHOL
8	257	GODREJ NO.1 SOAP
9	270	SANTOOR
10	303	HAMAM
11	475	BREEZE
12	763	LIRIL
13	769	YARDLEY
14	846	ODE
15	849	AROMA
16	906	WILD SOUL SOAP
17	995	PALMOLIVE

CATEGORY-WISE ALL INDIA LISTINGS

SOAP - AYURVEDIC

RANK	BTR 2019	BRAND NAME
1	62	HIMALAYA
2	197	MEDIMIX
3	486	VICCO
4	774	AYUSH

CIGARETTE - BRAND

RANK	BTR 2019	BRAND NAME
1	481	MARLBORO

CONSUMER BATTERIES

RANK	BTR 2019	BRAND NAME
1	286	DURACELL
2	490	EVEREADY
3	662	NIPPO
4	898	PANASONIC

COSMETICS

RANK	BTR 2019	BRAND NAME
1	43	LAKME
2	44	POND'S
3	127	AVON
4	248	L'OREAL
5	265	MAC
6	285	LOTUS
7	354	OLAY
8	364	AYUR
9	500	MAYBELLINE
10	531	BLUE HEAVEN
11	573	ORIFLAME

RANK	BTR 2019	BRAND NAME
12	699	REVLON
13	853	ELLE 18
14	893	JOY
15	924	KEYA SETH
16	966	VLCC

DEO/PERFUME

RANK	BTR 2019	BRAND NAME
1	70	FOGG
2	71	FA
3	173	KS
4	203	PARK AVENUE
5	239	AXE
6	328	EVA
7	350	ENGAGE
8	413	REXONA
9	574	BRUT
10	597	DENVER
11	613	CINTHOL
12	678	DENIM
13	812	OSSUM
14	828	LAYER'R SHOT
15	838	WILD STONE
16	900	POISON

DIAPERS

RANK	BTR 2019	BRAND NAME
1	252	LIBERO

CATEGORY-WISE ALL INDIA LISTINGS

DIRECT SELLING

RANK	BTR 2019	BRAND NAME
1	553	AMWAY

DISHCARE

RANK	BTR 2019	BRAND NAME
1	212	VIM
2	733	PRIL

DISINFECTANT

RANK	BTR 2019	BRAND NAME
1	244	LIZOL

DIVERSIFIED

RANK	BTR 2019	BRAND NAME
1	49	GODREJ
2	86	PATANJALI
3	176	EMAMI
4	372	NIRMA
5	391	HINDUSTAN UNILEVER
6	719	P&G

FABRICARE

RANK	BTR 2019	BRAND NAME
1	51	RIN
2	101	ARIEL
3	210	NIRMA

RANK	BTR 2019	BRAND NAME
4	226	TIDE
5	276	SURF EXCEL
6	507	VANISH
7	617	WHEEL
8	627	GHARI
9	777	HENKO
10	872	DYNAMO
11	937	FENA
12	943	OCEAN BREEZE

HAIR COLOUR

RANK	BTR 2019	BRAND NAME
1	137	GARNIER
2	982	GODREJ EXPERT RICH CRÈME

HAIR OIL

RANK	BTR 2019	BRAND NAME
1	171	DABUR AMLA
2	184	PARACHUTE
3	393	BAJAJ ALMOND DROPS
4	909	NAVRATNA COOL OIL

HAIR REMOVAL

RANK	BTR 2019	BRAND NAME
1	392	VEET

CATEGORY-WISE ALL INDIA LISTINGS

HAIRCARE

RANK	BTR 2019	BRAND NAME
1	73	L'OREAL
2	105	CLINIC PLUS
3	135	PANTENE
4	190	LIVON
5	193	SUNSILK
6	352	HEAD & SHOULDERS
7	357	GARNIER
8	684	CHIK SHAMPOO
9	729	SET WET
10	759	PARK AVENUE BEER SHAMPOO
11	949	DOVE

KIDS BATH PRODUCTS

RANK	BTR 2019	BRAND NAME
1	940	FOZZI'S

ORAL HYGIENE

RANK	BTR 2019	BRAND NAME
1	21	COLGATE
2	133	CLOSE UP
3	168	PEPSODENT
4	185	PATANJALI DANTKANTI
5	334	ORAL B
6	370	BABOOL
7	435	SENSODYNE
8	479	LISTERINE
9	857	DARLIE

PERSONAL HYGIENE PRODUCTS

RANK	BTR 2019	BRAND NAME
1	819	WHISPER
2	865	KOTEX
3	918	SOFY

PEST REPELLENT

RANK	BTR 2019	BRAND NAME
1	340	ALL OUT
2	497	MORTEIN
3	577	HIT
4	621	GOOD KNIGHT

PRICKLY HEAT PRODUCTS

RANK	BTR 2019	BRAND NAME
1	688	DERMICOOL

SHAVING PRODUCTS

RANK	BTR 2019	BRAND NAME
1	261	GILLETTE

SKIN LIGHTENING PRODUCTS

RANK	BTR 2019	BRAND NAME
1	189	FAIR & LOVELY

CATEGORY-WISE ALL INDIA LISTINGS

SKINCARE

RANK	BTR 2019	BRAND NAME
1	379	VASELINE
2	503	CLEAN & CLEAR
3	808	DOVE

TALCUM POWDER

RANK	BTR 2019	BRAND NAME
1	209	POND'S
2	556	CINTHOL
3	690	NYCIL

SURFACE CLEANER

RANK	BTR 2019	BRAND NAME
1	999	COLIN

TOILET CLEANER

RANK	BTR 2019	BRAND NAME
1	535	HARPIC
2	632	DOMEX

FOOD & BEVERAGE SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	16	AMUL	MILK
2	25	ANANDA DAIRY	DAIRY - DIVERSIFIED
3	38	BISLERI	PACKAGED DRINKING WATER
4	40	BRITANNIA	BISCUITS
5	53	TATA SALT	SALT
6	55	COCA-COLA	AERATED BEVERAGES
7	57	CADBURY'S	DIVERSIFIED
8	74	AMUL	BUTTER
9	78	BRU	INSTANT COFFEE
10	79	TATA TEA	TEA
11	81	PEPSI	AERATED BEVERAGES
12	83	LIPTON TAAZA	TEA
13	94	NESTLE MAGGI	INSTANT NOODLES
14	108	AMUL	DIVERSIFIED
15	109	HORLICKS	NUTRITIONAL SUPPLEMENTS
16	110	INDIA GATE BASMATI	PACKAGED RICE
17	111	MANGO FROOTI	NON-AERATED BEVERAGES

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
18	112	DABUR HONEY	HONEY
19	120	BOOST	NUTRITIONAL SUPPLEMENTS
20	122	FANTA	AERATED BEVERAGES
21	132	COMPLAN	NUTRITIONAL SUPPLEMENTS
22	141	HALDIRAM'S	PACKAGED SNACKS
23	148	DABUR REAL	PACKAGED JUICE
24	149	NESCAFE	INSTANT COFFEE
25	150	KINLEY	PACKAGED DRINKING WATER
26	153	KISSAN	PROCESSED FOODS
27	161	NESTLE	DIVERSIFIED
28	162	BRITANNIA GOODDAY	BISCUITS - BRAND
29	165	PARLE	BISCUITS
30	170	FORTUNE	EDIBLE OIL
31	178	AMUL	ICE CREAM/FROZEN DESSERT
32	182	CROWN MILK	DAIRY - DIVERSIFIED
33	188	BROOKE BOND RED LABEL	TEA
34	198	FIGARO	EDIBLE OIL
35	200	AASHIRVAAD ATTA	PACKAGED FLOUR
36	202	LIMCA	AERATED BEVERAGES
37	216	MAAZA	NON-AERATED BEVERAGES
38	227	CADBURY DAIRY MILK	CHOCOLATE BAR
39	233	AMUL	GHEE
40	234	LAYS	PACKAGED SNACKS
41	235	GIRNAR	TEA
42	237	7UP	AERATED BEVERAGES
43	243	MIRINDA	AERATED BEVERAGES
44	247	OREO	BISCUITS - BRAND
45	253	MDH	SPICES
46	260	PARLE G	BISCUITS - BRAND
47	267	RED BULL	ENERGY DRINK
48	269	SPRITE	AERATED BEVERAGES
49	278	AMUL	FLAVOURED MILK
50	284	HAVMOR	ICE CREAM/FROZEN DESSERT
51	287	BRITANNIA MARIE GOLD	BISCUITS - BRAND
52	309	BROOKE BOND TAJ MAHAL TEA	TEA
53	324	KITKAT	CHOCOLATE BAR
54	331	HARVEST GOLD	BREAD - BRAND
55	338	HAJMOLA	DIGESTIVE TABLETS
56	351	GLUCON D	POWDERED DRINK
57	366	BOURNVITA	NUTRITIONAL SUPPLEMENTS

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
58	367	MOUNTAIN DEW	AERATED BEVERAGES
59	371	THUMS UP	AERATED BEVERAGES
60	384	KELLOGG'S	BREAKFAST CEREAL
61	390	KWALITY WALLS	ICE CREAM/FROZEN DESSERT
62	404	NOVA	TEA
63	409	AQUAFINA	PACKAGED DRINKING WATER
64	412	MOTHER DAIRY	MILK
65	414	SHAKTI BHOG	PACKAGED FLOUR
66	415	TROPICANA	PACKAGED JUICE
67	425	CADBURY 5 STAR	CHOCOLATE BAR
68	438	GOKUL MILK	MILK
69	445	BINGO	PACKAGED SNACKS
70	449	KURKURE	PACKAGED SNACKS
71	450	NESTLE	MILK
72	454	CADBURY PERK	CHOCOLATE BAR
73	464	APPY	NON-AERATED BEVERAGES
74	466	AMUL	CHOCOLATE BAR
75	488	JK SPICES	SPICES
76	496	MOHANI TEA	TEA
77	501	DEL MONTE	PACKAGED JUICE
78	516	SAFFOLA	EDIBLE OIL
79	518	REAL NAMKEEN	PACKAGED SNACKS
80	524	MUNCH	CHOCOLATE BAR
81	534	AACHI	SPICES
82	538	BADSHAH	SPICES
83	544	MONACO	BISCUITS - BRAND
84	558	RASNA	POWDERED DRINK
85	563	GOWARDHAN GHEE	GHEE
86	567	PATANJALI	HONEY
87	568	PRIYA	PROCESSED FOODS
88	580	GAGAN GHEE	GHEE
89	590	SOCIETY TEA	TEA
90	593	LIJJAT PAPAD	RTC FOODS
91	619	DAAWAT BASMATI	PACKAGED RICE
92	626	RAJDHANI BESAN	STAPLE KITCHEN INGREDIENTS
93	629	AMUL	CREAM
94	634	SAMRAT	PACKAGED FLOUR
95	637	DINSHAWS	ICE CREAM/FROZEN DESSERT
96	638	AVYUKT MANPASAND	PACKAGED RICE
97	653	ORGANIC INDIA	ORGANIC TEA

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
98	663	GANESH GRAINS	PACKAGED FLOUR
99	668	SUNFEAST	BISCUITS
100	673	CNC	BISCUITS
101	675	VADILAL	ICE CREAM/FROZEN DESSERT
102	676	PROTINEX	NUTRITIONAL SUPPLEMENTS
103	681	BALAJI FOODS	PACKAGED SNACKS
104	685	BABA	EDIBLE OIL
105	717	BISK FARM	DIVERSIFIED
106	721	CATCH	SPICES
107	731	AMRUT MASALA	SPICES
108	734	CHEETOS	PACKAGED SNACKS
109	737	DARK FANTASY	BISCUITS - BRAND
110	744	MOTHER DAIRY	ICE CREAM/FROZEN DESSERT
111	748	MAGNUM	ICE CREAM/FROZEN DESSERT
112	750	KIKKOMAN	PROCESSED FOODS
113	758	SLICE	NON-AERATED BEVERAGES
114	760	RAJA BISCUIT	BISCUITS
115	761	EVEREST	SPICES
116	772	MARIGOLD HL	MILK
117	773	BRITANNIA TIGER	BISCUITS - BRAND
118	775	SUNFLOWER OIL	EDIBLE OIL
119	776	OISHI	TEA
120	782	UCC	COFFEE
121	814	AMUL	YOGURT
122	818	PARLE HIDE & SEEK	BISCUITS - BRAND
123	821	CORNETTO	ICE CREAM/FROZEN DESSERT - BRAND
124	822	MARS	CONFECTIONERY - DIVERSIFIED
125	836	RAMDEV	SPICES
126	837	WAGH BAKRI	TEA
127	841	BRITANNIA	DIVERSIFIED
128	855	LION	DATES
129	863	CADBURY'S GEMS	CANDY/TOFFEE
130	868	TATA AGNI	TEA
131	874	PRIYAGOLD	BISCUITS - BRAND
132	875	PATANJALI ATTA	PACKAGED FLOUR
133	877	DREYER'S	ICE CREAM/FROZEN DESSERT
134	881	GLICO	BISCUITS
135	883	BRITANNIA BOURBON	BISCUITS - BRAND
136	884	GATORADE	SPORTS DRINK
137	885	PATANJALI	GHEE

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
138	889	AMUL	MILK POWDER
139	895	GOKUL	GHEE
140	908	AMUL	CHEESE
141	920	PRINGLES	PACKAGED SNACKS
142	935	VIVA	NUTRITIONAL SUPPLEMENTS
143	936	QUAKER OATS	BREAKFAST CEREAL
144	947	PAULS	DAIRY - DIVERSIFIED
145	950	HAITAI	DIVERSIFIED
146	954	CREAMBELL	ICE CREAM/FROZEN DESSERT
147	965	FERRERO ROCHER	CHOCOLATE
148	971	POCARI SWEAT	ENERGY DRINK
149	973	EVERYDAY	MILK POWDER
150	984	HUNGRY MAN	RTC FOODS
151	988	HÄAGEN-DAZS	ICE CREAM/FROZEN DESSERT - PREMIUM
152	997	KC DAS	CANNED CONFECTIONERY - INDIAN

AERATED BEVERAGES

RANK	BTR 2019	BRAND NAME
1	55	COCA-COLA
2	81	PEPSI
3	122	FANTA
4	202	LIMCA
5	237	7UP
6	243	MIRINDA
7	269	SPRITE
8	367	MOUNTAIN DEW
9	371	THUMS UP

BISCUITS

RANK	BTR 2019	BRAND NAME
1	40	BRITANNIA
2	165	PARLE
3	668	SUNFEAST
4	673	CNC
5	760	RAJA BISCUIT
6	881	GLICO

BISCUITS - BRAND

RANK	BTR 2019	BRAND NAME
1	162	BRITANNIA GOODDAY
2	247	OREO
3	260	PARLE G
4	287	BRITANNIA MARIE GOLD
5	544	MONACO
6	737	DARK FANTASY
7	773	BRITANNIA TIGER
8	818	PARLE HIDE & SEEK
9	874	PRIYAGOLD
10	883	BRITANNIA BOURBON

BREAD - BRAND

RANK	BTR 2019	BRAND NAME
1	331	HARVEST GOLD

CATEGORY-WISE ALL INDIA LISTINGS

BREAKFAST CEREAL

RANK	BTR 2019	BRAND NAME
1	384	KELLOGG'S
2	936	QUAKER OATS

BUTTER

RANK	BTR 2019	BRAND NAME
1	74	AMUL

CANDY/TOFFEE

RANK	BTR 2019	BRAND NAME
1	863	CADBURY'S GEMS

CANNED CONFECTIONERY - INDIAN

RANK	BTR 2019	BRAND NAME
1	997	KC DAS

CHEESE

RANK	BTR 2019	BRAND NAME
1	908	AMUL

CHOCOLATE

RANK	BTR 2019	BRAND NAME
1	965	FERRERO ROCHER

CHOCOLATE BAR

RANK	BTR 2019	BRAND NAME
1	227	CADBURY DAIRY MILK
2	324	KITKAT
3	425	CADBURY 5 STAR
4	454	CADBURY PERK
5	466	AMUL
6	524	NESTLE MUNCH

COFFEE

RANK	BTR 2019	BRAND NAME
1	782	UCC

CONFECTIONERY - DIVERSIFIED

RANK	BTR 2019	BRAND NAME
1	822	MARS

CREAM

RANK	BTR 2019	BRAND NAME
1	629	AMUL

DAIRY - DIVERSIFIED

RANK	BTR 2019	BRAND NAME
1	25	ANANDA DAIRY
2	182	CROWN MILK
3	947	PAULS

CATEGORY-WISE ALL INDIA LISTINGS

DATES

RANK	BTR 2019	BRAND NAME
1	855	LION

DIGESTIVE TABLETS

RANK	BTR 2019	BRAND NAME
1	338	HAJMOLA

DIVERSIFIED

RANK	BTR 2019	BRAND NAME
1	57	CADBURY'S
2	108	AMUL
3	161	NESTLE
4	717	BISK FARM
5	841	BRITANNIA
6	950	HAITAI

EDIBLE OIL

RANK	BTR 2019	BRAND NAME
1	170	FORTUNE
2	198	FIGARO
3	516	SAFFOLA
4	685	BABA
5	775	SUNFLOWER OIL

ENERGY DRINK

RANK	BTR 2019	BRAND NAME
1	267	RED BULL
2	971	POCARI SWEAT

FLAVOURED MILK

RANK	BTR 2019	BRAND NAME
1	278	AMUL

GHEE

RANK	BTR 2019	BRAND NAME
1	233	AMUL
2	563	GOWARDHAN GHEE
3	580	GAGAN GHEE
4	885	PATANJALI
5	895	GOKUL

HONEY

RANK	BTR 2019	BRAND NAME
1	112	DABUR HONEY
2	567	PATANJALI

ICE CREAM/FROZEN DESSERT

RANK	BTR 2019	BRAND NAME
1	178	AMUL
2	284	HAVMOR
3	390	KWALITY WALLS
4	637	DINSHAW'S
5	675	VADILAL
6	744	MOTHER DAIRY
7	748	MAGNUM
8	877	DREYER'S
9	954	CREAMBELL

CATEGORY-WISE ALL INDIA LISTINGS

ICE CREAM/FROZEN DESSERT - PREMIUM

RANK	BTR 2019	BRAND NAME
1	988	HÄAGEN-DAZS

ICE CREAM/FROZEN DESSERT - BRAND

RANK	BTR 2019	BRAND NAME
1	821	CORNETTO

INSTANT COFFEE

RANK	BTR 2019	BRAND NAME
1	78	BRU
2	149	NESCAFE

INSTANT NOODLES

RANK	BTR 2019	BRAND NAME
1	94	NESTLE MAGGI

MILK

RANK	BTR 2019	BRAND NAME
1	16	AMUL
2	412	MOTHER DAIRY
3	438	GOKUL MILK
4	450	NESTLE
5	772	MARIGOLD HL

MILK POWDER

RANK	BTR 2019	BRAND NAME
1	889	AMUL
2	973	EVERYDAY

NON-AERATED BEVERAGES

RANK	BTR 2019	BRAND NAME
1	111	MANGO FROOTI
2	216	MAAZA
3	464	APPY
4	758	SLICE

NUTRITIONAL SUPPLEMENTS

RANK	BTR 2019	BRAND NAME
1	109	HORLICKS
2	120	BOOST
3	132	COMPLAN
4	366	BOURNVITA
5	676	PROTINEX
6	935	VIVA

ORGANIC TEA

RANK	BTR 2019	BRAND NAME
1	653	ORGANIC INDIA

PACKAGED DRINKING WATER

RANK	BTR 2019	BRAND NAME
1	38	BISLERI
2	150	KINLEY
3	409	AQUAFINA

PACKAGED JUICE

RANK	BTR 2019	BRAND NAME
1	148	DABUR REAL
2	415	TROPICANA
3	501	DEL MONTE

CATEGORY-WISE ALL INDIA LISTINGS

PACKAGED FLOUR

RANK	BTR 2019	BRAND NAME
1	200	AASHIRVAAD ATTA
2	414	SHAKTI BHOG
3	634	SAMRAT
4	663	GANESH GRAINS
5	875	PATANJALI ATTA

PACKAGED RICE

RANK	BTR 2019	BRAND NAME
1	110	INDIA GATE BASMATI
2	619	DAAWAT BASMATI
3	638	AVYUKT MANPASAND

PACKAGED SNACKS

RANK	BTR 2019	BRAND NAME
1	141	HALDIRAM'S
2	234	LAYS
3	445	BINGO
4	449	KURKURE
5	518	REAL NAMKEEN
6	681	BALAJI FOODS
7	734	CHEETOS
8	920	PRINGLES

POWDERED DRINK

RANK	BTR 2019	BRAND NAME
1	351	GLUCON D
2	558	RASNA

PROCESSED FOODS

RANK	BTR 2019	BRAND NAME
1	153	KISSAN
2	568	PRIYA
3	750	KIKKOMAN

RTC FOODS

RANK	BTR 2019	BRAND NAME
1	593	LIJJAT PAPAD
2	984	HUNGRY MAN

SALT

RANK	BTR 2019	BRAND NAME
1	53	TATA SALT

SPICES

RANK	BTR 2019	BRAND NAME
1	253	MDH
2	488	JK SPICES
3	534	AACHI
4	538	BADSHAH
5	721	CATCH
6	731	AMRUT MASALA
7	761	EVEREST
8	836	RAMDEV

SPORTS DRINK

RANK	BTR 2019	BRAND NAME
1	884	GATORADE

CATEGORY-WISE ALL INDIA LISTINGS

STAPLE KITCHEN INGREDIENTS

RANK	BTR 2019	BRAND NAME
1	626	RAJDHANI BESAN

YOGURT

RANK	BTR 2019	BRAND NAME
1	814	AMUL

TEA

RANK	BTR 2019	BRAND NAME
1	79	TATA TEA
2	83	LIPTON TAAZA
3	188	BROOKE BOND RED LABEL
4	235	GIRNAR
5	309	BROOKE BOND TAJ MAHAL TEA
6	404	NOVA
7	496	MOHANI TEA
8	590	SOCIETY TEA
9	776	OISHI
10	837	WAGH BAKRI
11	868	TATA AGNI

GADGETRY SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	5	APPLE iPHONE	MOBILE PHONES - SERIES
2	6	SAMSUNG	MOBILE PHONES
3	28	OPPO	MOBILE PHONES
4	30	VIVO	MOBILE PHONES
5	47	MI	MOBILE PHONES - SERIES
6	54	NOKIA	MOBILE PHONES
7	98	LG	MOBILE PHONES
8	123	LAVA	MOBILE PHONES
9	152	REDMI	MOBILE PHONES
10	155	MOTO	MOBILE PHONES
11	157	CANON	CAMERAS
12	180	RELIANCE JIO	MOBILE PHONES
13	213	MICROMAX	MOBILE PHONES
14	274	NIKON	CAMERAS
15	280	BLACKBERRY	MOBILE PHONES
16	389	HONOR	MOBILE PHONES
17	399	APPLE iPAD	TABLETS

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
18	421	RELIANCE LYF	MOBILE PHONES
19	436	SONY	CAMERAS
20	458	KODAK	CAMERAS
21	461	KARBONN	MOBILE PHONES
22	502	LENOVO	MOBILE PHONES
23	504	HTC	MOBILE PHONES
24	505	ORPAT	CALCULATOR
25	633	ASUS	MOBILE PHONES
26	652	FUJIFILM	CAMERAS
27	707	ONE PLUS	MOBILE PHONES
28	738	MOTO G	MOBILE PHONES - SERIES
29	747	GIONEE	MOBILE PHONES
30	791	SAMSUNG	TABLETS
31	824	REALME	MOBILE PHONES
32	901	INTEX	MOBILE PHONES
33	917	LEMON MOBILES	MOBILE PHONES

CALCULATOR

RANK	BTR 2019	BRAND NAME
1	505	ORPAT

CAMERAS

RANK	BTR 2019	BRAND NAME
1	157	CANON
2	274	NIKON
3	436	SONY
4	458	KODAK
5	652	FUJIFILM

MOBILE PHONES

RANK	BTR 2019	BRAND NAME
1	6	SAMSUNG
2	28	OPPO
3	30	VIVO
4	54	NOKIA
5	98	LG
6	123	LAVA
7	152	REDMI
8	155	MOTO
9	180	RELIANCE JIO
10	213	MICROMAX
11	280	BLACKBERRY
12	389	HONOR
13	421	RELIANCE LYF
14	461	KARBONN

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME
15	502	LENOVO
16	504	HTC
17	633	ASUS
18	707	ONE PLUS
19	747	GIONEE
20	824	REALME
21	901	INTEX
22	917	LEMON MOBILES

MOBILE PHONES - SERIES		
RANK	BTR 2019	BRAND NAME
1	5	APPLE IPHONE
2	47	MI
3	738	MOTO G

TABLETS		
RANK	BTR 2019	BRAND NAME
1	399	APPLE IPAD
2	791	SAMSUNG

GOVERNMENT SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	687	INDIA POST	POSTAL SERVICES

HEALTHCARE SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	91	CIPLA	PHARMACEUTICALS - INDIAN
2	159	JOHNSON & JOHNSON	HEALTHCARE - DIVERSIFIED
3	264	APOLLO HOSPITALS	HOSPITALS
4	275	FORTIS HOSPITALS	HOSPITALS
5	304	DR REDDY'S	PHARMACEUTICALS - INDIAN
6	307	DABUR	AYURVEDIC PRODUCTS
7	346	NOVARTIS	PHARMACEUTICALS - FOREIGN
8	356	DABUR	CHAWANPRASH
9	359	SUN PHARMA	PHARMACEUTICALS - INDIAN
10	381	PATANJALI	AYURVEDIC PRODUCTS

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
11	400	CROCIN	OTC
12	432	MAX HEALTHCARE	HOSPITALS
13	437	TATA MEMORIAL CENTRE	HOSPITALS
14	442	MOOV	PAIN BALM
15	453	INTAS	PHARMACEUTICALS - INDIAN
16	456	MANKIND PHARMA	PHARMACEUTICALS - INDIAN
17	460	VICKS	COUGH SUPPRESANT
18	489	GSK	PHARMACEUTICALS - FOREIGN
19	529	ABBOTT	PHARMACEUTICALS - FOREIGN
20	547	HIMALAYA	AYURVEDIC PRODUCTS
21	549	AMRUTANJAN	PAIN BALM
22	600	KEM HOSPITAL	HOSPITALS
23	602	GLENMARK	PHARMACEUTICALS - INDIAN
24	620	HAMDARD	UNANI MEDICINE
25	643	VOLINI	PAIN BALM
26	689	AIIMS	HOSPITALS
27	700	CADILA PHARMACEUTICALS	PHARMACEUTICALS - INDIAN
28	787	IODEX	PAIN BALM
29	825	AJANTA PHARMA	PHARMACEUTICALS - INDIAN
30	856	MERCK PHARMA	PHARMACEUTICALS - FOREIGN
31	887	LUPIN	PHARMACEUTICALS - INDIAN
32	899	ALKEM	PHARMACEUTICALS - INDIAN
33	934	PFIZER	PHARMACEUTICALS - FOREIGN
34	964	PARK HOSPITAL	HOSPITALS

AYURVEDIC PRODUCTS

RANK	BTR 2019	BRAND NAME
1	307	DABUR
2	381	PATANJALI
3	547	HIMALAYA

CHAWANPRASH

RANK	BTR 2019	BRAND NAME
1	356	DABUR

COUGH SUPPRESANT

RANK	BTR 2019	BRAND NAME
1	460	VICKS

CATEGORY-WISE ALL INDIA LISTINGS

HEALTHCARE - DIVERSIFIED

RANK	BTR 2019	BRAND NAME
1	159	JOHNSON & JOHNSON

HOSPITALS

RANK	BTR 2019	BRAND NAME
1	264	APOLLO HOSPITALS
2	275	FORTIS HOSPITALS
3	432	MAX HEALTHCARE
4	437	TATA MEMORIAL CENTRE
5	600	KEM HOSPITAL
6	689	AIIMS
7	964	PARK HOSPITAL

OTC

RANK	BTR 2019	BRAND NAME
1	400	CROCIN

PAIN BALM

RANK	BTR 2019	BRAND NAME
1	442	MOOV
2	549	AMRUTANJAN
3	643	VOLINI
4	787	IODEX

PHARMACEUTICALS - FOREIGN

RANK	BTR 2019	BRAND NAME
1	346	NOVARTIS
2	489	GSK
3	529	ABBOTT
4	856	MERCK PHARMA
5	934	PFIZER

PHARMACEUTICALS - INDIAN

RANK	BTR 2019	BRAND NAME
1	91	CIPLA
2	304	DR REDDY'S
3	359	SUN PHARMA
4	453	INTAS
5	456	MANKIND PHARMA
6	602	GLENMARK
7	700	CADILA PHARMACEUTICALS
8	825	AJANTA PHARMA
9	887	LUPIN
10	899	ALKEM

UNANI MEDICINE

RANK	BTR 2019	BRAND NAME
1	620	HAMDARD

CATEGORY-WISE ALL INDIA LISTINGS

HOME CARE SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	175	HINDWARE	BATH FIXTURES/SANITARYWARE
2	196	GODREJ	LOCKS
3	263	NILKAMAL	PLASTIC FURNITURE
4	353	COIR ON	MATTRESSES
5	355	SLEEPWELL	MATTRESSES
6	360	KOHLER	BATH FIXTURES/SANITARYWARE
7	373	CERA	BATH FIXTURES/SANITARYWARE
8	397	AJANTA	WALL CLOCKS
9	546	JAQUAR	BATH FIXTURES/SANITARYWARE
10	608	KURLON	MATTRESSES
11	660	PARRYWARE	BATH FIXTURES/SANITARYWARE
12	706	ROCA	BATH FIXTURES/SANITARYWARE
13	789	GROHE	BATH FIXTURES - LUXURY
14	944	CELLO	PLASTIC FURNITURE
15	992	TOTO	BATH FIXTURES/SANITARYWARE

BATH FIXTURES - LUXURY

RANK	BTR 2019	BRAND NAME
1	789	GROHE

BATH FIXTURES/SANITARYWARE

RANK	BTR 2019	BRAND NAME
1	175	HINDWARE
2	360	KOHLER
3	373	CERA
4	546	JAQUAR
5	660	PARRYWARE
6	706	ROCA
7	992	TOTO

LOCKS

RANK	BTR 2019	BRAND NAME
1	196	GODREJ

MATTRESSES

RANK	BTR 2019	BRAND NAME
1	353	COIR ON
2	355	SLEEPWELL
3	608	KURLON

CATEGORY-WISE ALL INDIA LISTINGS

PLASTIC FURNITURE

RANK	BTR 2019	BRAND NAME
1	263	NILKAMAL
2	944	CELLO

WALL CLOCKS

RANK	BTR 2019	BRAND NAME
1	397	AJANTA

HOSPITALITY SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	337	TAJ HOTELS	HOTELS - PREMIUM
2	651	HYATT	HOTELS - PREMIUM
3	696	ITC	HOTELS - PREMIUM
4	722	OBEROI	HOTELS - PREMIUM
5	970	CAMA	HOTELS
6	1000	JW MARRIOTT	HOTELS - PREMIUM

HOTELS - PREMIUM

RANK	BTR 2019	BRAND NAME
1	337	TAJ HOTELS
2	651	HYATT
3	696	ITC
4	722	OBEROI
5	1000	JW MARRIOTT

HOTELS

RANK	BTR 2019	BRAND NAME
1	970	CAMA

INTERNATIONAL BODY SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	726	UNICEF	CHILDREN'S WELFARE

CATEGORY-WISE ALL INDIA LISTINGS



INTERNET SUPER CATEGORY

RANK	BTR 2019	BRAND NAME	CATEGORY
1	4	AMAZON	ONLINE RETAILER - DIVERSIFIED
2	18	GOOGLE	INTERNET SEARCH
3	66	FACEBOOK	SOCIAL NETWORKING
4	96	HIKE	INSTANT MESSAGING SERVICE
5	138	OYO ROOMS	ONLINE HOTEL ROOM AGGREGATOR
6	174	OLA	ONLINE TAXI AGGREGATOR
7	177	FLIPKART	ONLINE RETAILER - DIVERSIFIED
8	223	LINKEDIN	SOCIAL NETWORKING
9	262	SNAPDEAL	ONLINE RETAILER - DIVERSIFIED
10	283	WHATSAPP	INSTANT MESSAGING SERVICE
11	385	INSTAGRAM	SOCIAL NETWORKING
12	480	FOODPANDA	ONLINE FOOD AGGREGATOR
13	482	TWITTER	SOCIAL NETWORKING
14	506	UBER	ONLINE TAXI AGGREGATOR
15	511	YAHOO	INTERNET SEARCH
16	536	BIG BASKET	ONLINE GROCERY RETAILER
17	552	ZOMATO	ONLINE FOOD AGGREGATOR
18	581	GMAIL	EMAIL SERVICE
19	604	PAYTM	ONLINE PAYMENT SERVICE
20	605	PAYPAL	ONLINE PAYMENT SERVICE
21	607	PLAYSTORE	APP STORE
22	670	SWIGGY	ONLINE FOOD AGGREGATOR
23	683	NAUKRI	JOB SEARCH ENGINE
24	686	MYNTRA	ONLINE RETAILER - FASHION
25	692	YOUTUBE	VIDEO-SHARING
26	712	ALIBABA	ONLINE RETAILER - DIVERSIFIED
27	714	VOOT	VIDEO STREAMING
28	751	INDIAMART	INTERNET CLASSIFIEDS SERVICE
29	768	UBER EATS	ONLINE FOOD AGGREGATOR
30	795	QUIKR	INTERNET CLASSIFIEDS SERVICE
31	829	EBAY	ONLINE RETAILER - DIVERSIFIED
32	873	BAIDU	INTERNET SEARCH

APP STORE

RANK	BTR 2019	BRAND NAME
1	607	GOOGLE PLAYSTORE

EMAIL SERVICE

RANK	BTR 2019	BRAND NAME
1	581	GMAIL

CATEGORY-WISE ALL INDIA LISTINGS

INSTANT MESSAGING SERVICE

RANK	BTR 2019	BRAND NAME
1	96	HIKE
2	283	WHATSAPP

INTERNET CLASSIFIEDS SERVICE

RANK	BTR 2019	BRAND NAME
1	751	INDIAMART
2	795	QUIKR

INTERNET SEARCH

RANK	BTR 2019	BRAND NAME
1	18	GOOGLE
2	511	YAHOO
3	873	BAIDU

JOB SEARCH ENGINE

RANK	BTR 2019	BRAND NAME
1	683	NAUKRI

ONLINE FOOD AGGREGATOR

RANK	BTR 2019	BRAND NAME
1	480	FOODPANDA
2	552	ZOMATO
3	670	SWIGGY
4	768	UBER EATS

ONLINE GROCERY RETAILER

RANK	BTR 2019	BRAND NAME
1	536	BIG BASKET

ONLINE HOTEL ROOM AGGREGATOR

RANK	BTR 2019	BRAND NAME
1	138	OYO ROOMS

ONLINE PAYMENT SERVICE

RANK	BTR 2019	BRAND NAME
1	604	PAYTM
2	605	PAYPAL

ONLINE RETAILER - DIVERSIFIED

RANK	BTR 2019	BRAND NAME
1	4	AMAZON
2	177	FLIPKART
3	262	SNAPDEAL
4	712	ALIBABA
5	829	EBAY

ONLINE RETAILER - FASHION

RANK	BTR 2019	BRAND NAME
1	686	MYNTRA

ONLINE TAXI AGGREGATOR

RANK	BTR 2019	BRAND NAME
1	174	OLA
2	506	UBER

CATEGORY-WISE ALL INDIA LISTINGS

SOCIAL NETWORKING

RANK	BTR 2019	BRAND NAME
1	66	FACEBOOK
2	223	LINKEDIN
3	385	INSTAGRAM
4	482	TWITTER

VIDEO STREAMING

RANK	BTR 2019	BRAND NAME
1	714	VOOT

VIDEO-SHARING

RANK	BTR 2019	BRAND NAME
1	692	YOUTUBE

KITCHEN CARE SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	288	PRESTIGE	COOKWARE
2	329	HAWKINS	COOKWARE
3	508	HAMILTON	KITCHEN PRODUCTS
4	542	PREETHI	KITCHEN APPLIANCES
5	843	NIRLEP	COOKWARE

COOKWARE

RANK	BTR 2019	BRAND NAME
1	288	PRESTIGE
2	329	HAWKINS
3	843	NIRLEP

KITCHEN APPLIANCES

RANK	BTR 2019	BRAND NAME
1	542	PREETHI

KITCHEN PRODUCTS

RANK	BTR 2019	BRAND NAME
1	508	HAMILTON

CATEGORY-WISE ALL INDIA LISTINGS



MANUFACTURING SUPER CATEGORY

RANK	BTR 2019	BRAND NAME	CATEGORY
1	84	TATA STEEL	METAL
2	172	ASIAN PAINTS	PAINTS
3	206	ACC CEMENT	CEMENT
4	220	AMBUJA CEMENT	CEMENT
5	230	BINANI CEMENT	CEMENT
6	305	BIRLA CEMENT	CEMENT
7	330	BERGER PAINTS	PAINTS
8	347	ATLAS CYCLES	BICYCLES
9	362	JINDAL STEEL	METAL
10	374	TATA CHEMICALS	DIVERSIFIED
11	439	HERO CYCLES	BICYCLES
12	550	NEROLAC	PAINTS
13	569	SURYA CEMENT	CEMENT
14	599	LIVA	MAN-MADE FABRIC
15	622	BAYER	AGROCHEMICALS
16	636	CENTURYPLY	PLYWOOD
17	642	IFFCO	FERTILIZER
18	646	KIRLOSKAR BROTHERS	PUMPS
19	650	KONE	ELEVATORS
20	743	BOEING	AIRCRAFTS
21	766	JK CEMENT	CEMENT
22	802	FINOLEX	WIRES
23	805	NARMADA	CEMENT
24	832	JK LAKSHMI CEMENT	CEMENT
25	870	LAFARGE	CEMENT
26	903	DULUX	PAINTS
27	946	SINTEX	WATER STORAGE SOLUTIONS
28	962	HERCULES	BICYCLES
29	994	ASTRAL	PIPES

AGROCHEMICALS

RANK	BTR 2019	BRAND NAME
1	622	BAYER

CEMENT

RANK	BTR 2019	BRAND NAME
1	206	ACC CEMENT

RANK	BTR 2019	BRAND NAME
2	220	AMBUJA CEMENT
3	230	BINANI CEMENT
4	305	BIRLA CEMENT
5	569	SURYA CEMENT
6	766	JK CEMENT
7	805	NARMADA
8	832	JK LAKSHMI CEMENT
9	870	LAFARGE

CATEGORY-WISE ALL INDIA LISTINGS

PAINTS

RANK	BTR 2019	BRAND NAME
1	172	ASIAN PAINTS
2	330	BERGER PAINTS
3	550	NEROLAC
4	903	DULUX

BICYCLES

RANK	BTR 2019	BRAND NAME
1	347	ATLAS CYCLES
2	439	HERO CYCLES
3	962	HERCULES

METAL

RANK	BTR 2019	BRAND NAME
1	84	TATA STEEL
2	362	JINDAL STEEL

MANUFACTURING - OTHERS

RANK	BTR 2019	BRAND NAME
1	374	TATA CHEMICALS
2	599	LIVA
3	636	CENTURYPLY
4	642	IFFCO
5	646	KIRLOSKAR BROTHERS
6	650	KONE
7	743	BOEING
8	802	FINOLEX
9	946	SINTEX
10	994	ASTRAL

MEDIA - PRINT SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	142	THE TIMES OF INDIA	NEWSPAPER - ENGLISH
2	291	HINDUSTAN TIMES	NEWSPAPER - ENGLISH
3	448	HINDUSTAN	NEWSPAPER - HINDI
4	474	THE HINDU	NEWSPAPER - ENGLISH
5	519	LOKSATTA	NEWSPAPER - MARATHI
6	680	NAVBHARAT TIMES	NEWSPAPER - HINDI
7	698	FEMINA	MAGAZINE - ENGLISH
8	754	DAILY THANTHI	NEWSPAPER - TAMIL
9	786	THE ECONOMIC TIMES	ENGLISH FINANCIAL
10	796	DNA	NEWSPAPER - ENGLISH
11	840	HITAVADA	NEWSPAPER - ENGLISH
12	948	MAHARASHTRA TIMES	NEWSPAPER - MARATHI

CATEGORY-WISE ALL INDIA LISTINGS

ENGLISH FINANCIAL

RANK	BTR 2019	BRAND NAME
1	786	THE ECONOMIC TIMES

MAGAZINE - ENGLISH

RANK	BTR 2019	BRAND NAME
1	698	FEMINA

NEWSPAPER - ENGLISH

RANK	BTR 2019	BRAND NAME
1	142	THE TIMES OF INDIA
2	291	HINDUSTAN TIMES
3	474	THE HINDU
4	796	DNA
5	840	HITAVADA

NEWSPAPER - HINDI

RANK	BTR 2019	BRAND NAME
1	448	HINDUSTAN
2	680	NAVBHARAT TIMES

NEWSPAPER - MARATHI

RANK	BTR 2019	BRAND NAME
1	519	LOKSATTA
2	948	MAHARASHTRA TIMES

NEWSPAPER - TAMIL

RANK	BTR 2019	BRAND NAME
1	754	DAILY THANTHI

MEDIA - TV SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	183	AAJ TAK	HINDI NEWS
2	199	ABP NEWS	HINDI NEWS
3	271	INDIA TV	HINDI NEWS
4	296	NDTV INDIA	HINDI NEWS
5	348	DISCOVERY	FACTUAL ENTERTAINMENT
6	375	STAR PLUS	HINDI GEC
7	402	ZEE NEWS	HINDI NEWS
8	429	DISNEY	KIDS GEC
9	443	INDIA TODAY	ENGLISH NEWS

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
10	609	ZEE CLASSIC	HINDI MOVIE CHANNEL
11	677	ZEE TV	HINDI GEC
12	799	REPUBLIC	ENGLISH NEWS
13	809	COLORS	HINDI GEC
14	861	MTV	MUSIC CHANNEL
15	938	SONY	CHANNEL CLUSTER
16	958	BBC	INTERNATIONAL NEWS CHANNEL

CHANNEL CLUSTER

RANK	BTR 2019	BRAND NAME
1	938	SONY

KIDS GEC

RANK	BTR 2019	BRAND NAME
1	429	DISNEY

ENGLISH NEWS

RANK	BTR 2019	BRAND NAME
1	443	INDIA TODAY
2	799	REPUBLIC

FACTUAL ENTERTAINMENT

RANK	BTR 2019	BRAND NAME
1	348	DISCOVERY

HINDI MOVIE CHANNEL

RANK	BTR 2019	BRAND NAME
1	609	ZEE CLASSIC

HINDI GEC

RANK	BTR 2019	BRAND NAME
1	375	STAR PLUS
2	677	ZEE TV
3	809	COLORS

HINDI NEWS

RANK	BTR 2019	BRAND NAME
1	183	AAJ TAK
2	199	ABP NEWS
3	271	INDIA TV
4	296	NDTV INDIA
5	402	ZEE NEWS

INTERNATIONAL NEWS CHANNEL

RANK	BTR 2019	BRAND NAME
1	958	BBC

MUSIC CHANNEL

RANK	BTR 2019	BRAND NAME
1	861	MTV

CATEGORY-WISE ALL INDIA LISTINGS

NGO SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	293	TATA TRUSTS	NGO
2	495	BHARTI FOUNDATION	NGO
3	557	RELIANCE FOUNDATION	NGO
4	746	ART OF LIVING	NGO

PERSONAL ACCESSORIES SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	14	TANISHQ	JEWELLERY
2	19	BATA	FOOTWEAR
3	35	ADIDAS	SPORTSWEAR
4	36	NIKE	SPORTSWEAR
5	39	TITAN	WATCHES
6	80	PUMA	SPORTSWEAR
7	114	LOTTO	FOOTWEAR
8	130	REEBOK	SPORTSWEAR
9	169	RAYBAN	EYEWEAR
10	187	SONATA	WATCHES
11	232	RADO	LUXURY WATCHES
12	240	ACTION	FOOTWEAR
13	245	P C CHANDRA JEWELLERS	JEWELLERY
14	246	VIP	LUGGAGE/BAGS
15	249	ROLEX	LUXURY WATCHES
16	266	WOODLAND	FOOTWEAR
17	298	TIMEX	WATCHES
18	308	HMT	WATCHES
19	336	KALYAN JEWELLERS	JEWELLERY
20	342	CAMPUS	FOOTWEAR
21	361	QUARTZ	WATCHES
22	380	AMERICAN TOURISTER	LUGGAGE/BAGS
23	386	SKYBAGS	LUGGAGE/BAGS
24	403	SEIKO	WATCHES
25	433	CITIZEN	WATCHES
26	446	KHADIM'S	FOOTWEAR
27	452	PARAGON	FOOTWEAR

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
28	487	CASIO	WATCHES
29	491	METRO	FOOTWEAR
30	517	HUSH PUPPIES	FOOTWEAR
31	521	MOCHI	FOOTWEAR
32	586	REDTAPE	FOOTWEAR
33	615	RED CHIEF	FOOTWEAR
34	644	G-SHOCK	WATCHES
35	647	PC JEWELLER	JEWELLERY
36	674	SPARX	FOOTWEAR
37	679	ALLEN COOPER	FOOTWEAR
38	693	AJANTA	FOOTWEAR
39	704	SAMSONITE	LUGGAGE/BAGS
40	725	CATWALK	FOOTWEAR
41	817	JORDAN SHOES	FOOTWEAR
42	820	OMEGA	WATCHES
43	892	OKJ	JEWELLERY
44	905	NAKSHATRA	JEWELLERY
45	923	PP JEWELLERS	JEWELLERY
46	956	K C PAUL	UMBRELLA
47	977	AERIAL	WATCHES
48	980	CHAMPION	FOOTWEAR
49	996	SENCO GOLD	JEWELLERY

EYEWEAR

RANK	BTR 2019	BRAND NAME
1	169	RAYBAN

FOOTWEAR

RANK	BTR 2019	BRAND NAME
1	19	BATA
2	114	LOTTO
3	240	ACTION
4	266	WOODLAND
5	342	CAMPUS

RANK	BTR 2019	BRAND NAME
6	446	KHADIM'S
7	452	PARAGON
8	491	METRO
9	517	HUSH PUPPIES
10	521	MOCHI
11	586	REDTAPE
12	615	RED CHIEF
13	674	SPARX
14	679	ALLEN COOPER
15	693	AJANTA
16	725	CATWALK
17	817	JORDAN SHOES
18	980	CHAMPION

CATEGORY-WISE ALL INDIA LISTINGS

JEWELLERY

RANK	BTR 2019	BRAND NAME
1	14	TANISHQ
2	245	P C CHANDRA JEWELLERS
3	336	KALYAN JEWELLERS
4	647	PC JEWELLER
5	892	OKJ
6	905	NAKSHATRA
7	923	PP JEWELLERS
8	996	SENCO GOLD

LUGGAGE/BAGS

RANK	BTR 2019	BRAND NAME
1	246	VIP
2	380	AMERICAN TOURISTER
3	386	SKYBAGS
4	704	SAMSONITE

LUXURY WATCHES

RANK	BTR 2019	BRAND NAME
1	232	RADO
2	249	ROLEX

SPORTSWEAR

RANK	BTR 2019	BRAND NAME
1	35	ADIDAS
2	36	NIKE
3	80	PUMA
4	130	REEBOK

UMBRELLA

RANK	BTR 2019	BRAND NAME
1	956	K C PAUL

WATCHES

RANK	BTR 2019	BRAND NAME
1	39	TITAN
2	187	SONATA
3	298	TIMEX
4	308	HMT
5	361	QUARTZ
6	403	SEIKO
7	433	CITIZEN
8	487	CASIO
9	644	G-SHOCK
10	820	OMEGA
11	977	AERIAL

REAL ESTATE SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	317	GODREJ PROPERTIES	DIVERSIFIED
2	418	DLF	DIVERSIFIED
3	860	HIRANANDANI	DIVERSIFIED

CATEGORY-WISE ALL INDIA LISTINGS

DIVERSIFIED

RANK	BTR 2019	BRAND NAME
1	317	GODREJ PROPERTIES
2	418	DLF
3	860	HIRANANDANI

RETAIL SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	82	KFC	QSR
2	88	BIG BAZAAR	HYPERMARKET - INDIAN
3	100	ZARA	FAST FASHION
4	102	MCDONALD'S	QSR
5	103	DOMINO'S	QSR
6	117	GODREJ INTERIO	FURNITURE
7	241	CAFE COFFEE DAY	CAFÉ
8	242	PIZZA HUT	QSR
9	279	PANTALOONS	FASHION
10	281	D MART	HYPERMARKET - INDIAN
11	316	BIKANER	DINER/RESTAURANT
12	326	LENSKART	EYEWEAR
13	335	FOREVER 21	FAST FASHION
14	369	SAGAR RATNA	DINER/RESTAURANT
15	382	ARCHIES	GREETING CARDS AND GIFTS
16	387	HALDIRAM'S	DINER/RESTAURANT
17	430	SUBWAY	QSR
18	493	WALMART	HYPERMARKET - FOREIGN
19	525	SHOPPERS STOP	DEPARTMENTAL STORE - FASHION & BEAUTY
20	533	MORE	HYPERMARKET - INDIAN
21	555	LIFESTYLE	FASHION
22	572	BURGER KING	QSR
23	592	ALFA STORE	GENERAL
24	623	IKEA	FURNITURE
25	648	MONGINIS	CAKE SHOP
26	654	CROMA	CONSUMER ELECTRONICS

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
27	708	GAP	FAST FASHION
28	742	EASY DAY	HYPERMARKET - INDIAN
29	762	SPENCER'S	HYPERMARKET - INDIAN
30	785	KUTCHI KING	QSR - INDIAN
31	806	MAX	FAST FASHION
32	835	BRAND FACTORY	FASHION DISCOUNT
33	845	RELIANCE DIGITAL	CONSUMER ELECTRONICS
34	858	MOS BURGER	QSR
35	910	SUGAR & SPICE	DINER/RESTAURANT
36	913	COSTCO	HYPERMARKET - FOREIGN
37	915	STARBUCKS	CAFÉ
38	925	ENRICH	SALON
39	926	VISHAL MEGAMART	HYPERMARKET - INDIAN
40	941	DURIAN	FURNITURE
41	985	WOOLWORTHS	HYPERMARKET - FOREIGN

CAFÉ

RANK	BTR 2019	BRAND NAME
1	241	CAFE COFFEE DAY
2	915	STARBUCKS

CAKE SHOP

RANK	BTR 2019	BRAND NAME
1	648	MONGINIS

CONSUMER ELECTRONICS

RANK	BTR 2019	BRAND NAME
1	654	CROMA
2	845	RELIANCE DIGITAL

DINER/RESTAURANT

RANK	BTR 2019	BRAND NAME
1	316	BIKANER
2	369	SAGAR RATNA
3	387	HALDIRAM'S
4	910	SUGAR & SPICE

EYEWEAR

RANK	BTR 2019	BRAND NAME
1	326	LENSKART

FASHION

RANK	BTR 2019	BRAND NAME
1	279	PANTALOONS
2	555	LIFESTYLE

CATEGORY-WISE ALL INDIA LISTINGS

FASHION DISCOUNT

RANK	BTR 2019	BRAND NAME
1	835	BRAND FACTORY

FAST FASHION

RANK	BTR 2019	BRAND NAME
1	100	ZARA
2	335	FOREVER 21
3	708	GAP
4	806	MAX

FURNITURE

RANK	BTR 2019	BRAND NAME
1	117	GODREJ INTERIO
2	623	IKEA
3	941	DURIAN

GENERAL

RANK	BTR 2019	BRAND NAME
1	592	ALFA STORE

GREETING CARDS AND GIFTS

RANK	BTR 2019	BRAND NAME
1	382	ARCHIES

HYPERMARKET - FOREIGN

RANK	BTR 2019	BRAND NAME
1	493	WALMART
2	913	COSTCO
3	985	WOOLWORTHS

HYPERMARKET - INDIAN

RANK	BTR 2019	BRAND NAME
1	88	BIG BAZAAR
2	281	D MART
3	533	MORE
4	742	EASY DAY
5	762	SPENCER'S
6	926	VISHAL MEGAMART

DEPARTMENTAL STORE - FASHION & BEAUTY

RANK	BTR 2019	BRAND NAME
1	525	SHOPPERS STOP

QSR

RANK	BTR 2019	BRAND NAME
1	82	KFC
2	102	MCDONALD'S
3	103	DOMINO'S
4	242	PIZZA HUT
5	430	SUBWAY
6	572	BURGER KING
7	858	MOS BURGER

QSR - INDIAN

RANK	BTR 2019	BRAND NAME
1	785	KUTCHI KING

SALON

RANK	BTR 2019	BRAND NAME
1	925	ENRICH

CATEGORY-WISE ALL INDIA LISTINGS

SERVICES SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	195	IBM	PROFESSIONAL SERVICES
2	312	BLUE DART	EXPRESS SERVICES - INDIAN
3	325	DTDC	EXPRESS SERVICES - INDIAN
4	498	FEDEX	EXPRESS SERVICES - FOREIGN
5	526	DHL	EXPRESS SERVICES - FOREIGN
6	639	FIRST FLIGHT COURIERS	EXPRESS SERVICES - INDIAN
7	723	UPS	EXPRESS SERVICES - FOREIGN
8	862	ACCENTURE	PROFESSIONAL SERVICES
9	972	GATI	EXPRESS SERVICES - INDIAN

EXPRESS SERVICES - FOREIGN

RANK	BTR 2019	BRAND NAME
1	498	FEDEX
2	526	DHL
3	723	UPS

EXPRESS SERVICES - INDIAN

RANK	BTR 2019	BRAND NAME
1	312	BLUE DART
2	325	DTDC
3	639	FIRST FLIGHT COURIERS
4	972	GATI

PROFESSIONAL SERVICES

RANK	BTR 2019	BRAND NAME
1	195	IBM
2	862	ACCENTURE

SPORTS SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	583	BARCELONA	FOOTBALL FRANCHISEE
2	963	IPL	CRICKET LEAGUE

CATEGORY-WISE ALL INDIA LISTINGS

CRICKET LEAGUE

RANK	BTR 2019	BRAND NAME
1	963	IPL

FOOTBALL FRANCHISEE

RANK	BTR 2019	BRAND NAME
1	583	BARCELONA

STATIONERY SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	45	NATARAJ	WRITING ACCESSORIES
2	124	APSARA	WRITING ACCESSORIES
3	256	MONTEX	WRITING ACCESSORIES
4	294	CELLO	WRITING ACCESSORIES
5	297	PARKER	PREMIUM WRITING ACCESSORIES
6	332	CAMLIN	DIVERSIFIED
7	485	LEXI PENS	WRITING ACCESSORIES
8	554	JK	PAPER
9	616	REYNOLDS	WRITING ACCESSORIES
10	665	CAMEL	WRITING ACCESSORIES
11	710	NAVNEET	NOTEBOOKS
12	757	ITC PAPERBOARDS	PAPER
13	851	SIGNAC MONTE CARLO	WRITING ACCESSORIES

DIVERSIFIED

RANK	BTR 2019	BRAND NAME
1	332	CAMLIN

NOTEBOOKS

RANK	BTR 2019	BRAND NAME
1	710	NAVNEET

CATEGORY-WISE ALL INDIA LISTINGS

PAPER

RANK	BTR 2019	BRAND NAME
1	554	JK
2	757	ITC PAPERBOARDS

PREMIUM WRITING ACCESSORIES

RANK	BTR 2019	BRAND NAME
1	297	PARKER

WRITING ACCESSORIES

RANK	BTR 2019	BRAND NAME
1	45	NATARAJ
2	124	APSARA
3	256	MONTEX
4	294	CELLO
5	485	LEXI PENS
6	616	REYNOLDS
7	665	CAMEL
8	851	SIGNAC MONTE CARLO

TECHNOLOGY SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	1	DELL	LAPTOPS
2	34	HEWLETT PACKARD	LAPTOPS
3	58	APPLE MACBOOK	LAPTOPS
4	68	LENOVO	LAPTOPS
5	72	ACER	LAPTOPS
6	97	MICROSOFT	SOFTWARE PRODUCTS
7	115	DELL	PERSONAL COMPUTER
8	121	TCS	SOFTWARE SERVICES
9	191	HCL	PERSONAL TECHNOLOGY
10	208	INFOSYS	SOFTWARE SERVICES
11	259	WIPRO	SOFTWARE SERVICES
12	310	ORACLE	SOFTWARE PRODUCTS
13	311	INTEL	SEMICONDUCTOR
14	322	HP	PRINTERS
15	327	CISCO	NETWORKS - DIVERSIFIED
16	426	LG	LAPTOPS
17	451	CANON	PRINTERS
18	477	SAMSUNG	LAPTOPS
19	484	BESTON	MULTIMEDIA SPEAKERS
20	492	TOSHIBA	LAPTOPS

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
21	515	HCL	LAPTOPS
22	540	IBALL	LAPTOPS
23	566	ASUS	LAPTOPS
24	587	HEWLETT PACKARD	PERSONAL TECHNOLOGY
25	614	SONY VAIO	LAPTOPS
26	631	SIEMENS	INSTRUMENTATION & ELECTRICALS
27	667	ASUS	PERSONAL TECHNOLOGY
28	705	BROTHER	PRINTERS
29	718	COMPAQ	PERSONAL TECHNOLOGY
30	756	AVAST	SOFTWARE PRODUCTS
31	764	SAP	SOFTWARE PRODUCTS
32	867	FUJITSU	SOFTWARE SERVICES

PERSONAL COMPUTER

RANK	BTR 2019	BRAND NAME
1	115	DELL

INSTRUMENTATION & ELECTRICALS

RANK	BTR 2019	BRAND NAME
1	631	SIEMENS

LAPTOPS

RANK	BTR 2019	BRAND NAME
1	1	DELL
2	34	HEWLETT PACKARD
3	58	APPLE MACBOOK
4	68	LENOVO
5	72	ACER
6	426	LG

RANK	BTR 2019	BRAND NAME
7	477	SAMSUNG
8	492	TOSHIBA
9	515	HCL
10	540	IBALL
11	566	ASUS
12	614	SONY VAIO

MULTIMEDIA SPEAKERS

RANK	BTR 2019	BRAND NAME
1	484	BESTON

NETWORKS - DIVERSIFIED

RANK	BTR 2019	BRAND NAME
1	327	CISCO

CATEGORY-WISE ALL INDIA LISTINGS

PERSONAL TECHNOLOGY

RANK	BTR 2019	BRAND NAME
1	191	HCL
2	587	HEWLETT PACKARD
3	667	ASUS
4	718	COMPAQ

SOFTWARE PRODUCTS

RANK	BTR 2019	BRAND NAME
1	97	MICROSOFT
2	310	ORACLE
3	756	AVAST
4	764	SAP

PRINTERS

RANK	BTR 2019	BRAND NAME
1	322	HP
2	451	CANON
3	705	BROTHER

SOFTWARE SERVICES

RANK	BTR 2019	BRAND NAME
1	121	TCS
2	208	INFOSYS
3	259	WIPRO
4	867	FUJITSU

SEMICONDUCTOR

RANK	BTR 2019	BRAND NAME
1	311	INTEL

TELECOM SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	11	AIRTEL	MOBILE SERVICE PROVIDER
2	17	RELIANCE JIO	MOBILE SERVICE PROVIDER
3	32	VODAFONE-IDEA	MOBILE SERVICE PROVIDER
4	87	RELIANCE JIO	SERVICES - DIVERSIFIED
5	118	BSNL	MOBILE SERVICE PROVIDER
6	315	TATA DOCOMO	MOBILE SERVICE PROVIDER
7	447	RELIANCE COMMUNICATION	MOBILE SERVICE PROVIDER
8	528	AT&T	BACKBONE INFRASTRUCTURE
9	561	AIRCEL	MOBILE SERVICE PROVIDER

CATEGORY-WISE ALL INDIA LISTINGS

RANK	BTR 2019	BRAND NAME	CATEGORY
10	727	VERIZON	DIVERSIFIED
11	921	BT GROUP	MOBILE SERVICE PROVIDER
12	974	MTS	MOBILE SERVICE PROVIDER
13	983	HUAWEI	DIVERSIFIED

BACKBONE INFRASTRUCTURE			
RANK	BTR 2019	BRAND NAME	CATEGORY
1	528	AT&T	

DIVERSIFIED			
RANK	BTR 2019	BRAND NAME	CATEGORY
1	727	VERIZON	
2	983	HUAWEI	

MOBILE SERVICE PROVIDER			
RANK	BTR 2019	BRAND NAME	CATEGORY
1	11	AIRTEL	
2	17	RELIANCE JIO	
3	32	VODAFONE-IDEA	
4	118	BSNL	
5	315	TATA DOCOMO	
6	447	RELIANCE COMMUNICATION	
7	561	AIRCEL	
8	921	BT GROUP	
9	974	MTS	

SERVICES - DIVERSIFIED			
RANK	BTR 2019	BRAND NAME	CATEGORY
1	87	RELIANCE JIO	

TRANSPORTATION SUPER CATEGORY



RANK	BTR 2019	BRAND NAME	CATEGORY
1	268	AIR INDIA	GOVERNMENT AIRLINES
2	431	INDIGO AIRLINES	AIRLINES - INDIAN
3	440	JET AIRWAYS	AIRLINES - INDIAN
4	630	BEST	GOVERNMENT BUS SERVICE
5	701	GO AIR	AIRLINES - INDIAN
6	711	VISTARA	AIRLINES - INDIAN
7	783	LUFTHANSA	AIRLINES - FOREIGN
8	793	MERU	CAB SERVICE
9	810	BRITISH AIRWAYS	AIRLINES - FOREIGN

CATEGORY-WISE ALL INDIA LISTINGS

AIRLINES - FOREIGN

RANK	BTR 2019	BRAND NAME
1	783	LUFTHANSA
2	810	BRITISH AIRWAYS

AIRLINES - INDIAN

RANK	BTR 2019	BRAND NAME
1	431	INDIGO AIRLINES
2	440	JET AIRWAYS
3	701	GO AIR
4	711	VISTARA

CAB SERVICE

RANK	BTR 2019	BRAND NAME
1	793	MERU

GOVERNMENT AIRLINES

RANK	BTR 2019	BRAND NAME
1	268	AIR INDIA

GOVERNMENT BUS SERVICE

RANK	BTR 2019	BRAND NAME
1	630	BEST



07

**ALL INDIA LISTINGS
OF INDIA'S 1000
MOST TRUSTED
BRANDS**

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS



Reving up to the top



2019 Trust 5th
2018 121th
2017 265th
climbs rapidly

Nine year trust leader in banking



20 years trusted heera



2017 → 2018 → 2019
374th → 96th → 23rd
Stealth mode super-performer

Leader for 8 out of nine years



Sporting success duo



BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
1	DELL	TECHNOLOGY	LAPTOPS
2	JEEP	AUTOMOBILE	FOUR WHEELER - MFR.
3	LIC	BFSI	LIFE INSURANCE - PSU
4	AMAZON	INTERNET	ONLINE RETAILER - DIVERSIFIED
5	APPLE iPhone	GADGETRY	MOBILE PHONE - SERIES
6	SAMSUNG	GADGETRY	MOBILE PHONES
7	LG	CONSUMER ELECTRONICS	TELEVISIONS
8	AVIVA LIFE INSURANCE	BFSI	LIFE INSURANCE - PRIVATE
9	MARUTI SUZUKI	AUTOMOBILE	FOUR WHEELER - MFR.
10	STATE BANK OF INDIA	BFSI	BANK - PSU
11	AIRTEL	TELECOM	MOBILE SERVICE PROVIDER
12	AMERICAN EXPRESS	BFSI	CREDIT CARD
13	DOVE	FMCG	SOAP
14	TANISHQ	PERSONAL ACCESSORIES	JEWELLERY
15	KANGAROO KIDS	EDUCATION	PRE-SCHOOL
16	AMUL	FOOD & BEVERAGE	MILK
17	RELIANCE JIO	TELECOM	MOBILE SERVICE PROVIDER
18	GOOGLE	INTERNET	INTERNET SEARCH
19	BATA	PERSONAL ACCESSORIES	FOOTWEAR
20	SONY	CONSUMER ELECTRONICS	TELEVISIONS
21	COLGATE	FMCG	ORAL HYGIENE
22	HONDA	AUTOMOBILE	TWO WHEELER - MFR.
23	OTTO	APPARELS	MENSWEAR
24	MUTHOOT FINANCE	BFSI	FINANCIAL SERVICES
25	ANANDA DAIRY	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
26	HYUNDAI	AUTOMOBILE	FOUR WHEELER - MFR.
27	ICICI BANK	BFSI	BANK - PRIVATE
28	OPPO	GADGETRY	MOBILE PHONES
29	DETTOL	FMCG	ANTISEPTIC PRODUCTS
30	VIVO	GADGETRY	MOBILE PHONES
31	SAMSUNG	CONSUMER ELECTRONICS	TELEVISIONS
32	VODAFONE-IDEA	TELECOM	MOBILE SERVICE PROVIDER
33	HDFC BANK	BFSI	BANK - PRIVATE
34	HEWLETT PACKARD	TECHNOLOGY	LAPTOPS
35	ADIDAS	PERSONAL ACCESSORIES	SPORTSWEAR
36	NIKE	PERSONAL ACCESSORIES	SPORTSWEAR
37	FORD	AUTOMOBILE	FOUR WHEELER - MFR.
38	BISLERI	FOOD & BEVERAGE	PACKAGED DRINKING WATER
39	TITAN	PERSONAL ACCESSORIES	WATCHES
40	BRITANNIA	FOOD & BEVERAGE	BISCUITS

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

Loses top Apparel slot held for 8 years



Third year leader in Consumer Electronics

SAMSUNG



Audi-BMW-Merc battle continues



FA bites the tail of 4yr leader - Fogg



One & only butter brand

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
41	HONDA	AUTOMOBILE	FOUR WHEELER - MFR.
42	TVS	AUTOMOBILE	TWO WHEELER - MFR.
43	LAKME	FMCG	COSMETICS
44	POND'S	FMCG	COSMETICS
45	NATARAJ	STATIONERY	WRITING ACCESSORIES
46	LUX	FMCG	SOAP
47	MI	GADGETRY	MOBILE PHONES - SERIES
48	RAYMOND	APPARELS	FABRICS TO BRANDS
49	GODREJ	FMCG	DIVERSIFIED
50	AUDI	AUTOMOBILE	FOUR WHEELER - LUXURY
51	RIN	FMCG	FABRICARE
52	ITC	DIVERSIFIED	DIVERSIFIED
53	TATA SALT	FOOD & BEVERAGE	SALT
54	NOKIA	GADGETRY	MOBILE PHONES
55	COCA-COLA	FOOD & BEVERAGE	AERATED BEVERAGES
56	BAJAJ AUTO	AUTOMOBILE	TWO WHEELER - MFR.
57	CADBURY'S	FOOD & BEVERAGE	DIVERSIFIED
58	APPLE MACBOOK	TECHNOLOGY	LAPTOPS
59	SAMSUNG	CONSUMER ELECTRONICS	DIVERSIFIED
60	HERO MOTOCORP	AUTOMOBILE	TWO WHEELER - MFR.
61	BAJAJ	DIVERSIFIED	DIVERSIFIED
62	HIMALAYA	FMCG	SOAP - AYURVEDIC
63	DAIKIN	CONSUMER ELECTRONICS	AIR CONDITIONERS
64	NIVEA	FMCG	SOAP
65	BMW	AUTOMOBILE	FOUR WHEELER - LUXURY
66	FACEBOOK	INTERNET	SOCIAL NETWORKING
67	MERCEDES BENZ	AUTOMOBILE	FOUR WHEELER - LUXURY
68	LENOVO	TECHNOLOGY	LAPTOPS
69	TATA	DIVERSIFIED	DIVERSIFIED
70	FOGG	FMCG	DEO/PERFUME
71	FA	FMCG	DEO/PERFUME
72	ACER	TECHNOLOGY	LAPTOPS
73	L'OREAL	FMCG	HAIRCARE
74	AMUL	FOOD & BEVERAGE	BUTTER
75	AXIS BANK	BFSI	BANK - PRIVATE
76	HONDA ACTIVA	AUTOMOBILE	SCOOTER
77	TATA MOTORS	AUTOMOBILE	FOUR WHEELER - MFR.
78	BRU	FOOD & BEVERAGE	INSTANT COFFEE
79	TATA TEA	FOOD & BEVERAGE	TEA
80	PUMA	PERSONAL ACCESSORIES	SPORTSWEAR

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

Up on numbers, yet only 2nd on trust



I ♥ Lee

Lee is zee leader



Nine year topper, jumps 53 ranks



Hikes up by 639 ranks



Burger Vs Pizza Prizefight

Leads list 4th year in a row

fastrack



Fragrant delight from 646th to 110th rank



Leads furniture after a gap year

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
81	PEPSI	FOOD & BEVERAGE	AERATED BEVERAGES
82	KFC	RETAIL	QSR
83	LIPTON TAAZA	FOOD & BEVERAGE	TEA
84	TATA STEEL	MANUFACTURING	METAL
85	GODREJ	CONSUMER ELECTRONICS	REFRIGERATORS
86	PATANJALI	FMCG	DIVERSIFIED
87	RELIANCE JIO	TELECOM	SERVICES - DIVERSIFIED
88	BIG BAZAAR	RETAIL	HYPERMARKET - INDIAN
89	LEE	APPARELS	CASUALWEAR
90	BLACKBERRYS	APPARELS	MENSWEAR
91	CIPLA	HEALTHCARE	PHARMACEUTICALS - INDIAN
92	SONY	CONSUMER ELECTRONICS	DIVERSIFIED
93	LEVI'S	APPARELS	CASUALWEAR
94	NESTLE MAGGI	FOOD & BEVERAGE	INSTANT NOODLES
95	CEAT	AUTOMOBILE - RELATED	TYRES
96	HIKE	INTERNET	INSTANT MESSAGING SERVICE
97	MICROSOFT	TECHNOLOGY	SOFTWARE PRODUCTS
98	LG	GADGETRY	MOBILE PHONES
99	RELIANCE	DIVERSIFIED	DIVERSIFIED
100	ZARA	RETAIL	FAST FASHION
101	ARIEL	FMCG	FABRICARE
102	MCDONALD'S	RETAIL	QSR
103	DOMINO'S	RETAIL	QSR
104	LG	CONSUMER ELECTRONICS	REFRIGERATORS
105	CLINIC PLUS	FMCG	HAIRCARE
106	FASTRACK	BRANDED FASHION	BRANDED FASHION
107	MRF	AUTOMOBILE - RELATED	TYRES
108	AMUL	FOOD & BEVERAGE	DIVERSIFIED
109	HORLICKS	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
110	INDIA GATE BASMATI	FOOD & BEVERAGE	PACKAGED RICE
111	MANGO FROOTI	FOOD & BEVERAGE	NON-AERATED BEVERAGES
112	DABUR HONEY	FOOD & BEVERAGE	HONEY
113	KOTAK MAHINDRA BANK	BFSI	BANK - PRIVATE
114	LOTTO	PERSONAL ACCESSORIES	FOOTWEAR
115	DELL	TECHNOLOGY	PERSONAL COMPUTER
116	PANASONIC	CONSUMER ELECTRONICS	TELEVISIONS
117	GODREJ INTERIO	RETAIL	FURNITURE
118	BSNL	TELECOM	MOBILE SERVICE PROVIDER
119	BANK OF INDIA	BFSI	BANK - PSU
120	BOOST	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS



Leading the software brigade



Goes global, jumps 709 ranks



Men will be better men, IB jumps 523 ranks



Stays in focus, leads list

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
121	TCS	TECHNOLOGY	SOFTWARE SERVICES
122	FANTA	FOOD & BEVERAGE	AERATED BEVERAGES
123	LAVA	GADGETRY	MOBILE PHONES
124	APSARA	STATIONERY	WRITING ACCESSORIES
125	HITACHI	CONSUMER ELECTRONICS	DIVERSIFIED
126	JOCKEY	APPARELS	INNERWEAR
127	AVON	FMCG	COSMETICS
128	SAMSUNG	CONSUMER ELECTRONICS	REFRIGERATORS
129	LG	CONSUMER ELECTRONICS	WASHING MACHINES
130	REEBOK	PERSONAL ACCESSORIES	SPORTSWEAR
131	BOROPLUS	FMCG	ANTISEPTIC CREAM - AYURVEDIC
132	COMPLAN	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
133	CLOSE UP	FMCG	ORAL HYGIENE
134	BAJAJ FINANCE	BFSI	FINANCIAL SERVICES
135	PANTENE	FMCG	HAIRCARE
136	BAJAJ PULSAR	AUTOMOBILE	TWO WHEELER - BRAND
137	GARNIER	FMCG	HAIR COLOUR
138	OYO ROOMS	INTERNET	ONLINE HOTEL ROOM AGGREGATOR
139	ARROW	APPARELS	FORMALWEAR
140	ONIDA	CONSUMER ELECTRONICS	TELEVISIONS
141	HALDIRAM'S	FOOD & BEVERAGE	PACKAGED SNACKS
142	THE TIMES OF INDIA	MEDIA - PRINT	NEWSPAPER - ENGLISH
143	LG	CONSUMER ELECTRONICS	AIR CONDITIONERS
144	IMPERIAL BLUE	ALCOHOLIC BEVERAGES	WHISKY
145	PEARS	FMCG	SOAP
146	PHILIPS	CONSUMER ELECTRONICS	TELEVISIONS
147	TOYOTA	AUTOMOBILE	FOUR WHEELER - MFR.
148	DABUR REAL	FOOD & BEVERAGE	PACKAGED JUICE
149	NESCAFE	FOOD & BEVERAGE	INSTANT COFFEE
150	KINLEY	FOOD & BEVERAGE	PACKAGED DRINKING WATER
151	BIBA	APPARELS	ETHNICWEAR - WOMEN
152	REDMI	GADGETRY	MOBILE PHONES
153	KISSAN	FOOD & BEVERAGE	PROCESSED FOODS
154	VIVEL	FMCG	SOAP
155	MOTO	GADGETRY	MOBILE PHONES
156	BAJAJ ALLIANZ	BFSI	INSURANCE - DIVERSIFIED
157	CANON	GADGETRY	CAMERAS
158	ALLEN SOLLY	APPARELS	FORMALWEAR
159	JOHNSON & JOHNSON	HEALTHCARE	HEALTHCARE - DIVERSIFIED
160	ROYAL ENFIELD	AUTOMOBILE	TWO WHEELER - MFR.

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS



Ranked 2nd among five in biscuits



Vitreous climb of 232 ranks, earlier rise of 178 ranks



Flips the cart, falls 62 ranks; while Amazon climbs



3rd in market share, 4th in toothpaste category trust



Most trusted for 9th consecutive year



Healthy sign - Olive oil debutant takes 2nd place in Edible oil

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
161	NESTLE	FOOD & BEVERAGE	DIVERSIFIED
162	BRITANNIA GOODDAY	FOOD & BEVERAGE	BISCUITS - BRAND
163	MAHINDRA & MAHINDRA	AUTOMOBILE	FOUR WHEELER - MFR.
164	PUNJAB NATIONAL BANK	BFSI	BANK - PSU
165	PARLE	FOOD & BEVERAGE	BISCUITS
166	NISSAN	AUTOMOBILE	FOUR WHEELER - MFR.
167	PANASONIC	CONSUMER ELECTRONICS	AIR CONDITIONERS
168	PEPSODENT	FMCG	ORAL HYGIENE
169	RAYBAN	PERSONAL ACCESSORIES	EYEWEAR
170	FORTUNE	FOOD & BEVERAGE	EDIBLE OIL
171	DABUR AMLA	FMCG	HAIR OIL
172	ASIAN PAINTS	MANUFACTURING	PAINTS
173	KS	FMCG	DEO/PERFUME
174	OLA	INTERNET	ONLINE TAXI AGGREGATOR
175	HINDWARE	HOME CARE	BATH FIXTURES/SANITARYWARE
176	EMAMI	FMCG	DIVERSIFIED
177	FLIPKART	INTERNET	ONLINE RETAILER - DIVERSIFIED
178	AMUL	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
179	BOROLINE	FMCG	ANTISEPTIC CREAM - AYURVEDIC
180	RELIANCE JIO	GADGETRY	MOBILE PHONES
181	VIDEOCON	CONSUMER ELECTRONICS	TELEVISIONS
182	CROWN MILK	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
183	AAJ TAK	MEDIA - TV	HINDI NEWS
184	PARACHUTE	FMCG	HAIR OIL
185	PATANJALI DANT KANTI	FMCG	ORAL HYGIENE
186	SAMSUNG	CONSUMER ELECTRONICS	AIR CONDITIONERS
187	SONATA	PERSONAL ACCESSORIES	WATCHES
188	BROOKE BOND RED LABEL	FOOD & BEVERAGE	TEA
189	FAIR & LOVELY	FMCG	SKIN LIGHTENING PRODUCTS
190	LIVON	FMCG	HAIRCARE
191	HCL	TECHNOLOGY	PERSONAL TECHNOLOGY
192	PHILIPS	CONSUMER ELECTRONICS	DIVERSIFIED
193	SUNSIK	FMCG	HAIRCARE
194	HSBC	BFSI	BANK - FOREIGN
195	IBM	SERVICES	PROFESSIONAL SERVICES
196	GODREJ	HOME CARE	LOCKS
197	MEDIMIX	FMCG	SOAP - AYURVEDIC
198	FIGARO	FOOD & BEVERAGE	EDIBLE OIL
199	ABP NEWS	MEDIA - TV	HINDI NEWS
200	AASHIRVAAD ATTA	FOOD & BEVERAGE	PACKAGED FLOUR

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS



Powers 287 steps up



Cements its leadership



Training some ranks, 271 to 218



Keeps your kitchen going, first time entrant

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
201	HINDUSTAN MOTORS	AUTOMOBILE	FOUR WHEELER - MFR.
202	LIMCA	FOOD & BEVERAGE	AERATED BEVERAGES
203	PARK AVENUE	FMCG	DEO/PERFUME
204	EXIDE	AUTOMOBILE - RELATED	AUTO - BATTERIES
205	YAMAHA	AUTOMOBILE	TWO WHEELER - MFR.
206	ACC CEMENT	MANUFACTURING	CEMENT
207	RBI	BFSI	BANK - FEDERAL
208	INFOSYS	TECHNOLOGY	SOFTWARE SERVICES
209	POND'S	FMCG	TALCUM POWDER
210	NIRMA	FMCG	FABRICARE
211	VOLTAS	CONSUMER ELECTRONICS	AIR CONDITIONERS
212	VIM	FMCG	DISHCARE
213	MICROMAX	GADGETRY	MOBILE PHONES
214	CASTROL	AUTOMOBILE - RELATED	LUBRICANTS
215	GUCCI	BRANDED FASHION	LUXURY FASHION
216	MAAZA	FOOD & BEVERAGE	NON-AERATED BEVERAGES
217	JO	FMCG	SOAP
218	CINTHOL	FMCG	SOAP
219	LIFEBUOY	FMCG	ANTISEPTIC PRODUCTS
220	AMBUJA CEMENT	MANUFACTURING	CEMENT
221	UNION BANK OF INDIA	BFSI	BANK - PSU
222	DENA BANK	BFSI	BANK - PSU
223	LINKEDIN	INTERNET	SOCIAL NETWORKING
224	SAMSUNG	CONSUMER ELECTRONICS	WASHING MACHINES
225	ASHOK LEYLAND	AUTOMOBILE	COMMERCIAL VEHICLES
226	TIDE	FMCG	FABRICARE
227	CADBURY DAIRY MILK	FOOD & BEVERAGE	CHOCOLATE BAR
228	HONDA CB SHINE	AUTOMOBILE	TWO WHEELER - BRAND
229	LG	CONSUMER ELECTRONICS	DIVERSIFIED
230	BINANI CEMENT	MANUFACTURING	CEMENT
231	PHILIPS	CONSUMER APPLIANCES	FOOD PROCESSOR
232	RADO	PERSONAL ACCESSORIES	LUXURY WATCHES
233	AMUL	FOOD & BEVERAGE	GHEE
234	LAYS	FOOD & BEVERAGE	PACKAGED SNACKS
235	GIRNAR	FOOD & BEVERAGE	TEA
236	TATA SKY	DTH	DTH
237	7UP	FOOD & BEVERAGE	AERATED BEVERAGES
238	FEVICOL	FMCG	ADHESIVE
239	AXE	FMCG	DEO/PERFUME
240	ACTION	PERSONAL ACCESSORIES	FOOTWEAR

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

On an espresso double shot, adds 119 ranks



L'OREAL
PARIS

Nearly 160 ranks lost, losing lusture



Genius losing its touch



Airline turbulence, rapid descent of 159 ranks



Nikon no click, dips 136 clicks

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
241	CAFE COFFEE DAY	RETAIL	CAFÉ
242	PIZZA HUT	RETAIL	QSR
243	MIRINDA	FOOD & BEVERAGE	AERATED BEVERAGES
244	LIZOL	FMCG	DISINFECTANT
245	P C CHANDRA JEWELLERS	PERSONAL ACCESSORIES	JEWELLERY
246	VIP	PERSONAL ACCESSORIES	LUGGAGE/BAGS
247	OREO	FOOD & BEVERAGE	BISCUITS - BRAND
248	L'OREAL	FMCG	COSMETICS
249	ROLEX	PERSONAL ACCESSORIES	LUXURY WATCHES
250	W	APPARELS	WOMENSWEAR
251	RELIANCE ENERGY	ENERGY	ELECTRIC UTILITY
252	LIBERO	FMCG	DIAPERS
253	MDH	FOOD & BEVERAGE	SPICES
254	DUNLOP	AUTOMOBILE - RELATED	TYRES
255	FERRARI	AUTOMOBILE	FOUR WHEELER - SUPER LUXURY
256	MONTEX	STATIONERY	WRITING ACCESSORIES
257	GODREJ NO.1	FMCG	SOAP
258	TATA POWER	ENERGY	ELECTRIC UTILITY
259	WIPRO	TECHNOLOGY	SOFTWARE SERVICES
260	PARLE G	FOOD & BEVERAGE	BISCUITS - BRAND
261	GILLETTE	FMCG	SHAVING PRODUCTS
262	SNAPDEAL	INTERNET	ONLINE RETAILER - DIVERSIFIED
263	NILKAMAL	HOME CARE	PLASTIC FURNITURE
264	APOLLO HOSPITALS	HEALTHCARE	HOSPITALS
265	MAC	FMCG	COSMETICS
266	WOODLAND	PERSONAL ACCESSORIES	FOOTWEAR
267	RED BULL	FOOD & BEVERAGE	ENERGY DRINK
268	AIR INDIA	TRANSPORTATION	GOVERNMENT AIRLINES
269	SPRITE	FOOD & BEVERAGE	AERATED BEVERAGES
270	SANTOOR	FMCG	SOAP
271	INDIA TV	MEDIA - TV	HINDI NEWS
272	CESC	ENERGY	ELECTRIC UTILITY
273	SUZUKI	AUTOMOBILE	TWO WHEELER - MFR.
274	NIKON	GADGETRY	CAMERAS
275	FORTIS HOSPITALS	HEALTHCARE	HOSPITALS
276	SURF EXCEL	FMCG	FABRICARE
277	BANK OF BARODA	BFSI	BANK - PSU
278	AMUL	FOOD & BEVERAGE	FLAVOURED MILK
279	PANTALOONS	RETAIL	FASHION
280	BLACKBERRY	GADGETRY	MOBILE PHONES

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
281	D MART	RETAIL	HYPERMARKET - INDIAN
282	INDIABULLS	DIVERSIFIED	DIVERSIFIED
283	WHATSAPP	INTERNET	INSTANT MESSAGING SERVICE
284	HAVMOR	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
285	LOTUS	FMCG	COSMETICS
286	DURACELL	FMCG	CONSUMER BATTERIES
287	BRITANNIA MARIE GOLD	FOOD & BEVERAGE	BISCUITS - BRAND
288	PRESTIGE	KITCHEN CARE	COOKWARE
289	AMITY UNIVERSITY	EDUCATION	UNIVERSITY - PRIVATE
290	PHILIPS	FAST MOVING ELEC. GOODS	LIGHTING
291	HINDUSTAN TIMES	MEDIA - PRINT	NEWSPAPER - ENGLISH
292	BAJAJ ELECTRICALS	CONSUMER APPLIANCES	FANS
293	TATA TRUSTS	NGO	NGO
294	CELLO	STATIONERY	WRITING ACCESSORIES
295	MARUTI SUZUKI SWIFT	AUTOMOBILE	CAR - HATCHBACK
296	NDTV INDIA	MEDIA - TV	HINDI NEWS
297	PARKER	STATIONERY	PREMIUM WRITING ACCESSORIES
298	TIMEX	PERSONAL ACCESSORIES	WATCHES
299	GODREJ	CONSUMER ELECTRONICS	TELEVISIONS
300	IDBI BANK	BFSI	BANK - PSU
301	MAHINDRA SCORPIO	AUTOMOBILE	SUV/MUV - BRAND
302	PETER ENGLAND	APPARELS	MENSWEAR
303	HAMAM	FMCG	SOAP
304	DR REDDY'S	HEALTHCARE	PHARMACEUTICALS - INDIAN
305	BIRLA CEMENT	MANUFACTURING	CEMENT
306	KOTAK LIFE INSURANCE	BFSI	LIFE INSURANCE - PRIVATE
307	DABUR	HEALTHCARE	AYURVEDIC PRODUCTS
308	HMT	PERSONAL ACCESSORIES	WATCHES
309	BROOKE BOND TAJ MAHAL TEA	FOOD & BEVERAGE	TEA
310	ORACLE	TECHNOLOGY	SOFTWARE PRODUCTS
311	INTEL	TECHNOLOGY	SEMICONDUCTOR
312	BLUE DART	SERVICES	EXPRESS SERVICES - INDIAN
313	GENERAL INSURANCE CORP.	BFSI	GENERAL INSURANCE - PSU
314	BIRLA SUN LIFE INSURANCE	BFSI	LIFE INSURANCE - PRIVATE
315	TATA DOCOMO	TELECOM	MOBILE SERVICE PROVIDER
316	BIKANER	RETAIL	DINER/RESTAURANT
317	GODREJ PROPERTIES	REAL ESTATE	DIVERSIFIED
318	ONIDA	CONSUMER ELECTRONICS	AIR CONDITIONERS
319	ARMANI	BRANDED FASHION	LUXURY FASHION
320	BHARAT PETROLEUM	ENERGY	OIL AND GAS - DOMESTIC

Difficult to Hike behind, 119 step fall



Education flavour, 624 rank gain



Swiftly at the top 159 ranks up



All ayur brands slip, but Dabur leads list

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

9 yr leader, but Beer segment goes flat



Best rank in four year



Modern out, Harvest Gold in



Peddling away to leadership



New category, new leader



Twinkle's added spark paid off, 640 ranks jump

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
321	KINGFISHER	ALCOHOLIC BEVERAGES	BEER
322	HP	TECHNOLOGY	PRINTERS
323	DPS	EDUCATION	SCHOOL
324	KITKAT	FOOD & BEVERAGE	CHOCOLATE BAR
325	DTDC	SERVICES	EXPRESS SERVICES - INDIAN
326	LENSKART	RETAIL	EYEWEAR
327	CISCO	TECHNOLOGY	NETWORKS - DIVERSIFIED
328	EVA	FMCG	DEO/PERFUME
329	HAWKINS	KITCHEN CARE	COOKWARE
330	BERGER PAINTS	MANUFACTURING	PAINTS
331	HARVEST GOLD	FOOD & BEVERAGE	BREAD - BRAND
332	CAMLIN	STATIONERY	DIVERSIFIED
333	CITIBANK	BFSI	BANK - FOREIGN
334	ORAL B	FMCG	ORAL HYGIENE
335	FOREVER 21	RETAIL	FAST FASHION
336	KALYAN JEWELLERS	PERSONAL ACCESSORIES	JEWELLERY
337	TAJ HOTELS	HOSPITALITY	HOTELS - PREMIUM
338	HAJMOLA	FOOD & BEVERAGE	DIGESTIVE TABLETS
339	HAVELLS	FAST MOVING ELEC. GOODS	DIVERSIFIED
340	ALL OUT	FMCG	PEST REPELLENT
341	KTM DUKE	AUTOMOBILE	TWO WHEELER - BRAND
342	CAMPUS	PERSONAL ACCESSORIES	FOOTWEAR
343	ANCHOR	FAST MOVING ELEC. GOODS	DIVERSIFIED
344	BRIDGESTONE	AUTOMOBILE - RELATED	TYRES
345	BEING HUMAN	BRANDED FASHION	BRANDED FASHION
346	NOVARTIS	HEALTHCARE	PHARMACEUTICALS - FOREIGN
347	ATLAS CYCLES	MANUFACTURING	BICYCLES
348	DISCOVERY	MEDIA - TV	FACTUAL ENTERTAINMENT
349	APOLLO MUNICH	BFSI	HEALTH INSURANCE - PRIVATE
350	ENGAGE	FMCG	DEO/PERFUME
351	GLUCON D	FOOD & BEVERAGE	POWDERED DRINK
352	HEAD & SHOULDERS	FMCG	HAIRCARE
353	COIR ON	HOME CARE	MATTRESSES
354	OLAY	FMCG	COSMETICS
355	SLEEPWELL	HOME CARE	MATTRESSES
356	DABUR	HEALTHCARE	CHAWANPRASH
357	GARNIER	FMCG	HAIRCARE
358	KTM	AUTOMOBILE	TWO WHEELER - MFR.
359	SUN PHARMA	HEALTHCARE	PHARMACEUTICALS - INDIAN
360	KOHLER	HOME CARE	BATH FIXTURES/SANITARYWARE

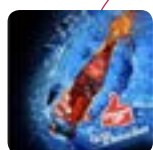
ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
361	QUARTZ	PERSONAL ACCESSORIES	WATCHES
362	JINDAL STEEL	MANUFACTURING	METAL
363	JK TYRES	AUTOMOBILE - RELATED	TYRES
364	AYUR	FMCG	COSMETICS
365	US POLO	APPARELS	CASUALWEAR
366	BOURNVITA	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
367	MOUNTAIN DEW	FOOD & BEVERAGE	AERATED BEVERAGES
368	BAJAJ DISCOVER	AUTOMOBILE	TWO WHEELER - BRAND
369	SAGAR RATNA	RETAIL	DINER/RESTAURANT
370	BABOOL	FMCG	ORAL HYGIENE
371	THUMS UP	FOOD & BEVERAGE	AERATED BEVERAGES
372	NIRMA	FMCG	DIVERSIFIED
373	CERA	HOME CARE	BATH FIXTURES/SANITARYWARE
374	TATA CHEMICALS	MANUFACTURING	DIVERSIFIED
375	STAR PLUS	MEDIA - TV	HINDI GEC
376	YES BANK	BFSI	BANK - PRIVATE
377	TATA INDICA	AUTOMOBILE	CAR - HATCHBACK
378	CROMPTON GREAVES	CONSUMER APPLIANCES	FANS
379	VASELINE	FMCG	SKINCARE
380	AMERICAN TOURISTER	PERSONAL ACCESSORIES	LUGGAGE/BAGS
381	PATANJALI	HEALTHCARE	AYURVEDIC PRODUCTS
382	ARCHIES	RETAIL	GREETING CARDS & GIFTS
383	HDFC LIFE	BFSI	LIFE INSURANCE - PRIVATE
384	KELLOGG'S	FOOD & BEVERAGE	BREAKFAST CEREAL
385	INSTAGRAM	INTERNET	SOCIAL NETWORKING
386	SKYBAGS	PERSONAL ACCESSORIES	LUGGAGE/BAGS
387	HALDIRAM'S	RETAIL	DINER/RESTAURANT
388	WHIRLPOOL	CONSUMER ELECTRONICS	WASHING MACHINES
389	HONOR	GADGETRY	MOBILE PHONES
390	KWALITY WALLS	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
391	HINDUSTAN UNILEVER	FMCG	DIVERSIFIED
392	VEET	FMCG	HAIR REMOVAL
393	BAJAJ ALMOND DROPS	FMCG	HAIR OIL
394	USHA	CONSUMER APPLIANCES	FANS
395	DABUR LAL TAIL	FMCG	BABY PRODUCTS
396	ICICI LOMBARD	BFSI	GENERAL INSURANCE - PRIVATE
397	AJANTA	HOME CARE	WALL CLOCKS
398	LLOYD	CONSUMER ELECTRONICS	DIVERSIFIED
399	APPLE IPAD	GADGETRY	TABLETS
400	CROCIN	HEALTHCARE	OTC



Impressive entry at 3rd, beats Lee Cooper

Speeds up 536 ranks



No thunder, falls 199 ranks



Cereals out of flavour, Kellogg's has 242 rank fall



Baby loves a massage



Painfree at its top position

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
401	GODREJ	CONSUMER ELECTRONICS	AIR CONDITIONERS
402	ZEE NEWS	MEDIA - TV	HINDI NEWS
403	SEIKO	PERSONAL ACCESSORIES	WATCHES
404	NOVA	FOOD & BEVERAGE	TEA
405	BLUE STAR	CONSUMER ELECTRONICS	AIR CONDITIONERS
406	BAJAJ ELECTRICALS	FAST MOVING ELEC. GOODS	LIGHTING
407	TVS JUPITER	AUTOMOBILE	SCOOTER
408	GODREJ	CONSUMER ELECTRONICS	WASHING MACHINES
409	AQUAFINA	FOOD & BEVERAGE	PACKAGED DRINKING WATER
410	KELVINATOR	CONSUMER ELECTRONICS	REFRIGERATORS
411	TATA CAPITAL	BFSI	FINANCIAL SERVICES
412	MOTHER DAIRY	FOOD & BEVERAGE	MILK
413	REXONA	FMCG	DEO/PERFUME
414	SHAKTI BHOG	FOOD & BEVERAGE	PACKAGED FLOUR
415	TROPICANA	FOOD & BEVERAGE	PACKAGED JUICE
416	BHARTI AXA	BFSI	GENERAL INSURANCE - PRIVATE
417	MICROTEK	CONSUMER APPLIANCES	INVERTERS
418	DLF	REAL ESTATE	DIVERSIFIED
419	MCDOWELL'S	ALCOHOLIC BEVERAGES	WHISKY
420	CANARA BANK	BFSI	BANK - PSU
421	RELIANCE LYF	GADGETRY	MOBILE PHONES
422	SBI GENERAL	BFSI	GENERAL INSURANCE - PSU
423	VOLKSWAGEN	AUTOMOBILE	FOUR WHEELER - MFR.
424	VOLVO	AUTOMOBILE	FOUR WHEELER - LUXURY
425	CADBURY 5 STAR	FOOD & BEVERAGE	CHOCOLATE BAR
426	LG	TECHNOLOGY	LAPTOPS
427	TATA AIA LIFE INSURANCE	BFSI	LIFE INSURANCE - PRIVATE
428	MAHINDRA & MAHINDRA	DIVERSIFIED	DIVERSIFIED
429	DISNEY	MEDIA - TV	KIDS GEC
430	SUBWAY	RETAIL	QSR
431	INDIGO AIRLINES	TRANSPORTATION	AIRLINES - INDIAN
432	MAX HEALTHCARE	HEALTHCARE	HOSPITALS
433	CITIZEN	PERSONAL ACCESSORIES	WATCHES
434	KHAITAN	CONSUMER APPLIANCES	FANS
435	SENSODYNE	FMCG	ORAL HYGIENE
436	SONY	GADGETRY	CAMERAS
437	TATA MEMORIAL CENTRE	HEALTHCARE	HOSPITALS
438	GOKUL MILK	FOOD & BEVERAGE	MILK
439	HERO CYCLES	MANUFACTURING	BICYCLES
440	JET AIRWAYS	TRANSPORTATION	AIRLINES - INDIAN



Though airline sector trust falls, Indigo still leads



170 rank free-fall

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
441	ING BANK	BFSI	BANK - FOREIGN
442	MOOV	HEALTHCARE	PAIN BALM
443	INDIA TODAY	MEDIA - TV	ENGLISH NEWS
444	BOSCH	CONSUMER ELECTRONICS	WASHING MACHINES
445	BINGO	FOOD & BEVERAGE	PACKAGED SNACKS
446	KHADIM'S	PERSONAL ACCESSORIES	FOOTWEAR
447	RELIANCE COMMUNICATION	TELECOM	MOBILE SERVICE PROVIDER
448	HINDUSTAN	MEDIA - PRINT	NEWSPAPER - HINDI
449	KURKURE	FOOD & BEVERAGE	PACKAGED SNACKS
450	NESTLE	FOOD & BEVERAGE	MILK
451	CANON	TECHNOLOGY	PRINTERS
452	PARAGON	PERSONAL ACCESSORIES	FOOTWEAR
453	INTAS	HEALTHCARE	PHARMACEUTICALS - INDIAN
454	CADBURY PERK	FOOD & BEVERAGE	CHOCOLATE BAR
455	JOHNSON & JOHNSON	FMCG	BABY PRODUCTS
456	MANKIND PHARMA	HEALTHCARE	PHARMACEUTICALS - INDIAN
457	SKODA	AUTOMOBILE	FOUR WHEELER - MFR.
458	KODAK	GADGETRY	CAMERAS
459	KENSTAR	CONSUMER ELECTRONICS	AIR CONDITIONERS
460	VICKS	HEALTHCARE	COUGH SUPPRESANT
461	KARBONN	GADGETRY	MOBILE PHONES
462	RAHUL INTL. SCHOOL	EDUCATION	SCHOOL
463	MANGO	APPARELS	WOMENSWEAR
464	APPY	FOOD & BEVERAGE	NON-AERATED BEVERAGES
465	SAVLON	FMCG	ANTISEPTIC PRODUCTS
466	AMUL	FOOD & BEVERAGE	CHOCOLATE BAR
467	VAN HEUSEN	APPARELS	FORMALWEAR
468	HAIER	CONSUMER ELECTRONICS	AIR CONDITIONERS
469	PANASONIC	CONSUMER ELECTRONICS	DIVERSIFIED
470	FOSSIL	BRANDED FASHION	LUXURY FASHION
471	D&G	BRANDED FASHION	PREMIUM FASHION
472	HYUNDAI SANTRO	AUTOMOBILE	CAR - HATCHBACK
473	J.P. MORGAN CHASE BANK	BFSI	BANK - FOREIGN
474	THE HINDU	MEDIA - PRINT	NEWSPAPER - ENGLISH
475	BREEZE	FMCG	SOAP
476	KENT	CONSUMER APPLIANCES	WATER PURIFIER
477	SAMSUNG	TECHNOLOGY	LAPTOPS
478	ORIENT	CONSUMER APPLIANCES	FANS
479	LISTERINE	FMCG	ORAL HYGIENE
480	FOODPANDA	INTERNET	ONLINE FOOD AGGREGATOR



Pharma not well



132 coughs down



Savlon loses 95 ranks, behind Dettol by 436 ranks



Hatchback category climbs, 196 rank rise



Trust delivery on time

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
481	MARLBORO	FMCG	CIGARETTE - BRAND
482	TWITTER	INTERNET	SOCIAL NETWORKING
483	LAMBORGHINI	AUTOMOBILE	FOUR WHEELER - SUPER LUXURY
484	BESTON	TECHNOLOGY	MULTIMEDIA SPEAKERS
485	LEXI PENS	STATIONERY	WRITING ACCESSORIES
486	VICCO	FMCG	SOAP - AYURVEDIC
487	CASIO	PERSONAL ACCESSORIES	WATCHES
488	JK SPICES	FOOD & BEVERAGE	SPICES
489	GSK	HEALTHCARE	PHARMACEUTICALS - FOREIGN
490	EVEREADY	FMCG	CONSUMER BATTERIES
491	METRO	PERSONAL ACCESSORIES	FOOTWEAR
492	TOSHIBA	TECHNOLOGY	LAPTOPS
493	WALMART	RETAIL	HYPERMARKET - FOREIGN
494	HARLEY DAVIDSON	AUTOMOBILE	TWO WHEELER - PREMIUM
495	BHARTI FOUNDATION	NGO	NGO
496	MOHANI TEA	FOOD & BEVERAGE	TEA
497	MORTEIN	FMCG	PEST REPELLENT
498	FEDEX	SERVICES	EXPRESS SERVICES - FOREIGN
499	VIMAL	APPARELS	FABRICS TO BRANDS
500	MAYBELLINE	FMCG	COSMETICS
501	DEL MONTE	FOOD & BEVERAGE	PACKAGED JUICE
502	LENOVO	GADGETRY	MOBILE PHONES
503	CLEAN & CLEAR	FMCG	SKINCARE
504	HTC	GADGETRY	MOBILE PHONES
505	ORPAT	GADGETRY	CALCULATOR
506	UBER	INTERNET	ONLINE TAXI AGGREGATOR
507	VANISH	FMCG	FABRICARE
508	HAMILTON	KITCHEN CARE	KITCHEN PRODUCTS
509	DKNY	BRANDED FASHION	LUXURY FASHION
510	FBB FASHION	APPARELS	DIVERSIFIED
511	YAHOO	INTERNET	INTERNET SEARCH
512	LLOYD	CONSUMER ELECTRONICS	TELEVISIONS
513	RENAULT	AUTOMOBILE	FOUR WHEELER - MFR.
514	BOSE	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
515	HCL	TECHNOLOGY	LAPTOPS
516	SAFFOLA	FOOD & BEVERAGE	EDIBLE OIL
517	HUSH PUPPIES	PERSONAL ACCESSORIES	FOOTWEAR
518	REAL NAMKEEN	FOOD & BEVERAGE	PACKAGED SNACKS
519	LOKSATTA	MEDIA - PRINT	NEWSPAPER - MARATHI
520	INOX	ENTERTAINMENT	CINEMA - DISPLAY



Not only Vimal, slips
303 steps



Ola leads, Uber down
171 ranks



Decibels improve 207
ranks

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS



Scotch
glassmates both

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
521	MOCHI	PERSONAL ACCESSORIES	FOOTWEAR
522	BLACK DOG	ALCOHOLIC BEVERAGES	SCOTCH WHISKY
523	JOHNNIE WALKER	ALCOHOLIC BEVERAGES	SCOTCH WHISKY
524	NESTLE MUNCH	FOOD & BEVERAGE	CHOCOLATE BAR
525	SHOPPERS STOP	RETAIL	DPT. STORE - FASHION & BEAUTY
526	DHL	SERVICES	EXPRESS SERVICES - FOREIGN
527	ADITYA BIRLA SUN LIFE	BFSI	LIFE INSURANCE - PRIVATE
528	AT&T	TELECOM	BACKBONE INFRASTRUCTURE
529	ABBOTT	HEALTHCARE	PHARMACEUTICALS - FOREIGN
530	CAPRESE	BRANDED FASHION	WOMEN'S HAND BAGS
531	BLUE HEAVEN	FMCG	COSMETICS
532	SAHARA	BFSI	FINANCIAL SERVICES
533	MORE	RETAIL	HYPERMARKET - INDIAN
534	AACHI	FOOD & BEVERAGE	SPICES
535	HARPIC	FMCG	TOILET CLEANER
536	BIG BASKET	INTERNET	ONLINE GROCERY RETAILER
537	DISH TV	DTH	DTH
538	BADSHAH	FOOD & BEVERAGE	SPICES
539	AAKASH INSTITUTE	EDUCATION	TRAINING INSTITUTE
540	IBALL	TECHNOLOGY	LAPTOPS
541	GWALIOR SUITINGS	APPARELS	FABRICS TO BRANDS
542	PREETHI	KITCHEN CARE	KITCHEN APPLIANCES
543	ROLLS ROYCE	AUTOMOBILE	FOUR WHEELER - SUPER LUXURY
544	MONACO	FOOD & BEVERAGE	BISCUITS - BRAND
545	LEE COOPER	APPARELS	CASUALWEAR
546	JAQUAR	HOME CARE	BATH FIXTURES/SANITARYWARE
547	HIMALAYA	HEALTHCARE	AYURVEDIC PRODUCTS
548	WHIRLPOOL	CONSUMER ELECTRONICS	REFRIGERATORS
549	AMRUTANJAN	HEALTHCARE	PAIN BALM
550	NEROLAC	MANUFACTURING	PAINTS
551	CAPITAL FIRST	BFSI	FINANCIAL SERVICES
552	ZOMATO	INTERNET	ONLINE FOOD AGGREGATOR
553	AMWAY	FMCG	DIRECT SELLING
554	JK	STATIONERY	PAPER
555	LIFESTYLE	RETAIL	FASHION
556	CINTHOL	FMCG	TALCUM POWDER
557	RELIANCE FOUNDATION	NGO	NGO
558	RASNA	FOOD & BEVERAGE	POWDERED DRINK
559	S. KUMARS	APPARELS	MENSWEAR
560	REID & TAYLOR	APPARELS	FABRICS



Spiced climb of 199
ranks



Effect of Ayurveda
trust lowered, 461
rank fall

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
561	AIRCEL	TELECOM	MOBILE SERVICE PROVIDER
562	AEGON LIFE	BFSI	LIFE INSURANCE - PRIVATE
563	GOWARDHAN GHEE	FOOD & BEVERAGE	GHEE
564	JBL	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
565	ONIDA	CONSUMER ELECTRONICS	DIVERSIFIED
566	ASUS	TECHNOLOGY	LAPTOPS
567	PATANJALI	FOOD & BEVERAGE	HONEY
568	PRIYA	FOOD & BEVERAGE	PROCESSED FOODS
569	SURYA CEMENT	MANUFACTURING	CEMENT
570	INDIAN BANK	BFSI	BANK - PSU
571	DONEAR	APPARELS	FABRICS
572	BURGER KING	RETAIL	QSR
573	ORIFLAME	FMCG	COSMETICS
574	BRUT	FMCG	DEO/PERFUME
575	WHIRLPOOL	CONSUMER ELECTRONICS	AIR CONDITIONERS
576	ANTIQUITY	ALCOHOLIC BEVERAGES	WHISKY
577	HIT	FMCG	PEST REPELLENT
578	LML	AUTOMOBILE	TWO WHEELER - MFR.
579	BUFFALO	APPARELS	CASUALWEAR
580	GAGAN GHEE	FOOD & BEVERAGE	GHEE
581	EMAIL	INTERNET	EMAIL SERVICE
582	JAGUAR	AUTOMOBILE	FOUR WHEELER - LUXURY
583	BARCELONA	SPORTS	FOOTBALL FRANCHISEE
584	GOODYEAR	AUTOMOBILE - RELATED	TYRES
585	HERO MOTOCORP	AUTOMOBILE	SCOOTER
586	REDTAPE	PERSONAL ACCESSORIES	FOOTWEAR
587	HEWLETT PACKARD	TECHNOLOGY	PERSONAL TECHNOLOGY
588	JACK & JONES	APPARELS	MENSWEAR
589	VERO MODA	APPARELS	WOMENSWEAR
590	SOCIETY TEA	FOOD & BEVERAGE	TEA
591	CARRIER	CONSUMER ELECTRONICS	AIR CONDITIONERS
592	ALFA STORE	RETAIL	GENERAL
593	LIJJAT PAPAD	FOOD & BEVERAGE	RTC FOODS
594	DENIM	BRANDED FASHION	BRANDED FASHION
595	ADANI GROUP	DIVERSIFIED	DIVERSIFIED
596	FORTUNER	AUTOMOBILE	LUXURY SUV/MUV - BRAND
597	DENVER	FMCG	DEO/PERFUME
598	INDIAN OIL	ENERGY	OIL AND GAS - DOMESTIC
599	LIVA	MANUFACTURING	MAN-MADE FABRIC
600	KEM HOSPITAL	HEALTHCARE	HOSPITALS

adani
Trust collapse of 193
ranks

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
601	TEACHERS	ALCOHOLIC BEVERAGES	WHISKY
602	GLENMARK	HEALTHCARE	PHARMACEUTICALS - INDIAN
603	KANGAROOS	APPARELS	KIDSWEAR
604	PAYTM	INTERNET	ONLINE PAYMENT SERVICE
605	PAYPAL	INTERNET	ONLINE PAYMENT SERVICE
606	DUCATI	AUTOMOBILE	TWO WHEELER - PREMIUM
607	GOOGLE PLAY STORE	INTERNET	APP STORE
608	KURLON	HOME CARE	MATTRESSES
609	ZEE CLASSIC	MEDIA - TV	HINDI MOVIE CHANNEL
610	LACOSTE	APPARELS	CASUALWEAR
611	IFB	CONSUMER ELECTRONICS	DIVERSIFIED
612	HDFC	BFSI	HOME FINANCE
613	CINTHOL	FMCG	DEO/PERFUME
614	SONY VAIO	TECHNOLOGY	LAPTOPS
615	RED CHIEF	PERSONAL ACCESSORIES	FOOTWEAR
616	REYNOLDS	STATIONERY	WRITING ACCESSORIES
617	WHEEL	FMCG	FABRICARE
618	ADANI	ENERGY	ELECTRIC UTILITY
619	DAAWAT BASMATI	FOOD & BEVERAGE	PACKAGED RICE
620	HAMDARD	HEALTHCARE	UNANI MEDICINE
621	GOOD KNIGHT	FMCG	PEST REPELLENT
622	BAYER	MANUFACTURING	AGROCHEMICALS
623	IKEA	RETAIL	FURNITURE
624	MAHARAJA	CONSUMER APPLIANCES	DIVERSIFIED
625	ADITYA BIRLA GROUP	DIVERSIFIED	DIVERSIFIED
626	RAJDHANI BESAN	FOOD & BEVERAGE	STAPLE KITCHEN INGREDIENTS
627	GHARI	FMCG	FABRICARE
628	DOLLAR	CURRENCY	AMERICAN CURRENCY
629	AMUL	FOOD & BEVERAGE	CREAM
630	BEST	TRANSPORTATION	GOVERNMENT BUS SERVICE
631	SIEMENS	TECHNOLOGY	INSTRUMENTATION & ELECTRICALS
632	DOMEX	FMCG	TOILET CLEANER
633	ASUS	GADGETRY	MOBILE PHONES
634	SAMRAT	FOOD & BEVERAGE	PACKAGED FLOUR
635	HONDA UNICORN	AUTOMOBILE	TWO WHEELER - BRAND
636	CENTURYPLY	MANUFACTURING	PLYWOOD
637	DINSHAW'S	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
638	AVYUKT MANPASAND	FOOD & BEVERAGE	PACKAGED RICE
639	FIRST FLIGHT COURIERS	SERVICES	EXPRESS SERVICES - INDIAN
640	O GENERAL	CONSUMER ELECTRONICS	AIR CONDITIONERS



Among the few demonitization gainers...



Specialist ranks first

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
641	LEXUS	AUTOMOBILE	FOUR WHEELER - LUXURY
642	IFFCO	MANUFACTURING	FERTILIZER
643	VOLINI	HEALTHCARE	PAIN BALM
644	G-SHOCK	PERSONAL ACCESSORIES	WATCHES
645	BAGPIPER	ALCOHOLIC BEVERAGES	WHISKY
646	KIRLOSKAR BROTHERS	MANUFACTURING	PUMPS
647	PC JEWELLER	PERSONAL ACCESSORIES	JEWELLERY
648	MONGINIS	RETAIL	CAKE SHOP
649	SYMPHONY	CONSUMER ELECTRONICS	AIR COOLERS
650	KONE	MANUFACTURING	ELEVATORS
651	HYATT	HOSPITALITY	HOTELS - PREMIUM
652	FUJIFILM	GADGETRY	CAMERAS
653	ORGANIC INDIA	FOOD & BEVERAGE	ORGANIC TEA
654	CROMA	RETAIL	CONSUMER ELECTRONICS
655	PIONEER	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
656	HERMES	BRANDED FASHION	LUXURY FASHION
657	ICBC	BFSI	BANK - FOREIGN
658	MUFTI	APPARELS	MENSWEAR
659	HITACHI	CONSUMER ELECTRONICS	TELEVISIONS
660	PARRYWARE	HOME CARE	BATH FIXTURES/SANITARYWARE
661	IBALL	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
662	NIPPO	FMCG	CONSUMER BATTERIES
663	GANESH GRAINS	FOOD & BEVERAGE	PACKAGED FLOUR
664	BUGATTI	AUTOMOBILE	FOUR WHEELER - SUPER LUXURY
665	CAMEL	STATIONERY	WRITING ACCESSORIES
666	MI	CONSUMER ELECTRONICS	TELEVISIONS
667	ASUS	TECHNOLOGY	PERSONAL TECHNOLOGY
668	SUNFEAST	FOOD & BEVERAGE	BISCUITS
669	FIAT	AUTOMOBILE	FOUR WHEELER - MFR.
670	SWIGGY	INTERNET	ONLINE FOOD AGGREGATOR
671	AIRWICK	FMCG	AIR FRESHNER
672	HONDA CITY	AUTOMOBILE	CAR - SEDAN
673	CNC	FOOD & BEVERAGE	BISCUITS
674	SPARX	PERSONAL ACCESSORIES	FOOTWEAR
675	VADILAL	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
676	PROTINEX	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
677	ZEE TV	MEDIA - TV	HINDI GEC
678	DENIM	FMCG	DEO/PERFUME
679	ALLEN COOPER	PERSONAL ACCESSORIES	FOOTWEAR
680	NAVBHARAT TIMES	MEDIA - PRINT	NEWSPAPER - HINDI



Harvesting an entry



Makes a comeback after gap year



Everyone's fav, new entrant



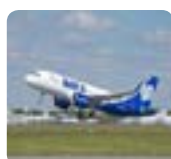
168 revs down

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS



Fashion out of fashion
- 289 rank dip

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
681	BALAJI FOODS	FOOD & BEVERAGE	PACKAGED SNACKS
682	APOLLO TYRES	AUTOMOBILE - RELATED	TYRES
683	NAUKRI	INTERNET	JOB SEARCH ENGINE
684	CHIK	FMCG	HAIRCARE
685	BABA	FOOD & BEVERAGE	EDIBLE OIL
686	MYNTRA	INTERNET	ONLINE RETAILER - FASHION
687	INDIA POST	GOVERNMENT	POSTAL SERVICES
688	DERMICOOL	FMCG	PRICKLY HEAT PRODUCTS
689	AIIMS	HEALTHCARE	HOSPITALS
690	NYCIL	FMCG	TALCUM POWDER
691	DCB BANK	BFSI	BANK - PRIVATE
692	YOUTUBE	INTERNET	VIDEO-SHARING
693	AJANTA	PERSONAL ACCESSORIES	FOOTWEAR
694	COLORPLUS	APPARELS	MENSWEAR
695	DBS BANK	BFSI	BANK - FOREIGN
696	ITC	HOSPITALITY	HOTELS - PREMIUM
697	CALVIN KLEIN	BRANDED FASHION	PREMIUM FASHION
698	FEMINA	MEDIA - PRINT	MAGAZINE - ENGLISH
699	REVLON	FMCG	COSMETICS
700	CADILA PHARMACEUTICALS	HEALTHCARE	PHARMACEUTICALS - INDIAN
701	GO AIR	TRANSPORTATION	AIRLINES - INDIAN
702	MAX LIFE INSURANCE	BFSI	LIFE INSURANCE - PRIVATE
703	AQUAGUARD	CONSUMER APPLIANCES	WATER PURIFIER
704	SAMSONITE	PERSONAL ACCESSORIES	LUGGAGE/BAGS
705	BROTHER	TECHNOLOGY	PRINTERS
706	ROCA	HOME CARE	BATH FIXTURES/SANITARYWARE
707	ONE PLUS	GADGETRY	MOBILE PHONES
708	GAP	RETAIL	FAST FASHION
709	AMUL MACHO	APPARELS	INNERWEAR
710	NAVNEET	STATIONERY	NOTEBOOKS
711	VISTARA	TRANSPORTATION	AIRLINES - INDIAN
712	ALIBABA	INTERNET	ONLINE RETAILER - DIVERSIFIED
713	VISA	BFSI	CREDIT CARD
714	VOOT	INTERNET	VIDEO STREAMING
715	HERO HONDA SPLENDOR	AUTOMOBILE	TWO WHEELER - BRAND
716	WESTPAC	BFSI	BANK - FOREIGN
717	BISK FARM	FOOD & BEVERAGE	DIVERSIFIED
718	COMPAQ	TECHNOLOGY	PERSONAL TECHNOLOGY
719	P&G	FMCG	DIVERSIFIED
720	MAHINDRA & MAHINDRA	AUTOMOBILE	TRACTORS



215 rank bumpy
landing



Fresh slot in 2019

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
721	CATCH	FOOD & BEVERAGE	SPICES
722	OBEROI	HOSPITALITY	HOTELS - PREMIUM
723	UPS	SERVICES	EXPRESS SERVICES - FOREIGN
724	FEDERAL BANK	BFSI	BANK - PRIVATE
725	CATWALK	PERSONAL ACCESSORIES	FOOTWEAR
726	UNICEF	INTERNATIONAL BODY	CHILDREN'S WELFARE
727	VERIZON	TELECOM	DIVERSIFIED
728	ZODIAC	APPARELS	MENSWEAR
729	SET WET	FMCG	HAIRCARE
730	SHELL	ENERGY	OIL & GAS - FOREIGN
731	AMRUT MASALA	FOOD & BEVERAGE	SPICES
732	AKAI	CONSUMER ELECTRONICS	TELEVISIONS
733	PRIL	FMCG	DISHCARE
734	CHEETOS	FOOD & BEVERAGE	PACKAGED SNACKS
735	VIVA COLLEGE	EDUCATION	GRADUATE EDUCATION
736	EICHER	AUTOMOBILE	COMMERCIAL VEHICLES
737	DARK FANTASY	FOOD & BEVERAGE	BISCUITS - BRAND
738	MOTO G	GADGETRY	MOBILE PHONES - SERIES
739	KILLER	APPARELS	CASUALWEAR
740	PEPE	APPARELS	CASUALWEAR
741	CORPORATION BANK	BFSI	BANK - PSU
742	EASY DAY	RETAIL	HYPERMARKET - INDIAN
743	BOEING	MANUFACTURING	AIRCRAFTS
744	MOTHER DAIRY	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
745	BULLET	AUTOMOBILE	TWO WHEELER - BRAND
746	ART OF LIVING	NGO	NGO
747	GIONEE	GADGETRY	MOBILE PHONES
748	MAGNUM	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
749	ROYAL STAG	ALCOHOLIC BEVERAGES	WHISKY
750	KIKKOMAN	FOOD & BEVERAGE	PROCESSED FOODS
751	INDIAMART	INTERNET	INTERNET CLASSIFIEDS SERVICE
752	RELIANCE GENERAL INS.	BFSI	GENERAL INSURANCE - PRIVATE
753	BPL	CONSUMER ELECTRONICS	TELEVISIONS
754	DAILY THANTHI	MEDIA - PRINT	NEWSPAPER - TAMIL
755	LOUIS PHILIPPE	APPARELS	FORMALWEAR
756	AVAST	TECHNOLOGY	SOFTWARE PRODUCTS
757	ITC PAPERBOARDS	STATIONERY	PAPER
758	SLICE	FOOD & BEVERAGE	NON-AERATED BEVERAGES
759	PARK AVENUE BEER SHAMPOO	FMCG	HAIRCARE
760	RAJA BISCUIT	FOOD & BEVERAGE	BISCUITS



130 rank fall over last year



Leader in aircrafts, Max notwithstanding



Back in race after 3 yr gap

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

KENWOOD

No ride without it,
leads Auto audio



Flies to the Skies,
leads list



Bathroom lux leader



Super entry
by Nippon
rice beer

MERU

Airport, its only refuge



Ranvir's ride makes it
to list

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
761	EVEREST	FOOD & BEVERAGE	SPICES
762	SPENCER'S	RETAIL	HYPERMARKET - INDIAN
763	LIRIL	FMCG	SOAP
764	SAP	TECHNOLOGY	SOFTWARE PRODUCTS
765	APPLE	AUTOMOBILE - RELATED	CAR CARE
766	JK CEMENT	MANUFACTURING	CEMENT
767	ASHIMA	APPARELS	FABRICS
768	UBER EATS	INTERNET	ONLINE FOOD AGGREGATOR
769	YARDLEY	FMCG	SOAP
770	INDIAN OVERSEAS BANK	BFSI	BANK - PSU
771	KENWOOD	AUTOMOBILE - RELATED	AUTOMOBILE ELECTRONICS
772	MARIGOLD HL	FOOD & BEVERAGE	MILK
773	BRITANNIA TIGER	FOOD & BEVERAGE	BISCUITS - BRAND
774	AYUSH	FMCG	SOAP - AYURVEDIC
775	SUNFLOWER OIL	FOOD & BEVERAGE	EDIBLE OIL
776	OISHI	FOOD & BEVERAGE	TEA
777	HENKO	FMCG	FABRICARE
778	INDUSIND BANK	BFSI	BANK - PRIVATE
779	USHA	CONSUMER APPLIANCES	DIVERSIFIED
780	WIPRO	FAST MOVING ELEC. GOODS	LIGHTING
781	BAJAJ KAWASAKI	AUTOMOBILE	TWO WHEELER - BRAND
782	UCC	FOOD & BEVERAGE	COFFEE
783	LUFTHANSA	TRANSPORTATION	AIRLINES - FOREIGN
784	SONY	CONSUMER ELECTRONICS	AUDIO EQUIPMENTS
785	KUTCHI KING	RETAIL	QSR - INDIAN
786	THE ECONOMIC TIMES	MEDIA - PRINT	ENGLISH FINANCIAL
787	IODEX	HEALTHCARE	PAIN BALM
788	BANK OF BAHRAIN AND KUWAIT	BFSI	BANK - FOREIGN
789	GROHE	HOME CARE	BATH FIXTURES - LUXURY
790	ASAHI SUPER DRY	ALCOHOLIC BEVERAGES	BEER
791	SAMSUNG	GADGETRY	TABLETS
792	LAND ROVER	AUTOMOBILE	FOUR WHEELER - LUXURY
793	MERU	TRANSPORTATION	CAB SERVICE
794	KARNATAKA BANK	BFSI	BANK - PRIVATE
795	QUIKR	INTERNET	INTERNET CLASSIFIEDS SERVICE
796	DNA	MEDIA - PRINT	NEWSPAPER - ENGLISH
797	MARUTI SUZUKI S-CROSS	AUTOMOBILE	CAR - SEDAN
798	AMARON	AUTOMOBILE - RELATED	AUTO - BATTERIES
799	REPUBLIC	MEDIA - TV	ENGLISH NEWS
800	PVR	ENTERTAINMENT	CINEMA - DISPLAY

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
801	DATSUN	AUTOMOBILE	FOUR WHEELER - MFR.
802	FINOLEX	MANUFACTURING	WIRES
803	BANK OF AMERICA	BFSI	BANK - FOREIGN
804	HITACHI	CONSUMER ELECTRONICS	AIR CONDITIONERS
805	NARMADA	MANUFACTURING	CEMENT
806	MAX	RETAIL	FAST FASHION
807	JP MORGAN	BFSI	FINANCIAL SERVICES
808	DOVE	FMCG	SKINCARE
809	COLORS	MEDIA - TV	HINDI GEC
810	BRITISH AIRWAYS	TRANSPORTATION	AIRLINES - FOREIGN
811	ESSAR	DIVERSIFIED	DIVERSIFIED
812	OSSUM	FMCG	DEO/PERFUME
813	STRAWBERRY CLOTHINGS	APPARELS	ETHNICWEAR - WOMEN
814	AMUL	FOOD & BEVERAGE	YOGURT
815	A.O. SMITH	CONSUMER APPLIANCES	WATER HEATERS
816	TOYOTA INNOVA	AUTOMOBILE	SUV/MUV - BRAND
817	JORDAN SHOES	PERSONAL ACCESSORIES	FOOTWEAR
818	PARLE HIDE & SEEK	FOOD & BEVERAGE	BISCUITS - BRAND
819	WHISPER	FMCG	PERSONAL HYGIENE PRODUCTS
820	OMEGA	PERSONAL ACCESSORIES	WATCHES
821	CORNETTO	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT - BRAND
822	MARS	FOOD & BEVERAGE	CONFECTIONERY - DIVERSIFIED
823	LIVPURE	CONSUMER APPLIANCES	WATER PURIFIER
824	REALME	GADGETRY	MOBILE PHONES
825	AJANTA PHARMA	HEALTHCARE	PHARMACEUTICALS - INDIAN
826	SCOTIABANK	BFSI	BANK - FOREIGN
827	EXXONMOBIL	ENERGY	OIL & GAS - FOREIGN
828	LAYER'R SHOT	FMCG	DEO/PERFUME
829	EBAY	INTERNET	ONLINE RETAILER - DIVERSIFIED
830	GUESS	BRANDED FASHION	LUXURY FASHION
831	ALLAHABAD BANK	BFSI	BANK - PSU
832	JK LAKSHMI CEMENT	MANUFACTURING	CEMENT
833	ONGC	ENERGY	OIL AND GAS - DOMESTIC
834	LUMINOUS	CONSUMER APPLIANCES	INVERTER BATTERIES
835	BRAND FACTORY	RETAIL	FASHION DISCOUNT
836	RAMDEV	FOOD & BEVERAGE	SPICES
837	WAGH BAKRI	FOOD & BEVERAGE	TEA
838	WILD STONE	FMCG	DEO/PERFUME
839	HOFFMEN	APPARELS	CASUALWEAR
840	HITAVADA	MEDIA - PRINT	NEWSPAPER - ENGLISH



2nd in list, and not too behind



Michael Jordan's first slam dunk



The substitute for electricity leads

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
841	BRITANNIA	FOOD & BEVERAGE	DIVERSIFIED
842	HOME POINT	BFSI	HOME FINANCE
843	NIRLEP	KITCHEN CARE	COOKWARE
844	BACARDI	ALCOHOLIC BEVERAGES	RUM
845	RELIANCE DIGITAL	RETAIL	CONSUMER ELECTRONICS
846	ODE	FMCG	SOAP
847	ICICI PRUDENTIAL	BFSI	LIFE INSURANCE - PRIVATE
848	MINU SAREES	APPARELS	SAREES
849	AROMA	FMCG	SOAP
850	CAMBRIDGE	APPARELS	MENSWEAR
851	SIGNAC MONTE CARLO	STATIONERY	WRITING ACCESSORIES
852	MADAME	APPARELS	WOMENSWEAR
853	ELLE 18	FMCG	COSMETICS
854	MODA RAPIDO	APPARELS	CASUALWEAR
855	LION	FOOD & BEVERAGE	DATES
856	MERCK PHARMA	HEALTHCARE	PHARMACEUTICALS - FOREIGN
857	DARLIE	FMCG	ORAL HYGIENE
858	MOS BURGER	RETAIL	QSR
859	UCO BANK	BFSI	BANK - PSU
860	HIRANANDANI	REAL ESTATE	DIVERSIFIED
861	MTV	MEDIA - TV	MUSIC CHANNEL
862	ACCENTURE	SERVICES	PROFESSIONAL SERVICES
863	CADBURY'S GEMS	FOOD & BEVERAGE	CANDY/TOFFEE
864	MAHINDRA TRUCK & BUS	AUTOMOBILE	COMMERCIAL VEHICLES
865	KOTEX	FMCG	PERSONAL HYGIENE PRODUCTS
866	RAMRAJ	APPARELS	DHOTIS
867	FUJITSU	TECHNOLOGY	SOFTWARE SERVICES
868	TATA AGNI	FOOD & BEVERAGE	TEA
869	IFB	CONSUMER ELECTRONICS	WASHING MACHINES
870	LAFARGE	MANUFACTURING	CEMENT
871	FIITJEE	EDUCATION	COACHING INSTITUTE
872	DYNAMO	FMCG	FABRICARE
873	BAIDU	INTERNET	INTERNET SEARCH
874	PRIYAGOLD	FOOD & BEVERAGE	BISCUITS - BRAND
875	PATANJALI ATTA	FOOD & BEVERAGE	PACKAGED FLOUR
876	HUGO BOSS	BRANDED FASHION	PREMIUM FASHION
877	DREYER'S	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
878	ROADSTER	APPARELS	CASUALWEAR
879	KIDZEE	EDUCATION	PRE-SCHOOL
880	SHAMRAO VITHAL CO-OP. BANK	BFSI	BANK - COOPERATIVE



New soap with a difference



UAE's favourite, and the season is right too



Smart truck, smart climb



441 rank erosion



Commendable, only one listed

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS



Chococream fav returns to list after 2015



Colouring trust efficiently



In a wrangle, tears down 639 ranks



Flavour down 148 ranks

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
881	GLICO	FOOD & BEVERAGE	BISCUITS
882	NEXA	AUTOMOBILE	PREMIER CAR RETAIL
883	BRITANNIA BOURBON	FOOD & BEVERAGE	BISCUITS - BRAND
884	GATORADE	FOOD & BEVERAGE	SPORTS DRINK
885	PATANJALI	FOOD & BEVERAGE	GHEE
886	N. G. VARTAK	EDUCATION	SCHOOL
887	LUPIN	HEALTHCARE	PHARMACEUTICALS - INDIAN
888	HDFC MUTUAL FUND	BFSI	MUTUAL FUND
889	AMUL	FOOD & BEVERAGE	MILK POWDER
890	LYRA	APPARELS	COMFORTWEAR
891	GE	DIVERSIFIED	DIVERSIFIED
892	OKJ	PERSONAL ACCESSORIES	JEWELLERY
893	JOY	FMCG	COSMETICS
894	JETKING	EDUCATION	TRAINING INST. - HARDWARE/NET
895	GOKUL	FOOD & BEVERAGE	GHEE
896	COTTON KING	APPARELS	CASUALWEAR
897	WHIRLPOOL	CONSUMER ELECTRONICS	DIVERSIFIED
898	PANASONIC	FMCG	CONSUMER BATTERIES
899	ALKEM	HEALTHCARE	PHARMACEUTICALS - INDIAN
900	POISON	FMCG	DEO/PERFUME
901	INTEX	GADGETRY	MOBILE PHONES
902	HONDA DIO	AUTOMOBILE	SCOOTER
903	DULUX	MANUFACTURING	PAINTS
904	BENTLEY	AUTOMOBILE	FOUR WHEELER - SUPER LUXURY
905	NAKSHATRA	PERSONAL ACCESSORIES	JEWELLERY
906	WILD SOUL SOAP	FMCG	SOAP
907	USHA	CONSUMER APPLIANCES	IRONS
908	AMUL	FOOD & BEVERAGE	CHEESE
909	NAVRATNA COOL OIL	FMCG	HAIR OIL
910	SUGAR & SPICE	RETAIL	DINER/RESTAURANT
911	WRANGLER	APPARELS	CASUALWEAR
912	KIA	AUTOMOBILE	FOUR WHEELER - MFR.
913	COSTCO	RETAIL	HYPERMARKET - FOREIGN
914	ORIENTAL INSURANCE	BFSI	GENERAL INSURANCE - PSU
915	STARBUCKS	RETAIL	CAFÉ
916	SANSUI	CONSUMER ELECTRONICS	TELEVISIONS
917	LEMON MOBILES	GADGETRY	MOBILE PHONES
918	SOFY	FMCG	PERSONAL HYGIENE PRODUCTS
919	TORRENT	DIVERSIFIED	DIVERSIFIED
920	PRINGLES	FOOD & BEVERAGE	PACKAGED SNACKS

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS



Precarious entry into list, 728 rank fall



Tough to stay up, 251 ranks crash



Entry after many years in trust list



Maiden entry

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
921	BT GROUP	TELECOM	MOBILE SERVICE PROVIDER
922	MITSUBISHI	AUTOMOBILE	FOUR WHEELER - MFR.
923	PP JEWELLERS	PERSONAL ACCESSORIES	JEWELLERY
924	KEYA SETH	FMCG	COSMETICS
925	ENRICH	RETAIL	SALON
926	VISHAL MEGAMART	RETAIL	HYPERMARKET - INDIAN
927	BANK OF MAHARASHTRA	BFSI	BANK - PSU
928	BUDWEISER	ALCOHOLIC BEVERAGES	BEER
929	VIDEOCON	CONSUMER ELECTRONICS	REFRIGERATORS
930	SYSKA LED	FAST MOVING ELE. GOODS	LIGHTING
931	MANYAVAR	APPARELS	MENS ETHNICWEAR
932	MAHINDRA KUV100	AUTOMOBILE	SUV/MUV - BRAND
933	VIDEOCON D2H	DTH	DTH
934	PFIZER	HEALTHCARE	PHARMACEUTICALS - FOREIGN
935	VIVA	FOOD & BEVERAGE	NUTRITIONAL SUPPLEMENTS
936	QUAKER OATS	FOOD & BEVERAGE	BREAKFAST CEREAL
937	FENA	FMCG	FABRICARE
938	SONY	MEDIA - TV	CHANNEL CLUSTER
939	HYUNDAI I20	AUTOMOBILE	CAR - HATCHBACK
940	FOZZI'S	FMCG	KIDS BATH PRODUCTS
941	DURIAN	RETAIL	FURNITURE
942	VALVOLINE	AUTOMOBILE - RELATED	LUBRICANTS
943	OCEAN BREEZE	FMCG	FABRICARE
944	CELLO	HOME CARE	PLASTIC FURNITURE
945	AIWA	CONSUMER ELECTRONICS	DIVERSIFIED
946	SINTEX	MANUFACTURING	WATER STORAGE SOLUTIONS
947	PAULS	FOOD & BEVERAGE	DAIRY - DIVERSIFIED
948	MAHARASHTRA TIMES	MEDIA - PRINT	NEWSPAPER - MARATHI
949	DOVE	FMCG	HAIRCARE
950	HAITAI	FOOD & BEVERAGE	DIVERSIFIED
951	SURYA	FAST MOVING ELEC. GOODS	LIGHTING
952	DEER CLUB	APPARELS	CASUALWEAR
953	AIRTEL	DTH	DTH
954	CREAMBELL	FOOD & BEVERAGE	ICE CREAM/FROZEN DESSERT
955	VOLVO	AUTOMOBILE	COMMERCIAL VEHICLES
956	K C PAUL	PERSONAL ACCESSORIES	UMBRELLA
957	GODREJ AER	FMCG	AIR FRESHNER
958	BBC	MEDIA - TV	INTERNATIONAL NEWS CHANNEL
959	JINDAL	ENERGY	POWER GENERATION
960	ORIENTAL BANK	BFSI	BANK - PSU

ALL INDIA LISTINGS OF 1000 MOST TRUSTED BRANDS

BTR 2019	BRAND NAME	SUPER CATEGORY	CATEGORY
961	CONA ELECTRICALS	FAST MOVING ELEC. GOODS	LIGHTING
962	HERCULES	MANUFACTURING	BICYCLES
963	IPL	SPORTS	CRICKET LEAGUE
964	PARK HOSPITAL	HEALTHCARE	HOSPITALS
965	FERRERO ROCHER	FOOD & BEVERAGE	CHOCOLATE
966	VLCC	FMCG	COSMETICS
967	NEC	CONSUMER ELECTRONICS	INDUSTRIAL COMPUTERS
968	RUPA	APPARELS	INNERWEAR
969	SYM	AUTOMOBILE	TWO WHEELER - MFR.
970	CAMA	HOSPITALITY	HOTELS
971	POCARI SWEAT	FOOD & BEVERAGE	ENERGY DRINK
972	GATI	SERVICES	EXPRESS SERVICES - INDIAN
973	EVERYDAY	FOOD & BEVERAGE	MILK POWDER
974	MTS	TELECOM	MOBILE SERVICE PROVIDER
975	IDFC FIRST BANK	BFSI	BANK - PSU
976	FOSTER'S	ALCOHOLIC BEVERAGES	BEER
977	AERIAL	PERSONAL ACCESSORIES	WATCHES
978	UNITED COLORS OF BENETTON	APPARELS	CASUALWEAR
979	CTBC BANK	BFSI	BANK - FOREIGN
980	CHAMPION	PERSONAL ACCESSORIES	FOOTWEAR
981	HERO PASSION PRO	AUTOMOBILE	TWO WHEELER - BRAND
982	GODREJ EXPERT RICH CRÈME	FMCG	HAIR COLOUR
983	HUAWEI	TELECOM	DIVERSIFIED
984	HUNGRY MAN	FOOD & BEVERAGE	RTC FOODS
985	WOOLWORTHS	RETAIL	HYPERMARKET - FOREIGN
986	GULF	AUTOMOBILE - RELATED	LUBRICANTS
987	NATIONAL INSURANCE	BFSI	GENERAL INSURANCE - PSU
988	HÄAGEN-DAZS	FOOD & BEVERAGE	ICE CREAM/FROZEN DESRT. - PREMIUM
989	TATA MOTORS	AUTOMOBILE	COMMERCIAL VEHICLES
990	COAL	APPARELS	HEADWEAR
991	RBL BANK	BFSI	BANK - PRIVATE
992	TOTO	HOME CARE	BATH FIXTURES/SANITARYWARE
993	ALLIANZ	BFSI	INSURANCE - DIVERSIFIED
994	ASTRAL	MANUFACTURING	PIPES
995	PALMOLIVE	FMCG	SOAP
996	SENCO GOLD	PERSONAL ACCESSORIES	JEWELLERY
997	KC DAS	FOOD & BEVERAGE	CANNED CONFECTIONERY - INDIAN
998	DEN	CABLE	CABLE NETWORK
999	COLIN	FMCG	SURFACE CLEANER
1000	JW MARRIOTT	HOSPITALITY	HOTELS - PREMIUM

Comback after year's gap



Red Bull competitor from Japan



Makes a surprise entry



Inventor of Rossogullas... Delicious

DIFFERENT PERSPECTIVES, ONE VIEW.



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

ACKNOWLEDGMENTS

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

Research Methodology



SPECIAL THANKS

To the most focused team which came closest to getting almost divorced, almost unmarried, almost zombie, almost teary and almost dead.

You cannot turn on creativity like a faucet, you have to be in the right mood, said Calvin. What mood is that, asked Hobbes. Last minute panic, replied Calvin (on our behalf).

In alphabetic sequence: Deepak Rai, Ganesh Gurav, Jitendra Pitle, Jovita Fernandes, Kavita Pandey, N. Chandramouli, Sachin Bhosle, Sanah Bhasin, Saurabh Narvekar, Shrish Srivastava and Subhash Dalvi.



WHO ARE INDIA'S MOST TRUSTED BRANDS?

WHAT MAKES THEM SO TRUSTED?

HOW TO USE TRUST-BUILDING STRATEGIES TO GROW BUSINESS?

TRA'S BRAND TRUST REPORT, INDIA STUDY – 2019, IS THE NINTH IN ITS SERIES, A PRIMARY RESEARCH THAT IS BASED ON TRA'S PROPRIETARY 61-ATTRIBUTE TRUST MATRIX AND CONDUCTED ACROSS 16 INDIAN CITIES. THIS MANUAL OF BRAND TRUST LISTS INDIA'S 1000 MOST TRUSTED BRANDS ACROSS 289 CATEGORIES.

EXCERPTS FROM INDUSTRY LEADERS ON TRUST



To create trustworthy relationships, strong and consistent communication is the key; it is the human activity that links people together. Communication not only helps to increase brand awareness but also to improve brand attitudes, brand satisfaction and brand trust.

Kevin Flynn
President and Managing Director,
FCA India

The focus is mainly based on two pillars – quality and service. We understand that trust is never built in a day and I am grateful to my entire team of LG for their consistent and diligent efforts in making who we are today – the most trustworthy brand for our customers.



Ki Wan Kim
Managing Director,
LG Electronics India



Trust lies at the very core of everything we do. It is this trust nurtured over a period of 800 years of our family business legacy that connects our brand to our customers. We serve over 2 lakh customers every day through our network of over 5000 branches spread worldwide and so far have served over 60 crore customers.

Alexander George Muthoot
Deputy Managing Director,
The Muthoot Group

It's well said by Apple's late CEO Steve Jobs that 'A brand is simply trust'. Trust is one of the most integral assets for a brand which need to be nurtured with precision. All brands are born ordinary, but the ones which focus on trust as their core, deliver more, achieve more and become more accepted in the market.

TRA Research has deciphered Brand Trust by talking to psychologists, sociologists and communication experts. TRA's Brand Trust Matrix consists of 61 intangible Attributes, 10 Brand Behaviours and 3 Brand Archetypes.

TRA's Brand Trust Report 2019, in its ninth edition is an effort of thousands of hours of interview and analysis to measure brands on a trust-scale. The study also measures the consumer's conscious and sub-conscious trust, the external and internal manifestations of this most important transactional element.

978-81-938891-3-8



978-81-938891-3-8

TRA's Brand Trust Report 2019

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