

# BRANDZ TOP 50 Most Valuable Indonesian BRANDS 2016

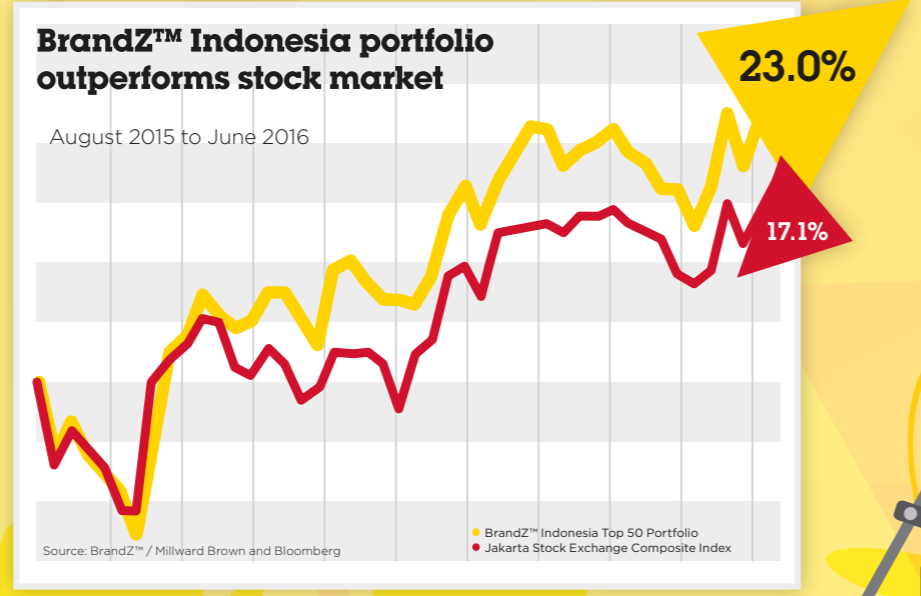
## TOP 10 BRANDS

Rank	Brand	Value (US Mil.)	Category
1	<b>BCA</b>	US \$9,345 Mil.	Banks
2	<b>BANK BRI</b>	US \$7,846 Mil.	Banks
3	<b>Mild</b>	US \$7,366 Mil.	Tobacco
4	<b>TELKOMSEL</b>	US \$6,772 Mil.	Telecom Providers
5	<b>mandiri</b>	US \$4,940 Mil.	Banks
6	<b>234</b>	US \$2,256 Mil.	Tobacco
7	<b>Swarya</b>	US \$2,099 Mil.	Tobacco
8	<b>MATAHARI</b>	US \$2,092 Mil.	Retail
9	<b>Bank BNI</b>	US \$1,983 Mil.	Tobacco
10	<b>Marlboro</b>	US \$1,867 Mil.	Tobacco

### TOP 5 RISERS

1	<b>+31%</b> <b>Bank BTN</b>	US \$154 Mil. // #48
2	<b>+28%</b> <b>234</b>	US \$2,256 Mil. // #6
3	<b>+27%</b> <b>sunsilk</b>	US \$363 Mil. // #31
4	<b>+25%</b> <b>Mild</b>	US \$7,366 Mil. // #3
5	<b>+22%</b> <b>Bank BNI</b>	US \$1,983 Mil. // #9

\$ = Total Brand Value # = Top 50 Rank



### MOST VALUABLE CATEGORY

Banks are the most valuable category in the Top 50

<b>BCA</b>	US \$9,345 Mil. #1
<b>BANK BRI</b>	US \$7,846 Mil. #2
<b>mandiri</b>	US \$4,940 Mil. #5
<b>BNI</b>	US \$1,551 Mil. #11
<b>BANK MEGA</b>	US \$184 Mil. #43
<b>sinarmas multiartha</b>	US \$162 Mil. #46
<b>Bank BTN</b>	US \$154 Mil. #48
<b>CIMBNIAGA</b>	US \$147 Mil. #49

\$ = Total Brand Value # = Top 50 Rank

## US \$24,329 Mil.

Total brand value of the eight banks in the ranking

### NEW FOR 2016

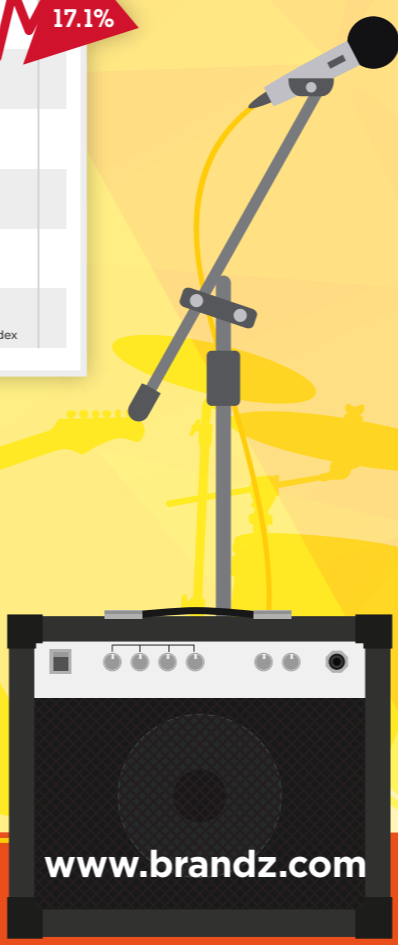
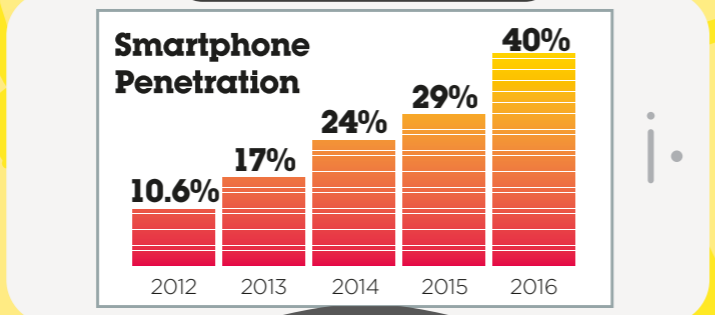
<b>ABC</b>	Food and Dairy US \$688 Mil. #19
<b>SCTV</b>	Entertainment US \$587 Mil. #21
<b>BANGO</b>	Food and Dairy US \$496 Mil. #22
<b>BLUE BIRD GROUP</b>	Transport US \$401 Mil. #28
<b>RCTI</b>	Entertainment US \$213 Mil. #42
<b>ULTRA MILK</b>	Soft Drinks US \$117 Mil. #50

## TOTAL VALUE OF THE TOP 50 BRANDS

# US \$66.17 BIL.

## +2%

SINCE 2015



Methodology and valuation by **MillwardBrown**