



AHCL/ SE/ 73 /2017-18

February 16, 2018

<b>The National Stock Exchange of India Limited</b> "Exchange Plaza", C-1, Block G Bandra-Kurla Complex, Bandra (E) Mumbai 400 051	<b>BSE Limited</b> Department of Corporate Services 1 <sup>st</sup> Floor, P.J. Towers, Dalal Street, Mumbai 400 001
<b>Symbol : AMRUTANJAN</b>	<b>Scrip Code: 590006</b>

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

2017 2016

11	Samsung (consumer Durables)	27
12	Rin	48
13	Clinic Plus	19
14	Idea	36
15	Tata Salt	7
16	Maggi	25
17	Amul	29
18	Coca-Cola	28
19	State Bank Of India	5
20	Glucon-D	32
21	Fair & Lovely	6
22	All Out	31
23	Kurkure	33
24	Horiicks	15
25	Cadbury Dairy Milk	42
26	Reliance Jio	83
27	Big Bazaar	14
28	Goodknight	20
29	Tata Tea	38
30	Honda (two wheelers)	49
31	Thums Up	44
32	Vicks	50
33	Head & Shoulders	16
34	Dabur Toothpaste	34
35	Dove	12
36	Close-up	26
37	Fevicol	56
38	Pepsodent	39
39	Ujala	86
40	Vim	63
41	Ariel	13
42	Pepsi	22
43	Bournvita	17
44	Surf	10
45	Pond's	18
46	Sunsilk	51
47	Moov	35
48	Vaseline	45
49	Boroplus	54
50	Nirma	82
51	Sunfeast biscuits	73
52	Tide	30
53	Harpic	41
54	Complan	40
55	Himalaya	78
56	BSNL	37
57	LG mobile	64
58	WhatsApp	57
59	Everest Masala	81
60	Patanjali (Food Products)	109
61	Maaza	21
62	Facebook	87
63	Sprite	60
64	LIC (Life Insurance Corporation)	89
65	Perk	151
66	Pantene	58
67	LG (consumer Durables)	59
68	Hajmola	85
69	Johnson & Johnson	53
70	Godrej No 1	101
71	Patanjali (personal care)	69
72	Patanjali Dant Kanti	124
73	Godrej Hair Dye	110
74	Eno	102
75	Santoor	117
76	Aashirvaad	77
77	SUZUKI (two wheelers)	149
78	Usha	67
79	Amrutanjan Balm	134
80	Cinthol	47
81	YouTube	NE
82	Haldirams	68
83	Wheel	76
84	Tajmahal Tea	99
85	ICICI Bank	93
86	Sony (consumer Durables)	70
87	Iodex	92
88	HerO (two wheelers)	46
89	Bank of India	74
90	Zandu	100
91	Royal Enfield	216
92	Parachute	NE
93	Kit Kat	62
94	Maruti	71
95	Prestige	123
96	Phillips	105
97	Vivo	NE
98	Garnier	72
99	Lays	108
100	Nestle Milk Chocolate	135



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.

OTC		
2017 2016		
1	Glucon-D	1
2	Vicks	3
3	Moov	2
4	Hajmola	4
5	Eno	7
6	Amrutanjan Balm	13
7	Iodex	5
8	Zandu	6
9	Dermicool	12
10	Crocin	11

## Gainers Losers

Biggest Gainers in 'Top 100 brands of 2017'

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

Biggest Declines in 'Top 100 brands of 2017'

Brand	2017 Rank	2016 Rank	Rank Up	
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

**Amrutanjan Health Care Limited**

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