

## TOP 50 SERVICE BRANDS

THE ECONOMIC TIMES, 18 DECEMBER, 2013

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|-------------------------------------|---|---------------------------------|
| 1 Airtel (1)                        | 11 Idea Cellular (20)                   | 21 Dish TV (24)                 |
| 2 Vodafone (2)                      | 12 Bank of India (10)                   | 22 Bank of Baroda (22)          |
| 3 State Bank of India (4)           | 13 Axis Bank (17)                       | 23 Union Bank of India (21)     |
| 4 Big Bazaar (3)                    | 14 Canara Bank (20)                     | 24 Reliance Communications (27) |
| 5 BSNL (5)                          | 15 Pizza Hut (12)                       | 25 HDFC Bank (18)               |
| 6 LIC (6)                           | 16 Punjab National Bank (13)            | 26 Café Coffee Day (26)         |
| 7 Airtel (8)                        | 17 Reliance Fresh (23)                  | 27 Domino's (31)                |
| 8 Tata Sky (11)                     | 18 Central Bank of India (14)           | 28 Videocon DTH (34)            |
| 9 Tata Docomo (9)                   | 19 Indian Bank (18)                     | 29 McDonald's (30)              |
| 10 Airtel DTH (16)                  | 20 ICICI Bank (15)                      | 30 Spencer's (39)               |
| 31 Citibank (28)                    | 41 Katak Mahindra Bank (38)             |                                 |
| 32 Videocon Telecommunications (33) | 42 Reliance Life Insurance (49)         |                                 |
| 33 SBI Life Insurance (37)          | 43 Lifestyle (51)                       |                                 |
| 34 IDBI Bank (32)                   | 44 Reliance Digital (45)                |                                 |
| 35 Sun Direct (44)                  | 45 Bajaj Allianz Life Insurance (41)    |                                 |
| 36 KFC (48)                         | 46 Easyday (60)                         |                                 |
| 37 MTS (36)                         | 47 Uninor (40)                          |                                 |
| 38 Birla Sun Life Insurance (46)    | 48 ICICI Prudential Life Insurance (42) |                                 |
| 39 Air India (35)                   | 49 HDFC Life Insurance (47)             |                                 |
| 40 Pantaloons (43)                  | 50 More (52)                            |                                 |