

## Endnotes

1. Please refer to Appendix A for the comprehensive list of companies featuring advertising campaigns.
2. For a comprehensive listing of Indian-based indexed companies, whether they have advertising campaigns or not, please see Appendix B.
3. Karwa Chauth is a significant event for married Hindu women, during which they offer prayers for their husbands' well-being, wealth, and long life. The event involves a day-long fast, during which no food or drink is consumed (Melton, 2011).

## Appendix A

List of companies and organisations; and the number of serious and non-serious ads/marketing campaigns run by them

| Sr. no   | Company name                                    | Number of ads |
|--|---|---------------|
| Companies with advertisement campaigns using the LGBTQ character as a joke |   |               |
| 1  | Pernod Ricard                                   | 1             |
| 2  | ACKO Insurance                                  | 1             |
| 3  | Airbnb  | 1             |
| 4  | AJIO Life                                       | 1             |
| 5  | Procter & Gamble                                | 2             |
| 6  | Bajaj Allianz General Insurance Co. Ltd.        | 1             |
| 7  | Bhima   | 1             |
| 8  | BlueCity  | 3             |
| 9  | boat  | 1             |
| 10   | BookMyShow                                      | 1             |
| 11   | Borosil   | 1             |
| 12   | Hindustan Unilever                              | 5             |
| 13   | Bumble  | 2             |
| 14   | Chimp&Z Inc                                     | 1             |
| 15   | CoinSwitch Kuber                                | 1             |
| 16   | Viacom 18                                       | 4             |
| 17   | Craftsvilla                                     | 1             |
| 18   | Dabur Fem                                       | 1             |
| 19   | DaMENSCH  | 1             |
| 20   | eBay India                                      | 1             |
| 21   | EORTV   | 1             |
| 22   | Equitas Small Finance Bank                      | 1             |
| 23   | EssarHome                                       | 1             |
| 24   | Flipkart  | 1             |
| 25   | Franklin Templeton Investments                  | 1             |
| 26   | Contagious Online Media Network Private Limited | 1             |
| 27   | IPG Mediabrands India                           | 1             |
| 28   | Jabong  | 1             |
| 29   | Joy Personal Care                               | 1             |
| 30   | Juicy Chemistry                                 | 1             |
| 31   | Kochi Metro                                     | 1             |

|  |                                    |    |
|--|------------------------------------|----|
| 32   | Kotak Mahindra Bank                | 1  |
| 33   | Lemon Tree Hotels                  | 1  |
| 34   | Lenskart                           | 1  |
| 35   | Levi Strauss & Co.                 | 2  |
| 36   | Lindberg Chocolates                | 1  |
| 37   | Lokmat                             | 1  |
| 38   | Lomotif India                      | 1  |
| 39   | Mahindra Lifespaces                | 1  |
| 40   | L'Oréal                            | 1  |
| 41   | MG Motor India                     | 1  |
| 42   | MullenLowe Lintas Group            | 1  |
| 43   | Myntra                             | 2  |
| 44   | Netflix India                      | 1  |
| 45   | Nykaa                              | 2  |
| 46   | Match Group                        | 8  |
| 47   | OnePlus Technology                 | 1  |
| 48   | Pathkind Labs                      | 1  |
| 49   | Sun Pharmaceutical Industries Ltd. | 1  |
| 50   | Mankind Pharmaceuticals            | 1  |
| 51   | Publicis Sapient India             | 1  |
| 52   | PUMA                               | 1  |
| 53   | Radio Mirchi                       | 1  |
| 54   | Ralco Tyres                        | 1  |
| 55   | Rebtel                             | 1  |
| 56   | Shazé                              | 1  |
| 57   | Shoppers Stop                      | 1  |
| 58   | Star India                         | 3  |
| 59   | StayUncle                          | 1  |
| 60   | Tata AIG                           | 1  |
| 61   | HT Media                           | 1  |
| 62   | The Lalit Suri Hospitality Group   | 1  |
| 63   | Helios Lifestyle                   | 1  |
| 64   | The Times Group                    | 2  |
| 65   | Titan                              | 4  |
| 66   | trell                              | 1  |
| 67   | Urban Company                      | 2  |
| 68   | VavoDigital                        | 1  |
| Total  |                                    | 96 |
| Companies with advertisement campaigns using the LGBTQ character as a joke |                                    |    |
| 1  | Virgin Mobile India                | 1  |
| 2  | PepsiCo                            | 1  |
| 3  | Vodafone                           | 1  |
| Total  |                                    | 3  |

| Organisations |                                     |   |
|---------------|-------------------------------------|---|
| 1             | Centre for Social Research          | 1 |
| 2             | Mitr Trust                          | 1 |
| 3             | Love Matters India                  | 1 |
| 4             | Phool Versha Foundation             | 1 |
| 5             | United Nations Human Rights Council | 2 |
| Total         |                                     | 6 |

## Appendix B

### List of Indian-based indexed companies

| Sr. no | Company name                     | Sr. no | Company name                |
|--------|----------------------------------|--------|-----------------------------|
| 1      | AB InBev                         | 33     | Intuit                      |
| 2      | Accenture                        | 34     | Invesco                     |
| 3      | Bain & Company                   | 35     | John Deere                  |
| 4      | Barclays                         | 36     | JPMorgan Chase              |
| 5      | BlackRock                        | 37     | Lilac Insights              |
| 6      | Boston Consulting Group          | 38     | Lilly                       |
| 7      | Citigroup                        | 39     | London Stock Exchange Group |
| 8      | Citrix                           | 40     | Macquarie Group             |
| 9      | CRISIL                           | 41     | Mastercard                  |
| 10     | Cummins                          | 42     | McKinsey & Company          |
| 11     | DDB Mudra                        | 43     | Micron                      |
| 12     | Dell                             | 44     | Microsoft Corporation       |
| 13     | Deloitte                         | 45     | Morgan Stanley              |
| 14     | Deutsche Bank                    | 46     | Myntra                      |
| 15     | Dow                              | 47     | Nielsen Holdings            |
| 16     | Ernst & Young                    | 48     | Northern Trust              |
| 17     | Ezetap                           | 49     | Novartis                    |
| 18     | Firmenich                        | 50     | Parexel                     |
| 19     | Fiserv                           | 51     | Paysafe                     |
| 20     | Ford                             | 52     | Randstad                    |
| 21     | Fujitsu                          | 53     | Refinitiv                   |
| 22     | Gap Inc.                         | 54     | Société Générale            |
| 23     | General Electric                 | 55     | Standard Chartered          |
| 24     | GlaxoSmithKline                  | 56     | Sutherland                  |
| 25     | Godrej Group                     | 57     | Tata Consultancy Services   |
| 26     | Google                           | 58     | Tata Steel Ltd              |
| 27     | Hinduja Global Solutions Limited | 59     | Thoughtworks                |
| 28     | Hindustan Unilever               | 60     | Uber                        |
| 29     | HSBC Bank                        | 61     | VIP Industries              |
| 30     | IBM                              | 62     | VMware                      |
| 31     | IFF                              | 63     | Wells Fargo                 |
| 32     | Infosys                          | 64     | Wipro                       |