1. In order to eliminate the repetition of brand names, the original and exact brand name is required.
2. To fill the missing entries in the website column for some brands, the exact brand name is required, so that with that brand name, the website of that brand can be searched.
3. To get the further details of the brands like the brand logo, their social media handle links, tokens would have to be purchased as it would easily exceed the free token limit.