

# THE TOP 50

RANK	COMPANY	TOTAL IMAGE SCORE	TOTAL VISIBILITY SCORE	QUALITY OF EXPOSURE
1	Infosys Technologies	82,057.8	61,613.8	133.2
2	Reliance Industries	69,183.5	75,576.9	91.5
3	Wipro	64,815.1	43,177.9	150.1
4	Bharti Tele-Ventures	55,978.2	37,391.5	1.7
5	Hindustan Lever	53,863.7	54,919.9	98.1
6	Maruti Udyog	52,189.3	41,099.1	127.0
7	Microsoft	50,194.1	46,447.5	108.1
8	ICICI Bank	46,267.4	35,901.8	128.9
9	Tata Motors	41,680.3	28,334.7	147.1
10	BSNL	40,570.8	38,313.3	105.9
11	Hyundai Motor India	39,936.9	31,454.1	127.0
12	LG Electronics	35,358.3	24,380.7	145.0
13	Bajaj Auto	33,295.1	23,352.9	142.6
14	Reliance Infocomm	33,115.9	37,387.9	88.6
15	Tata Consultancy Services	32,951.1	23,413.4	140.7
16	Samsung	32,753.9	22,882.8	143.1
17	DaimlerChrysler India	30,882.6	24,392.3	126.6
18	State Bank of India	29,866.6	25,870.2	115.4
19	Indian Airlines	29,093.1	25,196.7	115.5
20	General Motors India	28,825.4	24,560.1	117.4
21	IBM	26,897.5	19,929.5	135.0
22	Mahindra & Mahindra	24,339.8	19,714.0	123.5
23	LIC	23,712.4	21,742.2	109.1
24	Toyota Kirloskar Motor	23,621.4	17,362.6	136.0
25	ITC	23,473.1	17,213.9	136.4
26	HDFC	22,334.7	15,344.4	145.6
27	Ford India	20,809.0	16,646.7	125.0
28	TVS Motor Company	20,598.6	15,943.6	129.2
29	Nokia	20,305.8	14,795.8	137.2
30	MTNL	18,658.4	17,636.2	105.8
31	Hero Honda Motors	17,625.0	12,280.0	143.5
32	Intel	17,601.5	13,441.5	130.9
33	Jet Airways	17,533.5	13,603.4	128.9
34	Air-India	17,170.6	19,440.4	88.3
35	Ranbaxy	17,043.3	13,498.4	126.3
36	Honda Siel	14,847.8	12,055.6	123.2
37	Aptech	14,355.8	11,645.2	123.3
38	Reliance Energy	14,305.3	19,177.5	74.6
39	UB Corporate	14,206.9	12,027.6	118.1
40	Satyam Computer Services	14,168.0	9,525.5	148.7
41	Hutch	13,990.6	9,568.6	146.2
42	Tata Steel	13,738.8	10,022.8	137.1
43	HP	13,508.6	10,323.1	130.9
44	Procter & Gamble	13,321.7	10,145.6	131.3
45	NIIT	13,226.0	10,242.7	129.1
46	Shoppers' Stop	13,160.0	9,761.6	134.8
47	Air Sahara	12,794.9	9,501.5	134.7
48	HDFC Bank	11,948.9	8,301.9	143.9
49	Sony India	11,913.0	8,612.2	138.3
50	VSNL	11,892.3	9,204.1	129.2

## METHODOLOGY

### ■ VISIBILITY SCORE

This is a function of the size of the article, its position in the publication (cover story, first page, etc.), and the readership of the publication.

### ■ IMAGE SCORE:

Visibility scores for each article are multiplied by 1, 2 or -1 depending on whether the article is neutral, positive or negative.

### ■ QUALITY OF EXPOSURE:

This determines the relationship between visibility score and image score. Mathematically, it is the image score divided by the visibility score expressed as a percentage. Thus, a QoE of around 100 per cent indicates that the coverage has been largely neutral, a score significantly higher than 100 per cent that the coverage has been largely positive, and that significantly lower than 100 per cent that the coverage has been largely negative.

### ■ CATEGORIES:

The scores are pigeonholed across various industries (banking, consumer durables, automotive, telecom, etc.).

### ■ GENRES:

The scores are pigeonholed across various genres (marketing and sales, finance and financial results, corporate, product launches, personalities, etc.).

### ■ COVERAGE:

English and vernacular newspapers. And English and vernacular magazines. Unlike the coverage of politics, sports or entertainment, that of business is still dominated by the print medium.

### ■ TIME PERIOD:

January 1, 2004 to December 31, 2004.