Chai & Co

PERFORMANCE REPORT

Social media performance

1–31 October 2026

Prepared by	Asha Rao, Chai & Co
Generated on	1 Nov 2026
Covers	5 accounts on 4 networks, compared with September

- Chai & Co @chai.and.co
- Chai & Co Events @chaico.events
- Chai & Co
- Chai & Co @chai.and.co
- Chai & Co Pvt Ltd @chai-and-co

Summary

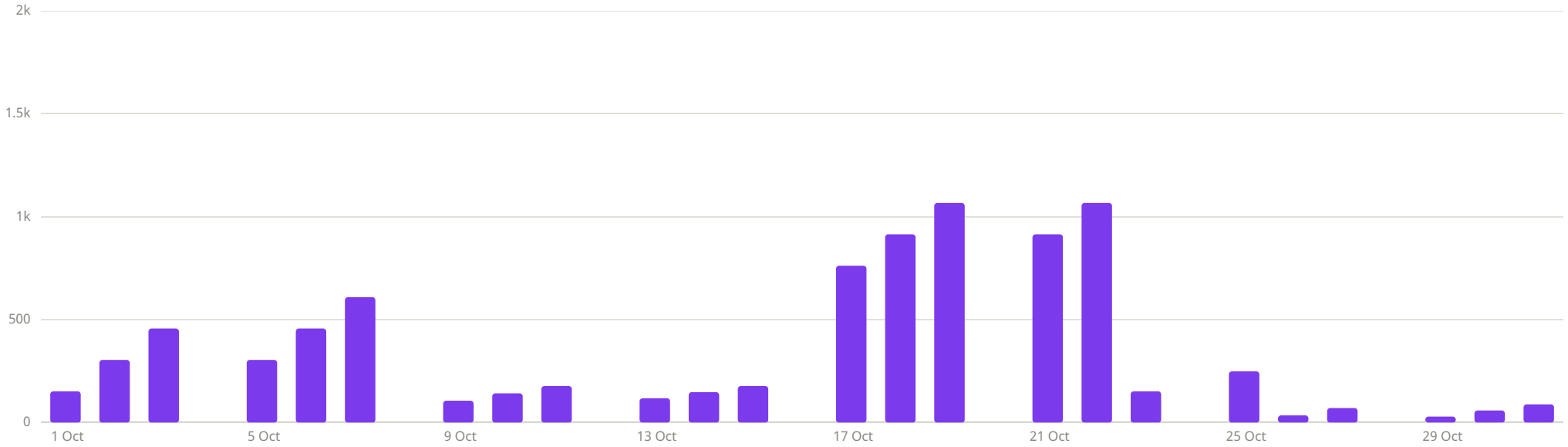
Chai & Co

October was our best month yet for Reels: views were up by a third, and the Diwali gift box post was our most shared ever. Facebook is growing steadily; Threads needs reconnecting. Next month we'll test two Reels a week on the Events account and post the winter blend launch on every network.

Posts published	Views	Reach	Interactions	Engagement rate	Follower change
26	**141k**	**86k**	**8.7k**	**10.1%**	**+799**
▲ 44%	▲ 53%	▲ 56%	▲ 25%	▼ 2.4 pts	Collecting since 20 Oct

Changes are vs September.

INTERACTIONS PER DAY



Followers

All networks · Chai & Co

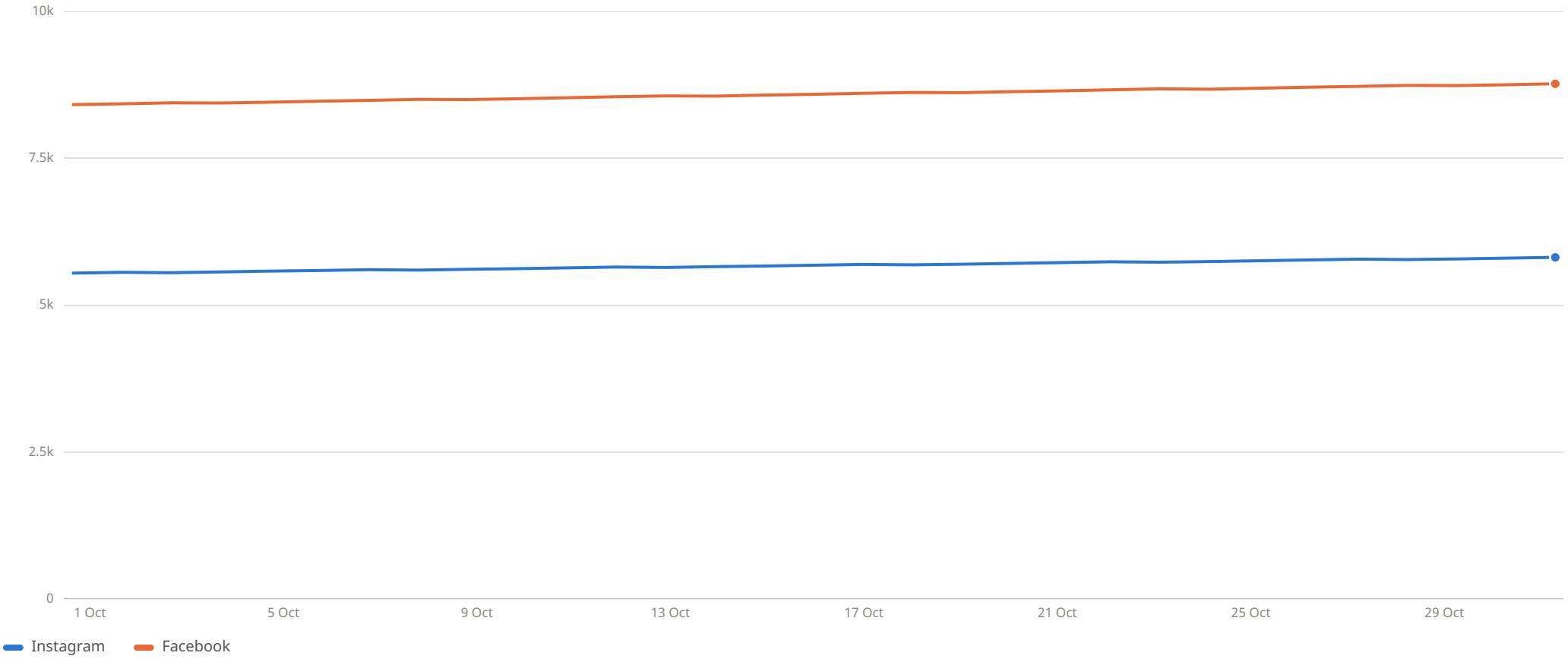
27k
▲ 3%



Instagram
19k
▲ 2%

Facebook
8.9k
▲ 4%

Collecting since 20 Oct



Views

All networks · Chai & Co

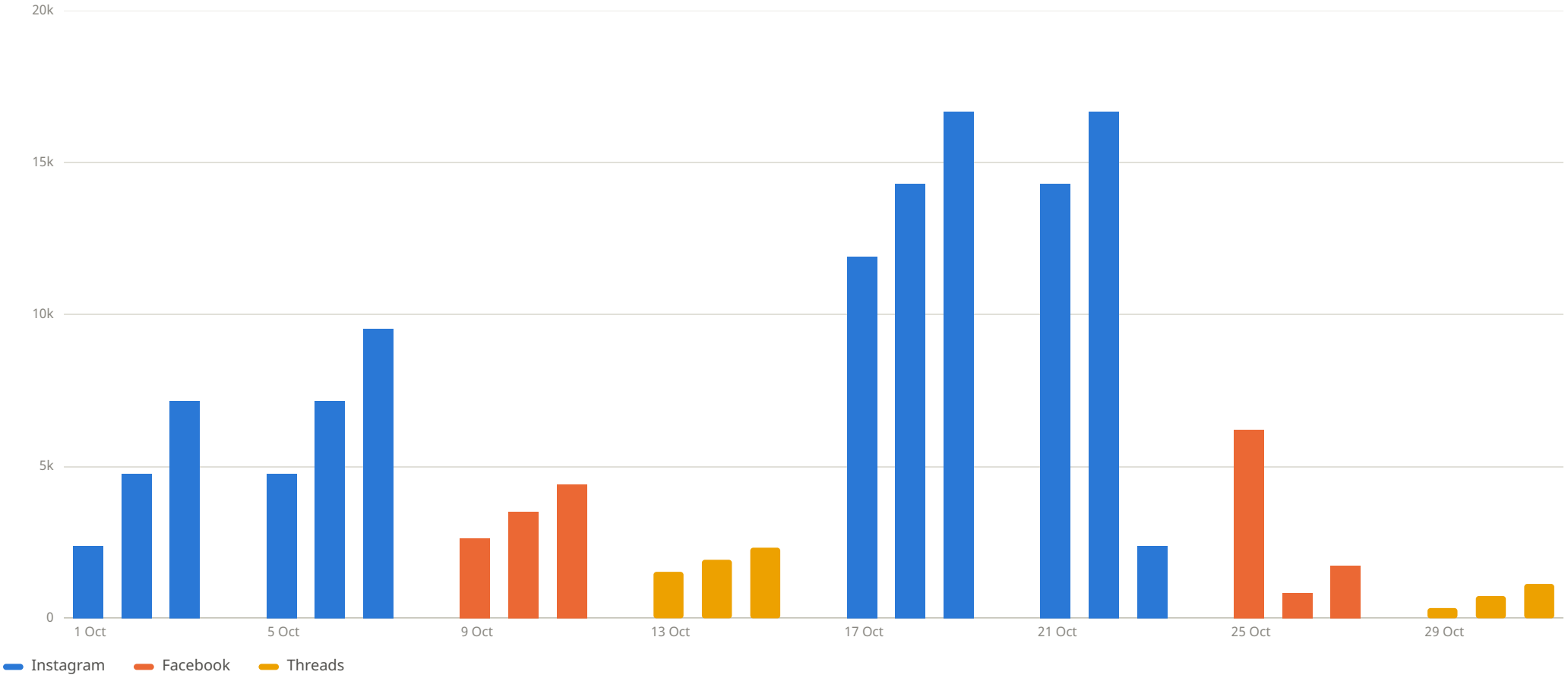
141k
▲ 53%



Instagram
113k
▲ 51%

Facebook
20k
▲ 47%

Threads
8.4k
▲ 119%



Interactions

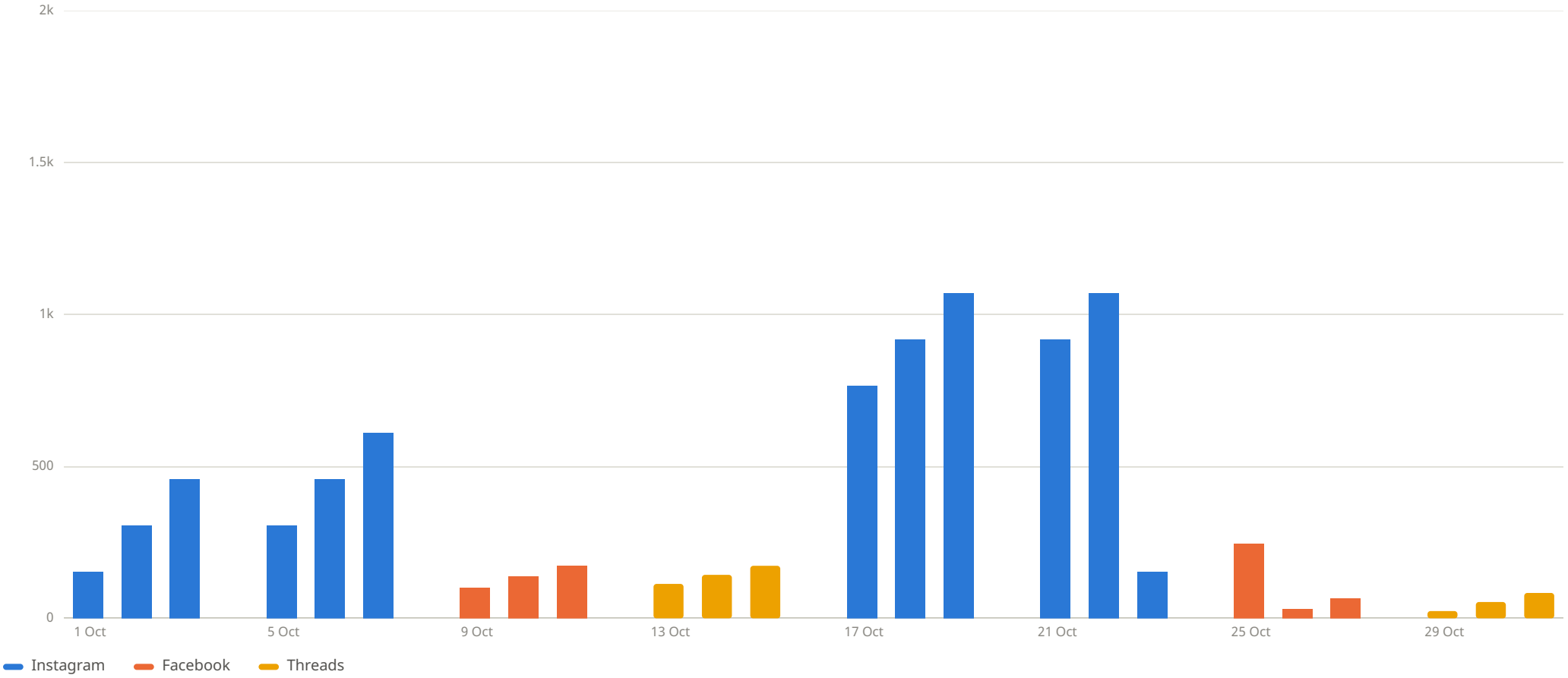
All networks · Chai & Co

8.7k
▲ 25%

Instagram
7.2k
▲ 21%

Facebook
792
▲ 47%

Threads
630
▲ 75%



Posts

All networks · Chai & Co

26
▲ 44%

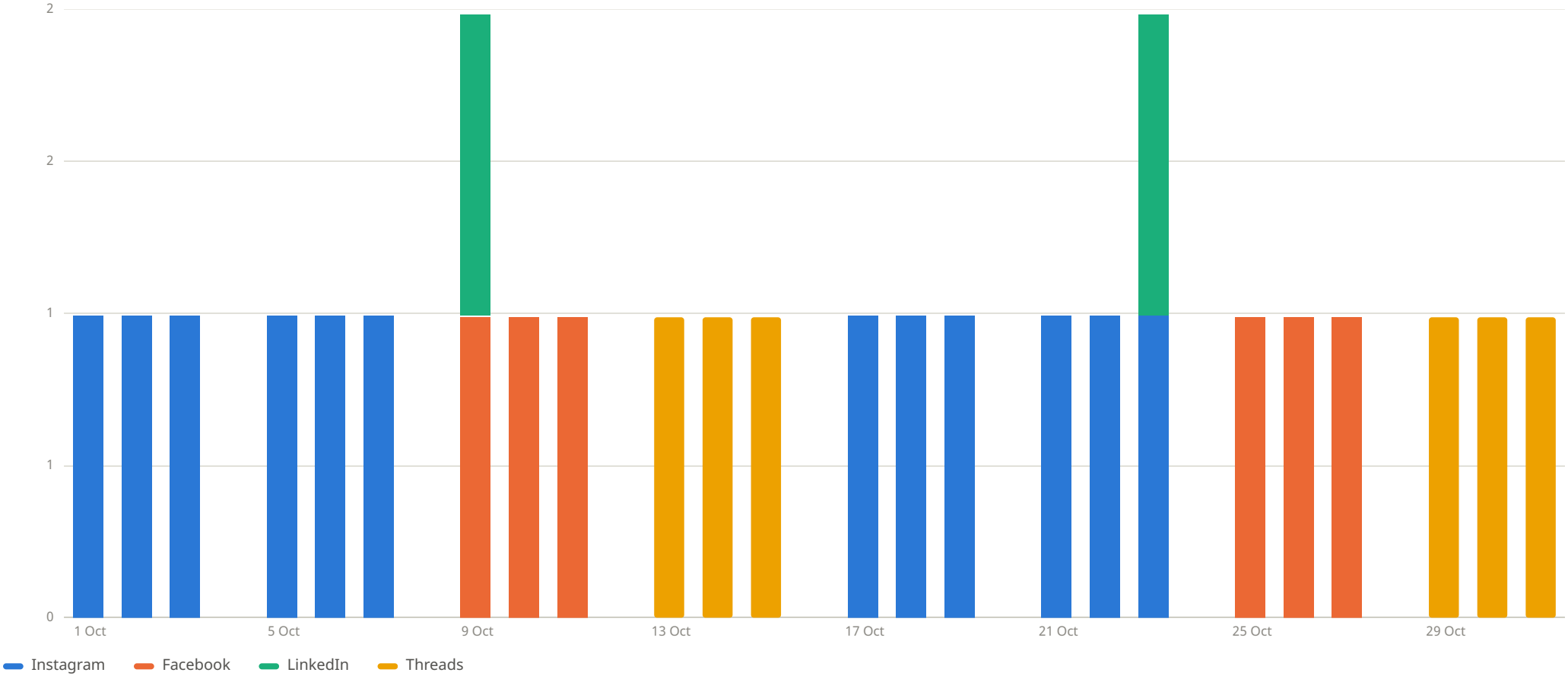


Instagram
12
▲ 20%

Facebook
6
▲ 50%

LinkedIn
2
New

Threads
6
▲ 50%



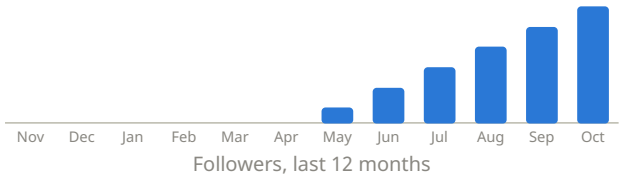
Top posts

All networks · sorted by interactions

Published		Post	Account	Views	Interactions	
22 Oct 2026, 15:00		दिवाली की शुभकामनाएं! Our festive gift boxes are back for a limited time.	@chaico.events	17k	**1.1k**	Open
19 Oct 2026, 13:00		Behind the scenes at our Darjeeling partner estate. Every leaf picked by hand.	@chai.and.co	17k	**1.1k**	Open
21 Oct 2026, 16:00		Weekend workshop: learn to brew the perfect cutting chai.	@chaico.events	14k	**924**	Open
18 Oct 2026, 14:00		Masala chai, the way your nani made it. New winter blend is live in all stores #chai #winter	@chai.and.co	14k	**924**	Open
17 Oct 2026, 15:00		Our cardamom cookies pair perfectly with an evening cup.	@chai.and.co	12k	**770**	Open
7 Oct 2026, 19:00		Weekend workshop: learn to brew the perfect cutting chai.	@chaico.events	9.6k	**616**	Open
6 Oct 2026, 11:00		Poll: kadak or light? Tell us in the comments	@chaico.events	7.2k	**462**	Open
3 Oct 2026, 18:00		Our cardamom cookies pair perfectly with an evening cup.	@chai.and.co	7.2k	**462**	Open

Community growth

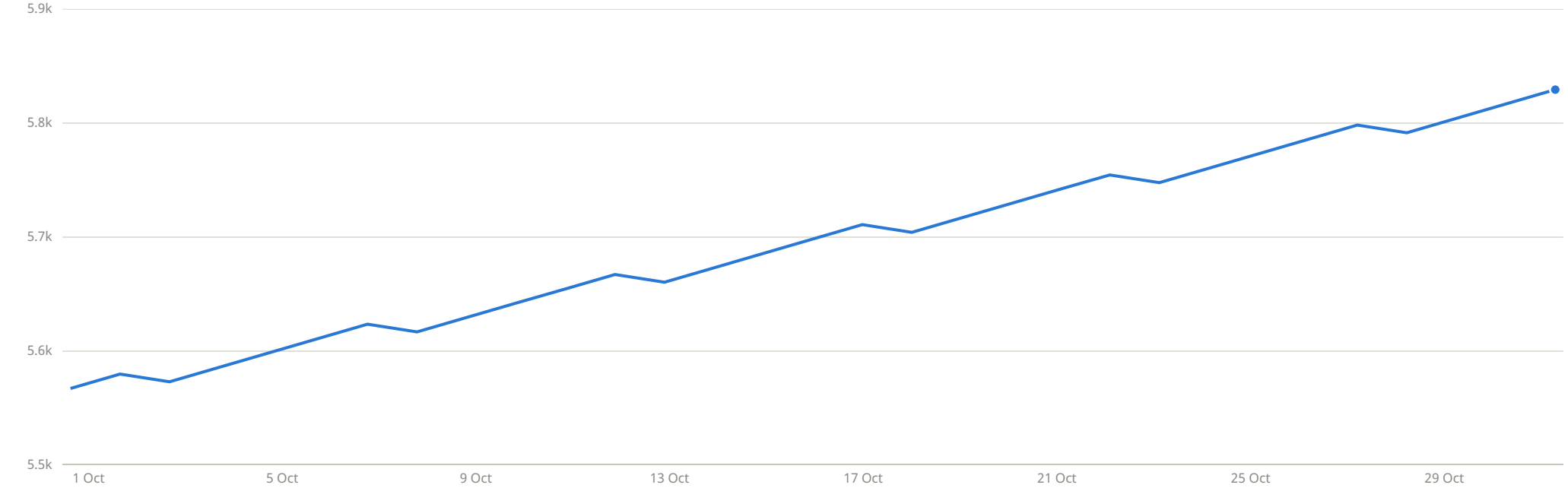
Chai & Co @chai.and.co



Followers, last 12 months

Followers	Net change	Posts
5.9k	**+270**	**6**
▲ 5%		▲ 20%

FOLLOWERS

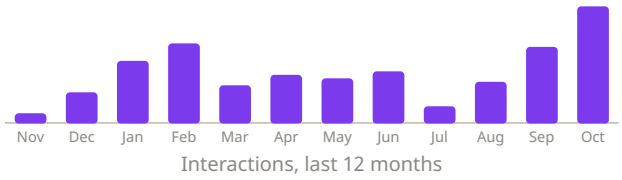


POSTS PER DAY



Posts published in period

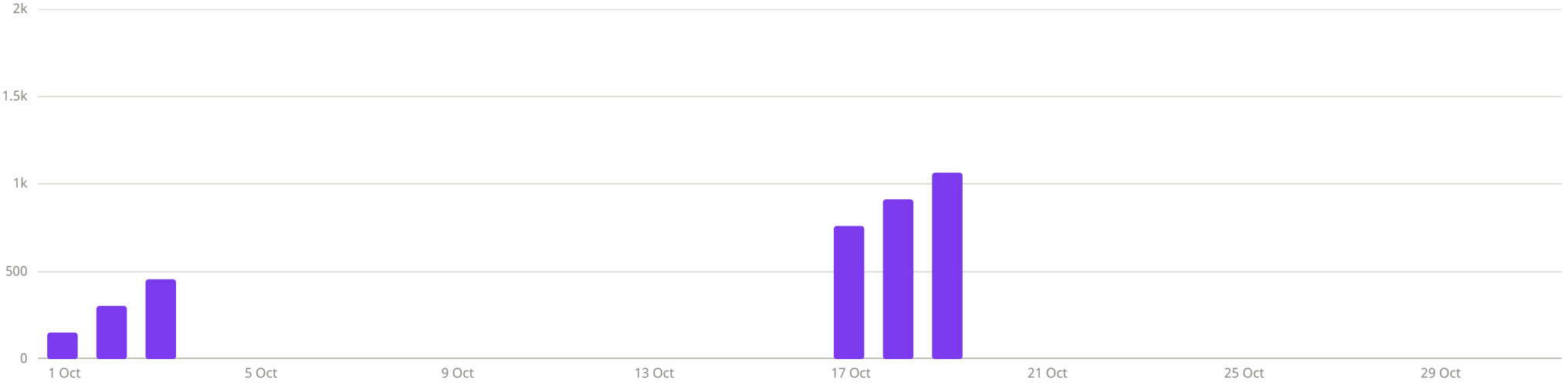
Chai & Co @chai.and.co



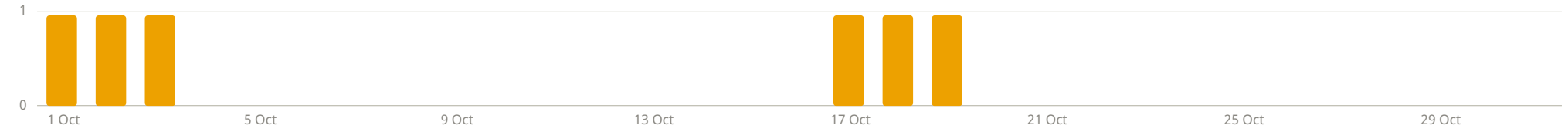
Interactions, last 12 months

Posts	Interactions	Views	Reach	Engagement rate	Interactions per post
6	**3.7k**	**58k**	**36k**	**10.3%**	**616**
▲ 20%	▲ 41%	▲ 76%	▲ 76%		

INTERACTIONS PER DAY, BY PUBLISHING DATE



POSTS PER DAY

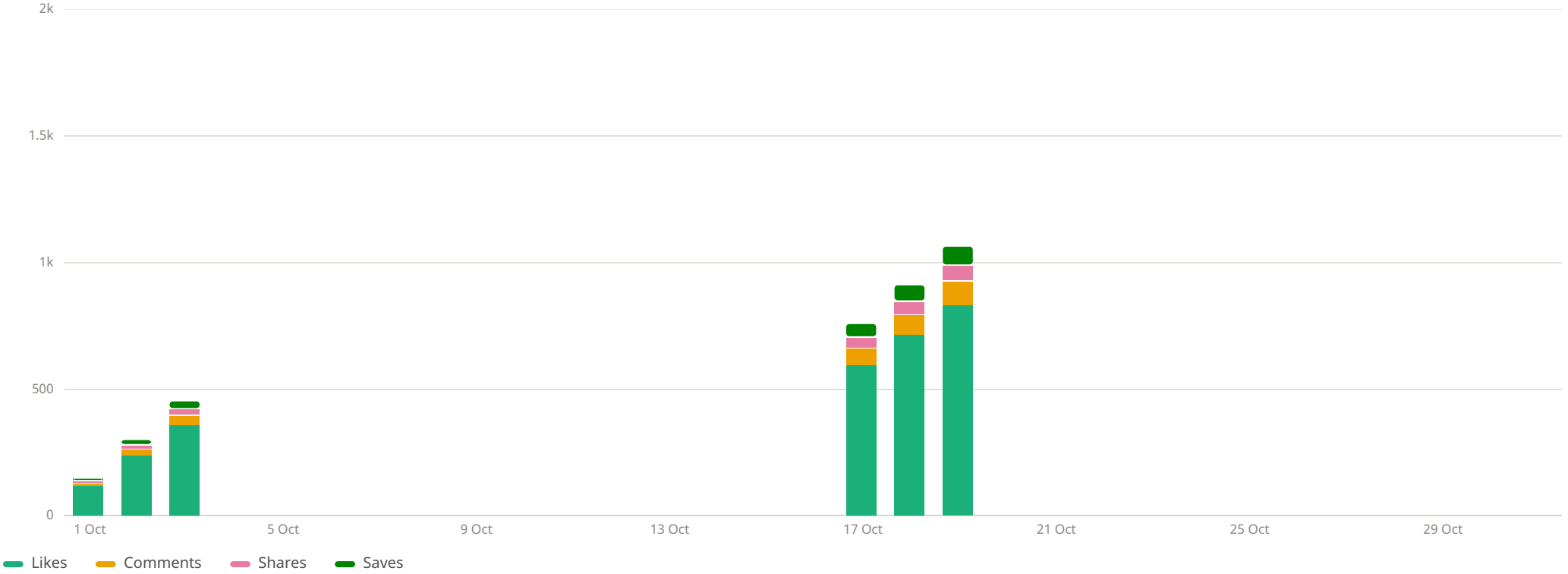


Interactions of published posts

Chai & Co @chai.and.co

Views	Reach	Likes	Comments	Shares	Saves
58k	**36k**	**2.9k**	**336**	**216**	**264**
▲ 76%	▲ 76%	▲ 41%	▲ 41%	▲ 41%	▲ 41%

INTERACTIONS PER DAY, BY PUBLISHING DATE



Ranking of posts

Chai & Co @chai.and.co

TOP POSTS BY INTERACTIONS

Published		Post	Views	Reach	Likes	Comments	Shares	Interactions	
19 Oct 2026, 13:00		Behind the scenes at our Darjeeling partner estate. Every leaf picked by hand.	17k	11k	840	98	63	**1.1k**	Open
18 Oct 2026, 14:00		Masala chai, the way your nani made it. New winter blend is live in all stores #chai #winter	14k	9k	720	84	54	**924**	Open
17 Oct 2026, 15:00		Our cardamom cookies pair perfectly with an evening cup.	12k	7.5k	600	70	45	**770**	Open
3 Oct 2026, 18:00		Our cardamom cookies pair perfectly with an evening cup.	7.2k	4.5k	360	42	27	**462**	Open
2 Oct 2026, 19:00		Behind the scenes at our Darjeeling partner estate. Every leaf picked by hand.	4.8k	3k	240	28	18	**308**	Open

Audience

Chai & Co @chai.and.co



GENDER

- Women 60.5%
- Men 39.5%

AGE

18-24	24.7%
25-34	49.3%
35-44	19.2%
45-54	6.8%

TOP COUNTRIES

India	78.5%
United Arab Emirates	10.6%
United States	7.8%
United Kingdom	3.0%

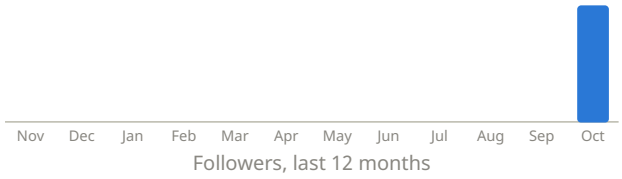
TOP CITIES

Mumbai, Maharashtra	46.0%
Pune, Maharashtra	28.6%
Delhi	25.4%

Instagram's figures for the account's followers today, not only this period. Percentages are of the groups shown.

Community growth

Chai & Co Events @chaico.events



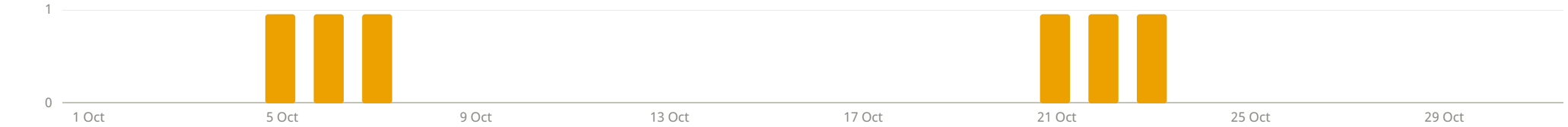
Followers, last 12 months

Followers	Net change	Posts
13k	**+169**	**6**
▲ 1%	Collecting since 20 Oct 2026	▲ 20%

FOLLOWERS

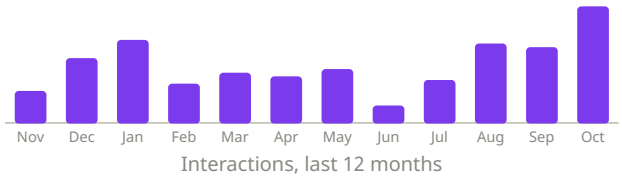


POSTS PER DAY



Posts published in period

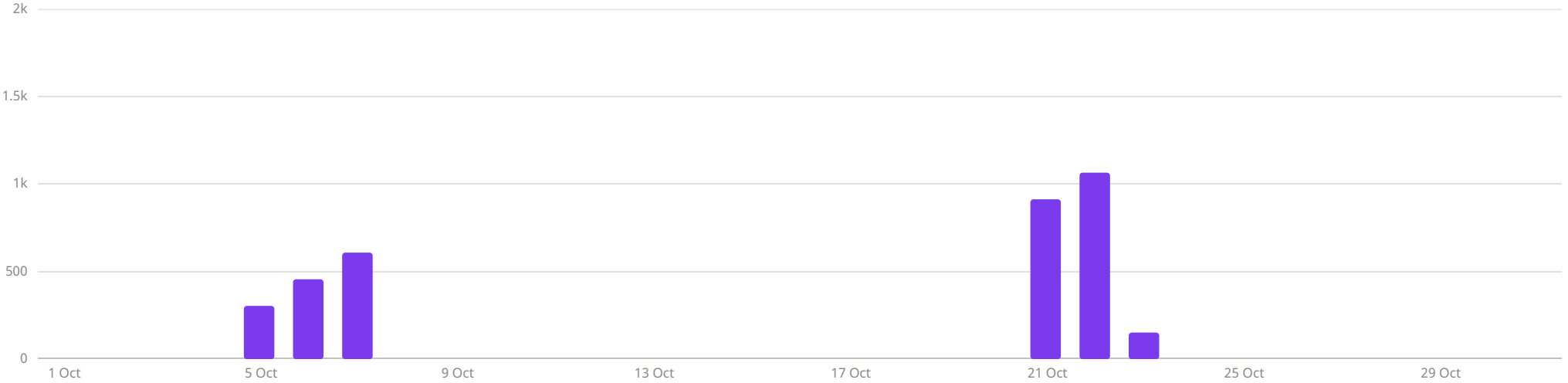
Chai & Co Events @chaico.events



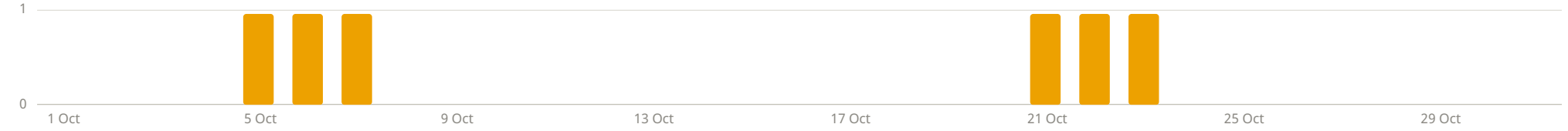
Interactions, last 12 months

Posts	Interactions	Views	Reach	Engagement rate	Interactions per post
6	**3.5k**	**55k**	**35k**	**10.3%**	**590**
▲ 20%	▲ 5%	▲ 31%	▲ 31%		

INTERACTIONS PER DAY, BY PUBLISHING DATE



POSTS PER DAY

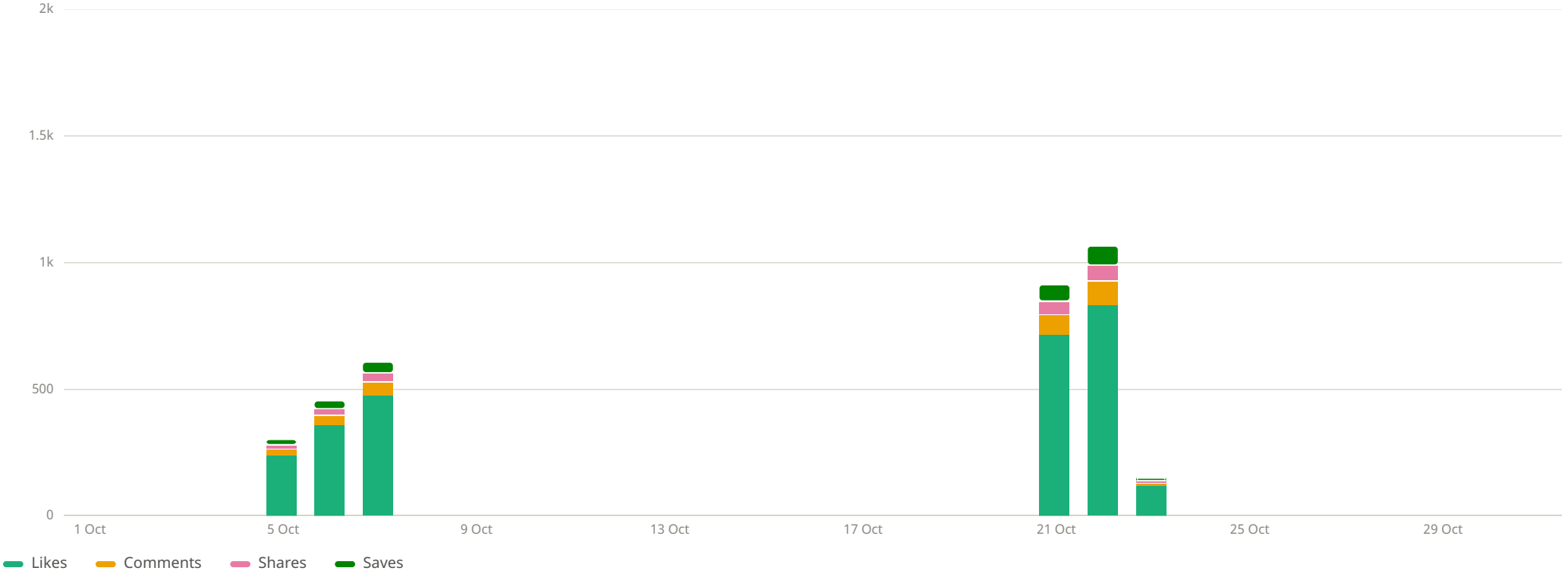


Interactions of published posts

Chai & Co Events @chaico.events

Views	Reach	Likes	Comments	Shares	Saves
55k	**35k**	**2.8k**	**322**	**207**	**253**
▲ 31%	▲ 31%	▲ 5%	▲ 5%	▲ 5%	▲ 5%

INTERACTIONS PER DAY, BY PUBLISHING DATE



Ranking of posts

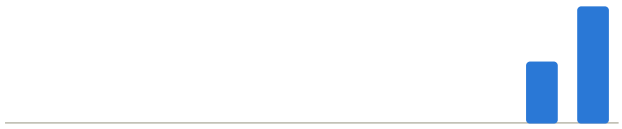
Chai & Co Events @chaico.events

TOP POSTS BY INTERACTIONS

Published		Post	Views	Reach	Likes	Comments	Shares	Interactions	
22 Oct 2026, 15:00		दिवाली की शुभकामनाएं! Our festive gift boxes are back for a limited time.	17k	11k	840	98	63	**1.1k**	Open
21 Oct 2026, 16:00		Weekend workshop: learn to brew the perfect cutting chai.	14k	9k	720	84	54	**924**	Open
7 Oct 2026, 19:00		Weekend workshop: learn to brew the perfect cutting chai.	9.6k	6k	480	56	36	**616**	Open
6 Oct 2026, 11:00		Poll: kadak or light? Tell us in the comments	7.2k	4.5k	360	42	27	**462**	Open
5 Oct 2026, 12:00		दिवाली की शुभकामनाएं! Our festive gift boxes are back for a limited time.	4.8k	3k	240	28	18	**308**	Open

Community growth

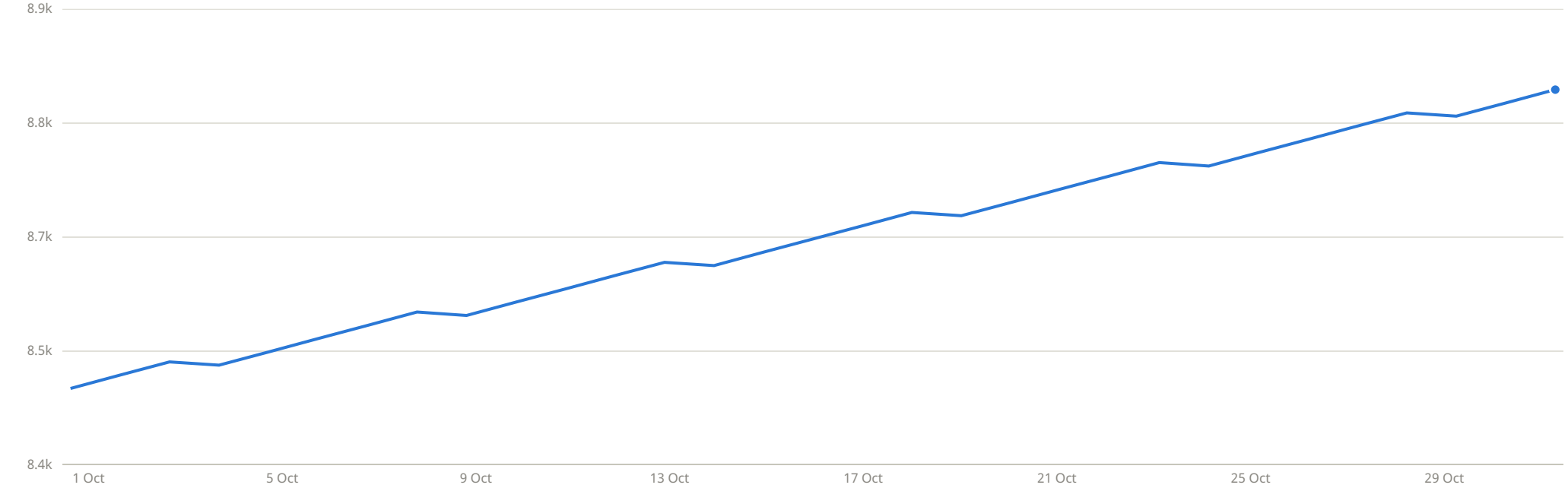
Chai & Co



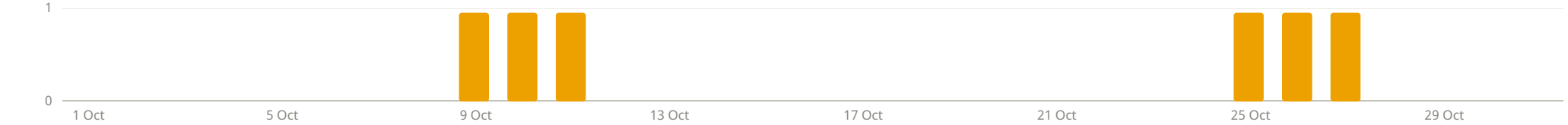
Followers, last 12 months

Followers	Net change	Posts
8.9k	**+360**	**6**
▲ 4%		▲ 50%

FOLLOWERS

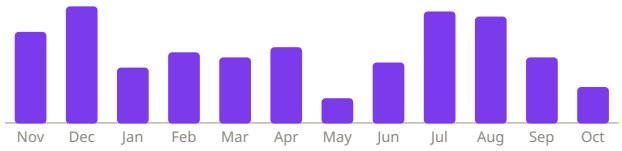


POSTS PER DAY



Posts published in period

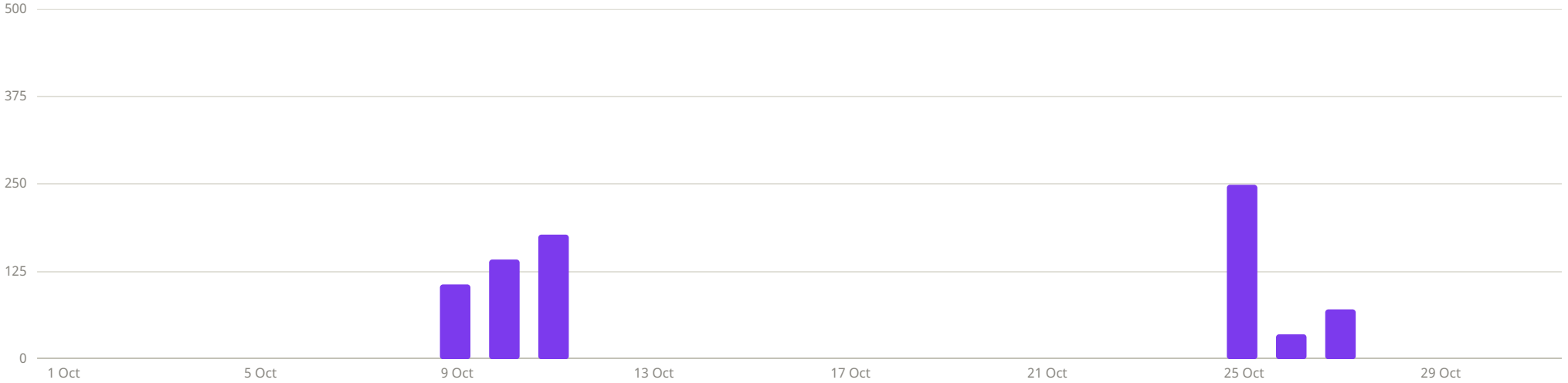
Chai & Co



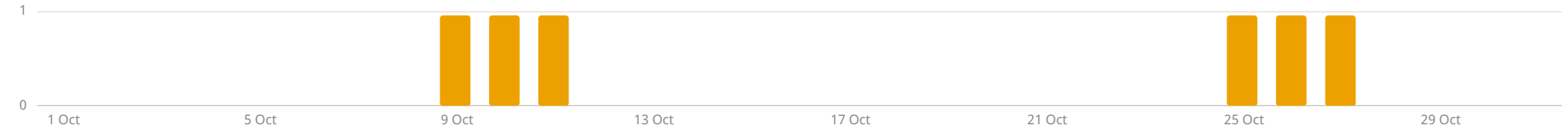
Interactions, last 12 months

Posts	Interactions	Impressions	Reach	Engagement rate	Interactions per post
6	792	20k	15k	5.1%	132
▲ 50%	▲ 47%	▲ 47%	▲ 83%		

INTERACTIONS PER DAY, BY PUBLISHING DATE



POSTS PER DAY

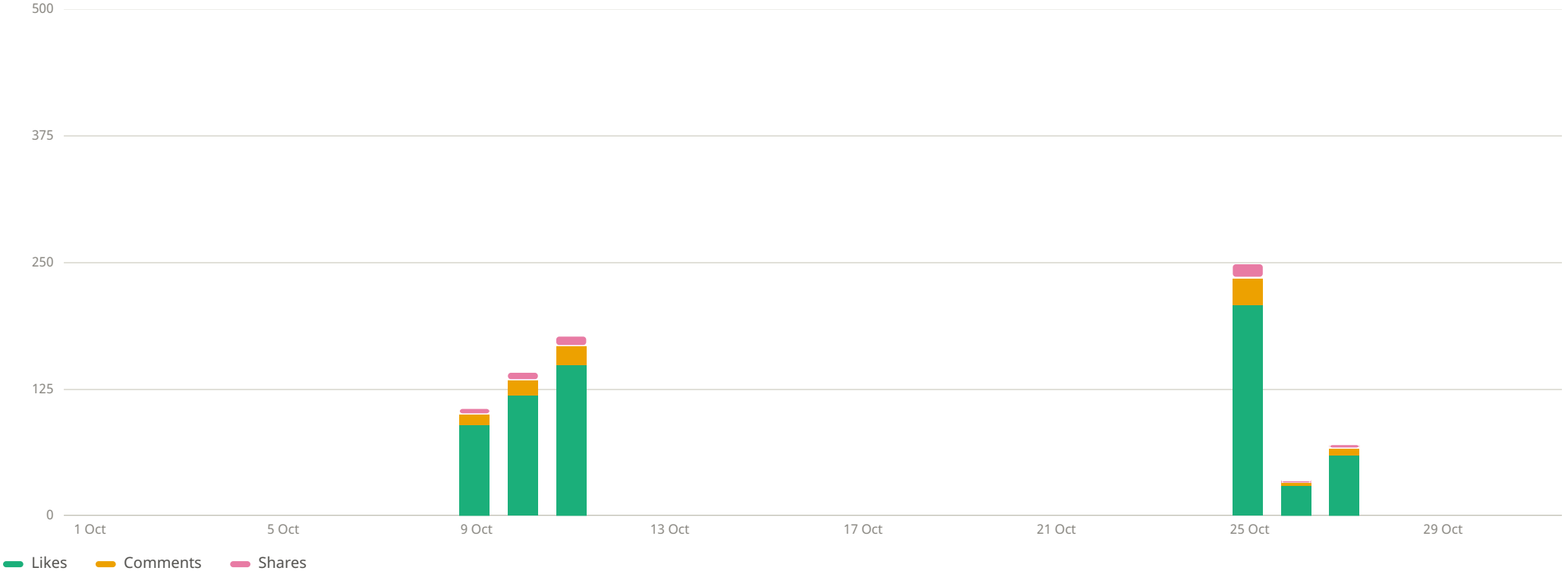


Interactions of published posts

Chai & Co

Impressions	Reach	Likes	Comments	Shares
20k	**15k**	**660**	**88**	**44**
▲ 47%	▲ 83%	▲ 47%	▲ 47%	▲ 47%

INTERACTIONS PER DAY, BY PUBLISHING DATE



Ranking of posts

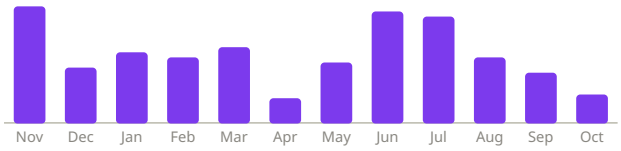
Chai & Co

TOP POSTS BY INTERACTIONS

Published		Post	Impressions	Reach	Likes	Comments	Shares	Interactions	
25 Oct 2026, 17:00		Masala chai, the way your nani made it. New winter blend is live in all stores #chai #winter	6.3k	4.9k	210	28	14	**252**	Open
11 Oct 2026, 11:00		Masala chai, the way your nani made it. New winter blend is live in all stores #chai #winter	4.5k	3.5k	150	20	10	**180**	Open
10 Oct 2026, 12:00		Our cardamom cookies pair perfectly with an evening cup.	3.6k	2.8k	120	16	8	**144**	Open
9 Oct 2026, 13:00		Behind the scenes at our Darjeeling partner estate. Every leaf picked by hand.	2.7k	2.1k	90	12	6	**108**	Open
27 Oct 2026, 15:00		Our cardamom cookies pair perfectly with an evening cup.	1.8k	1.4k	60	8	4	**72**	Open

Posts published in period

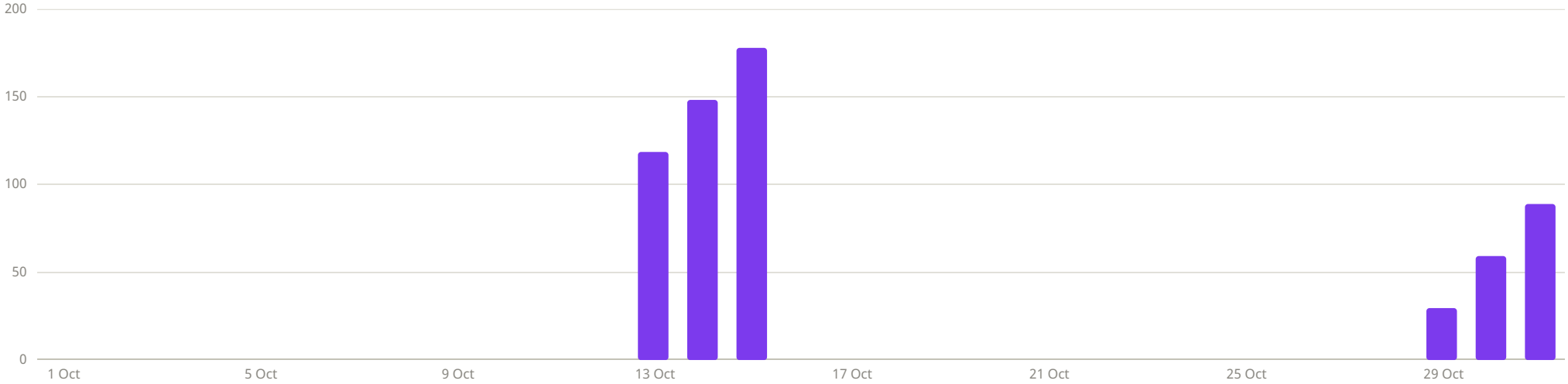
Chai & Co @chai.and.co · Disconnected, numbers up to then



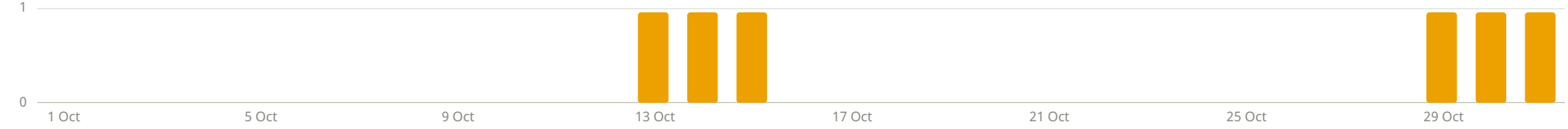
Interactions, last 12 months

Posts	Interactions	Views	Engagement rate	Interactions per post
6	630	8.4k	7.5%	105
▲ 50%	▲ 75%	▲ 119%		

INTERACTIONS PER DAY, BY PUBLISHING DATE



POSTS PER DAY

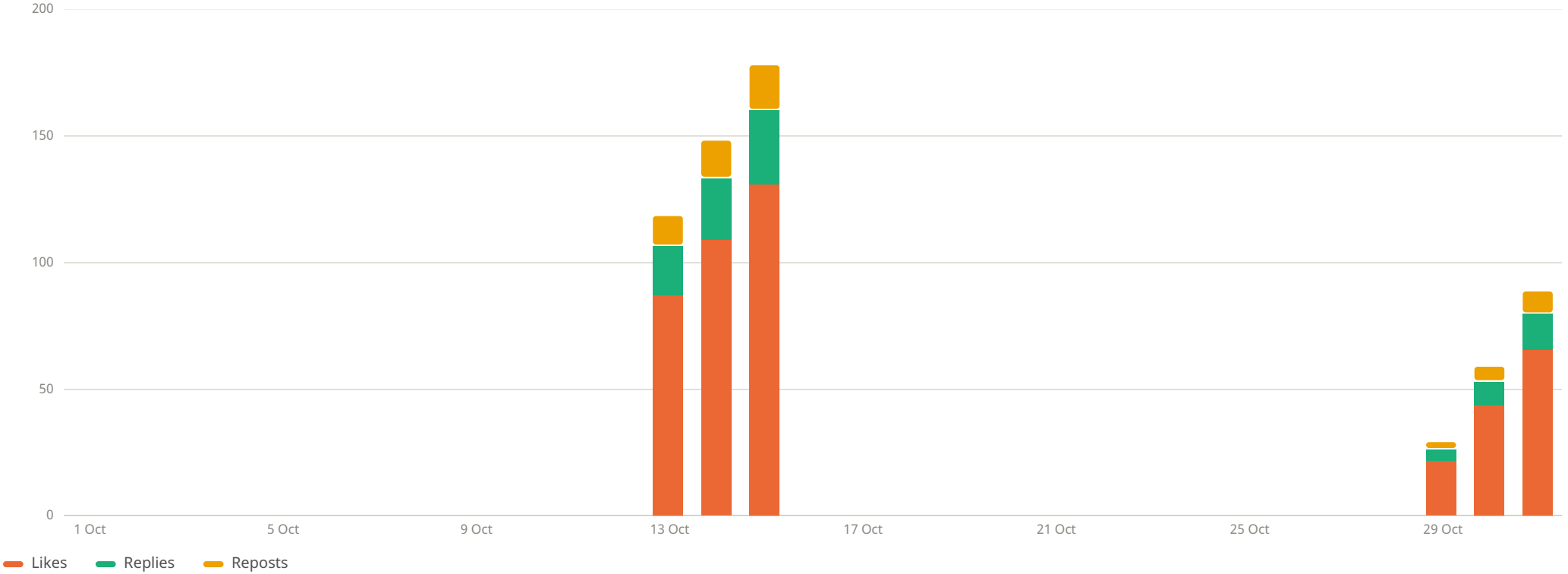


Interactions of published posts

Chai & Co @chai.and.co · Disconnected, numbers up to then

Views	Likes	Replies	Reposts
8.4k	**462**	**105**	**63**
▲ 119%	▲ 75%	▲ 75%	▲ 75%

INTERACTIONS PER DAY, BY PUBLISHING DATE



Ranking of posts

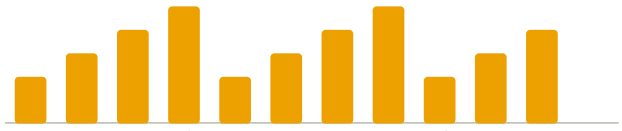
Chai & Co @chai.and.co · Disconnected, numbers up to then

TOP POSTS BY INTERACTIONS

Published		Post	Views	Likes	Replies	Reposts	Interactions	
15 Oct 2026, 12:00		दिवाली की शुभकामनाएं! Our festive gift boxes are back for a limited time.	2.4k	132	30	18	**180**	Open
14 Oct 2026, 13:00		Weekend workshop: learn to brew the perfect cutting chai.	2k	110	25	15	**150**	Open
13 Oct 2026, 14:00		Poll: kadak or light? Tell us in the comments	1.6k	88	20	12	**120**	Open
31 Oct 2026, 16:00		Weekend workshop: learn to brew the perfect cutting chai.	1.2k	66	15	9	**90**	Open
30 Oct 2026, 17:00		Poll: kadak or light? Tell us in the comments	800	44	10	6	**60**	Open

Posts published in period

Chai & Co Pvt Ltd @chai-and-co



Posts, last 12 months

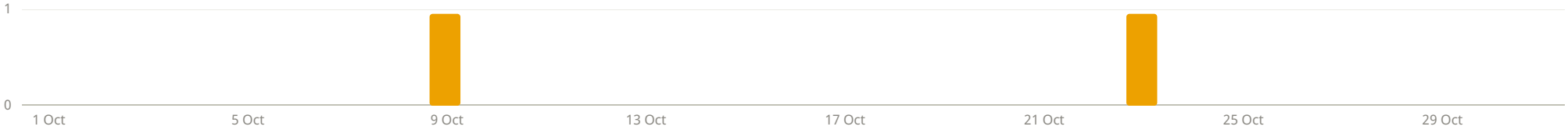
Posts

2

New

LinkedIn doesn't share post numbers with scheduling apps, so this account's posts are counted but not measured.

POSTS PER DAY



Posting activity

Chai & Co

WHEN POSTS WENT OUT

	Morning	Midday	Evening	Night
Mon		2	1	
Tue		3		
Wed		1	2	
Thu		3	1	
Fri		4	2	
Sat		2	2	
Sun		2	1	

BEST TIMES TO POST

1. Monday midday — 1.1x your typical post, across 28 posts
2. Tuesday midday — 1.0x your typical post, across 27 posts
3. Sunday midday — 1.0x your typical post, across 25 posts

Based on the last 12 months of posts on these accounts, compared with each account's typical post.

Thank you

Chai & Co