

# DSMN8

Asia's Most Active Unicorn Company Professionals on Social - January 2025

## Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
<b>4.00%</b>	<b>91</b>	<b>7.74%</b>

## Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact are often greater than that of your corporate channels? Your employees are a more trusted source of information for the audiences most important to your organization - your customers, prospects, and future employees.

**Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, and conversions.**

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!

So, how active are your employees 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.

To learn more about the potential impact of employee advocacy, and how to manage a successful program, enroll for our free course, The Employee Advocacy Certification ([dsmn8.com/employee-advocacy-course](https://dsmn8.com/employee-advocacy-course)), and you'll receive a complimentary copy of Bradley Keenan's acclaimed book, Employee Advocacy: 101 Cheat Codes.

The DSMN8 platform has everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects. Isn't it time you added employee advocacy to your strategy?

Learn more at [DSMN8.com](https://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	Insider	<a href="https://www.linkedin.com/company/insider">https://www.linkedin.com/company/insider</a>	Singapore	1,397	320	22.91%
2	Razorpay	<a href="https://www.linkedin.com/company/razorpay">https://www.linkedin.com/company/razorpay</a>	India	3,637	412	11.33%
3	UpGrad	<a href="https://www.linkedin.com/company/upgrad">https://www.linkedin.com/company/upgrad</a>	India	4,323	427	9.88%
4	Shiprocket	<a href="https://www.linkedin.com/company/shiprocket">https://www.linkedin.com/company/shiprocket</a>	India	1,226	113	9.22%
5	Acko	<a href="https://www.linkedin.com/company/acko">https://www.linkedin.com/company/acko</a>	India	1,453	123	8.47%
6	Darwinbox	<a href="https://www.linkedin.com/company/darwinbox">https://www.linkedin.com/company/darwinbox</a>	India	1,335	112	8.39%
7	Apna	<a href="https://www.linkedin.com/company/apna">https://www.linkedin.com/company/apna</a>	India	1,299	106	8.16%
8	Yubi	<a href="https://www.linkedin.com/company/yubi">https://www.linkedin.com/company/yubi</a>	India	1,103	82	7.43%
9	Biocon Biologics	<a href="https://www.linkedin.com/company/biocon-biologics">https://www.linkedin.com/company/biocon-biologics</a>	India	4,637	332	7.16%
10	Infra.Market	<a href="https://www.linkedin.com/company/infra-market">https://www.linkedin.com/company/infra-market</a>	India	2,057	142	6.90%
11	Glance	<a href="https://www.linkedin.com/company/glance">https://www.linkedin.com/company/glance</a>	Singapore	1,045	67	6.41%
12	NoBroker	<a href="https://www.linkedin.com/company/nobroker">https://www.linkedin.com/company/nobroker</a>	India	5,060	314	6.21%
13	OfBusiness	<a href="https://www.linkedin.com/company/ofbusiness">https://www.linkedin.com/company/ofbusiness</a>	India	1,204	73	6.06%
14	MobiKwik	<a href="https://www.linkedin.com/company/mobikwik">https://www.linkedin.com/company/mobikwik</a>	India	1,274	76	5.97%
15	Livspace	<a href="https://www.linkedin.com/company/livspace">https://www.linkedin.com/company/livspace</a>	India	6,696	399	5.96%
16	Purpille	<a href="https://www.linkedin.com/company/purpille">https://www.linkedin.com/company/purpille</a>	India	1,114	64	5.75%
17	Tabby	<a href="https://www.linkedin.com/company/tabby">https://www.linkedin.com/company/tabby</a>	United Arab Emirates	2,054	118	5.74%
18	Groww	<a href="https://www.linkedin.com/company/groww">https://www.linkedin.com/company/groww</a>	India	2,244	122	5.44%
19	Nium	<a href="https://www.linkedin.com/company/nium">https://www.linkedin.com/company/nium</a>	Singapore	1,029	55	5.34%
20	LeadSquared	<a href="https://www.linkedin.com/company/leadsquared">https://www.linkedin.com/company/leadsquared</a>	India	1,260	67	5.32%
21	Pristyn Care	<a href="https://www.linkedin.com/company/pristyn-care">https://www.linkedin.com/company/pristyn-care</a>	India	1,506	78	5.18%

22	Pine Labs	<a href="https://www.link">https://www.link</a>	India	4,353	223	5.12%
23	Ather Energy	<a href="https://www.link">https://www.link</a>	India	2,953	149	5.05%
24	Quest Global	<a href="https://www.link">https://www.link</a>	Singapore	18,181	905	4.98%
25	Games24x7	<a href="https://www.link">https://www.link</a>	India	1,110	55	4.95%
26	KLOOK	<a href="https://www.link">https://www.link</a>	Hong Kong	1,678	81	4.83%
27	Shein	<a href="https://www.link">https://www.link</a>	China	7,067	336	4.75%
28	Unacademy	<a href="https://www.link">https://www.link</a>	India	8,905	403	4.53%
29	Carsome	<a href="https://www.link">https://www.link</a>	Malaysia	1,726	78	4.52%
30	ShareChat	<a href="https://www.link">https://www.link</a>	India	1,774	79	4.45%
31	CRED	<a href="https://www.link">https://www.link</a>	India	1,888	84	4.45%
32	Moglix	<a href="https://www.link">https://www.link</a>	Singapore	1,278	55	4.30%
33	Licious	<a href="https://www.link">https://www.link</a>	India	1,654	70	4.23%
34	boAt	<a href="https://www.link">https://www.link</a>	India	1,317	55	4.18%
35	CARS24	<a href="https://www.link">https://www.link</a>	India	8,999	370	4.11%
36	InCred	<a href="https://www.link">https://www.link</a>	India	1,708	70	4.10%
37	Kitopi	<a href="https://www.link">https://www.link</a>	United Arab Emire	2,913	119	4.09%
38	1mg	<a href="https://www.link">https://www.link</a>	India	5,196	210	4.04%
39	eFishery	<a href="https://www.link">https://www.link</a>	Indonesia	1,839	73	3.97%
40	ElasticRun	<a href="https://www.link">https://www.link</a>	India	2,998	118	3.94%
41	Zetwerk	<a href="https://www.link">https://www.link</a>	India	2,009	79	3.93%
42	Kredivo Group	<a href="https://www.link">https://www.link</a>	Indonesia	1,742	66	3.79%
43	Upstox	<a href="https://www.link">https://www.link</a>	India	1,889	71	3.76%
44	Vedantu	<a href="https://www.link">https://www.link</a>	India	4,596	167	3.63%
45	CarDekho	<a href="https://www.link">https://www.link</a>	India	2,359	85	3.60%
46	Perfios Software Solutions	<a href="https://www.link">https://www.link</a>	India	1,463	52	3.55%
47	Lenskart	<a href="https://www.link">https://www.link</a>	India	10,147	358	3.53%
48	slice	<a href="https://www.link">https://www.link</a>	India	1,251	44	3.52%
49	Spinny	<a href="https://www.link">https://www.link</a>	India	3,826	132	3.45%
50	Traveloka	<a href="https://www.link">https://www.link</a>	Indonesia	3,225	111	3.44%
51	Carousell	<a href="https://www.link">https://www.link</a>	Singapore	1,182	40	3.38%
52	United Imaging Healthcare	<a href="https://www.link">https://www.link</a>	China	1,677	56	3.34%
53	J&T Express	<a href="https://www.link">https://www.link</a>	Indonesia	2,696	90	3.34%
54	PhonePe	<a href="https://www.link">https://www.link</a>	India	14,524	480	3.30%
55	Mu Sigma	<a href="https://www.link">https://www.link</a>	India	3,688	121	3.28%
56	Urban Company	<a href="https://www.link">https://www.link</a>	India	7,580	245	3.23%
57	Dream11	<a href="https://www.link">https://www.link</a>	India	1,764	57	3.23%
58	BharatPe	<a href="https://www.link">https://www.link</a>	India	3,095	98	3.17%
59	Veritas Finance	<a href="https://www.link">https://www.link</a>	India	1,631	46	2.82%
60	Reliance Retail	<a href="https://www.link">https://www.link</a>	India	62,049	1,750	2.82%
61	Momo	<a href="https://www.link">https://www.link</a>	Vietnam	1,885	53	2.81%
62	Toss	<a href="https://www.link">https://www.link</a>	South Korea	2,024	55	2.72%
63	LINE MAN Wongnai	<a href="https://www.link">https://www.link</a>	Thailand	1,344	36	2.68%
64	Rebel Foods	<a href="https://www.link">https://www.link</a>	India	3,048	76	2.49%
65	Xiaohongshu	<a href="https://www.link">https://www.link</a>	China	2,844	70	2.46%
66	Xpressbees	<a href="https://www.link">https://www.link</a>	India	7,393	176	2.38%
67	DANA	<a href="https://www.link">https://www.link</a>	Indonesia	1,827	43	2.35%
68	Reliance Jio	<a href="https://www.link">https://www.link</a>	India	7,555	175	2.32%
69	DealShare	<a href="https://www.link">https://www.link</a>	India	1,387	28	2.02%
70	Lalamove	<a href="https://www.link">https://www.link</a>	Hong Kong	4,840	92	1.90%
71	Rapido	<a href="https://www.link">https://www.link</a>	India	3,622	68	1.88%
72	Meesho	<a href="https://www.link">https://www.link</a>	India	16,071	300	1.87%
73	VNG	<a href="https://www.link">https://www.link</a>	Vietnam	4,128	68	1.65%
74	OYO	<a href="https://www.link">https://www.link</a>	India	14,932	244	1.63%
75	DJI	<a href="https://www.link">https://www.link</a>	China	3,720	60	1.61%
76	BYJU'S	<a href="https://www.link">https://www.link</a>	India	22,580	356	1.58%
77	Moody	<a href="https://www.link">https://www.link</a>	China	14,733	206	1.40%
78	Kopi Kenangan	<a href="https://www.link">https://www.link</a>	Indonesia	3,637	47	1.29%
79	ByteDance	<a href="https://www.link">https://www.link</a>	China	43,301	550	1.27%
80	Ninja Van	<a href="https://www.link">https://www.link</a>	Singapore	5,014	62	1.24%
81	Quikr	<a href="https://www.link">https://www.link</a>	India	1,994	23	1.15%
82	VIPKID	<a href="https://www.link">https://www.link</a>	China	9,782	111	1.13%
83	Snapdeal	<a href="https://www.link">https://www.link</a>	India	3,391	35	1.03%
84	InMobi	<a href="https://www.link">https://www.link</a>	India	1,636	16	0.98%
85	Flash Express	<a href="https://www.link">https://www.link</a>	Thailand	2,518	24	0.95%
86	Udaan	<a href="https://www.link">https://www.link</a>	India	10,903	101	0.93%
87	Rivigo	<a href="https://www.link">https://www.link</a>	India	2,286	20	0.87%
88	Ant Group	<a href="https://www.link">https://www.link</a>	China	10,292	62	0.60%
89	BYD Semiconductor	<a href="https://www.link">https://www.link</a>	China	2,914	10	0.34%
90	Ola	<a href="https://www.link">https://www.link</a>	India	26,435	74	0.28%
91	Ping An Healthcare Manag	<a href="https://www.link">https://www.link</a>	China	43,654	17	0.04%

## Ready to win at social?

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