

**TECHNOLOGY**

<b>Technology Rank</b>	<b>BTR 2016</b>	<b>BTR 2015</b>	<b>Rank Diff</b>	<b>Brand Name</b>	<b>Sub-Category</b>
1	8	8	0	DELL	Personal Technology
2	16	13	-3	APPLE	Personal Technology
3	26	10	-16	HEWLETT PACKARD	Personal Technology
4	27	38	11	LENOVO	Personal Technology
5	53	45	-8	HCL	Technology - Diversified
6	68	56	-12	ACER	Personal Technology
7	85	160	75	MICROSOFT	Software Products
8	123	125	2	TCS	Software Services
9	125	262	137	I BALL	Personal Technology
10	166	76	-90	INTEL	Semiconductor
11	191	119	-72	INFOSYS	Software Services
12	200	635	435	ASUS	Personal Technology
13	289	405	116	EPSON	Personal Technology
14	337	910	573	ORACLE	Software Products
15	356	449	93	CISCO	Diversified
16	602	-	-	WINDOWS	Software Products
17	622	981	359	ZENITH	Personal Technology
18	649	986	337	TATA PHOTON	Datacard
19	724	362	-362	COMPAQ	Personal Technology
20	995	-	-	KONICA MINOLTA	Personal Technology

**SUB-CATEGORY RANKS**

<b>Data Card Rank</b>	<b>BTR 2016</b>	<b>BTR 2015</b>	<b>Rank Diff</b>	<b>Brand Name</b>	<b>Sub-Category</b>
1	649	986	337	TATA PHOTON	Datacard

<b>Diversified Rank</b>	<b>BTR 2016</b>	<b>BTR 2015</b>	<b>Rank Diff</b>	<b>Brand Name</b>	<b>Sub-Category</b>
1	356	449	93	CISCO	Diversified

<b>Personal Tech. Rank</b>	<b>BTR 2016</b>	<b>BTR 2015</b>	<b>Rank Diff</b>	<b>Brand Name</b>	<b>Sub-Category</b>
1	8	8	0	DELL	Personal Technology
2	16	13	-3	APPLE	Personal Technology
3	26	10	-16	HEWLETT PACKARD	Personal Technology
4	27	38	11	LENOVO	Personal Technology
5	68	56	-12	ACER	Personal Technology
6	125	262	137	I BALL	Personal Technology
7	200	635	435	ASUS	Personal Technology
8	289	405	116	EPSON	Personal Technology
9	622	981	359	ZENITH	Personal Technology
10	724	362	-362	COMPAQ	Personal Technology

11	995	-	-	KONICA MINOLTA	Personal Technology
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Semiconductor Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	166	76	-90	INTEL	Semiconductor

S/W Prod. Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	85	160	75	MICROSOFT	Software Products
2	337	910	573	ORACLE	Software Products
3	602	-	-	WINDOWS	Software Products

S/W Services Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	123	125	2	TCS	Software Services
2	191	119	-72	INFOSYS	Software Services

Tech. - Diversified Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	53	45	-8	HCL	Technology - Diversified