

india monthly social scorecard september 2026

what’s the buzz?

The hashtag #Ganesh was linked to the conversation around The Ganesh Chaturthi and generated 64,168,270 million total actions across India.

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

audience



433,378,656
UVS

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

rankings

top 5 indian brands by engagement

#	brands	total actions
1	Indian Cricket Team	129,561,460
2	InstantBollywood	119,313,731
3	Aaj Tak	118,798,322
4	Polimer News	110,112,862
5	ZEE TV	89,550,644

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

top 5 indian influencers by engagement

#	influencer	total actions
1	PM Narendra Modi	74,014,065
2	Tanmay Singh	35,506,940
3	mahesh_videojournalist	35,282,956
4	Arishfa Khan	32,794,503
5	Pallav Paliwal	25,503,299

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

category of the month: automotive

top 5 indian automotive brands by engagement

#	brands	total actions
1	Autocar India	1,789,571
2	PowerDrift	1,182,841
3	Hyundai	777,442
4	ROYALENFIELD	637,408
5	GAADIWAADI.COM	531,013

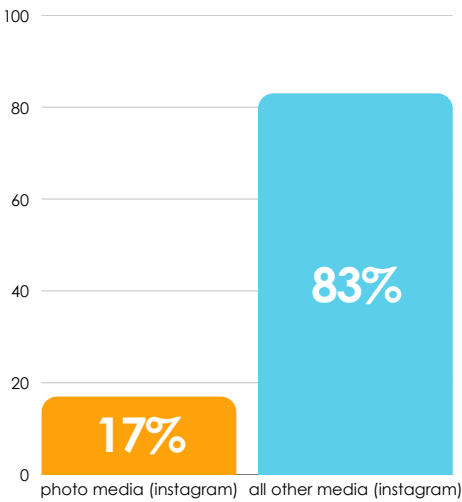
Source: Comscore Social, Power Rankings, Industries: IN-Automotive, Platforms: Facebook, Instagram and X,Sept, 2026.

top 5 indian automotive influencers by engagement

#	influencer	total actions
1	Mahak Kapoor	2,522,597
2	The UK07 Rider	2,000,254
3	Mehreen Gandhi	574,582
4	Arun Smoki	490,397
5	Priyanka Kochhar	412,882

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

format by engagement



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

more than just words: janmashtami

krishna
के
#janmashtami
में



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

