

KANTAR BRANDZ

2023 MOST VALUABLE INDIAN BRANDS

CELEBRATING OUR 10TH YEAR

THE TOP 75 MOST VALUABLE INDIAN BRANDS IN 2023 HAVE A COMBINED VALUE OF

\$379 BILLION

YEAR-ON-YEAR CHANGE

-4%

TOP 10 MOST VALUABLE INDIAN BRANDS 2023

		BRAND RANK	Brand Value (US\$M)
TATA CONSULTANCY SERVICES	#1	\$42,969	BUSINESS TECHNOLOGY AND SERVICES PLATFORMS
HDFC BANK	#2	\$33,612	FINANCIAL SERVICES
INFOSYS	#3	\$24,170	BUSINESS TECHNOLOGY AND SERVICES PLATFORMS
AIRTEL	#4	\$22,517	TELECOM PROVIDERS
STATE BANK OF INDIA	#5	\$14,483	FINANCIAL SERVICES
ICICI BANK	#6	\$12,976	FINANCIAL SERVICES
ASIAN PAINTS	#7	\$12,839	PAINTS
JIO	#8	\$11,773	TELECOM PROVIDERS
KOTAK MAHINDRA BANK	#9	\$10,332	FINANCIAL SERVICES
HCL TECH	#10	\$9,361	BUSINESS TECHNOLOGY AND SERVICES PLATFORMS

GDP 2022 (US\$M)

\$3.29 trillion

GDP GROWTH RATE 2022

6.8%

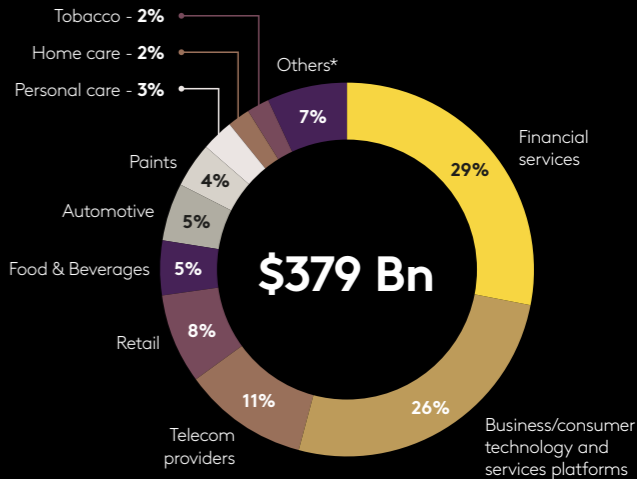
FORECAST GDP GROWTH 2023

5.9%

GDP PER CAPITA 2022 (US\$M)




\$8,379




COMPOSITION OF THE TOP 75 BRAND VALUE BY CATEGORY



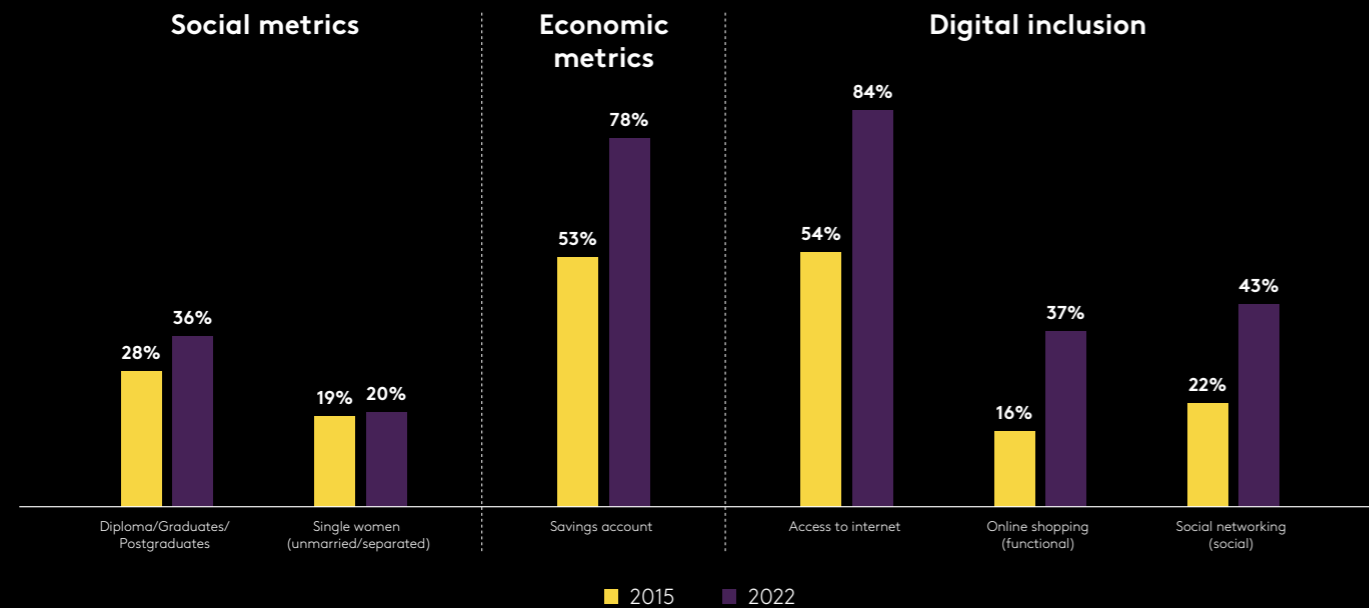
* Includes Alcohol, Travel Services, Energy, Real Estate Developers, Gambling, Media and Entertainment, Apparel, Home Appliances and Fast Food

NEW AND RE-ENTERING BRANDS IN THE TOP 75

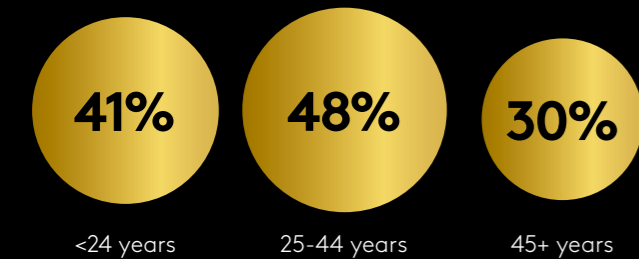
 PhonePe	 CRED	 ShareChat
NEW	NEW	NEW
Financial Services	Financial Services	Consumer Technology and Services Platforms
2023 Brand Value	2023 Brand Value	2023 Brand Value
\$4,473	\$1,997	\$1,333
2023 Rank	2023 Rank	2023 Rank
21	48	67

 बैंक ऑफ बड़ौदा Bank of Baroda	 Star	 MRF
RE-ENTRY	NEW	RE-ENTRY
Financial Services	Media and Entertainment	Automotive
2023 Brand Value	2023 Brand Value	2023 Brand Value
\$1,315	\$1,303	\$1,297
2023 Rank	2023 Rank	2023 Rank
70	71	72

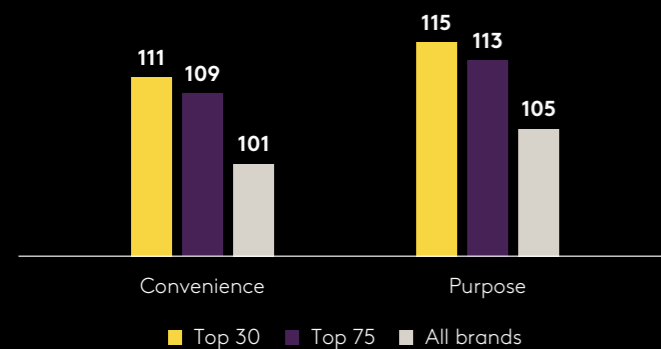
LEVELLING UP WOMEN'S OPPORTUNITIES IMPROVING



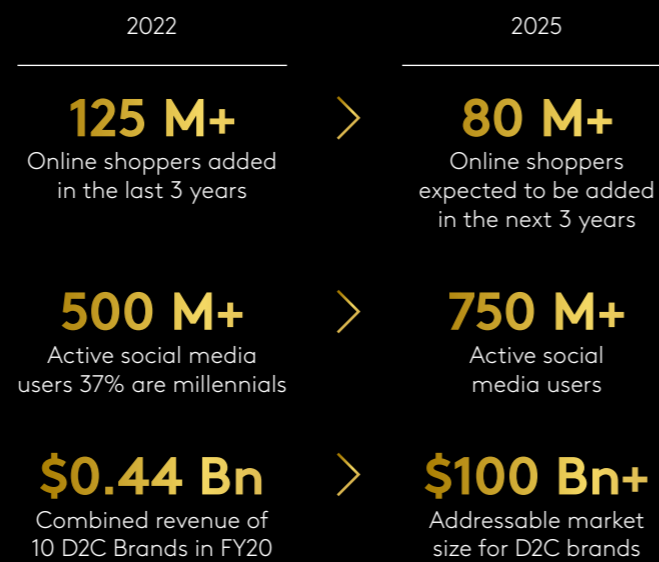
LOGGING ONTO GREATER EQUITY INTERNET USER PENETRATION IN RURAL POPULATION












PURPOSE IS PARAMOUNT INDEX SCORES ACROSS INDIAN BRANDS



LIVING IN DIGITAL INDIA



TOP 10 RISERS

Sr.No	Brand	2023 Rank	Category	Brand Value 2023 (US\$M)	Year-on-Year change
1		51	Automotive	1,896	59%
2		47	Automotive	2,008	48%
3		54	Food and Beverages	1,831	40%
4		59	Tobacco	1,748	39%
5		22	Tobacco	4,127	36%
6		4	Telecom Providers	22,517	29%
7		17	Financial Services	5,589	28%
8		60	Automotive	1,712	24%
9		19	Food and Beverages	5,326	24%
10		64	Automotive	1,461	19%