

THE LINE-UP

Top 25 bank and financial services brands.

Rank 2007	Rank 2005	Companies	Country of domicile	Brand value (\$ mn)	Market cap (\$ mn) (31 Dec 2007)	Brand value/market cap (in %)	
1	2	HSBC	UK	35,456	188,466	19	●
2	1	CITI	US	27,817	147,041	19	●
3	3	Bank of America	US	25,417	170,875	15	+
4	5	Santander	ES	20,718	67,214	31	-
5	4	American Express	US	16,183	51,455	31	●
6	8	BNP Paribas	FR	14,637	97,501	15	+
7	10	Chase	US	13,674	76,973	18	+
8	7	Wells Fargo & Co	US	13,130	94,593	14	●
9	16	Goldman Sachs	US	12,520	84,564	15	●
10	11	Credit Suisse	CH	12,140	66,377	18	-
11	9	Barclays	UK	11,582	60,197	19	-
12	6	UBS	CH	11,339	92,476	12	+
13	13	Wachovia Corp.	US	8,686	72,120	12	-
14	17	Deutsche Bank	DE	8,585	66,220	13	●
15	NA	ICBC	CN	8,427	343,424	2	-
16	19	BBVA	ES	8,411	85,145	10	-
17	NA	China Construction Bank	CN	7,786	198,124	4	-
18	NA	Intesa Sanpaolo	IT	7,779	99,411	8	+
19	24	Natwest	UK	7,259	45,910	16	●
20	18	Societe Generale	FR	7,197	67,099	11	●
21	15	Morgan Stanley	US	7,129	48,095	15	●
22	NA	Bank of China	CN	6,741	204,152	3	-
23	20	JPMorgan	US	6,461	47,576	14	+
24	32	Standard Chartered	UK	6,270	49,035	13	●
25	26	ING	NL	6,137	85,281	7	-

Top Indian brands

Rank 2007	Rank 2005	Companies	Brand value (\$ mn)	Market cap (\$ mn) (31 Dec 2007)	Brand value/Market cap (in %)	
59	61	State Bank of India	2,852	12,021	24	●
63	66	ICICI	2,603	17,649	15	+
234	NA	HDFC Bank	368	6,883	5	●
314	NA	Kotak	199	3,599	6	-
340	NA	Housing Development Finance	166	8,848	2	●
375	NA	Axis Bank	138	3,175	4	●
391	NA	IDBI Bank	123	1,292	10	●
490	NA	LIC Housing Finance Ltd	40	269	15	-
499	NA	IFCI Ltd	34	494	7	-

RATINGS ● AAA (Extremely strong) ● AA (Very strong) ● A (Strong) ● BBB (Average), ● BB Underperforming ● B Weak ● CCC Very weak ● CC Extremely weak ● C Failing

Source: Brand Finance Plc.