

# BRAND AWARENESS GENERATING CAPABILITY OF INDIAN CRICKETERS IN KOLKATA

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## Abstract

Cricket is the most popular sport in India today and the Cricketers enjoy huge fan following and media attention. The primary objective of this study is aimed at determining the skill of the Indian Cricketers in generating Brand Recall among respondents of different gender and age groups in Kolkata.

Primary research was conducted with cross sectional research design by applying survey method among a randomly selected sample of 400 respondents in Kolkata with a structured questionnaire. Independent sample t-test and ANOVA techniques were used for analyzing the data.

The findings show that there is no significant difference in their brand recall generation capacity among male and female respondents. However, they are having a significant impact in generating brand recall among the respondents belonging to the age group (18-25) years compared to the others three age groups selected for the study.

**Key Words:** Brand; Brand Recall; Celebrity; Indian Cricketers; Media.

## Introduction

Branding in some form or the other has been around for centuries. According to (Keller, 2007) Procter and Gamble put the first brand management system into place,

whereby each of their brands had a manager assigned to only that brand who was responsible for its financial success. According to (Keller, 2007), Branding is treated as a means to distinguish the goods of one producer from those of another.

Every business is a social entity and it operates within an environment. Its operation is affected by both the Micro environmental and Macro environmental factors. Brand building is a challenging activity in today's dynamic and competitive market place and companies are leaving no stone unturned to successfully promote their brand in mass media. Brand endorsement by Indian Celebrities is a common phenomenon noticed in Indian context.

## Cricketers as Brand Endorser

Cricket is treated as a religion in India and the game enjoys a huge fan following and tremendous media coverage. The cricketers are worshipped as god by their fans and they also enjoy media attention. The Indian cricket team is a glowing example of the concept of "Unity among Diversity" as we see players from different corners of our country playing together with pride and passion.

In India people admire MS Dhoni because he came from a small town in Eastern

India and went on to become the captain of the Indian cricket team by virtue of his determination, dedication and positive attitude. Sachin Tendulkar is worshipped by his fans because he represents a middle-class boy from Mumbai who made it big with sheer hard work and dedication.

Celebrities are considered as 'any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement' (McCracken 1989).

In this study the term "Celebrity" will encompass a variety of endorsements including those in explicit mode 'I endorse this product', the implicit mode 'I use this product', the imperative mode 'You should use this product' and the co present mode 'the celebrity appears with the product' (McCracken 1989).

The marketers operating in India are quick to spot this trend and are making use of the leading Indian Cricketers (IC) to promote their brands in various mass media. It is a costly proposition and requires a lot of strategic thinking to select an Indian Cricketer for Brand endorsement Purpose.

The Indian Cricketers are treated as "youth icon" and are thought to have an instant connect with the youths of our country. They have emerged as one of the most sought after "Celebrity" among advertisers for their brand endorsement purpose in different mass media.

The Indian Cricketers (IC) is promoting different brands from across product categories starting from Fast Moving Consumer Goods (FMCG), Consumer Durables and Services. They are making their presence felt in various mass media as brand endorser. Hence, it is essential to study their role as brand endorser.

enhancing brand name recall than an incongruent or irrelevant celebrity.

## Literature Review

According to (Keller, 2007) Brand Awareness consists of brand recognition and brand recall performance. Brand Recognition relates to consumers' ability to confirm prior exposure to the brand when given the brand as a cue.

Brand Recall relates to consumers' ability to retrieve the brand from memory. It requires that the consumers correctly generate the brand from memory when given a relevant cue.

In the words of (Keller, 2007) Brand Awareness also involves linking the brand-the brand name, logo, symbol and so forth-to certain association in memory. Brand Recall can further be classified as Unaided recall and aided recall.

According to (Keller, 2007) in Unaided recall consumer recall the brand Unaided where as in aided recall various types of cues are presented to help the consumer recall the brand. Effect of celebrity endorsement on Brand Awareness-Recall has been an area of research that has been studied by researchers. A celebrity was better than other endorsers in enhancing brand name recall (Friedman and Friedman, 1979).

A study conducted among MBA students of Pune in India to determine the association between celebrity advertising and brand recall shows that recall for female celebrity advertisement is lesser compared to that of male celebrity (Dhotre and Bhola, 2010).

It is also evident from existing literature that a celebrity was better in enhancing brand name recall than a non-celebrity (Petty *et al.* 1983). A physically attractive celebrity paired with an attractiveness-related product could enhance brand name recall (Kahle and Homer, 1985).

(Misra and Beatty, 1990) also showed that celebrity/product congruency is better in However different findings emerged from a study conducted by (Costanzo and

Goodnight, 2005). The results presented in their study, however, found that a celebrity recognized in a magazine advertisement did not increase consumer recall of the brand endorsed by the celebrity for both professional athlete celebrities and other entertainment celebrities who are not professional athletes (Costanzo and Goodnight, 2005).

Celebrity endorsement enhances self-brand connections when consumers aspire to be like the celebrity, but harms them when consumers do not; this effect is more pronounced when the brand image is congruent with the celebrity’s image (Escalas and Bettman, 2009).

Another study conducted on “Effectiveness of Celebrity Advertisements” by (Rajeswari *et al.* 2010) highlighted that factors like age, gender, viewers’ status, monthly family income, educational qualification, period of awareness of celebrity advertisements and the type of celebrities (Film stars, Sports stars, Professional models and TV personalities) have close relationship with the level of effectiveness of celebrity advertisements.

Celebrity endorsement enhances product information and creates awareness among consumers. It helps them to recall the brands of the durable products (Balakrishnan & Kumar, 2011).

From review of existing literature it is seen that contradictory findings emerged regarding the effect of celebrity endorsement on Brand recall. Most of the earlier studies were conducted with students and were experimental in nature.

Hence the present study is conducted not just among students but respondents of different gender and age groups in Kolkata.

**Research Objectives & Hypotheses**

We have identified the following broad objectives for the study based on a comprehensive review of existing literature.

- The first objective is aimed at presenting the Brand endorsement details of the 10 selected Indian Cricketers.
- The second and final objective is aimed at understanding the Brand Recall generating capacity of the Indian Cricketers among the respondents of different gender and age groups selected for the study.

Keeping the above objectives in mind the following hypotheses are formulated-

H0<sub>1</sub>: There is no difference in Brand Recall score of Indian Cricketers among male and female respondents in Kolkata.

H0<sub>2</sub>: There is no difference in Brand Recall Score of Indian Cricketers among respondents of different age groups in Kolkata.

**Research Methodology**

In the first part of the study 10 Indian Cricketers (IC) were selected based on a pilot study conducted among 50 respondents in Kolkata depending on their familiarity and Popularity. Thereafter, the brands endorsed by each of these 10 Indian Celebrities were tracked from advertisements featuring in Television and Newspapers during the study period as presented in table 1.

**Table: 1 Brand endorsement details of 10 selected Indian Cricketers (IC).**

SR. NO	CELEBRITY (INDIAN CRICKETERS)	BRAND ENDORSED	NUMBER OF BRAND ENDORSED
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1	Sachin Tendulkar	Aviva, Sunfeast, Cannon Camera, Royal Bank of Scotland, Boost, Jaypee Cement, Toshiba, Adidas, Kaspersky	9
2	MS Dhoni	Aircel, Sonata, Boost, Pepsi, TVS, Orient PSPO, Lays, Dabur Chyawanprash, Lafarge Concreto, Emami Healthy & Tasty cooking oil	10
3	Yuvraj Singh	Royal Stag, Birla Sunlife,	2
4	Saurav Ganguly	Captain TMT bars, Chirag Computers, Vibgyor Motor Cycle	3
5	Virendra Sehwag	Pepsi, Karbonn Mobile, Zandu Balm, Hero Moto Corp	4
6	Gautam Ghambir	Airtel Digital TV, Reebok, Coca Cola, Karbonn mobile,	4
7	Virat Kohli	TVS Motor, Flying Machine, Fastrack	3
8	Harbajan Singh	Royal Stag, Pepsi	2
9	Irfan Pathan	Tata Indicom.	1
10	Ishant Sharma	Pepsi	1

Source: Primary Research

We have applied Cross sectional research design for collecting the primary data by survey method from the respondents of Kolkata. A structured questionnaire was administered for collecting the data. The Target population was defined in terms of elements-male and female 18 years to 49 years, sampling unit-household, and extent-city of Kolkata. The Sample Size was arrived at 400 for the study keeping in mind the availability of time, resources, and sample size used in similar studies. The sample size was also selected keeping in mind 95% confidence level and 5% confidence interval.

**Findings**

**H0<sub>1</sub>: There is no difference in Brand Recall Score of Indian Cricketers among male and female respondents.**

We have conducted independent samples t-test for testing the above mentioned hypothesis. The value of Levene’s test for

equality of variance is 0.087 in case of Unaided Brand Recall Score and 0.444 in case of Aided Brand Recall Score.

A small value of significance associated with Levene’s test indicates that the two groups have unequal variance but the value of 0.087 and 0.444 are not small in this context. Therefore, the statistics associated with equal variance assumed is used for t-test for equality of means.

The t-test results in case of Unaided Brand Recall Score with equal variance assumed shows t-statistics of 1.692 with 18 degrees of freedom. The corresponding two-tailed p-value is 0.108 which is higher than 0.05. Similarly in case of Aided Brand Recall Score, the t-test results with equal variance assumed shows t-statistics of 0.759 with 18 degrees of freedom The corresponding two-tailed p-value is 0.457 which is higher than 0.05 as evident from the tables presented below.

**Table: 2 Output of Independent Samples t-test for Unaided and Aided Brand Recall Score of Indian Cricketers (IC) among male and female respondents.**

**Group Statistics**

Gender of The Respondents		N	Mean	Std. Deviation	Std. Error Mean
UN AIDED BRAND	MALE	10	75.5000	63.50897	20.08330
RECALL SCORE	FEMALE	10	37.4000	32.21180	10.18627

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
UN AIDED BRAND RECALL SCORE	Equal variances assumed	3.287	.087	1.692	18	.108	38.10000	22.51886	-9.21036	85.41036
	Equal variances not assumed			1.692	13.343	.114	38.10000	22.51886	-10.42217	86.62217

**Group Statistics**

Gender of The Respondents		N	Mean	Std. Deviation	Std. Error Mean
AIDED BRAND	MALE	10	235.6000	272.60276	86.20456
RECALL SCORE	FEMALE	10	154.0000	202.91432	64.16714

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
AIDED BRAND RECALL SCORE	Equal variances assumed	.611	.444	.759	18	.457	81.60000	107.46464	-144.175	307.37483
	Equal variances not assumed			.759	16.631	.458	81.60000	107.46464	-145.515	308.71472

Based on the results of the analysis, the Null hypothesis is accepted. There is no significant variation in Brand Recall Score of Indian Cricketers (IC) among male and female respondents of Kolkata.

**We have framed the next hypothesis as-**

**H0<sub>2</sub>: There is no difference in Brand Recall Score of Indian Cricketers among respondents of different age groups.**

We have conducted one way between groups ANOVA for testing the hypothesis. The partial eta squared value of 0.417 tells us that age group of the respondent

accounts for 41.7% of the total variance in Unaided Brand Recall Score. For Unaided Brand Recall Score the F (3, 36) value is 8.578 and the corresponding p-value is less than 0.000.

I have conducted multiple comparisons. The Post Hoc test presents the results of comparison between all the possible pairs. I have used Tukey HSD (Honestly Significant Difference). From the table it is clearly evident that the mean difference is significant at 0.05 levels.

**Table: 3 Output of ANOVA for Unaided Brand Recall Score of Indian Cricketers (IC) among respondents of different age groups.**

**Tests of Between-Subjects Effects**

Dependent Variable: UN AIDED BRAND RECALL SCORE

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	32205.625	1	32205.625	2.853	.190	.487
Error	33860.475	3	11286.825 <sup>a</sup>			
AGEGROUP	33860.475	3	11286.825	8.578	.000	.417
Error	47370.900	36	1315.858 <sup>b</sup>			

- a. MS(AGEGROUP)
- b. MS(Error)

**ANOVA**

UN AIDED BRAND RECALL SCORE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	33860.475	3	11286.825	8.578	.000
Within Groups	47370.900	36	1315.858		
Total	81231.375	39			

**UN AIDED BRAND RECALL SCORE**

Tukey HSD<sup>a</sup>

AGE GROUP OF RESPONDENTS	N	Subset for alpha = .05	
		1	2
42 TO 49 YEARS	10	8.2000	
34 TO 41 YEARS	10	10.4000	
26 TO 33 YEARS	10	16.4000	
18 TO 25 YEARS	10		78.5000
Sig.		.957	1.000

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 10.000.

It is also evident that age group (26-33), (34-41) and (42-49) are put under subset 1 and age group (18-25) is put under subset 2.

Once again, we have conducted one way between groups ANOVA. The partial eta squared value of 0.293 tells us that age group of the respondent accounts for 29.3% of the total variance in Aided Brand Recall

Score. For Aided Brand Recall Score the F (3, 36) value is 4.977 and the corresponding p-value is less than 0.05. We have conducted multiple comparisons. The Post Hoc test presents the results of comparison between all the possible pairs. I have used Tukey HSD (Honestly Significant Difference).

**Table: 4 Output of ANOVA for Aided Brand Recall Score of Indian Cricketers (IC) among respondents of different age groups.**

**Tests of Between-Subjects Effects**

Dependent Variable: AIDED BRAND RECALL SCORE

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	362140.900	1	362140.900	1.947	.257	.394
Error	557889.300	36	154969.139 <sup>a</sup>			
AGEGROUP	557889.300	3	185963.100	4.977	.005	.293
Error	1345227.800	36	37367.439 <sup>b</sup>			

a. MS(AGEGROUP)

b. MS(Error)

**ANOVA**

AIDED BRAND RECALL SCORE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	557889.3	3	185963.100	4.977	.005
Within Groups	1345228	36	37367.439		
Total	1903117	39			

**AIDED BRAND RECALL SCORE**

Tukey HSD<sup>a</sup>

AGE GROUP OF RESPONDENTS	N	Subset for alpha = .05	
		1	2
42 TO 49 YEARS	10	8.8000	
34 TO 41 YEARS	10	30.1000	
26 TO 33 YEARS	10	43.1000	
18 TO 25 YEARS	10		298.6000
Sig.		.979	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 10.000.

It is clearly evident from the above results that for Unaided Brand Recall Score the F (3, 36) value is 8.578 and for Aided Brand Recall Score the F (3, 36) value is 4.977 and both are significant at 0.05 levels. Hence, the Null hypothesis could not be accepted.

Moreover, it is also seen that age groups (26-33), (34-41) and (42-49) do not significantly differ and form a homogenous subset whereas they are different from age group (18-25). Therefore based on the results of the analysis the finding is that, there is a substantial variation in Brand Recall Score of Indian Cricketers (IC) among the respondents of the four age groups selected for the study.

The Brand Recall Score in the age group (18-25) is significantly different compared to the other three age groups selected for the study.

### **Limitations And Scope For Further Research**

Since the study is conducted with just 10 Indian Cricketers only and is restricted to the geographical region of Kolkata it might go down as a limitation of the present piece of work.

The phenomenon of brand endorsement by celebrities is a contemporary and challenging area for research. In future building on this piece of research, celebrities from other profession and their role in generating brand recall can be studied in a wider geographic context.

### **Conclusions**

In today's dynamic and cut throat competitive market environment brands are leaving no stone unturned to connect with their target audience. The Indian Cricketers are enjoying high familiarity among the respondents in Kolkata and are endorsing multiple brands across different product categories.

They are proficient enough in generating brand recall among respondents of both the gender but their brand recall proficiency is significantly higher among the respondents in the age group between (18-25) years compared to the respondents of the other three age groups who are slightly older. This piece of information is expected to have both theoretical and managerial implication.

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**APPENDIX**

**QUESTIONNAIRE**

Q1) Have you seen or heard about the following celebrities? (Please put a tick mark in any one of the column)

<b>Sr. No</b>	<b>Celebrities</b>	<b>YES</b>	<b>NO</b>
1	Sachin Tendulkar		
2	MS Dhoni		
3	Yuvraj Singh		
4	Saurav Ganguly		
5	Virendra Sehwag		
6	Gautam Ghambir		
7	Virat Kohli		
8	Harbajan Singh		
9	Irfan Pathan		
10	Ishant Sharma		

Q2) Please mentions the name of the **brands/companies** which you think the following celebrities are advertising. (**UNAIDED RECALL**)

<b>Sr. No</b>	<b>Celebrities (Hindi Film Stars)</b>	<b>Brand/ Company Names</b>
1	Sachin Tendulkar	
2	MS Dhoni	
3	Yuvraj Singh	
4	Saurav Ganguly	
5	Virendra Sehwag	
6	Gautam Ghambir	
7	Virat Kohli	
8	Harbajan Singh	
9	Irfan Pathan	



10	Ishant Sharma	

Q3) Please mention against each celebrity the serial number of the Brands/Companies that you think they advertise. (Please refer to the lists of brands/company names provided for Indian Cricketers along with this Questionnaire). Please do not go back to (Q2) after attempting this question.

Sr. No	Celebrities	Serial Number of Brands
1	Sachin Tendulkar	
2	MS Dhoni	
3	Yuvraj Singh	
4	Saurav Ganguly	
5	Virendra Sehwag	
6	Gautam Ghambir	
7	Virat Kohli	
8	Harbajan Singh	
9	Irfan Pathan	
10	Ishant Sharma	

### Profile of the Respondents

**Name**

**Gender** Male Female

**Age (years)** (18-25) (26-33) (34-41) (42-49)

**Occupation-** Students Housewife Employed Self Employed  
Professionals

**Income (Rs. /Month)** – No Income up to15, 000 15001-30,000  
30,001-45,000 above 45,000

**Education:** Up to Class X- Class XII- Diploma Graduation- PG  
Ph.D.

**Date of Interview** : **Time** :  
**Place** : **Contact Number:**

*Thank you for your valuable time*



### List of Brands endorsed by all Indian Cricketers (IC) Reference to Q3

Sr. No	BRAND NAMES
1	LAFARGE CONCRETO
2	PEPSI
3	ROYAL STAG
4	CAPTAIN TMT BARS
5	VIBGYOR
6	LAYS
7	KARBONN MOBILE
8	DABUR CHYAWANPRASH
9	BIRLA SUNLIFE
10	ROYAL BANK OF SCOTLAND
11	SONATA
12	AVIVA
13	TOSHIBA
14	CHIRAG
15	KASPERSKY
16	AIRCEL
17	CANNON CAMERA
18	TATA INDICOM
19	REEBOK
20	TVS
21	BOOST
22	SUNFEAST
23	ORIENT PSPO
24	COCA COLA
25	AIRTEL DIGITAL TV
26	HERO MOTO CORP
27	ZANDU BALM
28	EMAMI HEALTHY & TASTY OIL
29	FLYING MACHINE
30	JAYPEE CEMENT
31	ADIDAS
32	FASTRACK