

india monthly social scorecard august 2026

what's the buzz?

The hashtag #IndependenceDay was linked to the conversation around The Independence Day and generated 42,666,094 million. total actions across the India.

Source: Comscore Social, Content Pulse, IN*All and IN-Influencers content hashtag is #IndependenceDay, max. 5000, Platforms: Facebook, Instagram and X, August, 2026.

audience



441,789,000
UVS

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

rankings

top 5 indian brands by engagement

#	brands	total actions
1	InstantBollywood	218,198,867
2	Aaj Tak (IN)	122,024,091
3	Polimer News (IN)	87,028,929
4	ZEE TV (IN)	81,699,106
5	Royal Challengers Bangalore (IN)	75,217,212

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

top 5 indian influencers by engagement

#	influencer	total actions
1	PM Narendra Modi	96,378,002
2	Rahul Gandhi	42,649,505
3	Pallav Paliwal	20,443,510
4	Rohit Sharma	17,519,908
5	Mahesh Videojournalist	16,006,217

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

category of the month: video games

top 5 indian video game brands by engagement

#	brands	total actions
1	Unity Technologies	31,112
2	NODWIN Gaming	9,962
3	JetSynthesys	5,056
4	Lakshya Digital	2,647
5	Digital Domain	1,503

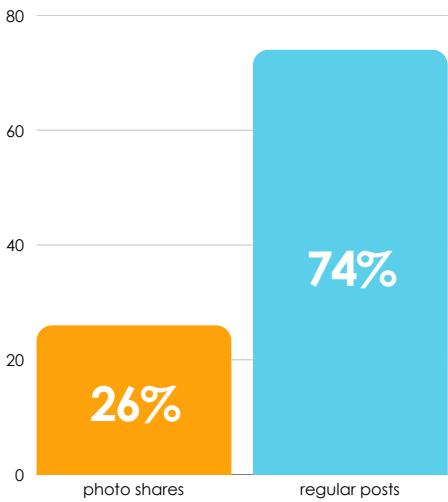
Source: Comscore Social, Power Rankings, Industries: IN-Video Gmaes, Platforms: Facebook, Instagram and X, August, 2026.

top 5 indian video game influencers by engagement

#	influencer	total actions
1	Payal Gaming - Payal Dhare	5,704,723
2	Triggered Insaan - Nischay Malhan	5,400,714
3	Total Gaming	4,240,278
4	Pankaj Kumar Sahoo - Shadow Shooter	3,784,934
5	CarryMinati	2,881,170

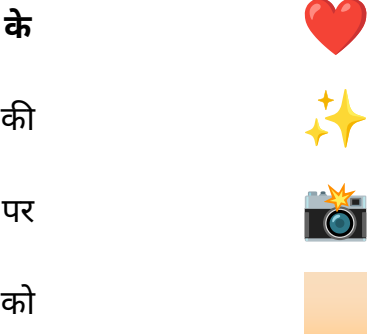
Source: Comscore Social, Power Rankings, Industries: IN-Influencers-Gameing, Platforms: Facebook, Instagram and X, August, 2026.

format by engagement



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

more than just words:
raksha bandan



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

