

TOP 50 INDIAN BRANDS' VALUE CROSSES \$100 BN

The overall value of India's top 50 most valuable brands has grown to **₹8.31 trillion** in 2023, surpassing the \$100-billion mark, according to a report released by global brand consultancy firm Interbrand on Wednesday.

The spike

marks an increase of 167 per cent over the past decade.

India's largest IT services firm Tata Consultancy Services (TCS) became the first Indian brand to have crossed the ₹1-trillion mark. It topped the list, followed by Reliance Industries, and Infosys. In 2013, the Tata group had topped the list, followed by Reliance Industries, Airtel, State Bank of India, and Infosys.

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Worth of the titans Top 10 rankings for 2023

No.	Brand name	Value (₹ cr)	Chg over 2013 (%)
1	TCS	1,09,576.6	153
2	RIL	65,320.8	121
3	Infosys	53,323.8	197
4	HDFC	50,291.0	224
5	Jio	49,027.3	New
6	Airtel	46,553.5	58
7	LIC	33,792.0	73
8	Mahindra	31,136.4	115
9	SBI	30,055.2	65
10	ICICI	25,915.3	116

46%
of total value of top ten brands

₹1 trillion
TCS first Indian brand to cross this mark