

TOP CELEBRITY ENDORSERS AND THEIR CURRENT FEES

Cinestar Amitabh Bachchan has been roped in by Doordarshan's Kisan Channel for ₹6.31 crore, according to a report in *The Hindu*. The campaign, the report said, will run on TV, Internet and cinema platforms till April 30, 2016. Though this is said to be the most expensive endorsement ever by the actor, he will still be in the sixth position in the list of top Bollywood celebrity endorsers for a single brand. Here are a few Bollywood stars who are ahead of him.



₹20 crore
Aamir Khan



₹17.5-20 cr
Shah Rukh Khan



₹15-18 cr
Salman Khan



₹12-14 cr
Ranbir Kapoor



₹8-10 cr
Akshay Kumar



₹6.5 cr
Amitabh Bachchan

Source: Industry estimates