

SMILE 101

Social Media Influencer Listing Engine

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Introduction

Influence has been a key point of discussion in 2020. What it means for marketers, opinion leaders, relationships and sales is very different from each other.

Individuals straddle across playing the role of a knowledge imparter and receiver. There is knowledge to be shared, announcements to be made, conversations to be started, promotions to be done - all while we consume communications. This aspect itself has given new dimensions to how we approach social media as individuals and as organizations. With metrics associated with every word we speak online: our visibility, persuasiveness, relevance and credibility are all 'metrified'. As Influence is not a linear metric, a two-dimensional approach has been crafted for this report

This accounts for the quantified and softer aspects to recognize Influencers in cohorts by bringing in a fresh approach from The PRactice who have developed a propreitary stakeholder engagement platform- the Cube.

As technology and digital transformation finds its way in our daily vocabulary, this report will throw light on the top Communications influencers of 2020 in a new fashion- by categorising them in cohorts. We hope that the cohorts help you identify your approach with these influencers more objectively.

We congratulate every voice which helps us be better at leveraging reputation in the digital space.

Roadmap detailing methodology

1

Identification of Influencers

Reputation Today's list of 40 under 40 and 100 Most important professionals for the years 2018 - 2019

2

Calibration with Panel

Basis Twitter and LinkedIn data available for the influencers, a Panel calibrated Power Interest map for 10 Influencers, The Panel was :

- Hemant Gaule
- Shreya Krishnan
- Narahari KS
- Shivaji Sinha
- Ankur Rawal

3

Normalizing metrics for standardization

Normalizing all metrics on a 5 point scale for comparison, and inculcated the calibration of weight parameters from the panel

4

Determining Power & Interest weightage

Weightage of Power basis-

- Reach of Twitter followers
- Reach of LinkedIn followers

Weightage of Interest basis-

- Twitter Engagement rates
- Twitter Activity scores
- LinkedIn Engagement rates

5

Plotting on the power-interest grid

Plotting each influencer on the power interest grid

6

Cohort identification on power-interest grid

Listing according to cohorts identified-

- Experts
- Generalists
- Specialists
- Newcomers

Methodology for Identifying and Prioritizing Influencers

Influence is a function of an individual's power to affect opinions and the interest shown by the community in them. And influencers are plotted on our power-interest quadrant to arrive at relevant cohorts

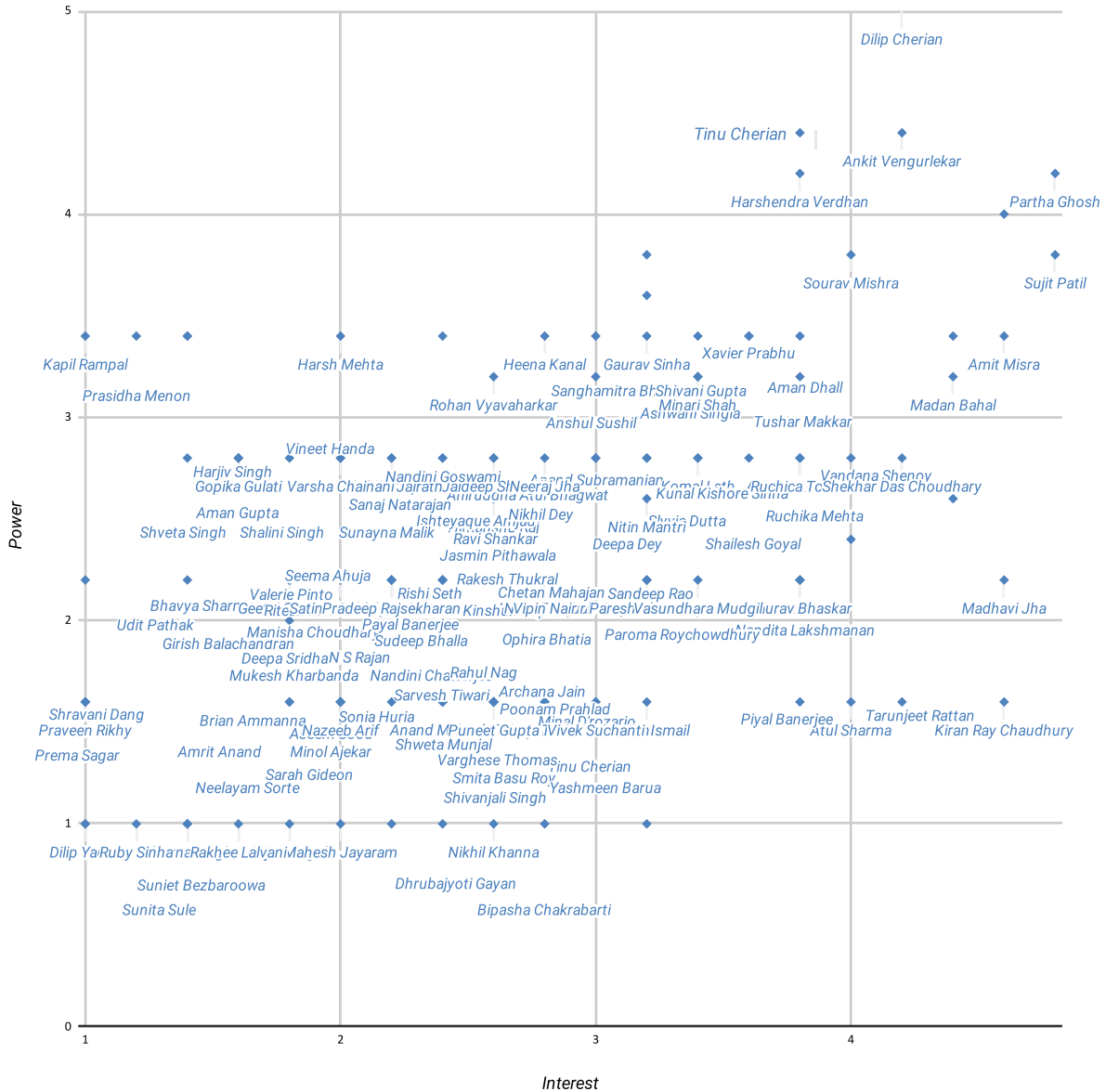
	Metric	Weightage	Notes
Power (Quantum of your reach in the community)	Reach Twitter Followers	40%	Total following of the influencer
	Reach LinkedIn Followers	60%	An independant blog and active writing in 2018
Interest (How engaged your community is with you)	Activity Twitter posts (Avg tweets per month since account creation)	20%	Number of posts in 2018
	Engagement Average engagement rate on last 100 twitter posts	40%	Last 100 tweets scraped through twitter and 10 random number generated to obtain engagement for taking an average divided by number of current followers of the Influencer
	Engagement Average engagement rate on Author's LinkedIn posts	40%	Last 10 linkedIn posts taken for an average divided by number of current followers of the Influencer

*Obtained from panel Calibration



Cohorts aid in formulating the engagement strategy with the influencer

Power interest map



SM Experts

Power & Interest > 2.5 (43)

Aman Dhall
Amit Misra
Anand Subramanian
Aniruddha Atul Bhagwat
Ankit Vengurlekar
Anshul Sushil
Ashwani Singla
Atipriya Sarawat
Chetan Mahajan
Dilip Cherian
Gaurav Sinha
Girish Balachandran
Harshendra Verdhan
Heena Kanal
Himanshu Raj
Ishteyaque Amjad
Jaideep Shergill
Komal Lath
Kunal Kishore Sinha
Madan Bahal
Neeraj Jha
Nikhil Dey
Prema Sagar
Rakesh Thukral
Rohan Vyavaharkar
Ruchica Tomar
Ruchika Mehta
Sandeep Rao
Sarvesh Tiwari
Seema Ahuja
Shalini Singh
Shweta Munjal
Sourav Mishra
Sujit Patil
Tinu Cherian
Valerie Pinto
Varghese Thomas
Vineet Handa
Minari Shah
Nandini Goswami
Nitin Mantri
Shekhar Das Choudhary
Partha Ghosh

SM Potential

Power & Interest < 2.5 (42)

Amrit Anand
Aseem Sood
Bhavna Singh
Bhavya Sharma
Brian Ammanna
Deepa Dey
Deepa Sridhar
Dhrubajyoti Gayan
Dilip Yadav
Geetaj Chanana
Kinshuk Gupta
Mahul Brahma
Manisha Choudhary
Minal D'rozario
Mukesh Kharbanda
N S Rajan
Nandita Lakshmanan
Nazeeb Arif
Neelayam Sorte
Ophira Bhatia
Paroma Roychowdhury
Praveen Rikhy
Rahul Nag
Ravi Shankar
Rishi Seth
Ruby Sinha
Sanghamitra Bhargava
Sarah Gideon
Satinder Bindra
Shivanjali Singh
Shveta Singh
Smita Basu Roy
Subhayu Mishra
Sudeep Bhalla
Sujit Ganguli
Sunayna Malik
Suniet Bezbarooa
Tushar Makkar
Udit Pathak
Mahesh Jayaram
Pradeep Rajsekharan
Rakhee Lalvani

SM Generalist

Power >2.5; Interest < 2.5 (17)

Aman Gupta
Gopika Gulati
Harjiv Singh
Harsh Mehta
Jasmin Pithawala
Kapil Rampal
Poonam Prahlad
Prasidha Menon
Ritesh Mehta
Sahil Chopra
Shailesh Goyal
Shravani Dang
Sunaina Jairath
Tarunjeet Rattan
Varsha Chainani
Xavier Prabhu
Yashmeen Barua

SM Specialist

Power < 2.5; Interest > 2.5 (30)

Ameer Ismail
Anand Mahesh Talari
Archana Jain
Atul Sharma
Bipasha Chakrabarti
Gaurav Patra
Kapil Sharma
Karan Bhujbal
Kiran Ray Chaudhury
Madhavi Jha
Minol Ajekar
Nandini Chatterjee
Nitin Thakur
Paresh Chaudhry
Payal Banerjee
Piyal Banerjee
Pooja Pathak
Puneet Gupta
Sanaj Natarajan
Shivani Gupta
Sylvia Dutta
Sonia Huria
Sunita Sule
Thomas Cherian
Vandana Shenoy
Vivek Suchanti
Nikhil Khanna
Gaurav Bhaskar
Vasundhara Mudgil
Vipin Nair

Social Media Experts



Aman Dhall

PolicyBazaar.com

in /amandhall25

Followers

9,979

Engagement rate

32.1%

tw /amandhall25

Followers

1,562

Engagement rate

3.3%

Average tweets per month

22.3

Power 3.4

Interest 3.8



Amit Misra

MSL

in /amit-misra-59a7094

Followers

9937

Engagement rate

100.80

tw /misrapolis

Followers

1566

Engagement rate

7.5

Average tweets per month

16.7

Power 3.4

Interest 4.6



Anand Subramanian

Ola

in /anandish

Followers

3793

Engagement rate

38.60

tw /anandish

Followers

1508

Engagement rate

1

Average tweets per month

16.2

Power 2.8

Interest 3



Aniruddha Atul Bhagwat

Ideosphere

in /aniruddha-atul-bhagwat-21011615

Followers

3181

Engagement rate

14.90

Power 2.8

tw /ideoandy

Followers

299

Engagement rate

1.3

Average tweets per month

10.9

Interest 2.6



Ankit Vengurlekar

Xiaomi

in /ankitvengurlekar

Followers

5705

Engagement rate

44.60

Power 4.4

tw /ankitv

Followers

47800

Engagement rate

4.6

Average tweets per month

285.3

Interest 4.2



Anshul Sushil

Wizikey

in /anshulsushil

Followers

4822

Engagement rate

6.60

Power 3.2

tw /_anshul

Followers

3278

Engagement rate

2.1

Average tweets per month

137.9

Interest 3



Ashwani Singla

Astrum

in /ashwani

Followers
6590

Engagement rate
41.00

Power 3.2

tw /ashsingla

Followers
2188

Engagement rate
2.9

Average tweets per month
14.4

Interest 3.4



Atipriya Sarawat

Fiserv

in /atipriya-sarawat-
aaa4821a

Followers
3751

Engagement rate
108.50

Power 2.8

tw /atipriya

Followers
323

Engagement rate
2.3

Average tweets per month
11.4

Interest 3.8



Chetan Mahajan

The Mavericks

in /cmahajan

Followers
3631

Engagement rate
10.90

Power 2.8

tw /ChetanMahajan

Followers
1474

Engagement rate
3.1

Average tweets per month
43.8

Interest 3.2



Dilip Cherian

Perfect Relations

in /dilipcherian

Followers
8983

Engagement rate
32.44

Power 5

tw /dilipthecherian

Followers
55200

Engagement rate
4.6

Average tweets per month
230.4

Interest 4.2



Gaurav Sinha

Audi

in /gaurav-sinha-3493111b

Followers
10487

Engagement rate
104.50

Power 3.4

tw /realgauravsinha

Followers
466

Engagement rate
0.7

Average tweets per month
75.9

Interest 3.2



Girish Balachandran

On Purpose

in /girish-balachandran-6935851

Followers
2295

Engagement rate
36.40

Power 2.6

tw /Girisham1

Followers
3032

Engagement rate
5


Average tweets per month
90.4

Interest 4.4



Harshendra Verdhan

IFFCO

 /harshendra

Followers
8759

Engagement rate
40.60

Power 4.2

 /iamharshendra

Followers Engagement rate
5429 **2.6**


Average tweets per month
111.4

Interest 3.8



Heena Kanal


Cipla

 /heenakanal

Followers
14186

Engagement rate
29.25

Power 3.4

 /heenakanal

Followers Engagement rate
303 **2.8**

Average tweets per month
1.5

Interest 2.8



Himanshu Raj

Mobile Premier League

 /himanshuraj

Followers
2318

Engagement rate
12.40

Power 2.6

 /Lordchewbarka

Followers Engagement rate
3416 **0.2**

Average tweets per month
195.3

Interest 2.6



Ishteyaque Amjad

Coca Cola

in /ishteyaque-amjad-3270104

Followers

7379

Engagement rate

35.70

tw /ishteyaqueamjad

Followers

337

Engagement rate

4.7

Average tweets per month

3

Power 3.4

Interest 3.6



Jaideep Shergill

Pitchfork Partners

in /jaideep-shergill-a2b79578

Followers

3796

Engagement rate

21.10

tw /jaideep19

Followers

371

Engagement rate

1.3

Average tweets per month

24.1

Power 2.8

Interest 2.6



Komal Lath

Tute Consult

in /komallath

Followers

5563

Engagement rate

29.89

tw /tuteconsult

Followers

393

Engagement rate

4.7

Average tweets per month

11.3

Power 2.8

Interest 3.4



Kunal Kishore Sinha

Value 360 Communication

in /kunal-kishore-a6a0852

Followers
8534

Engagement rate
6.75

Power 3.8

tw /kunalkishore24

Followers Engagement rate
2327 **3.8**

Average tweets per month
34.2

Interest 3.2



Madan Bahal

Adfactors PR

in /madan-bahal-92559b25

Followers
6294

Engagement rate
162.78

Power 3.2

tw /bahalmadan

Followers Engagement rate
3317 **77.8**

Average tweets per month
7.2

Interest 4.4



Minari Shah

Amazon

in /minari-shah-2762394

Followers
6823

Engagement rate
10

Power 3.2

tw /MinariShah

Followers Engagement rate
1888 **6**

Average tweets per month
14.0

Interest 3.4



Nandini Goswami

Abbott Healthcare

in /nandini-goswami-32b6835

Followers

4121

Engagement rate

16

tw /goswami_nandini

Followers

499

Engagement rate

4

Average tweets per month

8.0

Power 2.8

Interest 3.2



Neeraj Jha

HDFC Bank

in /jhaneeraj

Followers

5104

Engagement rate

70.00

tw /Neer2605

Followers

1102

Engagement rate

0.4

Average tweets per month

7.4

Power 2.8

Interest 2.8



Nikhil Dey

Weber Shandwick India

in /nikhildey

Followers

4798

Engagement rate

24.20

tw /deydreaming

Followers

2061

Engagement rate

14.4

Average tweets per month

27.7

Power 3.2

Interest 3.8



Nitin Mantri

AvianWE

in /nitinmantri

Followers
3079

Engagement rate
10

Power 2.6

tw /nitinmantri

Followers
3121

Engagement rate
18

Average tweets per month
5.0

Interest 3.2



Partha Ghosh

Samsung India

in /partha-ghosh-35887a9

Followers
9075

Engagement rate
121

Power 4.2

tw /heyyparth

Followers
4743

Engagement rate
14

Average tweets per month
45.0

Interest 4.8



Prema Sagar

Genesis BCW

in /psagarindia

Followers
6845

Engagement rate
10.60

Power 3.6

tw /psagarindia

Followers
6100

Engagement rate
3.3

Average tweets per month
81.8

Interest 3.2



Rakesh Thukral

Edelman

in /rakesh-thukral-a62744

Followers
1714

Engagement rate
17.20

Power 2.6

tw /RakeshThukral

Followers Engagement rate
2120 **0.3**

Average tweets per month
106

Interest 2.6



Rohan Vyavaharkar

Omidyar Network

in /rohanvyavaharkar

Followers
3526

Engagement rate
19.20

Power 3.2

tw /vyavaharkar

Followers Engagement rate
1987 **0.9**

Average tweets per month
104.7

Interest 2.6



Ruchica Tomar

MakeMyTrip

in /ruchica-tomar-115a3328

Followers
914

Engagement rate
21.10

Power 2.8

tw /ruchicatomar

Followers Engagement rate
15100 **4.2**

Average tweets per month
116.3

Interest 3.8



Ruchika Mehta

Park Hotels

in /ruchika-mehta

Followers

16626

Engagement rate

141.20

Power 3.4

tw /ruchikamehta_

Followers

1240

Engagement rate

4.2

Average tweets per month

34.5

Interest 4.4



Sandeep Rao

One Source

in /sandeepra0

Followers

11163

Engagement rate

72.30

Power 3.4

tw /husband_diaries

Followers

173

Engagement rate

0.1

Average tweets per month

22.1

Interest 3



Sarvesh Tiwari

PR Professionals

in /sarvesh-tiwari-00532522

Followers

5480

Engagement rate

68.60

Power 4

tw /sarveshsays

Followers

11700

Engagement rate

114

Average tweets per month

18.4

Interest 4.6



Seema Ahuja

Biocon

in /seemaahuja66

Followers
4087

Engagement rate
31.40

Power 2.8

tw /SeemaAhuja1

Followers Engagement rate
1534 **2.3**

Average tweets per month
51.5

Interest 3.6



Shalini Singh

Tata Power

in /shalini-singh-90878730

Followers
20,731

Engagement rate
62.50

Power 3.4

tw /ShaliniSingh99

Followers Engagement rate
58 **1**

Average tweets per month
10.2

Interest 3.4



Shekhar Das Chowdhury

Mercedes Benz, India

in /shekhardaschowdhury

Followers
4828

Engagement rate
33

Power 2.8

tw /shekhardc

Followers Engagement rate
1018 **8**

Average tweets per month
11.0

Interest 4.2



Shweta Munjal

Nayara Energy

in /shweta-munjal-b4590b1

Followers

5794

Engagement rate

81.80

tw /shwetamunjal

Followers

292

Engagement rate

1

Average tweets per month

18.2

Power 2.8

Interest 3.4



Sourav Mishra

IIFL

in /souravmishra

Followers

23297

Engagement rate

38.30

tw /souravmishraz

Followers

2401

Engagement rate

3.3

Average tweets per month

79.3

Power 3.8

Interest 4



Sujit Patil

Godrej Industries

in /sujitpatilabc

Followers

11196

Engagement rate

245.50

tw /SujitPatil

Followers

2024

Engagement rate

8.5

Average tweets per month

59.1

Power 3.8

Interest 4.8



Tinu Cherian

UST Global

in /tinucherian

Followers
3940

Engagement rate
6.67

Power 4.4

tw /tinucherian

Followers
374.2K

Engagement rate
22

Average tweets per month
1427.5

Interest 3.8



Valerie Pinto

Weber Shandwick

in /valerie-pinto-10b05452

Followers
3885

Engagement rate
35.20

Power 2.8

tw /maskachaska

Followers
955

Engagement rate
8.7

Average tweets per month
7.2

Interest 4



Varghese Thomas

TVS Motor Company

in /varghese-m-thomas-3568034

Followers
3790

Engagement rate
783.50

Power 2.8

tw /vmthomas2071

Followers
629

Engagement rate
0.2

Average tweets per month
11

Interest 3



Vineet Handa

Kaizzen Communications

in /vineet-handa-250024a

Followers

11531

Engagement rate

64.10

Power 3.4

🐦 /vineetalways

Followers

532

Engagement rate

2.6

Average tweets per month

3.3

Interest 3.6

Social Media Generalist



Aman Gupta

SPAG

in /aman-gupta-208618

Followers

5131

Engagement rate

4.70

tw /saysaman

Followers

870

Engagement rate

0.9

Average tweets per month

74.7

Power 2.8

Interest 1.6



Gopika Gulati

Hotstar

in /vvv-gulati-2159506

Followers

6157

Engagement rate

7.00

tw /gopirazzi

Followers

619

Engagement rate

0.4

Average tweets per month

7.9

Power 2.8

Interest 1.6



Harjiv Singh

Gutenberg

in /harjivsingh

Followers

4438

Engagement rate

1.60

tw /harjivsingh

Followers

1060

Engagement rate

1

Average tweets per month

91

Power 2.8

Interest 2

BOMBARDIER



Harsh Mehta

Bombardier

in /harsh-mehta-970a496

Followers

16050

Engagement rate

10.00

tw /harsh2910

Followers

206

Engagement rate

1

Average tweets per month

1.1

Power 3.4

Interest 2



Jasmin Pithawala

The Boston Consulting Group

in /jasmin-pithawala-9605835

Followers

9098

Engagement rate

10.00

tw /jasonthegoo

Followers

48

Engagement rate

0

Average tweets per month

0

Power 3.4

Interest 1.4



Kapil Rampal

Creative Crest

in /kapilrampal

Followers

16758

Engagement rate

5.80

tw /kapilrampal

Followers

242

Engagement rate

0.2

Average tweets per month

0.1

Power 3.4

Interest 1



Prasadha Menon

OYO

in /prasadha-menon-a03a2ab

Followers
4438

Engagement rate
NA

Power 2.8

tw /prasadham

Followers
452

Engagement rate
3.2

Average tweets per month
7.6

Interest NA



Poonam Prahlad

Media Moments

in /poonam-prahlad-8331b95

Followers
15131

Engagement rate
5.80

Power 3.4

tw /Pnm08

Followers
620

Engagement rate
0.6

Average tweets per month
6.1

Interest 1.2



Ritesh Mehta

SBI

in /ritesh-mehta-88733634

Followers
7743

Engagement rate
24.50

Power 3.4

tw /riteshmmehta

Followers
374

Engagement rate
0.3

Average tweets per month
64.4

Interest 2.4



Sahil Chopra

Stanza Living

in /choprasahil

Followers

3646

Engagement rate

18.43

Power 2.8

tw /sahilchopra1987

Followers

274

Engagement rate

0.9

Average tweets per month

24.1

Interest 2.2



Shailesh Goyal

Simulations

in /shailesh-goyal-a11ab610

Followers

3889

Engagement rate

8.30

Power 2.8

tw /shaileshgoyal

Followers

829

Engagement rate

0.8

Average tweets per month

24

Interest 1.8



Shravani Dang

GWPR India

in /advisoridang

Followers

6123

Engagement rate

1.40

Power 2.8

tw /Comms101

Followers

1043

Engagement rate

0.9

Average tweets per month

73.5

Interest 1.6



Sunaina Jairath

Perfect Relations

in /sunaina-jairath-4421b35

Followers
3480

Engagement rate
8.83

Power 2.8

tw /sunainajairath

Followers
1177

Engagement rate
0.4

Average tweets per month
178.1

Interest 2.2



Tarunjeet Rattan

Nucleus PR

in /tarunjeet-rattan-5735aa6

Followers
4309

Engagement rate
5.00

Power 2.8

tw /mindtweak123

Followers
535

Engagement rate
0.9

Average tweets per month
10

Interest 1.4



Varsha Chainani

Mahindra & Mahindra

in /varshachainani

Followers
4417

Engagement rate
11.14

Power 2.8

tw /varshachainani

Followers
660

Engagement rate
1.5

Average tweets per month
2.2

Interest 2



Xavier Prabhu

PRHUB

in /xavierprabhu

Followers
29987

Engagement rate
3.20

Power 3.4

tw /xavierprabhu

Followers
1096

Engagement rate
0.1

Average tweets per month
10.3

Interest 1.4



Yashmeen Barua

Times Internet

in /yashmeenbarua

Followers
6939

Engagement rate
18.10

Power 2.8

tw /yashmeensb

Followers
820

Engagement rate
1.7

Average tweets per month
4.7

Interest 2.4



Social Media Specialist



Ameer Ismail

Golinopinion

in /ameer-ismail-b2a5794

Followers

1275

Engagement rate

59.30

tw /AmeerKIsmail

Followers

246

Engagement rate

2.6

Average tweets per month

2.9

Power 1.6

Interest 3.2



Anand Mahesh Talari

Mavcomm Consulting

in /anandmaheshtalari

Followers

1456

Engagement rate

29.30

tw /maheshanand

Followers

695

Engagement rate

0.9

Average tweets per month

1849

Power 1.6

Interest 2.6



Archana Jain

PR Pundit

in /archana-jain-b858047

Followers

824

Engagement rate

20.80

tw /AJPundit

Followers

831

Engagement rate

2.1

Average tweets per month

5.1

Power 1.6

Interest 2.8



Atul Sharma

Ruder Finn

in /atul-sharma-a62935

Followers
1540

Engagement rate
60.17

Power 1.6

tw /atulogical

Followers
937

Engagement rate
4.9

Average tweets per month
6.3

Interest 4



Bipasha Chakrabarti

Facebook

in /bipasha-chakrabarti-8b62832

Followers
790

Engagement rate
3.33

Power 1

tw /bipchakr

Followers
434

Engagement rate
13.3

Average tweets per month
8.1

Interest 2.8



Gaurav Bhaskar

Google India

in /bhaskargaurav

Followers
1856

Engagement rate
21

Power 2.2

tw /gauravbhaskar

Followers
563

Engagement rate
5

Average tweets per month
13.0

Interest 3.8



Gaurav Patra

Value 360 Communications

in /gauravpatra

Followers
2615

Engagement rate
22.70

Power 2.2

tw /gauravpatra

Followers
533

Average tweets per month
19.3

Interest 3.8

Engagement rate
9.3



Kapil Sharma

Ford India

in /kapilsharmakalhan

Followers
1843

Engagement rate
22.50

Power 2.2

tw /KapilSKalhan

Followers
1035

Average tweets per month
70.3

Interest 3.2

Engagement rate
2.5



Karan Bhujbal

Instagram

in /karanbhujbal

Followers
1882

Engagement rate
27.70

Power 2.2

tw /kb_ideabaker

Followers
1791

Average tweets per month
75.9

Interest 2.8

Engagement rate
1.3



Kiran Ray Chaudhury

80 db communications

in /kiranraychaudhury

Followers

871

Engagement rate

60.00

Power 1.6

tw /Kiran_Ray_C

Followers

451

Engagement rate

9.5

Average tweets per month

15.2

Interest 4.6



Madhavi Jha

Boeing India

in /madhavijha

Followers

1745

Engagement rate

40.50

Power 2.2

tw /madhavixjha

Followers

265

Engagement rate

6.2

Average tweets per month

110.6

Interest 4.6



Minol Ajekar

Purvankara

in /minolajekar

Followers

2325

Engagement rate

22.10

Power 2.2

tw /MinolAjekar

Followers

584

Engagement rate

0.6

Average tweets per month

128

Interest 2.6



Nandini Chatterjee

PWC

in /nandini-chatterjee

Followers
2647

Engagement rate
86.50

Power 2.2

tw /nchatterjee

Followers
419

Engagement rate
4.2

Average tweets per month
0.4

Interest 3.8



Nikhil Khanna

Avian Media

in /nikhil-khanna-1453188

Followers
0

Engagement rate
0

Power 1

tw /nikkykhanna

Followers
629

Engagement rate
4

Average tweets per month
15.0

Interest 2.6



Nitin Thakur

Max

in /i-am-nitin-thakur

Followers
2358

Engagement rate
18.40

Power 2.2

tw /nitinthakur100

Followers
223

Engagement rate
2.1

Average tweets per month
1.3

Interest 2.8



Paresh Chaudhry

Adani Group

in /pareshchaudhry

Followers
2908

Engagement rate
13.50

Power 2.2

tw /chaudhryparesh

Followers
631

Engagement rate
4.6

Average tweets per month
8.7

Interest 3.2



Payal Banerjee

Sequoia Capital

in /payalee

Followers
1106

Engagement rate
17.90

Power 1.6

tw /payalee

Followers
1780

Engagement rate
27.4

Average tweets per month
23.7

Interest 3.8



Piyal Banerjee

Philip Morris International

in /piyal-banerjee-
b1b840140

Followers
582

Engagement rate
29.40

Power 1

tw /Banerjee_Piyal

Followers
266

Engagement rate
3.3

Average tweets per month
4.4

Interest 3.2



Pooja Pathak

Media Mantra

in /pooja-pathak-b864ca110

Followers

859

Engagement rate

6.40

Power 1.6

tw /poojapathak02

Followers

109

Engagement rate

3.5

Average tweets per month

2

Interest 2.8



Puneet Gupta

INOX Leisure

in /puneet48

Followers

1154

Engagement rate

12.20

Power 1.6

tw /puneet48

Followers

1255

Engagement rate

1.1

Average tweets per month

19.8

Interest 2.6



Sanaj Natarajan

Wabtec Corporation

in /sanaj-natarajan-73b8356

Followers

1901

Engagement rate

50.60

Power 2.2

tw /Sanaj07

Followers

580

Engagement rate

1.3

Average tweets per month

56.2

Interest 3.2



Shivani Gupta

SPAG

in /shivani78

Followers

917

Engagement rate

3.40

tw /shivani Gupta07

Followers

642

Engagement rate

4.1

Average tweets per month

20.5

Power 1.6

Interest 2.6



Sonia Huria

Viacom18

in /sonia-huria-44610287

Followers

1095

Engagement rate

61.80

tw /Soniahuria

Followers

6074

Engagement rate

2

Average tweets per month

57

Power 2.4

Interest 4



Sunita Sule

BASF

in /sunita-sule-52779319

Followers

1181

Engagement rate

82.25

tw /SunitaSule

Followers

82

Engagement rate

5.9

Average tweets per month

0.3

Power 1.6

Interest 4.2



Sylvia Dutta

Jubliant FoodWorks



/sylvia-dutta-a168o8gb

Followers

1372

Engagement rate

37.86



/SylviaTheFlower

Followers

167

Engagement rate

1

Average tweets per month

0.4

Power 1.6

Interest 2.6



Thomas Cherian

Netflix India



/thomascherian

Followers

1428

Engagement rate

3.20



/rtcherian

Followers

905

Engagement rate

6.6

Average tweets per month

11.6

Power 1.6

Interest 3



Vandana Shenoy

Oracle



/vandanashenoy

Followers

983

Engagement rate

4.40



/vandanashenoy

Followers

934

Engagement rate

3.6

Average tweets per month

20

Power 1.6

Interest 2.6



Vasundhara Mudgil

Spotify

in /vasundharamudgil

Followers
1820

Engagement rate
11

Power 2.2

tw /vasundhara_9

Followers Engagement rate
1016 **9**

Average tweets per month
14.0

Interest 3.4



Vipin Nair

Wipro

in /vipin-nair-a1ab231

Followers
3063

Engagement rate
17

Power 2.2

tw /vipinnair

Followers Engagement rate
294 **2**

Average tweets per month
4.0

Interest 2.8



Vivek Suchanti

Concept

in /vivek-suchanti-7a178013

Followers
1179

Engagement rate
30.67

Power 1.6

tw /viveksuchanti

Followers Engagement rate
243 **2**

Average tweets per month
0.1

Interest 3



Social Media Potential



Amrit Anand

Paytm

in /amritanand

Followers

972

Engagement rate

17.00

tw /amritanand

Followers

60

Engagement rate

0

Average tweets per month

0.8

Power 1.6

Interest 1.8



Aseem Sood

Impact Research & Measurement

in /aseemsood

Followers

1685

Engagement rate

9.00

tw /aseemsood

Followers

1523

Engagement rate

0.7

Average tweets per month

90.6

Power 1.6

Interest 2



Bhavna Singh

Organisation of Pharmaceuticals Producers of India

in /vv-singh

Followers

146

Engagement rate

1.20

tw /_bhavnasingh

Followers

34

Engagement rate

1

Average tweets per month

0.7

Power 1

Interest 1.4



Bhavya Sharma

Urbanclap

in /bhavya-sharma-7747b222

Followers

1838

Engagement rate

1.90

tw /bhavyachirps

Followers

542

Engagement rate

0.5

Average tweets per month

107.2

Power 2.2

Interest 1.8



Brian Ammann

Swiggy

in /brianammanna

Followers

1207

Engagement rate

8.20

tw /brianammanna

Followers

585

Engagement rate

8.2

Average tweets per month

14.9

Power 1.6

Interest 1.8



Deepa Dey

HUL Nutrition

in /deepa-dey-14a1b34

Followers

1359

Engagement rate

4.80

tw /ddey67

Followers

1875

Engagement rate

0.3

Average tweets per month

317.3

Power 2

Interest 1.8



Deepa Sridhar

Warner Media

in /deepasridhar

Followers

668

Engagement rate

30.50

Power 1

tw /deepa_05

Followers

382

Engagement rate

30.5

Average tweets per month

7.1

Interest 2.4



Dhrubajyoti Gayan

Candour Communications

in /gayan-dhrubajyoti-3b847b1

Followers

1680

Engagement rate

2.50

Power 1.6

tw /dgayan

Followers

105

Engagement rate

0.3

Average tweets per month

0.2

Interest 1



Dilip Yadav

First Partners

in /dilyad

Followers

536

Engagement rate

5.11

Power 1

tw /dilipyadav1000

Followers

57

Engagement rate

0.9

Average tweets per month

0.4

Interest 1



Geetaj Chanana

Vivo

 /geetaj

Followers
1963

Engagement rate
5.50

Power 2.2

 /geetaj

Followers
1105

Average tweets per month
20.7

Interest 1.8

Engagement rate
1.1



Kinshuk Gupta

GSK Consumer Healthcare

 /kinshuk-gupta-8185717

Followers
2679

Engagement rate
10.70

Power 2.2

 /kinshukgupta

Followers
750

Average tweets per month
13.4

Interest 2.2

Engagement rate
1.6



Mahesh Jayaram

Dell India

 /mahesh-jayaram-2a3b773

Followers
73

Engagement rate
0

Power 1

 /maheshjayaram11

Followers
162

Average tweets per month
4.0

Interest 2

Engagement rate
2



Mahul Brahma

Mjunction

in /dr-mahul-brahma-bb75874

Followers
2354

Engagement rate
9.20

Power 2.2

tw /mahulbrahma

Followers
1140

Engagement rate
0.5

Average tweets per month
46.9

Interest 2



Manisha Choudhary

Value 360 Communication

in /manisha-chaudhary-aa019b5a

Followers
1009

Engagement rate
1.00

Power 1.6

tw /Manishavaani

Followers
333

Engagement rate
3.9

Average tweets per month
5.3

Interest 2.4



Minal D'rozario

Ideosphere

in /minal-d-rozario-5549289

Followers
973

Engagement rate
11.30

Power 1.6

tw /minalroz

Followers
281

Engagement rate
1.2

Average tweets per month
8.4

Interest 2



Mukesh Kharbanda

Fuzion PR

in /mukesh-kharbanda-429200112

Followers
2759

Engagement rate
57.00

Power 2.2

tw /mkharbanda15

Followers
291

Engagement rate
0.2

Average tweets per month
7.2

Interest 2.4



N S Rajan

Ketchum Sampark

in /nsrajan

Followers
2044

Engagement rate
5.00

Power 2.2

tw /ns_rajan

Followers
301

Engagement rate
4.7

Average tweets per month
2.7

Interest 2.4



Nandita Lakshmanan

The PRactice

in /nandita-lakshmanan-827744

Followers
796

Engagement rate
NA

Power 1

tw /nanditalaksh

Followers
91

Engagement rate
1

Average tweets per month
0.1

Interest 1



Nazeeb Arif

ITC

[in](#) /nazeeb-arif-9a1bbb7

Followers
1133

Engagement rate
9.90

Power 1.6

[twitter](#) /nazeebarif

Followers
231

Engagement rate
1

Average tweets per month
5.9

Interest 2



Neelayam Sorte

Wartsila India

[in](#) /neelayamsorte

Followers
1139

Engagement rate
NA

Power 1.6

[twitter](#) /NeelayamS

Followers
2

Engagement rate
0

Average tweets per month
0

Interest NA



Ophira Bhatia

Mondelez

[in](#) /ophira-bhatia-51571313

Followers
371

Engagement rate
13.50

Power 1

[twitter](#) /OphiraBhatia

Followers
130

Engagement rate
1.6

Average tweets per month
0.3

Interest 2.2



Paroma Roychowdhury

Softbank

in /paroma-roy-chowdhury-65869a13

Followers
1915

Engagement rate
26.22

Power 2.2

tw /Paromadiva

Followers
307

Engagement rate
1.6

Average tweets per month
1.5

Interest 2.4



Pradeep Rajasekharan

Franklin Templeton

in /pradeep-rajasekharan-9b19b51

Followers
1886

Engagement rate
43

Power 1.6

tw /thensumpuck

Followers
242

Engagement rate
0

Average tweets per month
0

Interest 1



Praveen Rikhy

Melcole PR

in /praveen-rikhy-2964272

Followers
1011

Engagement rate
1.00

Power 1.6

tw /PraveenRikhy

Followers
26

Engagement rate
0

Average tweets per month
0.1

Interest 1



Rahul Nag

ShareChat

in /nagrahul

Followers
2523

Engagement rate
22.30

Power 2.2

tw /rahulnag

Followers
396

Engagement rate
0.5

Average tweets per month
31

Interest 2.4



Ravi Shankar

Aim High Consulting

in /ravi-shankar-000180a

Followers
2762

Engagement rate
34.60

Power 2.2

tw /navishankar75

Followers
369

Engagement rate
0.2

Average tweets per month
2.8

Interest 2.4



Rishi Seth

Six Degrees BCW

in /rishi-seth-6b4a602

Followers
1737

Engagement rate
0.50

Power 2.2

tw /rishiseth

Followers
857

Engagement rate
2.1

Average tweets per month
27.7

Interest 2.2



Ruby Sinha

Kommune

in /ruby-sinha-20a7654

Followers

526

Engagement rate

1

tw /rubysinhawrites

Followers

143

Engagement rate

0.7

Average tweets per month

2.6

Power 1

Interest 1.2



Sanghamitra Bhargov

Byjus

in /sanghamitrabhargov

Followers

1543

Engagement rate

7.70

tw /sangbhargov

Followers

145

Engagement rate

1.4

Average tweets per month

1

Power 1.6

Interest 2



Sarah Gideon

Flipkart

in /sarahgideon

Followers

1,465

Engagement rate

29.30

tw /sarah_gideon

Followers

369

Engagement rate

1.3

Average tweets per month

2.6

Power 1.6

Interest 2.4



Satinder Bindra

Uber

in /satinder-bindra-8gaob75

Followers
2779

Engagement rate
22.60

tw /ssbindra

Followers
870

Engagement rate
0.9

Average tweets per month
4.7

Power 2.2

Interest 2



Shivanjali Singh

Vodafone Idea

in /shivanjalisingh

Followers
1078

Engagement rate
4.50

tw /Shivanjalisingh

Followers
78

Engagement rate
0

Average tweets per month
0.3

Power 1.6

Interest 1



Shveta Singh

Brookfield Asset Management

in /shveta-singh-61zb922

Followers
961

Engagement rate
30.20

tw /shvetasingh

Followers
195

Engagement rate
0.7

Average tweets per month
2.2

Power 1.6

Interest 2.4



Smita Basu Roy

Voltas

in /smitabasuroy

Followers

1501

Engagement rate

48.29

tw /smitzb

Followers

101

Engagement rate

0.8

Average tweets per month

0.8

Power 1.6

Interest 2.2



Subhayu Mishra

Standard Chartered

in /subhayu-mishra-157b285

Followers

2799

Engagement rate

13.80

tw /blueoakleaf

Followers

6

Engagement rate

1

Average tweets per month

0

Power 2.2

Interest 2.2



Sudeep Bhalla

Tata Motors

in /sudeep-bhalla-10461b3

Followers

1715

Engagement rate

4.44

tw /bhalsudeep

Followers

41

Engagement rate

0.3

Average tweets per month

0.2

Power 2.2

Interest 1



Sujit Ganguli

ICICI Bank

in /sujit-ganguli-9072a3a

Followers

682

Engagement rate

12.71

tw /higangs

Followers

28

Engagement rate

0

Average tweets per month

0.9

Power 1

Interest 1.8



Sunayna Malik

Archetype

in /sunayna-malik-4041887

Followers

726

Engagement rate

5.50

tw /sunaynam

Followers

321

Engagement rate

1.1

Average tweets per month

0.7

Power 1

Interest 1.4



Suniet Bezbaroowa

Deloitte

in /sunietbezbaroowa

Followers

441

Engagement rate

11.38

tw /sunietb

Followers

30

Engagement rate

0.9

Average tweets per month

0.3

Power 1

Interest 1.4



Rakhee Lalvani

IHCL

in /rakhee-lalvani-01346628

Followers
261

Engagement rate
7

tw /lalvani_rakhee

Followers
188

Engagement rate
0

Average tweets per month
7.0

Power 1

Interest 1.6



Tushar Makkar

Delhi Airport

in /tushar-makkar-7522905

Followers
1916

Engagement rate
11.50

tw /tmakkar

Followers
30

Engagement rate
0.8

Average tweets per month
0.5

Power 2.2

Interest 1.4



Udit Pathak

Media Mantra

in /uditpathak

Followers
2110

Engagement rate
7.90

tw /uditpathak06

Followers
859

Engagement rate
0.5

Average tweets per month
17.2

Power 2.2

Interest 1.8

Calibration process

The panel mapped 5 randomly selected PR Influencers collectively as a group and 5 Influencers individually. The mapping was regressed against social media metrics from twitter and LinkedIn for the influencers to arrive at weightage parameters leading to lowest standard deviation across the sample.

The weightages were then used for indexing the larger sample of 260 professionals from the PR and communications industry, earlier recognised by the 40 under 40 and top 100 lists since 2016.

Panelists



Shreya Krishnan

Vice President - Marketing and Communications at Anviti Insurance Brokers

Shreya is a CSR Specialist and Corporate Grooming Consultant. Her interests lie in Activism, Dance, Theatre, Poetry, Blogging, Modelling, Acting. She considers herself an Earth Warrior and is an Event Anchor and Trainer. She is a Pageant Winner and public speaker.



Shivaji Sinha

Shivaji is a Digital Account Manager at the Practice who has been working on Digital strategy and Influencer management on clients such as Sony India, Hong Kong Tourism Board, Samsung India and DXC Technology.

An MBA in Contemporary Marketing Management from SP Jain School of Global Management, he has written a research paper on the affect of Influencer Marketing on the Consumer Decision Journey in Singapore.



Ankur Rawal

Ankur is an Insights and Analytics consultant with The PPractice. With a Post Graduation in Industrial Design from IIT Bombay, Ankur works at the intersection of design and research with a key focus on Product design, Market and Communications research.

Ankur is the conceptualiser for the report and its methodology.



Hemant Gaule

Hemant is the Co-founder and Dean of School of Communications & REputation (SCoRe). After a Post-Graduation in management studies from the Indian Institute of Management, Ahmedabad, he worked with a leading Indian conglomerate, and government and political campaigns. In 2019 he was conferred as a Fellow Accredited Public Relations Practitioners by ASEAN PR Network. He can be reached at @HemantGaule on Twitter.



Narahari KS

Narahari KS is Senior Consultant at The PPractice. In his long career, he has managed and mentored communications teams at International Instruments, SmithKline & French, HMT, Wipro, IBM India/ASEAN, Dell and Texas Instruments. Public Relations Council of India named him "PR Person of the Peninsula" and inducted him to their "Hall of Fame". He has received "Lifetime Achievement Award" from Fulcrum and "International Award for Excellence in Communications" from Global Communication Association.

Narahari has served as Chairman of Marketing & Communications Forum of NASSCOM Karnataka. He is a visiting faculty at Symbiosis School of Media & Communication and Mount Carmel College, Bengaluru.

About Reputation today

Reputation Today is India's First magazine for Public Relations and Communications professionals. A widely read digital and print magazine, it features the latest trends, exclusive interviews of public relations stalwarts like corporate communication leaders and top media professionals along with discussions on noteworthy case studies, PR tips and lessons, book reviews and special posts by experts, among other things.

Reputation Today has had quarterly print editions for four years and has now moved to a digital avatar, with special editions coming out in print.

www.reputationtoday.in

About SCoRe

The School of Communications and Reputation (SCoRe) is a premier institute of Public Relations created by the Indian PR community. Founded in 2015, the institute is dedicated to uplifting talent in Indian PR profession through education, training, and research. Located in India's financial capital Mumbai, SCoRe offers a full time, Post Graduate Programme in Public Relations. The institute handpicks 20 driven youngsters from across the country each year to be trained by leaders of PR consultancies and communications teams.

SCoRe is also a part of The Public Relations Consultants Association of India (PRCAI), and The Global Alliance for Public Relations and Communications Management (GA), which help the institute bring global cutting edge knowledge, insights best practices in public relations education to current and future PR professionals. In 2020, SCoRe partnered with Quadriga University of Applied Sciences, Berlin, for exchange of knowledge, faculty and students.

www.scoreindia.org

About The PRactice

The PRactice is a full service Public Relations firm, with offices in Delhi, Bengaluru and Mumbai, that designs unique solutions to meet the challenging market realities of the 21st Century.

We help clients seize unforeseen opportunities and mitigate unexpected challenges by speaking with total authenticity and clarity, and engaging the most critical stakeholders, wherever they are. Drawing on nearly 20 years of experience, our understanding of stakeholders, their influence, their specific subject interest, and their power to bring in change in public opinion, allows us to extend the Public Relations gamut well beyond Media Engagement.

At The PRactice, our approach leads us to view the entire stakeholder ecosystem in a way that creates messaging with coherence and relevance. In this way, we sustain relationships of deeper significance that inspire personal and collective action of stakeholders. In a hyper-connected, hyper-competitive global marketplace with more diverse audiences than at any other time in history, success often relies on the power of true collaborative communication, which we enable for clients.

Disclaimer

This report attempts to showcase the relative social media influencing power held by professionals from the PR and Corporate Communications industry. The methodology leads to cohorts of influence derived from a detailed objective exercise and in no way must be treated as a rank of these individuals on social media. The data for the exercise has been taken from April 2019- March 2020 and the platforms under consideration were restricted to Twitter and LinkedIn. Images for all participants have been provided by Reputation Today and the data scraping was done by The PRactice. We have taken utmost care to avoid misrepresentation of any data. In case you observe any discrepancies, kindly send an email to digital@the-practice.net

