

AI VISIBILITY BENCHMARK 2026

An Independent Study of AI Visibility Across Indian D2C Brands

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Organization: Digital Platform 271

Framework: AI Citation Readiness Framework™ (Version 1.0)

Sample: 30 audited brands | Audit period: July 2026 | Country: India

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Proprietary industry research. Not peer-reviewed.

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Research at a Glance

A one-page summary of this report's key facts and findings. Full detail, methodology, and caveats follow in the sections after this one.

Report title AI Visibility Benchmark 2026

Publication ID DP271-AVB-2026-001

Publication date 19 July 2026

Framework version AI Citation Readiness Framework™ v1.0

Sample size 30 audited brands

Audit period July 2026

Country India

Average Overall Score 59.3

Highest score 73 — Blue Tea (Grade C)

Lowest score 13 — Isak Fragrances (Grade F)

Highest-scoring dimension AI Discoverability (avg. 16.0)

Lowest-scoring dimension AI Recommendation Readiness (avg. 7.8)



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How to Read This Report

What was studied

30 Indian D2C and FMCG brand websites, audited once in July 2026 for how well AI systems can understand, trust, discover, and recommend them.

How it was measured

A proprietary framework scored 53 signals per brand, rolled up into 5 dimensions, summed into an Overall Score, and translated into a letter Grade (see the diagram in Research Methodology).

What the data shows

Brands were consistently easier for AI systems to find (Discoverability) than they were likely to be actively recommended (Recommendation Readiness) — and no brand reached the framework's top two grades.

What it means

Being crawlable by AI systems is not the same as being cited or suggested by them. For most of this sample, that second step is still the weaker one.

What brands should do

Treat Discoverability and Recommendation Readiness as two separate goals to audit and invest in — see the Recommendations section for specifics.

Research limitations

Small, non-random, single-pass sample; proprietary and only partially disclosed scoring; no signal-level evidence. Full detail in Limitations, below. Read findings as directional industry research, not a statistically representative market study.

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This report is proprietary industry research produced by Digital Platform 271. It has not undergone external peer review. Readers citing individual statistics should cite the report version and page, and are encouraged to request the underlying dataset from the author for verification.

Publication and Contact Information

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Editorial Policy, Funding, and Conflicts of Interest

Editorial policy

This report presents findings from a single-pass proprietary audit conducted by Digital Platform 271 using its AI Citation Readiness Framework™. It is published as industry research intended to inform founders, marketers, and consultants working on AI visibility and Generative Engine Optimization (GEO). It has not been peer-reviewed and does not carry the methodological guarantees of an academic publication. All findings are drawn exclusively from the accompanying audit dataset; no figures in this report have been estimated, extrapolated, or sourced from outside the dataset.

Funding

This research was independently funded by Digital Platform 271. No external funding or sponsorship was received.

Conflicts of interest

The audited sample includes Lunepop (lunepop.ai), a brand affiliated with the report's author (Director, LunepopAI Solutions Pvt. Ltd.). Its inclusion in a sample the author also scored is a direct conflict of interest, and it is disclosed in full here in accordance with the report's editorial standards: this benchmark includes Lunepop, a brand affiliated with the author, and all brands — including Lunepop — were evaluated using the same AI Citation Readiness Framework™ methodology with no manual score adjustments. Lunepop's result (Overall Score 42, Grade E) places it among the lower-scoring brands in the sample, which does not eliminate the disclosure obligation.

The audit methodology, scoring weights, and signal list are proprietary to Digital Platform 271. This is disclosed as a methodological limitation in Limitations, below.

Executive Summary

What we studied

Digital Platform 271 audited 30 Indian D2C and FMCG brand websites in July 2026 using its proprietary AI Citation Readiness Framework™, scoring each on five dimensions: AI Understanding, Trust, Discoverability, Recommendation Readiness, and Content & Entity Coverage. This is a single-pass audit of a small, non-random sample — directional industry research, not a statistically representative survey of the Indian D2C market.

What we found

AI Discoverability was the strongest dimension (avg. 16.0); AI Recommendation Readiness was the weakest (avg. 7.8) — brands were generally easier for AI systems to find than to be actively recommended by.

No brand reached Grade A or B. 53.3% of the sample graded D and 33.3% graded E.

The average Overall Score was 59.3 (median 63, std. dev. 11.86) — a below-midpoint mean with a moderately wide spread.

Recommendation Readiness was each brand's single weakest dimension in 80% of cases; Discoverability was each brand's single strongest in 87% of cases — the sample-average gap holds at the individual-brand level too.

Why it matters

As AI-powered search and assistants increasingly mediate how consumers discover brands, being crawlable is not the same as being recommended. This report separates confirmed data findings from interpretation throughout, states its limitations plainly, and does not attribute any score to a specific technical signal, since the underlying dataset holds no signal-level evidence to support that claim.

Takeaway: Indian D2C and FMCG brands in this sample are optimizing for AI visibility, but not yet for AI recommendation — and that gap, not raw discoverability, is where the room to improve sits.

Key Findings

All statements below are directly supported by the audit dataset. See Results and Interpretation for full detail.

Recommendation Readiness was the weakest of the five scored dimensions across the sample, with an average score of 7.8 — the lowest of all five category averages.

AI Discoverability was the strongest dimension, with an average score of 16.0 — the highest of all five category averages.

Recommendation Readiness was each individual brand's single lowest-scoring dimension in 24 of 30 cases (80.0%).

AI Discoverability was each individual brand's single highest-scoring dimension in 26 of 30 cases (86.7%).

The average Overall Score across the sample was 59.3, with a median of 63, a standard deviation of 11.86, and a range from 13 (lowest) to 73 (highest).

No audited brand received a Grade A or B. Three brands (10.0%) received Grade C, 16 (53.3%) received Grade D, 10 (33.3%) received Grade E, and 1 (3.3%) received Grade F.

Content & Entity Coverage (average 12.9) and AI Trust Signals (average 11.3) and AI Understanding (average 11.2) scored between the Recommendation and Discoverability extremes, in that descending order.

Self-reported audit "Evidence Confidence" across the sample ranged from 47% to 72%, with a mean of approximately 64%.

Scope of the Study

This study measures AI Visibility — the degree to which a brand's public web presence can be understood, trusted, discovered, and recommended by generative AI systems (e.g., AI chat assistants and AI-powered search) — for a defined set of Indian D2C and FMCG brand websites, audited once in July 2026.

In scope

30 Indian D2C and FMCG brand websites, audited on their public-facing web presence.

Five scoring dimensions: AI Understanding, AI Trust Signals, AI Discoverability, AI Recommendation Readiness, and Content & Entity Coverage.

A single point-in-time audit pass conducted in July 2026.

Out of scope

Brands outside India, or Indian brands in categories not represented in the sample (see Sample Characteristics and Industry Distribution, below).

Paid media, social commerce, marketplace listings (e.g., Amazon, Flipkart), or offline retail presence.

Causal attribution of scores to individual technical signals (see Limitations, below).

Limitation: Thirty Indian D2C brands representing multiple sectors were selected for comparative benchmarking. Per the publication record, the sample is intended as a benchmark dataset rather than a statistically representative survey — it was not drawn to represent a single vertical, client pipeline, or fixed sampling frame, and scope should be read accordingly.

Sample Characteristics

The final sample consists of 30 audited brand websites, drawn from an initial pool of 40 identified candidate websites.

Limitation: The dataset does not break down the 10-brand difference between duplicate listings removed and inaccessible (404) websites. This gap is noted here for transparency and listed among the report's limitations, below; it is flagged for manual review before any future edition.

Industry distribution

Brands were grouped into industry categories as recorded in the audit. Skincare (6 brands, 20.0%) and Food (5 brands, 16.7%) were the two largest single categories. A residual "Other" grouping — comprising ten additional industry labels (Ingredients, Snacks, Food Consulting, Export, Dairy, Spices, Personal Care, Home, Fragrance, and Organic Food), each represented by only one or two brands — accounts for 12 brands (40.0%) of the sample.

Table 1. Brand count and share of sample by industry category.

Industry	Brands	% of sample
Skincare	6	20.0%
Food	5	16.7%
Cosmetics	3	10.0%
Agriculture	2	6.7%
Beverages	1	3.3%
Wellness	1	3.3%
Other (10 additional single- or double-brand categories)	12	40.0%

Interpretation: Because the "Other" grouping aggregates ten distinct, low-count industries, industry-level comparisons in this report are directional only and should not be read as robust per-category benchmarks. No single non-Skincare, non-Food industry has enough brands in this sample to support a reliable category-specific average.

Grade distribution

Table 2. Brand count and share of sample by Grade.

Grade	Brands	% of sample
C	3	10.0%
D	16	53.3%
E	10	33.3%
F	1	3.3%

No brand in the sample received Grade A or Grade B.

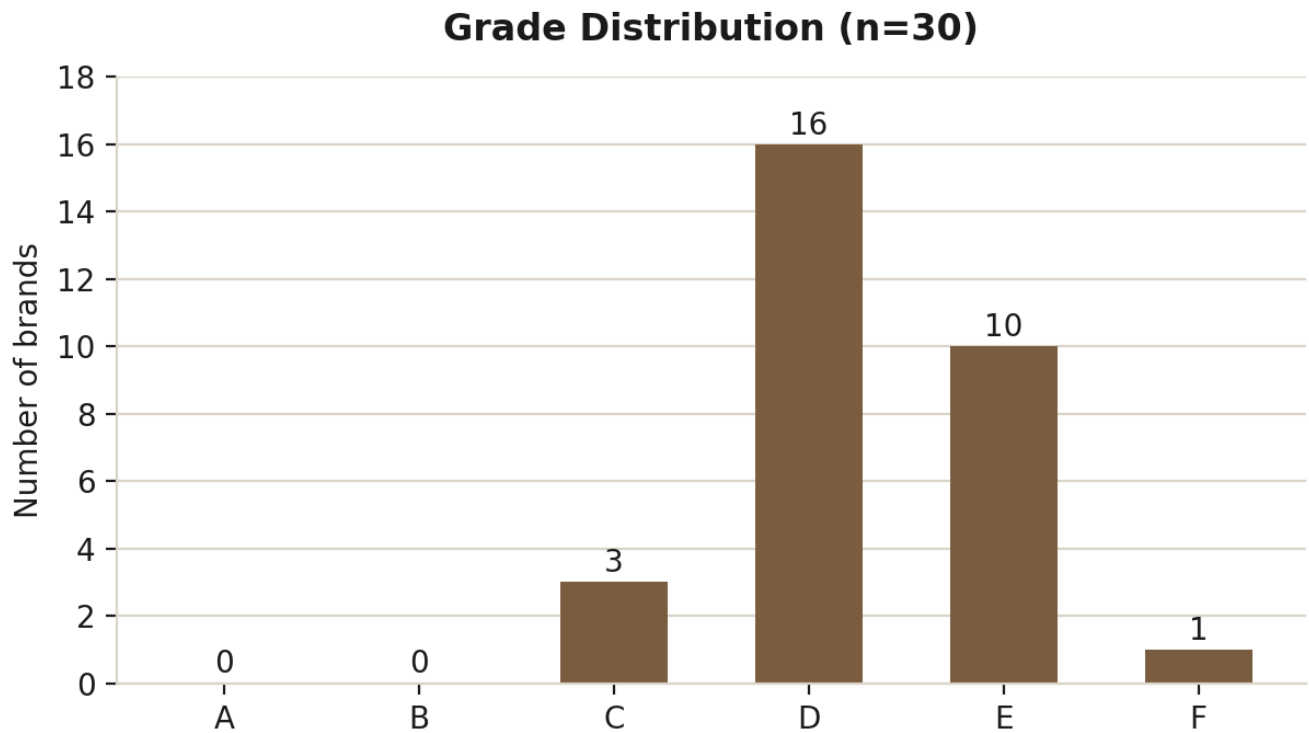


Figure 1. No brand in the sample reached Grade A or B; Grade D was the most common outcome, covering over half the sample.

Score Interpretation — Official Grading Scale

Grades throughout this report follow the published grading scale below. All grades shown in the main body and appendices have been verified against this scale.

Table 3. Official Overall Score range by Grade.

Grade	Score
A	90–100
B	80–89
C	70–79
D	60–69
E	40–59
F	0–39

Evidence confidence

Each audit record includes an "Evidence Confidence" percentage — the framework's internal indicator of how completely the underlying signals could be verified for that brand. Evidence Confidence represents the completeness and reliability of publicly verifiable signals collected during the audit. Across the sample, Evidence Confidence ranged from 47% (minimum) to 72% (maximum), with a mean of approximately 64%.

Limitation: The source file's pre-built Evidence Confidence Distribution chart does not reconcile with the per-brand Evidence Confidence values in the master dataset (the chart records Under 50%: 2 brands and 70%+: 1 brand, while the per-brand data shows only 1 brand under 50%, at 47%, and 1 brand at 70%+, at 72%). This report uses the per-brand master data as the authoritative source; the discrepancy is flagged here for correction in any future edition.

Research Methodology

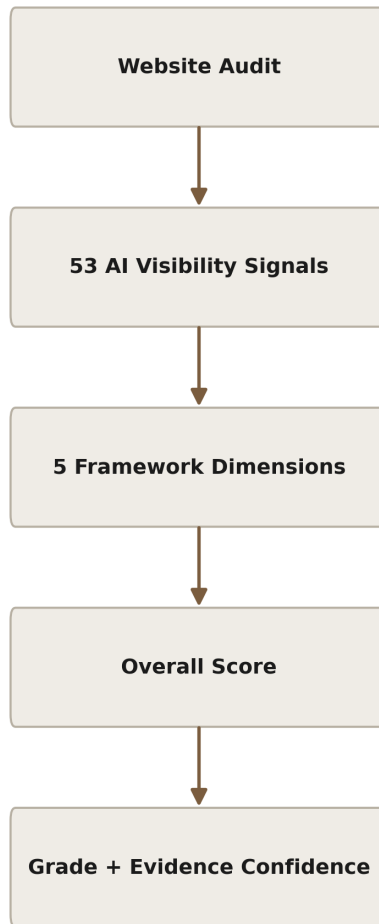


Figure 2. Each brand's score is built in five steps, from raw audit to final grade.

In plain English

Each brand's website was audited for 53 individual signals related to AI visibility — things like whether AI systems can tell what the brand sells, whether the site is easy to crawl, and whether the content gives an AI system enough to confidently recommend the brand. Those 53 signals were grouped into 5 broader dimensions, added up into one Overall Score per brand, and translated into a letter Grade plus an Evidence Confidence percentage (how completely the underlying signals could be verified). The technical detail behind that process follows below.

The technical detail

Digital Platform 271 audited each brand's public web presence using its proprietary AI Citation Readiness Framework™ (version 1.0), which tracks 53 individual AI-related signals across 5 scoring categories: AI Understanding, AI Trust Signals, AI Discoverability, AI Recommendation Readiness, and Content & Entity Coverage. Each brand's Overall Score is the sum of its five category scores.

Table 4. The five AI Citation Readiness Framework™ scoring categories.

Category	What it is intended to capture (as named in the framework)
AI Understanding	Whether AI systems can correctly parse and interpret what the brand is and does.
AI Trust Signals	Signals the framework associates with credibility and trustworthiness.
AI Discoverability	Whether the brand's content can be found and crawled by AI systems.
AI Recommendation Readiness	Readiness to be actively surfaced as a recommendation by AI systems.

Category	What it is intended to capture (as named in the framework)
Content & Entity Coverage	Breadth and structure of content describing the brand as a distinct entity.

Limitation: The exact scoring rubric, point weighting, and maximum possible score per category remain proprietary to Digital Platform 271 and are not included in the dataset provided for this report. Category maxima cannot be independently verified from the source file; the highest scores actually observed within this sample are: AI Understanding 16, AI Trust Signals 14, AI Discoverability 17, AI Recommendation Readiness 13, Content & Entity Coverage 17. These are observed maxima, not confirmed ceilings.

This audit pass was conducted using AI Citation Readiness Framework™ version 1.0.

Audit design

Single audit pass per brand, conducted in July 2026.

30 brands audited from an initial pool of 40 identified candidates.

53 tracked signals scored into 5 category totals per brand, which sum to an Overall Score.

Each brand assigned a letter Grade and an Evidence Confidence percentage.

What this methodology does not include

No repeated or longitudinal audits — each brand was scored once.

No independent or third-party replication of scores.

No published inter-rater reliability or confidence interval calculations.

No disclosed signal-level scoring breakdown within each of the five categories.

Results and Interpretation

This section separates what the data directly shows (Findings) from what those results may plausibly mean in context (Interpretation). Findings are statements that can be checked against the dataset. Interpretations are the author's reading of those findings and are not themselves verifiable facts.

Overall score distribution

Table 5. Descriptive statistics for the Overall Score distribution (n=30).

Statistic	Value
Mean	59.3
Median	63
Mode	63
Standard deviation	11.86
Minimum	13
Maximum	73
Range	60
25th percentile (Q1)	55.75
75th percentile (Q3)	65.75

Finding: The sample's mean Overall Score (59.3) sits below its median (63), and the distribution's minimum (13) is a substantial outlier relative to the rest of the range — the next-lowest score is 42, a gap of 29 points.

Interpretation: This pattern is consistent with one low-scoring brand pulling the mean down relative to the median, rather than a broadly symmetric distribution. This is a descriptive observation about the shape of the data, not a claim about why that brand scored lower.

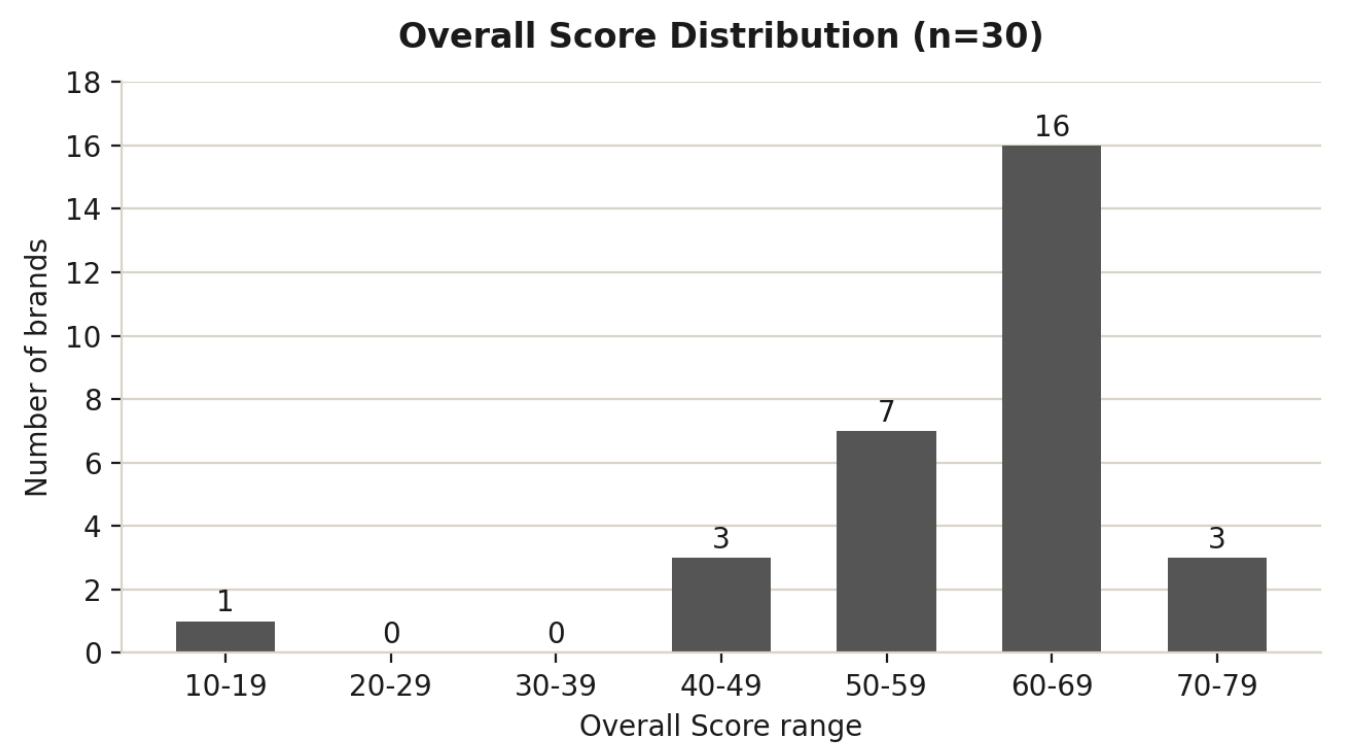


Figure 3. Overall Scores cluster in the 60–69 range; one significant low-scoring outlier pulls the sample mean below its median.

Category averages — the central finding

Table 6. Average score by AI visibility dimension (n=30).

Category	Average score (n=30)
AI Understanding	11.2
AI Trust Signals	11.3
AI Discoverability	16
AI Recommendation Readiness	7.8
Content & Entity Coverage	12.9

Average Score by AI Visibility Dimension

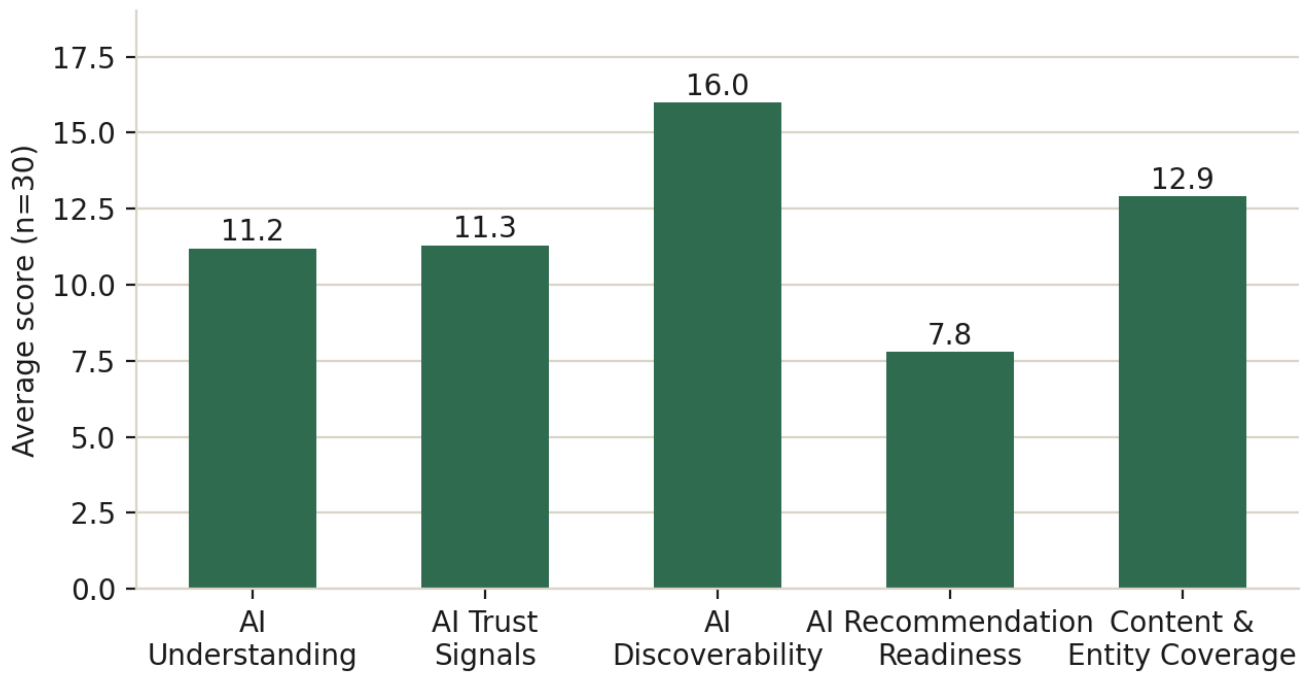


Figure 4. AI Discoverability achieved the highest average score across the sample, while AI Recommendation Readiness recorded the lowest.

Finding: Recommendation Readiness was the weakest measured dimension across the sample, with the lowest average score (7.8) of the five categories. AI Discoverability was the strongest, with the highest average score (16.0). This is confirmed directly against the dataset's category averages and cross-checked at the individual-brand level (see Common Observed Patterns, below).

Interpretation: The audited brands were, on average, generally more discoverable by AI systems than they were likely to be recommended by those systems. Discoverability measures whether a brand can be found and crawled; Recommendation Readiness measures readiness to be actively surfaced as an answer. The gap between these two averages suggests that being crawlable is not the same as being cited or recommended — but this dataset does not identify which specific factors separate the two for any given brand.

This is stated here as an average-level, cross-sectional comparison. It is not a claim that improving Discoverability caused Recommendation Readiness to lag, nor that the two are causally linked in either direction.

Grade outcomes

Finding: No brand in the sample achieved Grade A or Grade B. The largest single grade band was D (16 brands, 53.3%), followed by E (10 brands, 33.3%), C (3 brands, 10.0%), and F (1 brand, 3.3%).

Interpretation: The absence of any A or B grade, combined with a majority-D/E outcome, suggests that AI visibility readiness — as defined by this specific framework — was underdeveloped across most of the audited sample at the time of the audit. Grade band thresholds are published under Score Interpretation — Official Grading Scale, above; readers should still treat the letter grades as a within-framework ranking rather than an absolute, externally calibrated standard.

Industry Implications

This section is interpretive. It considers what the findings may mean for D2C and FMCG brands, marketers, and consultants operating in or adjacent to the Indian market — while explicitly not claiming that this 30-brand sample represents the wider Indian or global D2C market.

Interpretation: Building on the Discoverability–Recommendation Readiness gap identified in Results and Interpretation, above, this reframes the practical question for brands and consultants from "can AI find us" to "would AI actively suggest us" — a shift that matters wherever AI-powered search and assistants mediate how consumers discover and evaluate D2C brands.

Interpretation: The concentration of grades in the C–E range, with zero A/B outcomes, suggests that AI Recommendation-level readiness may currently be an emerging rather than a mature practice among the categories represented here (chiefly Skincare, Food, and Cosmetics). This should not be generalized to industries with little or no representation in this sample.

Limitation: Because the "Other" industry grouping aggregates ten disparate categories at one or two brands each, this report does not draw industry-specific conclusions for any category outside Skincare and Food, where sample sizes remain too small (6 and 5 brands respectively) for confident generalization even within this non-random sample.

Common Observed Patterns

The patterns below are directly computed from the per-brand dataset. They describe regularities observed across the sample; they are not causal claims about why any individual brand scored as it did.

Finding: Recommendation Readiness was each brand's single lowest-scoring dimension (of the five) in 24 of 30 cases (80.0%). In the remaining 6 cases, AI Understanding or AI Trust Signals was the lowest-scoring dimension instead.

Finding: AI Discoverability was each brand's single highest-scoring dimension in 26 of 30 cases (86.7%). In the remaining 4 cases, Content & Entity Coverage or AI Understanding was the highest-scoring dimension instead.

Finding: AI Discoverability scores clustered tightly at the upper end of their observed range: 27 of 30 brands (90.0%) scored between 14 and 17 on this dimension, with only three brands scoring below 14.

Interpretation: Taken together, these two patterns — Recommendation Readiness as the most frequent weak point, Discoverability as the most frequent strong point — reinforce the central finding at the level of individual brands, not just sample averages. This is a consistent pattern across most of the sample rather than an artifact of a few outliers.

Limitation: The dataset does not contain signal-level detail (e.g., which of the 53 tracked signals were present or absent for each brand), so this report cannot say which specific technical elements drove any brand's Recommendation Readiness or Discoverability score. The "Common Missing AI Signals" and "Most Common Positive Signals" tables provided in the source file list signal names (e.g., Founder Identity Structured Data, Product Structured Data, FAQ Schema, Website Schema, Privacy Policy, LocalBusiness Schema) but contain no count, percentage, or brands-affected data — every value in those tables is marked "Needs Verification" in the source file. They are reproduced for reference in Appendix D but are not used to support any claim in this report.

Recommendations

These recommendations are strategic guidance based on the framework's dimension definitions and the sample-level finding that Recommendation Readiness lagged Discoverability (see Results and Interpretation, above). They are not statistically derived fixes tied to specific technical signals, since this dataset contains no signal-level evidence of what drives any individual score.

Table 7. Recommendations by priority, with supporting evidence and expected outcome.

Priority	Action	Why	Expected Outcome
High	Audit Discoverability and Recommendation Readiness separately rather than treating one as a proxy for the other.	This sample shows brands can be highly discoverable (avg. 16.0) while remaining unlikely to be recommended (avg. 7.8) — the two do not move together.	Visibility investment is directed at the actual weak point (recommendation readiness) instead of being absorbed by discoverability work that is already comparatively strong.
Medium	Request a signal-level scoring breakdown before commissioning technical fixes.	This report's dataset contains category scores only, not which of the 53 signals are present or missing for a given brand.	Technical spend targets the specific missing signals on a given site rather than generic best-practice checklists.
High	Budget AI visibility as a multi-cycle investment, not a one-time project.	No brand in this 30-brand sample reached Grade A or B; the sample skewed to Grade C–F.	Realistic internal expectations and budget allocation, rather than a single audit that assumes near-term Grade A readiness.

Priority	Action	Why	Expected Outcome
Medium	Commission a brand-level audit rather than relying on this report's aggregate figures, for brands outside Skincare and Food.	40% of the sample falls into a residual "Other" grouping of ten industries at one or two brands each — too thin for reliable category benchmarks.	Category-specific guidance instead of directional averages that may not generalize to a given industry.
Medium	Resolve remaining methodological gaps (scoring weights, category maxima) before this benchmark is repeated or re-cited, and continue disclosing affiliated brands.	The Lunepop affiliation and undisclosed scoring weights are both flagged as limitations in this edition (see Limitations, below).	A stronger, more defensible future benchmark that can support firmer causal or comparative claims.

Limitations

Limitation: Small, non-random sample. The sample consists of 30 brands drawn from an initial pool of 40 candidates whose selection method is not documented in the source file. It is not a random or stratified sample of the Indian D2C/FMCG market, and findings should not be generalized beyond the audited brands.

Limitation: Not statistically representative. This report does not claim, and readers should not infer, that the sample is statistically representative of the wider Indian or global D2C market.

Limitation: Single audit pass. Each brand was audited once, in July 2026. No brand was re-audited, so this report cannot speak to trends, volatility, or improvement over time.

Limitation: Proprietary, undisclosed scoring methodology. The exact point weighting and maximum score per category underlying the AI Citation Readiness Framework™ are not included in the source dataset and are not independently verifiable by report readers. Grade-band thresholds, however, are published under Score Interpretation — Official Grading Scale.

Limitation: No formal confidence intervals. Summary statistics (mean, median, standard deviation, percentiles) are reported as descriptive statistics only. No confidence intervals, significance tests, or margin-of-error calculations are provided, and none should be inferred.

Limitation: No signal-level evidence. The dataset records category-level scores only. It does not contain a per-signal breakdown showing which of the 53 tracked signals were present or absent for each brand, so no claim in this report attributes a score to a specific technical element.

Limitation: Internal inconsistency in source summary data. The source file's pre-built Evidence Confidence Distribution chart does not reconcile with its own underlying per-brand data (see Evidence Confidence, above). This report uses the per-brand data as authoritative and flags the discrepancy for resolution before any future edition.

Limitation: Affiliated brand in sample. The sample includes Lunepop, a brand affiliated with the report's author (see Conflicts of Interest, above). This has been disclosed in accordance with the report's editorial standards; readers should weigh this affiliation when interpreting Lunepop's individual results in Appendix A.

Limitation: Heterogeneous "Other" industry grouping. 40% of the sample falls into a residual grouping of ten distinct industries at one or two brands each, limiting the reliability of any industry-specific reading outside Skincare and Food.

Limitation: Correlational, not causal. Any relationship described between dimensions (e.g., Discoverability and Recommendation Readiness) is observed at the level of averages and score rankings across the sample. It does not establish, and this report does not claim, that one dimension causes another.

Future Research

Expand the sample size and document a defined, ideally random or stratified, sampling frame across a broader set of Indian D2C/FMCG industries.

Conduct repeated audits of the same brands over time to observe whether Recommendation Readiness and Discoverability scores move together or independently.

Publish signal-level scoring data (which of the 53 signals were present/absent per brand) to allow evidence-based, signal-specific recommendations rather than category-level guidance only.

Publish the framework's scoring weights and category maxima to allow independent verification and cross-framework comparison (grade-band thresholds are already published under Score Interpretation, above).

Seek independent or third-party replication of a subset of audits to establish inter-rater reliability, particularly given the reported Evidence Confidence range of 47–72%.

Where affiliated brands are included in future samples, disclose the affiliation at first mention and consider reporting aggregate statistics both with and without affiliated brands included.

Conclusion

This benchmark's central finding — a persistent gap between AI Discoverability and Recommendation Readiness — held at both the sample average and the individual-brand level (see Executive Summary and Results and Interpretation, above). No brand in the sample reached the framework's top two grade bands.

These findings describe a specific, non-random sample audited once, using a proprietary and only partially disclosed methodology. They are offered as directional industry research for founders, marketers, and consultants working on AI visibility — not as a statistically representative account of the Indian or global D2C market. The recommendations in the Recommendations section, above, should be treated as prerequisites for any further distribution or citation of this report.

References

Sanchari, S. (2026). AI Visibility Benchmark 2026. Digital Platform 271 Research. Publication ID: DP271-AVB-2026-001. [internal dataset: AI Visibility Benchmark Audit, July 2026]

Limitation: No external literature, prior benchmark reports, or third-party sources were referenced in this edition. Additional external references may be incorporated in future versions at the author's discretion; this is flagged for manual review before any subsequent edition.

Appendices

The appendices below identify individual audited brands by name. This is a deliberate departure from the anonymized presentation used in the main body of the report, made here for transparency and independent verification of the underlying data. Readers should note the author-affiliated brand (Lunepop) flagged in Conflicts of Interest, above, when reviewing Appendix A.

Appendix A — Full Brand-Level Dataset (n=30)

Appendix A contains the complete audited dataset for all 30 brands to support transparency and independent verification.

Table 8. Complete audited dataset for all 30 brands.

#	Brand	Industry	Overall	Grade	Underst.	Trust	Discov.	Recomm.	Content	Ev. Conf.
1	AgroStar C	Agricultur e	58	E	12	9	17	6	14	65%
2	Anveshan	Food	66	D	12	13	17	8	16	66%
3	Blue Tea	Beverage	73	C	14	14	16	12	17	69%
4	Future Farms	Agricultur e	52	E	7	13	14	8	10	58%
5	Tech4Ser ve	Food Con sulting	63	D	13	12	17	7	14	66%
6	Demolish Foods	Food	44	E	9	6	15	7	7	58%
7	Siroyaa	Export	44	E	7	12	16	4	5	59%

#	Brand	Industry	Overall	Grade	Underst.	Trust	Discov.	Recomm.	Content	Ev. Conf.
8	Stonefield	Ingredient s	70	C	14	14	16	9	17	69%
9	Gaia Fresh	Dairy	65	D	13	14	15	8	15	67%
10	Zoff Foods	Spices	65	D	12	13	17	9	14	66%
11	Consciou s Chemist	Skincare	66	D	11	13	17	9	16	66%
12	Felisha	Cosmetic s	63	D	11	13	17	8	14	65%
13	Lemme Be	Personal Care	69	D	14	8	17	13	17	67%
14	Solara	Home	63	D	13	13	17	6	14	65%
15	Suri Fresh Extract	Food	50	E	8	9	15	7	11	64%
16	SkinInspir ed	Skincare	65	D	12	12	17	9	15	66%
17	Farmley	Snacks	59	E	10	12	17	9	11	59%
18	Flychem	Ingredient s	69	D	14	11	17	10	17	68%
19	Isak Fragr ances	Fragrance	13	F	0	2	11	0	0	47%
20	Lunepop	Food	42	E	12	6	10	3	11	61%
21	Matt Look	Cosmetic s	55	E	11	14	17	5	8	61%
22	Mr. Makhana	Food	60	D	12	14	17	7	10	62%
23	Aravi Organic	Organic Food	63	D	11	12	17	10	13	65%
24	Beyond Snack	Snacks	59	E	12	14	17	5	11	63%
25	Clarion India	Cosmetic s	68	D	16	10	17	8	17	72%
26	Ojya Natural	Wellness	63	D	13	9	17	9	15	66%
27	Dot & Key	Skincare	55	E	7	9	17	8	14	65%
28	Foxtale	Skincare	71	C	13	13	17	12	16	68%
29	Minimalist	Skincare	62	D	12	13	13	9	15	66%
30	Plum Goodness	Skincare	64	D	12	13	17	8	14	65%

Source: Master Benchmark Dataset, AI Visibility Benchmark Audit, July 2026. All 30 rows reproduced in full; Overall Score equals the sum of the five category scores for every row (independently re-verified for this edition — see Final QA Report).

Appendix B — Top and Bottom Performing Brands

Appendix B ranks the ten highest- and ten lowest-scoring brands to make the sample's spread easy to scan at a glance.

Top 10 by Overall Score

Table 9. The ten highest-scoring brands in the sample.

Rank	Brand	Overall Score	Grade
1	Blue Tea	73	C
2	Foxtale	71	C
3	Stonefield	70	C
4	Lemme Be	69	D
5	Flychem	69	D
6	Clarion India	68	D
7	Anveshan	66	D
8	Conscious Chemist	66	D
9	Gaia Fresh	65	D
10	Zoff Foods	65	D

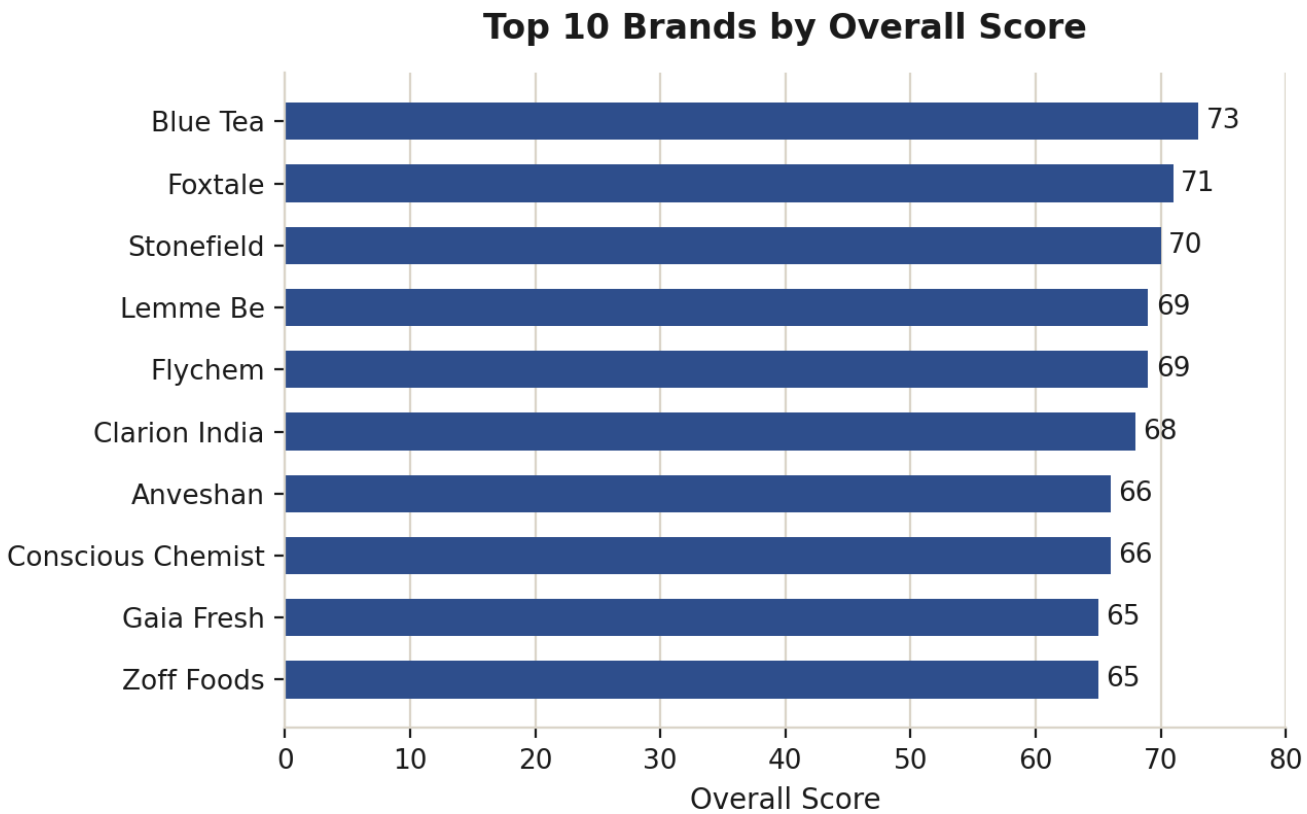


Figure 5. Blue Tea led the sample with an Overall Score of 73 (Grade C); no brand, including the top 10, reached Grade B or above.

Bottom 10 by Overall Score

Table 10. The ten lowest-scoring brands in the sample.

Rank	Brand	Overall Score	Grade
1	Isak Fragrances	13	F
2	Lunepop	42	E
3	Demolish Foods	44	E
4	Siroyaa	44	E
5	Suri Fresh Extract	50	E
6	Future Farms	52	E
7	Matt Look	55	E
8	Dot & Key	55	E
9	AgroStarC	58	E
10	Farmley	59	E

Appendix C — Framework Overview

Appendix C summarizes the framework itself — its name, version, and the five dimensions it scores — for readers who want the methodology in one place.

Framework name: AI Citation Readiness Framework™

Framework version: 1.0

Signals tracked: 53

Scoring categories: 5 (AI Understanding, AI Trust Signals, AI Discoverability, AI Recommendation Readiness, Content & Entity Coverage)

Appendix D — Signals Referenced But Not Quantified in This Audit Pass

Appendix D lists signal names mentioned in the source data that could not be quantified in this audit pass, included for reference only.

The source dataset names the following signals as commonly relevant to AI visibility, but provides no count, percentage, brands-affected, or priority data for any of them (all fields marked "Needs Verification" in the source file). They are listed here for reference only and are not used to support any finding or recommendation in this report:

Founder Identity Structured Data

Product Structured Data

FAQ Schema

Website Schema

Privacy Policy

LocalBusiness Schema

The source file additionally includes a "Most Common Positive Signals" table with no data captured at all (placeholder rows pending a follow-up audit pass, per the source file's own annotation). It is omitted from this report entirely rather than reproduced as empty placeholders.

Version History

Table 11. Publication version history.

Version	Publication date	Description
1.0	19 July 2026	First public release
1.1	19 July 2026	Editorial refinement: added Research at a Glance and How to Read This Report pages, restructured the Executive Summary, added a methodology workflow diagram, tightened repeated narrative, rewrote chart captions to be interpretive, converted Recommendations to a Priority/Action/Why/Outcome table, added appendix intro lines, and added an About Digital Platform 271 Research page. No findings, scores, rankings, or conclusions were changed.

This first public release compiles the July 2026 audit dataset into a publication-quality manuscript. Anonymized findings are presented in the main body; identified brand-level data is retained in Appendix A–B for transparency.

About Digital Platform 271 Research

Mission

Digital Platform 271 Research exists to give Indian D2C and FMCG founders an evidence-based, independently audited view of how AI systems see their brands — replacing guesswork about AI visibility with measured, comparable data.

Research focus

AI visibility and Generative Engine Optimization (GEO) — how brands are understood, trusted, discovered, and recommended by AI-powered search and assistants — treated as a layer on top of, not a replacement for, conventional SEO.

Research methodology

Benchmarks are built on Digital Platform 271's proprietary AI Citation Readiness Framework™, applying a consistent, signal-based audit methodology across every brand in a given sample so results are comparable within that sample. Full methodology, scope, and limitations are disclosed in every report.

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Upcoming publications

AI Visibility Benchmark — future editions of this report.

AI Commerce Report

GEO Readiness Index

Entity Authority Study