Brand Finance®





India 100 2018

The annual report on the most valuable Indian brands
August 2018

Foreword.



David HaighCEO, Brand Finance

What is the purpose of a strong brand: to attract customers, to build loyalty, to motivate staff? All true, but for a commercial brand at least, the first answer must always be 'to make money'.

Huge investments are made in the design, launch, and ongoing promotion of brands. Given their potential financial value, this makes sense. Unfortunately, most organisations fail to go beyond that, missing huge opportunities to effectively make use of what are often their most important assets. Monitoring of brand performance should be the next step, but is often sporadic. Where it does take place, it frequently lacks financial rigour and is heavily reliant on qualitative measures, poorly understood by non-marketers.

As a result, marketing teams struggle to communicate the value of their work and boards then underestimate the significance of their brands to the business. Sceptical finance teams, unconvinced by what they perceive as marketing mumbo jumbo, may fail to agree necessary investments. What marketing spend there is, can end up poorly directed as marketers are left to operate with insufficient financial guidance or accountability. The end result can be a slow but steady downward spiral of poor communication, wasted resources, and a negative impact on the bottom line.

Brand Finance bridges the gap between marketing and finance. Our teams have experience across a wide range of disciplines from market research and visual identity to tax and accounting. We understand the importance of design, advertising, and marketing, but we also believe that the ultimate and overriding purpose of brands is to make money. That is why we connect brands to the bottom line.

By valuing brands, we provide a mutually intelligible language for marketing and finance teams. Marketers then have the ability to communicate the significance of what they do, and boards can use the information to chart a course that maximises profits. Without knowing the precise, financial value of an asset, how can you know if you are maximising your returns? If you are intending to license a brand, how can you know you are getting a fair price? If you are intending to sell, how do you know what the right time is? How do you decide which brands to discontinue, whether to rebrand and how to arrange your brand architecture? Brand Finance has conducted thousands of brand and branded business valuations to help answer these questions.

Brand Finance's research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

Acknowledging and managing a company's intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

The team and I look forward to continuing the conversation with you.

About Brand Finance.

Brand Finance is the world's leading independent brand valuation and strategy consultancy.

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For more than 20 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We pride ourselves on four key strengths:

- Independence
- Technical Credibility
- Transparency
- Expertise.

Brand Finance puts thousands of the world's biggest brands to the test every year, evaluating which are the strongest and most valuable.

For more information, please visit our website:

www.brandfinance.com



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Brand Finance India 100 August 2018

Definitions.

Enterprise Value

Brand Contribution

Brand

Value

Branded Business Kalle

Brand Value

TATA [TATA Group]

TATA

[TCS]

+ Enterprise Value

The value of the entire enterprise, made up of multiple branded businesses.

Where a company has a purely monobranded architecture, the 'enterprise value' is the same as 'branded business value'

+ Branded Business Value

The value of a single branded business operating under the subject brand.

A brand should be viewed in the context of the business in which it operates. Brand Finance always conducts a branded business valuation as part of any brand valuation. We evaluate the full brand value chain in order to understand the links between marketing investment, brandtracking data, and stakeholder behaviour.



[TCS]

+ Brand Contribution

The overall uplift in shareholder value that the business derives from owning the brand rather than operating a generic brand.

The brand values contained in our league tables are those of the potentially transferable brand assets only, making 'brand contribution' a wider concept. An assessment of overall 'brand contribution' to a business provides additional insights to help optimise performance.



[TCS]

+ Brand Value

The value of the trade mark and associated marketing IP within the branded business.

Brand Finance helped to craft the internationally recognised standard on Brand Valuation - ISO 10668. It defines brand as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

Brand Strength

Brand Strength is the efficacy of a brand's performance on intangible measures, relative to its competitors.

In order to determine the strength of a brand, we look at Marketing Investment, Stakeholder Equity, and the impact of those on Business Performance.

Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating.

Analysing the three brand strength measures helps inform managers of a brand's potential for future success.

Brand Strength Index

Marketing **Investment**

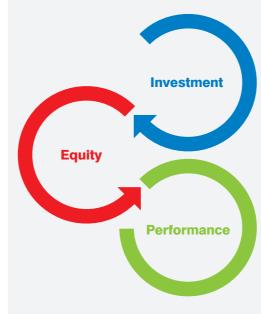
Widely recognised factors deployed by marketers to create brand loyalty and market share.

being the most important.

Stakeholder **Equity**

Perceptions of the brand among different stakeholder groups, with customers

Business Performance Quantitative market and financial measures representing the success of the brand in achieving price and volume premium.



Marketing Investment

- A brand that has high Marketing Investment but low Stakeholder Equity may be on a path to growth. This high investment is likely to lead to future performance in Stakeholder Equity which would in turn lead to better Business Performance in the future.
- However, high Marketing Investment over an extended period with little improvement in Stakeholder Equity would imply that the brand is unable to shape customers' preference.

Stakeholder Equity

- The same is true for Stakeholder Equity. If a company has high Stakeholder Equity, it is likely that Business Performance will improve in the future.
- However, if the brand's poor Business Performance persists, it would suggest that the brand is inefficient compared to its competitors in transferring stakeholder sentiment to a volume or price premium.

Business Performance

- Finally, if a brand has a strong Business Performance but scores poorly on Stakeholder Equity, it would imply that, in the future, the brand's ability to drive value will diminish.
- However, if it is able to sustain these higher outputs, it shows that the brand is particularly efficient at creating value from sentiment compared to its competitors.

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Executive Summary.



Tata Group surges ahead

Tata Group is by far the most valuable brand in India, with a value surpassing that of the second (Airtel) and third (Infosys) ranked brands combined.

After a few years of below 5% growth in brand value, Tata Group has surged ahead with a 9% growth to US\$14.2 billion consolidating its No.1 rank by a huge distance. Considering Tata has been way ahead of the rest at \$13.1 billion in 2017, this 9% is a tremendous surge, reflecting a solid year. The US\$1 billion increase is the result of much tactical streamlining, refocusing and re-energising of Tata's key businesses TCS, Tata Motors, Tata Steel and Tata Chemicals.

HDFC Bank breaks into top 10

A similar surge is observed in HDFC Bank which has broken into the top 10 this year, with a 19% brand value growth and claiming 8th rank among India's most valuable brands with a US\$4.1 billion valuation. HDFC Bank has grown steadily, making small and sensible acquisitions whilst maintaining its focus on digital banking. The bank has attracted young customers who

Under the pragmatic leadership of chairman Natarajan Chandrasekaran, Tata Group is pursuing a consolidated long-term strategy as it ushers in a new era. Chandrasekaran has reviewed the Group's most senior positions, introduced an experienced team of former bankers tasked with overseeing group finance's and made tactical leadership changes across the financial services and hotel brands. This year's success can truly be attributed to a productive first year in office for the new chairman

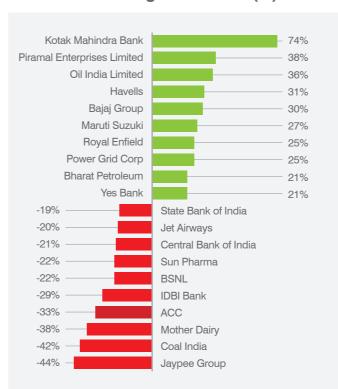
David Haigh, CEO, Brand Finance want to buy and invest at the click of a button, directly through their cellphones, even offering preapproved personal loans that can be expended within seconds. HDFC Bank is proving its resilience in the face of banking scrutiny and headwinds sweeping the sector.

Aside from measuring the overall brand value, Brand Finance evaluates the relative strength of brands, based on factors such as marketing investment, customer familiarity, and corporate reputation. Along with the level of revenues, brand strength is a crucial driver of brand value. According to these criteria, HDFC Bank is India's strongest brand this year with a Brand Strength Index (BSI) score of 88.0 and a corresponding brand rating of AAA.

Kotak Mahindra Bank flies high

Another banking brand which has had a successful year is Kotak Mahindra Bank, (up 74% to US\$2.1 billion), making it the fastest-growing Indian brand. The brand has not only expanded its countrywide presence but also shown discipline in shaping its governance and customer experience. It has strategically partnered with

Brand Value Change 2017-2018 (%)



Top 10 Most Valuable Brands



Rank 2018: 1 2017: 1 BV 2018: **\$14,236m** BV 2017: **\$13,113m**

Brand Rating: AAA



Rank 2018: 2 2017: 2 BV 2018: **\$6,660m** BV 2017: \$7,722m

Brand Rating: **AAA**



Rank 2018: 3 2017: 4 BV 2018: \$6.035m

BV 2017: \$6,224m Brand Rating: AAA



Rank 2018: 4 2017: 3 BV 2018: \$5,961m

BV 2017: \$6,814m Brand Rating: AAA-



Rank 2018: 5 2017: 9 BV 2018: **\$4,573m**

BV 2017: \$4,463m

Brand Rating: **AAA**



HCL

Rank 2018: 6 2017: 5 BV 2018: \$4,443m BV 2017: \$5,509m

Brand Rating: AAA



Rank 2018: 7 2017: 8 BV 2018: \$4,224m BV 2017: \$4,595m

Brand Rating: A+



Rank 2018: 8 2017: 14 BV 2018: \$4.070m

BV 2017: \$3,406m Brand Rating: AA+



Rank 2018: 9 2017 6 BV 2018: \$4,039m BV 2017: \$4,848m

Brand Rating: A+



Rank 2018: 10 2017: 10 > BV 2018: **\$4,003m** BV 2017: \$4,171m

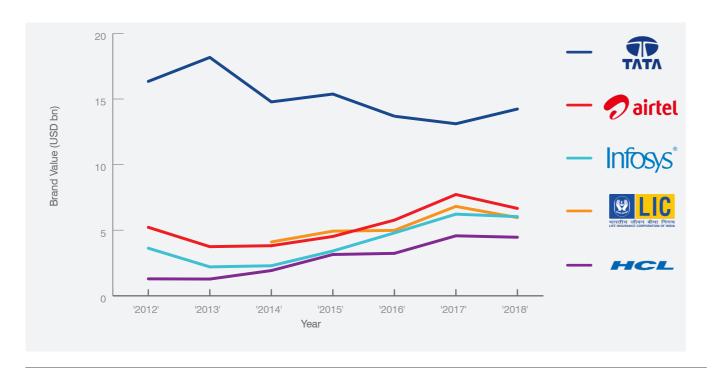
Brand Rating: AA+

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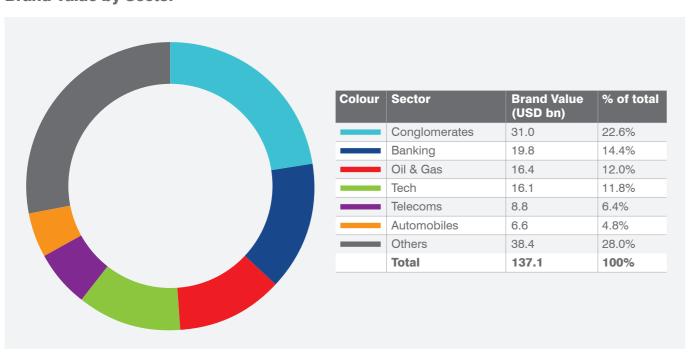
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Executive Summary.

Brand Value Over Time



Brand Value by Sector



Ripple, to provide near-instant cross-border remittances using blockchain technology.

Telecoms dial down brand values

There are huge changes across the telecoms sector too, courtesy of Reliance Group's disruptive operator Jio, triggering a drop in brand value of Airtel (down 14% to US\$6.7 billion), Idea Cellular (down 15% to US\$1.7 billion) and BSNL (down 23% to US\$ 0.5 billion).

The Indian mobile ecosystem has witnessed incredible growth in recent years, with package offerings and cut-price plans expanding, and 4G becoming more popular in a bid to satisfy the needs of a mobile-data-hungry population.

Brands to watch

Among other notable brands featuring in this year's Brand Finance India 100 league table, Maruti Suzuki has zoomed ahead with a 26% brand value growth to US\$3.2 billion over the past year, jumping from 17th to 13th spot in the ranking. It has been a year of successes for Maruti Suzuki where it has redefined its brand standards, maintained growth of Nexa, its alternative retail dealership format for premium cars, alongside a plethora of product offerings that charmed the market.

In this year's Brand Finance India 100 2018, it is evident that brands with strong fundamentals have stood to gain significantly: Bajaj Group (up 30% to US\$2.4 billion, ranked 19th), Bharat Petroleum (up 21% to US\$2.4 billion, ranked 20th), Yes Bank (up 21% to US\$0.7 billion, ranked 36th), and TVS (up 19% to US\$0.5 billion, ranked 53rd).

Finally, there is one brand that has been consistently making its presence felt in the rankings over the last 3 years. The motorcycle manufacturing brand Royal Enfield is taking the "Made in India" tag to a global scale, and it has registered a 25% brand value growth, making it one of the steadiest-growing brands in India. With a brand value of US\$0.6 billion it moved up from 59th in 2017 to 43rd this year.

Top 10 Strongest Brands

HDFC BANK

BSI Score

88.0



BSI Score

85.6



BSI Score

82.0



BSI Score

82.0



BSI Score

81.9



BSI Score

31.2



BSI Score

81.2



BSI Score

80.7



BSI Score

80.0



BSI Score

80.0

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Brand Finance India 100 (USD m).

Top 100 most valuable Indian brands 1-50

Rank 2018	Rank 2017	Brand name	Sector	Brand value (USD m) 2018	% change	Brand value (USD m) 2017	Brand rating 2018	Brand rating 2017
1	1	Tata Group	Conglomerates	14,236	9%	13,113	AA+	AA+
2	2	Airtel	Telecoms	6,660	-14%	7,722	AAA	AA+
3	4	Infosys	Tech	6,035	-3%	6,224	AA+	AA+
4	3	LIC	Insurance	5,961	-13%	6,814	AA	AA
5	9	HCL	Tech	4,573	2%	4,463	AA+	AA+
6	5	State Bank of India	Banking	4,443	-19%	5,509	AA	AA+
7	8	Indian Oil	Oil & Gas	4,224	-8%	4,595	AA+	AA
8	14	HDFC Bank	Banking	4,070	19%	3,406	AAA	AAA-
9	6	Reliance Insustries	Oil & Gas	4,039	-17%	4,848	AA+	AA+
10	10	ITC	Conglomerates	4,003	-4%	4,171	AA-	AA-
11	7	Larsen & Toubro	Engineering & Construction	a	â	A	a	A
12	11	Mahindra Group	Conglomerates	a	A	•	A	A
13	17	Maruti Suzuki	Automobiles	<u> </u>	<u> </u>	0	<u> </u>	6
14	12	Wipro	Tech	6	6	8	8	6
15	16	ICICI Bank	Banking	6	6	8	<u> </u>	<u> </u>
16	13	ONGC	Oil & Gas	8	6	<u>.</u>	<u> </u>	<u>-</u>
17	New	Gold Flake	Tobacco	6	6	6	6	i i
18	15	Amul	Food	6	6	6	6	e e
19	23	Bajaj Group	Conglomerates	8	6	6	6	i i
20	19	Bharat Petroleum	Oil & Gas	6	6	<u></u>	6	8
21	32	Kotak Mahindra Bank	Banking	8	6	8	8	8
22	26	Axis Bank	Banking	a	8	<u></u>	<u>a</u>	8
23	27	Aditya Birla	Conglomerates	6	6	<u> </u>	ä	ê
24	25	Asian Paints	Retail	•	8	8	8	8
25	22	Hindustan Petroleum	Oil & Gas	6	ê ê	A	A	ê
	21		-	6	Ĥ	â	A	Ĥ
26 27	30	Godrej Group Hero	Conglomerates Automobiles	ê e	<u> </u>	A	8	A
28	20	Idea Cellular	Telecoms	6	• • • • • • • • • • • • • • • • • • •	ê	ê	• • • • • • • • • • • • • • • • • • •
						8		
29	24	Reliance (ADAG) Group	Conglomerates	6	<u> </u>		a	a
30	34	UltraTech Cement	Engineering & Construction	6	<u> </u>	a	a	6
31	33	Britannia	Food	6	<u> </u>	A O	e e	A A
32	New	Wills	Tobacco	6	<u> </u>	a		
33	36	Officer's Choice	Spirits	6	<u> </u>	<u> </u>	a	<u> </u>
34	35	Tanishq	Retail	6	<u> </u>	<u> </u>	a	<u> </u>
35	New	McDowell's	Spirits	6	<u> </u>	<u> </u>	a	<u> </u>
36	47	Yes Bank	Banking	6	<u> </u>	a	a	<u> </u>
37	38	Kingfisher	Beers	0	<u> </u>	A	a	<u> </u>
38	40	Adani Group	Conglomerates	6	<u> </u>	a	a	a
39	51	Vedanta Resources	Mining, Iron & Steel	6	<u> </u>	<u> </u>	a	<u> </u>
40	New	Royal Stag	Spirits	<u>a</u>	<u>A</u>	<u>A</u>	<u>a</u>	<u> </u>
41	39	JSW	Conglomerates	<u>a</u>	n n	<u>A</u>	a	<u> </u>
42	57	Power Grid Corp	Utilities	ê o	<u>a</u>	<u>a</u>	<u>a</u>	<u>a</u>
43	59	Royal Enfield	Automobiles	<u>a</u>	<u> </u>	a	a	<u> </u>
44	41	Zee Entertainment Enterprise	Media	<u> </u>	<u> </u>	<u>a</u>	<u> </u>	<u> </u>
45	45	NTPC	Utilities	A	<u>A</u>	<u>A</u>	A	<u> </u>
46	42	GAIL	Utilities	<u> </u>	A	A	A	<u> </u>
47	49	Ashok Leyland	Automobiles	A	A	A	A	6
48	48	Future Retail	Retail	a	<u> </u>	₽	a	ê e
49	52	Dabur	Cosmetics & Personal Care	₽	<u> </u>	A	a	a
50	43	Apollo Tyres	Tires	a	a	a	a	a

Top 100 most valuable Indian brands 51-100

Rank 2018	Rank 2017	Brand name	Sector	Brand value (USD m)	% change	Brand value (USD m) 2017	Brand rating 2018	Brand rating 2017
51	56	Flipkart	Tech	<u> </u>	A	<u> </u>	<u> </u>	<u> </u>
52	46	Parle	Food	A	A	A	a	<u> </u>
53	68	TVS	Automobiles	<u>.</u>		<u>-</u>	<u>a</u>	<u> </u>
54	53	Nandini	Food			<u> </u>	a	<u> </u>
55	63	Indigo	Airlines	6		<u></u>	<u> </u>	<u> </u>
56	50	Bank Of Baroda	Banking			6	<u> </u>	6
57	72	MRPL	Oil & Gas	6		6	6	6
58	67	Canara Bank	Banking		<u>.</u>	6	6	6
59	52	Punjab National Bank	Banking	<u>.</u>	<u>.</u>	6	6	6
60	44	BSNL BSNL	Telecoms	<u>.</u>		6	6	6
61	69	Bank of India	Banking	Ä	Ä	Ä	Ä	ä
62	73	Indusind Bank	Banking			6	6	6
63	66	Bharat Heavy Electricals Limited	Tech	<u>.</u>	<u>.</u>	6	<u> </u>	8
64	37	Coal India	Mining, Iron & Steel	•	A	•	<u>.</u>	6
	70		-		A		<u> </u>	
65		Ambuja Cements MRF	Engineering & Construction	<u> </u>		a	6	<u> </u>
66	61		Tires	<u> </u>	<u> </u>			6
67	New	Scissors	Tobacco	<u> </u>	<u> </u>	<u> </u>	6	<u> </u>
68	90	Oil India Limited	Oil & Gas	<u> </u>	a	A	<u> </u>	6
69	81	Union Bank of India	Banking	A	<u> </u>	A	<u> </u>	<u> </u>
70	76	Saffola	Food	<u>a</u>	ı ı	<u>A</u>	<u>a</u>	<u>a</u>
71	77	SAIL	Mining, Iron & Steel	<u> </u>	ı a	<u> </u>	<u>a</u>	<u>a</u>
72	74	Motherson Sumi	Auto Components	A	A	A	<u> </u>	<u> </u>
73	64	Power Finance Corporation	Financial Services	A	A	A	A	<u> </u>
74	43	Jaypee Group	Engineering & Construction	A	A	a	a	<u> </u>
75	55	Mother Dairy	Food	n n	<u>a</u>	6	n n	a
76	80	Berger Paints	Retail	A	A	n n	a	a
77	75	Jet Airways	Airlines	A	₽	n n	n n	a
78	92	Biocon	Pharma	n n	₽	₽	a	a
79	79	Cairn India	Oil & Gas	A	a	A	a	a
80	86	Pidilite	Chemicals	A	A	n n	a	a
81	78	Sun Pharma	Pharma	A	A	A	a	a
82	82	Nerolac	Retail	A	A	A	a	a
83	New	Havells	Tech	A	A	A	a	a
84	85	Mphasis	Tech	A	a	.	0	a
85	89	Air India	Airlines	A	a	n n	a	a
86	88	Voltas	Engineering Services	A	A	A	a	<u> </u>
87	87	Bharti Infratel Limited	Tech	A	A	₽	A	<u> </u>
88	71	ACC	Engineering & Construction	A	A	•	A	<u> </u>
89	91	Parachute	Cosmetics & Personal Care	A	A	<u> </u>	a	<u> </u>
90	84	Indiabulls Housing Finance Limited	Financial Services		0	A	6	<u> </u>
91	94	Syndicate Bank	Banking			<u> </u>	6	6
92	96	JK Tyres	Tires	<u>.</u>	<u>.</u>	<u>.</u>	6	6
93	93	DLF	Real Estate		6	A	6	8
	New	Piramal	Pharma	6	<u>.</u>	6	8	A
94 95	83	IDBI Bank	Banking	8	<u> </u>	<u> </u>		0
							e e	
96	New	Sun Tv	Media	<u> </u>	<u> </u>	<u> </u>	6	6
97	New	Mindtree	Tech	A	A	A	6	<u> </u>
98	New	Suzion Energy Limited	Utilities	<u>a</u>	<u> </u>	A	a	<u> </u>
99	New	Raymond	Apparel	A	<u> </u>	<u>A</u>	<u>a</u>	<u> </u>
100	New	Central Bank of India	Banking	A	•	₽	a	a

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Methodology.

Brand Finance calculates the values of the brands in its league tables using the Royalty Relief approach – a brand valuation method compliant with the industry standards set in ISO 10668.

This involves estimating the likely future revenues that are attributable to a brand by calculating a royalty rate that would be charged for its use, to arrive at a 'brand value' understood as a net economic benefit that a licensor would achieve by licensing the brand in the open market.

The steps in this process are as follows:

- 1 Calculate brand strength using a balanced scorecard of metrics assessing Marketing Investment, Stakeholder Equity, and Business Performance. Brand strength is expressed as a Brand Strength Index (BSI) score on a scale of 0 to 100.
- 2 Determine royalty range for each industry, reflecting the importance of brand to purchasing decisions. In luxury, the maximum percentage is high, in extractive industry, where goods are often commoditised, it is lower. This is done by reviewing comparable licensing agreements sourced from Brand Finance's extensive database.
- 3 Calculate royalty rate. The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.
- **4** Determine brand-specific revenues by estimating a proportion of parent company revenues attributable to a brand.
- **5** Determine forecast revenues using a function of historic revenues, equity analyst forecasts, and economic growth rates.
- **6** Apply the royalty rate to the forecast revenues to derive brand revenues.
- **7** Brand revenues are discounted post-tax to a net present value which equals the brand value.



Brand Strength Index (BSI)

Brand strength expressed as a BSI score out of 100.



Brand Royalty Rate

BSI score applied to an appropriate sector royalty range.



Brand Revenues

Royalty rate applied to forecast revenues to derive brand value.



Brand Value

Post-tax brand revenues discounted to a net present value (NPV) which equals the brand value.

Disclaimer

Brand Finance has produced this study with an independent and unbiased analysis. The values derived and opinions produced in this study are based only on publicly available information and certain assumptions that Brand Finance used where such data was deficient or unclear. Brand Finance accepts no responsibility and will not be liable in the event that the publicly available information relied upon is subsequently found to be inaccurate. The opinions and financial analysis expressed in the report are not to be construed as providing investment or business advice. Brand Finance does not intend the report to be relied upon for any reason and excludes all liability to any body, government or organisation.

Understand Your Brand's Value.

A Brand Value Report provides a complete breakdown of the assumptions, data sources, and calculations used to arrive at your brand's value.

Each report includes expert recommendations for growing brand value to drive business performance and offers a cost-effective way to gaining a better understanding of your position against competitors.

What is a Brand Value Report?

Brand Valuation Summary

- + Internal understanding of brand
- + Brand value tracking
- + Competitor benchmarking
- + Historical brand value

Brand Strength Index

- + Brand strength tracking
- + Brand strength analysis
- + Management KPIs
- + Competitor benchmarking

Royalty Rates

- + Transfer pricing
- + Licensing/franchising negotiation
- + International licensing
- + Competitor benchmarking

Cost of Capital

+ Independent view of cost of capital for internal valuations and project appraisal exercises

Customer Research

- + Utilities
- + Insurance
- + Banks
- + Telecoms

For more information regarding our Brand Value Reports, please contact:

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Director, Brand Finance

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What are the benefits of a Brand Value Report?



Insight

Provide insight as to how the brand is performing vs. key competitors on underlying measures and drivers of brand value and brand strength.



Strategy

Understand where brand value is being generated by region and channel in order to identify areas of opportunity that warrant further investigation.



Benchmarking

Track year-on-year changes to brand value and set long-term objectives against which high-level brand performance can be benchmarked.



Education

Provide a platform of understanding which the company can use to educate employees on the importance of the brand.



Communication

Communicate your brand's success to shareholders, customers, and other strategically selected audiences.



Understanding

Understand and appreciate the value of your brand as an asset of the business.

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Consulting Services.

1. Valuation: What are my intangible assets worth?

Valuations may be conducted for technical purposes and to set a baseline against which potential strategic brand scenarios can be evaluated.

- + Branded Business Valuation
- + Trademark Valuation
- + Intangible Asset Valuation
- + Brand Contribution

4. Transactions: Is it a good deal? Can I leverage my intangible assets?

4. TRANSPOTIONS Transaction services help buyers, sellers, and owners of branded businesses get a better deal by leveraging the value of their intangibles.

- + M&A Due Diligence
- + Franchising & Licensing
- + Tax & Transfer Pricing
- + Expert Witness

2. Analytics: How can I improve marketing effectiveness?

Analytical services help to uncover drivers of demand and insights. Identifying the factors which drive consumer behaviour allows an understanding of how brands create bottom-line impact.

- Market Research Analytics +
- Return on Marketing Investment +
 - Brand Audits +
 - Brand Scorecard Tracking +

3. Strategy: How can I increase the value of my branded business?

Strategic marketing services enable brands to be leveraged to grow businesses. Scenario modelling will identify the best opportunities, ensuring resources are allocated to those activities which have the most impact on brand and business value.

- Brand Governance +
- Brand Architecture & Portfolio Management +
 - Brand Transition +
 - Brand Positioning & Extension +

MARKETING

We help marketers to connect their brands to business performance by evaluating the return on investment (ROI) of brand-based decisions and strategies.



Brand &

Business Value

We provide financiers and auditors with an independent assessment on all forms of brand and intangible asset valuations.



We help brand owners and fiscal authorities to understand the implications of different tax, transfer pricing, and brand ownership arrangements.



We help clients to enforce and exploit their intellectual property rights by providing independent expert advice in- and outside of the courtroom.

Communications Services.

We offer a variety of services to help communicate your brand's success.





Example digital endorsement stamp for use on your website as well as in investor relations and advertising, to recognise your brand's performance.

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We execute strategic communications programmes to optimise the value of your business and to enhance brand perception among stakeholders.

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- Project Management and Agency Steering
- Content and Channel Strategy
- Integrated Communications Planning and Execution
- Communications Workshops

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