

india monthly social scorecard april 2026

what's the buzz?

The hashtag #KhelBindaas was linked to the conversation around the Indian Premier League and generated 333 million total actions across the league's official social handle.

Source: Comscore Social, Content Pulse, Brand: IPL - Indian Premier League, content hashtag is #KhelBindaas, max. 5000, Platforms: Facebook, Instagram and X, April, 2026.

audience



424,500,031

UVS

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

rankings

top 5 indian brands by engagement

#	brands	total actions
1	Royal Challengers Bangalore	355,727,209
2	IPL - Indian Premier League	292,867,118
3	Chennai Super Kings	261,883,208
4	InstantBollywood	205,039,583
5	Star Sports	133,004,747

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

top 5 indian influencers by engagement

#	influencer	total actions
1	PM Narendra Modi	89,695,625
2	Rohit Sharma	25,785,948
3	Raghav Chadha	23,491,131
4	Pallav Paliwal	22,302,583
5	BeerBiceps	20,149,261

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

category of the month: travel

top 5 indian travel brands by engagement

#	brands	total actions
1	Kerala Tourism	187,153
2	Rapido Bike	129,596
3	Club Mahindra	129,076
4	Indian Railways	127,768
5	Hopper	90,610

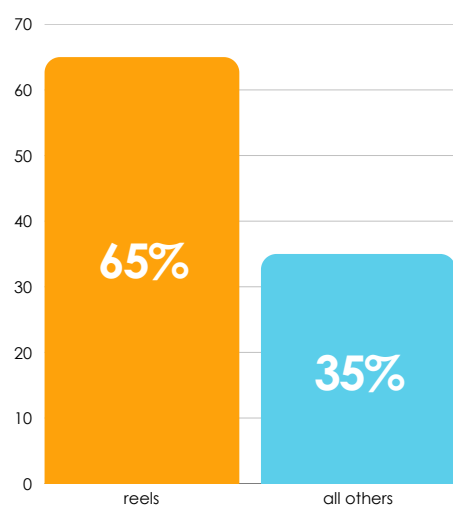
Source: Comscore Social, Power Rankings, Industries: IN*Travel & Leisure, Platforms: Facebook, Instagram and X, April, 2026.

top 5 indian travel influencers by engagement

#	influencer	total actions
1	Isa Khan	10,503,591
2	Brinda Sharma	1,683,398
3	Tanya Khanijow	987,431
4	Apoorva Rao	755,385
5	Aakanksha Monga	543,498

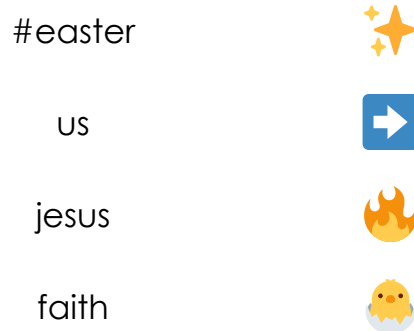
Source: Comscore Social, Power Rankings, Industries: IN-Influencers-Travel, Platforms: Facebook, Instagram and X, April, 2026.

format by comments



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

more than just words: easter



Source: Comscore Social, Emoji & Keyword & Hashtag cloud widgets, Industries: IN*All and IN-Influencers, content contains "Easter", Platforms: Facebook, Instagram and X, April, 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 selection social media platforms.

access the **COMSCORE** weekly india social scorecard



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

powered by:

