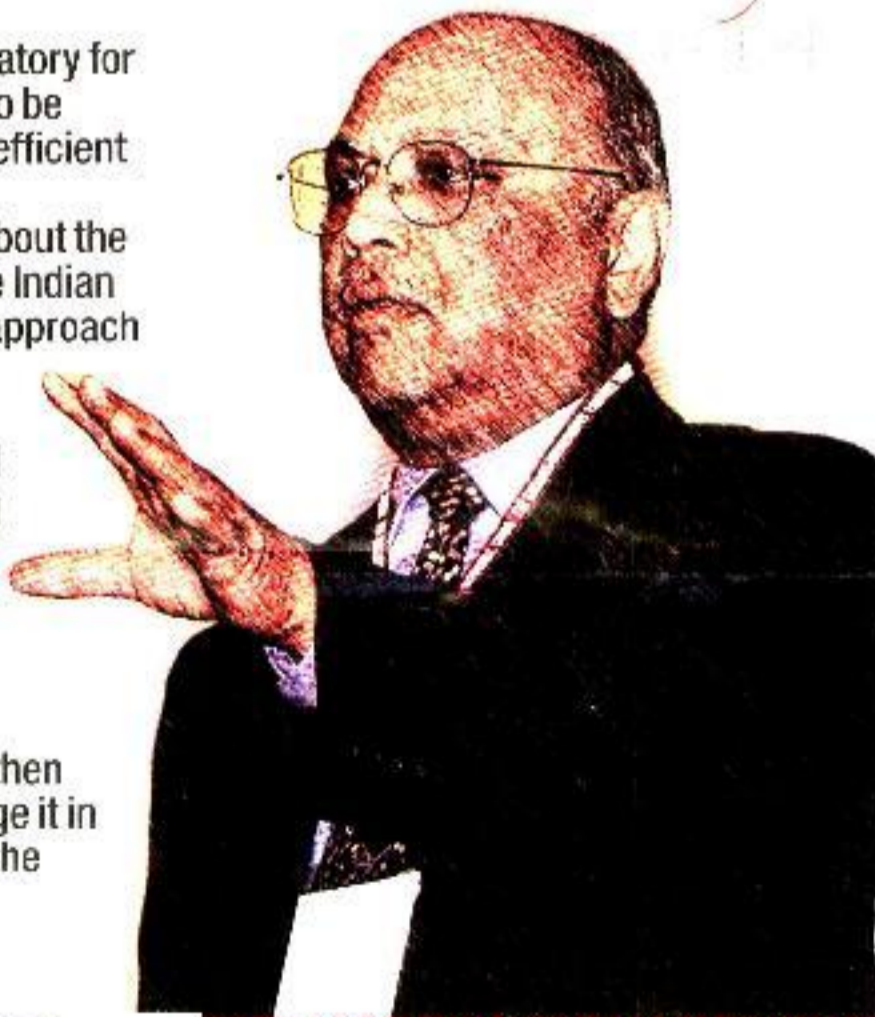


Top 50 Service Brands

	BSNL	LIC	BIG BAZAAR	BANK OF INDIA	BHARTI AIRTEL
VODAFONE	STATE BANK OF INDIA	TATA INDICOM	ICICI BANK	HINDUSTAN PETROLEUM	
	TATA DOCOMO	CENTRAL BANK OF INDIA	HDFC BANK	RELIANCE FRESH	PIZZA HUT
CANARA BANK	PUNJAB NATIONAL BANK	IDEA CELLULAR	INDIAN BANK	AIRCEL	
	UNION BANK OF INDIA	INDIAN OIL CORPORATION	CITIBANK	AIR INDIA	RELIANCE LIFE INSURANCE
BANK OF BARODA	RELIANCE COMMUNICATIONS	LIC MUTUAL FUND	AXIS BANK	HDFC STANDARD LIFE INSURANCE	
	KENDRIYA VIDYALAYA	CAFÉ COFFEE DAY	KOTAK MAHINDRA BANK	MCDONALD'S	BIRLA SUN LIFE INSURANCE
SBI LIFE INSURANCE	ICICI PRUDENTIAL LIFE INSURANCE	BAJAJ ALLIANZ LIFE INSURANCE	HDFC MUTUAL FUND	IDBI BANK	
	SBI MUTUAL FUND	RELIANCE MUTUAL FUND	ICICI PRUDENTIAL MUTUAL FUND	DELHI PUBLIC SCHOOL	STANDARD CHARTERED BANK
MTNL	KINGFISHER AIRLINES			TATA MUTUAL FUND	DOMINOS PIZZA

11 February

India is a laboratory for learning how to be competitively efficient rather than complaining about the difficulty of the Indian market. If we approach it as an active laboratory of innovation and understanding of cost and quality management or price performance management then we can leverage it in other parts of the world



C K PRAHALAD
MANAGEMENT GURU