



the
practice
PUBLIC RELATIONS

SMILE

Social Media Influencers
Listing Engine

In partnership with

Reputation
TODAY

Contents

03 Introduction

04 Methodology

05 Scores

06 Power Scores

07 SMILE 2023:
Nominees

08 The
SMILE List
2023

26 About
The Panel

28 About
The PRACTICE

29 About
Reputation
Today

Introduction

Social media communicators are pivotal in shaping public opinion and disseminating information. However, with this influence comes a profound responsibility to combat the spread of false information and uphold the integrity of credible narratives.

Our industry's pressing issue is the prevalence of stories published to improve SEO rankings or manipulate narratives. Unfortunately, some content is rewritten or altered to present individuals, groups, or organizations in a less-than-flattering or, at times, overly flattering manner. As a result, this practice can severely erode the information's accuracy and reliability.

While we as communicators must champion high-quality content and scrutinize stories with a critical lens, it is vital to acknowledge that this is a global issue, and eradicating misinformation will take time. We must, therefore, hold ourselves and our peers accountable to maintain the sanctity of the media landscape.

A fundamental moral duty of the PR industry is to do no harm. This means conscientiously avoiding clients or entities that seek to spread fake news. Moreover, as communication leaders, we must introspect if we inadvertently contribute to misinformation. Are we twisting narratives beyond reality or exaggerating facts to satisfy clients?

The priority should be to help them convey their authentic stories effectively rather than compromising credibility.

Public relations and communication professionals are crucial in protecting reputations and shaping public opinion. As our profession continues to evolve and technologies like Generative AI become more prevalent, the responsibilities of the PR community will

continue to increase. While ChatGPT can generate a large amount of content quickly, there is no assurance of its reliability. Unfortunately, it has been known to spread false information and fake news at high speeds, which can promote biased, unreliable and harmful narratives. In these situations, PR professionals must be watchful and assist their clients and brands in delivering authentic and trustworthy communication.

To tackle misinformation effectively, the industry must unite to educate audiences on media literacy. This includes promoting critical thinking and fact-checking before accepting information at face value. By arming the public with the tools to discern truth from falsehood, we empower them to make informed decisions.

As social media influencers, we should wield our influence responsibly, understanding that ethics, integrity, and honesty are the cornerstones of any good business. As PR professionals, we must guide our clients and protect their reputations. With this principle in mind, The PRactice proudly presents the 2023 list of social media communicators in our fourth annual Social Media Influencers Listing Engine (SMILE) report, recognizing those who have been at the forefront of our industry over the past year.

The recognized social media communicators have distinguished themselves by carving unique niches online, sharing opinions and perspectives that hold tremendous value. Their contributions to the digital landscape have been exceptional. Congratulations to all the honorees! Through this recognition, we hope to inspire many more within our industry to acknowledge and harness the extraordinary power of social media and drive positive change.

Methodology

Identification Of Influencers

For this year's SMILE report, we sought nominations from individuals who aspired to participate and also considered candidates from last year's SMILE 2022 report. Combining both lists, we selected those with at least 800 followers on Twitter and 1000 followers on LinkedIn.

1

Calculation & Standardization

Next, we established tables to assign scores to each person in List 1. To standardize the Impression Scores, we multiplied them by 2. Then, we aggregated the Follower, Impression, and Engagement Scores, dividing the total by 3.

2

Mapping the power score

These calculations culminated in the Power Score ranging from 1 to 10 for Twitter and 2 to 9 for LinkedIn. We rounded off the average score to 4, using it as the median Power Score within the four quadrants.

3

Determining the power score

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

- Maestros
- Virtuosos
- Aficionados
- Pathfinders

4

Scores



Followers

No. of Followers Score

801-1500	1
1501-2000	2
2001-3000	3
3001-4500	4
4501-7500	5
7501-10,000	6
10,001-15,000	7
15,001-20,000	8
20,001-30,000	9
30,001+	10

Impressions

No. of Impressions Score

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

Engagement

Avg 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

No. of Followers Score

801-1500	1
1501-2000	2
2001-3000	3
3001-4500	4
4501-7500	5
7501-10,000	6
10,001-15,000	7
15,001-20,000	8
20,001-30,000	9
30,001+	10

Impressions

No. of Impressions Score

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

Engagement

Avg Posts/month Score

0-100	1
101-200	2
201-300	3
301-400	4
401-500	5
501-600	6
601-700	7
701-800	8
801-900	9
901+	10

Power Scores

Twitter Power Score

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

LinkedIn Power Score

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

Maestros

Both LinkedIn & Twitter
Power Scores > 4

Virtuosos

LinkedIn Power Scores < 4
& Twitter Power Scores > 4

Aficionados

LinkedIn Power Scores > 4
& Twitter Power Scores < 4

Pathfinders

Both LinkedIn & Twitter
Power Scores < 4



SMILE 2023: Nominees

Aman Dhall	Dilip Cherian	Nitin Mantri	Shailesh Goyal
Aman Gupta	Geetaj Channana	Partha Ghosh	Shreya Krishnan
Anil Mascarenhas	Girish Balachandran	Pooja Thakran	Shubham Mukherjee
Aniruddha Basu	Girish Huria	Pooja Trehan	Sonia Huria
Anshul Sushil	Harsha Ramachandra	Prateek Chatterjee	Sourav Mishra
AR Hemant	Harshendra Verdhan	Preeti Juneja	Stuti Singh
Archana Jain	Himanshu Raj	Priya Patankar	Sujit Patil
Aseem Sood	Hitesh Raj Bhagat	Puneet Gupta	Sumeet Chatterjee
Ashwani Singla	Karan Bhujbal	Rahul Rakesh	Sunaina Jairath
Atul Sharma	Kiran Veigas	Rajneesh Kumar	Suresh Gaur
Bharatendu Kabi	Komal Lath	Rakesh Thukral	Tinu Cherian
Bhaskar Majumdar	Krishna Vilasini Bharadwaj	Rashmi Soni	Tuhina Pandey
Biswajit Dash	Kumar Manish	Rohan Vyavaharkar	Udit Pathak
Boby Kurian	Kunal Kishore	Rohit Bansal	Vandana Shenoy
Carson Dalton	Melissa Arulappan	Ruchica Tomar	Vignesh Nair
Chetan Mahajan	Minari Shah	Samir Kapur	Vikram Kharvi
Chhavi Leekha	Mou Chakravorty	Sarvesh Tiwari	Vineet Handa
D N V Kumara Guru	Neeraj Jha	Seema Ahuja	Xavier Prabhu
Deepa Dey	Neha Bahri	Senjam Raj Sekhar	
Deepshikha Dharmaraj	Nikhil Dey		

• Data is verified and accurate as of May 17th, 2023

• All names listed in alphabetical order



The SMILE List 2023

Maestros

ANIL MASCARENHAS

360 ONE



anilmascarenhas

Followers
16,383

Engagement
819.15

Power
5.67



anmasc

Followers
4,922

Engagement
98.44

Power
4.7

ANSHUL SUSHIL

Wizikey



anshulsushil

Followers
6,824

Engagement
341.2

Power
6.33



AnshulSushil

Followers
3,771

Engagement
75.42

Power
4

DILIP CHERIAN

Perfect Relations



dilipcherian

Followers
10,999

Engagement
549.95

Power
7.67



dilipthecherian

Followers
56,809

Engagement
1136.18

Power
8.3

GIRISH BALACHANDRAN

On Purpose



girish-balachandran-he-his-6935851

Followers
3,667

Engagement
183.35

Power
4.33



Girisham1

Followers
3,050

Engagement
61

Power
4

HARSHENDRA VERDHAN

IFFCO



harshendra

Followers
10,740

Engagement
537

Power
7



iamharshendra

Followers
7,577

Engagement
151.54

Power
6.7

HIMANSHU RAJ

Pristyn Care



himanshuraj

Followers
4,860

Engagement
243

Power
4.33



Lordchewbarka

Followers
3,345

Engagement
66.9

Power
6

KOMAL LATH

Tute Consult



komallath

Followers
8,774

Engagement
438.7

Power
5



Komall

Followers
3,520

Engagement
70.4

Power
4.7

KUMAR MANISH

Communicate Karo



kumarmanish9

Followers
5,900

Engagement
295

Power
5.33



kumarmanish9

Followers
27,575

Engagement
551.5

Power
9

KUNAL KISHORE

Value 360 Communications



kunal-kishore-a6a0852

Followers
11,296

Engagement
564.8

Power
5.33



KunalKishore24

Followers
2,484

Engagement
49.68

Power
4

MINARI SHAH

Amazon



minari-shah-2762394

Followers
11,741

Engagement
587.05

Power
5.67



MinariShah

Followers
2,242

Engagement
44.84

Power
5.7

NIKHIL DEY

Adfactors PR



nikhildey

Followers
9,260

Engagement
463

Power
5



deydreaming

Followers
2,674

Engagement
53.48

Power
5

NITIN MANTRI

Avian WE



nitinmantri

Followers
4,486

Engagement
224.3

Power
4.33



nitinmantri

Followers
3,821

Engagement
76.42

Power
5.3

PARTHA GHOSH

Air India



partha-ghosh-35887a9

Followers
13,250

Engagement
662.5

Power
6.33



heyyparth

Followers
6,464

Engagement
129.28

Power
6.3

RAJNEESH KUMAR

Flipkart



rajneeshkumar

Followers
18,157

Engagement
907.85

Power
5.67



rajneeshkumar

Followers
9,471

Engagement
189.42

Power
6.7

ROHIT BANSAL

Reliance Industries



therohitbansal

Followers
14,512

Engagement
725.6

Power
7.67



theRohitBansal

Followers
27,543

Engagement
550.86

Power
9

SAMIR KAPUR

Adfactors PR



samirkapur

Followers
17,683

Engagement
884.15

Power
5



samir_kapur

Followers
7,656

Engagement
153.12

Power
5.3

SEEMA AHUJA

Biocon



seemaahuja66

Followers
5,740

Engagement
287

Power
5



SeemaAhuja1

Followers
2,084

Engagement
41.68

Power
5.7

SHREYA KRISHNAN

Aon



shreya-krishnan-3190098

Followers
18,696

Engagement
934.8

Power
5



shreyakrishnan_

Followers
2,691

Engagement
53.82

Power
5

SHUBHAM MUKHERJEE

ICICI Prudential Life



in
shubham-mukherjee-199b337

Followers
11,016
Engagement
550.8
Power
5.67

Twitter
Shubhm

Followers
4,024
Engagement
80.48
Power
6

SOURAV MISHRA

IIFL



in
souravmishra

Followers
31,339
Engagement
1566.95
Power
9.33

Twitter
souravmishra1

Followers
2,975
Engagement
59.5
Power
5.7

SURESH GAUR

PR4U



in
sureshgaur

Followers
20,531
Engagement
1026.55
Power
9

Twitter
sureshgaur56

Followers
1,437
Engagement
28.74
Power
4.3

TINU CHERIAN

UST Global



in
tinucherian

Followers
15,056
Engagement
752.8
Power
8

Twitter
tinucherian

Followers
379218
Engagement
7584.36
Power
10

VIKRAM KHARVI

Adfactors PR



in
vikramkharvi

Followers
25,601
Engagement
1280.05
Power
7.67

Twitter
vikramkharvi

Followers
13,043
Engagement
260.86
Power
7

VINEET HANDA

Kaizzen



in
vineet-handa-250024a

Followers
18,576
Engagement
928.8
Power
6.33

Twitter
vineetalways

Followers
1,067
Engagement
21.34
Power
4.3

XAVIER PRABHU

PRHUB



in
xavierprabhu

Followers
30,425
Engagement
1521.25
Power
8.33


xavierprabhu

Followers
1,147
Engagement
22.94
Power
4.3



Virtuosos

DEEPA DEY

Hindustan Unilever



deepa-dey-14a1b34

Followers
2,693

Engagement
134.65

Power
3



ddey67

Followers
2,155

Engagement
43.1

Power
5.7

GIRISH HURIA

Avian WE



girish-hur
ia-6b84a915

Followers
2,653

Engagement
132.65

Power
3



huriagrish

Followers
1,031

Engagement
20.62

Power
4.3

HARSHA RAMACHANDRA

Tata Sons



hramachandra

Followers
2,687

Engagement
134.35

Power
2.67



taprichai

Followers
2,337

Engagement
46.74

Power
4.7

HITESH RAJ BHAGAT

Truecaller



hiteshrajbhagat

Followers
3,769

Engagement
188.45

Power
3



hiteshrajbhagat

Followers
12,112

Engagement
242.24

Power
7.7

MELISSA ARULAPPAN

Target India



marulappan

Followers
7,194

Engagement
359.7

Power
3.67



meltwith

Followers
1,166

Engagement
23.32

Power
4.3

RAHUL RAKESH

Adfactors PR



rahulrakesh

Followers
2,877

Engagement
143.85

Power
2.67



rahulrakesh

Followers
1,817

Engagement
36.34

Power
4.3

RAKESH THUKRAL

Edelman



in
rakesh-
thukral-a62744

Followers
2,576
Engagement
128.8
Power
2.67


RakeshThukral

Followers
2,473
Engagement
49.46
Power
5

ROHAN VYAVAHARKAR

Omidyar Network



in
rohanvyavaharkar

Followers
4,689
Engagement
234.45
Power
3.33


vyavaharkar

Followers
1,992
Engagement
39.84
Power
5.3

RUCHICA TOMAR

Uber India & South Asia



in
ruchica-tomar-
115a3328

Followers
1,358
Engagement
67.9
Power
2


ruchicatomar

Followers
14,581
Engagement
291.62
Power
7.7

SONIA HURIA

Amazon Prime Video

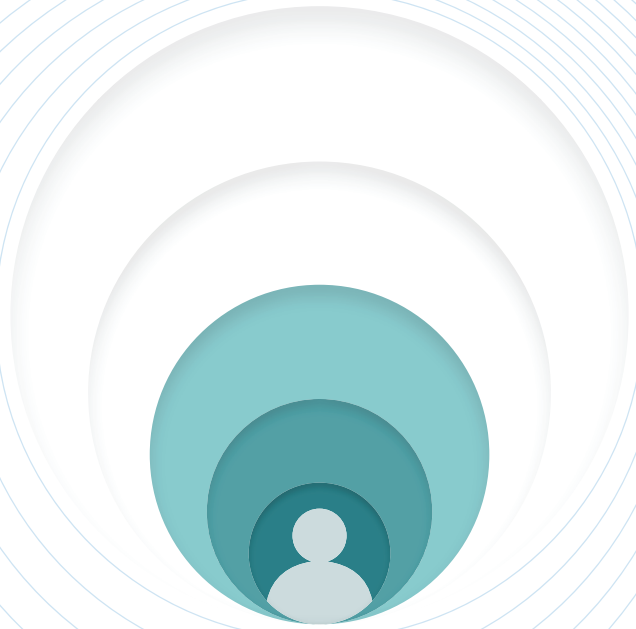


in
sonia-hu-
ria-44610287

Followers
1,924
Engagement
96.2
Power
2.33


Soniahuria

Followers
6,036
Engagement
120.72
Power
4.3



Aficionados

AMAN DHALL

Comms Credible



Followers
28,419
Engagement
1420.95
Power
7



Followers
1,763
Engagement
35.26
Power
2.7

AMAN GUPTA

SPAG-FINN Partners



Followers
7,542
Engagement
377.1
Power
4.33



Followers
993
Engagement
19.86
Power
2

ANIRUDDHA BASU

L&T Tech Services



Followers
5,802
Engagement
290.1
Power
6



Followers
1,415
Engagement
28.3
Power
2

BHASKAR MAJUMDAR

Egis India



Followers
19,691
Engagement
984.55
Power
8.67



Followers
6,102
Engagement
122.04
Power
3

BISWAJIT DASH

Kotak Mahindra Bank



Followers
7,600
Engagement
380
Power
6



Followers
1,755
Engagement
35.1
Power
2.7

CHETAN MAHAJAN

Mavericks



Followers
5,943
Engagement
297.15
Power
4.33



Followers
1,456
Engagement
29.12
Power
1.7

CHHAVI LEEKHA

IndiGo



in
chhavileekha

Followers
7,589
Engagement
379.45
Power
4.67

tw
ChhaviLeekha

Followers
1,015
Engagement
20.3
Power
2

D N V KUMARA GURU

Indian School of Business



in
kumaraguru

Followers
8,109
Engagement
405.45
Power
4

tw
kumaraguru

Followers
3,257
Engagement
65.14
Power
2.7

KIRAN VEIGAS

Happiest Minds



in
kiranveigas

Followers
28,084
Engagement
1404.2
Power
6.33

tw
KiranVeigas

Followers
1,308
Engagement
26.16
Power
2.3

NEERAJ JHA

Bajaj Group



in
jhaneerajk

Followers
8,702
Engagement
925.8
Power
3

tw
NeerajBajaj_Grp

Followers
7,184
Engagement
21.4
Power
3

POOJA THAKRAN

Honeywell India



in
poojathakran

Followers
18,276
Engagement
913.8
Power
6.67

tw
poojathakran

Followers
933
Engagement
18.66
Power
1

PRATEEK CHATTERJEE

GMR Group



in
prateekchatterjee

Followers
12,662
Engagement
633.1
Power
5.33

tw
prateekchat

Followers
1,206
Engagement
24.12
Power
1.3

SARVESH TIWARI

PR Professionals



sarvesh-tiwari-0a532522

Followers
9,081

Engagement
454.05

Power
4.67



sarveshsays

Followers
11,242

Engagement
224.84

Power
3.7

SHAILESH GOYAL

Simulations



shailesh-goyal-a11ab610

Followers
6,055

Engagement
302.75

Power
6.33



ShaileshGoyal

Followers
1,090

Engagement
21.8

Power
3

STUTI SINGH

Adfactors PR



singhstuti

Followers
11,141

Engagement
557.05

Power
4.67



stuti234

Followers
1,031

Engagement
20.62

Power
1.7

SUJIT PATIL

Godrej Industries



sujitpatilabc

Followers
17,838

Engagement
891.9

Power
5.33



SujitPatil

Followers
2,032

Engagement
40.64

Power
3.7

TUHINA PANDEY

IBM India & South Asia



tuhina-pandey-tp19

Followers
7,643

Engagement
382.15

Power
5.67



tuhinapandey

Followers
1,209

Engagement
24.18

Power
2.7

UDIT PATHAK

Media Mantra



uditpathak

Followers
5,947

Engagement
297.35

Power
4.67

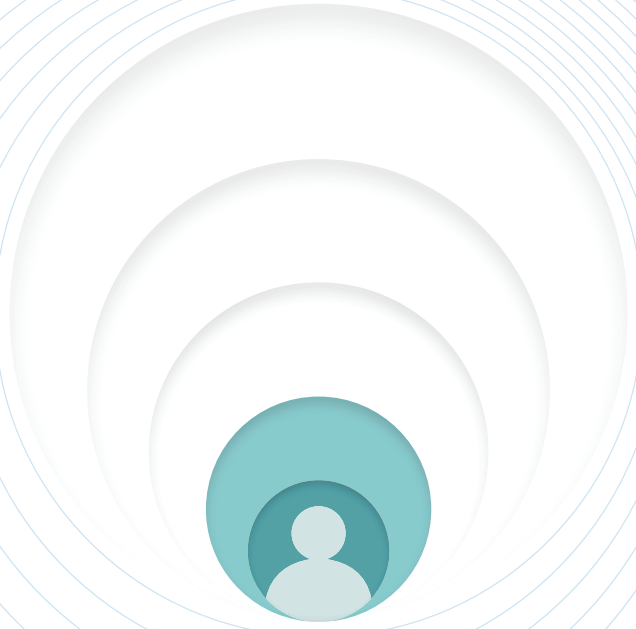


uditpathak06

Followers
7,967

Engagement
159.34

Power
3.3



Pathfinders

AR HEMANT

Bankbazaar



arhemant

Followers

4,279

Engagement

213.95

Power

3



arhemant

Followers

1,291

Engagement

25.82

Power

1.7

ARCHANA JAIN

PR Pundit



archana-jain-b858047

Followers

2,593

Engagement

129.65

Power

3.33



ajpundit

Followers

896

Engagement

17.92

Power

1.3

ASEEM SOOD

Impact Research & Measurement



aseemsood

Followers

2,095

Engagement

104.75

Power

2.67



aseemsood

Followers

1,836

Engagement

36.72

Power

2.7

ASHWANI SINGLA

Astrum



ashsingla

Followers

7,491

Engagement

374.55

Power

3.67



ashsingla

Followers

2,164

Engagement

43.28

Power

2.7

ATUL SHARMA

Ruder Finn India



atul-sharma-a62935

Followers

2,106

Engagement

105.3

Power

2.67



atological

Followers

1,058

Engagement

21.16

Power

2

BHARATENDU KABI

Hero MotoCorp



bharatendukabi

Followers

3,779

Engagement

188.95

Power

3



bharatendukabi

Followers

898

Engagement

17.96

Power

2.7

BOBY KURIAN

SoftBank Investment Advisors



Followers
2,493
Engagement
124.65
Power
3.33



Followers
1,954
Engagement
39.08
Power
3.7

CARSON DALTON

Coca Cola



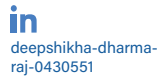
Followers
3,396
Engagement
169.8
Power
3



Followers
1,285
Engagement
25.7
Power
1.7

DEEPSHIKHA DHARMARAJ

BCW India



Followers
2,725
Engagement
136.25
Power
3.33



Followers
1,434
Engagement
28.68
Power
1.3

GEETAJ CHANNANA

Vivo



Followers
2,962
Engagement
148.1
Power
2.67



Followers
1,305
Engagement
26.1
Power
1.3

KARAN BHUJBAL

Instagram



Followers
2,712
Engagement
135.6
Power
3



Followers
1,714
Engagement
34.28
Power
2.3

KRISHNA VILASINI BHARADWAJ

L'oreal India



Followers
2,768
Engagement
138.4
Power
2.67



Followers
1,107
Engagement
22.14
Power
1.3

MOU CHAKRAVORTY

Deloitte India



mouchakravorty

Followers
5,340
Engagement
267
Power
3.67



mouchakravorty

Followers
1,147
Engagement
22.94
Power
1

NEHA BAHRI

Bconnect Communications



nehasawhney

Followers
7,429
Engagement
371.45
Power
3.67



sawhneyneha

Followers
1,269
Engagement
25.38
Power
1.7

POOJA TREHAN

Sports for All (SFA)



poojatrehan

Followers
1,672
Engagement
83.6
Power
3



poojabd

Followers
2,246
Engagement
44.92
Power
2.7

PREETI JUNEJA

Dreamweb



preetimehrajuneja

Followers
4,280
Engagement
214
Power
3.67



<https://mobile.twitter.com/preetijuneja>

Followers
2,028
Engagement
40.56
Power
2.3

PRIYA PATANKAR

Phone Pe



patankarpriya

Followers
8,545
Engagement
427.25
Power
4



priyeah13

Followers
891
Engagement
17.82
Power
1.3

PUNEET GUPTA

INOX Leisure



puneet48

Followers
2,450
Engagement
122.5
Power
2.67



puneet48

Followers
1,445
Engagement
28.9
Power
2.7

RASHMI SONI

Vistara



in
rashmi-soni-scp-
m%C2%AE-227ba51

Followers
1,599

Engagement
79.95

Power
2.33

tw
rashmi0108

Followers
1,288

Engagement
25.76

Power
1.3

SENJAM RAJ SEK HAR

Mobile Premier League



in
senjam

Followers
2,525

Engagement
126.25

Power
2.67

tw
senjam

Followers
1,374

Engagement
27.48

Power
3

SUMEET CHATTERJEE

Larsen & Toubro



in
sumeetchatterjee

Followers
3,190

Engagement
159.5

Power
3

tw
sumchatter

Followers
1,390

Engagement
27.8

Power
1.3

SUNAINA JAIRATH

CREA



in
suna-
ina-jairath-4421b35

Followers
7,202

Engagement
360.1

Power
3.33

tw
sunainajairath

Followers
1,246

Engagement
24.92

Power
3.3

VANDANA SHENOY

Oracle



in
vandanashenoy

Followers
1,207

Engagement
60.35

Power
1.67

tw
vandanashenoy

Followers
919

Engagement
18.38

Power
1.3

VIGNESH NAIR

Loreal India



in
vigneshnair4789

Followers
3,569

Engagement
178.45

Power
3.33

tw
vigim4789

Followers
1,735

Engagement
34.7

Power
2.3

About The Panel

A panel of experts reviewed the methodology and the influencers' list 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 India's social media/social business space. 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 brand on social media.

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



SHRAVANI DANG

A senior communications and CSR leader with over two decades of quantifiable achievements, Shravani's expertise lies in communications, stakeholder management, brand positioning and change management strategies to transform organizations and positively influence conversations and perceptions about them. Her experience base spans multinational companies across technology, financial, not-for-profit and industrial sectors.

You can reach Shravani at [LinkedIn](#).



KS NARAHARI

Narahari is a corporate communications professional with over four decades in the field. He is currently a senior consultant at The PRactice. He has led several global communication initiatives in his career 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 Fulcrum Lifetime Achievement Award at the PRAXIS conference in 2017.

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



Hemant Gaule

Hemant Gaule is the Dean of the School of Communications & Reputation, leading India's only Independent Institute of Public Relations ([scoreindia.org](#)). He is also responsible for creating the first community of PR and Communications professionals from South Asia. With diverse experience in corporate and brand communications and a focus on digital engagement, he has consulted for private sector entities, social, political and intellectual properties and government departments. In 2019, the ASEAN PR Network honored him as a Fellow Accredited Public Relations Practitioner.

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

About The PRACTICE



The PRACTICE is a leading Public Relations firm with a domain focus on the Technology and Social Innovation space. The PRACTICE has consistently built a reputation around sound strategy, operational excellence, effective execution and the philosophy of growth through retention. The PRACTICE's understanding of their focus domains and an outside-in approach helps them devise objective, out-of-the-box business-centric, result-oriented strategies. The PRACTICE has offices in Bengaluru, Mumbai and New Delhi.

www.the-practice.net

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Reputation
TODAY

Reputation Today is a quarterly print magazine that features the latest trends and 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 and special posts by experts, among other things.

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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 2022 to May 2023. Only LinkedIn and Twitter have been considered. The PRactice has developed the methodology and The Power Grid.