



AZBRAND

2019

	Brand	Value, mln.\$	Industry
1	Socar	188	Energy
2	Azercell	95	Telecommunication
3	Xan	59	Alcohol
4	Atena	33.5	Milk
5	Araz Supermarket	32	Retail
6	Bakcell	29.5	Telecommunication
7	Jalə	25.7	Drinks
8	Nar	22	Telecommunication
9	Xirdalan	19.3	Beer
10	AZ-Granata	18.8	Alcohol
11	Alev	18	Household chemistry
12	Vita 1000	17.5	Drinks
13	Chipsim	16	Foods
14	Milla	14	Milk
15	Bizim Tarla	13.6	Drinks
16	Selena	12.4	Foods
17	Azercay	11.2	Foods
18	Pasha Bank	10.8	Financial services
19	Badamli	10.2	Drinks
20	Pal Sud	9.9	Milk
21	Xalq Bank	8.4	Financial services
22	Kapital Bank	7.9	Financial services
23	Sevimli Dad	7.7	Meat industry
24	Zəfəran	7.5	Pharmacy
25	Azpetrol	6.8	Energy

	Brand	Value, mln.\$	Industry
26	Gazelli	6.5	Cosmetics
27	Bank Respublika	6.2	Financial services
28	Corella	6	Chemistry
29	Sirab	5.2	Drinks
30	Azersud	5	Milk
31	Bazarstore	4.9	Retail
32	Unibank	4.8	Financial services
33	Neptun	4.5	Retail
34	Silkway Airlines	4.2	Transport
35	Bravo	4	Retail
36	Depo Aptek	3.9	Pharmacy
37	Rahat	3.8	Retail
38	Buta Airways	3.4	Transport
39	Seba	3.3	Meat industry
40	Nati	2.9	Confectionery
41	Ulduz	2.8	Confectionery
42	Buta	2.8	Cosmetics
43	Turbo.az	2.7	E-Commerce
44	Natura	2.5	Drinks
45	Unimall.az	2.4	E-Commerce
46	+more	2.3	Drinks
47	Tamli	2.3	Meat industry
48	Premium Bank	2.2	Financial services
49	Tap.az	2.2	E-Commerce
50	Seller.az	2.1	E-Commerce

The methodology of the brand valuation is based on the evaluation of activity of the companies brand-owners, and also takes into account several factors that reflects the market conditions that could influence the brand, all possible threats and perspectives for industries development.

Generally it is based on analysis of factors influencing the market value of the brand: the company's position on market, consumer value of brand, as well as a factors of actual trends for company and its industry. The brand value includes only the cost of the brand (name), excluding production facilities, infrastructure, patents, inventions and other tangible goods or intellectual property.

Brand value calculation formula: $V = Fc * (Iq * Gq * Tq * Cq) * Uid$

V – brand value

Fc – composite financial index

Iq – investment index

Gq – geographical index

Tq – technological index

Cq - competitive index

Uid – unique identity index

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* Value of brands in ranking indicated in millions \$US

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