

FROM A YOUTUBER TO A BUSINESSMAN



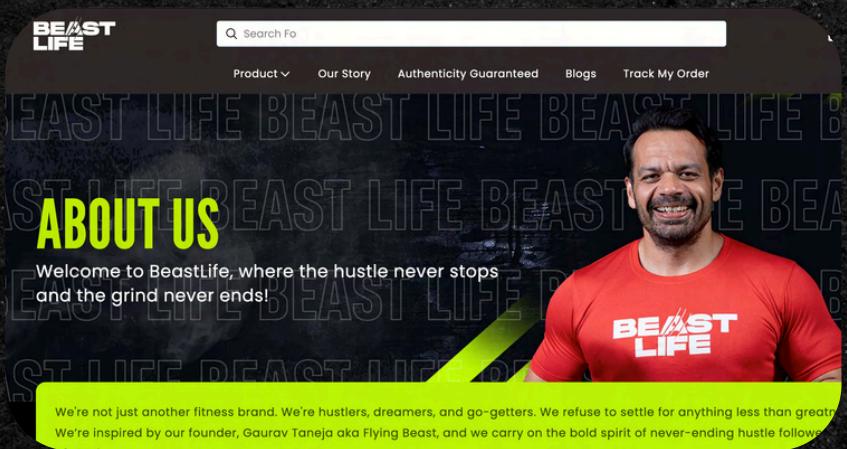
Business Story of a
Flying Beast
Gaurav Taneja



1. UNDERSTANDING BRAND IMAGE

Gaurav Taneja has purchased a property worth 10 crores. This then led to the rise of many questions:

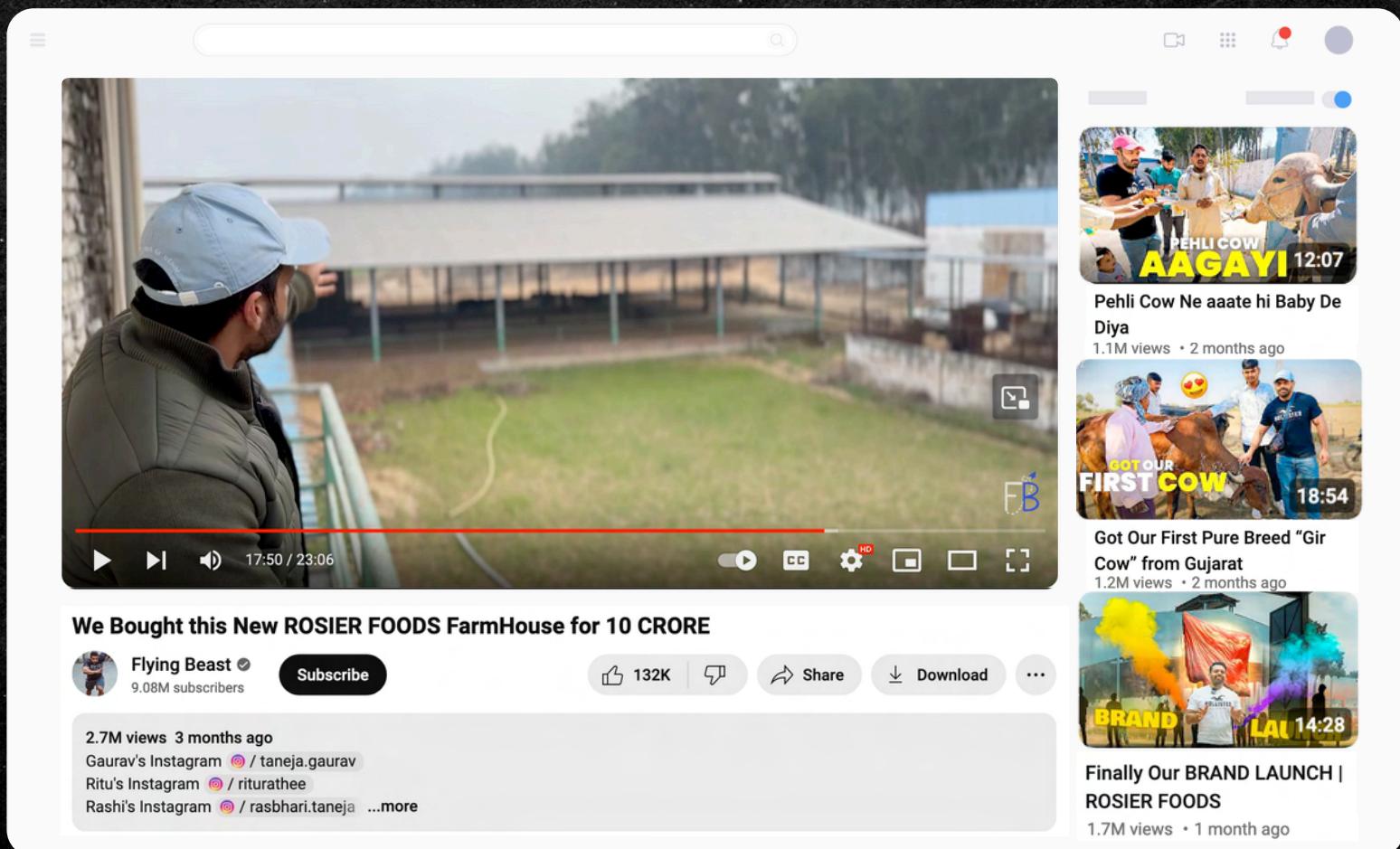
- What's his plan for this property?
- What's his new business, Beast Life?
- How will it make him a Millionaire?
- Who's backing him?



2. TWO TYPES OF AUDIENCE

Let's understand his brand image before looking into Flying Beast's new venture.

Gaurav Taneja stands out in the middle of a sea of vloggers, whose audience seamlessly aligns with his business idea. His audience is divided into fitness and vlog enthusiasts, some enjoy both. So, it was just a matter of the right execution.



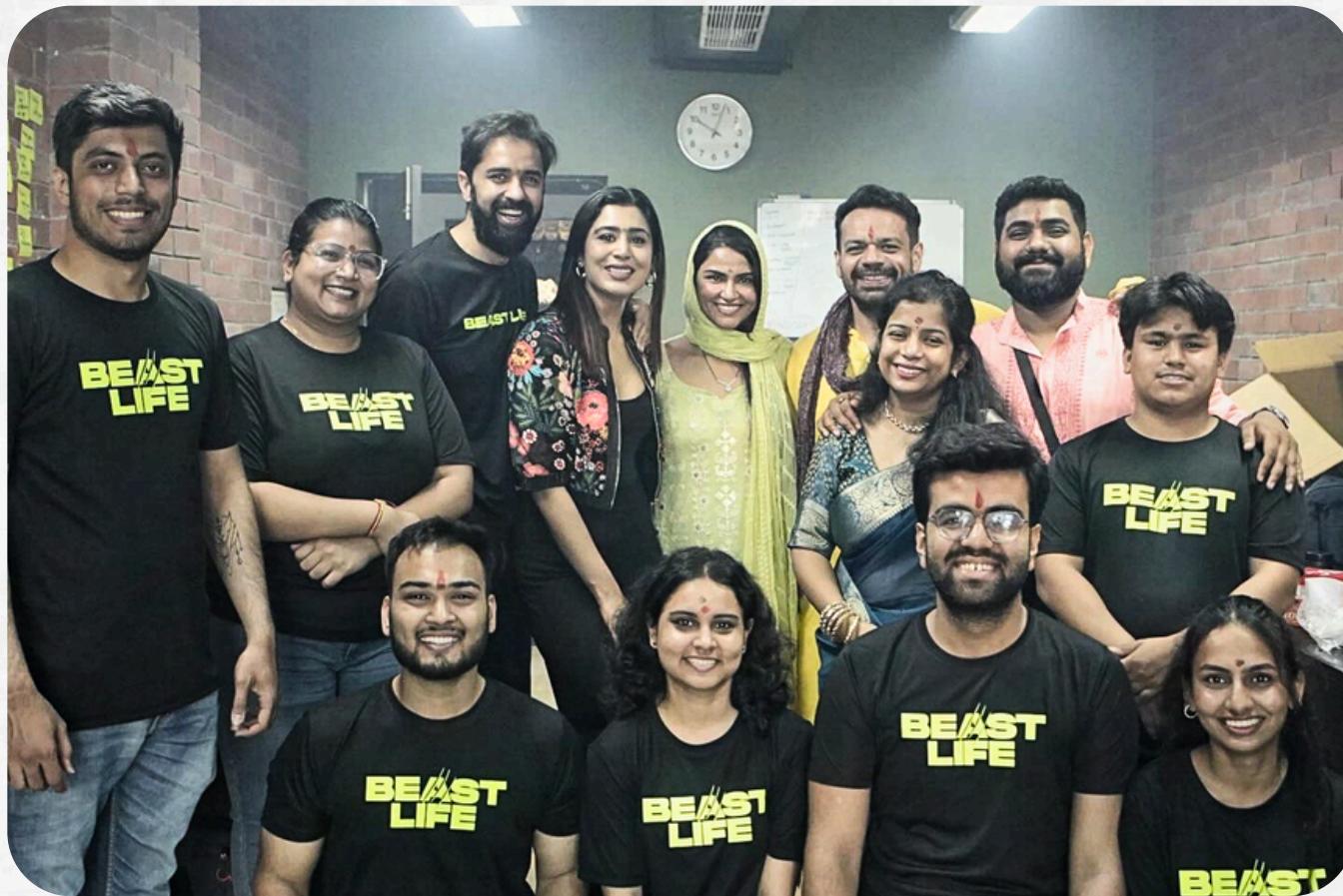
3. BRAND EVOLUTION

Gaurav Taneja is a certified nutritionist, won several bodybuilding competitions, and has 15-20 years of experience in this industry, so many people see him as a fitness guru. Hence, the first image he built, before vlogging, was of a person with a lot of accurate information about fitness & bodybuilding.



4. LAUNCHING BEAST LIFE

After his success as an Influencer & Vlogger. He has finally started his new business called Beast Life. He aims to create a healthy & sustainable brand. Beast Life is an umbrella brand that comprises different brands & products like **Rosier Foods** starting with healthy dairy products & eventually leading to bodybuilding & fitness supplements as **Beast Life** products.



5. OVERCOMING CHALLENGES

Definitely, his new business aligns with his values, but businesses don't run on brand image alone; they need capital. Three years ago, Air Asia suspended Gaurav Taneja from his pilot job, and being a pilot is not a minor job. If an Indian student wants to become a pilot, they have to spend about 1 crore rupees to achieve it. But today, three years after losing his pilot job, Gaurav Taneja is earning more than the CEO of Air Asia, all through social media.



6. BUILDING CONNECTIONS

Gaurav Taneja has been consistently vlogging for the past 6 years, with daily views between 5 to 6 million, and he has worked with many big brands. So, he must have earned much more than 10 crores by now. He is not doing it alone; he has Raj Vikram Gupta, as a co-founder, who has over 10 years of experience in this industry, and the investor is Multimillionaire Varun Alagh, founder of Mamaearth, whose company itself is worth thousands of crores.



7. SMART MARKETING

Gaurav Taneja is a very smart marketer; he didn't directly launch his product but took people through the entire journey to make them feel more connected to his brand and products. So, that it can build curiosity among his audience. He already has an audience base of more than 15 Million across all social media platforms. So, there was no need of spending a penny on marketing.



8. LESSONS TO LEARN

1. Consistency
2. Business Understanding
3. Willingness to learn New Things

These are a few key takeaways from Flying Beast's business journey.

Being from an engineering background then became a pilot, a bodybuilder & a fitness influencer to vlogger. Also, studying law at the age of 36. It all can happen by stepping out of your comfort zone & motivation to learn new things.

