TOP 10 BRANDS
Eight of Top 10 brands were banks or automobiles.

$12.6 Bil. $11.0 Bil. $9.4 Bil. $5.1 Bil. $3.9 Bil. $3.4 Bil. $2.9 Bil. $2.5 Bil. $2.4 Bil. $2.3 Bil.

TOP 10 BRANDS

TOP 10 IN BRAND CONTRIBUTION
Brand contribution leaders came from diverse categories.

FINANCIAL SERVICES, HOME AND PERSONAL CARE LEAD BRAND VALUE GROWTH
41% of the India Top 50 total value

BrandZ™ INDIA TOP 50 PORTFOLIO OUTPERFORMS SENSEX INDIA
BrandZ™ India Top 50 Portfolio

% Change in Sector Brand Value
49% 45% 44% 43% 42% 41% 40% 39% 38% 37% 36% 35% 34% 33% 32% 31% 30% 29% 28% 27% 26% 25% 24% 23% 22% 21% 20% 19% 18% 17% 16% 15% 14% 13% 12% 11% 10% 9% 8% 7% 6% 5% 4% 3% 2% 1% 0% -1%

NEWCOMERS

Source: BrandZ™ / Millward Brown
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