

SMILE

2021

Social Media Influencers Listing Engine

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ABOUT REPUTATION
TODAY

Introduction

Cricketer Virat Kohli, Bollywood superstar Amitabh Bachchan, and Prime Minister Narendra Modi are among India's top social media influencers, with an enviable fan following. Their increasing fan base has helped them enhance their personal brand, shape the popular discourse, and connect to millions of people from across the globe. The power of social media influencers has especially increased during the last couple of years as the world retreated indoors amid the pandemic. Influencers used digital platforms to amplify messages, build opinions, and appeal and engage with audiences.

While influence can be established by counting the number of followers a person has on various social networks, there is an inherent need to determine how a person makes social connections, who those connections are, and what is being communicated to them.

However, the number of followers, which is an easy metric to increase, is not an accurate indicator of popularity. What matters is how far across the Internet does one's message carry and if the audience

trusts and believes what they say. Engagement is a better indicator of influence as it shows how many followers of a particular influencer will be motivated to act. Each engagement is proof of the fact that the user is influenced by the post, be it liking the post, commenting on it, sharing it, or clicking-through. Digital transformation and influence have accelerated and become a part of our daily lexicon.

We are happy to present this year's Social Media Influencer Listing Engine (SMILE), a list of influencers who have created their niche online and are the crème de la crème of the world of Corporate Communications and Public Relations.

We congratulate everyone in this year's SMILE list for being at the forefront of our industry.

Note: This is a report and not a ranking. The names in the list were chosen from two data sets – Reputation Today's 2020 40-under-40 list and the 100 Most Important People list. Individuals with no original LinkedIn posts for six months (January to June 2021) have not been included in the list.



Methodology

Identification Of Influencers

We shortlisted 189 candidates and then chose only those who had a minimum Twitter following of 800 followers and LinkedIn following of 1000.

Calculation & Standardization

We then created tables to assign scores to each individual in the list. To normalize the Impression Scores, we multiplied them by 2. We then proceeded to add the Follower, Impression and Engagement Scores and divided the result by 3.

This gave us the Power Score 2 The Power Score ranged from 1.0 to 9.0 (For Twitter) and 1.0 to 9.3 (for LinkedIn). Therefore, we used 3 as the average Power Score.

Charting The Power Grid

We used the Power Score to map our final list of individuals into 4 quadrants:

- Experts
- Specialists
- Generalists
- Up-and-comers

Scores



Followers

Number of Followers **Score**

801-1500	1
1501-2000	2
2001-3000	3
3001-4500	4
4501-7500	5
7501-10000	6
10001-15000	7
15001-20000	8
20001-30000	9
30000+	10

Impressions

Number of Impressions **Score**

0-10000	1
10001-20000	2
20001-30000	3
30001-40000	4
40001 +	5

Engagement

Average Tweets/month **Score**

0-20	1
21-40	2
41-60	3
61-80	4
81-100	5
101-120	6
121-140	7
141-160	8
161-180	9
181-200	10



Followers

Number of Followers **Score**

1000-1500	1
1501-2000	2
2001-3000	3
3001-4500	4
4501-7500	5
7501-10000	6
10001-15000	7
15001-20000	8
20001-30000	9
30000+	10

Impressions

Number of Impressions **Score**

0-10000	1
10001-20000	2
20001-30000	3
30001-40000	4
40001 +	5

Engagement

Average Tweets/month **Score**

0-200	1
201-400	2
401-600	3
601-800	4
801-1000	5
1001-1200	6
1201-1400	7
1401-1600	8
1601-1800	9
1801-2000	10

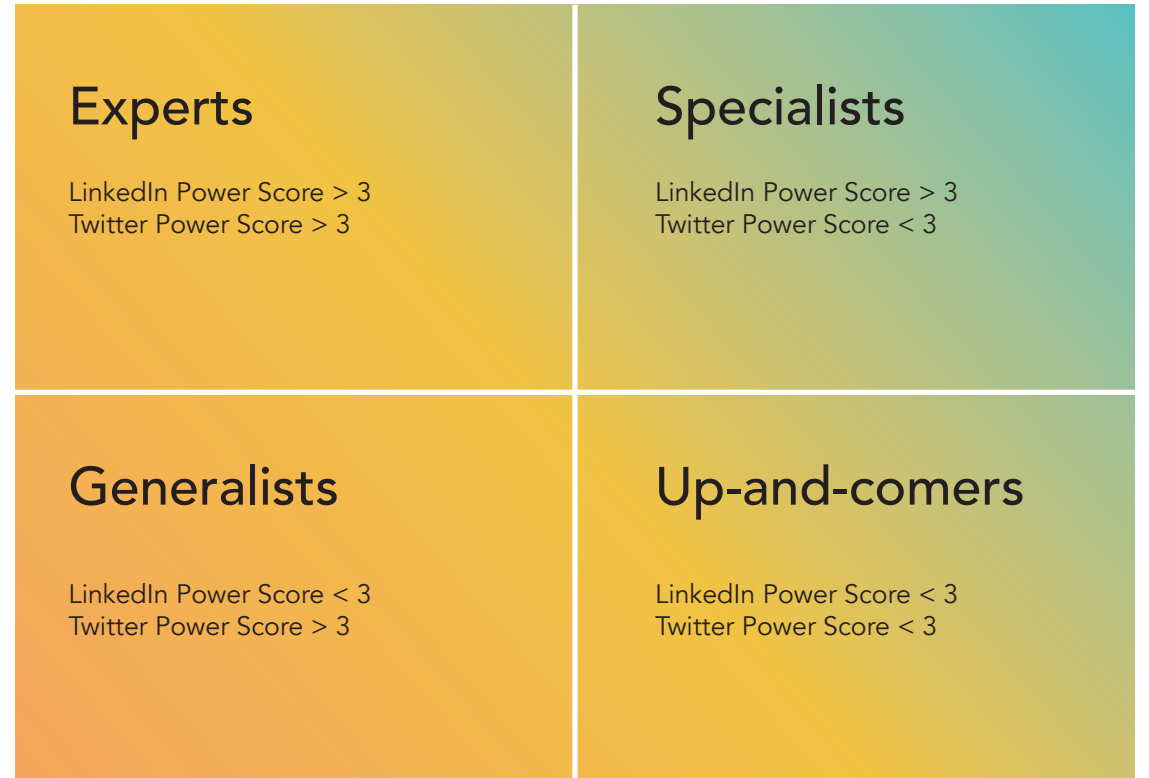
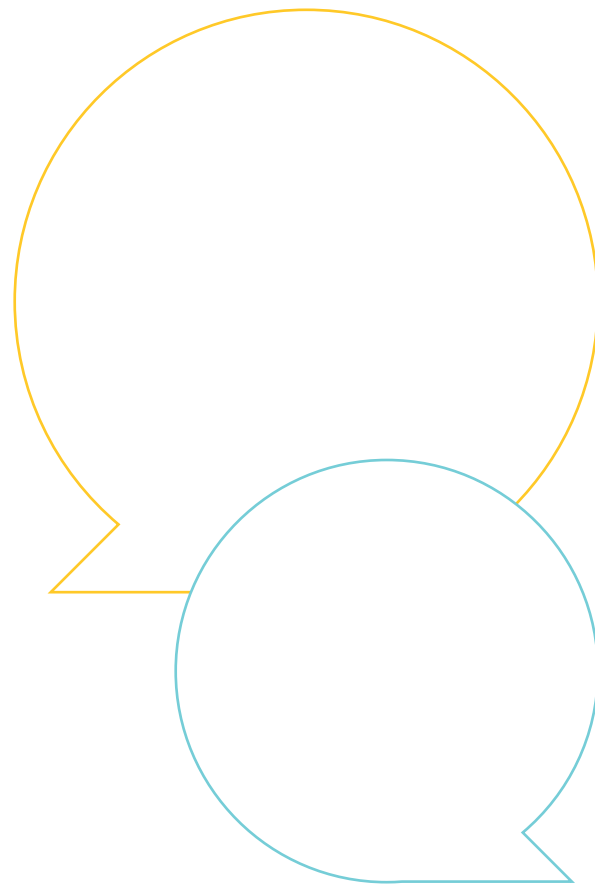
Power Scores

Twitter Power Score

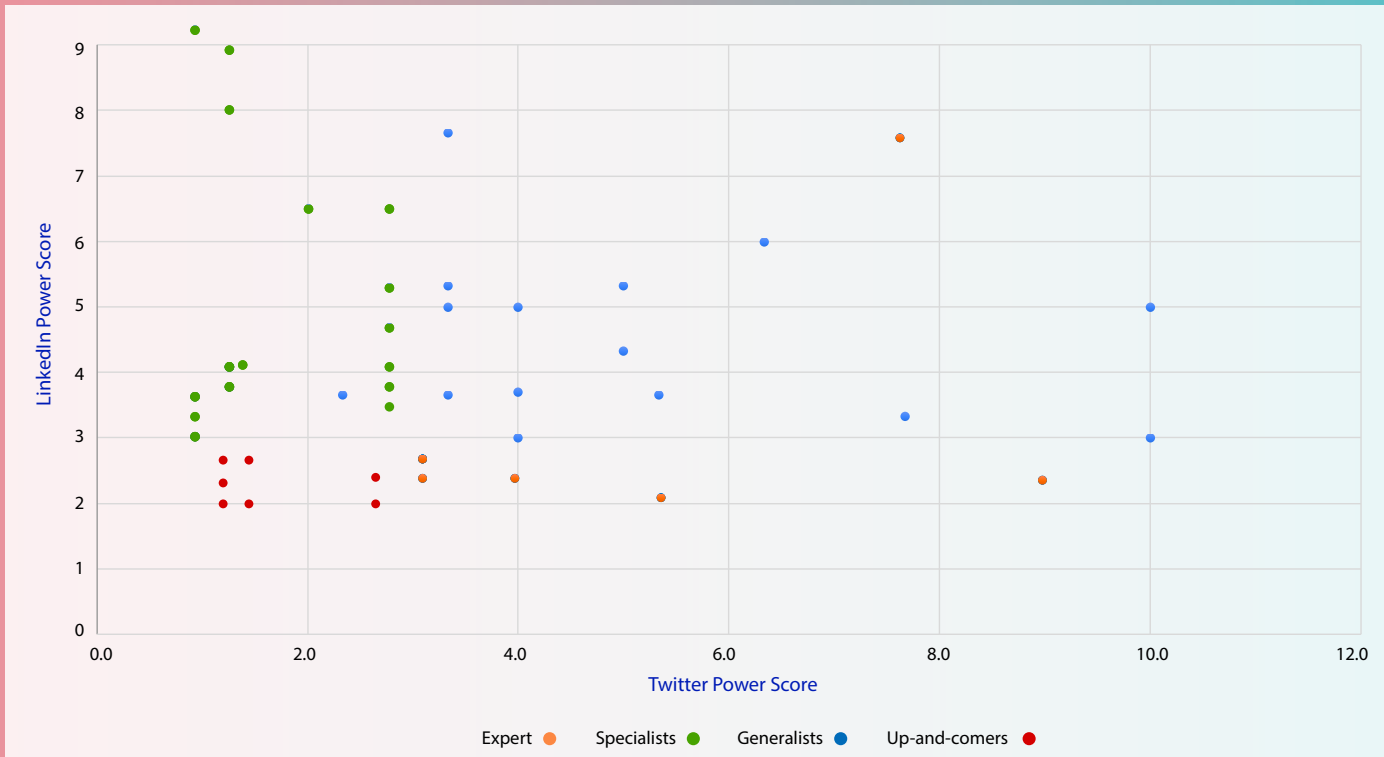
$(\text{Twitter Follower Score} + \text{Twitter Impression Score} + \text{Twitter Engagement Score})/3$

LinkedIn Power Score

$(\text{LinkedIn Follower Score} + \text{LinkedIn Impression Score} + \text{LinkedIn Engagement Score})/3$



The Power Grid



Experts

Anshul Sushil
 Kunal Kishore Sinha
 Nikhil Dey
 Partha Ghosh
 Dilip Cherian
 Harshendra Verdhan
 Prema Sagar
 Sarvesh Tiwari
 Sourav Mishra
 Sujit Patil
 Samir Kapur
 Shubham Mukherjee
 Tinu Cherian
 Roma Balwani
 Shravani Dang

Specialists

Aman Dhall
 Anand Subramanian
 Chetan Mahajan
 Shailesh Goyal
 Sunaina Jairath
 Ashim Gupta
 Aman Gupta
 Amit Misra
 Geetaj Channana
 Harjiv Singh
 Minari Shah
 Neeraj Jha
 Ruchika Mehta
 Seema Ahuja
 Shekhar Das Chowdhury
 Xavier Prabhu
 Melissa Arulappan
 Rohan Vyavaharkar
 Satinder Bindra
 Valerie Pinto
 Shreya Krishnan

Generalists

Girish Balachandran
 Himanshu Raj
 Nitin Mantri
 Rakesh Thukral
 Sonia Huria
 Vikram Kharvi
 Rohit Bansal

Up-and-comers

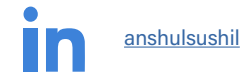
Girish Huria
 Aseem Sood
 Atul Sharma
 Deepa Dey
 Kapil Sharma
 Karan Bhujbal
 Payal Banerjee
 Puneet Gupta
 Udit Pathak
 Deepshikha Dharmaraj
 Rashmi Soni
 Rachana Panda
 Archana Jain
 Carson Dalton
 Vandana Shenoy

Experts



ANSHUL SUSHIL

Wizikey



FOLLOWERS

5391

Followers

3807

Engagement

269.55

Engagement

76.14

Power

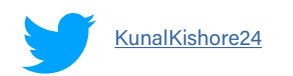
3.7

Power

4

KUNAL KISHORE SINHA

Value 360



FOLLOWERS

9895

Followers

2424

Engagement

494.75

Engagement

48.48

Power

5

Power

3.3



NIKHIL DEY

Adfactors PR



FOLLOWERS

6595

Followers

2307

Engagement

329.75

Engagement

46.14

Power

3.7

Power

3.3

DILIP CHERIAN

Perfect Relations



FOLLOWERS

9,827

Followers

55200

Engagement

491.35

Engagement

1104

Power

5

Power

10



PARTHA GHOSH

Samsung Electronics



FOLLOWERS

10427

Followers

5822

Engagement

521.35

Engagement

116.44

Power

5.3

Power

5



HARSHENDRA VERDHAN

IFFCO



FOLLOWERS

8759

Followers

5429

Engagement

437.95

Engagement

108.58

Power

4.3

Power

5



PREMA SAGAR

Genesis BCW



FOLLOWERS
6819

Followers
6100

Engagement
340.95

Engagement
122

Power
3.7

Power
5.3

SOURAV MISHRA

IIFL



FOLLOWERS
23297

Followers
2401

Engagement
1164.85

Engagement
48.02

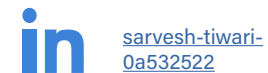
Power
7.7

Power
3.3



SARVESH TIWARI

PR Professionals



FOLLOWERS
5409

Followers
11700

Engagement
270.45

Engagement
234

Power
3.3

Power
7.7



SUJIT PATIL

Godrej Industries



FOLLOWERS
11196

Followers
2024

Engagement
559.8

Engagement
40.48

Power
5.3

Power
3.3



TINU CHERIAN

UST Global



FOLLOWERS
3940

Engagement
197

Power
3

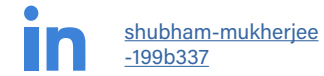
Followers
373927

Engagement
7478.54

Power
10

SHUBHAM MUKHERJEE

ICICI Prudential Life



FOLLOWERS
9947

Engagement
497.35

Power
5

Followers
3812

Engagement
76.24

Power
4



SAMIR KAPUR

Adfactors PR



FOLLOWERS
15684

Engagement
784.2

Power
6

Followers
8109

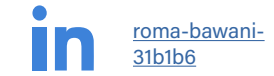
Engagement
162.18

Power
6.3



ROMA BALWANI

Vedanta



FOLLOWERS
3666

Engagement
183.3

Power
3

Followers
3626

Engagement
72.52

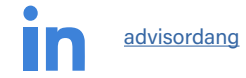
Power
4





SHRAVANI DANG

GWPR India



FOLLOWERS	Followers
6723	1103
Engagement	Engagement
336.15	22.06
Power	Power
3.7	2.3

Specialists



ANAND SUBRAMANIAN

Apple India



FOLLOWERS
4263

Followers
1544

Engagement
213.15

Engagement
30.88

Power
3.3

Power
2.7

SHAILESH GOYAL

Simulations



FOLLOWERS
4500

Followers
937

Engagement
225

Engagement
18.74

Power
3.3

Power
1.3



AMAN DHALL

Comms Credible



FOLLOWERS
18,182

Followers
1723

Engagement
909.1

Engagement
34.46

Power
6.3

Power
2.7



CHETAN MAHAJAN

Mavericks



FOLLOWERS
4071

Followers
1482

Engagement
203.55

Engagement
29.64

Power
3.3

Power
1.7





ASHIM GUPTA

Uber India



FOLLOWERS
31069

Followers
911

Engagement
1553.45

Engagement
18.22

Power
9.3

Power
1.3

AMIT MISRA

MSL



FOLLOWERS
9698

Followers
1566

Engagement
484.9

Engagement
31.32

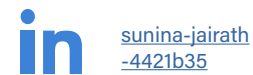
Power
5

Power
2.7



SUNAINA JAIRATH

Perfect Relations



FOLLOWERS
4823

Followers
1185

Engagement
241.15

Engagement
23.7

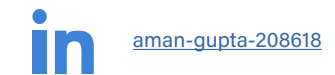
Power
3.7

Power
1.7



AMAN GUPTA

SPAG Asia



FOLLOWERS
4890

Followers
870

Engagement
244.5

Engagement
17.4

Power
3.7

Power
1.3



HARJIV SINGH

Gutenberg



FOLLOWERS
4438

Followers
1060

Engagement
221.9

Engagement
21.2

Power
3.3

Power
1.7

NEERAJ JHA

Bharti Airtel



FOLLOWERS
5104

Followers
1102

Engagement
255.2

Engagement
22.04

Power
3.7

Power
1.7



GEETAJ CHANNANA

Vivo



FOLLOWERS
1963

Followers
1105

Engagement
98.15

Engagement
22.1

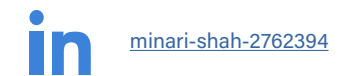
Power
3.7

Power
1.7



MINARI SHAH

Amazon



FOLLOWERS
8242

Followers
1849

Engagement
412.1

Engagement
36.98

Power
4.3

Power
2.7



RUCHIKA MEHTA

Park Hotels



FOLLOWERS
26159

Followers
1240

Engagement
1307.95

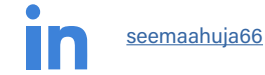
Engagement
24.8

Power
8

Power
1.7

SEEMA AHUJA

Biocon



FOLLOWERS
4082

Followers
1534

Engagement
204.1

Engagement
30.68

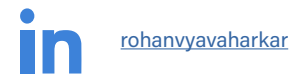
Power
3.7

Power
2.7



ROHAN VYAVAHARKAR

Omidyar Network



FOLLOWERS
3454

Followers
1987

Engagement
172.7

Engagement
39.74

Power
3

Power
2.7



SATINDER BINDRA

Uber



FOLLOWERS
3353

Followers
870

Engagement
167.65

Engagement
17.4

Power
3

Power
1.3



VALERIE PINTO

Weber Shandwick



FOLLOWERS

3885

Followers

955

Engagement

194.25

Engagement

19.1

Power

3

Power

1.3

MELISSA ARULAPPAN

IQVIA



FOLLOWERS

4612

Followers

1039

Engagement

230.6

Engagement

20.78

Power

3.7

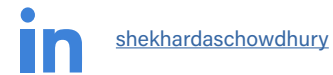
Power

1.7



SHEKHAR DAS CHOWDHURY

Mercedes-Benz India



FOLLOWERS

4908

Followers

990

Engagement

245.4

Engagement

19.8

Power

3.7

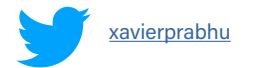
Power

1.3



XAVIER PRABHU

PRHUB



FOLLOWERS

29870

Followers

1096

Engagement

1493.5

Engagement

21.92

Power

9

Power

1.7



SHREYA KRISHNAN

Aon



[shreya-krishnan-she-her-hers-3190098](#)



[shreyakrishnan_](#)

FOLLOWERS

16351

Engagement

817.55

Power

6.3

Followers

1729

Engagement

34.58

Power

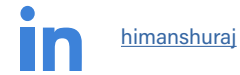
2

Generalists



HIMANSHU RAJ

MPL



FOLLOWERS
2318

Engagement
115.9

Power
2.3

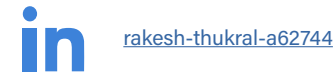
Followers
3416

Engagement
68.32

Power
4

RAKESH THUKRAL

Edelman



FOLLOWERS
1704

Engagement
85.2

Power
2.3

Followers
2120

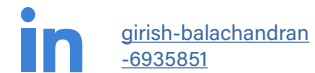
Engagement
42.4

Power
3.3



GIRISH BALACHANDRAN

On Purpose



FOLLOWERS
2597

Engagement
129.85

Power
2.7

Followers
2995

Engagement
59.9

Power
3.3



NITIN MANTRI

Avian WE



FOLLOWERS
2909

Engagement
145.45

Power
2.7

Followers
2934

Engagement
58.68

Power
3.3



VIKRAM KHARVI

Adfactors PR



FOLLOWERS
20574

Followers
13000

Engagement
1028.7

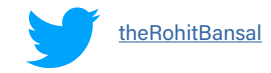
Engagement
260

Power
7.7

Power
7.7

ROHIT BANSAL

Reliance



FOLLOWERS
1856

Followers
27100

Engagement
92.8

Engagement
542

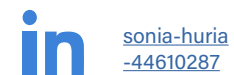
Power
2.3

Power
9



SONIA HURIA

Amazon Prime Video



FOLLOWERS
1095

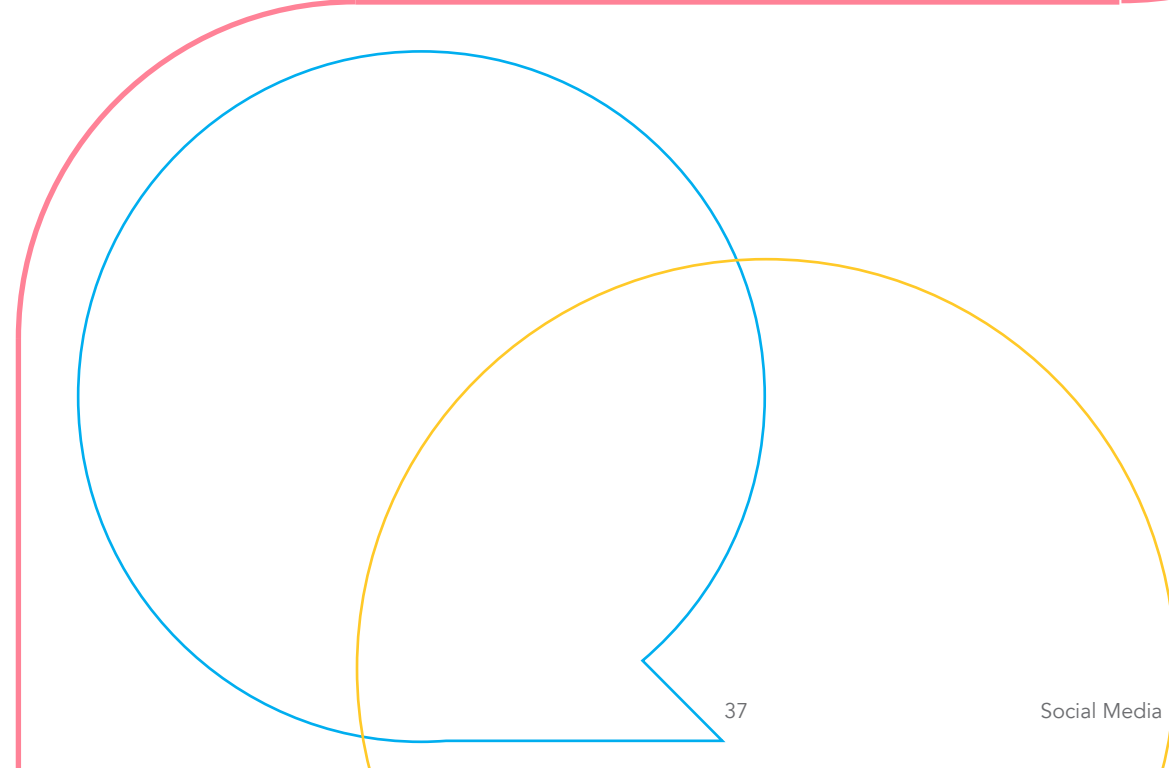
Followers
6074

Engagement
54.75

Engagement
121.48

Power
2

Power
5.3



Up-and-comers

GIRISH HURIA

Avian WE



[girish-huria-6b84a915](#)



[huriagirish](#)



FOLLOWERS

2337

Followers

954

Engagement

116.85

Engagement

19.08

Power

2.7

Power

1.3

ASEEM SOOD

Impact Research & Measurement



[aseemsood](#)



[aseemsood](#)



FOLLOWERS

1678

Followers

1523

Engagement

83.9

Engagement

30.46

Power

2.3

Power

2.7



ATUL SHARMA

Ruder Finn



[atul-sharma-a62935](#)



[atulogical](#)

FOLLOWERS

1695

Engagement

84.75

Power

2.3

Followers

937

Engagement

18.74

Power

1.3

KAPIL SHARMA

Ford India



[kapilsharmakalhan](#)



[KapilSKalhan](#)

FOLLOWERS

1843

Engagement

92.15

Power

2.3

Followers

1035

Engagement

20.7

Power

1.3



DEEPA DEY

Hindustan Unilever



[deepa-dey-14a1b34](#)



[ddey67](#)

FOLLOWERS

1359

Engagement

67.95

Power

2

Followers

1875

Engagement

37.5

Power

2.7



KARAN BHUJBAL

Instagram



[karanbhujbal](#)



[kb_ideabaker](#)

FOLLOWERS

1882

Engagement

94.1

Power

2.3

Followers

1791

Engagement

35.82

Power

2.7



PAYAL BANERJEE

Sequoia Capital



FOLLOWERS
1082

Engagement
54.1

Power
2

Followers
1780

Engagement
35.6

Power
2.7

UDIT PATHAK

Media Mantra



FOLLOWERS
2110

Engagement
105.5

Power
2.7

Followers
859

Engagement
17.18

Power
1.3



PUNEET GUPTA

INOX Leisure



FOLLOWERS
1129

Engagement
56.45

Power
2

Followers
1255

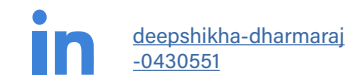
Engagement
25.1

Power
1.7



DEEPSHIKHA DHARMARAJ

Genesis BCW



FOLLOWERS
1299

Engagement
64.95

Power
2

Followers
1311

Engagement
26.22

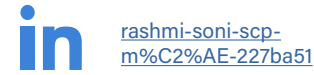
Power
1.7





RASHMI SONI

Vistara



FOLLOWERS
1290

Followers
1067

Engagement
64.5

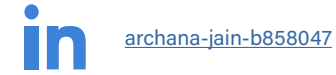
Engagement
21.34

Power
2

Power
1.7

ARCHANA JAIN

PR Pundit



FOLLOWERS
1320

Followers
886

Engagement
66

Engagement
17.72

Power
2

Power
1.3



RACHANA PANDA

Bayer



FOLLOWERS
2041

Followers
803

Engagement
102.05

Engagement
16.06

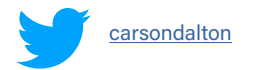
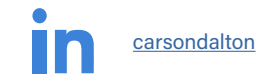
Power
2.7

Power
1.3



CARSON DALTON

Coca Cola



FOLLOWERS
2818

Followers
1316

Engagement
140.9

Engagement
26.32

Power
2.7

Power
1.7



VANDANA SHENOY

Oracle



[vandanashenoy](#)



[vandanashenoy](#)

FOLLOWERS

1092

Engagement

54.6

Power

2

Followers

932

Engagement

18.64

Power

1.3

About

The Panel

A panel of experts went through the methodology and the influencers' list in detail and ratified them.



Karthik Srinivasan

Karthik is a social media and digital marketing expert with experience of over 16 years across social media/digital communications, corporate communications, and public relations. He is a well-known thought leader in the social media/social business space in India. He is also a communications consultant and has worked with organizations/NGOs/non-profits/start-ups to help plan their communications strategies across industries like technology, finance, and consumer goods. Karthik is also a published author and in his book, "Be Social: Building Brand YOU Online", he talks about what it takes to build one's personal brand on social media.

You can reach Karthik at [LinkedIn](#) and [Twitter](#)



Ipshita Sen

Ipshita is a well-known Communications Expert and a Diversity & Inclusion Champion. She founded Engendered, a not-for-profit enterprise, in 2018, after a 20-year career working across markets in India, GCC, UK, and Southeast Asia. Ipshita is also the President of the India chapter of Global Women in PR. GWPR is an international network of senior women in Public Relations and Corporate Communications around the world, mentoring and supporting female talent in the industry and helping nurture the next generation of leaders.

You can reach Ipshita at [LinkedIn](#) and [Twitter](#)



Ritu Bararia

Ritu is a Senior Director at SCoRe. With an experience of over 20 years, Ritu is an expert in the travel, hospitality, and aviation industries. She is a published author and her book “The Little Joys of Communication” discusses traditional PR and communications practices for several brands and corporate houses. Ritu also sits on the prestigious Indian Women Network (IWN) forum of CII and maintains that every experience throughout her progressive career has taught her a valuable lesson.

You can reach Ritu at [LinkedIn](#) and [Twitter](#)



Narahari KS

Narahari is a corporate communications professional with over four decades in the field. He is currently a senior consultant at The PRACTICE. In his long career, he has led several global communication initiatives at organizations such as Wipro, IBM, Dell, and Texas Instruments. The Public Relations Council of India recognized his contribution to the profession by inducting him into its Hall of Fame in 2011. He also received the Lifetime Achievement Award at the annual PRAXIS conference in 2017.

Narahari's [LinkedIn](#) and [Twitter](#)

About the practice

PUBLIC RELATIONS

The PRACTICE is a full-service public relations firm with offices in Delhi, Mumbai, and Bengaluru, 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 the personal and collective action of stakeholders. In a hyper-connected and hyper-competitive global marketplace with a more diverse audience than any other time in history, success often relies on true collaborative communication, which we enable for clients.

www.the-practice.net

About

Reputation TODAY

Reputation Today is a quarterly print magazine that features the latest trends, exclusive interviews of public relations stalwarts, corporate communication leaders, and top media professionals. The magazine also features discussions on noteworthy case studies, PR tips, and lessons, book reviews, special posts by experts, among other things.

www.reputationtoday.in

Disclaimer

The report attempts to showcase the relative social media influencing power held by PR and communication professionals. The data for this exercise has been taken from June 2020 to June 2021. Only LinkedIn and Twitter have been considered. The methodology and The Power Grid have been developed by The PRactice.

