Proper cleaning of clothes is one of the important aspects to be considered for increasing their life. Soil gets accumulated on textiles which needs to be cleaned for reusability. There are a variety of textile materials available and a variety brands of detergents for laundry purpose, to select the right brand is of much importance as it is based on detergent performance and money spent.

The present study is an effort to determine which are the various popular brands of detergents, and to study the ability of cleaning property of a few of them. Eight brand of detergents namely : Ariel Microshine, Surf Excel, Surf, Super Nirma, Super Wheel with lemon, Hipolin, Rin were studied by artificially soiling of cotton, polyester and cotton/polyester blend fabrics, at four different concentration of soiling of washing with four different concentration of detergents. Both hand washing and machine washing technique was followed.

All the detergent showed batter cleaning in hand washing technique in comparison with machine washing amongst all the various brands of detergents studied, Ariel Microshine show the best cleaning property, the poorest were Wheel and Rin. Ariel Microshine was the costliest of all. The best bargain in terms of cleansing property and price was Hipolin.