

AHCL/ SE/ 73 /2017-18

February 16, 2018

"Exchange Plaza", C-1, Block G	BSE Limited Department of Corporate Services 1 st Floor, P.J. Towers, Dalal Street, Mumbai 400 001
Symbol: AMRUTANJAN	Scrip Code: 590006

Dear Sir / Madam,

Sub: Economic Times Brand Equity Survey

We are enclosing "Economic Times Brand Equity's Most Trusted Brands 2017 Survey results dated February 14-20, 2018" wherein Amrutanjan has substantially improved its rankings when compared to previous year survey results.

Please arrange to disseminate the same for the information of the members & public.

Thanking you,

For Amrutanjan Health Care Limited

(M Srinivasan)

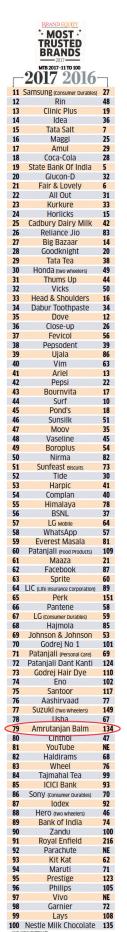
Company Secretary & Compliance Officer

Encl: As above

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Greetings from Amrutanjan!

Economic Times Brand Equity's Most Trusted Brands 2017 Survey dated February 14-20, 2018 has zeroed in very sharply on the one thing that consumers seek most – trust. For consumers trust is non-negotiable and will never lose its relevance.

I am very happy to inform each one of you that on this very critical parameter, we have been voted leaders.

- Amrutanjan has emerged as the most trusted headache pain balm in India and we have moved up from a ranking of 134 in 2016 to 79 in 2017.
- Amrutanjan Balm is among the top 5 gainers across various categories in India.
- We have been ranked 6th among OTC top 10 brands in India.

I take this opportunity to thank all of you who have supported us and made this achievement possible. We have raised the bar this year and I am sure with your unrelenting commitment and enthusiasm, we will continue to touch new heights, year after year.

My best wishes to all of you

A.Sreenath

Group Product Manager Amrutanjan Health Care Ltd.



	Brand	2017 Rank	2016 Rank	Rank Up
1	Royal Enfield	91	216	125
2	Perk	65	151	86
3	Suzuki (Two Wheelers)	77	149	72
4	Reliance Jio	26	83	57
5	Amrutanjan Balm	79	134	55
Bi	ggest Declines in "	Top 100 t	orands of	2017'
1	Hero (two wheelers)	88	46	-42
2	Maaza	61	21	-40
3	Surf	44	10	-34
4	Cinthol	80	47	-33
5	Kit Kat	93	62	-31

Source: Economic Times Brand Equity February 14-20, 2018

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