



India's top 100 brands 2026

Who leads, which sectors hold the value, who is rising fastest, and what India's most valuable brands teach every company building one.

US\$523.5bn

VALUE OF INDIA'S TOP 100 BRANDS

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One brand. Every expression. And a hundred that show how.

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ABOUT THIS REPORT

Brand1 is an AI-native brand and creative studio. This report brings together the latest published valuations of India's brands and adds our analysis. The ranking is **Kantar BrandZ's Top 100 Most Valuable Indian Brands 2025** (published 19 November 2025, the latest full Top 100). It is cross-checked against **Brand Finance India 100 2026** (14 July 2026), which values corporate brands. Sector labels and all commentary are Brand1's own.

Values are in US dollars as published. Where a value is not public, we show the rank only and say so. Nothing in this report is investment advice.

India's brands are worth more than ever. A few hold most of it.

The 100 most valuable Indian brands are worth US\$523.5 billion, about 13% of India's GDP, up 6% in a year. Banks have retaken the top spot, cement has become a brand category, and new-age consumer platforms keep climbing.

\$523.5_{bn} Value of the Top 100 (Kantar BrandZ India 2025), +6%	47% Share of that value held by the top 10 brands	\$45.0_{bn} HDFC Bank, No. 1, +18%; it took the top spot back from TCS	26 Brands new to the list (18) or returning to it (8)
\$252.8_{bn} Value of Brand Finance India 100 2026 (corporate brands), +7%	\$33.6_{bn} Tata Group, India's most valuable corporate brand (Brand Finance)	+69% Zomato, the fastest riser for the second year running (Kantar)	93.5 Taj, India's strongest brand for the fifth year (Brand Finance BSI)

Eight findings

- **Banks lead again.** HDFC Bank is No. 1; 15 financial-services brands make the Top 100, more than any other sector.
- **Three sectors hold 58% of the value.** Financial services, business technology and telecom (Kantar).
- **Cement is now a brand.** Kantar valued Materials for the first time; UltraTech enters at No. 7 and four cement brands join.
- **New-age brands are now 15 of the 100.** Zomato (21), Swiggy (27) and PhonePe (30) lead; Zepto, Pine Labs and Meesho enter.
- **Value retail is building brands.** DMart (17), Westside (38), Zudio (52) and Vishal Mega Mart (80).
- **Travel and experience posted the biggest jumps.** Taj +55%, MakeMyTrip +45%, IndiGo +42%.
- **Groups lead the corporate view.** Tata, Reliance, Adani and L&T sit in Brand Finance's top 10; Adani Group (+31%) is the only new entrant.
- **Few go global.** Only Tata Group is in Brand Finance's global top 100 (No. 61); Interbrand's Best Global Brands 2025 has no Indian brand.

01

The ranking.

India's 100 most valuable brands, in rank order, with the value wherever it is public. Then the top ten under two different lenses, and a short profile of each.

1.1 How to read this ranking

1.2 The Top 100

1.3 The top ten, two lenses

1.4 Ten profiles

1.1 · HOW TO READ THIS RANKING

Two respected lenses. Different answers.

India's two main brand-value rankings measure different things, so their lists differ. We use one as the spine and the other as a check.

	KANTAR BRANDZ MOST VALUABLE INDIAN BRANDS	BRAND FINANCE INDIA 100
Latest edition	2025, published 19 Nov 2025 (Top 100)	2026, published 14 Jul 2026 (Top 100)
What is valued	Mostly product and company brands (HDFC Bank, TCS, Maggi, Zudio)	Mostly corporate and group brands (Tata Group, Reliance Group, Adani Group)
Method in brief	Financial value attributed to the brand, combined with consumer and B2B research on how meaningful, different and salient the brand is	Royalty-relief: the licence fee a company would pay to use the brand, adjusted by a Brand Strength Index (BSI)
Total value	US\$523.5 bn (+6%)	US\$252.8 bn (+7%)
No. 1	HDFC Bank, US\$45.0 bn	Tata Group, US\$33.6 bn
Role in this report	The ranking: all 100 positions	The cross-check: top 10, strength, growth

WHAT "N/P" MEANS

Kantar publishes the value of 40 of the 100 brands in its free materials; the rest sit in its gated full report. We show those as **n/p** (not published) rather than estimate them. The rank itself is published for all 100.

OUR ADDITIONS

Sector labels are Brand1's classification into 16 sectors, so that brands like Zudio (fashion retail) and Wheel (home care) can be compared. We also tag the 15 **new-age** brands: those built on digital models since 2000.

01 · THE RANKING

The Top 100, ranks 1-25

#	BRAND	SECTOR (BRAND1 CLASSIFICATION)	BRAND VALUE US\$ M	CHANGE
1	HDFC Bank	Banking, financial services & insurance	44,988	+18%
2	Tata Consultancy Services	Technology services	44,233	
3	Airtel	Telecom	41,069	
4	Infosys	Technology services	25,540	
5	ICICI Bank	Banking, financial services & insurance	20,633	
6	State Bank of India	Banking, financial services & insurance	18,808	
7	UltraTech Cement NEW	Building materials & paints	14,524	
8	Jio	Telecom	14,055	
9	HCL Tech	Technology services	12,826	
10	LIC	Banking, financial services & insurance	10,347	
11	Kotak Mahindra Bank	Banking, financial services & insurance	n/p	
12	Asian Paints	Building materials & paints	n/p	
13	Reliance Retail	Retail, e-commerce & fashion	n/p	
14	Flipkart	Retail, e-commerce & fashion	n/p	
15	Tanishq	Retail, e-commerce & fashion	n/p	
16	Maruti Suzuki	Automotive	n/p	
17	DMart	Retail, e-commerce & fashion	n/p	
18	Britannia	Food & beverages	n/p	
19	Vi	Telecom	n/p	
20	Axis Bank	Banking, financial services & insurance	n/p	
21	Zomato NEW-AGE	Consumer internet	6,006	+69%
22	Bajaj Auto	Automotive	n/p	
23	Mahindra	Automotive	5,469	+53%
24	IndiGo	Travel & hospitality	5,119	+42%
25	Wipro	Technology services	n/p	

Rank and published values: Kantar BrandZ Most Valuable Indian Brands 2025 (19 Nov 2025). n/p = value not published in Kantar's free materials (the full table is in Kantar's gated report). Change is shown only where Kantar published it. NEW and RE-ENTRY as flagged by Kantar. NEW-AGE = brands built since 2000 on digital models (Brand1 tag). Sector: Brand1 classification. * Kantar's own marking.

01 · THE RANKING

The Top 100, ranks 26-50

#	BRAND	SECTOR (BRAND1 CLASSIFICATION)	BRAND VALUE US\$ M	CHANGE
26	Gold Flake	Alcohol & tobacco	n/p	
27	Swiggy NEW-AGE	Consumer internet	n/p	
28	Nestlé	Food & beverages	n/p	
29	DLF	Real estate	n/p	
30	PhonePe NEW-AGE	Fintech & payments	n/p	
31	TVS	Automotive	n/p	
32	LTIMindtree	Technology services	n/p	
33	Naukri.com NEW-AGE	Consumer internet	n/p	
34	Maggi	Food & beverages	n/p	
35	Hyundai NEW	Automotive	3,477	
36	McDowell's No.1	Alcohol & tobacco	n/p	
37	SBI Life	Banking, financial services & insurance	n/p	
38	Westside NEW	Retail, e-commerce & fashion	3,284	
39	HDFC Life	Banking, financial services & insurance	n/p	
40	Bangur Cement NEW	Building materials & paints	3,066	
41	Surf Excel	Personal & home care	n/p	
42	Persistent NEW	Technology services	2,966	
43	Taj	Travel & hospitality	2,873	+55%
44	CaratLane NEW-AGE	Retail, e-commerce & fashion	n/p	
45	Bajaj Insurance*	Banking, financial services & insurance	n/p	
46	Tech Mahindra	Technology services	n/p	
47	Ola NEW-AGE	Consumer internet	n/p	
48	Nykaa NEW-AGE	Retail, e-commerce & fashion	n/p	
49	Wheel	Personal & home care	n/p	
50	Hero	Automotive	n/p	

Rank and published values: Kantar BrandZ Most Valuable Indian Brands 2025 (19 Nov 2025). n/p = value not published in Kantar's free materials (the full table is in Kantar's gated report). Change is shown only where Kantar published it. NEW and RE-ENTRY as flagged by Kantar. NEW-AGE = brands built since 2000 on digital models (Brand1 tag). Sector: Brand1 classification. * Kantar's own marking.

01 · THE RANKING

The Top 100, ranks 51-75

#	BRAND	SECTOR (BRAND1 CLASSIFICATION)	BRAND VALUE US\$ M	CHANGE
51	Havells	Durables & electricals	n/p	
52	Zudio NEW	Retail, e-commerce & fashion	2,523	
53	Dabur	Personal & home care	n/p	
54	Kingfisher	Alcohol & tobacco	n/p	
55	Horlicks	Food & beverages	n/p	
56	MakeMyTrip	Consumer internet	2,449	+45%
57	Royal Enfield	Automotive	n/p	
58	Razorpay NEW-AGE	Fintech & payments	n/p	
59	Lodha	Real estate	n/p	
60	Sunfeast	Food & beverages	n/p	
61	Indian Oil	Energy	n/p	
62	Kalyan Jewellers	Retail, e-commerce & fashion	n/p	
63	Wills	Alcohol & tobacco	n/p	
64	Coforge NEW	Technology services	2,022	
65	Ambuja Cement NEW	Building materials & paints	2,015	
66	Paytm RE-ENTRY NEW-AGE	Fintech & payments	1,928	
67	Ekart NEW NEW-AGE	Logistics	1,912	
68	Brooke Bond	Food & beverages	n/p	
69	Colgate	Personal & home care	n/p	
70	Berger	Building materials & paints	n/p	
71	Punjab National Bank	Banking, financial services & insurance	n/p	
72	JK Cement NEW	Building materials & paints	1,820	
73	MRF	Automotive	n/p	
74	Jockey	Retail, e-commerce & fashion	n/p	
75	ICICI Prudential	Banking, financial services & insurance	n/p	

Rank and published values: Kantar BrandZ Most Valuable Indian Brands 2025 (19 Nov 2025). n/p = value not published in Kantar's free materials (the full table is in Kantar's gated report). Change is shown only where Kantar published it. NEW and RE-ENTRY as flagged by Kantar. NEW-AGE = brands built since 2000 on digital models (Brand1 tag). Sector: Brand1 classification. * Kantar's own marking.

01 · THE RANKING

The Top 100, ranks 76-100

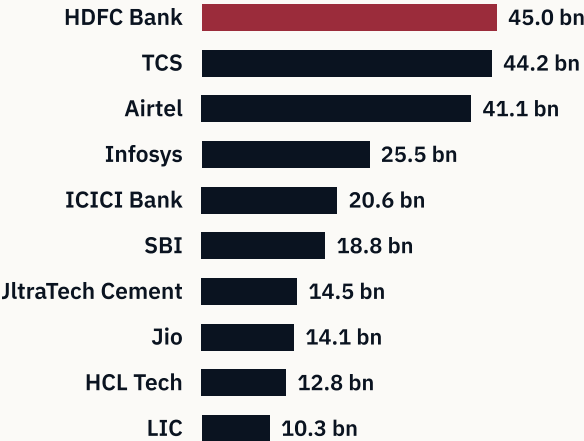
#	BRAND	SECTOR (BRAND1 CLASSIFICATION)	BRAND VALUE US\$ M	CHANGE
76	IndusInd Bank	Banking, financial services & insurance	n/p	
77	Tata Motors	Automotive	n/p	
78	Bank of Baroda	Banking, financial services & insurance	n/p	
79	Hindustan Petroleum RE-ENTRY	Energy	1,549	
80	Vishal Mega Mart NEW	Retail, e-commerce & fashion	1,504	
81	Adani Gas	Energy	n/p	
82	Domino's Pizza RE-ENTRY	Food & beverages	1,478	
83	Zepto NEW NEW-AGE	Consumer internet	1,477	
84	Godrej Properties	Real estate	n/p	
85	Pine Labs NEW NEW-AGE	Fintech & payments	1,364	
86	Lifebuoy	Personal & home care	n/p	
87	Parachute RE-ENTRY	Personal & home care	1,337	
88	OYO RE-ENTRY NEW-AGE	Travel & hospitality	1,315	
89	Union Bank of India RE-ENTRY	Banking, financial services & insurance	1,272	
90	Glow & Lovely RE-ENTRY	Personal & home care	1,246	
91	Lux RE-ENTRY	Personal & home care	1,202	
92	Tata Elxsi	Technology services	n/p	
93	Oberoi Realty NEW	Real estate	1,159	
94	Tata Tea NEW	Food & beverages	1,148	
95	Ruchi Gold NEW	Food & beverages	1,146	
96	Meesho NEW NEW-AGE	Retail, e-commerce & fashion	1,143	
97	CRED NEW-AGE	Fintech & payments	n/p	
98	Indian Overseas Bank	Banking, financial services & insurance	n/p	
99	Vim NEW	Personal & home care	1,063	
100	Tide	Personal & home care	n/p	

Rank and published values: Kantar BrandZ Most Valuable Indian Brands 2025 (19 Nov 2025). n/p = value not published in Kantar's free materials (the full table is in Kantar's gated report). Change is shown only where Kantar published it. NEW and RE-ENTRY as flagged by Kantar. NEW-AGE = brands built since 2000 on digital models (Brand1 tag). Sector: Brand1 classification. * Kantar's own marking.

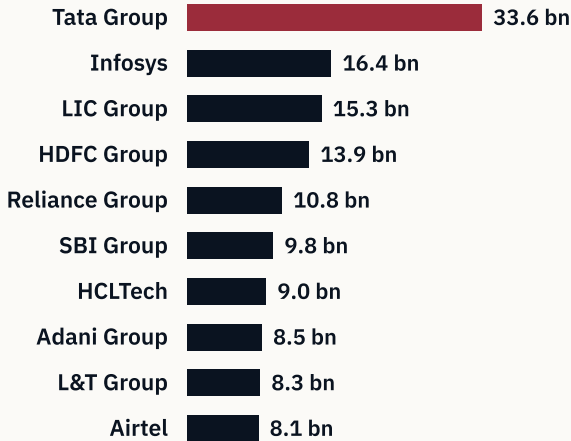
1.3 · THE TOP TEN, TWO LENSES

Banks and tech by product brand. Groups by corporate brand.

KANTAR BRANDZ 2025 · US\$ BN



BRAND FINANCE INDIA 100 2026 · US\$ BN



SIDE BY SIDE

#	KANTAR BRANDZ 2025	US\$ BN	BRAND FINANCE 2026	US\$ BN
1	HDFC Bank	45.0	Tata Group	33.6
2	Tata Consultancy Services	44.2	Infosys	16.4
3	Airtel	41.1	LIC Group	15.3
4	Infosys	25.5	HDFC Group	13.9
5	ICICI Bank	20.6	Reliance Group	10.8
6	State Bank of India	18.8	SBI Group	9.8
7	UltraTech Cement	14.5	HCLTech	9.0
8	Jio	14.1	Adani Group	8.5
9	HCL Tech	12.8	Larsen & Toubro Group	8.3
10	LIC	10.3	Airtel	8.1

Six names appear in both top tens: HDFC, Infosys, LIC, SBI, HCLTech and Airtel. Kantar values TCS separately (No. 2); Brand Finance counts Tata as one group brand (No. 1) and values TCS separately at US\$21.2 bn. Reliance appears in Kantar through its product brands (Jio No. 8, Reliance Retail No. 13).

The ten most valuable brands, and what makes each one work.

1

HDFC Bank

BANKING Kantar BrandZ India 2025

India's largest private-sector bank, enlarged by its 2023 merger with parent HDFC Ltd. It took back the No. 1 spot from TCS with US\$45.0 bn (+18%).

Brand1 view. One promise across a very wide footprint: the brand reads the same in a metro branch, an app and a rural loan desk. Scale plus consistency is what the ranking rewards.

2

Tata Consultancy Services

TECHNOLOGY SERVICES Kantar BrandZ India 2025

The Tata Group's technology services company and the leader of Indian IT. US\$44.2 bn, a whisker behind No. 1 after three years at the top (2022–24).

Brand1 view. A B2B brand valued like a consumer one. It borrows trust from the Tata name and earns it back in global enterprise accounts.

3

Airtel

TELECOM Kantar BrandZ India 2025

Bharti Airtel's consumer brand across mobile, broadband and payments. US\$41.1 bn, one of Kantar's top-10 risers; Kantar credits 5G, payments and AI fraud detection.

Brand1 view. Proof that a utility can become a preference brand when the experience (network, app, service) is designed as one brand.

4

Infosys

TECHNOLOGY SERVICES Kantar BrandZ India 2025

Bengaluru-born technology services firm. US\$25.5 bn in Kantar; No. 2 in Brand Finance India 100 2026 (US\$16.4 bn, stable).

Brand1 view. A brand built on governance and talent. The next test: staying distinctive as AI reshapes what clients buy from IT services.

5

ICICI Bank

BANKING Kantar BrandZ India 2025

Private-sector bank and parent brand of a financial-services family (ICICI Prudential also appears at No. 75). US\$20.6 bn.

Brand1 view. A masterbrand that stretches across banking, insurance and investing without losing its core meaning.

6

State Bank of India

BANKING Kantar BrandZ India 2025

India's largest public-sector bank. US\$18.8 bn in Kantar; Brand Finance names SBI the strongest banking brand in 2026.

Brand1 view. Ubiquity and trust carry it. The opportunity is a modern, consistent expression across thousands of branches and digital channels.

7

UltraTech Cement

BUILDING MATERIALS Kantar BrandZ India 2025

The Aditya Birla Group's cement brand. A new entrant straight in at No. 7 (US\$14.5 bn), the first time Kantar valued the Materials category.

Brand1 view. A commodity category that has become a brand category: dealers, contractors and home builders pay for a name they trust.

8

Jio

TELECOM Kantar BrandZ India 2025

Reliance Jio's connectivity brand. US\$14.1 bn; also No. 5 in Interbrand's Best Indian Brands 2023.

Brand1 view. A challenger that became the scale player in a decade. Its brand task now shifts from disruption to loyalty.

9

HCL Tech

TECHNOLOGY SERVICES Kantar BrandZ India 2025

Technology services brand. US\$12.8 bn in Kantar; No. 7 in Brand Finance 2026 (US\$9.0 bn).

Brand1 view. A deliberate rename and identity system ("HCLTech") that helped a B2B brand compete on clarity.

10

LIC

INSURANCE Kantar BrandZ India 2025

Life Insurance Corporation of India, the state-owned life insurer. US\$10.3 bn in Kantar; No. 3 in Brand Finance 2026 (US\$15.3 bn, +12%).

Brand1 view. Decades of trust, now listed. Its brand must carry that trust to a younger, digital-first policyholder.

Facts: Kantar BrandZ India 2025 and Brand Finance India 100 2026 (values, ranks, growth); company histories are public record. "Brand1 view" is our opinion.

02

What the list tells us.

Where the value sits, how deep each sector runs, who is rising, which brands are strongest and most trusted, and how far Indian brands travel.

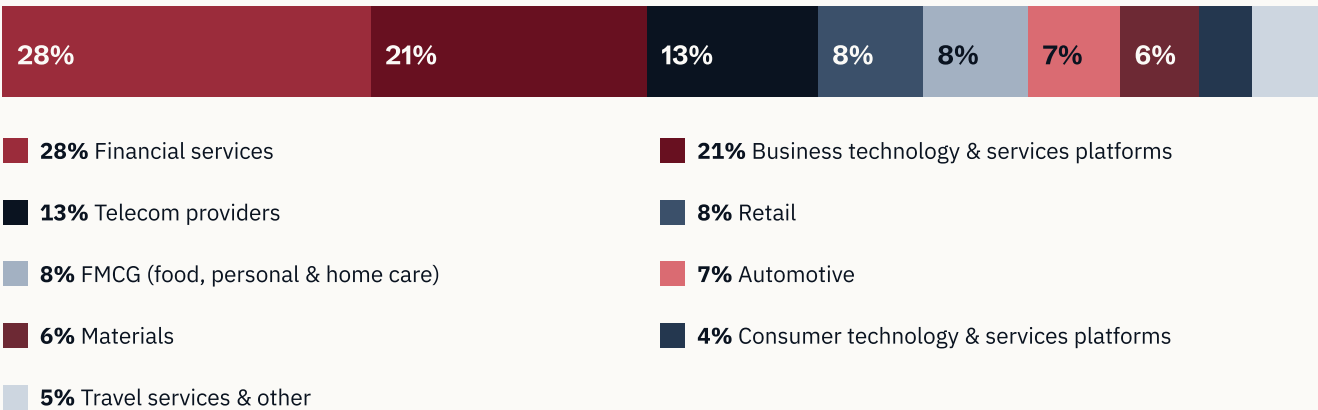
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|-----|-----------------------------|
| 2.1 | The sector map |
| 2.2 | Depth: sectors by rank band |
| 2.3 | Risers and newcomers |
| 2.4 | Strength, trust and love |
| 2.5 | India on the world stage |
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2.1 · THE SECTOR MAP

Money brands lead in value. Consumer brands lead in number.

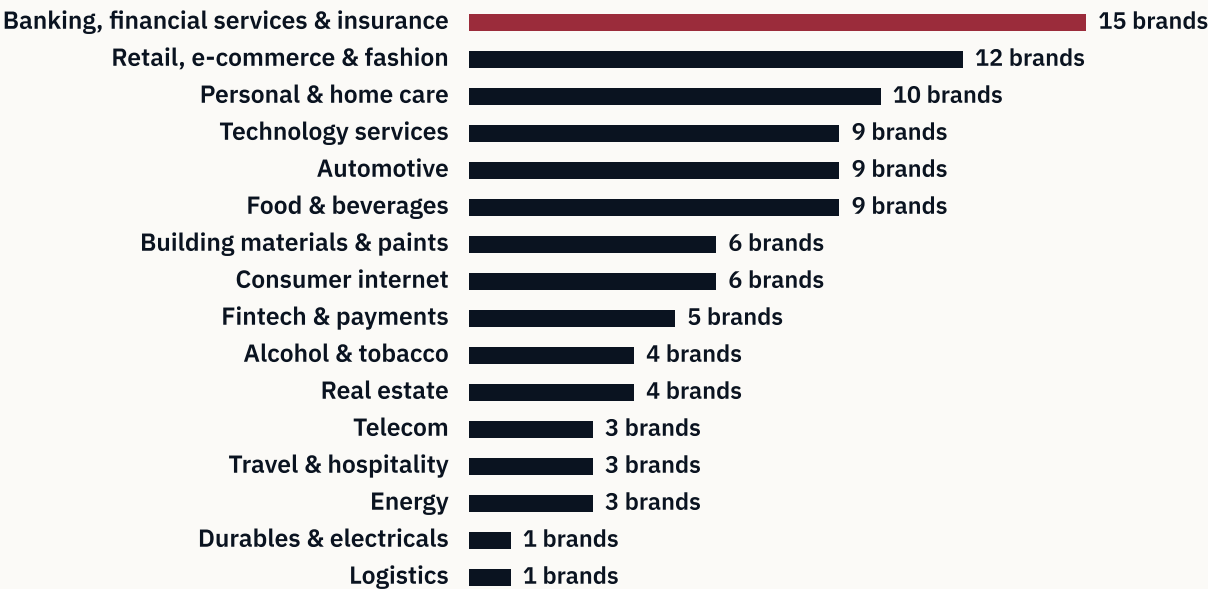
Financial services has the most brands and the most value. But retail, food and personal care together put 31 brands in the list: India's daily life is still built on consumer brands.

SHARE OF TOTAL VALUE BY CATEGORY · KANTAR BRANDZ INDIA 2025



SOURCE: KANTAR BRANDZ INDIA 2025 INFOGRAPHIC. KANTAR'S CATEGORY NAMES.

NUMBER OF BRANDS BY SECTOR · BRAND1 CLASSIFICATION



SOURCE: BRAND1 CLASSIFICATION OF THE KANTAR BRANDZ INDIA 2025 TOP 100.

2.2 · DEPTH

Some sectors win at the top. Others win in breadth.

Telecom has only three brands, but all three are in the top 25. Personal and home care has ten, none above No. 41: many strong brands, each worth less than the giants.

	RANKS 1–25	26–50	51–75	76–100	TOTAL
Banking, financial services & insurance	6	3	2	4	15
Retail, e-commerce & fashion	4	3	3	2	12
Personal & home care		2	2	6	10
Technology services	4	3	1	1	9
Automotive	3	3	2	1	9
Food & beverages	1	2	3	3	9
Building materials & paints	2	1	3		6
Consumer internet	1	3	1	1	6
Fintech & payments		1	2	2	5
Alcohol & tobacco		2	2		4
Real estate		1	1	2	4
Telecom	3				3
Travel & hospitality	1	1		1	3
Energy			1	2	3
Durables & electricals			1		1
Logistics			1		1

BRANDS PER SECTOR IN EACH RANK BAND. DARKER CRIMSON = MORE BRANDS. SOURCE: BRAND1 ANALYSIS OF KANTAR BRANDZ INDIA 2025.

CONCENTRATED AT THE TOP

Telecom (3 of 3 in the top 25), technology services (4 of 9) and banking (6 of 15). Scale businesses with national reach.

STRONG IN THE MIDDLE

Retail (12 brands, best No. 13) and automotive (9 brands, best No. 16) spread evenly through the list.

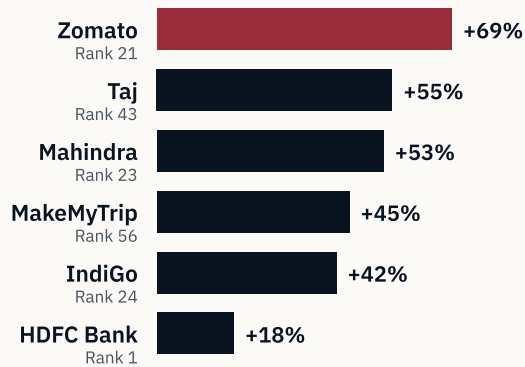
DEEP IN THE TAIL

Personal and home care (10 brands, median rank 87), real estate and energy: many brands, each with room to grow.

2.3 · RISERS AND NEWCOMERS

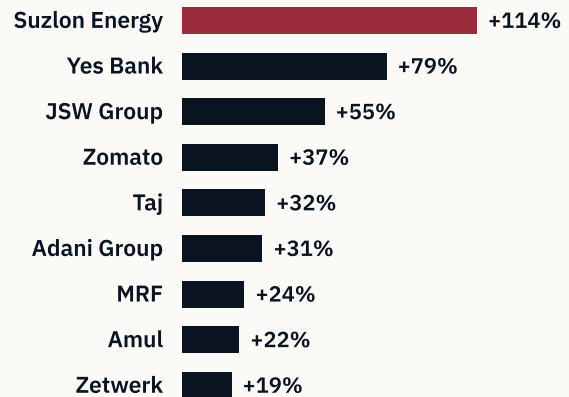
Experience brands are rising. A quarter of the list is new or back.

FASTEST RISERS · KANTAR BRANDZ 2025 · VALUE CHANGE



PUBLISHED RISERS; HDFC BANK SHOWN FOR SCALE. THE TEN FASTEST RISERS GREW 42% ON AVERAGE.

FASTEST GROWTH · BRAND FINANCE 2026



BRANDS NAMED IN THE BRAND FINANCE INDIA 100 2026 RELEASE. SUZLON IS THE FASTEST-GROWING BRAND.

18 NEW ENTRANTS

UltraTech Cement (7), Hyundai (35), Westside (38), Bangur Cement (40), Persistent (42), Zudio (52), Coforge (64), Ambuja Cement (65), Ekart (67), JK Cement (72), Vishal Mega Mart (80), Zepto (83), Pine Labs (85), Oberoi Realty (93), Tata Tea (94), Ruchi Gold (95), Meesho (96), Vim (99)

8 RE-ENTRIES

Paytm (66), Hindustan Petroleum (79), Domino's Pizza (82), Parachute (87), OYO (88), Union Bank of India (89), Glow & Lovely (90), Lux (91)

15 NEW-AGE BRANDS

Zomato (21), Swiggy (27), PhonePe (30), Naukri.com (33), CaratLane (44), Ola (47), Nykaa (48), Razorpay (58), Paytm (66), Ekart (67), Zepto (83), Pine Labs (85), OYO (88), Meesho (96), CRED (97)

THE PATTERN

The fastest climbers sell an experience, not a product: a meal at the door, a hotel stay, a flight, a trip. Zomato has been Kantar's fastest riser two years running, credited to its growth beyond food delivery. The brand is the service, so every touchpoint is the brand.

2.4 · STRENGTH, TRUST AND LOVE

Value is one measure. Strength, trust and love are three more.

STRONGEST · BRAND FINANCE BSI 2026

BRAND	BSI	RATING
Taj	93.5	AAA+
Zomato	93.2	AAA+
Amul	93.0	AAA+

Taj has been India's strongest brand for five years. SBI is the strongest banking brand.

MOST TRUSTED · TRA BRAND TRUST 2026

#	BRAND
1	Amazon
2	Dell
3	Honda (motorcycles)
4	LG (TVs)
5	Titan
10	Flipkart

27 of TRA's top 50 are Indian. Titan and Flipkart are the highest Indian names.

BEST BRANDS · YUGOV INDIA 2026

#	BRAND	SCORE
1	WhatsApp	60.5
2	YouTube	58.7
3	Google	56.6
4	Amazon	55.2
5	Google Pay	54.6
6	Flipkart	50.7

Blinkit was YouGov's most-improved brand in India.

The most valuable Indian brands are not yet the most loved. Global platforms still own daily attention.

Indian brands lead on value and do well on trust: 27 of TRA's top 50 are Indian. But the brands Indians rate highest day to day (YouGov) are global platforms. The gap between value and affection is the brand opportunity for the next decade.

Fourteen Indian brands in the global 500. One in the global top 100.

BRAND FINANCE GLOBAL 500 2026 · INDIAN BRANDS

2026	2025	BRAND	SECTOR
61	60	Tata Group	Diversified
150	132	Infosys	IT services
169	177	LIC	Insurance
183	164	HDFC Group	Banking
231	237	Reliance Group	Diversified
256	241	SBI Group	Banking
281	262	HCLTech	IT services
315	316	Larsen & Toubro Group	Diversified
322	306	Airtel	Telecoms
341	330	Mahindra Group	Diversified
356	366	Jio Group	Diversified
363	375	ICICI Group	Banking
366	358	Wipro Group	Diversified
448	446	Indian Oil	Oil & gas

9th

India's rank by country in the Brand Finance Global 500 2026

3

Indian brands in Kantar BrandZ Global Top 100 2026: Airtel 62, HDFC Bank 63, TCS 82 (secondary sources; to verify)

0

Indian brands in Interbrand Best Global Brands 2025

Kantar estimates overseas revenue contributes 23% of Indian brand value. Most Indian brand value is still earned at home.

03

The Brand1 view.

Seven shifts we read in the data, eight moves for brand leaders, and how Brand1 will measure what value rankings miss.

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|-----|-------------------------------|
| 3.1 | Seven shifts |
| 3.2 | Eight moves for brand leaders |
| 3.3 | The Brand1 India Index |
-

What India's top 100 is telling brand builders.

1 • Trust is the currency of the top

Banks, insurers and IT services dominate the top 10. Their brands sell certainty: your money is safe, your systems will run. Trust compounds slowly and is lost fast, which is why it is worth so much.

2 • Categories become brands

Cement entered the list at No. 7. When buyers cannot judge quality themselves (cement, paint, tyres, gold), they buy a name. Every "commodity" category in India is a branding opportunity waiting to be taken.

3 • Value retail builds brands, not just stores

DMart, Zudio, Westside and Vishal Mega Mart show that low prices and a strong brand are not opposites. Clear promises, consistent stores, own labels.

4 • Experience brands rise fastest

Taj, IndiGo, MakeMyTrip and Zomato posted the biggest jumps. When the product is a service, the brand is every interaction, so consistency across touchpoints is the growth engine.

5 • New-age brands are now part of the establishment

Fifteen brands built on digital models are in the Top 100, from Zomato at 21 to CRED at 97. Their next challenge is the one older brands faced: staying distinct as they become ordinary.

6 • Group brands carry enormous value

Brand Finance's top 10 is led by groups: Tata, Reliance, Adani, L&T. The group name lends trust to every new venture, which makes brand architecture a board-level decision.

7 • Value is not yet love

Global platforms lead India's everyday preference rankings. Indian brands win on value and trust but rarely on affection. The brands that close that gap, in Indian languages and Indian culture, will define the next decade.

AND ONE SHIFT THE RANKINGS CANNOT SEE YET

AI now writes, designs and answers on behalf of brands. A brand that is not defined clearly enough for an AI to use will be expressed badly at scale, or not at all in AI answers. The next ranking will reward brands that are **machine-readable** as well as memorable.

3.2 · EIGHT MOVES FOR BRAND LEADERS

What to do on Monday.

#	MOVE	WHY, FROM THE DATA
1	Define the brand before you scale content	The top 10 are worth 47% of the list; clarity compounds. Write down purpose, values, attributes and positioning on one page, and get the board to sign it.
2	Treat trust as an asset you can measure	Banks, insurers and IT services lead on value because they sell certainty. Track trust as closely as revenue.
3	Make the brand the same everywhere	Experience brands rose fastest. Audit every touchpoint (store, app, packaging, call centre, dealer signage) against the brand you say you are.
4	Decide your architecture deliberately	Groups carry huge value in their names. Decide which ventures carry the group name, which get their own, and why.
5	Brand the "commodity"	Cement, paint, tyres and edible oil are in the Top 100. If buyers cannot judge quality, a trusted name wins.
6	Speak India's languages, natively	Value is not yet love. Brands that are as good in Tamil, Hindi and Telugu as in English will earn affection, not only preference.
7	Make your brand machine-readable	AI tools now create and answer for brands. Encode your identity, voice and rules so every tool and agent uses them correctly.
8	Measure consistency, not just awareness	Value rankings come once a year. Score your own assets every week against your brand, and fix what drifts.

3.3 · THE BRAND1 INDIA INDEX

Value rankings say how much a brand is worth. **We will measure how well it shows up.**

Brand1 is preparing the Brand1 India Index: an annual study of how consistently India's leading brands express themselves across touchpoints, languages and AI answers.

CONSISTENCY

Do the logo, colour, type and tone match the brand's own standards across website, app, social, packaging and stores?

EXPRESSION

Is the brand distinctive, or does it look like its category?

LANGUAGE

Is the brand as strong in Indian languages as in English?

AI READINESS

How accurately do AI assistants describe the brand, and can AI tools use it correctly?

Each brand will receive a Brand Consistency Score from 0 to 100 using Brand Check, Brand1's scoring engine, reviewed by senior designers. The method will be published in full before the first edition.

FIND OUT HOW YOUR BRAND SHOWS UP

Brand1 offers a free Brand Health Scan: a short session and an audit of your touchpoints against your own brand. **brand1.ai**

How this report was compiled, and its limits.

Ranking

The Top 100 is Kantar BrandZ Most Valuable Indian Brands 2025, the latest full Top 100 ranking of Indian brands (published 19 November 2025; Kantar's 2026 India edition had not been released when this report was compiled on 25 October 2026). We reproduce rank order as published.

Values

Brand values are shown only where Kantar published them in free materials (40 of 100 brands, including the top 10). Eighteen of these come from Kantar's newcomers and risers tables; they are consistent with rank order. We do not estimate missing values.

Cross-check

Brand Finance India 100 2026 (published 14 July 2026) is used for the corporate-brand view, brand strength (BSI) and growth. Its full table was not accessible; we use the top 10 and the brands named in its release.

SOURCES

Sources

All accessed 25 October 2026.

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Sectors and tags

Sector labels are Brand1's classification into 16 sectors and are not Kantar's categories, except where stated. "New-age" is a Brand1 tag for brands built on digital models since 2000.

Other rankings

TRA Brand Trust Report 2026, YouGov Best Brands India 2026, Brand Finance Global 500 2026 and Kantar BrandZ Global 2026 are cited for context. Kantar Global 2026 Indian ranks come from secondary sources and need confirmation.

Limits

- The two value rankings use different methods and scopes; their totals are not comparable.
- Brand-value methods differ between firms; treat any single value as an estimate.
- "Brand1 view" sections are opinion, not data.

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