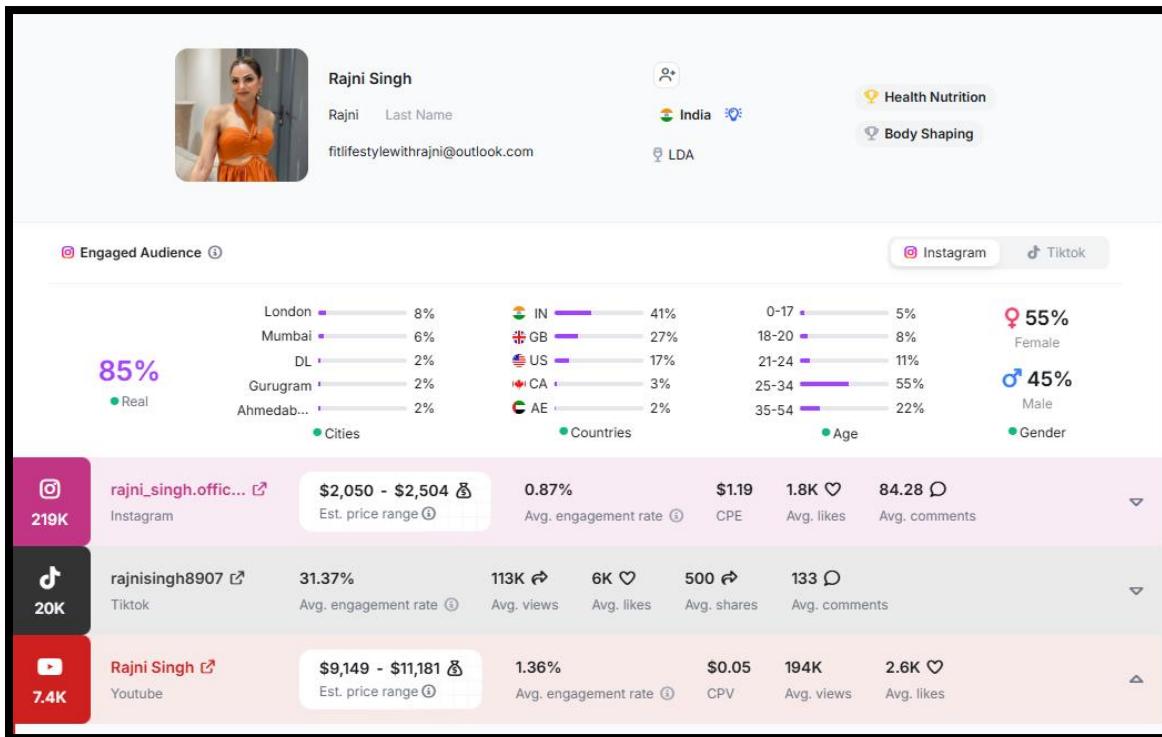


# Influencer marketing plan for Amul Probiotic Yogurt – For a Healthy Lifestyle

## I. Influencer Screenshots:





**Shweta | SugarSpiceNice**

Shweta Last Name  
sugarspiceniceindia@gmail.com

Lead | India | Food | Tea | LDA

Responds within 6 hours

**Engaged Audience**

**84%** Real

Cities	IN	US	AE	GB	CA	0-17	18-20	21-24	25-34	35-54
Mumbai	18%	54%	20%	4%	2%	2%	5%	8%	63%	22%
Pune	4%	—	—	—	—	—	—	—	—	—
New Delhi	3%	—	—	—	—	—	—	—	—	—
Bengaluru	3%	—	—	—	—	—	—	—	—	—
Dubai	2%	—	—	—	—	—	—	—	—	—

**Countries**

**Age**

**Gender**

**Social Media Metrics**

- Instagram:** 27K followers, \$346 - \$422 CPE, 0.56% engagement rate, 141 likes, 6.9 comments
- Tiktok:** 19K followers, — Avg. engagement rate, — Avg. views, — Avg. likes, — Avg. shares, — Avg. comments
- Youtube:** 366K subscribers, \$1,310 - \$1,600 CPV, 2.28% engagement rate, 14K avg. views, 318 avg. likes



**Rujuta Diwekar**

Rujuta Last Name  
mitahar@gmail.com

Lead | India | Health Nutrition | Ayurveda | LDA

**Engaged Audience**

**90%** Real

Cities	IN	US	GB	AE	AU	0-17	18-20	21-24	25-34	35-54
Mumbai	18%	67%	—	—	—	4%	4%	14%	49%	28%
Bengaluru	5%	14%	—	—	—	—	—	—	—	—
Pune	5%	3%	—	—	—	—	—	—	—	—
Dubai	2%	—	—	—	—	—	—	—	—	—
New Delhi	2%	—	—	—	—	—	—	—	—	—

**Countries**

**Age**

**Gender**

**Social Media Metrics**

- Instagram:** 1.8M followers, \$16,482 - \$20,144 CPE, 0.67% engagement rate, 12K likes, 199 comments
- Youtube:** 1.1M subscribers, \$5,729 - \$7,001 CPV, 3.01% engagement rate, 100K avg. views, 3K avg. likes

Channels Email Notes Profile



**Yasmin Karachiwala**  
Yasmin Last Name  
aashvi@the-median.com

Lead India LDA

Fitness Dance Fitness Fitness Coaching

**Engaged Audience**

**86%** Real

Cities	Percentage
Mumbai	14%
New Delhi	4%
Bengaluru	2%
Dubai	2%
Pune	2%

Countries	Percentage
IN	56%
US	18%
AE	3%
GB	3%
PK	2%

Age	Percentage
0-17	5%
18-20	3%
21-24	9%
25-34	62%
35-54	20%

**Gender**

Female 50% Male 50%

**Instagram**  
1.1M Est. price range \$10,152 - \$12,406 Avg. engagement rate 0.59% CPE \$1.69 Avg. likes 6.6K Avg. comments 69.89

**Youtube**  
127K Est. price range \$869 - \$1,061 Avg. engagement rate 2.76% CPV \$0.15 Avg. views 6.3K Avg. likes 173

Channels Email Notes Profile



**Gunjan Shouts**  
Gunjan Last Name  
gunjanshouts@gmail.com

India LDA

Health Nutrition Wellness

**Engaged Audience**

**85%** Real

Cities	Percentage
Mumbai	7%
DL	5%
New Delhi	4%
Gurugram	3%
Bengaluru	3%

Countries	Percentage
IN	76%
US	11%
AE	2%
CA	2%
GB	2%

Age	Percentage
0-17	8%
18-20	9%
21-24	16%
25-34	52%
35-54	16%

**Instagram**  
1.1M Est. price range \$9,619 - \$11,755 Avg. engagement rate 0.68% CPE \$1.47 Avg. likes 7.2K Avg. comments 55.45

**Tiktok**  
3.6M Avg. engagement rate — Avg. views — Avg. likes — Avg. shares — Avg. comments —

**Youtube**  
3M Est. price range \$9,657 - \$11,803 Avg. engagement rate 2.54% CPV \$0.05 Avg. views 211K Avg. likes 5.4K

## 2. Classify Influencers

Influencer Name	Platform	Followers	Niche	Category
Rajni Singh	Instagram	~219K	Health, Nutrition, Body Shaping	Macro
Shweta – SugarSpiceNice	Instagram	~27K	Healthy Recipes, Food & Lifestyle	Micro
Rujuta Diwekar	Instagram	~1.3M	Nutrition, Gut Health, Ayurveda	Mega / Celebrity
Yasmin Karachiwala	Instagram	~1.1M	Fitness, Dance Fitness, Wellness	Macro
GunjanShouts	Instagram	~1M	Lifestyle, Wellness, Nutrition	Macro

## 3. Justify Selection:

### Rajni Singh

Rajni Singh creates content around fitness, nutrition, and body shaping, which aligns well with Amul Probiotic Yogurt's positioning as a healthy lifestyle product. Her audience follows her for diet and wellness guidance, making them receptive to probiotic and digestion-related messaging. With a strong urban Indian follower base, she effectively targets health-conscious adults aged 20–40.

### **Shweta – SugarSpiceNice**

Shweta focuses on home-style and healthy food recipes, making her suitable for integrating Amul Probiotic Yogurt into daily meals. Her audience consists of Indian adults interested in simple, nutritious cooking and lifestyle improvements. This makes her ideal for promoting probiotics as part of everyday food habits rather than as a medical product.

### **Rujuta Diwekar**

Rujuta Diwekar is a well-known nutrition expert whose content emphasizes gut health, traditional Indian diets, and balanced nutrition. Her authority and credibility make her

highly suitable for educating audiences about the benefits of probiotics. Her large Indian follower base includes health-aware adults who trust her dietary recommendations, aligning perfectly with Amul's target audience.

## **Yasmin Karachiwala**

Yasmin Karachiwala promotes fitness, wellness, and an active lifestyle, which complements Amul Probiotic Yogurt's focus on internal health and digestion. Her audience mainly consists of urban adults aged 25–44 who prioritize fitness and healthy food choices. This makes her effective in positioning probiotic yogurt as a part of a balanced, active lifestyle.

## **GunjanShouts**

Gunjan Shouts creates lifestyle and wellness-focused content, appealing to audiences interested in daily health and self-care routines. Amul Probiotic Yogurt fits naturally into her content as a functional food for overall wellness. Her audience includes working professionals and families, aligning well with Amul's target consumers for regular probiotic consumption.

## **4. Draft Outreach Message:**

From  Wednesday Email — EKTA THAKUR

To  Rajni Singh

Cc

Bcc

Subject Collaboration Opportunity with Amul – Probiotic Yogurt

 Jaice Assistant

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Hello Rajni,

We are reaching out on behalf of **Amul**, India's trusted dairy brand. We are launching *Amul Probiotic Yogurt* – For a Healthy Lifestyle and found your fitness and nutrition-focused content highly relevant to our campaign.

We would like to collaborate with you for **1 Instagram Reel + 2 Stories** highlighting the role of probiotics in digestion and overall wellness.

**Proposed Compensation:** ₹20,000

Please let us know your interest and availability.

Warm regards,

Ekta Thakur

Digital Marketing Executive – Amul



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Dec 26, 2025 - 02:41pm

## Brand Collaboration – Amul Probiotic Yogurt

*There are currently no messages in this thread.*

From  Wednesday Email — EKTA THAKUR ▾

To  Shweta | ✨ SugarSpiceNice ✨

Cc

Bcc

Subject Brand Collaboration – Amul Probiotic Yogurt

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Hello Shweta,

Greetings from Amul. We are launching *Amul Probiotic Yogurt – For a Healthy Lifestyle* and love how your content focuses on healthy, home-style recipes.

We would like to collaborate with you to create **1 Instagram Reel + 2 Stories** showcasing simple, gut-friendly recipes using Amul Probiotic Yogurt.

**Proposed Compensation:** ₹15,000

Looking forward to hearing from you.

Best regards,

Ekta Thakur

Digital Marketing Executive – Amul



Dec 26, 2025 - 02:42pm

## Nutrition Collaboration with Amul – Probiotic Yogurt

*There are currently no messages in this thread.*

From  Wednesday Email — EKTA THAKUR ▾

To  Rujuta Diwekar Cc Bcc

Subject Nutrition Collaboration with Amul – Probiotic Yogurt

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Hello Rujuta Ma'am,

We are contacting you on behalf of **Amul** for a potential collaboration on our *Amul Probiotic Yogurt – For a Healthy Lifestyle* campaign. Your expertise in nutrition and gut health aligns strongly with the product's benefits.

We would be honored to collaborate on **1 Instagram Reel + 2 Stories** focused on the importance of probiotics in daily Indian diets.

**Proposed Compensation:** As per discussion (Celebrity Influencer)

We look forward to your response.

Warm regards,

Ekta Thakur  
Digital Marketing Executive – Amul

 Attachment  Jaice Compose  Send 2

Dec 26, 2025 - 02:44pm

## Fitness & Wellness Collaboration – Amul

*There are currently no messages in this thread.*

From  Wednesday Email — EKTA THAKUR ▾

To  Yasmin Karachiwala Cc Bcc

Subject Fitness & Wellness Collaboration – Amul

 Jaice Assistant ▾     Arial ▾ 12px ▾ ...

Hello Yasmin,

We are reaching out from **Amul** regarding a collaboration for *Amul Probiotic Yogurt – For a Healthy Lifestyle*. Your fitness and wellness content makes you a great fit to promote the importance of digestion for an active lifestyle.

We propose a collaboration involving **1 Instagram Reel + 2 Stories** integrating the product into a healthy routine.

**Proposed Compensation:** ₹30,000

Please let us know your interest.  
Best regards,  
Ekta Thakur  
Digital Marketing Executive – Amul

 Attachment 2

 Jaice Compose

 Send

From  Wednesday Email — EKTA THAKUR

To  Gunjan Shouts

Cc

Bcc

Subject Lifestyle Collaboration Opportunity with Amul

 Jaice Assistant

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Hello Gunjan,

Greetings from Amul. We are launching *Amul Probiotic Yogurt – For a Healthy Lifestyle* and believe your lifestyle and wellness-focused content would resonate well with our target audience.

We would love to collaborate with you for **1 Instagram Reel + 2 Stories** highlighting probiotic yogurt as part of everyday wellness.

**Proposed Compensation:** ₹25,000

Looking forward to collaborating with you.

Warm regards,

Ekta Thakur

Digital Marketing Executive – Amul



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