Brands paid Amazon India about ₹8,300 crore for ads last year. On 192 searches, here is who bought the slots — and who bought the search for your name.

FOR BRANDS AND SELLERS WHO ADVERTISE ON AMAZON INDIA, AND THE AGENCIES THAT RUN THEIR ADS · 1,883 SPONSORED SLOTS, 13 SHELF READS, 12 CATEGORIES, 3 OCTOBER – 14 NOVEMBER 2026

Your ad console shows your own impressions and spend. It does not show who else holds the first five results, who buys the search for your brand name, or how the leader of your category uses ads. Amazon shows every shopper that, one page at a time. We added the pages up.

12 of 22
first results on a search are ads

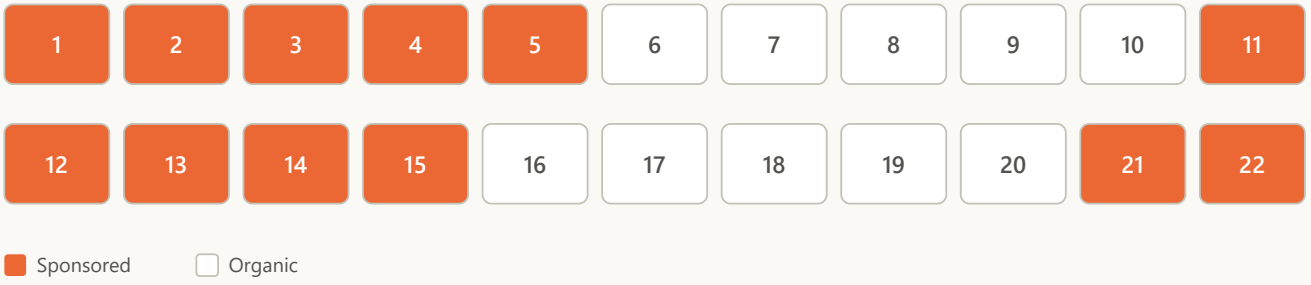
52%
of the ads on a brand-name search belong to a rival

13 of 13
shelves where the top three sellers buy fewer slots than sales

48%
of advertised listings do not rank on organic page one

The measure. Page one of 192 Amazon India searches from 13 shelf reads we have published (supplements, air purifiers, audio, smartphones, protein, glutathione, fragrance, pet food, luggage, hair oil, coffee, menopause care, nail care). Every listing Amazon marks Sponsored in the result grid is one **slot**: 1,883 of 8,987 results. We name the brand behind 84% of slots from its product page or a whole-word title match, and join it to the sales share that shelf's report published (the "bought in past month" floor). **Slot share is not spend, bids, clicks or sales from ads**; we cannot see those and do not estimate them. Each search was read once, logged out, at one delivery address, so a slot share is one draw of Amazon's auction, not a long-run share of voice.

1 · TWELVE OF THE FIRST 22 RESULTS ARE ADS



On 125 of 192 searches the grid follows one template: positions 1–5, 11–15 and 21–22 are Sponsored. Electronics uses a list layout with six of the first ten sponsored. So how many ads a page carries is fixed by Amazon. **Who holds them is the auction, and that is what this report reads.**

For a seller: the first organic result sits at position 6. A buyer who scrolls one screen has seen five ads first.

2 · A SEARCH FOR YOUR BRAND NAME IS FOR SALE

Our query lists include 49 searches for a brand's own name ("kent air purifier", "hk vitals", "oneplus mobile"). On them, Amazon showed 390 ad slots. **The searched brand held 174 (45%); rivals held 202 (52%)**; 14 we could not name. The first ad on the page belonged to a rival on 13 of the 49 searches where we could name it.

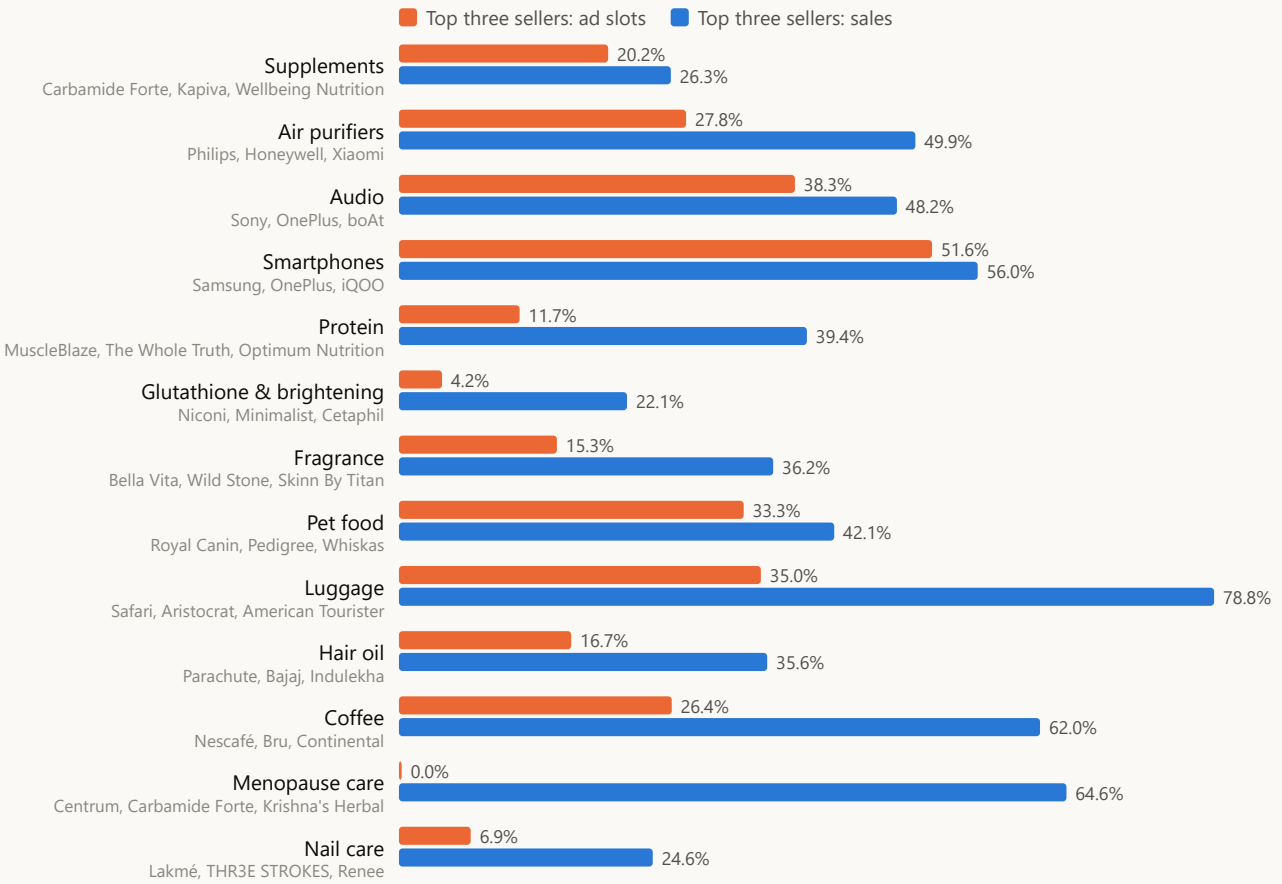
8 brands held no ad at all on their own name:

SEARCH	SHELF	AD SLOTS	WHO BOUGHT THEM
swisse	Supplements	12	Wellbeing Nutrition 4, Carbamide Forte 3, Decode Age 1
philips air purifier	Air purifiers	6	Honeywell 2, Dyson 1, Xiaomi 1
google pixel	Smartphones	6	Samsung 4, Redmi 1, OnePlus 1
motorola mobile	Smartphones	6	Samsung 4, Redmi 1, Lava 1
nothing phone	Smartphones	6	Samsung 3, iQOO 1, Redmi 1
poco mobile	Smartphones	6	Samsung 3, Lava 2, Tecno 1
realme mobile	Smartphones	6	Samsung 3, Redmi 1, Lava 1
vivo mobile	Smartphones	6	Samsung 4, Redmi 1, Lava 1

7 held every slot on their own name: Carbamide Forte, Lava, Mivi, Samsung, Wellbeing Nutrition, boAt, pTron. A brand that buys its own name keeps rivals off that page; one that does not leaves its most valuable buyer — the one who typed its name — to the auction.

> **For a seller:** a rival on your brand-name page does not show in your console; you see it only on the page. 8 of the 49 brands we checked had no ad there at all.

3 · THE BIGGEST SELLERS BUY FEWER AD SLOTS THAN THEIR SHARE OF SALES



On all 13 shelves, the three brands with the most sales hold a smaller share of the ad slots than of the sales. On 7 it holds even if every slot we could not name were theirs. **The ad slots are the one part of page one the leader does not dominate**: that is where the rest of the shelf meets the buyer.

Leaders who barely advertise (underweight even if every unnamed slot were theirs):

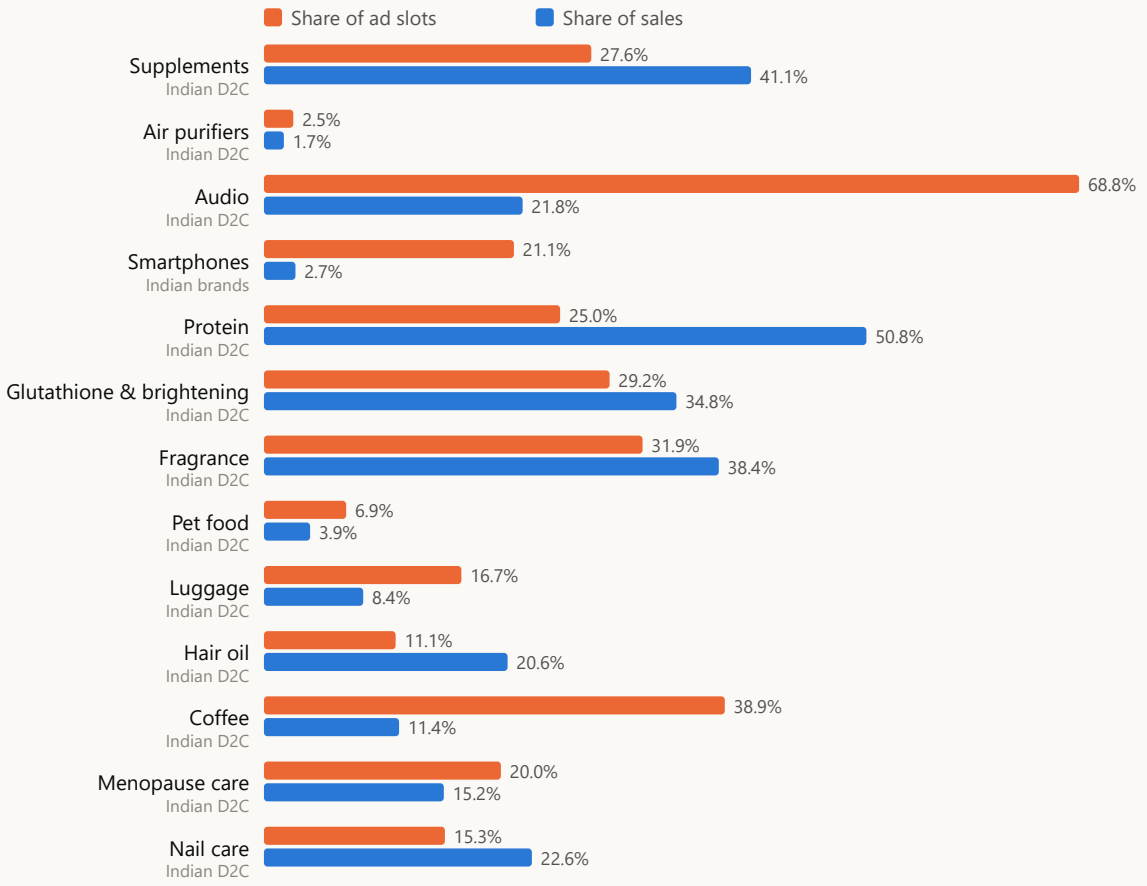
SHELF	BRAND	SHARE OF SALES	SHARE OF AD SLOTS	UP TO
Coffee	Nescafé	39.1%	1.4%	18.1%
Luggage	Safari	51.7%	11.7%	36.7%
Smartphones	OnePlus	21.0%	3.9%	7.8%
Smartphones	Motorola	12.2%	0.0%	3.9%
Audio	Sony	18.1%	5.7%	10.6%
Audio	OnePlus	15.1%	2.8%	7.8%
Audio	JBL	11.5%	2.1%	7.1%
Smartphones	Apple	9.3%	3.9%	7.8%
Smartphones	iQOO	12.9%	7.8%	11.7%
Protein	The Whole Truth	14.1%	0.0%	13.3%

Brands buying well above their sales (at least 10% of a shelf's slots and 1.5× their sales share):

SHELF	BRAND	SHARE OF AD SLOTS	SHARE OF SALES	ORGANIC PAGE ONE
Coffee	Blue Tokai	23.6%	1.5%	2.8%
Smartphones	Lava	21.1%	2.6%	8.0%
Smartphones	Samsung	39.8%	22.1%	12.8%
Audio	Noise	19.1%	2.5%	5.2%
Audio	boAt	29.8%	14.9%	22.5%
Pet food	Royal Canin	31.9%	17.9%	9.0%
Menopause care	Gytree	11.7%	0.2%	2.1%
Luggage	Provogue	11.7%	0.6%	0.0%
Protein	GNC	10.0%	0.6%	1.7%
Menopause care	Menoveda	10.0%	0.9%	12.9%
Protein	Bigmuscles Nutrition	10.0%	2.4%	4.6%
Smartphones	Redmi	13.3%	8.4%	9.1%

Two kinds sit in that table. Small brands buying visibility they do not earn on rank (Blue Tokai, Noise, Gytree, Provogue: under 6% of organic page one), and large sellers buying on top of their rank (Samsung, boAt, Royal Canin). The organic column separates them.

4 · WHERE INDIAN CHALLENGERS OUTBUY THE SHELF, AND WHERE THEY DO NOT



Indian challengers (Indian D2C brands; on smartphones, Indian brands such as Lava) hold more of the ad slots than of the sales on 7 of 13 shelves: air purifiers, audio, smartphones, pet food, luggage, coffee, menopause care. On the 5 shelves where Indian D2C is already the largest owner group (supplements, protein, glutathione & brightening, fragrance, nail care), **it buys below its sales share on every one**, like every other leader. Hair oil is the exception to "small buys above": D2C does not lead there and still buys below its sales share.

5 · WHAT GETS ADVERTISED

SHELF	AD: MEDIAN PRICE	ORGANIC: MEDIAN PRICE	AD: MEDIAN REVIEWS	ORGANIC: MEDIAN REVIEWS	ADS NOT ON ORGANIC PAGE ONE
Supplements	₹647	₹535	408	403	39%
Air purifiers	₹6,999	₹4,990	533	604	34%
Audio	₹1,649	₹1,199	1,200	3,300	62%
Smartphones	₹22,499	₹17,999	792	201	59%
Protein	₹1,924	₹2,080	266	431	58%
Glutathione & brightening	₹612	₹492	374	209	61%
Fragrance	₹419	₹329	188	602	59%
Pet food	₹588	₹398	220	778	73%

SHELF	AD: MEDIAN PRICE	ORGANIC: MEDIAN PRICE	AD: MEDIAN REVIEWS	ORGANIC: MEDIAN REVIEWS	ADS NOT ON ORGANIC PAGE ONE
Luggage	₹3,109	₹2,399	136	1,700	72%
Hair oil	₹298	₹266	997	1,300	49%
Coffee	₹472	₹449	822	290	54%
Menopause care	₹1,043	₹747	48	27	45%
Nail care	₹314	₹206	90	167	64%

The advertised listing is pricier than the organic median on 12 of 13 shelves and has fewer reviews on 8. **48% of advertised listings do not appear on organic page one at all.** Ads carry higher-priced listings, and on most shelves less-reviewed ones, that rank alone has not put in front of the buyer. This shows what ads are used for, not whether they pay.

6 · ADS MOVE IN DAYS

We read the air purifier shelf twice, 12 days apart (2026-11-02 and 2026-11-14), on the same 24 searches. **55% of the advertised listings were still advertised; 64% of the organic listings were still on page one.** Honeywell went from 13% of the slots to 20%; Shark and 3M appeared from none.

BRAND	AD SLOTS, 2026-11-02	AD SLOTS, 2026-11-14
Honeywell	13.0%	19.8%
Dyson	5.6%	8.0%
Xiaomi	8.6%	8.0%
Coway	6.8%	7.4%
Shark	0.0%	4.3%
3M	0.0%	3.7%
Qubo	1.2%	3.1%
Eureka Forbes	4.9%	2.5%

> **For a seller:** a slot share is a snapshot. The useful question is what changed this week, and that needs the same searches read every week.

7 · AMAZON US: INDIAN BRANDS IN THE AD SLOTS

The same read on our two Amazon US harvests, with a New York delivery address, 20–21 November. The 17 Indian-owned brands named in our US report hold 31 of 1,271 ad slots on the 108-search screen (2.4%), against 2.7% of the money on its leading listings. Himalaya and Organic India hold most of them. On the shilajit and ashwagandha shelves they hold 7 of 120 (5.8%). Dollars and rupees are never set side by side.

8 · EVERY SHELF: WHO HOLDS THE SLOTS

Supplements · read 2026-11-04 · 70 searches, 840 slots, 127 advertisers, 86% named

ADVERTISER	AD SLOTS	SALES	ORGANIC PAGE ONE	SEARCHES BOUGHT
Carbamide Forte	11.5%	11.8%	7.8%	45
Wellbeing Nutrition	7.4%	6.1%	2.9%	32
Tata 1mg	3.9%	5.7%	2.4%	26
Zeroharm	3.3%	0.7%	0.7%	20
Man Matters	3.1%	0.9%	1.7%	8
Centrum	2.5%	2.2%	2.0%	10

Air purifiers · read 2026-11-14 · 24 searches, 162 slots, 30 advertisers, 77% named

ADVERTISER	AD SLOTS	SALES	ORGANIC PAGE ONE	SEARCHES BOUGHT
Honeywell	19.8%	15.4%	7.9%	20
Xiaomi	8.0%	14.9%	5.0%	13
Dyson	8.0%	9.3%	0.9%	12
Coway	7.4%	6.8%	4.4%	9
Shark	4.3%	2.0%	0.9%	7
3M	3.7%	0.2%	2.0%	2

Audio · read 2026-10-31 · 25 searches, 141 slots, 19 advertisers, 95% named

ADVERTISER	AD SLOTS	SALES	ORGANIC PAGE ONE	SEARCHES BOUGHT
boAt	29.8%	14.9%	22.5%	16
Noise	19.1%	2.5%	5.2%	13
Boult	9.2%	1.4%	5.8%	10
Mivi	6.4%	0.7%	4.8%	2
Sony	5.7%	18.1%	5.8%	5
Zebronics	4.3%	7.1%	7.5%	2

Smartphones · read 2026-10-28 · 22 searches, 128 slots, 9 advertisers, 96% named

ADVERTISER	AD SLOTS	SALES	ORGANIC PAGE ONE	SEARCHES BOUGHT
Samsung	39.8%	22.1%	12.8%	19
Lava	21.1%	2.6%	8.0%	12
Redmi	13.3%	8.4%	9.1%	12
iQOO	7.8%	12.9%	6.8%	8
Apple	3.9%	9.3%	3.4%	3
Tecno	3.9%	0.9%	0.6%	5

Protein · read 2026-10-05 · 5 searches, 60 slots, 18 advertisers, 87% named

ADVERTISER	AD SLOTS	SALES	ORGANIC PAGE ONE	SEARCHES BOUGHT
Bigmuscles Nutrition	10.0%	2.4%	4.6%	4
GNC	10.0%	0.6%	1.7%	4
TrueBasics	10.0%	8.8%	4.2%	4
OZiva	8.3%	2.1%	4.2%	3
Optimum Nutrition	6.7%	10.4%	6.2%	3
MuscleBlaze	5.0%	14.9%	7.9%	3

Glutathione & brightening · read 2026-10-22 · 6 searches, 72 slots, 25 advertisers, 72% named

ADVERTISER	AD SLOTS	SALES	ORGANIC PAGE ONE	SEARCHES BOUGHT
Asaya	8.3%	0.7%	0.7%	4
Carbamide Forte	5.6%	2.2%	4.5%	2
Himalaya	5.6%	0.5%	0.7%	2
Chicnutrix	4.2%	1.0%	1.7%	2
Hyphen	4.2%	3.8%	0.7%	3
Garnier	4.2%	2.2%	1.0%	3

Fragrance · read 2026-10-12 · 6 searches, 72 slots, 25 advertisers, 89% named

ADVERTISER	AD SLOTS	SALES	ORGANIC PAGE ONE	SEARCHES BOUGHT
Bella Vita	11.1%	20.2%	14.6%	4
Beardo	8.3%	5.8%	2.8%	2
Park Avenue	8.3%	4.5%	5.2%	4
Nykaa	6.9%	0.5%	1.0%	3
Secret Alchemist	6.9%	3.5%	0.0%	3
Engage	5.6%	4.2%	5.2%	3

Pet food · read 2026-10-16 · 6 searches, 72 slots, 19 advertisers, 78% named

ADVERTISER	AD SLOTS	SALES	ORGANIC PAGE ONE	SEARCHES BOUGHT
Royal Canin	31.9%	17.9%	9.0%	4
Bark Out Loud	6.9%	1.2%	0.7%	2
Godrej Ninja	4.2%	0.7%	1.4%	2
Pets Empire	4.2%	0.3%	0.3%	2
Purina	4.2%	4.8%	4.5%	2
Purrfeto	4.2%	0.0%	0.3%	2

Luggage · read 2026-10-03 · 5 searches, 60 slots, 11 advertisers, 75% named

ADVERTISER	AD SLOTS	SALES	ORGANIC PAGE ONE	SEARCHES BOUGHT
Aristocrat	11.7%	18.0%	23.3%	5
Safari	11.7%	51.7%	31.7%	5
Provogue	11.7%	0.6%	0.0%	5
American Tourister	11.7%	9.1%	10.4%	3
LAttitude By Provogue	6.7%	1.3%	2.9%	4
Rare Rabbit	6.7%	0.4%	0.4%	3

Hair oil · read 2026-10-25 · 6 searches, 72 slots, 24 advertisers, 81% named

ADVERTISER	AD SLOTS	SALES	ORGANIC PAGE ONE	SEARCHES BOUGHT
Parachute	16.7%	23.5%	16.3%	6
Dabur	9.7%	4.2%	3.8%	5
Kesh King	6.9%	0.2%	0.7%	4
Himalaya	6.9%	1.0%	0.3%	5
Brillare	5.6%	5.1%	3.5%	3
Inde Wild	2.8%	1.2%	0.3%	2

Coffee · read 2026-10-13 · 6 searches, 72 slots, 15 advertisers, 83% named

ADVERTISER	AD SLOTS	SALES	ORGANIC PAGE ONE	SEARCHES BOUGHT
Blue Tokai	23.6%	1.5%	2.8%	5
Continental	15.3%	11.2%	5.9%	4
Bru	9.7%	11.7%	5.2%	2
Sleepy Owl	8.3%	5.6%	5.2%	3
Third Wave Coffee	5.6%	0.5%	1.4%	2
Tata Coffee	4.2%	4.3%	2.4%	1

Menopause care · read 2026-10-06 · 5 searches, 60 slots, 11 advertisers, 58% named

ADVERTISER	AD SLOTS	SALES	ORGANIC PAGE ONE	SEARCHES BOUGHT
Gytree	11.7%	0.2%	2.1%	5
Menoveda	10.0%	0.9%	12.9%	4
Arth	6.7%	0.3%	6.7%	4
Zeroharm	6.7%	2.7%	2.1%	4
Himalaya	5.0%	not on the sales list	0.4%	3
Amrutam	5.0%	1.2%	1.7%	3

Nail care · read 2026-10-26 · 6 searches, 72 slots, 28 advertisers, 72% named

ADVERTISER	AD SLOTS	SALES	ORGANIC PAGE ONE	SEARCHES BOUGHT
OPI	8.3%	3.5%	0.7%	3
Cuccio	8.3%	0.5%	2.8%	1
Startips	6.9%	2.9%	1.4%	2
Gush Beauty	4.2%	0.2%	0.7%	1
Bluesky	4.2%	0.2%	1.4%	2
Lakmé	2.8%	10.8%	6.9%	2

9 · WHAT THIS CANNOT SHOW

- **Spend, bids, cost per click, clicks, sales from ads.** We see the page a shopper sees. A slot share times a guessed cost per click would invent two numbers, so we do not.
- **One draw per search.** Amazon runs an auction per page load. A repeat read the same hour can differ. Shares of 60-slot shelves move by several points on a single listing.
- **Only the grid.** Sponsored Brands banners, video ads and the sponsored rails on product pages were not captured in these reads.
- **Names.** 16% of slots are unnamed: mostly small brands with no sales on the shelf's list. Menopause care (58% named) and Glutathione & brightening (72% named) are the weakest. Every "up to" figure hands all unnamed slots to the brand in question, so no leader claim rests on a slot we could not name.
- **One delivery address per shelf, logged out.** Whether ads differ by city is not measured here.

10 · YOUR SEARCHES, EVERY WEEK

This report adds up reads we had already made for other reasons. For one brand, the useful version is narrower and repeated: your category's searches, your brand name and your rivals' names, read several times a week, with what changed: who took position 1, who started buying your name, who stopped. On Amazon, and on the quick-commerce apps where we already read shelves.

> **Book a discovery call:** cal.com/pranshumaan-vtjpre/impuls8-discovery-session. impuls8.com