

AAHAR INFLUENCER

Event Coverage

Report

Brand Brief:

Pansari Group is the leading manufacturer in FMCG Food Sector.

Products Range

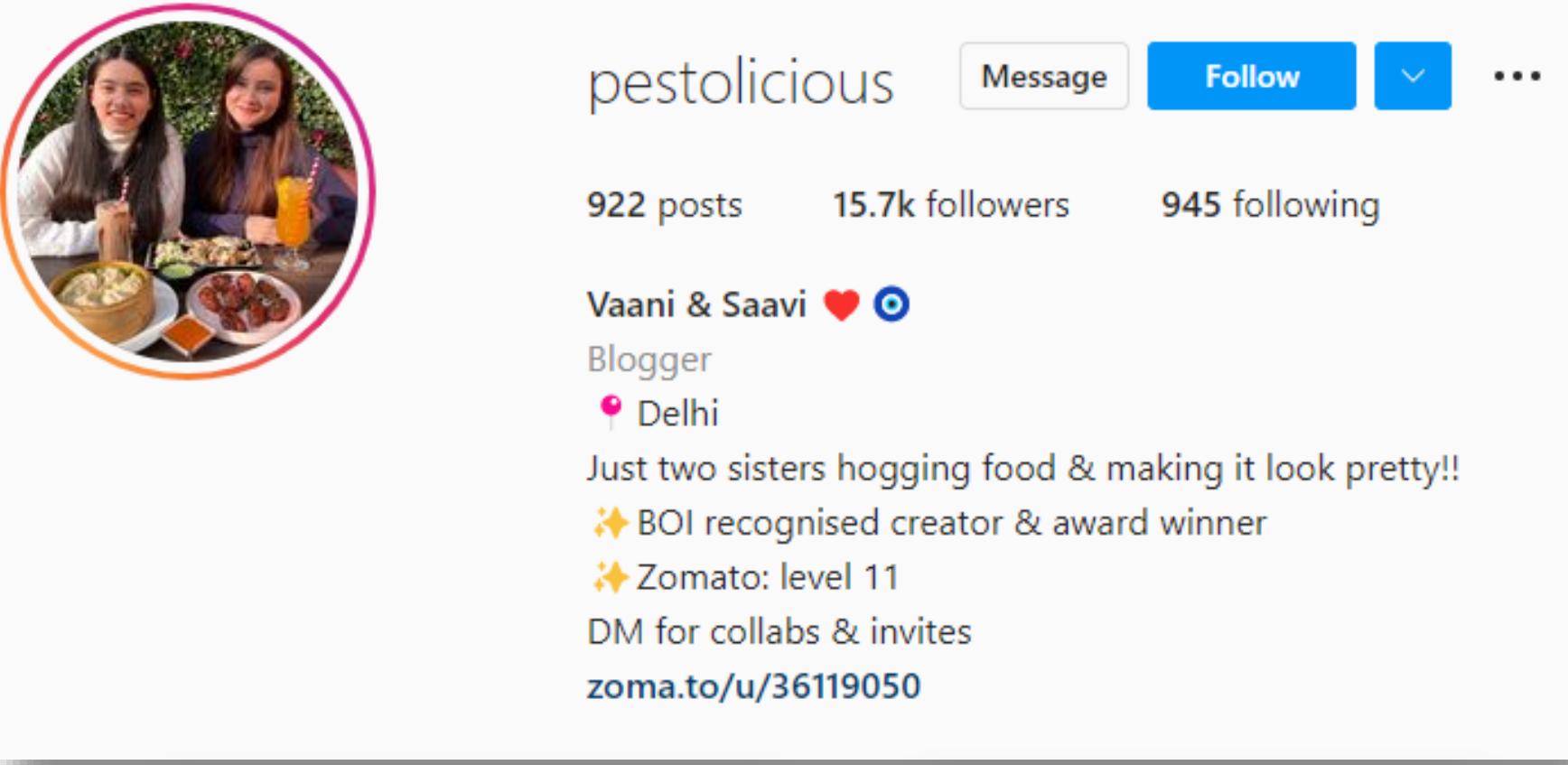
- Cooking oils
- Rice
- Flour
- Spices
- Indimix
- Chefys

The brand launched a product line by the name of Chefys.

Objective:

- To promote their newly launched CHEFYS through Food bloggers.
- To invite influencers to the Aahar Event, (**Pragati Maidan, Delhi**) where the brand has set up its stall.
- To create awareness about the Product.

1. Influencer: <https://www.instagram.com/pestolicious/>

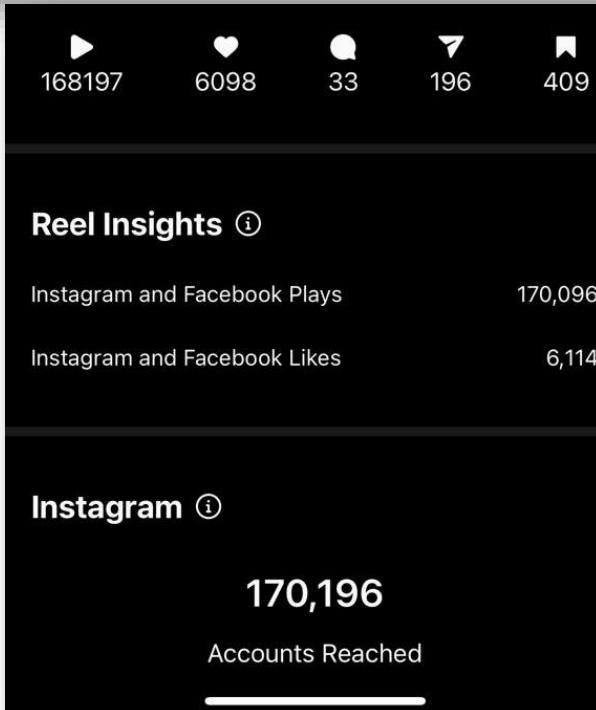
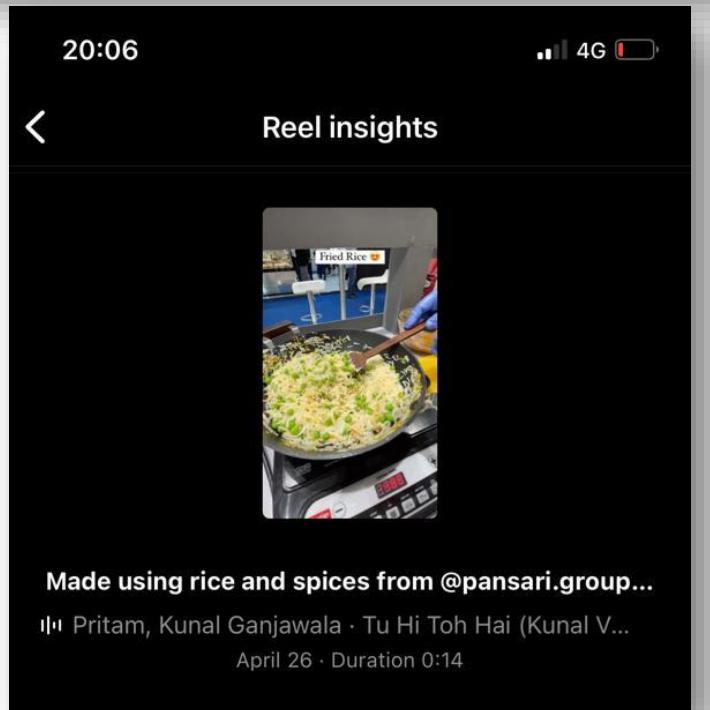


pestolicious

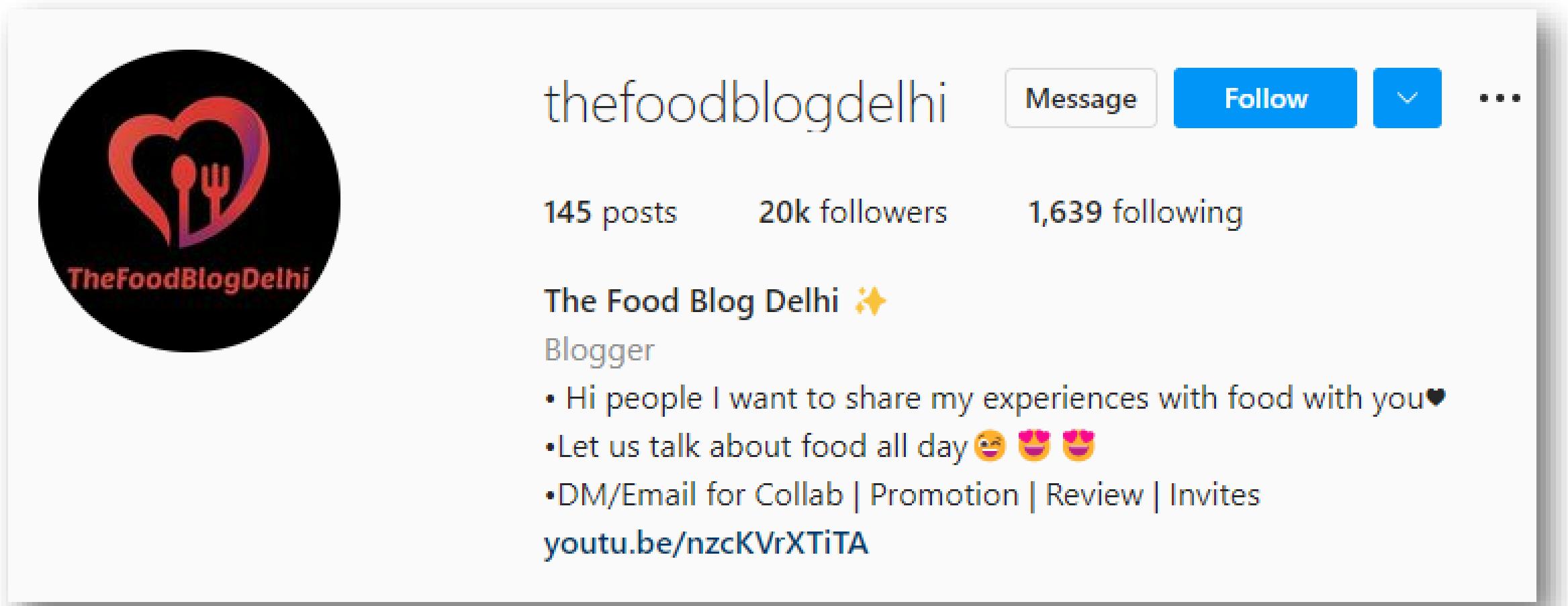
Message Follow ...

922 posts 15.7k followers 945 following

Vaani & Saavi ❤️🌐
Blogger
📍 Delhi
Just two sisters hogging food & making it look pretty!!
⭐ BOI recognised creator & award winner
⭐ Zomato: level 11
DM for collabs & invites
zoma.to/u/36119050

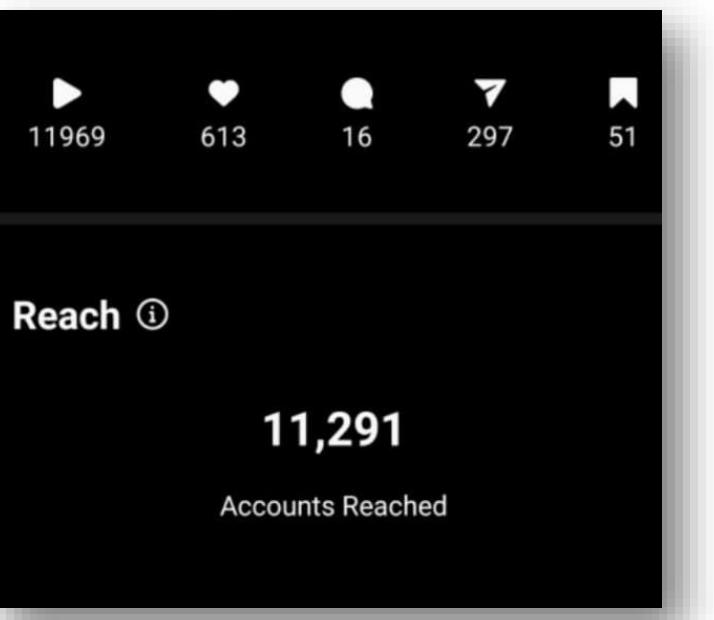
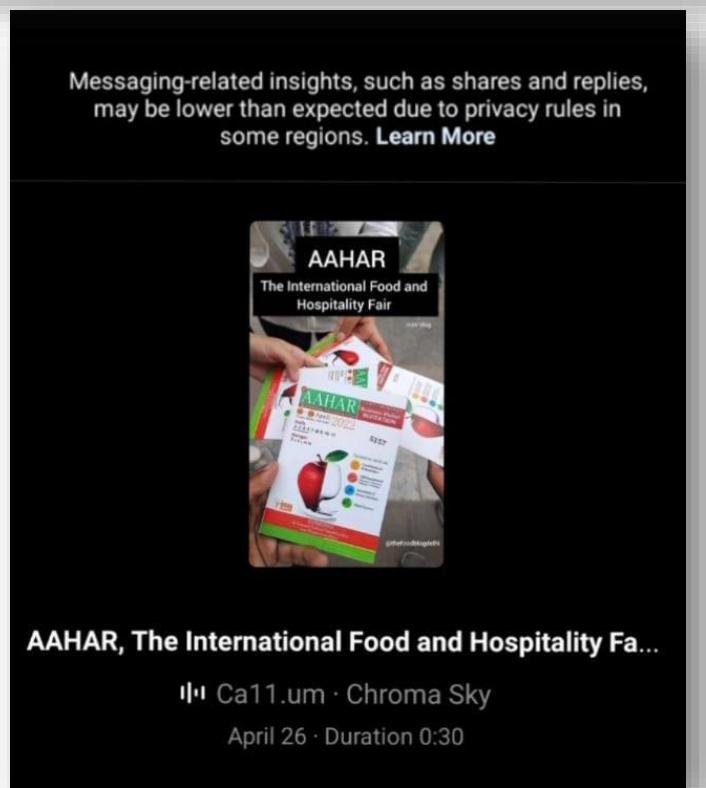


2. Influencer: <https://www.instagram.com/thefoodblogdelhi/>



The Instagram profile of thefoodblogdelhi shows the following details:

- Profile picture: A black circle containing a red heart with a fork and knife inside.
- Username: thefoodblogdelhi
- Follow button: A blue "Follow" button with a white outline.
- Post count: 145 posts
- Followers: 20k followers
- Following: 1,639 following
- Description: "The Food Blog Delhi ✨
Blogger
• Hi people I want to share my experiences with food with you! ❤️
• Let us talk about food all day 😊 😋 😋
• DM/Email for Collab | Promotion | Review | Invites
youtu.be/nzcKVrXTiTA"



@thefoodblogdelhi

3. Influencer: <https://www.instagram.com/delhigastronauts/>

delhigastronauts

Message Follow ...

424 posts 10.7k followers 300 following

Pulkit, Delhi Food Blogger

Blogger

- I write honest food reviews
- Travel | Food | Vegetarian
- DM/Mail for paid reviews/collaboration #delhigastronauts

| Reach | |
|-------|------------------|
| 275 | Accounts Reached |
| 255 | Followers |
| 20 | Non-followers |

| Impressions | |
|-------------|--|
| 289 | |

← Reel insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

Here's my day at Asia's Biggest food and hospitality fair. ❤...

iamgraver - Gravero - Ilahi x Night Changes

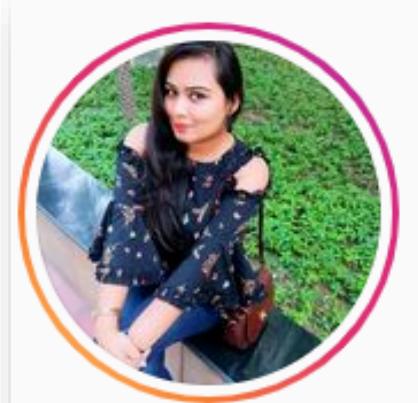
April 28 - Duration 0:37

| Reach | |
|-------|------------------|
| 7,791 | Accounts Reached |
| 7,680 | Plays |

| Content Interactions | |
|----------------------|-----|
| 427 | |
| Likes | 251 |
| Shares | 105 |
| Comments | 55 |
| Saves | 16 |



4. Influencer: https://www.instagram.com/foods_and_frames/



foods_and_frames

Message

Follow

667 posts

7,890 followers

362 following

Foods and Frames-Delhi Foodie (3)

Blogger

Pratima Chakravorty

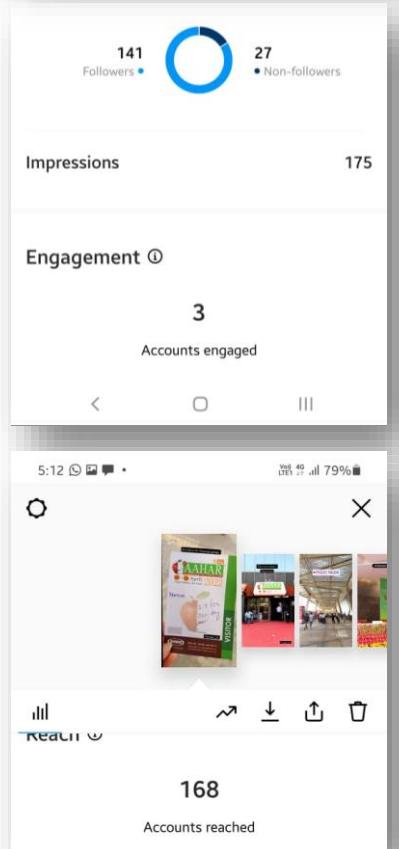
PRIORITIZING FOOD OVER EVERYTHING ELSE! 😊

USE #foods_and_frames

DM/MAIL FOR COLLABS/REVIEWS

■ LET'S EXPLORE ❤️

■ CHAI ❤️



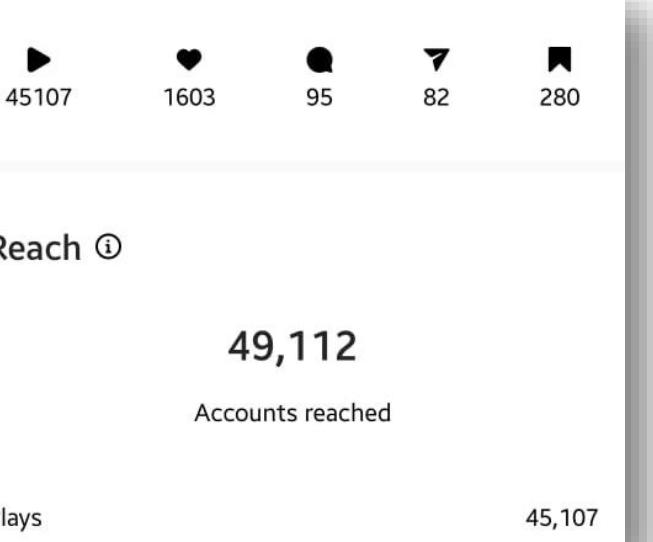
← Reel insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. Learn more



Fried Rice made using Aromat Powder from @pan...

Ali Zafar, Shweta Pandit · Madhubala
April 28 · Duration 0:37



5. Influencer: https://www.instagram.com/the_munching_station/

the_munching_station

698 posts • 12.9k followers • 2,755 following

The Munching station
Blogger
Delhi|Creators-2
Restaurant reviewer|Photographer|Video creator|Recipe Developer|Content Writer
DM for collaboration 🔥 Reviews ✨ Bloggers Meet 🎥 Videography
pin.it/5O6X9P6



Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions.
[Learn More](#)

1442 likes, 67 loves, 21 comments, 28 shares, 1 bookmark

Reach ⓘ 1,364 accounts reached

Visited Asia's largest Exhibition at Pragati maidan. Bran...
Akon, Vishal Dadlani, Shruti Pathak - Criminal (Remi...
April 29 · Duration 0:36



6. Influencer: https://www.instagram.com/_adeliciousmeal/

_adeliciousmeal

Message Follow

557 posts 7,294 followers 2,988 following

A Delicious Meal
Food & beverage
A big time foodie
I got food for every mood 😊
Eat 🍔 Sleep
Dm for Collaborations / product review
Handled by:- @mansi.mehta14
@richamehta_99
zoma.to/u/100979814

Reel insights

Peri Peri Fries Anyone ?? 😋❤️...
Pritam, Arjit Singh, Amitabh Bhattacharya · K...
May 3 · Duration 0:15

Such a delicious Fried rice 😊 using @pansari.gr...
Shilpa Rao · English Vinglish (From "English V...
April 28 · Duration 0:51



@_adeliciousmeal

@pansari.group

@sociapa_19

7. Influencer: https://www.instagram.com/food_maskaa/

food_maskaa

Message Follow ...

577 posts 11.4k followers 4,965 following

foodie kataria 😊
Bhookh Lagi,Bhookh Lagi 😊
Tbhi to aye ho 😊
Follow krke Jao ❤️
ਪੰਜਾਬੀ
Local Guide Level 6 😊
DM for Collaborations | PR | Invites

← Reel insights

Mini Vlog of AAHAR 😊...
Danger Twins - Thing of Beauty
April 28 · Duration 0:25

Reel Insights ⓘ
Instagram and Facebook Plays 1,314
Instagram and Facebook Likes 76

Instagram ⓘ 1,277



8. Influencer: <https://www.instagram.com/thefoodiesista/>

thefoodiesista

Message Follow ...

625 posts 17.6k followers 238 following

Heena & Neha | Food Blogger

Public figure

I am on a seafood diet. I see food, I eat it

- @itsheenayasmin & @neha.01_04
- thefoodiesista.collab@gmail.com
- Paid collaboration
- Delhi, India

linktr.ee/thefoodiesista

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

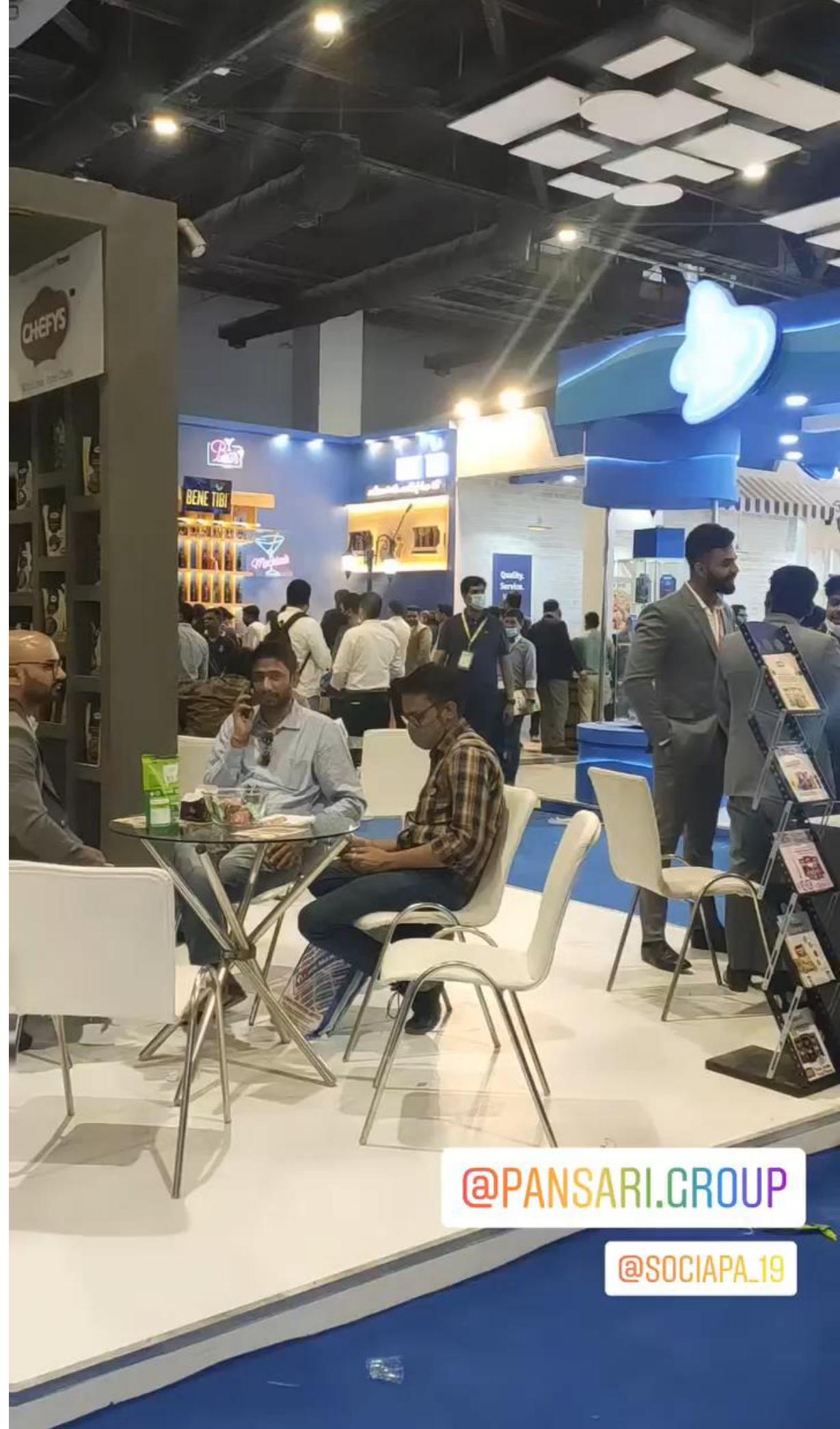
Tag a friend who loves fried food!!...

Reel Insights

| Instagram and Facebook Plays | 25,551 |
|------------------------------|--------|
| Instagram and Facebook Likes | 1,584 |

Tag a friend who loves fried food!!...

Pritam, Neeraj Shridhar, Antara Mitra - Ale April 27 · Duration 0:33



9. Influencer: <https://www.instagram.com/desifoody/>

desifoody

Message Follow ...

959 posts 16.3k followers 1,899 following

Desifoody - Food Travel Life
Blogger
Lifestyle blogging couple
Food photography
Cafe hopping
World travel
thedesifoody@gmail.com
youtube.com/channel/UCRT7VQfJGiBQdm1ZeRGqnv

Reel Insights ⓘ

| | |
|------------------------------|-------|
| Instagram and Facebook Plays | 3,898 |
| Instagram and Facebook Likes | 114 |

Instagram ⓘ

← Reel insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

A screenshot of the reel showing a chef cooking rice in a large pan.

Thank you @pansari.group for inviting us. It was an a...
Jeppe Reil · Be Happy Go Lucky
April 29 · Duration 0:30



10. Influencer: <https://www.instagram.com/anishajainofficial/>

anishajainofficial

Message Follow

253 posts 18.6k followers 227 following

Anisha Jain
Video creator
Collab:anisha.jn21@gmail.com
Personality luxe workshop- coming soon 🔥
INDIA'S FIRST WABI SABI COACH™ 🚀
God, Goals, Growing, Glowing ⭐
<open.spotify.com/show/20HapCrfK40WbhovqYE5Vr>

Reel insights

| | |
|------------------------------|-------|
| Instagram and Facebook Plays | 1,228 |
| Instagram and Facebook Likes | 25 |

Instagram

1,193 Accounts Reached

| | |
|----------|-------|
| Plays | 1,228 |
| Likes | 25 |
| Shares | 8 |
| Saves | 2 |
| Comments | 0 |

Reel insights

1,228 25 0 8 2

Reel Insights

Instagram and Facebook Plays 1,228
Instagram and Facebook Likes 25

Instagram

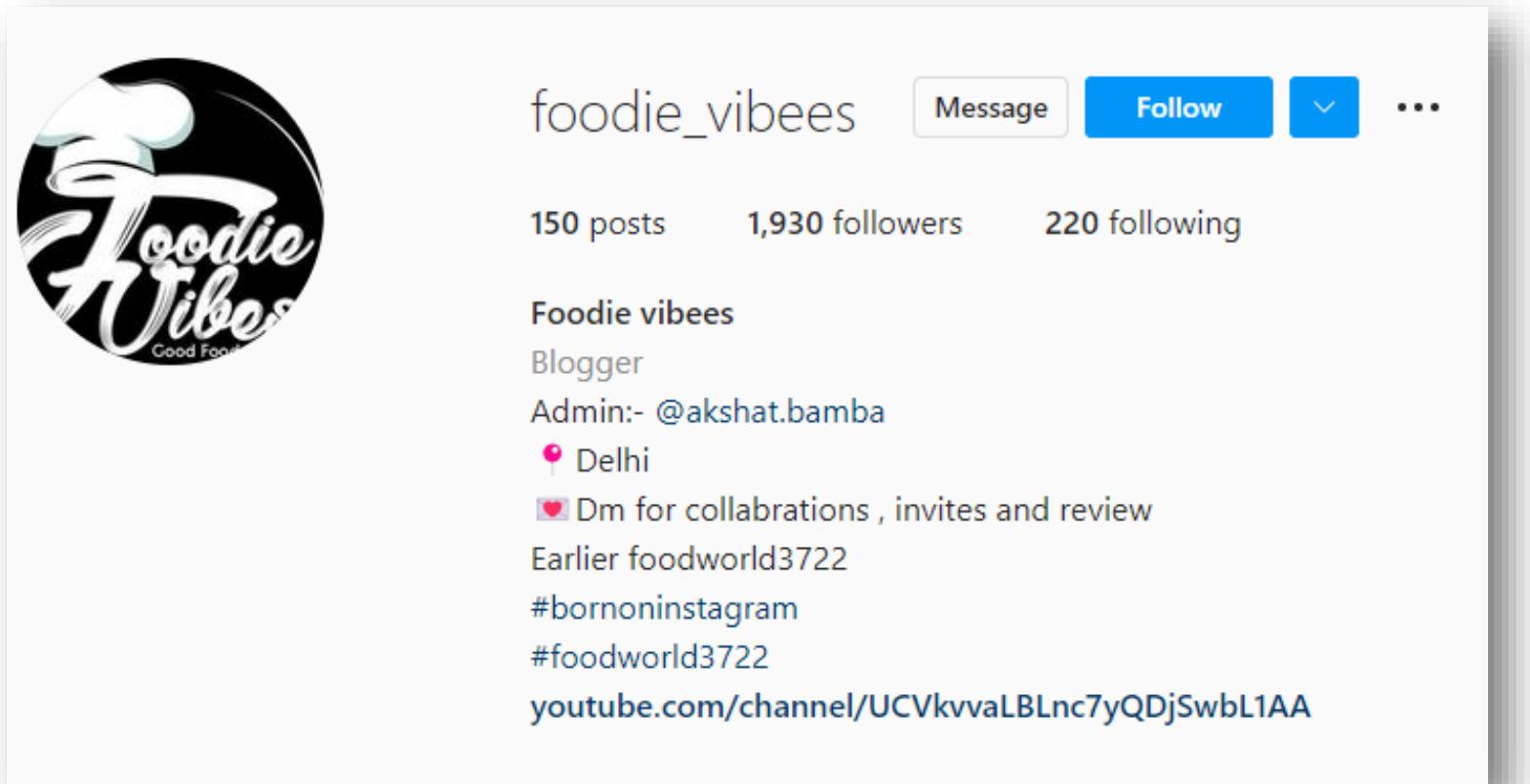
1,193

My love for food took me to an event today. It w...

Katy Perry · Bon Appétit (feat. Migos)
April 28 · Duration 0:23



11. Influencer: https://www.instagram.com/foodie_vibees/

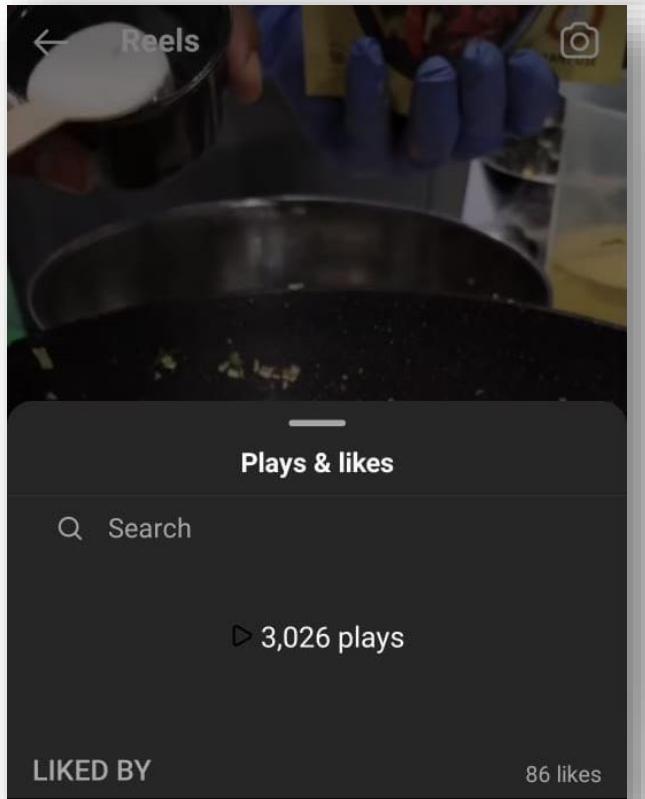


foodie_vibees

Message Follow ...

150 posts 1,930 followers 220 following

Foodie vibees
Blogger
Admin:- @akshat.bamba
📍 Delhi
❤️ Dm for collaborations , invites and review
Earlier foodworld3722
#bornoninstagram
#foodworld3722
youtube.com/channel/UCVkvvaLBLnc7yQDjSwbL1AA



Reels

plays & likes

Search

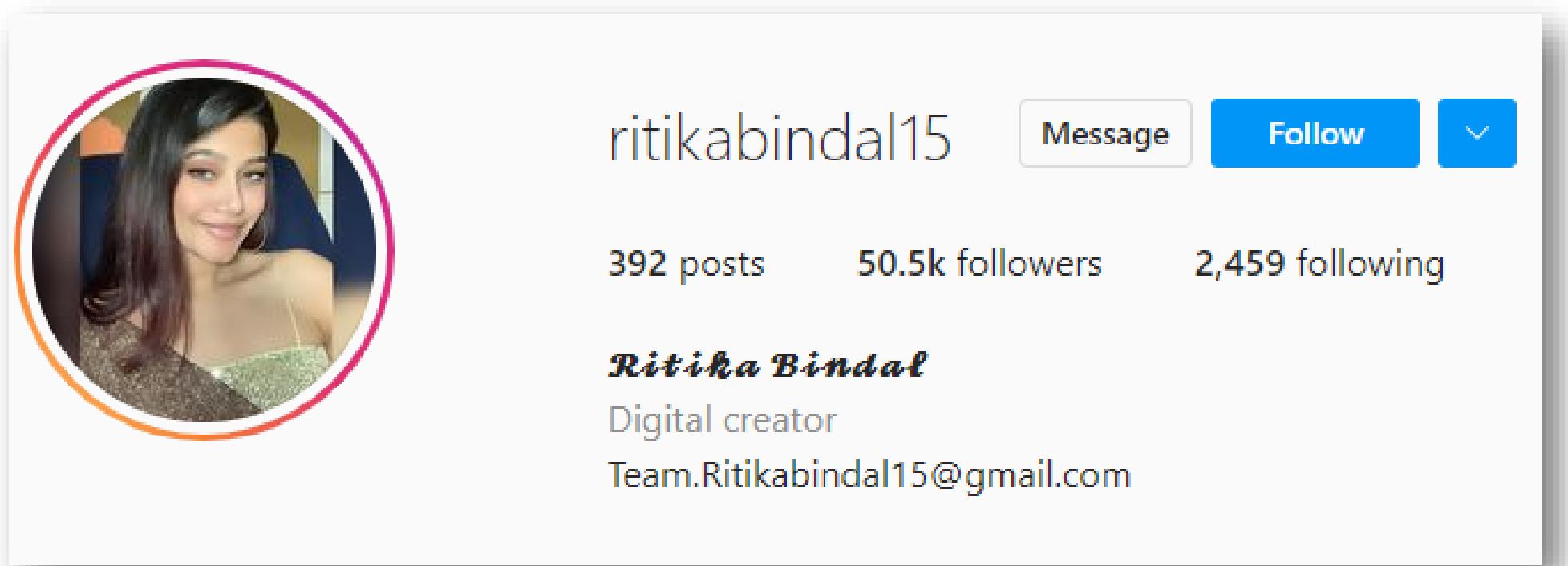
3,026 plays

LIKED BY 86 likes

LIKED BY 86 likes



12. Influencer: <https://www.instagram.com/ritikabindal15/reels/>



ritikabindal15

Message Follow

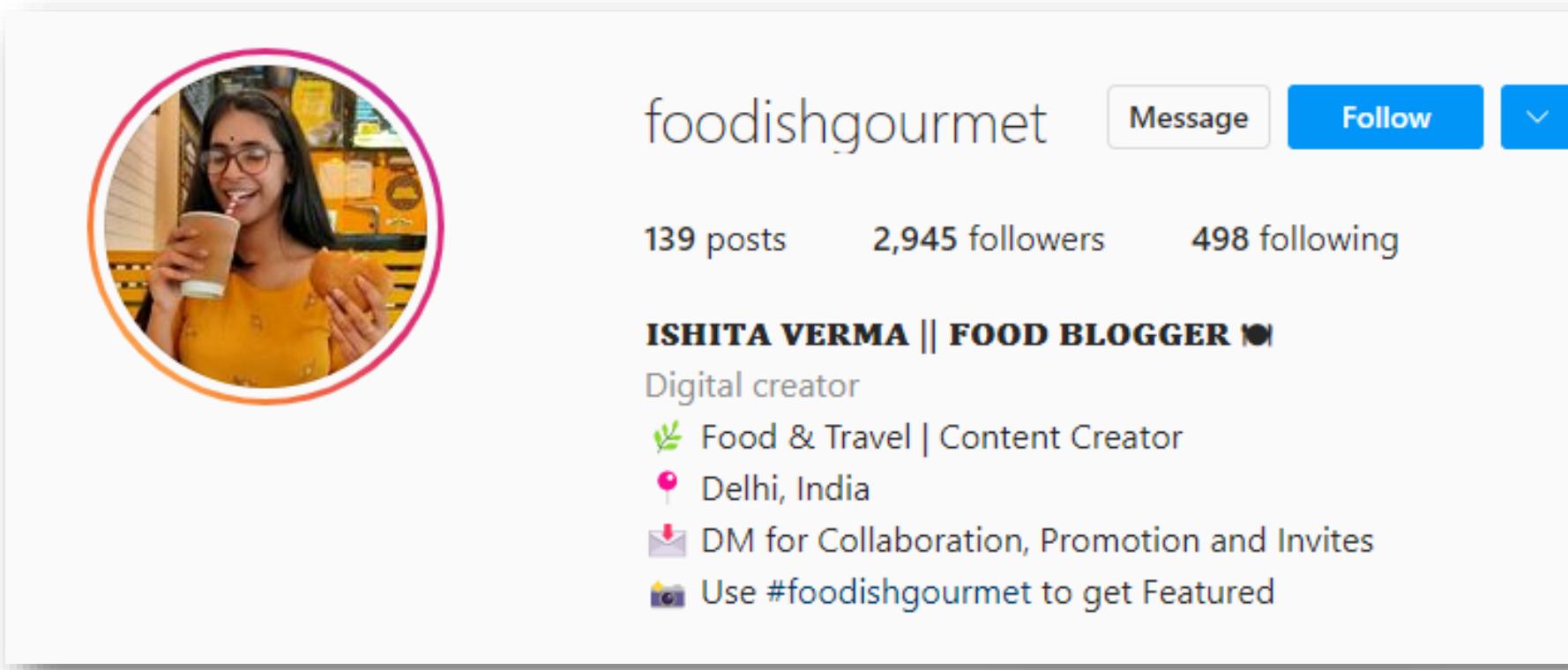
392 posts 50.5k followers 2,459 following

Ritika Bindal
Digital creator
Team.Ritikabindal15@gmail.com

Deliverables: Stories



13. Influencer: <https://www.instagram.com/foodishgourmet/>



foodishgourmet

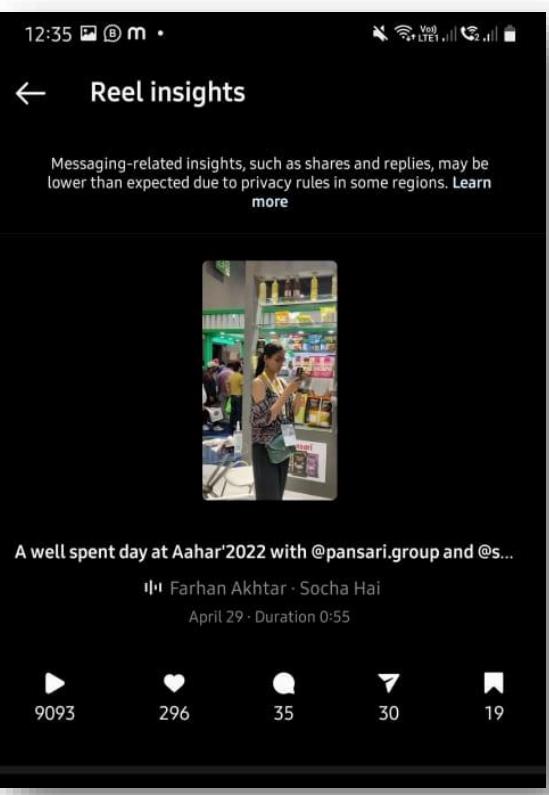
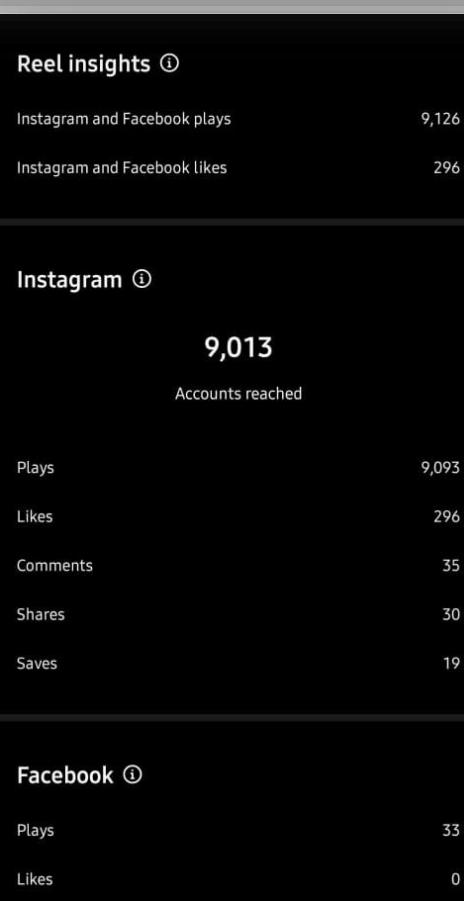
Message Follow

139 posts 2,945 followers 498 following

ISHITA VERMA || FOOD BLOGGER 🌟

Digital creator

- Food & Travel | Content Creator
- Delhi, India
- DM for Collaboration, Promotion and Invites
- Use #foodishgourmet to get Featured

Reel insights ⓘ

| | |
|------------------------------|-------|
| Instagram and Facebook plays | 9,126 |
| Instagram and Facebook likes | 296 |

Instagram ⓘ

9,013 Accounts reached

| | |
|----------|-------|
| Plays | 9,093 |
| Likes | 296 |
| Comments | 35 |
| Shares | 30 |
| Saves | 19 |

Facebook ⓘ

| | |
|-------|----|
| Plays | 33 |
| Likes | 0 |



SUMMARY

| Total Reach | Total Views | Total Likes |
|-------------|-------------|-------------|
| 2,90,543 | 2,88,286 | 11,215 |

THANK YOU..