



TOP SOCIAL MEDIA INFLUENCERS



*WHO CAN HELP
GROW YOUR BRAND*

2023 Edition

Niche

Fitness



VAVO
DIGITAL

Vavo Digital

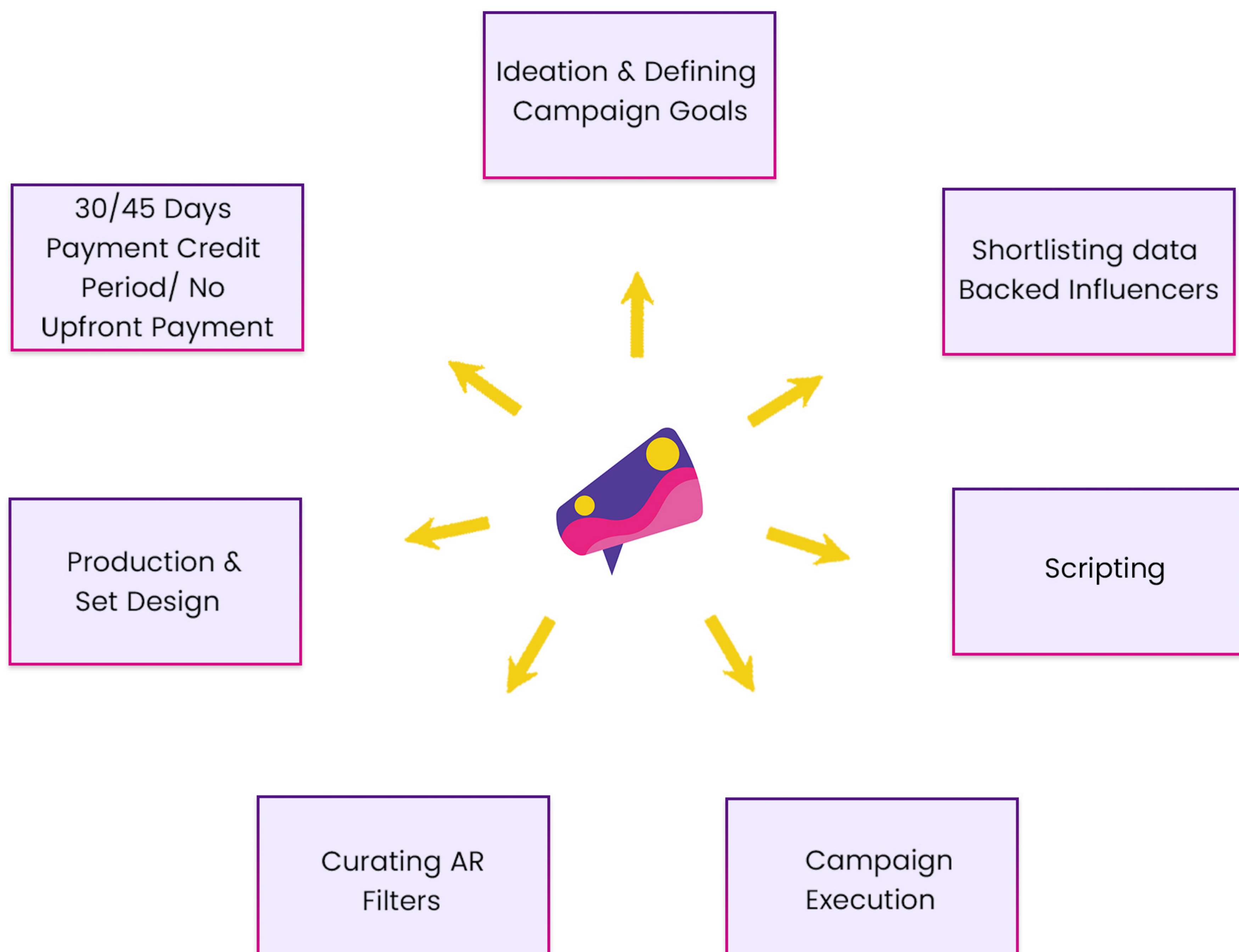
The Influencer Marketing Solution

"**Influencer marketing**" was unheard of a decade ago, but it is now one of India's and the world's fastest-growing sectors. The Influencer marketing industry is estimated to be worth **Rs 900 crore by 2025**. In the business sector, however, there is far too much information available. It is tough to distinguish authentic messaging from genuine brands. That is why people seek authenticity and connection, and we recognised that data-driven, strategic influencer marketing could change the game for brands.

Vavo Digital is an **influencer marketing domain** that serves clients via its offline division and streaming and structuring influencer marketing via a new tech-enabled and data-backed **self-service barter application**.

We have rapidly expanded as an **award-winning agency** and a leader in the sector. With our two offices in **Mumbai & Delhi**, we are building a client portfolio of some of the biggest brands and deploying thousands upon thousands of influencer activations. And we're not stopping there.



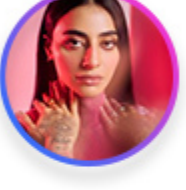





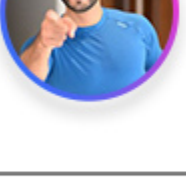
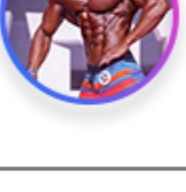



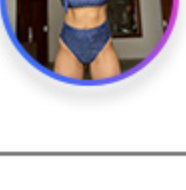



Our Services



Top Influencers Of 2023



















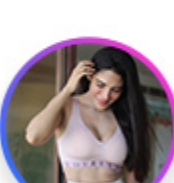


















FITNESS

FITNESS

NAME	GENDER	FOLLOWERS	ER%	REEL VIEWS	GENRE	LOCATION	AGE SPLIT	MALE RATIO	FEMALE RATIO
 Ankita Konwar  	Female	256,000	3.55%	70,000	Yoga	Mumbai	18-34	72%	28%
 Apoorva Jayarajan  	Female	240,000	3.64%	55,000	Yoga Wellness	Pune	18-34	68%	32%
 Arhan Ansari 	Male	1,500,000	3.12%	100,000	Fitness	Mumbai	18-34	62%	38%
 Bani J   	Female	1,500,000	3.11%	450,000	Actor/ Fitness	Mumbai	18-34	49%	51%
 BulBul Thacker 	Female	194,000	4%	80,000	Fitness	London	18-34	68%	32%
 Dipak Nanda  	Male	621,000	3.40%	55,000	Fitness	Delhi	18-34	89%	11%
 Gaurav Taneja   	Male	3,500,000	3.15%	3,750,000	Fitness/ Vlogger	Delhi	18-34	70%	30%
 Guru Mann   	Male	331,000	3.25%	550,000	Actor/ Fitness	USA	18-34	66%	34%
 Junaid Kaliwala  	Male	331,000	3.15%	60,000	Fitness/ Entrepreneur	Mumbai	18-34	88%	12%
 Kanav Vohra 	Male	85,800	3%	15,000	Fitness/ Nutrinionist	Delhi	18-34	72%	28%
 Manoj Patil  	Male	525,000	3.34%	65,000	Fitness	Mumbai	18-34	91%	9%
 Mayank Gandhi 	Male	145,000	3.11%	40,000	Fitness/ Lifestyle	Delhi/ Gurgaon	18-34	59%	41%
 Natasha Noel 	Female	347,000	3.10%	130,000	Fitness	Mumbai	18-34	47%	53%
 Neeta & Nisha  	Female	115,000	3.50%	37,500	Fitness	Delhi	18-34	62%	38%
 Nidhi Mohan Kamal   	Female	110,000	3%	25,000	Nutritionist	Delhi	18-34	46%	54%

*Data is arranged in alphabetical order

FITNESS

NAME	GENDER	FOLLOWERS	ER%	REEL VIEWS	GENRE	LOCATION	AGE SPLIT	MALE RATIO	FEMALE RATIO
 Pranit Shilimkar  	Male	122,000	3.50%	120,000	Fitness Trainer	Mumbai	18-34	82%	18%
 Prince Narula  	Male	4,600,000	3.11%	250,000	Fitness/ Lifestyle	Mumbai	18-34	51%	49%
 Radhika Bose  	Female	586,000	3.19%	135,000	Fitness	Delhi	18-34	77%	23%
 Rohit Khatri  	Male	590,000	4.26%	400,000	Fitness	Delhi	18-34	74%	54%
 Sahil Khan  	Male	347,000	3.33%	1,000,000	Fitness/ Entrepreneur	Mumbai	18-34	59%	41%
 Saket Gokhale  	Male	317,000	7.50%	350,000	Fitness	Pune	18-34	84%	16%
 Sherry Suri 	Female	231,000	3.27%	175,000	Fitness	Mumbai	18-34	68%	32%
 Shweta Pal 	Female	494,000	3.15%	105,000	Fitness/ Lifestyle	Mumbai	18-34	48%	52%
 Srishti Kaushik 	Female	585,000	3.65%	335,000	Yoga Instructor	Uttar Pradesh	18-34	65%	35%
 Sucheta Pal  	Female	60,300	3.22%	10,000	Fitness/ Nutrinionist	Mumbai	18-34	50%	50%
 Varun Verma  	Male	752,000	3.74%	200,000	Fitness	Delhi	18-34	54%	46%
 Yasmin Karachiwala   	Female	1,000,000	3.10%	125,000	Fitness	Mumbai	18-34	57%	43%
 Yatinder Singh  	Male	1,100,000	3.45%	500,000	Fitness	Gurgaon	18-34	68%	32%

Conclusion

Fitness influencers are garnering large audiences across platforms as consumers prioritize their health. As a result, brands should use influencer marketing to increase brand recognition among potential customers by collaborating with fitness influencers. With video content dominating social media, engaging videos are essential for attracting customers.

For example, **Nike** started a Community Workout series in the Philippines last May, partnering with Filipino fitness micro-influencers @tanyamariaaguila and @monicaracestheworld to live workout sessions on Instagram Live.

CTA

Influencer marketing will advance and change over time. To succeed, stay current on market changes, social media updates, and collaborative efforts with like-minded brands and influencers.

We've executed campaigns with influencers in practically every niche and across different platforms. Please don't hesitate to contact us to learn more about how we may assist you in accomplishing your influencer marketing objectives.

Curious to know more about us? Then, check out the hub of influencer marketing by scanning the QR code below:

