

# india monthly social scorecard december 2025

## what's the buzz?

On 4 December 2025, Dilwale Dulhania Le Jayenge marked its 30th anniversary by becoming the first Indian film honoured with a bronze statue in Leicester Square, London. That day, the hashtag #30YearsofDDLJ generated 3.2 million social actions across brand, media and influencer content.

Source: Comscore Social, Content Pulse, hashtag is #30yearsofDDLJ, Platforms: Facebook, Instagram and X, 4 December 2025.

## audience



# 382,950,500

UVS

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

## rankings

### top 5 indian brands by engagement

#	brands	total actions
1	Indian Cricket Team	168,499,416
2	InstantBollywood	157,592,217
3	Royal Challengers Bangalore	141,139,698
4	Aaj Tak	124,832,681
5	RVCJ Media	113,640,765

Source: Comscore Social, Power Rankings, Industries: IN\*All, Platforms: Facebook, Instagram and X, December, 2025.

### top 5 indian influencers by engagement

#	influencer	total actions
1	PM Narendra Modi	66,814,557
2	Kartik Aaryan	31,725,079
3	Rohit Sharma	22,570,816
4	Hrithik Roshan	20,268,823
5	Virat Kohli	19,193,350

Source: Comscore Social, Power Rankings, Industries: IN-Influencers, Platforms: Facebook, Instagram and X, December, 2025.

## category of the month: automotive

### top 5 indian automotive brands by engagement

#	brands	total actions
1	Gaadiwaadi	2,976,077
2	Autocar India	1,286,787
3	Royal Enfield India	533,339
4	JK Tyre	400,385
5	Morris Garages India	360,414

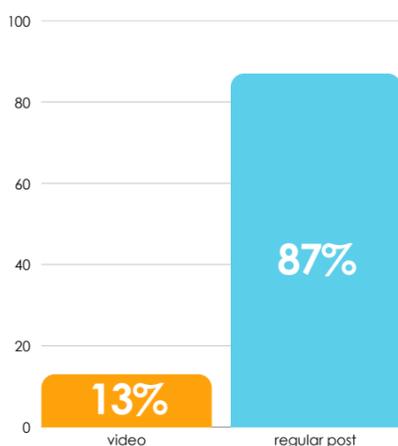
Source: Comscore Social, Power Rankings, Industries: IN\*Automotive, Platforms: Facebook, Instagram and X, December 2025.

### top 5 indian automotive influencers by engagement

#	influencer	total actions
1	Anjali Vishwakarma	3,896,055
2	Arun Smoki	3,269,617
3	Plus Drive   Dhruv Chaudhary	1,127,198
4	Faisal Khan	702,815
5	Priyanka Kochhar	444,477

Source: Comscore Social, Power Rankings, Industries: IN-Influencers-Automotive, Platforms: Facebook, Instagram and X, December, 2025.

## format by comments



Source: Comscore Social, Metrics & Trends, Industries: IN\*All and IN-Influencers, Platforms: Facebook, December, 2025.

## more than just words: lionel messi's g.o.a.t. india tour

- messi
- #goatindiatour
- #lionelmessi
- lionel

Source: Comscore Social, Emoji & Keyword & Hashtag cloud widgets, Industries: IN\*All and IN-Influencers, content contains "G.O.A.T. India Tour" or "GOATIndiaTour", Platforms: Facebook, Instagram and X, December, 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 (reactions, shares, comments, reposts, favourites, likes) received by the specified entity 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:

