

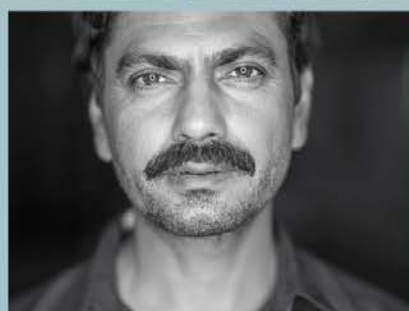
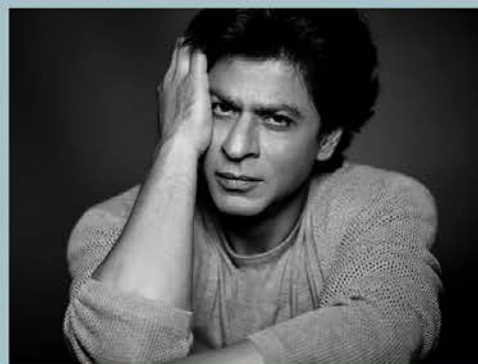
TIARA

Research

Insight
Based
Research
Across
Celebrities

Indian Institute of Human Brands

2020



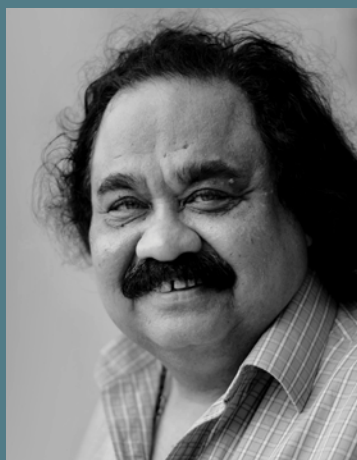
About IIHB

The Indian Institute of Human Brands (IIHB) has been set up by Dr. Sandeep Goyal, India's best known expert in the domain of celebrity studies.

Dr. Goyal is a PhD from FMS-Delhi and has been researching celebrities as human brands since 2003.

IIHB has many well known academicians and researchers on its advisory board

ADVISORY Board



Dr. Sandeep Goyal
Chief Mentor

Dr. Goyal is former President of Rediffusion, ex-Group CEO of Zee Telefilms and was Founder Chairman of Dentsu India



D. Nandkishore
Former Global Executive Board
Member - Nestlé S.A., Switzerland



B. Narayanaswamy
Former Managing Director
IPSOS



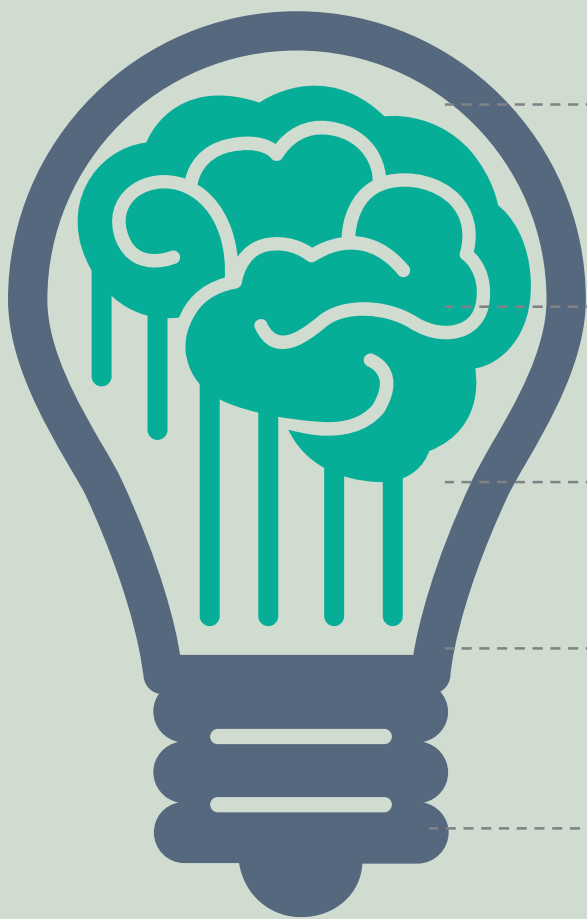
Prof. ML Singla
Former Dean
FMS Delhi



Prof. Siddhartha Singh
Associate Professor of Marketing
and Former Senior Associate Dean,
ISB

WHY

THIS STUDY?



Till 20 years ago, use of a celebrity in advertising was pretty rare, and quite much the exception



Until Kaun Banega Crorepati (KBC) happened almost 20 years ago, top Bollywood stars would keep their distance from television and advertising



In the first decade of this century though use of famous faces both in advertising as well as in content creation increased considerably



In the last 10 years, the use of celebrities in communication has increased exponentially



Today almost 500 brands, , big and small, national and regional, use celebrities to endorse their offerings

WHAT

THIS STUDY PROVIDES?

Despite the exponential proliferation of celebrity usage in advertising and content, there is no organised body of knowledge on these superstars that can help:

BEST FIT

APPROPRIATE OR BEST FIT SELECTION

COMPETITIVE

CHOOSE BETTER BETWEEN BEST FITS

PERCEPTION

CHOOSE BASIS BRAND ATTRIBUTES

TRENDY

LOOK AT EMERGING CHOICES FOR THE FUTURE



COVERAGE

23 CITIES

METRO

- Delhi
(incl. NCR)
- Mumbai
(including Thane)
- Chennai
- Kolkata
- Bangalore
- Hyderabad

MINI METRO

- Ahmedabad
- Surat
- Pune
(incl. Pimpri & Chinchwad)
- Jaipur
- Lucknow
- Kanpur

LARGE CITIES

- Nagpur
- Visakhapatnam
- Indore
- Bhopal
- Patna
- Vadodara
- Ghaziabad
- Ludhiana
- Agra



TIARA

Research Approach

With each celebrity checked out on 64 active attributes covering image, personality and human factors; and a battery of confirmatory statements to quantify key celebrity dimensions

TIARA

Score

Weighted derived scores from
Key Dimensions

TRUST

IDENTIFY

ATTRACTIVE

RESPECT

APPEAL



STUDY

Coverage

Over 60,000 Respondents

180 Celebrities

23 Cities

FW end 2019/Q1 2020

Analysis : March/April 2020

BOLLYWOOD
69 - Celebrities

Male
37

Female
32

TELEVISION
67 - Celebrities

Male
46

Female
21

SPORTS
37 - Celebrities

Male
30

Female
7

POWER COUPLES
7 - Celebrities

T I A R A

India's Most

WEETSURF



Amitabh Bachchan

88.0

Bollywood

Male

Female



Akshay Kumar

86.8



Deepika Padukone

82.8

Television

Male

Female



Kapil Sharma

63.2



Kajol

59.8

Sports

Male

Female



MS Dhoni

86.0



Mithali Raj

83.9

Couple



Virat Kohli & Anushka Sharma

70.1

India's Most IDENTIFIED with



Ayushmann Khurrana

88.5

Male



Vicky Kaushal

88.0

Female



Kareena Kapoor

86.3

Male



Riteish Deshmukh

68.5

Female



Bharti Singh

60.5

Male



Rohit Sharma

85.3

Female



Smriti Mandhana

80.4

Couple



Ranveer Singh & Deepika Padukone

86.1

Bollywood

Television

Sports



Alia Bhatt

90.7

Bollywood

Male

Female



Hrithik Roshan

Katrina Kaif

87.7

86.0

Television

Male

Female



Swvapnil Joshi

Divyanka
Tripathi Dahiya

61.1

60.0

Sports

Male

Female



Virat Kohli

Sania Mirza

90.0

63.6

Couple



Virat Kohli &
Anushka Sharma

73.6

India's Most

ATTRACTIVE



Amitabh Bachchan

90.0

India's Most

RESPECTED

Male



Shah Rukh Khan

86.6

Female



Deepika Padukone

87.9

Male



A. R. Rahman

63.2

Female



Geeta Kapoor

58.9

Male



M. S. Dhoni

87.0

Female



Mary Kom

67.8

Couple



Ranveer Singh & Deepika Padukone

84.8

Bollywood

Television

Sports



Akshay Kumar
93.5

Bollywood

Male



Ranveer Singh

92.2

Female



Priyanka Chopra

89.7

Television

Male



Sonu Nigam

60.0

Female



Sai Tamhankar

53.3

Sports

Male



Virat Kohli

91.8

Female



Smriti Mandhana

77.1

Couple



Ranbir Kapoor & Alia Bhatt

87.7



Hardik Pandya

54.8

India's Most CONTROVERSIAL

Male



Salman Khan

49.3

Female



Kangana Ranaut

46.0

Male



Karan Johar

32.7

Female



Malaika Arora

32.7

Male



Virat Kohli

40.2

Female



Sania Mirza

33.3

Couple



Ranbir Kapoor &
Alia Bhatt

44.5

Bollywood

Television

Sports

India's Most

POWER



Virat Kohli

57.8

Bollywood

Male



Ranveer Singh

56.9

Female



Alia Bhatt

47.3

Television

Male



Punit J. Pathak

49.0

Female



Mouni Roy

53.7

Sports

Male



Hardik Pandya

49.0

Female



Harmanpreet Kaur

47.8

Couple



Virat Kohli & Anushka Sharma

38.6

Virat Kohli

63.9

India's Most

HANDSOME



Bollywood

Television

Sports



Ranbir Kapoor

54.7



Sonu Nigam

40.3



Rohit Sharma

51.2



India's
Most

BEAUTI FUL

Deepika Padukone

59.9

Bollywood



Aishwarya Rai

45.0

Television



Divyanka Tripathi Dahiya

39.1

Sports

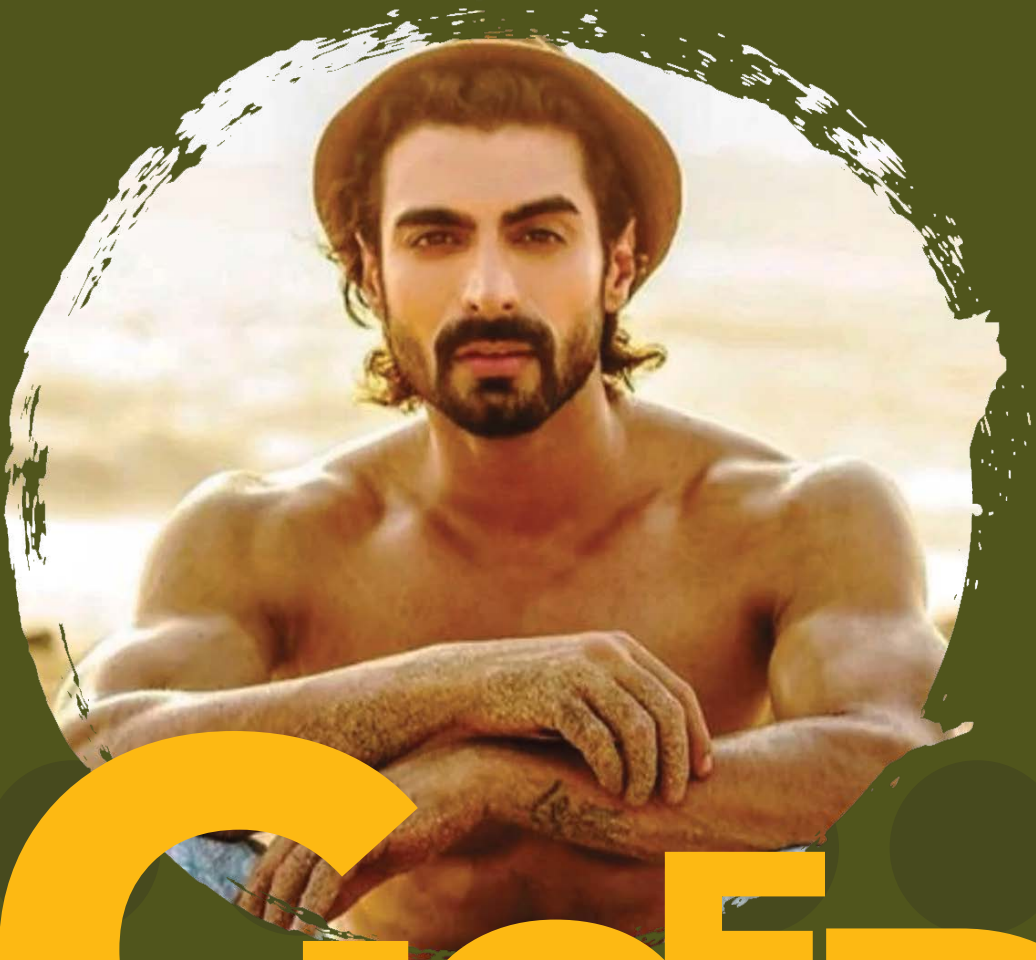


Mithali Raj

48.8

Tushar Kalia

54.3



India's Most

RUGGED

Male



Vicky Kaushal

42.9

Male



Karan Tacker

53.7

Male



K.L. Rahul

46.7

Female



Priyanka Chopra

35.0

Female



Mouni Roy

44.3

Female



Jemimah Rodrigues

44.7

Sports

Couple



Ranveer Singh & Deepika Padukone

39.0

Bollywood

Television

India's
Most



Virat Kohli

88.0

Bollywood

Male



Varun Dhawan

58.4

Female



Deepika Padukone

55.8

Television

Male



Rannvijay Singh

37.3

Female



Sai Tamhankar

36.3

Sports

Male



Hardik Pandya

57.5

Female



Mithali Raj

37.7

Couple



Ranveer Singh & Deepika Padukone

61.0

India's Most VERSATILE

Nawazuddin Siddiqui

55.3



Bollywood

Male



Vicky Kaushal

43.2

Female



Radhika Apte

42.8

Television

Male



Sonu Nigam

30.0

Female



Sai Tamhankar

36.7

Couple



Virat Kohli & Anushka Sharma

51.3

Sports

Male



MS Dhoni

60.4

Female



Shafali Verma

54.8

India's Most GLAMOROUS



Bollywood

Male



Ranbir Kapoor

52.4

Female



Priyanka Chopra

57.7

Television

Male



Rannvijay Singh

51.1

Female



Shilpa Shetty

49.5

Sports

Male



Virat Kohli

65.9

Female



Sania Mirza

54.7

Couple



Virat Kohli & Anushka Sharma

58.4



44.9

Ranbir Kapoor

India's No.1 HEART-THROB

Male



Ranveer Singh

40.3

Male



Siddharth Chandekar

25.3

Male



Rahul Chaudhari

44.7

Female



Alia Bhatt

35.0

Female



Priya Bapat

30.0

Female

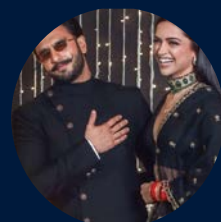


Smriti Mandhana

29.3

Sports

Couple



Ranveer Singh &
Deepika Padukone

42.3

Bollywood

Television



50.9
Akshay Kumar
India's Most MACH

Bollywood



Ranveer Singh

49.8

Television



Manish Paul

22.7

Sports



Hardik Pandya

43.5

India's Most SEDUCTIVE



Radhika Apte

35.9

Bollywood



Katrina Kaif

34.1

Television



Sai Tamhankar

27.7

Sports



Smriti Mandhana

30.3

India's
Most

SEXY



Priyanka Chopra

56.6

Male



Ranbir Kapoor

48.0

Male



Siddharth Chandekar

47.0

Male



K.L. Rahul

43.0

Female



Katrina Kaif

54.6

Female



Sai Tamhankar

46.0

Female



Jemimah Rodrigues

47.1

Couple



Ranveer Singh &
Deepika Padukone

55.0

Bollywood

Television

Sports

India's Most

IN

TO

DO

OF

THE



Ajay Devgn

60.3

Bollywood

Male



Akshay Kumar

57.7

Female



Kangana Ranaut

29.3

Television

Male



Rannvijay Singha

34.6

Female



Sai Tamhankar

26.7

Sports

Male



Virat Kohli

53.0

Female



Deepti Sharma

49.8

Couple



Virat Kohli & Anushka Sharma

29.9



Pankaj Tripathi

52.6

India's Most

HUMOROUS

Male



Akshay Kumar

50.9

Male



Kapil Sharma

42.8

Male



Yuzvendra Chahal

46.0

Female



Deepika Padukone

41.8

Female



Bharti Singh

28.1

Female



Poonam Yadav

45.1

Couple



Ranveer Singh & Deepika Padukone

51.7

Bollywood

Television

Sports

India's Most



Ranveer Singh

53.6

Male



Ranbir Kapoor

48.0

Female



Alia Bhatt

54.6

Male



Sunil Grover

47.0

Female



Sai Tamhankar

46.0

Male



M. S. Dhoni

43.0

Female



Sania Mirza

47.1

Couple



Virat Kohli &
Anushka Sharma

55.0

Bollywood

Television

Sports

Amitabh Bachchan

64.5



Bollywood

Male



Salman Khan

48.3

Female



Priyanka Chopra

50.0

Television

Male



A. R. Rahman

42.3

Female



Kajol

32.2

Sports

Male



M. S. Dhoni

59.7

Female



Mithali Raj

52.6

Couple



Virat Kohli & Anushka Sharma

37.9

India's Most
PREFERRED
CELEBRITIES

India's Most FUNNY



Varun Dhawan
56.7

Bollywood

Male



Ranveer Singh
56.6

Female



Alia Bhatt
51.7

Television

Male



Sunil Grover
41.3

Female



Bharti Singh
42.6

Couple



Ranveer Singh & Deepika Padukone
60.3

Sports

Male



Hardik Pandya
54.1

Female



Poonam Yadav
34.9

Amitabh Bachchan

63.5



India's Most

INTELLIGENT

Male



Aamir Khan

53.7

Male



Kapil Sharma

33.1

Male



Virat Kohli

55.4

Female



Deepika Padukone

53.1

Female



Harshdeep Kaur

32.7

Female



P. V. Sinhu

33.3

Sports

Couple



Virat Kohli &
Anushka Sharma

42.6

Bollywood

Television



M.S. Dhoni

59.7

Bollywood

Male



Ayushmann
Khurrana

42.9

Female



Deepika
Padukone

45.2

Television

Male



A. R. Rahman

40.3

Female



Bharti Singh

35.3

Sports

Male



Virat Kohli

52.7

Female



Smriti Mandhana

31.0

Couple



Ranveer Singh & Deepika Padukone

37.9

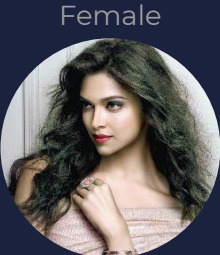


India's Most **DOWN-TO-EARTH**

Bollywood



Pankaj Tripathi
51.6



Deepika Padukone
43.8

Television



A. R. Rahman
42.3

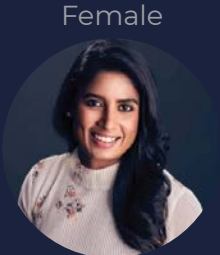


Bharti Singh
35.3

Sports



Sunil Chhetri
47.5



Mithali Raj
49.8

Couple



Ranveer Singh &
Deepika Padukone
44.3

Akshay Kumar

64.5

India's
Most
STR



ONG

Male



Ajay Devgn

53.1

Male



Zakir Khan

56.3

Male



Baichung Bhutia

56.2

Female



Deepika Padukone

50.0

Female



Bharti Singh

37.7

Female



Saina Nehwal

49.7

Bollywood

Television

Sports

Couple



Virat Kohli &
Anushka Sharma

49.7



Saina Nehwal

69.0

India's Most

Bollywood

Male



Anil Kapoor

57.6

Female



Nushrat Bharucha

58.0

Television

Male



Zakir Khan

59.3

Female



Surbhi Chandna

61.7

Sports

Male



Sachin Tendulkar

66.3

Female



Harmanpreet kaur

66.4

Couple



Virat Kohli & Anushka Sharma

55.0

Shubman Gill

50.0

India's Most
**CARE
FREE**



Male



Ranveer Singh

41.7

Female



Deepika Padukone

34.8

Male



Kapil Sharma

29.2

Female



Bharti Singh

27.8

Male



Hardik Pandya

46.9

Female



Shafali Verma

41.7

Sports

Couple



Ranveer Singh &
Deepika Padukone

41.3

Bollywood

Television

India's Most DISINACTIVE



Nawazuddin Siddiqui

47.8

Bollywood

Male



Ayushmann Khurrana

37.2

Female



Priyanka Chopra

40.9

Television

Male



Zakir Khan

27.0

Female



Richa Sharma

29.7

Sports

Male



Sachin Tendulkar

51.0

Female



Sania Mirza

45.0

Couple



Virat Kohli & Anushka Sharma

42.3

India's
Most

RICH



Amitabh Bachchan

66.9

Male



Salman Khan

57.0

Male



Sonu Nigam

33.3

Male



Virat Kohli

63.5

Bollywood

Television

Sports

Couple

Female



Priyanka Chopra

57.3

Female



Shilpa Shetty
Kundra

41.2

Female



Jemimah Rodrigues

54.2



Virat Kohli &
Anushka Sharma

53.7

India's Most HONEST



Amitabh Bachchan

61.5

Male



Nawazuddin Siddiqui

50.9

Female



Radhika Apte

47.2

Male



Sonu Nigam

37.0

Female



Bharti Singh

34.5

Male



M.S. Dhoni

59.7

Female



Mithali Raj

51.6

Couple



Ranveer Singh &
Deepika Padukone

52.7

Bollywood

Television

Sports

Sachin Tendulkar

60.7

India's Most

GOOD
VALUE



Male



Amitabh Bachchan

59.9

Male



A. R. Rahman

51.7

Male



Rohit Shama

53.2

Female



Deepika Padukone

49.3

Female



Richa Sharma

41.0

Female



Saina Nehwal

51.3

Sports

Couple



Ranveer Singh &
Deepika Padukone

44.0

Bollywood

Television

India's Most FRIENDLY

MS Dhoni

60.7



Bollywood

Male



Amitabh Bachchan

55.9

Female



Alia Bhatt

50.3

Television

Male



Dharmesh Yelande

34.3

Female



Bharti Singh

36.8

Couple



Ranveer Singh & Deepika Padukone

56.3

Sports

Male



Rohit Sharma

51.5

Female



Radha Yadav

33.2

Virat Kohli

56.4



India's Most

FEARLESS

Male



Nawazuddin Siddiqui

49.1

Female



Radhika Apte

44.1

Male



Sonu Nigam

33.7

Female



Harshdeep Kaur

33.0

Male



Shubman Gill

51.3

Female



Sania Mirza

51.3

Couple



Virat Kohli &
Anushka Sharma

40.3

Bollywood

Television

Sports



Vikrant Massey
59.0

Bollywood

Male



Ayushmann Khurrana

54.1

Female



Deepika Padukone

51.0

Television

Male



Dharmesh Yelande

53.7

Female



Mouni Roy

58.3

Sports

Male



Jasprit Bumrah

56.7

Female



Sania Mirza

49.7

Couple



Virat Kohli & Anushka Sharma

46.0

India's Most AUTHENTIC

MS Dhoni

59.1



Bollywood



Amitabh Bachchan

57.5

Television



A. R. Rahman

35.0

Sports



Baichung Bhutia

50.7

Couple



Virat Kohli &
Anushka Sharma

37.6



Radhika Apte

40.7



Mouni Roy

45.7



Mithali Raj

50.9

India's Most CHARMING

Virat Kohli

58.8



Bollywood

Male



Akshay Kumar

52.2

Female



Deepika Padukone

53.4

Television

Male



Swvapnil Joshi

34.0

Female



Shilpa Shetty

38.4

Couple



Ranveer Singh & Deepika Padukone

53.0

Sports

Male



Rohit Sharma

49.5

Female



Mithali Raj

45.0

BOLLYWOOD

Alia Bhatt
Akshay Kumar
Sushant Singh Rajput
Ranbir Kapoor
Ranveer Singh
Amitabh Bachchan
Salman Khan
Aamir Khan
Ayushmann Khurrana
Ajay Devgn
Nawazuddin Siddiqui
Shah Rukh Khan
Varun Dhawan
Vicky Kaushal
Kartik Aaryan
Pankaj Tripathi
Rajkummar Rao
Shahid Kapoor
Radhika Apte
Deepika Padukone
Kartrina Kaif
Priyanka Chopra
Sanjay Dutt
Aishwarya Rai
Hrithik Roshan
Kangana Ranaut
Shidharth Malhotra
Saif Ali Khan
Farhan Akhtar
John Abraham

Anil Kapoor
Taapsee Pannu
Aditya Roy Kapur
Sonam Kapoor
Dulquer Salmaan
Kunal Khemu
Shobhita Dhulipala
Anushka Sharma
Shraddha Kapoor
Sara Ali Khan
Janhvi Kapoor
Disha Patani
Kriti Sanon
Parineeti Chopra
Vidya Balan
Sonakshi Sinha
Kareena Kapoor
Karisma Kapoor
Vikrant Massey
Kalki Koechlin
Remo D'Souza
Sushmita Sen
Ananya Pandey
Rana Duggabatti
Prabhas
Tiger Shroff
Ishaan Khattar
Vidyut Jammwal
Jacqueline Fernandez
Kiara Advani
Rakul Preet Singh

Shruti Haasan
Tabu
Madhuri Dixit
Nushrat Bharucha
Sanya Malhotra
Arjun Kapoor
TELEVISION
Swapnil Joshi
Subodh Bhave
Riteish Deshmukh
Amey Wagh
Siddharth Chandekar
Priya Bapat
Sai Tamhankar
Siddharth Yadav
Ankush Chaudhary
Raghav Juyal
Shakti Mohan
Punit Pathak
Dharmesh
Sugandha Mishra
Bharti Singh
Krishna Abhishek
Adnan Sami
Harshdeep Kaur
Sanket Bhosle
Armaan Malik
Amaal Malik
Ravi Dubey
Manish Paul
Aparshakti Khurana

Karan Wahi
Karan Tacker
Meiyang Chang
Ritwik Dhanjani
Shilpa Shetty
Geeta Kapur
Marzi Pestonji
Terence Lewis
Bosco Caesar
Shashank Khaitan
Anurag Basu
Rohit Shetty
Karan Johar
Farah Khan
Kirron Kher
Malaika Arora
Tushar Kalia
Diljit Dosanjh
Monali Thakur
Neeti Mohan
Shankar Mahadevan
Aditya Narayan
Sonu Nigam
Vishal Dadlani
Shekhar Ravjiani
Baba Ramdev
Kajol
Richa Sharma
Shaan
Arijit Singh
Badshah

Sunidhi Chauhan
Zakir Khan
Gajraj Rao
A. R. Rahman
Sunil Grover
Kapil Sharma
Hina Khan
Mouni Roy
Surbhi Chandna
Mona Singh
Divyanka Tripathi
Rannvijay Singh
Anup Soni
Sushant Singh Rajput

CRICKET

Rishabh Pant
Hardik Pandya
Virat Kohli
MS Dhoni
Rohit Sharma
Mithali Raj
Harmanpreet Kaur
Smriti Mandhana
Sourav Ganguly
Sachin Tendulkar
Jasprit Bumrah
Prithvi Shaw
Ravindra Jadeja
Shikhar Dhawan
KL Rahul
Shubhman Gill

Kuldeep Yadav
Yuzvendra Chahal
R. Ashwin
Bhuvaneshwar Kumar
Dinesh Karthik
Ajinkya Rahane
Jemimah Rodrigues

FOOTBALL

Sunil Chhetri
Baichung Bhutia
Sandesh Jhingan
Udanta Singh

KABADDI

Rahul Chaudhary
Siddharth Desai
Ajay Thakur
Pardeep Narwal
Pawan Sehrawat

SPORTS

P. V. Sindu
Saina Nehwal
Shrikanth Kidambi
Sania Mirza

Mary Kom

COUPLES

Virat & Anushka
Deepika & Ranveer
Ranbir & Alia
Akshay & Twinkle
Saif & Kareena
Abhishek & Aishwarya
Gauri & SRK



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Mumbai 400018.

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