

india monthly social scorecard november 2025

what's the buzz?

The passing of cinema legend Dharmendra generated 67.1 million total actions across social related content from media, brands and influencers worldwide.

Source: Comscore Social, Content Pulse, content contains "Dharmendra", Platforms: Facebook, Instagram and X, 24-30 November, 2025.

engagement



+8%
total actions m-o-m change

Source: Comscore Social, Metrics & Trends, Industries: IN*All and IN-Influencers, Platforms: Facebook, Instagram and X, October vs November, 2025.

rankings

top 5 indian brands by engagement

#	brands	total actions
1	Royal Challengers Bangalore	156,647,945
2	InstantBollywood	146,565,120
3	Aaj Tak	138,328,636
4	Indian Cricket Team	136,276,905
5	Chennai Super Kings	116,695,985

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

top 5 indian influencers by engagement

#	influencer	total actions
1	PM Narendra Modi	94,279,749
2	Pallav Paliwal	31,509,546
3	Asaduddin Owaisi	25,537,109
4	Jemimah Jessica Rodrigues	22,983,576
5	Rohit Sharma	19,635,180

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

category of the month: entertainment

top 5 indian entertainment brands by engagement

#	brands	total actions
1	InstantBollywood	146,565,120
2	RVCJ Media	113,760,875
3	Filmy Gyan	83,342,530
4	Colors Kannada	75,155,850
5	Viral Bhayani	66,435,498

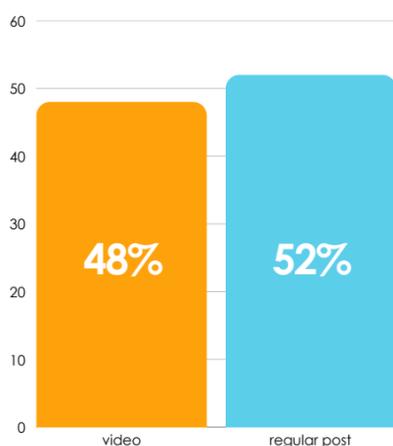
Source: Comscore Social, Power Rankings, Industries: IN*Media & Entertainment - Entertainment selection, max. 5000, Platforms: Facebook, Instagram and X, November, 2025.

top 5 indian entertainment influencers by engagement

#	influencer	total actions
1	Pallav Paliwal	31,509,546
2	Priyanka Chopra	19,240,906
3	Salman Khan	18,854,677
4	Shehnaaz Gill	17,107,887
5	Kartik Aaryan	13,479,043

Source: Comscore Social, Power Rankings, Industries: IN-Influencers - Entertainment selection, max. 5000, Platforms: Facebook, Instagram and X, November, 2025.

format by comments



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

more than just words: singles' day

#singlesday ✨
mac 😊
single 💖
singles' 🛒

Source: Comscore Social, Emoji & Keyword & Hashtag cloud widgets, Industries: IN*All and IN-Influencers, content contains "Singles day" or "Singlesday", Platforms: Facebook, Instagram and X, November, 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 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:

