

Amul displaces Pepsi to be the top brand in F&B category, says a report

'Eight brands from Gujarat nat'l leaders'

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Ahmedabad: Eight brands from Gujarat have been declared leaders in their respective categories, says a brand leadership report by TRA Research. Dairy leader Amul has displaced Pepsi from the top spot according to the report. Experts say the innate ability of Gujarat's entrepreneurs to understand market requirements is responsible for local brands giving a tough time to national and multi-national giants.

Amul has been listed as India's most attractive Food and Beverage (F&B) brand out of a total of 156 brands listed in the super category. The brand climbed 31 places over its last year's rank and rose to become India's 32nd Most At-

tractive Brand this year, leapfrogging several top F&B brands like Pepsi, Nestle, Britannia.

In the 'Dairy Products' category under F&B, Amul leads by a wide margin, as compared to its nearest rival Mother Dairy (264) and Aavin Dairy (351).

Talking to dna, TRA Research CEO N Chandramouli said, "Apart from Amul, the remaining are all from Ahmedabad. This is because of the typical entrepreneurial traits in the region, which enable businessmen to get the right pulse of the consumer."

Ahmedabad-based brand guru and former president of Mudra Advertising Chandan Nath said that Gujarati brands are not just category leaders, but also pioneers and game changers.

Leading by example!

Brand	Category
Amul	Food & Beverage
Fogg	Deodorants / Perfume
Ajanta	Clocks
Astral Pipes	Pipes
Symphony	Air coolers
Vadilal	Ice cream
Fortune	Edible oil
Ashima Group	Cotton fabric manufacturer