



## Influencers India Loves

Our new monthly tracking product Ormax Influencers India Loves is the only consumer-generated measure of the popularity of social media influencers in India

Published on June 13, 2023

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### Summary

- While influencers continue to become more important with time, metrics to measure their popularity have not evolved at the same pace
  - Our new monthly tracking product Ormax Influencers India Loves (OIIL) reports influencer popularity based on actual audience response, using primary research across urban India
  - Bhuvan Bam emerges as the most popular social media influencer in India in the month of May 2023. He's followed by CarryMinati and Ashish Chanchlani at no. 2 and 3, respectively
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According to [a report](#) by Redseer, the influencer economy in India is expected to grow at a staggering CAGR of 25% over the next five years. While influencers continue to become more important with time, metrics to measure their popularity have not evolved at the same pace. As a result, basic social media metrics like follower count and engagement are used to gauge the popularity of influencers.

Launched in May 2023, our new monthly tracking product **Ormax Influencers India Loves (OIL)** reports influencer popularity based on actual audience response, making it the only consumer-generated measure of the popularity of social media influencers in India. OIL is the fifth in the line of our popularity tracking products, after Ormax Characters India Loves (GECs), Ormax Stars India Loves (theatrical), Ormax Heartbeats (Hindi songs) and Ormax Sports Stars. All our popularity tracking products use primary research to measure popularity at the point where it matters the most: the consumer!

OIL covers a monthly sample size of 1,000+ across urban India (15+ yrs.). Each participant is asked to name their top social media platforms (upto 3, including YouTube), and their two favorite influencers for each of these platforms. Hence, each participant in the research names upto six influencers. Company and brand names (e.g., SET India, Netflix, Aaj Tak, etc.) are not considered as valid responses.

Here is a list of the top 10 social media influencers in India for May 2023.



Subscribers to OIIL get access to popularity shares of upto 50 influencers every month, including differences by gender, age groups and markets, which can help them identify the core TG of the influencer. Month-on-month movement in influencers’ popularity helps track their growing/ declining influence. Influencer popularity data from Ormax Influencers India Loves can be layered with personality profiling & brand fit, available through [Ormax Celeble](#).

With Ormax Influencers India Loves, we want to bring objectivity and rigor to the process of selection of the right influencers for brands.

For subscription details, you can mail us at [reports@ormaxworld.com](mailto:reports@ormaxworld.com)