

bt special-newsmakers



For **TATA Motors**, 2008-09 could have been so much better had the Singur fiasco not happened. The Nano would have been on the roads by now, wowing owners and rivals alike.

TOP 100 COMPANIES (Ranked According to Image Score)

RANK '07	RANK '08-'09	COMPANY	TOTAL VISIBILITY SCORE	QUALITY OF EXPOSURE	TOTAL IMAGE SCORE
3	1	Tata Motors	1,603,958	137	2,198,814
21	2	State Bank of India	540,073	151	817,828
4	3	Microsoft	431,528	161	695,947
2	4	Google	435,037	152	661,256
66	5	Indian Hotels	570,343	116	658,880
5	6	Infosys Technologies	421,339	154	648,126
6	7	ICICI Bank	471,478	135	638,561
1	8	Reliance Industries	411,180	127	521,915
13	9	Bharti Airtel	335,079	149	498,710
8	10	Hindustan Unilever	277,642	169	468,276
42	11	Apple	279,520	161	448,736
11	12	Maruti Suzuki	317,630	139	442,147
50	13	BSNL	275,290	156	430,401
15	14	DLF Group	269,588	134	360,094
17	15	Wipro	244,996	145	355,351
19	16	Tata Consultancy Services	224,840	150	337,222
85	17	HDFC Bank	234,760	143	335,101
52	18	Yahoo!	232,056	133	308,634
70	19	HDFC	206,853	140	289,594
40	20	Honda Siel	204,161	129	262,401
74	21	Indian Oil Corporation	178,395	141	251,070
18	22	Reliance Communications	188,568	131	246,145
9	23	Vodafone	161,249	144	232,199
77	24	LIC	166,766	139	231,054
196	25	Tata Communications*	171,433	134	230,504
7	26	Mahindra & Mahindra	158,844	144	228,533
23	27	Pantaloon Retail India	153,727	148	227,678
31	28	Hyundai Motor India	155,970	144	224,277
34	29	Nokia	145,078	154	222,730
41	30	Coca-Cola	158,541	140	221,957
29	31	IBM	147,218	150	221,392
12	32	Jet Airways	266,063	81	215,511
16	33	Air India	178,511	120	214,214
128	34	Fiat India	139,741	152	212,389
10	35	Kingfisher Airlines	222,151	94	208,822
26	36	ONGC	141,118	142	200,535
47	37	Toyota Kirloskar Motor	163,143	122	198,758
46	38	Larsen & Toubro	128,818	148	190,447
44	39	Pepsi Foods	133,841	138	184,701
14	40	Tata Steel	149,126	123	183,537
80	41	ITC	116,086	152	176,966
37	42	DaimlerChrysler India	146,073	119	174,008
93	43	HCL Technologies	105,615	163	172,073
72	44	Cognizant Technology	113,316	149	168,976
112	45	MTNL	124,759	135	167,950
53	46	Standard Chartered Bank	92,553	178	164,886
62	47	Samsung India	106,898	152	162,154
125	48	SAIL	110,658	142	156,963
49	49	Bajaj Auto	103,801	145	150,957
160	50	Citibank	119,206	126	150,356

n.a. = Not Available

*Formerly VSNL

RANK '07	RANK '08-'09	COMPANY	TOTAL VISIBILITY SCORE	QUALITY OF EXPOSURE	TOTAL IMAGE SCORE
110	51	Punjab National Bank	96,982	148	144,007
107	52	Hero Honda Motors	91,121	151	137,430
32	53	Ford India	141,659	97	137,412
82	54	Idea Cellular	88,759	154	137,111
75	55	Ranbaxy Laboratories	110,373	123	136,004
61	56	Merrill Lynch	136,900	99	135,897
36	57	Goldman Sachs	145,363	91	132,583
71	58	HP	91,346	144	131,933
22	59	General Motors India	151,378	86	130,420
25	60	ArcelorMittal	94,714	136	129,205
n.a.	61	Standard & Poor's	103,613	124	128,688
101	62	Lehman Brothers	203,027	63	128,323
n.a.	63	Boeing	117,244	108	126,623
164	64	Jindal Iron and Steel	93,182	131	122,271
88	65	HSBC	86,764	140	121,261
123	66	Axis Bank	88,775	136	121,016
73	67	KPMG	75,670	157	119,162
38	68	Reliance Retail	94,638	123	116,589
115	69	Volkswagen	70,964	163	115,903
n.a.	70	Ritu Kumar	67,557	169	114,281
n.a.	71	Arvind Mills	74,223	153	113,815
198	72	East India Hotels	101,288	111	112,283
n.a.	73	Rohit Bal	62,431	177	110,417
127	74	BHEL	78,033	140	109,069
24	75	Reliance Capital	83,677	130	108,673
n.a.	76	Marriott Hotels and Resorts	91,761	116	106,322
102	77	NTPC	75,714	140	105,630
n.a.	78	Yamaha Motors	72,297	146	105,606
86	79	Gas Authority of India	68,779	152	104,256
45	80	JP Morgan	74,165	138	102,044
103	81	UTI	75,817	133	100,561
n.a.	82	Visa	71,935	139	99,990
60	83	SpiceJet	85,215	117	99,701
33	84	Wal-Mart	72,838	136	99,005
113	85	Shoppers' Stop	66,567	148	98,721
179	86	Skoda Auto India	67,721	146	98,695
84	87	BMW	74,114	132	97,626
149	88	Kotak Mahindra Bank	60,330	157	94,687
n.a.	89	Delhi International Airport	102,906	92	94,673
n.a.	90	RIM/BlackBerry	72,024	131	94,278
157	91	Spice Communications	66,639	139	92,640
108	92	BPCL	70,061	132	92,431
105	93	HPCL	67,266	135	90,559
n.a.	94	Wills Sport	62,321	144	89,742
n.a.	95	Tech Mahindra	53,477	168	89,623
152	96	ICICI Pru Life Insurance	57,575	154	88,489
185	97	Gucci	56,330	156	88,031
95	98	Intel	60,868	144	87,448
n.a.	99	IndiGo	68,647	127	87,182
35	100	Morgan Stanley	81,552	106	86,359

A big fall in ranks

Highest quality of exposure for any company

A big gainer in ranking

The lowest in quality of exposure