

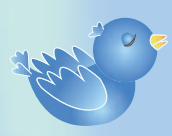
BRUNCH



Love, compassion and concern for others are real sources of happiness.
-The Dalai Lama



u see it n if u like it publicize it, no better publicity than mouth publicity n if u nt, rip it apart, u have the rite n no body else
-Salman Khan



Meet India's most influential tweeters



Ok They just kicked me out of the bar for taking my shirt off...I was just trying to impress the chick!!!
Gosh!!!
- Uday Chopra

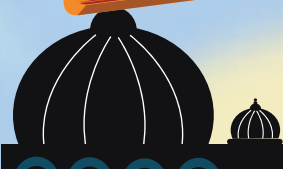


Asked a group of new management recruits to introduce themselves using just 10 words. I guess twitter induces an addiction to brevity
- Anand Mahindra



The Wealth found in the Kerala Temple is a high VAULT-AGE issue
-Fake Jhunjunwala

hindustantimes
Special for Mumbai
6 PACK
CELEBRATING SIX YEARS IN MUMBAI





In the world of Twitter, a person's influence often has little to do with the number of her or his followers. Meet six of the most surprisingly influential Indian tweeters

by **MAHESH MURTHY**



FOLLOW

That entertainment dominates India is easily seen by scanning the IndiaInfluencer list – 17 of the top 20 names come from the movie world – and all, with the exception of Andhra superstar Siddharth, are from Bollywood. The three non-entertainment omissions being the Dalai Lama, Barkha Dutt and Vijay Mallya – though it can be persuasively argued that the latter two do provide significant entertainment value. Rather than this being a Bollywood special, we wanted to highlight six not-so-obvious names. Here's our choice of the six most surprising names in the top 100 list.

*The scores and ranks literally change on a daily basis - all numbers quoted here are correct as of July 12, 2011

TENZIN GYATSO A.K.A. The Dalai Lama Supreme Leader of Tibet and the online community

1
RANK*
SCORE:
84.86
FOLLOWERS
2,015,991

TWEETS
PER DAY
0.63

With almost 20 lakh followers around the world – far ahead of Sachin's 12 lakh, the Dalai Lama surprises us by making it to the list. And astounds us by being undisputed No. 1 in India with an amazing eight point lead over the only-slightly-less-surprising No. 2, Sallubhai.

The Dalai Lama's account is certainly not handled by the man himself but by someone on his team. They do a good job – his messages range from the spiritual ("Non-violence is a sign of strength. Violence is a sign of desperation and weakness") to the temporal ("His Holiness Dalai Lama speaks to the press after a meeting with Congressional leaders in Washington DC").

The Dalai Lama doesn't follow anybody on Twitter – but I guess if you have 20 lakh people following every word you say, they probably don't expect you to listen to others.

S

So who do you think are among the most influential people in online India? Surely Sachin Tendulkar must be high up on that list. And Big B of course. Oh, and Priyanka Chopra made a big deal about crossing a million followers on Twitter – she must be a shoo-in. Are we forgetting the badshah of celebrity endorsements, SRK himself?

Well, guess again, for the famous four don't even make it to the top 20 list of influencers in our online country!

So who are the gurus of the new online India, the ones that millions follow every word or to be more accurate, every 140 characters they spew?

Well, we at the digital marketing firm Pinstorm have been tracking about 1,500 Indian identities online every single day over the last few months, and we've found some truly surprising results. Page 3 party organisers, prepare to re-do your lists!

Do the names Karthik Srinivasan, Pragmatic Desi, Mahendra Palsule, Ramesh Srivats and Gautam Ghosh mean anything to you? If they don't, they soon will – they're just a few among the lesser-known names in our IndiaInfluencer top 100 list.

But this is not just a story about the lesser-known digerati – but about the topsy-turvy world of online influence, and the curiosities it throws up today. Can you imagine Uday Chopra, the butt of most jokes about Bollywood acting capabilities, being more influential than Amitabh himself? Or Gul Panag pipping Priyanka Chopra in the online influence stakes?

But before we get into the list itself – why is it important?

India is now no longer a digital dilet-

THIS IS ABOUT THE TOPSY-TURVY WORLD OF ONLINE INFLUENCE. CAN YOU IMAGINE GUL PANAG PIPPING **PRIYANKA CHOPRA** IN THE ONLINE INFLUENCE STAKES?



tante – we've come of age. Over 100 million of us – that's 10 crore+ are already online – and that number is greater than the television sets that tune in to cable or satellite around the country every night. Yes, digital is no longer a niche medium – it's the big kahuna.

More than three crore of us have Facebook accounts and over 60 lakh of us – you probably included – use it every single day of the month. More than two crore of us watch YouTube every month – making it the largest English TV channel in India. And an estimated 80 lakh of us are already on Twitter. Interestingly about five crore of us access the Net through our phones – and that number is bound to grow as 3G and later LTE or 4G spread their way across India. So we're not just in the world of TV and print – we've moved far beyond. We're digital creatures now.

A new world deserves new heroes.

The old world of influencers – pick up a magazine and you'll see the faces of the same celebs over and over – is due for a makeover. There is now a radically different bunch of people today's India get their advice, or fix of humour, or gossip from.

The Pinstorm IndiaInfluencer list

measures their influence using two internationally recognised tools: Klout and PeerIndex. Each of these does a complex set of measurements and calculations of someone's activity across Twitter, Facebook, LinkedIn, Quora and blogs – and the responses to these people.

It's not about followers – but how you engage with them.

It's not enough just to have followers. Sachin is No. 2 in India in this respect with about 12 lakh people following @Sachin_RT – but he's on the fringes of the top 50 ranking because he's tweeted only some 243 times – an average of once for every two days he's been on Twitter. At the other end, Venkat Ananth, who writes for Yahoo Cricket, has only some 6,000 odd followers but ranks ahead of Sachin in influence, one reason being that he has tweeted over 112,000 times in the two-odd years he's been on – for an astounding average of 116 tweets a day – or one for every 10 minutes he's awake.

Then again, it's not just about how much you tweet either. Klout and PeerIndex measure things like your reach, authority, amplification and activity among other attributes and show their result in a score from 1 to 100. (See box for info on the methodology.)

THE LEADERS

Despite the disputed claim of being human, there's no doubt he's **BEINGSALMANKHAN**

2
RANK*
SCORE:
76.98
FOLLOWERS
819,221

TWEETS
PER DAY
2.3

On his Twitter bio, this one-time alleged assaulter of girlfriends, endangered species and sundry sidewalk sleepers claims to be an artist, painter and humanitarian in addition to being an actor.

It's not our business to question him. But we will try to understand his huge online popularity. It appears Sallu is managing his own account – the spellings give him away. (They're not as bad as Shahid Kapoor who could not possibly have passed his Class 8 English exams given his complete inability to spell anything correctly.)

Sallubhai's charm is in ingratiating himself with the aam aadmi online – it's easy to believe he is one of them. His tweets run the gamut from Hindi ("Yeh lo phir se pani bhar gaya Mumbai mein") to Gibberish ("Girl's, Sending u guys sm pic's of being human ladies watch's"). Hot on Salman's trail is his counterpart from the south, actor Siddharth, who is just half a point away.



TOP 10
in terms of followers

DalaiLama: **2,015,991**

sachin_rt: **1,204,715**

priyankachopra: **1,164,563**

iamsrk: **1,001,881**

SrBachchan: **899,498**

aamir_khan: **847,557**

deepikapadukone:
830,703

BeingSalmanKhan:
819,211

realpreityzinta: **698,825**

iHrithik: **633,210**



Mr. Recent-Retiree-After-A-Distinguished-Career-In-Acting **Uday Chopra**

8

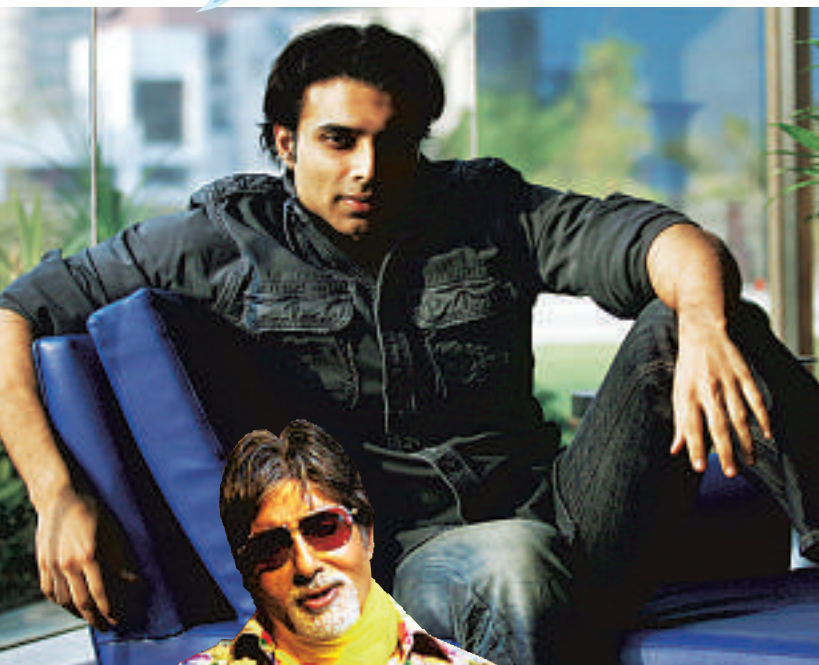
RANK*
SCORE
74.65
FOLLOWERS
216,137

TWEETS PER DAY
5.2

If Salman's name brings a "what-the-" epithet to your mouth, this should do twice as well. Uday Chopra? The peanut head on gorilla body?

It does seem like Uday's been doing well online – he's been tweeting five times or more every day for a couple of years now. His utterances range from the physical "Imm off to the gym in a bit...anyone wanna workout with me" to the, umm, physical "They just kicked me out of the bar for taking my shirt off...I was just trying to impress the chick!!" to the even more physical "To @SoSassy Your place or mine, ha ha ha".

What of course tells us a lot about social media is that some two lakh people have chosen to follow this man's updates. Dear all of you who claimed that digital in India was only restricted to the sophisticated elite, please eat your words now.



The CEO of Gujarat, and bête noire of secularists everywhere: **NARENDRA MODI**

12

RANK*
SCORE:
71.86
FOLLOWERS
237,810

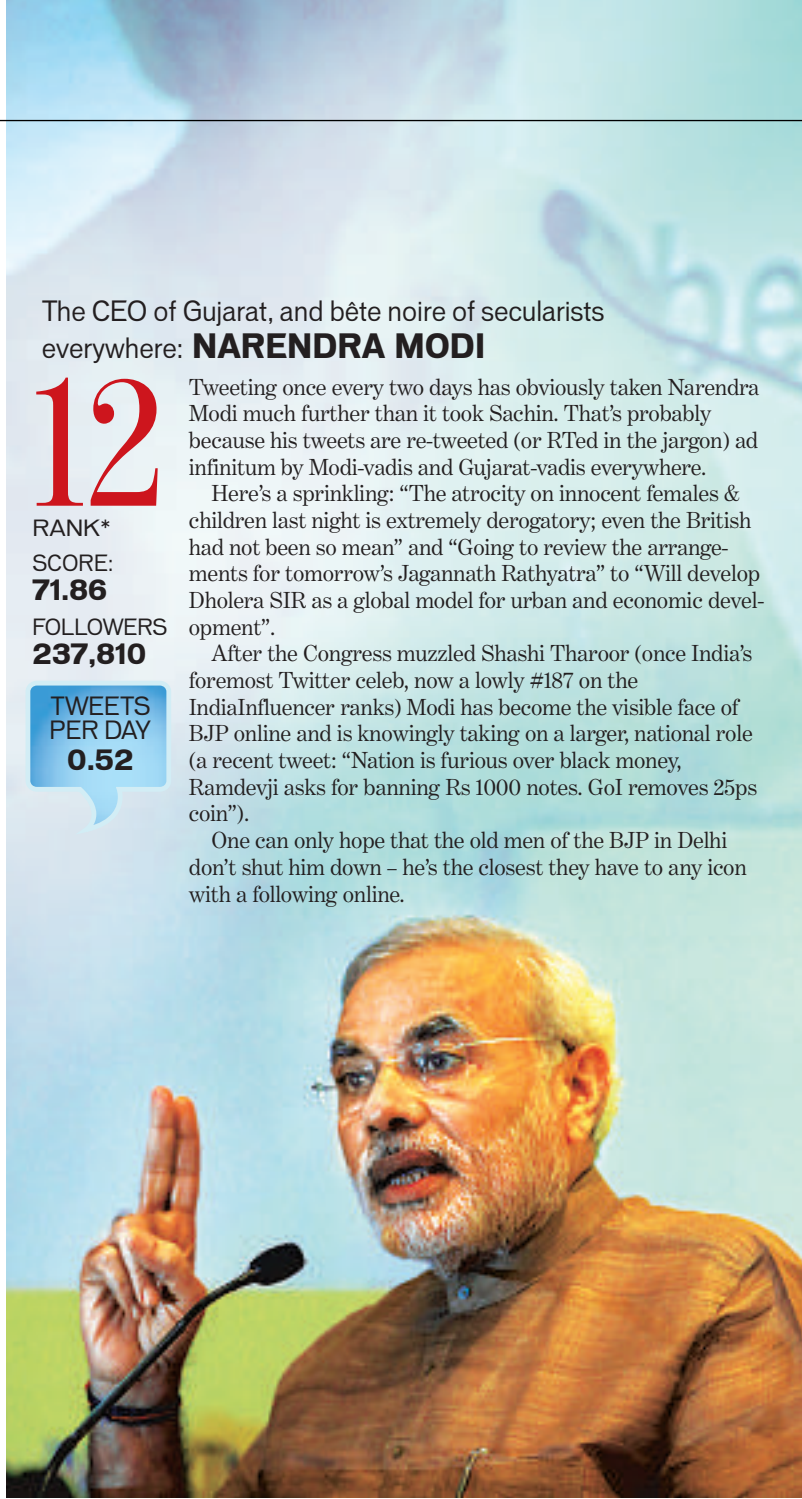
TWEETS PER DAY
0.52

Tweeting once every two days has obviously taken Narendra Modi much further than it took Sachin. That's probably because his tweets are re-tweeted (or RTed in the jargon) ad infinitum by Modi-vadis and Gujarat-vadis everywhere.

Here's a sprinkling: "The atrocity on innocent females & children last night is extremely derogatory; even the British had not been so mean" and "Going to review the arrangements for tomorrow's Jagannath Rathayatra" to "Will develop Dholera SIR as a global model for urban and economic development".

After the Congress muzzled Shashi Tharoor (once India's foremost Twitter celeb, now a lowly #187 on the IndiaInfluencer ranks) Modi has become the visible face of BJP online and is knowingly taking on a larger, national role (a recent tweet: "Nation is furious over black money, Ramdevji asks for banning Rs 1000 notes. GoI removes 25ps coin").

One can only hope that the old men of the BJP in Delhi don't shut him down – he's the closest they have to any icon with a following online.



WHERE DO THESE CELEBS RANK



24

AMITABH BACHCHAN
Whaa? He seems to tweet endlessly, but he doesn't even make the top 20 of this list



26

SHAH RUKH KHAN
Though he's stopped tweeting as much as he used to, SRK's clearly still a hero to us





Not often do CEOs of billion dollar firms talk to their customers **but glad ANAND MAHINDRA does**

28

RANK*
SCORE:
67.91
FOLLOWERS
323,245

TWEETS
PER DAY
3.13

Yes, Vijay Mallya ranks higher – but you would expect him to, given the somewhat extroverted nature of the individual. What Anand Mahinda has managed can be a role model for Indian CEOs: to connect directly with customers to delight them – and take on naysayers with aplomb.

Here are some examples. From an irate prospect: “I requested for Test Drive of the Reva almost 15 days ago! No response! To top that I am a Mahindra employee!” Our man’s response, within a day “Customer care?” Next day, the prospect says: “The guys from the local dealership called. Test Drive arranged. Thnx”.

The same confidence oozes against opposition. His answer online to the gent who says: “Will we see dis ad after 10yrs: M&M 4 sale after failed adventures with w201 & Ssangyong” is a cool “Don’t hold your breath”.

I do believe we will see more of our corporate leaders come out from behind their big desks and connect with their audiences in times to come. And they’ll be following in his footsteps.

Even better than the original
**THE FAKE RAKESH
JHUNJHUNWALA**

65

RANK*
SCORE
61.47
FOLLOWERS
22,878

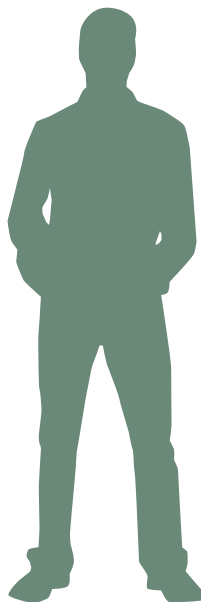
“I invented Twitter. I am humble”. And: “I always knew I was going to be rich. I never doubted it for a moment”.

With a bio that starts thus, there’s little else that needs to be said about the closely guarded secret of the real person who is behind the fake Rakesh Jhunjunwala blog.

When it launched a few years ago, it was so accurate in depiction of the Dalal Street star that many swore it was the real him – till someone pointed out that it was unlikely the man would parody his own egotism.

Nevertheless, The Fake Rakesh Jhunjunwala today blogs and tweets about a lot more than just being the inventor of Twitter, the Internet and Facebook – but also takes on the much-reviled cricket commentary skills of Ravi Shastri. India needs a lot many more satirical accounts and this is a great precursor of, I hope, many more to come.

(The Fake Rakesh Jhunjunwala writes ‘RJ’s Secret Dossiers’ – an exclusive weekly column for *Brunch*. You can read it on Wednesdays at www.hindustantimes.com/brunch)



TWEETS
PER DAY
55.38



Top 10 influencers

1. Dalai Lama (DalaiLama)
2. Salman Khan (BeingSalmanKhan)
3. Hrithik Roshan (iHrithik)
4. Siddharth (Actor_Siddharth)
5. Ram Gopal Verma (RGVzoomin)
6. Farhan Akhtar (FarOutAkhtar)
7. Preity Zinta (realpreityzinta)
8. Uday Chopra (udaychopra)
9. Akshay Kumar (akshaykumar)
10. Aamir Khan (aamir_khan)



Measuring influence

Pinstorm is a leading India-based digital brand management firm. The IndiaInfluencer rankings are produced by Pinstorm every day in collaboration with two leading global firms: Klout, based in San Francisco and PeerIndex, based in London. Each of these firms publishes their influence rankings of social media users from around the world. Klout tracks around 60 million profiles while PeerIndex tracks around 45 million profiles. Each uses a different methodology – but both give a profile a score from 0 to 100.

A Klout score analyses your profile and publicly viewable interactions on Twitter and Facebook, and then scores you on three broad categories; your True Reach – that is the number of your followers who are not merely passive but actively react to what you say; your Amplification Probability – which is the likelihood that what you say will generate some sort of action as in a like or a re-tweet; and your Network Score – which is a measure of the influence of the people that follow or ‘friend’ you.

Peer Index takes a different approach, based on the content of what you say on Twitter, Facebook, LinkedIn, Quora and your blog on eight groups of topics: arts, technology, science, health, lifestyle, sports, politics and business. It constantly measures what you say against what others are saying and listening to across these topic clusters and then scores you based on a formula that includes measurements of your authority on the topic, how what you say resonates with the community on that topic, the influence and activity of your audience – not just numbers but active fans and followers; your activity – how much you do online and your realness – whether you’re a real person or a bot account.

Pinstorm sees value in both approaches and gives equal weightage to both, measures these scores for a list of over 1,700 profiles of Indian origin every morning at 9 am IST using API access from both Klout and PeerIndex – and publishes the aggregate results in real-time at Pinstorm.com/ii. You can also self-add your profile to see its ranking (even if it’s outside the top 100) by going to Pinstorm.com/ii/find and entering your profile ID. The service is free.

ON THE INFLUENCERS LIST?

187

SHASHI THAROOR

India’s original tweeter is now not even in the top 100!



46

SACHIN TENDULKAR

Cricket’s God at No. 46? Heavens!



10

AAMIR KHAN

Now that’s a respectable rank



22

MS DHONI

Not that far off the top 20. Way to go!

Mahesh Murthy is an investor and marketer (and influencer too, it seems: his IndiaInfluencer rank is 51). He helps manage VC firm Seedfund and digital brand management firm Pinstorm while he’s not traveling, writing or tweeting as @maheshmurthy.