Indian PM, Narendra Modi draws his core-support from right-wing Hindu Nationalists. Being a life-long member of RSS (Rashtriya Swayamsevak Sangh) which forms the ideological backbone of Modi’s BJP Party, Modi knows how to appease the Hindu masses. Since the BJP govt. came into power in 2014, Modi on multiple occasions has resorted to playing the Hindu-Muslim card to increase his vote share. Following are some of the major communication strategies used by Narendra Modi.