

Eight Gujarat brands become top attractive leaders in India

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Gujarat's industry has reason to cheer as as many as eight Gujarat-based brands have made it to the India's Most Attractive Brands list of 2015 as category leaders in attractiveness.

Amul (owned by the Gujarat Cooperative Milk Marketing Federation) has been listed as India's most attractive dairy-diversified (F&B) brand and Amul Butter is the only reigning brand in the butter sub-category. Other Gujarat brands that featured on the list this year include Sintex, Ajanta, Symphony, Fortune Foods Products from Adani Wilmar, Vadilal and Rasna.

India's Most Attractive Brands 2015 Report is based on primary research based on the proprietary 36 traits of attractiveness. A Comniscient Group company, formerly Trust Research Advisory (TRA) that conducts primary research with consumers and other stakeholders to give brands insights on solutions to consumer behavior is the publisher of The Brand Trust Report, India's Most Attractive Brands

Amul, however, has dropped 45 ranks from last year and became India's 63rd Most Attractive Brand this year.

N Chandramouli, chief executive officer, TRA, said, "Gujarat has a deep and long tradition of business. Having eight Gujarat

brands as category leaders in attractiveness shows how these brands have now begun to pervade the national consciousness. Gujarat is a place that everyone looks up to, not just for governance or quality of life, but also for the quality of brands that emerge from here. The brands from the state too are in a high point of the evolutionary cycle in terms of perception."

Sintex (all-India 355th rank) leads as India's Most Attractive Brand in the manufacturing-diversified category followed by Finolex (All-India 924th rank). Ajanta is a forerunner in the Home Care Category and correspondingly is the lone leader in the Clocks Sub-category.