

MOST VIEWED BRANDS ON YOUTUBE - INDIA

AUTOMOBILE
APPAREL & ACCESSORIES
BANKING
COSMETICS
E-COMMERCE
FOOD & BEVERAGE
TECHNOLOGY
MAGAZINES

SUMMARY

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The increasing presence of YouTube in India gives an advantage to marketers to attract consumers through advertisements. Its growing importance in the video marketing and content creation for brands have become extensively discussed topics in recent years.

While Facebook is a “must have” network for all businesses, many brands are still dragging their feet, unwilling to admit that YouTube is a necessary and profitable addition to their other inbound marketing strategies. But, as YouTube usage in India continues to soar, the opportunity is just getting more significant for businesses who are ready to jump in.

So, in an attempt to analyze the vast landscape of Indian brands dominance on video marketing platform like YouTube, we jotted down the lifetime viewership, subscribers, and uploads of more than 500 brands in India till **JULY 2018**. This study aims at exploring seven categories related to FMCG, FMCD, automobiles, banking and magazine brands in India.

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As we all know, Fast-moving consumer goods, commonly abbreviated FMCG, are non-durable goods that sell quickly. In this report, we have three categories related to FMCG. These are Apparel & Accessories, Cosmetics, and Food & Beverage.

- Brands in the industry of jewelry, clothing, and shoe are under **“Apparel & Accessories.”**
- Fashion and beauty brands are under **Cosmetics**.
- Brands under the industry of alcoholic beverages, non-alcoholic beverages, candy, frozen food, and cereals are placed in **Food & Beverages** category.
- Fast Moving Consumer Durables (FMCD) brands are in the **Technology** category.
- All Indian and foreign banking brands with their operations active in India are placed under the **Banking** category.
- In the **E-commerce** category, we placed all retail website’s YouTube channels actively working in India.
- For **Magazines** brands, we removed India Today and Nat Geo YouTube channels from our list as those channels represent TV channels and not YouTube.

AUTOMOBILE

AUTOMOBILE

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	 LIFETIME CHANNEL VIEWERSHIP	 LIFETIME CHANNEL SUBSCRIBERS	 LIFETIME VIDEO UPLOADS	 LIFETIME FACEBOOK FOLLOWERS
 HYUNDAI INDIA	555.89 M	484.26 K	625	10.60 M
 FORD INDIA	202.40 M	156.70 K	258	1.75 M
 HERO MOTOCORP	181.34 M	142.34 K	406	2.07 M
 NEXA EXPERIENCE	179.37 M	125.91 K	330	1.05 M
 RENAULT INDIA	147.61 M	206.93 K	318	18.70 M
 BAJAJ PULSAR	140.64 M	199.45 K	169	2.48 M
 BAJAJ DOMIAR	138.85 M	129.02 K	50	354.59 K
 HONDA 2 WHEELERS INDIA	130.81 M	54.79 K	181	640.19 K
 HONDA INDIA	128.76 M	216.13 K	267	1.61 M
 BAJAJ AVENGER	102.22 M	75.33 K	50	686.63 K

NOTE: DATA CAN FLUCTUATE OVERTIME. THESE ARE APPROXIMATE VALUES.

APPAREL & ACCESSORIES

APPAREL & ACCESSORIES

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	▶ LIFETIME CHANNEL VIEWERSHIP	▶ LIFETIME CHANNEL SUBSCRIBERS	▶ LIFETIME VIDEO UPLOADS	▶ LIFETIME FACEBOOK FOLLOWERS
 RELIANCE TRENDS LIVE	84.18 M	11.43 K	625	1.78 M
 AJIO LIFE	80.63 M	356.70 K	99	1.48 M
 KOOVS	73.62 M	488.66 K	122	1.92 M
 FOREVER 21 INDIA	71.94 M	67.35 K	431	15.51 M
MANGO MANGO	53.30 M	39.69 K	448	10.98 M
 MANYAVAR	48.99 M	98.55 K	29	1.37 M
 VAN HEUSEN INDIA	44.50 M	108.00 K	194	1.50 M
 MAX FASHIONS	43.57 M	7.97 K	378	1.50 M
 RAYMOND LIMITED	42.14 M	61.56 K	327	1.45 M
 LP - LOUIS PHILIPPE	35.56 M	33.63 K	355	856.61 K

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BANKING

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	 LIFETIME CHANNEL VIEWERSHIP	 LIFETIME CHANNEL SUBSCRIBERS	 LIFETIME VIDEO UPLOADS	 LIFETIME FACEBOOK FOLLOWERS
 SBI STATE BANK OF INDIA (SBI)	170.76 M	142.03 K	474	16.78 M
 ICICI BANK	119.49 M	46.90 K	376	5.54 M
 KOTAK MAHINDRA BANK	82.15 M	96.85 K	409	1.45 M
 HDFC LIFE	75.10 M	40.27 K	230	6.94 M
 AXIS BANK	74.01 M	29.64 K	1042	3.71 M
 ICICI PRUDENTIAL LIFE INSURANCE	73.06 M	14.07 K	155	383.58 K
 EXIDE LIFE INSURANCE	67.78 M	107.69 K	224	157.45 K
 PAYTM	63.12 M	151.12 K	331	2.76 M
 ICICI LOMBARD	56.31 M	9.86 K	168	897.55 K
 SBI LIFE INSURANCE CO. LTD	39.86 M	15.22 K	175	1.12 K

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COSMETICS

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 COLGATE INDIA	407.88 M	346.39 K	432	2.92 M
 LAKME INDIA	333.49 M	212.47 K	429	3.19 M
 DOVE INDIA	272.91 M	256.42 K	188	28.25 M
 POND'S INDIA	157.48 M	84.13 K	198	9.92 M
 SURF EXCEL	148.65 M	77.99 K	216	1.53 M
 HINDUSTAN UNILEVER	111.03 M	25.22 K	148	510.12 K
 L'ORÉAL PARIS INDIA	109.05 M	109.44 K	290	35.09 M
 CLOSEUP INDIA	106.99 M	48.99 K	112	11.57 M
 TRESEMME INDIA	102.78 M	117.72 K	170	10.10 M
 DETTOL INDIA	98.15 M	213.85 K	118	1.11 M

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E-COMMERCE

E-COMMERCE

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	 LIFETIME CHANNEL VIEWERSHIP	 LIFETIME CHANNEL SUBSCRIBERS	 LIFETIME VIDEO UPLOADS	 LIFETIME FACEBOOK FOLLOWERS
 FLIPKART	625.45 M	--	573	8.85 M
 AMAZON INDIA	543.41 M	610.50 K	710	9.43 M
 MYNTRA	284.33 M	242.91 K	1094	4.98 M
 SWIGGY INDIA	173.15 M	14.09 K	207	745.85 K
 OLXINTV	89.73 M	51.91 K	567	5.72 M
 NETMEDS.COM	86.51 M	187.87 K	43	259.77 K
 JABONG	49.49 M	28.03 K	422	5.26 M
 LENSKART	43.14 M	6.82 K	150	1.55 M
 SNAPDEAL	42.32 M	38.26 K	881	6.92 M
 SHOPCLUES	38.20 M	45.62 K	181	7.78 M

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FOOD & BEVERAGE

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 PATANJALI AYURVED	344.59 M	196.50 K	706	10.67 K
 MERI MAGGI	120.81 M	262.18 K	142	18.24 M
 PEPSI INDIA	110.74 M	182.72 K	375	38.05 M
 MOUNTAIN DEW INDIA	110.36 M	219.65 K	996	8.44 M
 KELLOGG'S INDIA	100.34 M	53.88 K	236	556.18 K
 CADBURY BOURNVILLE	75.02 M	18.66 K	79	3.80 M
 KNORR INDIA	73.81 M	34.34 K	153	356.24 K
 MIRINDA INDIA	73.73 M	85.91 K	94	753.53 K
 KISSAN INDIA	73.16 M	74.01 K	109	610.19 K
 CADBURY 5STAR INDIA	68.71 M	71.49 K	76	3.58 M

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TECHNOLOGY

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 SAMSUNG MOBILE INDIA	1.13 B	1.53 M	155	159.48 M
 LG INDIA	629.82 M	239.22 K	801	7.04 M
 OPPO MOBILE INDIA	359.95 M	1.39 M	153	37.59 M
 ONEPLUS INDIA	272.47 M	1.21 M	102	10.44 M
 APPLE INDIA	265.64 M	1.58 M	130	335.33 K
 MOTOROLA INDIA	138.11 M	435.08 K	197	2.31 K
 UBER INDIA	110.09 M	141.04 K	166	20.90 M
 SONY INDIA	103.03 M	300.20 K	460	2.07 M
 LENOVO INDIA	77.29 M	151.46 K	384	1.80 M
 ASUS INDIA	65.73 M	44.36 K	225	26.45 M

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MAGAZINES

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 AUTOCAR INDIA MAGAZINE	253.16 M	817.07 K	1.70 K	2.52 M
 OVERDRIVE	90.03 M	258.03 K	2.01 K	918.12 K
 VOGUE INDIA	68.39 M	239.74 K	480	2.02 M
 FILMFARE	27.57 M	90.14 K	819	4.54 M
 DIGIT	27.27 M	112.92 K	2.96 K	1.51 M
 GQ	23.59 M	61.60 K	274	824.18 K
 FRONTLINE	23.44 M	149.43 K	406	1.98 M
 MEN'S HEALTH INDIA MAGAZINE	22.88 M	213.04 K	1.13 K	92.69 K
 READER'S DIGEST	9.44 M	17.66 K	524	3.09 M
 FEMINA INDIA	9.35 M	44.73 K	820	2.92 M

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