

KOYILA

BRAND COLLABORATION

ABOUT KOYILA

“KOYILA” is a retro themed musical directed by **Vinay Shanmukh**, under **Vijai Bulganin**. Musical featuring **Alekhya Harika**.





VINAY SHANMUKH

DIRECTION - EDITING - DI

YOUTUBE INSIGHTS

- [@vinayshanmukh447](https://www.youtube.com/@vinayshanmukh447)
- 867K subscribers
- 477 videos
- 538,032,044 views

INSTAGRAM INSIGHTS

- [@vinayshanmukh](https://www.instagram.com/vinayshanmukh/)
- 443K followers



ALEKHYA HARIKA

CREATOR

YOUTUBE INSIGHTS

- [@dhethadi](#)
- 2.11M subscribers
- 1,102 videos
- 627,835,348 views

INSTAGRAM INSIGHTS

- [@alekhyaharika](#)
- 1.6M followers

VINAY SHANMUKH X VIJAI BULGANIN



Thattukoledhey

95M views



Chustu Chustune Rojulu Gadiche

88M views



Vellake

50M views



Yemaiundacho

42M views

PREVIOUS INTEGRATIONS



KOYILA X TROO
GOOD

INTEGRATION PROPOSAL

We propose a brand integration within **KOYILA** video song leveraging **TROO GOOD's** identity through :

- Product placement in music video.
- Website link in description



THANK YOU
