

india monthly social scorecard october 2025

what's the buzz?

On 30 October 2025, India defeated Australia in the semi-final of the Women's Cricket World Cup, and the hashtag #TEAMINDIA generated a total of 12.9 million engagements across Facebook, X and Instagram worldwide.

Source: Comscore Social, Content Pulse, hashtag is #TEAMINDIA, 30 October 2025.

audience



382,021,688

UVS

Source: Comscore MMX Multi-Platform, Desktop & Mobile, Total audience, India, October, 2025. Deduplicated audience, desktop & mobile (includes smartphones and tablets).

rankings

top 5 indian brands by engagement

#	brands	total actions
1	Indian Cricket Team	175,345,263
2	InstantBollywood	99,863,715
3	Royal Challengers Bangalore	98,185,641
4	Star Sports	66,981,446
5	Chennai Super Kings	53,008,378

Source: Comscore Social, Power Rankings, Industries: IN*Influencers, max. 5000, Platforms: Facebook, Instagram and X, October, 2025.

top 5 indian influencers by engagement

#	influencer	total actions
1	PM Narendra Modi	53,187,425
2	Rashmika Mandanna	21,879,343
3	BeerBiceps	20,009,517
4	Priyanka Chopra	17,413,308
5	Shraddha Kapoor	17,198,886

Source: Comscore Social, Power Rankings, Industries: IN*Influencers, max. 5000, Platforms: Facebook, Instagram and X, October, 2025.

category of the month: sports

top 5 indian sports brands by engagement

#	brands	total actions
1	Indian Cricket Team	175,345,263
2	Royal Challengers Bangalore	98,185,641
3	Star Sports	66,981,446
4	Chennai Super Kings	53,008,378
5	Mumbai Indians	30,343,702

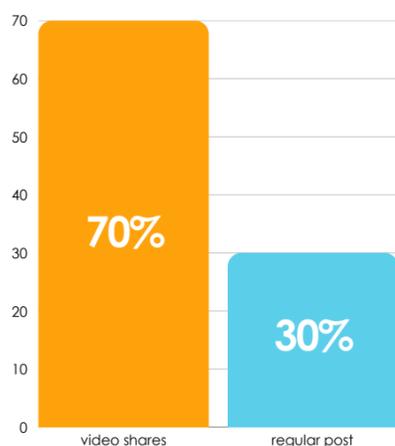
Source: Comscore Social, Power Rankings, Industries: IN*All, Sports, max. 5000, Platforms: Facebook, Instagram and X, October, 2025.

top 5 indian sports influencers by engagement

#	influencer	total actions
1	Shubman Gill	14,475,152
2	Abhishek Sharma	11,682,245
3	Jemimah Jessica Rodrigues	11,588,424
4	Shikhar Dhawan	9,026,279
5	KL Rahul	9,017,235

Source: Comscore Social, Power Rankings, Industries: IN*Influencers, Sports, max. 5000, Platforms: Facebook, Instagram and X, October, 2025.

format by shares



Source: Comscore Social, Metrics & Trends, Industries: IN*ALL and IN-Influencers, Platforms: Facebook, October, 2025.

more than just words: diwali

- #diwali
- happy
- love
- #diwali2025

Source: Comscore Social, Emoji & Keyword & Hashtag cloud widgets, Industries: IN*ALL and IN-Influencers, content contains "Diwali", Platforms: Facebook, Instagram and X, October, 2025.

unique visitors (UVs)

the estimated number of unique individuals who visited any content from a website, category, channel or app during the selected reporting period, on any platform (desktop, smartphone or tablet).

total actions

the total number of interactions (shares, comments, reposts, favourites, likes) received by the specified content during the defined time period on the selection social media platforms.

access the **COMSCORE** weekly india social scorecard



top: posts, sponsors, brands, sponsored, influencers, emojis, keywords/hashtags

powered by:

