

Annexure 1 – Detailed information of 427 videos reviewed

N o.	Compan y / Brand Name	Comm ent	Publis hed Date	Name of the video	Dura tion in seco nds	YouTu be views	YouT ube Likes	YouT ube Disli kes	Dura tion in Seco nds	Faceb ook Views	Faceb ook Likes	Faceb ook Com ments	Faceb ook Share s	Total views	Total Likes	Total Com ments	Faceb ook share s
1	TATA		31-Jan-18	<u>Reach For A Dream #ChaseTheSupermoon Tata Motors</u>	72	46,984,183	6800	82	12	851889	7600	41	202	47,836,072	14400	41	202
2	TATA		22-Jan-20	Altroz - India's Safest Car Price Starts From 5.29 Lakh* #TheGoldStandard	45	38,851,032	1000	267	45	13	1	0	0	38,851,045	1001	57	0
3	TATA		22-Apr-19	Ramadan Kareem #CelebratingGoodness with Tata Motors	200	19,915,315	223000	2300	200	2700000	55000	2000	20000	22,615,315	278000	2000	20000
4	LIC	Maximum reach is 229K	NA											0	0	0	0
5	SBI		24-Nov-17	Presenting YONO by SBI - Lifestyle & banking, dono	98	21601478	1500	332	99	2600000	39000	1600	4000	24,201,478	40500	1808	4000
6	SBI		23-Mar-18	Open a Zero Balance Account Instantly!	29	21,043,794	336	64						21,043,794	336	77	0
7	SBI		12-Mar-19	Stress-free planning for different dreams, with	35	18,462,645	3500	1000	35	10723	1400	1000	63	18,473,368	4900	1233	63

				SBI Home Loans													
8	Mahindra Marazzo		23-Aug-19	Ideal Family Car - Mahindra Marazzo Choose Together. Choose Right.	31	57986183	215	67	30	36	3	0	0	57,986,219	218	0	0
9	Mahindra Marazzo		4-Sep-18	Mahindra Marazzo TVC Choose Together. Choose Right	85	44,877,450	1700	232				0		44,877,450	1700	0	0
10	Mahindra Marazzo		9-Oct-19	Mahindra Marazzo Choose Together. Choose Right.	45	3,242,348	47	6	45	4952890	8700	131	280	8,195,238	8747	131	280
11	Mahindra Group		2-Jul-19	Do you #NurtureYourCuriosity? Mahindra Rise	99	39,529,814	10000	6100	92	NA	38000	346	NA	39529814	48000	425	NA
12	<i>Mahindra Scorpio, Mahindra Automotives, Mahindra XUV500 has less views compare to Mahindra Group</i>													0	0	0	0
13	HDFC		5-Dec-18	Don't fit-in. Choose custom-fit. Watch this	30	11771415	51	16	30	5000	181	149	27	11,776,415	232	153	27

				video to know how (Hindi)													
14	HDFC		6-Oct-18	Here's the secret for the best selfie. Watch what happens for a #BetterEveryday	30	10,220,561	268	59	30	7300	184	111	71	10,227,861	452	122	71
15	HDFC		7-Feb-18	Why wait? Do more with HDFC Bank's Personal Loans.	12	9,187,440	255	117						9,187,440	255	19	0
16	Airtel		15-Nov-19	Get India's Best Video Experience only with Airtel	45	58598153	70000	42000						58,598,153	70000	0	0
17	<u>HCL Technologies</u>		8-Feb-12	The Employees First Effect	133	2,427,468	3200	155						#VALUE!	3200	0	0
18	Reliance	This video is a combo of 8 vernacular ads.	25-May-18	Back To School 5 Se Shuru Reliance SMART	21	4183061	201	120						4,183,061	201	1	0
19	Wipro		12-Sep-19	Wipro Smart Lighting Solutions - Control your lights from anywhere!	60	10,660,778	539	12	60	9000000	57015	389	2803	19,660,778	57554	420	2803
20	Wipro		24-Apr-19	Pyaar Ki Nayi Roshni Wipro LED Lights	115	9,715,847	182	29	115	5300000	37000	431	2200	15,015,847	37182	451	2200
21	Maruti Suzuki		18-Oct-19	Maruti Suzuki Arena #GharAayaTyo	90	26,149,354	171	35	90	4000000	179	10	33	#VALUE!	350	10	33

				har (90 Seconds)													
2 2	ICICI		19-Jul-17	ICICI Bank Money2India - 'Transfer Bharose Ka'	53	17,037,470	230	229					17,037,470	230	0	0	
2 3	ICICI		1-Dec-17	ICICI Bank - Corporate Social Responsibility - Sunita Limbikai	210	12,033,709	413	63					12,033,709	413	0	0	
2 4	L&T		15-Jan-19	L&T Financial Services Housing Finance #AaoApneGhar Chalein	60	1,258,007	79	6					1,258,007	79	1	0	
2 5	jio		7-Aug-19	<u>All new vivo S1 with 32MP Selfie Camera #ItsMyStyle HDFC and Jio Offer</u>	30	58,711,717	66000	29000	30	9465663	59000	1000	1600	68,177,380	125000	2908	1600
2 6	Indian Oil		5-Jan-18	Pehle Indian Phir Oil - IndianOil	160	52,620,072	2000	99	32	53883	1035	47	215	52,673,955	3035	100	215
2 7	Bharat Petroleum	Maximum reach is 781K	NA											0	0	0	0
2 8	ONGC	Maximum reach is 421K	NA											0	0	0	0
2 9	Bajaj		26-Oct-18	#IndiansWhoShine by Bajaj Electricals	50	3,118,724	214	32	50	3275467	40000	309	1300	6,394,191	40214	347	1300

30	Gold Flake	Page Not Available	NA											0	0	0	0
31	Amul		19-Apr-14	Pehla Pyaar Amul Pyaar	205	25,637,280	91000	18000						25,637,280	91000	0	0
32	Hindustan petroleum		24-Apr-17	HP Lubricants – Roads That Honk	111	3,692,270	717	48	134	233	19	1	7	3,692,503	736	52	7
33	Hero Motocorp		12-Apr-18	Presenting New Hero Passion 2018 #ZamanaHogaFida	55	41,570,295	2300	205	55	13000	722	38	536	41,583,295	3022	257	536
34	Hero Motocorp		15-Nov-18	Hero Destini 125 - Socho Do Kadam Aagey	50	38,406,470	37000	17000	50	40405	87	1	29	38,446,875	37087	653	29
35	Kotak Mahindra Bank		6-Nov-19	Kotak 811 #DreamsInvited	60	37,607,239	51000	27000	60	24000	783	2200	128	37,631,239	51783	2200	128
36	Asian Paints		8-Feb-19	Asian Paints Ultima Protek : Lamination wala Exterior Paint with Ranbir Kapoor - 30 sec	30	26,219,802	186	57	50	554000	3600	82	283	26,773,802	3786	97	283
37	Asian Paints		6-Feb-19	Play up your Space with Royale PLAY – Music Cove starring Deepika Padukone	18	25,244,157	18000	10000						25,244,157	18000	186	0
38	ITC		17-Apr-19	ITC Sunbean Beaten Caffe	24	5,603,578	47	26						5,603,578	47	8	0

39	AXIS		12-Dec-19	Get a FREE* Axis Bank FASTag today and avoid long queues at toll plazas	33	23,451,053	61	9	33	29963	591	761	115	23,481,016	652	773	115
40	Aditya Birla Group		8-Sep-16	Aditya Birla Group – Big In Your Life	60	71,685,677	53000	42000	60	159	15	5	159	71,685,836	53015	5947	159
41	Aditya Birla Group		18-Feb-19	Aditya Birla Group - Big in Your Life	60	62,167,240	54000	27000	60	77000	178	1	88	62,244,240	54178	2809	88
42	Godrej Group		23-Jan-18	Godrej One: #WhereWeWork	87	4,402,970	255	31	87	5700	72	60	17	4,408,670	327	60	17
43	Idea		4-Feb-19	Idea 4G – India ka LIVE Network Office(30)	30	48,509,231	30000	17000	30	276000	2500	1100	99	48,785,231	32500	6517	99
44	Idea		7-Jun-18	Dekho Bejhijhak and Jeeto Bejhijhak with Idea Unlimited Recharges - 35	35	41,388,252	53000	28000						41,388,252	53000	6507	0
45	Tanishq		30-Aug-19	Glittering Gold & Abundant Auspiciousness With Tanishq Tamil	60	4,573,548	13000	21000						4,573,548	13000	405	0
46	Tanishq		4-Oct-19	Electrify' from Mia by Tanishq	15	4,785,248	12	0	30	1533	16	1	5	4,786,781	28	1	5
47	Britannia		20-Sep-18	#100SaalSe100 SaalTak – The 100 years journey of Britannia	100	28,691,363	282	210	100	1854	113	8	30	28,693,217	395	17	30

48	Officer's Choice	Maximum reach is 249K	NA											0	0	0	0
49	Dmart	Page Not Available	NA											0	0	0	0
50	UltraTeh Cement		20-Sep-19	छोटे की बड़ी बात: काम बढ़ाया नाम?	45	32,496,015	177	41						32,496,015	177	17	0
51	Kingfisher Packaged Drinking Water		15-Apr-19	Kingfisher Rap Anthem 2019 Divided By Teams. United By Kingfisher	25	5,939,234	604	45						5,939,234	604	34	0
52	Kingfisher Packaged Drinking Water		30-Mar-19	Introducing Kingfisher Instant Beer Best Beer Anytime, Anywhere Cheers	170	5,648,493	124000	6700						5,648,493	124000	6843	0
53	Kingfisher Packaged Drinking Water		16-Apr-19	Kingfisher Storm presents Woofer! #SwagMeraStyle	10	5,316,034	133	8						5,316,034	133	6	0
54	JSW		2-Aug-16	#RuknaNahiHai - (C) copyright - JSW	128	3,130,025	1200	40	128	545851	10000	230	3100	3,675,876	11200	275	3100
55	Ashok Leyland		18-Jan-17	Ashok Leyland Drivers Anthem (Hindi)	199	1,604,976	6000	461						1,604,976	6000	273	0
56	Adani Group		25-Jan-20	Adani Group Republic Day #LiveTheConstitution	106	2,309,726	793	43	107	6900000	100000	1900	36000	9,209,726	100793	1932	36000

57	Wills Tobacco	Page Not Available	NA											0	0	0	0
58	Royal Enfield		26-Sep-18	#RoyalEnfieldT wins Easy got back - Interceptor INT 650 Twin	139	40,263,695	119000	36000						40,263,695	119000	4221	0
59	YES Bank		21-Mar-18	Say YES to Sustainable MSMEs	77	3,745,088	39	3						3,745,088	39	1	0
60	Flipkart		25-Dec-17	Flipkart Fashion – Affordable Fashion For All	35	181,458,404	81	17						181,458,404	81	8	0
61	Flipkart		21-Aug-19	Flipkart Introduces SuperCoin - Ab Har Kharch Mein Hogi Kamai	40	80,222,551	1600	703	40	429000	3900	390	163	80,651,551	5500	452	163
62	Vedanta Resources		24-Jan-20	Vedanta Television Commercial #KabhiSochaHa iKya	94	4,597,645	681	24	94	1400000	118000	1000	11000	18,597,645	118681	1072	11000
63	GAIL	Maximum reach is 787K	NA											0	0	0	0
64	Bank Of Baroda		1-Apr-19	An amalgamation of Bank of Baroda, Vijaya Bank and Dena Bank	40	5,847,347	403	27						5,847,347	403	0	0
65	Zee	All videos are Serial	NA											0	0	0	0

		Episodes															
66	Parle		7-Sep-18	Parle Milano Dark Choco Centre Filled Cookies Pilates	16	29,796,520	289	150						29,796,520	289	3	0
67	TVS		23-Aug-18	Presenting the TVS Radeon	53	4,247,072	271	20	53	1500000	28000	420	1400	5,747,072	28271	420	1400
68	Power Grid	Maximum reach is 51K	NA											0	0	0	0
69	Royal Stag	Maximum reach is 16K	NA											0	0	0	0
70	Patanjali		24-Dec-16	Patanjali Saundarya Product by Patanjali Ayurveda	34	46,498,245	900	909	55	17005700	246297	3303	10103	63,503,945	247197	3475	10103
71	Future Retail (Big Bazaar)		3-Apr-18	Big Bazaar - Har Din Lowest Price	30	15,562,178	25000	16000						15,562,178	25000	1985	0
72	Apollo Tyres		20-May-19	Apollo Tyres Ganga: The River of People 30 SEC	30	47,031,196	1200	314	60	218000	863	20	292	47,249,196	2063	92	292
73	NTPC	Maximum reach is 210K	NA											0	0	0	0
74	Nandini Foods	Page Not Available	NA											0	0	0	0

75	Reliance group (the flame of truth)	Maximum reach is 779K	NA											0	0	0	0
76	McDowell's	Maximum reach is 249K	NA											0	0	0	0
77	Canara Bank	Maximum reach is 272K	NA											0	0	0	0
78	PNB	Maximum reach is 82K	NA											0	0	0	0
79	SAIL	Maximum reach is 4.1K	NA											0	0	0	0
80	IndusInd Bank		12-Sep-16	IndusInd Bank - Jeet Ka Halla Anthem 90 Sec	90	2,372,945	5000	1100						#VALUE!	5000	185	0
81	BSNL India	Maximum reach is 97K	NA											0	0	0	0
82	Indigo Airlines		20-Mar-19	Fly to Istanbul	15	3,662,894	84	4						3,662,894	84	7	0
83	Mothers on Sumi	Page Not Available												0	0	0	0
84	Dabur (India)		10-Feb-20	दांत हैं तो ज़िन्दगी में स्वाद है। #ChabaateyRah	63	18,196,611	95	7	63	5300	164	10	116	18,201,911	259	25	116

				oIndia by Dabur Red Paste													
85	COAL	Maximum reach is 3.7K	NA											0	0	0	0
86	Mphasis	Maximum reach is 34K	NA											0	0	0	0
87	Bank of India	Page Not Available	NA											0	0	0	0
88	MRF		11-Apr-19	Tips to tread anywhere feat. Virat Kohli Episode 2 The Driver's Fatigue Saga	249	1,127,462	29	3	249	561000	4100	50	134	1,688,462	4129	54	134
89	Piramal		31-Aug-18	i-know - That's How Saira Became Mom	100	3,196,518	63	21	38	210000	823	5	38	3,406,518	886	5	38
90	Piramal		30-Jan-19	Piramal Mahalaxmi - Introducing 3 & 4-Bed luxurious private residences	80	1,114,518	26	4						1,114,518	26	2	0
91	Mother Dairy		23-Jun-17	Mother Dairy Chach & Lassi #RefreshmentKaDose	31	1,787,559	102	14						1,787,559	102	18	0
92	Air India	Maximum reach is 683K	NA						25	1100000	2200	59	76	1,100,000	2200	59	76

93	MRPL	Maximum reach is 188K	NA											0	0	0	0
94	ACC	Maximum reach is 513K	NA											0	0	0	0
95	Union Bank of India	Maximum reach is 71K	NA											0	0	0	0
96	Indiabulls Housing Finance Limited		8-Feb-04	Sheher Mein Apna Ghar Ho Toh sung by Arijit Singh-Indiabulls Home Loans Brand Film	59	2,741,502	8-Feb-04	21-Sep-00	29-Feb-00	1400000	31000	347	2200	4,141,502	23-Dec-88	5-Apr-01	2200
97	Scissors Tobacco	Page Not Available												0	0	0	0
98	Berger Paints India		28-Apr-17	Berger Paints Easy Clean - Football TVC - Hindi - 2017	24	3,913,728	297	79						3,913,728	297	6	0
99	Saffola		16-Aug-17	Saffola - Apne Tareeke Se Push, Toh Dil Khush	59	18,461,434	18000	15000						#VALUE!	18000	1820	0
100	Saffola		28-Sep-17	Saffolalife – Stand Up for Your Heart	65	9,309,552	455	400						9,309,552	455	6	0
101	BHEL	Maximum reach is 5.2K	NA											0	0	0	0

102	Mindtree	Maximum reach is 50K	NA											0	0	0	0
103	Cairn India	Maximum reach is 41K	NA											0	0	0	0
104	Sun Pharma	Maximum reach is 25K												0	0	0	0
105	Havells		4-Jun-19	HAVELLS WIRES TVC - " Wires That Don't Catch Fire"	30	12,244,748	23000	13000						12,244,748	23000	0	0
106	Havells		21-Mar-18	Fans for your fifth wall	29	11,232,418	169	63						11,232,418	169	15	0
107	Nerolac		8-Sep-18	There is a Little Bit of Nerolac in Your Life	40	16,822,280	33000	17000	40	36000	16000	115	548	20,422,280	49000	2110	548
108	Nerolac		19-Apr-19	Nerolac - Ghar Ki Raunak - Hindi	157	9,622,885	4200	1600	157	19000	36000	144	564	11,522,885	40200	212	564
109	IDBI Bank		5-Dec-14	IDBI Bank presents 'The Test of Friendship' in association with Mumbai City FC & Ranbir Kapoor.	133	1,076,877	176	17						1,076,877	176	7	0
110	Ambuja Cement		12-Jan-18	Chhatein Chhat Pe Milte Hain Ambuja Plus Roof Special	258	5,583,599	1300	104						5,583,599	1300	115	0

111	Oil India Limited	Maximum reach is 397	NA											0	0	0	0
112	Pidilite		6-Jun-17	Watch this video to see Motu Patlu play with Fevicol Slime	40	35,332,352	30000	17000						35,332,352	30000	0	0
113	Pidilite		29-Aug-19	Fevikwik: Phenko Nahi, Jodo! - Kabadiwali TVC 2019	30	14,075,818	10000	2700	30	5100	149	18	89	14,080,918	10149	397	89
114	Raymond		11-Apr-18	Raymond Khadi Collection	30	18,114,938	26000	16000	75	1200	131	1	37	18,116,138	26131	2248	37
115	Bharti Infratel	Maximum reach is 766	20-Feb-19	Voltas Adjustable AC TVC	45	2,971,474	178	17	45	340000	17000	362	575	6,371,474	17178	399	575
116	JK Tyre		24-Apr-19	JK Tyre TVC 2019	65	3,334,178	212	34		654000	2200	34	NA	3,988,178	2412	48	NA
117	CESC Limited	Maximum reach is 137k	NA											0	0	0	0
118	Power Finance Corporation	Page Not Available	NA											0	0	0	0
119	Syndicate Bank	Maximum reach is 21k	NA											0	0	0	0
120	Chennai Petroleum	Page Not Available	NA											0	0	0	0

1 2 1	Sun TV	All videos are Serial Episodes and movie / trailer	NA											0	0	0	0
1 2 2	Indian Overseas Bank	Maximum reach is 7.2K	NA											0	0	0	0
1 2 3	Max Life Insurance		15-Feb-18	Max Life Insurance Term Plan Get 1cr @ 563 pm	18	10,854,196	69	33						10,854,196	69	15	0
1 2 4	Apple India		28-May-19	iPhone XR — Battery Life — Game Over — Apple	40	47,286,029	105000	54000						47,286,029	105000	0	0
1 2 5	Apple India		10-Sep-19	Introducing iPhone 11 — Apple	122	46,962,228	236000	48000						46,962,228	236000	0	0
1 2 6	Google India		27-Mar-18	Say it to text it Google Assistant	20	103,479,144	19000	11000						103,479,144	19000	1037	0
1 2 7	Google India		10-Sep-18	Google Pay One app for all your household bills #MoneyMadeSimple	15	96,983,162	1300	617						96,983,162	1300	55	0
1 2 8	Google India		10-Sep-18	Cosmetics Shopping Made Easy Google App	30	92,921,425	1800	1200	30	16000	239	2	11	92,937,425	2039	78	11
1 2 9	Google India		10-Sep-18	Mobile Shopping Made Easy Google App	30	88,363,567	1000	725	30	11000	251	6	7	88,374,567	1251	45	7

130	Google India		1-Oct-19	Pooche koi bhi sawaal Hindi mein (mausam ki jaankari) Google Assistant	29	86,773,053	54000	24000	30	5700	181	11	17	86,778,753	54181	1671	17
131	Google India		31-Oct-19	Google Pay Scan and Pay at thousands of shops using QR codes #MoneyMadeSimple	40	84,663,557	54000	6400						84,663,557	54000	1603	0
132	Microsoft India		13-Sep-18	Secure your business with Office 365	96	6,428,419	24	4						6,428,419	24	1	0
133	Amazon India		27-Jan-16	#ApniDukaan	60	60,846,821	3100	2600	60	370000	21000	517	697	64,546,821	24100	677	697
134	Amazon India		12-Feb-18	#SabAmazonWale	40	28,111,011	971	649						28,111,011	971	46	0
135	Facebook India		2-Feb-18	Live What You Love: Neha	60	11,218,051	20000	10000	60	417000	13000	658	1000	11,635,051	33000	658	1000
136	Coca-Cola India		12-Apr-18	Share A Coke India: Celebrating relationships!	45	18,364,579	371	103	45	25000	354	6	80	18,389,579	725	54	80
137	Samsung India		30-Dec-16	Samsung India Service (SVC) - Most Watched Video in 2017 - We'll take care of you, wherever you are.	240	211,104,052	187000	39000	240	9000	395	31	33	#VALUE!	187395	14666	33
138	Samsung India		8-Sep-19	Samsung India Good Vibes App: Caring for the Possibilities	180	205,284,778	130000	32000	180	8600000	1900000	36000	127000	291,284,778	2030000	39432	127000

1 3 9	Samsung India		13- Sep- 18	Samsung Bixby Voice Assistant-MND mother helps daughter with #VoiceForever	178	201,51 5,465	1550 00	4300 0	179	99000 000	1400 000	20000	1800 00	300,51 5,465	15550 00	30281	1800 00
1 4 0	Samsung India		23- Jun- 17	Samsung cares for a Safe India	35	150,52 2,539	3600 0	1500 0						150,52 2,539	36000	395	0
1 4 1	Samsung India		29- Jul-19	Samsung Care For Clean India Program		144,85 7,510	2300	449	45	20000 000	1580 00	1700	8000	164,85 7,510	16030 0	1868	8000
1 4 2	Samsung India		9- May- 19	Samsung India, Ready, Action!	94	100,46 8,070	5800 0	2900 0	60	11762 5000	1306 500	11063	1617 2	218,09 3,070	13645 00	12144	1617 2
1 4 3	Samsung India		9- Apr- 19	Samsung Convertible 5in1 Refrigerator: Make Life Convertible	45	87,732, 124	3900 0	2300 0	45	7900	338	30	11	87,740, 024	39338	1180	11
1 4 4	Samsung India		22- Feb- 19	Samsung Galaxy S10 Official TVC: The Next Generation Galaxy	30	85,985, 394	1020 00	4300 0	243	14400 0	3500	66	1000	86,129, 394	10550 0	3055	1000
1 4 5	Samsung India		29- May- 17	Samsung Technical School – A CSR Initiative - We care for the girl child	210	81,294, 969	5200 0	1500 0	210	24400 0	6100	237	1600	81,538, 969	58100	1356	1600
1 4 6	Disney India	All videos are episodi cal content	NA											0	0	0	0

147	Toyota India		3-Nov-18	Iss Diwali #RishteyKaroRoshan	130	5,469,699	131	12	59	4800	148	19	30	5,474,499	279	33	30
148	McDonald's		30-Jan-17	Convenience at your fingertips with McDelivery App.	131	6,721,631	145	35						6,721,631	145	0	0
149	AT&T	Maximum reach for an indian video is 5.2k	NA											0	0	0	0
150	Louis Vuitton	Indian Content / Page Not Available	NA											0	0	0	0
151	Intel India		29-Jun-18	BE READY	15	2,721,188	47	21						2,721,188	47	1	0
152	NIKE India		23-Sep-12	NIKE: PARALLEL JOURNEYS	90	1,376,339	1000	85						1,376,339	1000	35	0
153	Cisco India		Dec 17, 2015	CISCO Online Factory Ad (0:30)	15	1,123,557	6	5						1,123,557	6	1	0
154	GE India	Maximum reach is 197K	NA											0	0	0	0
155	Mercedes-Benz India		4-Feb-18	Mercedes-Benz India - The Best Keeps Leading	65	12,603,737	26000	9700	65	44000	2900	30	247	12,647,737	28900	1491	247

156	Mercedes-Benz India		28-Feb-17	Mercedes-Benz E-Class Launch Film 2017	59	5,826,312	7000	2300						5,826,312	7000	481	0
157	Mercedes-Benz India		16-Jan-19	25 years of Mercedes-Benz India: What does it take to be the best?	81	5,159,119	240	10	81	1400000	12000	245	807	6,559,119	12240	273	807
158	Oracle India		28-Sep-19	Oracle's Generation 2 Cloud, now in India	60	1,813,204	9	0	63	2200	70	1	9	1,815,404	79	2	9
159	Verizon	Indian Content / Page Not Available	NA											0	0	0	0
160	IBM India	Maximum reach 108K	NA											0	0	0	0
161	BMW India		14-Sep-19	Best Enjoyed Young The BMW X1	30	3,823,786	44	6	45	105000	677	3	23	3,928,786	721	3	23
162	SAP India		11-Apr-18	Grow With SAP - For a Digitally Inclusive India	231	1,115,152	98	32	231	586900	2140	34	385	1,702,052	2238	40	385
163	Marlboro	Indian Content / Page Not Available												0	0	0	0
164	Budweiser India		28-Dec-17	Budweiser Experiences Be a King Promo	30	16,916,661	14000	8500	45	7200	68	2	13	16,923,861	14068	21	13

1 6 5	Visa India	Same video posted twice	12- Jul-19	Tap to pay with Visa. Just like that.	15	61,663, 652	114	71	15	38000 00	27	2	1	65,463, 652	141	4	1
1 6 6	Visa India		10- Sep- 19	Exciting Lifestyle Privileges. Experiences As Unique As You Are. #InfiniteExperi ences	15	15,395, 035	27	17	15	47000 00	15	0	0	20,095, 035	42	1	0
1 6 7	Visa India		12- Jul-19	Tap to pay with Visa. Just like that.	30	12,855, 169	214	50						12,855, 169	214	27	0
1 6 8	Visa India		24- Feb- 17	A teacher and student's #KindnessIsCas hless story - Visa	140	11,794, 479	606	118	45	71800 0	9300	93	907	12,512, 479	9906	171	907
1 6 9	Walmart India	Indian Conten t / Page Not Availa ble	NA											0	0	0	0
1 7 0	America n Express India	Indian Conten t / Page Not Availa ble	NA											0	0	0	0
1 7 1	Honda India		6- Oct- 18	Honda New Corporate TVC	220	54,155, 635	1480 00	3200 0						54,155, 635	14800 0	7870	0
1 7 2	Honda India		11- May- 18	Honda Activa 5G - Love is Growing	20	49,741, 234	114	43	60	19000	757	28	559	49,760, 234	871	48	559

1 7 3	Honda India		26- Sep- 19	Honda CB Shine – Kya Shine Hai - Hindi	26	39,914, 093	48	7						39,914, 093	48	3	0
1 7 4	Honda India		17- Oct- 19	Honda Activa 125 BS-VI: A Quiet Revolution- Hindi	30	39,265, 460	80	24	90	8100	704	52	138	39,273, 560	784	55	138
1 7 5	Honda India		26- Feb- 18	Honda X Blade - One Look Is Enough	21	24,488, 902	491	50	22	15000	692	24	369	24,503, 902	1183	74	369
1 7 6	Pepsi India		11- Dec- 19	Dabangg Ka Swag, Dabangg Ki Pepsi	30	39,259, 425	9300 0	3900 0						39,259, 425	93000	0	0
1 7 7	Pepsi India		22- Feb- 19	#HarGhoontMe inSwag	49	26,257, 069	7500	2700	50	30000	654	781	162	26,287, 069	8154	1904	162
1 7 8	Gucci India	Page Not Availa ble												0	0	0	0
1 7 9	L'Oréal Paris India		24- Oct- 19	Rapid Reviver Deep Conditioner L'Oréal Paris	20	45,411, 765	2800	1300						45,411, 765	2800	51	0
1 8 0	L'Oréal Paris India		18- Jun- 18	L'Oréal Paris Total Repair 5 - Damage Expert For Your Hair	20	24,538, 615	138	20						24,538, 615	138	5	0
1 8 1	L'Oréal Paris India		26- Jul-19	L'Oréal Paris Total Repair 5 Damage Expert Win Over Damaged Hair	40	18,418, 757	126	13	40	7600	204	16	41	18,426, 357	330	26	41
1 8 2	Home Depot India	Page Not Availa ble												0	0	0	0

183	Hermès	Page Not Available												0	0	0	0
184	Nescafe India		30-Sep-18	Introducing É by NESCAFÉ #WakeUpYourGenius	30	68,369,336	73000	40000	30	10000	160	43	78	68,379,336	73160	382	78
185	Nescafe India		13-Sep-18	NESCAFÉ Cold Coffee CHILL KARO phir START KARO featuring Disha Patani	45	38,307,318	112000	31000	45	13000	166	25	40	38,320,318	112166	686	40
186	Nescafe India		19-Dec-18	New NESCAFÉ GOLD For the Moments that Matter	90	29,058,494	39000	20000	90	4400	90	5	104	29,062,894	39090	1689	104
187	Starbucks India	Page Not Available							40	2200000	2000	22	83	2,200,000	2000	22	83
188	Accenture India		22-Nov-18	Accenture India Skills To Succeed Dr. Reddy's Foundation	193	1,864,699	104	5						1,864,699	104	4	0
189	Gillette India		19-Nov-19	Man Enough – Shaving Stereotypes Gillette India	155	38,098,434	4900	511	155	11000	252	137	213	38,109,434	5152	744	213
190	Gillette India		26-Apr-19	The Barbershop Girls of India Gillette India	143	16,530,295	5600	495	144	2900000	102000	2200	7000	19,430,295	107600	2759	7000
191	Gillette India		27-Sep-19	New Gillette SkinGuard - Loves your Skin as much as you do	30	11,432,463	20	18	60	2900	57	194	8	11,435,363	77	198	8

1 9 2	Netflix India		6- Aug- 19	Pappu Pakitmaar Netflix in your pocket at 199	154	1,395,1 67	3900 0	1300	154	13000 00	3000 0	2100	2800	2,695,1 67	69000	3473	2800
1 9 3	IKEA India		24- Jan- 19	Make space for everyone	60	7,058,5 51	32	3	30	20369 90	4556	93	205	9,095,5 41	4588	93	205
1 9 4	IKEA India		14- Jul-18	IKEA India - Make Everyday Brighter!	60	3,986,5 04	263	44	60	72800 0	5300	152	387	4,714,5 04	5563	172	387
1 9 5	Frito- Lay India		10- Jan- 19	LAY'S MAXX - MAXX RIDGES! MAXX CRUNCH! MAXX FLAVOURS!	14	16,923, 250	32	8	35	3800	147	14	22	16,927, 050	179	16	22
1 9 6	Audi		17- Aug- 19	Virat's excuse to drive an Audi.	45	8,253,8 65	385	109	45	43400 0	2600	102	693	8,687,8 65	2985	128	693
1 9 7	Wells Fargo		18- Dec- 16	Progress into 2017 with Nimrat Kaur	20	1,218,1 47	34	8	20	15000 00	1400 0	92	786	2,718,1 47	14034	93	786
1 9 8	Masterca rd		6-Jul- 16	Make in India – MasterCard	224	6,191,0 08	99	47						6,191,0 08	99	0	0
1 9 9	Siemens		22- Sep- 15	Siemens India Corporate Film 2015	287	110,36 7	628	22						110,36 7	628	0	0
2 0 0	CVS India	Page Not Availa ble												0	0	0	0
2 0 1	Zara India	Page Not Availa ble												0	0	0	0
2 0 2	ESPN India	Maxim um reach												0	0	0	0

		is 560K															
2 0 3	ESPN Cricinfo		17- Apr- 19	ESPNcricinfo TVC 2 Bhoot Cricket Ka - Auto rickshaw	30	4,748,6 27	66	18						4,748,6 27	66	4	0
2 0 4	ESPN Cricinfo		25- Aug- 18	25 Questions With Ravindra Jadeja 'I'd Like To Be Able to Read People's Thoughts'	358	4,511,0 13	5900 0	2700						4,511,0 13	59000	1800	0
2 0 5	Ford India		19- Jun- 19	Ford SUVs #DiscoverMore InYou – The Decision	60	45,039, 174	453	33	60	10000 000	6500 0	851	1900	55,039, 174	65453	941	1900
2 0 6	Ford India		12- Jun- 19	Ford SUVs #DiscoverMore InYou - Helping Hand	44	43,541, 829	316	18	44	95000 00	2700 0	497	813	53,041, 829	27316	533	813
2 0 7	Ford India		6- Jun- 19	Ford SUVs #DiscoverMore InYou - The 'Bigger' Person	51	41,558, 129	932	136	30	66000 00	4400 0	572	2000	48,158, 129	44932	647	2000
2 0 8	HSBC India		22- Mar- 18	HSBC Technology Working at HSBC Technology India	340	27,022	Turn ed off	Turn ed off	340	64	3	0	0	27,086	#VAL UE!	0	0
2 0 9	Nestle India		12- Nov- 18	Nestlé a+ Nourish Milk: 61 Quality Checks	22	7,642,7 98	1000 0	7000						7,642,7 98	10000	0	0
2 1 0	Nestle India		12- Nov- 18	Nestlé a+ Nourish Milk: No added Preservatives	19	6,837,6 94	9400	6700						6,837,6 94	9400	0	0
2 1 1	UPS India	Page Not												0	0	0	0

		Availa ble															
2 1 2	HP India		23- Sep- 19	KHEL TOH SARA RANGON KA HAI	78	8,662,7 74	22	2	79	77100 0	5800	140	242	9,433,7 74	5822	144	242
2 1 3	HP India		19- Oct- 19	#FriendsWaliFa mily	208	7,518,8 07	510	28	208	56000 00	5900 0	1300	6500	13,118, 807	59510	1356	6500
2 1 4	HP India		11- Oct- 19	HP Pavilion x360 - Do more in every imaginable way	60	7,048,4 93	1600	41	60	12000 000	2080 00	970	507	19,048, 493	20960 0	1304	507
2 1 5	J.P. Morgan India	Maxim um reach is 4.1K												0	0	0	0
2 1 6	Deloitte India	Maxim um reach is 35K												0	0	0	0
2 1 7	Fox India	-	17- Dec- 10	Gulliver's Travels Hindi Trailer Exclusive HQ	150	19,402, 596	4800 0	8500						19,402, 596	48000	736	0
2 1 8	Fox India	same video posted in hindi and english langua ge	12- Sep- 19	Terminator: Dark Fate He's Back In cinemas November 1 Fox Studios India	30	30,572, 461	1290 00	2600 0	97	60000 0	8500 0	1317	1360 0	31,172, 461	21400 0	3600	1360 0
2 1 9	Fox India	-	26- Mar- 18	Deadpool 2 Hindi Trailer Fox Star India May 18	146	15,142, 068	1550 00	7700	128	39000 00	1330 00	14000	1100 0	19,042, 068	28800 0	25866	1100 0

2 2 0	Chase India	Page Not Availa ble												0	0	0	0
2 2 1	Bank of America	Page Not Availa ble												0	0	0	0
2 2 2	H&M India		19- Mar- 18	H&M Spring Season 2018: The Dance	78	25,846, 272	1000 0	2400	57	5600	111	9	21	25,851, 872	10111	9	21
2 2 3	H&M India		17- May- 18	H&M Summer Season 2018: Under the Sun	90	17,817, 889	4400	1500						17,817, 889	4400	0	0
2 2 4	H&M India		13- Sep- 18	H&M Autumn Season 2018: For Every You		13,038, 372	654	103						13,038, 372	654	0	0
2 2 5	Citi India		11- Oct- 17	Citigold Traffic	51	2,761,3 33	10	10	52	49100 0	1000 0	50	42	3,252,3 33	10010	50	42
2 2 6	Citi India		11- Oct- 17	Citigold Seminar	39	1,622,6 84	7	4	39	32700 0	8800	42	89	1,949,6 84	8807	42	89
2 2 7	Citi India		11- Oct- 17	Citigold Travel	40	1,426,5 53	11	7	39	50600 0	8200	34	56	1,932,5 53	8211	34	56
2 2 8	Sony India		26- Oct- 13	Tujhme Rab Dikhta Hai by Shreya Ghoshal live at Sony Project Resound Concert	129	75,750, 224	4580 00	1900 0						75,750, 224	45800 0	19406	0
2 2 9	Sony India		23- Sep- 19	Sony BRAVIA OLED Special Festive Offers 2019	34	47,672, 316	274	132	34	10000	869	246	193	47,682, 316	1143	254	193
2 3 0	Sony India		21- Sep- 17	Sony BRAVIA - Respect Every Colour. Bring	30	13,256, 876	1100 0	8300	60	14000	494	8	321	13,270, 876	11494	26	321

				Home a BRAVIA.													
2 3 1	Sony India		22-Oct-18	Alpha of India on Wedding Photography with A7RIII	148	12,627,468	980	37	148	6200	171	19	0	12,633,668	1151	40	0
2 3 2	Adidas India	Indian Content / Page Not Available							131	1400000	21000	267	1900	1,400,000	21000	267	1900
2 3 3	Porsche India		20-Dec-18	Porsche 718 #ForTheSportOfIt	31	2,262,701	21	14						2,262,701	21	0	0
2 3 4	Chevrolet India		4-Jul-16	2016 Chevrolet Beat - A Car For Everyone	113	2,805,322	124	116						2,805,322	124	45	0
2 3 5	Chevrolet India		1-Jun-16	2016 Chevrolet Beat- Your Dream CaR	90	1,924,097	686	633						1,924,097	686	79	0
2 3 6	Chevrolet India		27-May-16	2016 Chevrolet Beat – Both Sensible & Fun to drive	100	1,140,043	479	470						1,140,043	479	67	0
2 3 7	Cartier India	Page Not Available												0	0	0	0
2 3 8	Pampers India		24-Sep-18	Discover the New SOFTEST Ever Pampers - 8 features in one	120	55,854,485	2355	1449	120	105000	1900	17	87	55,959,485	4255	34	87
2 3 9	Pampers India		21-Sep-17	New Pampers Premium Care Pants –with 5 Star Skin Protection	30	5,010,240	1100	855	30	1800	32	29	10	5,012,040	1132	33	10

240	Adobe India	Indian Content / Page Not Available												0	0	0	0
241	Ebay India	Page Not Available												0	0	0	0
242	PwC	Maximum reach is 34k						141	31000	13000	240	1200	3,10,000	13000	240	1200	
243	Colgate India		28-Jul-15	Motu and Patlu Save the Magical Castle with Colgate Dental Cream	64	127,319,968	140000	83000					127,319,968	140000	0	0	
244	Colgate India		27-Feb-19	Upgrade to a healthier mouth with the new Colgate Total (Hindi)	35	47,219,650	74	38					47,219,650	74	0	0	
245	Colgate India		Jul 7, 2019	Get started with a smile - Anand Arnold	75	39,004,354	1400	30	75	17000	390	17	164	39,021,354	1790	17	164
246	Colgate India		11-Jul-19	Get started with a smile - Haimanti Sen	92	34,225,471	522	23	93	16000	240	6	68	34,241,471	762	6	68
247	Colgate India		19-Dec-18	Kajol protects her family's smiles with Colgate Vedshakti.	36	30,292,527	383	229					30,292,527	383	0	0	
248	Colgate India		6-Feb-20	Get started with a smile – Divyanshu Ganatra	90	28,286,911	73	9	90	2900	75	5	34	28,289,811	148	7	34

249	Corona India	Indian Content / Page Not Available												0	0	0	0
250	Red Bull	Maximum reach is 353K												0	0	0	0
251	Lexus	Indian Content / Page Not Available						15	170000	171	4	15	1,700,000	171	4	15	
252	T-Mobile	Indian Content / Page Not Available												0	0	0	0
253	Lowe's India	Maximum reach is 14K												0	0	0	0
254	Santander	Indian Content / Page Not Available												0	0	0	0
255	Danone India	Maximum reach is 17K												0	0	0	0

256	PayPal India		11-Oct-19	Ab Diwali 365 Days Wali Aditi Shetty's Style Hack	26	2,188,750	187	111	26	503	18	3	4	2,189,253	205	3	4
257	Rolex	Indian Content / Page Not Available												0	0	0	0
258	Chanel	Indian Content / Page Not Available												0	0	0	0
259	Goldman Sachs	Indian Content / Page Not Available												0	0	0	0
260	Nissan India		15-Jun-19	Nissan KICKS Official Car of ICC #CWC19	15	28,441,390	18000	11000						28,441,390	18000	248	0
261	Nissan India		14-Dec-18	NEW NISSAN KICKS. THE INTELLIGENT SUV. BOOKINGS OPEN	14	28,346,434	31000	17000	15	4900000	78000	868	2000	33,246,434	109000	2545	2000
262	Nissan India		25-Jan-19	New Nissan KICKS – The Intelligent SUV #MadeOfMyStuff	30	12,432,093	696	133						12,432,093	696	782	0
263	Costco	Indian Content /												0	0	0	0

		Page Not Available															
264	Heineken	Indian Content / Page Not Available												0	0	0	0
265	Uniqlo India		18-Sep-19	UNIQLO INDIA #TogetherInLifeWear	30	3,630,204	115	63	30	690	33	4	10	3,630,894	148	10	10
266	Uniqlo India		30-Sep-19	Federer Welcomes Uniqlo to India!	10	3,014,861	17	0	60	98000	1600	46	95	3,112,861	1617	46	95
267	Lancôme	Maximum reach is 2.3k												0	0	0	0
268	KFC India		28-Mar-16	The All New KFC 5-in-1 Meal Box	30	18,503,997	27000	6000	30	4300000	58000	1700	2700	22,803,997	85000	1993	2700
269	KFC India		28-Aug-18	KFC Happy Wednesday	10	16,461,141	295	54	10	226000	4900	60	60	16,687,141	5195	73	60
270	KFC India		11-May-19	Smoky Red: Dil Se #DilMeinGrill	18	15,317,292	204	50	18	8600000	163000	3000	2700	23,917,292	163204	3008	2700
271	Caterpillar India	Maximum reach of indian content is 3.7K												0	0	0	0

272	RBC	Indian Content / Page Not Available												0	0	0	0
273	FedEx India		15-Feb-18	Taking local traditions to global destinations	157	2,114,970	72	8	157	410000	69000	473	3200	6,214,970	69072	473	3200
274	FedEx India		1-Apr-19	Connecting people and #possibilities	15	1,158,644	5	2	15	617	38	13	31	1,159,261	43	13	31
275	Dell India		25-Mar-19	Powered by Intel Dell Small Business Influencer Ahmed Aftab Naqvi	16	11,440,834	1000	421						11,440,834	1000	36	0
276	Dell India		10-Apr-17	Ek Behtar Kal Ka Aarambh. Dell Se. (Hindi)	69	8,609,025	10000	5200	96	10000	378	12	48	8,619,025	10378	496	48
277	Dell India		27-Sep-17	The Power to Make you Forget it's There - Dell Gaming	30	8,119,132	11000	7300	30	3100	38	0	0	8,122,232	11038	717	0
278	Bajaj Allianz General Insurance		22-Feb-19	Bajaj Allianz General Insurance - Caringly Yours	60	9,332,096	210	17	60	15000	293	137	234	9,347,096	503	157	234
279	Bajaj Allianz General Insurance		6-Dec-19	Motor Insurance #WhackTheHack	15	4,211,043	4	1						4,211,043	4	0	0
280	Bajaj Allianz Life		28-Aug-19	Plan your #EarlyRetirement Life Goal	60	1,275,589	164	40	60	180000	13000	120	406	3,075,589	13164	122	406

	Insurance			with Bajaj Allianz Life													
281	Bajaj Finserv		21-Feb-18	Bajaj Finserv Product Range TVC	48	33,838,426	352	216						33,838,426	352	4	0
282	Bajaj Finserv		28-Feb-19	Low risk, high returns – on Bajaj Finance Fixed Deposit	64	25,676,329	114	16	64	460000	999	98	67	26,136,329	1113	114	67
283	Bajaj Finserv		16-Jul-18	Bajaj Finserv EMI Network-Lifestyle to Lifecare on EMI	44	21,941,243	3100	196						21,941,243	3100	50	0
284	Bajaj Finserv		Nov 18, 2017	Bajaj Finserv Flexi Loan TVC	49	21,760,307	406	158	49	19000	43	42	21	21,779,307	449	51	21
285	Bajaj Finserv		26-Jun-18	Bajaj Finserv EMI Network - Home Makeover HD	75	18,643,783	274	86	75	27000	566	42	39	18,670,783	840	59	39
286	Nivea India		28-Dec-17	ONE WINTER DAY AT A DATE NIVEA Roll On	30	64,583,788	194	51	30	3300000	10000	98	208	67,883,788	10194	100	208
287	Nivea India		Jul 2, 2018	NIVEA MEN Deep Impact	20	33,145,510	206	102	20	1200000	46000	323	319	45,145,510	46206	333	319
288	Nivea India		28-Dec-17	ONE WINTER DAY IN A TAXI NIVEA MEN Roll On	30	29,797,542	237	224	30	3100000	8200	38	77	32,897,542	8437	40	77
289	Nivea India		May 14, 2019	NIVEA MEN Deep Impact Face Wash	25	25,201,590	112	19	25	4600000	187000	2400	2900	71,201,590	187112	2403	2900
290	Nivea India		10-Jun-19	NIVEA Soft Moisturising Cream	30	19,116,736	132	14	30	3300	117	11	35	19,120,036	249	23	35

291	Philips India		9-Apr-19	No More Beard Embarrassments Philips BT3000 Trimmers Virat Kohli Hindi	25	35,279,127	40	6	30	6400	167	29	57	35,285,527	207	31	57
292	Philips India		25-Jan-19	Philips Garment Steamer - Silvatein mitaye pyaar se !	60	5,606,130	450	215	60	5400000	27000	254	1400	11,006,130	27450	260	1400
293	Philips India		14-Oct-19	Philips Air Fryer Fry, Grill, Roast and Bake Upto 90% less fat	20	14,757,712	3	2						14,757,712	3	0	0
294	Philips India		15-Nov-18	Bring home the Philips Air purifier & take the first step to healthy breathing	15	10,560,479	72	64						10,560,479	72	4	0
295	Hyundai India		27-Jun-18	Hyundai Celebrating 20 Years of Brilliant Moments	285	222,947,470	128000	76000	277	4500000	988000	14000	102000	267,947,470	1116000	16708	102000
296	Hyundai India		17-Jul-18	Hyundai Celebrating 20 Years of Brilliant Moments Duty	171	203,214,165	191000	58000	172	3700000	384000	17000	209000	240,214,165	575000	24471	209000
297	Hyundai India		23-Oct-18	Hyundai The All New SANTRO India's Favourite Family Car Official TVC	47	26,405,366	1900	332	47	5800000	27000	762	3600	32,205,366	28900	888	3600
298	Hewlett-Packard Enterprise	Refer the HP Page												0	0	0	0

299	LEGO	Indian Content / Page Not Available												0	0	0	0
300	Huawei India		15-Apr-19	Huawei P30 Series is here	30	32,991,575	47000	22000	31	468000	4700	70	153	33,459,575	51700	1474	153
301	Huawei India		19-Apr-19	Huawei P30 lite Ultra Wide Triple Rear Camera 32 MP AI Selfie Camera	31	29,998,985	44000	26000	31	100000	11000	196	200	30,998,985	55000	1849	200
302	Huawei India		8-Jan-19	Huawei Y9 2019	35	27,873,666	76000	23000						27,873,666	76000	2942	0
303	John Deere India		22-Aug-19	Jinu aur Deepak Hindi Episode 4 Kar Dikhaya Karnama	215	2,841,748	11000	2900						2,841,748	11000	411	0
304	John Deere India		19-Apr-19	Tractor and Tarun Hindi Episode 2 Implement attachment and settings on the tractor	413	1,525,616	5400	1300						1,525,616	5400	127	0
305	BASF India	Maximum reach of indian content is 4.1k												0	0	0	0
306	Kellogg's India		6-Nov-17	KELLOGG'S MUESLI _ Breakfast for the	31	31,909,427	553	480	45	1800	37	6	1800	31,911,227	590	6	1800

				Unstoppables! 30 sec													
3 0 7	Kellogg' s India		26- Jan- 19	Kellogg's Corn Flakes with Real Rose & Badam_28 Sec	28	19,602, 360	1800	1100	28	71000	2500	13	52	19,673, 360	4300	13	52
3 0 8	Kellogg' s India		22- Jan- 19	Kellogg's Corn Flakes with Real Kesar, Pista & Badam_28 Sec	28	11,737, 955	310	207	28	14400 0	3300	14	118	11,881, 955	3610	14	118
3 0 9	HDFC bank	Includ ed in earlier list												0	0	0	0
3 1 0	LIC	Includ ed in earlier list												0	0	0	0
3 1 1	TCS	Maxim um reach is 294K												0	0	0	0
3 1 2	Airtel	Includ ed in earlier list												0	0	0	0
3 1 3	SBI	Includ ed in earlier list												0	0	0	0
3 1 4	Kotak Bank	Includ ed in earlier list												0	0	0	0
3 1 5	Asian Paints	Includ ed in earlier list												0	0	0	0

316	Maruti Suzuki	Included in earlier list												0	0	0	0
317	Jio	Included in earlier list												0	0	0	0
318	ICICI Bank	Included in earlier list												0	0	0	0
319	Infosys	Included in earlier list												0	0	0	0
320	Flipkart	Included in earlier list												0	0	0	0
321	Paytm		23-Mar-19	Kisi ki Life ka Paytm bano, #PaytmKaro	35	81,964,157	312	50	35	550000	28000	458	551	87,464,157	28312	513	551
322	Paytm		23-Sep-19	So many QR Codes?	20	45,749,075	206	10	20	1000	224	233	20	45,750,075	430	264	20
323	Paytm		24-Sep-19	Ice Cream? Or Movie Treat	35	38,882,676	194	10	35	6600	137	24	9	38,889,276	331	53	9
324	Axis Bank	Included in earlier list												0	0	0	0
325	Gold Flake	Included in earlier list												0	0	0	0
326	Bajaj	Included in earlier list												0	0	0	0

3 2 7	Britannia	Includ ed in earlier list												0	0	0	0
3 2 8	OLA		13- Dec- 19	Ola Outstation - Easiest ride out of town	20	10,397, 920	9	1						10,397, 920	9	1	0
3 2 9	OLA		17- Jan- 20	Office rides with Ola	24	9,783,3 44	13	5						9,783,3 44	13	2	0
3 3 0	OLA		11- Sep- 19	Ola Outstation - Easiest ride out of town	20	7,667,8 59	46	3						7,667,8 59	46	13	0
3 3 1	Tanishq		27- Jul-19	Tanishq The Great Diamond Sale	35	5,348,2 28	254	19	35	29000 00	1200 0	106	363	8,248,2 28	12254	114	363
3 3 2	Tanishq		30- Aug- 19	Glittering Gold & Abundant Auspiciousness With Tanishq Tamil	60	4,682,6 61	1300 0	2100						4,682,6 61	13000	405	0
3 3 3	Tanishq		27- Jul-19	Tanishq The Great Diamond Sale	30	3,061,1 03	128	7	30	98200 0	4300	64	110	4,043,1 03	4428	65	110
3 3 4	Hero	Includ ed in earlier list												0	0	0	0
3 3 5	Indusind	Includ ed in earlier list												0	0	0	0
3 3 6	Nestle	Includ ed in earlier list												0	0	0	0
3 3 7	Zee	Includ ed in earlier list												0	0	0	0

338	Vodafone		15-Jan-19	Making India Data Strong in crowded places	40	38,109,98	46000	2400	30	65000	638	418	64	#VALUE!	46638	418	64
339	Vodafone		29-Mar-19	Vodafone FANTastic Breaks - Win iPhones every match	20	35,880,632	2600	619	20	35000	2100	553	241	35,915,632	4700	649	241
340	Vodafone		23-Oct-19	Share #YourWordsNotForwards	83	32,903,603	1400	453	181	790000	119000	2200	8600	40,803,603	120400	2301	8600
341	Dmart	Included in earlier list												0	0	0	0
342	Surf Excel		1-Aug-16	New Surf Excel Matic Liquid	30	43,145,818	20000	10000	52	198000	5300	89	124	43,343,818	25300	331	124
343	Surf Excel		16-Feb-20	Surf Excel Holi 2020 #RangAchheHain	95	31,388,331	14000	2500	95	12000	327	61	308	31,400,331	14327	450	308
344	Surf Excel		21-Feb-19	Surf Excel Matic Liquid For Front Load And Top Load Washing Machine - Hindi	20	22,484,987	123	46						22,484,987	123	7	0
345	Surf Excel		27-Feb-19	Surf Excel Holi 2019 This Holi, let colours bring us together!	60	22,053,220	156000	31000	60	816000	98000	80000	26000	22,869,220	254000	91783	26000
346	HDFC life		18-Jan-19	Prepare your family to #BounceBack with HDFC Life.	120	18,377,752	1200	130	120	1300000	66000	489	5000	31,377,752	67200	583	5000

3 4 7	HDFC life		14- Nov- 18	Sar Utha Ke Jiyo ft. Arjun Kanungo and Jonita Gandhi	170	12,017, 940	3500	147	170	62000 00	4300 0	349	4000	18,217, 940	46500	453	4000
3 4 8	HDFC life		28- Jan- 20	HDFC Life - BounceBack to Success	120	8,789,0 73	747	20	120	58000 00	1400 0	77	1000	14,589, 073	14747	95	1000
3 4 9	Wheel	Page does not exist												0	0	0	0
3 5 0	Idea	Includ ed in earlier list												0	0	0	0
3 5 1	OYO		25- Nov- 19	Tout out Raho mast with OYO	54	58,133, 505	161	12						58,133, 505	161	10	0
3 5 2	OYO		3- Sep- 19	Couple friendly hotels & rooms OYO TVC OYO	58	23,422, 448	313	38	53	18000	459	783	53	23,440, 448	772	830	53
3 5 3	OYO		7- Oct- 17	Tuesday Deals OYO Rooms OYO	10	11,189, 533	28	1						11,189, 533	28	4	0
3 5 4	Dabur	Includ ed in earlier list												0	0	0	0
3 5 5	Wipro	Includ ed in earlier list												0	0	0	0
3 5 6	Yes Bank	Includ ed in earlier list												0	0	0	0
3 5 7	Kingfish er	Includ ed in earlier list												0	0	0	0

358	Indian Oil	Included in earlier list												0	0	0	0
359	Maggi		24-Sep-18	New MAGGI Special Masala Noodles	120	31,311,587	60000	26000	120	16000	463	55	88	31,327,587	60463	770	88
360	Maggi		8-Mar-18	MAGGI Masala-ae-Magic Bhindi TVC (Hindi 20 sec)	20	27,200,830	13000	21000	20	9100	165	13	17	27,209,930	13165	1526	17
361	Maggi		27-Jan-20	NEW MAGGI Fusian: Taste of Asia	35	20,108,486	30	10	35	13100	184	41	32	20,121,586	214	43	32
362	SBI Life		18-Sep-18	SBI Life – Suraksha Yaani ‘Main’ Se ‘Hum’ Ka Kadam	40	21,487,756	27000	19000						21,487,756	27000	0	0
363	SBI Life		31-Jan-20	Rise and Shine in Life with 'Apno Ki #HimmatWaali Seeti' SBI Life Protection Plans	30	20,270,275	110	12	30	9481936	10000	173	NA	29,752,211	10110	186	NA
364	SBI Life		1-Feb-19	SBI Life Term Plans - #MainSeHum ka kadam	30	7,495,687	161	57	30	15000000	63000	320	1400	22,495,687	63161	335	1400
365	Brook Bond Red label India		30-Jun-19	Brooke Bond Red Label Natural Care - Hindi 5+20s New	24	25,477,143	16	4						25,477,143	16	1	0
366	Brook Bond Red label India		29-Oct-19	Brooke Bond Red Label Natural Care - Coins - Hindi (5+25s)	30	13,709,000	42	10						13,709,000	42	5	0

3 6 7	Brook Bond Red label India		22- Jun- 17	BROOKE BOND RED LABEL NATURAL CARE	20	8,055,4 29	42	31						8,055,4 29	42	4	0
3 6 8	Swiggy		13- Dec- 19	Home made palak paneer served with pride,with some bhindi masala from Swiggy on the side!	25	34,240, 240	180	21						34,240, 240	180	14	0
3 6 9	Swiggy		26- Jan- 19	Don't miss out on your moments, we'll help you capture them all #SwiggyKaro	30	32,893, 935	461	122	30	38000 00	1300 0	314	358	36,693, 935	13461	357	358
3 7 0	Swiggy		27- Dec- 19	Home-made yummies with some Swiggy's yummy- is what makes a meal perfect !	25	29,186, 195	52	5						29,186, 195	52	2	0
3 7 1	Havells	Includ ed in earlier list												0	0	0	0
3 7 2	HCL	Includ ed in earlier list												0	0	0	0
3 7 3	McDowe lls	Includ ed in earlier list												0	0	0	0
3 7 4	Mahindr a	Includ ed in earlier list												0	0	0	0

375	Royal Stag	Included in earlier list												0	0	0	0
376	Imperial Blue		7-Feb-20	Men Will Be Men - Imperial Blue - Heartbeat	34	12,367,796	555	9	34	14900000	138000	2200	16300	27,267,796	138555	2236	16300
377	Imperial Blue		23-Nov-18	Bike Men Will Be Men	20	6,694,862	1000	25	20	9960000	16000	469	2500	16,654,862	17000	493	2500
378	Imperial Blue		23-Nov-18	Shoe Lace Men Will Be Men	20	6,621,840	981	26	20	417000	9300	198	1000	7,038,840	10281	234	1000
379	Wills	Included in earlier list												0	0	0	0
380	Naukri.com	four videos posted with these name: 1. Find jobs you'd love to go to Naukri.com 17 sec 2. Naukri Dragathon 25 Sec Download the App Now 3. Dragging yourself to work everyday? No More! 4. Naukri Dragathon 25 sec HD	2/16/2019 27-Nov-18 12-Jan-18 Jul 12, 2018	1. Find jobs you'd love to go to Naukri.com 17 sec 2. Naukri Dragathon 25 Sec Download the App Now 3. Dragging yourself to work everyday? No More! 4. Naukri Dragathon 25 sec HD	17	85,315,188	1502	1010	25	1700	31	2	4	85,316,888	1533	51	4

		3. Dragging yourself to work everyday? No More! 4. Naukri Dragathon 25 sec HD															
381	Fair & Lovely		12-Dec-17	Fair & Lovely 16sec	16	14,114,787	101	134						14,114,787	101	4	0
382	Fair & Lovely		Nov 1, 2019	Fair & Lovely Winter Glow Cream: Hindi	26	10,245,841	31	8	7	3800000	1200	60	57	14,045,841	1231	70	57
383	Fair & Lovely		Jun 28, 2019	Anti marks by Fair & Lovely: 100% effective	26	6,125,920	40	21						6,125,920	40	13	0
384	Lifebuoy	Same video posted twice	5-Aug-19	Illnesses keep coming back? New Lifebuoy with Silver Shield Formula-Hindi	31	28,478,702	116	28						28,478,702	116	0	0
385	Lifebuoy		13-Dec-17	Less Illnesses, higher attendance – with Silver Lifebuoy	31	15,672,560	2700	1400						15,672,560	2700	0	0
386	Berger	Included in earlier list												0	0	0	0

387	ICICI Prudential		6-Mar-19	Khushi Ke Record	60	9,649,628	219	77	60	2100000	172000	1700	4900	30,649,628	172219	1713	4900
388	ICICI Prudential		22-Nov-18	ICICI Pru Term Insurance - Critical Illness Benefit	25	8,329,622	28	1						8,329,622	28	4	0
389	ICICI Prudential		23-Sep-19	Get life claims settled in one day	15	7,526,517	46	18	15	5100000	4200	301	193	12,626,517	4246	317	193
390	Horlicks		18-Jan-19	#FearLessKota #BottleOfLove	150	59,663,725	54000	23000	150	19000000	327000	4000	12000	78,663,725	381000	4000	12000
391	Horlicks		12-Feb-19	Fearless Songs Feat A.R. Rahman	136	47,968,369	80000	26000	136	51000	2300	18	200	48,019,369	82300	18	200
392	Horlicks		27-Sep-18	Horlicks – Hunger to Grow	57	20,915,825	34000	25000						20,915,825	34000	0	0
393	Sunfeast		25-Feb-20	Sunfeast Veda Marie Light with 5 Natural Ingredients	30	2,748,896	19	8						2,748,896	19	0	0
394	Sunfeast		21-Jan-20	Sunfeast A2 Milk Biscuit	20	1,995,535	5	0						1,995,535	5	0	0
395	Sunfeast		22-Aug-16	#Can'tWaitWon'tWait Sunfeast Dark Fantasy Office	30	1,604,326	1800	1300	35	3400	43	0	9	1,607,726	1843	195	9
396	LUX		24-Jul-19	Lux Beauty Soap Now at Rs.20/-	26	54,600,288	75	22						54,600,288	75	0	0
397	LUX		1-Nov-19	LUX Beauty Soap Now at Rs.20/-	30	34,810,259	39	10						34,810,259	39	0	0
398	LUX		30-Jul-18	LUX BODYWASH-ENGLISH	15	29,187,901	79	42						29,187,901	79	0	0

399	Reliance Retails	Maximum reach is 296 views												0	0	0	0
400	Colgate	Included in earlier list												0	0	0	0
401	Godrej	Included in earlier list												0	0	0	0
402	Castrol Cricket		13-Apr-19	Castrol Activ #NonStopDemocracy #RideForVote	40	8,784,499	22	5						8,784,499	22	1	0
403	Castrol Cricket		1-Oct-18	Castrol Activ Protect What You Love	120	4,645,687	227	142	122	1378382	11467	92	307	6,024,069	11694	119	307
404	Castrol Cricket		31-Oct-19	Castrol 3M Auto Care Solutions	13	4,256,042	14	3						4,256,042	14	0	0
405	Royal Infeild	Included in earlier list												0	0	0	0
406	MRF	Included in earlier list												0	0	0	0
407	Zomato		7-Mar-20	#SoWhatIfIDontCook	60	5,986,706	2500	205						5,986,706	2500	282	0
408	Tech Mahindra	Maximum reach is 213K												0	0	0	0

4 0 9	Indigo	Included in earlier list												0	0	0	0
4 1 0	Sun TV	Included in earlier list												0	0	0	0
4 1 1	Lakme		31-Jan-18	Lakme Absolute Perfect Radiance Trueview_Hindi	25	44,726,388	70	9	20	384000	51000	419	662	45,110,388	51070	420	662
4 1 2	Lakme		1-Feb-19	Lakmé Absolute Matte Ultimate Lip Color	25	30,826,415	1400	826						30,826,415	1400	70	0
4 1 3	Lakme		6-May-17	Lakmé Eyeconic Kajal	21	23,685,843	294	57	17	16580000	42700	431	519	40,265,843	42994	443	519
4 1 4	TVS	Included in earlier list												0	0	0	0
4 1 5	Bajaj Allianz	Included in earlier list												0	0	0	0
4 1 6	Bandhan		14-Nov-18	Bandhan Bank Senior Citizen Fixed Deposit - TVC (20 secs)	20	2,421,387	543	326	20	1137000	5600	103	523	3,558,387	6143	106	523
4 1 7	Bandhan		24-Sep-18	Earn 6% interest on your Bandhan Bank savings account - TVC	30	2,023,388	245	88	30	950000	4500	58	459	2,973,388	4745	76	459
4 1 8	Air India	Included in earlier list												0	0	0	0

4 1 9	Domino's		2- Dec- 19	Rakho iss Dosti ko hit aur lit with #DilDostiDomino's	15	4,408,552	125	14	30	19000	489	1200	40	4,427,552	614	1206	40
4 2 0	Nirma		31- Oct- 19	Unbox secrets and happiness with Domino's! #DilDostiDomino's	30	4,101,161	396	148	30	700000	18000	844	378	11,101,161	18396	844	378
4 2 1	Kansai Nerolac	Included in earlier list	28- Jun- 19	Everyday is pizza day! #99ReasonsWhy	10	3,611,134	159	39	10	16000	142	92	10	3,627,134	301	112	10
4 2 2	Whirlpool		17- Sep- 19	Introducing Whirlpool 360 Bloomwash Pro Range - Design Meets Performance	20	7,768,113	30	6						7,768,113	30	6	0
4 2 3	Whirlpool		16- Oct- 19	Whirlpool. Every day, care - Brand TVC - Refrigerator & Washing Machine	27	3,871,460	16	1	47	5900	124	40	101	3,877,360	140	40	101
4 2 4	Whirlpool		9- Apr- 19	Whirlpool Inverter Air Conditioners with the revolutionary 3D Cool Technology - 20 Sec	20	3,333,221	18	2	50	510000	26058	557	1029	8,433,221	26076	560	1029
4 2 5	Good Knight	Video posted twice - one of 30 seconds and other	30- Oct- 18	Goodknight Fabric Roll-On Hindi	30	38,887,789	221	80	10	1480000	5356	63	151	53,687,789	5577	71	151

		of 10 secs															
4 2 6	Good Knight		21- Sep- 18	Goodknight Power Activ+ (Hindi) (20 sec)	20	12,261, 757	104	29	11	11700 500	2429	47	39	23,962, 257	2533	50	39
4 2 7	Parachut e Advanse d	Two videos posted - one of 20 second s and anothe r of 10 second s	20- May- 19	Hair So soft - (Baby) 10Sec Hindi	10	134,61 7,485	60	22						134,61 7,485	60	1	0

Annexure 2: The top 100 most shared videos of India

Name of the video	Company / Brand Name	Published Date	Popularity Rank	Duration in seconds	YouTube Comments	YouTube Likes	YouTube views	Duration in Seconds	Facebook Shares	Facebook Comments	Facebook Likes	Facebook Views	Facebook shares	Total Comments	Total Likes	Total views
Hyundai Celebrating 20 Years of Brilliant Moments Duty	Hyundai India	17-Jul-18	1	171	7471	191000	203,214,165	172	209000	17000	384000	3700000	209000	24471	575000	240,214,165
Samsung Bixby Voice Assistant-MND mother helps daughter with #VoiceForever	Samsung India	13-Sep-18	2	178	10281	155000	201,515,465	179	180000	20000	140000	9900000	180000	30281	1555000	300,515,465
Samsung India Good Vibes App: Caring for the Possibilities	Samsung India	8-Sep-19	3	180	3432	130000	205,284,778	180	127000	36000	1900000	8600000	127000	39432	2030000	291,284,778
Hyundai Celebrating 20 Years of Brilliant Moments	Hyundai India	27-Jun-18	4	285	2708	128000	222,947,470	277	102000	14000	988000	4500000	102000	16708	1116000	267,947,470
Adani Group Republic Day #LiveTheConstitution	Adani Group	25-Jan-20	5	106	32	793	2,309,726	107	36000	1900	100000	6900000	36000	1932	100793	9,209,726
Surf Excel Holi 2019 This Holi, let colours bring us together!	Surf Excel	27-Feb-19	6	60	11783	156000	22,053,220	60	26000	80000	98000	816000	26000	91783	254000	22,869,220
Men Will Be Men - Imperial Blue - Heartbeat	Imperial Blue	7-Feb-20	7	34	36	555	12,367,796	34	16300	2200	138000	1490000	16300	2236	138555	27,267,796
Samsung India, Ready, Action!	Samsung India	9-May-19	8	94	1081	58000	100,468,070	60	16172	11063	1306500	117625000	16172	12144	1364500	218,093,070
Terminator: Dark Fate He's Back In cinemas November 1 Fox Studios India	Fox India	12-Sep-19	9	30	2283	129000	30,572,461	97	13600	1317	85000	600000	13600	3600	214000	31,172,461

#FearLessKota #BottleOfLove	Horlicks	18-Jan-19	10	150	Comments are turned off	54000	59,663,725	150	12000	4000	327000	1900000	12000	4000	381000	78,663,725
Deadpool 2 Hindi Trailer Fox Star India May 18	Fox India	26-Mar-18	11	146	11866	155000	15,142,068	128	11000	14000	133000	3900000	11000	25866	288000	19,042,068
Vedanta Television Commercial #KabhiSochaHaiKya	Vedanta Resources	24-Jan-20	12	94	72	681	4,597,645	94	11000	1000	118000	1400000	11000	1072	118681	18,597,645
Share #YourWordsNotForwards	Vodafone	23-Oct-19	13	83	101	1400	32,903,603	181	8600	2200	119000	7900000	8600	2301	120400	40,803,603
Samsung Care For Clean India Program	Samsung India	29-Jul-19	14	45	168	2300	144,857,510	45	8000	1700	158000	2000000	8000	1868	160300	164,857,510
The Barbershop Girls of India Gillette India	Gillette India	26-Apr-19	15	143	559	5600	16,530,295	144	7000	2200	102000	2900000	7000	2759	107600	19,430,295
#FriendsWaliFamily	HP India	19-Oct-19	16	208	56	510	7,518,807	208	6500	1300	59000	5600000	6500	1356	59510	13,118,807
Prepare your family to #BounceBack with HDFC Life.	HDFC life	18-Jan-19	17	120	94	1200	18,377,752	120	5000	489	66000	1300000	5000	583	67200	31,377,752
Khushi Ke Record	ICICI Prudential	6-Mar-19	18	60	13	219	9,649,628	60	4900	1700	172000	2100000	4900	1713	172219	30,649,628
Sar Utha Ke Jiyo ft. Arjun Kanungo and Jonita Gandhi	HDFC life	14-Nov-18	19	170	104	3500	12,017,940	170	4000	349	43000	6200000	4000	453	46500	18,217,940
Hyundai The All New SANTRO India's Favourite Family Car Official TVC	Hyundai India	23-Oct-18	20	47	126	1900	26,405,366	47	3600	762	27000	5800000	3600	888	28900	32,205,366
Taking local traditions to global destinations	FedEx India	15-Feb-18	21	157	Comments are turned off	72	2,114,970	157	3200	473	69000	4100000	3200	473	69072	6,214,970

NIVEA MEN Deep Impact Face Wash	Nivea India	May 14, 2019	22	25	3	112	25,201,590	25	2900	2400	187000	4600000	2900	2403	187112	71,201,590
Wipro Smart Lighting Solutions - Control your lights from anywhere!	Wipro	12-Sep-19	23	60	31	539	10,660,778	60	2803	389	57015	9000000	2803	420	57554	19,660,778
Pappu Pakitmaar Netflix in your pocket at 199	Netflix India	6-Aug-19	24	154	1373	39000	1,395,167	154	2800	2100	30000	1300000	2800	3473	69000	2,695,167
Smoky Red: Dil Se #DilMeinGrill	KFC India	11-May-19	25	18	8	204	15,317,292	18	2700	3000	163000	8600000	2700	3008	163204	23,917,292
Bike Men Will Be Men	Imperia 1 Blue	23-Nov-18	26	20	24	1000	6,694,862	20	2500	469	16000	9960000	2500	493	17000	16,654,862
Pyaar Ki Nayi Roshni Wipro LED Lights	Wipro	24-Apr-19	27	115	20	182	9,715,847	115	2200	431	37000	5300000	2200	451	37182	15,015,847
Ford SUVs #DiscoverMoreInYou - The 'Bigger' Person	Ford India	6-Jun-19	28	51	75	932	41,581,29	30	2000	572	44000	6600000	2000	647	44932	48,158,129
NEW NISSAN KICKS. THE INTELLIGENT SUV. BOOKINGS OPEN	Nissan India	14-Dec-18	29	14	1677	31000	28,346,434	15	2000	868	78000	4900000	2000	2545	109000	33,246,434
Ford SUVs #DiscoverMoreInYou - The Decision	Ford India	19-Jun-19	30	60	90	453	45,039,174	60	1900	851	65000	10000000	1900	941	65453	55,039,174
All new vivo S1 with 32MP Selfie Camera #ItsMyStyle HDFC and Jio Offer	vivo	7-Aug-19	31	30	1908	66000	58,711,717	30	1600	1000	59000	9465663	1600	2908	125000	68,177,380
SBI Life Term Plans - #MainSeHum ka kadam	SBI Life	1-Feb-19	32	30	15	161	7,495,687	30	1400	320	63000	15000000	1400	335	63161	22,495,687
Philips Garment Steamer - Silvatein mitaye pyaar se !	Philips India	25-Jan-19	33	60	6	450	5,606,130	60	1400	254	27000	5400000	1400	260	27450	11,006,130

Presenting the TVS Radeon	TVS	23-Aug-18	34	53	Comments are turned off	271	4,247,072	53	1400	420	28000	150000	1400	420	28271	5,747,072
#IndiansWhoShine by Bajaj Electricals	Bajaj	26-Oct-18	35	50	38	214	3,118,724	50	1300	309	40000	3275467	1300	347	40214	6,394,191
Whirlpool Inverter Air Conditioners with the revolutionary 3D Cool Technology - 20 Sec	Whirlpool	9-Apr-19	36	20	3	18	3,333,221	50	1029	557	26058	510000	1029	560	26076	8,433,221
Samsung Galaxy S10 Official TVC: The Next Generation Galaxy	Samsung India	22-Feb-19	37	30	2989	102000	85,985,394	243	1000	66	3500	144000	1000	3055	105500	86,129,394
HDFC Life - BounceBack to Success	HDFC life	28-Jan-20	38	120	18	747	8,789,073	120	1000	77	14000	580000	1000	95	14747	14,589,073
Live What You Love: Neha	Facebook India	2-Feb-18	39	60	Comments are turned off	20000	11,218,051	60	1000	658	13000	417000	1000	658	33000	11,635,051
Shoe Lace Men Will Be Men	Imperial Blue	23-Nov-18	40	20	36	981	6,621,840	20	1000	198	9300	417000	1000	234	10281	7,038,840
Ford SUVs #DiscoverMoreInYou - Helping Hand	Ford India	12-Jun-19	41	44	36	316	43,541,829	44	813	497	27000	950000	813	533	27316	53,041,829
25 years of Mercedes-Benz India: What does it take to be the best?	Mercedes-Benz India	16-Jan-19	42	81	28	240	5,159,119	81	807	245	12000	140000	807	273	12240	6,559,119
Virat's excuse to drive an Audi.	Audi	17-Aug-19	43	45	26	385	8,253,865	45	693	102	2600	434000	693	128	2985	8,687,865
Lakme Absolute Perfect Radianc Trueview_Hindi	Lakme	31-Jan-18	44	25	1	70	44,726,388	20	662	419	51000	384000	662	420	51070	45,110,388
Voltas Adjustable AC TVC	TATA	20-Feb-19	45	45	37	178	2,971,474	45	575	362	17000	340000	575	399	17178	6,371,474

Nerolac - Ghar Ki Raunak - Hindi	Nerolac	19-Apr-19	46	157	68	4200	9,62 2,88 5	157	564	144	3600 0	19000 00	564	212	40200	11,522,885
Honda Activa 5G - Love is Growing	Honda India	11-May-18	47	20	20	114	49,7 41,2 34	60	559	28	757	19000	559	48	871	49,760,234
Kisi ki Life ka Paytm bano, #PaytmKaro	Paytm	23-Mar-19	48	35	55	312	81,9 64,1 57	35	551	458	2800 0	55000 00	551	513	28312	87,464,157
There is a Little Bit of Nerolac in Your Life	Nerolac	8-Sep-18	49	40	1995	33000	16,8 22,2 80	40	548	115	1600 0	36000 00	548	2110	49000	20,422,280
Presenting New Hero Passion 2018 #ZamanaHogaFida	Hero Motocorp	12-Apr-18	50	55	219	2300	41,5 70,2 95	55	536	38	722	13000	536	257	3022	41,583,295
Bandhan Bank Senior Citizen Fixed Deposit - TVC (20 secs)	Bandhan	14-Nov-18	51	20	3	543	2,42 1,38 7	20	523	103	5600	11370 00	523	106	6143	3,558,387
HP Pavilion x360 - Do more in every imaginable way	HP India	11-Oct-19	52	60	334	1600	7,04 8,49 3	60	507	970	2080 00	12000 000	507	1304	209600	19,048,493
Earn 6% interest on your Bandhan Bank savings account - TVC	Bandhan	24-Sep-18	53	30	18	245	2,02 3,38 8	30	459	58	4500	95000 0	459	76	4745	2,973,388
Plan your #EarlyRetirement Life Goal with Bajaj Allianz Life	Bajaj Allianz Life Insurance	28-Aug-19	54	60	2	164	1,27 5,58 9	60	406	120	1300 0	18000 00	406	122	13164	3,075,589
IKEA India - Make Everyday Brighter!	IKEA India	14-Jul-18	55	60	20	263	3,98 6,50 4	60	387	152	5300	72800 0	387	172	5563	4,714,504
Grow With SAP - For a Digitally Inclusive India	SAP India	11-Apr-18	56	231	6	98	1,11 5,15 2	231	385	34	2140	58690 0	385	40	2238	1,702,052
Unbox secrets and happiness with Domino's! #DilDostiDominos	Nirma	31-Oct-19	57	30	Comments are turned off	396	4,10 1,16 1	30	378	844	1800 0	70000 00	378	844	18396	11,101,161

Honda X Blade - One Look Is Enough	Honda India	26-Feb-18	58	21	50	491	24,488,902	22	369	24	692	15000	369	74	1183	24,503,902
Tanishq The Great Diamond Sale	Tanishq	27-Jul-19	59	35	8	254	5,348,228	35	363	106	12000	290000	363	114	12254	8,248,228
Don't miss out on your moments, we'll help you capture them all #SwiggyKaro	Swiggy	26-Jan-19	60	30	43	461	32,893,935	30	358	314	13000	380000	358	357	13461	36,693,935
NIVEA MEN Deep Impact	Nivea India	Jul 2, 2018	61	20	10	206	33,145,510	20	319	323	46000	1200000	319	333	46206	45,145,510
Surf Excel Holi 2020 #RangAchheHain	Surf Excel	16-Feb-20	62	95	389	14000	31,388,331	95	308	61	327	12000	308	450	14327	31,400,331
Castrol Activ Protect What You Love	Castrol Cricket	1-Oct-18	63	120	27	227	4,645,687	122	307	92	11467	1378382	307	119	11694	6,024,069
Apollo Tyres Ganga: The River of People 30 SEC	Apollo Tyres	20-May-19	64	30	72	1200	47,031,196	60	292	20	863	218000	292	92	2063	47,249,196
Asian Paints Ultima Protek : Lamination wala Exterior Paint with Ranbir Kapoor - 30 sec	Asian Paints	8-Feb-19	65	30	15	186	26,219,802	50	283	82	3600	554000	283	97	3786	26,773,802
Mahindra Marazzo Choose Together. Choose Right.	Mahindra Marazzo	9-Oct-19	66	45		47	3,242,348	45	280	131	8700	4952890	280	131	8747	8,195,238
Mercedes-Benz India - The Best Keeps Leading	Mercedes-Benz India	4-Feb-18	67	65	1461	26000	12,603,737	65	247	30	2900	44000	247	1491	28900	12,647,737
KHEL TOH SARA RANGON KA HAI	HP India	23-Sep-19	68	78	4	22	8,662,774	79	242	140	5800	771000	242	144	5822	9,433,774
Vodafone FANtastic Breaks - Win iPhones every match	Vodafone	29-Mar-19	69	20	96	2600	35,880,632	20	241	553	2100	35000	241	649	4700	35,915,632

Bajaj Allianz General Insurance - Caringly Yours	Bajaj Allianz General Insurance	22-Feb-19	70	60	20	210	9,332,096	60	234	137	293	15000	234	157	503	9,347,096
Pehle Indian Phir Oil - IndianOil	Indian Oil	5-Jan-18	71	160	53	2000	52,620,072	32	215	47	1035	53883	215	100	3035	52,673,955
Man Enough – Shaving Stereotypes Gillette India	Gillette India	19-Nov-19	72	155	607	4900	38,098,434	155	213	137	252	11000	213	744	5152	38,109,434
Make space for everyone	IKEA India	24-Jan-19	73	60	0	32	7,058,551	30	205	93	4556	2036990	205	93	4588	9,095,541
Reach For A Dream #ChaseTheSupermoon Tata Motors	TATA	31-Jan-18	74	72	Comments are turned off	6800	46,984,183	12	202	41	7600	851889	202	41	14400	47,836,072
Fearless Songs Feat A.R. Rahman	Horlicks	12-Feb-19	75	136	Comments are turned off	80000	47,968,369	136	200	18	2300	51000	200	18	82300	48,019,369
Huawei P30 lite Ultra Wide Triple Rear Camera 32 MP AI Selfie Camera	Huawei India	19-Apr-19	76	31	1653	44000	29,998,985	31	200	196	11000	100000	200	1849	55000	30,998,985
Sony BRAVIA OLED Special Festive Offers 2019	Sony India	23-Sep-19	77	34	8	274	47,672,316	34	193	246	869	10000	193	254	1143	47,682,316
Get life claims settled in one day	ICICI Prudential	23-Sep-19	78	15	16	46	7,526,517	15	193	301	4200	510000	193	317	4246	12,626,517
Get started with a smile - Anand Arnold	Colgate India	Jul 7, 2019	79	75	0	1400	39,004,354	75	164	17	390	17000	164	17	1790	39,021,354
Flipkart Introduces SuperCoin - Ab Har Kharch Mein Hogi Kamai	Flipkart	21-Aug-19	80	40	62	1600	80,222,551	40	163	390	3900	429000	163	452	5500	80,651,551
#HarGhoontMeinSwag	Pepsi India	22-Feb-19	81	49	1123	7500	26,257,069	50	162	781	654	30000	162	1904	8154	26,287,069

Ramadan Kareem #CelebratingGoodness with Tata Motors	TATA	22-Apr-19		200	Comments are turned off	223000	19,915,315	200	20000	2000	55000	270000	20000	2000	278000	22,615,315
Huawei P30 Series is here	Huawei India	15-Apr-19	82	30	1404	47000	32,991,575	31	153	70	4700	468000	153	1474	51700	33,459,575
Goodknight Fabric Roll-On Hindi	Good Knight	30-Oct-18	83	30	8	221	38,887,789	10	151	63	5356	1480000	151	71	5577	53,687,789

16 Videos reviewed but discounted for the study as it has been uploaded outside the research time-frame (videos posted before 1st Jan 2018)

Aditya Birla Group – Big In Your Life	Aditya Birla Group	8-Sep-16		60	5942	53000	71,685,677	60	159	5	15	159	159	5947	53015	71,685,836
Patanjali Saundarya Product by Patanjali Ayurveda	Patanjali	24-Dec-16		34	172	900	46,498,245	55	10103	3303	246297	17005700	10103	3475	247197	63,503,945
Presenting YONO by SBI - Lifestyle & banking, dono	SBI	24-Nov-17		98	208	1500	21601478	99	4000	1600	39000	260000	4000	1808	40500	24,201,478
#RuknaNahiHai - (C) copyright - JSW	JSW	2-Aug-16		128	45	1200	3,130,025	128	3100	230	10000	545851	3100	275	11200	3,675,876
The All New KFC 5-in-1 Meal Box	KFC India	28-Mar-16		30	293	27000	18,503,997	30	2700	1700	58000	430000	2700	1993	85000	22,803,997
Sheher Mein Apna Ghar Ho Toh sung by Arijit Singh- Indiabulls Home Loans Brand Film	Indiabulls Housing Finance Limited	8-Feb-04		59	23-Apr-00	8-Feb-04	2,741,502	29-Feb-00	2200	347	31000	140000	2200	461	32500	4,141,502
	Adidas India							131	1900	267	21000	140000	1900	267	21000	1,400,000
KELLOGG'S MUESLI _ Breakfast for the Unstoppables! 30 sec	Kellogg's India	6-Nov-17		31	0	553	31,909,427	45	1800	6	37	1800	1800	6	590	31,911,227

Samsung Technical School – A CSR Initiative - We care for the girl child	Samsung India	29-May-17		210	1119	52000	81,294,969	210	1600	237	6100	244000	1600	1356	58100	81,538,969
	PwC							141	1200	240	13000	310000	1200	240	13000	3,100,000
A teacher and student's #KindnessIsCashless story - Visa	Visa India	24-Feb-17		140	78	606	11,794,479	45	907	93	9300	718000	907	171	9906	12,512,479
Progress into 2017 with Nimrat Kaur	Wells Fargo	18-Dec-16		20	1	34	1,218,147	20	786	92	14000	150000	786	93	14034	2,718,147
#ApniDukaan	Amazon India	27-Jan-16		60	160	3100	60,846,821	60	697	517	21000	370000	697	677	24100	64,546,821
Lakmé Eyeconic Kajal	Lakme	6-May-17		21	12	294	23,685,843	17	519	431	42700	1658000	519	443	42994	40,265,843
Sony BRAVIA - Respect Every Colour. Bring Home a BRAVIA.	Sony India	21-Sep-17		30	18	11000	13,256,876	60	321	8	494	14000	321	26	11494	13,270,876
ONE WINTER DAY AT A DATE NIVEA Roll On	Nivea India	28-Dec-17		30	2	194	64,583,788	30	208	98	10000	330000	208	100	10194	67,883,788

Annexure 3 The top 100 most viewed videos of India

Company / Brand Name	Publish ed Date	Name of the video	Durat ion in secon ds	YouTub e views	YouT ube Likes	YouT ube Dislik es	YouTub e Comme nts	Durat ion in Secon ds	Facebo ok Views	Facebo ok Likes	Facebo ok Comm ents	Facebo ok Shares	Total views	Total Likes	Total Comm ents	Facebo ok shares
Samsung India	13-Sep-18	Samsung Bixby Voice Assistant-MND mother helps daughter with #VoiceForever	178	201,515,465	155000	43000	10281	179	99000000	1400000	20000	180000	300,515,465	1555000	30281	180000
Samsung India	8-Sep-19	Samsung India Good Vibes App: Caring for the Possibilities	180	205,284,778	130000	32000	3432	180	86000000	1900000	36000	127000	291,284,778	2030000	39432	127000
Hyundai India	27-Jun-18	Hyundai Celebrating 20 Years of Brilliant Moments	285	222,947,470	128000	76000	2708	277	45000000	988000	14000	102000	267,947,470	1116000	16708	102000
Hyundai India	17-Jul-18	Hyundai Celebrating 20 Years of Brilliant Moments Duty	171	203,214,165	191000	58000	7471	172	37000000	384000	17000	209000	240,214,165	575000	24471	209000
Samsung India	9-May-19	Samsung India, Ready, Action!	94	100,468,070	58000	29000	1081	60	117625000	1306500	11063	16172	218,093,070	1364500	12144	16172
Samsung India	30-Dec-16	Samsung India Service (SVC) - Most Watched Video in 2017 - We'll take care of you, wherever you are.	240	211,104,052	187000	39000	14635	240	9000	395	31	33	211,113,052	187395	14666	33
Flipkart	25-Dec-17	Flipkart Fashion – Affordable Fashion For All	35	181,458,404	81	17	8						181,458,404	81	8	0
Samsung India	29-Jul-19	Samsung Care For Clean India Program		144,857,510	2300	449	168	45	20000000	158000	1700	8000	164,857,510	160300	1868	8000
Samsung India	23-Jun-17	Samsung cares for a Safe India	35	150,522,539	36000	15000	395						150,522,539	36000	395	0

Parachute Advansed	20- May- 19	Hair So soft - (Baby) 10Sec Hindi	10	134,617 ,485	60	22	1						134,617 ,485	60	1	0
Colgate India	28-Jul- 15	Motu and Patlu Save the Magical Castle with Colgate Dental Cream	64	127,319 ,968	14000 0	83000	Comments are turned off						127,319 ,968	1400 00	0	0
Google India	27- Mar-18	Say it to text it Google Assistant	20	103,479 ,144	19000	11000	1037						103,479 ,144	1900 0	1037	0
Google India	10- Sep-18	Google Pay One app for all your household bills #MoneyMadeSim ple	15	96,983, 162	1300	617	55						96,983, 162	1300	55	0
Google India	10- Sep-18	Cosmetics Shopping Made Easy Google App	30	92,921, 425	1800	1200	76	30	16000	239	2	11	92,937, 425	2039	78	11
Google India	10- Sep-18	Mobile Shopping Made Easy Google App	30	88,363, 567	1000	725	39	30	11000	251	6	7	88,374, 567	1251	45	7
Samsung India	9-Apr- 19	Samsung Convertible 5in1 Refrigerator: Make Life Convertible	45	87,732, 124	39000	23000	1150	45	7900	338	30	11	87,740, 024	3933 8	1180	11
Paytm	23- Mar-19	Kisi ki Life ka Paytm bano, #PaytmKaro	35	81,964, 157	312	50	55	35	550000 0	28000	458	551	87,464, 157	2831 2	513	551
Google India	1-Oct- 19	Pooche koi bhi sawaal Hindi mein (mausam ki jaankari) Google Assistant	29	86,773, 053	54000	24000	1660	30	5700	181	11	17	86,778, 753	5418 1	1671	17
Samsung India	22- Feb-19	Samsung Galaxy S10 Official TVC: The Next Generation Galaxy	30	85,985, 394	10200 0	43000	2989	243	144000	3500	66	1000	86,129, 394	1055 00	3055	1000
Naukri.com	2/16/20 19 27-	1. Find jobs you'd love to go to Naukri.com 17	17	85,315, 188	1502	1010	49	25	1700	31	2	4	85,316, 888	1533	51	4

	Nov-18 12-Jan-18 Jul 12, 2018	sec 2. Naukri Dragathon 25 Sec Download the App Now 3. Dragging yourself to work everyday? No More! 4. Naukri Dragathon 25 sec HD														
Google India	31-Oct-19	Google Pay Scan and Pay at thousands of shops using QR codes #MoneyMadeSimple	40	84,663,557	54000	6400	1603						84,663,557	54000	1603	0
Samsung India	29-May-17	Samsung Technical School – A CSR Initiative - We care for the girl child	210	81,294,969	52000	15000	1119	210	244000	6100	237	1600	81,538,969	58100	1356	1600
Flipkart	21-Aug-19	Flipkart Introduces SuperCoin - Ab Har Kharch Mein Hogi Kamai	40	80,222,551	1600	703	62	40	429000	3900	390	163	80,651,551	5500	452	163
Horlicks	18-Jan-19	#FearLessKota #BottleOfLove	150	59,663,725	54000	23000	Comments are turned off	150	1900000	327000	4000	12000	78,663,725	381000	4000	12000
Sony India	26-Oct-13	Tujhme Rab Dikhta Hai by Shreya Ghoshal live at Sony Project Resound Concert	129	75,750,224	458000	19000	19406						75,750,224	458000	19406	0
Aditya Birla Group	8-Sep-16	Aditya Birla Group – Big In Your Life	60	71,685,677	53000	42000	5942	60	159	15	5	159	71,685,836	53015	5947	159

Nivea India	May 14, 2019	NIVEA MEN Deep Impact Face Wash	25	25,201,590	112	19	3	25	4600000	187000	2400	2900	71,201,590	187112	2403	2900
Nescafe India	30-Sep-18	Introducing E by NESCAFÉ #WakeUpYourGenius	30	68,369,336	73000	40000	339	30	10000	160	43	78	68,379,336	73160	382	78
jio	7-Aug-19	<u>All new vivo S1 with 32MP Selfie Camera</u> #ItsMyStyle <u>HDFC and Jio Offer</u>	30	58,711,717	66000	29000	1908	30	9465663	59000	1000	1600	68,177,380	125000	2908	1600
Nivea India	28-Dec-17	ONE WINTER DAY AT A DATE NIVEA Roll On	30	64,583,788	194	51	2	30	3300000	10000	98	208	67,883,788	10194	100	208
Visa India	12-Jul-19	Tap to pay with Visa. Just like that.	15	61,663,652	114	71	2	15	3800000	27	2	1	65,463,652	141	4	1
Amazon India	27-Jan-16	#ApniDukaan	60	60,846,821	3100	2600	160	60	3700000	21000	517	697	64,546,821	24100	677	697
Patanjali	24-Dec-16	Patanjali Saundarya Product by Patanjali Ayurveda	34	46,498,245	900	909	172	55	17005700	246297	3303	10103	63,503,945	247197	3475	10103
Aditya Birla Group	18-Feb-19	Aditya Birla Group - Big in Your Life	60	62,167,240	54000	27000	2808	60	77000	178	1	88	62,244,240	54178	2809	88
Airtel	15-Nov-19	Get India's Best Video Experience only with Airtel	45	58598153	70000	42000	Comments are turned off						58,598,153	70000	0	0
OYO	25-Nov-19	Tout out Rahomast with OYO	54	58,133,505	161	12	10						58,133,505	161	10	0
Mahindra Marazzo	23-Aug-19	Ideal Family Car - Mahindra Marazzo Choose Together. Choose Right.	31	57986183	215	67	Comments are turned off	30	36	3	0	0	57,986,219	218	0	0

Pampers India	24-Sep-18	Discover the New SOFTEST Ever Pampers - 8 features in one	120	55,854,485	2355	1449	17	120	105000	1900	17	87	55,959,485	4255	34	87
Ford India	19-Jun-19	Ford SUVs #DiscoverMoreIn You – The Decision	60	45,039,174	453	33	90	60	10000000	65000	851	1900	55,039,174	65453	941	1900
LUX	24-Jul-19	Lux Beauty Soap Now at Rs.20/-	26	54,600,288	75	22	Comments are turned off						54,600,288	75	0	0
Honda India	6-Oct-18	Honda New Corporate TVC	220	54,155,635	148000	32000	7870						54,155,635	148000	7870	0
Good Knight	30-Oct-18	Goodknight Fabric Roll-On Hindi	30	38,887,789	221	80	8	10	14800000	5356	63	151	53,687,789	5577	71	151
Ford India	12-Jun-19	Ford SUVs #DiscoverMoreIn You - Helping Hand	44	43,541,829	316	18	36	44	9500000	27000	497	813	53,041,829	27316	533	813
Indian Oil	5-Jan-18	Pehle Indian Phir Oil - IndianOil	160	52,620,072	2000	99	53	32	53883	1035	47	215	52,673,955	3035	100	215
Honda India	11-May-18	Honda Activa 5G - Love is Growing	20	49,741,234	114	43	20	60	19000	757	28	559	49,760,234	871	48	559
Idea	4-Feb-19	Idea 4G – India ka LIVE Network Office(30)	30	48,509,231	30000	17000	5417	30	276000	2500	1100	99	48,785,231	32500	6517	99
Ford India	6-Jun-19	Ford SUVs #DiscoverMoreIn You - The 'Bigger' Person	51	41,558,129	932	136	75	30	6600000	44000	572	2000	48,158,129	44932	647	2000
Horlicks	12-Feb-19	Fearless Songs Feat A.R. Rahman	136	47,968,369	80000	26000	Comments are turned off	136	51000	2300	18	200	48,019,369	82300	18	200
TATA	31-Jan-18	<u>Reach For A Dream</u> #ChaseTheSupermoon Tata Motors	72	46,984,183	6800	82	Comments are turned off	12	851889	7600	41	202	47,836,072	14400	41	202

Sony India	23-Sep-19	Sony BRAVIA OLED Special Festive Offers 2019	34	47,672,316	274	132	8	34	10000	869	246	193	47,682,316	1143	254	193
Apple India	28-May-19	iPhone XR — Battery Life — Game Over — Apple	40	47,286,029	105000	54000	Comments are turned off						47,286,029	105000	0	0
Apollo Tyres	20-May-19	Apollo Tyres Ganga: The River of People 30 SEC	30	47,031,196	1200	314	72	60	218000	863	20	292	47,249,196	2063	92	292
Colgate India	27-Feb-19	Upgrade to a healthier mouth with the new Colgate Total (Hindi)	35	47,219,650	74	38	0						47,219,650	74	0	0
Apple India	10-Sep-19	Introducing iPhone 11 — Apple	122	46,962,228	236000	48000	Comments are turned off						46,962,228	236000	0	0
Paytm	23-Sep-19	So many QR Codes?	20	45,749,075	206	10	31	20	1000	224	233	20	45,750,075	430	264	20
L'Oréal Paris India	24-Oct-19	Rapid Reviver Deep Conditioner L'Oréal Paris	20	45,411,765	2800	1300	51						45,411,765	2800	51	0
Nivea India	Jul 2, 2018	NIVEA MEN Deep Impact	20	33,145,510	206	102	10	20	12000000	46000	323	319	45,145,510	46206	333	319
Lakme	31-Jan-18	Lakme Absolute Perfect Radiance Trueview_Hindi	25	44,726,388	70	9	1	20	384000	51000	419	662	45,110,388	51070	420	662
Mahindra Marazzo	4-Sep-18	Mahindra Marazzo TVC Choose Together. Choose Right	85	44,877,450	1700	232	Comments are turned off				0		44,877,450	1700	0	0
Surf Excel	1-Aug-16	New Surf Excel Matic Liquid	30	43,145,818	20000	10000	242	52	198000	5300	89	124	43,343,818	25300	331	124
Hero Motocorp	12-Apr-18	Presenting New Hero Passion 2018	55	41,570,295	2300	205	219	55	13000	722	38	536	41,583,295	3022	257	536

		#ZamanaHogaFida														
Idea	7-Jun-18	Dekho Bejihhak and Jeeto Bejihhak with Idea Unlimited Recharges - 35	35	41,388,252	53000	28000	6507						41,388,252	53000	6507	0
Vodafone	23-Oct-19	Share #YourWordsNotForwards	83	32,903,603	1400	453	101	181	7900000	119000	2200	8600	40,803,603	120400	2301	8600
Lakme	6-May-17	Lakmé Eyeconic Kajal	21	23,685,843	294	57	12	17	16580000	42700	431	519	40,265,843	42994	443	519
Royal Enfield	26-Sep-18	#RoyalEnfieldTwins Easy got back - Interceptor INT 650 Twin	139	40,263,695	119000	36000	4221						40,263,695	119000	4221	0
Honda India	26-Sep-19	Honda CB Shine – Kya Shine Hai - Hindi	26	39,914,093	48	7	3						39,914,093	48	3	0
Mahindra Group	2-Jul-19	Do you #NurtureYourCuriosity? Mahindra Rise	99	39,529,814	10000	6100	79	92	NA	38000	346	NA	39,529,814	48000	425	0
Honda India	17-Oct-19	Honda Activa 125 BS-VI: A Quiet Revolution- Hindi	30	39,265,460	80	24	3	90	8100	704	52	138	39,273,560	784	55	138
Pepsi India	11-Dec-19	Dabangg Ka Swag, Dabangg Ki Pepsi	30	39,259,425	93000	39000							39,259,425	93000	0	0
Colgate India	Jul 7, 2019	Get started with a smile - Anand Arnold	75	39,004,354	1400	30	0	75	17000	390	17	164	39,021,354	1790	17	164
Paytm	24-Sep-19	Ice Cream? Or Movie Treat	35	38,882,676	194	10	29	35	6600	137	24	9	38,889,276	331	53	9
TATA	22-Jan-20	Altroz - India's Safest Car Price Starts From 5.29 Lakh*	45	38,851,032	1000	267	57	45	13	1	0	0	38,851,045	1001	57	0

		#TheGoldStandard														
Hero Motocorp	15-Nov-18	Hero Destini 125 - Socho Do Kadam Aagey	50	38,406,470	37000	17000	652	50	40405	87	1	29	38,446,875	37087	653	29
Nescafe India	13-Sep-18	NESCAFÉ Cold Coffee CHILL KARO phir START KARO featuring Disha Patani	45	38,307,318	112000	31000	661	45	13000	166	25	40	38,320,318	112166	686	40
Gillette India	19-Nov-19	Man Enough – Shaving Stereotypes Gillette India	155	38,098,434	4900	511	607	155	11000	252	137	213	38,109,434	5152	744	213
Kotak Mahindra Bank	6-Nov-19	Kotak 811 #DreamsInvited	60	37,607,239	51000	27000	0	60	24000	783	2200	128	37,631,239	51783	2200	128
Swiggy	26-Jan-19	Don't miss out on your moments, we'll help you capture them all #SwiggyKaro	30	32,893,935	461	122	43	30	3800000	13000	314	358	36,693,935	13461	357	358
Vodafone	29-Mar-19	Vodafone FANTastic Breaks - Win iPhones every match	20	35,880,632	2600	619	96	20	35000	2100	553	241	35,915,632	4700	649	241
Pidilite	6-Jun-17	Watch this video to see Motu Patlu play with Fevicol Slime	40	35,332,352	30000	17000							35,332,352	30000	0	0
Philips India	9-Apr-19	No More Beard Embarrassments Philips BT3000 Trimmers Virat Kohli Hindi	25	35,279,127	40	6	2	30	6400	167	29	57	35,285,527	207	31	57
LUX	1-Nov-19	LUX Beauty Soap Now at Rs.20/-	30	34,810,259	39	10							34,810,259	39	0	0
Colgate India	11-Jul-19	Get started with a smile - Haimanti Sen	92	34,225,471	522	23	0	93	16000	240	6	68	34,241,471	762	6	68

Swiggy	13-Dec-19	Home made palak paneer served with pride, with some bhindi masala from Swiggy on the side!	25	34,240,240	180	21	14						34,240,240	180	14	0
Bajaj Finserv	21-Feb-18	Bajaj Finserv Product Range TVC	48	33,838,426	352	216	4						33,838,426	352	4	0
Huawei India	15-Apr-19	Huawei P30 Series is here	30	32,991,575	47000	22000	1404	31	468000	4700	70	153	33,459,575	51700	1474	153
Nissan India	14-Dec-18	NEW NISSAN KICKS. THE INTELLIGENT SUV. BOOKINGS OPEN	14	28,346,434	31000	17000	1677	15	4900000	78000	868	2000	33,246,434	109000	2545	2000
Nivea India	28-Dec-17	ONE WINTER DAY IN A TAXI NIVEA MEN Roll On	30	29,797,542	237	224	2	30	3100000	8200	38	77	32,897,542	8437	40	77
UltraTech Cement	20-Sep-19	छोटे की बड़ी बात: काम बड़ा या नाम?	45	32,496,015	177	41	17						32,496,015	177	17	0
Hyundai India	23-Oct-18	Hyundai The All New SANTRO India's Favourite Family Car Official TVC	47	26,405,366	1900	332	126	47	5800000	27000	762	3600	32,205,366	28900	888	3600
Kellogg's India	6-Nov-17	KELLOGG'S MUESLI _ Breakfast for the Unstoppables! 30 sec	31	31,909,427	553	480	0	45	1800	37	6	1800	31,911,227	590	6	1800
Surf Excel	16-Feb-20	Surf Excel Holi 2020 #RangAchheHain	95	31,388,331	14000	2500	389	95	12000	327	61	308	31,400,331	14327	450	308
HDFC life	18-Jan-19	Prepare your family to #BounceBack with HDFC Life.	120	18,377,752	1200	130	94	120	13000000	66000	489	5000	31,377,752	67200	583	5000

Maggi	24-Sep-18	New MAGGI Special Masala Noodles	120	31,311,587	60000	26000	715	120	16000	463	55	88	31,327,587	60463	770	88
Fox India	12-Sep-19	Terminator: Dark Fate He's Back In cinemas November 1 Fox Studios India	30	30,572,461	129000	26000	2283	97	600000	85000	1317	13600	31,172,461	214000	3600	13600
Huawei India	19-Apr-19	Huawei P30 lite Ultra Wide Triple Rear Camera 32 MP AI Selfie Camera	31	29,998,985	44000	26000	1653	31	1000000	11000	196	200	30,998,985	55000	1849	200
Lakme	1-Feb-19	Lakmé Absolute Matte Ultimate Lip Color	25	30,826,415	1400	826	70						30,826,415	1400	70	0
ICICI Prudential	6-Mar-19	Khushi Ke Record	60	9,649,628	219	77	13	60	21000000	172000	1700	4900	30,649,628	172219	1713	4900
Colgate India	19-Dec-18	Kajol protects her family's smiles with Colgate Vedshakti.	36	30,292,527	383	229	0						30,292,527	383	0	0
Maruti Suzuki	18-Oct-19	Maruti Suzuki Arena #GharAayaTyohar (90 Seconds)	90	26,149,354	171	35	0	90	4000000	179	10	33	30,149,354	350	10	33

Annexure 4: Qualitative Questionnaire

**Survey on creative determinants of
viral video advertising
on Social networking platforms.**

Can you recall any commercial video of a brand / company that gone viral in past two years?

1. _____
2. _____
3. _____

According to you what makes a viral video, viral?

1. _____
2. _____
3. _____
4. _____
5. _____

A list of viral video ads has been developed based on its performance on social networking platforms – facebook and YouTube. List of brands have been compiled from following 4 reports. Total 255 brand’s social media pages (Facebook and YouTube pages) have been reviewed and list of top 100 most shared videos have been analyzed.

- 2019 - BrandZ_Indian_2019_Report
- 2019 - brand-finance-india-100-2019-preview
- 2019 - Forbes most powerful 100 brands of the world
- 2020 - Forbes most powerful 100 brands of the world

Here is the top 3 viral videos in India, between January' 2018 to April'2020

Have you seen this video of Hyundai?

Video 1 - Hyundai | Celebrating 20 Years of Brilliant Moments | Duty



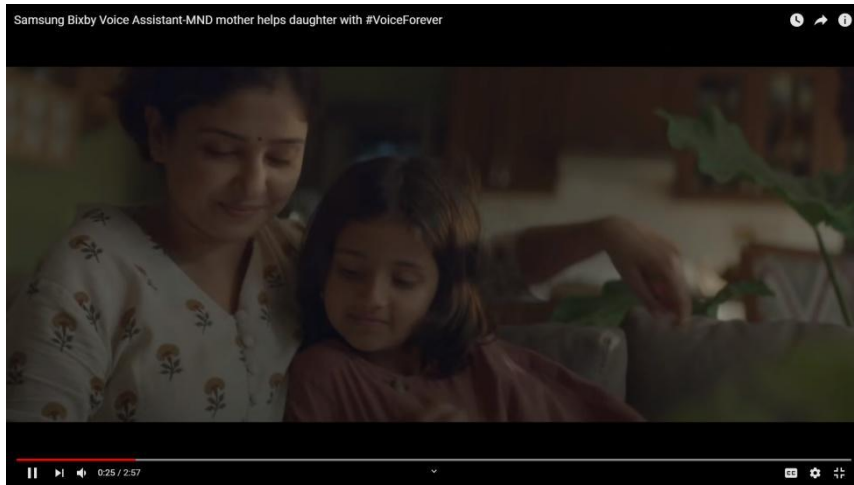
<https://youtu.be/cJ1kUHRhk0A>

What makes this video viral?

What is the key factor behind the success of the AV?

Have you seen this video of Hyundai?

Video 2 - Samsung Bixby Voice Assistant-MND mother helps daughter with #VoiceForever

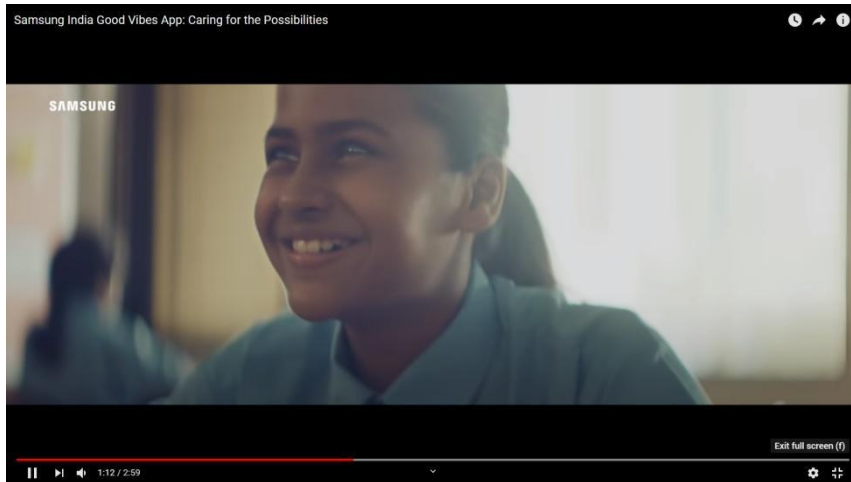


<https://youtu.be/5OhJ00an0mI>

What makes this video viral?

What is the key factor behind the success of the AV?

Video 3 : Samsung India Good Vibes App: Caring for the Possibilities



<https://youtu.be/9djutxpXaQE>

What makes this video viral?

What is the key factor behind the success of the AV?

Annexure 5: Quantitative Questionnaire

**Survey on creative determinants of
viral video advertising
on Social networking platforms.**

Respondent's Name : _____

Gender : _____

Age : _____

Total experience in the field of advertising agency + production + social media agency

(years / month) : _____ / _____

Name of the current organization

(working with) : _____

Designation in

current organization : _____

What are the services offered by the current organization?

- Design service
- Event
- Social Media Marketing
- Digital Marketing
- Production (TVC / AV making
- Others (please specify):

Have you ever been involved in the process of (tick the applicable)?

- Scripting of TVC / Corporate film / any other commercial video
- Client servicing management of TVC / Corporate film / any other commercial video
- Editing of TVC / Corporate film / any other commercial video
- Shooting of TVC / Corporate film / any other commercial video
- Others (please specify):

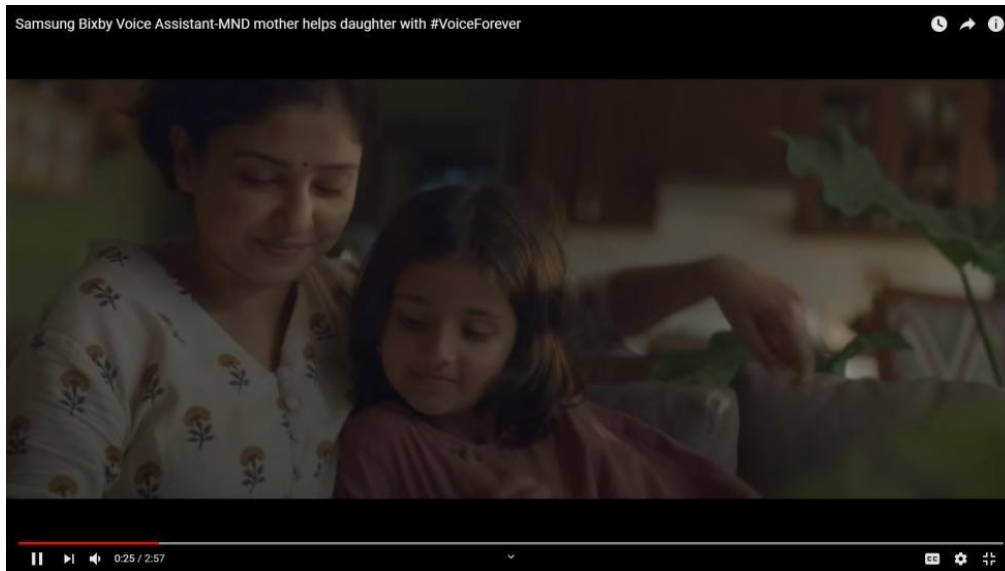
Video 1 - Hyundai | Celebrating 20 Years of Brilliant Moments | Duty



Tic k	Message Characteristics (3)	Ti ck	Personal emotional appeal (18)	Tick	Social emotional appeal (9)	Ti ck	Treatment factors (7)
	Utility		Safety		Recognition		Unusual perspective
	Distinctiveness (Originality)		Security		Status		Generate curiosity
	Encourage participation		Fear		Respect		Richness and colourfulness of imagery
	Topical content in message		Love		Involvement		Dramatic effect & Fantasy
	Social Message		Affection		Embarrassment		Element of irony
	Inspired from real life events/Values		Happiness		Affiliation/ belonging		Element of surprise
	Corporate Storytelling		Joy		Rejection		Music quality
			Nostalgia		Acceptance		
			Sentiment		Approval		
			Excitement				
			Arousal/				

			Stimulation				
			sorrow/grief,				
			Pride				
			Achievement/ Accomplishment				
			self esteem				
			Actualization				
			Pleasure				
			Ambition				
			Comfort				

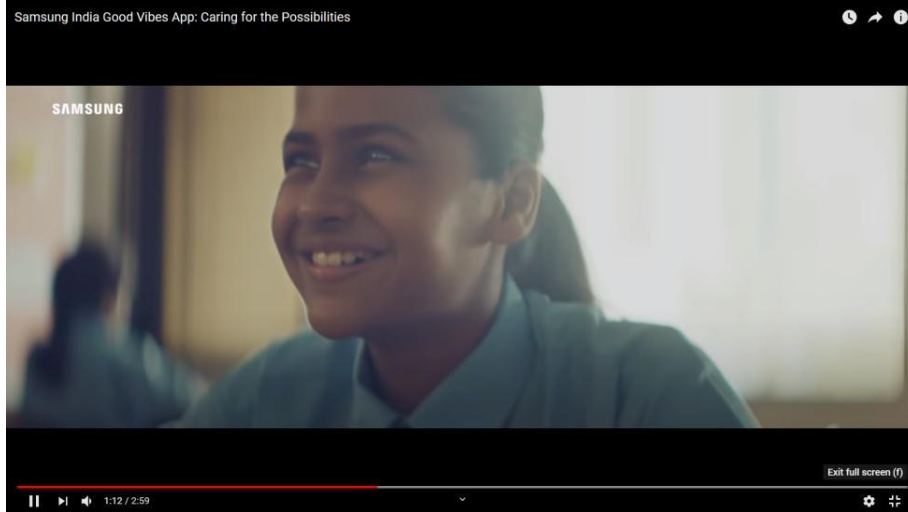
Video 2 Samsung Bixby Voice Assistant-MND mother helps daughter with #VoiceForever



Tic k	Message Characteristics (3)	Tic k	Personal emotional appeal (18)	Tic k	Social emotional appeal (9)	Ti ck	Treatment factors (7)
	Utility		Safety		Recognition		Unusual perspective
	Distinctiveness (Originality)		Security		Status		Generate curiosity

	Encourage participation		Fear		Respect		Richness and colourfulness of imagery
	Topical content in message		Love		Involvement		Dramatic effect & Fantasy
	Social Message		Affection		Embarrassment		Element of irony
	Inspired from real life events/Values		Happiness		Affiliation/ belonging		Element of surprise
	Corporate Storytelling		Joy		Rejection		Music quality
			Nostalgia		Acceptance		
			Sentiment		Approval		
			Excitement				
			Arousal/stimulation				
			sorrow/grief,				
			Pride				
			Achievement/ Accomplishment				
			self esteem				
			Actualization				
			Pleasure				
			Ambition				
			Comfort				

Video 3 : Samsung India Good Vibes App: Caring for the Possibilities



Tick	Message Characteristics (3)	Tick	Personal emotional appeal (18)	Tick	Social emotional appeal (9)	Tick	Treatment factors (7)
	Utility		Safety		Recognition		Unusual perspective
	Distinctiveness (Originality)		Security		Status		Generate curiosity
	Encourage participation		Fear		Respect		Richness and colourfulness of imagery
	Topical content in message		Love		Involvement		Dramatic effect & Fantasy
	Social Message		Affection		Embarrassment		Element of irony
	Inspired from real life events/Values		Happiness		Affiliation/ belonging		Element of surprise

	Corporate Storytelling		Joy		Rejection	Music quality
			Nostalgia		Acceptance	
			Sentiment		Approval	
			Excitement			
			Arousal/stimulation			
			sorrow/grief,			
			Pride			
			Achievement/ Accomplishment			
			self esteem			
			Actualization			
			Pleasure			
			Ambition			
			Comfort			

There are videos with a specific combination of these creative determinants [*Message Characteristics (3), Personal emotional appeal (18), Social emotional appeal (9), Treatment factors (7)*]. According to you

which Message characteristics & Persona Emotional appeal, Treatment factors is good combinations for a viral video. [tick the applicable] (you can tick more than one factors in each category)

Ti ck	Message Characteristics (3)	Ti ck	Personal emotional appeal (18)	Ti ck	Social emotional appeal (9)	Tic k	Treatment factors (7)
	Utility		Safety		Recognition		Unusual perspective
	Distinctiveness (Originality)		Security		Status		Generate curiosity
	Encourage participation		Fear		Respect		Richness and colourfulness of imagery
	Topical content in message		Love		Involvement		Dramatic effect & Fantasy
	Social Message		Affection		Embarrassment		Element of irony
	Inspired from real life events/Values		Happiness		Affiliation/ belonging		Element of surprise
	Corporate Storytelling		Joy		Rejection		Music quality
			Nostalgia		Acceptance		
			Sentiment		Approval		
			Excitement				
			Arousal/stimulation				

			sorrow/grief,				
			Pride				
			Achievement/ Accomplishment				
			self esteem				
			Actualization				
			Pleasure				
			Ambition				
			Comfort				