

# TOP 24 NEWSMAKER SECTORS

(Ranked According to Image Score)

RANK '07 RANK '08-'09 COMPANY TOTAL VISIBILITY SCORE TOTAL IMAGE SCORE QUALITY OF EXPOSURE

## ASSET MANAGEMENT (MUTUAL FUNDS)

2	1	UTI	75,817	100,561	133
3	2	ICICI Prudential	54,734	74,336	136
1	3	Reliance Capital	51,907	70,248	135
6	4	SBI Funds	35,923	47,807	133
8	5	Templeton	26,995	38,230	142
n.a.	6	HDFC	27,076	36,119	133
n.a.	7	Birla Sun Life	25,951	33,984	131
n.a.	8	Benchmark	28,403	29,413	104
9	9	Kotak Mahindra	20,034	26,953	135
n.a.	10	DSP BlackRock	21,582	26,083	121

AMCs making public issues, getting banks to distribute their products, winning Lipper Fund awards. Great year, till...

## APPAREL

n.a.	1	Ritu Kumar	67,557	114,281	169
7	2	Arvind Mills	74,223	113,815	153
n.a.	3	Rohit Bal	62,431	110,417	177
n.a.	4	Gucci	56,330	88,031	156
5	5	Raymonds	49,960	80,091	160
1	6	Nike	45,733	76,505	167
n.a.	7	Manish Malhotra	36,596	64,429	176
n.a.	8	Liberty	36,568	62,890	172
3	9	Reebok	37,428	58,826	157
n.a.	10	Louis Vuitton	35,590	58,047	163

Bollywood and cricketers walked the ramp, high-end brands were on a high.

## AUTO (PASSENGER CAR)

1	1	Tata Motors	1,603,958	2,198,814	137
3	2	Maruti Suzuki	317,630	442,147	139
8	3	Honda Sael	204,161	262,401	129
2	4	Mahindra & Mahindra	158,844	228,533	144
5	5	Hyundai Motor India	155,970	224,277	144
n.a.	6	Fiat India	139,741	212,389	152
9	7	Toyota Kirloskar Motor	163,143	198,758	122
7	8	DaimlerChrysler India	146,073	174,008	119
6	9	Ford India	141,659	137,412	97
4	10	General Motors India	151,378	130,420	86

The Nano stole the show—and rivals promised their own versions.

## AVIATION

2	1	Jet Airways	266,063	215,511	81
3	2	Air India	178,511	214,214	120
1	3	Kingfisher Airlines	222,151	208,822	94
n.a.	4	Boeing	117,244	126,623	108
6	5	SpiceJet	85,215	99,701	117
n.a.	6	Delhi International Airport	102,906	94,673	92
n.a.	7	IndiGo	68,647	87,182	127
n.a.	8	Kingfisher Red	85,708	79,709	93
n.a.	9	Airbus	81,476	79,032	97
n.a.	10	Hindustan Aeronautics	54,220	62,895	116

Ouch! What a surge in fuel prices! Fare hikes become the norm, retrenchment a no-no.

n.a.= Not Available

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## BANKING

2	1	State Bank of India	540,073	817,828	151
1	2	ICICI Bank	471,478	638,561	135
4	3	HDFC Bank	234,760	335,101	143
3	4	Standard Chartered Bank	92,553	164,886	178
n.a.	5	Citibank	119,206	150,356	126
9	6	Punjab National Bank	96,982	144,007	148
5	7	HSBC	86,764	121,261	140
10	8	Axis Bank	88,775	121,016	136
n.a.	9	Kotak Mahindra Bank	60,330	94,687	157
n.a.	10	Bank of Baroda	58,132	83,267	143

Oh, to be an Indian bank! Scared witless by the global collapse, but largely untouched.

## CABLE & DTH

n.a.	1	Tata Sky	29,864	45,735	153
n.a.	2	Sun Direct	30,469	44,120	145
n.a.	3	Reliance Blue Magic/ BIG TV	26,500	40,468	153
n.a.	4	Dish TV	26,472	38,326	145
n.a.	5	Bharti DTH	12,288	21,645	176
n.a.	6	Hathway	6,179	8,615	139
n.a.	7	DD Direct	1,726	2,632	152

Some of the launch ads become more memorable than the products!



## CEMENT

1	1	ACC	50,792	57,470	113
n.a.	2	Ambuja Cements	31,281	37,403	120
2	3	Birla Corporation	26,347	30,470	116
4	4	India Cements	17,311	23,022	133
5	5	UltraTech Cement	9,783	12,951	132
n.a.	6	Lafarge India	6,306	11,590	184
n.a.	7	Shree Digvijay Cement	7,831	9,923	127
n.a.	8	Jaypee Cement	6,095	9,163	150
3	9	Holcim	6,299	8,664	138
7	10	JK Lakshmi Cement	6,151	7,034	114

What recession? Despatches are up, rural India is building!

## CONSULTANCY

n.a.	1	Standard & Poor's	103,613	128,688	124
4	2	KPMG	75,670	119,162	157
3	3	McKinsey	53,828	85,725	159
n.a.	4	CRISIL	62,006	85,203	137
1	5	Ernst & Young	53,064	83,460	157
2	6	PricewaterhouseCoopers	77,898	69,329	89
5	7	Accenture	38,591	61,261	159
n.a.	8	Fitch Ratings	24,620	33,735	137
n.a.	9	IDC	22,859	33,331	146
n.a.	10	Grant Thornton India	17,175	25,885	151

Annus Horribilis. Were their foreign counterparts to blame for the global collapse by rating worthless stuff?

Note: Cable and DTH sectors were not considered separately last year

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RANK '07	RANK '08-'09	COMPANY	TOTAL VISIBILITY SCORE	TOTAL IMAGE SCORE	QUALITY OF EXPOSURE
3	1	Samsung India	106,898	162,154	152
1	2	Videocon	59,774	85,398	143
2	3	LG Electronics	51,501	77,681	151
7	4	Titan Industries	44,589	66,438	149
6	5	Philips Electronics	32,894	49,670	151
n.a.	6	National Panasonic India	20,340	28,858	142
8	7	Whirlpool of India	16,577	24,578	148
n.a.	8	Thomson	14,494	23,475	162
n.a.	9	Kodak	11,281	17,430	155

Samsung was the trailblazer, with unique refrigerators, mobile handsets with 8mp cameras, airconditioners, notebooks and netbooks.

## e-BUSINESS

1	1	Google	435,037	661,256	152
2	2	Yahoo!	232,056	308,634	133
7	3	Indiatimes.com	40,175	57,049	142
3	4	eBay	35,021	48,680	139
4	5	Amazon.com	35,275	48,680	138
n.a.	6	Monster.com	22,325	30,139	135
10	7	Yatra.com	21,267	28,072	132
n.a.	8	Naukri.com	14,179	20,418	144
6	9	AOL	9,496	13,061	138
n.a.	10	Magicbricks.com	9,219	11,279	122

Unlimited growth, then déjà vu as the global meltdown catches up.

## ENGINEERING

1	1	Larsen & Toubro	128,818	190,447	148
3	2	BHEL	78,033	109,069	140
2	3	General Electric	57,633	84,037	146
n.a.	4	Siemens	42,631	60,175	141
n.a.	5	Bharat Electronics	15,228	21,948	144
4	6	ABB	9,347	13,050	140
n.a.	7	Bharat Forge	5,641	7,535	134
n.a.	8	HR Johnson	3,632	5,759	159
n.a.	9	JMC Projects India	2,859	4,250	149
n.a.	10	Rollta India	2,774	3,522	127

A year of frenetic activity—and new possibilities for L&T. Infrastructure, power plants and now nuclear plants. And, oh, that bid for Satyam.

## FINANCIAL SERVICES

6	1	HDFC	206,853	289,594	140
5	2	Merrill Lynch	136,900	135,897	99
3	3	Goldman Sachs	145,363	132,583	91
7	4	Lehman Brothers	203,027	128,323	63
1	5	Reliance Capital	83,677	108,673	130
4	6	JP Morgan	74,165	102,044	138
n.a.	7	Visa	71,935	99,990	139
2	8	Morgan Stanley	81,552	86,359	106
10	9	IDBI	57,772	74,722	129
n.a.	10	Edelweiss	42,520	65,819	155

Dream gone sour for foreign names. See the inverse correlation between Lehman Brothers' visibility score and quality of exposure.

RANK '07	RANK '08-'09	COMPANY	TOTAL VISIBILITY SCORE	TOTAL IMAGE SCORE	QUALITY OF EXPOSURE
1	1	Hindustan Unilever	277,642	468,276	169
5	2	ITC	116,086	176,966	152
4	3	Procter & Gamble	51,478	76,263	148
2	4	Dabur India	44,418	73,211	165
6	5	Marico Industries	34,440	57,423	167
10	6	Johnson & Johnson	27,551	43,241	157
n.a.	7	J.K. Helene Curtis	21,988	37,162	169
n.a.	8	Godrej Consumer Products	22,760	35,614	156
n.a.	9	L'Oreal	16,751	30,028	179
n.a.	10	GlaxoSmithKline Consumer	19,146	30,018	157

Hindustan Unilever, the pioneer in rural marketing, powered ahead of its rivals with strong sales growth.

## FOOD & BEVERAGES

1	1	Coca-Cola	158,541	221,957	140
2	2	Pepsi Foods	133,841	184,701	138
3	3	Tata Tea	52,528	73,192	139
n.a.	4	Nestle	37,357	52,888	142
n.a.	5	Britannia	25,088	40,451	161
n.a.	6	Cadbury	19,288	31,587	164
n.a.	7	GCMMF	18,741	31,435	168
n.a.	8	Lotte-Parrys	19,483	27,666	142
n.a.	9	Parle Products	12,970	18,994	144
n.a.	10	Godrej Hershey F&B	8,469	13,489	143

Putting controversies behind, Coca-Cola powers ahead. It even won the Golden Peacock award for corporate social responsibility!

## HARDWARE

1	1	Apple	279,520	448,736	161
2	2	HP	91,346	131,933	144
4	3	Intel	60,868	87,448	144
6	4	Dell	43,387	63,303	146
n.a.	5	Canon	38,099	62,039	163
3	6	Cisco	35,632	52,672	148
7	7	HCL Infosystems	21,591	29,601	137
10	8	AMD	18,567	28,332	153
8	9	Moser Baer India	19,791	27,243	138
5	10	Lenovo	16,498	23,130	140

Increasing PC penetration continues to be a distant dream. Now showing: Enter the Netbook.

## INFORMATION TECHNOLOGY

1	1	Microsoft	431,528	695,947	161
2	2	Infosys Technologies	421,339	648,126	154
3	3	Wipro	244,996	355,351	145
4	4	TCS	224,840	337,222	150
5	5	IBM	147,218	221,392	150
9	6	HCL Technologies	105,615	172,073	163
7	7	Cognizant Technology Solutions	113,316	168,976	149
n.a.	8	Tech Mahindra	53,477	89,623	168
6	9	Aptech	57,250	80,538	141
n.a.	10	Oracle	45,614	73,458	161

Satyam's visibility score was four times that of Microsoft, but with a negative image score, it did not make it to the top 10.

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## IRON & STEEL

n.a.	1	Tata Steel	149,126	183,537	123
n.a.	2	SAIL	110,658	156,963	142
n.a.	3	Mittal Steel	94,714	129,205	136
n.a.	4	Jindal Iron and Steel	93,182	122,271	131
n.a.	5	Essar Steel	34,061	47,188	139
n.a.	6	Ispat Industries	16,672	23,004	138
n.a.	7	Posco	15,727	17,713	113
n.a.	8	Bhushan Steel and Strips	5,013	7,027	140
n.a.	9	Rashtriya Ispat Nigam	3,185	4,841	152
n.a.	10	Sesa Goa	2,272	2,873	126

Never a more exciting year. New projects, soaring prices of products—as well as raw materials.

## LIFE INSURANCE

1	1	LIC	166,766	231,054	139
2	2	ICICI Prudential Life	57,575	88,489	154
5	3	Max New York Life	38,474	62,864	163
4	4	AVIVA	21,402	31,579	148
3	5	Bajaj Allianz Life	21,353	30,895	145
9	6	Tata AIG	27,879	30,799	110
6	7	SBI Life	21,738	29,790	137
n.a.	8	IDBI Fortis Life	15,388	23,916	155
8	9	Birla Sun Life	16,706	23,196	139
n.a.	10	Bharti Axa Life	15,875	19,717	124

The public sector LIC hogged the headlines, but every private player worth its name was playing catch up.

## OIL & GAS

2	1	Indian Oil Corporation	178,395	251,070	141
1	2	ONGC	141,118	200,535	142
3	3	Gas Authority of India (GAIL)	68,779	104,256	152
5	4	BPCL	70,061	92,431	132
4	5	HPCL	67,266	90,559	135
9	6	British Petroleum	50,648	80,778	159
6	7	Reliance Petroleum	38,994	59,144	152
n.a.	8	Cairn India	27,681	42,686	154
8	9	Shell	26,390	41,473	157
n.a.	10	ONGC Videsh	22,058	38,548	175

Close shave for public sector players forced to subsidise products, Discovery channel for the private ones.

## PHARMACEUTICALS

1	1	Ranbaxy Laboratories	110,373	136,004	123
4	2	Nicholas Piramal	47,675	71,107	149
n.a.	3	Pfizer	35,970	52,734	147
2	4	Dr Reddy's	21,277	28,676	135
10	5	Merck	19,556	28,552	146
5	6	GlaxoSmithKline	19,197	26,616	139
6	7	Cipla	19,145	24,506	128
3	8	Biocon	15,438	22,970	149
n.a.	9	Sun Pharma	18,974	22,407	118
n.a.	10	Novartis	10,990	16,605	151

Big time: Japanese major picks up Ranbaxy, even as Indian players expand globally.

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## POWER

2	1	NTPC	75,714	105,630	140
1	2	Reliance Energy	62,983	79,811	127
3	3	Tata Power	48,360	67,223	139
8	4	Power Grid Corporation of India	41,669	61,903	149
4	5	Reliance Power	38,793	55,985	144
7	6	CESC	22,000	31,726	144
n.a.	7	Suzlon Energy	21,262	26,199	123
6	8	Power Finance Corporation	17,076	26,078	153
10	9	Lanco Kondapalli Power	11,540	16,705	145
n.a.	10	NDPL	12,279	16,454	134

Ultra Mega Power Projects were the done thing, till the funding worries cropped up.

## REAL ESTATE

1	1	DLF Group	269,588	360,094	134
3	2	Unitech	73,168	81,949	112
4	3	Parsvnath Developers	59,687	75,803	127
2	4	Ansal Properties and Infrast.	54,219	67,520	125
n.a.	5	Hiranandani Group	49,474	64,811	131
5	6	Omase Construction	54,857	63,085	115
10	7	HDIL	27,611	36,722	133
n.a.	8	Cushman & Wakefield	22,585	36,476	162
6	9	Emaar-MGF Land	16,155	19,386	120
9	10	IVRCL	14,019	18,488	132

DLF stands head and shoulders above the rest in both image and visibility score.

## RETAIL

1	1	Pantaloon Retail India	153,727	227,678	148
3	2	Reliance Retail	94,638	116,589	123
2	3	Wal-Mart	72,838	99,005	136
7	4	Shoppers' Stop	66,567	98,721	148
5	5	Wills Sport	62,321	89,742	144
n.a.	6	Trent	49,290	78,894	160
8	7	Subhiksha	50,729	56,066	111
6	8	Big Bazaar	31,545	52,649	167
n.a.	9	Landmark	32,345	51,105	158
4	10	Bharti Retail	16,507	26,082	158

Battling rivals is one thing; battling that invisible foe called recession is another...

## TELECOM

2	1	Bharti Airtel	335,079	498,710	149
4	2	BSNL	275,290	382,653	139
3	3	Reliance Communications	188,568	246,145	131
1	4	Vodafone Essar	161,249	232,199	144
6	5	Tata Communications	171,433	230,504	134
7	6	MTNL	124,759	167,950	135
5	7	Idea Cellular	88,759	137,111	154
9	8	Spice Communications	66,639	92,640	139
8	9	AT&T	27,694	45,523	164
n.a.	10	BPL Mobile	13,110	20,208	154

Adding millions a month is old hat; growth possibilities still attracting new players.

n.a. = Not Available **Note:** The Iron & Steel sector was not considered separately last year

