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**THE ECONOMIC TIMES- BRAND EQUITY MOST TRUSTED BRANDS SURVEY 2013**

**Top 50 Service Brands- Aircel ranked No. 7**

BRAND EQUITY		TOP 50 SERVICE BRANDS		THE ECONOMIC TIMES, 18 DECEMBER, 2013	
1 Airtel (1)	11 Idea Cellular (25)	21 Dish TV (24)	31 Citibank (28)	41 Kotak Mahindra Bank (38)	
2 Vodafone (2)	12 Bank of India (10)	22 Bank of Baroda (22)	32 Videocon Telecommunications (33)	42 Reliance Life Insurance (49)	
3 State Bank of India (4)	13 Axis Bank (17)	23 Union Bank of India (21)	33 SBI Life Insurance (37)	43 Lifestyle (51)	
4 Big Bazaar (3)	14 Canara Bank (20)	24 Reliance Communications (27)	34 IDBI Bank (32)	44 Reliance Digital (45)	
5 BSNL (5)	15 Pizza Hut (12)	25 HDFC Bank (18)	35 Sun Direct (44)	45 Bajaj Allianz Life Insurance (41)	
6 LIC (6)	16 Punjab National Bank (13)	26 Café Coffee Day (26)	36 KFC (48)	46 Easyday (60)	
7 Aircel (8)	17 Reliance Fresh (23)	27 Domino's (31)	37 MTS (36)	47 Uninor (40)	
8 Tata Sky (11)	18 Central Bank of India (14)	28 Videocon DTH (34)	38 Birla Sun Life Insurance (46)	48 ICICI Prudential Life Insurance (42)	
9 Tata Docomo (9)	19 Indian Bank (19)	29 McDonald's (30)	39 Air India (35)	49 HDFC Life Insurance (47)	
10 Airtel DTH (16)	20 ICICI Bank (15)	30 Spencer's (39)	40 Pantaloons (43)	50 More (52)	

**Rank by Category (Telecom)- Aircel ranked No. 4**

Telecom	
1 (1)	Airtel
2 (2)	Vodafone
3 (3)	BSNL
4 (5)	Aircel
5 (6)	Tata Docomo
6 (7)	Idea Cellular
7 (8)	Reliance Communications
8 (9)	Videocon Telecommunications
9 (10)	MTS
10 (11)	Uninor

