



Asia's Most Active Unicorn Company Professionals on Social – 500+ Employees – June 2022 Report

Industry at a glance:

Average Score: 8.83%	Total Companies: 86	Global Industry Average: 17.77%
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Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

But, how active are your employees currently on social? And how does this compare to the rest of your industry?

Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at www.dsmn8.com

So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)
1	Cato Networks	https://www.linkedin.com/company/catonetworks	Israel	539	210	38.96%
2	PatSnap	https://www.linkedin.com/company/patsnap	Singapore	535	108	20.19%
3	apna	https://www.linkedin.com/company/apna	India	672	132	19.64%
4	OFBusiness	https://www.linkedin.com/company/ofbusiness	India	782	137	17.52%
5	upGrad	https://www.linkedin.com/company/upgrad	India	3,724	650	17.45%
6	Nium	https://www.linkedin.com/company/nium	Singapore	764	133	17.41%
7	LEAD School	https://www.linkedin.com/company/lead-school	India	1,747	299	17.12%
8	Mobile Premier League (MPL)	https://www.linkedin.com/company/mobile-premier-league	India	1,098	182	16.58%
9	InMobi	https://www.linkedin.com/company/inmobi	Singapore	1,722	285	16.55%
10	ShareChat	https://www.linkedin.com/company/sharechat	India	2,278	369	16.20%
11	Darwinbox	https://www.linkedin.com/company/darwinbox	Singapore	884	143	16.18%
12	slice	https://www.linkedin.com/company/slice	India	762	123	16.14%
13	ZETWERK	https://www.linkedin.com/company/zetwerk	India	905	145	16.02%
14	Digit Insurance	https://www.linkedin.com/company/digit-insurance	India	1,266	199	15.72%
15	Xendit	https://www.linkedin.com/company/xendit	Indonesia	762	118	15.49%
16	Infra.Market	https://www.linkedin.com/company/infra-market	India	742	113	15.23%
17	Pristyn Care	https://www.linkedin.com/company/pristyn-care	India	1,362	207	15.20%
18	CREED	https://www.linkedin.com/company/creed	India	1,021	154	15.08%
19	Lightricks	https://www.linkedin.com/company/lightricks	Israel	516	77	14.92%
20	Moon Active	https://www.linkedin.com/company/moon-active	Israel	1,188	171	14.39%
21	Razorpay	https://www.linkedin.com/company/razorpay	India	2,219	316	14.24%
22	Groww	https://www.linkedin.com/company/groww	India	844	114	13.51%
23	CarDekho	https://www.linkedin.com/company/cardekho	India	2,116	279	13.19%
24	Carsome	https://www.linkedin.com/company/carsome	Malaysia	1,223	160	13.08%

25	Pine Labs	https://www.linke	India	2,592	330	12.73%
26	Moglix	https://www.linke	Singapore	1,084	131	12.08%
27	Unacademy	https://www.linke	India	8,385	989	11.79%
28	Getir	https://www.linke	Turkey	7,509	866	11.53%
29	Carousell Group	https://www.linke	Singapore	696	79	11.35%
30	Upstox	https://www.linke	India	1,464	165	11.27%
31	NoBroker.com	https://www.linke	India	2,022	227	11.23%
32	Spinny	https://www.linke	India	2,211	247	11.17%
33	BharatPe	https://www.linke	India	1,569	173	11.03%
34	Kitopi	https://www.linke	Dubai	1,412	155	10.98%
35	boltech	https://www.linke	Singapore	670	71	10.60%
36	Urban Company	https://www.linke	India	3,145	316	10.05%
37	Viva Republica (Toss)	https://www.linke	South Korea	917	92	10.03%
38	Flash Express	https://www.linke	Thailand	929	91	9.80%
39	DealShare	https://www.linke	India	1,206	114	9.45%
40	Dream11	https://www.linke	India	1,112	98	8.81%
41	NSE India	https://www.linke	India	2,304	201	8.72%
42	Licious	https://www.linke	India	1,193	104	8.72%
43	BYJU'S	https://www.linke	India	41,588	3,500	8.42%
44	CARS24	https://www.linke	India	6,093	484	7.94%
45	Meesho	https://www.linke	India	5,491	430	7.83%
46	Vedantu	https://www.linke	India	5,333	408	7.65%
47	SmartNews	https://www.linke	Japan	557	41	7.36%
48	Advance Intelligence Group	https://www.linke	Singapore	1,414	104	7.36%
49	Klook	https://www.linke	Hong Kong	925	64	6.92%
50	Xpressbees	https://www.linke	India	3,635	246	6.77%
51	Traveloka	https://www.linke	Indonesia	3,135	206	6.57%
52	MobiKwik	https://www.linke	India	760	49	6.45%
53	Lalamove	https://www.linke	Hong Kong	2,678	169	6.31%
54	FirstCry.com	https://www.linke	India	2,856	173	6.06%
55	Policybazaar.com	https://www.linke	India	5,243	300	5.72%
56	udaan.com	https://www.linke	India	11,678	628	5.38%
57	Ninja Van	https://www.linke	Singapore	3,479	185	5.32%
58	Delhivery	https://www.linke	India	15,115	789	5.22%
59	Lenskart.com	https://www.linke	India	4,392	227	5.17%
60	Rebel Foods	https://www.linke	India	2,219	99	4.46%
61	United Imaging Healthcare	https://www.linke	China	1,409	61	4.33%
62	SHEIN	https://www.linke	Singapore	1,817	78	4.29%
63	Myntra	https://www.linke	India	8,284	320	3.86%
64	Kopi Kenangan	https://www.linke	Indonesia	1,703	62	3.64%
65	RIVIGO	https://www.linke	India	2,755	98	3.56%
66	Swiggy	https://www.linke	India	18,842	595	3.16%
67	iTutorGroup	https://www.linke	China	1,662	48	2.89%
68	Snapdeal	https://www.linke	India	3,812	110	2.89%
69	Blinkit	https://www.linke	India	5,642	162	2.87%
70	DJI	https://www.linke	China	2,646	72	2.72%
71	PH Global Jet Express Inc. (J&K)	https://www.linke	Philippines	941	24	2.55%
72	ByteDance	https://www.linke	China	32,960	761	2.31%
73	Moka	https://www.linke	Indonesia	662	12	1.81%
74	Xiaohongshu	https://www.linke	China	1,646	18	1.09%
75	Akulaku	https://www.linke	Indonesia	895	9	1.01%
76	MEIZU	https://www.linke	China	599	3	0.50%
77	Hujiang	https://www.linke	China	859	3	0.35%
78	Yuanfudao	https://www.linke	China	1,674	5	0.30%
79	Ziroom	https://www.linke	China	1,298	3	0.23%
80	MININGLAMP Technology	https://www.linke	China	585	1	0.17%
81	Wemakeprice	https://www.linke	South Korea	680	1	0.15%
82	Dianrong	https://www.linke	China	802	1	0.12%
83	Zuoyebang Education Technol	https://www.linke	China	1,607	1	0.06%
84	Beisen	https://www.linke	China	1,151	0	0.00%
85	Tuhu.cn	https://www.linke	China	837	0	0.00%
86	WM Motor	https://www.linke	China	514	0	0.00%

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