



Amit Kumar Singh <amit@lawzeus.com>

Fwd: Exposing the 200 Crore Consumer Tech Scam

Amit Kumar Singh <amit@lawzeus.com>

13 October 2024 at 20:56

To: Rashmi Singh AOR Lawyer <rashmisingh@lawzeus.com>

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Best Regards ,

Amit Kumar Singh

Chamber No 318 Block D,
Additional Building
Supreme Court Of India
New Delhi - 01

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200 Crore SCAM, biggest in the history of the consumer tech sector!

Whistleblowing? Or just spitting facts. Not sure what to call this, but it's a no-brainer for everyone even remotely involved in the consumer tech industry.

The digital landscape has been ever-evolving, now it has reached a juncture where digital media has trumped all other means of marketing, wherein RoI is the biggest metric, but are we truly assessing the results?

Speaking of results - can a boutique events/activation agency reach a 100 Crore mark, post-covid era, wherein innovation and tech was missing?

Yes it can!

Meet the CARTEL involved in creating this MAFIA across the consumer tech domain:
 Look Who's Talking led by Govind Mahadevan Momentum Communications headed by Naim Siddiqui
 Social Current driven Rahul Ghosh
 Social Sauce led through Tanay
 Neel Gogia from IPLIX

These organizations along with their frontmen are responsible for consolidating the creator economy for the consumer tech brands, not only have they adversely affected the spends that these brands/media agencies have been driving but they have also been siphoning off creator fees.

Below is a roadmap as to how they have been doing this for good 3-4 years especially around the onset of Covid:

They have on boarded some talents exclusively, case in point Naim boasts about managing Trakin Tech aka Arun Prabhudesai along with Technical Guruji aka Gaurav Chaudhary, ideally it presents a conflict of interest but both the creators are not exclusive with him i.e. they don't have signed, formal contract in place, hence he has been duping both of them on different fronts, by selling them for 25+ lakhs, and giving them a lesser figure - where does that money go? Split across the brand managers and the so called talent agency.

This also explains why brand managers can afford ultra luxury brands, let's assume a typical CTC for a brand manager at a mid/senior level is 25-30 LPA, how can they afford sling bags from Louis Vuitton? Sneakers from Balenciaga? A casual tee from Christian Dior? A Rolex timepiece? SUV's from Audi and Mercedes? A penthouse besides the esteemed DLF Camellias?

Next step is pretty simple for them, they have made it a plug and play practice, if brands adhere to their tantrums - which is shelling out absurd amount of funds for their creators, they keep the narrative neutral, or they bash the product and the brand, tarnishing the reputation and credibility that brands have built over the years, across the globe - how are they able to do this? With the help of the brand managers, who are compensated well enough for bringing these mafia's into the system, 10-20X over their salary packages along with international vacations, luxury goods etc.

How is it unfair?

Media costs for brands are highly inflated, fucks up their media spends, RoI and the competition brands. Creators don't get what they deserve, they get much less in fact what they are being sold for:

Trakin Tech is being sold for 20-24 Lakhs, he gets 18 Lakhs
 Guruji gets 21 Lakhs, is sold for 26 Lakhs and 4-5 lakhs are absorbed through Dubai payment transfers and remittance is done in CASH!
 Gyan Therapy gets around 5-6 Lakhs, sold for approx 11 Lakhs

These costs have been made as a benchmark across smartphones, consumer electronics etc. because they control the market and the inflation, they ask for whatever they want to and their demands are met because it's a symbiotic relationship between the brand managers-talent managers, whereas ultimately the brands, creators and other agencies suffer - RuderFinn, OpraahFX, Archetype, Monke, Adfactors,

Eleve Media, TeraReach, GryNow, Digilicious, Collective Artists Network, icubeswire, Edelman, OneImpression, SocialTweeps and the list is endless - a fair bidding model and healthy competition between agencies means - best use of media spends for the brand and the best RoI possible across the industry.

People responsible for this:

- iqoo/vivo with Naim (Momentum) - Safdar Khan, Arem Mukim, Riya Suri, Shubham Arya, Geetaj Chanana
- OPPO with Naim (Momentum) - Ritika Gupta
- cheil/samsung with Govind (LWT) and Rahul (Social Current) - Aditya Bakshi, Bijender Singh, Vaibhav Arora
- Xiaomi with Naim (Momentum) and Govind (LWT) - Farhan Siddique, Sandeep Sarma, Nitin Yadav
- Dell with Naim (Momentum) - Mayuri Saikia
- Boat with Rahul (Social Current) - Sneha Bannerjee
- Amazon with Naim (Momentum) - Ritwik Sharma
- snapdragon/qualcomm with Naim (Momentum) and Rahul (Social Current) - Sumit Sonal and Anand Subbiah
- Airtel with Govind (LWT) - Sakib Bazaz
- Sony with Rahul (Social Current) - Pooja Chaudhary

This is just scratching the surface, the cartel also extends to purchase/procurement specialists, agency folks, PR consultants.

The proof? Attachments in the thread include their balance sheets:

Naim clocked 100 Cr last year

Govind claimed 80 Cr last year

Rahul captured 35 Cr in the first year of his agency

They are anticipating much bigger numbers this FY, afterall the consumer tech industry has a good 200 Cr to give! Otherwise how else can you afford such fancy lifestyles?

Solution? Make it a fair marketplace. How? Bidding across talent agencies wherein creators are a part of the narrative - they are marked on the emails, they are aware of the financials and invoices are shared with transparent payment and reimbursement models for both creator and the management agency.

Also agency on record models should be abolished and every project/campaign should have a fair play across fresh pitches/bids - only the best team wins, both on commercial and servicing fronts.

Analytics should be an integral part of these expenditures going forward, creators need to be paid on the basis of engagement, views so that RoI is justified and not on the basis of the color of Lamborghini they drive! Fake followers and fake views are also something they need to declare, similar to what Social Current is doing on Instagram and YouTube with fake/paid views on their channels/pages, this will ensure correct media placements and justified brand positioning.

Fire these corrupt brand managers and agencies, let's make it a fair and competitive space for brands and creators, we can't be expecting Chinese/Japanese/Korean brands to be flushing crores of rupees to our country only to be helping these greedy fuckers buy LV, Gucci and Armani's.

You're Welcome!

Sincerely yours,
The whistleblower :)