

dream
is not what you see
in sleep

is the thing
which does not
let you sleep

Dr. A.P.J. Abdul Kalam
Former President of India

Quotes:
"Great dreams of great dreamers are always transcended."
Why are we, as a nation so obsessed with foreign things? Is it a legacy of our colonial years? We want foreign television sets. We want foreign shirts. We want foreign technology. Why this obsession with everything imported?

"Unless India stands up to the world, no one will respect us. In this world, fear has no place. Only strength respects strength."

Be Indian. Buy American (!)

Can India become super power before the year 2020?

Yes India can, If we think before we spend our hard earned money?

BUY only products manufactured by WHOLLY INDIAN COMPANIES (... not just Made in India).



No need to change our lifestyle, we can just choose an alternate Indian product. Indian products are given in the left side **green box**.



Soft Drink

A cola drink that costs only 70 or 80 paise to produce is sold for NINE rupees, and a major chunk of profits from these are sent abroad (...where else, to USA).

Pioma Industries	Profit - too small to put here
<u>Rasna</u> (I love you Rasna)	
Parle Agro	Profit - too small to put here
<u>Frooti</u> (Fresh and Juicy), Appy, N-joi, Bailey, Bisleri	
Dabur	Profit - too small to put here
<u>Real</u> (Fruit Juices), Real Activ, Dabur Honey, Lemoneez	
LEMON JUICE, FRESH FRUIT JUICES, CHILLED LASSI (SWEET OR SOUR), Amul Masti BUTTER MILK, COCONUT WATER, JALJEERA, ENERJEE, MASALA MILK	



Coca-Cola		Profit - Rs. 20,000 Crores
Coke, Fanta, Sprite, Maaza, Limca, Thums Up, Sunfill, Kinley, Georgia, Minute Maid Coca-cola bought Thums Up, Limca, Gold Spot and Maaza products from Indian companies and "brand killed"		
PepsiCo		Profit - Rs. 22,500 Crores
Pepsi, Mirinda, 7UP, Mountain Dew, Aquafina, Slice, Gatorade, Tropicana		



Bottled Water

A Mineral water bottle that costs only 70 or 80 paise to produce is sold for 10 rupees, and a major chunk of profits from these are sent abroad (...where else, to USA).

Parle Agro
Bisleri , Bailley Mineral Water
Eureka Forbes
Aquaguard Water purifier



Coca-Cola  Profit - Rs. 20,000 Crores
Kinley , Sunfill
PepsiCo  Profit - Rs. 22,500 Crores
Aquafina , Gatorade



Fruit Juices

Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

Dabur
Real (Fruit Juices), Real Activ, Coolers
Balan Natural Food
B Natural Fruit juices
Ladakh Foods - 'Leh' fruit juices
Safal Fruit Juices


Coca-Cola  Profit - Rs. 20,000 Crores
Minute Maid , Sunfill
PepsiCo  Profit - Rs. 22,500 Crores
Tropicana , Slice, Gatorade



Tea

Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

Tata
Tetley , Chakra Gold, Tata Tea Premium, Kanan Devan, Gemini, Agni and Leo
Godrej
Godrej Tea , Noble House and Chai House
Darjeeling Tea

Unilever  Britain
Brooke Bond - Taj Mahal, Red Label, Taaza, 3 Roses
Lipton - Yellow Label Tea, Ice Tea



Coffee

Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

Tata
Tata Cafe , Tata Kaapi, Mr Bean, Coorg
Cafe Coffee Day - coffee shops

Unilever Britain
Brooke Bond - Bru
Nestle Swiss
Nescafe, Sunrise
Lavazza Italy Italy
Barista Coffee Shops
Costa Coffee Britain
Starbucks USA
Barnies Coffee USA



Bath Soap

Do we select a product attracted by an advertisement? Choose Indian products.

Godrej
CINTHOL , No.1, FairGlow, Godrej Shikakai, Vigil, Evita
Wipro
SANTOOR , Chandrika , Milk & Roses, Wipro Shikakai
Mysore Sandal
Medimix
Nirma
Power Beauty Soaps

Henkel Germany
Margo, Fa
Unilever Britain 70% Market share
Hamam, Lux, Dove, Rexona, Lifebuoy, Liril, Pears, Breeze
Camay USA
Palmolive USA



Shampoo

Do we select a product attracted by an advertisement? Choose Indian products.
Foreign companies do not have a presence in herbal shampoo market as they get low profit from them.

Cavin Kare
Chik , Nyle, Meera Shikakai
Godrej Shikakai
Wipro Shikakai and Shampoo
Ayur Herbal Shampoo
Dabur Vatika Herbal Shampoo, Dabur Anmol


Unilever Britain 55% Market share
Sunsilk, Clinic Plus, Clinic All Clear, Ayush, Lux
P&G USA
Rejoice, Pantene, Head & Shoulders



Hair Oil

Do we select a product attracted by an advertisement? Choose Indian products.
Foreign companies do not have a presence in hair oil market as they can't sell these products outside India

Marico Industries
Parachute , Nihar, Mediker
Godrej Hair care
Dabur Amla
Dabur Vatika, Dabur Anmol
Keo Karpin
Meera Hair Oil
Emami Navratna Oil



Unilever  Britain
Clinic Plus



Talcum Powder and Fairness Cream

Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

Godrej
Cuticura , CINTHOL
Cavin Kare
Fairever , Spinz , Nyle
Wipro
SANTOOR Talc , SANTOOR Fairness Cream , Active Talc , Wipro Babysoft Talc
Mysore Sandal Talc
Gokul Sandal Talc
Dabur Vatika Fairness Face Pack
Marico - Kava, SUNDARI
Modicare
Emami
Fair and Handsome , Boro Plus , Navaratna Cool Talc , Golden Beauty Talc , Himani Sona Chandi Healthy & Fair Ayurvedic Baby Massage Oil




Unilever  Britain 60% Market share
Pond's, Fair & Lovely
Johnson & Johnson  USA
Baby Powder



Detergent - Laundry

Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

Jyothy Laboratories
Ujala
Godrej - Ezee
Wipro - Safewash
NIRMA
Dabur - White Tiger

Unilever  Britain 57% Market Share
Surf, RIN, Wheel, Sunlight
P&G  USA 27% Market share
Ariel, Tide
Henkel  Germany
Henko



Health Food drink

Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

Amul
Nutramul , Amul Shakti Health Food Drink

GlaxoSmithKline Britain 75% Market Share Horlicks, Boost, Viva, Maltova
Heinz USA Complan
Cadbury's Britain Bournvita
Association of British Foods Britain Ovaltine
Nestle Swiss Milo, Nesquick



Biscuit

Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

ITC
Sunfeast - Dark Fantasy , Cream Biscuits , Milky Magic , Bourbon, Marie
Britannia
TIGER , GOOD DAY , 50-50 , Marie Gold , Treat , Milk Bikis , Little Hearts , Nutri Choice , Time Pass , Nice Time
Parle
Parle-G , Krackjack , Hide and Seek , Fun Centre , Monaco Bites , Jeffs , Monaco , Sixer , Nimkin
Duke Biscuits
PRIYAGOLD
ANMOL
BISK FARM

GlaxoSmithKline Britain Horlicks, Boost
Heinz USA Complan
Cadbury's Britain Bournvita
Unilever, United Foods Britain Kissan, Fruit Cream, Bistix, Dip Bistik
Nestle Swiss Creamwich
United Biscuits Britain McVitie's , JACOB'S, Twiglets, Penguin, Jaffa Cakes, Go Ahead!
Kellogg's USA








Chewing Gum and Mint

Do we select a product attracted by an advertisement? Choose Indian products.

Proud to use an Indian product

<u>nutrine</u>
<i>OLE, FUNDA</i> Coolers, Gum Yum
<u>ITC - Mint-O Fresh</u>
<u>Candico</u>
Loco POCO Bubble Gum, Gumbo Bubble Gum, Jumbo Gumbo Fruits Gum Balls, Time Bomb, Gumbo Gum Balls, Premium Chewing Gum, Gumbo Chewing Gum, Big Bubble Gum

Wrigley  USA
<i>Pim Pom, Boomer and Solano</i> Spearmint, Doublemint, Big-Red, Juicy-Fruit, Extra, Orbit, Orbit White, Airwaves, Freedent,
PERFETTI Van Melle  Italy
<i>Big Babol, Center Fresh, Center Fruit, Center Shock, Happydent White, Protex Happydent Chlor-Mint, Mentos</i>
Cadbury's  Britain
<i>Bubbalo</i> Halls, Chiclets, Clorets, Trident White
LOTTE/Parry's  S Korea
<i>BooProo, Spout</i>
Nestle  Swiss
POLO







Chocolates

Do we select a product attracted by an advertisement? Choose Indian products.

Proud to use an Indian product

<u>Amul</u>
Milk Chocolate, Fruit and Nut, Almond Bar, Fundoo, ChocoZoo, Bindaaz
<u>nutrine</u>
KOKANACA , MAHA LACTO, WILD KOFFY, AASAY, Eclairs, AAM RAS, Nutrine Gold, Gulkhand, Superstar, CARAMELLA, Marvel, LOLLI POP
<u>Parle</u>
Kismi Bar , Mango Bite , Melody , Magix , Orange Candy , Poppins , Rol-a-Cola , Toffees , Milk Shakti , Parle Cream
<u>Haldirams Sweets</u>
<u>ITC - Candyman</u>
<u>Candico - Toffees and Candies</u>







Cadbury's  Britain 75% Market Share
Dairy Milk, Perk, 5 Star
Nestle  Swiss 10% Market Share
Kit-Kat, Munch, Milkybar, BAR-ONE, Milk Chocolate, Eclairs, Funbar, Tang Eez
LOTTE/Parry's  S Korea
Coffy Bite, Lacto King, Caramilk, Eclairs, Shakti, Coconut Creme, Butter Scotch, Coconut Punch, Orange Candy
PERFETTI Van Melle  Italy
Alpenliebe, Cofitos, Choco-Tella, Fruit-tella, Marbles, Chatar Patar



Ice Cream

Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

<u>Amul</u>
Flavours: Vanila, Strawberry, Pineapple, Orange, Rose, Mango, Chocolate, Honey-Dew-Melon, Tutti Frutti, Litchi, Kesar Pista, Kaju Draksh, Butterscotch, Chocochips, Rajbhog and Cashew Break.
Packaging: 50 ml cup, 100 ml cup, 500 ml pack, 1 litre pack, 4 litre pack, Chocobar, Ice candies, Cones and Kulfies.
<u>Hatsun Agro</u>
<u>Arun Ice Creams</u>
<u>Mother Dairy</u>
CHILLZ , Mother Dairy Ice Creams - Lic Lolleez , Smily , Cassata , Kulfi , Cups , Sundae Magic , Fruit Classics , Dietz , Bricks
<u>Vadilal Ice Creams</u>




Unilever  Britain
Kwality Wall's: Cornetto, Feast, Viennetta, Sundae, Lime Punch, Sunshine Zing Cone.
Unilever  Britain
Ben and Jerry's
Cream Bell / Blue Bell  USA
Blue Bunny  USA
Haagen-Dazs  USA
Dreyers  Swiss



Toothpaste & Toothbrush

Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

<u>Dabur</u>
Promise , Babool , Meswak , Dabur Red , Binaca
<u>Ajanta</u>
<u>Anchor White</u>
<u>Vicco Vajradanti</u>

Colgate-Palmolive  USA 55% Market Share
Colgate, Cibaca
Unilever  Britain 28% Market Share
Close-Up, Pepsodent
P&G, Gillette, Braun  USA
Crest, Oral B



Shaving Products

Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

<u>Malhotra Shaving Products</u>
Laser, Topaz, Asoka
<u>Vidyut Metallic</u>
SuperMax
<u>Godrej</u>
Godrej Shaving products
<u>Emami shaving products</u>


Gillette, P&G  USA 70% Market share
Gillette, Wikinson, Wilman, 7 O'Clock, Old Spice products
Colgate-Palmolive  USA
Palmolive Shaving Products



Clothes

Thousands of poor innocent INDIANS are working as tailors for stitching the WORLD'S POPULAR READYMADE CLOTHES (ALAN PAINE, Arrow, Calvin Klein.....). BUT THEY ARE PAID A POOR AMOUNT. THIS IS HAPPENING BECUSE OF OUR IGNORANCE. Buy Indian cloths in India.

<u>Aditya Birla - Madura Garments</u>
Louis Philippe, Allen Solly, Van Heusen, Peter England brands in India, South Asia and Middle East
<u>Raymond</u>
Manzoni, Park Avenue, ColorPlus, Parx, Be: and Zapp!, Notting Hill
<u>Bombay Dveing</u>
<u>Arvind Mills</u>
<u>Pantaloon</u>
<u>Zodiac</u>

Phillips-Van Heusen  USA
Calvin Klein, Van Heusen, Arrow, Bass, DKNY, Ted Baker



Alcohol

Do we select a product attracted by an advertisement? Choose Indian products. Proud to use an Indian product. **Alcohol is restricted under the age of 21**
Do not kill yourself by a foreign product!

<u>United Breweries</u>
Bagpiper , Director's Special , McDowell's , Shaw Wallace , King Fisher
<u>Radico Khaitan</u>
8PM Royale, 8PM Bermuda XXX, Contessa, Old Admiral VSOP, Black Cat and Whitefield
<u>Mohan Meakin</u>
Old Monk, Golden Eagle, Colonel's Special

Anheuser-Busch	Singapore
budweiser	
InBev	Belgium
Stella Artois, Beck's	
Haineken	Germany
Tiger, Anchor	
Foster's	Australia
Carlsberg	Denmark
SABMiller	UK
Castle, Haywards 2000, 5000, Royal Challenge, Knock out	
Pernod Ricard	France
100 Pipers and Royal Stag , seagram gin, Chivas Regal, Jacob's Creek, Three Kings	
Diageo	UK
Gilbey's Green Label Whisky, Smirnoff Vodka and Johnnie Walker Whisky, Baileys, Guinness, Gordon's	
LVMH	France
moet et chandon, hennesty	



Tobacco

Do we select a product attracted by an advertisement? Choose Indian products.

Proud to use an Indian product. **Smoking is Dangerous/Injurious to health. Smoking kills.**
Do not kill yourself by a foreign product!

<u>ITC</u>
Insignia, India Kings, Classic, Gold Flake, Silk Cut, Navy Cut, Scissors, Capstan, Berkeley, Bristol and Flake, Wills
<u>Godfrey Phillips</u>
Red & White, Four Square, Jaisalmer, Cavanders, Tipper, Prince, North Pole, Force 10, Originals International
<u>VST</u>
Charminar Standard, Shaan, Gold Medal Tipped, Special, and Charms
<u>GTC</u>
Panama, Chancellor, Golden's Gold Flake, Taj

Altaria/Phillip Morris	UK
Marlboro, Parliament, Virginia Slims	
British American Tobacco	UK
Dunhill, Benson & Hedges, 555, Kent, Lucky Strike, Pall Mall, Vogue, Rothmans, Peter Stuyvesant, Winfield, John Player, KOOL, Viceroy	
Camel	USA





Cars

Do we select a product attracted by an advertisement? Choose Indian products.

Proud to use an Indian product

<u>TATA</u>
<u>Mahindra & Mahindra</u>
<u>Hindustan Motors (Ambassador)</u>

General Motors	 USA
Opel, Chevrolet, Saab, Vauxhall	
Ford	 USA
Renault	France
Fiat	Italy
Hyundai	South Korea
Toyota	Japan
Suzuki	Japan
Honda	Japan
Nissan	Japan
Mitsubishi	Japan



Two Wheelers

Do we select a product attracted by an advertisement? Choose Indian products.

Proud to use an Indian product

<u>TVS</u>
<u>Bajaj</u>
<u>Hero</u>
<u>Kinetic</u>

Suzuki	Japan
Kawasaki	Japan
Honda	Japan
Piaggio Vespa	Italy



Three Wheelers

Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

<u>Bajaj</u>
<u>TVS</u>
<u>Mahindra & Mahindra</u>

Piaggio Ape	Italy
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Tractors

Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

<u>Mahindra</u>
<u>Escorts Tractors</u>
<u>HMT Tractors</u>


John Deere		USA
Massey Ferguson		UK
New Holland		Netherland



Bank

Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

<u>State Bank of India</u>
State Bank of Bikaner & Jaipur
State Bank of Hyderabad
State Bank of Mysore
State Bank of Indore
State Bank of Patiala
State Bank of Saurashtra
State Bank of Travancore
<u>ICICI Bank</u>
<u>HDFC</u>
<u>Canara Bank</u>
Punjab National Bank, Bank of India, Bank of Baroda


Citibank		USA
HSBC		China
Standard Chartered		USA

Insurance



Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

<u>LIC</u>
<u>New India Assurance</u>
<u>Oriental Insurance Company</u>
<u>United India Insurance</u>
<u>National Insurance Company</u>
<u>Reliance Life</u>
<u>Reliance General</u>
<u>Cholamandalam</u>



AXA 	USA
AIG	USA
NewYorkLife	USA
Standard Insurance	USA
Prudential	UK
Lombard	UK
Aviva	UK
Allianz	Germany
Sun Life	Canada



TV

Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

<u>Doordarshan - DD</u>
<u>Zee</u>
<u>Sun Network</u>
<u>Sahara One</u>
<u>Aaj Tak</u>
<u>E TV</u>

News Corp - Star TV 	USA
Star Plus, Star One, Star Movies, Star Vijay, [V], HBO	
CNN 	USA
BBC	UK
Sony, MAX, AXN	Japan
MTV	USA
CNBC	USA
Pogo, Jetix, Cartoon Network	USA
ESPN	USA

Mobile Telecom



Do we select a product attracted by an advertisement? Choose Indian products.
Proud to use an Indian product

<u>BSNL</u>
<u>Airtel</u>
<u>Tata Indicom</u>
<u>Reliance Mobile</u>
<u>Idea</u>
<u>BPL</u>

Vodafone	UK
Aircel	Malaysia