



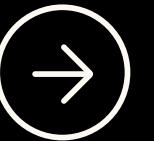
TITLE: SKILLCRAFT INTERNSHIP – TASK 01

**SUBTITLE: INFLUENCER RESEARCH FOR BRAND
COLLABORATION**

YOUR NAME: SHRISHTI BHATIA

TRACK: DIGITAL MARKETING

BRAND: BOAT



ABOUT THE BRAND

boAt is a leading Indian brand offering affordable and stylish audio products like earphones, speakers, and smartwatches.

Target Audience: 16-35 years, tech-savvy and trendy youth.

Brand Tone: Cool, youthful, sporty, and music-focused.





RIYAZ ALY

Influencer 1 – Riyaz Aly

Platform: Instagram, YouTube

Followers: 26M+ (Instagram)

Audience Demographics:

- Age: 13–24 years
- Location: Pan India (mostly urban)
- Gender: Majority Female

Engagement Rate: ~3.2%

Why Him?

Riyaz Aly is a fashion and music influencer with massive Gen Z appeal. His trendy style and short video content fit perfectly with boAt's youthful and music-loving brand image.



KOMAL PANDEY

Influencer 2- Komal Pandey

Platform: Instagram, YouTube

Followers: 2M+ (Instagram)

Audience Demographics:

- Age: 18–35 years
- Location: Metro cities (Delhi, Mumbai, Bangalore)
- Gender: Predominantly Female
- Engagement Rate: ~6%

Why Him?

Komal is a top fashion influencer. Her content highlights accessories, lifestyle, and trends. She can promote boAt smartwatches and earbuds as fashionable tech products, appealing to stylish young women.



TECH BURNER (SHLOK SRIVASTAVA)

Influencer 3 – Tech Burner (Shlok Srivastava)

Platform: Instagram, YouTube

Followers: 10M+ (Instagram)

Audience Demographics:

- Age: 16-35 years
- Location: Tech-focused urban youth, mostly male
- Language: Hindi & English mix
- Engagement Rate: High (avg. 1M+ views per video)

Why Him?

Tech Burner is one of India's top tech YouTubers. His fun and engaging reviews are perfect for promoting boAt's smartwatches, headphones, and gadgets to the tech-savvy audience.



SIDDHARTH NIGAM

Influencer 4 – Siddharth Nigam

Platform: Instagram, YouTube

Followers: 13M+ (Instagram)

Audience Demographics:

- Age: 15–28 years
- Gender: Mixed
- Interest: Fitness, Dance, Fashion
- Engagement Rate: ~4.5%

Why Him?

Siddharth's content revolves around fitness, energy, and youth lifestyle — a great match for boAt's active image. He can promote boAt smartwatches and wireless wearables during workouts or dance.



SAURAV JOSHI

Influencer 5 – Saurav Joshi

Platform: YouTube

Subscribers: 22M+

Audience Demographics:

- Age: 14–30 years
- Audience Type: Family-friendly, youth, Tier 2 & Tier 3 cities
- Language: Hindi
- Engagement Rate: Very High (millions of views per vlog)

Why Him?

Saurav's relatable family vlogs and daily life updates make him perfect for promoting boAt's everyday audio gear in a natural and believable way. He brings trust and high reach.

SUMMARY TABLE

INFLUENCERS	PLATFORM	AUDIENCE AGE	ENGAGEMENT	FIT FOR boAt
• Riyaz Aly	• Instagram	• 13-24	• 3.2%	• Music & youth appeal
• Komal Pandey	• Instagram	• 18-35	• 6%	• Fashion + gadget accessory
• Tech Burner	• YouTube	• 16-35	• High	• Tech + wearable reviews
• Siddharth Nigam	• Instagram	• 15-28	• 4.5%	• Fitness, sporty vibe
• Saurav Joshi	• YouTube	• 14-30	• Very High	• Daily use + mass connect

THANK YOU

for reviewing my Task 1
submission!

Name: Shrishti Bhatia

Track: Digital Marketing – SkillCraft Technology

