



BOLLYWOOD POWER BRANDS

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Dr. Rajita Chaudhuri
Dr. Arindam Chaudhuri

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Dr. Rajita Chaudhuri
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BOLLYWOOD POWER BRANDS

Bollywood Power Brands

by
RAJITA CHAUDHURI & Dr. ARINDAM CHAUDHURI

RESEARCH BY
INDIAN COUNCIL FOR MARKET RESEARCH

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SUNGLASSES

PLANMAN MOTION PICTURES PRESENTS
A DR. ARINDAM CHAUDHURI FILM
DIRECTED BY
RITUPARNO GHOSH



Coming
Soon

For my superhero son, Che!

*There has never been and never will be
anything more special than your love!*

*Your smile makes the world a happier
place...*

Rajita

This one is for you Che!!!

*Hope these 50 beautiful journeys inspire
you!*

*You have loved every film of mine from
childhood! And maybe one day you will
make some lovely cinema of your own...*

*Perhaps even become an Iconic Power
Brand of your times!*

*But whatever you do or become, I am
sure you will remain this Iconic Power*

Brand of a human being!!!

*Thanks for filling every moment of our
lives with happiness, love and smiles!*

Arindam

Cinema is a passion. I dig offbeat films and celebrate when they break new ground in Bollywood. I watched Lipstick Under My Burkha three times in the span of a week! And yet, I am an unapologetic fan of mainstream Bollywood movies! I love them for all that they stand for, including their song and dance sequences. I enjoyed Dabang so much so that I wanted to stand up and dance like many others were doing, and that too in the posh south Delhi multiplex where I was watching the movie. I have absolutely lapped up every scene of Karan Johar's movies, including the ones in Aye Dil Hai Mushkil... and even loved the four-minute appearance of SRK as well as the glamorous Shayra played by Aishwarya, while my five genuinely intellectual friends – with whom I had gone to watch the movie – ripped it all apart. I called Jab Harry Met Sejal 'paisa wasool' simply because it made SRK finally kiss on screen and break the pretentious stereotype that good men don't kiss... on Indian screens at least; just the way I felt Aishwarya's coming out of the good girl mode and doing the kissing scene in Dhoom 2 made the film doubly worthwhile. I cried freely in all films of Sanjay Leela Bhansali – from Black to Guzarish. Deepika hardly spoke in Om Shanti Om, but I loved her in every shot and found the film to be one of the best commercial entertainers ever made.

After watching Mithun in Disco Dancer and Pyar Jhukta Nahin, I grew my hair long... And still keep it that way! And wished that I could dance like him (which I still can't). My wife had to literally remove the innumerable collages of Sridevi from my walls and replace them with hers before we got married; and my dad had to bribe me with 50 videocassettes of Mithun films to keep me away from buying a motorbike, which he thought was unsafe for me. My two best friends from Delhi Public School – Manish and Dhiraj – still think that the two odd marks less than me that they got overall in their 12th board exams was because they didn't accompany me what I went to watch Mithun's Guru in-between the board exams! And like a typical star-struck Delhi boy, I took a photograph with Aamir and Juhi's sunset scene of QSQT playing in the background on the TV screen of my room – and this after having watched the movie on each of the first eight days after its release. Around the same time, I climbed the back gates of Siri Fort Auditorium and entered the inauguration ceremony at the Indian Film Festival, and then pretended to be an usher and took Anil Kapoor and Rekha inside the auditorium before I was asked to buzz off!

My son Che, to whom this book is dedicated, has been such a diehard fan of Hrithik that as a five year old, he even prayed for a sixth finger. I have grown up seeing my dad watch Sholay every day he was in a good mood, without getting up at least till the scenes of Asrani got over. Hundreds of times!!! And I have seen my friend name his younger daughter Anjali because his sweet little elder daughter wouldn't settle for anything else after watching Kuch Kuch Hota Hai!

I have been awestruck by Amitabh Bachchan's personality and communicating skills, blown away by SRK's intelligence, been a blind fan of Mithun and now I love Ranbir's innocence! I can say I have rarely come across a woman more inspirational than Sushmita and anyone more beautiful than Sridevi... much later Aishwarya and now Deepika! I have laughed out loud at Karan Johar's jokes on nepotism because I do think those are in good humour; and I totally adore Kangana's grit and acting prowess! I have been critical of Kabhi Alvida Naa Kehna; and yet, have never been able to get up from in front of the TV every time it's played. And I have ended up doing the same with Ray's Pather Panchaali. It is the only film I have dreamt of remaking one day (though I know – thankfully – that I never will)!

I have released eight films out of which six have been highly acclaimed, five have been award winning, four have got national awards, three have won BFJA awards, two have won Star Screen awards and one got a whopping four Black Ladies at the Filmfare Awards! I have worked with Amitabh Bachchan and have worked with SRK on different projects. And I have had the honour of launching the autobiography of the dream girl of Bollywood, Hemaji, and I have had the honour of having the Indian dream girl in Hollywood, Priyanka Chopra, launch my own book! So I have experienced first hand, the highs of Bollywood! At the same time, when the designated director left me two weeks before my second film was going on floor, I directed the film with totally no experience but a lot of passion! It didn't do well despite huge hype... so I have experienced first hand how it feels when films bomb and have felt the lows of Bollywood too. I love the "art" of cinema; at least six - three of them with the legendary late Rituparno Ghosh - of the nine movies I have produced (one yet to be released) can be termed offbeat! And yet, I realize that without grandeur and showmanship, cinema remains incomplete!

I love the word Bollywood, and however much I know the importance of good acting, I love the power that individual brands wield at the box office! I have rarely seen someone wield that power without being a really good actor. This book is an ode to that... the power and grandeur of Bollywood! This book is an ode to each such individual who rings in money at the box office and for the brands they endorse! They are the research-based, top-of-the-mind, living, individual Power Brands of Bollywood! The business of cinema can't do without Power Brands! As they say, there is no business like show business! By bringing to my readers the power, style and mass appeal of these living brands in this first-of-its-kind book, I salute the entire gamut of show business in India and the people who make it such a craze!

I can't end my preface till I thank Shubho Shekhar Bhattacharjee, my executive producer of all of our nine films and the one who helped me realize my Bollywood dreams! Thanks also to my dad for constantly inspiring me to make good cinema. Without his vision, most of my films wouldn't have been categorized as good cinema, something that they now are... and I am so proud of that!! A. Sandeep, Naveen, Prasoon and Amit, thanks for keeping me alive! Sandeep, Varun Khanna, Vishal, Salijit and Salim, thanks for the faith and support during my toughest times. Thanks are also due to Gurudas, Vishal, Santanu and Shivender for their support in the production and design departments of this book!

My family – Mom, Arundhati, Shikha, Anjali, Sarah and Zak – thanks for all your love and smiles! Che, my son, thanks for every bit; you are now an inspiration to me. And finally my co-author and wife, Rajita... Without your support, leave alone sailing through life so happily, I wouldn't even have completed this beautiful, dream book of mine! Thank you!

Dr. Arindam Chaudhuri



PREFACE



FALTU (2006)



THE LAST LEAR (2007)

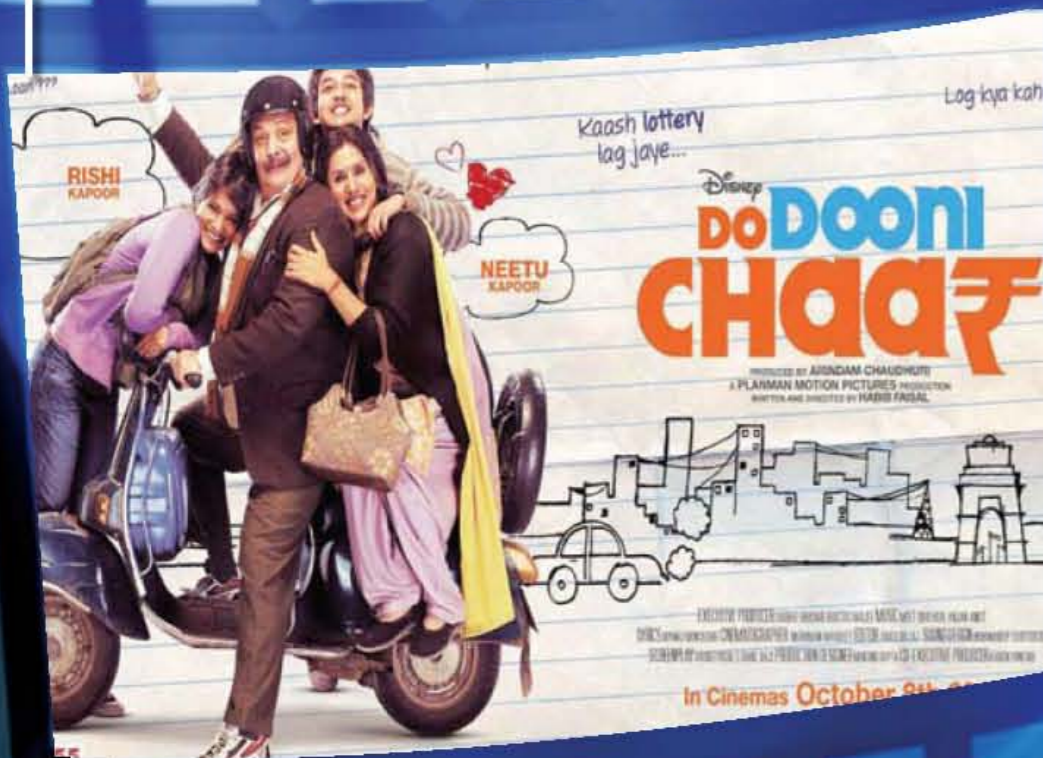


DO DOONI CHAAR (2011)

2011 Filmfare Awards
Critics Award for Best Performance - Rishi Kapoor
Best Dialogue - Habib Faisal
Best Costume Design - Varsha & Shilpa
Best Production Design - Mukund Gupta



Star Screen Award for Best Art Direction - Mukund Gupta



SHEFALI SHAH for THE LAST LEAR



Stardust Award for Best Actor - Amitabh Bachchan



Star Screen Award for Best Feature Film in English



PROSENJIT CHATTERJEE for DOSAR

The film was premiered in the 60th Cannes Film Festival in the Les Cinema Du Monde section

Konkona Sen Sharma, for her part won the Best Actress Award at the New York Film Festival in 2007.



Bengal Film Journalists' Award 2007
Won BFJA Award 2nd Best Film:



Mithya was first screened at the 9th Osian's Cinefan Festival of Asian and Arab Cinema. Although it was to feature at the 2007 Cannes Film Festival, the film was not complete by the nomination deadline and was later screened at the Rotterdam International Film Festival.



BFJA Awards (2007)
Best Film
Best Actress in a Supporting Role: Indrani Halder
Best Director: Anjan Das
Best Screenplay: Anjan Das

Was selected from India for the Spain film festival in the competitive category



Showcased at Montreal World Film Festival, Rome Film Fest, Rotterdam International Film festival, Edmonton International Film Festival, Singapore International Film Festival and Madrid Film Festival and was chosen as one of the seven best films of that year at London Film Festival.

Bengal Film Journalists' Award 2002
Won BFJA Award 3rd Best Film

Best Actress: Indrani Halder

The Last Lear premiered at the 2007 Toronto International Film Festival and was showcased as a Gala Presentation. The film also showcased at the London Film Festival, Rome Film Festival, Melbourne Film Festival, Abu Dhabi Film Festival, International Film Festival of India in Goa and was the opening film at Paris - Salon du Cinema, a retrospective of Amitabh Bachchan



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BRANDS AND BOLLYWOOD

They belong to different worlds. Brands are from the business world and Bollywood is from the entertainment world. However take a close look and you will see how similar they are. For starts they both are great story tellers. Every iconic brand from Apple to Amul, has an interesting and inspiring story of how it was formed. Similarly every blockbuster movie has a story narrated in a manner that has the audience transfixed.

Iconic movies and iconic brands have a cult following. Be it a new Rajnikanth movie or a new iPhone launch, fans are ready to line up and wait for hours (even days) outside the premises (movie halls or retail outlets) to get a glimpse of their stars.

They both promise you a world full of happiness. Buy a pack of Fair and Lovely and get your dream job. Watch Raj and Simran on the big screen and fall in love just like the '*dilwala*' and his '*dulhania*'.

Both have changed the way we speak and think. Surf told us '*daag aachche hai*' and Three Idiots told parents to allow their children to follow their dreams and not force them into careers they did not want. Dove showed women how to accept and appreciate their imperfections, and *Taare Zameen Par* showed parents how to accept and celebrate their children as unique individuals and love them

MOVIES ARE BECOMING BRANDS AND BRANDS ARE MAKING MOVIES.

Some of the biggest movies are today the biggest brands. Think Harry Potter, Avengers, Star Wars. Harry Potter is not just a fictional character from a book but a full fledged brand that can sell anything from tiffin boxes to theme parks. When Universal Orlando opened the Wizarding World of Harry Potter the number of people visiting the theme park increased by 30% that year.

In 2004 LEGO was on the brink of bankruptcy losing hundreds of millions of dollars every year. Then in 2014 came a small film titled 'The Lego Movie'. It was a massive hit and that year Mattel made \$2 billion in revenues making it the world's biggest toy manufacturer of that year. The next year in 2015 it made other super hit film "Lego Batman Movie" and showed the world the power of branded films. In the same year Lego was crowned the 'World's Most Powerful Brand'.

Fashion label Miu Miu's series of silent short films titled 'Women's Tales' featured its latest collections and were more effective than traditional advertisements in capturing the attention of the audiences. This year Sprite released a new movie titled 'All You Need is Love' which takes on the social media trolls. It features artists, athletes, dancers from real life sharing the abusive social media comments they have received and telling us that the best way to fight back these trolls is with three powerful words 'I love you' and not get upset but stay happy, stay fresh - just like Sprite. So popular is this new marketing strategy that now we even have a Brand Film Festival that awards the best branded content films.

Research has shown that as many as 84% of millennials dislike traditional advertising. So while making films may be inordinately expensive and creatively demanding brands are not hesitating to venture forth as the effort is totally worth it. It cannot be denied that in today's world of Instagram and YouTube, for every business its movies that are the most powerful medium to create an impact and build a loyal customer base.

So while brands are using the power of films to gain customers , movies and movie makers are learning how to brand themselves to gain loyal viewers.

WHY BOLLYWOOD?

The Indian film industry (which includes Bollywood) is the largest film industry in the world when it comes to the number of movies produced annually (more than 1900) to the number of tickets sold (3.5 billion annually as compared 2.5 billion sold by Hollywood). Needless to say that Bollywood comprises the majority of the Indian film industry making it the most powerful brand of India.

The very first feature film was released in 1913. It was a silent film titled Raja Harishchandra and was directed by Dadasaheb Phalke. It's been more than 100 years since this brand has been entertaining people the world over. If there is one Indian brand that is recognised the world over it is Bollywood.

INDIA LIVES AND LAUGHS WITH BOLLYWOOD

Bollywood has for decades been playing a very strong role in influencing, changing and reforming our society. Think fashion and its Bollywood that decides the trends. Be it Madhuri Dixit's backless choli in *Hum Aapke Hain Kaun* or Madhubala's Anarkali suits in *Mughal-e-Azam*, India wore what they did. Kareena made size-zero a rage and Hritik made six-packs a craze. *Silsila* made sure that all couples in love flocked to Switzerland. The number of Indian tourists going to Spain increased by 40% after *Zindagi Na Milegi Dobara* was released. *Dangal* did not just make Rs 1000 crores but made many parents take pride in their daughters. After all '*mhari choriya chhoro se kam hai kay*' Munnabhai showed how Mahatma Gandhi's tactics and '*jaadoo ki jhappis*' could cure so many evils of our society. India smiled jab "*Mogambo khush hua*" and rejoiced when Babuji said "*Ja Simran jaa, jee le api zindagi.*" Very often advertisements with Bollywood stars in them work better in selling brands, because we are crazy about our stars and we are crazy about Bollywood.

This book showcases Bollywood's 50 biggest names who are also brands in their own rights. Their cult fan following their immense talent and their brilliant work makes them the movers and shakers of the industry. We hope their stories not just amaze you but also inspire you and entertain you.

Rajita Chaudhuri



FOREWORD

WE LOVE

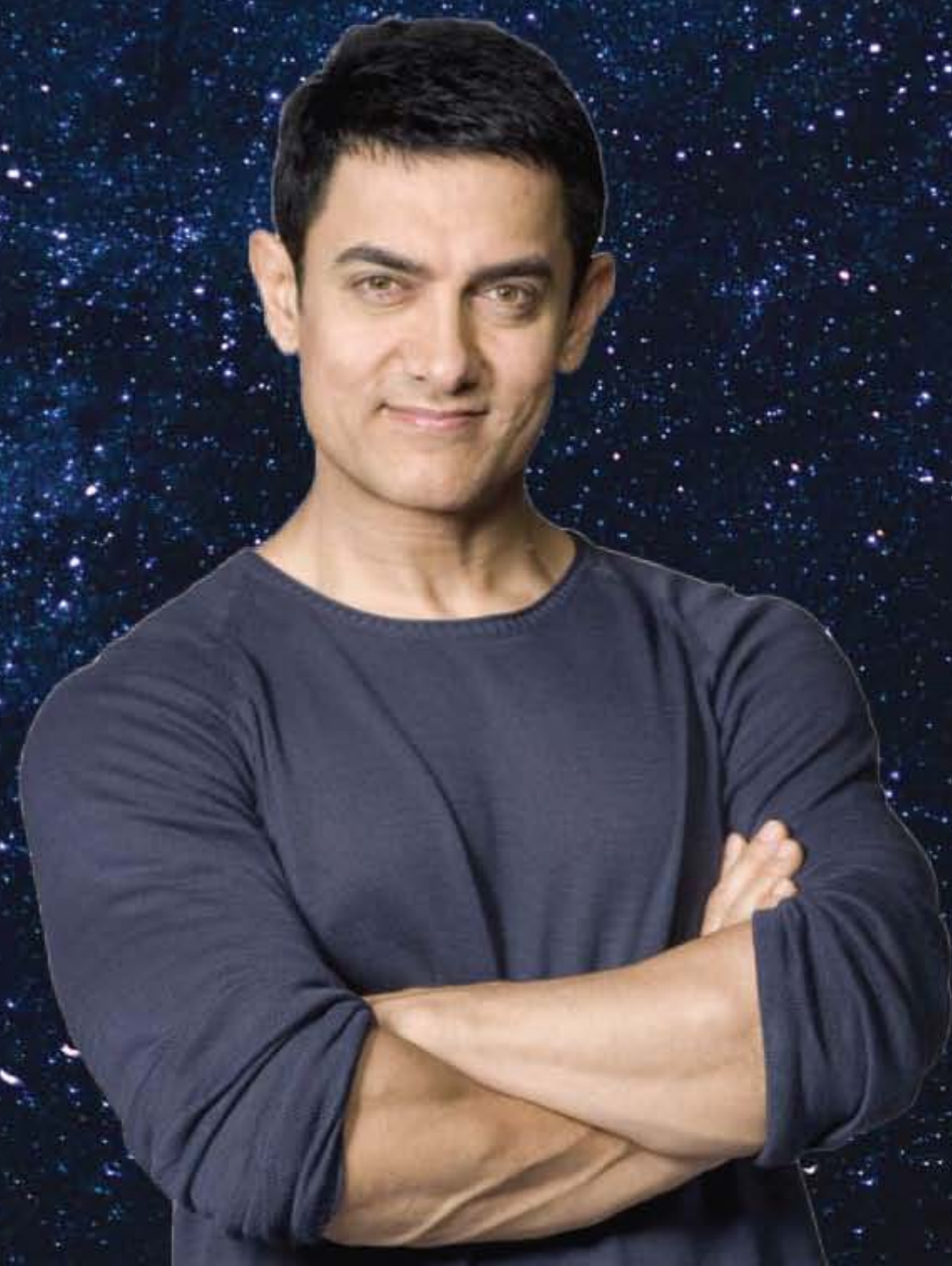


BOLLYWOOD



**MOST SOUGHT AFTER
POWER BRAND
ACTORS 2019**

AAMIR KHAN



AAMIR KHAN

Aamir Khan is not just an actor producer and director but is also a socialist and a philanthropist. One of the best actors in Bollywood, he is also referred to as 'Mr. Perfectionist'. He has been honoured with the Padam Shri and Padma Bhushan and has also won four National Film Awards.

Aamir Khan started the trend of doing one film at a time. His single-minded focus of doing good cinema has resulted in him giving the Indian film industry some of its biggest hits and creating history at the box office. The lengths to which he goes to bring authenticity to each character he portrays is proof enough of how dedicated the man is to his craft. From building that envious body for the movie 'Ghajini' to developing that peculiar accent for the movie 'PK', to working hard to make his 45 year old self look like a college boy for the movie '3 Idiots', all are marks of a great actor.

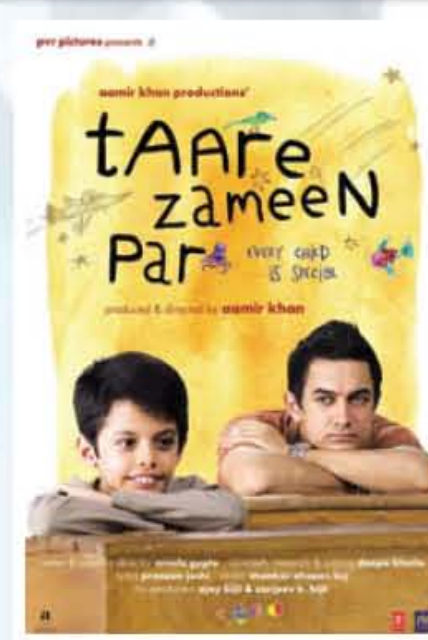
Aamir knows the power he holds over the youth and has tried to use that power to bring about a change in his own way. His TV show

'Satyamev Jayate' highlighted various social issues. In fact, most of his films may be lighthearted but are also socially relevant. Be it 'Taare Zameen Par' or '3 Idiots', Aamir's films have tried to touch upon socially relevant issues.

Aamir Khan began his Bollywood journey as a child actor in the film 'Yaadon Ki Baaraat'. However, he experienced his first success with the film 'Qayamat Se Qayamat Tak'. The movie was a blockbuster. He went on to act in films like 'Dil', 'Rangeela', 'Hum Hain Rahi Pyaar Ke', 'Raja Hindustani', and 'Rang De Basanti' to name a few.

Aamir Khan launched his production house with the film 'Lagaan', a landmark film which was nominated for the Academy Awards in the Best Foreign Language Film category. His film '3 Idiots' did not just earn a lot of acclaim but was the first film to cross the Rs 200 crore mark. The film PK went on to become an even bigger hit and made more than Rs 600 crores worldwide, at least Rs 100 crores more than his previous film Dhoom 3.

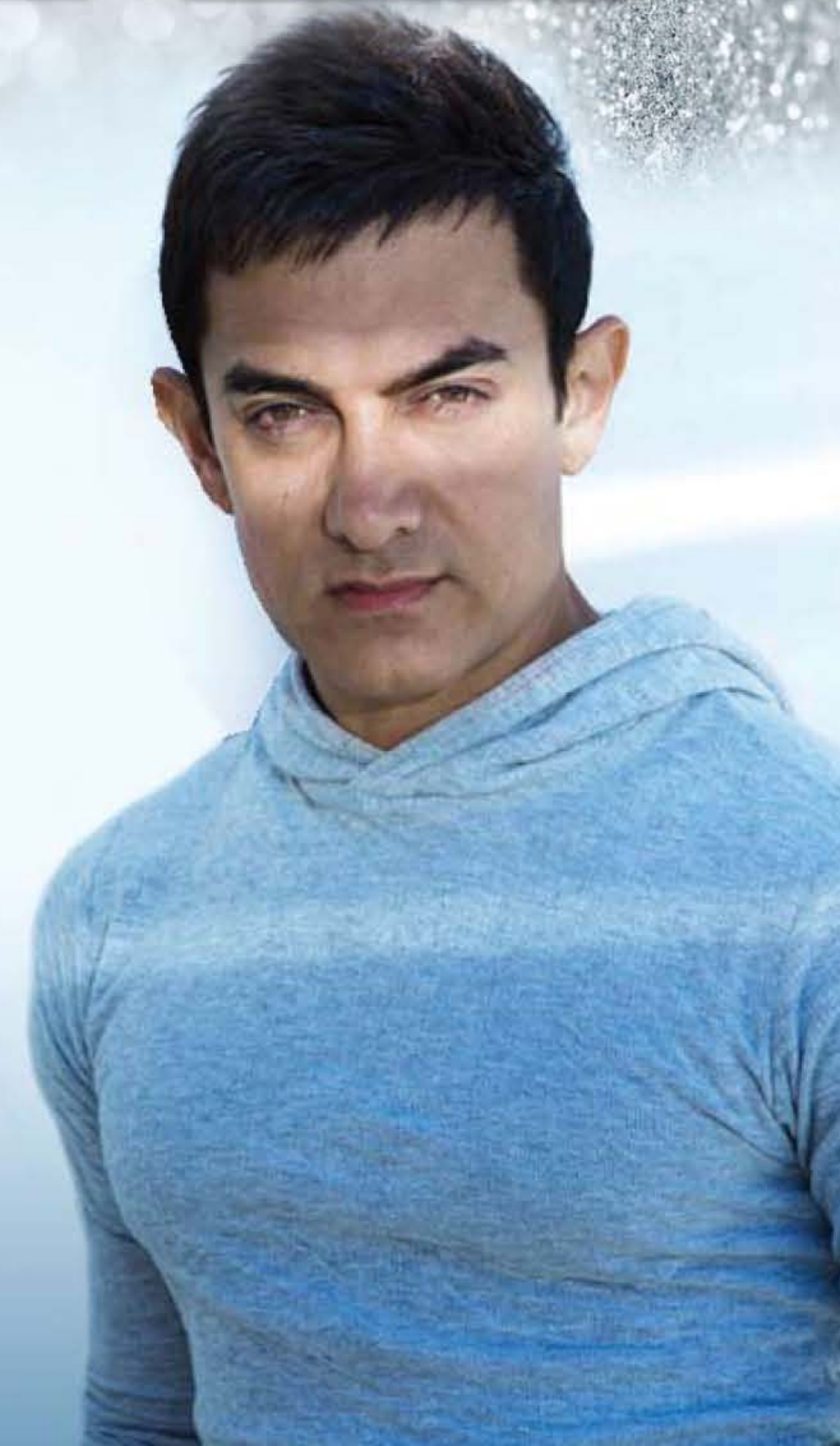
Every movie that Aamir does,



sets new benchmarks. His latest movie 'Dangal' became the 30th biggest hit of 2016 worldwide and earned Rs 2,000 crores. This is the first time an Indian film has made \$300 million at the world box office.

This hugely popular actor is also loved by brand builders and has been the face of numerous brands like Mahindra bikes, Samsung mobiles, Godrej, Titan watches, Snapdeal and Tata Sky. He was also the brand ambassador for the 'Incredible India' campaign and the 'Pulse Polio' campaign.

Aamir Khan's dedication to his craft is exemplary. He has an uncanny knack of picking up the right scripts, making all his films huge hits at the box office, which is why he was called the Don Bradman of Indian cinema by the legendary filmmaker K. Balachandra. Aamir Khan the pioneer of sensible, hard-hitting and most loved movies of India is definitely the greatest superstar of all time!



POWER QUOTIENT

Aamir's Power Quotient comes from his terrific ability to choose the right films and then make them big like never before in the history of Indian cinema. He did it with Lagaan. Then he did it with 3 Idiots. Then he did it with PK and finally he did it again with Dangal. While his contemporaries haven't managed to give a single film that crossed the Rs. 700 cr worldwide barrier at the box office, he has done it multiple times, with his last film Dangal becoming the first Indian film ever to cross the 2000cr mark! He is the real Super Power Brand of Bollywood.



AISHWARYA RAI BACHCHAN



AISHWARYA RAI BACHCHAN

POWER QUOTIENT

Aishwarya's Power Quotient is her global appeal, in terms of her beauty and style. She is India's style icon at Cannes. When she wore the golden Cavali dress at Cannes, the world stood up to applaud.

Indeed, India's Miss World! Forever!

Over the last two decades, she has given the industry some of its most celebrated films like *Hum Dil De Chuke Sanam*, *Taal*, *Devdas*, *Chokher Bali*, *Dhoom 2*, *Jodha Akbar*, *Guru*, *Guzaarish* and many more.

The most beautiful woman in the world. That is how she is mostly referred to as. Since the time Aishwarya Rai was crowned the Miss World in 1994, she has been the cynosure of all eyes and is today India's most popular and high-profile celebrity. After winning the crown, she was inundated with offers from Bollywood. Over the last two decades, she has given the industry some of its most celebrated films like *Hum Dil De Chuke Sanam*, *Taal*, *Devdas*, *Chokher Bali*, *Dhoom 2*, *Jodha Akbar*, *Guru*, *Guzaarish* and many more. It was in 1997 that Aishwarya made her acting debut with the Tamil film *Iruvar*; and 20 years later, she is still going strong. Not just in India, the lady has done some great international projects too. Her films like *Bride & Prejudice*, *Provoked* and *The Pink Panther 2* won her a lot of acclaim.

However, her tryst with glamour started much before her first film. In 1993, she caught the nation's eye as the green-eyed Sanju in an iconic Pepsi commercial, which also featured Aamir Khan. Aishwarya has been modelling since the time she was 16 and her first endorsements were for brands like Lakme and Titan.

Aishwarya Rai has many firsts to her credit. She was the

female brand ambassador for De Beers in India. In 2003, Aishwarya became the first Indian actress to be a jury member at the Cannes Film Festival. She was the first Bollywood actress to have a wax statue at Madame Tussauds, London, and one of the first to make it to the covers of International magazines and be invited to all the top talk shows. She is the only Indian to have featured twice on the Oprah Winfrey Show. She is the first Bollywood star to appear in *Rolling Stone* magazine. Aishwarya today is one of the top

brand ambassadors in the country and has modelled for brands like Fuji Films, Philips, Palmolive, Nakshatra Diamond Jewellery, Kalyan Jewellers L'Oreal etc.

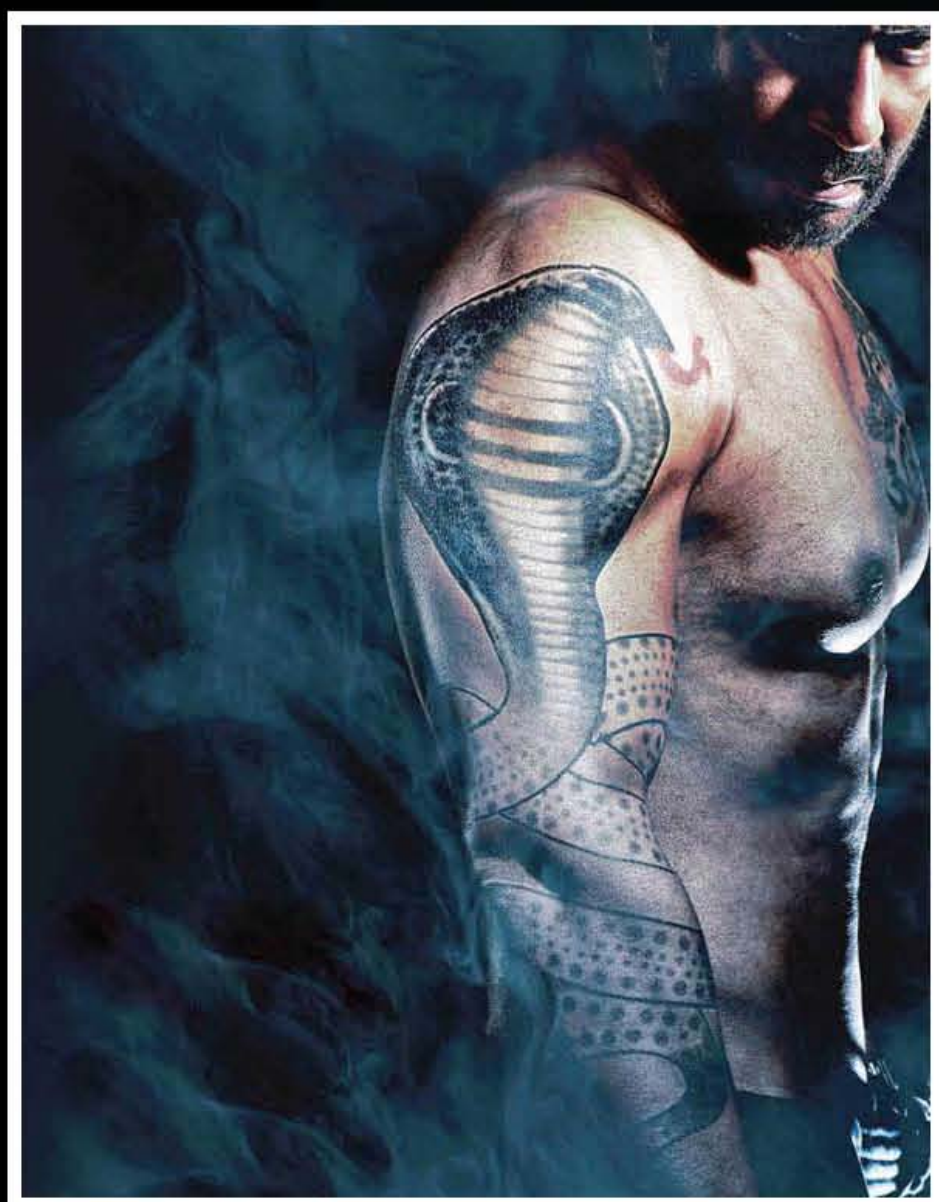
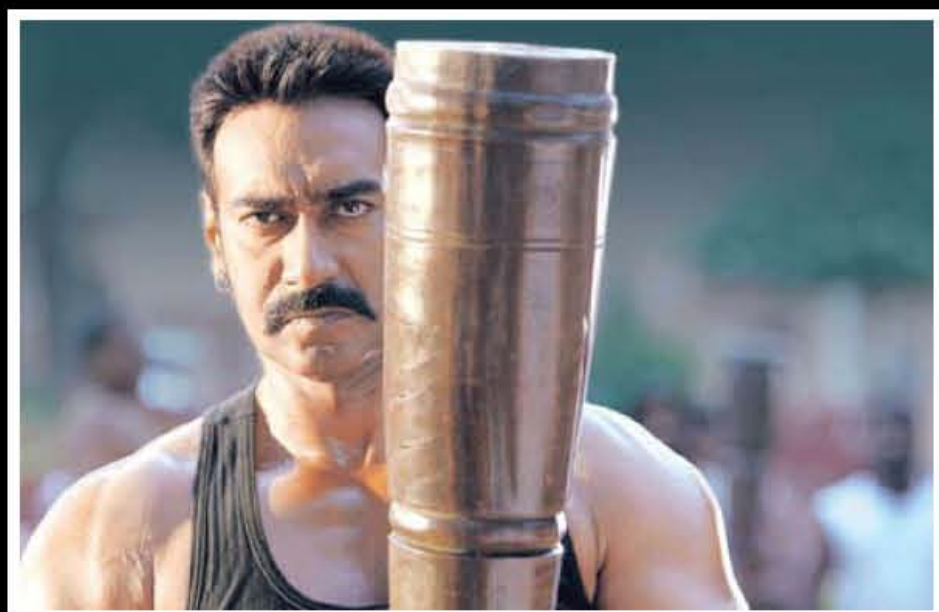
Aishwarya is one of Bollywood's most loved actresses and has more than 17,000 websites dedicated to her.

If one needed to see a living legend, one doesn't need to go beyond her!

first Indian actress to bag an International brand endorsement for Longines watches. She is the first and only female actor to have endorsed both Pepsi and Coke. She is the first Indian actress to be appointed as the Goodwill Ambassador for the United Nations Programme on HIV and AIDS. She was the first Indian to win the Ford Supermodel contest in 1991 and feature on the cover of the American edition of *Vogue*. She was the first official



AJAY DEVGN



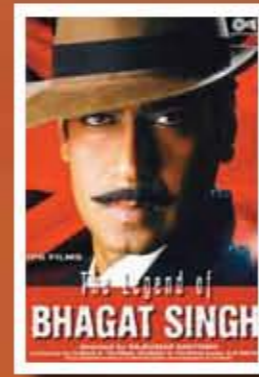
He is not just one of the biggest Bollywood stars but has also branded himself as the action-hero of the industry. Fans go to see an Ajay Devgn film to get a dose of adrenalin pumping action. Ajay's high octane stunt sequences have left his fans craving for more. The box office success of his films 'Singham' and 'Singham Returns' just go on to show how much the audience love his action sequences.

Ajay Devgn started his career with the film 'Phool Our Kaante'. This versatile actor has a long and successful film career with some very big films to his credit. Ajay is not just an action hero but an actor par excellence and has received two National Awards for two of his films, 'Zakhm' and 'The Legend of Bhagat Singh'. One of his most stylish films was 'Once Upon a Time in Mumbai' where he played gangster with a heart. In Prakash Jha's film 'Rajneeti' Devgn spoke

with his eyes and gave a powerful performance. 'Hum Dil De Chuke Sanam' directed by the highly acclaimed Sanjay Bhansali was the most talked about film and Ajay's performance made people sit up and take notice of him. 'Drishyam' and 'Omkaara' won him a lot of praise and critical acclaim.

In 1992, he starred in the Bollywood martial arts action romantic film "Jigar" alongside Karisma Kapoor, which was the seventh highest grossing movie of the year at the box office. He later set up a production company known as Ajay Devgn Films Productions. Its first film was Raju Chacha in 2000 starring Devgn and Kajol in the lead. In 2002, he gave a critically acclaimed performance in the movie "Deewangee"; and in 2008, he debuted as a film director with "U Me Aur Hum".

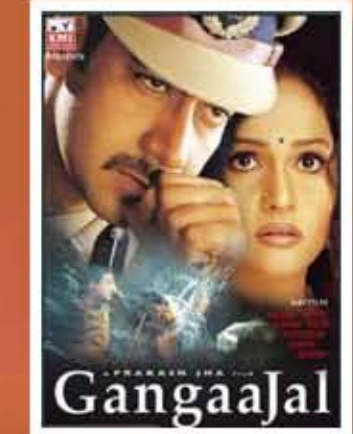
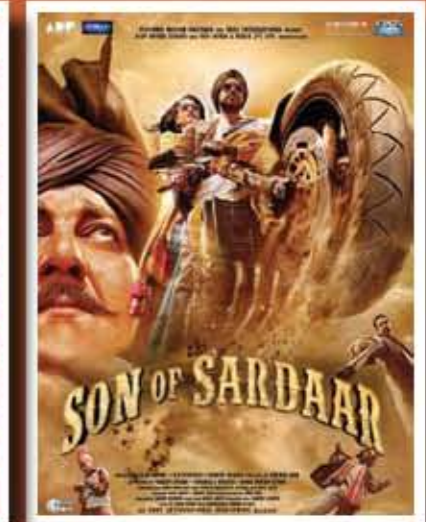
His notable films – Singham, Bol Bachchan, Son of Sardar, Golmaal 3, Singham Returns – have crossed the Rs 100 crore mark making him a very bankable star. His popularity at the box office has made him a popular choice as



ZAKHM



THE LEGEND OF BHAGAT SINGH



a brand ambassador too. He has endorsed brands like Baggiper, Whirlpool, Hajmola, Lifebuoy and Vimal Pan Masala.

A versatile actor, Ajay moulds himself to the character he plays in his films. He showed his comic side in films like 'Atithi Tum Kab Laoge', his dark side in 'Deewangee', the tough cop side in films like 'GangaaJal' and his gangster side in movies like 'Company' and 'Once Upon a Time in Mumbai'. Ajay has acted in more than 80 films and has been awarded with the Padma Sri.

Ajay Devgn has always charted his individualistic journey and has made a distinct place for

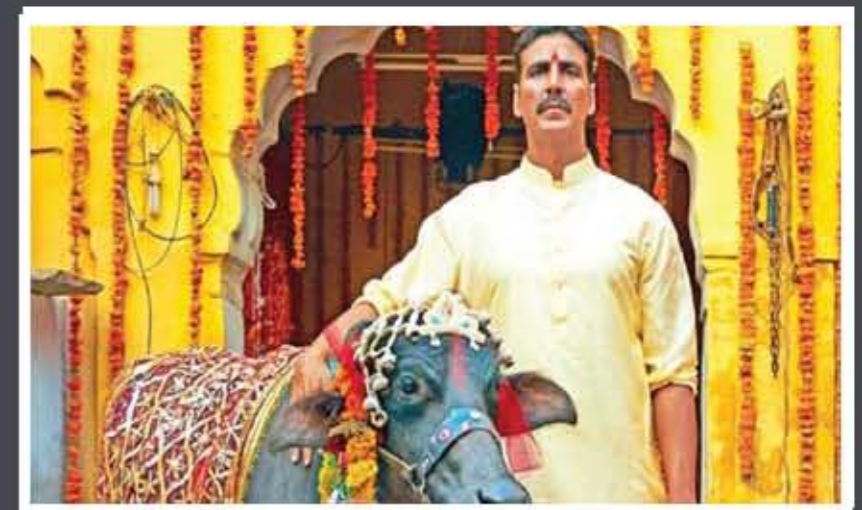
himself. Whether he is playing a common man or a comical man, Ajay never fails to delight. An actor par excellence, and a living legend most admired, Devgn is the hero you want, and also the one you need.

POWER QUOTIENT

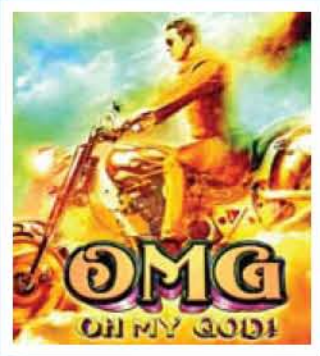
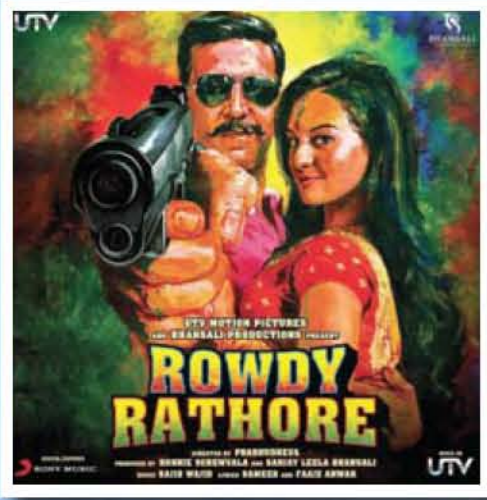
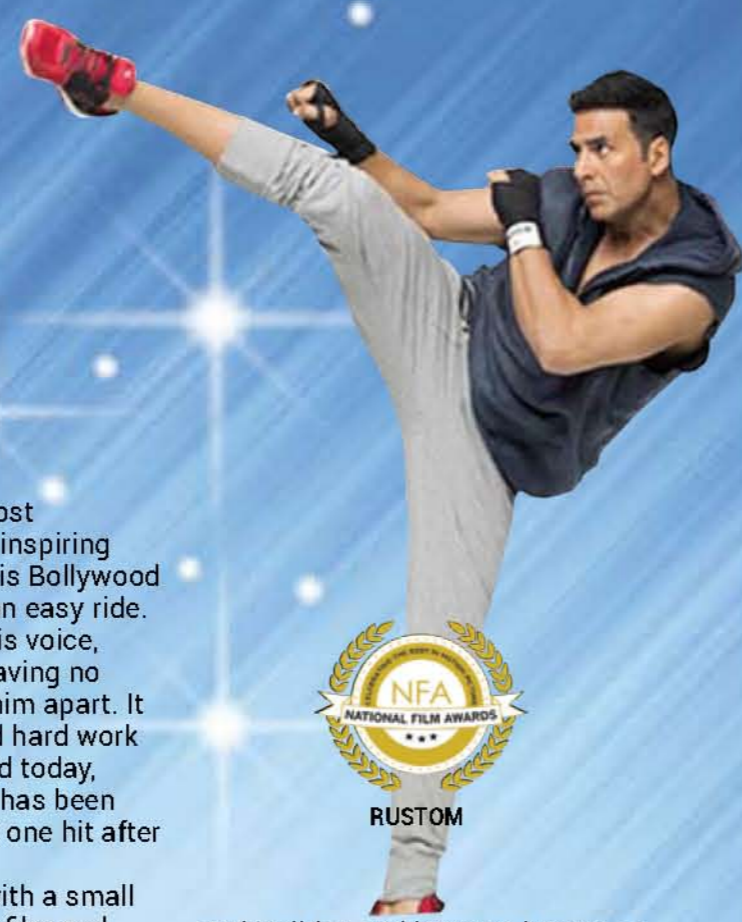
Ajay's Power Quotient comes from his raw mass appeal. He switches from comedy to action to serious roles with equal élan. He is one of the safest bets in Bollywood, evident by the fact that he can release a film like Shivaay to take on the joint might of Ranbir Kapoor, Aishwarya Rai and Karan Johar; and almost pull it off. His popularity at the box office has made him a popular choice as a brand ambassador too. He has endorsed brands like Baggiper, Whirlpool, Hajmola, Lifebuoy and Vimal Pan Masala.



AKSHAY KUMAR



AKSHAY KUMAR



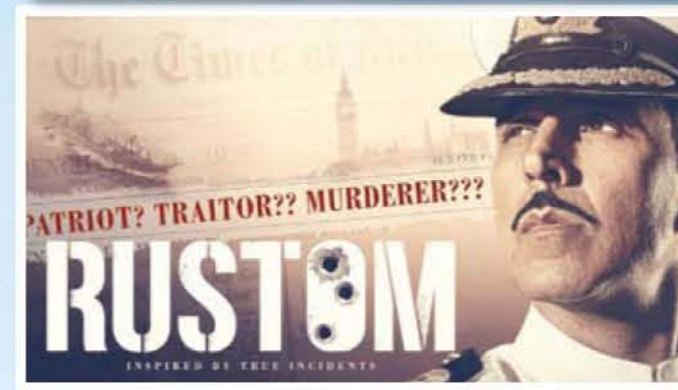
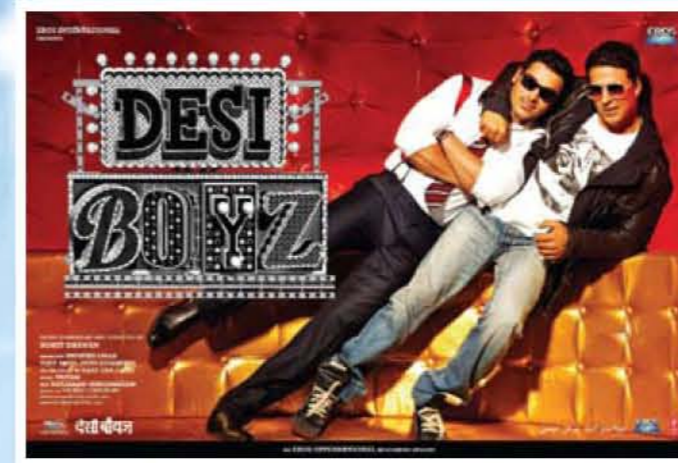
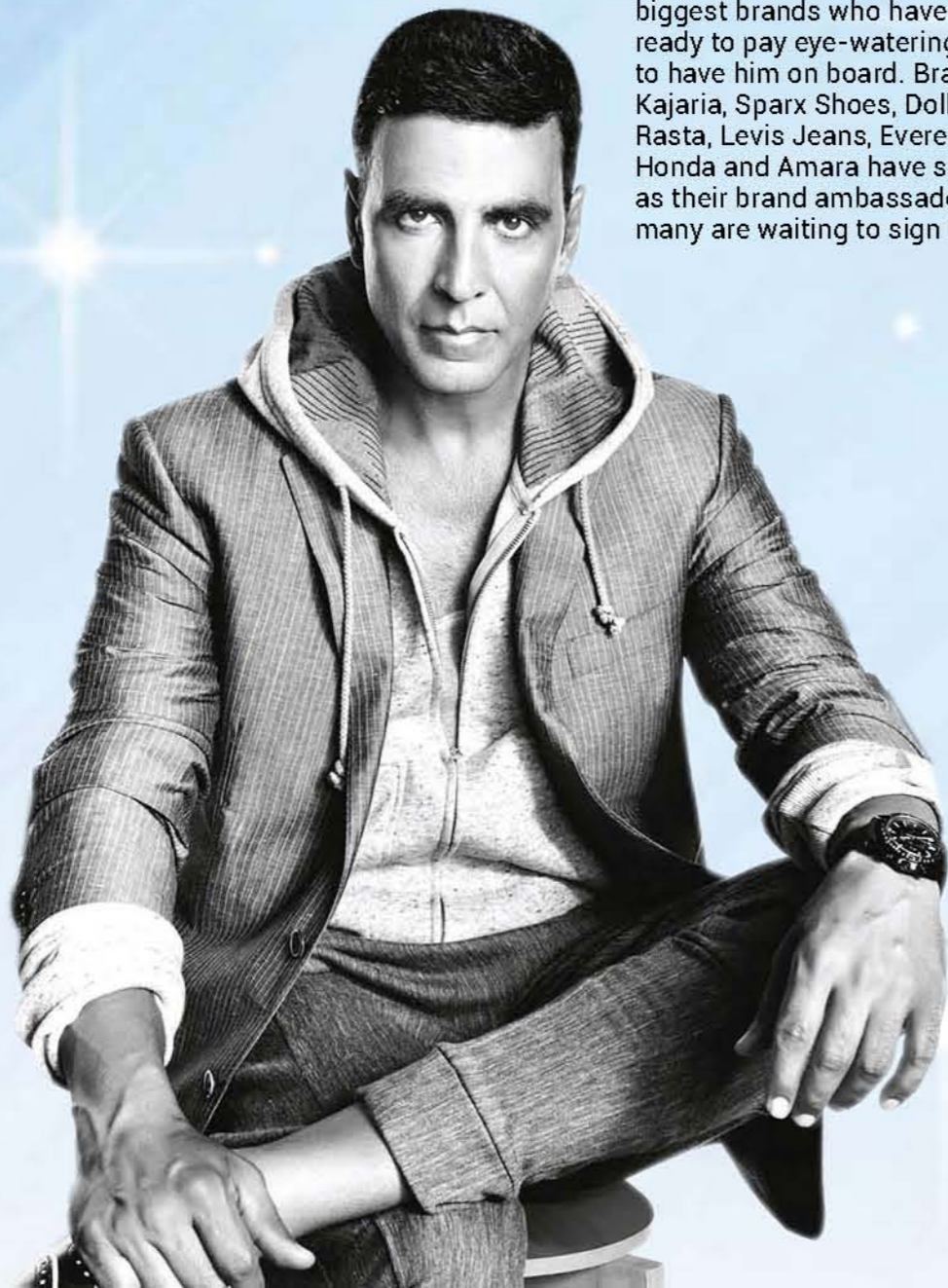
Akshay's is the most astonishing and inspiring success story. His Bollywood journey has not been an easy ride. He was criticised for his voice, acting skills, and for having no distinct quality to set him apart. It was his conviction and hard work that finally paid off; and today, he is the one star who has been consistently delivering one hit after another.

He made his debut with a small role in Mahesh Bhatt's film and went on to do a series of action movies with the word 'Khiladi' in them which branded him as the action hero. He switched to comedy with movies like Welcome, Hey Babyy and Singh is King. He showed his acting prowess by doing movies like Rustom, Airlift,



and Holiday and became known as a serious hero.

Akshay is amongst today's fittest and finest actors. He has worked in more than a hundred movies of various genres and done a great job in each. No wonder he has millions of adoring fans. When you have fans you also have brands chasing you. He has been the brand ambassador of some of the biggest brands who have been ready to pay eye-watering amounts to have him on board. Brands like Kajaria, Sparx Shoes, Dollar Club, Rasta, Levis Jeans, Eveready, Honda and Amara have signed him as their brand ambassador and many are waiting to sign him up.



POWER QUOTIENT

Akshay has been the brand ambassador of some of the biggest brands like Kajaria, Sparx Shoes, Dollar Club, Rasta, Levis Jeans, Eveready, Honda and Amara.

Akshay has been consistently increasing his contribution to the 100 crore club every year. His films like Holiday, Baby, Airlift, Houseful 3, Rowdy Rathore, Rustom and Toilet Ek Prem Katha have all crossed the Rs 100 crore mark and been big hits. He received the National Film Award for his performance in Rustom.

When you have a fitness regime and a box office record like Akshay's, there is hardly any brand or any director that would not want you on board.

Akshay has slowly and consistently been increasing his contribution to the Rs 100 crore club every year. His films like Holiday, Baby, Airlift, Houseful 3, Rowdy Rathore, Rustom and Toilet Ek Prem Katha have crossed the Rs 100 crore mark and been big hits. He received the National Film Award for his performance in Rustom.

Forbes magazine in 2015 featured him at number 9 in the list of the world's highest paid stars. This big star also has a big heart. He went out of his way to help the drought-hit farmers in Maharashtra. He has trained more than 4000 women in self defence free of cost. He is even working on an app to help connect families of martyred soldiers and citizens who want to help them. He is not just a superstar but also a super good human being.

Over the years Akshay has given one enthralling performance after another. He is a powerhouse of talent and an example of what sincerity and dedication can achieve. Akshay with his fan following and his box office record is a very influential man and he is using this power to bring the spotlight on social issues that are important and need to be addressed with movies like 'Toilet Ek Prem Katha' and 'PadMan'. He has worked hard to change his own image from a 'masala' hero to a meaningful artist and is now trying to bring to the front taboo topics and help change the society one movie at a time. Akshay Kumar is the real 'khiladi' of Bollywood!



ALIA BHATT



She is the most popular next-gen actress of Bollywood. Alia Bhatt, born in 1993, is all of 24 years old and yet she has a great body of work behind her already. Her two films 'Badrinath Ki Dulhania' and the romantic comedy '2 States' have already made it to the coveted Rs 100 crore club, making her the most bankable heroines of the new generation.

Alia Bhatt's first acting role was as a child artist in the 1999 film Sangharsh. She played the role of Preeti Oberoi in the movie which starred Akshay Kumar and Preity Zinta in the lead roles. However it was the game-changing audition that shot her to the limelight instantly. Director Karan Johar after auditioning hundreds of girls finally chose Alia as her raw talent and freshness attracted him. Alia's debut film 'Student of the Year' was a big success and she was in demand. Though Alia is just a few films old but she has proved that

she is a powerhouse of talent. Her roles in films like 'Highway' and 'Udta Punjab' have won her a lot of critical acclaim and awards. Five years after her debut film 'Student of the Year' Alia has given some stellar performances.

Alia is not just a great actor, a charming beauty but also a lovely singer. She sang the unplugged version of the song 'Samjhawan' for her film 'Humpty Sharma Ki Dulhania'.

Dulhania' and the song 'Socha Saaha' in Highway.

The young heartthrob has also taken the world of brand endorsements by storm. She is the new favourite of brands especially the ones whose target audience is the youth. She has endorsed brands like Coca Cola, Philips India, Cornetto, Garnier, Maybelline, and Caprese. She is also the face of bluestome.com an online jewellery platform, Frooti Fizz and Lux to name a few.

From a star kid to a star performer Alia Bhatt is here to stay!

POWER QUOTIENT

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AMITABH BACHCHAN



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Amitabh Bachchan is known as the tall man with a baritone voice. How ironical that these were the very qualities that made him face numerous rejections in the industry. Filmmakers found him too tall, radio channels found his voice too deep. After significant struggle, Amitabh Bachchan officially joined the film industry on 15 February 1969 and signed his first film *Saar Hindustani*. While he won the National Award, he could not win any more roles. After struggling yet again, he finally got movies like *Anand* and *Zanjeer*. He kept giving hits till 2000, when a major financial crisis hit him and he lost everything. Not to give up, he started from scratch with a TV show. A mega star in a TV show was something unheard of at that time. Nevertheless, he went ahead with the show titled *Kaun Banega Crorepati*, little knowing that this show would not just make

him crorepati but also a legendary icon. After that, Big B never looked back. Even today, he gets meatier roles than most of his peers. Despite his age, he has kept himself contemporary and in touch with the new generation. With a huge fan following on Facebook and Twitter, he keeps his fans engaged and entertained with his posts that are so well written that they make it to the mainstream newspapers and media ever so often. Anybody who has such an influence over so many people is bound to be chased by brands. Amitabh Bachchan is the most favoured brand ambassador for any brand, because he brings in his own unique twist, which makes him appealing to consumers of almost any age group. Be it Maggi or Cadbury's Dairy Milk or Gujarat Tourism, he works his magic everywhere. He has also been the brand ambassador for brands like Navratna Oil, ICICI Bank, Reid & Taylor and



AGNEEPATH



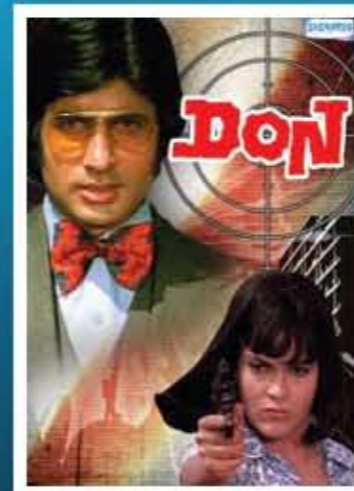
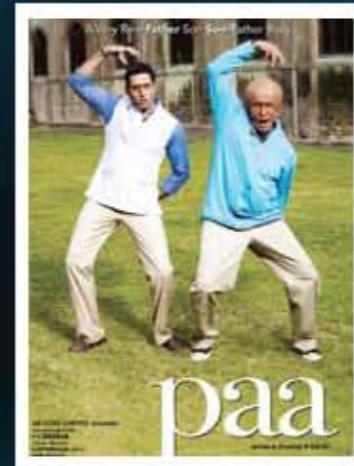
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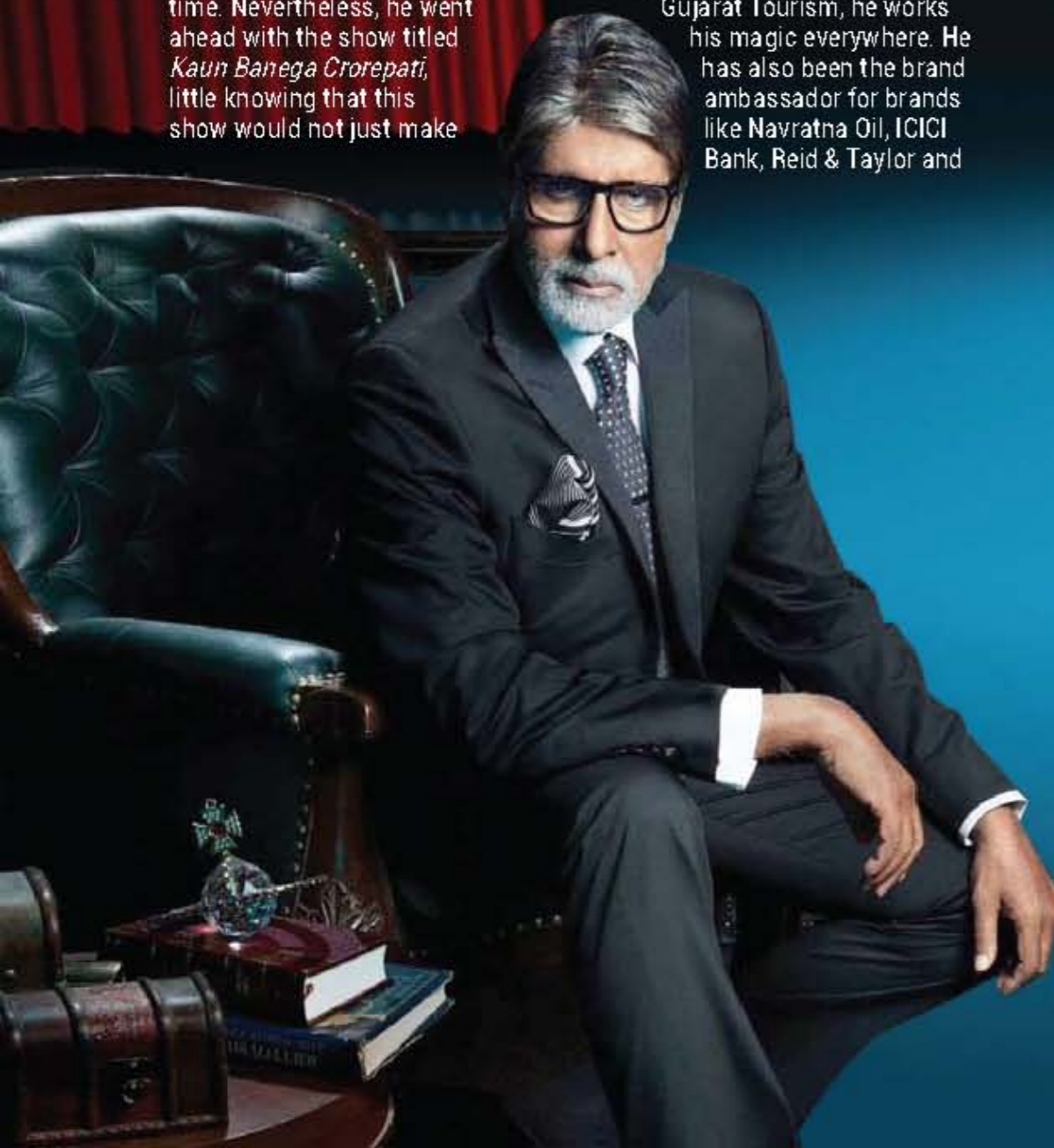
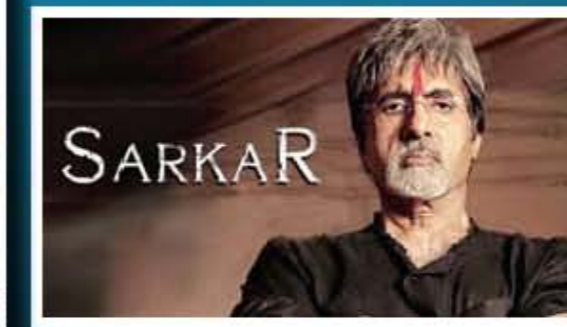
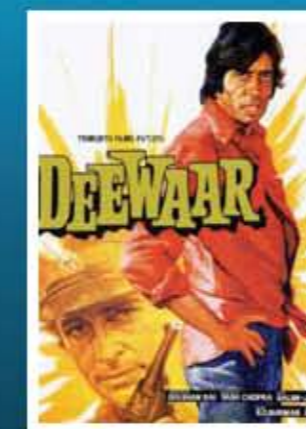
many more. The Bachchan blockbusters that have created an indelible mark on Indian cinema are movies like *Sholay*, *Deewar*, *Laawaris*, *Aakhree Raasta*, *Hum*, *Silsila*, *Don*, *Shakti*, *Trishul* to name a few. He is inarguably the best actor in Bollywood, and even at 75, continues to give hits like *Piku* and *Pink*. Amitabh Bachchan's impact on Indian cinema is incomparable to any star ever. From the variety of roles played (he has done more than

150 films) to the number of years in the industry (about 50 years), to the number of fans and followers on Twitter and Facebook and on the streets, there is no star who can ever match the statistics, at least not for a very long time. Mr. Bachchan recited these lines in the movie *Agnipath* and they hold true for his life too: *Tu na thakega kabhi, Tu na thamega kabhi, Tu na mudega kabhi, Kar shapath, kar shapath, kar shapath*

Agnipath, Agnipath, Agnipath [Come what may, you will never tire, never stop, never turn around. Take a vow, you will walk on the path of fire.] His journey has been full of ups and downs; and yet, like a phoenix, he has risen from the ashes to resurrect himself and has never let failures overtake him. His indomitable spirit is an inspiration to all who want to make it big. This living legend is a cult figure the nation reveres; and he is probably the last emperor of Bollywood.

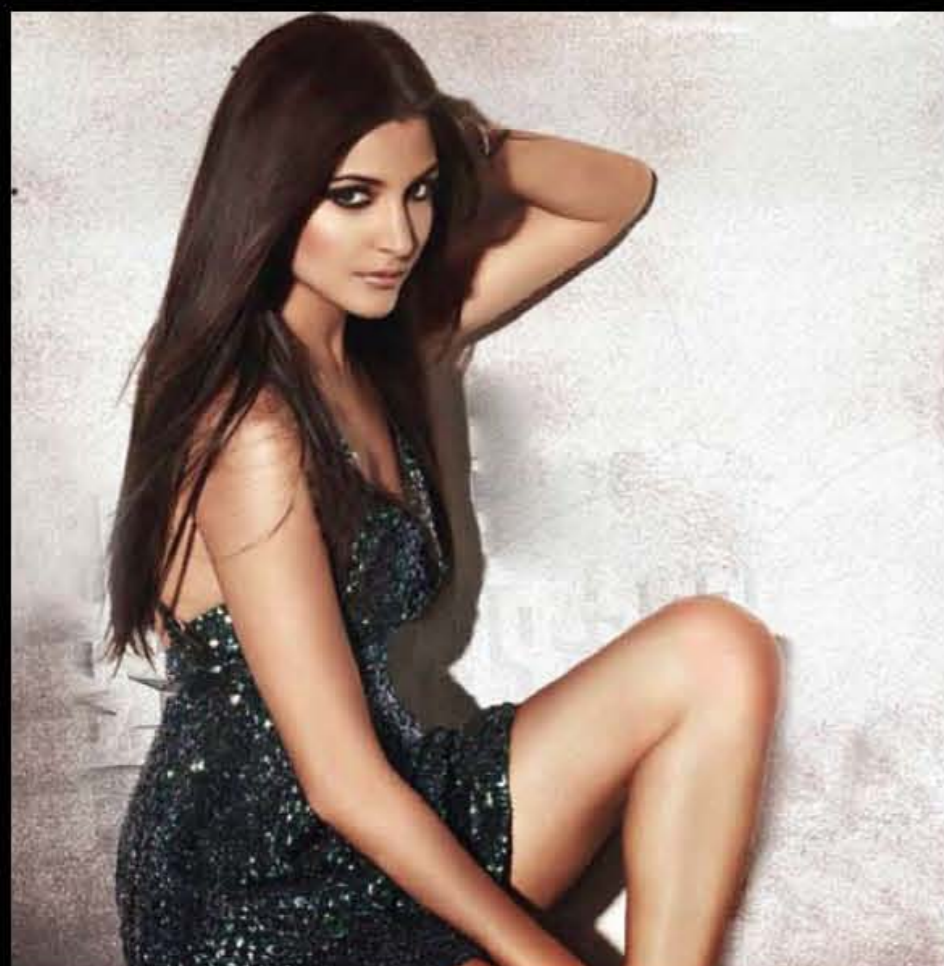
POWER QUOTIENT

Amitabh Bachchan defines Bollywood. He defines super-stardom. He defines acting. He defines style. He defines elegance. And he defines the word Power Brand. That's his Power Quotient. If the pages in this book were to be allocated as per the Power Quotient of the stars, his profile would perhaps take up half the pages. Amitabh Bachchan is the most favoured brand ambassador for any brand, because he brings in his own unique twist which makes him appealing to consumers of almost any age group.



ANUSHKA SHARMA

ANUSHKA SHARMA



Anushka Sharma entered the world of glamour with a contract with the Elite Model Management Company in 2007. She made her runway debut at the Lakme Fashion Week, and also became the showstopper for the very famous Indian designer Wendell Rodricks. She did some campaigns for various brands till she made her acting debut in 2008 with the movie 'Rab Ne Bona Di Jodi' with Shah Rukh Khan. It was once again with Shah Rukh Khan as her co-star that she made waves for her performance in the movie 'Jab Tak Hai Jaan'. Today Anushka Sharma has been a part of some of Bollywood's biggest blockbusters ever. Movies like PK, Sultan are the biggest super-hit films in the history



of the Indian movie industry and she has been an integral part of both the films. With the film PK, Anushka became amongst the first two Bollywood actresses ever to have a film that has crossed the Rs. 300 crore mark. Her films Ae Dil Hai Mushkil, Jab Take Hai Jaan, have crossed the Rs 100 crore mark.

The power of this lady is proven by the fact that she has been chosen as the face of the nationwide sanitation campaign of the government of India. PM Modi's Swachh Bharat Abhiyaan has taken the support of Anushka as the female ambassador. Amitabh Bachchan is the male ambassador. Anushka was selected because of her popularity with the



POWER QUOTIENT

The power of this lady is proven by the fact that she has been chosen as the face of the nationwide sanitation campaign of the government of India. PM Modi's Swachh Bharat Abhiyaan will now have Anushka as the female ambassador. Amitabh Bachchan is the male ambassador. Anushka was selected because of her popularity with the youth across the country. Zesty, carefree, enterprising and talented, Anushka Sharma is not just a powerhouse of talent but also a dynamic entrepreneur who believes in following her heart.

youth across the country. Apart from this Anushka has also been the brand ambassador for big brands like Nivea, Parachute, Reliance Mobiles, Gitanjali Jewellers, Colgate, Pantene, Whisper, Fiat Palio, Code by Lifestyle, Nimbooz Acer and many more.

The enterprising Anushka is one of the youngest Bollywood stars to launch her own production house

named Clean Slate Films. In 2013 at the young age of 25 Anushka launched her production company with the film 'NH-10'. The second film that she produced and co-starred in was 'Phillauri'.

Zesty, carefree, enterprising and talented, Anushka Sharma is not just a powerhouse of talent but also a dynamic entrepreneur who believes in following her heart.



DEEPIKA PADUKONE





She is the 'Mastaani' of Bollywood. Deepika Padukone has been riding high on success. Anything she touches turns to gold and yet the leggy lady says she does not take her success for granted. From a dream debut in the movie Om Shanti Om which got her noticed and won her many awards to being written off, the lady has seen it all. The powerful actress never gave up and worked hard to reverse the tide back in her favour. Her list of achievements is endless.

Today she is the most followed Bollywood actress on Instagram with more than 17 million followers. This year she became the Indian actor with the highest number of brand endorsements. She is the face of some of the best brands in the country. In the past she has endorsed brands like Nescafe, Lodha, Tissot, Coca-Cola,



Sony, HP, Garner etc. In 2016 she was the highest paid female brand ambassador of the country.

In 2016 Deepika featured at number 10 in the Forbes list of the highest paid actresses of the world. She is the only Indian to have featured in the list. According to Forbes her net-worth in June 2016 was around \$10 million. Her Hollywood debut film 'XX: Return of Xander Cage' won her a lot of hearts, as did her numerous international red-carpet appearances. Today she is one of the members of the Academy of Motion Picture of Arts and Sciences, whose members get to vote in the Oscars.

Since her Bollywood debut in 2007 Deepika has come a long way. Her decade long journey has seen many highs and lows. She was late to join the Rs. 100 crore club, but today she has the maximum number of films that have crossed the Rs 100 crore mark. All her films – Race 2, Yeh Jawani Hi Deewani, Chennai Express, Ram Leela, Happy New Year and the latest Bajirao Mastani – have crossed

the Rs. 100 cr mark, a barometer of success in Bollywood.

She is not just successful as an actress but also as a style icon. She has launched her own fashion label "All About You" in association with Myntra. The name echoes her personal belief that you are your biggest strength and when you decide to be you, then nothing is impossible. It is her self-belief that saw her rise to the top when everyone thought she was finished, it is her confidence that made her come out in public and speak about her battle with depression. Today her NGO 'The Live Love Laugh Foundation' is doing some great work in this field.

Born to Prakash Padukone (one of India's greatest badminton players) Deepika too played badminton at the

state level while in school, but she realised her calling was elsewhere and at the age of 17 walked her first ramp show. She started her modelling career in 2005 with Lakme fashion week. Today she has modelled for the best brands in India and has the highest number of brand endorsements in the country. Life sure comes full circle.



POWER QUOTIENT

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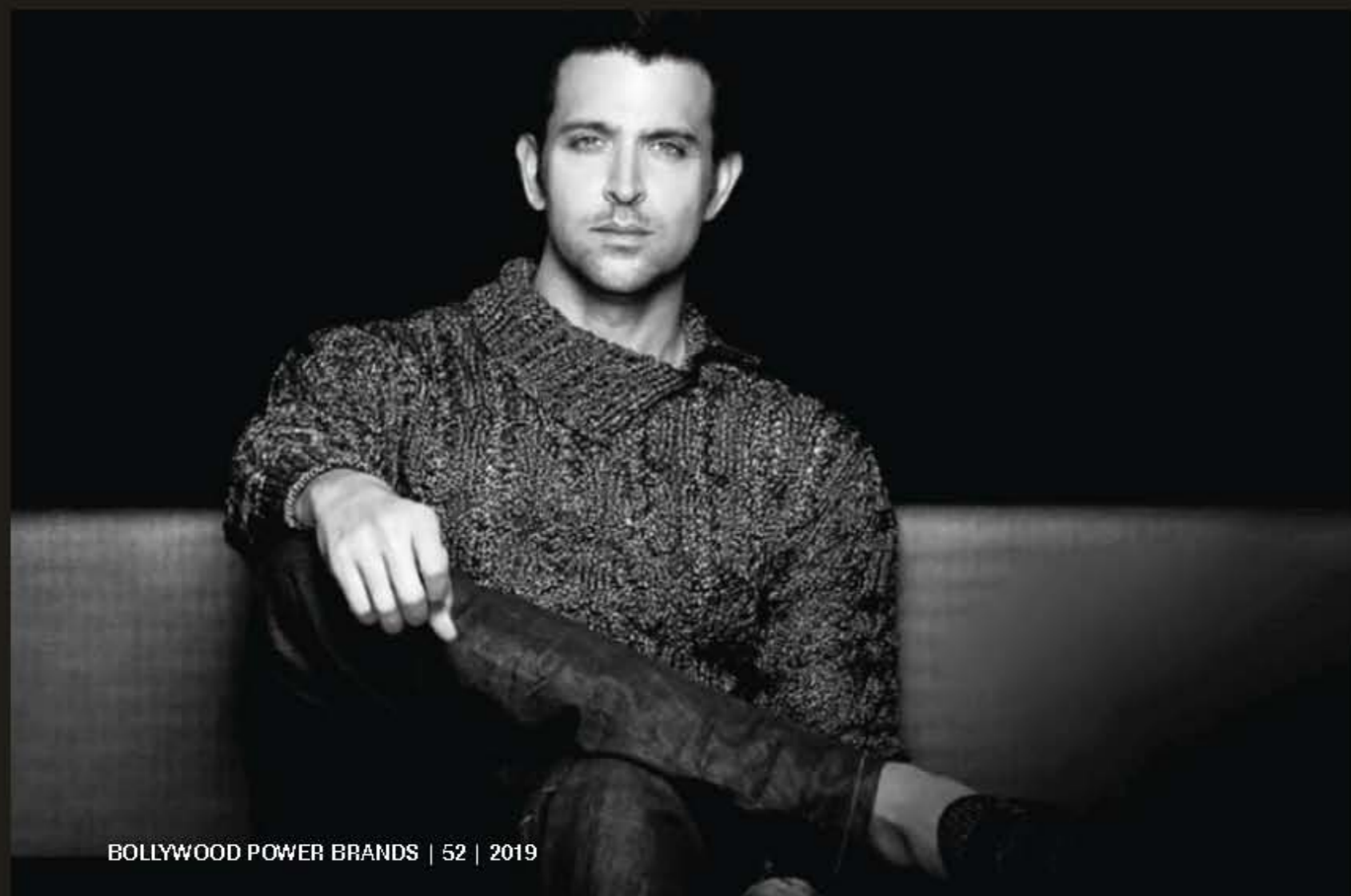
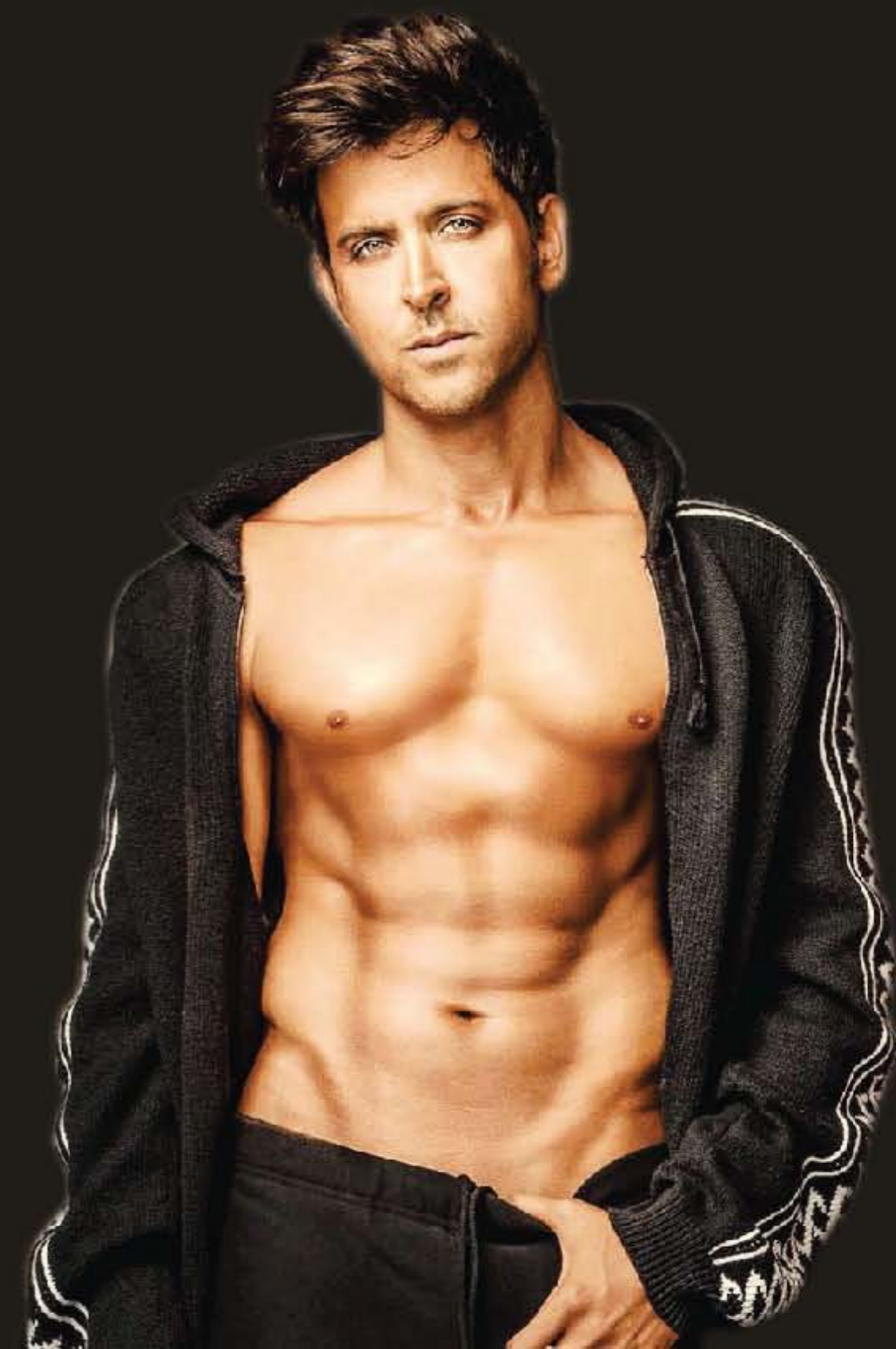
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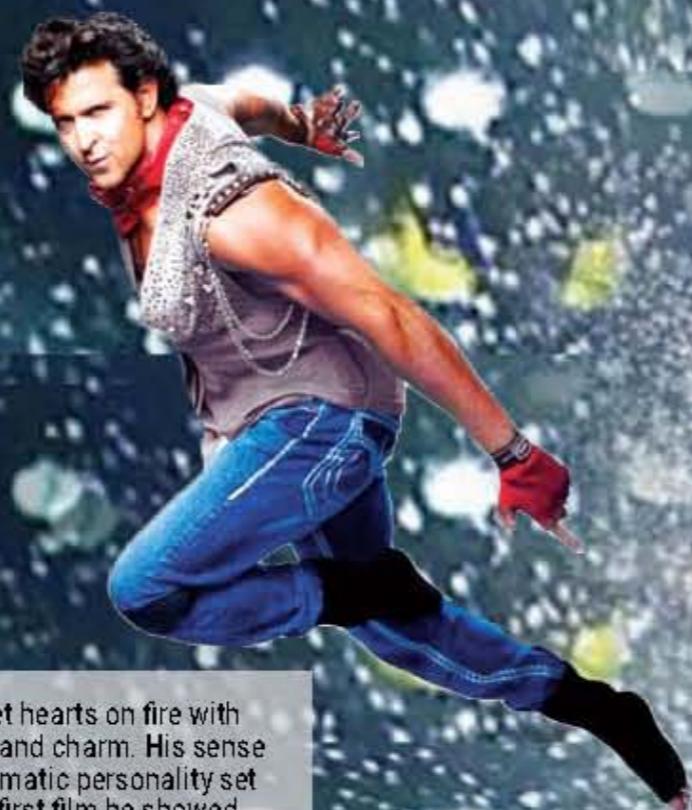
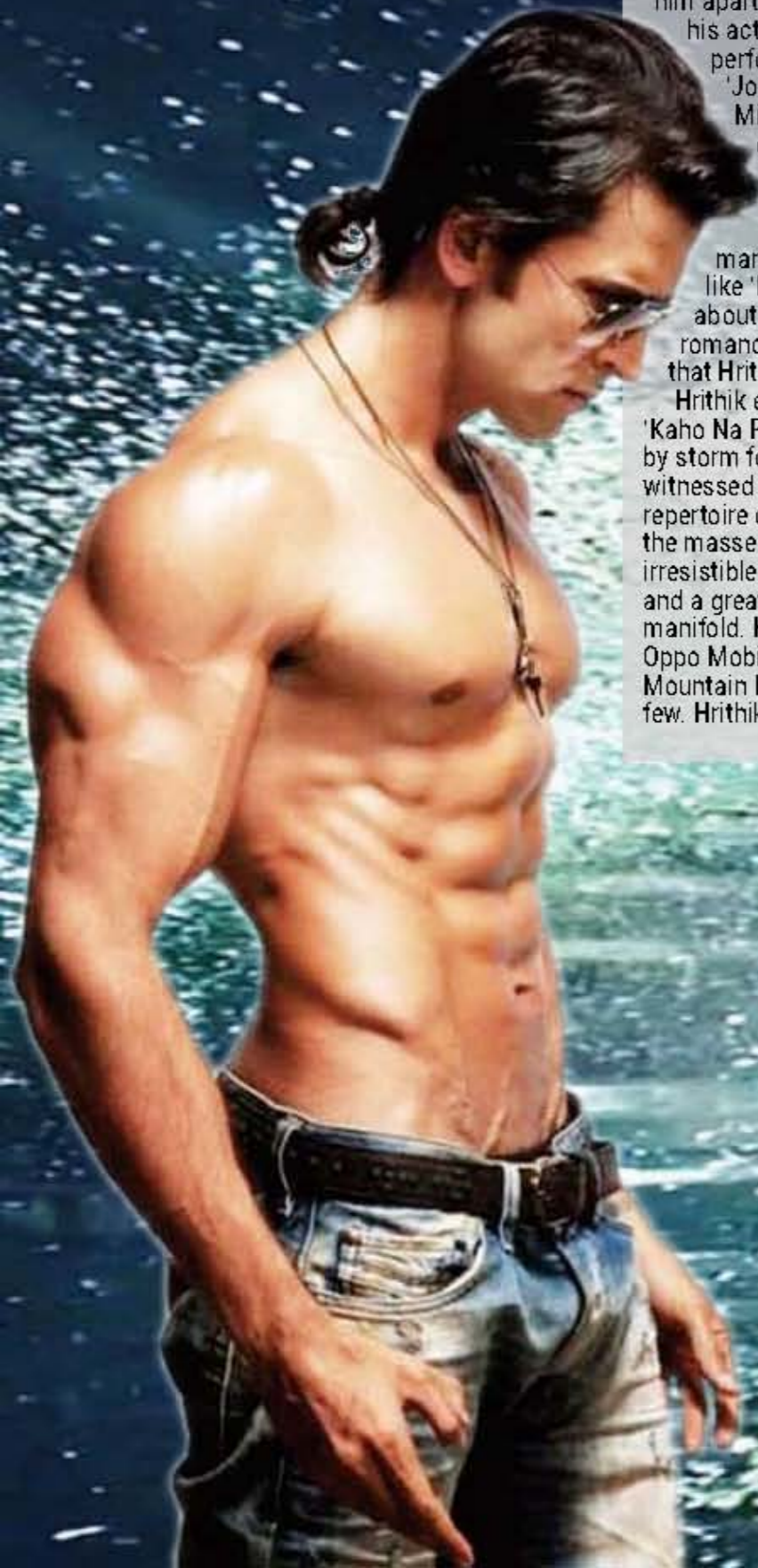




HRITHIK ROSHAN

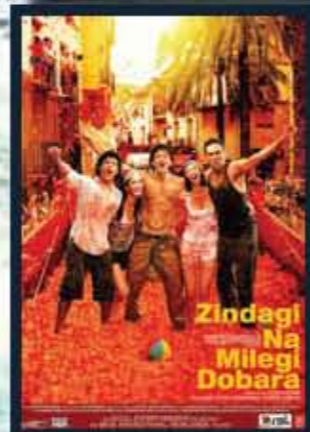
HRITHIK ROSHAN





Hrithik Roshan can set hearts on fire with his greek god looks and charm. His sense of style and his enigmatic personality set him apart. Right from his first film he showed his acting brilliance and has given stellar performances in films like 'Koi Mil Gaya', 'Jodhaa Akbar', 'Dhoom', and 'Zindagi Na Milegi Dobara'. All through his career he gave numerous hits, of which films like 'Bang Bang', 'Kaabil' and 'Agneepath' made it to the Rs 100 crore club with 'Krrish 3' breaking the Rs 200 crore mark. His powerful performances in films like 'Fiza' and 'Guzaarish' speak volumes about his versatility as an actor. Be it romance or action or comedy there is no genre that Hritik is not good at.

Hrithik entered the industry with the film 'Kaho Na Pyaar Hai' in 2000 and took the nation by storm for his was the biggest debut ever witnessed in Indian cinema. Hrithik with his varied repertoire of films appeals to a very large set of the masses of varied age groups. This makes him irresistible to brands. Add to that a great face and a great physique and the appeal increases manifold. He has been the face of brands like Oppo Mobiles, Rado Watches, J.Hampstead, Mountain Dew, HE deos, and Myntra to name a few. Hrithik was selected as the face of Hong



Kong tourism in 2004. A darling of the brands, Hrithik has a brand of his own. He launched a fashion label HRX online a few years back in partnership with Myntra.

No one can dance like Hrithik and his signature moves in songs like Ek Pal Ka Jeena, Dhoom Again and Bang Bang have become cult classics.

The highest number of views any video featuring Hrithik has received is the music video 'Dheere Dheere'. It was created in

collaboration with the music label T-Series and has over 200 million views.

He has been bestowed with titles like 'Most handsome Face', 'Sexiest Asian Man' and even 'Sexiest Father'. His popularity landed him his own wax statue at the Madame Tussauds gallery in London. When his statue was created in 2011, he was the youngest Bollywood celeb to be featured there.

With a career spanning more

than 15 years Hrithik has been instrumental in giving Bollywood some of its blockbusters.

He is Bollywood's first superhero, who with his perfect physique and perfect moves had danced his way into our hearts and shall remain there for quite a long time!



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KANGANA RANAUT





The 'Queen' of Bollywood who is not just a very popular Bollywood actress but also a fashionista, a non-conformist and a strongly opinionated lady who does not hesitate to speak her mind. It is this personality of hers that is reflected in the films she does. Her films be it 'Queen', 'Revolver Rani' or 'Tanu Weds Manu Returns' have always had

a strong female protagonist at the heart of their story. She has played each of these roles to perfection, hence it's no surprise that she already has three National Film Awards under her belt! In 2008 she won her first National Film Award for the Best supporting actress for her film Fashion when she was just 22 years old. She won



TANU WEDS MANU RETURNS



QUEEN

two consecutive awards in 2014 and 2015 for Best Actress for her films Queen and 'Tanu Weds Manu Returns' respectively.

Success did not come easy to this determined young lady. Growing up in a conservative family was not easy nor was coming to Mumbai all alone with no connections. She went hungry for days, slept on pavements, was abused mentally and physically but her steely determination helped her fight it out and today she sits proudly as the queen. It is this grit and determination that makes her a power brand.

Kangana made her acting debut with the movie Gangster in 2006. She was immediately noticed and soon became know for standout roles in movies like Raaz, Fashion, Who Lamhe etc. After the super success of Tanu Weds Manu Returns, Kangana has had a lot of brands lining up to sign her. When the audience loves you brands are bound to do the same. Kangana is

one of the very few heroines who can deliver a hit purely on her solo performance. She is attractive, intriguing, and iconoclastic and at the same time she is real, not scared to admit her flaws and not scared of being different. Not surprising brands like Reebok, Tanishq, Levis, Emami Boro Plus, Lawman, Myntra, Liva and many more have decided to be associated with her. Vera Moda has roped her in to design their 'Venice Cruise' collection.

Kangana started her career with modelling and was also enrolled with the Elite School of Modelling.

She additionally has done theatre in Delhi.

Kangana always delivers her best and so for the movie Queen, she wrote her own dialogues so that they were in tandem with her style and matched her unique way of delivering dialogues. She even tried her hand at script-writing for her latest film Simran.

Brazenly honest, stylish, talented, hard working with a never-give-up attitude, that is what winners are made of and Kangana is surely one of them!

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KAREENA KAPOOR KHAN

KAREENA KAPOOR KHAN





Kareena is a gorgeous actress who belongs to the fourth generation of the well-known Kapoor family of Bollywood. She made her acting debut in 2000 with the war drama *Refugee*. The performance won her many awards and she was instantly noticed. Since then, the lady has delivered numerous hits. She has done a large variety of roles. From her role as Pooja in the superhit film *Kabhi Khushi Kabhi Gum*, to her role as a prostitute in the film *Chameli*, Kareena has wowed everybody with her powerhouse performances. While the Rs. 100 crore mark is the litmus test of success that every actor has to pass, Kareena Kapoor's films have crossed not just the Rs. 100 crore mark but even the Rs. 700 crore mark. Her films *Golmaal 3*, *Ra.One*, *Singham Returns*, and *Bodyguard* made more than Rs. 100 crores at the box office, while *3 Idiots* crossed the Rs 400 crore mark. Her 2015

film *Bajrangi Bhaijaan* made Rs 600 crores! This makes her one of the two Bollywood actresses with the largest number of Rs. 100 crore films to their credit.

Kareena has also been a hot favourite when it comes to brand endorsements. The lady has been the brand ambassador of some of the country's leading brands like Sony, Head & Shoulders, Boroplus, Lux, Vivel, Colgate, Lakme, Berger Paints, Limca, Tetley's Green Tea, and many more.

The diva is a trendsetter. Everything she does becomes a craze. In 2009, she started the 'size zero' trend. She sported the size zero in her movie *Tashan*. So popular was this fad that she came to be known as India's size zero and even launched the size zero laptop models of Sony Vaio in the country. Her harem pants and tee combo in the *Jab We Met* movie, to her heavily kohl-lined eyes, have all been inspirations for girls across

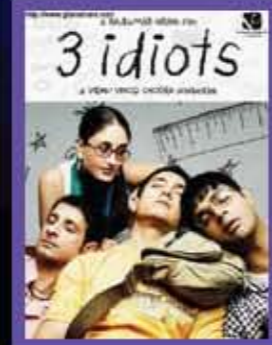


the country. Last year, when she was pregnant with her son *Taimur*, she re-defined maternity fashion for India. She also broke all taboos by walking the ramp, featuring on magazine covers, shooting for her films, *et al* while she was pregnant. She has been one of the busiest Bollywood stars even when she was pregnant. Post that, she is back to work with her most adorable baby boy in tow.

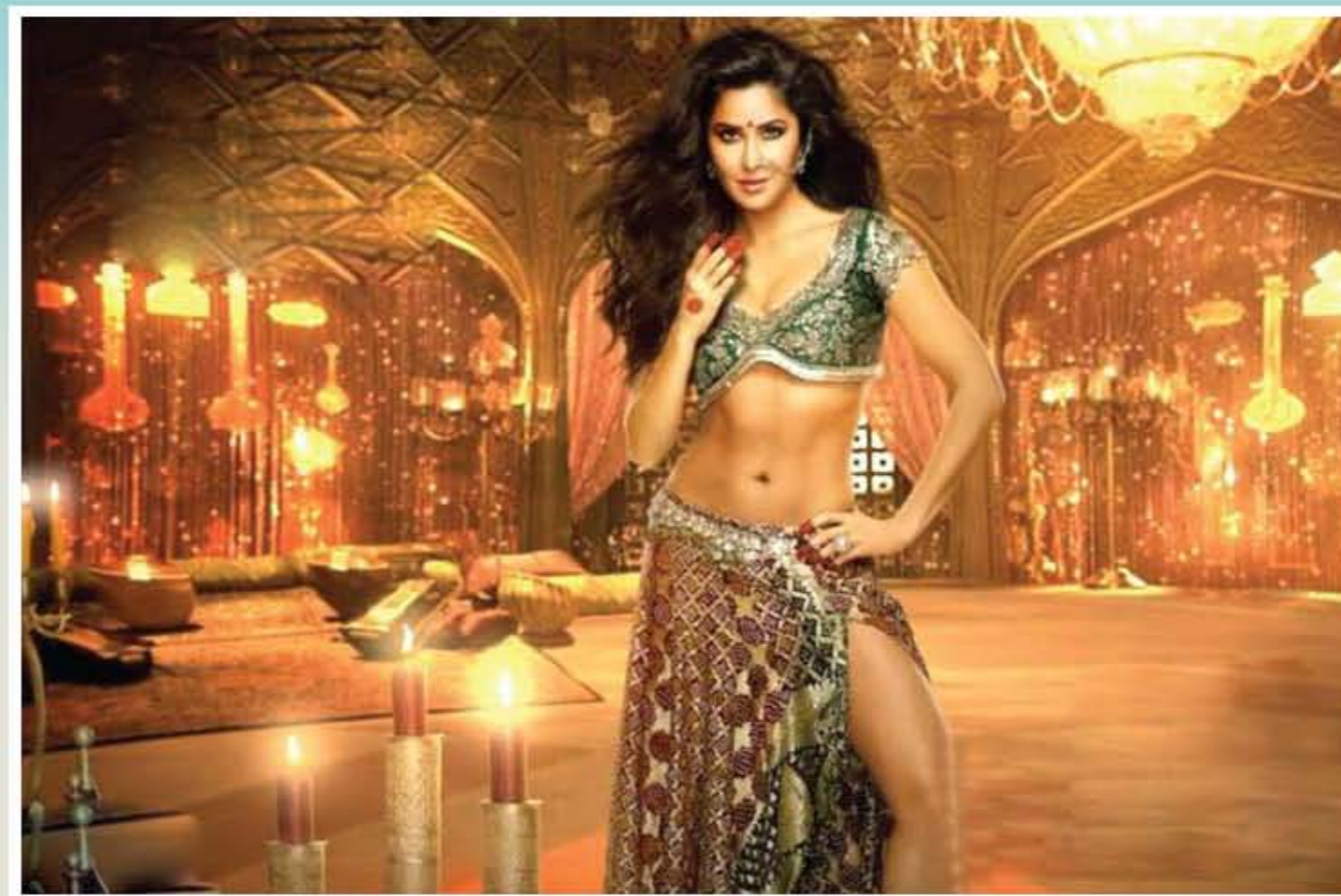
Kareena Kapoor is unstoppable. The vivacious living legend of a lady continues to amaze and inspire!

POWER QUOTIENT

Kareena's films *Golmaal 3*, *Ra.One*, *Singham Returns* and *Bodyguard*, each made more than Rs.100 crores at the box office. Her film *Bajrangi Bhaijaan* made more than Rs.600 crores while *3 Idiots* crossed the Rs.400 crores mark, making her the actress with the largest number of Rs 100 crore+ films to her credit. The lady has been the brand ambassador of some of the country's leading brands like Sony, Head & Shoulders, Boroplus, Lux, Vivel and many more. The diva is a trendsetter and everything she does, becomes a craze.



KATRINA KAIF





She was a complete outsider when she entered the Hindi film industry. Not just was she an outsider in Bollywood but also in India. She could hardly speak a proper sentence in Hindi and yet this woman has made it big, real big here. From the moment she was launched in the film Boom (2003) she made people sit up and notice and everyone was talking about the super hot new girl in 'Insel town'. Her movies Sarkar and Maine Pyaar Kyun Kiya, and Rajneeti won her a lot of acclaim. During the period of 2007-2008 all her movies

became big hits. Race, Singh is King, Namaste London, Partner, Welcome, all were huge successes. In fact so popular was the actress that the famous Rs 2 lakh dress she wore in the movie Welcome was actually a gift from the International designer Emilio Pucci. Everybody in Bollywood wants to work with the YRF banner and Katrina has been a part of many of the top movies of that banner like Ek Tha Tiger, Jab Tak Hai Jaan and the big blockbuster Dhoom 3. Three of her films Ek Tha Tiger, Bang Bang, Jab Tak Hai Jaan, earned more than Rs. 100 crores at the box office while Dhoom 3 crossed the Rs. 200 crore mark.

Katrina was exposed to the world of glamour at the tender age of 14. She started her career in modelling with photographer Atul Kasbekar when she was just fourteen. She continued with modelling in London under a contract with the Models 1 Agency and did campaigns for houses such as La Senza and Arcadius. For years now Katrina Kaif's face has sold a million brands and she is one of the most powerful actresses when it comes to brand endorsements. Every brand that has been associated with her has seen huge success. Katrina Kaif has



endorsed brands like Coca-Cola, Feet, Panasonic, Etihad Airways, United Arab Emirates, Lux, ChocOn, Pantene, Titan Raaga, Uniball pens, Yardley London and many more.

In 2013 she was the brand ambassador of Seventeen and was named the 'Brand Endorser of the Year-Female' at the International Advertising Association Awards.

She was also voted as the most powerful celebrity endorser in a study conducted by Ormax Media in 2014.

In 2015 Katrina had endorsed 20 brands making her the most bankable star with a brand equity at par with her male counterparts. That year she also became a part of the prestigious collection of wax statues at Madame Tussauds. Not only does she have a wax statue to her name she also has a Barbie doll named after her. A leading magazine

voted her as the sexiest woman in the world for five consecutive years. What's more, she was crowned 'The Hottest Woman in the World' as she bagged the numero uno spot on the Ultimate Guys Guide- Maam India's Hottest List for 2014.

A super model, a super sexy and super successful actress and a powerful brand endorser - that's Katrina Kaif for you.



POWER QUOTIENT

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PRIYANKA CHOPRA





Priyanka Chopra is India's first global superstar. This desi girl has taken Hollywood by storm. Today Priyanka Chopra is a household name both in India and internationally. Last year in 2016 she was featured in the TIME magazine's 100 most influential people in the world and had one of the six special edition covers all to herself. Priyanka is the first Indian woman to be cast in the lead role of an American TV series. She was so loved for her portrayal as Alex Parish in the TV series Quantico that she bagged the favourite actor in a TV series honour at the 2016 People's Choice Awards. She has also featured in the Hollywood movie Baywatch where she played the bad girl. Last year when Leonardo de Caprio won his maiden Oscar it was Priyanka who became the second

most searched celebrity worldwide after Leo and the gown that she wore to the event became a sensation. That's the power of this woman. Priyanka is the first ever Bollywood actress to sing and release her own music albums. Her first music single 'In My City' featured Will.I.Am and the second 'Exotic' was with Pitbull and both gave her a lot of international recognition. She is the first ever Indian actor to have her foot impression casted in the Salvatore Ferragamo museum in Italy, joining the likes of Marilyn Monroe and Audrey Hepburn. While the lady in a raging hit internationally she commands the same adulation back home. Her Bollywood movies like Barfi, Mary Kom and Bajirao Mastani have been big hits. When it comes to brand



endorsements Priyanka has taken the game to a different level. Last year she became the global brand ambassador of Pantene. Nirav Modi Jewels too appointed her as their global brand ambassador. She is also the face of the clothing line Guess. Priyanka has endorsed numerous other brands like Vatika, Garnier, Tag Huer, Colgate Rajnigandha Silver Pearl and many more. She has been roped in as the brand ambassador of Assam Tourism

for two years. She will soon be seen endorsing the government of India's flagship Skill India campaign. Priyanka has launched her own production company Purple Pebble Pictures which is producing quality films in regional languages. Crowned the Miss World in 2000 today Priyanka has shown that she truly rules the world with her wit and charm and presence.



POWER QUOTIENT
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RANBIR KAPOOR

RANBIR KAPOOR



Born with the proverbial silver spoon, Ranbir Kapoor belongs to the fourth generation of the highly prestigious first family of Bollywood. However, that did not stop him from working hard and proving that he is a superstar in his own right.

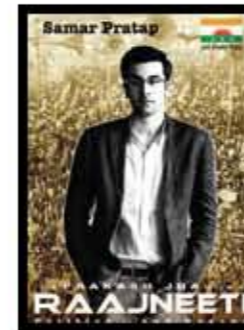
Ranbir started his career as an assistant director in the film 'Prem Granth' in 1996. He then worked as an assistant with Sanjay Leela Bhansali for the movie Black in 2005. Later, Bhansali cast him as the main lead in his film 'Saawariya' opposite Sonam Kapoor. The movie was not a hit but Ranbir Kapoor was a hit with the young audiences. His charm and charisma won over

the audiences and he was seen in movies like 'Bachna Ae Haseeno', 'Wake Up Sid', 'Ajab Prem Ki Ghazab Kahani', and many more. His movie 'Rocket Singh' won him a lot of acclaim and awards.

Rockstar was the film that skyrocketed his fame to newer

heights. His next film 'Barfi' established Ranbir's supremacy as an actor. 'Yeh Jawani Hai Deewani' saw him deliver his third hit in a row. His latest release 'Ae Dil Hai Mushkil' rocked the box-office. A lot of Ranbir Kapoor's films have passed the Rs 100 crore litmus test of success. From Barfi to Yeh Jawani Hai Deewani to Ae Dil Hai Mushkil, all have crossed the Rs 100 crore mark.

With his inherent charm and innocence, Ranbir has won himself a huge fan-following. Not just cinema-buffs, even big brands cannot resist the lure of having him on board. He has been

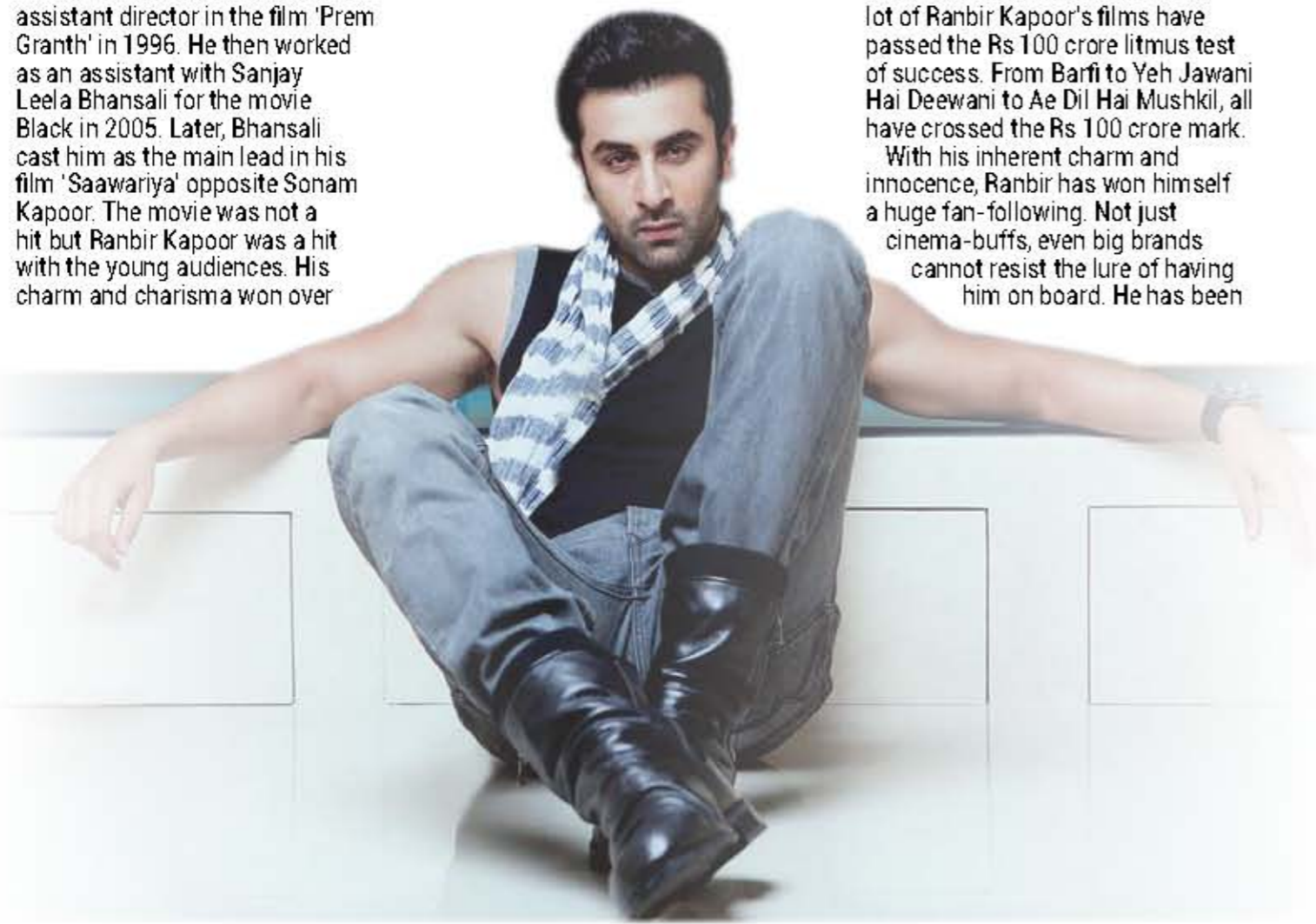
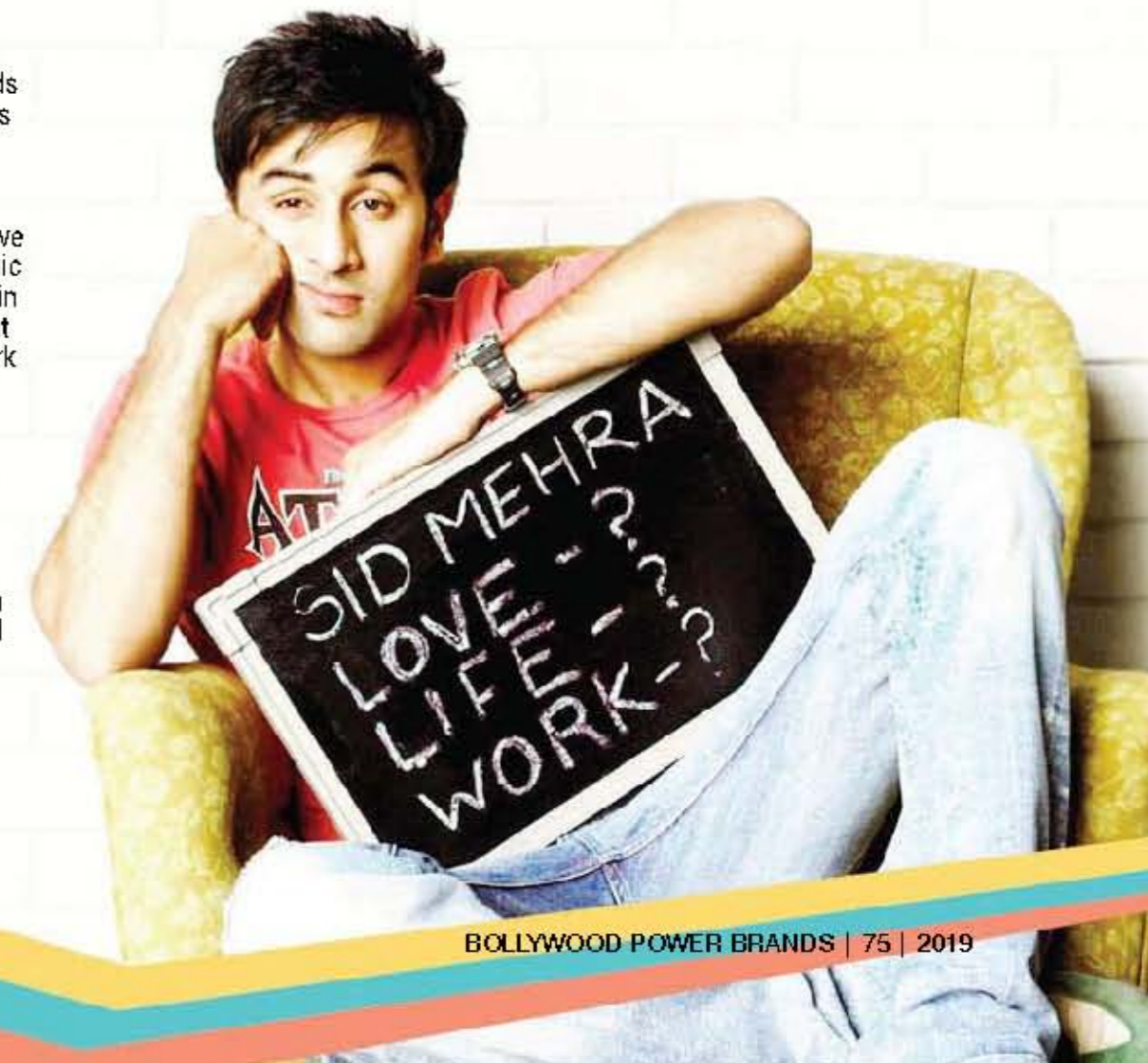


POWER QUOTIENT

A lot of Ranbir Kapoor's films have passed the Rs 100 crore litmus test of success. From Barfi to Yeh Jawani Hai Deewani to Ae Dil Hai Mushkil, all have crossed the Rs 100 crore mark. With his inherent charm and innocence, Ranbir has won himself a huge fan following. He has been the face of Hero Moto Corp; he has played an old man for Tata Docomo and brought the joy of football to India through Pepsi's 'Change the Game' advertising campaign. His popularity among the youngsters has won him contracts with the biggest of brands.

the face of Hero MotoCorp, he has played an old man for Tata Docomo and brought the joy of football to India through Pepsi's 'Change the Game' advertising campaign. His popularity among the youngsters has won him contracts with brands like Lay's and Oreo. Nissan Motors knew how to use his star power and actually offered consumers a chance to act with the star in a commercial. Other brands that have roped him in are Lenovo, Panasonic and Closeup. Philips LED lighting in its first ever celebrity endorsement zeroed in on Ranbir Kapoor to work his magic and increase the brand popularity.

Be it Rocket Singh or Rockstar, Ranbir rocks every role he essays with rock-solid performances. Dynamic, stylish, cool and bewitching, Ranbir Kapoor shares a fantastic connect with the youth as they love him, emulate him and follow him.



RANVEER SINGH

RANVEER SINGH





POWER QUOTIENT

Ranveer Singh's appeal lies in the fact that he does not just act in commercials; rather, he becomes a part of them. When Jack & Jones the Danish fashion brand launched their first Indian video campaign, Ranveer penned the song 'Don't Hold Back', sung it too and made it a sensation on YouTube. Ranveer Ching's Secret became a huge hit and went viral instantly. He is fresh, he is dynamic and he is a sensation both in the 'reel world' and the 'digital world' and brands know the power he wields.

Ranveer Singh is the new favourite of the new generation. He is quirky and smart, intelligent and funny and has fans swooning over him.

After completing his studies, Ranveer worked for few years as a copywriter with agencies like O&M and JWT. However, he always wanted to be an actor. After years of struggle, Ranveer finally made his debut with the movie 'Band Baaja Baraat' in 2010. The movie did well but it would have been difficult for people to predict then that in less than five years, this young actor would go on to become one of India's biggest stars. When Sanjay Leela Bhansali cast him as a star in his film 'Goliyon Ki Raasleela Ram-Leela', Ranveer firmly cemented his reputation as an actor par excellence. His high energy levels and his dancing set him in a different league. His second film with Bhansali, 'Bajirao Mastani', saw the actor delivering an extremely powerful performance that made people sit up and take notice of him. His dedication and his grasp over the craft won him not just awards but also a lot of acclaim and a lot of fans, making him the heartthrob of the new generation. The movie became the highest grossing film that year and worldwide people appreciated his work. Soon, Ranveer gave other hits like Lootera, Gunday, and Dil Dhadakne Do.

If cinema-goers have been going ga-ga over Ranveer's performances, then so have brands and he is the most popular choice when it comes to selecting an endorser. Even in those

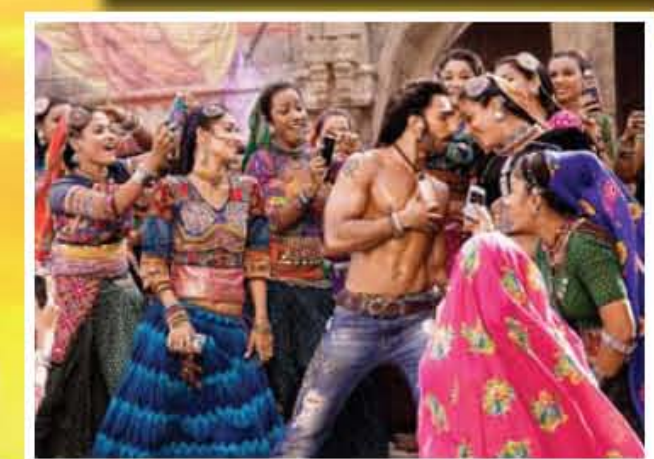
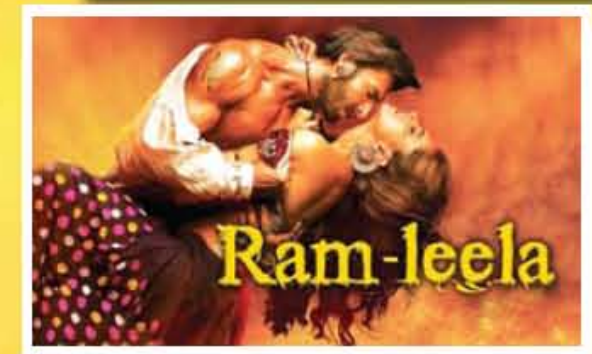
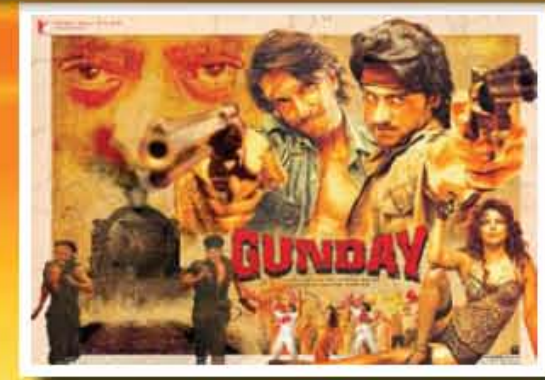
30-seconders, his chutzpah and charm stand out. He has been the face of brands like makemytrip.com, Maruti Ciaz, Vivo Phones, Kellogg's Oats, Durex, Rupa Frontline, Adidas Originals, Roadster, Head & Shoulders to name a few. He became the first Indian to be chosen as the brand ambassador of Switzerland Tourism.

Ranveer Singh's appeal lies in the fact that he does not just act in commercials, rather, he becomes a part of them. When Jack & Jones the Danish fashion brand launched their first Indian video campaign, Ranveer penned the song 'Don't Hold Back', sung it too and made it a sensation on YouTube. Thanks to his past work experience, Ranveer understands adverting and became a part of the marketing team of the ready-to-eat

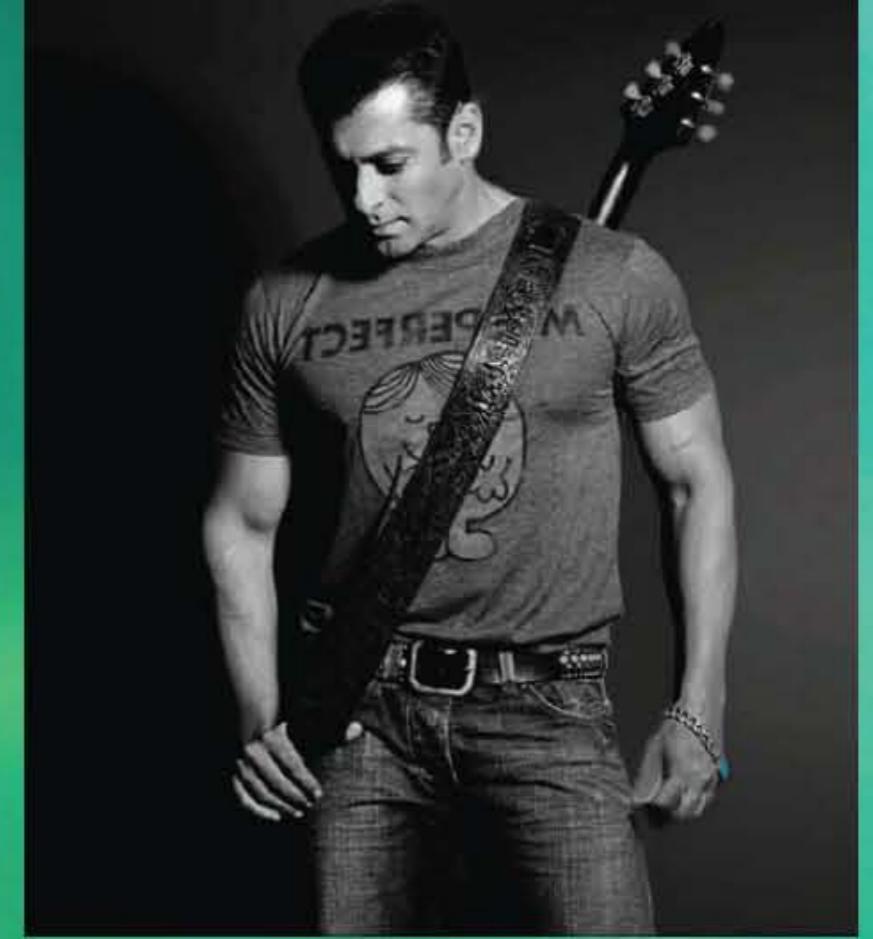
noodles brand Ching's Secret. The campaign 'Ranveer Ching's Secret' became a huge hit and went viral instantly. He is fresh, he is dynamic and he is a sensation both in the 'reel world' and the 'digital world' and brands know the power he wields.

Funny and fearless, whacky and wild, Ranveer brings to the table what no one else can and brands and filmmakers are making a beeline for him.

Irreverent, charming with an infectious smile, and unmatched energy levels, Ranveer Singh with his trademark quirk and zing has in a very short span of time joined the ranks of the biggies and made a mark for himself in the Indian film industry.



SALMAN KHAN



The Sultan of Bollywood and the star who has given the Indian film industry its biggest hits recently, Salman Khan is an enigma and enjoys a crazy fan following. He has been churning out hit after hit and is the most bankable star with fans across

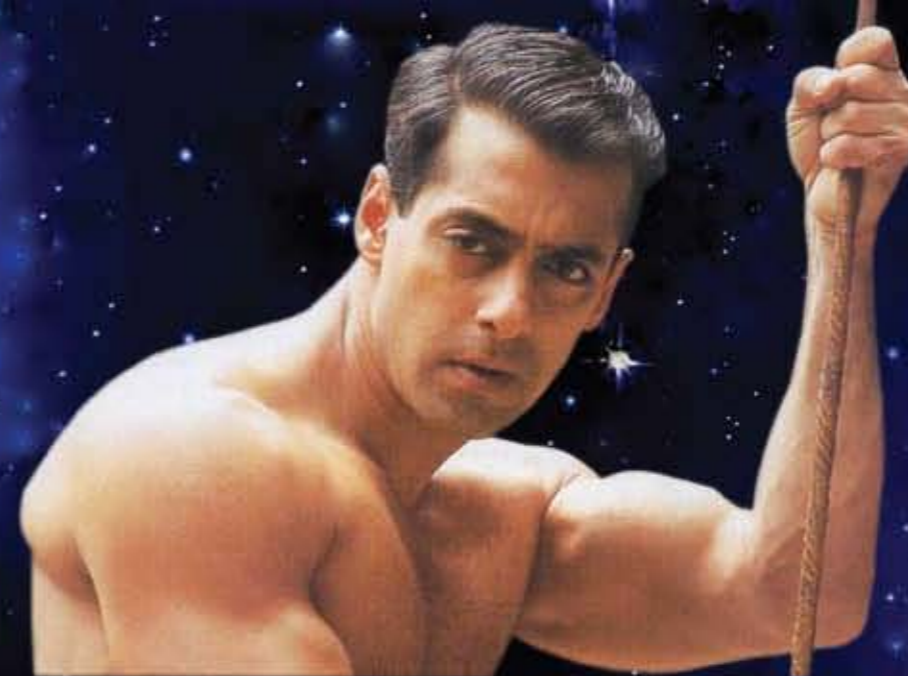
the world. He made his Bollywood debut with the film 'Biwi Ho To Aisi'; however, his first film as a hero was the 1989 film 'Maine Pyaar Kiya', where he played the character 'Prem' and won over the hearts of millions and became an overnight heartthrob. Since then he has

played 'Prem' in almost 15 films and has the audience swooning each time. From 'Maine Pyaar Kiya' to 'Hum Aapke Hai Kaun' to 'Prem Ratan Dhan Payo', every avatar of Prem got a lot of 'premi' from the audience.

With the film 'Wanted', his career took a different turn and Salman established himself as an action hero. His iconic lines in the film 'Ek baar jo mine commitment kar di, toh main apne aap ki bhi nahi sunta', was on everyone's lips. After that, there was no looking back and every film that Salman touched turned to gold.

If the Rs 100 crore mark is anything to go by, then Salman Khan has given the industry 11 films that have crossed the Rs 100 crore mark. His films 'Dabangg', 'Ready', 'Bodyguard', 'Ek Tha Tiger', 'Dabangg 2', 'Jai Ho' and 'Tubelight', all crossed the Rs 100 crore mark, while 'Kick' and 'Prem Ratan Dhan Payo' crossed the Rs 200 crore mark. He set new benchmarks when his films 'Sultan' and 'Bajrangi Bhaijaan' crossed the Rs 300 crore mark and that too in three days! It doesn't get bigger and better than this. The clout of Salman Khan is incomparable. This year he was featured at No. 7 in the Forbes list of 'The World's Highest-Paid Actors 2017'.

Out of the 10 top grossing movies in the history of Indian cinema, four are Salman Khan films. Such is the superstardom of Salman, that his mere presence sends fans into a frenzy. Salman is one of the few stars who can be credited for helping and mentoring new talent in the industry. He does a lot for the downtrodden and his initiative 'Being Human' is not just a very well known and big brand in India but also does great work for those



in need. 'Being Human' is a brand with a heart, and as Salman Khan says, his fashion brand does not just help you look good but also do good too. While his own brand grows in popularity, other big brands of the country crave for his attention. He started his brand ambassador journey with Limca in the 1980s and since then has been the brand ambassador of brands like Dixy Scott, Active Wheel,

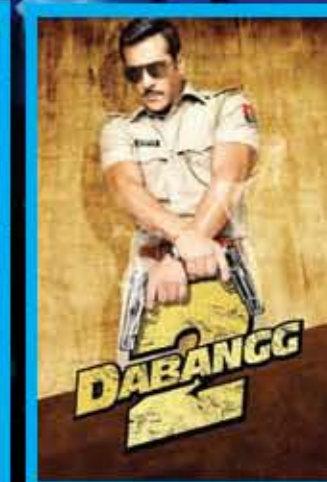
Rotomac, Relaxo, Suzuki Hayate, Yatra, Mountain Dew, Force Motors, etc. From beverages to bath fittings, there is no brand that does not want him on board.

A star, a phenomena, a brand builder, a philanthropist and also an artist, Salman Khan has the chutzpah and charm that are irresistible and make him the 'Sultan' of Indian cinema and the 'bhaijaan' that everybody adores!

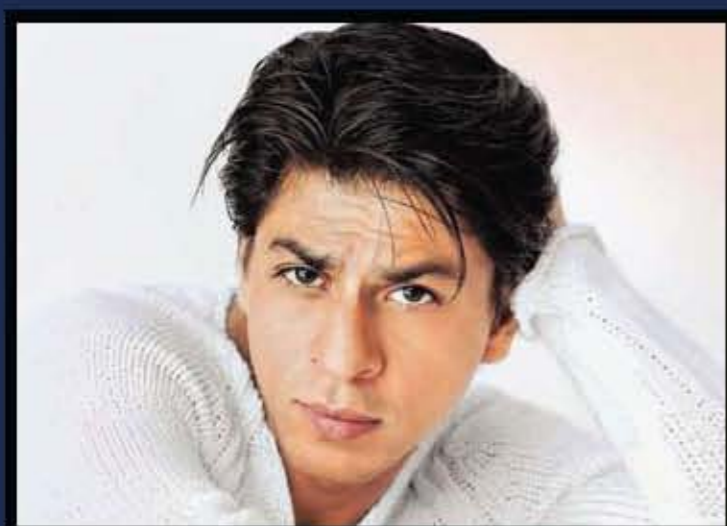
POWER QUOTIENT

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SHAH RUKH KHAN



Shahrukh Khan, with his trademark extending of arms, his dimpled smile, his incomparable wit, his inimitable charm is the most irresistible star of the modern era. His first brush with fame came when he starred in the TV show 'Fauji' as Captain Abhimanyu. Till date, the character remains one of the most loved ones of TV.

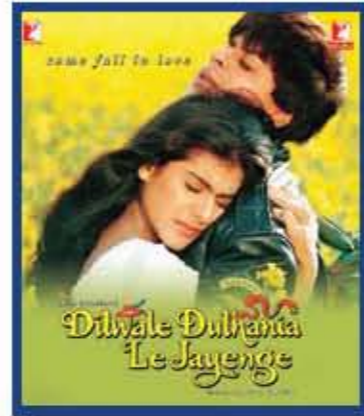
When SRK came to Mumbai from Delhi 25 years back leaving his friends and family, little did he know that one day he would rule not just this city but the hearts of millions. He made his debut with the film 'Deewana' in 1992. However, it was 'Dilwale Dulhania Le Jayenge' which took Bollywood by storm and made him the only superstar in the world to have a film running for more than 20 years!

SRK later went on to deliver one blockbuster after another like 'Kuch Kuch Hota Hai', 'Dil Toh Paagal Hai', and was crowned the undisputed

king of romance. Every film of his as a romantic hero rocked the box office – from 'Mohabbatein' to 'Kabhi Khushi Kabhi Gham' to 'Devdas'. Just when everybody started branding him as a star and not an actor, he picked up films like 'Swades', 'Chak De India', and 'My Name Is Khan' and proved them wrong by giving stellar performances in each.

If the Rs 100 crore club test has to be done on SRK then here too he comes out with flying colours. His movies 'Don 2', 'Jab Tak Hai Jaan', 'Ra.One', 'Raees', 'Dilwale' have all crossed the Rs 100 crore mark; 'Happy New Year' and 'Chennai Express' even crossed the Rs 200 crore mark.

The quintessential lover SRK is loved by his fans and brands alike. His brand value in 2016 was pegged by Duff & Phelps at \$131 million the highest in the country. In 2013, the Indian edition of Forbes called 'Shah Rukh Inc' the biggest brand of



POWER QUOTIENT

SRK, King of romance, Badshah of Bollywood... even the nicknames he gets become Iconic Power Brands. His brand value in 2016 was pegged by Duff & Phelps at \$131 million, the highest in the country. In 2013, the Indian edition of Forbes called 'Shah Rukh Inc' the biggest brand of India. Year after year, he has had the maximum number of brand endorsements in the country. Shah Rukh also owns the most profitable IPL franchise Kolkata Knight Riders. Shah Rukh was ranked at No 8 by Forbes in their list of the world's highest paid actors 2017.

India. He has the maximum number of brand endorsements such as Tag Heuer, Airtel, Videocon, Emami Fair and Handsome, Hyundai, BigBasket, FoodPanda, Denver Deos, and Reliance Jio. He has been the face of brands like Lux, Compaq,

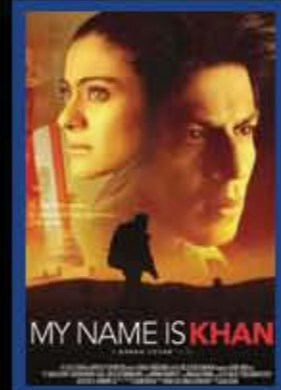
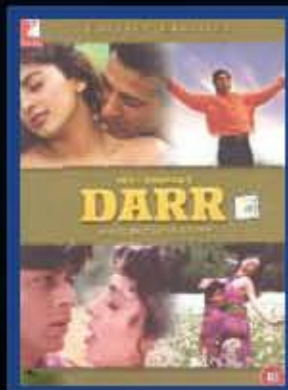
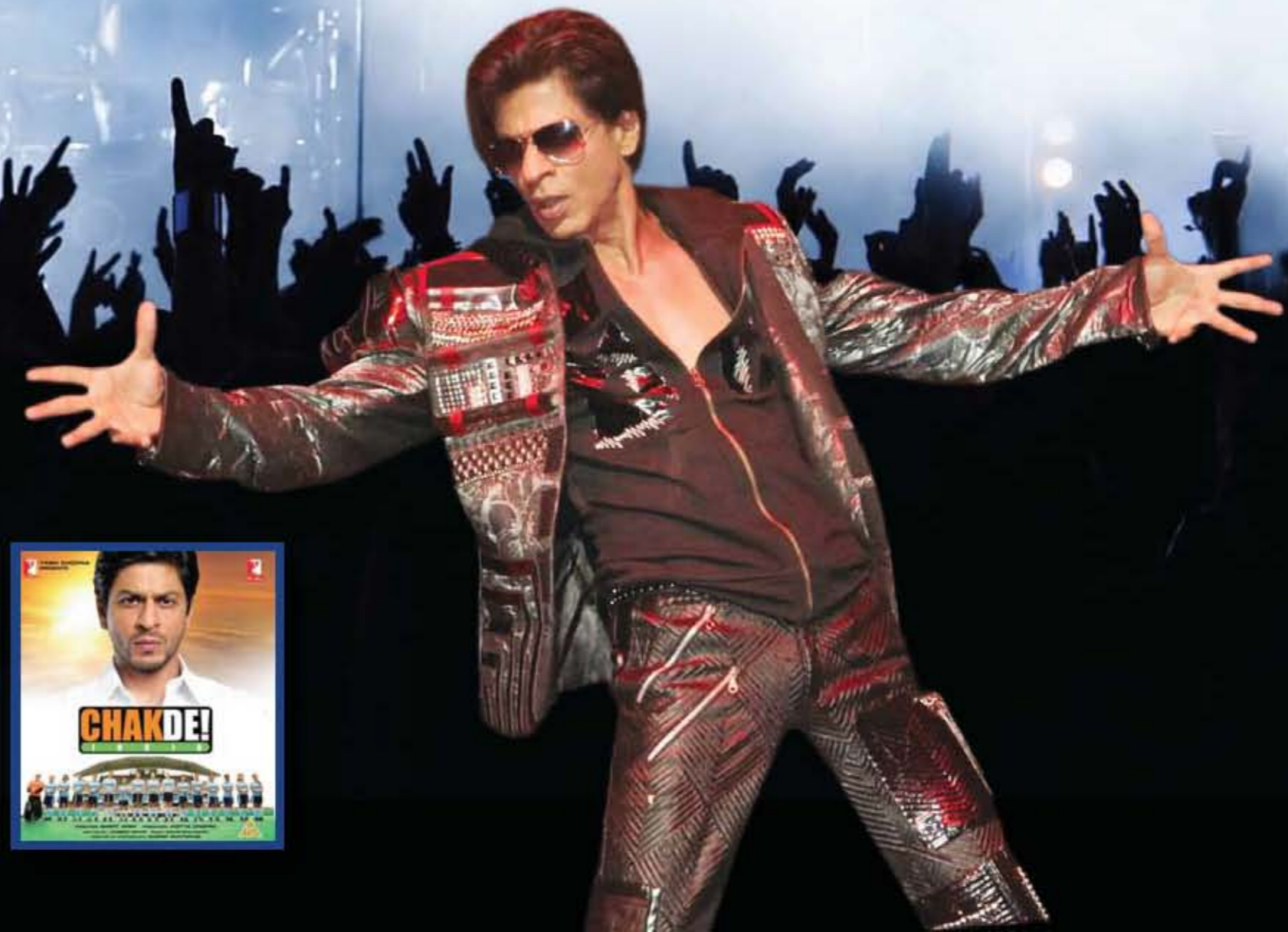
Nerolac Paints, Pepsi to name a few. In fact it was SRK who started the trend of endorsing brands. Shah Rukh is a marketing genius and knew the impact brand endorsements would have on his image. So while most A-listers looked down on such deals, he was the first actor to embrace such deals and make it cool. SRK is not just an entertainer, he is also a shrewd businessman. He launched his production house Red Chillies Entertainment; subsequently, the first film from his production house – 'Main Hoon Na' – did good business, while 'Om Shanti Om' broke all possible box office records the year it was released.

SHAH RUKH KHAN



Red Chillies does not just produce films but also has a visual effects studio Red Chillies VFX, which also has been doing some extraordinary work. It even won the National Film Award for best visual effects for the film 'Ra.One'. Shah Rukh also owns the most profitable IPL franchise Kolkata Knight Riders. Shah Rukh was ranked No. 8 by Forbes in their list of the world's highest paid actors of 2017.

Shahrukh Khan's journey from a commoner to the topmost actors of India without any so-called godfather is miraculous. SRK has an insatiable appetite for success and is the epitome of self-belief. It is his faith, his dedication that transformed him from Shah Rukh Khan to Badshah – the king of Bollywood.



SONAM KAPOOR





Sonam is synonymous with haute couture, but this lovely lady did not start her career as a fashionable actress. Instead she choose to work as an assistant director to the star director Sanjay Leela Bhansali for his film 'Black'. It took Bhansali more than a year to convince her that she should be in front of the camera and not behind it. Sonam finally went on to star in Bhansali's film 'Saawariya' and even though the movie was not a commercial success it established Sonam. In 2010 she gave two back to back hits 'I Hate Luv Storys' and 'Aisha', which proved to be very important turning points in her career. Sonam has given some very powerful performances in films like



'Neerja' and 'Delhi 6'. Neerja did not just garner critical acclaim but also went on to become one of the most profitable films of 2016 making a profit of 260% and raking in Rs 134 crores at the box office. Sonam also received the Special Mention National Award at the 'National Film Awards 2017'. 'Dolly Ki Doli' was one of her best movies. Sonam was also a part of one of the largest grossing Bollywood films of 2015 'Prem Ratan Khan Payo' which crossed the Rs 200 crore mark at the box office. She was highly appreciated for her role in the movie 'Bhag Milka Bhag'. The movie was a huge success and made more than Rs 100 crores.

Over the years Sonam has emerged as the biggest style icon of India. Her red carpet appearances never fail to amaze and she manages to ace her game every time she steps out. This year she was chosen as the showstopper by the biggest international designers Ralph and Russo for their fashion show at the Paris Fashion Week; and truly, Sonam looked every inch a supermodel.

Sonam is the brand ambassador

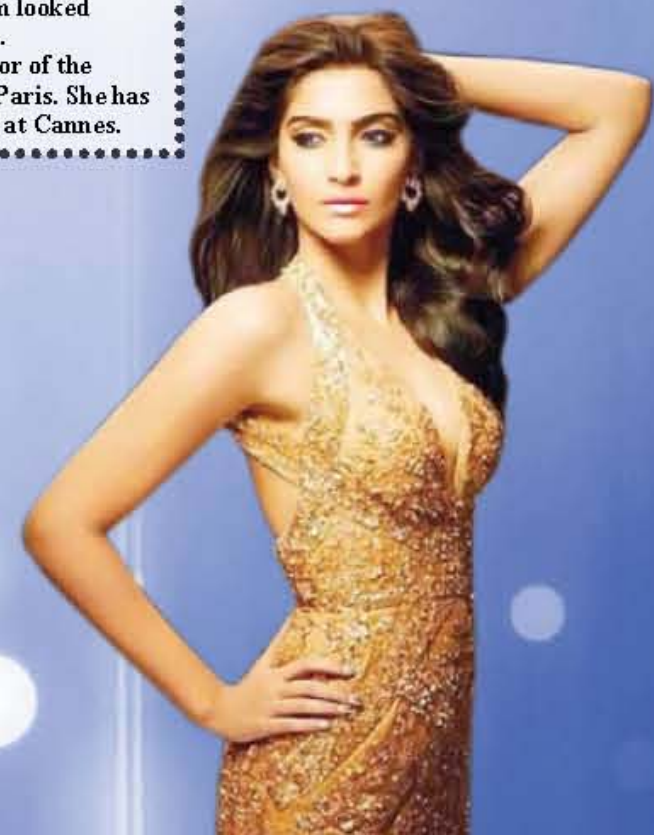
of the international cosmetic giant L'Oréal Paris. She has been walking the famed red carpet at Cannes for many years now. Every time that she is scheduled to make an appearance she has everybody waiting expectantly to see her look. The beautiful actress has never disappointed her admirers with her fashion choices. The fearless fashionista has always wowed her fans. While every big fashion house wants to style her the style diva has gone ahead and launched

her own fashion label 'Rheson' in partnership with the retail chain Shoppers Stop. Sonam has been the brand ambassador of brands like Electrolux, Spice Mobile, Colgate, Kalyan Jewellers, Mont Blanc and Oppo, She is also the brand ambassador of the Swiss luxury watch manufacturer IWC Schaffhausen as they ready to launch their goods in India. Fun, fashionable and fabulous, Sonam Kapoor has found her footing in the world of cinema and fashion.

POWER QUOTIENT

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Sonam is the brand ambassador of the international cosmetic giant L'Oréal Paris. She has been walking the famed red carpet at Cannes.



VARUN DHAWAN



VARUN DHAWAN



Varun Dhawan made his acting debut in the romantic comedy 'Student of the Year' which was a huge commercial success'. There has been no looking back ever since. He is one of the few actors in Bollywood who has a 100 per cent track record. In a span of a few years he has given numerous hits with films like Badrinath Ki Dulhania, Dilwale, Badlapur, October and Sui Dhaaga to name a few. With an average of three films a year and all of them hits, this man is a force to reckon with. One of the reasons for his success is the hard work that he puts in behind the scenes. For his role in the film Badlapur he stopped going out and meeting people and actually became depressed. To look dull and stressed for his film October he stayed awake for a week.

A student of Business Management from the Nottingham Trent University Varun started his career as an assistant director in the film My Name is Khan. In 2014 he was featured in the Forbes India Celebrity 100 list. In the same year he was called the 'most bankable star of his generation' by a popular magazine.

His popularity does not just rest on Bollywood films. The young and energetic actor is a favourite of numerous brands. He has endorsed brands like Maruti Suzuki, Lux Cozi, Nestle, Ponds, Panasonic, Coca Cola, Philips and Brylcreem to name a few. Not just a great actor but also a sharp businessman Varun has his own clothing line named Dhawan & Only which is now available at FBB outlets in all the metropolitan



cities. The Gen Y star has a huge popularity among the youth and he feels through this brand he can connect with his fans better. His tees are fun youthful and colourful just like him. The tees come with slogans written by the actor himself.

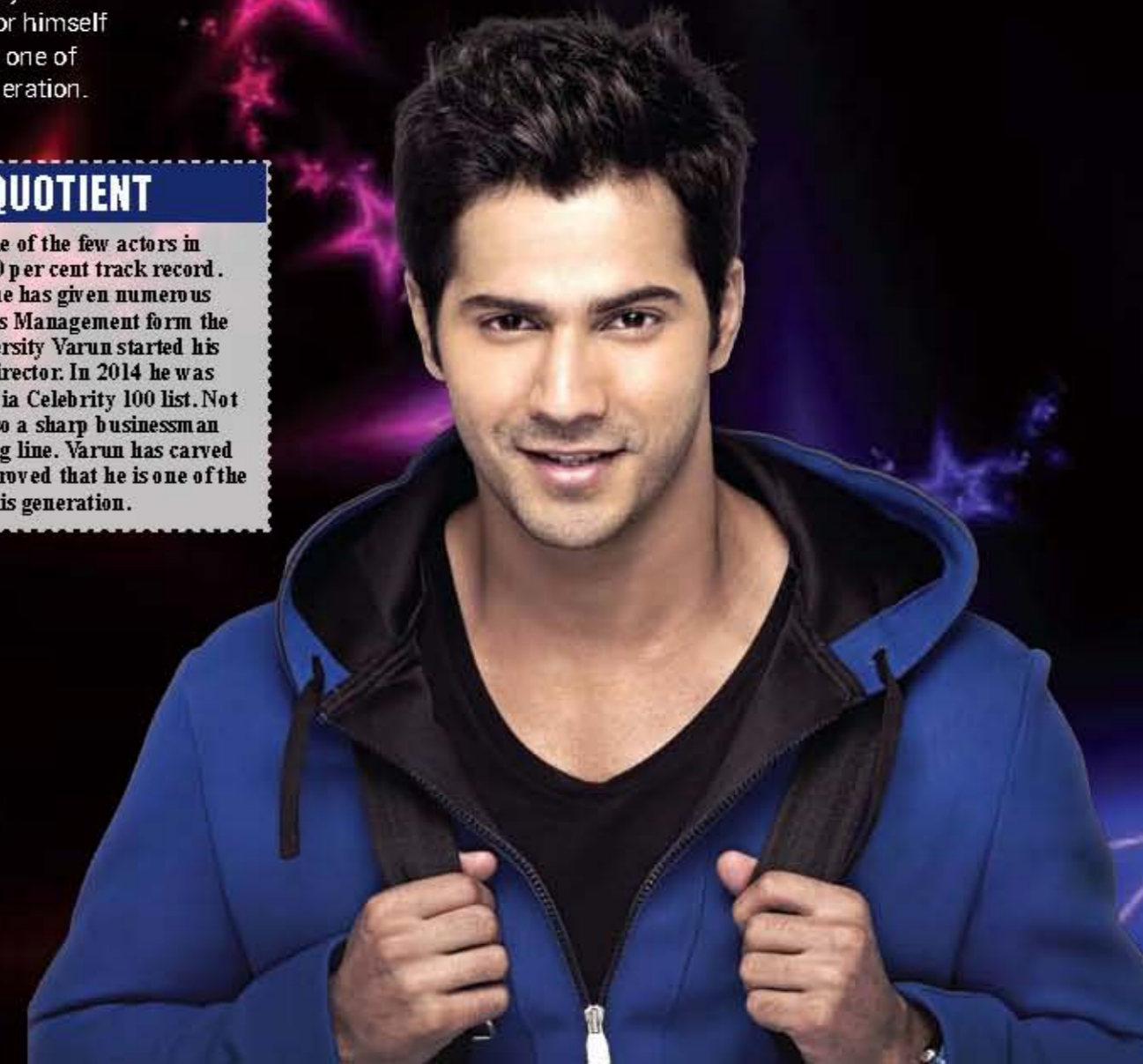
A great dancer, actor and now a businessman too Varun Dhawan is one of the very few stars to have a winning streak of 10 consecutive hits. He has won numerous awards but his most critically acclaimed role has been for the film October.

In just a short span of 6 years Varun has carved niche for himself and has proved that he is one of the best actors of his generation.



POWER QUOTIENT

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VIDYA BALAN

VIDYA BALAN



Vidya Balan's first passion has always been films. However it was not easy to enter the world of cinema. Vidya started her career with the small screen in the television serial Hum Paanch. Her parents wanted her to focus on her studies so she withdrew from the serial, but her love for acting never faded. She tried to enter the Tamil film industry but was unsuccessful initially. Vidya persisted till she got a role opposite Mohanlal for the Malayalam movie 'Chakram'. Unfortunately that project got shelved too, and as luck would have it, the other Malayalam movies that she had signed up also did not see the light of day.

She waited and persisted until she got a break in a Surf Excel commercial. She was finally signed up for a Bengali film 'Bhalo Theko'. Her big break came when Vidhu Vinod Chopra approached her for the



THE DIRTY PICTURE

lead role in the film 'Parineeta'. After 17 make up shoots and 40 screen tests she finally got the role. By this time she had already done more than 90 advertisements. Her next big success was Rajkumar Hirani's 'Lage Raho Munna Bhai'. The movie was a blockbuster. With the movie Paa she won a lot of critical acclaim and awards, and after her film Ishqiya she had everybody talking about her talent and her powerful performance. The best was yet to come. Vidya gave it her all for her role in the film 'The Dirty Picture'. So stunning was she in the movie that she overshadowed

her male co-stars and even won the National Film Award that year. Vidya is one of the few heroines who can carry a film on her shoulders and the movie Kahaani is proof of that.

As her popularity skyrockets so does the demand for her as a brand ambassador. She is the brand

POWER QUOTIENT

Vidya is the brand ambassador of the Central Silk Board. She has also been associated with the government's clean drinking and sanitation programmes. Apart from acting, Vidya occupies herself with causes like supporting education for young Indians by promoting children's books; she is also associated with Americans for Aids Research and with Hale House - that provides support and housing for children born with HIV

ambassador of the Central Silk Board. She has also been associated with the government's clean drinking and sanitation programmes. With the kind of following that Vidya Balan has, she is the right person to promote various causes.

Apart from acting, Vidya occupies herself with causes like supporting

education for young Indians by promoting children's books and is associated with Americans for Aids Research, with Hale House - that provides support and housing for children born with HIV.

Vidya has never shied away from hard work and that has really paid off. From being labelled 'jinxed' to

being admired as Bollywood's most dependable actress Vidya Balan has come a long way and the journey has not been easy. She has proved that if you believe in your dreams, if you believe in yourself then nothing is impossible. She is truly an inspiration for all those who wish to make it big in their lives.





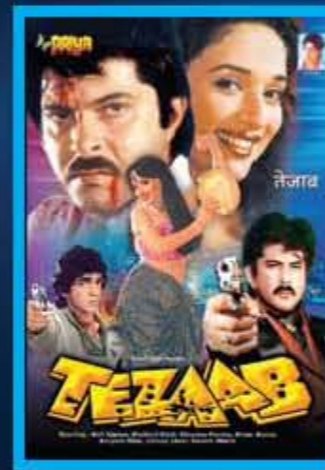
LEGENDARY POWER BRANDS 2019

ANIL KAPOOR

Anil Kapoor ruled Bollywood during the 1980s. He started small but made it big with the 1983 hit 'Woh Saat Din'. A series of hit movies followed. He was appreciated a lot in Yash Chopra's film 'Mashaal'. His next film 'Karma' became the biggest hit of that year. Janbaaz, Beta, Chameli Ki Shaadi, Tezaab, Biwi No.1 and Taal were his other big hits. 'Gandhi My Father' which was also produced by him earned him the National Film Award.

Anil Kapoor has always paved his own road in the industry. When his contemporaries were bulking up to look like heroes he was spending time watching Ingmar Bergman and Akira Kurosawa films to hone his acting skills; and while they were trying hard to be superstars, he was working hard on character roles. His deep understanding of the medium is reflected in the way he portrayed each of his roles in movies like 'Ram Lakhan', 'Parinda' and 'Eeshwar'. He essayed each of his characters with such honesty and intensity that people forgot it was Anil Kapoor the star on screen. Such were his portrayals that when he went out, his fans addressed him by his character names like 'Mr India' or 'Munna'. From 'Lamhe' to 'Virasat' to 'Pukar', very few in the industry have a career graph like him.

After 30 years in the film industry and after doing more than 100 films, Anil got his first International role in Slumdog Millionaire, which was directed by Danny Boyle. The movie went on to win the Academy Award. Not just on the big screen, he created magic even on the small screen with the TV show '24', for which he won rave reviews. It was the first official international adaptation of a fiction show in India. Even though adapting a hit American show was a huge gamble it all worked well and even the American press lauded



Anil for his work.

Recently Micromax roped in Anil Kapoor as their brand ambassador. The 'jhakaas' actor is the right choice to put in some energy and zing into the brand which now wants to position itself as a consumer electronics company. Anil has been the brand ambassador of many products like Dabur's Ratnaprash, Bluebird Water Purifiers, to name a few. Anil's image of a talented, responsible and credible person makes him very attractive for brands as he has the ability to connect with the masses.

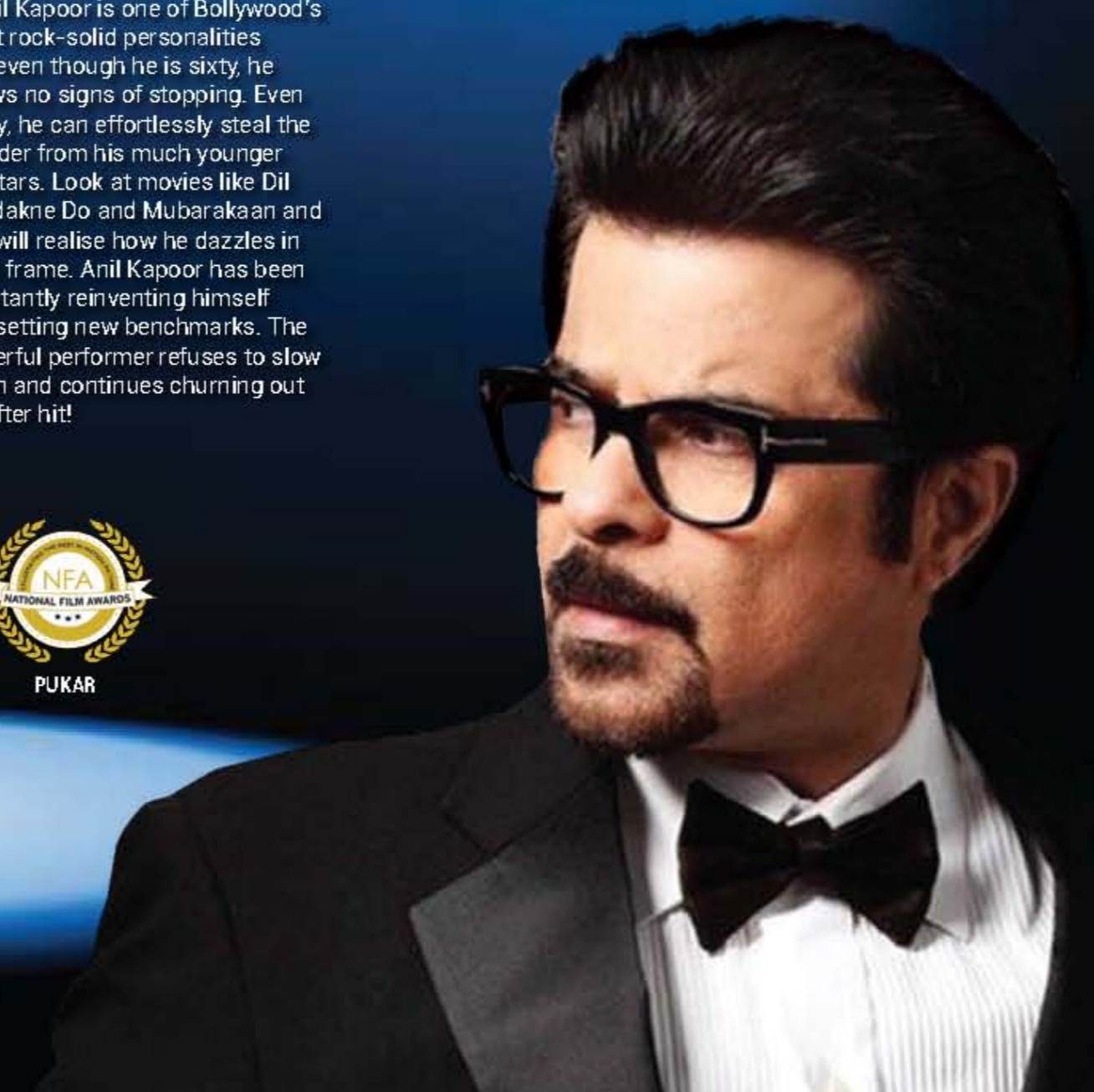
Anil Kapoor is one of Bollywood's most rock-solid personalities and even though he is sixty, he shows no signs of stopping. Even today, he can effortlessly steal the thunder from his much younger co-stars. Look at movies like Dil Dhadakne Do and Mubarakaan and you will realise how he dazzles in each frame. Anil Kapoor has been constantly reinventing himself and setting new benchmarks. The powerful performer refuses to slow down and continues churning out hit after hit!

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PUKAR



ASHA BHOSLE



Asha Bhosle is one of the most recognised female voices all over the world. With a career spanning over six decades, Asha Bhosle is one of Bollywood's most famous and versatile singers. She has lent her voice to over 20,000 songs and has been recognised by the Guinness Book of World Records as the most recorded artist. She was presented with the Padma Vibhushan in 2008, India's second highest civilian award, for her contribution to the art of India.

Asha was only 9 when her father passed away and the burden of running the family fell on her and her sister Lata. Asha made her musical debut in Bollywood in 1948 with the song 'Saawan Aya' from the movie 'Chunariya'. Her initial years were filled with struggle and she got no work as most of it went to her sister Lata or other established singers. Never to be disheartened, Asha started taking up songs that other big singers refused to sing. Most of her songs were for the sidelined roles of vamps and cabaret numbers. Unfazed, Asha kept giving her best till she was noticed by O.P. Nayyar, who signed her for his movie 'Naya Daur'. She pelted out super hit songs like 'Aaiye Meherban', and 'Isharon Isharon Mein'. She later teamed up with S.D. Burman and created phenomenal soundtracks. Her duets like 'Maang Ke Saath Tumhara', and 'Uden Jab Jab Zulfein Teri' with the legendary singer Mohammad Rafi became very famous. B.R. Chopra loved the singer's performance and asked her to sing for several of his productions such as 'Gumrah' (1963), 'Waqt' (1965), and 'Aadmi Aur Insaan' (1966). She was not afraid to experiment and gladly took up singing westernized songs that were picturized on the yesteryears' glamour queen, Helen. Over the 1960s and 1970s, she became the voice of Helen and sang songs like 'O Haseena Zulfon Wali', which became very popular hits.

The song 'Chura Liya Hai Tumne' – considered the most romantic song ever – was also sung by her. Not just in singing Western-influenced songs, Asha showed she could also sing any genre of song – from classical to cabaret, pop to ghazals. During her career, she was very often pitted against her sister Lata, but she refused to be dominated by her illustrious sister and worked

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hard to carve a separate niche for herself.

Asha travelled the world performing in concerts and all were sold out. She has collaborated with international musicians like Boy George and Michael Stipe. She even sang with the cricket legend Brett Lee for his music debut.

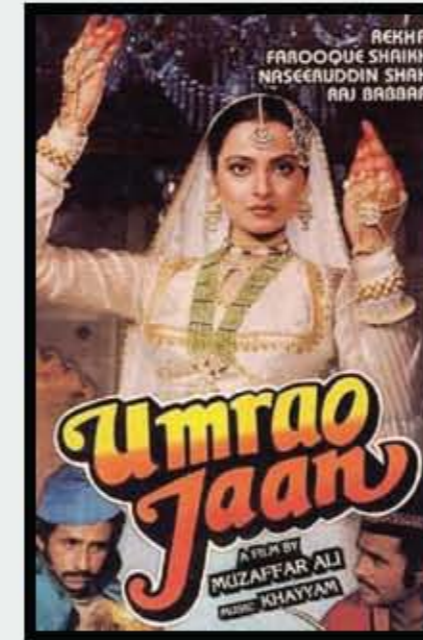
Asha's songs are loved worldwide. British opera pop singer Sarah

Brightman remixed Asha's 'Dil Cheez Kya Hai' with her song 'You Take My Breath Away'. The Black Eyed Peas also remixed her songs 'Yeh Mera Dil Pyaar Ka Deewana' and 'Aye Naujawan Hai Sab Kuchh Yahan' with their song 'Don't Phunk My Heart'.

Not just a singing sensation, Asha is a successful entrepreneur too. She runs restaurants in Dubai,

Kuwait and UK.

Asha Bhosle is the only Indian lady singer to have been nominated for the Grammy's. A private album with the Hindustani classical singer Ali Akbar Khan earned her the nomination. Asha also won an Immies in 2005. Spunky, smiling, brave, optimistic, with a never-say-die attitude, Asha is what legends are made of.



UMRAO JAAN



JAAZAT



HEMA MALINI

She is known as Bollywood's 'Dream Girl'. Hema Malini is not just a versatile actress but is also a fantastic dancer, a producer and now a politician too. She made her film debut in a Tamil film 'Ithu Sathiyam' in 1963. Then in 1968 she made her Bollywood debut opposite Raj Kapoor in the film 'Sapno Ka Saudagar'. She is one of the most successful actresses of her time and has featured in over 150 films.

Some of her biggest hits were Johnny Mera Naam, Seeta Aur Geeta, Andaz, Satte Pe Satta, Kudrat, The Burning Train, and Hum Dono. Hema Malini was one of the highest paid actresses of her times. She is still remembered for her iconic role of 'Basanti' in the film Sholay. Even though it's been more than forty years since the movie was released she is

still referred to as Basanti by many. Sholay has been one of the most studied films to come out of Bollywood and Hema was an integral part of this iconic movie. While shooting for Sholay she fell in love with her co-star Dharmendra and they were married soon after. Hema and Dharmendra were paired in 35 films out of which 20 films were hits. All through her career Hema continued to deliver numerous hits. In 1999 she was awarded the 'Padma Bhushan' for her contribution to Hindi cinema.

While movies gave her a lot of commercial success, it is dancing which is her first love. Hema Malini has set up a school for dance by the name of 'Natya Vihar Kalakendra'. She acted in and directed the television series 'Noopur' and 'Women of India'. Hema has even been the editor of magazines like New Woman and Meri Saheli. She was the first woman to be appointed as the Chairperson of the National Film Development Corporation. In the 1990s, Hema turned producer. She



HEMA MALINI

POWER QUOTIENT

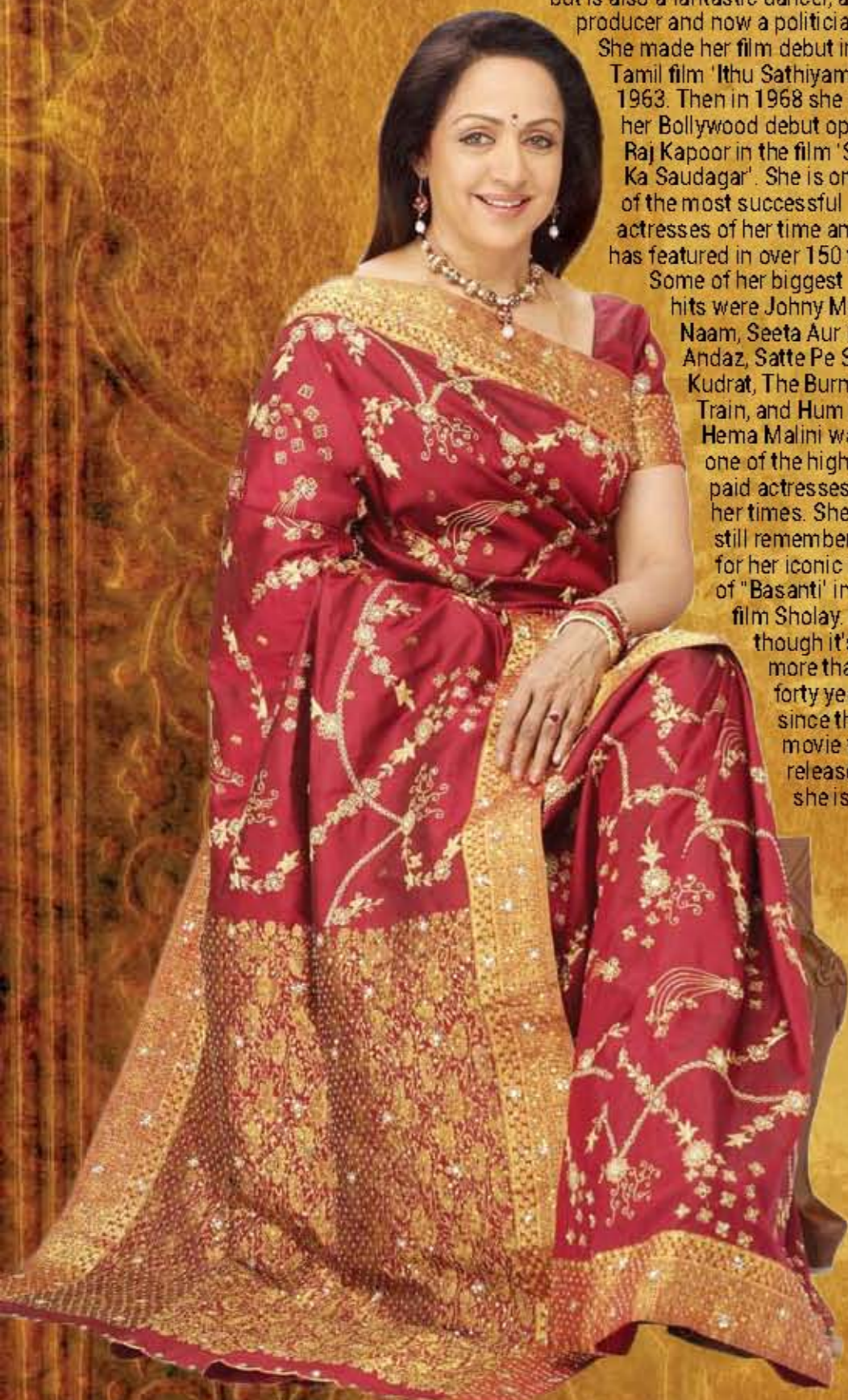
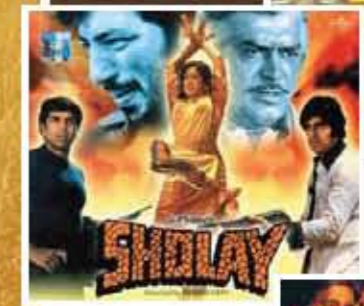
She is known as Bollywood's 'Dream Girl'. Hema Malini is not just a versatile actress but is also a fantastic dancer, a producer and now a politician too, who has been doing great work in her constituency.

Hema has endorsed some leading brands of the country like Kent RO, Kedia House of Medicines, Shalimar Coconut Oil, Khazana Jewellery, Casper, and many more. She is a very popular choice with brands that want to connect with the family target market for they all adore her and have grown up watching her films.

produced and directed her first film 'Dil Aashna Hai' in 1992. In the year 1995 she produced and directed her second film 'Mohini'. In 2014 Hema Malini was elected to the Lok Sabha and has been doing great work in her constituency.

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Hema has always ventured into new domains and tried to take up new challenges and do new things at every stage of her career. She still remains the most beautiful dream girl, truly a living legend.





KAJOL



biggest hits like Karan Arjun, Duplicate, Kuch Kuch Hota Hai, Kabhi Khushi Kabhi Gham, and My Name Is Khan. Even though Kajol has been in the business for 25 years she still rules our hearts. Neither marriage nor pregnancy have been able to stall her career. She got married when she was at the peak of her career and took things slow for a while, but was soon back with a bang with her film Fanaa.

Kajol also has the unique distinction of being the first female actor of Bollywood to win an award for the best villain for the movie 'Gupt'. In 2011, the Government of India awarded her with Padma Shri,

POWER QUOTIENT

The evergreen Kajol with her electrifying performances has a large fan following, so no surprises that she has a lot of brands following her too. Kajol has been the brand ambassador for Whirlpool, Knorr Soups, Lifebuoy, Oil of Olay, Anchor Toothpaste, Yakult, Alpenliebe etc. Kajol is one of the very few actresses to have maintained a perfect and non-controversial image both off-screen and on-screen making her the most popular choice for a brand ambassador and a leading lady in a film.

the fourth highest civilian award of the country.

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There seems to be no stopping this firebrand actress with the most expressive eyes in the industry, who has kept giving one stellar performance after another.

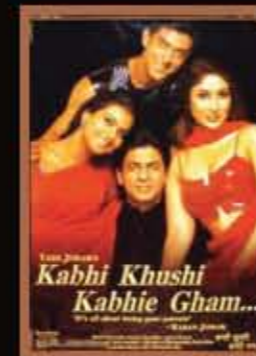
KAJOL

She is one of India's most admired and loved actresses. Kajol was and has always been the unconventional one who shone in every role she chose to essay. She defied the stereotypical image of an actress and never cared about maintaining an image. She was never conscious about her looks, hardly wore makeup and never cared about fashion. She set her own rules way back in the 90s and stood out and made her presence felt.

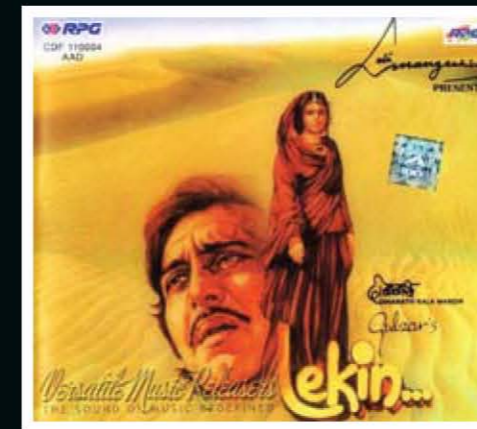
She was the leading lady of 'Dilwale Dulhania Le Jayenge' one of the most successful movies in the history of

Bollywood. Kajol is one of the most versatile Indian actresses, who has made it to the top through her hard work and sincerity. Extremely talented, her performances have always been appreciated by all.

All through her career Kajol has been ranked amongst the top actresses. Her first movie 'Bekhudi' released in 1992 when she was just 17 years old; however it was with Baazigar that she tasted her first commercial success that made her and Shahrukh Khan the new superhit on-screen couple. Together they delivered some of Bollywood's



LATA MANGESHKAR



The Nightingale of India and the recipient of three of the highest civilian awards in the country – Padma Bhushan in 1969, Padma Vibhushan in 1999, and finally the Bharat Ratna in 2001 – Lata Mangeshkar is a legend and India's most inspiring lady. Lata Mangeshkar has sung over 50,000 songs in over 36 regional Indian languages and foreign languages, and received three National Awards. She towers over others with her achievements and fame. During her Bollywood days, heroines used to feel privileged if Lata sang for them. As Jaya Bachchan once said, "No heroine feels she has arrived till Lataji sings for her".

From the age of five, she started acting in her father's musicals. Initially, she faced considerable rejection as music composers found her voice too thin and sharp. Finally, she got her first success when she was asked to sing the song 'Dil Mera Toda' for the movie 'Majboor'. She then sang the very famous 'Ayega Anewala' for the movie 'Mahal', which was a super hit, and her music career took off. She has worked with almost all music directors, sung songs for almost all actresses, from Madhubala to Preity Zinta, has sung

songs of all possible genres. When she sang 'Ae Mere Watan Ke Logon', she moved the then Prime Minister of India Jawaharlal Nehru to tears.

Lata is the indisputable queen of Bollywood and has reigned the Hindi music industry from the 1940s till today. However, it was not singing but acting with which Lata started her career. Lata's father died when she was only 13 years old; it was then that she started acting in films to bear the burden of the house. She made her first appearance in 'Pahili Mangalagaur' in 1942 and went on to act in films like 'Maajhe Baal', 'Chimukla Sansar', 'Gajabhau', 'Badi Maa', 'Jeevan Yatra' and 'Chhatrapati Shivaji'.

The year 1947 was the turning point of her life. The popular singer of her time Noor Jahan and many directors left the country after the partition of India, opening the doors for Lata Mangeshkar. She soon won the favour of her audience and a status of pride in the film industry.

By 1950s, Lata Mangeshkar had established herself as a popular singer in films. She worked with some of the great music directors of that time, namely, Anil Biswas and Shankar-Jaikishan. She sang in films like 'Ek Thi Ladki', 'Maha',

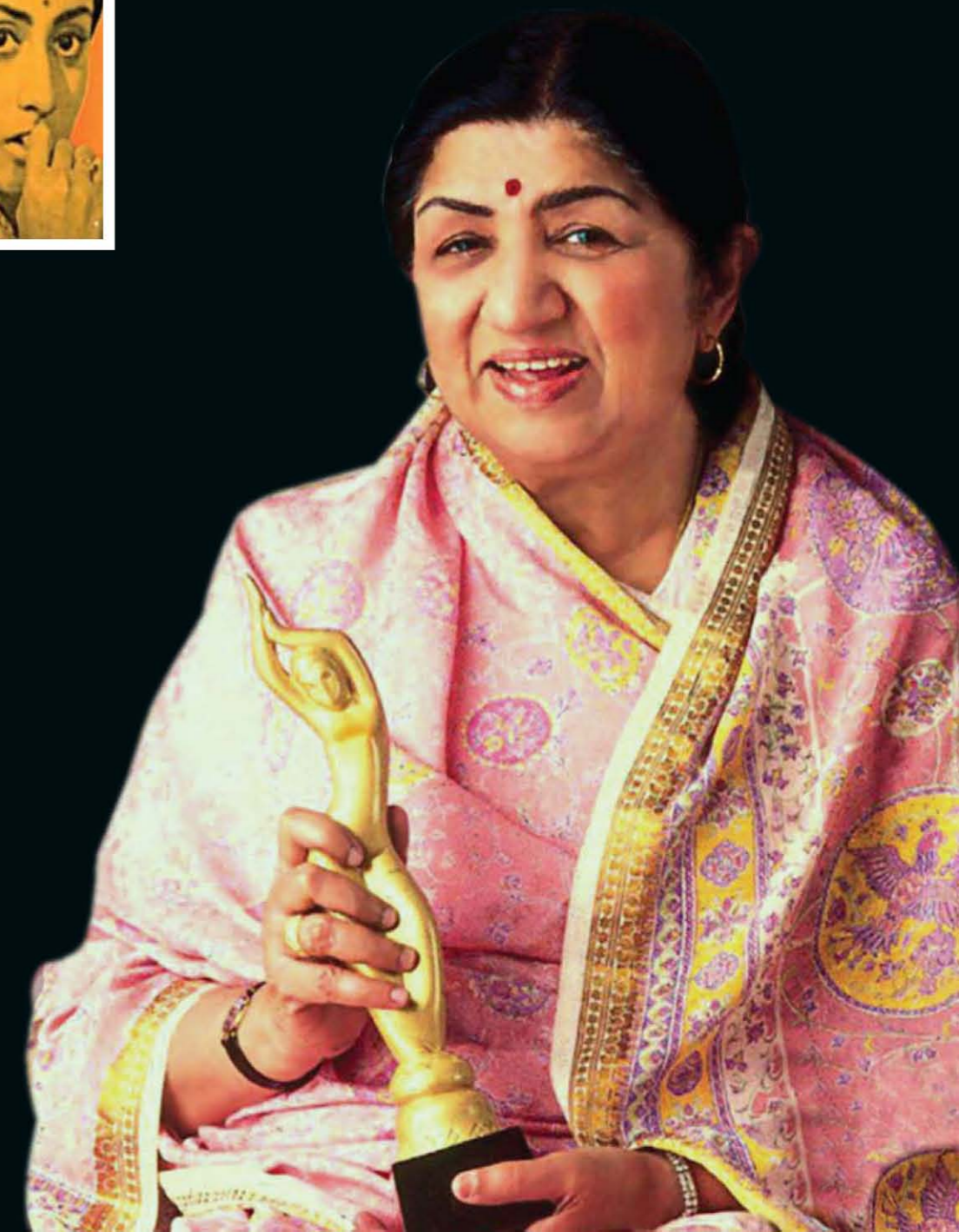
'Badi Behan' and 'Barsaat' to make them successful. She worked with nearly all the major music directors and ruled the Hindi film industry for the next three decades as the unchallenged musical queen of film songs.

Listed in the Guinness Book of World Records as the most recorded artist in the world, a person as loved and celebrated as Lata Mangeshkar comes once in a lifetime. She is as rare diamond as they come.

POWER QUOTIENT

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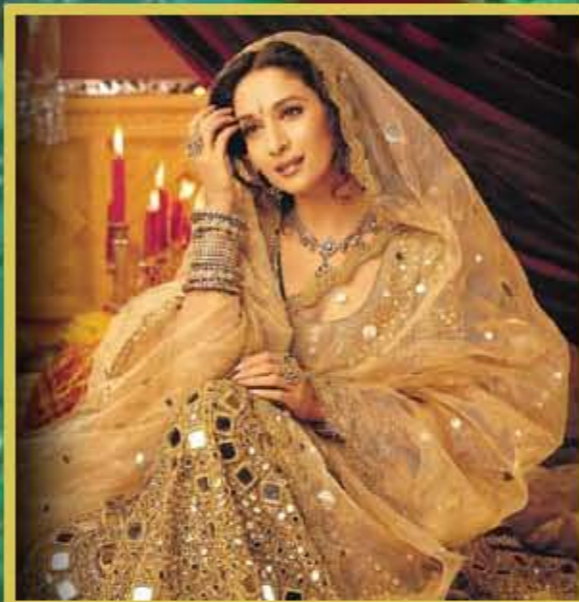
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MADHURI DIXIT

Madhuri Dixit the dancing diva of Bollywood shot to fame with her 1988 film Tezaab. Since her debut in 1984 the beautiful Madhuri has starred in numerous films. She is known as the actress with the 1000 watt smile and even after so many decades in the business her popularity has not decreased. A trained kathak dancer, watching her dance can make your heart skip a beat even today. One of her biggest fans was the legendary painter M.F.Hussain. She was the muse of some of his paintings. So mesmerised was he with her beauty that he went on to make a film with her titled 'Gaja Gamini'. This stunning beauty has given countless blockbuster performances in movies like Sajan, Beta, Ram-Lakhan, Hum Aap Ke Hai Kaun, Dil to Pagal Hai and Devdas to name a few.

In a career spanning over 100 films Madhuri never failed to show her acting prowess and charm her audiences with films like Mrityudand, Pukar, and Lajja. Madhuri is undoubtedly



MADHURI DIXIT

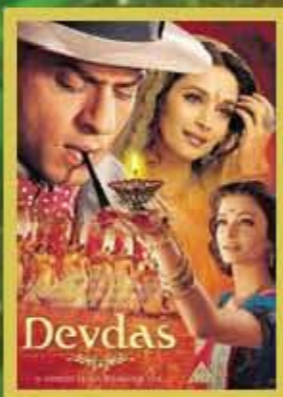
the most graceful and talented dancers of Indian cinema. The legendary Kathak guru Pandit Birju Maharaj while choreographing a song for Madhuri in the film Devdas called her the best dancer of Bollywood. Coming from a man of that stature it sure meant a lot. Madhuri has now launched her own online dance academy "DancewithMadhuri.com".

She was given the title of 'Actress of the Millenium' and in 2001 Forbes magazine ranked her among the top 5 most powerful movie stars. So enigmatic is the lady's presence that the movie director Ram Gopal Verma paid tribute to her by making a film titled 'Main Madhuri Dixit Banna Chaahti Hoon'.

Madhuri's tremendous connect with the audience makes her a great choice for a brand ambassador. Intex Technologies has roped her in to endorse their range of consumer durables. Last year she was made the brand ambassador of MAA - Mother's Absolute Affection, a nationwide campaign to promote breast feeding. She has also endorsed brands like Maggi, Oral-B, Henko, Odonil and many more. Madhuri has been able to stand the test of time and come to represent the contemporary woman who knows how to balance her life and career with confidence.

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MITHUN CHAKRABORTY

Mithun Chakraborty danced his way into superstardom with the movie Disco Dancer. He started his career as a Naxal but left that to join films. When he came into the industry he had nothing but dreams. He faced a lot of rejection but never lost faith in himself. He began as a junior artist, struggled a lot till he made his debut in Mrinal Sen's film 'Mrigaya' and won his first National Award. He won his second National Award for the film 'Tahader Katha' and then a third one for 'Swami Vivekananda'. So while he is remembered as a dancing hero, it was his impeccable acting that won

him a lot of recognition and awards. Mithun gave Bollywood some of its big hits like 'Pyaar Jhukta Nahin', 'Ek Our Sikander', 'Jallad', and 'Kasam Paida Karne Wale Ki' to name a few. A small-town boy who was rejected by Tinseltown because he did not have the right looks, the right voice, the right family, the right connections, went on to finally rule Bollywood in the 1980s. He had more than 110 releases in the 1980s and more than 100 releases in the 1990s. He was the biggest star and the biggest taxpayer of Indian cinema. He ruled the dance floor and the hearts of Indians like

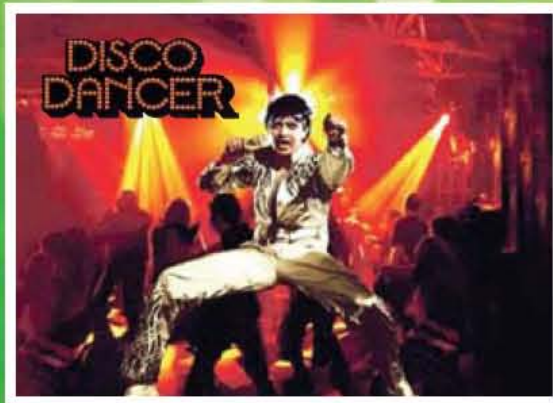
no other. His popularity is nowhere near fading as he continues to rule the box office with films like 'Chandini Chowk to China', 'Kick', 'Hawaizaada', 'Houseful 2', 'Khiladi 786', 'OMG-Oh My God', 'Guru', where he played some interesting characters. Not just the big screen he has a huge fan following on TV too. He was the brain behind the show 'Dance Bangla Dance'; and after its huge success, conceptualised the very popular show 'Dance India Dance'. He has done shows like 'Dadagiri Unlimited', 'Rannagore Rockstar' and is currently with the show 'The

Drama Company'. Mithun has been a hit on the big screen and the small screen. He is loved by the masses and brands love him too. He has been the brand ambassador of Panasonic Electronics, Manappuram Gold Loan and GoDaddy to name a few. He is not just a fine actor, a mind-blowing dancer but also a writer, producer, a Rajya Sabha member and a martial arts expert. But more than everything he is a great human being and quietly does immense charity work helping the underprivileged and the downtrodden.

A boy who came to Tinseltown with nothing and made it so big, Mithun Chakraborty is an inspiration to many. His humility and simplicity make him the darling of masses and his fan-following continues to increase. This unbeaten king of dance, this prolific actor, this most loved 'Grandmaster', truly deserves a 'Grand Salute'!

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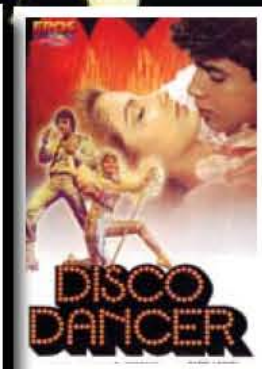
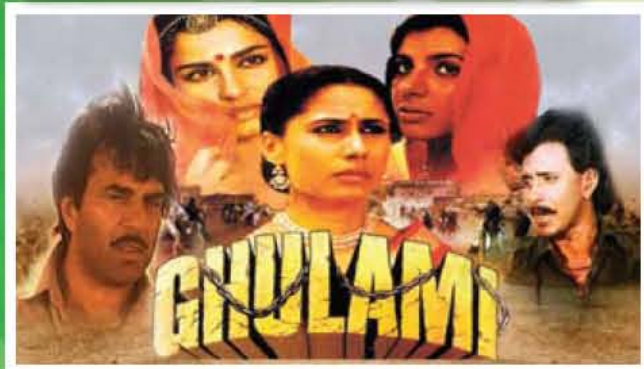
MRIGAYAA



TAHADER KHATHA



SWAMI VIVEKANANDA



REKHA

One of the Indian film industry's most gorgeous and brilliant actresses, Rekha made her debut as a child artist in the Telugu film Rangula Ratnam in 1966. It was only in the early 1970's that she could establish a foothold in the Indian film industry. Her Hindi film 'Sawan Bhado' was a major hit at the box office that got people to sit up and take notice of her. After that she was offered a lot of films. However it was only after her film 'Do Anjaane' with Amitabh Bachchan as her co-star that she started receiving challenging roles. She took up the challenge and proved her worth. Her film 'Muqaddar Ka Sikandar' won her a lot of praise and critical acclaim. She went on to deliver one box office hit after another with films like Nagin, Mr Natwarlal, Khubsoorat, Umrao Jaan, Khoon Bhari Maang, Utsav, Ijazat, Kama Sutra A Tale of Love,

Silsila etc. Having acted in more than 150 films Rekha set trends that were copied by girls all across India. Her red lips, her Kanjeevaram sarees, her headbands all created waves in the fashion circles. She still inspires the new generation of actresses many of whom idolise her and call her their role model. This same lady was called an ugly duckling when she entered Bollywood because of her dark complexion. She was deeply hurt but took it as a challenge and transformed herself proving that hard work and motivation can give you whatever you dream of. The dive continues to stun even today and leaves people wondering how she manages to look younger every year.

When it comes to brand endorsements Rekha has always shied away from them. However when the international chocolate

manufacturer Mars Inc wanted to challenge the hold of Cadbury chocolates over the Indian market it thought of only one name - Rekha to endorse its Snickers brand. For the first time in her career Rekha agreed to become their brand ambassador.

In 2010 Rekha was awarded the Padma Shri for her contribution to the Indian film industry. In 1983 she published a book titled 'Rekha's Mind and Body Temple'. In a career that

spans over four decades Rekha has reinvented herself continuously and has sustained and survived. Not just did she get a lot of commercial success but also won a lot of critical acclaim for her performances.

Today Rekha is an icon, an enigma and a star whose seductive voice and expressive eyes charmed a whole generation of cinema goers. Rekha is the ageless icon of beauty and glamour of Indian cinema.

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RISHI KAPOOR

Rishi Kapoor is part of the most famous family of Bollywood known as the 'Kapoor Khandaan'. However, being a part of the illustrious family did not mean less hard work. He had to put in his best to charm the audiences and he managed to do it most successfully. Rishi made his debut as a lead actor with the film 'Bobby', and was an overnight sensation with people falling in love with his 'lover-boy' persona. However, that image did not really work in his favour as that was the era of action films and all big films were being made on that theme. Rishi had to work very hard to

make a place for his kind of cinema. He went on to give hits like 'Khel Khel Mein', 'Kabhi Kabhi', 'Hum Kisi Se Kum Naheen' and 'Saagar' to name a few.

Rishi Kapoor's contribution to Indian cinema is immense. He has been a part of some of Bollywood's most iconic movies like 'Bobby', 'Mera Naam Joker', 'Karz', and 'Amar Akbar Anthony'.

Rishi Kapoor and his wife Neetu made the cutest pair on-screen as they did off-screen. Together, the couple delivered some wonderful hits like 'Khel Khel Mein', 'Kabhie Kabhie', 'Amar Akbar Anthony', 'Pati Patni Aur Woh' and 'Duniya Meri Jeb Mein'.

Rishi has survived the film industry by constantly re-inventing himself. He knew what worked in the seventies would not work in the nineties. He changed his style and landed plum roles in the 1990s and once again delivered successful films like 'Chandni', 'Deewana', 'Damini' and 'Gurudev'.

Even today, every role that Rishi Kapoor essays becomes

memorable. From movies like 'Do Dooni Chaar' to 'Namastey London' to 'Love Aaj Kal' to 'Kapoor and Sons', he has been appreciated and acclaimed for his wonderful work.

Rishi Kapoor is always in the news for not just his acting prowess but his powerful tweets

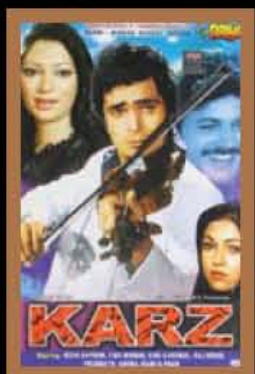
where he does not mince words and expresses his views most honestly. He has a huge online following and he keeps his followers entertained.

Be it on-screen or on the digital platform, Rishi Kapoor's charisma and influence refuse to diminish as he continues to deliver one powerful performance after another.

POWER QUOTIENT

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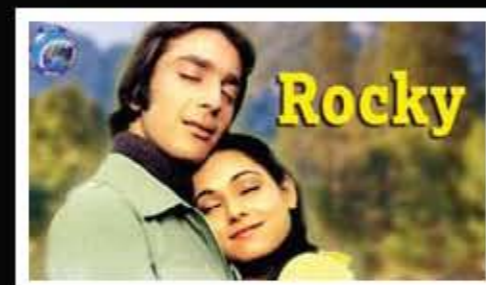
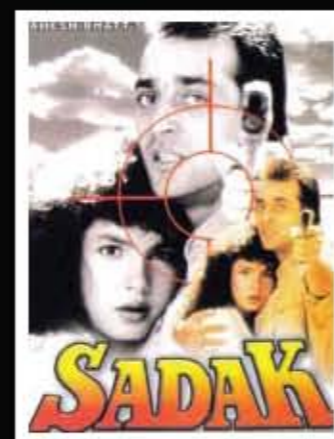
SANJAY DUTT

Sanjay Dutt, often referred to as the bad boy of Bollywood known for his style, has been a part of some of Bollywood's biggest blockbusters ever.

Sanjay Dutt entered Bollywood in 1981 with the film 'Rocky'. His second film 'Vidhaata' turned out to be the biggest hit of that year. However, those were films like 'Naam' and 'Kabzaa' that proved to be turning point in his career and he started finding a footing in Bollywood.

The one film that changed his

career was 'Khalnayak'. Bad had never looked so good. Be it the gangster in 'Vastav' or 'Kaante', Sanjay amazed critics and fans alike with the intensity of his performances. His portrayal of 'Kaancha' in the film 'Agnepath' was outstanding, making him the most memorable villain in recent times. From a hero to a goon to a comical goon, Sanjay transformed himself with ease. His movie 'Munna Bhai MBBS', where he played the comical goon, made 'Jaadu ki Jhappi' a national favourite. The



blockbuster sequel 'Lage Raho Munna Bhai' made Sanjay the most loved star and the movie became a cult favourite.

In a career spanning 35 years, Sanjay Dutt has done more than 100 films, won numerous awards, with four of his films winning the National Film Awards.

Sanjay Dutt has his own production house and has even launched a mixed martial arts fighting league called 'Super Fight League'.

From Khalnayak to Munna Bhai,

Sanjay Dutt has won himself millions of fans and is a star to reckon with, yet he has remained humble and respectful to fans and contemporaries alike. He has faced a lot of challenges, fought drug addiction, faced arrests and yet has always managed to come back from the brink of disaster and overcome the odds in his typical Sanju baba style. His life is what Hollywood blockbusters are made of. So Bollywood is paying tribute to this man in its own way with a biopic on him that is awaiting release.

POWER QUOTIENT

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From Khalnayak to Munna Bhai, Sanjay Dutt has won himself millions of fans... yet, he has remained humble and respectful to all. No wonder then, Bollywood is paying tribute to this man in its own way with a biopic on him that is awaiting release.





POWER BRANDS 2019
PRODUCERS, DIRECTORS
&
MUSICIANS

A R RAHMAN



The one man who has taken Indian music to an international level, A.R. Rahman is an exceptional musician. His distinct style of music has mesmerised his fans all over the world.

This year, A.R. Rahman completes 25 years in the music industry. He is the only Indian to win at the Oscars, Grammy Awards, Golden Globe and BAFTA. He received the Padma Shri in 2000 and the Padma Bhushan in 2010, along with four National Awards. This music maestro can not just compose music, but write, sing and produce too.

The Mozart of Madras, as he is fondly referred to, made his debut

with Mani Ratnam's movie 'Roja', which set a musical milestone and won him the National Award for Best Music Direction. The music went on to feature on TIME magazine's '10 Best Soundtracks' in 2005. The massive response led to Rahman composing music for movies like 'Bombay', 'Taal', 'Zubeidaa', 'Lagaan', 'Once Upon A Time' and 'Rockstar', to name a few. His first Hollywood movie was 'Couples Retreat'. He won the Academy Award and the Golden Globe for his music in the film 'Slumdog Millionaire'. He was nominated for the Oscars yet again for his music in the film '127 Hours'. He also scored the music for the

Hollywood productions 'Elizabeth - The Golden Age', 'People Like Us' and the Chinese movie 'Warriors of Heaven & Earth' produced by Sony Pictures. Rahman's music for the movie 'Bombay' won him a place in the Guardian's '1000 albums to listen to before you die' list. His Hindi album 'Rangeela' for Ram Gopal Verma's movie was an overnight hit.

Rahman belonged to an influential family but when he was just 9, his father passed away. The pressure of supporting his family fell on him. He joined Ilaiyaraaja's troupe as a keyboard player at the age of 11. He dropped out of school as a result of this and traveled all around the world with various orchestras. He accompanied the great tabla maestro Zakir Hussain on a few world tours and also won a scholarship at the Trinity College of Music at Oxford University, where he studied Western classical music and obtained a degree in music. In 1987, he moved to advertising, where he composed more than 300 jingles over 5 years. In 1989, he started a small studio called Panchathan Record Inn, which later developed into one of the most well-equipped and advanced sound recording studios in India.

In 2001, Andrew Lloyd Webber, the well known composer of musicals like 'Phantom of the Opera' & 'Jesus Christ Superstar', invited Rahman to compose for his musical 'Bombay Dreams', the first time Webber would produce a musical he did not compose for. 'Bombay Dreams' opened to packed houses at London's West End and had an unprecedented run for 2



ROJA



MINSARA KANAVU



LAGAAN



KANNATHIL MUTHAMITTAL

years and later premiered at New York's Broadway. In 2005, Rahman composed the score for the stage production of 'The Lord of the Rings', one of the most expensive productions mounted on stage.

Rahman has collaborated with several other international artistes including Nusrat Fateh Ali Khan, Michael Jackson, Michael Bolton, MIA, Vanessa Mae, the Pussycat Dolls, Sarah Brightman, Dido,

Hossam Ramzy, Hans Zimmer and Akon. Rahman remains one of the few mainstream artists, classical adaptations of whose works have been performed live by the likes of the London Philharmonic Orchestra, Los Angeles Philharmonic Orchestra, Babelsberg Film Orchestra and the Birmingham Symphony Orchestra.

Breaking the rules, pushing the boundaries, A.R. Rahman is a

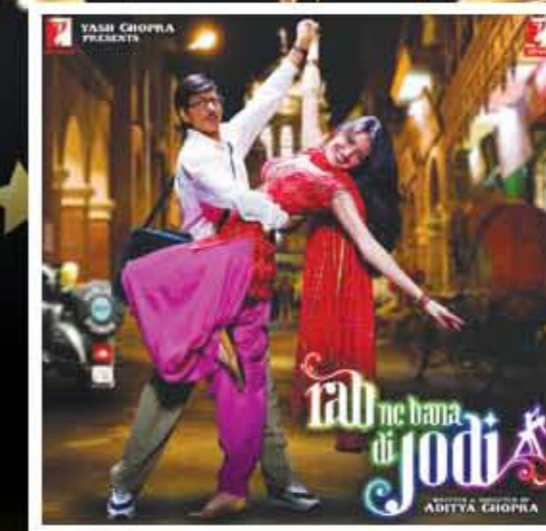
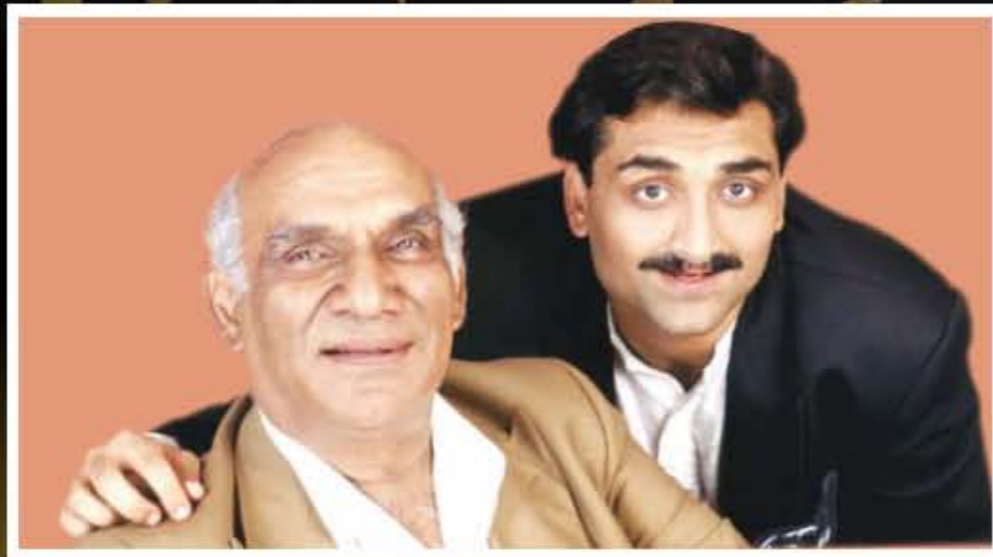
magician who can create music in so many different genres – be it classical, sufi, pop, techno or folk – like no other. Rahman is the epitome of music who has revolutionised the Indian music industry, captivating audiences of all generations. Truly, Jai Ho!

POWER QUOTIENT

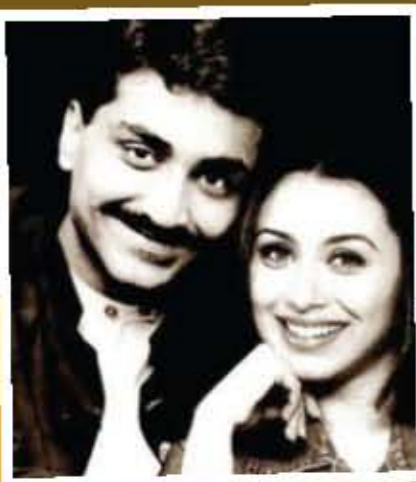
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ADITYA CHOPRA



He is the director of the longest running film of Indian cinema - 'Dilwale Dulhania Le Jayenge'. While he was just 23 years old then, his film career actually started at the age

of 18 when he started working as an assistant to his father. His second film as a director 'Mohabbatein' became one of the top grossing films of that year. His next 'Rab Ne Bana Di Jodi' was the highest grossing film of 2008. He has written and produced commercially successful films under this banner like Veer-Zaara (2004), Hum Tum (2004), Fanaa (2006), Chak De India (2007) and many more.

Aditya Chopra is undoubtedly the most respected and one of the best directors of the industry, but it doesn't stop at that. He has changed the way production houses are run in this country. He is the first Indian film

producer to move towards the film studio model. He is responsible for giving the industry some of the finest actors, actresses, directors and producers. Since 2004, Yash Raj Films (YRF) has been churning out hits after hits and holds the record for producing the maximum number of films in Hindi. Aditya has a flair for choosing the right script for he knows exactly what excites the audience. He has an impeccable ear for music and all his films have had some of the best music scores ever. He himself is a poet and an outstanding script writer. He wrote the script for his father's film 'Dil To Paagal Hai'.

Till 2000, Yash Raj Films had produced 19 films with Yash Chopra directing most of them. Under Aditya, YRF released 27 films from 2000-2009; Aditya was slowly turning YRF into a media conglomerate. For the first time in the history of Bollywood, he got professionalism into filmmaking and appointed a CEO in his company. YRF is expanding its reach into distribution, production (of music videos, documentaries, TV series, advertisements etc) digital and much more. Today, the company has offices all over the globe.

Under Aditya Chopra, the firm started new initiatives



DILWALE DULHANIA LE JAYENGE



CHAK DE



DUM LAGA KE HAISHA



ROADSIDE ROMEO

POWER QUOTIENT

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like 'YRF Television' and 'Y-Films'. He has inherited his father's passion for cinema, and along with that he has a sharp business mind too. Today his production house is one of a kind state-of-the-art movie studio with some of the industry's finest talents spearheading it. As the Chairman and Managing Director of YRF, Aditya oversees all the creative aspects of the firm. He also keeps an eye on the company's business strategies.

That apart, Aditya has been playing a very important role in doing everything in his power to steer the industry in the right direction.

Aditya Chopra has turned the YRF banner and redefined it as India's leading entertainment conglomerate.

ANURAG KASHYAP

Anurag Kashyap is known for his unique style of story telling. He rose to fame with outstanding screenplays of movies like Satya, Dev D, Black Friday and Gangs of Wasseypur. He even wrote the screenplay for the Canadian

film Water, which was nominated for the Oscars. His films have never shied away from depicting the truth and showing the reality without sugarcoating anything. Kashyap has the unique knack of depicting a dark comical streak in his characters.

Some of Anurag Kashyap's outstanding directorial work can be seen in films like Gulaal, Dev D, Ugly, Black Friday and Gangs of Wasseypur. Anurag Kashyap is very often referred to as the Quentin Tarantino of Bollywood for his choice of dark and violent subjects very often drawn from newspaper headlines. His film Paanch was inspired by a gang of murderers who committed 10 murders. Black Friday was inspired by the 1993 Mumbai blasts. If Anurag has been inspired, then he too has been an inspiration to many. The Academy Award winning director Danny Boyle who directed the film Slumdog Millionaire admitted that the long chase sequence in his film was inspired by Anurag Kashyap's Black Friday.

Kashyap has also been a very successful producer and has



produced more than 20 films in just 5 years. No financier refuses an Anurag Kashyap film. His production house Phantom has produced films like Lootera, Masaan, NH 10 and the highly acclaimed Uda Punjab.

Anurag Kashyap likes to make movies on topics no one wants to talk about. His movies are honest and hard-hitting. He is the face of revolution in Hindi cinema and has only made films he believed in, not necessarily the ones which would earn big bucks at the box-office. His movies and their unique style brought a fresh lease of life in the 1990s to the Indian film industry. Kashyap's films speak a language that is understood and appreciated by both the national and international audiences. His innovative style has earned him a strong foothold in filmdom.

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ARIJIT

Arijit Singh is today's king of playback singing and is the most successful singer ruling the music industry. With his soulful song 'Tum Hi Ho' from the movie 'Aashiqui', Arijit won a million hearts. He is an amazing artist who loves experimenting and improvising.

He started his career from a little known reality show 'Fame Gurukul'. He made it to the finals but eventually lost out. He did

not give up and won a second reality show '10 Ke 10 Le Gaye Dil'. The victory got him Rs 10 lakhs and he used all of it to make a recording setup of his own; and his journey as a music programmer started. The self-taught programmer then started assisting the biggies of the music industry – Pritam, Shankar-Eshaan-Loy, Vishal-Shekhar etc.

He kept struggling till he got a chance to sing his first song 'Phir Mohabbat' for the film 'Murder 2'. He worked hard and soon his warm speckless voice was loved by all. In 2010, he started working with



POWER QUOTIENT

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Today, Arijit is a household name, and every music producer wants him to sing for them. He is being talked about as the voice of his generation and yet the shy boy shies away from the limelight and is happiest when he can just sing and program music.



Pritam on movies like 'Golmaal', 'Action Replay' and 'Crook'. Pritam pushed him to sing rough cuts of songs and one day, while programming for the song 'Raabta' from the movie 'Agent Vinod', Pritam asked him to sing a classical arrangement of the song, loved it and recorded it; the song turned out to be a huge hit. The rest, as they say, is history.

Arijit was a small town boy who made it big only with his hard work, grit and determination. Today, Arijit is a household name, and every music producer wants him to sing for them. He is being talked about as the voice of his generation and yet the shy boy shies away from the limelight and is happiest when he can just sing and program music.





BHUSHAN KUMAR

Bhushan Kumar is the Chairman and Managing Director of Super Cassettes Industries, also known as T-Series, one of India's largest music companies. Kumar took over the company after his father passed away and soon diversified the company's business into areas like electronics, CDs, audio and video tapes and film production. His first film as a producer was Tum Bin in 2001. Bhushan Kumar has produced some of the best and biggest films of Bollywood like Ready, Aashiqui 2, Baby, Airlift, Boothnath Returns, Hindi Medium etc.

His company owns the soundtracks of some of the biggest

films of the Indian film industry. His YouTube channel T-Series hit a landmark this year when it became the number 1 channel on YouTube with 14 million views. Bhushan Kumar has created history. He was just 19 years old when his father was shot in cold blood and he had to take over the reins of the company. He faced a lot of resistance from within the company but the young boy ploughed his way and today T-Series owns almost 70% of India's music business.

After making his label T-Series a very successful behemoth in the music world, Bhushan Kumar is now leaving no stone unturned to become the number one production house in the country. Bhushan

has an uncanny understanding of the masses, thanks to his vast experience as a music maker. Add to that his sharp business acumen and you have a leader determined to take his brand forward.

Bhushan is also re-inventing his company. The music business has moved from cassettes to CDs to music streaming. While he grew up surrounded by music, he knew the audience was ready for a film without songs and went on to produce the very successful movie Baby. Bhushan definitely knows where he is going. He is planning to release 11 films in 2017 and

has signed up a host of new and promising directors.

Bhushan Kumar is working with focus and determination to make T-Series a force to reckon with.

May the force be with you!

POWER QUOTIENT

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EKTA KAPOOR



POWER QUOTIENT

Ekta Kapoor's Power Quotient is that be it television or movies or online, she has proved to be a game-changer in every field she ventures into. In 2012, Forbes listed her amongst the 50 most powerful women in Asia. A Director, Producer, an entrepreneur, Ekta Kapoor has single-handedly created a business empire and is an inspiration to millions of young creative minds.

EKTA KAPOOR

She changed the face of television entertainment when she launched her serial 'Kyunki Saas Bhi Kabhi Bahu Thi'. Her company Balaji Telefilms, which started in the family garage was a pioneer in glamourising TV in India. The initial days were tough and she faced a lot of failures; but success finally came with the serial 'Hum Paanch' in 1995. By the year 2001, she was running 18 shows on TV simultaneously. Today, Ekta Kapoor is the MD and Creative Director of the BSE listed Balaji Telefilms.

Being in the business of entertainment, making movies was the next logical move and Ekta ventured into film production

giving the industry some of its highest grossing movies like 'Kya Kool Hai Hum' and 'Shootout at Lokhandwala'. The Balaji Films Group was also behind big hits like 'Love Sex aur Dhoka', 'Once Upon a Time in Mumbai', 'The Dirty Picture' and 'Ragini MMS'.

Not the one to rest on her laurels in 2010, ALT Entertainment was created whose focus was to create youth-centred content. She also launched BOLT Media, which specialises in advertising and online content. Ekta has always believed in youth and their talent, so the Indus Balaji Fund was created. This Private Equity Firm invests in promising startups and has made

some very successful investments.

After ruling the celluloid world, Ekta is now planning to take the digital world by storm. Her new venture ALTBalaji has launched an app that plans to take on the likes of Netflix and Amazon Prime headlong. ALTBalaji will make new content exclusively for the digital space. Its biggest strength is its ability to produce content in Hindi and other regional languages. A wise move as 67% of the 180 million YouTube subscribers of India watch Hindi content and only 7-8% watch English. Her subscription fees are also lesser than those of Netflix and Amazon. Ekta has her plans in place as we watch her become the queen

of the digital space too.

If this is not enough, Ekta has also opened an institute named ICE-Institute of Creative Excellence that provides quality education in the fields of media and entertainment.

Be it television or movies or online, Ekta has proved to be a game changer in every field she ventures into. In 2012, Forbes listed her amongst the 50 most powerful women in Asia. A Director, Producer, an entrepreneur, Ekta Kapoor has single-handedly created a business empire and is an inspiration to millions of young creative minds.





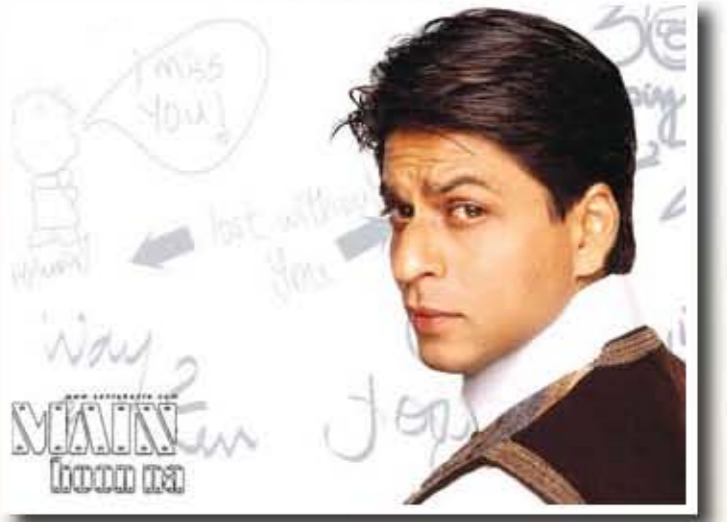
FARAH KHAN

Direction has been an all-boys club in the Indian film industry. The few female filmmakers that were there in the past focused on art-house cinema, women-centric and small budget films. Farah Khan is one of the first few female directors of Bollywood who managed to break the glass ceiling and break into the all-boys-club by directing mainstream movies, that too very successfully. Farah is the real Show(wo)man of Bollywood after Subhash Ghai left that seat vacant. Farah Khan started her career as a choreographer and made her mark there. She was assisting Saroj Khan in choreographing songs for a movie; but Saroj Khan did not turn up for the shooting, leaving Farah Khan to choreograph it all alone. The choreography won her a lot of appreciation and awards. Since that day, Farah has choreographed some of the most popular songs of Bollywood and has been highly appreciated for her work. What's even more commendable is the fact that this woman has no formal training in dance. She was passionate about dancing but could not afford dance classes, and ergo learnt it all on her own. Every song that she has choreographed has become a big hit. She took her dancers on top of a train to shoot the epic song 'Chaiyya

Chaiyya'; she helped superstar Hrithik Roshan establish himself as a flawless dancer with the classic number 'Ek Pal Ka Jeena'. Be it Kareena, Deepika, Katrina (Sheila Ki Jawani) or Malaika (Munni Badmaam Hui), they all know it's her choreography that made them literally rock the songs.

Farah Khan made her directorial debut with 'Main Hoon Na'. Her second film 'Om Shanti Om' was the biggest hit of 2007. She has started a production company with her husband called "Three's Company" named in honour of her triplets.

Farah Khan has trained Colombian pop star Shakira for a Bollywood version of her song hit Hips Don't Lie for the MTV Video Music Awards, hosted in Radio City Music Hall. She has also choreographed Kylie Minogue for the song "Chiggy Wiggy" in the



movie Blue in 2009. Farah has also made her presence felt on the small screen. She hosted the celebrity TV chat show Tere Mere Beach Mein and has judged many reality TV shows like Indian Idol - Season 1, 2 and 7, Jo Jeeta Wohi Super Star, Jhalak Dikhla Jaa Season 9, Entertainment Ke Liye Kuch Bhi Karega and Dance India Dance Li'l Masters. Farah's is a rags to riches story that never fails to inspire. Her grit and determination helped her overcome all adversities and carve a distinct place for herself in the Hindi film industry.



POWER QUOTIENT

Farah Khan is one of the first few female directors of Bollywood who managed to break the glass ceiling and break into the all-boys-club by directing mainstream movies, that too very successfully. Farah is the real show(wo)man of Bollywood after Subhash Ghai left that seat vacant.

Her power also comes from the fact that she has a great equation with everyone and the entire industry is more than willing to work with her; and of course, she is one of the closest friends of SRK.



FARHAN AKHTAR

He is a brilliant actor, an ace director, a successful producer and a prolific writer. If that is not enough he is also a singer and a lyricist.

Farhan has style and so do his films. He made road trips a fad in India with his movies like 'Dil Chahta Hai' and 'Zindagi Na Milegi Dobaara'. He was just 17 when he ventured into films. He has worked as an assistant director in Yash Chopra's Lamhe in 1991 and Himalay Putra in 1997.

In 2001 he made his directorial debut with 'Dil Chahta Hai'. It has been called by many as the greatest Bollywood film ever made. Farhan went ahead and remade the Indian cult classic Don. It too was a huge success. He made his acting debut with the film 'Rock On!'. The film became a phenomena and so

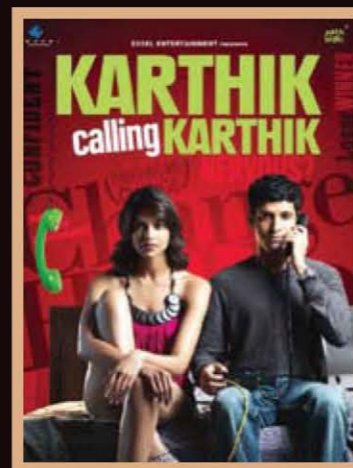
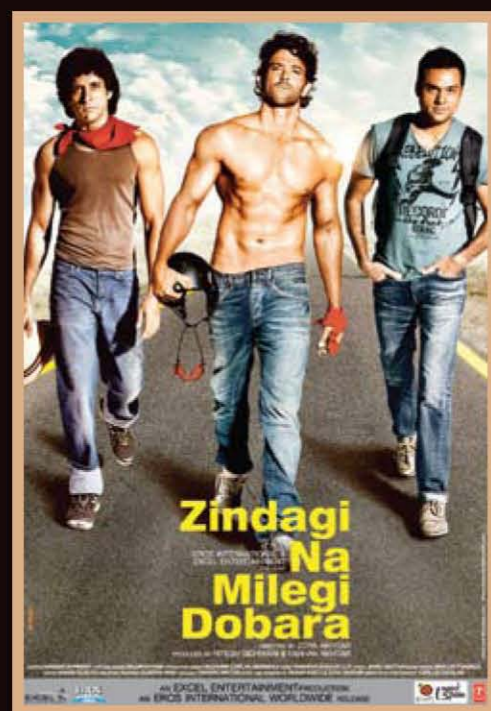
did Farhan. He did not just act in the film but also produced it and even sang in it. The film was declared the Best Feature Film in Hindi and as the producer Farhan won his second National Award, the first being for the movie Dil Chahata Hai. His film Bhaag Milkha Bhaag won him widespread praise.

In 2013 he launched a social campaign called MARD (Men Against Rape and Discrimination) to raise awareness against rape and discrimination against women. Farhan became the first male ambassador for UN Women, joining the likes of Nicole Kidman and Emma Watson. It is because of his various social initiatives that Chivas Regal chose him as their brand ambassador for their 'Win the Right

Way' campaign. He has also endorsed brands like Deluxe Paints, Ford Figo, Park Avenue Deo, Nutri Choice Biscuits, IndusInd Bank, Titan, yepme.com, A. Lange & Sohne watches and many more.

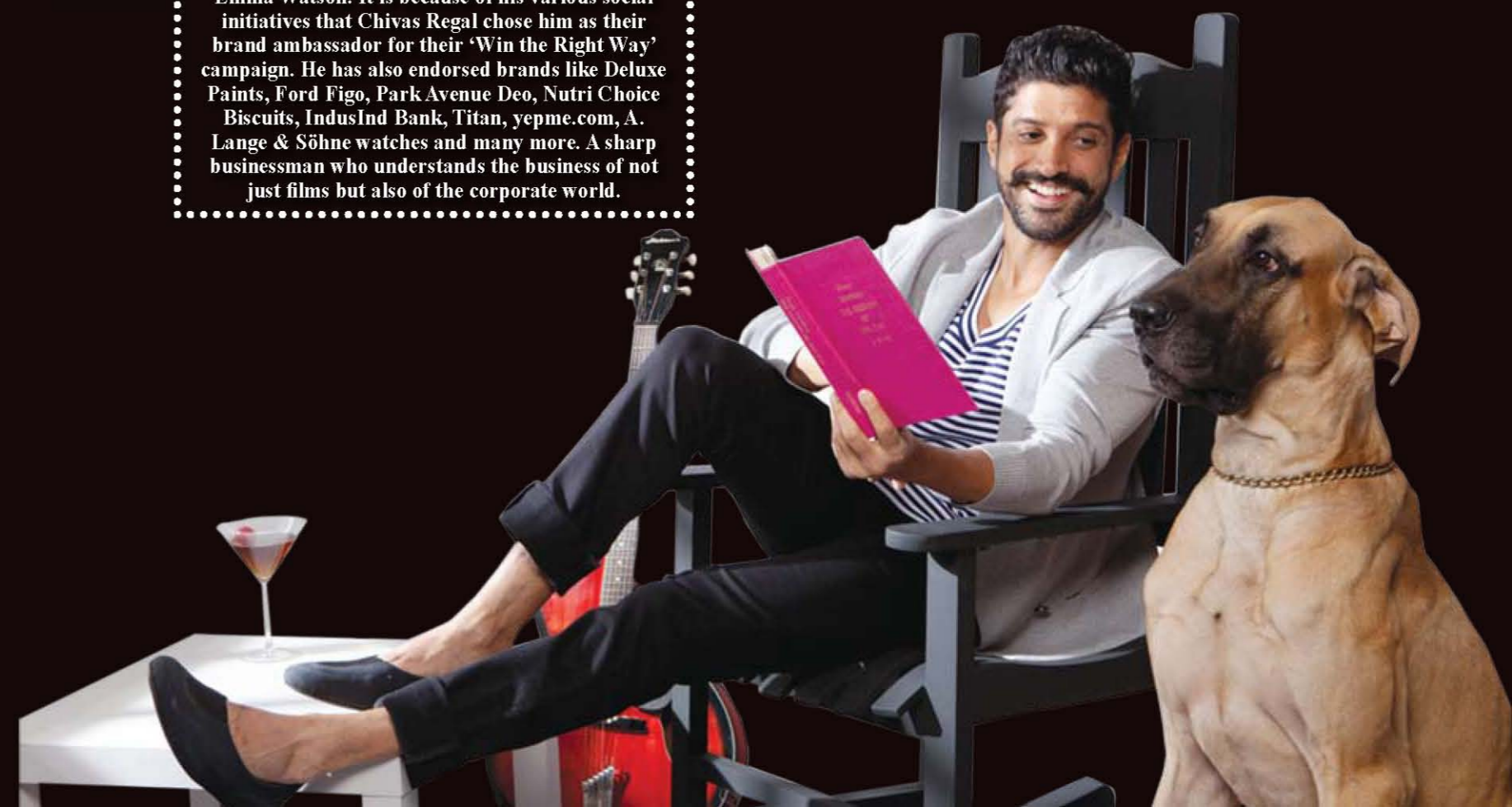
A sharp businessman who does understands not just the business of films but also of the corporate world, Farhan is the owner of Farout Media, a music company that promotes indie talent. He also has his own production house 'Excel Entertainment'.

Farhan is probably the only all-rounder in Bollywood who can write, sing, dance, act and direct so well that he leaves his audiences mesmerised. A real star and a great talent!



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GAURI KHAN

Stylish, poised, enigmatic – the first lady of Bollywood, Gauri Khan is a powerhouse of talent and charm. Gauri and her husband Shahrukh are the co-owners of Red Chillies Entertainment. The first film Gauri produced was Farah Khan's 'Main Hoon Na'. The movie was a huge success and Gauri went on to produce many other films like Om Shanti Om, Happy New Year, Raees, Chennai Express, Student of the Year, My Name is Khan etc.

Even though she is married to India's biggest superstar, Gauri has always managed to hold her own impressively. In the 1990s, Gauri used to host the weekly Hindi music countdown show Oye for MTV India. However, her real passion was art and today she is one of the country's most famous interior designers. It was while doing up her home in Mumbai that she realised how much she loved this and the journey began. Gauri Khan has made a mark in home decors. She has created a distinct label in luxury home-wear and showcased her latest furniture line for the first time at Maison & Object Paris. She has a new store in Mumbai by the name of Design Cell.

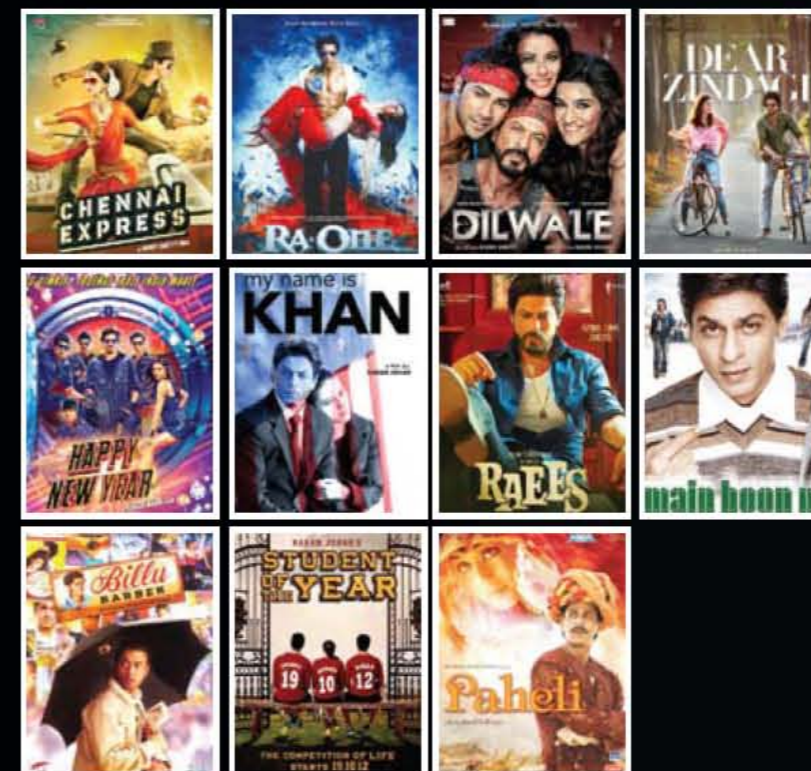
Gauri has been the creative brain behind some of the best and most luxurious projects. She has designed 'Arth', one of Mumbai's hottest new restaurant. She has also launched her signature line in Dubai under the international design and architecture firm The First Ferry. Gauri is also behind the prestigious Naira, an uber luxurious villa project in Goa. Gauri has designed the homes of some of the biggest names in the world of fashion and cinema. She even designed the Planet Hollywood Heart Bar in Goa. This was Planet Hollywood's first outlet outside of the United States and they thought the best person to do up the place was Gauri. In a very short span of time, Gauri has handled projects all across the globe.

When she is not producing a film or designing an uber luxurious home, Gauri is modelling for some of the biggest brands of the country. She has been the face of brands like Satya Paul, Mahesh Notandass Jewellery, Ace Group and D'decor, to name a few.

Beautiful and strong, talented and charismatic, that's Gauri Khan for you.

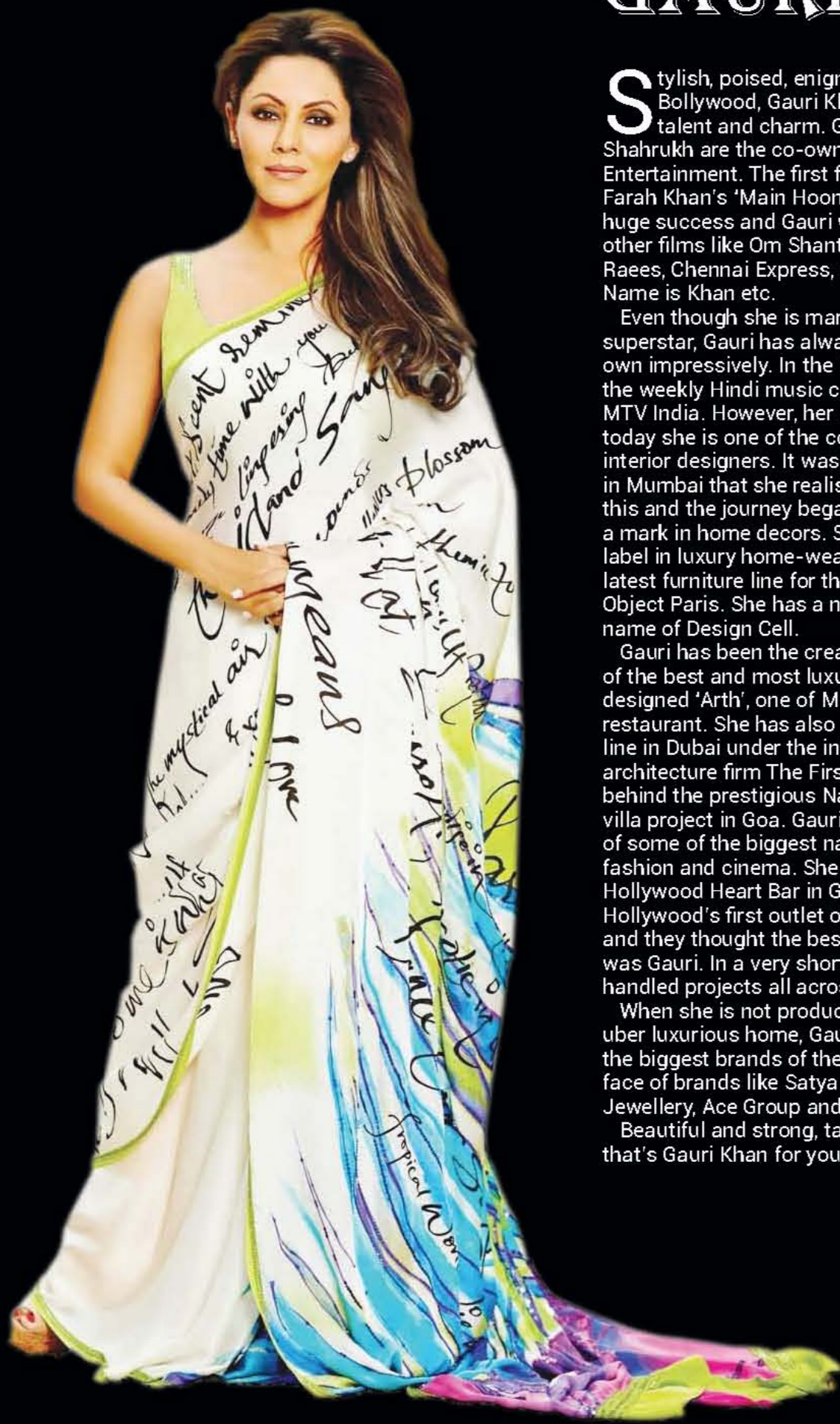


GAURI KHAN



POWER QUOTIENT

Stylish, poised, enigmatic, the first lady of Bollywood, Gauri Khan is a powerhouse of talent and charm and that's her Power Quotient. She is the producer of some of the most successful films in Bollywood, including suerhits like Chennai Express and Happy New Year. She also is a very sought after brand endorser of her own right and a successful entrepreneur.





GURU RANDHAWA

With more than 4 billion views across all official channels, Guru Randhawa the High Rated Gabru is the most viewed Indian singer on YouTube. He is the only Indian to have achieved this kind of views.

His song Lahore with almost 700 million views is the all time most viewed Indian song on YouTube. Lahore was also the first ever Indian single to get 500 million views in just six months. It went on to feature in the Billboard Top 25 along with international artists like Ed Sheeran and Bruno Mars. Once again he was the only Indian amongst the top 25.

He was also amongst the top 10 most searched celebrities of 2018.

He is the current sensation in the music world. His songs are mesmerising and cross millions of views on YouTube within a few hours of their release.

The hit-machine as he is called these days however did not get things easy. Born in a small village in Punjab, Guru began singing at the age of seven. After completing High School, he moved to Delhi to complete his Graduate Programme in Planning and Entrepreneurship from The Indian Institute of Planning & Management. Though he was good in studies but his



POWER QUOTIENT

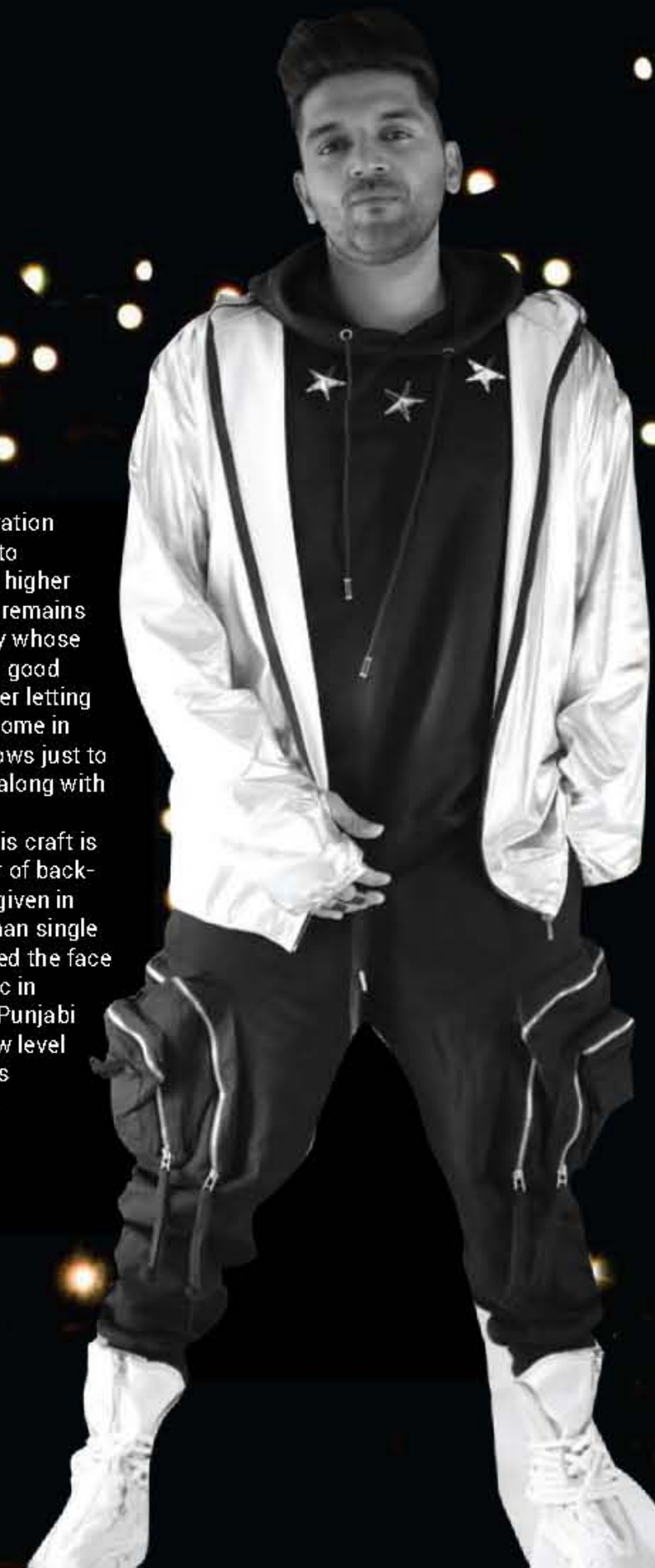
With more than 4 billion views across all official channels, Guru Randhawa is the most viewed Indian singer on YouTube. His song Lahore with almost 700 million views is the all time most viewed Indian song on YouTube. A Graduate of from IIPM, Guru faced tremendous hardship initially but never gave up and finally released his song Patola in 2015. The song went on to become a big hit and the rest as they say is history. Today every Bollywood film, music label, TV show wants him and his music. Guru single handedly has changed the face of independent music in India and has taken Punjabi music to a whole new level.

passion was music. He used to write songs in his diary and even compose the music. He toiled hard, faced many hardships but he kept himself motivated and doggedly steadfast till he reached his destined goal. From doing shows for free to being paid Rs 500 he did it all. After years of hard work he finally released his song Patola in 2015. He had no money so he shot the song in a free location while his brother who was based in Canada worked double shifts at a pizza outlet to raise funds for the video. The song went on to become a hit and the rest as they say is history.

Today every Bollywood film, music label, TV show wants him and his music. His craze is visible in his online fan following. With more than 8 million followers on Instagram he is one of the most loved singers of the country

His recent collaboration with Pitbull is going to catapult him to even higher levels but the singer remains a simple, humble boy whose only focus is making good clean music and never letting his fans down who come in droves to his live shows just to watch him and sing along with him.

His dedication to his craft is visible in the number of back-to-back hits he has given in the past year. This man single handedly has changed the face of independent music in India and has taken Punjabi music to a whole new level and made each of his songs blockbusters.



KARAN JOHAR

An Unsuitable Boy – that's the name of Karan Johar's autobiography. Here he lays bare his soul and tells his story in the most fascinating way, much like his films. Karan Johar made his directorial and screenwriting debut with the film 'Kuch Kuch Hota Hai' in 1998. The movie was a blockbuster both nationally and internationally. It became the first Indian film to make it to the UK Top Ten. This film also completely changed the trajectory of Dharma Productions Private Limited, the production house started by Karan Johar's father Yash Johar in 1976. While Yash Johar had released about six films from 1976-1998 under the Dharma Productions banner, under Karan Johar, the company released four films in a single year. Ever since, Karan Johar has been taking Dharma Productions to greater and greater heights. The second movie that he directed in 2001, Kabhi Khushi Kabhi Gham, became the highest grossing Indian film in the UK market and broke all records both in the UK and the US markets.



Think of romantic family-oriented films and the first name to come to mind is Karan Johar. He had very successfully managed to build a powerful brand image around his production house of providing wholesome entertainment to the audiences. Be it his directorial ventures like 'Kabhi Khushi Kabhi Gham', 'Kal Ho Na Ho', 'My Name is Khan', 'Kabhi Alvida Na Kehna', or movies produced by him with new directors like 'Wake Up Sid', 'I Hate Luv Stories' and

'Dostana', 'Yeh Jawani Hai Deewani', 'Humpty Sharma Ki Dulhania', these have not just been family films but super successful too.

Karan started his career by assisting Aditya Chopra and helping him with the screenplay of his movies. Today, Karan Johar has come a long way and made a strong niche for himself in the world of Hindi cinema. He has charmed his audiences on not just the big screen, but also on the small screen. He has been hosting the very popular show 'Koffee With Karan' since 2004. In 2010, he again hosted the television show 'Lift Kara De'. Since 2012, he has served as a judge on reality shows like 'Jhalak Dikhhla Jaa' and 'India's Got Talent'.

Karan Johar has been the man behind some of India's most successful films, TV shows and also brands. He has been the brand ambassador of apparel brand Alfred Dunhill, whiskey brand Chivas, Timond Watches and ICI Dulux, to name a few.

He is sharp and intelligent and a great orator. When it comes to hosting award shows like Filmfare awards, IIFA, Zee Cine Awards, then he is always the first choice, as everybody finds him the most suitable boy!

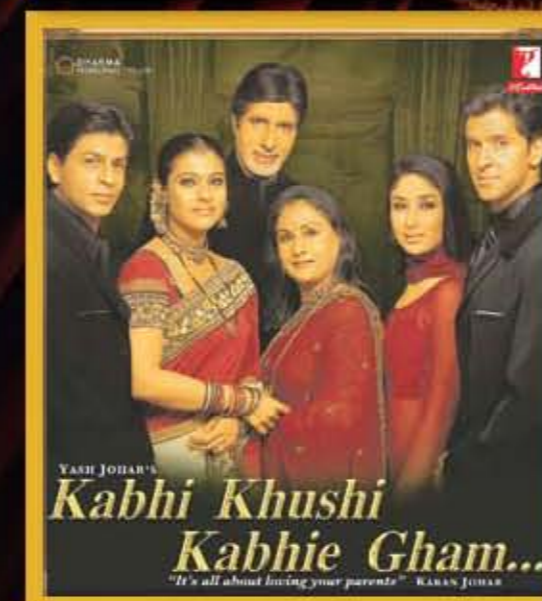
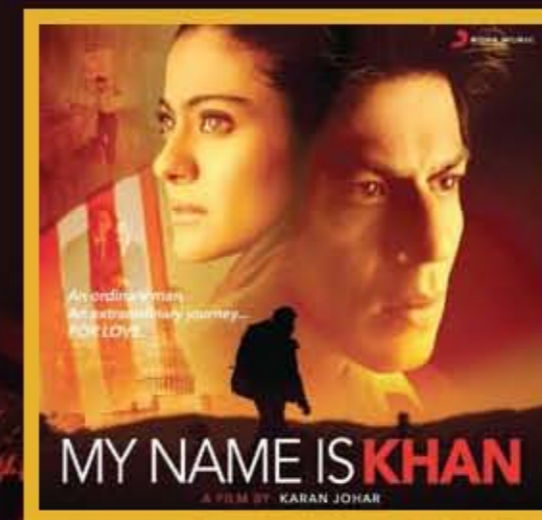
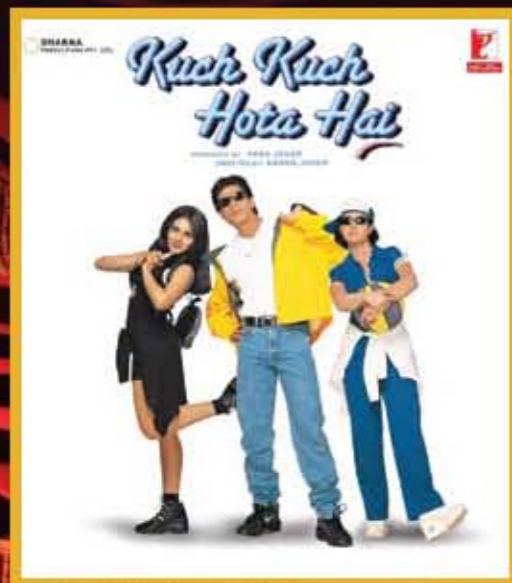


KUCH KUCH MOTA HAI

POWER QUOTIENT

Karan Johar's Power Quotient stems from the fact that he has been the man behind some of India's most successful films, TV shows and also brands. He has been the brand ambassador of apparel brand Alfred Dunhill, whiskey brand Chivas, Timond Watches and ICI Dulux, to name a few.

He is sharp and intelligent and a great orator. When it comes to hosting award shows like Filmfare awards, IIFA, Zee Cine Awards, then he is always the first choice, as everybody finds him the most suitable boy!



KISHORE LULLA

Kishore Lulla is the man behind Eros International. He was ranked amongst the richest Indians by The Sunday Times. His production house is one of the biggest production houses in the country. He has numerous Hollywood studios running after him, trying to buy him out; yet, Eros continues to rule and make a place for itself in the business of entertainment and media.

Kishore Lulla was instrumental in the launch of UK's first 24 hour Bollywood digital satellite pay TV channel. Eros started as a small company in the 1970s by selling rights of Indian films to local agents overseas. It was founded by

Kishore's father Arjan Lulla. Kishore joined the company when he was just 16 years old. After joining the company, he decided to take the company international and started the UK office. Back then, it was tough as there was no interest in India or Indian movies. Now the scenario is the complete opposite, for as the economy gets stronger, there is an unprecedented interest in Bollywood and India.

Almost all big movies of India have been released by Eros International.

Today, it is India's first vertically integrated film company that has been listed on BSE. Kishore wants to make Eros the biggest media



KISHORE LULLA



company in India. The company is run primarily by the family with his younger brother Sunil Lulla looking after the Indian operations.

A true entrepreneur, Kishore Lulla thought of dubbing Bollywood movies into different languages many years ago, but people laughed at the idea. Soon he proved them all wrong. Eros presently has a library of more than 2000 films. Eros has now branched into music, mobile phones, ring tones etc. They have signed partnership deals with YouTube and Sony Pictures. Their studio EyeQube Studios is a visual effects facility set up in Mumbai.

Eros has also been acquiring other companies like Ayngaran. Eros is also making a place for itself in television with two ad-free premium TV channels. The Lullas are not new to TV. Back in 1999, Lulla in partnership with Bharat Shah and LN Mittal launched the B4U network.

Eros is a market leader and has been the key player in providing

a global platform for Indian cinema. The group has an enviable distribution network that spans across 50 countries. Lulla is a master strategist and an innovative thinker and he is driving Eros to greater and greater heights.

POWER QUOTIENT

Kishore Lulla's Eros International is the only real distribution house that finds its place in this elite list of 70 and that's his Power Quotient. Almost all big movies of India have been released by Eros International. Kishore has ensured that Eros is India's first vertically integrated film company that has been listed on BSE. Kishore wants to make Eros the biggest media company in India. Eros is already a market leader and has been the key player in providing a global platform for Indian cinema, with a reach across 50 countries.

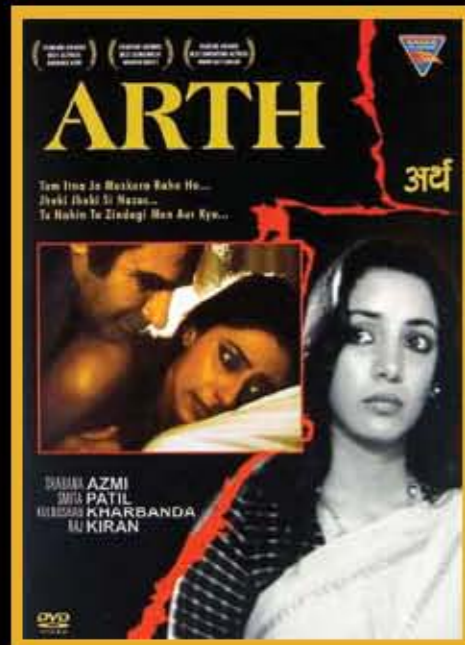




POWER QUOTIENT

Outspoken and iconoclastic! That's the real Power Quotient of Mahesh Bhatt, a writer, director and producer! Whenever media houses need a real, intelligent bite from someone from Bollywood, Mahesh Bhatt is the man.

He has made more than 40 films as a director, the most acclaimed being 'Saaransh', which was India's official submission for the Academy Awards in 1985. Today, Mahesh Bhatt, along with his brother Mukesh Bhatt, runs his own production behemoth, Vishesh Films



MAHESH BHATT

He was called the 'Daddy Cool' of India by Vogue. Outspoken and iconoclastic, that's Mahesh Bhatt, a writer, director and producer. He has made more than 40 films as a director, the most acclaimed being 'Saaransh', which was India's official submission for the Academy Awards in 1985.

Mahesh Bhatt has very often chosen to make films based on his own life, and the one thing that has remained constant in all his films has been the presence of a strong female protagonist. He began his career when he was just 21 as an assistant to Raj Khosla. He went on to direct some highly acclaimed films like 'Arth', 'Daddy' and 'Zakhm'.

Mahesh is a great storyteller and his film 'Aashiqui' is one of the best

love stories told in Bollywood. It went on to become a blockbuster, as did his other movies 'Dil Hai Ki Maanta Nahin', 'Janam' and 'Hum Hain Rahi Pyaar Ke'. His other directorial ventures include 'Naajayaz', 'Papa Kahte Hai', 'Dastak' and 'Duplicate'.

Not just a film director, Mahesh Bhatt is also a highly acclaimed television director. His TV series 'Swabhiman' and 'Kabhie Kabhie' were very successful. He directed India's first English TV series, 'A Mouthful of Sky'.

Today, Mahesh Bhatt, along with his brother Mukesh Bhatt, runs his own production house Vishesh Films, which was started by his father Nanabhai Bhatt in 1928 and is one of the oldest and most illustrious production houses in the country.



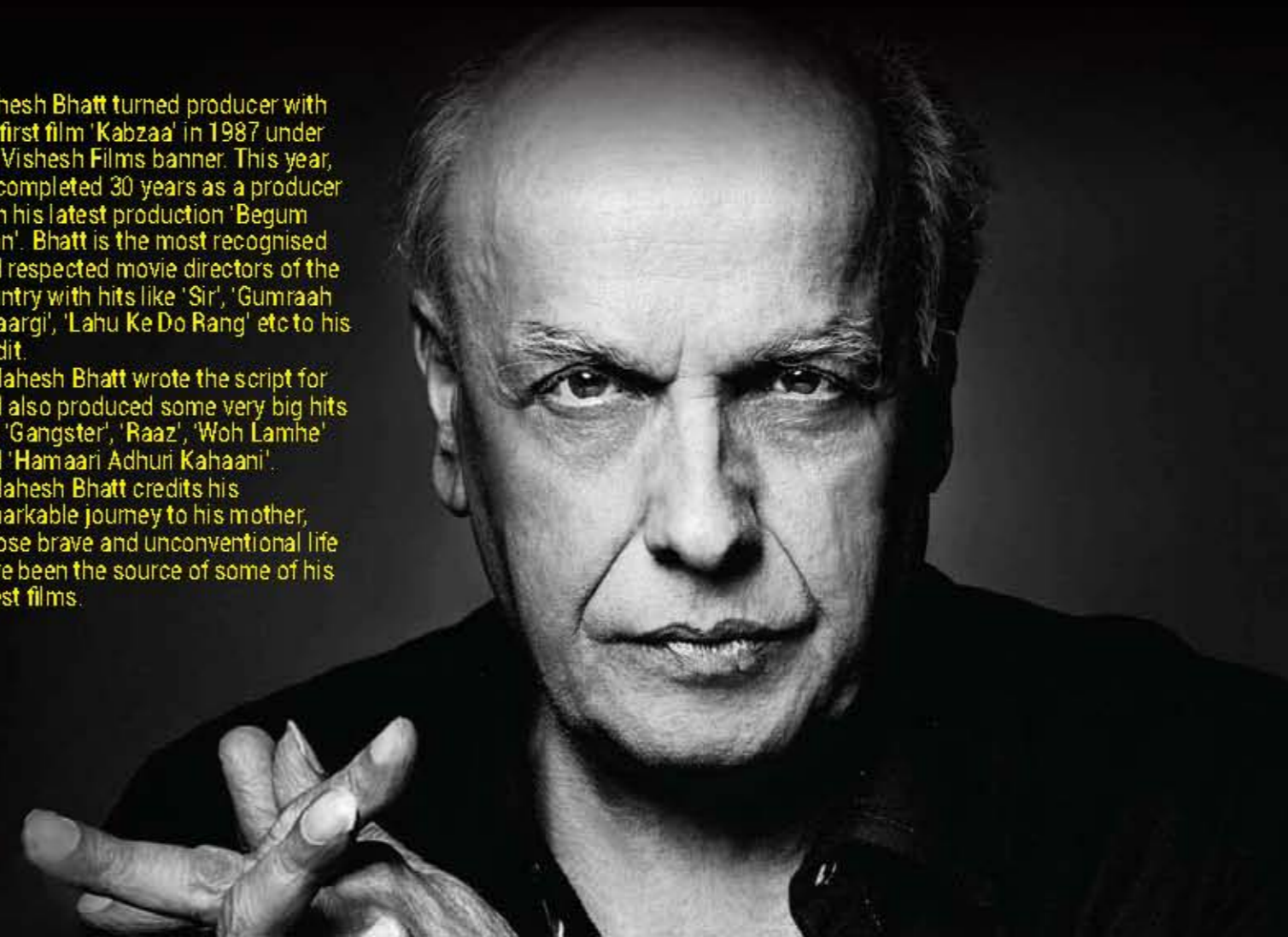
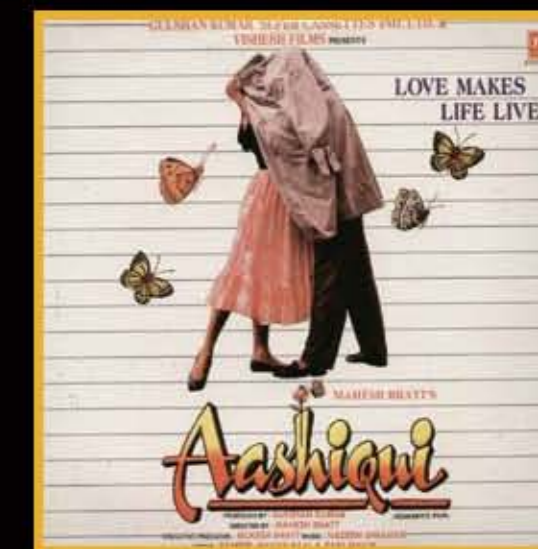
HUM HAIN RAHI PYAR KE



GUDIA



SARDARI BEGUM



RAJKUMAR HIRANI



LAGE RAHO MUNNA BHAI



MUNNA BHAI MBBS

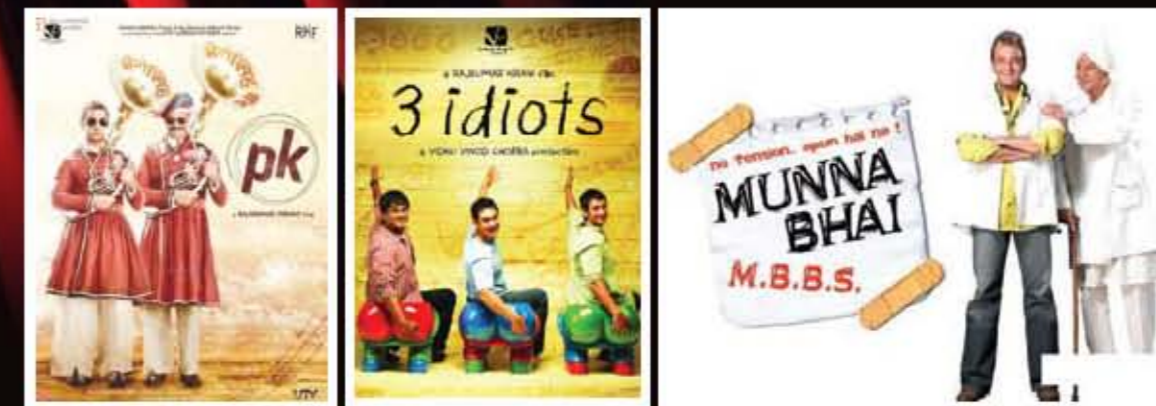


3 IDIOTS

was even bigger than his previous ones, becoming the highest grosser in the history of Indian cinema and breaking all records. It did a business of more than Rs 300 crores. His fourth film went so big it broke the roof. 'PK' made more than Rs 700 crores worldwide.

Each and every film of Rajkumar gave a message, which remains deeply etched in the memories of all. Be it Munna Bhai's "jaadu ki jhappi" or Lage Raho Munna Bhai's "gandhigiri" or PK's "wrong number", or 3 Idiots' "all izz well". He made us smile, made us cry, and along the way, made us think. The magic of Rajkumar Hirani and his movies makes the world a better place.

Despite making socially relevant films, Rajkumar Hirani's films have been humungous commercial successes – a feat hardly any director of Hindi cinema has been able to achieve. He is the master craftsman who dared to be different.



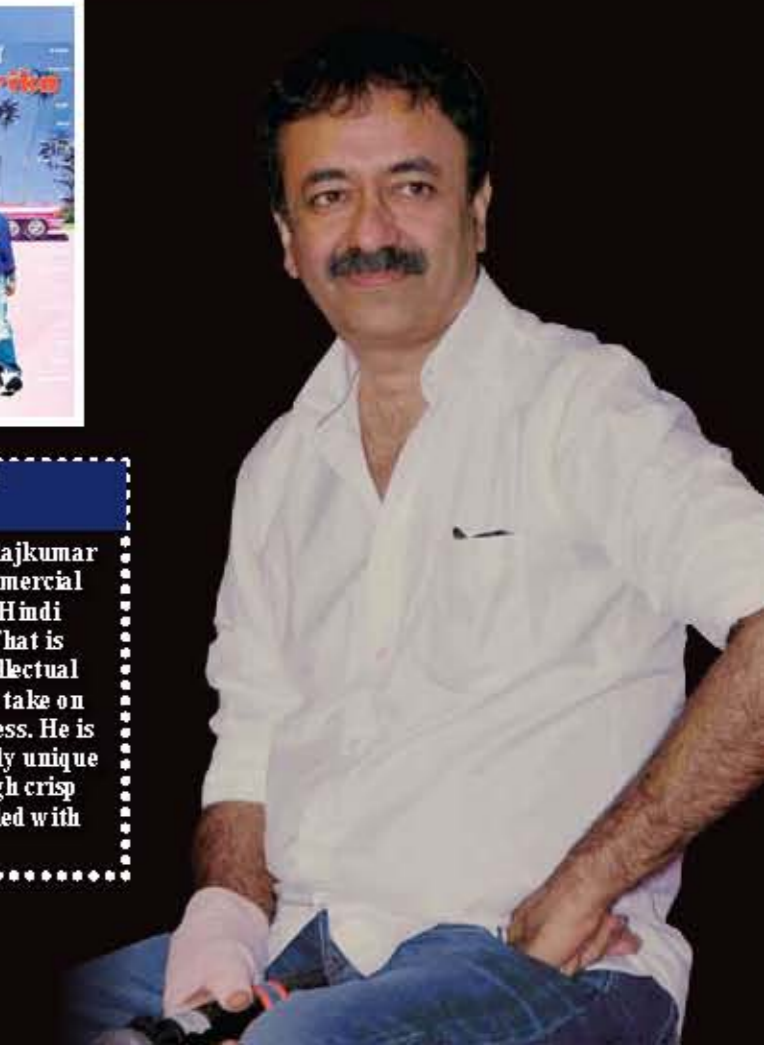
POWER QUOTIENT

Despite making socially relevant films, Rajkumar Hirani's films have been humungous commercial successes, a feat hardly any director of Hindi cinema has been able to achieve, ever. That is his most unique Power Quotient. An intellectual with a rational mind, a man who dares to take on established mindsets head on and get success. He is the master craftsman who has the extremely unique ability to send his messages across through crisp scenes laced with humor. His films are filled with short messages in every scene!

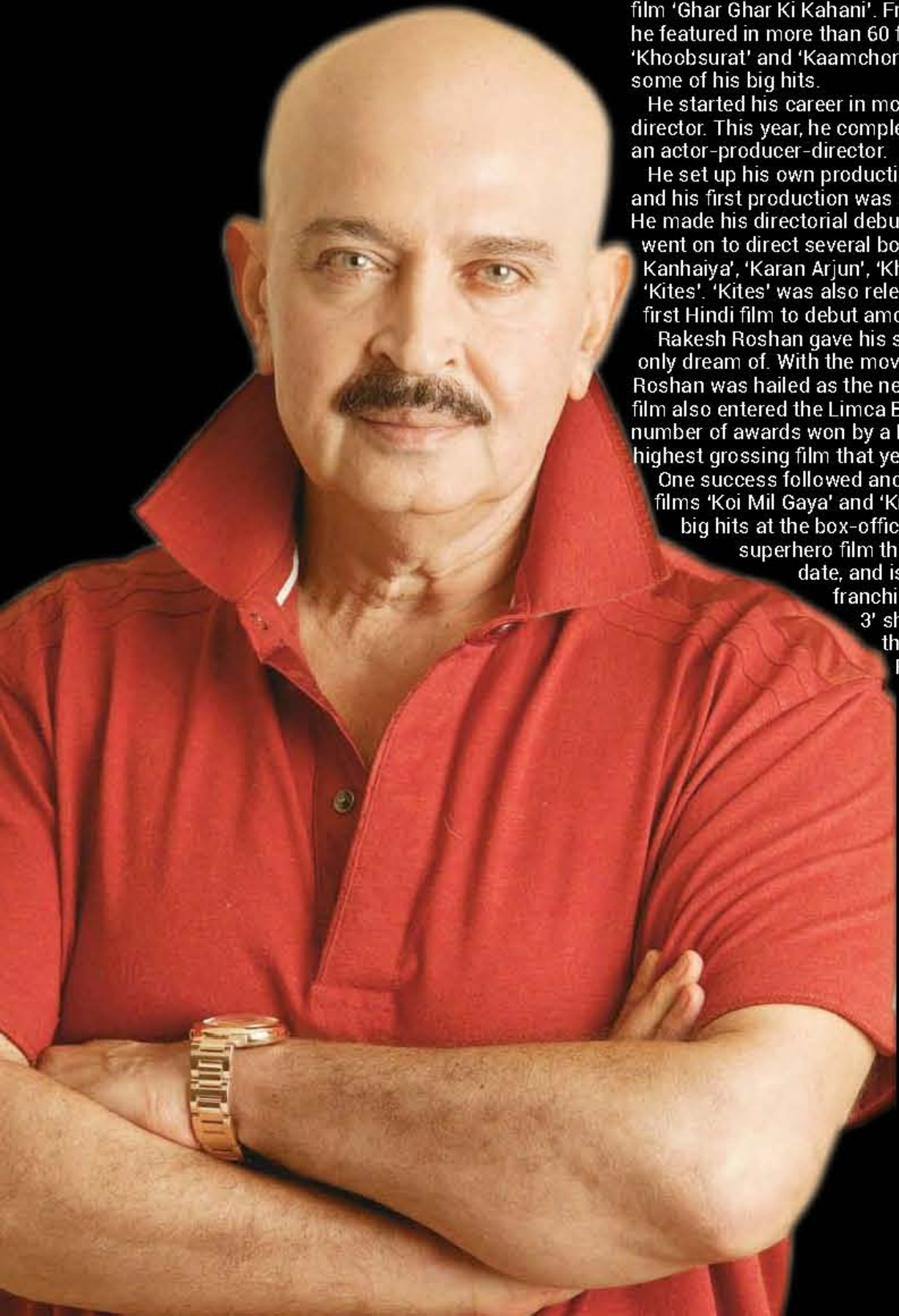
Calling him a filmmaker is undermining him. Rajkumar Hirani is much more than a filmmaker. He is a thought leader and a social change-maker. His movies are not just for entertainment but are cultural ideas that make us pause and question things around us. Each of his films has a deep message and each of them, while being hugely entertaining, have created an impact and left an indelible mark on the society. That is how powerful this man is. In his own way, he is doing his bit in trying to change the system. After his movie '3 Idiots', a lot of parents admitted that they had been wrong in pressurising their kids. If films can create such outcomes, then this man is nothing short of a genius.

Hirani grew up in a middle-class family and it was his father who had the strongest influence on him and helped him shape his ideology. On the insistence of his father, he joined FTII to study editing as he could not make it to the direction course. After the course, for many years, he struggled to become a director. He then started making commercials for brands like Fevicol and Kinetic Luna and even acted in a few of them. Finally, he joined Vidhu Vinod Chopra and worked on the promos of the film '1942: A Love Story'. He got his big break when he was asked to edit the movie 'Mission Kashmir'.

Persistence pays and finally at the age of 40 he got a chance to direct his first film 'Munna Bhai MBBS'. The movie went on to become a cult classic and a trendsetter. His second film 'Lage Raho Munna Bhai' was again a huge box-office hit. His third film '3 Idiots'



RAKESH ROSHAN



Rakesh Roshan has made some of the most loved films of Bollywood. Roshan made his acting debut in the 1970 film 'Ghar Ghar Ki Kahani'. From the 1970s to the 1990s, he featured in more than 60 films. 'Khatta Meetha', 'Khoobsurat' and 'Kaamchor' and 'Khel Khel Mein' were some of his big hits.

He started his career in movies in 1968 as an assistant director. This year, he completed 50 years in Bollywood as an actor-producer-director.

He set up his own production company Filmkraft in 1980 and his first production was 'Aap Ke Deewane' (1980). He made his directorial debut with 'Khudgarz' (1987) and went on to direct several box-office hits such as 'Kishen Kanhaiya', 'Karan Arjun', 'Khoon Bhari Mang', 'Koyla' and 'Kites'. 'Kites' was also released in Spanish and was the first Hindi film to debut among the top ten in the US.

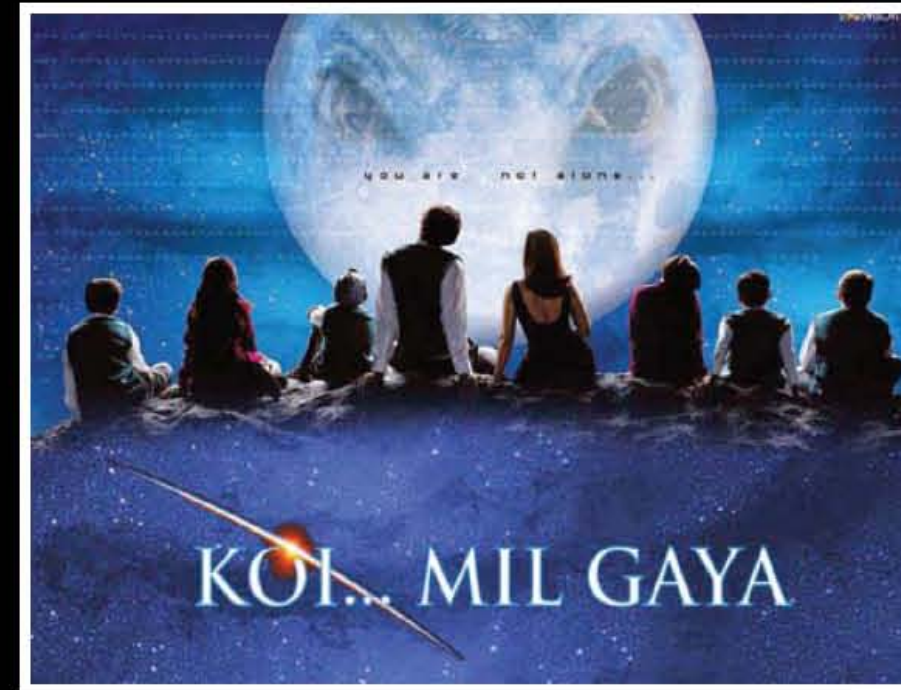
Rakesh Roshan gave his son a debut that most can only dream of. With the movie 'Kaho Naa Pyar Hai' Hrithik Roshan was hailed as the new superstar of Bollywood. The film also entered the Limca Book of Records for the most number of awards won by a Bollywood film and was the highest grossing film that year.

One success followed another. The next Rakesh Roshan films 'Koi Mil Gaya' and 'Krrish' also turned out to be big hits at the box-office. Krrish is the most loved superhero film that India has witnessed till date, and is one of the most popular franchise films in Bollywood. 'Krrish 3' shattered the box-office records that year and made more than Rs 300 cores. Rakesh Roshan's latest release as a producer 'Kaabil' was a big success crossing Rs 100 cores at the box-office.

Rakesh Roshan and Hrithik are the most loved and most adorable father-son duo of the Indian film industry. Together they always create magic.



KOI MIL GAYA

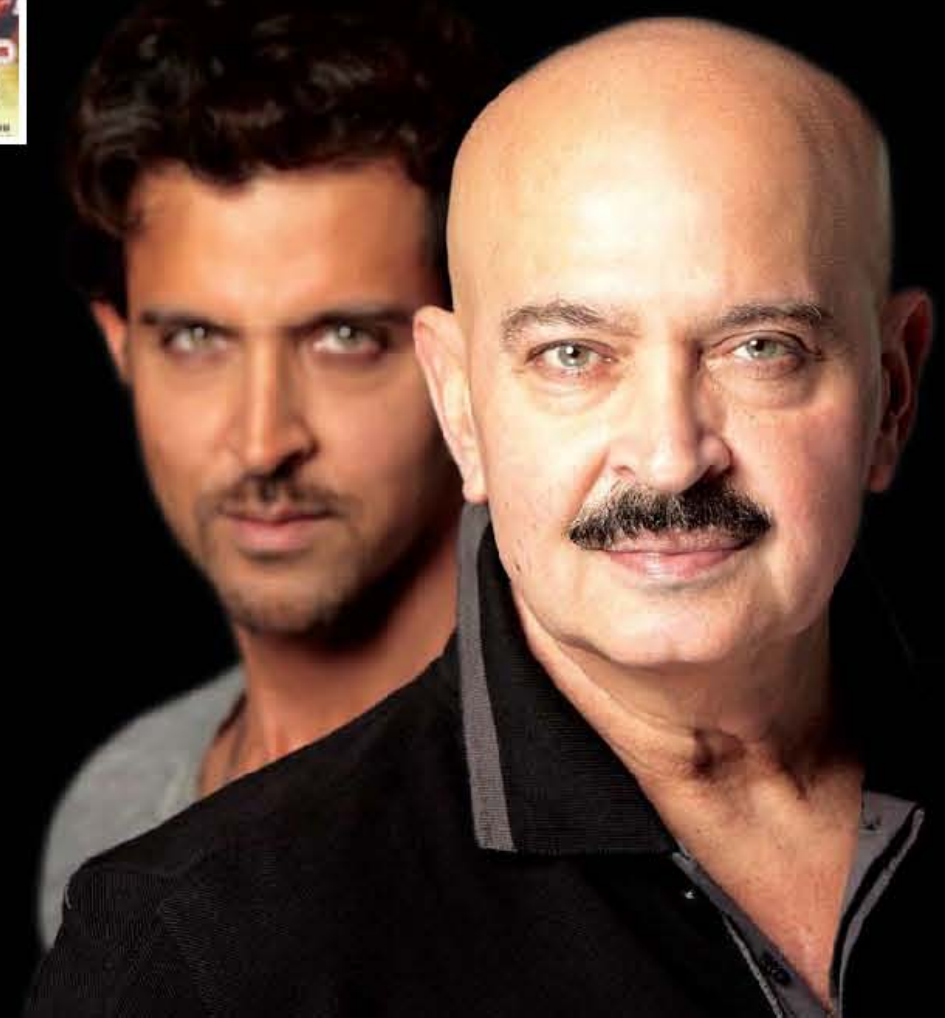


RAKESH ROSHAN



POWER QUOTIENT

Rakesh Roshan's company Filmkraft has given several box-office hits such as Kishen Kanhaiya, Karan Arjun, Khoon Bhari Mang, Koyla, Kaho Na Pyaar Hai, Koi Mil Gaya, Krrish franchise and Kites. Kites was also released in Spanish and was the first Hindi film to debut among the top ten in the US. Most of the films produced by Filmkraft have also been directed by Rakesh Roshan himself. His real Power Quotient lies in his ability to understand the Indian masses and give them films that many others would fear to make.



ROHIT SHETTY

He is Bollywood's highest paid director. Rohit Shetty, the man behind such successful films like Chennai Express and Singham, is today a brand in himself. People go and watch the film because its directed by Rohit Shetty.

Cars, colours, comedy and craziness – that is what Rohit Shetty films are all about. His films have a unique style, but that apart, he is one of the few directors who has consistently given the maximum number of Rs 100 crore films in his short career.

More than the success, it is Rohit Shetty's journey that is worth admiring. Son of an actor and fight director Shetty, Rohit's world turned upside down when his father passed away. Rohit was just a child and he saw how everything they owned got sold, how his mother struggled to make ends meet. After his 10th class, he decided to start working as he knew there was no money to pay the college fees. His first job paid him Rs 35 a day, and very often, he did not have enough money to go by the local train, so had to walk for hours to reach work. The young lad never gave up. He had his eye on the goal – that of becoming a director one day. After years of struggle, he got a chance to work as an assistant director in the film Phool Aur Kaante. Rohit was 17 then. After almost ten years, he finally got a chance to direct his first film Zameen. Though the movie did moderate business, but it laid the foundation for a solid career. His years of struggle finally paid off when in 2006, his film 'Golmaal: Fun Unlimited' became a super hit. After that, there was no looking back and he went on to make India's first trilogy – Golmaal Fun Unlimited, followed by Golmaal Returns and finally Golmaal 3.

While working on Golmaal, he faced a lot of ridicule as people laughed and said here was a flop director making a comedy film with an action hero. Yet, he had faith in what he was doing and kept working. Not surprising that while every film of his has been criticised and given bad reviews, he has gone ahead and proved them all wrong, seven times. No movie review can stop a film from doing well if its audience loves it.

Rohit Shetty understands the pulse of the audience like no other and makes sure that every film of his entertains the audiences from the age of 8 to 80, for it is the audience that gives the film its power. He created his magic on the small screen too with shows like 'Khatron Ke Khiladi' and 'Discovery Real Heroes'.

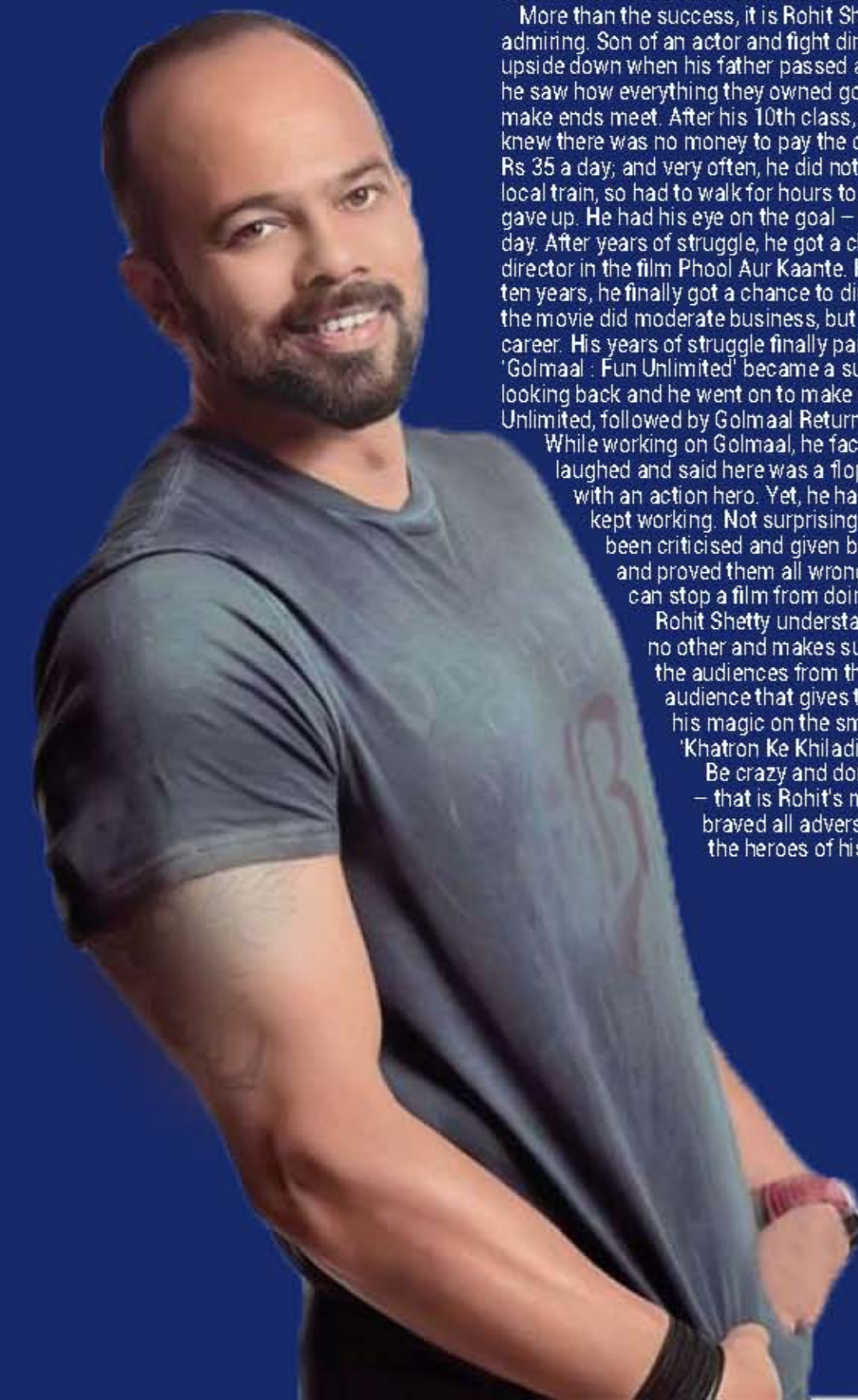
Be crazy and don't let others ever pull you down – that is Rohit's mantra. The daredevil director has braved all adversities and made it big, much like the heroes of his films.



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SS RAJAMOULI

Rajamouli is the director behind the epic film 'Baahubali 2 : The Conclusion'. With historic collections, the film has broken all possible records. It is the first Indian film to have made the fastest Rs 100 crores, the first to reach the Rs 1000 crore mark, the first to run for 50 days in 1,050 cinema halls across India, the first Indian film to cross the Rs 1,500 crore mark. Baahubali 2 was released in 6,500 screens, making it the largest release in the country.

Rajamouli has set amazing benchmarks at the box-office with his films 'Baahubali' and 'Baahubali 2'. Rajamouli's first part of the franchise 'Baahubali :The Beginning' too opened to record shattering figures. It crossed Rs 500 crores worldwide in 87 days.

SS Rajamouli is not just a director but a writer, screenwriter and action choreographer. He is from that rare breed of filmmakers who believe in making every nook and corner of their film perfect. Rajamouli works predominantly in the Telugu cinema space; most of his films have been either blockbusters or super hits. Rajamouli has a penchant for scripts that can be made into visual extravaganzas. His film 'Magadheera' was one such film, which



BAHUBALI



EEGA



became a milestone in the Telugu film industry. So beautiful are his films that most of them have been remade in different languages.

His first Telugu film 'Student No.1' was a hit and was remade in Odia and dubbed in Hindi. His second 'Simhardi' was once again a blockbuster and was remade in Tamil. His action film 'Vikramarkudu' won him a lot of acclaim and was remade in Hindi as 'Rowdy Rathore' and



also in Tamil, Kannada, Bengali and Bangladeshi Bengali too. His film 'Maryada Ramanna' was also remade in Hindi as 'Son of Sardar'. 'Eega' too was remade in Tamil.

SS Rajamouli has created history with his outstanding movies. A part

of that success can be attributed to the flawless scripts written so ingeniously by his father K.V. Vijayendra. Its amazing to see the consistency with which he has delivered one hit after another all through his career.

An epic story teller and a powerhouse of talent, Rajamouli has has redefined box-office success in Indian cinema.

POWER QUOTIENT

Rajamouli is the director behind the epic film 'Baahubali 2 : The Conclusion'. With epic collections, the film has broken all possible records. It is the first Indian film to have made the fastest Rs 100 crores, the first to reach the Rs 1000 crore mark, the first to run for 50 days in 1,050 cinema halls across India, the first Indian film to cross the Rs 1,500 crore mark and more... Baahubali 2 was released in 6,500 screens making it the largest release in the country. Do we really need to talk about his Power Quotient??!





POWER QUOTIENT

Sajid Nadiadwala comes from a family of film producers. Between them, the Nadiadwala family has produced over 200 films. That is Sajid's Super Power Quotient. Sajid Nadiadwala is often referred to as the hitmaker who has constantly reinvented himself. From producing solid masala films like 'Zulm Ki Hukumat' to critically acclaimed films like 'Highway' to comedy films like 'Heyy Babyy' to a sensational directorial debut with the movie 'Kick', Sajid Nadiadwala has proved that he understands showbiz like no other.

SAJID NADIADWALA

Sajid Nadiadwala comes from a family of film producers. Between them, the Nadiadwala family has produced over 200 films. It was but natural that Sajid entered the

same industry. He, however, decided to work his way up the ladder and started his career as a production assistant and learnt the craft as he manoeuvred his way up the ladder.

In 1990, Sajid took over the family production house Nadiadwala Grandson Entertainment Pvt. Ltd. and soon made it a force to reckon with. He gave the industry some of its biggest hits. He has the uncanny knack of spotting uncanny storylines that will work at the box-office.

Sajid's first film was 'Zulm Ki Hukumat' in 1992. He went on to produce many hits like 'Jeet', 'Judwaa', 'Har Dil Jo Pyar Karega' and 'Mujhse Shaadi Karogi'.

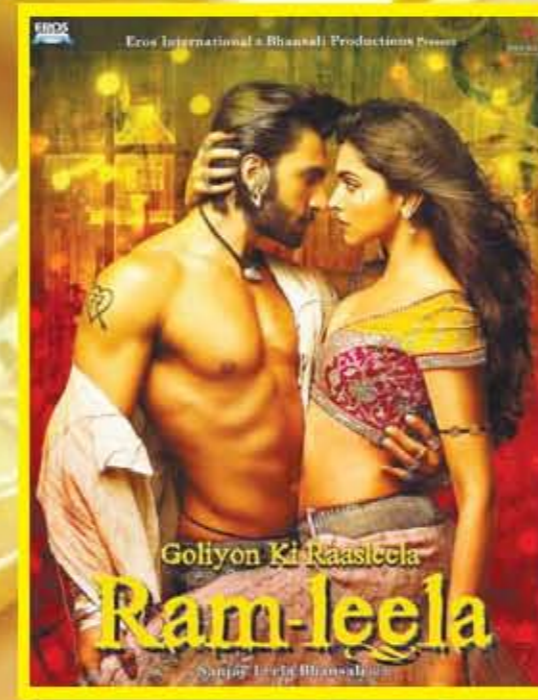
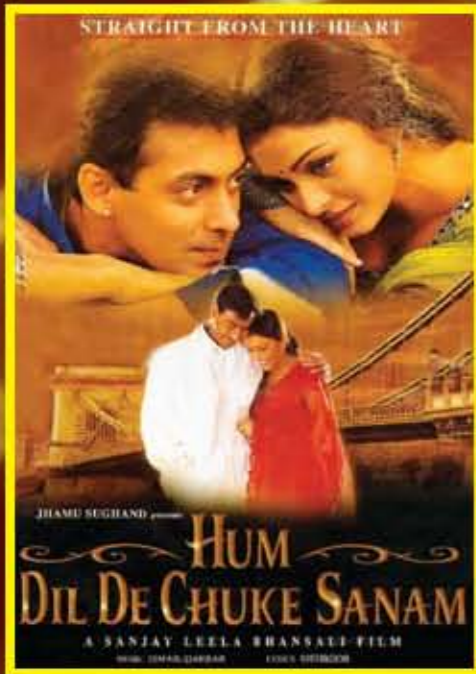
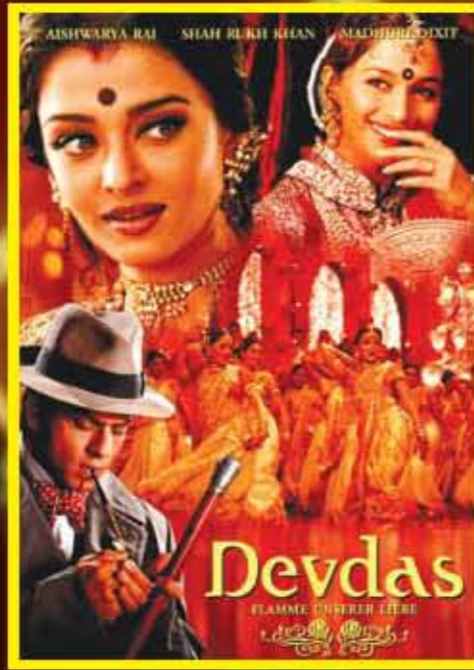
Sajid Nadiadwala's production house was one of the first to cast American actors like Sylvester Stallone, Denise Richards, and Brandon Routh in their movie 'Kambakkht Ishq'.

Sajid is also one of the few

producers to own a super hit franchise. His 'Houseful' series was a big hit with the audiences. 'Houseful 2' crossed the Rs 100 crore mark as did many of his other films like '2 States' and 'Kick'. Sajid Nadiadwala is a producer with a clear vision and with an appetite to take risks. That is what makes him so special and so successful.

Sajid Nadiadwala is often referred to as the hitmaker who has constantly reinvented himself. From producing solid masala films like 'Zulm Ki Hukumat' to critically acclaimed films like 'Highway' to comedy films like 'Heyy Babyy' to a sensational directorial debut with the movie 'Kick', Sajid Nadiadwala has proved that he understands showbiz like no other.





DEVDAAS



BAJIRAO MASTANI



MARY KOM



BLACK

SANJAY LEELA BHANSALI

Sanjay Leela Bhansali makes visually breathtaking movies and right from the sets to the costumes to the music, everything keeps you spellbound and in awe. So amazing is his craft that he was the only filmmaker to be invited to Paris's Theatre du Chatelet to direct an opera named Padmavati.

A passionate filmmaker, each one of his films is a masterpiece. Each movie is made with a clear vision that comes from his deep understanding and knowledge of art, music and cinema. His latest film Bajirao Mastani won 7 awards at the National Film Awards. Devdas was another example of excellence with

elaborate sets, extravagant costumes and some of the best shot and choreographed songs. The film was the highest grossing film of the year and was India's submission for the Academy Award.

Most of his films and their characters are inspired by his own life. He had very humble beginnings and started his career as an assistant to Vidhu Vinod Chopra. He made his directorial debut with the film Khamoshi.

As a child, he lived inside a small colourless room of a chawl and dreamt of colours, which are shown so beautifully in his films. Some of the most iconic films of Indian

cinema have been made by Bhansali. Saawariya was made with one hue; Black was the unusual story of a blind girl; Hum Dil De Chuke Sanam showed the grandeur and scale that Bhansali has come to be known for; and the opulent Goliyon Ki Raasleela Ram-Leela was his version of Romeo Juliet. Bajirao Mastani, too, was a magnum opus with elaborate costumes and dreamy choreography.

Although not a trained musician, he has given the music for some of his films and has won many awards too for his music direction. Bhansali's production house has made some hit films like Rowdy Rathore and Mary Kom, for which he won the National

POWER QUOTIENT

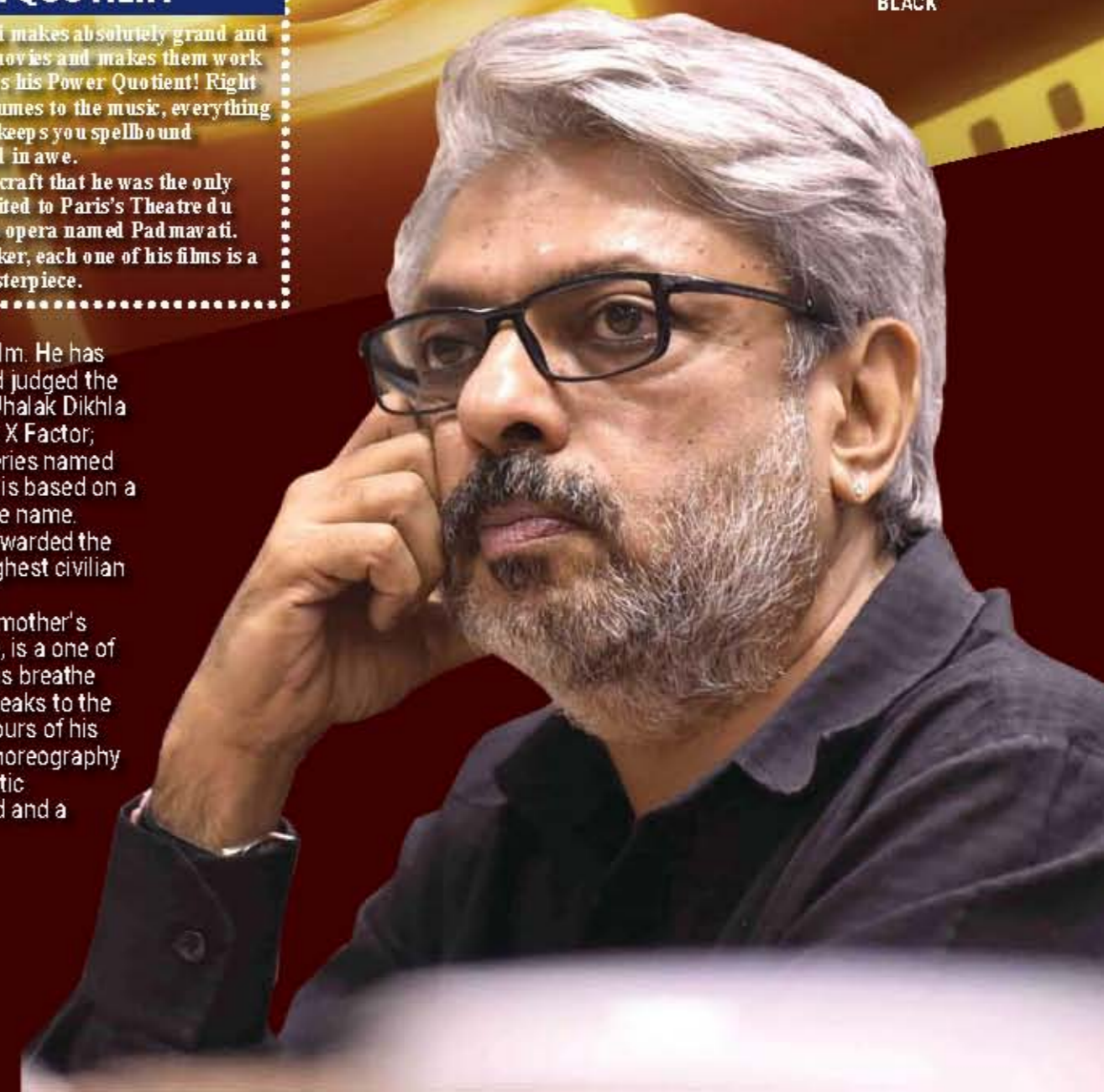
Sanjay Leela Bhansali makes absolutely grand and visually breathtaking movies and makes them work at the box-office. That's his Power Quotient! Right from the sets to the costumes to the music, everything about his films keeps you spellbound and in awe.

So amazing is his craft that he was the only filmmaker to be invited to Paris's Theatre du Chatelet to direct an opera named Padmavati. A passionate filmmaker, each one of his films is a masterpiece.

Award for Best Popular Film. He has even ventured into TV and judged the first season of the show Jhalak Dikhlai Ja; in 2011, he judged the X Factor; he even produced a TV series named Saraswati Chandra, which is based on a Gujarati novel by the same name.

In 2015, Bhansali was awarded the Padma Shri, the fourth highest civilian award.

Bhansali, who uses his mother's name as his middle name, is a one of a kind director whose films breathe grandeur and style. He speaks to the audience through the colours of his sets, the costumes, the choreography and not just the charismatic characters. Truly, a legend and a powerful filmmaker.



VIDHU VINOD CHOPRA

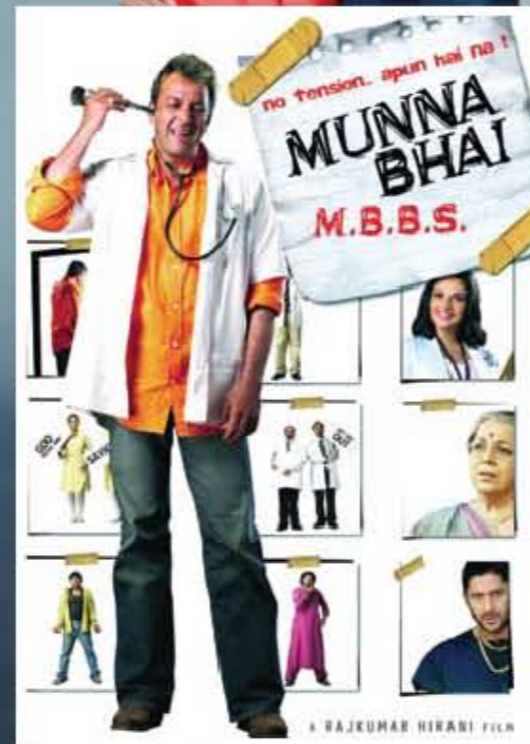


Vidhu Vinod Chopra's journey from Bollywood to Hollywood is nothing short of extraordinary. As a student at the Film & Television Institute, his short film 'Murder at Monkey Hill' won him the National Film Award for Best Student Film. His second, a documentary – 'An Encounter with Faces' – was nominated for the Academy Awards and brought him to Hollywood in 1979. That trip had a huge impact on the 26-year-old and he vowed to come back and make a film in Hollywood some day; and he did. His American debut film, 'Broken Horses', is the first US film to be written, produced and directed by an Indian filmmaker.

Vidhu Vinod Chopra's first feature

film was shot in black-&-white, named 'Sazaa-E-Maut' (Death Penalty) – an edge of the seat thriller and was made on a shoestring budget. After that, he went on to direct super films like 'Khamoshi', 'Parinda', '1942: A Love Story', 'Mission Kashmir' and 'Eklavya'. Two of his films – 'Parinda' and 'Eklavya' – were India's official entries for the Academy Awards.

Vidhu Chopra turned producer with the film '3 Idiots', one of India's most iconic films. His production house kept churning one successful film after another. 'Lage Raho Munna Bhai', 'Munna Bhai MBBS', 'Parineeta', were not



MUNNA BHAI MBBS



LAGE RAHO MUNNA BHAI



3 IDIOTS

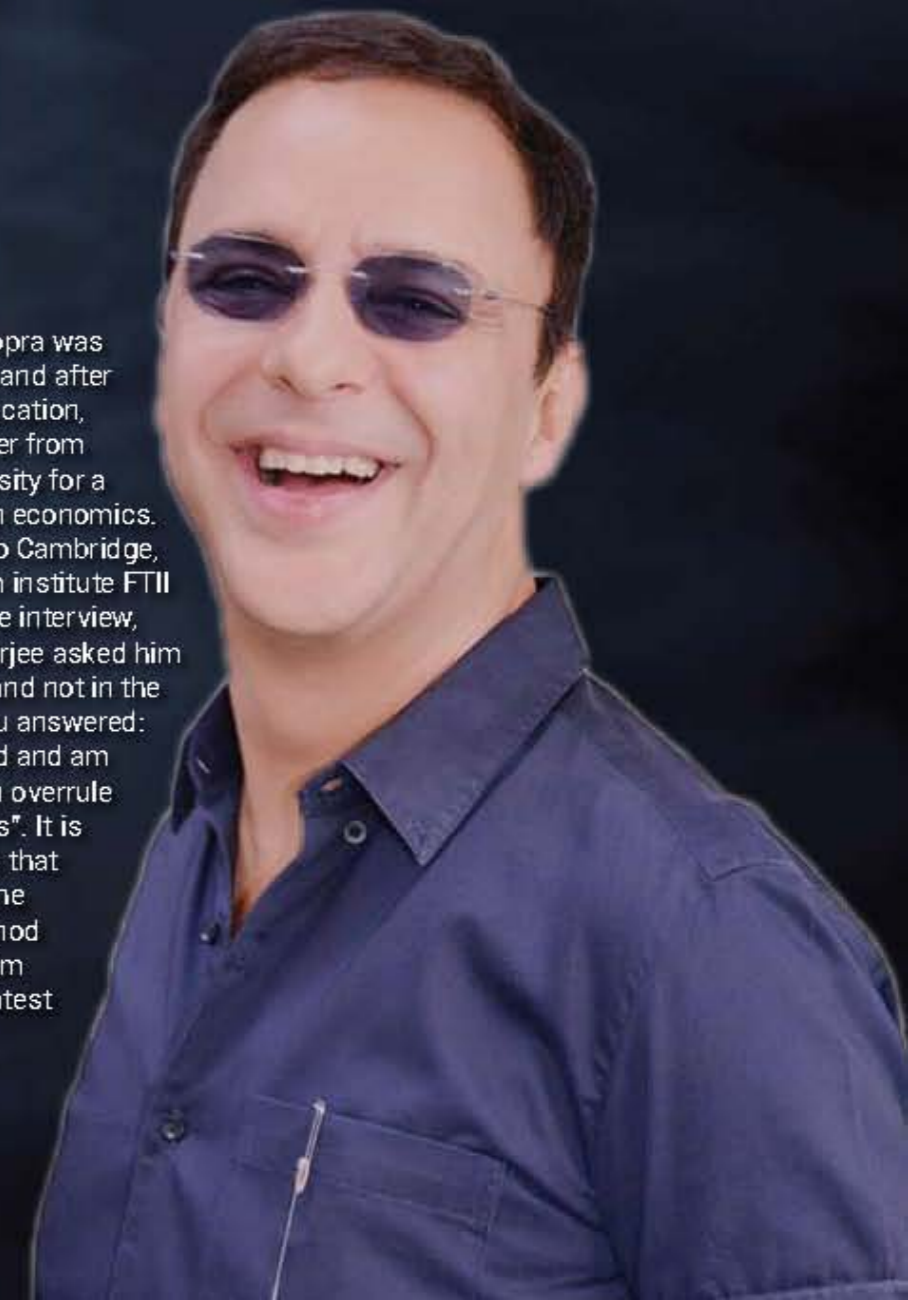
POWER QUOTIENT

Vidhu Vinod Chopra is that rarest of directors who have the ability to turn genuine producers, without losing their ability to make money at the box-office! Every film of Vidhu Vinod Chopra has won over the audiences both nationally and internationally while making lots of money. They have created a huge impact on the minds of the viewers. After '3 Idiots', parents realised how pressure can destroy the confidence and lives of children, while 'Lage Raho Munna Bhai' spread the Gandhigiri wave across India. That's some Power indeed!

just critically acclaimed but also super successful at the box-office. His film 'Munna Bhai MBBS' was so popular and loved by all that Twentieth Century Fox acquired the rights of the film's screenplay from Chopra so that it could be adapted into an English film. His film 'Eklavya' won rave reviews in the West and was called 'A lost film by David Lean'.

Every film of Vidhu Vinod Chopra has won over the audiences both nationally and internationally. They have created a huge impact on the minds of the viewers. After '3 Idiots', parents realised how pressure can destroy the confidence and lives of children; while 'Lage Raho Munna Bhai' spread the Gandhigiri wave across India.

Vidhu Vinod Chopra was a brilliant student and after his bachelor's education, he received an offer from Cambridge University for a master's course in economics. Instead of going to Cambridge, he went to the film institute FTII in Pune. During the interview, Hrishikesh Mukherjee asked him why he was here and not in the UK, to which Vidhu answered: "I think I am stupid and am letting my passion overrule my rational senses". It is this crazy passion that is reflected in all the works of Vidhu Vinod Chopra, making him one of India's greatest filmmakers.



BOLLYWOOD POWER BRANDS : 2019
 AN INDIAN COUNCIL OF MARKET RESEARCH - DAILY INDIAN MEDIA
 RESEARCH ON BOLLYWOOD'S MOST ICONIC POWER BRANDS

PRODUCERS & DIRECTORS

ANAND L. RAI
 ANIL AMBANI
 ANURAG BASU
 ARBAAZ KHAN
 ASHUTOSH GOWARIKER
 AYAN MUKERJI
 BONEY KAPOOR
 GAURI SHINDE
 IMTIAZ ALI
 KABIR KHAN
 KARIM MORANI
 KIRAN RAO
 MADHUR BHANDARKAR
 MANI RATNAM
 MIRA NAIR
 MOHIT SURI
 MUKESH BHATT
 NEERAJ PANDEY
 NITESH TIWARI
 PRAKASH JHA
 R BALKI
 RAKEYSH OMPRAKASH MEHRA
 REEMA KAGTI
 SHEKHAR KAPOOR
 SHOOJIT SIRCAR
 SIDDHARTH ROY KAPOOR
 SOHAIL KHAN
 SOORAJ BARJATYA
 SUNIL LULLA
 UDAY CHOPRA
 VIKAS BAHL
 VIKRAM BHATT
 VIKRAMADITYA MOTWANE
 VISHAL BHARDWAJ
 ZOYA AKHTAR

ACTRESSES

ADITI RAO HYDARI
 BIPASHA BASU
 DIANA PENTY
 DISHA PATANI
 HUMA QURESHI
 ILEANA D'CRUZ
 JACQUELINE FERNANDEZ
 JUHI CHAWLA

KALKI KOEHLIN
 KONKONA SEN SHARMA
 KRITI SANON
 LISA HAYDON
 MALAIKA ARORA KHAN
 NARGIS FAKHRI
 NEHA DHUPIA
 PARINEETI CHOPRA
 PREITY ZINTA
 RADHIKA APTE
 RICHA CHADDA
 SHILPA SHETTY
 SHRADDHA KAPOOR
 SONAKSHI SINHA
 SUNNY LEONE
 SUSHMITA SEN
 SWARA BHASKAR
 TAAPSEE PANNU
 YAMI GAUTAM

ACTORS

ABHAY DEOL
 ABHISHEK BACHCHAN
 ADITYA ROY KAPOOR
 ANUPAM KHER
 ARJUN KAPOOR
 ARJUN RAMPAL
 AYUSHMANN KHURRANA
 DHANUSH
 DHARMENDRA
 DILIP KUMAR
 GOVINDA
 IRRFAN KHAN
 JOHN ABRAHAM
 KAMAL HAASAN
 KAPIL SHARMA
 MANOJ BAJPAYEE
 NAWAZUDDIN SIDDIQUI
 PARESH RAWAL
 PRABHAS
 PRABHU DEVA
 R. MADHAVAN
 RAJINIKANTH
 RAJKUMMAR RAO
 RANA DAGGUBATI
 RITEISH DESHMUKH

SAIF ALI KHAN
 SHAHID KAPOOR
 SIDHARTH MALHOTRA
 SUNNY DEOL
 SUSHANT SINGH RAJPUT
 VICKY KAUSHAL
 VIVEK OBEROI

MUSICIANS & SINGERS

AMIT TRIVEDI
 ANKIT TIWARI
 ANU MALIK
 ARMAAN MALIK
 ATIF ASLAM
 BADSHAH
 BENNY DAYAL
 DALER MEHNDI
 HIMESH RESHAMMIYA
 HONEY SINGH
 KAILASH KHER
 KANIKA KAPOOR
 KK (KRISHNAKUMAR KUNNATH)
 MIKA
 MITHUN SHARMA
 MOHIT CHAUHAN
 NEETI MOHAN
 NEHA BASIN
 NEHA KAKKAR
 PALAK MUCHHAL
 PRITAM CHAKRABORTY
 RAHAT FATEH ALI KHAN
 RAM SAMPATH
 SAJID ALI
 SALIM SULAIMAN
 SHAAN
 SHALMALI KHOLGADE
 SHANKAR MAHADEVAN
 SHEKHAR RAVJIANI
 SHILPA RAO
 SHREYA GHOSHAL
 SONU NIGAM
 SONU KAKKAR
 SUKHWINDER SINGH
 SUNIDHI CHAUHAN
 VISHAL DADLANI
 WAJID ALI

RESEARCH METHODOLOGY

This is a research based work where the size of the respondents and the methodology was decided in consultation with the team at Indian Council of Market Research (ICMR) and Daily Indian Media who did the research.

A cumulative 545 respondents were asked to rank the brands that they thought were the biggest in three pre-selected categories, viz, (a) Most Sought After Power Brand Actors 2019, (b) Legendary Power Brands 2019, and (c) Power Brands 2019 Producers, Directors & Musicians– the ones who really are the movers and shakers of Bollywood and end up becoming sought after brands! The respondents were asked to give their top-of-the-mind choices for the top twenty power brands in each of the first and third categories and the top ten in the second! Thus, the figure of 50 was clearly divided into discrete sections, with delimiters set in each of the three categories.

The results were collated and the top 20 names, which were repeated most often in the first and the third categories, and the top 10 names in the second category were selected to be featured in this book. The 545 respondents were chosen from the corporate world alone and all questionnaires were administered telephonically in the English language. Though most of the respondents gave their top 20 on the very first call, some of them did want to be called back and made more thought-out decisions. This was more so when they were asked to give their choice of the most iconic and powerful musicians, producers and directors.

The average age of the respondents was 29! The research, thus, is not necessarily a very youth-oriented one; but one can safely say that the respondents were mature and understood the concept of who is an icon, as well as about the brand value aspects of these individuals. The singular question they were asked was: Who do you think are the 20/10 power brands from amongst the respective categories in Bollywood? They were not asked to give any reasons. The fact that the responses were top-of-the-mind results, was good enough for us to believe in the brand power of the shortlisted icons. After all, if they were the top-of-the-mind recall when the two words – power and brands – were combined, then that was good enough for us to feature them in this book.

One look at it and people should realize that these definitely are the most powerful movers and shakers of Bollywood and that the results are most honestly researched and displayed online. We hope this bias-free work of research and passion is enjoyed as much by you as it was by us while bringing it to life. We owe our apologies to those amazing icons, whom we so love and admire, but who didn't make it to the book due to our decision to limit the total selected number to 50. On page number 164 you will find the long list of all the names – we call Bollywood Power Brands – that came up from respondents but didn't make the cut. They are the top-of-the-mind brands that respondents came up with and garnered substantial votes. We are deliberately not revealing who got the maximum votes in each category and getting into any rankings because this book emerged more as a result of our personal passion, than as an intended media ranking exercise.

The ICMR-Daily Indian Media research on Bollywood 50 top Power Brands threw up the above mentioned names as the ruling **Power Brands of Bollywood for the year 2019.**
Many of the above mentioned names narrowly missed being in the final list of 50 Power Brands!



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Chosen by the Consumer & Industry

