

india monthly social scorecard june 2026

what’s the buzz?

#PlayBold, the official slogan of the Royal Challengers Bengaluru cricket team, was the most frequently used hashtag in June 2026 across content published by Indian brands, media and influencers.

Source: Comscore Social, Keyword & Hashtag cloud widgets, Industries: IN\*All and IN-Influencers, Platforms: Facebook, Instagram and X, June 2026.

audience



440,567,094  
UVS

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

rankings

top 5 indian brands by engagement

| # | brands                      | total actions |
|---|-----------------------------|---------------|
| 1 | InstantBollywood            | 230,188,401   |
| 2 | Royal Challengers Bangalore | 221,963,683   |
| 3 | Indian Cricket Team         | 161,466,618   |
| 4 | Aaj Tak                     | 111,913,631   |
| 5 | Polimer News                | 91,581,401    |

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

top 5 indian influencers by engagement

| # | influencer       | total actions |
|---|------------------|---------------|
| 1 | PM Narendra Modi | 76,255,788    |
| 2 | Virat Kohli      | 40,097,328    |
| 3 | Pallav Paliwal   | 23,381,961    |
| 4 | Shubman Gill     | 19,832,369    |
| 5 | Rohit Sharma     | 15,612,338    |

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

category of the month: food & beverage

top 5 indian food & beverage brands by engagement

| # | brands          | total actions |
|---|-----------------|---------------|
| 1 | Taco Bell India | 1,199,850     |
| 2 | Amul            | 671,085       |
| 3 | Swiggy          | 495,887       |
| 4 | Nandini         | 377,334       |
| 5 | KFC             | 367,067       |

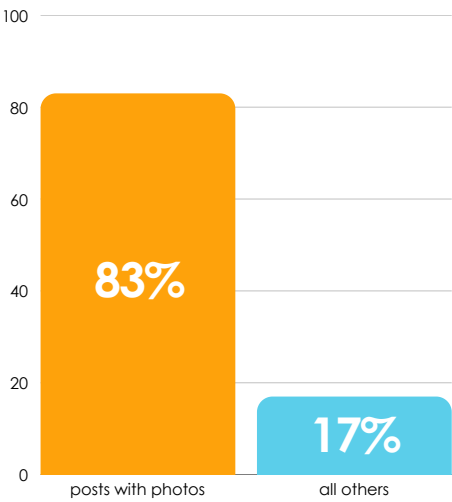
Source: Comscore Social, Power Rankings, Industries: IN-Consumer Goods - Food & Grocery, Platforms: Facebook, Instagram and X, June 2026.

top 5 indian food & beverage influencers by engagement

| # | influencer                | total actions |
|---|---------------------------|---------------|
| 1 | Foodies Findings          | 3,293,721     |
| 2 | BharatzKitchen            | 2,499,592     |
| 3 | Peppa Foodie (Ganesh Ram) | 1,255,145     |
| 4 | Saransh Goila             | 671,207       |
| 5 | India Eat Mania           | 652,049       |

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

format by engagement



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

more than just words:  
international yoga day

international

#yogaday

#internationalyogaday

योग

Source: Comscore Social, Emoji & Keyword & Hashtag cloud widgets, Industries: IN\*All and IN-Influencers, content contains "Yoga day" or "Yogaday", Platforms: Facebook, Instagram and X, June 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 entity 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:

