SouthSide Studio · Bengaluru film marketing agency

SANDALWOOD SOCIAL REPORT

Kannada film social media in October 2026

What SouthSide Studio's Kannada film and meme network posted about films in October 2026, and what Meta measured for each post. Every post counted once.

480	8.34 Cr	36	1.73 L
POSTS ON OUR DASHBOARDS	VIEWS	FILMS	VIEWS PER POST

Figures as of 1 Nov 2026. Online, with every post linked: southsidestudio.in/reports/2026-10/

What October 2026 showed

- **Ramayana led the month.** Its dashboard holds 272 posts from October 2026 with 4.35 crore views, 52% of the month's measured views on our dashboards.
- **Our film marketing collaborations drew 73% of the month's views on our dashboards.** Ramayana, Bail, Lambodhara 2.0 and City Lights: 358 of the 480 dashboard posts and 6.12 crore views.
- **Reels averaged 1.89 lakh views a post,** against 1.5 lakh for carousels and 1.19 lakh for photos. But the median reel drew 94,138, below the median carousel (1.12 lakh) and photo (1.04 lakh): a few very big reels lift the reel average.
- **The five biggest posts drew 15% of the month's views.** The biggest, a reel for Ramayana, drew 37.7 lakh.
- **Views were up 64% on September 2026.** Counted the same way: 5.07 crore on 337 dashboard posts then. September 2026's posts have had a month longer to collect views.
- **83 posts sat on two dashboards at once,** a film's and an actor's, say. Each counts once in the totals here.

Top films by views

#	FILM	CAMPAIGN	POSTS	VIEWS
1	Ramayana	Client campaign	272	4.35 Cr
2	Bail	Client campaign	63	1.52 Cr
3	Premada Oorali	Client campaign	21	52.65 L
4	Vasudhaiva Kutumbakam	Client campaign	10	32.25 L
5	Chemistry	Client campaign	14	27.43 L
6	Jailer 2	Client campaign	19	21.75 L
7	Lambodhara 2.0	Client campaign	18	17.56 L
8	Anna from Mexico	Client campaign	2	8.53 L
9	City Lights	Client campaign	5	6.84 L
10	A For Anand	Network coverage	3	5.98 L

Each film's own dashboard figure for the month. A post about two films counts in both rows; the totals count it once. Client campaign: a film whose team worked with us. Network coverage: our pages' own posts about the film.

Talent PR dashboards

#	DASHBOARD	CAMPAIGN	POSTS	VIEWS
1	Dheekshith Shetty	Network coverage	52	1.38 Cr
2	Dhruva PR October 6	Client campaign	30	66.38 L
3	HBD Rachita Ram	Client campaign	17	25.91 L

Our film marketing collaborations in October 2026

Ramayana · Social campaign. SouthSide Studio runs the Ramayana social campaign on its Kannada film and meme network, working directly with DNEG and Monster Mind Creations. 272 posts in October 2026, 4.35 crore views.

Bail · Complete marketing. SouthSide Studio handled the complete marketing for Bail, starring Dr. Shivarajkumar, working directly with KVN Productions. 63 posts in October 2026, 1.52 crore views.

Lambodhara 2.0 · Social campaign. SouthSide Studio runs the Lambodhara 2.0 social campaign on its Kannada film and meme network. 18 posts in October 2026, 17.56 lakh views.

City Lights · Marketing. SouthSide Studio handled marketing for City Lights, working directly with Duniya Vijay. 5 posts in October 2026, 6.84 lakh views.

Scope as confirmed by SouthSide Studio's owner. Recorded social posts on our network only, not every channel of a campaign.

The five biggest posts

#	POST	DASHBOARD	VIEWS
1	Reel introducing Ramayana with Ranbir Kapoor as Rama, Sai Pallavi as Sita and Yash as Ravana (Reel, 15 Oct 2026)	Ramayana	37.7 L
2	Reel listing Bail's key credits: music by Ajaneesh Loknath, cinematography by Vaidy S. and editing by Shashank. (Reel, 1 Oct 2026)	Bail, Dheekshith Shetty	27.99 L
3	Reel giving an overview of Bail, the KVN Productions action thriller about justice, law and an outlaw former commissioner. (Reel, 1 Oct 2026)	Bail, Dheekshith Shetty	27.11 L
4	Reel promoting Ramayana, directed by Nitesh Tiwari and produced by Namit Malhotra and Yash (Reel, 16 Oct 2026)	Ramayana	18.35 L
5	Carousel post promoting Ramayana, directed by Nitesh Tiwari and produced by Namit Malhotra and Yash (Carousel, 16 Oct 2026)	Ramayana	14.56 L

People most viewed on our pages

#	PERSON	POSTS	VIEWS
1	Rachita Ram	17	27.19 L
2	Shivarajkumar	10	22.31 L reached
3	Puneeth Rajkumar	4	15.78 L
4	Kichcha Sudeep	7	8.5 L
5	Dhruva Sarja	7	7.63 L

Posts featuring each person across our film and talent pages.

Posts by format

FORMAT	MEASURED POSTS	AVERAGE	MEDIAN
Reel	333	1.89 L	94.1K
Carousel	90	1.5 L	1.12 L
Photo	57	1.19 L	1.04 L

Views per measured post. The median is the typical post: half did better, half worse.

How these numbers are counted

Every figure is Meta's own measurement of a post on our pages (Instagram Graph API insights), read post by post and added up. A post counts once, in the month it was published (India time), however many dashboards hold it. Our flagship page @namma.sandalwood published 593 posts in all that month; 480 of them are on the film and talent dashboards counted here. Views can include repeat viewing; they are not a count of people. Post figures keep rising for weeks after a post: these are as of 1 Nov 2026, rounded down. The web edition updates as they rise.

Use these numbers. Quote freely with a link to https://southsidestudio.in/reports/2026-10/. Cite as: SouthSide Studio, Sandalwood Social Report, October 2026 (southsidestudio.in/reports/2026-10/), figures as of 1 Nov 2026. Press queries: contact@southsidestudio.in

SouthSide Studio is a Bengaluru film marketing agency for Kannada films. Our film marketing collaborations include KD – The Devil, Mango Pachcha, Bail, City Lights, Ramayana and Lambodhara 2.0, and we run Namma Sandalwood.