

**PERSONALITY**

Personality Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	250	223	-27	AMITABH BACHCHAN	Cinema - Male
2	267	605	338	SALMAN KHAN	Cinema - Male
3	372	903	531	SACHIN TENDULKAR	Sports - Male
4	383	283	-100	SHAHRUKH KHAN	Cinema - Male
5	459	261	-198	AAMIR KHAN	Cinema - Male
6	479	-	-	NANA PATEKAR	Cinema - Male
7	550	446	-104	RATAN TATA	Business - Male
8	641	748	107	PRIYANKA CHOPRA	Cinema - Female
9	650	810	160	BABA RAMDEV	Spiritual Leader
10	668	488	-180	SOURAV GANGULY	Sports - Male
11	684	-	-	BILL GATES	Business - Male
12	696	-	-	HRITHIK ROSHAN	Cinema - Male
13	761	649	-112	KATRINA KAIF	Cinema - Female
14	765	-	-	KUMAR SANU	Singer
15	876	-	-	ALIA BHATT	Cinema - Female
16	880	788	-92	KAREENA KAPOOR	Cinema - Female
17	888	-	-	MADHURI DIXIT	Cinema - Female
18	893	558	-335	MAHENDRA SINGH DHONI	Sports - Male
19	964	870	-94	REKHA	Cinema - Female
20	966	733	-233	RANBIR KAPOOR	Cinema - Male
21	967	-	-	AISHWARYA RAI BACHCHAN	Cinema - Female
22	993	-	-	AKSHAY KUMAR	Cinema - Male

**SUB-CATEGORY RANKS**

Business – Male Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	550	446	-104	RATAN TATA	Business - Male
2	684	-	-	BILL GATES	Business - Male

Cinema – Female Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	641	748	107	PRIYANKA CHOPRA	Cinema - Female
2	761	649	-112	KATRINA KAIF	Cinema - Female
3	876	-	-	ALIA BHATT	Cinema - Female
4	880	788	-92	KAREENA KAPOOR	Cinema - Female
5	888	-	-	MADHURI DIXIT	Cinema - Female
6	964	870	-94	REKHA	Cinema - Female
7	967	-	-	AISHWARYA RAI BACHCHAN	Cinema - Female

Cinema – Male Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	250	223	-27	AMITABH BACHCHAN	Cinema - Male
2	267	605	338	SALMAN KHAN	Cinema - Male

3	383	283	-100	SHAHRUKH KHAN	Cinema - Male
4	459	261	-198	AAMIR KHAN	Cinema - Male
5	479	-	-	NANA PATEKAR	Cinema - Male
6	696	-	-	HRITHIK ROSHAN	Cinema - Male
7	966	733	-233	RANBIR KAPOOR	Cinema - Male
8	993	-	-	AKSHAY KUMAR	Cinema - Male

Singer Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	765	-	-	KUMAR SANU	Singer

Spiritual Leader Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	650	810	160	BABA RAMDEV	Spiritual Leader

Sports – Male Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	372	903	531	SACHIN TENDULKAR	Sports - Male
2	668	488	-180	SOURAV GANGULY	Sports - Male
3	893	558	-335	MAHENDRA SINGH DHONI	Sports - Male