



SAREGAMA TALENTWOOD 3.0



Aeshna
Anand



Bansi
Madlani



Srashti
Sahay



Pranjl
Chaturvedi

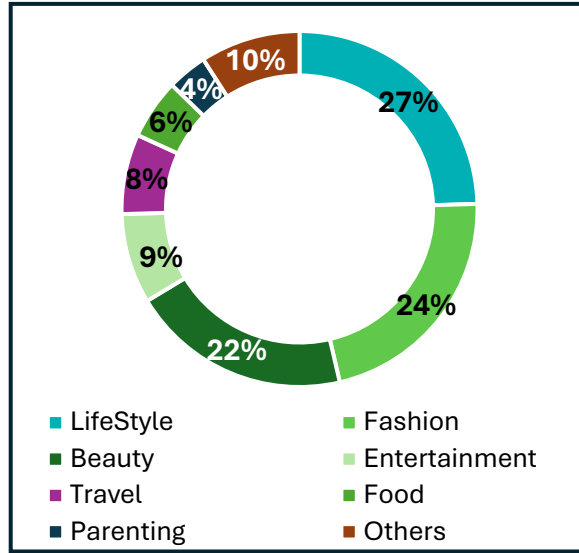
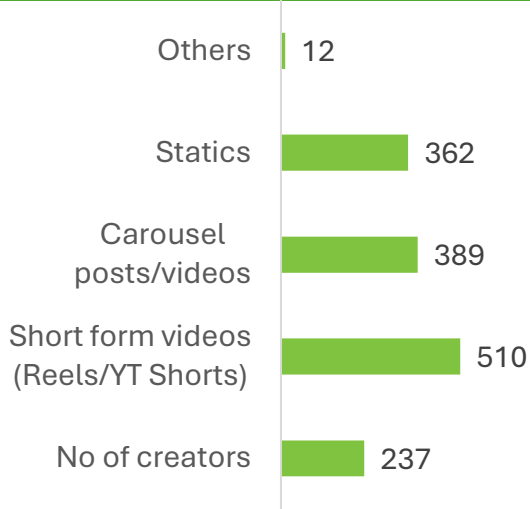
COLLEGE - IIM SHILLONG
TEAM - ANONYMOUS
Email – aeshna.pgp23@iimshillong.ac.in
Contact Number - +91 99369 07630

Insights from Audience (Primary & Secondary Survey Insights)



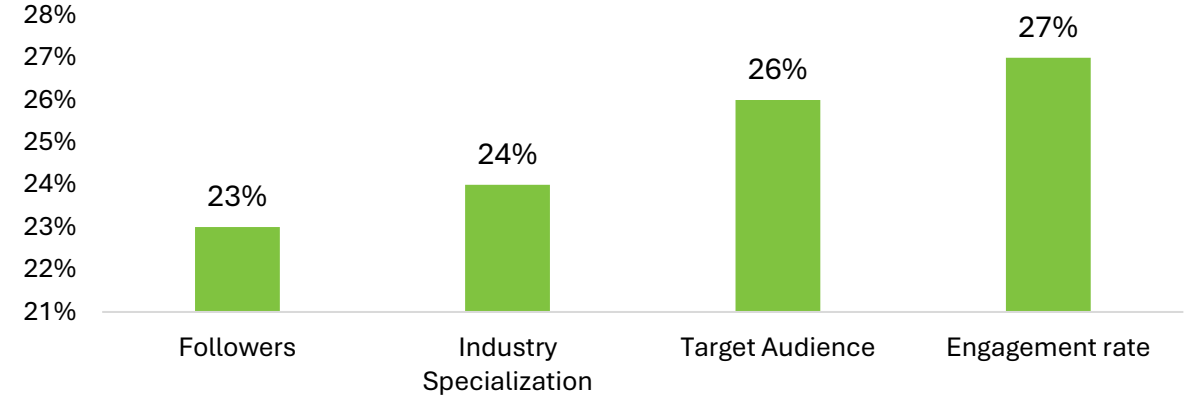
Influencers

Most preferred type of content by creators

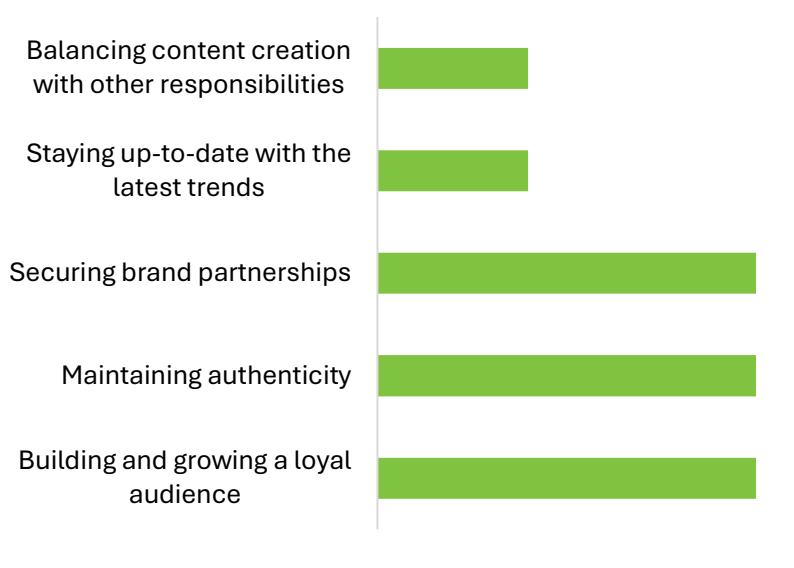


Brand

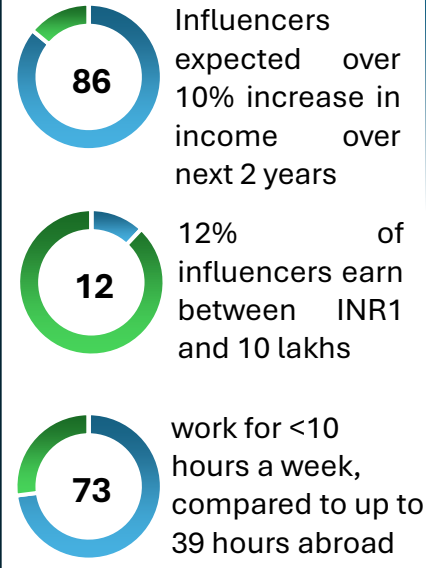
Influencer Selection Criteria



Challenges faced by Influencers



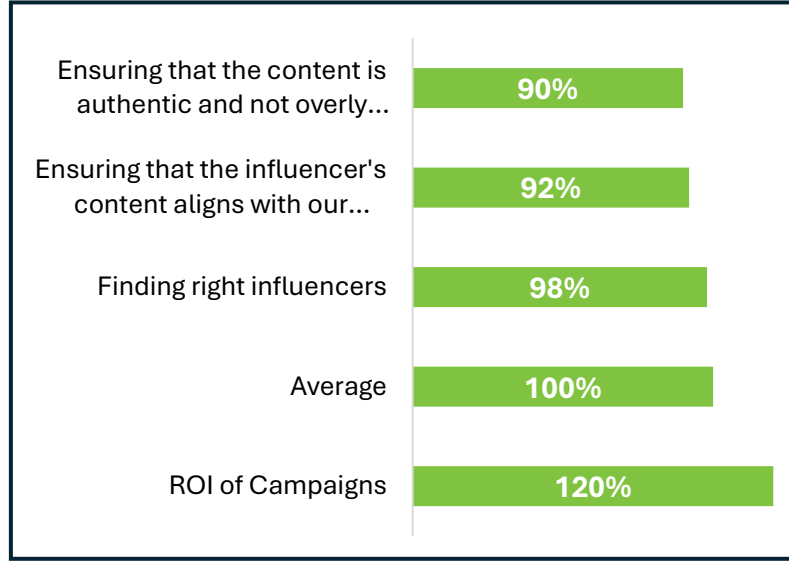
Key Data Points



Key Data Points



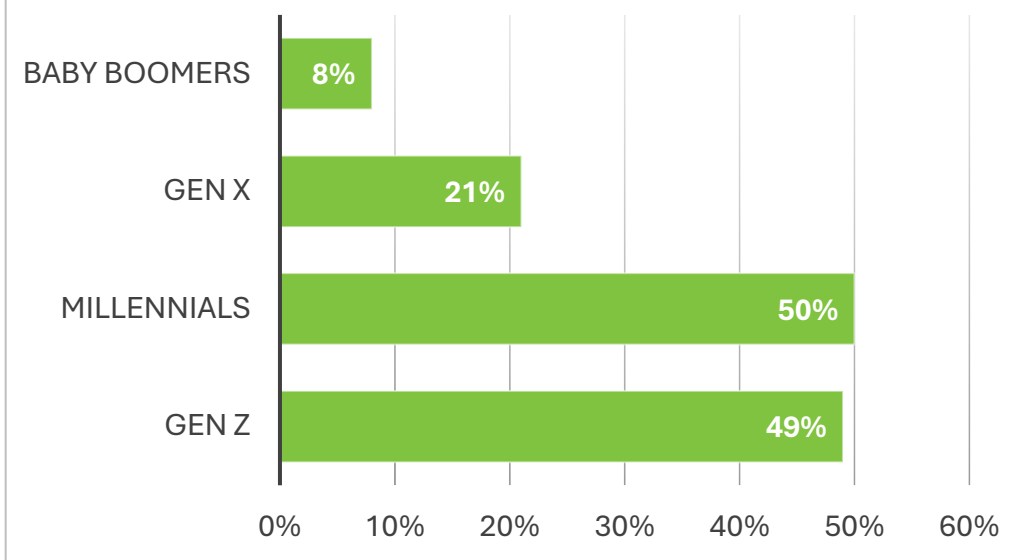
Challenges faced by Brand



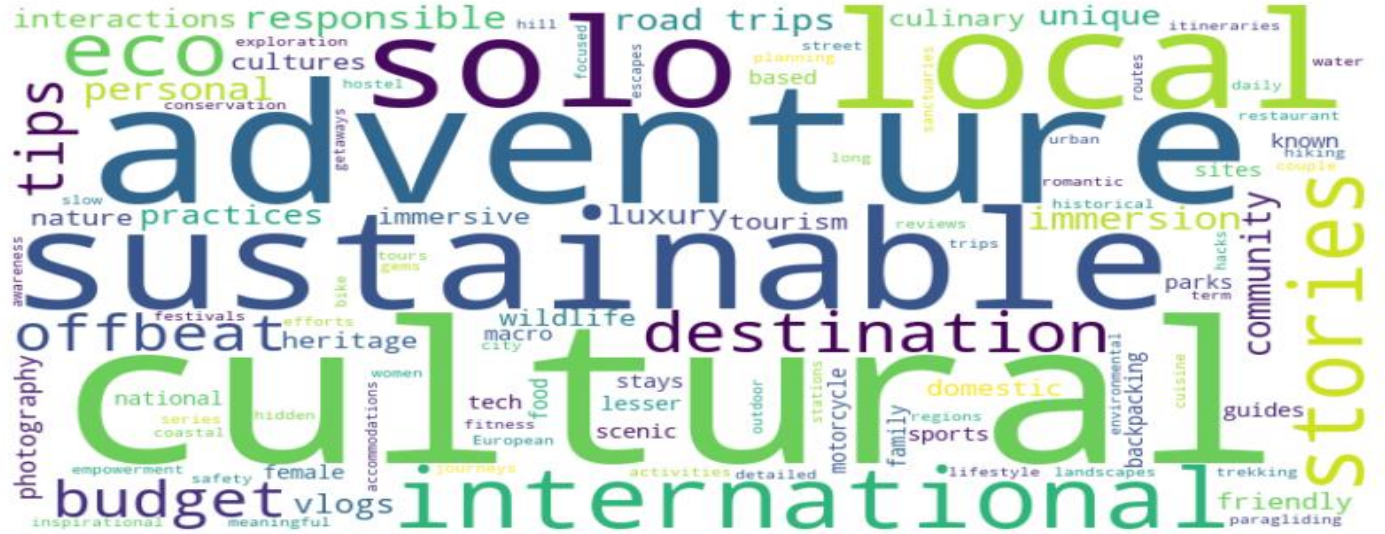
Travel as Top category to explore



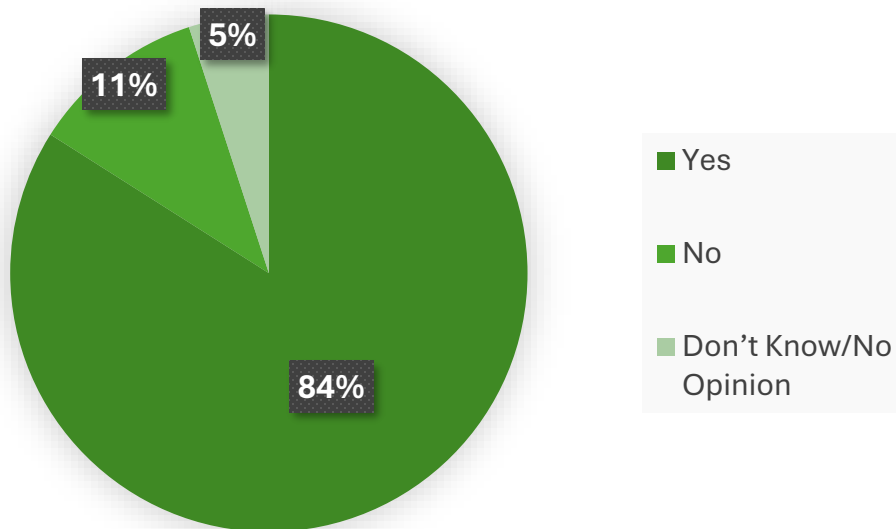
Share of Adults Who Follow at Least One Travel Influencer



Top Trending Themes



Use of Travel Influencers for Recommendations



Influencers that we can target

Macro influencers

- Varun Vagish - Budget travel
- Tanya Khanijow - Luxury travel
- Mohit Manocha - Family travel
- Mumbiker Nikhil - Adventure travel
- Kritika Goel - Solo travel

Micro influencers

- Navankur - Budget travel
- Mithilesh Yadav - Adventure travel
- Shubham Kumar - Culinary travel
- Deepanshu - Backpacking travel
- Prakriti Varshney - Solo travel

Insights from Influencer interviews

Details of Influencers

Category	Followers	Instagram ID
Educational	75K	Prefer not sharing
Travel	279K	Ruchika_asatkar
Beauty	12.7K	Shubhangini_bhandari_
Entertainment	17.4K	Sakshi_kurtarkar
Fitness	17.1K	ahmedadnan7

Things that matter



SOLUTIONS

PAIN POINTS

Monetary issues

- High commissions
- Hidden Fees
- Delayed Payments
- Unclear Compensation Structure

Less Focus on Content Strategy

- Lack of Planning
- Audience Disconnect
- Short-Term Focus
- Time Constraints

No Mentorship

- Lack of Industry Guidance
- Missed Opportunities
- Burnout Risk
- Community Support

Trolling & Threats

- Online Harassment
- Mental Health Impact
- Fear of Engagement
- Lack of Platform Support

Tiered Rate System:

- Fair Compensation
- Transparency
- Differentiation
- Brand-Specific Rates

Data-Driven Content :

- Audience Insights
- Trend Tracking
- Content Calendar
- Post Performance Metrics

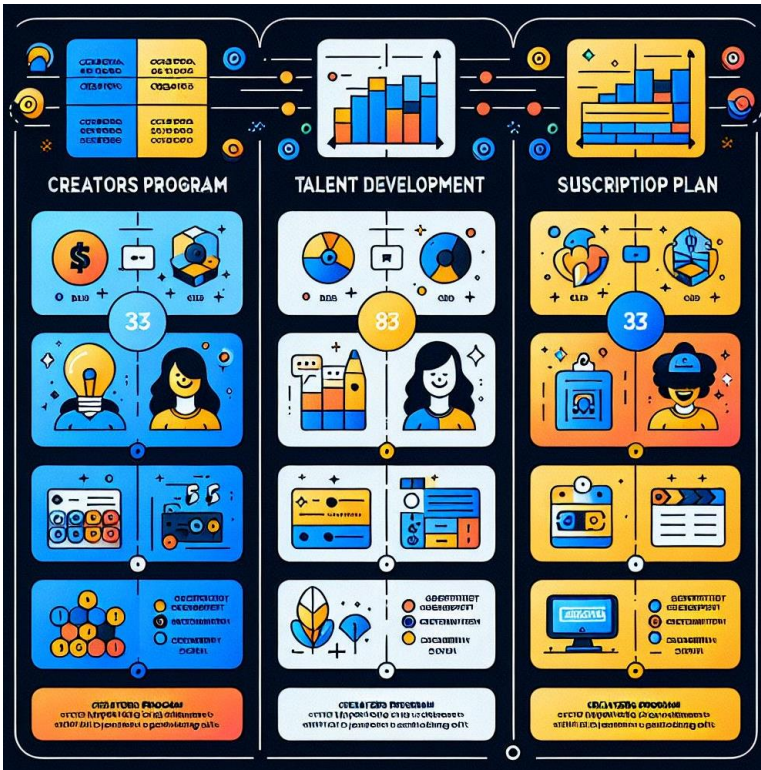
Mentorship Programs:

- Structured Mentorship
- Workshops
- Community Support
- Skill Development

Strict Moderation Policies & Mental Health Support:

- Moderation Tools
- Mental Health Resources
- Safe Reporting Mechanism
- Guidelines Enforcement

Business Model For Profitability



Program	Objective	Key Feature	Target Audience
Creator's Program	Nurture emerging influencers, helping them grow and develop in their respective fields.	-5-Yr structured development plan -Training, mentorship, industry -Workshops and hands-on sessions - Revenue Model(Comission/Service)	Upcoming influencers in early stages of their careers
Talent Develop	Accelerate growth of influencers by providing tools, resources, & support for their development.	-Mentorship access from leaders -Subscription-based charge -Facilitated collaborations -Profile boosting - Saregama's platforms	Mid-level influencers needing strategic guidance and growth
Subscribe	Maintain and grow established influencers' relevance and impact.	-Monthly management & marketing -Profile management -Engagement strategy for audience retention and growth -Monthly service fee	Established influencers with a stable audience

CREATOR'S PROGRAM

Plan Name	Cost	Key Features	Commission
Basic Plan	₹5,000/month	-Monthly workshops -Quarterly mentorship -Access to brand deals	10% on deals
Pro Plan	₹10,000/month	-All Basic Plan features -Bi-monthly mentorship -Collabs Profile boosting	10% on deals
Elite Plan	₹15,000/month + 5%	-All Pro Plan features - Personalized content creation -Profile management	5% on deals

TALENT DEVELOPMENT

Plan Name	Cost	Key Features	Commission
Starter Plan	₹20,000/month	- Personalized mentorship - Market insights tool - Profile boosting & collaborations	8% on deals
Premium Plan	₹30,000/month	- All Starter Plan features - Priority collabs - Access to premium resources	8% on deals

SUBSCRIPTION MODEL

Plan Name	Cost	Key Features	Commission
Growth Plan	₹30,000/month	- Profile management - Monthly Consultations - Data Analytics and performance tracking	5% on deals
Platinum Plan	₹40,000/month	- All Growth Plan features - PR Services - High-profile Collabs - Production assistance	5% on deals

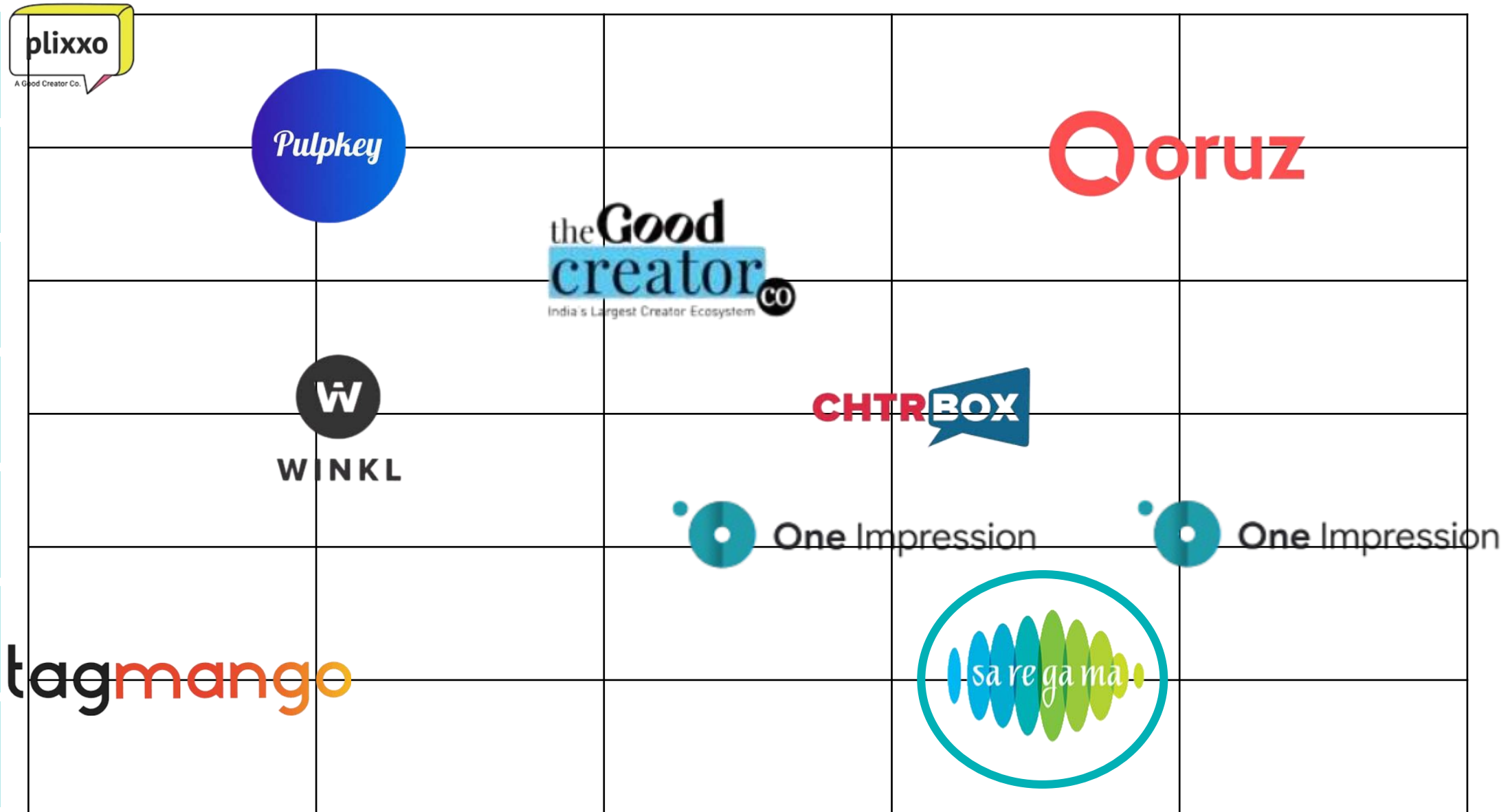
The **commission** applies to the influencer's earnings on brand deals and collaboration.

Competitors

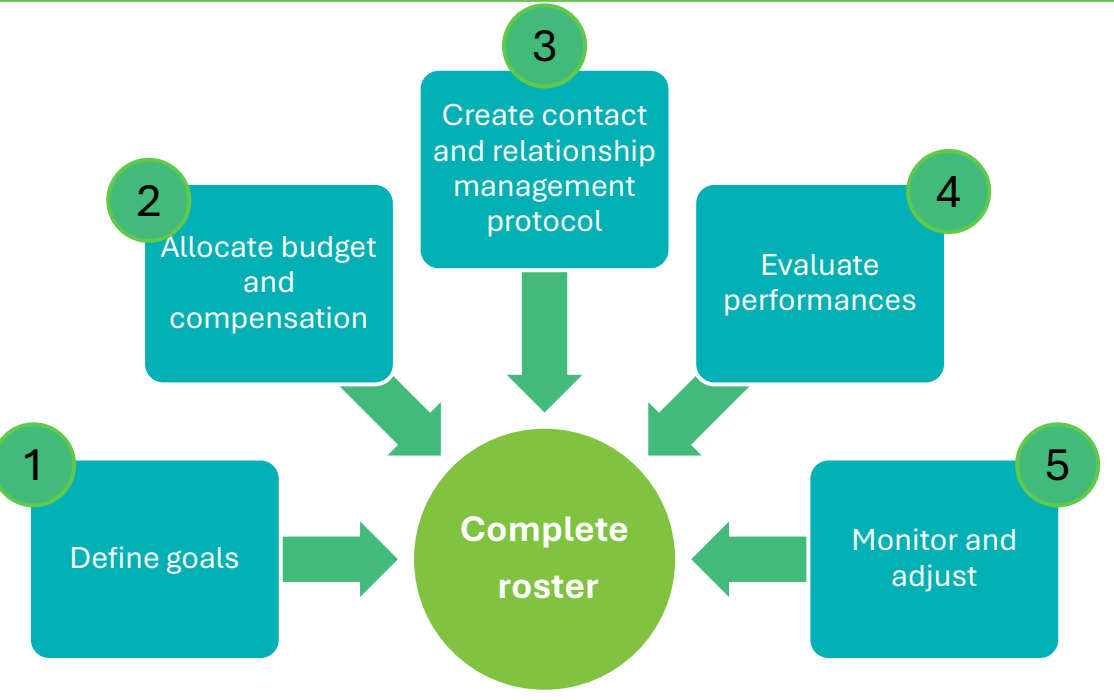


Freemium/Low cost Subscription based Pay-per-feature Mid-Range Premium Enterprise level

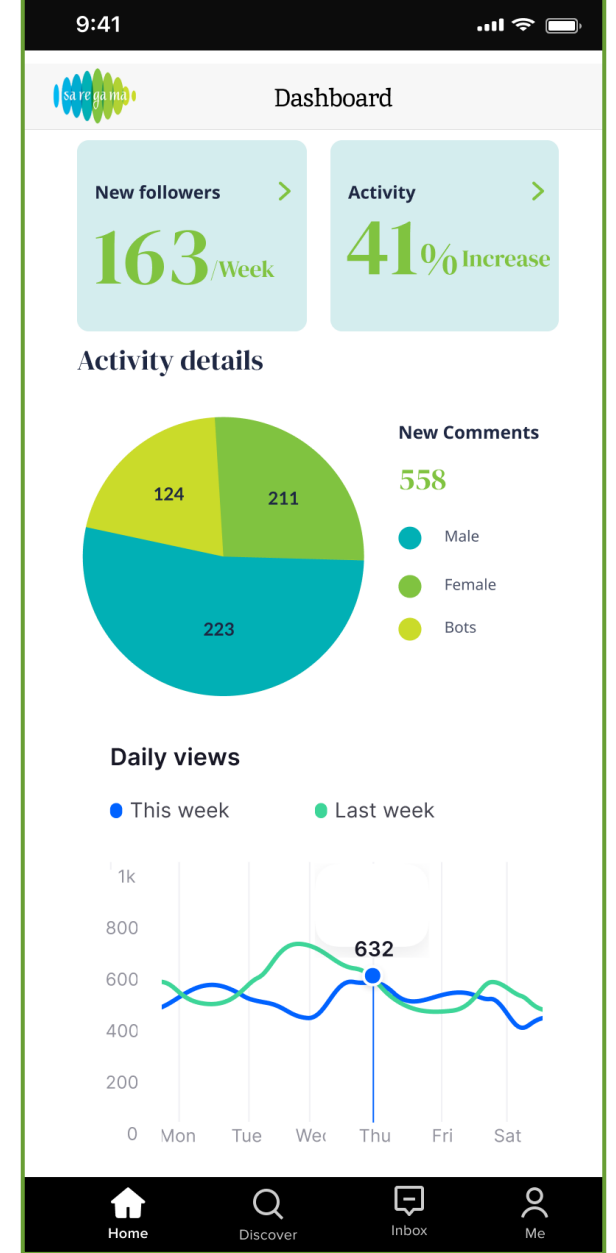
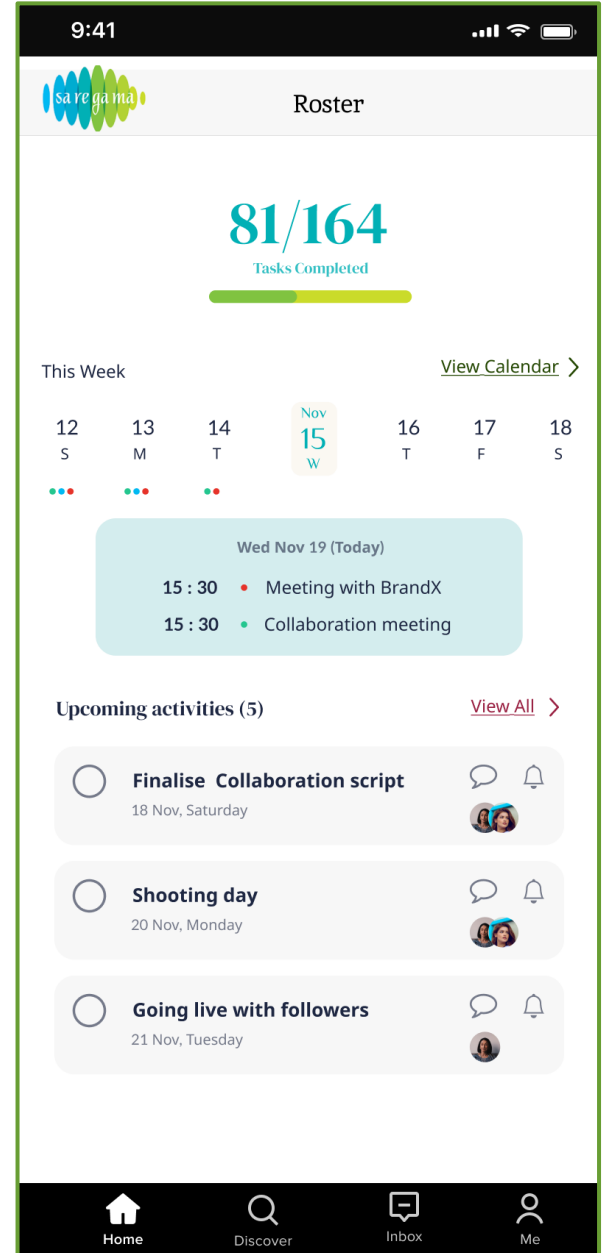
- Micro & Macro Influencer Partnerships
- ROI tracking
- Influencer Network
- End-to-end campaign management
- Performance Analytics
- Subscription based platform
- Integration with beauty & lifestyle brands



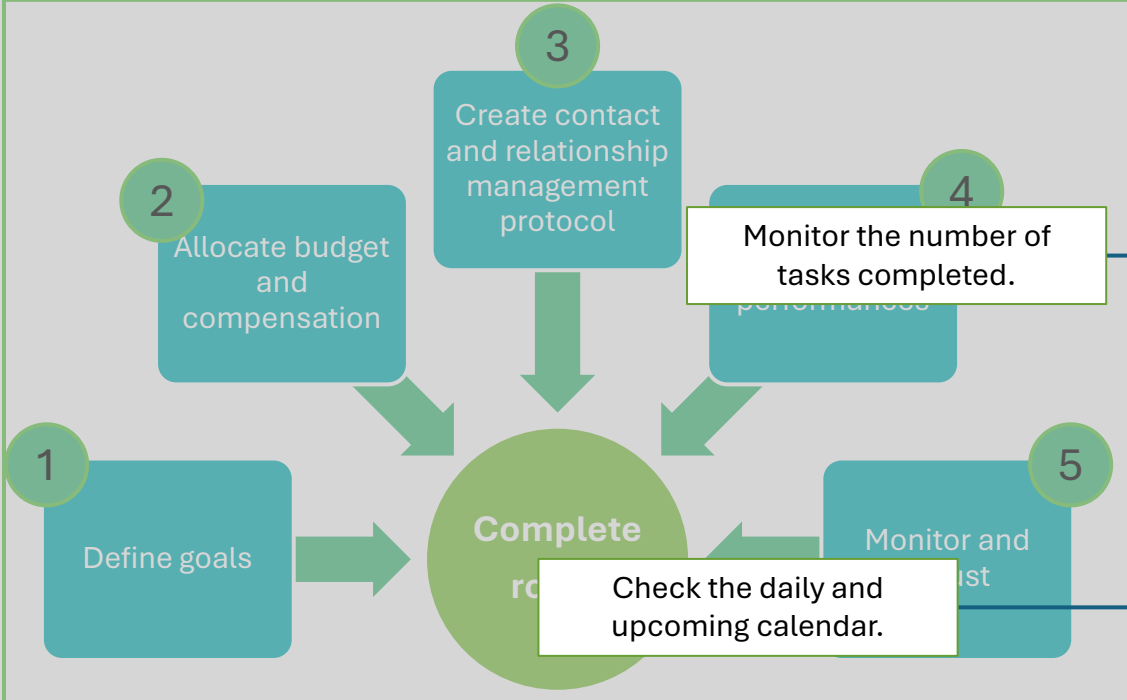
To categorize and manage a diverse group of influencers based on their reach, content focus, and engagement levels.



Creating Touchpoints	Relationship Management	Contracts and Agreements
Consolidated web platform for all influencers	Personal touch and regular communication	Clear expectations in terms of scope of work and compensation including payment terms, additional costs and incentives.
Dedicated account managers for regular communication, feedback and support and conflict resolution	Resource provision including campaign briefs, product samples and other necessary gadgets/tools.	Creative freedom and usage rights like content ownership, duration etc.



To categorize and manage a diverse group of influencers based on their reach, content focus, and engagement levels.



Creating Touchpoints	Relationship Management	Contracts and Agreements
Consolidated web platform for all influencers	Personal touch and regular communication	Clear expectations in
Dedicated account managers for regular communication, feedback and support and conflict resolution	Resource provision including campaign briefs, product samples and other necessary gadgets/tools.	Creative freedom and usage rights like content ownership, duration etc.

Delve into the insights of your account, learn about followers' growth, daily views, activity and many more

Market Activation Strategy



SMART (Specific, Measurable, Achievable, Relevant, Time-bound).

Step	Target	Metrics
Influencer Acquisition	Onboard 2,000 new influencers over the next 12 months.	Monthly sign-ups, conversion rate from outreach.
Brand Partnerships	Secure 100 brand collaborations within the first year, focusing on large Indian brands.	Number of partnerships, revenue generated from brand collaborations.
Engagement and Campaign Success	Achieve an 80% campaign success rate with brands.	Number of successful campaigns, customer satisfaction ratings, influencer feedback.
Platform Activity	Ensure a 70% usage rate for the platform's analytics & campaign management tools among influencer	Monthly active users, tool usage metrics

Positioning as a **credible, high-quality influencer management platform**

S
T
R
A
T
E
G
Y

a. Market Segmentation:

- **Influencers:**
 - Macro-influencers
 - Micro and regional influencers
- **Brands:**
 - Target established brands
 - Niche Brand & Smaller brands

b. Value Proposition:

- **For Influencers:**
 - User-friendly platform, Exclusive collaborations, Advanced analytics
- **For Brands:**
 - Influencer management platform, Seamless campaign management system

c. Competitive Differentiation:

- **Brand Heritage:**
 - Leverage Saregama's legacy to differentiate
- **Exclusive Content:**
 - Collaborations with Saregama's content

Steps for Activation

T
A
C
T
I
C
S



Execution of the Strategy

- **SEO & SEM**
- **Referral Program:** Begin the referral program to attract influencers through existing users.

a. Month 1-2:

b. Month 3-6:

- **Influencer Meetups:**
- **Social Media Ads:** Run targeted campaigns, particularly in metro cities and Tier 2/3 cities, on Instagram and YouTube.

- **Co-Branded Campaigns:** Roll out co-branded campaigns with 5 major Indian brands.
- **Industry Events:** Sponsor 3 major industry events to promote the platform to marketing

c. Month 7-12:

Financial Analysis

Stage	Activities	Target Audience	Leverage Saregama's Brand	Cost (INR)	Impact
Online Presence	SEO, SEM, regional language content for Indian brands & influencers.	Regional, Metro influencers, Indian brands	Leverage Saregama's music history	SEO & SEM: ₹5,00,000 Content Creation: ₹1,50,000/month	50% rise in site traffic, influencer & brand sign-ups.
Social Media	Regional content, festival contests, ads.	Content creators, startups, SMEs	Bollywood partnerships to increase engagement	Social Media Ads: ₹2,00,000/month Live Q&A/Webinar: ₹1,00,000	20% follower growth, 5% engagement rate.
Events & Webinars	Influencer meetups in key cities, webinars on Indian influencer marketing.	Regional influencers, Indian brands	Bollywood & music partnerships for attention	Influencer Meetups: ₹7,00,000/meetup Webinars: ₹50,000/webinar	50 influencers/meetup, 100 webinar attendees.
Partnership Programs	Referral programs, partner with Indian events like Lakmé Fashion Week.	Metro influencers, large Indian brands	Collaborate with major events & Bollywood influencers	Referral Program: ₹20,00,000 Event Collaborations: ₹10,00,000	100+ influencers onboarded, 10,000 professionals reached at events.
Platform Features	Indianized analytics for influencers & brands.	Tech-savvy influencers, Indian e-commerce brands	Use Saregama's credibility for platform success	Platform Upgrades: ₹20,00,000	80% user satisfaction, 70% feature usage.
Influencer Onboarding	Sign-up bonuses, exclusive Indian brand campaigns.	Micro/Nano influencers from Tier 1/2 cities	Leverage legacy for authenticity	Sign-Up Bonuses: ₹5,00,000	50 new influencers in the first quarter.
Targeted Outreach	Personalized campaigns to influencers & 150 brands/quarter.	Regional influencers, FMCG brands	Saregama's cultural relevance for influencer success	Outreach Campaigns: ₹5,00,000	20% conversion rate for outreach efforts.
Brand Collabs	Co-branded campaigns with large Indian brands (e.g., Tata).	Large Indian companies	Bollywood/music ties for influencer campaigns	Co-Branded Campaigns: ₹50,00,000	Reach 100,000+ per campaign.
Total Costs (6 months)				₹1,70,50,000 (₹1.7 crore)	

Monitoring:
Track KPIs
Use platform analytics

Measurement:
Monthly Reports
Quarterly Adjustments

Feedback Loops:
Surveys
A/B Testing

Lead Pipeline for Product placement, Brand Integration, IP Sponsorship



Idea

Competition:
Influencer Hustle

Format: Annual competition televised on
OTT and TV.

Objective: Discover & mentor influencers, integrating brand partnerships,
product placements, and IP sponsorships

Stage	Description	Duration	Tasks	Elimination Process	Brand/Product Placement
Stage 1	Online Submissions and Initial Screening	4 weeks	Submission of 2-3 minute video showcasing content and growth plans.	Top 100 contestants are shortlisted.	Sponsor branding on the online submission portal ; branded welcome kits for selected participants.
Stage 2	Bootcamp and Top 15 Selection	1 week	Workshops on content creation, branding, digital marketing ; complete a content creation challenge.	Top 15 contestants are selected based on tasks.	Sponsor branded workshops (e.g., skincare, tech products) ; product placements within task content.
Stage 3	Weekly Competition and Task-Based Challenges	6 weeks	Challenges testing influencer skills : social media, vlogging, collaboration, live interaction.	Weekly elimination of the lowest-performing contestant.	Product placement in task content (e.g., use of a smartphone, cooking products); sponsored tasks by different brands; sponsor-branded sets and props.
Stage 4	Semi-Finals and Branding Pitch	2 weeks	Contestants pitch their personal brand and growth plan to judges and brand reps.	Top 3 contestants are selected based on pitches.	Brand representatives serve as judges ; contestants create campaigns featuring sponsor products/services.
Stage 5	Grand Finale	1 week	Multi-platform campaign : create a video, social media posts, and a live event featuring assigned brand integration.	Winner selected based on judges' scores and audience votes .	Multiple sponsors for the event (venue, outfits, tech); integration of final task content with sponsor's brand messages .

Example - Brand Integration & Product Placement in Task



Lead Pipeline for Product placement, Brand Integration, IP Sponsorship



Cost Component	Low Estimate (₹)	High Estimate (₹)	Rationale for Estimate
1. Venue and Infrastructure			
Venue Rental	10,00,000	50,00,000	Depends on the location and size of the venue
Stage Setup and Decoration	2,00,000	8,00,000	Size and complexity of the stage design
Technical Equipment	3,00,000	10,00,000	Cost of sound, lighting, and display equipment
Production Team	5,00,000	15,00,000	Camera crew, sound engineers, etc.
2. Branding and Sponsor Integration			
Sponsor Branding	1,00,000	5,00,000	Branding across platforms, kits, and stages
Product Placement	2,00,000	5,00,000	Product placements during events
3. Talent and Influencers			
Mentorship & Workshops	2,00,000	6,00,000	Cost for conducting workshops for contestants
Judges and Hosts	10,00,000	40,00,000	High-profile judges and celebrity hosts
4. Media and Broadcasting			
Video Editing and Post-Production	5,00,000	15,00,000	Post-production of video for TV and OTT platforms
5. Marketing and Promotion			
Advertising Campaigns	30,00,000	60,00,000	Billboards and advertisements
Social Media Campaigns	5,00,000	20,00,000	Promotions on social media platforms
Influencer Partnerships for Promotion	10,00,000	30,00,000	Collaborations with influencers for event promotion
6. Logistics and Miscellaneous			
Travel and Accommodation	10,00,000	50,00,000	Flights, hotel bookings for contestants and crew
Event Management Team	10,00,000	30,00,000	Professional event coordinators
Food and Catering	2,00,000	10,00,000	Catering for crew, participants, and audience
Legal and Security	1,00,000	5,00,000	Legal services and event security
7. Prize Money and Rewards			
Prize for the Winners	10,00,000	50,00,000	Cash prizes and rewards for winners
Total Estimated Cost	₹ 1,18,00,000	₹ 4,09,00,000	

Revenue Source	Low Estimate (₹)	High Estimate (₹)	Rationale for Estimate
Title Sponsorship	50,00,000	1,00,00,000	Top-tier sponsorship package
Associate Sponsors	60,00,000	1,50,00,000	Multiple associate sponsors
Product Placement	25,00,000	1,00,00,000	Brand products integrated in event activities
TV Advertisement Revenue	30,00,000	1,00,00,000	Revenue from TV broadcasting
OTT Platform Licensing	20,00,000	1,00,00,000	Licensing fees from OTT platforms
General Ticket Sales	2,00,000	10,00,000	Revenue from in-person audience ticket sales
YouTube & Social Media Monetization	2,00,000	10,00,000	Ads on social media platforms
Merchandising	2,00,000	20,00,000	Sale of event-related merchandise
Total Potential Revenue	₹ 1,91,00,000	₹ 5,90,00,000	

Influencer - Brand Market Insights 2024

81% brands use influencer campaign
20% have **over 20** campaigns

97% brands prefer content creators over traditional celebrities.

92% brands value long-term partnerships & brand connections.

86% brands find video content more Effective than static posts.

92% brands measure influencer campaign performance to track ROI.

Instagram (45%), & YouTube (27%) are preferred for influencer marketing.

Southeast Asian consumers value genuine, transparent connections.

82% Southeast Asian influenced by social media in buying decisions.

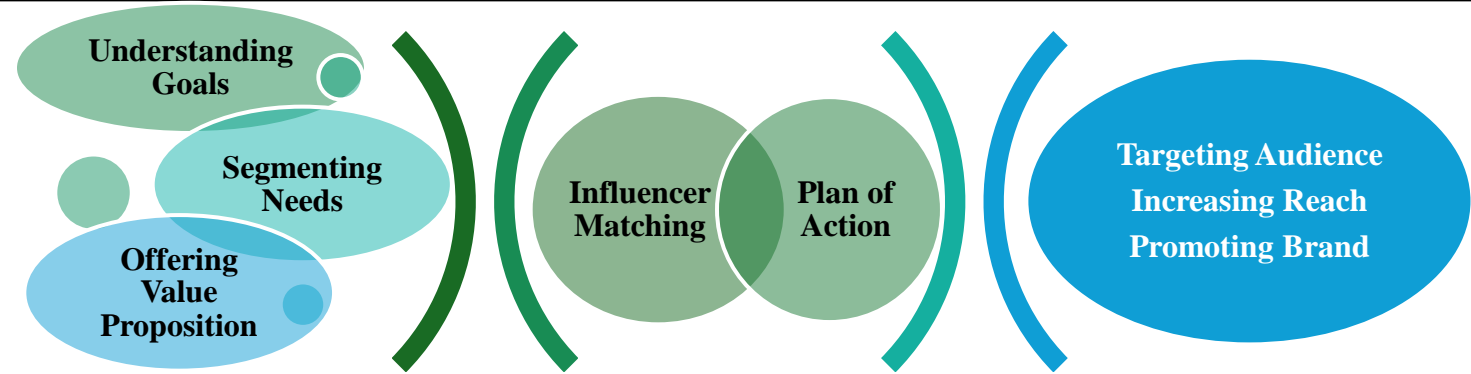
Brands look for agencies with strong influencer networks, end-to-end management, and proven effectiveness.

Type of influencer	Number of followers	Number of influencers	Engagement rate
Mega	1m+	7K+	~2%
Macro	100000-1m	92K+	~1.5%
Micro	10000 - 100000	331K+	~2.5%
Nano	100-10000	500K+	~4%

47% of brands prefer driving influencer campaigns with micro and nano influencers due **to lower cost per reach**

Categories with a deep personal connection benefit the most from influencer marketing. Need to have strategic balance between categories for influencers

Attracting brands – Campaign Strategy



Brand Requirements

Goal: Promote a new, everyday makeup line targeting young professionals and students.

Audience: Women aged 18-35 who prefer minimal makeup.

Value: Skincare-infused, SPF-protected, long-lasting products at affordable prices.

Strategy Development

Influencers: Collaborate with beauty creators known for minimalistic, everyday makeup looks.

Plan: Tutorials, product reveals, & "Get Ready With Me" videos. Hashtag: **#RadiantYouByLakme.**

Campaign Launch

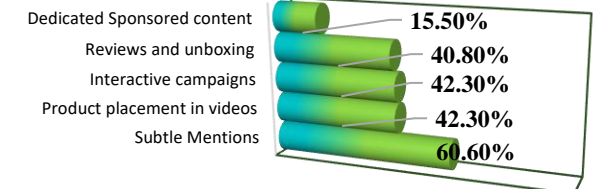
Targeting: Focus on Instagram and YouTube.
Reach: Sponsored posts, stories, and user-generated content (UGC) using discount codes.
Promotions: Feature active followers on Lakmé's Instagram.

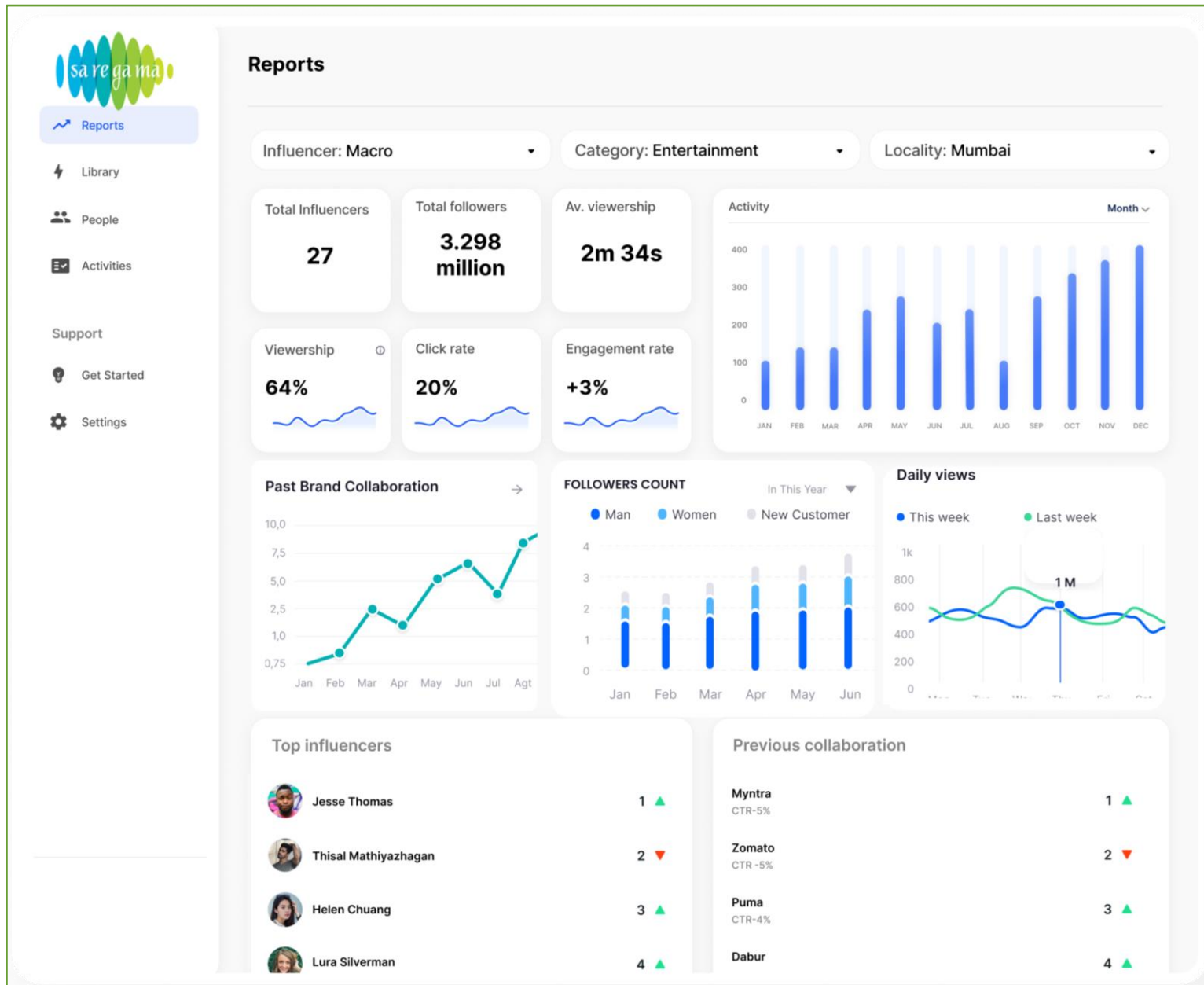
Example Lakmé Campaign

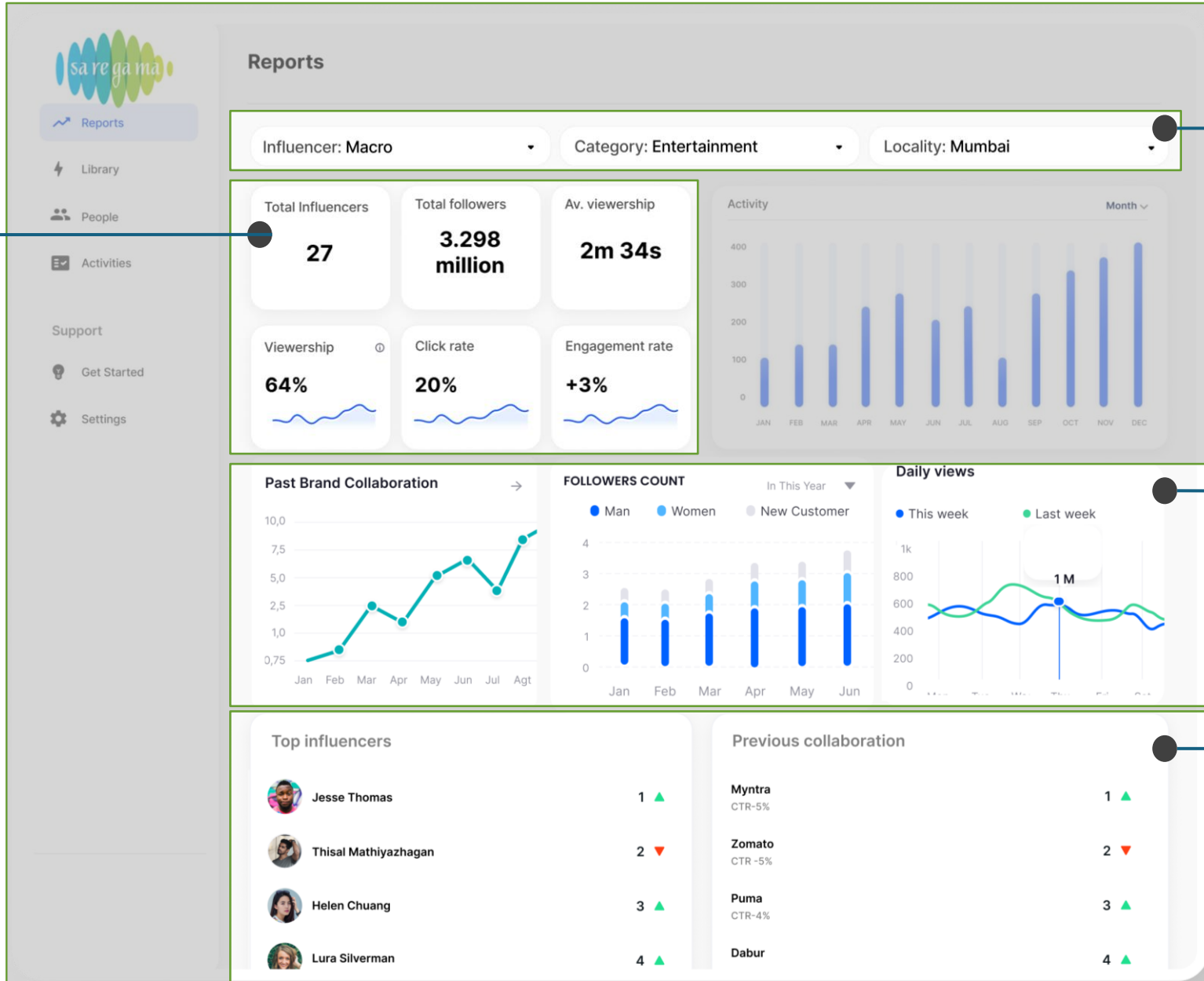
Collaborations to explore (insights from survey)

Tech and Travel Celebrities x Influencers
 Entrepreneurs x Music mix Fashion and Travel
 Influencers Fitness and skincare
 Tech and Automobile Entertainment with
 Fitness and cooking branded advertisement
 Chefs x film stars

Brand integration preferred by people







Monitor summarized insight of our influencer team.

Apply filters based on your requirements

Monitor results of past brand collaboration, daily views etc.

Check the top influencers in the category

1



Meta Insights

Overview: Provide brands with a comprehensive view of influencer data, including demographics, audience interests, follower growth trends, and engagement metrics.

Data Points: Key performance indicators (KPIs) like average engagement rate, follower demographics (age, location, gender), and content performance metrics.

Visualization: Use graphs, heat maps, and trend lines to make the data easily interpretable. For example, a timeline showing how the influencer's reach has grown over the past year.

Value for Brands: Helps brands identify the right influencers whose audience aligns with their target market, ensuring a better return on investment (ROI).



2

CPV & Prices

Overview: Provide transparent pricing models based on the influencer's reach, engagement, and the estimated cost per view (CPV) for different types of campaigns.

Breakdown: Show a detailed breakdown of costs for various types of content (e.g., sponsored posts, stories, product placements) along with average CPV.

Customization: Allow brands to simulate campaign costs by adjusting variables like campaign duration, type of content, and target audience size.

Value for Brands: Enables brands to budget effectively and choose influencers who offer the best value for their campaign goals.



3

Lead Generated

Overview: Track and display the number of leads or direct conversions generated through influencer campaigns.

Integration: Connect with e-commerce platforms or lead generation forms to pull real-time data on leads generated from influencer posts or campaigns.

Reporting: Provide a summary of lead quality, such as customer acquisition cost (CAC), conversion rates, and customer lifetime value (CLTV).

Value for Brands: Allows brands to measure the direct impact of influencer marketing on their sales funnel, justifying investment in future campaigns.



4

Campaign Analytics

Overview: Offer detailed analytics on the performance of influencer-led campaigns, including reach, engagement, audience sentiment, and content virality.

Features: Include metrics like click-through rates (CTR), video completion rates, sentiment analysis (positive/negative mentions), and social sharing statistics.

Comparative Analysis: Allow brands to compare the performance of different campaigns or influencers, helping them optimize future marketing strategies.

Value for Brands: Provides actionable insights into what worked and what didn't, enabling data-driven decisions for future influencer collaborations.

Metrics – to be tracked



Metric:
Brand ROI

Formula:

$$\frac{\text{Total Revenue Generated from Campaign} - \text{Total Cost of Campaign}}{\text{Total Cost of Campaign}} \times 100$$

Rationale: This reflects how much value (sales, conversions, etc.) brands get for the money spent on influencer campaigns, helping brands make better decisions

Tech stack

Frontend Development

- HTML/CSS
- JavaScript
- React.js or Vue.js

Backend Development

- Node.js
- Python

APIs and Integrations

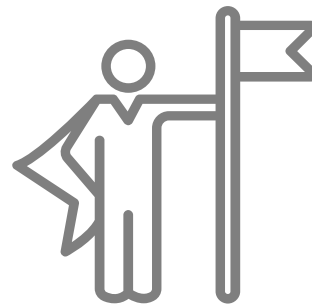
- Instagram Graph API
- YouTube Data API
- Payment aggregator

Cloud Services and Hosting

- AWS, GCP, or Azure
- Cloudflare or AWS CloudFront

DevOps and CI/CD

- Git and GitHub or GitLab
- Jenkins, Travis CI, or CircleCI



Parameters for analysis

Audience Reach

- Total Followers
- Reach
- Impressions



Engagement

- Likes
- Shares
- Comments



Performance

- Story Views
- Post Reach
- Impressions



Audience Demographics

- Age and Gender
- Geographical Location



Traffic and Engagement

- Hashtag Performance
- Link Clicks
- Audience Growth Rate



Brand and Cost Metrics

- CPM (Cost per Mille)
- CPC (Cost per Click)
- Sponsored Post Performance



Dashboard/App Development cost



Cost Component	Estimate (₹)	Rationale for Cost Estimate	Resource Links
1. Development Costs			
Frontend Development	5,00,000	200 hours, ₹2500/hour	https://www.upwork.com/hire/ui-designers/cost/
Backend Development	5,00,000	200 hours, ₹2500/hour	https://www.upwork.com/hire/back-end-developers/cost/
2. Cloud Infrastructure Costs			
Cloud Hosting (Annual)	96,000	₹8,000/month	AWS Pricing
Database Storage (Annual)	60,000	₹5,000/month	MongoDB Atlas Pricing
3. API Integration Costs			
Social Media APIs (Annual)	20,25,720	Table 1	Table 1
4. Maintenance Costs (Annual)			
Ongoing Maintenance	2,39,000	20% of development cost	https://www.gartner.com/en/documents/3032521
5. Third-Party Services & Tools			
Analytics & Reporting Tools (Annual)	18,000	₹1,500/month	Google Analytics Pricing
Task Management & Scheduling (Annual)	6,000	₹500/month	Google Calendar API
6. Team Costs			
Project Manager	4,00,000	200 hours, ₹2,000/hour	https://www.upwork.com/hire/project-managers/cost/
7. Testing & QA			
QA Testing	1,95,000	150 hours, ₹1300/hour	https://www.upwork.com/hire/software-qa-testers/cost/
Total Development Cost	15,95,000	Based on total hours required	
Annual Maintenance Costs	24,44,720	Based on cloud and API services needed annually	
Total cost for First year	40,39,720		

Impact Created



REVENUE & COST BREAKUP

Category	Number	Revenue/Cost per Unit (₹)	Monthly	Annual	Rationale
Revenue from Brands					
Brand Sponsorship	10 brands	₹1,00,000/brand	₹ 10,00,000	₹ 1,20,00,000	Brands pay for long-term campaigns
Product Placement (2 campaigns/month)	25 brands	₹50,000/campaign	₹ 12,50,000	₹ 1,50,00,000	Brands placing products in influencer content
Special Events Sponsorship	10 brands	₹1,00,000/event	N/A	₹ 20,00,000	4 large events/year, each brand sponsors
Total Revenue from Brands			₹ 2,00,00,000	₹ 2,90,00,000	
Influencer Payments (Cost)					
Events and Workshops	5 events/year	₹50,000/event	N/A	₹ 1,50,00,000	Operational and hosting costs
Operational Costs				₹ 40,00,000	
Platform & Management			₹ 3,36,643	₹ 40,39,720	Tech, support, and operations
Total Costs			N/A	₹ 2,11,39,720	
Net Profit (Revenue - Costs)				₹ 58,30,280	

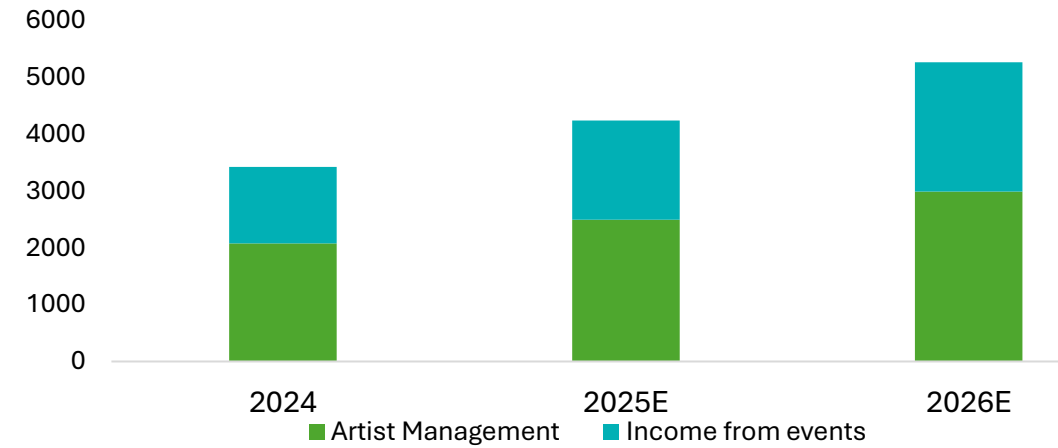
Impact Created



REVENUE GROWTH TREND

Amt (in Lakhs)	2021	2022	2023	2024	2025E	2026E
REVENUE BREAKUP						
Sale of products - Music	8610.1	10561.2	12760.93	12969	13180.46	13395.37
Sale of services Licence fees						
License Fees - Music	29940.0	36820.2	42122.5	47828.58	54307.63	61664.35
Artist management(Pocket Aces' Clout and Saregama's Talent & Exclusive artist)	0	0	0	2075.82	2690.98	3400.21
Income from video (films, Tv and digital content)	5210	10240.5	10846.29	11586.66	12377.57	13222.46
Income from events	0	0	4895.66	1344.17	1747.42	2271.64
Other operating revenue	3000	3036.1	3036.74	4503.17	4503.17	4503.17
Total revenue from operations			73662.1	80307.4	88607.2	98046.1

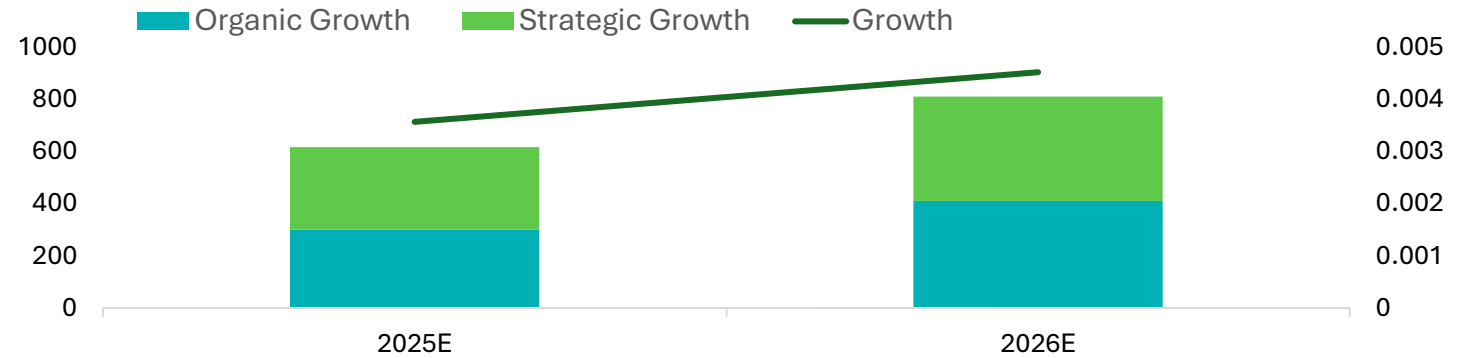
REVENUE GROWTH IMPACT



POCKET ACES PROFITABILITY TO IMPROVE

REVENUE BREAKUP	CAGR FY21-24	Our Projections
Sale of products - Music	15%	2%
License Fees - Music	20%	13%
Artist management(Pocket Aces' Clout and Saregama's Talent & Exclusive artist)	-	30%
Income from video (films, Tv and digital content)	31%	6%
Income from events	-	0%
Total revenue from operations	9%	11%

REVENUE GROWTH IMPACT

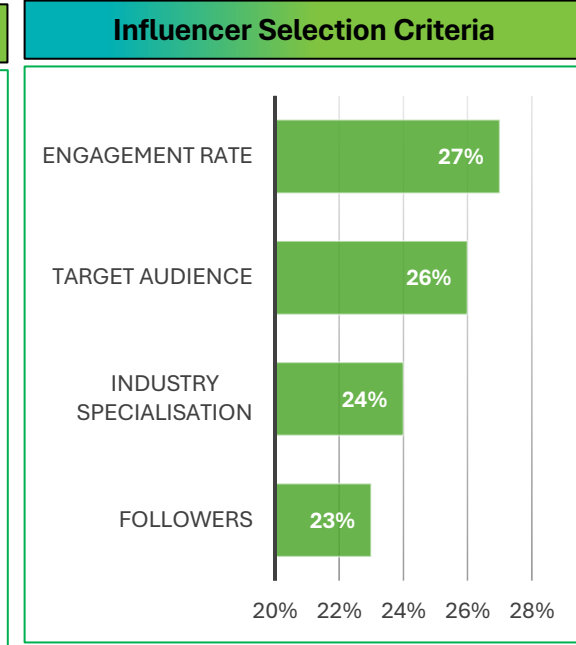
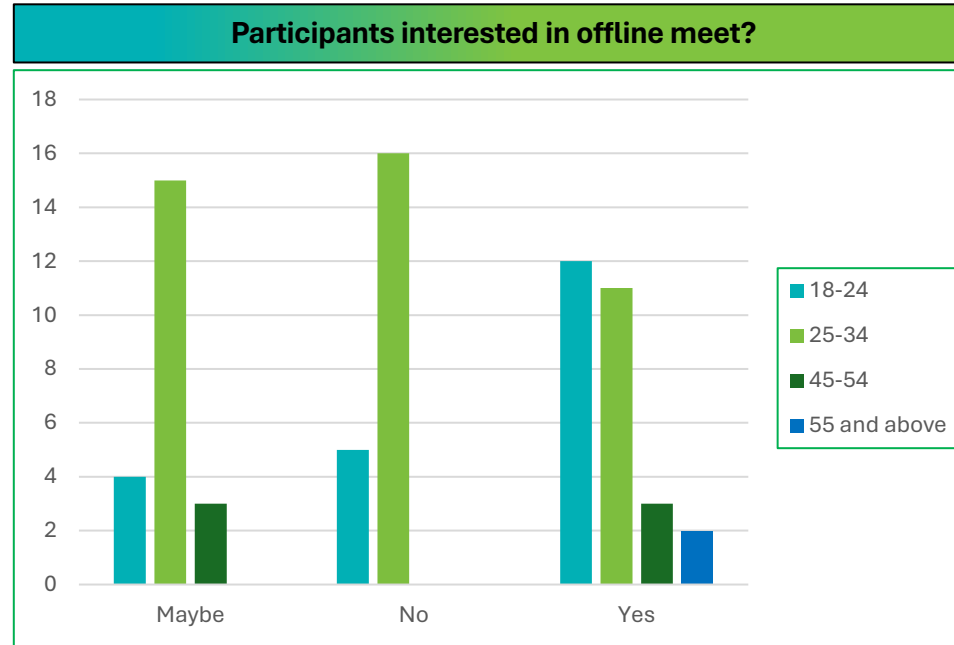


POCKET ACES REVENUE BREAKUP

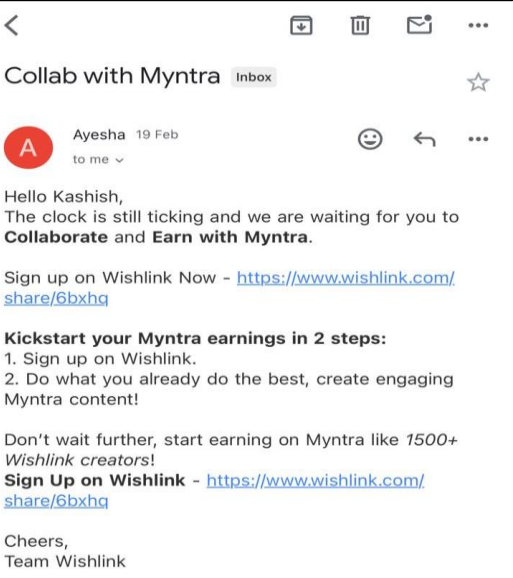
	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E
Revenue	323	478	581	973	1027	885	1200	1600
EBITDA	-177	-298	-521	-244	-131	-104	-100	-
PAT	-181	-282	-511	-60	-182	-140	-120	-

THANK YOU

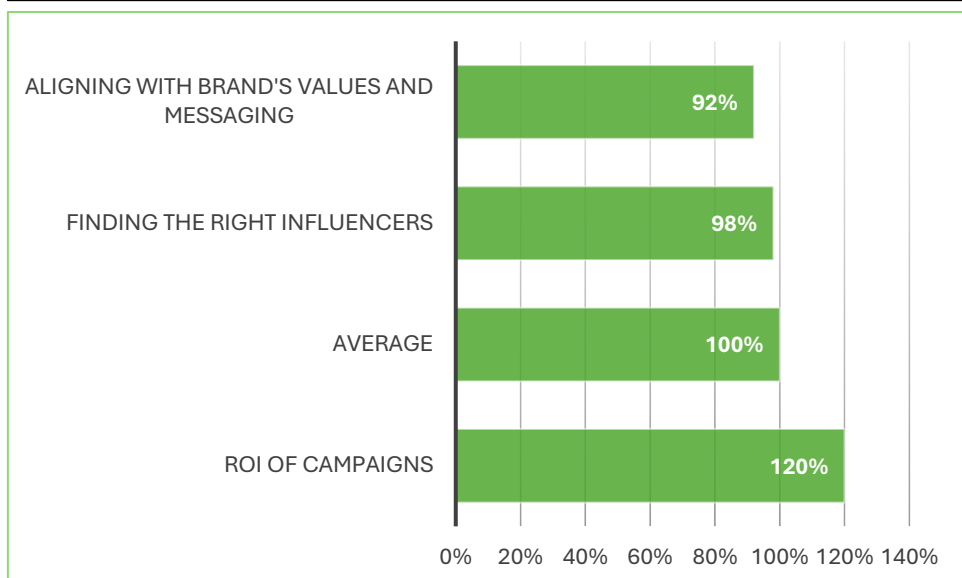
Table 1 – Yearly API costing(INR)	
Hour	1
Influencers per Hour	2,000
Quota Units per Influencer	14
Quota Units per Hour	28,000
Total Quota Units per Day	6,72,000
Total Additional Units (after free 10,000 units)	6,62,000
Cost per Hour (\$)	66.2
Cost per Day (\$)	66.2
Cost per Month (\$)	1,986
Cost per year(\$)	23832
Exchange rate	85
Total Cost in INR	2025720



Cold call emails



Challenges faced by brands working with influencers



Implementing influencer marketing strategies

