

india monthly social scorecard february 2026

what's the buzz?

Social content mentioning the AI Summit generated a total of 6.2 million actions across Indian media, brands, and influencers.

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

audience



418,490,750

UVS

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

rankings

top 5 indian brands by engagement

#	brands	total actions
1	InstantBollywood	187,134,636
2	Royal Challengers Bangalore	123,828,816
3	Aaj Tak	105,146,822
4	RVCJ Media	92,146,945
5	Indian Cricket Team	89,948,281

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

top 5 indian influencers by engagement

#	influencer	total actions
1	PM Narendra Modi	63,159,225
2	Rashmika Mandanna	38,275,400
3	Pallav Paliwal	21,128,412
4	Rohit Sharma	18,466,012
5	Raghav Chadha	18,042,681

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

category of the month: technology

top 5 indian technology brands by engagement

#	brands	total actions
1	Philips India	67,455
2	Lenovo India	9,207
3	VIVO Mobile India	9,137
4	91mobiles Hindi	6,857
5	Microsoft India	5,739

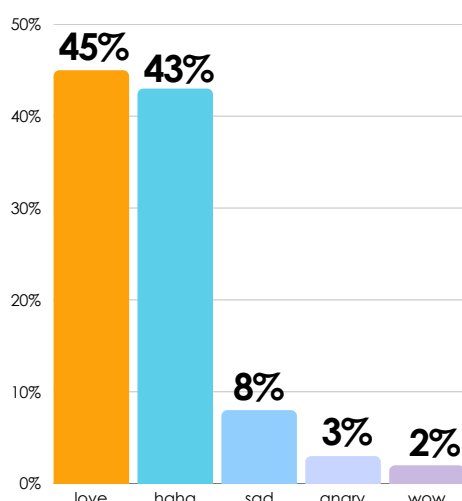
Source: Comscore Social, Power Rankings, Industries: IN*Technology, Platforms: Facebook, Instagram and X, February, 2026.

top 5 indian technology influencers by engagement

#	influencer	total actions
1	Manoj Saru	2,211,656
2	Trackin Tech	612,027
3	Tech Burner	399,501
4	Techno Ruhez	318,465
5	Rajiv Makhni	101,451

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

engagement by reaction type



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

more than just words: maha shivaratri

- #mahashivaratri 🙏
- #lordshiva 🪄
- shiva 🌀
- temple ✨

Source: Comscore Social, Emoji & Keyword & Hashtag cloud widgets, Industries: IN*All and IN-Influencers, content contains "Maha Shivaratri" or "MahaShivaratri", Platforms: Facebook, Instagram and X, February, 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 (reactions, shares, comments, reposts, favourites, likes) received by the 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:

