

the  
**practice** Presents  
PUBLIC RELATIONS

# SMILE 2022

SOCIAL MEDIA INFLUENCERS  
LISTING ENGINE



In partnership with

**Reputation**  
TODAY



# Contents

03

INTRODUCTION

04

METHODOLOGY

10

THE POWER GRID

12

THE SMILE LIST 2022

28

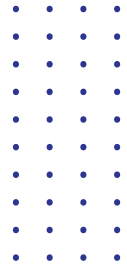
ABOUT THE PANEL

30

ABOUT THE PRACTICE

31

ABOUT REPUTATION  
TODAY



# Introduction

Social media influencers have created an inflection point in the world of digital marketing, if not, marketing itself. While one might have mixed views on the role social media influencers play, there is no denying their importance in a world dominated by Gen Z, the one-click, all-digital generation, growing up in a borderless world.

Over the last few years, social media influencers have gained popularity amongst Gen Z — or those born from the late 1990s to early 2010s. According to a recent report on social media influencers, 86% of Gen Z follow influencers that are not celebrities in the traditional sense of the word.

Tapping into the interests of the younger generation is an effective strategy for businesses to maximize reach and it should not be surprising that influencer marketing has positioned itself as the most lucrative medium for brand promotion and marketing.

However, influencers, brands and agencies behind a particular promotion or campaign have a responsibility to make sure the brand or product they are endorsing, or are associated with, is something they can be proud of. After

all, the relationship between an influencer and their followers is based on trust. But without any clear guidelines and responsibilities, chances of deception or manipulation may arise. Most brand partnerships with influencers are one-time engagements, unless the influencer is a celebrity. So with whom does the onus lie: the brand, the influencer or the industry at large?

In recent years, PR practitioners have emerged as powerful influencers and are making a significant impact on how communication helps in conveying the right messages to an organization's stakeholders and thereby helping them to enhance their reputation in the ecosystem in which they function.

The PRactice presents 2022's list of social media influencers in Corporate Communications and Public Relations (SMILE – 2022). These are professionals who have created their niche online and their opinions and points of view matter.

Congratulations. We hope many in our industry are inspired and will acknowledge and leverage the power of social media.

Note: This is a report and not a ranking. We took the list of 57 candidates from SMILE 2021 and added 62 new nominees from this year. From this list, we chose only those who had a Twitter following of 800 followers & a LinkedIn following of 1000. We chose the top 60 from this list.

Data has been collected and verified till 6th May, 2022."

# Methodology

## Identification Of Influencers

From the list of candidates from SMILE 2021, we added 62 new nominees from this year. From this list, we chose only those who had a Twitter following of 800 followers and a LinkedIn following of 1000. We chose the top 60.

## Calculation & Standardization

We then created tables to assign scores to each individual in list 1. 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.



## Mapping the power score

This gave us the Power Score. The Power Score ranged from 1.3 to 10 (For Twitter) and 2 to 9 (for LinkedIn). As the average score was 4.17, we rounded off the number to 4 and used it in the four quadrants as the median Power Score.

## Determining the power score

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

- Maestros
- Virtuosos
- Aficionados
- Pathfinders

# 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 Posts /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

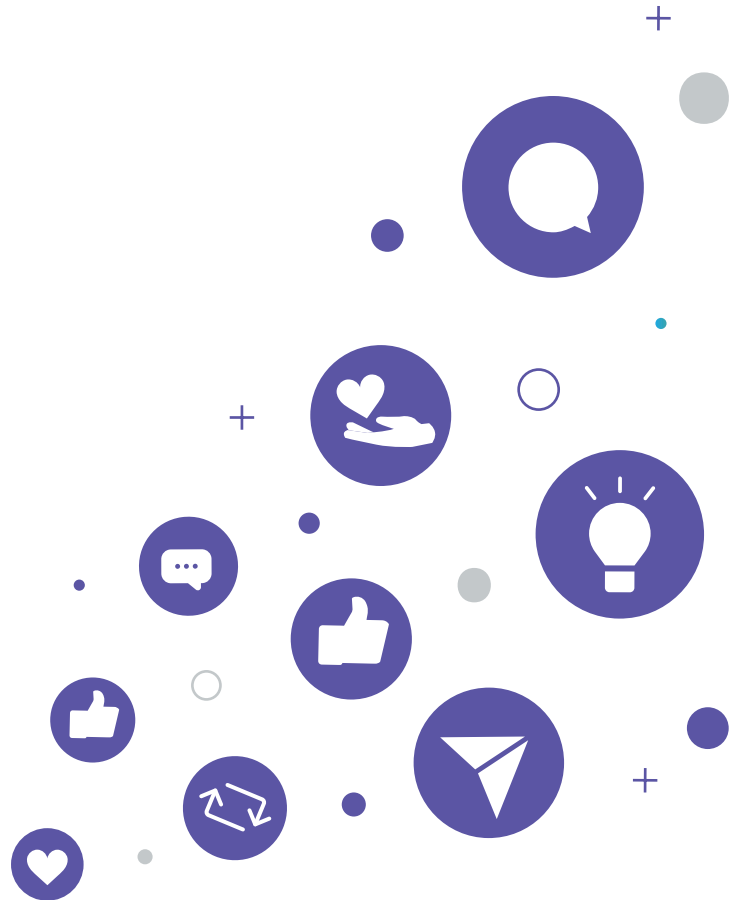
# Power Scores

## Twitter Power Score

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

## LinkedIn Power Score

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



## Maestros

Both LinkedIn & Twitter  
Power Scores > 4

## Virtuosos

LinkedIn Power Scores > 4  
& Twitter Power Scores < 4

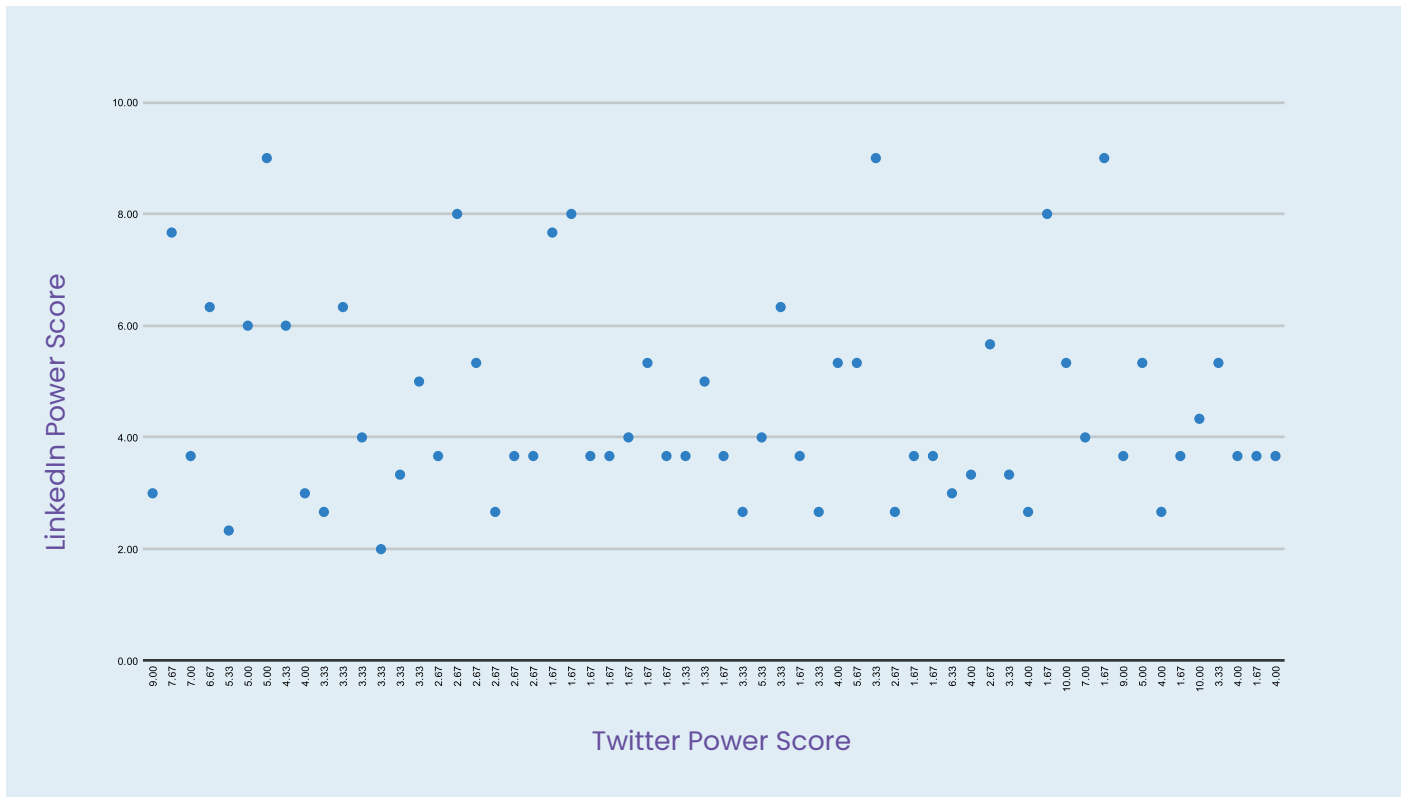
## Aficionados

LinkedIn Power Scores < 4  
& Twitter Power Scores > 4

## Pathfinders

Both LinkedIn & Twitter  
Power Scores < 4

# The Power Grid



# SMILE 2022: Nominees

## **Abhilasha Padhy**

Aman Dhall

Amit Misra

Anand Subramanian

## **Anil Mascarenhas**

Anshul Sushil

## **Bhaskar Majumdar**

## **Biswajit Dash**

Chetan Mahajan

Deepa Dey

Dilip Cherian

Girish Balachandran

Harjiv Singh

Harshendra Verdhan

Himanshu Raj

Karan Bhujbal

## **Kiran Veigas**

## **Kulwinder Singh**

## **Kumar Manish**

Kunal Kishore Sinha

## **Megha Chhabra**

Melissa Arulappan

Minari Shah

## **Mithun Roy**

Neeraj Jha

## **Neha Bahri**

Nikhil Dey

Nitin Mantri

Partha Ghosh

Payal Banerjee

## **Pooja Trehan**

## **Preeti Juneja**

Prema Sagar

Rakesh Thukral

Rohan Vyavaharkar

Rohit Bansal

Roma Balwani

Ruchika Mehta

Samir Kapur

## **Sanjay Gora**

Sarvesh Tiwari

Seema Ahuja

Shailesh Goyal

Shekhar Das Chowdhury

Shreya Krishnan

Shubham Mukherjee

Sonia Huria

Sourav Mishra

## **Stuti Singh**

Sujit Patil

Sunaina Jairath

## **Suresh Gaur**

Tinu Cherian

## **Tuhina Pandey**

Udit Pathak

Valerie Pinto

## **Varghese M Thomas**

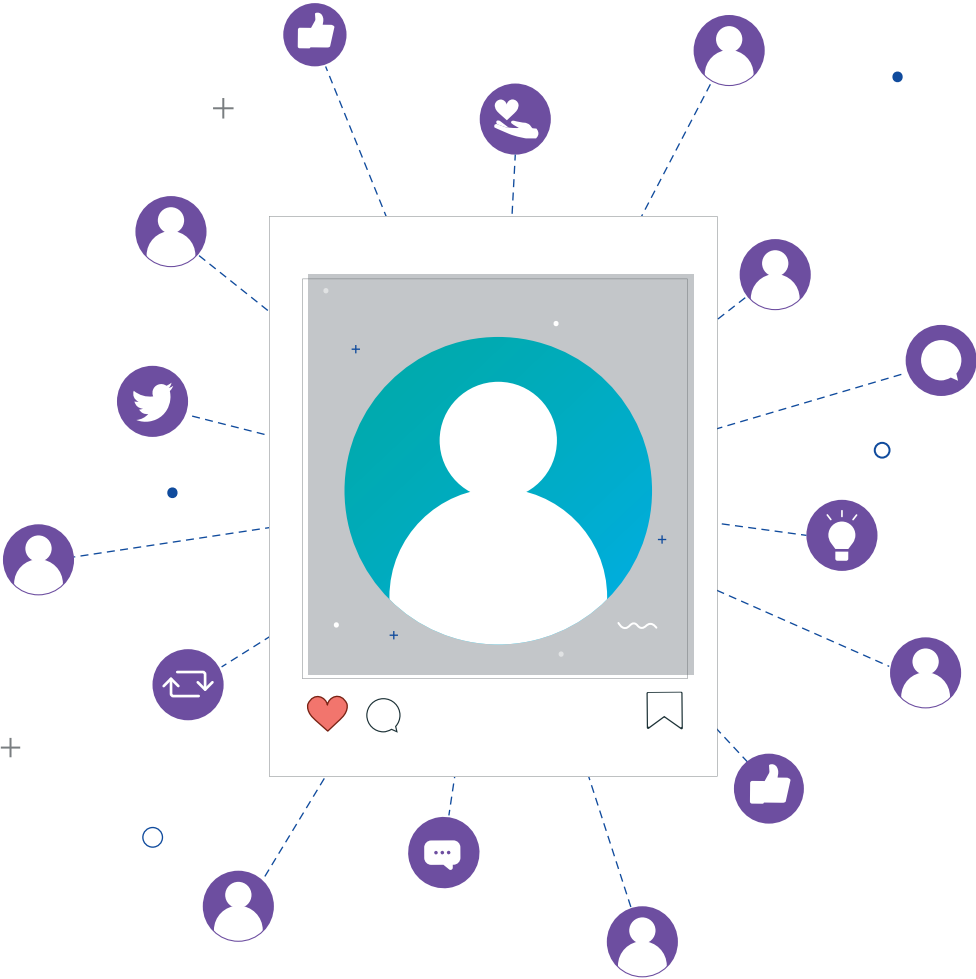
## **Vignesh Nair**

Vikram Kharvi

Xavier Prabhu

- Data collected & verified till 6th May 2022
- Names in bold indicate new entrants to this year's list
- All names listed in alphabetical order.

# Maestros







## ANIL MASCARENHAS

IIFL Wealth & Asset Management



anilmascarenhas



anmasc

Followers

15901

Followers

4323

Engagement

795.05

Engagement

86.46

Power

6

Power

4.33



## BHASKAR MAJUMDAR

Egis India



bhaskar-majumdar-8655aa4



probasibangali

Followers

15418

Followers

5614

Engagement

770.9

Engagement

112.28

Power

6

Power

5



## DILIP CHERIAN

Perfect Relations



dilipcherian



dilipthecherian

Followers

10321

Followers

55500

Engagement

516.05

Engagement

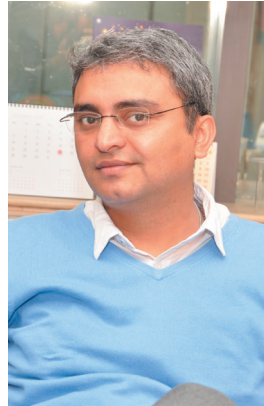
1110

Power

5.33

Power

10



## HARSHENDRA VERDHAN

IFFCO



harshendra



iamharshendra

Followers

10380

Followers

7301

Engagement

519

Engagement

146.02

Power

5.33

Power

5.67



## KULWINDER SINGH

SG Analytics



kulwindersingh



kulwindersing

Followers

29821

Followers

5432

Engagement

1491.05

Engagement

108.64

Power

9

Power

5



## PARTHA GHOSH

Samsung



partha-ghosh-35887a9



heyyparth

Followers

11785

Followers

5995

Engagement

589.25

Engagement

119.9

Power

5.33

Power

5



## SAMIR KAPUR

*Adfactors PR*



samirkapur



samir\_kapur

Followers

**16747**

Engagement

**837.35**

Power

**6.33**

Followers

**7731**

Engagement

**154.62**

Power

**6.67**



## TINU CHERIAN

*UST Global*



tinucherian



tinucherian

Followers

**8013**

Engagement

**400.65**

Power

**4.33**

Followers

**376800**

Engagement

**7536**

Power

**10**



## VIKRAM KHARVI

*Adfactors PR*



vikramkharvi



vikramkharvi

Followers

**23923**

Engagement

**1196.15**

Power

**7.67**

Followers

**13000**

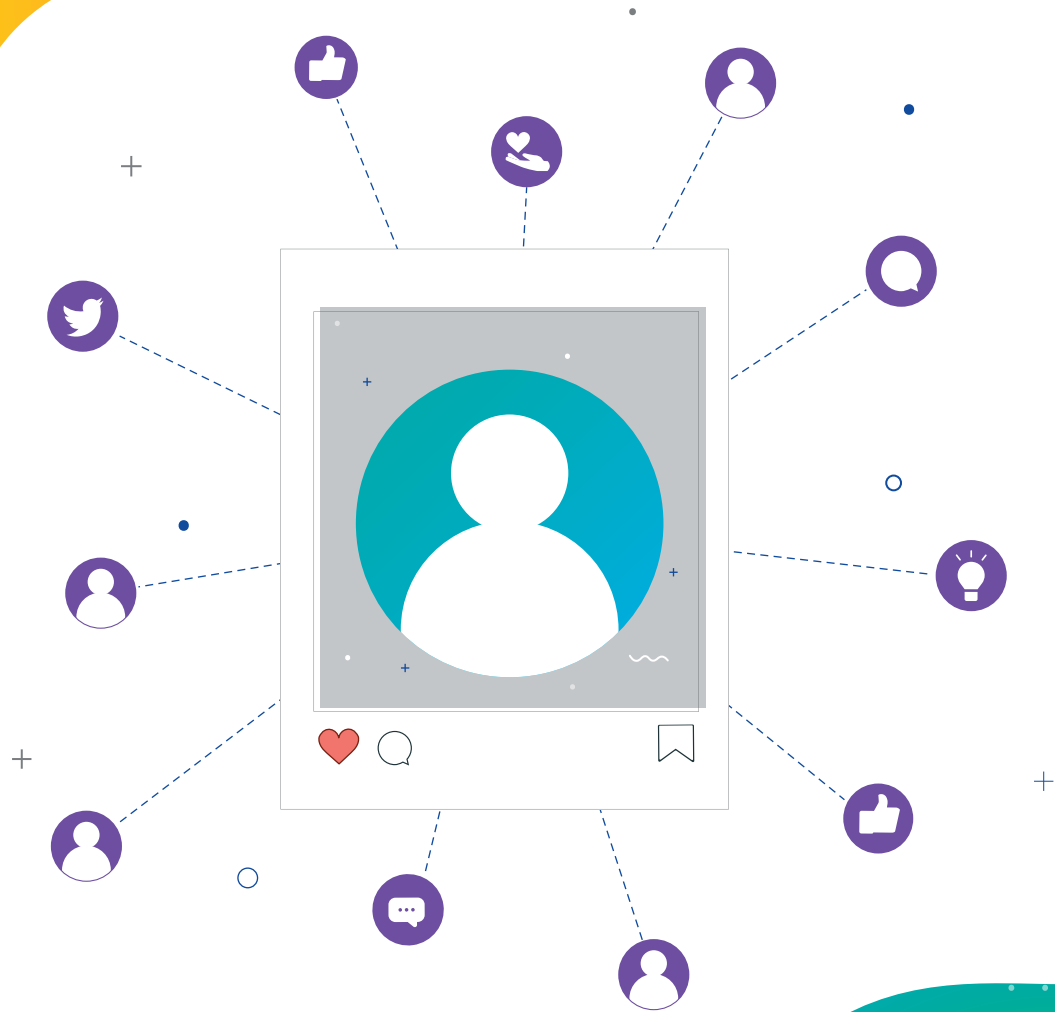
Engagement

**260**

Power

**7.67**

# Virtuosos





## AMAN DHALL

*Comms Credible*



amandhall



amandhall25

Followers

**26975**

Engagement

**1348.75**

Power

**8**

Followers

**1796**

Engagement

**35.92**

Power

**2.67**



## AMIT MISRA

*MSL*



amit-misra-59a7094



misrapolis

Followers

**12666**

Engagement

**633.3**

Power

**5.67**

Followers

**1961**

Engagement

**39.22**

Power

**2.67**



## KIRAN VEIGAS

*Happiest Minds*



kiranveigas



KiranVeigas

Followers

**27624**

Engagement

**1381.2**

Power

**8**

Followers

**1320**

Engagement

**26.4**

Power

**1.67**



## KUNAL KISHORE SINHA

*Value 360 Communications*



kunal-kishore-a6a0852



KunalKishore24

Followers

**10582**

Engagement

**529.1**

Power

**5.33**

Followers

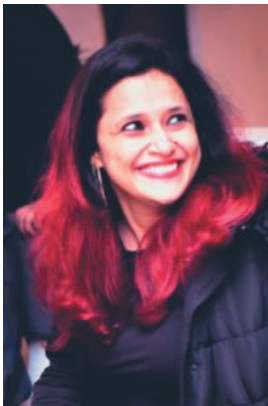
**2459**

Engagement

**49.18**

Power

**3.33**



## MEGHA CHHABRA

*Radico Khaitan*



megha-chhabra-1700089



megha7

Followers

**9439**

Engagement

**471.95**

Power

**5**

Followers

**882**

Engagement

**17.64**

Power

**1.33**



## MINARI SHAH

*Amazon*



minari-shah-2762394



MinariShah

Followers

**9732**

Engagement

**486.6**

Power

**5**

Followers

**2182**

Engagement

**43.64**

Power

**3.33**



## MITHUN ROY

JSW



mithun-roy-35a34316



mithun1500

Followers  
**10201**

Engagement  
**510.05**

Power  
**5.33**

Followers  
**1787**

Engagement  
**35.74**

Power  
**2.67**



## RUCHIKA MEHTA

Park Hotels



ruchika-mehta



ruchikamehta\_

Followers  
**26631**

Engagement  
**1331.55**

Power  
**8**

Followers  
**1332**

Engagement  
**26.64**

Power  
**1.67**



## SHREYA KRISHNAN

Aon



shreya-krishnan-she-her-hers-3190098



shreyakrishnan\_

Followers  
**17039**

Engagement  
**851.95**

Power  
**6.33**

Followers  
**2924**

Engagement  
**58.48**

Power  
**3.33**



## SHUBHAM MUKHERJEE

ICICI Prudential Life



shubham-mukherjee-199b337



Shubhm

Followers  
**10310**

Engagement  
**515.5**

Power  
**5.33**

Followers  
**3972**

Engagement  
**79.44**

Power  
**4**



## SOURAV MISHRA

IIFL



souravmishra



souravmishra1

Followers  
**29768**

Engagement  
**1488.4**

Power  
**9**

Followers  
**2757**

Engagement  
**55.14**

Power  
**3.33**



## STUTI SINGH

Adfactors PR



singhstuti



stuti1234

Followers  
**10705**

Engagement  
**535.25**

Power  
**5.33**

Followers  
**1034**

Engagement  
**20.68**

Power  
**1.67**





## SUJIT PATIL

Godrej Industries



sujitpatilabc



SujitPatil

Followers

**16579**

Engagement

**828.95**

Power

**6.33**

Followers

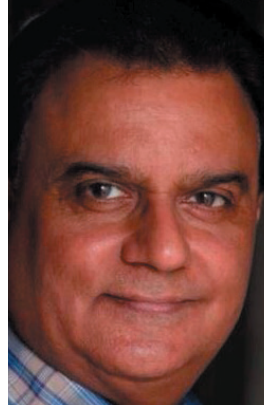
**2051**

Engagement

**41.02**

Power

**3.33**



## SURESH GAUR

PR4U



sureshgaur



sureshgaur56

Followers

**20238**

Engagement

**1011.9**

Power

**7.67**

Followers

**1402**

Engagement

**28.04**

Power

**1.67**



## XAVIER PRABHU

PRHUB



xavierprabhu



xavierprabhu

Followers

**29956**

Engagement

**1497.8**

Power

**9**

Followers

**1135**

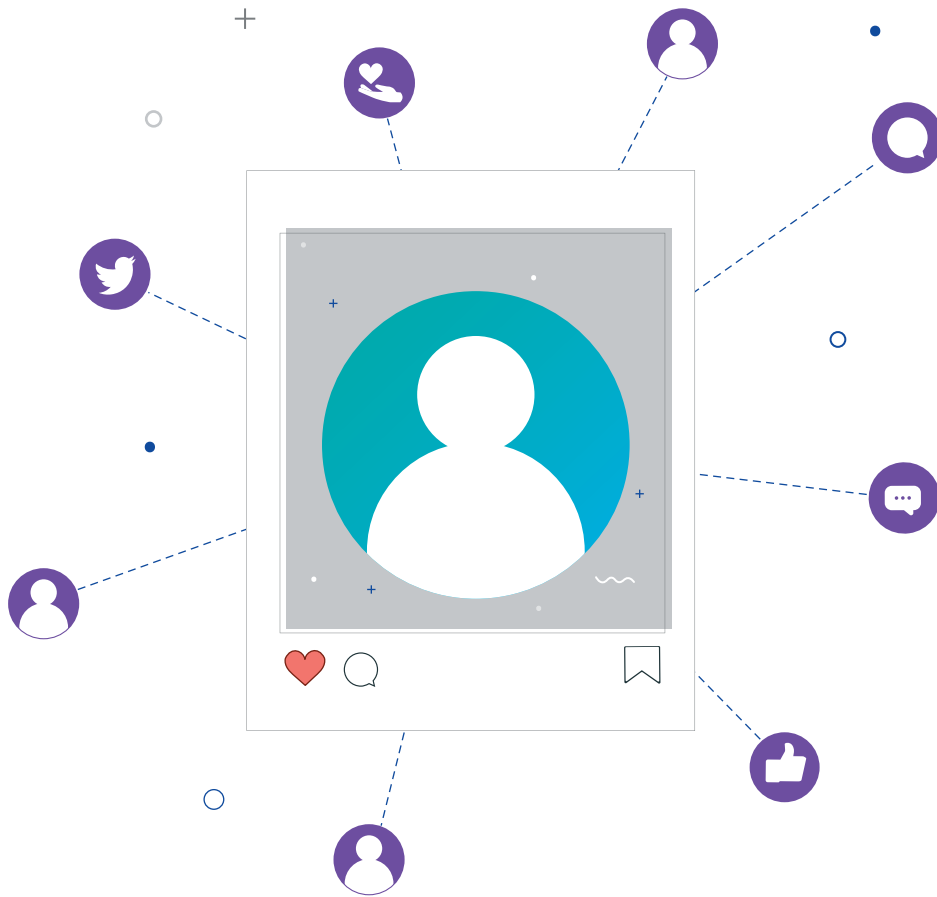
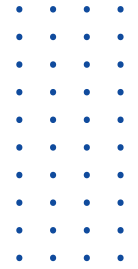
Engagement

**22.7**

Power

**1.67**

# Aficionados





## KUMAR MANISH

Communicate Karo



kumarmanish9



kumarmanish9

Followers

**3178**

Engagement

**158.9**

Power

**3**

Followers

**24300**

Engagement

**486**

Power

**9**



## PREMA SAGAR

BCW India



sagar-prema



psagarindia

Followers

**7679**

Engagement

**383.95**

Power

**4**

Followers

**6289**

Engagement

**125.78**

Power

**5.33**



## ROHIT BANSAL

Reliance Industries



therohitbansal



theRohitBansal

Followers

**5299**

Engagement

**264.95**

Power

**3.67**

Followers

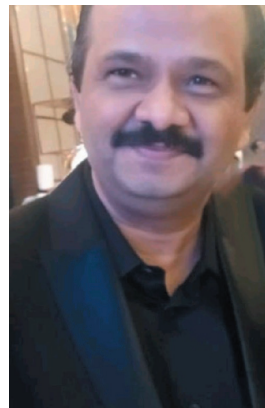
**27600**

Engagement

**552**

Power

**9**



## SANJAY GORA

SAIL



sanjay-gora-4252444



TheSanjayGora

Followers

**4645**

Engagement

**232.25**

Power

**3.67**

Followers

**10400**

Engagement

**208**

Power

**7**



## SARVESH TIWARI

PR Professionals



sarvesh-tiwari-0a532522



sarveshsays

Followers

**7877**

Engagement

**393.85**

Power

**4**

Followers

**11300**

Engagement

**226**

Power

**7**



## SONIA HURIA

Amazon Prime Video



sonia-huria-44610287



Soniahuria

Followers

**1622**

Engagement

**81.1**

Power

**2.33**

Followers

**6136**

Engagement

**122.72**

Power

**5.33**





## UDIT PATHAK

Media Mantra



Followers

**3676**

Engagement

**183.8**

Power

**3**



Followers

**8597**

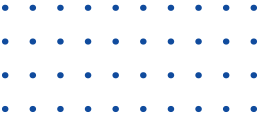
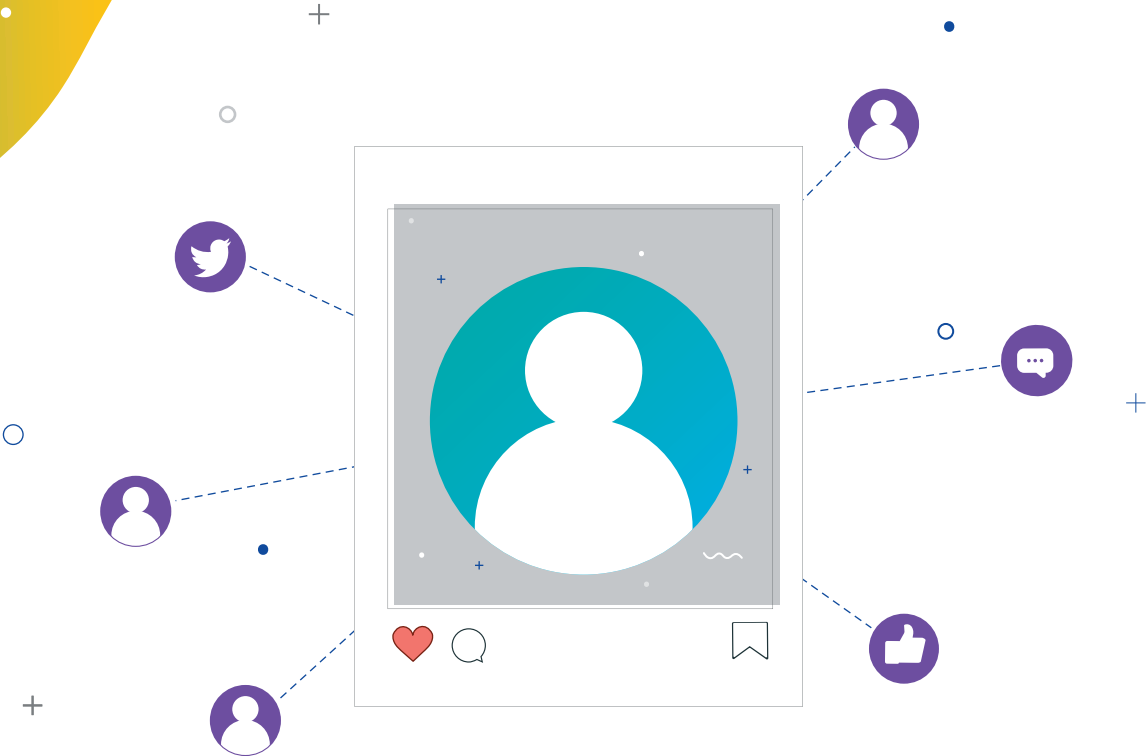
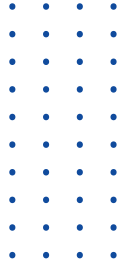
Engagement

**171.94**

Power

**6.33**

# Pathfinders





## ABHILASHA PADHY

80 dB Communications



abhilasha-padhy-6504863

Followers

**2310**

Engagement

**115.5**

Power

**2.67**



abhilashapadhy

Followers

**2906**

Engagement

**58.12**

Power

**3.33**



## ANAND SUBRAMANIAN

Apple



anandish

Followers

**4794**

Engagement

**239.7**

Power

**3.67**



anandish

Followers

**1579**

Engagement

**31.58**

Power

**2.67**



## ANSHUL SUSHIL

Wizikey



anshulsushil

Followers

**6032**

Engagement

**301.6**

Power

**3.67**



AnshulSushil

Followers

**3783**

Engagement

**75.66**

Power

**4**



## BISWAJIT DASH

Kotak Mahindra Bank



biswajitdash79

Followers

**6863**

Engagement

**343.15**

Power

**3.67**



biswajitdash79

Followers

**1750**

Engagement

**35**

Power

**2.67**



## CHE TAN MAHAJAN

The Mavericks



cmahajan

Followers

**4632**

Engagement

**231.6**

Power

**3.67**



ChetanMahajan

Followers

**1453**

Engagement

**29.06**

Power

**1.67**



## DEE PA DEY

Hindustan Unilever



deepa-dey-14a1b34

Followers

**2097**

Engagement

**104.85**

Power

**2.67**



ddey67

Followers

**2085**

Engagement

**41.7**

Power

**3.33**



## GIRISH BALACHANDRAN

*On Purpose*



girish-balachandran-6935851

Followers

**2948**

Engagement

**147.4**

Power

**2.67**



Girisham1

Followers

**3051**

Engagement

**61.02**

Power

**4**



## HARJIV SINGH

*Gutenberg*



harjivsingh

Followers

**5020**

Engagement

**251**

Power

**3.67**



harjivsingh

Followers

**1227**

Engagement

**24.54**

Power

**1.67**



## HIMANSHU RAJ

*Pristyn Care*



himanshuraj

Followers

**4057**

Engagement

**202.85**

Power

**3.33**



Lordchewbarka

Followers

**3384**

Engagement

**67.68**

Power

**4**



## KARAN BHUJBAL

*Instagram*



karanbhujbal

Followers

**2823**

Engagement

**141.15**

Power

**2.67**



kb\_ideabaker

Followers

**1742**

Engagement

**34.84**

Power

**2.67**



## MELISSA ARULAPPAN

*IQVIA*



marulappan

Followers

**5485**

Engagement

**274.25**

Power

**3.67**



meltwith

Followers

**1048**

Engagement

**20.96**

Power

**1.67**



## NEERAJ JHA

*Bajaj Group*



jhaneeraj

Followers

**7748**

Engagement

**387.4**

Power

**4**



Neer2605

Followers

**1091**

Engagement

**21.82**

Power

**1.67**





## NEHA BAHRI

Bconnect Communications



nehasawhney



sawhneyneha

Followers

6276

Followers

1286

Engagement

313.8

Engagement

25.72

Power

3.67

Power

1.67



## NIKHIL DEY

Adfactors PR



nikhildey



deydreaming

Followers

7750

Followers

2449

Engagement

387.5

Engagement

48.98

Power

4

Power

3.33



## NITIN MANTRI

Avian WE



nitinmantri



nitinmantri

Followers

3952

Followers

3560

Engagement

197.6

Engagement

71.2

Power

3

Power

4



## PAYAL BANERJEE

Sequoia Capital



payalee



payalee

Followers

2575

Followers

3016

Engagement

128.75

Engagement

60.32

Power

2.67

Power

4



## POOJA TREHAN

Sugarbox Networks



poojatrehan



poojabd

Followers

1418

Followers

2227

Engagement

70.9

Engagement

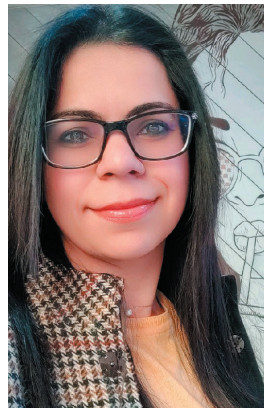
44.54

Power

2

Power

3.33



## PREETI JUNEJA

Dreamweb



preetimehrajuneja



preetijuneja

Followers

4018

Followers

2149

Engagement

200.9

Engagement

42.98

Power

3.33

Power

3.33



## RAKESH THUKRAL

*Edelman*



rakesh-thukral-a62744

Followers  
**2370**

Engagement  
**118.5**

Power  
**2.67**



RakeshThukral

Followers  
**2448**

Engagement  
**48.96**

Power  
**3.33**



## ROHAN VYAVAHARKAR

*Omidyar Network*



rohanvyavaharkar

Followers  
**4392**

Engagement  
**219.6**

Power  
**3.33**



vyavaharkar

Followers  
**2016**

Engagement  
**40.32**

Power  
**3.33**



## ROMA BALWANI

*Vedanta*



roma-balwani-31b1b6

Followers  
**4677**

Engagement  
**233.85**

Power  
**3.67**



rbalwani

Followers  
**3632**

Engagement  
**72.64**

Power  
**4**



## SEEMA AHUJA

*Biocon*



seemaahuja66

Followers  
**5057**

Engagement  
**252.85**

Power  
**3.67**



SeemaAhuja1

Followers  
**1978**

Engagement  
**39.56**

Power  
**2.67**



## SHAILESH GOYAL

*Simulations*



shailesh-goyal-a11ab610

Followers  
**5525**

Engagement  
**276.25**

Power  
**3.67**



ShaileshGoyal

Followers  
**1003**

Engagement  
**20.06**

Power  
**1.67**



## SHEKHAR DAS CHOWDHURY

*MercedesBenz*



shekhardaschowdhury

Followers  
**5739**

Engagement  
**286.95**

Power  
**3.67**



shekhardc

Followers  
**1188**

Engagement  
**23.76**

Power  
**1.67**



## SUNAINA JAIRATH

*CRED*



sunaina-jairath-4421b35



sunainajairath

Followers

**6053**

Followers

**1245**

Engagement

**302.65**

Engagement

**24.9**

Power

**3.67**

Power

**1.67**



## TUHINA PANDEY

*IBM*



tuhina-pandey-tp19



tuhinapandey

Followers

**5145**

Followers

**1022**

Engagement

**257.25**

Engagement

**20.44**

Power

**3.67**

Power

**1.67**



## VALERIE PINTO

*Weber Shandwick*



valerie-pinto-10b05452



maskachaska

Followers

**5806**

Followers

**1044**

Engagement

**290.3**

Engagement

**20.88**

Power

**3.67**

Power

**1.67**



## VARGHESE M THOMAS

*TVS Motor Company*



varghese-m-thomas-3568034



vmthomas2071

Followers

**5707**

Followers

**837**

Engagement

**285.35**

Engagement

**16.74**

Power

**3.67**

Power

**1.33**



## VIGNESH NAIR

*L'Oreal India*



vigneshnair4789



vigim4789

Followers

**2992**

Followers

**1753**

Engagement

**149.6**

Engagement

**35.06**

Power

**2.67**

Power

**2.67**

# About The Panel

A panel of experts reviewed the methodology and the influencers' list and ratified them.



## 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](#)



## 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. 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](#)





## Shravani Dang

A senior communication 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 the conversations and perceptions about them. Her experience base spans multinational companies across technology, financial, not-for-profit and industrial sectors. Shravani received the Fulcrum Lifetime Achievement Award at the annual PRAXIS Conference in 2020.

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



## KS Narahari

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 HMT, 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](#)

## About



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, coupled with an outside-in approach, helps them devise objective and out-of-the-box strategies that are business-centric and result-oriented. The PRactice has offices in Bengaluru, Mumbai and New Delhi.

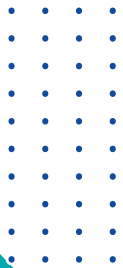
[www.the-practice.net](http://www.the-practice.net)

## 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 and special posts by experts, among other things.

[www.reputationtoday.in](http://www.reputationtoday.in)



## Disclaimer

The report attempts to showcase the relative social media influencing power held by PR and communication professionals. The Data has been collected and verified till 6th May, 2022.. Only LinkedIn and Twitter have been considered. The methodology and The Power Grid have been developed by The PRactice.