

# Analysis of “[Best Indian Brands 2016](#)”:

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# Best Indian Brands 2016

INNOVATIONS TEAMWORK STRATEGY  
EFFICIENCY FLEXIBILITY TECHNOLOGY

This week's Brand Equity is dedicated to the Interbrand Best Indian Brands study. Read on to find which brands dominate the leaderboard, why and how. And what the Best Indian Brands need to do, or do more of to crack the so far elusive Best Global Brands list

ar a few shuffles up and down the list, there are no major surprises in this year's edition of Best Indian Brands, a valuation study conducted annually and published exclusively. However, we do have more or less static Top 10 or should be a great motivational brands of all shapes and sizes. The study also makes a track of detroning the making one's offering more relevant.

This issue tracks the of the Best Indian Brands is filled with bursting advice on scaling up one's offering and counted. But there's something for everyone to mull over: act on: from the behemoth to stay where they are, to the longest of today to bring the hottest categories and our own analy-

Brand	2015 Rank	Brand	2015 Rank
Tata	1	Jindal Steel & Power	NA
Airtel	3	JSW	17.3
Reliance Industries	2	Ashok Leyland	NA
HDFC Bank	6	Canara Bank	26
LIC	4	Union Bank	20.72
State Bank Of India	5	NTPC	24.39
Infosys	7	Yes Bank	24.81
ICCI	8	Kingfisher	26.18
Mahindra	10	IndusInd Bank	26.33
Godrej	11	Britannia	30.53
Wipro	12	Adani	38.34
Larsen & Toubro	13	Punjab National Bank	39.42
Bajaj Auto	14	Kotak	41.93
Maruti Suzuki	15	UltraTech	44.31
Axis Bank	16	Dabur	45.49
ITC	17	Zee	45.72
HCL	18	Tanishq	46.17
Hero	19	Reliance (ADAC)	51
ONGC	20	Bank Of Baroda	51.33
Asian Paints	21	Idea	51.33