



Amit Kumar Singh <amit@lawzeus.com>

Fwd: Video dated 05.10.2024 uploaded on your channel

1 message

Bharat nagpal <bn@igyaan.in>
To: Amit Kumar Singh <amit@lawzeus.com>

8 October 2024 at 22:41

Best
BN

Begin forwarded message:

From: Govind Mahadevan <govind@lookwhostalking.co.in>
Date: October 8, 2024 at 9:07:16 PM GMT+5:30
To: Bharat Nagpal <bn@igyaan.in>
Subject: Re: Video dated 05.10.2024 uploaded on your channel

Dear Bharat,

Trust this email finds you doing well.

This is further to our conversation on 05.10.2024 in respect of the video dated 05.10.2024 uploaded by you on your channel. (Video Link: <https://www.youtube.com/watch?v=9OVKU4upuHA&t=219s>)

I note that in the said video you have levelled allegations of an alleged scam/cartel in the Influencer marketing industry, in which, according to you, I and my company are also involved in. I am deeply shocked and hurt by these reckless and scurrilous allegations which are untrue and fantastical.

The sole basis of the video seems to be an email dated 06.09.2024 written by a self-claimed anonymous whistleblower. I note that in your video at timestamp 01:07, you clearly have issued a disclaimer that you are not vouching for the veracity of the contents of the email and none of the contents or reports have been independently verified by you. If this is the position, then I fail to understand how you could create a video and conclusively label legitimate business activity as a "Scam" to the tune of "INR 200 Crores", which is entirely based on the contents of the unverified and false email, has screenshots of the email and draws all inferences from the misguided email. Your video is scripted in a manner that is not an innocent opinion/reaction on the email, but you have gone a step further and appear firm in your conviction that the email is gospel truth and there is illegality/corruption committed by me and my company. You can only imagine my horror when word of your video reached me from all quarters, and I have had to struggle to explain that there is no "scam" or illegality.

You are well-aware that I or my company have no such dealings. It also pains me that you chose to publish this video without reaching out to me and taking my stand, which I believe that every digital publisher is responsible to undertake. You have created a false narrative, maligning my good name, and unilaterally held me guilty in the court of public opinion.

Being an industry veteran, and an influencer/reviewer, you are fully aware of the industry's functioning and ecosystem. There is no gainsaying that you yourself have collaborated with numerous brands and digital marketing campaigns, including with my company. Despite this, on behalf of my company and myself, I would want to clarify certain facts:

1. As you are well aware, the consumer technology spectrum is extremely vast. My company and I only work with a few brands on a project-to-project basis. This is far from being an "oligopoly". Additionally, there are more than 25 agencies which are working with such consumer technology brands. Therefore, any allegation of us controlling the market is completely baseless and incorrect.

2. We are also a start-up brand that has built itself from the ground up. You are well-aware that like any other line of advertising, brands invite pitches and award projects only after a complete due diligence process. This is not dependent on one person, brand manager, influencer agent etc. The very presence of all these checks and balances ensures that no corruption or scam is possible. No brand works with any person for inflated rates and inferior services. Your videos has maligned the whole industry and all stakeholders in one fell swoop, without any justification or basis.
3. Speaking for myself and my company, we have never threatened any influencer or brand or controlled their devices or campaigns. The email only contains wild allegations in this regard. You are also well-aware that we run further an aggregator intermediary platform that connects brands with influencers. All influencers exercise their individual creative choices
4. We are a data-driven influencer marketing agency and influencers or brands working with us are independent in their creative choices. All material connections are fairly disclosed. You have admitted that this is done in compliance with ASCI guidelines. While you may differ from ASCI guidelines, but mere compliance therewith cannot be called a scam.
5. The allegations mentioned in the email are completely incorrect. The email has been sent merely for commercial gains with the intent of damaging reputation of the people.

My above thoughts are merely illustrative and preliminary. I hope these itself compel you to take a pause and realise that the video is misconceived and ought to be taken down. In order to put a quietus to the matter, please exclude me and company from your video. I also hope that you will not put up any further video based on surmises and conjectures.

Please feel free to reach out for any further clarification and I hope to see a positive result in due course.

Regards
Govind Mahadevan
Founder & CEO at [LWT](#)
Email: Govind@lookwhostalking.co.in