

# india monthly social scorecard march 2026

## what's the buzz?

References to the T20 World Cup, where India secured the victory, generated 409.3 million total actions across social content from Indian media, brands and influencers.

Source: Comscore Social, Content Pulse, Industries: IN\*All and IN-Influencers, content contains "T20 World Cup" or "T20WorldCup", max. 5000, Platforms: Facebook, Instagram and X, March, 2026.

## audience



# 427,957,906

UVS

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

## rankings

### top 5 indian brands by engagement

#	brands	total actions
1	Chennai Super Kings	269,914,612
2	InstantBollywood	250,597,294
3	Royal Challengers Bangalore	243,342,373
4	Aaj Tak	149,173,321
5	Indian Cricket Team	126,676,557

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

### top 5 indian influencers by engagement

#	influencer	total actions
1	Sanju Samson	66,304,388
2	Raghav Chadha	66,110,190
3	Rashmika Mandanna	54,269,820
4	Arshdeep Singh	46,085,962
5	PM Narendra Modi	44,202,433

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

## category of the month: finance

### top 5 indian finance brands by engagement

#	brands	total actions
1	Kotak Life Insurance	1,752,969
2	State Bank of India	1,584,148
3	Bandhan Bank	968,403
4	Axis Bank	508,832
5	Tata Capital	435,692

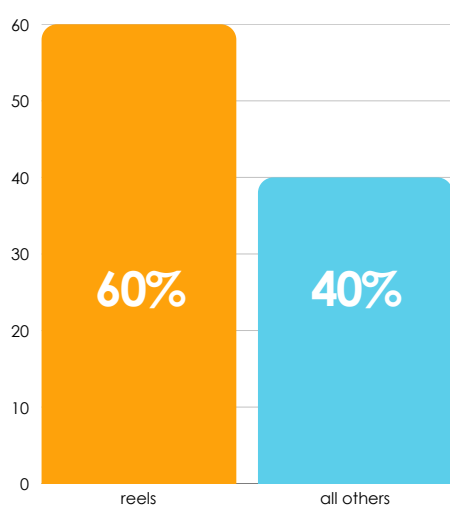
Source: Comscore Social, Power Rankings, Industries: IN\*Finance, Platforms: Facebook, Instagram and X, March, 2026.

### top 5 indian finance influencers by engagement

#	influencer	total actions
1	Atiksha Rathi	5,569,661
2	Manveer Singh	1,952,818
3	Abhishek Kar	1,936,674
4	Sarthak Ahuja	1,471,280
5	Manish Kumar	1,120,792

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

### format by engagement



Source: Comscore Social, Metrics & Trends, Industries: IN\*All and IN-Influencers, Platform: Instagram, March, 2026.

### more than just words: holi

#holi  
happy  
होली  
celebration

Source: Comscore Social, Emoji & Keyword & Hashtag cloud widgets, Industries: IN\*All and IN-Influencers, content contains "Holi", Platforms: Facebook, Instagram and X, March, 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 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:

