



TOP SOCIAL MEDIA INFLUENCERS



*WHO CAN HELP
GROW YOUR BRAND*

2023 Edition

Niche

Health & Wellness



VAVO
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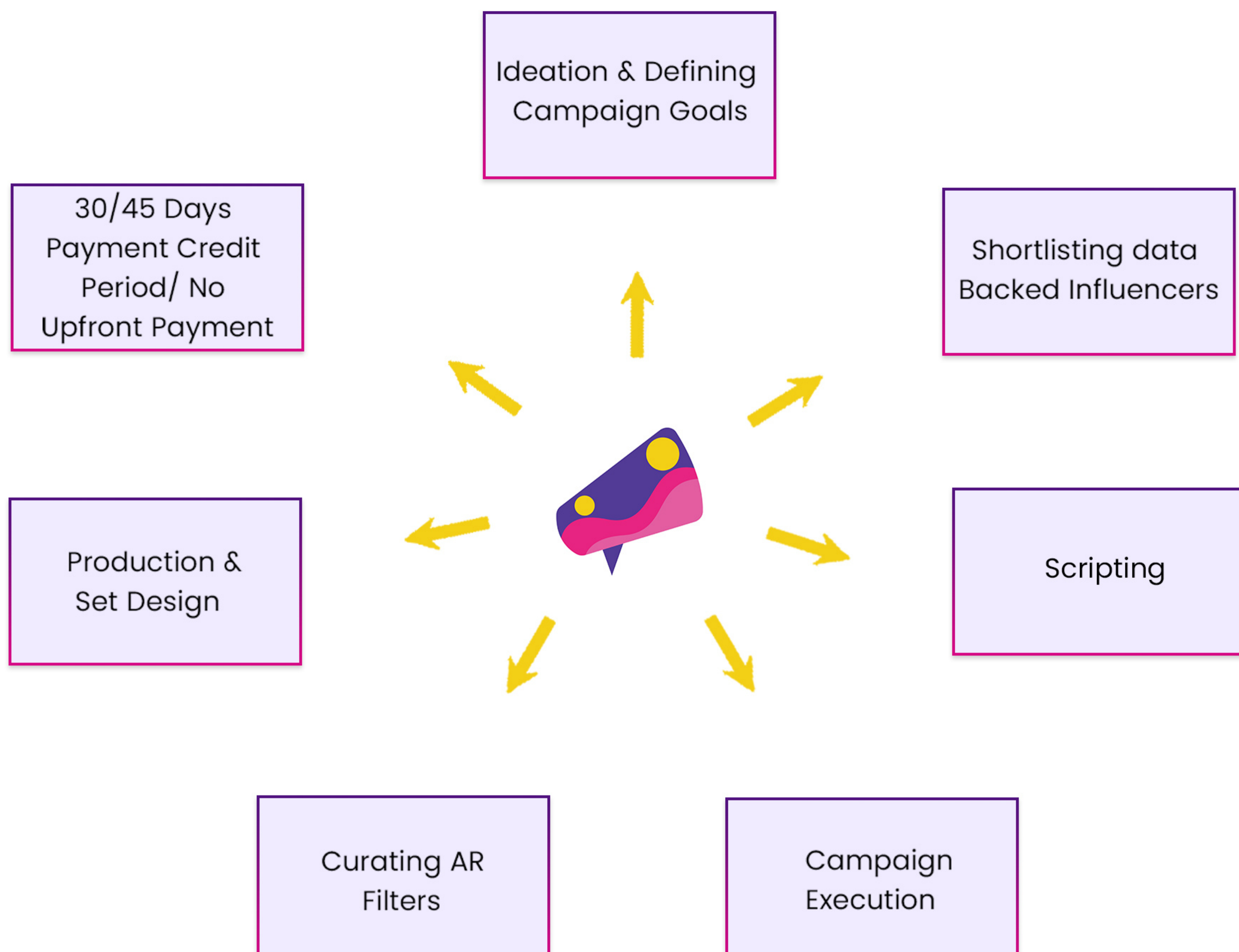
The Influencer Marketing Solution

"**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

**HEALTH &
WELLNESS**

HEALTH & WELLNESS





















NAME	GENDER	FOLLOWERS	ER%	REEL VIEWS	LOCATION	AGE SPLIT	MALE RATIO	FEMALE RATIO
 Anjali Kapoor   	Female	705,000	3.51%	46,785	Mumbai	18-34	65%	35%
 Anjit Suhag    	Male	68,400	5.10%	30,120	Delhi	18-34	71%	29%
 Anshuka    	Female	301,000	3.67%	70,230	Mumbai	18-34	28%	72%
 Anushka Singh 	Female	30,900	4.91%	25,190	Lucknow	18-34	70%	30%
 Azra Khan  	Female	122,000	5.67%	46,000	Delhi	18-34	23%	77%
 Bhakti Kapoor  	Female	45,000	4.11%	30,167	Mumbai	18-34	65%	45%
 Chitwan Garg 	Female	103,000	3.26%	43,500	Delhi	18-34	55%	45%
 Digvijay singh 	Male	104,000	4.15%	72,940	Mumbai	18-34	53%	47%
 Dileep Subramanian  	Male	74,300	3.00%	27,800	Bangalore	18-34	52%	48%
 Divija Bhasin    	Female	166,000	5.89%	103,600	Delhi	18-34	23%	77%
 Divija Shah  	Female	17,600	6.01%	25,400	Mumbai	18-34	32%	68%
 DR. Vishakha   	Female	112,000	4.12%	32,860	Mumbai	18-34	31%	69%
 Ekta Dixit    	Female	186,000	4.26%	60,120	Mumbai	18-34	20%	80%
 Ekta Saini  	Female	134,000	3.77%	38,640	Mumbai	18-34	40%	60%
 Greesha  	Female	111,000	3.56%	32,920	Chandigarh	18-34	61%	39%

*Data is arranged in alphabetical order

HEALTH & WELLNESS

NAME			GENDER	FOLLOWERS	ER%	REEL VIEWS	LOCATION	AGE SPLIT	MALE RATIO	FEMALE RATIO
	Kamya	  	Female	129,000	3.71%	51,200	Rajasthan	18-34	35%	65%
	Kanav Vohra	 	Male	85,700	3.25%	21,390	Delhi	18-34	27%	63%
	Karishma Sakhrani	  	Female	114,000	3.12%	22,500	Mumbai	18-34	41%	59%
	Kavita Pant		Female	120,000	3.10%	13,900	Delhi	18-34	30%	70%
	Mayuri Salian	 	Female	118,000	3.35%	35,600	Mumbai	18-34	39%	61%
	Nishtha Bijlani	  	Female	39,200	4.54%	16,000	Mumbai	18-34	41%	59%
	Pooja Patel	 	Female	115,000	3.26%	26,700	Delhi	18-34	34%	66%
	Radhika Bose	  	Female	586,000	4.71%	143,940	Mumbai	18-34	29%	71%
	Rajni Yadav		Female	144,000	5.23%	46,800	Delhi	18-34	60%	40%
	Rakhi Sharma	 	Female	139,000	3.00%	45,000	Mumbai	18-34	55%	45%
	Samaksh Mahajan	 	Male	105,000	3.55%	30,260	Delhi	18-34	57%	43%
	Sandeep Sharma	 	Male	43,000	4.99%	27,680	Pune	18-34	69%	31%
	Sapna Vyas	 	Female	1,500,000	4.67%	85,670	Mumbai	18-34	54%	46%
	Shubhangi Chauhan	 	Female	90,600	3.81%	25,466	Dehradun	18-34	30%	70%
	Shweta Ghorpade	 	Female	134,000	3.01%	20,300	Delhi	18-34	43%	57%

HEALTH & WELLNESS

NAME	GENDER	FOLLOWERS	ER%	REEL VIEWS	LOCATION	AGE SPLIT	MALE RATIO	FEMALE RATIO
 Shynee Narang    	Female	184,000	3.10%	30,060	Pune	18-35	55%	45%
 Soumya and Nitin   	Female	78,500	3.00%	174,600	Mumbai	18-35	30%	70%
 Srishti Kaushik  	Female	578,000	5.56%	103,956	Mumbai	18-35	51%	49%
 Suraj Bangerav  	Male	56,500	6.00%	62,320	Mumbai	18-35	72%	28%
 Talia Sutra  	Female	501,000	3.00%	46,790	Delhi	18-35	32%	68%
 Vinay 	Male	84,900	3.11%	23,900	Mumbai	18-35	50%	50%

Conclusion

Finding influential health and wellness content creators in your niche will instantly increase the credibility of your business with their audience. Your brand will benefit from more trustworthy sales. You must first lay the framework for your marketing campaign, just like any well-run marketing initiative. Know who you're attempting to reach and what objectives you have in mind.

For example, brands like **Sun Potion** and **Prose** that use influencers to promote giveaway posts generate more comments and shares than their other posts.

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:

