



# TOP SOCIAL MEDIA INFLUENCERS

*WHO CAN HELP  
GROW YOUR BRAND*



2023 Edition

Niche

**Marketing & CEO**



VAVO  
DIGITAL



# Vavo Digital

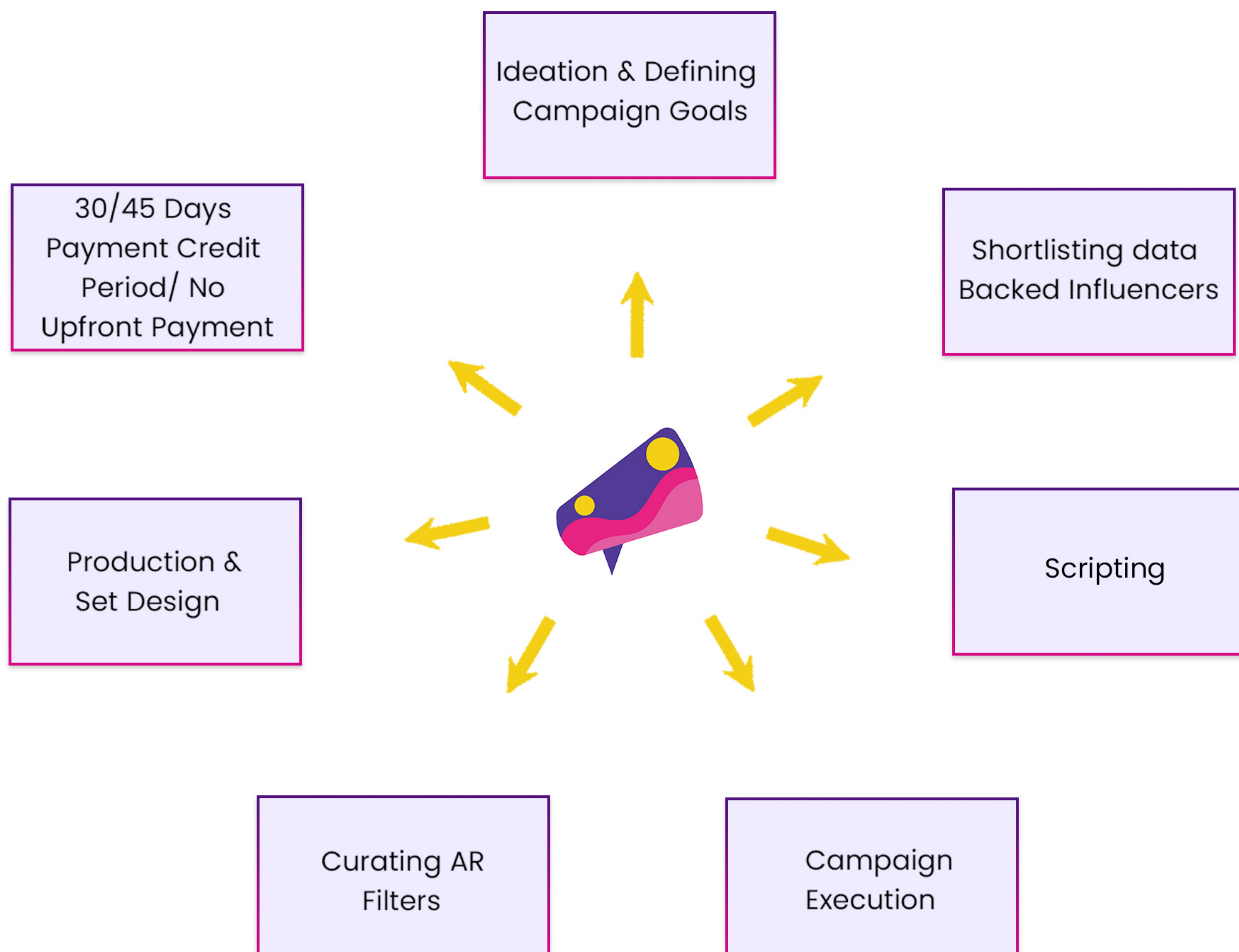
## The Influencer Marketing Solution

"**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

**MARKETING & CEO**


























# MARKETING/CEO

NAME	GENDER	FOLLOWERS	ER%	REEL VIEWS	LOCATION	AGE SPLIT	MALE RATIO	FEMALE RATIO
 Abhijeet mukherjee   	Male	874,000	4.72%	500,000	Delhi	18-34	65%	25%
 Anupam Mittal   	Male	951,000	4.84%	200,000	Jaipur	18-34	71%	29%
 Dee Gautham  	Female	64,400	4.61%	35,000	California	18 - 34	28%	72%
 Deepica Mutlaya   	Female	473,000	4.49%	175,000	Houston	18 - 34	70%	30%
 Divya Gokulnath   	Female	129,000	4.49%	30,000	Bangalore	18 - 34	23%	77%
 Farhana Bodi  	Female	2,000,000	3.15%	300,000	Dubai/ London	18 - 34	65%	45%
 Gabriella 	Female	654,000	4.03%	75,000	Mumbai	18 - 34	55%	45%
 Ghazal Alagh   	Female	465,000	4.50%	180,000	Mumbai	18 - 34	53%	47%
 Jatin Ahuja   	Male	109,000	3.75%	40,000	Delhi	18 - 34	52%	48%
 Kamiya Jani    	Male	622,000	4.38%	100,000	Mumbai	18 - 34	23%	77%
 Kaushik Mukherjee   	Male	16,200	3.18%	45,000	Mumbai/ Kolkata	18 - 34	32%	68%
 Masaba Gupta   	Female	1,700,000	3.30%	75,000	Mumbai	18 - 34	31%	69%
 Mridul Sharma  	Female	157,000	3.16%	60,000	Mumbai	18-34	20%	80%
 Namita Thappar   	Female	651,000	3%	300,000	Pune	18-34	40%	60%
 Swati Bhargava   	Female	26,400	3.21%	5,000	Delhi	18-34	61%	39%

\*Data is arranged in alphabetical order



# MARKETING/CEO

NAME	GENDER	FOLLOWERS	ER%	REEL VIEWS	LOCATION	AGE SPLIT	MALE RATIO	FEMALE RATIO
 Tasheen Rahimtoola  	Female	43,600	4.15%	10,000	Mumbai	18-34	35%	65%
 Trishneet Arora   	Female	61,900	4.38%	25,000	Ludhiana	18-34	27%	63%
 Varun Duggirala   	Male	201,000	3.44%	20,000	Mumbai	18 - 34	41%	59%
 Vedika Bhaia   	Female	116,000	3.11%	60,000	Mumbai	18 - 34	30%	70%
 Vijay Nihalchandani   	Male	321,000	4.61%	200,000	Indore	18 - 34	39%	61%
 Vineeta Singh   	Female	592,000	4.26%	200,000	Mumbai	18 - 34	41%	59%



## Conclusion

From huge influencers to the burgeoning class of micro-influencers - experts in a specialized field like marketing with a smaller but more engaged following - marketing influencers are emerging as a vital marketing tool for brands.

For Example, **Shout me loud**, a community of bloggers, collaborated with **Blue host**, a hosting provider, to promote their special offerings.

## 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:**

