



← Explorer

Market Intelligence

AZ-BestSeller · 2026-07-04



Agarbatti & Incense Sticks · aggregated shelf, pricing & review analysis

PRODUCTS TRACKED



100

captured 4 Jul 2026, 18:58

REVIEWS ANALYSED



11,633

avg rating 4.18 / 5

POSITIVE SENTIMENT



55.1%

6,410 of 11,633

NEGATIVE SENTIMENT



33.6%

3,912 of 11,633

🔖 Top brands (by shelf share)

Cycle	21 · 21%	₹191 · ★4.14
Mangaldeep	15 · 15%	₹90 · ★4.32
PHOOL LUXURY ...	14 · 14%	₹288 · ★4.19
Hem	11 · 11%	₹180 · ★4.05
Nirmalaya	6 · 6%	₹208 · ★4.38
Sadhna.co	5 · 5%	₹500 · ★4.16
BETALA FRAGRA...	2 · 2%	₹299 · ★4
Zed Black	2 · 2%	₹284 · ★4.15
Dukhni	2 · 2%	₹549 · ★3.95

Aksharveda

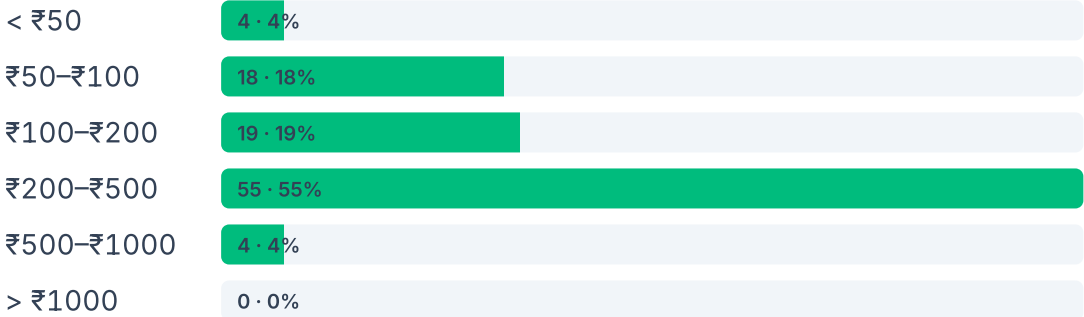
2 · 2%

₹45 · ★4.05

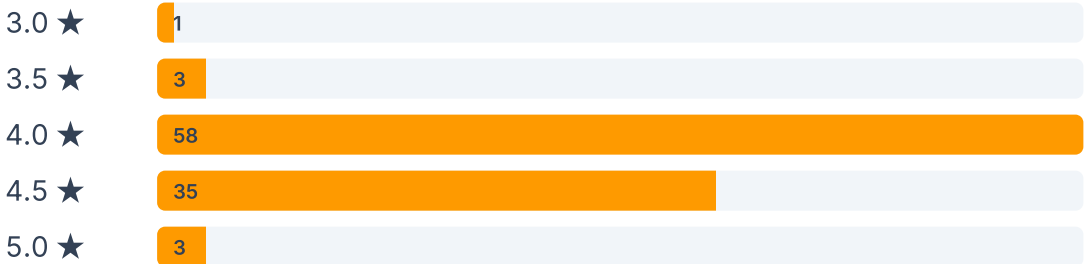
 Top manufacturers

N. Ranga Rao & Sons Private Limited	16
Kanpur Flowercycling Private Limited	13
ITC Limited	9
Hem	7
ASHTAVEDA WELLNESS LLP	5
EAST INDIA AGRO COMMODITIES PRIVATE LIMITED 15-11-158/A	4
Nirmalaya Wellness Private Limited	3
Cycle	2
Mysore Deep Perfumery House Survey No. 9	2
C R S Agarbathies	2

 Price distribution



 Product rating distribution



 Review sentiment



REVIEWS BY STAR



2★		1,146
3★		1,311
4★		1,843
5★		4,567

 Top 20 products by rank



#1

Mangaldeep Sadhvi Agarbatti - 100 Sticks

Mangaldeep · ₹35.00 ★4.2 · 10,632 rv

4K+ bought in past month



#2

Mangaldeep Scent 3 in 1 - with 3 Perfume Fragrances - Charcoal Free (213gm)

Mangaldeep · ₹113.00 ★4.4 · 1,438 rv

4K+ bought in past month



#3

Sandalwood (Chandan) Bambooless Incense Sticks Refill for Home & Pooja (100 Sticks) | Pure Natural Agarbatti | Chemical-Free Smokeless Dhoop...

Sadhna.co · ₹464.00 ★3.9 · 282 rv

1K+ bought in past month



#4

Cycle Pure Sandalum Solid Dhoop – Bambooless Incense for Meditation & Relaxation

Cycle · ₹9.00 ★4.2 · 154 rv

4K+ bought in past month



#5

Mangaldeep 3in1 Agarbatti - Soothing Fragrances of Classic Chandan, Rose & Jasmine (226g)

Mangaldeep · ₹92.00 ★4.4 · 2,264 rv

1K+ bought in past month



#6

Mangaldeep Temple Premium Bambooless Dhoop Cones - Sandal & Patchouli - Ceramic Stand Inside - Charcoal Free (40 Cones)

Mangaldeep · ₹132.00 ★4.3 · 699 rv

3K+ bought in past month



#7

Cycle Pure Three in One Agarbathi Premium Scented Incense Sticks for Health, Wealth & Happiness 250 GM

Cycle · ₹137.00 ★4.4 · 120 rv

2K+ bought in past month



#8

Cycle Pure Three in One Agarbatti | A Divine Blend of Three Fragrances

Cycle · ₹30.00 ★4.4 · 132 rv

2K+ bought in past month



#9

Mogra Bambooless Incense Sticks – Natural, Chemical-Free Agarbatti for Pooja, Meditation & Relaxation with Long-Lasting Fragrance (40 Sticks)

Sadhna.co · ₹289.00 ★4 · 52 rv

300+ bought in past month



#10

Nirmalaya Premium Rooh Rose Bambooless Dhoop Sticks (40 Sticks) with Ceramic Stand Sacred Temple Flower | 100% Charcoal-Free | for Pooja,...

Nirmalaya · ₹150.00 ★4.3 · 331 rv

600+ bought in past month



#11

Cycle Pure All in One Assorted Incense Sticks 8 Assorted Agarbathi Packets/Floral, Woody, Masala, Fruity, Natural Fragrance| Pack of 1/173 N...

Cycle · ₹137.00 ★4.3 · 351 rv

1K+ bought in past month



#12

Cycle Pure Agarbatti Three in One Incense Sticks || Pack of 2 (250gm per Pack) || 3 Signature Fragrances Floral, Woody, Lily | Natural Fragrance for...

Cycle · ₹300.00 ★4.4 · 2,304 rv

1K+ bought in past month



#13

Mangaldeep Sandal Agarbatti - 160 Sticks

Mangaldeep · ₹110.00 ★4.4 · 550 rv

1K+ bought in past month



#14

Cycle Pure Woods Natural Incense Sticks, 9 Inch | Lasts Upto 60 Mins per Stick | Woody, Sandal, Resin, Cedar, Masala, Amber, Natural Fragrance for...

Cycle · ₹421.00 ★4.4 · 2,816 rv

500+ bought in past month



#15

Phool Sandalwood Havan Cups | Navratri and Durga Pooja Special Pack | 16 Havan Pcs + 1 dhoop Cup Holder | Ecocert Certified Natural | Dhup dani for...

PHOOL LUXURY INCENSE · ₹295.00 ★4.4 · 1,463 rv

1K+ bought in past month



#16

Nirmalaya Premium Mysore Sandalwood (Chandan) Incense Sticks | Natural Agarbatti Sacred Flowers | 40 Each Pack | Burn Time 25 Min | Charcoal-Fr...

Nirmalaya · ₹139.00 ⭐ 4 · 470 rv

700+ bought in past month



#17

Cycle Pure All in One Assorted Incense Sticks || 8 Assorted Agarbathi Packets || in a Pack of 2 Boxes (173 Nos per Pack) / Floral, Woody, Masala,...

Cycle · ₹250.00 ⭐ 4.2 · 2,425 rv

1K+ bought in past month



#18

Phool - Mosquito Repellent dhoop| Pack of 2 (80 Organic Dhoop Cones | 2 Fragrances- Citronella & Eucalyptus)+1 Free Ceramic Holder |Handrolled...

PHOOL LUXURY INCENSE · ₹290.00 ⭐ 4 · 3,483 rv

800+ bought in past month



#19

Nirmalaya Premium Sandalwood (Chandan) Dhoop Cones | 60 Bambooleless Incense Cones with Stand | Made from Sacred Flowers | Charcoal Free...

Nirmalaya · ₹199.00 ⭐ 4.5 · 23 rv

300+ bought in past month



#20

Cycle Vasu Loban Dhoop (Sambrani/Guggal) for Daily Puja - Pack of 1 (70 Nos/Pack)

Cycle · ₹92.00 ⭐ 4 · 144 rv

800+ bought in past month

Sub-category ranks (from BSR)

Incense Sticks (29 products)

#1	Mangaldeep Sadhvi Agarbatti - 100 Sticks	Mangaldeep
#2	Mangaldeep Scent 3 in 1 - with 3 Perfume Fragrances - Charcoal Free (21...	Mangaldeep
#5	Mangaldeep 3in1 Agarbatti - Soothing Fragrances of Classic Chandan, Ro...	Mangaldeep
#6	Mangaldeep Temple Premium Bambooleless Dhoop Cones - Sandal & Patch...	Mangaldeep
#7	Cycle Pure Three in One Agarbathi Premium Scented Incense Sticks for Health, ...	Cycle
#8	Cycle Pure Three in One Agarbatti A Divine Blend of Three Fragrances	Cycle
#11	Cycle Pure All in One Assorted Incense Sticks 8 Assorted Agarbathi Packets/Flora	Cycle
#13	Mangaldeep Sandal Agarbatti - 160 Sticks	Mangaldeep

Home & Kitchen (6 products)

#111	Mangaldeep Sadhvi Agarbatti - 100 Sticks	Mangaldeep
#227	Mangaldeep Scent 3 in 1 - with 3 Perfume Fragrances - Charcoal Free (21...	Mangaldeep
#349	Mangaldeep 3in1 Agarbatti - Soothing Fragrances of Classic Chandan, Ro...	Mangaldeep
#427	Mangaldeep Temple Premium Bambooleless Dhoop Cones - Sandal & Patch...	Mangaldeep
#754	Cycle Pure Three in One Agarbathi Premium Scented Incense Sticks for Health, ...	Cycle

#812 Cycle Pure Three in One Agarbatti | A Divine Blend of Three Fragrances

Cycle

Amazon Launchpad (1 products)

#93 Phool Sandalwood Havan Cups I Navratri and Durga Pooja Spe... PHOOL LUXURY INCENSE

What customers like & don't like — per product



#1 Mangaldeep · ₹35.00 ★4.2 · 314 reviews

Mangaldeep Sadhvi Agarbatti - 100 Sticks

59.9% positive 12.7% neutral 27.4% negative

WHAT PEOPLE LIKE

value money

good fragrance

good smell

fragrance good

good quality

smell good

"Good quality" — induri venkata narasimhareddy · 7 September 2024

"Good product" — Amazon Customer · 25 August 2022

WHAT PEOPLE DON'T LIKE

quality good

poor quality

scent good

bad smell

waste money

worst fragrance

"Bed Fragrance" — Zala Krishnakant Bhogilal · 5 July 2022

"Vomiting smell" — amazon customer · 12 June 2019



#2 Mangaldeep · ₹113.00 ★4.4 · 118 reviews

Mangaldeep Scent 3 in 1 - with 3 Perfume Fragrances - Charcoal Free...

80.5% positive 7.6% neutral 11.9% negative

WHAT PEOPLE LIKE

good fragrance

value money

long lasting

fragrance good

good quality

good smell

"Superb Aroma" — KARTHIKEYAN · 27 April 2026

"Good Product" — Venkat a Subramanian · 15 August 2025

WHAT PEOPLE DON'T LIKE

bad quality

quality bad

fragrance fades

expected itc

fades away

smell

"Not fragrance as per need..only fog" — Naresh · 22 February 2026

"It stops working in the half of the stick" — Amazon Customer · 16 January 2026



#3 Sadhna.co · ₹464.00 ★3.9 · 114 reviews

Sandalwood (Chandan) Bambooless Incense Sticks Refill for Home & Pooja...

70.2% positive 3.5% neutral 26.3% negative

WHAT PEOPLE LIKE

- value money
- good quality
- long lasting
- incense sticks
- quality good
- fragrance good

"Good product" — Narendra · 25 April 2026

"Soothing aroma" — Amazon Customer · 26 June 2026

WHAT PEOPLE DON'T LIKE

- good smell
- waste money
- poor quality
- price quality
- quality poor
- good fragrance

"Ok not so good" — The plastic nozel was in 2parts with the result dripping outside started · 11 March 2026

"Not good.No fragrance" — Viji Unnikrishnan · 18 June 2026



#4 Cycle · ₹9.00 ★4.2 · 13 reviews

Cycle Pure Sandalum Solid Dhoop – Bambooleless Incense for Meditation &...

53.8% positive 23.1% neutral 23.1% negative

WHAT PEOPLE LIKE

- value money
 - good
 - stick
 - best
 - fragrance
 - sticks
- "Best in Segment Lovely Frangrance !!" — yashank · 29 March 2026
- "The fragrance is awesome and value for money." — Amitrajit · 5 June 2026

WHAT PEOPLE DON'T LIKE

- sticks
 - fragrance
 - long
 - lasting
 - broken
 - recommended
- "No long lasting fragrances" — Smart Buyer · 14 June 2026
- "Not recommended" — Unknown · 11 May 2026



#5 Mangaldeep · ₹92.00 ★4.4 · 143 reviews

Mangaldeep 3in1 Agarbatti - Soothing Fragrances of Classic Chandan, Rose ...

70.6% positive 10.5% neutral 18.9% negative

WHAT PEOPLE LIKE

- value money
 - good fragrance
 - good smell
 - smell good
 - best price
 - good value
- "Good Product" — Arnab Ghosh · 12 June 2025
- "Best quality" — Madurai selvam · 2 November 2025

WHAT PEOPLE DON'T LIKE

- strong smell
- poor quality
- sandalwood smell
- chandan smell
- smell agarbatti

smells average

"Smells bad ." — daipayan d. · 1 December 2025

"Poor quality" — Manoj · 20 March 2025



#6 **Mangaldeep** · ₹132.00 ★ 4.3 · 67 reviews

Mangaldeep Temple Premium Bambooless Dhoop Cones - Sandal & Patchou...

73.1% positive 7.5% neutral 19.4% negative

WHAT PEOPLE LIKE

value money

long lasting

good quality

soothing fragrance

good fragrance

aroma good

"Good product" — Santoshkumar Gupta · 15 March 2025

"Good product" — Vimal Yadav · 19 February 2026

WHAT PEOPLE DON'T LIKE

waste money

zero fragrance

eyes burning

lot smoke

smoke almost

almost zero

"No smell at allWaste of money" — Pradeep Bhansali · 19 August 2025

"Not good and not worth for money" — KARTHIKEYAN · 17 August 2025



#7 **Cycle** · ₹137.00 ★ 4.4 · 6 reviews

Cycle Pure Three in One Agarbathi Premium Scented Incense Sticks for...

83.3% positive 16.7% neutral 0% negative

WHAT PEOPLE LIKE

price high

good

quality

agarbatti

smells

nice

"Ok but price to high" — MrT · 4 April 2026

WHAT PEOPLE DON'T LIKE

No signal from reviews.



#8 **Cycle** · ₹30.00 ★ 4.4 · 6 reviews

Cycle Pure Three in One Agarbatti | A Divine Blend of Three Fragrances

100% positive 0% neutral 0% negative

WHAT PEOPLE LIKE

good

fragrance

nice

value

money

great

"OK, but not that much fragrance what it had" — S K Nagaraj · 4 June 2026

 WHAT PEOPLE DON'T LIKE

No signal from reviews.



#9

Sadhna.co

· ₹289.00

★ 4

· 13 reviews

Mogra Bambooless Incense Sticks – Natural, Chemical-Free Agarbatti for...



 WHAT PEOPLE LIKE

good fragrance

incense sticks

good stand

best

quality

great

"Good fragrance value for money" — Amazon Customer · 27 June 2026

"Very very Good Fragrance Quality ProductVery Good for Prayer, Puja" — Dhaivant Dave · 18 May 2025

 WHAT PEOPLE DON'T LIKE

incense sticks

damaged

stick

value

money

smell

"Nothing great...just a regular agarbatti smell and smoke....disappointed" — Varun · 14 June 2025



#10

Nirmalaya

· ₹150.00

★ 4.3

· 64 reviews

Nirmalaya Premium Rooh Rose Bambooless Dhoop Sticks (40 Sticks) with...



 WHAT PEOPLE LIKE

good quality

value money

good smell

packaging good

intense stick

aroma nice

"Very strong scent" — Darius · 16 August 2025

"Awesome fragrance" — Amazon Customer · 30 August 2025

 WHAT PEOPLE DON'T LIKE

pleasant smell

waste money

too strong

won't burn

smell breathing

burning sensation

"No fragrance" — SM · 21 November 2023

"Poor QUALITY product not happy" — C p Soni · 29 August 2024



#11

Cycle

· ₹137.00

★ 4.3

· 27 reviews

Cycle Pure All in One Assorted Incense Sticks 8 Assorted Agarbathi...



 WHAT PEOPLE LIKE

value money

fragrance nice

good

different

agarbatti

price

"Good quality" — Divya K. · 13 August 2025

"Good product" — Prabhu · 28 June 2025

WHAT PEOPLE DON'T LIKE

torn damaged worst sticks smell wirst thecagarpativpacket

"Only brand name. No smell nothing" — suchitra · 9 October 2025

"The agarpati packet is torn & damaged" — jayaprakash · 9 May 2025



#12 Cycle · ₹300.00 ⭐ 4.4 · 161 reviews

Cycle Pure Agarbatti Three in One Incense Sticks || Pack of 2 (250gm per...

73.9% positive 6.2% neutral 19.9% negative

WHAT PEOPLE LIKE

value money good smell long lasting good quality good fragrance

good value

"Good product" — Debanga kalita · 22 March 2026

"Good product" — Bhaskar · 15 July 2024

WHAT PEOPLE DON'T LIKE

good smell waste money smell atmosphere worst agarbatti less fragrance

ordinary fragrance

"very bad no smell" — devshri netam · 20 April 2025

"Ordinary fragrance." — Carmelita Fernandes · 14 December 2025



#13 Mangaldeep · ₹110.00 ⭐ 4.4 · 23 reviews

Mangaldeep Sandal Agarbatti - 160 Sticks

60.9% positive 13% neutral 26.1% negative

WHAT PEOPLE LIKE

value money fragrance good excellent long lasting best

"Value of money" — Priya Dey · 31 January 2026

"Nice fragrance, value for money as well" — Arnab · 20 November 2025

WHAT PEOPLE DON'T LIKE

incense sticks instead sticks containing sticks stick much gone brand

much small

"Stick is to much small" — sujata · 19 February 2026

"Needs to improve quality" — Sridhar Shankarappa · 6 September 2025



#14 **Cycle** · ₹421.00 ★4.4 · 267 reviews

Cycle Pure Woods Natural Incense Sticks, 9 Inch | Lasts Upto 60 Mins per...

71.5% positive 4.5% neutral 24% negative

WHAT PEOPLE LIKE

long lasting

incense sticks

good fragrance

good smell

value money

good quality

"good quality" — Alexander Shuvalov · 5 November 2020

"Good product" — Akshay arora · 19 September 2020

WHAT PEOPLE DON'T LIKE

waste money

poor quality

value money

good scent

smell value

quality scent

"Money wastage" — Soma Rani · 11 March 2023

"Odour not good" — albert · 2 December 2023



#15 **PHOOL LUXURY INCENSE** · ₹295.00 ★4.4 · 224 reviews

Phool Sandalwood Havan Cups I Navratri and Durga Pooja Special Pack I 16...

60.3% positive 8% neutral 31.7% negative

WHAT PEOPLE LIKE

value money

good quality

good smell

nice fragrance

money good

fragrance good

"Good quality" — Amazon Customer · 31 May 2026

"Good product" — Anju Thomas · 30 July 2025

WHAT PEOPLE DON'T LIKE

waste money

good smell

smell bad

bad quality

burning sensation

havan cups

"Very bad quality" — Sanjay · 29 July 2024

"Damaged few fillings" — Vaidik · 20 October 2025



#16 **Nirmalaya** · ₹139.00 ★4 · 76 reviews

Nirmalaya Premium Mysore Sandalwood (Chandan) Incense Sticks | Natural...

56.6% positive 9.2% neutral 34.2% negative

WHAT PEOPLE LIKE

best fragrance

good scent

good fragrance

incense sticks

nice smell

beautiful fragrance

"Good product" — Ashok Ingawle · 12 June 2025

"Best fragrance" — Prachi · 17 December 2025

WHAT PEOPLE DON'T LIKE

- incense sticks
- waste money
- sandal fragrance
- flower smell
- fragrance sandalwood
- wood fragrance

"Not good fragrance" — Abhijit Wankhede · 9 April 2023

"waste product don't buy" — Sanjay · 17 June 2025



#17 Cycle · ₹250.00 ★4.2 · 229 reviews

Cycle Pure All in One Assorted Incense Sticks || 8 Assorted Agarbathi Packe...

72.1% positive 10.5% neutral 17.5% negative

WHAT PEOPLE LIKE

- value money
- good quality
- good value
- long lasting
- money good
- best quality

"Best product" — S K Chaturvedi · 19 January 2023

"Good quality" — Suresh · 2 November 2024

WHAT PEOPLE DON'T LIKE

- value money
- waste money
- poor quality
- worst quality
- bad smell
- agarbatti good

"Worst quality" — ASHIM KUMAR HALDER · 7 July 2021

"seems duplicate" — Nupur B. · 5 December 2020



#18 PHOOL LUXURY INCENSE · ₹290.00 ★4 · 440 reviews

Phool - Mosquito Repellent dhoop| Pack of 2 (80 Organic Dhoop Cones | 2...

43.6% positive 13% neutral 43.4% negative

WHAT PEOPLE LIKE

value money

good fragrance

good quality

good smell

mosquito repellent

scent good

"Good product" — Prasannajyothi · 4 February 2026

"Good product" — Eirinn · 10 August 2024

WHAT PEOPLE DON'T LIKE

waste money

mosquito repellent

smell good

good smell

smells good

good packaging

"Not good smell" — Deepali Grover · 27 December 2024

"Wastage of money" — Amazon Customer · 18 January 2025

#19

Nirmalaya

· ₹199.00

★ 4.5

· 4 reviews

Nirmalaya Premium Sandalwood (Chandan) Dhoop Cones | 60 Bambooless...

75% positive

0% neutral

25% negative

WHAT PEOPLE LIKE

fragrance

sandalwood

pure

aroma

strong

good

"It's worth it, got nice fragrance." — pooja singh · 11 May 2026

"I use these during yoga sessions, and the calming Sandalwood scent helps me stay focused and relaxed." — Aryan · 12 June 2026

WHAT PEOPLE DON'T LIKE

fragrance

smell

different

last

supplied

having

"Fragrance is different than the last supplied one . Having different smell . Not smells like Chandan" — nagaraja prabhu · 30 June 2026

#20

Cycle

· ₹92.00

★ 4

· 15 reviews

Cycle Vasu Loban Dhoop (Sambrani/Guggal) for Daily Puja - Pack of 1 (70...

26.7% positive

0% neutral

73.3% negative

WHAT PEOPLE LIKE

good

smell

fragrance

nice

size

pure

"Value for money. Good smell....and approximately 96 pieces..." — M.Thangakkannu · 18 November 2023

"Fragrance is good but size is veery small like 1 inch to 1.5 inches, and all sticks are not equal in size." — SURJEET SINGH · 4 January 2024

WHAT PEOPLE DON'T LIKE

smell good

cycle made

worst

aroma

loban

bad

"Smell is not for Puja." — Puneet Ahuja · 15 December 2023

https://admin.janooma.com/admin/industry-twins/market?industry_id=61fea753-19b8-d5b7-2d33-0bb0adc7495a

13/25

"worst product, no aroma" — Amazon Customer · 30 October 2025



#21 **Mangaldeep** · ₹71.00 ★4.4 · 25 reviews

Mangaldeep Temple Gold Tradition - Yagna Inspired Fragrance - Premium...

48% positive 12% neutral 40% negative

WHAT PEOPLE LIKE

excellent agarbatti good agarbatti fragrance smell best nice

"Nice fragrance" — Kaushik · 26 September 2024

"Best smell ever" — Bhavini · 13 January 2026

WHAT PEOPLE DON'T LIKE

worst smell fragrance thought upto mark scent quality bad

"Duplicate product" — Satyadatta chhotray · 4 November 2025

"Smoky and bad smell" — Sapriya · 18 April 2025



#22 **Hari Darshan** · ₹285.00 ★3.8 · 332 reviews

Hari Darshan Natural Dhoop Cones Mix - 240 Cones | Lavender Rose Sandal...

50.3% positive 8.4% neutral 41.3% negative

WHAT PEOPLE LIKE

value money good fragrance good quality good smell long lasting

fragrance good

"Good product" — V M K Jha · 27 August 2023

"Good product" — Abhishek Gupta · 17 May 2024

WHAT PEOPLE DON'T LIKE

poor quality waste money bad quality fragrance good quality productvery

productvery poor

"No fragrance" — Dr.suganthibose · 27 September 2023

"No Fragrance" — Rajesh · 7 August 2024



#23 **Mangaldeep** · ₹129.00 ★4.3 · 42 reviews

Mangaldeep 3in1 Agarbatti | Premium, Charcoal Free Incense Sticks (106 gm...

78.6% positive 7.1% neutral 14.3% negative

WHAT PEOPLE LIKE

good fragrance value money long lasting fragrance good good agarbatti

lasting fragrance

"Woo fragrance" — Ishita D. · 2 June 2023

"Good Fragrance" — Manish Kumar Tiwari · 26 March 2025

WHAT PEOPLE DON'T LIKE

good fragrance money damaged scent bad

"Not worth money" — Sujata · 9 May 2026

"Not good fragrance. It stays for few minutes and then gone" — Rajveer Singh · 21 August 2023



#24 Cycle · ₹130.00 ⭐3.8 · 11 reviews

Cycle Lemongrass Bambooless Solid Dhoop – Energizing Fragrance, Long-...

54.5% positive 0% neutral 45.5% negative

WHAT PEOPLE LIKE

good lemon grass fragrance dhoop sticks lemon grass long stick

"Very good product" — HARI · 4 June 2026

"Fragrance is so good" — NITIN VERMA · 5 March 2026

WHAT PEOPLE DON'T LIKE

pleasant smell fragrance cheap stick lasting

"Too kuch dry smoke and not Pleasant for homes" — Simply Great ! We need a deep thinking Youngsters and when their Energies are channelled we as a Nation can be No 01 in the World!! · 10 November 2025

"Moderate fragrance. Doesn't linger around at all. It doesn't even make a regular size bedroom in Mumbai non fragrant. Will not repurchase." — Anil · 6 January 2026



#25 Hem · ₹75.00 ⭐3.9 · 32 reviews

Hem Madhur Champa Incense Sticks | Agarbatti | Exotic Champa Aroma for...

68.8% positive 9.4% neutral 21.9% negative

WHAT PEOPLE LIKE

good fragrance good quality fragrance good soothing aroma long lasting value money

"Best quality." — Suresh Kumar Meena Bassi · 16 June 2026

"Mild fragrance" — Diba Chakraborty · 16 October 2025

WHAT PEOPLE DON'T LIKE

fragrance smell worst quality waste good

"No fragrance not worthy" — Mamta thakur · 7 April 2026

"Waste....rubbish...no smell" — RAJU N. · 7 June 2025



#26 **PHOOL LUXURY INCENSE** · ₹185.00 ★ 4.5 · 97 reviews

PHOOL LUXURY INCENSE Kashi Vishwanath Pooja dhoop Cone - Sandalwo...



WHAT PEOPLE LIKE

- fragrance good
- value money
- nice fragrance
- good aroma
- good fragrance
- good scent

"Nice fragrance" — Karthik mc · 26 August 2023

"Good fragrance" — Himanshu Shukla · 28 June 2023

WHAT PEOPLE DON'T LIKE

- strong smell
- waste money
- charcoal smell
- goes waste
- dhoop cone
- broken pieces

"No fragrance" — Sweta Goel · 16 October 2025

"No smell, too small in size" — RB · 3 October 2023



#28 **Cycle** · ₹264.00 ★ 4 · 322 reviews

Cycle Pure Vasu Loban Sambrani Dhoop for Pooja (210 pcs) | Dhoop batti...



WHAT PEOPLE LIKE

- value money
- good quality
- good fragrance
- good scent
- fragrance good
- good smell

"Good Product" — Siddharth Jha · 25 December 2020

"Overall Good" — Namratha Bhat · 16 November 2020

WHAT PEOPLE DON'T LIKE

- waste money
- good smell
- poor quality
- bad smell
- good fragrance
- smell loban

"Poor product" — Sohini Ray · 23 September 2024

"Fake product" — Neetu Rawelley · 27 October 2019



#29 **Cycle** · ₹85.00 ★ 3.5 · 5 reviews

Cycle Pure Medini 6 in 1 Premium Cone Incense – Charcoal-Free, Natural...



WHAT PEOPLE LIKE

- fragrance
- good
- pure
- quality
- nice
- amazing

"Very nice fragrance ang good quality.." — Placeholder · 1 May 2026

"Nice product...easily catches flame..good fragrance" — kjl · 23 October 2025

WHAT PEOPLE DON'T LIKE

quality worst bad fragranc



#30 Nirmalaya · ₹282.00 ★4.3 · 34 reviews

Nirmalaya Premium Oudh & Bakhoor Bambooless Dhoop Sticks (80 Sticks)...

61.8% positive 2.9% neutral 35.3% negative

WHAT PEOPLE LIKE

fragrance quality quality good soothing smell good smell dhoop stick stick nice

"It's smell really nice" — Dipak · 26 September 2023

"Good across the market" — Abhishek Mudgal · 21 June 2026

WHAT PEOPLE DON'T LIKE

stick waste waste money incense stick actual quality quality extremely extremely poor

"Smells like cigarette very strong" — Misha · 10 March 2024

"Bkr hai guys koi mat lo.sar dard kr dagi alg he smell ati h" — Tanveer · 10 June 2026



#31 Parag fragrances · ₹98.00 ★4.3 · 95 reviews

Parag Fragrances Premium Dhoop Sticks Charcoal, Bamboo & Chemical...

72.6% positive 7.4% neutral 20% negative

WHAT PEOPLE LIKE

good fragrance fragrance good smell good value money pleasant smell dhoop stick

"Good to buy." — Yogi · 8 June 2026

"Good quality" — Rajesh Dappalkar · 4 August 2025

WHAT PEOPLE DON'T LIKE

waste money original smell high price price recommended irritating smell smell caused

"No fragrance at all." — Amazon_user · 21 December 2024

"Dhoop sticks are broken." — Jayasheelan · 12 March 2026



#32 PHOOL LUXURY INCENSE · ₹290.00 ★4.2 · 313 reviews

PHOOL LUXURY INCENSE Pack Of 2 Natural Incense Cones, Meditation Pac...



WHAT PEOPLE LIKE

- good quality
- good fragrance
- value money
- quality good
- good packaging
- nice fragrance

"Good product" — Vijay bansal..... अनुर · 16 August 2025

"Good product" — Amazon Customer · 2 July 2024

WHAT PEOPLE DON'T LIKE

- waste money
- good smell
- smell good
- poor fragrance
- fragrance smell
- bad quality

"Not good smell" — neeraj barik · 3 September 2023

"Waste of money" — Chitrala Deepthi · 23 January 2022



#33 PHOOL LUXURY INCENSE · ₹264.00 ★4 · 193 reviews

PHOOL Luxury Incense Bambooleless Incense Sticks | Oudh Dhoop Sticks for...



WHAT PEOPLE LIKE

- good fragrance
- value money
- fragrance good
- good quality
- long lasting
- incense sticks

"Fragrance good" — Husain · 16 May 2025

"Superb quality" — Suma · 10 June 2024

WHAT PEOPLE DON'T LIKE

- waste money
- good smell
- incense stick
- bad fragrance
- smell good
- fragrance smell

"No fragrance" — SACHIN D · 24 February 2024

"It burns eyes" — Monika · 25 June 2024



#34 Mangaldeep · ₹72.00 ★4.2 · 60 reviews

Mangaldeep Dry 5 In 1 Value Sandal, Rose, Blossom, Musk & Luxury...



WHAT PEOPLE LIKE

- value money
- good fragrance
- good value
- good smell
- nice fragrance
- too good

"Smelled by ME" — Swapnil Shah · 6 January 2026

"Value for money" — Subrata Saha · 8 June 2024

WHAT PEOPLE DON'T LIKE

- long lasting
- sticks less
- information stick
- wastage money
- wrong information
- wrong description

"45 stick only" — murugavel · 29 April 2026

"Only 50 stick in this pack" — Jaswant suman · 22 November 2025



#35 Sadhna.co · ₹449.00 ★4 · 18 reviews

Rose (Gulab) Bambooless Incense Sticks(agarbatti sticks) Refill pack for...

72.2% positive 16.7% neutral 11.1% negative

WHAT PEOPLE LIKE

- incense sticks
- ryw ffhoyhm
- long lasting
- fresh natural
- vsemetrics playercards
- vse reviews

"Good fragrance" — Ayesha Fatima · 21 April 2026

"Amazing fragrance" — Parminder kaur sagoo · 27 April 2026

WHAT PEOPLE DON'T LIKE

- fragrance
- unprofessional
- service
- seller
- described
- better

"Product not as described" — DHANANJAY MANE · 19 May 2026



#36 ESSENCIO SHOP · ₹239.00 ★4.1 · 203 reviews

Indian White Sage 4 Bundles Smudging Sticks (6 Inches) - 4 Pieces of 28-3...

47.3% positive 9.9% neutral 42.9% negative

WHAT PEOPLE LIKE

- value money
- good quality
- good nice
- long lasting
- good value
- good price

"Good product" — GV · 17 July 2025

"Good quality" — Arfat Khan · 25 July 2025

WHAT PEOPLE DON'T LIKE

- waste money
- bad smell
- sage smell
- poor quality
- bad quality
- smells bad

"Quality is bad" — Sunayna · 17 May 2026

"Not good product" — Amazon Customer · 29 November 2025



#38 Hem · ₹245.00 ★3.8 · 579 reviews

Hem Precious Lavender Incense Sticks | Agarbatti for Home Freshness,...

41.3% positive19.7% neutral39% negative

WHAT PEOPLE LIKE

- smell goodvalue moneyincense stickslong lastinggood smell
- lavender scent

- "Lovely aroma" — MJ · 7 April 2026
- "Very stronge" — Michelle · 23 November 2025

WHAT PEOPLE DON'T LIKE

- smell lavenderincense stickstoo strongstrong smellwaste money
- lavender smell

- "Waste of money" — Mrs Shankar · 22 December 2024
- "Very mild scent" — Vickie · 20 July 2016



#39 PUYANGAM · ₹275.00 ★4.8 · 5 reviews

Mahakesari Punugu | 100% Natural Ingredients | No Artificial or Synthetic...

100% positive0% neutral0% negative

WHAT PEOPLE LIKE

- bestaromaturalpackinggoodquality

- "It smells so divine..." — Saravanan · 1 June 2026
- "The best punugu in the market." — P haripriya · 10 June 2026

WHAT PEOPLE DON'T LIKE

No signal from reviews.



#40 PHOOL LUXURY INCENSE · ₹290.00 ★4.3 · 232 reviews

PHOOL LUXURY INCENSE Good Vibes Pack Of 80 Natural Dhoop Cones |...

59.1% positive10.3% neutral30.6% negative

WHAT PEOPLE LIKE

- value moneygood fragrancenice fragrancesgood qualitylong lasting
- mild fragrance

- "Nice Quality" — Singh S Kasana · 21 May 2024
- "Scent is good" — pankaj gulati · 14 March 2026

WHAT PEOPLE DON'T LIKE

- waste moneypoor qualityvalue moneybad fragrancesgood packing

worth money

- "Worst of its kind" — pranav · 13 September 2023
- "Fragrance not good" — Akash Abbi · 14 August 2025



#41 Cycle · ₹350.00 ⭐4.1 · 248 reviews

Cycle Pure Agarbatti Combo Pack 5 | 100gm Each | Good Luck Kewda,...



WHAT PEOPLE LIKE

- value money
- good fragrance
- good value
- good quality
- nice fragrance
- good smell

- "Good product" — Amazon Customer · 24 January 2025
- "Good quality" — Placeholder · 3 September 2021

WHAT PEOPLE DON'T LIKE

- waste money
- poor quality
- poor fragrance
- quality fragrance
- worst quality
- cycle brand

- "No fragrance" — Mamta · 17 September 2024
- "Bad fragrance" — Sandeep Vijay Kakade · 19 May 2025



#42 V, VIDHAN · ₹299.00 ⭐4.2 · 129 reviews

Dhooop Sticks Vidhan Premium Jar 5×100Gm | No Bamboo | No Charcoal |...



WHAT PEOPLE LIKE

- value money
- good quality
- good fragrance
- money good
- good smell
- quality good

- "Good quality" — Pawan jha · 16 September 2025
- "Good product" — Abhay Kumar Mall · 22 June 2025

WHAT PEOPLE DON'T LIKE

- good fragrance
- waste money
- bad smell
- fragrance smell
- good smell
- pack worst

- "Zerro fragrance" — Good but smaal in size · 25 May 2025
- "Not good quality" — PARTHIBAN PARAMANATHAN · 28 August 2025



#43 PHOOL LUXURY INCENSE · ₹270.00 ⭐4.1 · 159 reviews

Phool Luxury Incense Good Vibes Combo Pack – Natural Incense Sticks...



👍 WHAT PEOPLE LIKE

value money fragrance mild long lasting incense sticks good fragrance

smell good

"Smells good." — avinash I. · 6 August 2024

"Amazing smell" — Amazon Customer · 3 July 2024

👎 WHAT PEOPLE DON'T LIKE

waste money incense sticks bad quality quality fragrance burning smell

value money

"No fragrance" — Amazon Customer · 2 July 2021

"No scent at all" — Reshma · 17 June 2022



#45 **Amogha** · ₹499.00 ★ 4.4 · 31 reviews

Amogha Citronella Garden Incense Sticks with Terracotta Holder,50 Sticks -f...

74.2% positive 3.2% neutral 22.6% negative

👍 WHAT PEOPLE LIKE

value money good fragrance long lasting incense sticks good expensive

money effective

"Value for money" — JP · 19 August 2025

"The smell is excellent" — Cautious customer · 18 March 2026

👎 WHAT PEOPLE DON'T LIKE

waste money good smell nothing good smell smoke sticks bad

"Waste of money, nothing for good. Smell too bad." — Nagarjun · 5 November 2025

"I order for 50 sticks and only 15 are received.." — Amazon Customer · 10 August 2024



#46 **Mangaldeep** · ₹75.00 ★ 4.4 · 25 reviews

Mangaldeep Flora Bouquet Incense Sticks - Refreshing and Long Lasting...

72% positive 20% neutral 8% negative

👍 WHAT PEOPLE LIKE

sticks good good aroma value money good quality good fragrance

good incense

"A good aroma" — B. Mahesh · 29 October 2024

"Good quality" — Priya · 5 December 2025

👎 WHAT PEOPLE DON'T LIKE

bad good smell don smells

"Smells very bad" — Aun Eko · 11 November 2025



#47 Hem · ₹247.00 ★3.9 · 150 reviews

Hem Precious Chandan Incense Sticks – Sandalwood Agarbatti for Pooja,...

57.3% positive 11.3% neutral 31.3% negative

WHAT PEOPLE LIKE

long lasting value money incense sticks fragrance incense incense stick nice fragrance

"good Product" — Amazon Customer · 3 June 2019

"Good product" — Nk · 7 January 2023

WHAT PEOPLE DON'T LIKE

waste money poor quality bad quality incense sticks poor fragrance fragrance waste

"Waste of money" — Parashuram · 19 March 2026

"Waste of money" — Placeholder · 6 December 2022



#48 Cycle · ₹270.00 ★4.3 · 252 reviews

Cycle Pure Navin Sambrani Dhoop Cups for Pooja (45 pcs) | Havan Cups for...

61.5% positive 9.5% neutral 29% negative

WHAT PEOPLE LIKE

value money good fragrance good scent pleasant smell money good good quality

"Good product" — SACHIN · 6 February 2020

"Good product" — beula · 30 December 2020

WHAT PEOPLE DON'T LIKE

poor quality waste money quality poor quality good burn poor long burn

"No fragrance" — M W Anthony · 24 May 2023

"Worst product" — Krishna · 27 April 2021



#49 GAVO HARSHIDDHI · ₹299.00 ★4.2 · 58 reviews

GAVO HARSHIDDHI Cow Dung Loban Dhoop Batti 60 Pieces | Natural Incens...

74.1% positive 1.7% neutral 24.1% negative

WHAT PEOPLE LIKE

good smell

good nice

soothing fragrance

value money

quality good

mild soothing

"Good product" — Honey sweety · 28 June 2026

"Good product" — Vijay Chouhan · 2 September 2024

WHAT PEOPLE DON'T LIKE

poor quality

smell atall

quality takes

gets extinguished

good

sticks

"worst product don't buy." — Mamita kar · 21 April 2025

"Not a good product no fragrance and no any positiveityRubbish" — Roby Varghese · 28 September 2025



#50

Mangaldeep

· ₹92.00

★4.2

· 38 reviews

Mangaldeep Lavender Agarbatti 84 Sticks

71.1% positive

7.9% neutral

21.1% negative

WHAT PEOPLE LIKE

value money

smell good

good quality

fragrance value

excellent quality

awesome fragrance

"Value for money" — M G. Pillai · 29 June 2023

"Awesome fragrance" — Madhukar · 3 May 2023

WHAT PEOPLE DON'T LIKE

waste money

smoke less

smells same

same other

smell

sticks

"Inferior quality. No fragrance of lavender.Cheating" — K.A.Abraham · 13 September 2024

"Just Smoke and less perfumed smell....Worse then local Incense sticks..." — Devesh Gurung · 29 June 2025



#51

Hem

· ₹51.00

★4

· 24 reviews

Hem Madhur Chandan Smriti Dhoop Sticks | Bambooless & Charcoal-Free |...

66.7% positive

12.5% neutral

20.8% negative

WHAT PEOPLE LIKE

nice fragrance

good quality

good smell

good aroma

lasts long

effective

"Amazing fragrance" — Aishwarya · 14 April 2025

"Very nice fragrance. Lasts long" — Madhu kothari · 6 March 2025

WHAT PEOPLE DON'T LIKE

worst

money

natural

fragrance

waste

smell

"Don't waste money" — Anduri vasu deva reddy · 24 October 2025

"Charcoal smoke. No chandan fragrance." — Jk Jain · 12 September 2025

https://admin.janooma.com/admin/industry-twins/market?industry_id=61fea753-19b8-d5b7-2d33-0bb0adc7495a

24/25

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