

And the Most Valuable Brand is...

In the second edition of WPP-Millward Brown's BrandZ report on the top 50 most valuable Indian brands, it is the financial sector that has swept the rankings. 5 banks have made it to the top ten and HDFC Bank has grabbed the top slot for the second consecutive year. The total value of India's 50 strong brands has grown 33% (\$92 billion) in the past year, while the top 50 in China grew only 18-19%. This is the highest growth rate achieved by any BrandZ ranking in the past 10 years since the valuations began. The valuation of the top 50 in India has exceeded the global top 100 brands as well as the rankings of the top 50 in China, Latin America and Indonesia. Since the report only measures the brand value of public limited companies, ecommerce companies are only evaluated in terms of their brand equity. Prasun Basu, MD, Millward Brown, South Asia, said, "If the ecommerce companies share the data with us then we can evaluate them." The report discloses that Flipkart has 60% more brand equity than Amazon.



TOP 10 BRANDS OF BRANDZ 2015 REPORT

Rank 2015	Brand	Category	Brand Value 2014 (\$m)	Rank 2014	Brand Value 2015 (\$M)	Brand Value change (%)
1	HDFC Bank	Banks	9,425	1	12,577	33
2	Airtel	Telecoms	8,217	2	11,039	34
3	SBI	Banks	6,828	3	9,374	37
4	ICICI Bank	Banks	3,536	4	5,122	45
5	Asian Paints	Paints	2,812	6	3,867	38
6	Bajaj Auto	Automobiles	3,034	5	3,345	10
7	Hero MotoCorp	Automobiles	2,164	7	2,907	34
8	Axis Bank	Banks	New Entrant	-	2,494	-
9	Kotak Mahindra Bank	Banks	1,721	9	2,394	39
10	Maruti Suzuki	Automobiles	1,510	11	2,318	54