

# Top 10 Made In India Brands

Swadeshi means 'from our country' , one of the first words that emphasize the importance of products that originated from the country. The word has huge importance in its name also because its history is traced down to the national independence movement when Indians boycotted foreign products to encourage domestic products in the country.

Recently, we are surrounded by an excess of brands, most of which are dominated by brands from around the world. But, India is known for developing its own products, methods & tools for manufacturing almost every kind of product you can think of. Made-in-India products are currently generating a lot of buzz in the country and on an international level.

## Made In India

For years policymakers of India have been debating how to give an impetus to manufacturing in the country and make India a Global Manufacturing Hub. Narendra Modi the Prime Minister of India, who within a matter of months, launched the 'Make in India' campaign to facilitate investment, foster innovation, enhance skill development, protect intellectual property & build best-in-class manufacturing infrastructure.

This program has helped in reducing unemployment rate in India and increasing employment opportunities. The main aim of this initiative is to develop a domestic manufacturing base in order to reduce dependence on imports and protect national security. Nowadays, industries like electronics, automobiles, steel, chemicals, etc., have got huge growth due to this initiative.

# Check out these 10 Made in India brands

## 1) Lakmé

Industry: Personal care and Beauty salon

Founders: J.R.D Tata

Products: Cosmetics, beauty products, and Salon services

Parent:

- Tata Group (1952–1998)
- Hindustan Unilever (1998–present)

Lakmé is an Indian cosmetics, beauty products, and Salon services brand, Today it is owned by Hindustan Unilever. The brand was named after the French opera Lakmé, which is the French word for goddess Lakshmi, who is renowned for her beauty.

It was started in 1952 as a 100% Tata Oil Mills subsidiary. The brand got popular after Prime Minister Jawaharlal Nehru was concerned that Indian women were spending foreign exchange on beauty products and asked JRD Tata to manufacture them in India.

In 1998, Tata sold its stake in Lakmé to Hindustan Unilever for ₹200 crores.

Lakmé's most selling products are coloured cosmetics products such as lipsticks, eyeliners and BB cream. In 2018, it launched its e-commerce platform.

According to the Brand Trust Report, 2014 Lakme was ranked 36th among India's most trusted brands.

As of 2021, Lakmé is also working in 485 beauty salons under

Lakmé Lever. The company is the title sponsor for Lakme Fashion Week (LFW), a bi-annual fashion week which takes place in Mumbai, India.

## **2) Royal Enfield**

Industry: Automotive

Founders: Albert Eadie and Robert Walker Smith

Products: Motorcycle

It is an Indian motorcycle company with factories in Chennai. The company makes the Royal Enfield Bullet and other single-cylinder motorcycles in India. The brand was established in 1955 and is one of the oldest motorcycle companies in the country.

In 1899, it started manufacturing a quadricycle called the Royal Enfield Quadricycle which was powered by a rear-mounted engine. It was early begun as a brand of the Enfield Cycle Company, a British manufacturing company, then produced the 500 cc bullets.

It is a leading manufacturing company that manufactures bullets worldwide and was looking to upgrade its IT infrastructure using industry-leading solutions.

The brand manufacturing plants are in Thiruvottiyur, Chennai, Oragadam Chennai, Sipcot Industrial plant, Chennai and Campana, Argentina.

The tagline of Royal Enfield is "Jab Bullet Chale Toh Duniya Raasta De " which is beautiful as it is a motorcycle that enjoys an overpowering presence as people have had to make way for it.

### 3) ITC

Industry: Conglomerate

Founders: Sanjiv Puri

Products:

1. Consumer goods
2. Apparel
3. Education
4. Hotels and Resorts
5. Paperboards & Specialty papers
6. Packaging
7. Agribusiness
8. Information
9. Technology

Cigarettes Imperial Tobacco Company of India' also known as 'ITC Limited 'is one of India's largest corporations. ITC has a history of over 110 years and is still successful in ruling the Indian market.

The company has a very diversified business like fast-moving consumer goods (FMCG), Hotels, Cigarettes, packaging, paper boards and many more. Starting as a cigarette-making company and now running more than 25 huge brands, their journey is just remarkable.

As of 31.03.2022 ITC is one of India's foremost private sector companies with a Gross Sales Value of ₹ 90,104 crores and a Net Profit of ₹ 15,058 crores. ITC's aspiration to be a model in sustainability practices is manifest in its status as the only company in the world, of its size and diversity, to be carbon, water and solid waste recycling positive.

In addition, ITC's businesses and value chains create sustainable livelihoods for more than 6 million people who represent the poorest in rural India.

## 4) DailyObjects

Industry: Tech and lifestyle brand

Founders: Pankaj Garg

Products: Electronics

DailyObjects is a brand that manufactures electronic accessories. From amazing mobile cases to earphone holders, along with other lifestyle products such as tote bags, wallets, backpacks, etc.

Pankaj The founder chose to quit his job and started working with his friend on a startup in 2009 called SalesDekho.com, a portal that listed companies giving discounts in Ahmedabad.

He later converted the resources of SalesDekho.com into DailyObjects, which was launched in 2012 with a new vision of the brand. Initially, he would sell other brands' accessories on his platform.

However, he realised that having your own private label is very important for doing brand business. Finally, in 2014, he removed all brands from his online platform and started manufacturing and selling his own products of DailyObjects.

## 5) Cafe Coffee Day

Industry: Coffeehouse

Founders: V. G. Siddhartha

Products: Coffee, Tea, Pastries, Cappuccino, Smoothies

Cafe Coffee Day (CCD) is an Indian cafe chain owned by Chikmagalur-based Amalgamated Bean Coffee Trading Company in India. This largest producer of Arabica beans in Asia grows coffee in its own estates of 12,000 acres and exports to various countries, including the USA, Europe and Japan.

The first CCD outlet was established on July 11, 1996, in Bangalore, Karnataka. As of September 2014, there are 1640 outlets across 29 states of India. Cafe Coffee Day has also recently expanded outside India in Karachi, Vienna, Dubai and Prague.

Today, the company is known for owning the plantations, growing the coffee, making the coffee machines and even making the furniture for its outlets.

## 6) Old Monk

Manufacturer: Mohan Meakin

Products:

1. Old Monk Supreme Rum
2. Old Monk Gold Reserve Rum
3. Old Monk extra special XXX rare Rum
4. Old Monk Deluxe XXX Rum
5. Old Monk White Rum

Old Monk Rum is an iconic vatted Indian dark rum, launched in 1954. It is a dark rum with a distinct vanilla flavour, with an alcohol content of 42.8%. It is produced in Ghaziabad, Uttar Pradesh and has a registered office in Himachal Pradesh.

This brand doesn't do any advertising anytime, its popularity depends on word of mouth and the loyalty of customers. However, in 2013 Old Monk lost its rank as the largest-selling dark rum to McDowell's No.1 Celebration Rum and did a great marketing.

Old Monk has been the biggest Indian Made Foreign Liquor (IMFL) brand for many years. Old Monk was ranked 5th among Indian spirits brands in Impact International's 2008 list of "Top 100 Brands At Retail Value" with a retail value of US\$240 million.

## 7) Bharti Airtel

Industry: Telecommunications Founder: Sunil Mittal (Chairman)

Products:

1. Fixed line telephone
2. Mobile telephony
3. Broadband
4. Satellite television
5. Payments bank
6. Digital television
7. Internet television

Bharti Airtel Limited, also known as Airtel, is an Indian multinational telecommunications services company. It also operates in 18 countries across South Asia and Africa, as well as the Channel Islands. Currently, Airtel offers 4G and 4G+ services all over India and 5G services in selected cities in the country.

Now the brand offered services include fixed-line broadband, and voice services depending upon the country of operation. Airtel had also rolled out its VoLTE technology. It is the second-largest mobile network operator in the country and the second-largest mobile network operator in the world.

Airtel was named India's 2nd most valuable brand in the first-ever brand ranking by Millward Brown and WPP plc and the fourth largest in the world by subscriber base.

## 8) Infosys

Industry: Information technology Consulting  
Outsourcing Founder: N. R. Narayana Murthy

Infosys Limited is an Indian multinational information technology company that offers business consulting, information technology and outsourcing services. The company

was founded in Pune.

Infosys is the second-largest Indian IT company and the 602nd largest public company in the world, according to the Forbes Global 2000 ranking.

In 2021, Infosys became the fourth Indian company to reach \$100 billion in market capitalization. Infosys is the third-largest India-based IT services company in 2014 revenues.

On February 15, 2015, its market capitalization was 2,63,735 crores rupees, making it India's sixth largest publicly traded company in the world. On March 31, 2014, Infosys had 890 clients in all over 50 countries including the United States, China, Australia, Japan, the Middle East and Europe.

And keeping in sync with the youth, the brand offers apparel that cater to every fashion occasion of a young professional's life. Aditya Birla Group's Madura Fashion and Lifestyle is undertaking the company.

## **9) Louis Philippe**

Owner: Madura hadd Fashion & Lifestyle

Product: Men's apparel

Louis Philippe is a premium brand of men's apparel originating from India.[1] It is a subsidiary of Madura Fashion & Lifestyle and the company also offers various quality designs under the guidance of Deepanshu Ranka and Saksham Jain.

It is a division of the Aditya Birla Group and was founded in 1989. Named after Louis Philippe, King of France from 1830 to 1848, the brand is one of the largest apparel brands in India, as of 2018.



## 10) Amrut Single Malt

Amrut is a brand of Indian single-malt whisky, manufactured by Amrut Distilleries. It is the first single- whisky to be made in the country. Amrut (अमृत) or Amrit Sanskrit word which can be translated as “nectar of the gods”, “nectar of life”, or “drink of the gods”.

Amrut Single Malt is an Indian liquor brand that gained an international level. It was credited as the world’s third-best single malt. It hides a fascinating story of the growth of a small liquor business founded in 1948 by Neelakanta Rao Jagdale ambitiously transforming it into a worldwide famed whisky company by 2009. The liquor is distilled and brewed at the Amrut distillery in Bangalore, India.

## Summary

Over the past few decades, there has been a trend to boycott Chinese products in India. Our Prime Minister has also given the slogan “Vocal for Local” to the country. It means that Indians should prefer Indian brands only over others international brands.

India is a country that creates or manufactures the products that are going international today. Indian Brands are no less than other brands across the world. The world looks at India as a vast market for Indian Brands and in this article, we mention the top 10 Made in India brands.

## FAQ's

Must read articles:

- [Prime Minister Launches ₹ 6,000 Crore New Scheme To Encourage \(MSMEs\)](#)
- [10 Factors Affecting New Venture Growth](#)

- [Upcoming Expressways In India By 2024](#)