

NATION'S MOST-LIKEABLE BRANDS

Global market research agency Nielsen has just released a list of top-10 rankings for brands in six lifestyle categories based on consumer surveys done in eight cities of the country. The categories include mobile apps, handsets and operators, e-tailing websites, books and travel destinations. The findings are for January and will be updated every month both city-wise and on an all-India level. A look at the top brands on the consumer wish list.

(All-India rankings)



RANKING	APP	HANDSET	OPERATOR	BOOKS	TRAVEL DESTINATIONS**	E-TAILING WEBSITES
1	WhatsApp Messenger	Nokia	Vodafone	The Immortals of Meluha	Singapore	Flipkart.com
2	Facebook	Samsung	Airtel	The Secret of the Nagas	Nepal	eBay.in
3	Google Play Store	BlackBerry	Idea	The Krishna Key	Malaysia	Homeshop18.com
4	Nimbuzz	Sony	BSNL	I Too Had a Love Story	Thailand	Snapdeal.com
5	YouTube	Motorola	Tata Docomo	Love Stories that Touched My Heart	Bangladesh	Indiaplaza.com
6	Facebook Messenger	Micromax	Reliance	Life is What You Make It	USA	Jabong.com
7	Gmail	Karbons	Aircel	Revolution 2020	UK	Yebhi.com
8	Tubemate	LG	Uninor	Life of Pi	Sri Lanka	Amazon.com
9	News Hunt	* -	* -	Angel of the Dark	Australia	Fashionandyou.com
10	Google Maps	* -	* -	Can Love Happen Twice?	UAE/Switzerland	Myntra.com

*There is no ninth and tenth ranking in the categories of mobile handsets and operators. **The rankings for travel destinations are based on the places that Indians visited abroad in the last 12 months. This is for leisure travel. Compiled by Viveat Susan Pinto