



CHAPTER-3: Top Companies in India

Company	Sector	Headquarters	Present Leadership	Designation	Other Details
Axis Bank	BFSI	Mumbai	Shikha Sharma	MD & CEO	Founded in 1994 in Ahmedabad. One of the top 5 private sector Indian Banks in India.
Bajaj Auto	Automobile	Pune	Rahul Bajaj; Rajiv Bajaj	Chairman; MD	Founded in 1945 as M/s Bachraj Trading Co. It is world's 4 th largest two wheeler manufacturer, India's 2 nd largest two wheeler manufacturer, and the world's fourth-largest two- and three-wheeler maker.
Bank of Baroda	BFSI	Mumbai	M.D. Mallya	Chairman & MD	Maharajah of Baroda Sir Sayajirao Gaekwad III founded the Bank in 1908 in the princely state of Baroda, in Gujarat. The bank was nationalized in 1969.
Bank of India	BFSI	Mumbai	Alok Kumar Misra	Chairman & MD	The first bank founded promoted by a diverse group of Hindus, Muslims, Parsis, and Jews in 1906 to serve all the communities in India
Bharat Electronics Ltd.	Others - Electronic	Bangalore	Ashwani Kumar Datt	Chairman & MD	Founded in 1954, it is a government owned Electronics company having Navratna Status. The company primarily manufactures advanced electronic products for Indian Armed Forces.
Bharti Airtel	Telecom	New Delhi	Sunil Mittal Sanjay Kapoor	Chairman & MD; CEO	Formerly known as Bharti Tele-Ventures Ltd. It was founded in 1985 and is India's largest cellular service provider and world's third largest, single-country mobile operator and sixth-largest integrated telecom operator.

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BHEL	Others - Power	New Delhi	B. Prasad Rao	Chairman & MD	Founded in 1962 - it is one of India's nine largest PSUs, known as the Navratnas or 'the nine jewels' and the largest engineering and manufacturing enterprise in India including diverse sectors such as Power, Oil & Gas, Transmission & Distribution, and others.
Biocon	Pharma	Bangalore and New Jersey	Kiran Mazumdar-Shaw	Chairman & MD	Founded in 1978, it is India's leading biotechnology enterprise. The company ranks first in Asia in terms of revenues and market capitalization and sixteenth globally.
BPCL	Petrochemical	Mumbai	Ashok Sinha	Chairman & MD	Founded in 1976 after the nationalization of Burmah Shell Company and is part of the elite Fortune 500 companies and Forbes 2000 listings in the world. It is involved in the Refining and Retailing of petroleum products.
Britannia Industries	FMCG	Kolkata and Bangalore; R&D centre in Chennai	Nusli Wadia; Ms. Vinita Bali	Chairman; MD	The company has had various owners at different times. Presently, it is owned by Danone, Kalabakan Investments in partnership with Wadia Group. It is one of India's leading biscuit firms, with an estimated 38% market share.
BSNL	Telecom	New Delhi	Kuldeep Goyal	Chairman & MD	It has been in business since the 19th century but was incorporated in 2000. BSNL is the sixth largest cellular service provider and the largest landline telephone provider in India. It has footprints all over India except Delhi and Mumbai, which are managed by MTNL.
Canara Bank	BFSI	Bangalore	A.C. Mahajan	Chairman & MD	Founded by late Sri. Ammembal Subba Rao Pai in 1906 as Canara Bank Hindu Permanent Fund in Mangalore. It was nationalized in 1969 with 13 other major commercial banks.

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Cipla	Pharma	Mumbai	Y.K. Hamied	Chairman & MD	<p>Cipla, originally founded by Khwaja Abdul Hamied as The Chemical, Industrial & Pharmaceutical Laboratories, is a prominent Indian pharmaceutical company, best-known outside its home country for manufacturing low-cost anti-AIDS drugs for HIV-positive patients in developing countries. It is the largest manufacturer of Antiretroviral Drugs for HIV/AIDS by units produced and distributed.</p>
Coal India Ltd.	Others - Coal	Kolkatta	Partha S. Bhattacharya	Chairman	<p>Coal India Limited (CIL) is a public sector undertaking of the Indian Government. It is the world's largest coal miner. It is owned entirely by the Union Government, under the administrative control of the Ministry of Coal. It is involved in coal mining and production industry. Founded in 1975, it is India's largest Coal mining Co. It is completely Government owned and holds Navratna Status.</p>
Crompton Greaves	Others - Electrical	Mumbai	Gautam Thapar	Chairman	<p>The company is a part of the Thapar Group of Companies and is one of the top electrical transformer companies in the world and has the largest transformers export share in India. The company is engaged in design, manufacturing and marketing of products related to power generation, transmission, and distribution.</p>
Dabur India	Pharma	Ghaziabad	Dr. Anand Burman	Chairperson	<p>Founded by S.K. Burman in 1884 as a small pharmacy, it is today one of the largest company in the Health, Personal care and Food products. Dabur India Limited is the fourth largest FMCG Company in India with Revenues of US\$600 Million (Rs 2834 crore) & Market Capitalisation of over US\$2.2 Billion (Rs 10,000 Crore).</p>



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DLF	Other - Real Estate	New Delhi	KushalPal Singh	Chairman & Majority Owner	<p>DLF Limited or DLF (Delhi Land and Finance) is the India's biggest real estate developer based in New Delhi, India. The DLF Group was founded by Raghuvendra Singh in 1946. DLF developed residential colonies in Delhi such as Krishna Nagar, South Extension, Greater Kailash, Kailash Colony and Hauz Khas.</p> <p>Founded in 1984 by Dr. Anji Reddy it is today India's second biggest pharmaceutical company. The company has more than 190 medications ready for patients to take, 60 active pharmaceutical ingredients for drug manufacture, diagnostic kits, critical care and biotechnology products.</p>
Dr. Reddy's Lab	Pharma	Hyderabad	Dr. Anji Reddy; GV Prasad	Chairman; CEO	<p>The Co. was formed in 1959 with its tractor division though its origin can be traced back to 1948 when Goodearth Co. was established for the distribution and service of imported tractors. The Co. rolled out India's first tractor - this division was sold to TAFE in 2005. It continues to remain one of India's leading automaker. The company is having JV with Volvo.</p>
Eicher Group	Automobile	New Delhi	Siddharth Lal	CEO	<p>The Co. was formed in 1959 with its tractor division though its origin can be traced back to 1948 when Goodearth Co. was established for the distribution and service of imported tractors. The Co. rolled out India's first tractor - this division was sold to TAFE in 2005. It continues to remain one of India's leading automaker. The company is having JV with Volvo.</p>
Essar Group	Others	Mumbai	Shashi Ruia; Ravi Ruia	Chairman; Vice-Chairman	<p>The company has diverse interests in the field of telecommunications, Shipping, Steel, Construction, Power, and Oil</p>
GAIL	Petrochemical	New Delhi	Shri B. C. Tripathi	Chairman & MD	<p>Formerly known as Gas Authority of India. It was founded in 1984 and is India's largest Natural Gas Transportation Co.</p>

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HCL Technologies	IT Services	Noida	Shiv Nadar	Founder, Chairman & Chief Strategy Officer	HCL Technologies is a global IT Services company headquartered in Noida, a suburb of Delhi, India led by Vineet Nayar. It was founded in 1976 and today one of the top 5 IT services company in India.
HDFC Bank	BFSI	Mumbai	Deepak Parekh; Mr. Aditya Puri	Founder; Managing Director	HDFC Bank Ltd. is a commercial bank of India, incorporated in August 1994, after the Reserve Bank of India allowed establishing private sector banks. Promoted by the HDFC (Housing Development Finance Corporation,), it is one of India's top 5 private Banks listed in the NYSE.
Hero Honda Motors	Automobile	New Delhi	Brijmohan Lal Munjal; Toshiaki Nakagawa; Pawan Munjal	Chairman and Founder; Joint Managing Director; Managing Director & CEO	It is the joint venture formed in 1984 by Hero Group and Japan's Honda and is world's third largest manufacturer of motorcycles after Honda and Yamaha.
Hindustan Aeronautics Limited	Aerospace	Bangalore	Ashok Nayak	Chairman	Founded in 1940 as Hindustan Aircraft by Walchand Hirachand for producing military aircraft for Indian Air Force. It assumed the present name in 1964, it is one of Asia's largest aerospace companies. The company is involved in design, fabrication, and assembly of aircraft, jet engines, helicopter and spares. It is Government owned company having Navratna Status
Hindustan Unilever Ltd.	FMCG	Mumbai	Harish Manwani; Nitin Paranje	Chairman; CEO & MD	Formerly known as Hindustan Lever Limited, it was founded in 1933 as Lever Brother's Ltd. Today it is India's largest consumer products company and known for producing some of the best business leaders consistently.

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HPCL	Petrochemical	Mumbai	Arun Balakrishnan	Chairman & MD	It is one of India's largest integrated oil refining and marketing companies that is part of Fortune 500 companies and Navratna PSU. It owns the largest Lube Refinery amounting to 40% of of the national lube oil production.
ICICI Bank	BFSI	Mumbai	K.V. Kamath; Chanda kochhar	Chairman; MD and CEO	Presently K.V. Kamath is the CEO & MD though Ms. Kochar is taking up the position from May 2009. It is India's largest private sector bank in terms of market capitalization, which is also listed in the NYSE. It was founded in 1955 as Industrial Credit and Investment Corporation of India.
IDBI Bank	BFSI	Mumbai	Yogesh Agarwal	Chairman & MD	Formed in 1964 for the purpose of providing developmental credit, today it is one of the largest other public sector banks providing commercial banking services.
Idea Cellular	Telecom	Indore, Delhi, Pune	Kumar Mangalam Birla; Sanjeev Aga	Chairman; MD	It is a part of the Aditya Birla Group and is one of the largest GSM service providers in the telecom space in India.
Oracle Financial Services Software Ltd.	Software	Mumbai	William T. Comfort, Jr; Rajesh Hukku	Chairman; Senior Vice President & GM	Formerly called I-Flex Solutions, today Oracle corporation owns the majority stake in the company.

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Indian Oil Corporation	Petrochemical	New Delhi	Brij Mohan Bansal	Chairman	It is India's largest commercial enterprise in the Petroleum sector and listed in the Fortune 500 listing. It was formed as Indian Oil Co. in 1959 and IOCL was formed in 1964 with the merger of Indian Refineries Ltd. IOCL and its subsidiaries amount for over 45% of petroleum products market and operates the largest and widest network of fuel stations in India.
Infosys Technologies	Software	Bangalore	N.R. Narayana Murthy; Nandan Nilekani; Kris Gopalakrishnan	Chairman & Chief Mentor; Co-Chairman; CEO & MD	Founded in 1981 by the 3 key people and 3 others in 1981 in Pune, it went public in 1993. It is one of India's largest IT services company listed in the NASDAQ-100
ITC	FMCG	Kolkata	Yogesh Chander Deveshwar	Chairman	Formerly stood for Imperial Tobacco Company of India, it is now independent of Imperial Tobacco and has diversified interests in Tobacco, Foods, Hotels, Stationery & Greeting Cards. The company is ranks third in India for pre-tax profit. Credited with e-Choupal rural Initiative to enable Indian Agriculture, which has become a subject matter for transformational strategy for Harvard Case Study
Larsen & Toubro	Others	Mumbai	Henning Holck-Larsen; Soren Kristian Toubro; A.M. Naik	Co-Founder; Co-Founder; Chairman & CEO	The company has diverse interests in the field of construction, Hydraulic Equipments, Electrical and Electronic Power Services, Fertilizer Projects, Medical Electronics, Financial and IT services. It was founded by two Danish Engineers H.H. Larsen and S.K. Toubro in 1938

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Mahindra & Mahindra	Automobile	Mumbai	Keshub Mahindra; Anand G. Mahindra	Chairman; Vice-Chairman and MD	Founded in 1945 as Mahindra & Mohammad and after partition the name was changed to its existing one in 1948. It manufactured the iconic jeep and from being a manufacturer of army vehicles and tractors, now the Co. is also into commercial vehicle segment. It is leader in Utility Vehicle segment with its flagship Scorpio and is India's largest SUV maker.
Marico Industries	FMCG	Mumbai	Harish Mariwala	Chairman & MD	The company is one of the leading consumer products in the areas of Health and Beauty with major presence in Edible oils, Hair oils, Shampoo etc.
Maruti Suzuki India Ltd.	Automobile	Gurgaon	Mr. Shinzo Nakanishi	MD & CEO	Formerly known as Maruti Udyog, it was founded in 1981 and is heralded as market leader in the four wheeler segment in India. The Co. is the first to mass produce and sell more than 1 million cars in India and is credited with bringing about automobile revolution in India. The present name was incorporated in 2007 subsequent to Japan's Suzuki Motor Corporation acquiring majority stake in the company. Earlier Government had over 18% stake in the Company but presently has none.
Max India	Others	New Delhi	Analjit Singh	Chairman & MD	Max Healthcare is an integrated health care services provider in India. It is a subsidiary of Max India Limited and a major private hospital network in India. Max Healthcare owns and operates eight state-of-the-art health care centers in Delhi and National Capital Region (NCR) in India, with services spanning over 30 medical disciplines.

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Modi Group	Others	New Delhi	Umesh K Modi	Chairman, President and CEO	The company is one of the oldest groups having presence in diverse industries and corporate-social ventures. Segments include Sugar Mills, Distillery, Pharma, Beauty products and others.
Moser Baer	Others	New Delhi	Deepak Puri; Ratul Puri	Founder & MD; Executive Director	Founded in 1983, it is world's 2nd largest manufacturer of optical storage media device. Their product range includes floppy disks, CDs, and DVDs.
MTNL	Telecom	New Delhi	Kuldip Singh	CMD	A government owned telecom provider operating in Mumbai and Delhi. It enjoyed monopoly until 1992, when the telecom sector was opened to other providers. It is listed in the NYSE
NALCO	Others	Bhubaneswar	Shri A.K. Srivastava	Chairman cum managing director	Founded in 1981 as PSU of Government of India, it is Asia's largest and one of the world's largest aluminium manufacturing Co. It has integrated aluminium complex encompassing bauxite mining, alumina refining, aluminium smelting & casting, power generation, rail and port operations.
Nicholas Piramal	Pharma	Mumbai	Ajay Piramal	Chairman	The company is India's second largest Pharma and Biotechnology company. The existing company came into existence in 1988 after the acquisition Nicholas Lab and subsequent mergers, acquisitions and alliances with some of the prominent companies such as Roche Products, ICI India's Pharma Division, Aventis Research Facilities

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NIIT	Software	New Delhi	Rajendra S. Pawar; Vijay K. Thadani; P. Rajendran	Chairman; CEO; Director & COO	<p>Established in 1981 as a computer training institute, today it is one of the top 10 Indian software exporters with interest in computer training and technology wing for software solutions and services.</p> <p>Founded in 1958, it is a fully government owned PSU enjoying Navratna status. Company is involved in the exploration of wide range of minerals such as Iron Ore, Copper, Rock Phosphate, Lime Stone, Gypsum manganise, diamond etc. It is India's largest iron ore producer and exporter and declared as "Centre of Excellence" by UNIDO.</p>
NMDC Limited	Others - Mineral	Hyderabad	Rana Som	Chairman-cum-Managing Director	<p>It is India's largest power generation Co. listed in the Forbes top 500 companies in the world. Though Public, Government holds 89.5% of its equity. The major businesses include engineering, construction, and operation of power plants, providing consultancy to power utilities in India and abroad. The company alone contributes to over 29% of power generated in the country.</p>
NTPC	Others - Electricity	New Delhi	R.S. Sharma	Chairman & MD	<p>Founded in 1956, it is India's most prestigious PSU companies, which is part of the Navratnas and Fortune 500 companies. It is the highest profit making corporation in India accounting for 77% of crude oil production and 81% of natural gas production in India.</p>
Pantaloon Retail India Limited	Retail	Mumbai	Kishore Biyani	MD and Group CEO	<p>It is India's largest retailing Co. operating in multiple retailing format including Pantaloons, Big Bazaar, Central, Food Bazaar, Home Town, eZone etc. It is a part of the Future Group, and operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market.</p>

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Patni Computers	Software	Mumbai	Narendra Patni; Jeya Kumar	Chairman; CEO	Founded in 1978, it is a leading company with transnational presence in the Software services and outsourcing listed in the NYSE
Polaris Software Lab Ltd.	Software	Chennai	Arun Jain; Govind Singhal	Chairman & CEO; COO	Founded in 1993, it is one of the global leader in Speciality Application Development for BFSI sector owning a large set of IPR in Intellect Suite of Banking Products.
Power Grid Corporation	Others - Power	New Delhi	S.K. Chaturvedi	Chairman & MD	Formed in 1992, the company is one of India's prestigious PSUs with Navratna status. It is world's largest transmission utility company.
Punjab National Bank	BFSI	New Delhi	Sh. K. R. Kamath	Chairman	Founded pre-partition India in 1895 in Lahore and shifted its HQ to New Delhi after partition. It is India's second largest government owned commercial bank.
Ranbaxy Lab	Pharma	Gurgaon	Atul Sobti	CEO and Managing Director	Founded in 1937 as a distributor for Japanese Co. Shionogi by Rajit Singh and Gurbax Singh. It was later bought by Bhai Mohan Singh in 1952 and incorporated in 1961. It is India's largest Pharma Co., though Japanese Co. Daichi owns majority stake in the company from 2008.
Raymond	Others - Clothing	Mumbai	Vijaypat Singhania; Gautam Singhania	Chairman Emeritus; Chairman & Managing Director	Founded in 1925, it is one of India's oldest and largest clothing and apparel companies in India with over 60% market share in India. Mr. Vijaypat Singhania continues to be Chairman Emeritus. The company also has diverse interest in readymade garments, engineering tools, toiletries, and air charter services.

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Reliance Communication	Telecom	Mumbai	Anil Ambani	Chairman & MD	Founded in 1994 as Reliance Infocomm, the company is one of the flagship of Reliance- Anil Dhirubhai Ambani Group. It is the first Co. in India to operate on both CDMA and GSM technologies. The company alongwith Reliance Telecom and Flag Telecom is a part of Reliance Communications Ventures Ltd.
Reliance Industries	Others	Mumbai	Mukesh Ambani	Chairman & MD	Founded by Dhirubhai Ambani in 1966 and managed by his eldest son Mukesh Ambani, it is India's largest Private sector conglomerate and part of Fortune 500 companies in the world. The Co. has wide interests including major segment in Petroleum Products, Petrochemicals. Others include Garments (under the brand Vimal) and Reliance Retail.
RPG Enterprises	Others	Mumbai	R.P. Goenka; Harsh Goenka	Chairman Emeritus; Chairman	One of the oldest and largest conglomerates in India. Founded by Ramdutt Goenka in 1820, the existing RPG enterprise was established in 1979. The group has diverse interest and encompasses twenty companies in the areas of Power, Tyre, Transmission, IT, Retail, Entertainment, Carbon Black, and Speciality and owns some of the finest brands in each of the segments including CEAT Tyres, Spencers, SaReGaMa.
Shipping Corporation of India Ltd.	Others - Shipping	Mumbai	S. Hajara	Chairman and Managing Director	Founded in 1961, it is a government owned shipping company enjoying Navratna status having global presence in the shipping segment.

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State Bank of India	BFSI	Mumbai	Om Prakash Bhatt	Chairman	It is India's largest bank and second largest bank in the world. It has its ancestry traced back to Bank of Calcutta, which was later amalgamated as Imperial Bank along with Bank of Bombay and Bank of Madras and later became SBI in 1955. In 1959 8 other State Banks were merged with SBI and in 2008 one more Bank namely State Bank of Saurashtra merged with SBI. The Bank is listed in the LSE.
Steel Authority of India	Others - Steel	New Delhi	S.K. Roongta	Chairman	Founded in 1954, it is one of the fully government owned Navratna PSU and one of the largest steel makers in India
Tata Consultancy Services	Software	Mumbai	Ratan Tata; S Ramadorai; N Chandrasekaran	Chairman - Tata Group; Vice Chairman; CEO & MD	It is part of the one of the largest and oldest conglomerates Tata Group. Established in 1968, TCS is India's largest IT and BPO service provider.
Tata Motors	Automobile	Mumbai	Ratan Tata; Ravi Kant	Chairman; Vice Chairman	Formerly known as TELCO, the Co. was founded by JRD Tata in 1945, it is India's largest automobile and commercial vehicle manufacturing company. The Co. is listed in the NYSE and has acquired various international brands under its wing.
Tata Power	Others - Power	Mumbai	Prasad Menon	MD	Founded in 1911, as Tata Hydroelectric Power Supply Company the present company is the amalgamated company with Andhra Valley Power Supply Company. It is India's largest private sector electricity generating company with presence in thermal, hydro, solar, and wind energy.

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Tata Teleservices	Telecom	Mumbai	Ratan N.Tata; Anil Kumar Sardana	Chairman; MD	Part of TATA Group, the company was founded in 2000 and offers diverse telecommunication products and services including the flagship TATA Indicom brand.
Tata Steel	Others - Steel	Jamshedpur	Ratan Tata; B.Muthuraman	Chairman; Managing Director	Part of the TATA Group, the company was earlier known as TISCO. Founded in 1907, today it is world's sixth largest steel company and India's second largest private sector steel company in terms of domestic production. The company is ranked in the Fortune 500 companies with the acquisition of major steel maker Corus.
Torrent Pharma	Pharma	Ahmedabad	Sudhir Mehta	Chairman	Founded in 1959 as Trinity Laboratories by U.V.Mehta it is the flagship company of the Torrent Group which also has a significant interest in the Power sector. Torrent Pharma is one of the largest pharma company in India with over 1000 product registrations globally.
TVS Motors	Automobile	Chennai	Venu Srinivasan	Chairman	Formed in 1911 by T.V.SundaramIyengar, the company is famous for its mopeds and scooterettes. It is part of the TVS Group. In between the company had a tie up with Japan's Suzuki motos for producing motorcycles which was discontinued in 2001.
Wipro	Software	Bangalore	Azim Premji; Girish Paranjpye & Suresh Vaswani	Chairman; Joint CEOs	Founded in 1945 as Vegetable Oil Co., today it has diverse interest in FMCG, ITES, Engineering, and Healthcare businesses. Its major division today is Technologies that develops computers and software products and provides IT enabled services. The company is listed in NYSE.

CHAPTER 4: List of MNCs

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Acer Incorporated	IT / Software	Taipei, Taiwan	J.T. Wang; Gianfranco Lanci	Chairman & CEO of Acer Group; CEO of Acer	Founded by Stan Shih in 1976. Produces Computer Hardware.
Adobe Systems	IT / Software	San Jose, California, USA	Charles Geschke; John Warnock; Shantanu Narayen	Founder; Founder; President & CEO	Founded by Charles Geshchke, John Warnock in Mountain View, California in 1982. The company is mainly involved in the creation of multimedia and creativity softwares and internet application software development. It acquired its main rival Macromedia in 2005. Main competitors are Microsoft, Apple Inc., Quark Inc.
Apple Inc.	IT / Software	California, USA	Steve Jobs; Steve Wozniak; Ronald Wayne	CEO, Chairman & Co-founder; Co-founder; Co-founder	Founded in 1976 as Apple Computer Inc. and continued to operate under this name until 2007, when it acquired the existing name due to its expansion into consumer electronics market. The company was named the most admired company in US by the Fortune Magazine in 2008. The popular products include Mac and accessories, iPod, iPhone, Apple TV and softwares.

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Audi	Automobile	Ingolstadt, Germany	Rupert Stadler; Martin Winterkorn	Chairman of the Management Board; Chairman of the Supervisory Board.	The company was founded in 1910 by August Horch. Since 1964, the company is almost completely owned by the Volkswagen Group - 99.7%. The company is into production of various types of cars.
Bank of America	BFSI	Charlotte, North Carolina	Walter E. Massey; Brian Moynihan	Chairman of the board; President and CEO	Founded by Amadeo Giannini as Bank of Italy in 1904, this Bank merged with Bank of America and the new entity was formed in 1929. Presently, the Bank is the largest financial services company, and purchased the troubled Merrill Lynch recently.
Barclays	BFSI	Tower Hamlets, London, England, UK	Marcus Agius John S. Varley Robert Diamond	Chairman; Group Chief Executive & Executive Director; President	Founded by Several Banks united under one banner called Barclays & Co. and has to its origin tracing back to John Frearne and Thomas Gould, who started as Goldsmith Bankers in 1690. Barclays plc is a British financial services firm operating worldwide. It is a holding company that is listed on the London and New York stock exchanges, and was listed on the Tokyo Stock Exchange until 2008.

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Bayer	Pharma	Leverkusen, Germany	Werner Wenning; Manfred Schneider	CEO; Chairman of the Supervisory Board	Founded by Friedrich Bayer and Johann Friedrich in 1863 and owner of popular brand Aspirin.
BMW	Automobile	Munich, Germany	Norbert Reithofer; Joachim Milberg	CEO and Chairman of Board of Management; Chairman of the Supervisory Board	Bayerische Motoren Werke: Founded by Karl Friedrich Rapp by 1916. Subsidiary includes Rolls-Royce Motor Cars. The Company earlier owned the Rover - which were sold off. BMW produces motorcycles under BMW Motorrad and Husqvarna brands. BMW is known for its performance and luxury vehicles.
Boeing	Others - Aerospace & Defense	Chicago, USA	W. James McNerney, Jr.	CEO	Founded in 1916 by William E. Boeing in Seattle, today it is world's largest aircraft manufacturer and second largest aerospace and defense contractor.
Bridgestone Corporation	Others	Tokyo, Japan	Shoshi Arakawa	CEO	Founded in 1931 by Shojiro Ishibashi, it is a multinational rubber conglomerate and world's leading tire producer.

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Cadbury	FMCG	London, UK	Irene Rosenfeld	Chairwoman and CEO	<p>The company can be traced back to 1824 when John Cadbury began vending tea, coffee, and chocolate. Gradually the company grew and merged with Schweppes in 1969 when the company was called Cadbury Schweppes - this was again demerged in 2007 and now called in its old name. The company is a major confectioner and produces the major brand Dairy Milk.</p> <p>Founded by Takeshi Mitarai, Goro Toshida, Saburo Uchida, Takeo Maeda in 1937. The company is one of the leading player in Imaging industry and has lot of Firsts to its credit including camera with embedded Ink jet printer micro-computer, using bubble jet technology etc.</p>
Canon	IT / Software	Tokyo, Japan	Fujio Mitarai; Tsuneji Uchida	Chairman & CEO; President & COO	<p>Founded in 1925 by Walter P. Chrysler. With the merger of the company with Daimler-Benz, the company was called Daimler Chrysler between 1998 and 2007 until its demerger, when Daimler sold its 80.1% stake in Chrysler to Cerberus Capital Management. The company was in dire financial crisis in 2008 and announced its closure of North American Plant for lack of cash.</p>
Chrysler LLC	Automobile	Michigan, USA	C. Robert Kidder; Sergio Marchionne	Chairman; CEO	

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Cisco Systems	IT / Software	San Jose, California, USA	John T. Chambers	Chairman & CEO	<p>Founded by Len Bosack, Sandy Lerner in 1984 and later joined by Richard Troiano. The company is one of the most successful computer networking domain and developed commercially successful routers that multiple networks.</p>
Citigroup	BFSI	New York, USA	Richard D. Parsons; Vikram Pandit	Chairman; CEO	<p>Founded in 1812 as Citi bank of New York, today it is the commercial banking division of Citigroup. Citigroup was formed by the merger of banking giant Citicorp and Travelers Group in 1998. The company has the largest financial services network in the world.</p>
Colgate Palmolive	FMCG	New York, USA	Ian M. Cook	CEO	<p>The company has its origin dating back to William Colgate & Co. founded in 1806. The existing name was acquired after the very popular soap - Palmolive.</p>
Daimler AG	Automobile	Stuttgart, Germany	Dieter Zetsche; Manfred Bischoff	CEO & Chairman of the Management Board; Chairman of the Supervisory Board	<p>Though the company is in existence for more than a century, the existing company was formed in 2007 after the demerger of Daimler and its US counterpart Chrysler. Originally, the Daimler was formed in 1890, then entered into an agreement with Benz & Cie in 1924, which then was formally merged as Daimler-Benz AG in 1926.</p>

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Dell Computer	IT / Software	Texas, USA	Michael S. Dell	Chairman & CEO	<p>Founded by Michael Dell in 1984 as PC's Limited. The company is one of the top and largest computer sales company, which is a part of Fortune 500 Company listing.</p>
Deutsche Bank	BFSI	Frankfurt, Germany	Josef Ackermann; Clemens Borsig	CEO and Chairman of the Management Board; Chairman of the Supervisory Board	<p>Founded in 1870 as specialise bank for providing foreign trade services. The Bank merged with 10 local banks in 1929 - considered to be one of the largest German Banking mergers of that age. The bank played a key role in Hitler's rule in the World War II. Post war, the bank was broken down to 10 regional banks and again reconsolidated under three banks that were again merged as the existing bank in 1957. The bank is involved in varied banking services including investment banking, commercial, retail, private and asset management services.</p>
Exxon Mobil	Others	Irving, Texas, USA	Rex W. Tillerson	Chairman & CEO	<p>Formed by the merger of Exxon and Mobil in 1999. Both these companies trace their origin to the same company, namely, Standard Oil Company formed by John D. Rockefeller. The parent company was split into 34 companies 2 of them being Exxon and Mobil. Today the company is the largest Oil producers in the world and part of the top 2 Fortune 500 company.</p>

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Fiat Group	Automobile	Turin, Italy	Sergio Marchionne; Luca Cordero di Montezemolo; John Elkann	CEO; Chairman; Vice-chairman	Founded in 1899 by Giovanni Agnelli, the company is a major Italian Car manufacturers. The company is also into Publishing, Finance, Metallurgy. The most popular brands of the automobile division include Ferrari and Maserati.
Ford	Automobile	Michigan, USA	William C. Ford, Jr; Alan R. Mulally	Executive Chairman; President & CEO	Founded in 1903 by the legendary Henry Ford, it is the one of the top 5 auto makers in the world. Ford also owns Volvo Cars of Sweden, a small stake in Mazda of Japan, Aston Martin in UK. The company sold its Jaguar and Land Rover subsidiaries to India's TATA Motors in 2008.
General Motors	Automobile	Michigan, USA	Edward E Whitacre, Jr; Frederick A. Henderson; Robert A. Lutz	Chairman & CEO; President & COO; Vice-chairman	Founded in 1908 by William C. Durant, it is one of the top five automarkers in the world. The major branding division of the company includes Chevrolet. Other brands include Cadillac, Opel, Pontiac, GM Daewoo, Buick. The company has been in financial crisis and received bailout out of the auto bail out plan released by President Bush in December 2008.

Company	Sector	Headquarters	Present Leadership	Designation	Other Details
Google	IT / Software	California, USA	Eric E. Schmidt; Sergey M. Brin; Lawrence E. Page	Chairman & CEO; Technology President & Co- founder; Products President & Co- founder	The company was founded in 1998, though its origins can be traced back to 1996, when the idea of search engine was part of the research project undertaken by its founders. Today it is the leading internet search engine and the company is ranked as Best Place to work by Fortune Magazine. The company also offers various other advertising, software and enterprise products.
Hewlett Packard	IT / Software	California, USA	Mark V. Hurd	President, CEO & Chairman	Popularly referred to as HP, the company was formed in 1939 by Bill Hewlett and David Packard. It is one of the world's largest technology companies having presence in computer systems, peripherals, software, consulting and IT services.
Honda	Automobile	Tokyo, Japan	Satoshi Aoki; Takanobu Ito	Chairman; CEO	Founded in 1948 by Soichiro Honda, it is one of the largest auto makers and world's largest engine maker. The company produces varied automobiles, trucks, ATV, bikes, scooters, electrical generators, robotics, marine equipments, jets etc.

Company	Sector	Headquarters	Present Leadership	Designation	Other Details
Hyundai Motor Company	Automobile	Seoul, South Korea	Chung Mong-Koo	Chairman and CEO	<p>Founded in 1967 by Chung Ju-Yung, it is one of the largest automakers and has the world's largest integrated automobile manufacturing plant at Ulsan. Brands include Accent, Santro, Getz, Genesis, Sonata, i10,20,30 and more.</p> <p>The company traces back its origin to Tabulating Machine Corporation which was formed by Herman Hollerith in 1896. After a series of mergers, it was known as Computing Tabulating Recording (CTR) corporation, whose General Manager was Thomas J.Watson Sr. in 1914, President in 1915. He went on to make the company as it is known presently. International Business Machines Corporation (IBM) nicknamed Big Blue, was first used in 1917 and incorporated in 1924. It is one of the largest computer company offering computer hardware, software, infrastructure, hosting, consulting services from Mainframes to Nanotechnology. Known for its high quality research, the company has produced three Nobel Award winners and many others. The company sold its PC Division to Lenovo, who can use the brand till 2010.</p>
IBM	IT / Software	New York, USA	Samuel J. Palmisano	President, CEO & Chairman	



Company	Sector	Headquarters	Present Leadership	Designation	Other Details
Intel	IT / Software	Santa Clara, USA	Paul S. Otellini; Craig Barrett	CEO; Chairman	<p>Founded by Robert Noyce and Gordon E. Moore with executive support of Andrew Grove in 1968 as Integrated Electronics Corporation, Intel, today it is world's largest semiconductor company and inventor of x86 series of microprocessors found in most personal computers. Other products include Flash memory, Motherboard chipsets, network interface card, Bluetooth chipsets. Some of the most popular brands include Pentium series processors.</p>
Johnson & Johnson	FMCG	New Jersey, USA	William C. Weldon	Chairman & CEO	<p>Founded by Robert, James, and Edward Johnson in 1886 it is one of the most admired and respected global pharma, medical device, and health care product provider. The brands include Band Aid - Bandages; Baby products range; Clear and Clean - Skin & Beauty Products; Acuvue - Contact Lenses and more. The company is part of the Fortune 500 companies and rated consistently on many other ratings</p>
Kellogg's	FMCG	Battle Creek, Michigan, USA	James Jenness; David Mackay	Chairman; President & CEO	<p>Founded by Will Keith Kellogg in 1906, it is world's leading producer of cereal and leading brand in other confectionery products.</p>

Company	Sector	Headquarters	Present Leadership	Designation	Other Details
Lenovo	IT / Software	Beijing, China; Noth Carolina, USA	Liu Chuanzhi; Yang Yuanqing	Chairman; CEO	Founded in 1984, the company is China's largest and world's top 5 PC manufacturers in the world. It acquired the PC division of IBM in 2005 and have the rights to use the IBM brand till 2010. The company also produces Laptops, imaging equipments, mobile phones.
LG	FMCG	Seoul, Korea	Koo Bon-moo; Yu Sig Kang; Juno Cho,	CEO and Chairman; Vice Chairman& Co- CEO; EVP, COO, & Director	Founded by Koo In Hoe in 1958 as Gold Star, the existing company is the merged entity of Lucky and Goldstar. It is the flagship company of LG group, which is one of the biggest conglomerates in the world. The company is the second largest TV maker and third largest mobile phone manufacturer in the world.
L'Oreal	FMCG	Paris, France	Jean Paul Agon; Lindsay Owen- Jones; Liliane Bettencourt	CEO; Chairman; Non-Executive Director and major shareholder	Founded by Eugene Schuller in 1909, it is world's largest cosmetics and beauty company. The company is also a top nanotechnology patent holder in the US and is active in the field of Dermatological and Pharmaceuticals. Liliane Bettencourt is the daughter of the Founder and alongwith Nestle - both have a considerable stake holding in the company.

Company	Sector	Headquarters	Present Leadership	Designation	Other Details
Master Card	BFSI	New York, USA	Richard N. Haythornthwaite; Robert W. Selander; Ajay Banga	Chairman; CEO, President & Director; COO	Originally founded in 1966 with a license as Master Charger, the company is one of the principal business providers for processing payments between banks of merchants and purchases. Founded by Bill Gates and Paul Allen in 1975, it is one of the largest producers of computer operating systems in the world. It develops, manufactures, licenses, and supports wide range of software products. Popularly sold brand is the Microsoft Windows operating system. It is a Fortune 500 company that has produces around 12000 millionaire employees.
Microsoft	IT / Software	Redmond, Washington, USA	Bill Gates; Steve Ballmer	Chairman; CEO	Founded by Lakshmi N. Mittal in 1976 in Calcutta and later known as Ispat International formed in 1989 with its HQ in Indonesia, then in 2004 with the merger with International Steel Group, also owned by Mittal, it came to be known as Mittal Steel Company. With the M&A deal with Arcelor in 2006, now it is known by Arcelor Mittal and is the world's largest steel producer by volume and turnover.
Mittal / Arcelor-Mittal Steel	Others - Steel	Rotterdam, The Netherlands; Luxembourg	Lakshmi Mittal	Founder, Chairman & CEO	

Company	Sector	Headquarters	Present Leadership	Designation	Other Details
Morgan Stanley	BFSI	New York, USA	John J. Mack;; James P. Gorman	Chairman; President & CEO	Founded in 1935 by Henry S. Morgan and Harold Stanley after they left the J.P. Morgan & Co. after the Glass Steagall Act that prohibited businesses from having both retail and investment banking entity under single holding co. This once famous investment bank and part of the Fortune 500 companies was hard hit during the recent financial crisis and was granted permission to change from investment bank to bank holding co. Mitsubishi UFJ Financial Group of Japan purchased 21% stake in the co and helped avoid bankruptcy.
Nestle	FMCG	Vevey, Switzerland	Peter Brabeck-Letmathe; Paul Bulcke	Chairman; CEO	Founded by Henri Nestle in 1866 as infant food products company, the existing company was formed with its merger with Anglo Swiss Milk Company in 1905. The current name came into use only as late as 1977. Today the company has lots of brands across varied product lines including Nescafe, Maggi. The product line has baby food, coffee, dairy products, breakfast cereals, confectionery, bottled water, ice cream, pet foods and more.

Company	Sector	Headquarters	Present Leadership	Designation	Other Details
News Corp	Others	New York, USA	Rupert Murdoch; Chase carey	Chairman, CEO and Founder; COO	Founded by Rupert Murdoch in 1979 in Adelaide Australia, it is one of the largest media conglomerate and entertainment company. The company's interest includes Films, TV, Cable programming, Satellite TV, Magazines, Newspapers, Books, Sporting Events, Websites.
Nike Inc.	FMCG	Beaverton, Oregon, USA	Philip H. Knight; Mark Parker	Chairman; CEO & President	Founded by Phil Knight and Bill Bowerman in 1964 as Blue Ribbon Sports and later became Nike in 1978, it is the world's leading supplier of athletic shoes and apparel. It also manufactures sports equipment and own their retail chain to promote the products. It is a Fortune 500 company.
Samsung Electronics	FMCG	Seoul, South Korea	Lee Yoon-woo	CEO	The company is part of South Korea's one of the largest conglomerate - Samsung Group founded by Lee Byung-chull in 1938. Electronics division was formed in 1969 and is the flagship company of the group. It is the largest consumer electronics company.

Company	Sector	Headquarters	Present Leadership	Designation	Other Details
Sony Corporation	FMCG	Tokyo, Japan	Sir Howard Stringer; Ryoji Chubachi	Chairman, President & CEO; Vice Chairman	Initially formed as Tokyo Telecommunications Engineering in 1946 by Masaru Ibuka and Akio Morita. It is one of the largest media conglomerates. The company is one of the leading manufacturers of electronics, video, communications, video game consoles, and IT products.
Suzuki Motors	Automobile	Hamamatsu, Japan	Osamu Suzuki	Chairman of the Board, CEO, President, COO, and Representative Director	The company was founded in 1909 by Michio Suzuki, it is 12th largest auto makers in the world. Their product line includes motorcycles, ATV, outboard marine engines, wheel chairs and other small internal combustion engines. With its association with Maruti Udyog India, this subsidiary is the largest and important of the Suzuki Motors.
Toshiba Corporation	IT / Software	Tokyo, Japan	Atsutoshi Nishida	CEO	The company was formed by the merger of two companies in 1939. The company's interest includes infrastructure, consumer products, electronics. The company is one of the leading PC manufacturers in the world.

Company	Sector	Headquarters	Present Leadership	Designation	Other Details
Toyota	Automobile	Tokyo, Japan & Michigan, USA	Fujio Cho	Chairman and Representative Director	Founded by Kiichiro Toyota in 1937, the company is the leading auto makers in the world. The company was also hit by the 2008 financial crisis and requested a loan from the Japanese Government
VISA	BFSI	San Fransisco, California, USA	Joseph W. Saunders; John Patridge	Chairman & CEO; President	Founded in Delaware in 1970, it is the world's largest retail electronic payment network, managing payments among financial institutions, merchants, consumers, businesses, and government entities.
Volkswagen	Automobile	Wolfsburg, Germany	Prof. Dr.Martin Winterkorn	Chairman of the Management Board	Founded in 1937. The founders were Ferdinand Porsche and Robert Ley. The company is one of the leading automakers in the world and owns various popular brands including Audi, Skoda, Lamborghini, Bentley. Volkswagen Passenger Cars is the main subsidiary of the Group. Presently the group is the subsidiary of Porsche Automobile Holding SE

Company	Sector	Headquarters	Present Leadership	Designation	Other Details
Yahoo	IT / Software	Santa Clara, USA	Carol Bartz; Roy J. Bostock	CEO; Chairman	<p>Founded by David Filo, Jerry Yang in 1995, it is one of the leading internet service providers in the world. The company is perhaps best known for its web portal, search engine (Yahoo! Search), Yahoo! Directory, Yahoo! Mail, Yahoo! News, advertising, online mapping (Yahoo! Maps), video sharing (Yahoo! Video), and social media websites and services. As of January, 2010, Yahoo held the world's largest market share in online display advertising.</p>

CHAPTER-5: Punchlines & Brands

Name	Sector	Punchline
ABN AMRO Bank	BFSI	Making More Possible
Accenture	IT	High Performance Delivered
Acer	IT	Life is Busy, Acer makes it Easy; Empowering People
Adobe	IT	Simplicity at Work, Better by Adobe
AIG	BFSI	We Know Money
Air Canada	Airlines	A breath of Fresh Air
Allahabad Bank	BFSI	A Tradition of Trust
Amazon.com	IT	Earth's Biggest Book Store
AMEX	BFSI	Equities. Options. ETFs
Andhra Pradesh	Tourism	The Kohinoor of India
Apple Macintosh	IT	Think Different
Astra Zeneca	Pharma	Life Inspiring Ideas
Audi	Automobile	Progress through technology
Aviva Life Insurance	BFSI	Kal Par Control
Bajaj Auto	Automobile	Inspiring Confidence
Bajaj Pulsar	Automobile	Definitely Male
Bank of America	BFSI	Higher Standards
Bank of Baroda	BFSI	India's International Bank
Bank of India	BFSI	Relationship Beyond Banking
Biocon	Biotech	The difference lies in our DNA
Birla Sun Life	BFSI	Your Dreams, Our Commitment
Blogger.com	IT	Push Button Publishing
BMW	Automobile	The Ultimate Driving Machine
BNP Paribas	BFSI	The Banking for a Changing World
Bombay Stock Exchange	BFSI	The Edge is Efficiency
BPCL	Others - Energy / Capital Goods / Power	Pure for Sure

Name	Sector	Punchline
Bridgestone	Automobile	Passion for Excellence
British Airways	Airlines	The Way to Fly
British Petroleum	Others - Energy / Capital Goods / Power	Beyond Petroleum
Business India	Media	The Magazine of the Corporate World
Business Today	Media	For Managing Tomorrow
Business World	Media	Play the Game
Canara Bank	BFSI	It's Easy To Change For Those You Love. We are Changing For You
Chattisgarh	Tourism	Full of Surprises
Chevrolet	Automobile	For a special journey called life
Chevrolet Spark	Automobile	Full of Life
Cipla	Pharma	Caring for Life
Cisco System	IT	Welcome to the Human network
Citibank	BFSI	The Citi never Sleeps
Daimler Chrysler	Automobile	Answer for Question to Come
Dell Computers	IT	Yours is here; Easy as Dell
Deutsche Bank	BFSI	A passion to Perform
Dr. Reddy's Lab	Pharma	Life. Research. Hope
e-bay	IT	The World's Online Market Place
Ernst & Young	BFSI	Quality in Everything we do
Essar Corp	Others - Energy / Capital Goods / Power	A positive a++itude
Exxon Mobile	Others - Energy / Capital Goods / Power	Taking on the World's Toughest Energy Challenges
Fiat	Automobile	Driven by the Passion
Ford	Automobile	Built for The Road Ahead
Ford Endeavour	Automobile	The Next Big Thing

Name	Sector	Punchline
Ford Fiesta	Automobile	Go Fida
Ford Motors	Automobile	Making Everyday Exciting
FTSE	BFSI	The Index Company
GAIL	Others - Energy / Capital Goods / Power	Gas and Beyond
Glaxo Smithkline	Pharma	Today's medicines finance tomorrow's miracles
GM	Automobile	Only GM
Goa	Tourism	Go Goa; 365 days on a holiday
Google	IT	Perfect Search Engine
HDFC Standard Life	BFSI	Sar Utha Ke Jiyo
Hero Honda Motors India	Automobile	Desh ki Dhadkan
Himachal Pradesh	Tourism	The Perfect Host
Hindustan Times	Media	The Name India Trusts for News
Honda Accord	Automobile	The Unbeatable Accord
HP	IT	The Computer is Personal Again
HSBC	BFSI	The World's Local Bank
Hyundai Accent	Automobile	What Dreams Drive
Hyundai i10	Automobile	Catch the i
Hyundai Motors	Automobile	Drive Your Way
Hyundai Santro	Automobile	India's Favourite Family Car
Hyundai Santro Zip Plus	Automobile	The Sunshine Car
Hyundai Sonata	Automobile	Rediscover Luxury
IBP	Others - Energy / Capital Goods / Power	Pure Bhi. Poora Bhi
ICICI Bank	BFSI	Hum Hain Na
ICICI Prudential	BFSI	We cover you at every step in life; Jeetey Raho
IDBI	BFSI	Aao Sochein Bada

Name	Sector	Punchline
IDFC	BFSI	Think Infrastructure. Think IDFC
IL&FS	BFSI	More than a Fund, a Friend
Infosys Technologies	IT	Powered by intellect, driven by values
Intel	IT	Intel Inside
IOCL	Others - Energy / Capital Goods / Power	Bringing Energy to Life
Jet Airways	Airlines	The Joy of Flying
Kerala	Tourism	God's Own Country
Kingfisher Airlines	Airlines	Fly the good times
KLM	Airlines	The Reliable Airlines
Kotak	BFSI	Think Investments. Think Kotak
Lenovo	IT	We are Building a New Technology Company
LIC	BFSI	Insuring Lives, Ensuring Smiles; Trust - Thy Name is LIC
Lufthansa	Airlines	There's no better to fly
Madhya Pradesh	Tourism	Hindustan Ka Dil Deko; The very heart of India
Mahindra Scorpio	Automobile	Nothing Else Will Do
Mahindra Xylo	Automobile	Admiration Guaranteed
Malaysian Airlines	Airlines	Going Beyond Expectations
Maruti Alto	Automobile	Let's Go
Maruti Suzuki	Automobile	Count On Us
Maruti SX4	Automobile	Men are Back
Maruti Zen Estilo	Automobile	Shape your world
Master Card	BFSI	There are Some Things Money Can't Buy. For Everything Else There's MASTERCARD
Max New York Life Insurance	BFSI	Your Partner for Life
Mercedes Benz	Automobile	The future of Automobiles; Brace Yourself
Merck	Pharma	Where Patients come first

Name	Sector	Punchline
Microsoft	IT	Your Potential, Our Passion
Mitsubishi Lancer	Automobile	Own the Road
Monster.com	IT	Never Settle
NASDAQ	BFSI	Stock Market for the Digital World
NDTV Profit	Media	News you can Use
NYSE	BFSI	The World puts its stock in us
ONGC	Others - Energy / Capital Goods / Power	Making Tomorrow Brighter
Pfizer	Pharma	Life is our Life's work
Punjab National Bank	BFSI	The name you can Bank upon
Qantas	Airlines	The spirit of Australia
Rajasthan	Tourism	Simply Colourful
Reliance Industries	Others - Energy / Capital Goods / Power	Growth is Life
Sahara Airlines	Airlines	Emotionally Yours
Sanofi Aventis	Pharma	Because Health Matters
Servo (Brand of IOCL)	Others - Energy / Capital Goods / Power	100% Performance. Everytime
SGX (Singapore Stock Exchange)	BFSI	Tomorrow market's today
Simplifly	Airlines	Air Deccan
Skoda Auto	Automobile	Obsessed with Quality since 1897
Skoda Fabia	Automobile	Good Things really Do come in Small Packages
Speed (Brand of BPCL)	Others - Energy / Capital Goods / Power	High Performance Petrol
Standard Chartered Bank	BFSI	Your Right partner
Star Sports	Media	We know your game
State Bank of India	BFSI	Sirf Banking Aur Kuch Nahi

Name	Sector	Punchline
Sun Microsystems	IT	The Network is the Computer
Swiss Air	Airlines	The world's most refreshing airlines
Tata AIG	BFSI	A New Look at Life
Tata Indica V2	Automobile	More Car per Car
Tata Indigo	Automobile	Spoil Yourself
Tata Motors	Automobile	Even More Car per Car
Tata Safari Dicor	Automobile	Reclaim Your Life
TCS	IT	Experience Certainty
The Economic Times	Media	The Power of Knowledge
The Indian EXPRESS	Media	Journalism of Courage
Toshiba	IT	Leading Innovation
Toyota	Automobile	Touch the Perfection
Toyota Camry	Automobile	Beyond Excellence
Toyota Corolla	Automobile	Life's A Journey
Toyota Innova	Automobile	All you Desire
UBS	BFSI	You and Us
Union Bank of India	BFSI	Good People to Bank With
United Airlines	Airlines	It's time to fly
Uttar Pradesh	Tourism	Amazing Heritage, Grand Experience
Volkswagen	Automobile	Drivers Wanted
West Bengal	Tourism	Complete Destination
Wipro	IT	Applying Thoughts
Yamaha	Automobile	Touching your Heart