

KANTAR BRANDZ
2024 MOST VALUABLE INDIAN BRANDS

TOTAL VALUE OF KANTAR BRANDZ MOST VALUABLE INDIAN BRANDS 2024
(US\$)

\$450,470 MILLION

YEAR-ON-YEAR CHANGE
(%)

19%

FORECAST GDP GROWTH
(2024)

6.8%

THE TOP 10
(BRAND VALUE US\$)

BRAND RANK 2024

- #1

TCS

\$49,657 M
- #2

HDFC BANK*

\$38,286 M
- #3

AIRTEL

\$29,856 M
- #4

INFOSYS

\$25,221 M
- #5

SBI

\$17,979 M
- #6

ICICI BANK

\$15,604 M
- #7

JIO

\$13,744 M
- #8

ASIAN PAINTS

\$13,555 M
- #9

HCL TECH

\$11,815 M
- #10

LIC

\$11,499 M

NEWCOMERS & RE-ENTRANTS
(BRAND VALUE US\$)

- CARATLANE

A jewelry Partnership

\$2,733 M
- pnb

\$2,018 M
- LODHA

BUILDING A BETTER LIFE

\$1,885 M
- TAJ

\$1,851 M
- make my trip

\$1,691 M
- TATA ELXSI

\$1,678 M
- Godrej | PROPERTIES

\$1,658 M
- KALYAN

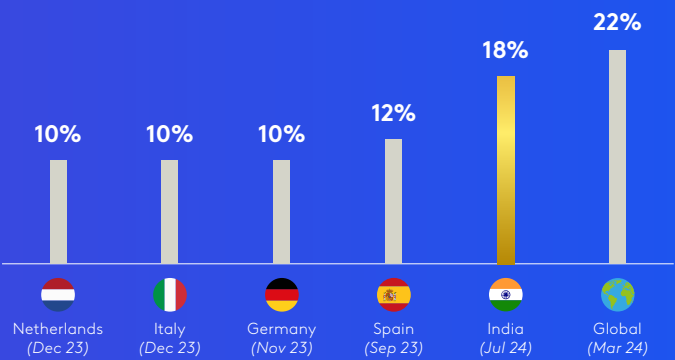
\$1,572 M
- सुविमान ओवरसीज बैंक

Indian Overseas Bank

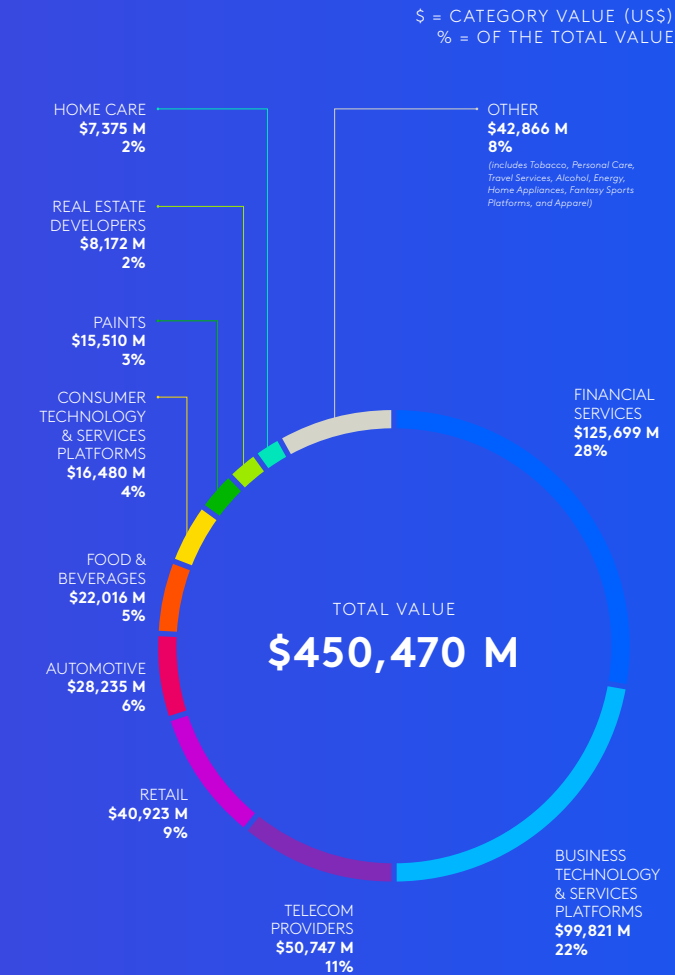
\$1,545 M
- Tide

\$1,343 M

YEAR-ON-YEAR BRAND VALUE CHANGE
OF TOP 30 BRANDS AROUND THE WORLD (%)



COMPOSITION OF THE TOP 75 BY CATEGORY



TOP 10 RISERS

BRAND VALUE CHANGE
2024 VS. 2023 (US\$)

- #1

zomato

+100%

\$3,549 M

CONSUMER TECHNOLOGY AND SERVICES PLATFORMS
- #2

BAJAJ

+94%

\$5,601 M

AUTOMOTIVE
- #3

DLF

+93%

\$4,629 M

REAL ESTATE DEVELOPERS
- #4

Reliance RETAIL

+79%

\$10,524 M

RETAIL
- #5

mahindra Rise

+78%

\$3,571 M

AUTOMOTIVE
- #6

TVS

+71%

\$3,250 M

AUTOMOTIVE
- #7

Hero

+62%

\$3,197 M

AUTOMOTIVE
- #8

IndiGo

+59%

\$3,613 M

TRAVEL SERVICES
- #9

Colgate

+56%

\$2,059 M

PERSONAL CARE
- #10

IndianOil

+50%

\$2,115 M

ENERGY

*Brand Value is restated
TCS = Tata Consultancy Services, SBI = State Bank of India