

india monthly social scorecard january 2026

what's the buzz?

References to the Air Quality Index, using the acronym AQI, generated 1.4 million total actions across related social content from Indian media, brands and influencers.

Source: Comscore Social, Content Pulse, Industries: IN*All and IN-Influencers, content contains "AQI", max. 5000, Platforms: Facebook, Instagram and X, January, 2026.

audience



382,950,500

UVS

Source: Comscore MMX Multi-Platform, Desktop & Mobile, Total audience, Platforms: Facebook, Instagram and X, India, January, 2026. Deduplicated audience, desktop & mobile (includes smartphones and tablets).

rankings

top 5 indian brands by engagement

#	brands	total actions
1	Royal Challengers Bangalore	173,382,375
2	InstantBollywood	169,854,823
3	Indian Cricket Team	131,378,596
4	Aaj Tak	116,988,805
5	RVCJ Media	99,241,997

Source: Comscore Social, Power Rankings, Industries: IN*All, Platforms: Facebook, Instagram and X, January, 2026.

top 5 indian influencers by engagement

#	influencer	total actions
1	PM Narendra Modi	71,324,137
2	Virat Kohli	26,524,280
3	Asaduddin Owaisi	17,716,048
4	Elvish Yadav	13,646,437
5	Imtiaz Jaleel	13,193,922

Source: Comscore Social, Power Rankings, Industries: IN-Influencers, Platforms: Facebook, Instagram and X, January, 2026.

category of the month: health

top 5 indian health brands by engagement

#	brands	total actions
1	Tiger Balm India	191,224
2	Health Wealth	134,100
3	FITTR	25,160
4	NetMeds	21,110
5	Cult	12,806

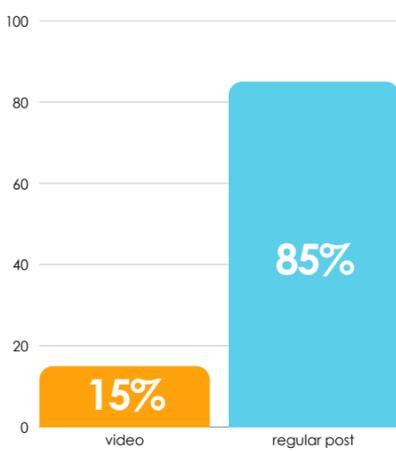
Source: Comscore Social, Power Rankings, Industries: IN*Health, Platforms: Facebook, Instagram and X, January, 2026.

top 5 indian health influencers by engagement

#	influencer	total actions
1	Dr Don	1,191,400
2	Dr Santhosh Jacob	803,068
3	Health Knowledge India Sahil Chadha	709,750
4	Hidayatullah Khan	459,297
5	Dr Priyanka Reddy	317,598

Source: Comscore Social, Power Rankings, Industries: IN-Influencers-Health, Platforms: Facebook, Instagram and X, January, 2026.

format by engagement



Source: Comscore Social, Metrics & Trends, Industries: IN*All and IN-Influencers, Platform: Facebook, January, 2026.

more than just words: republic day

#republicday	
गणतंत्र	
दिवस	
India	

Source: Comscore Social, Emoji & Keyword & Hashtag cloud widgets, Industries: IN*All and IN-Influencers, content contains "Republic Day" or "RepublicDay", Platforms: Facebook, Instagram and X, January, 2026.

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 (replies, shares, comments, reposts, favourites, likes) received by the specified content during the defined time period on the selected social media platforms.

access the **COMSCORE** weekly india social scorecard



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

powered by:

