**Politics keeps the online space abuzz: Election 2014 trends on Google this year**

* Narendra Modi most searched politician
* FIFA World Cup 2014 and Indian Premier League among the hottest trends
* Virat Kohli’s popularity surged this year beyond that of MS Dhoni and Sachin Tendulkar

**Bangalore, INDIA | December 16, 2014:** Google India today announced its 2014 Year in Search lists, a look at the top trends and searches through the collective eyes of the world on the web. Year in Search offers a unique perspective on the year’s biggest interests, major events, and hot searches that ruled the web in India. The historic **2014 Lok Sabha** elections emerged as India’s first digital election and revealed that an online presence mattered considerably for all political parties. It’s no surprise then, that the term **Elections 2014** topped Google India’s trending lists this year.

In addition to seeing **Elections 2014** at the top of the trending charts, Prime Minister **Narendra Modi** was one of the topmost searched personalities this year, coming ahead of Bollywood biggies like **Salman Khan** and **Katrina Kaif—**the first time a politician has gained more search popularity than entertainment celebrities.

Also topping the trending searches were sports tournaments such as **FIFA World Cup 2014** and **Indian Premier League 2014**. Searches for both of these banner sporting events broke records with fans searching online for teams, players, scores, and match results.

Among the Top Searched people, **Sunny Leone** continued to be the most searched personality, just ahead of perennial favourites like **Salman Khan, Katrina Kaif,** and **Deepika Padukone**. Cricket is second only to Bollywood in trending searches, and there we have none other than India’s current captain to the Australian Tour, **Virat Kohli** emerging at the top of the charts, just ahead of the great **Sachin Tendulkar**, whose popularity endures even after his retirement.

**Rajan Anandan, Managing Director, Google India, said,** *“The findings of Google’s Year in Search is a clear testimony of India’s growing interest in issues of national importance. The 2014 Lok Sabha elections pointed to the power of digital media and also to the unprecedented demand for information. These elections were fought as much on India’s dusty plains as it was on digital platforms, including social media such as Google Hangouts and YouTube. We’ve seen an exponential increase in the number of Internet searches this year, not just on desktops but also smartphones, a trend that is reflective of India’s growing digital emergence as the next billion Indians begin to embrace the power of the Internet.”*

Hitting bull’s eye at the box office, Bollywood thriller **Ragini MMS 2** topped the chart this year as the most searched-for movie. Also leading searches in the Movies category were Salman Khan hits **Kick** and **Jai Ho**,followed by the Aamir Khan blockbuster **Dhoom 3.** Popular tracks including **Bang Bang’s title track, Honey Singh’s ‘Blue eyes’, and party song ‘Sunny Sunny’** from the movie **Yaariyan** dominated the airwaves and emerged as the most searched in the music category**.**

Google’s Year in Search also reflected the year’s top news moments that captured India’s attention. In addition to the historic win of **PM Narendra Modi in the Lok Sabha elections**, the death of **Sunanda Pushkar** and the unsolved mystery of **Malaysia Airlines 37**0 also generated a great deal of search curiosity.

A rise in smartphone sales in India and a growing demand for Internet access on handheld devices has seen a huge spike in Internet search on mobile in 2014. Railway enquiries, cricket news, online shopping followed by songs and film clips were among the top searches on handhelds devices. Weather information, games, and wallpaper downloads also formed a large section of these searches.

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| **India’s Top Searches (Across categories)**   1. IRCTC 2. Flipkart 3. SBI Online 4. Snapdeal 5. PNR Status 6. HDFC Netbanking 7. CricBuzz 8. OLX 9. Google Translate 10. Times of India | **India’s Top Trending searches**   1. Election 2014 2. FIFA 2014 3. iPhone 6 4. GATE 2015 5. Narendra Modi 6. IPL 2014 7. Ragini MMS 8. Kick 9. Jai Ho 10. Happy New Year | **India’s Top Personalities (All categories)**   1. Sunny Leone 2. Narendra Modi 3. Salman Khan 4. Katrina Kaif 5. Deepika Padukone 6. Alia Bhatt 7. Priyanka Chopra 8. Shahrukh Khan 9. Poonam Pandey 10. Virat Kohli |

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| **India’s Top Trending Movies**   1. Ragini MMS 2. Kick 3. Jai Ho 4. Happy New Year 5. Bang Bang 6. Heropanti 7. Main Tera Hero 8. 2 States 9. Ek Villain 10. Singham Returns 11. Hate Story 2 | **India’s Top Searched Bollywood Actors Male - 2014**   1. Salman Khan 2. Shahrukh Khan 3. Akshay Kumar 4. Ranbir Kapoor 5. Shahid Kapoor 6. Amitabh Bachchan 7. Varun Dhawan 8. Ranveer Singh 9. Fawad Khan 10. Emraan Hashmi | **India’s Top Searched Bollywood Actors Female – 2014**   1. Katrina Kaif 2. Deepika Padukone 3. Alia Bhatt 4. Priyanka Chopra 5. Aishwarya Rai 6. Kareena Kapoor 7. Anushka Sharma 8. Shradha Kapoor 9. Sonakshi Sinha 10. Sonam Kapoor |

To see more information about Year in Search across the globe, use interactive data visualizations and to watch our annual video, visit google.com/2014.

You can also explore more India trends this year—directly from our **homepage at** [**google.com/2014**](http://www.google.com/trends/topcharts?hl=en#date=2014&geo=IN). Check out many other top trends and searches of 2013, and simply click one to dig deeper on Google Trends.

**About Google Inc.**

Google’s innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google’s targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, visit [www.google.com](http://www.google.com).

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