

**PERSONAL GADGETS**

<b>Personal Gadgets Rank</b>	<b>BTR 2016</b>	<b>BTR 2015</b>	<b>Rank Diff</b>	<b>Brand Name</b>	<b>Sub-Category</b>
1	1	2	1	SAMSUNG MOBILES	Mobile Phones
2	4	5	1	NOKIA	Mobile Phones
3	25	29	4	MICROMAX	Mobile Phones
4	32	105	73	LAVA	Mobile Phones
5	37	80	43	HTC	Mobile Phones
6	72	164	92	MOTOROLA	Mobile Phones
7	82	150	68	INTEX	Mobile Phones
8	102	98	-4	CANON	Camera
9	132	94	-38	BLACKBERRY	Mobile Phones
10	133	87	-46	KARBONN	Mobile Phones
11	137	197	60	NIKON	Camera
12	139	153	14	KODAK	Camera
13	180	453	273	SPICE	Mobile Phones
14	230	765	535	OPPO	Mobile Phones
15	300	392	92	SAMSUNG GALAXY	Mobile Phone - Brand
16	307	455	148	GIONEE	Mobile Phones
17	397	360	-37	CELKON	Mobile Phones
18	404	625	221	XOLO	Mobile Phones
19	410	955	545	LUMIA	Mobile Phones
20	466	-	-	VIVO	Mobile Phones
21	513	241	-272	CASIO	Personal Technology
22	568	-	-	MONIX MOBILE	Mobile Phones
23	575	902	327	FUJI FILM	Camera
24	682	676	-6	SANDISK	Memory storage
25	728	-	-	XIAOMI	Mobile Phones
26	789	719	-70	KINGSTON	Memory storage
27	826	-	-	COOL PAD	Mobile Phones
28	856	602	-254	MAXX MOBILE	Mobile Phones
29	889	-	-	GFIVE PHONE	Mobile Phones
30	896	-	-	HITECH	Mobile Phones
31	925	-	-	GEEPEE MOBILE	Mobile Phones
32	952	-	-	SONY XPERIA ULTRA	Mobile Phone - Brand

**SUB-CATEGORY RANKS**

<b>Camera Rank</b>	<b>BTR 2016</b>	<b>BTR 2015</b>	<b>Rank Diff</b>	<b>Brand Name</b>	<b>Sub-Category</b>
1	102	98	-4	CANON	Camera
2	137	197	60	NIKON	Camera
3	139	153	14	KODAK	Camera
4	575	902	327	FUJI FILM	Camera

<b>Memory Storage Rank</b>	<b>BTR 2016</b>	<b>BTR 2015</b>	<b>Rank Diff</b>	<b>Brand Name</b>	<b>Sub-Category</b>
1	682	676	-6	SANDISK	Memory storage
2	789	719	-70	KINGSTON	Memory storage

Mobile Phone – Brand Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	300	392	92	SAMSUNG GALAXY	Mobile Phone - Brand
2	952	-	-	SONY XPERIA ULTRA	Mobile Phone - Brand

Mobile Phones Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	1	2	1	SAMSUNG MOBILES	Mobile Phones
2	4	5	1	NOKIA	Mobile Phones
3	25	29	4	MICROMAX	Mobile Phones
4	32	105	73	LAVA	Mobile Phones
5	37	80	43	HTC	Mobile Phones
6	72	164	92	MOTOROLA	Mobile Phones
7	82	150	68	INTEX	Mobile Phones
8	132	94	-38	BLACKBERRY	Mobile Phones
9	133	87	-46	KARBONN	Mobile Phones
10	180	453	273	SPICE	Mobile Phones
11	230	765	535	OPPO	Mobile Phones
12	307	455	148	GIONEE	Mobile Phones
13	397	360	-37	CELKON	Mobile Phones
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18	728	-	-	XIAOMI	Mobile Phones
19	826	-	-	COOL PAD	Mobile Phones
20	856	602	-254	MAXX MOBILE	Mobile Phones
21	889	-	-	GFIVE PHONE	Mobile Phones
22	896	-	-	HITECH	Mobile Phones
23	925	-	-	GEEPEE MOBILE	Mobile Phones

Personal Technology Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	513	241	-272	CASIO	Personal Technology