

Berger Paints India Ltd. has been featured among

BrandZ™ Top 50 Most Valuable Brands 2015.

Berger Paints India has bagged the **35th position in the list**, and has occupied the **2nd position in the Top 10 Companies** in Brand Contribution with a remarkable Brand Contribution Index of 5, on a scale of 1 to 5.5.

***"Brand Contribution measures the influence of brand alone on financial value".**

In addition to that, Berger Paints India was ranked **10th in the list for Top 10 Brand Value Risers** with Brand Value change of 44% (2014 vs. 2015).

Brand Contribution: Brands represent many categories

In the BrandZ™ India Top 50, no individual category dominates in number of brands, although paints, home care, and food and dairy include two brands apiece.

Top 50 Rank	Brand	Category	Brand Value 2015 \$M	Brand Contribution Index
1	 LAKMÉ	Personal Care	502	5
2	 Berger	Paints	648	5
3	 Surf Excel	Home Care	1041	5
4	 Castrol	Lubricants	1773	5
5	 Saffola	Food and Dairy	598	4
6	 Asian Paints	Paints	3867	4
7	 भारतीय स्टेट बैंक State Bank of India	Banks	9374	4
8	 Horlicks	Food and Dairy	1217	4
9	 Rin	Home Care	418	4
10	 McDowell's	Alcohol	1516	4

Source: BrandZ™ / Millward Brown

Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest.

Top 10 Risers: Brand value rises steeply

Half of the Top 10 Risers are financial services brands – four banks and one insurance brand. Of the other five brands, three come from the personal care category, and one each come from automobiles and paints.

Top 50 Rank	Brand	Category	Brand Value 2015 \$M	Brand Value 2014 \$M	Brand Value % change 2015 vs. 2014
1	 यूनियन बैंक Union Bank of India	Banks	469	273	72%
2	 LAKMÉ	Personal Care	502	297	69%
3	 Punjab National Bank	Banks	1,230	764	61%
4	 MARUTI SUZUKI Way of Life!	Automobiles	2,318	1,510	54%
5	 Lifebuoy	Personal Care	759	511	49%
6	 IndusInd Bank	Banks	1,542	1,059	46%
7	 ICICI Bank	Banks	5,122	3,536	45%
8	 HDFC Life Sar aatha ke jayo!	Insurance	531	367	45%
9	 Colgate	Personal Care	1,070	742	44%
10	 Berger	Paints	648	451	44%

Source: BrandZ™ / Millward Brown