

india monthly social scorecard july 2026

what's the buzz?

The hashtag #FIFAWorldCup2026 was linked to the conversation around the FIFA WorldCup 2026 and generated 20.629 million. total actions across the league's official social handle.

Source: Comscore Social, Content Pulse, IN*All and IN-Influencers content hashtag is #FIFAWorldCup2026, max. 5000, Platforms: Facebook, Instagram and X, July, 2026.

audience



435,655,781
UVS

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

rankings

top 5 indian brands by engagement

#	brands	total actions
1	Colors Kannada	63,325,423
2	Star Sports	57,340,072
3	Zee TV	46,474,286
4	Sun News Tamil	38,829,058
5	NDTV India	35,723,918

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

top 5 indian influencers by engagement

#	influencer	total actions
1	PM Narendra Modi	156,784,578
2	Pawan Singh	5,432,140
3	Pralhad Joshi	1,600,193
4	Ritesh Pandey	1,531,625
5	Jyotiraditya Scindia	1,410,164

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

category of the month: publishing

top 5 indian publishing brands by engagement

#	brands	total actions
1	indiainlast24hr	10,102,302
2	Trolls Official	3,203,387
3	PEEK TV	2,432,798
4	Sportskeeda Cricket	1,867,639
5	24 News	1,804,613

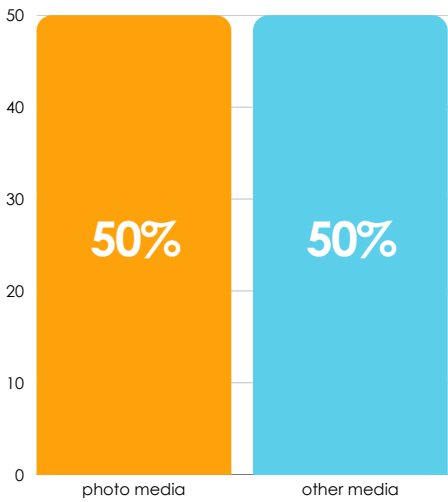
Source: Comscore Social, Power Rankings, Industries: IN-Publishing, Platforms: Facebook, Instagram and X, July, 2026.

top 5 indian publishing influencers by engagement

#	influencer	total actions
1	Kavitha Ashokkumar	107,201
2	Ankit Rastogi	99,315
3	Ashwini Sannake	41,848
4	Radhika Agrawal	34,599
5	Shruti Shah	25,099

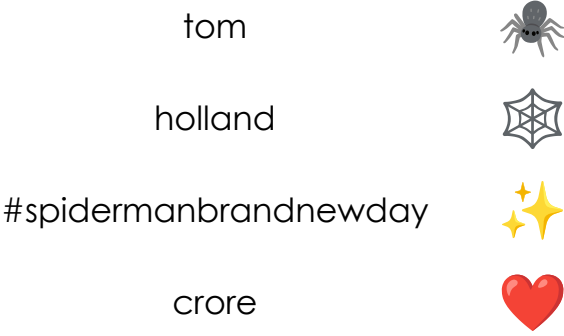
Source: Comscore Social, Power Rankings, Industries: IN-Influencers-Bloggers, Platforms: Facebook, Instagram and X, July, 2026.

format by engagement



SoSource: Comscore Social, Metrics & Trends, Industries: IN*All and IN-Influencers, Platform: IG, July, 2026.

more than just words: spider-man: brand new day



Source: Comscore Social, Emoji & Keyword & Hashtag cloud widgets, Industries: IN*All and IN-Influencers, content contains "Spider-Man: Brand New Day", Platforms: Facebook, Instagram and X, July, 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:

