



Buying Intent Index

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MONTHLY SUMMARY · INDIA BUYING INTENT

September 2026

What moved India's keenness to buy in September: the national number, the quarter it closes, the categories underneath, and the brands that moved, changed places or kept a run going.

Readings as stored on 30 September 2026 · Base: April 2025 = 100

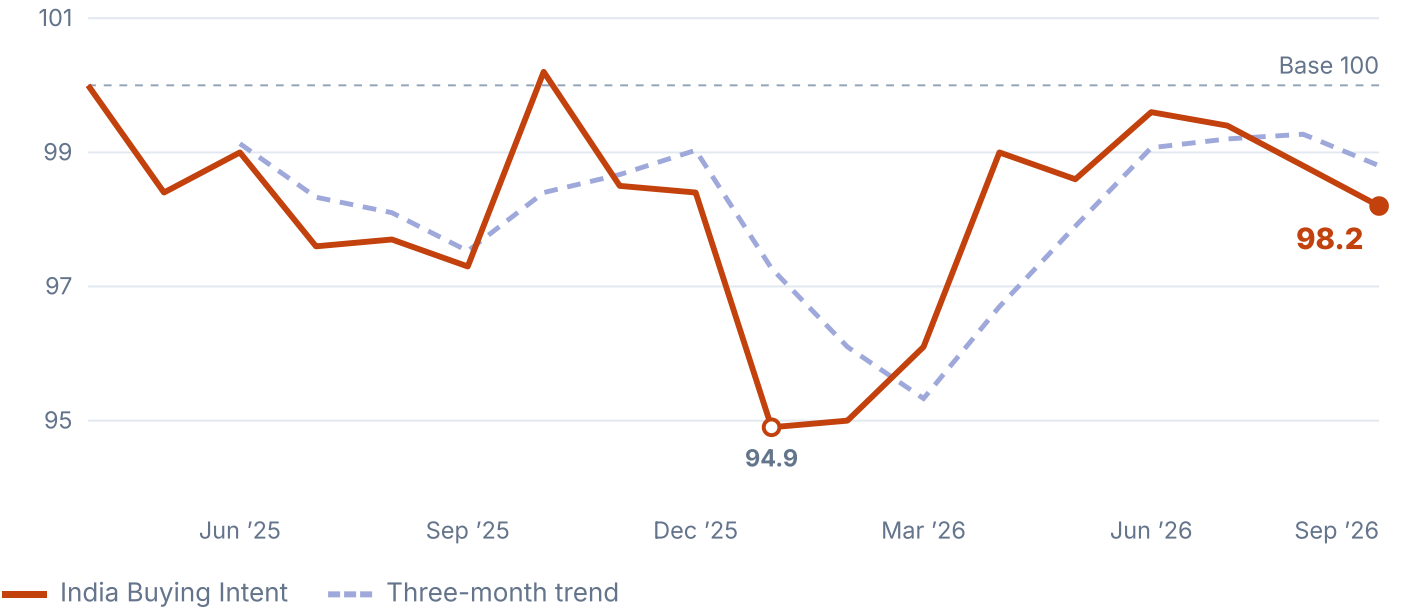
INDIA BUYING INTENT

98.2

▼ -0.6 from August

- A third monthly dip, but still **+0.9** on September 2025. The July–September quarter closed at **98.8**, +1.2 on the same quarter last year.
- Trust at **98.3** (-0.5), Desire at **98.1** (-0.7).
- Digital **+8.6%**, BFSI **+8.5%**; FMCG **-12.0%**, Automobile **-9.3%**.
- Bajaj two-wheelers gained the most (**+253.8**); Dell fell the most (**-415.6**) and still leads on Trust and Buying Intent.
- Maruti Suzuki took the lead in cars from Tata Motors, and Voltas took air conditioners from Daikin.
- LIC now leads on Desire, and is the brand wanted furthest beyond its Trust.

Three small dips in a row



vs Aug '26

98.8

▼ -0.6

vs 3-month trend

98.8

▼ below

vs Sep '25

97.3

▲ +0.9

India Buying Intent moved from 98.8 in August to 98.2 in September. Each of the last three steps has been small: 99.6 in June, 99.4 in July, 98.8 in August and now 98.2. Together they add up to 1.4 points since June, and the index sits under its three-month trend of 98.8.

Last September the reading was 97.3, so the market is still ahead of where it stood a year ago. The lowest point in these 18 months was 94.9 in Jan '26, and the highest was 100.2 in Oct '25.

The quarter that closed

Q2 '25

99.2

Q3 '25

97.6

▼ -1.6

Q4 '25

99.2

▲ +1.6

Q1 '26

95.4

▼ -3.8

Q2 '26

99.1

▲ +3.7

Q3 '26

98.8

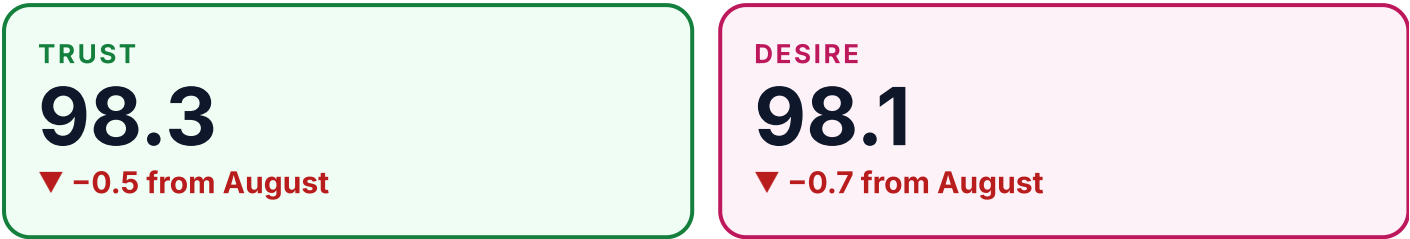
▼ -0.3

September closes the July–September quarter. Read as one pooled quarter, India Buying Intent stood at 98.8, -0.3 on the April–June quarter and +1.2 on July–September last year. The dip inside the quarter has not undone the recovery from the January–March low of 95.4.

MONTH	TRUST	DESIRE	BI	TREND
Sep '26	98.3	98.1	98.2	98.8
Aug '26	98.8	98.8	98.8	99.3

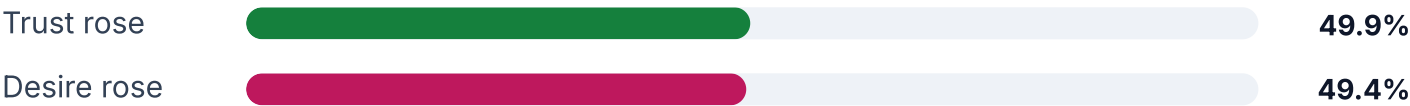
MONTH	TRUST	DESIRE	BI	TREND
Jul '26	99.4	99.4	99.4	99.2
Jun '26	99.7	99.6	99.6	99.1
May '26	98.7	98.5	98.6	97.9
Apr '26	98.8	99.1	99.0	96.7
Mar '26	96.1	96.1	96.1	95.3
Feb '26	95.0	95.0	95.0	96.1
Jan '26	94.9	94.9	94.9	97.3
Dec '25	98.2	98.5	98.4	99.0
Nov '25	98.6	98.5	98.5	98.7
Oct '25	100.1	100.2	100.2	98.4
Sep '25	97.3	97.3	97.3	97.5
Aug '25	97.7	97.7	97.7	98.1
Jul '25	97.7	97.5	97.6	98.3
Jun '25	99.0	99.1	99.0	99.1
May '25	98.3	98.5	98.4	–
Apr '25	100.0	100.0	100.0	–

Desire eased a little more than Trust



Trust is how sure people feel about a brand. Desire is how much they want it. In August the two stood level at 98.8. In September both slipped, and Desire slipped by 0.2 of a point more. People are about as sure of brands as they were, and a little less keen on them.

Brands split almost evenly



Share of brands measured in both August and September whose reading went up. About as many brands rose as fell, on Trust and on Desire.

Wanted more than trusted, and the reverse

Among the hundred brands with the highest Buying Intent, these have the widest gap between the two. A brand wanted well beyond its Trust has an appeal it has not yet turned into confidence; a brand trusted well beyond its Desire is relied on more than it is longed for.

WANTED MORE THAN TRUSTED

BRAND · CATEGORY	TRUST	DESIRE	GAP
LIC Life Insurance · PSU	319.8	1,241.5	+921.7
HDFC Bank Bank · Private	438.7	1,073.6	+634.9
Reliance Jio Mobile Service Prov...	351.1	707.3	+356.2
Nike Footwear · Active	261.9	573.3	+311.4
Hyundai Passenger Vehicles	401.1	703.2	+302.1
Apple MacBook Laptops	366.4	655.2	+288.8

TRUSTED MORE THAN WANTED

BRAND · CATEGORY	TRUST	DESIRE	GAP
Dell Laptops	1,761.3	1,158.9	-602.4
Amul Milk	703.7	294.6	-409.1
Asus Laptops	676.7	333.4	-343.3
BoAT Headphones	472.5	152.4	-320.1
Whatfix Software Products	373.4	70.8	-302.6
Samsung Mobile Phones	678.3	389.9	-288.4

LIC, HDFC Bank and Reliance Jio are wanted far beyond their Trust, and so is Hyundai even after its fall this month. Dell, Amul milk and Asus are the other way round: high confidence, less pull.

How India decided

Weighed it up · 62.6%

Instinct · 37.4%

Close to two in three buying decisions were thought through, not made on impulse. That share has barely changed: it has stayed between 62.6% and 62.7% in every month since April 2025. The sectors where decisions are weighed up most are Hospitality (74.9%), Consumer Electronics (74.7%) and Automobile (70.8%), so a brand in those sectors is judged on its case rather than picked on impulse.

3 · CATEGORIES

The largest categories eased; Digital and BFSI rose

The national reading moved by 0.6 of a point. Underneath, the super-categories moved by whole percentage points in both directions, and against a year ago the picture is different again.

Buying Intent by super-category, July to September 2026 and against September 2025, largest first

SUPER-CATEGORY	JUL	AUG	SEP	VS AUG	VS SEP '25	SHAPE
Consumer Electronics	14.1	13.7	12.9	▼ -5.4%	-12.8%	
Automobile	10.6	11.2	10.1	▼ -9.3%	+7.4%	
Food & Beverage	10.4	9.4	8.7	▼ -7.2%	-3.3%	
Digital	7.2	7.5	8.1	▲ +8.6%	+65.3%	
FMCG	9.5	8.7	7.7	▼ -12.0%	-26.0%	
Technology	6.9	7.8	7.7	▼ -2.0%	+14.9%	
Gadgetry	7.6	7.3	7.2	▼ -1.6%	-11.1%	
BFSI	6.4	5.9	6.4	▲ +8.5%	+68.4%	
Personal Accessories	6.0	5.0	5.1	▲ +1.1%	-13.6%	
Retail	3.9	3.9	4.2	▲ +7.9%	-19.2%	
Manufacturing	2.4	2.6	3.6	▲ +38.0%	+50.0%	
Consumer Appliances	2.6	3.0	3.2	▲ +8.8%	-36.0%	
Apparels	2.7	2.6	2.4	▼ -6.1%	-11.1%	
Home Care	1.4	1.5	1.6	▲ +7.7%	+45.5%	
Sports	1.7	1.6	1.4	▼ -12.1%	-36.4%	
Automobile · Related	0.9	1.0	1.1	▲ +4.5%	+10.0%	
Telecom	0.9	0.8	1.0	▲ +32.0%	-16.7%	
Kitchen Care	0.7	0.7	1.0	▲ +28.5%	+66.7%	
Healthcare	0.9	1.3	1.0	▼ -18.8%	+25.0%	
Fast Moving Electrical Goods	0.8	1.1	1.0	▼ -3.4%	+233.3%	
Energy Small base, read with care	0.3	0.4	0.7	▲ +59.8%	+40.0%	
Stationery Small base, read with care	0.6	0.6	0.7	▲ +0.2%	+16.7%	

Consumer Electronics is still the largest at 12.9, though it has eased two months running from 14.1 in July. Food & Beverage and FMCG have now fallen three months running. FMCG stood at 9.8 in June and reads 7.7 now.

Automobile had risen through July and August. In September it fell from 11.2 to 10.1, which puts it below its July reading of 10.6.

The gains were in Digital, BFSI and Retail. Digital has risen two months running, from 7.2 in July to 8.1. BFSI moved from 5.9 to 6.4, back to where it stood in July.

Against September 2025 the split is between services people use online and goods they take home. Digital (4.9 → 8.1), Technology (6.7 → 7.7) and Automobile (9.4 → 10.1) are above where they stood a year ago. FMCG (10.4 → 7.7), Consumer Electronics (14.8 → 12.9) and Food & Beverage (9.0 → 8.7) are below.

Rows marked small base sit under 1.0, where a change of a tenth of a point shows up as a large percentage.

What moved inside the large super-categories

Categories reading 0.5 or more in August or September, on the category scale; brands reading 100 or more in either month, on the brand scale, with the change in points.

Automobile · 11.2 → 10.1

The fall is in cars and motorcycles, the two categories that carry the super-category. Bajaj, in two-wheelers, went the other way and made the largest gain of any brand in the index.

CATEGORIES, AUG → SEP		BRANDS THAT ROSE MOST	
Passenger Vehicles	4.2 → 3.5	Bajaj (Two Wheeler · Manufacturer, +253.8), Audi (Four Wheeler · Luxury, +124.2), Ola (E-bikes, +85.1)	
Motorcycle · Manufacturer	3.7 → 3.3		
Four Wheeler · Luxury	0.4 → 0.5	BRANDS THAT FELL MOST	
Two Wheeler · Manufacturer	0.4 → 0.6	Tata Motors (Passenger Vehicles, -254.7), Honda (Motorcycle · Manufacturer, -212.3), Hyundai (Passenger Vehicles, -201.7)	

Consumer Electronics · 13.7 → 12.9

Televisions rose while washing machines and refrigerators eased. Air conditioners barely moved as a category, but inside it LG and Daikin fell while Voltas and Hitachi rose, so the category changed leader without changing size.

CATEGORIES, AUG → SEP

Washing Machines	2.7 → 2.4
Refrigerators	2.7 → 2.5
Air Conditioners	3.5 → 3.4
Televisions	4.1 → 4.3

BRANDS THAT ROSE MOST

Hitachi (Air Conditioners, +131.6), Voltas (Air Conditioners, +124.2), Videocon (Televisions, +111.0)

BRANDS THAT FELL MOST

LG (Air Conditioners, -227.2), Samsung (Washing Machines, -190.0), Daikin (Air Conditioners, -158.7)

BFSI · 5.9 → 6.4

Private banks and life insurance rose; the public-sector bank category eased. LIC, HDFC Bank and Muthoot Finance carried the super-category up while State Bank of India slipped.

CATEGORIES, AUG → SEP

Bank · PSU	0.9 → 0.7
Health Insurance · Private	0.5 → 0.5
Financial Services	0.8 → 0.9
Life Insurance · PSU	0.7 → 0.9
Bank · Private	1.6 → 1.9

BRANDS THAT ROSE MOST

LIC (Life Insurance · PSU, +188.9), HDFC Bank (Bank · Private, +184.5), Muthoot Finance (Financial Services, +162.8)

BRANDS THAT FELL MOST

Axis Bank (Bank · Private, -83.7), State Bank of India (Bank · PSU, -79.0), Tata Capital (Financial Services, -50.4)

Digital · 7.5 → 8.1

The rise came from the newer services, CRED, Groww and Zomato among them, while the largest category, online retail, eased on Flipkart's fall.

CATEGORIES, AUG → SEP

Online Retailer · Diversified	2.3 → 2.1
Internet Search	0.6 → 0.5
Social Media	0.5 → 0.4
Digital Payments	1.2 → 1.2

BRANDS THAT ROSE MOST

Zomato (Online Food Delivery, +179.1), CRED (Credit Card Management, +176.8), Groww (Online Stock Broker, +135.9)

BRANDS THAT FELL MOST

Flipkart (Online Retailer · Diversified, -291.3), Google (Internet Search, -138.0), Google Pay (Digital Payments, -127.6)

Food & Beverage · 9.4 → 8.7

Tea and instant coffee rose while Maggi and Dabur Honey fell, and the super-category eased for a third month.

CATEGORIES, AUG → SEP

Aerated Beverages	0.5 → 0.3
Ice Cream/frozen Dessert	1.0 → 0.9
Honey	0.5 → 0.4
Spices	0.5 → 0.4
Milk	0.8 → 0.8
Packaged Drinking Water	0.5 → 0.6
Tea	0.7 → 0.9
Instant Coffee	0.3 → 0.5

BRANDS THAT ROSE MOST

Nescafé (Instant Coffee, +151.1), Lipton (Tea, +102.1), Bisleri (Packaged Drinking Water, +95.7)

BRANDS THAT FELL MOST

Nestlé Maggi (Instant Noodles, -165.2), Dabur Honey (Honey, -120.1), Amul (Dairy · Diversified, -118.7)

FMCG · 8.7 → 7.7

Skincare split: Pond's and Mamaearth rose while Wow Skin Science fell hard. Fabric care and deodorants eased, and the super-category read its lowest of the three months.

CATEGORIES, AUG → SEP

Fabricare	0.7 → 0.6
Deo/perfume	0.5 → 0.4
Skincare	1.2 → 1.2
Cosmetics	0.8 → 0.8
Shampoo	0.6 → 0.7

BRANDS THAT ROSE MOST

Mamaearth (Skincare, +134.1), Pond's (Skincare, +129.3), Dove (Shampoo, +96.8)

BRANDS THAT FELL MOST

Wow Skin Science (Skincare, -120.4), Whisper (Personal Hygiene Products, -109.5), Rin (Fabricare, -80.7)

4 · BRANDS

The brands that moved most

Twenty biggest gains and twenty biggest drops in Buying Intent from August to September. Each brand is read within its own category.

Biggest gains

Biggest gains in Buying Intent, August to September 2026

#	BRAND · CATEGORY	SEP BI	VS AUG	CHANGE
1	Bajaj Two Wheeler · Manufacturer	594.1	▲ +253.8	+74.6%
2	TTK Prestige Pressure Cookers	369.9	▲ +217.3	+142.4%
3	Hewlett Packard Laptops	1,017.6	▲ +191.1	+23.1%
4	LIC Life Insurance · PSU	870.2	▲ +188.9	+27.7%
5	Zudio Value Fashion	528.6	▲ +187.1	+54.8%
6	HDFC Bank Bank · Private	842.4	▲ +184.5	+28.0%
7	ACC Cement Cement	460.6	▲ +182.3	+65.5%
8	Zomato Online Food Delivery	272.6	▲ +179.1	+191.6% °
9	CRED Credit Card Management	326.0	▲ +176.8	+118.5%
10	Muthoot Finance Financial Services	393.5	▲ +162.8	+70.5%
11	Fossil Watches	288.4	▲ +158.7	+122.3%
12	Reliance Jio Mobile Service Provider	591.3	▲ +156.5	+36.0%
13	Mi Mobile Phones	485.2	▲ +152.5	+45.8%
14	Nescafé Instant Coffee	319.8	▲ +151.1	+89.6%
15	Hitachi Steel Industry Solution	187.4	▲ +148.6	+383.0% °

#	BRAND · CATEGORY	SEP BI	VS AUG	CHANGE
16	Asus Laptops	566.7	▲ +141.5	+33.3%
17	Orient Fans	316.8	▲ +137.0	+76.2%
18	Groww Online Stock Broker	182.2	▲ +135.9	+293.8%°
19	Mamaearth Skincare	208.3	▲ +134.1	+180.7%°
20	ICICI Bank Bank · Private	477.6	▲ +132.7	+38.5%

Biggest drops

Biggest drops in Buying Intent, August to September 2026

#	BRAND · CATEGORY	SEP BI	VS AUG	CHANGE
1	Dell Laptops	1,626.7	▼ -415.6	-20.3%
2	Flipkart Online Retailer · Diversified	534.5	▼ -291.3	-35.3%
3	Tata Motors Passenger Vehicles	729.3	▼ -254.7	-25.9%
4	LG Air Conditioners	259.8	▼ -227.2	-46.7%
5	Honda Motorcycle · Manufacturer	869.5	▼ -212.3	-19.6%
6	Hyundai Passenger Vehicles	616.8	▼ -201.7	-24.6%
7	Bata Footwear · Retail	532.7	▼ -191.3	-26.4%
8	Samsung Washing Machines	272.8	▼ -190.0	-41.1%
9	Zara Fast Fashion	178.7	▼ -170.6	-48.8%
10	Nestlé Maggi Instant Noodles	154.6	▼ -165.2	-51.7%
11	TVS Motorcycle · Manufacturer	542.4	▼ -163.2	-23.1%
12	Daikin Air Conditioners	520.3	▼ -158.7	-23.4%
13	Apple Personal Technology	197.5	▼ -143.9	-42.1%
14	Oppo Mobile Phones	722.4	▼ -140.0	-16.2%
15	Google Internet Search	459.3	▼ -138.0	-23.1%
16	Nestlé Diversified	12.2	▼ -133.0	-91.6% °
17	Mahindra & Mahindra Passenger Vehicles	247.0	▼ -130.6	-34.6%

#	BRAND · CATEGORY	SEP BI	VS AUG	CHANGE
18	Google Pay Digital Payments	486.9	▼ -127.6	-20.8%
19	Wow Skin Science Skincare	35.3	▼ -120.4	-77.3% [°]
20	Dabur Honey Honey	281.7	▼ -120.1	-29.9%

[°] Small base: the brand read under 100 in August or September, so its percentage change looks larger than the move behind it.

What the lists say

Money brands gained. LIC, HDFC Bank, CRED, Muthoot Finance, Groww and ICICI Bank are all among the twenty biggest gains. Google Pay was the one money brand among the drops.

Cars fell together. Tata Motors, Hyundai and Mahindra & Mahindra are all among the drops, and no car maker is among the gains. Maruti Suzuki fell too, by less, and that is how it came to lead the category.

Two-wheelers split. Bajaj made the largest gain of any brand. Honda and TVS motorcycles, which rose in August, both fell.

Laptops changed hands below the leader. Dell made the largest drop of any brand and still leads the category by a wide margin. HP and Asus both gained.

Cooling and washing brands eased. LG and Daikin fell in air conditioners, and Samsung fell in washing machines. No air conditioner brand is among the gains.

Fashion and phones moved brand by brand. Zudio gained while Zara fell. Mi gained while Oppo fell.

Categories that changed leader

A month can move the national number by a fraction of a point and still change who leads a category. These are the categories where the brand with the highest Buying Intent in September is not the one that led in August.

Categories whose leading brand changed between August and September 2026, with each brand's August → September reading. Categories where both leaders read 100 or more.

CATEGORY	LED IN AUGUST	LEADS IN SEPTEMBER
Passenger Vehicles	Tata Motors 984.0 → 729.3	Maruti Suzuki 845.6 → 763.7
Air Conditioners	Daikin 679.0 → 520.3	Voltas 566.3 → 690.5
Furniture	IKEA 308.9 → 301.4	Godrej Interio 293.2 → 394.3
Pressure Cookers	Hawkins 178.5 → 224.7	TTK Prestige 152.6 → 369.9
Fans	Crompton 248.4 → 180.0	Orient 179.8 → 316.8
Lighting	Surya 250.9 → 170.9	Syska 216.1 → 230.4
Online Grocery Retailer	Reliance Jiomart 184.8 → 84.0	Bigbasket 144.6 → 173.5
SUV · Manufacturer	Kia 118.0 → 137.3	Jeep 91.6 → 153.5
Shampoo	L'Oréal 167.7 → 115.1	Dove 51.9 → 148.7
Packaged Snacks	Haldiram's 115.6 → 110.4	Balaji Wafers 63.3 → 147.8
Spices	Everest 146.4 → 107.3	MDH 124.5 → 119.2

Two of these are among the largest categories in the index. In cars, Maruti Suzuki leads because it fell least: Tata Motors gave up 254.7 points and Maruti 81.9. In air conditioners, Voltas rose and Daikin fell, so the two crossed. In pressure cookers, fans, furniture and lighting the new leader rose past the August leader: TTK Prestige, Orient, Godrej Interio and Syska all moved up. Hawkins rose too, by less; Crompton, IKEA and Surya eased. In spices both Everest and MDH fell, and the lead passed to the one that fell less.

Brands on a three-month run

Most brands move up one month and down the next. A brand whose reading has moved the same way in each of the last three months is showing something steadier than a monthly swing. These are the brands reading 100 or more that have done that since June, largest first.

Rose in each of the last three months: Buying Intent, June to September 2026

BRAND · CATEGORY	JUN	JUL	AUG	SEP	JUN → SEP	SHAPE
Yamaha Motorcycle · Manufacturer	292.2	388.6	463.4	497.5	+205.3	
Royal Enfield Motorcycle · Manufacturer	268.1	293.0	438.3	442.2	+174.1	
Tata Steel Metal	220.5	237.4	264.8	353.8	+133.3	
BoAT Headphones	134.5	225.7	294.2	346.4	+211.9	
CRED Credit Card Management	69.7	75.9	149.2	326.0	+256.3	
VIP Luggage/bags	163.7	195.2	292.0	297.1	+133.4	
TCS Software Services	156.3	171.8	249.6	293.0	+136.7	
Whatfix Software Products	135.8	163.6	210.5	244.7	+108.9	
Sensodyne Toothpaste · Sensitive Teeth	92.2	126.1	127.8	219.6	+127.4	
Ola E-bikes	44.5	114.1	131.6	216.7	+172.2	

Fell in each of the last three months: Buying Intent, June to September 2026

BRAND · CATEGORY	JUN	JUL	AUG	SEP	JUN → SEP	SHAPE
Samsung Mobile Phones	837.4	755.6	682.9	600.6	-236.8	
Raymond Fabric to Brands	464.9	399.0	334.5	287.2	-177.7	
One Plus Mobile Phones	476.4	431.5	387.5	283.3	-193.1	
Phonepe Digital Payments	318.3	314.7	284.0	279.6	-38.7	

BRAND · CATEGORY	JUN	JUL	AUG	SEP	JUN → SEP	SHAPE
Colgate Toothpaste	446.6	233.7	224.9	191.9	-254.7	
Youtube Video-sharing	243.4	217.8	173.7	162.6	-80.8	
Apple iWATCH Smart Wearables	280.5	190.4	189.6	142.1	-138.4	
Amul Ice Cream/frozen Dessert	219.5	168.7	147.0	140.9	-78.6	
Havmor Ice Cream/frozen Dessert	190.0	138.8	127.2	124.3	-65.7	
Tata Tea Tea	539.4	123.3	121.0	118.1	-421.3	

More brands are on a rising run than a falling one. Two motorcycle makers head the rising list, Yamaha and Royal Enfield, in the same month their larger rivals Honda and TVS fell. CRED has risen every month since June and is now among the twenty biggest gains. The falling list is led by two mobile phone brands, Samsung and OnePlus, while Mi, Motorola and Realme in the same category rose and Vivo, the category leader, barely moved.

Against September 2025

The year-on-year view rewards brands that have built, not just bounced. These are the brands that have added the most Buying Intent since September last year, among brands reading 100 or more in both months.

Largest rises in Buying Intent, September 2025 to September 2026

#	BRAND · CATEGORY	SEP '25	SEP '26	CHANGE
1	HDFC Bank Bank · Private	255.5	842.4	▲ +586.9
2	Vivo Mobile Phones	528.4	1,063.7	▲ +535.3
3	Hewlett Packard Laptops	630.8	1,017.6	▲ +386.8
4	ICICI Bank Bank · Private	104.8	477.6	▲ +372.8
5	Amul Milk	183.1	552.9	▲ +369.8
6	Zudio Value Fashion	177.9	528.6	▲ +350.7
7	Hyundai Passenger Vehicles	276.2	616.8	▲ +340.6

#	BRAND · CATEGORY	SEP '25	SEP '26	CHANGE
8	Sony Televisions	711.5	1,046.0	▲ +334.5
9	Bajaj Two Wheeler · Manufacturer	272.4	594.1	▲ +321.7
10	Tata Motors Passenger Vehicles	408.5	729.3	▲ +320.8

HDFC Bank has more than tripled its reading in a year and Vivo has doubled. Two of the ten are banks, HDFC Bank and ICICI Bank, and two are car makers, Hyundai and Tata Motors, which are ahead of last year even after their falls this month.

Who people trust most, and want most

Top ten, September 2026.

BUYING INTENT			TRUST			DESIRE		
1	Dell Laptops	1,626.7	1	Dell Laptops	1,761.3	1	LIC Life Insurance · P...	1,241.5
2	Amazon Online Retailer · ...	1,152.4	2	Vivo Mobile Phones	988.0	2	Dell Laptops	1,158.9
3	Vivo Mobile Phones	1,063.7	3	Sony Televisions	972.8	3	Amazon Online Retailer · ...	1,143.6
4	Sony Televisions	1,046.0	4	Hewlett Packard Laptops	927.4	4	HDFC Bank Bank · Private	1,073.6
5	Hewlett Packard Laptops	1,017.6	5	Amazon Online Retailer · ...	920.5	5	Vivo Mobile Phones	917.9
6	LIC Life Insurance · P...	870.2	6	Honda Motorcycle · Man...	864.2	6	Sony Televisions	904.4
7	Honda Motorcycle · Man...	869.5	7	Lenovo Laptops	785.2	7	Hewlett Packard Laptops	899.8
8	Apple iPhone Mobile Phones	845.3	8	LG Televisions	776.2	8	Apple iPhone Mobile Phones	874.5
9	HDFC Bank Bank · Private	842.4	9	Amul Milk	703.7	9	Maruti Suzuki Passenger Vehicl...	768.5
10	LG Televisions	791.5	10	Samsung Mobile Phones	678.3	10	Voltas Air Conditioners	763.8

Dell leads on Trust and on Buying Intent, where its 1,626.7 is well ahead of the next brand, Amazon at 1,152.4. On Desire, LIC has moved ahead of Dell. Laptops, mobile phones and televisions each take two of the ten Buying Intent places.

LIC and HDFC Bank are in the Desire top ten but outside the Trust top ten. Honda is in the Trust top ten but outside the Desire top ten.

Leaders inside the larger super-categories

Top three brands by Buying Intent in each, September 2026.

Consumer Electronics 1 Sony Televisions 1,046.0 2 LG Televisions 791.5 3 Samsung Televisions 751.5	Automobile 1 Honda Motorcycle · Man... 869.5 2 Maruti Suzuki Passenger Vehicles 763.7 3 Tata Motors Passenger Vehicles 729.3	Food & Beverage 1 Amul Milk 552.9 2 Bisleri Packaged Drinkin... 502.3 3 Lipton Tea 413.1
FMCG 1 Nivea Skincare 328.4 2 Lakme Cosmetics 255.9 3 L'Oréal Hair Colour 228.4	Technology 1 Dell Laptops 1,626.7 2 Hewlett Pac... Laptops 1,017.6 3 Lenovo Laptops 720.9	Digital 1 Amazon Online Retailer · ... 1,152.4 2 Flipkart Online Retailer · Di... 534.5 3 Google Pay Digital Payments 486.9
Gadgetry 1 Vivo Mobile Phones 1,063.7 2 Apple iPhone Mobile Phones 845.3 3 Oppo Mobile Phones 722.4	BFSI 1 LIC Life Insurance · PSU 870.2 2 HDFC Bank Bank · Private 842.4 3 State Bank of ... Bank · PSU 514.3	Personal Accessories 1 Tanishq Jewellery 609.5 2 Titan Watches 597.1 3 Bata Footwear · Retail 532.7
Retail 1 D Mart Hypermarket · Ind... 707.5 2 Zudio Value Fashion 528.6 3 Godrej Interio Furniture 394.3	Consumer Appliances 1 Kent Water Purifiers 514.0 2 Orient Fans 316.8 3 Okaya Inverter Batteries 226.9	Apparels 1 Biba Ethnicwear · Wom... 321.4 2 Raymond Fabric to Brands 287.2 3 Jockey Innerwear 286.7

What to take from September

1. **Read your category, not only the national number.** India moved -0.6, while Digital rose +8.6% and FMCG fell 12.0%.
2. **Money brands are gaining, and have been all year.** BFSI rose as a category, six money brands are among the twenty biggest gains, and HDFC Bank has added more Buying Intent since last September than any other brand.
3. **Food & Beverage and FMCG have softened for three months and sit below last year.** Brands there are competing for a smaller share of attention; the ones that rose, Lipton, Nescafé, Pond's and Mamaearth, did so while their super-category fell.
4. **Automobile gave back its gains, and the leader changed.** Cars and motorcycles fell as categories. Maruti Suzuki leads cars only because it fell less than Tata Motors and Hyundai.
5. **A run tells you more than a jump.** Yamaha, Royal Enfield and CRED have risen every month since June. Samsung and OnePlus phones have fallen every month. Check which kind of month your brand just had.
6. **Trust and Desire can part ways.** LIC, HDFC Bank and Reliance Jio are wanted well beyond their Trust; Dell and Amul are trusted well beyond their Desire. Know which of the two your brand is short on before you spend.

See where your brand stands

Any brand's Buying Intent, Trust and Desire, free to read.

About the index

India Buying Intent is a monthly reading of urban Indian consumers' keenness to buy, built from Trust and Desire. The national index is based at April 2025 = 100. Brand and category figures sit on their own scales, also based at April 2025, so a brand's number is read against other brands and a category's against other categories, not against the national index.

The October summary follows the next monthly reading. buyingintent.in · TRA Research