

HDFC Bank is most valuable brand in India: [BrandZ™ Top 50 Most Valuable Indian Brands study by Millward Brown](#)

HDFC Bank has emerged as the most valued brand in the inaugural edition of the BrandZ Top 50 Most Valuable Indian Brands study, with a value of \$9.4 billion.

The study was unveiled by WPP, the world's largest communications services group, in Mumbai on August 20, 2014. It was conducted by WPP research agency Millward Brown, which specializes in brand equity research and brand valuation.

The valuation is the only one in India that takes into account consumers' opinion to calculate the contribution that product brands make to business success, WPP said in a statement on Tuesday.,

BrandZ aims to chart and anticipate the rapidly changing environment for brands in India, in addition to the changing value of India's most valuable brands. The brands are ranked, their success analysed, and similarities and differences among BrandZ valuation rankings in India, China, Brazil, Latin America and the BrandZ Top 100 Most Valuable Brands are pointed out.

The study is a comprehensive one, with an understanding of how the top brand categories in India are changing market dynamics and shaping brand development, which brands in these categories are the most valuable and brand strategists and planners sharing their insights on all things brand.

Below is the list of the top 10 brands in India, as per the study:

No.	Brand	Value	Category
1	HDFC Bank	US\$ 9.4 billion	Banks
2	Airtel	US\$ 8.2 billion	Telecom
3	State Bank of India	US\$ 6.8 billion	Banks
4	ICICI Bank	US\$ 3.5 billion	Banks
5	Bajaj Auto	US\$ 3 billion	Automobiles
6	Asian Paints	US\$ 2.8 billion	Paints

No.	Brand	Value	Category
7	Hero MotoCorp	US\$ 2.2 billion	Automobiles
8	Idea Cellular	US\$ 1.9 billion	Telecom
9	Kotak Mahindra Bank	US\$ 1.7 billion	Banks
10	Reliance Communications	US\$ 1.6 billion	Telecom

[You can read the full list here](#)