

Task 01: Research and Propose Influencers for a Brand Collaboration

Brand Selected: Mamaearth

A natural skincare and wellness brand focused on eco-friendly, chemical-free products, targeting health-conscious and eco-aware customers.

Kritika Khurana (@thatbohogirl)

- Platform: Instagram, YouTube
- Followers: 1.8M+
- Niche: Fashion, skincare, lifestyle
- Why her? Kritika is known for using and reviewing organic products. Her audience, mostly young Indian women aged 18-30, aligns with Mamaearth's target group.
- Engagement Rate: 2.9%

Shivesh Bhatia (@shivesh17)

- Platform: Instagram, YouTube
- Followers: 800K+
- Niche: Food, wellness, lifestyle
- Why him? Shivesh often talks about clean eating and wellness - pairing perfectly with Mamaearth's natural values. His content is very aesthetic and trustworthy.
- Engagement Rate: 4%

Juhi Godambe (@juhigodambe)

- Platform: Instagram, YouTube
- Followers: 580K+
- Niche: Fashion, beauty, skincare
- Why her? Juhi has already collaborated with brands like Nykaa and Plum. Her skincare content would connect well with Mamaearth's product line.
- Engagement Rate: ~3.2%

Kusha Kapila (@kushakapila)

- Platform: Instagram, YouTube
- Followers: 3.2M+
- Niche: Entertainment, beauty, lifestyle
- Why her? Kusha's fun and honest content makes her relatable. Her occasional skincare talks and massive reach can help Mamaearth go viral.
- Engagement Rate: ~2.5%

Ankush Bahuguna (@ankushbahuguna)

- Platform: Instagram, YouTube
- Followers: 600K+
- Niche: Men's grooming, skincare, comedy
- Why him? He breaks the stereotype of skincare being only for women. Perfect for promoting Mamaearth's men's range.
- Engagement Rate: 3.8%