

Bharat - The Neo India



A Report By  ShareChat & 

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Introduction

We acknowledge that India has witnessed a digital revolution in the past few years, becoming the second largest internet user base, only next to China. As the entry barriers reduced with a decline in the cost of data and technology access; the ecosystem evolved to make its way for newer internet users who would prefer to use the internet in Indic languages. Language enablement of social media, increased investments on localized content and introduction of short video platforms led to a paradigm shift – The Rise of Bharat – the Indic first internet users.

With this segment becoming larger, more addressable, and imperative for the growth of brands; it's essential that we dive deeper to understand who they are, what their media preferences are and what influences them to make their choices. As social media remains a key stepping stone for many Indic first

internet users, studying Indic first social media user behavior matters in the current context.

Contrary to the common perception, this group is spread uniformly between big cities and smaller towns and across economic strata. They have an appetite for experimenting with technology and lifestyle products and most importantly – are influenced by several touchpoints on the internet while evaluating and making choices for different categories. To understand the behaviour and profile of the Indic social media users, ShareChat partnered with GroupM commissioning YouGov as their knowledge partner for a primary survey and Kantar as their knowledge partner for Indic language active urban internet users, the finding of which will be of utility for brands, advertisers and for everyone who is keeping an eye on this ever evolving space of internet in India.

Understanding India Vs Bharat

Below is how Bharat and India have been defined by our knowledge partners



India – Social media users who prefer English as their main language for using social media.

Bharat – Social media users who prefer Indic languages as their main language for using social media.



Bharat - Indic language active urban internet users.

Foreword



Ajit Varghese,
Chief Commercial Officer,
ShareChat & Moj

The last two years have been game-changers for the digital and social media ecosystem. While we witnessed significant growth in internet adoption, social media and short video adoption especially from non-metros is 2X of that. Advertisers and publishers echo the same observation in terms of increased transactions and user growth metrics. The next 3 years will be the years to see Bharat shift gears and accelerate this growth not just in terms of user adoption but also in terms of consumption metrics, commerce metrics and driving India's economic growth.

The Indian digital space is on a high growth trajectory with more than approx 800 mn internet users. Today, we are closer than ever to the reality that 1 billion Indians will be online soon. This growth in internet users is also fueling the growth of Indic language users online. While it may seem that this trend is only visible in rural India, almost 50% of urban active internet users are also Indic language users, whom we refer to as Bharat.

It is important to get a deeper understanding of Bharat. This report Bharat - The Neo India, is an attempt to delve deeper into the user behavior, lifestyle choices and interests of Bharat, and also break some common myths associated with the persona of this non-metro, language-first internet user. This report reveals that contrary to popular belief, Bharat is affluent and digitally savvy.

The ease of using Indic languages online has translated into Bharat's adoption of social media – from content discovery to influencing buying decisions, and finally, enabling a purchase, social media is fast becoming Bharat's social commerce companion. User-generated content also finds a ready acceptance in Bharat, on the back of local and micro influencers creating highly engaging content as they communicate in Indic languages to the end consumers.

Bharat audience is no longer just about being labeled as 'potential audience' or 'untapped potential.' It is the current growth frontier and can be tapped in many different ways. Moreover, given its affluence and aspirations, it would be a missed opportunity for brands to overlook this prolific market. This report attempts to highlight the potential of Bharat, which will enable marketers to make informed decisions to drive business growth.

Foreword



Prasanth Kumar,
CEO, GroupM
South Asia

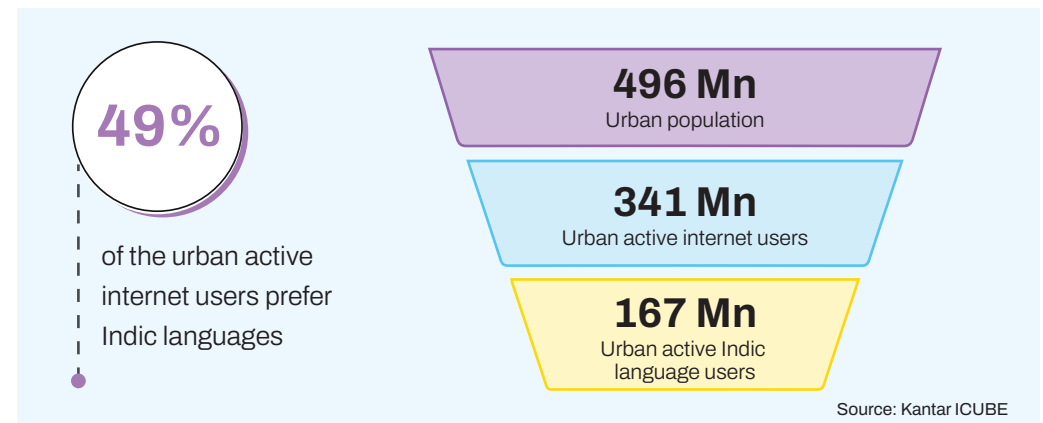
India is a country that is witnessing a massive change in its digital ecosystem. Social media usage, consumption, and online behaviour have revolutionized the word 'internet' for us. The power of digital, the power of the internet, and the power of language have changed India's usage and consumption habits.

Not only the urban consumer but even the rural consumer has an increased purchase and consumption habit. We are a country full of curious and loyal consumers. Words like data, the internet, social media, social commerce, brands, television, smartphones, have changed the world for us. This change is not only across cities but across various pop strata. Our country is diverse and has Indic languages across the region. Consumers in the country are fragmented and display their own sets of consumer behaviour traits bringing their own set of challenges and opportunities. It is India and Bharat both, that is seeing an enormous development in various walks of life.

India and Bharat today are highly influenced by the world on the internet and are continuing to see a great appetite for the online world. This report is a great treasure to understand where and how India and Bharat are progressing and how brands and marketers can see an opportunity to reach out to Bharat. GroupM is delighted to have partnered with ShareChat for this insightful report and we are certain that this will benefit maximum brands by helping them strategize their marketing plans.

Rise Of Bharat

India is home to 22 official languages and several dialects and as more Indians go digital their preference to Indic languages for online engagement is inevitable.



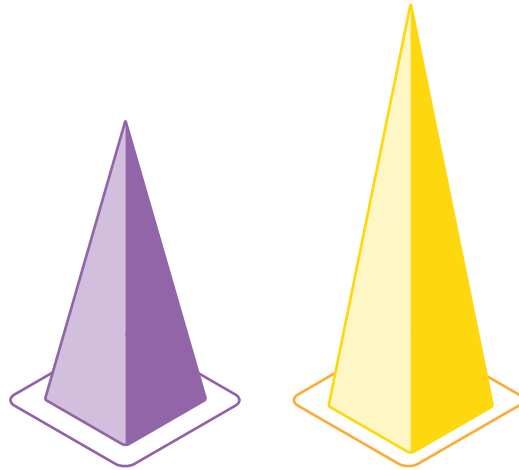
As brands accelerate their outreach to the audience that prefers Indic language, they need to understand how this consumer, referred to here as Bharat compares to the overall urban active internet user.

Preference for Indic language grows as we move away from the top metros

Bharat on Social Media

39%
Metros

53%
Non Metros



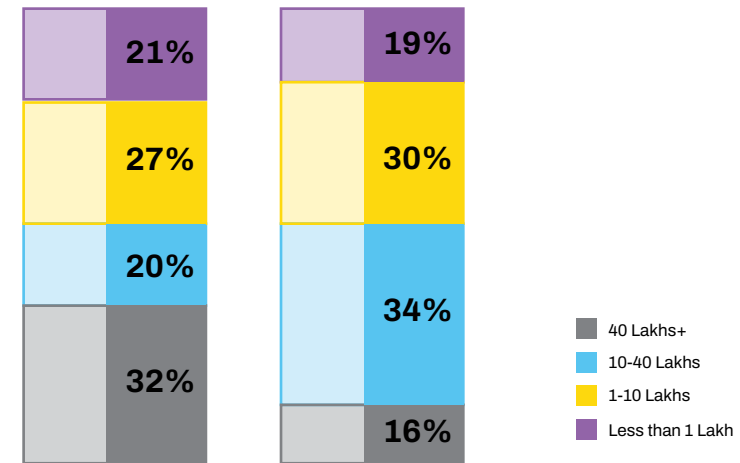
Source: YouGov Study for ShareChat, Dec 2021.

Mohalla Tech Private Limited claim based on research conducted by YouGov, [3432, Male:Female::65:35, NCCS A:B::81:19]

Non-metros are quickly overtaking metros as centres of fast growth. Rising income levels, a younger population, higher crop prices, consistently favourable monsoons and increasing internet penetration are collectively fuelling this accelerated growth.²³

Strong presence in towns in the middle of the population spectrum

India has over 450 towns with population between 1 Lakh to 40 Lakhs⁴. These towns are in the middle of the population range and have the highest concentration of Bharat.

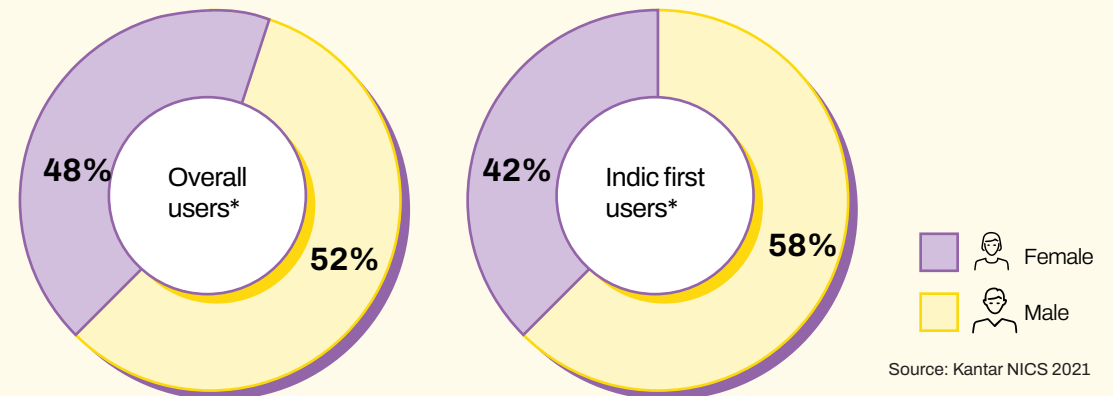


Source: Kantar NICS 2021.

Town Class

Bharat has a higher male skew

Males make up for 3 out of 5 users, occupying a larger proportion in Bharat.



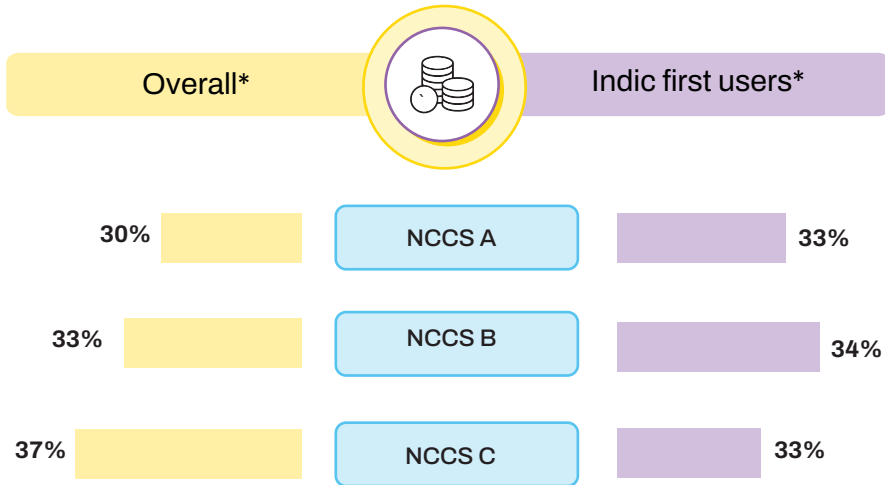
Source: Kantar NICS 2021.

²<https://www.thehindubusinessline.com> ³economicstimes.indiatimes.com ⁴Census 2011

*Overall = Urban active internet users. Indic first users = Urban active Indic first internet users

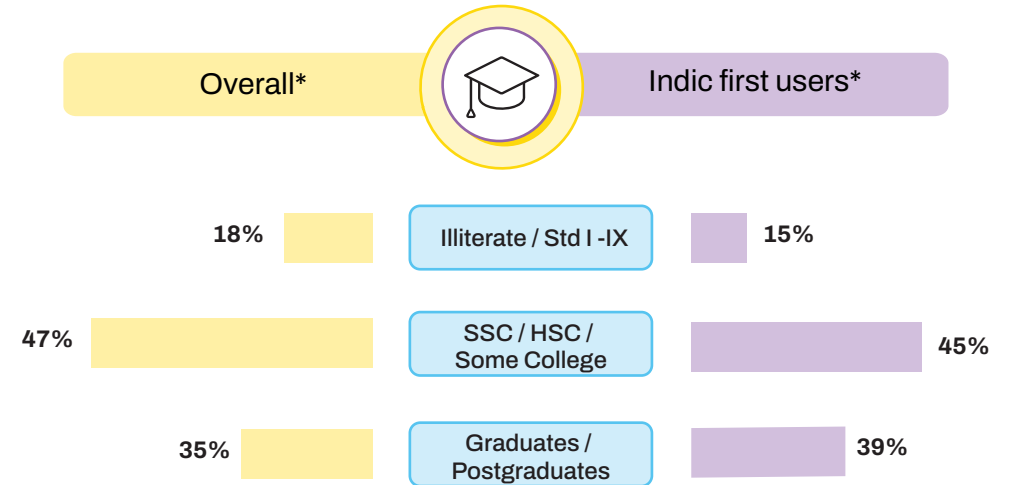
Bharat is affluent and educated

Affluence segments of Bharat as compared to overall internet users



Source: Kantar NICS 2021

Bharat internet users are over-indexing on education than overall internet users



Source: Kantar NICS 2021

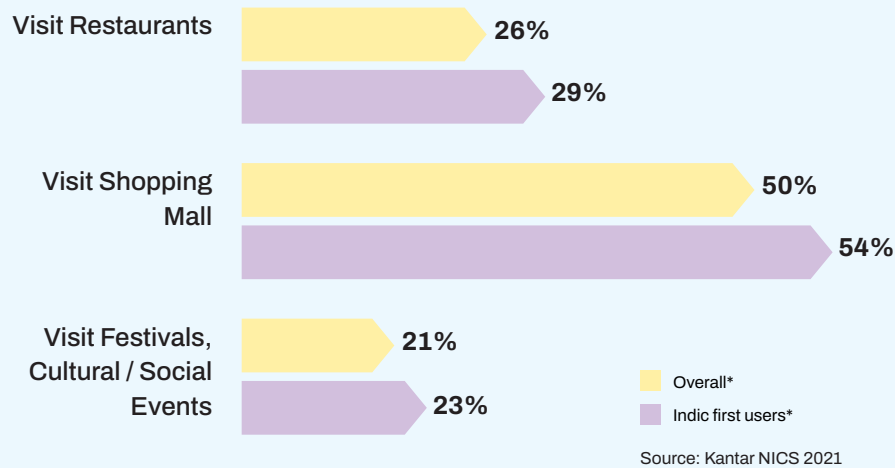


*Overall = Urban active internet users. Indic first users = Urban active Indic first internet users

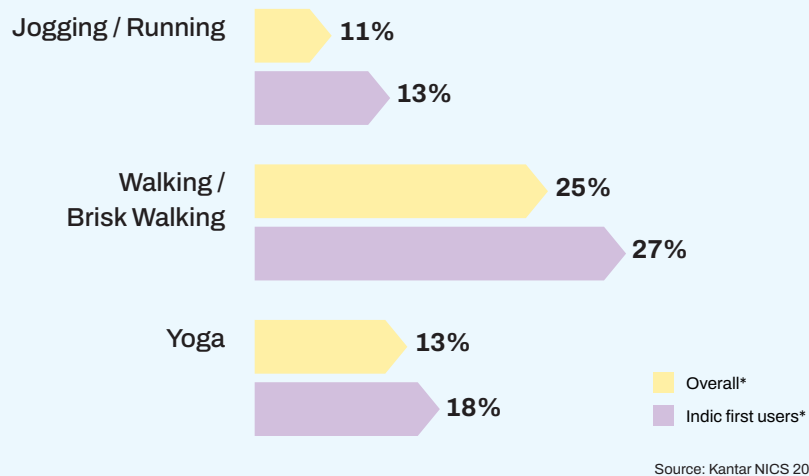
Bharat depicts similar leisure & fitness preferences as overall internet users

Bharat's choices in leisure activities are similar to those of India.

Leisure activities: Bharat vs overall internet users



Fitness activities: Bharat vs overall internet users



*Overall = Urban active internet users . Indic first users = Urban active Indic first internet users

Bharat is brand aware and brand loyal

Bharat exhibits a stronger loyalty to brands it prefers. It is also more socially conscious when buying products and services.

Indic first users indexed to urban active internet users



Source: Kantar NICS 2021

Decoding the behavioural patterns of Bharat

Data reveals how a one-size-fits-all approach could prove to be a fallacy when engaging with consumers who prefer Indic languages on social media, or as we call them 'Bharat'. This is because the audience is unique in behaviour; further, the nuances within this consumer base also change depending on where they hail from. Studying these consumers closely offers marketers key inputs to sharpen their engagement strategies.



From entertainment to information, Bharat is moving online

Bharat, just like its India counterparts, turns to the online medium for its entertainment, shopping, and food. With increasing digital penetration and accessibility of services even in remote corners, Bharat is mirroring India in its online behaviour.

Top online activities that keep Bharat and India engaged

	INDIA	BHARAT
Listening to music	61%	37%
Shopping online	54%	36%
Streaming free videos / Movies	53%	33%
Watching / Reading the news	49%	30%
Ordering food	42%	24%
Streaming on subscription based websites / Apps	40%	24%
Learning about something new	38%	25%

Source: YouGov Study for ShareChat, Dec 2021

Mohalla Tech Private Limited claim based on research conducted by YouGov, [3432, Male:Female::65:35, NCCS A:B::81:19]

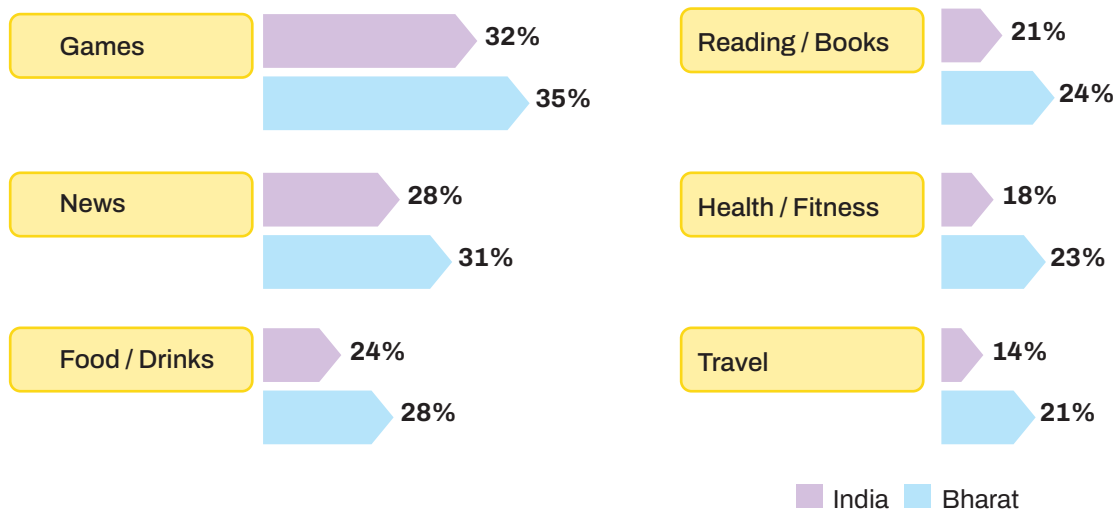
Wading through the sea of apps

While social media, music, entertainment, and shopping are the most used in both Bharat and India, Bharat shows more affinity for news, food and drinks, health and fitness, and travel apps than India.

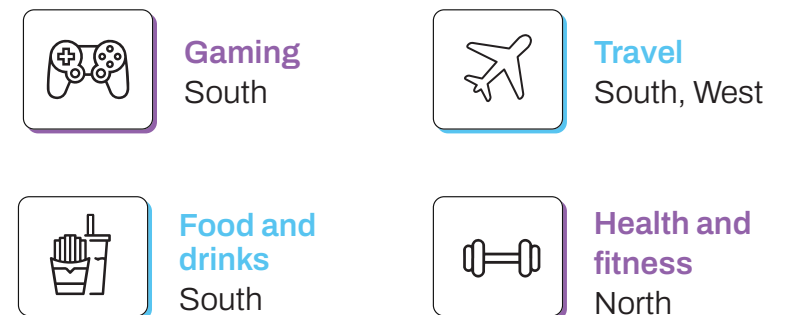
Most engaged app categories across Bharat and India



Bharat shows higher affinity across key categories



Different regions embrace different apps

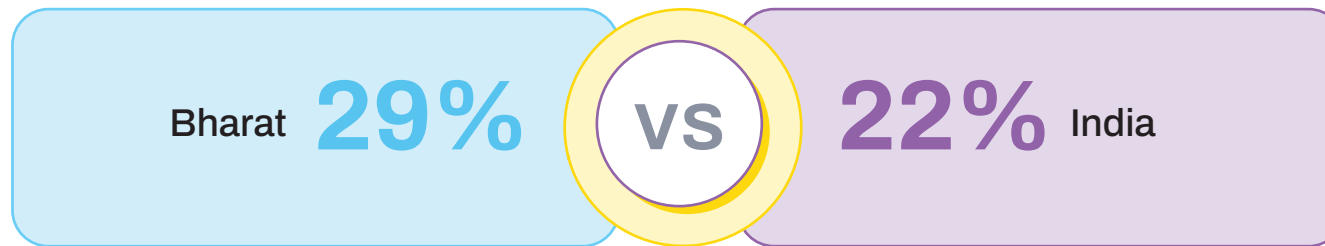


In certain categories, Bharat drives higher engagement and traction.

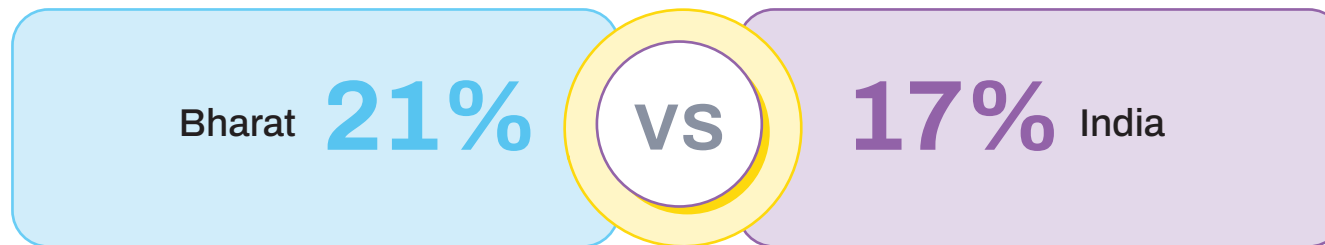
Social media - A platform to express Bharat's emotions

Bharat is more open to expressing online. Bharat tends to create and share more content on social media compared to India.

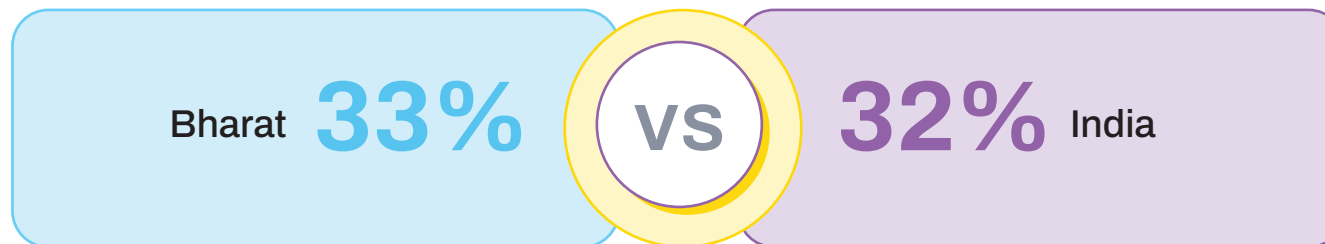
Social media activity



Posts content **at least once a day**



Posts content **4-5 times a week**

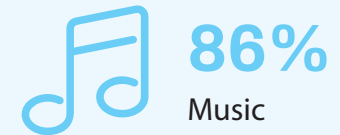


Shares content **at least once a day**



Entertainment is one of the top content categories

Comedy and Music are preferred genres.



Source: ShareChat Consumption, 2021

Social media gives wings to Bharat's buying aspirations

Even in Bharat, social media scores high as the influencer for buying decisions.

Top three influencers



Source: YouGov Study for ShareChat, Dec 2021

Mohalla Tech Private Limited claim based on research conducted by YouGov, [3432, Male:Female::65:35, NCCS A:B::81:19]



Bharat's Digital Presence: Myths v/s Reality



There are many misconceptions around Bharat amongst marketers. The most common ones: Bharat has a lower spending power, lesser propensity to purchase gadgets or make big-ticket travel purchases, and an aversion to using modern payment techniques. However, research reveals that most of these are unfounded. In reality the lifestyle and aspirations of Bharat have a significant overlap with those of India.

Myth 1: Bharat spends lesser than India

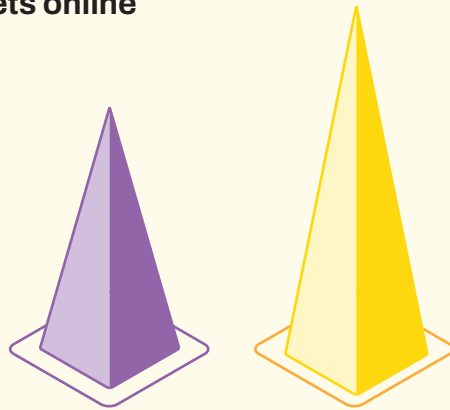
Bharat indulges in online retail therapy

Like India, Bharat spends heavily on gadgets and clothing & accessories. Bharat is increasingly buying gadgets online, with this percentage growing year-on-year.

% of Bharat that bought gadgets online

37%
2020*

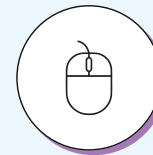
46%
2021



Where Bharat spends its money

Another indicator of Bharat's willingness to spend is its consumption of key categories online.

Snapshot of top consumption categories by Bharat



Gadgets



Travel bookings



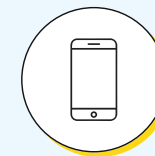
Food



Beauty and skincare



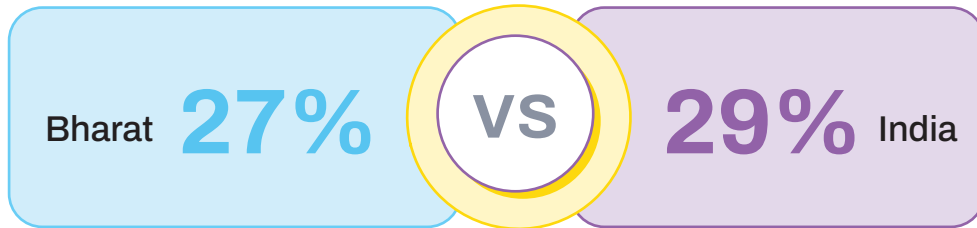
Clothing and accessories



Electronic goods

Bharat is catching up with India in paid subscriptions

Percentage of consumers using paid video streaming services daily



Source: YouGovStudy for ShareChat, Dec 2021

Mohalla Tech Private Limited claim based on research conducted by YouGov, [3432, Male:Female::65:35, NCCS A:B::81:19]



Reality:

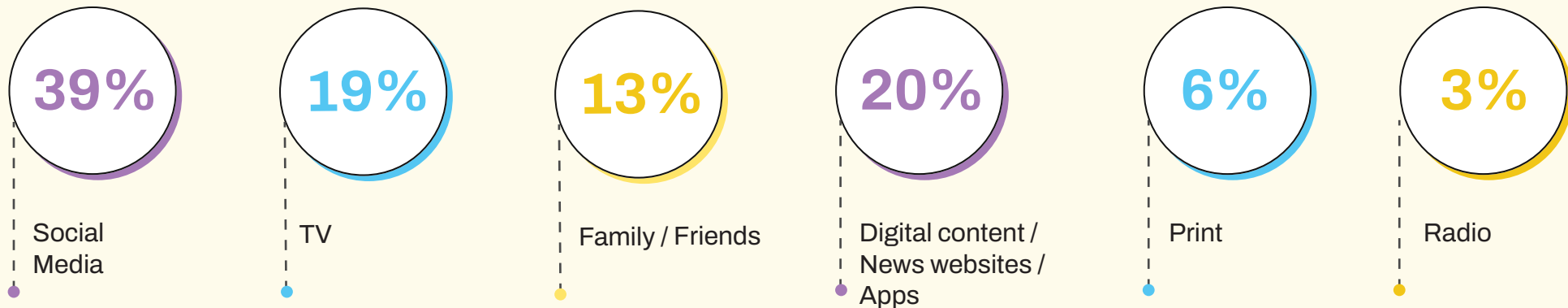
Contrary to popular assumption, Bharat is not less affluent compared to India and is willing to spend a sizable portion of its income on making lifestyle purchases.

Myth 2: Offline still rules in Bharat

Staying updated with social media

Bharat uses social media as its primary news consumption platform, and prefers it more than both print and TV combined.

Top 5 sources for Bharat to stay updated with news and latest events



Source: YouGov Study for ShareChat, Dec 2021

Mohalla Tech Private Limited claim based on research conducted by YouGov, [3432, Male:Female::65:35, NCCS A:B::81:19]

Bharat is adopting new technologies that aid convenience

26% of Bharat prefers to use voice search compared to 15% of India.

Tier 1 and 2 cities are primarily driving the adoption of voice search.

Source: YouGov Study for ShareChat, Dec 2021



Video streaming rules the roost

Like India, a larger percentage of Bharat streams free video online daily than watch TV daily.

Snapshot of top sources of daily content consumption

	INDIA	BHARAT
Free Video Streaming	62%	50%
TV	51%	47%
Print	36%	35%
Streaming Audio	35%	32%
Paid Video Streaming	29%	27%
Radio	16%	23%

Source: YouGov Study for ShareChat, Dec 2021

Mohalla Tech Private Limited claim based on research conducted by YouGov, [3244, Male:Female::65:35, NCCS A:B::81:19]



Reality:

Bharat has evidently mastered the use of the internet. Social media is an indispensable part of its life. Social media not just helps Bharat to get updated with the latest news but even influences its buying behaviour.

Myth 3: Bharat is traditional about its payment methods and investments

Whether it's how it shops or what it invests in, Bharat is anything but traditional. It is adept at using UPI for transactions and, in fact, has a lead over India in terms of net-banking and credit cards usage. UPI is also the most preferred mode of payment for Bharat for online shopping.

Payment modes used multiple times a week

	INDIA	BHARAT
Cash	67%	60%
UPI	65%	56%
Mobile Wallet	56%	49%
Mobile Banking	44%	44%
Net Banking	36%	41%
Credit card	35%	38%
Debit card	33%	27%

India Bharat

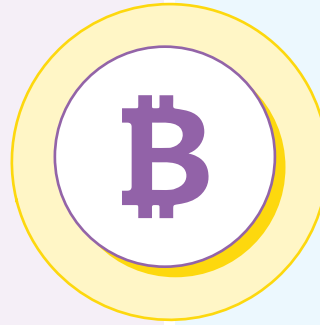
Source: YouGov Study for ShareChat, Dec 2021

Mohalla Tech Private Limited claim based on research conducted by YouGov, [3432, Male:Female::65:35, NCCS A:B::81:19]



Bharat's investment portfolio

Bharat is savvy about its financial investments. While preferring to invest in mutual funds over traditionally 'safe' options like fixed deposits, Bharat has already diversified its portfolio with new, dynamic investments like cryptocurrency.



1 in 5 from Bharat invests in Cryptocurrency

Low barriers to usage, combined with increasing digital penetration and ease of investing seem to have pushed this new investment avenue to Bharat.

Snapshot of top investments currently owned

	INDIA	BHARAT		INDIA	BHARAT
Mutual Funds	49%	47%	E-gold	16%	17%
Fixed deposit (including recurring deposit)	52%	41%	PPF	17%	14%
Insurance	56%	45%	NPS/NSC	11%	12%
Cryptocurrency	24%	21%	ULIP	10%	12%
Direct Stocks	19%	17%	Bonds	12%	15%

Source: YouGov Study for ShareChat, Dec 2021

Mohalla Tech Private Limited claim based on research conducted by YouGov, [3432, Male:Female::65:35, NCCS A:B::81:19]

Bharat is ahead of India when it comes to investing in ULIP, bonds, and e-gold, clearly indicating their underlying appetite for diverse investments.



Reality:

Bharat has embraced modern payment methods as well as new-age investment instruments.

Key Findings

Bharat is affluent and digitally savvy

Bharat is over-indexed on NCCS A & higher education compared to the overall urban active internet user

Bharat is savvy with investments with exposure to Mutual Funds, E-Gold, Stocks & Cryptocurrency

Bharat shows high propensity to pay for online content with 27% using paid video streaming daily

Bharat is increasingly adopting modern payment methods with 56% using UPI and 49% using mobile wallets multiple times a week

Bharat is increasingly shopping online with 46% buying gadgets online in 2021. Other categories like travel bookings, food, clothing and accessories, beauty and skincare are also popular

Social media is one of the top influencers in making purchase decisions for Bharat

Bharat prefers social media over TV for news consumption

Bharat shows higher active engagement online than India when it comes to sharing and posting content on social media

A larger percentage of Bharat streams free video online daily than watch TV daily

Addressing Bharat – A Checklist

As established in the study, Bharat is distinctively different from its Indian counterpart in behaviour & preferences. When planning for Bharat one should have a holistic approach which is beyond reach and should look at aspects of engagement with content. It is also imperative to add commerce as an integral part of all brand engagements with Bharat. In the sea of media today, to create impact a brand also needs to stand out with innovations that drive tangible business outcomes.

In the section below are some aspects of how brands should look at each of these elements when planning to address Bharat.



Create campaigns that connect with Bharat



Speak in their language

When it comes to designing campaigns, it's important to respect the target audience's preferences as Bharat is language-heavy in its internet and media consumption. Instead of simply translating the material, brands must create inclusive, impactful assets to build relatable experiences so users can interact with the brand in a way that is natural and familiar. Brands can connect better with their current users and new audiences when they speak the same language by using Indic-language ads and accommodating their preferences with language enabled landing pages.



Respect cultural nuances

As evident in the study, Bharat is diverse and different regions display their own sets of behaviour & traits. Local may mean different things to different people, hence it is important to understand the context — from their city and languages to their community and interests. The mantra is not just to broadcast the campaign but to customize the campaign for specific regions. Brands must weave each region's peculiarities and cultural uniqueness into their communication. For example, as we observed that audiences in UP have a higher affinity towards news apps whereas audiences in AP have higher affinity to regional social platforms, hence content and media choices should be made accordingly.

Tapping into regional insights, we must identify variations of regional internet behaviour to define high value cohorts and utilize the same for precision targeting. Choosing the right platforms, targeting parameters, user journey and end actions customized for the region can drive best results.



Be consistent

As regional social media remains a key touch point, it's important for the brand to activate at a regional /hyperlocal level. Creating content that reflects the audience's passion points and that leverages regional micro-influencers would nurture brand love.

Dynamic creative optimization for paid digital push and co creation with partner platforms to utilize regional nuances seamlessly would help accelerate engagements with incremental returns.

Choose the right platform

Depending on the life stage of the brand and on the campaign objectives; right regional platform must be selected based on their capabilities.



Content and Influencers

Regional influencers on social media can educate the audience about the brand and product differentiation and such stories coming from relatable faces can be seen as proof of brand promise. Brands must plan for a continuum of regional social content, by getting on board local influencers / online personalities, this would also give a boost to UGC based content and create more meaningful conversations around the brand. Channelizing social media content to drive online shopping experiences should be looked at as a top priority to drive a seamless user experience.



Paid push for salience

As video is the most consumed format for Bharat, creating custom video edits in languages and presence on regional OTT and social video feeds can help drive discovery and frequency augmentation. With the emergence of short video platforms, brands have an opportunity to constantly seed snackable regional content customized to local flavours. Newer upcoming formats such as voice based ads, ASMR provide a canvas for continual storytelling.



Commerce

With the growth of Indic first users on the Internet, more audiences in the market for several categories are researching for their imminent purchases online in regional languages. Hence, simple upgrades can be made to address active prospects such as capping language search terms in search marketing and creating Indic commerce ads with product USPs that matter more to different regions.

As this segment is key for the growth of many brands, content to commerce interventions on regional social platforms can now help cap impulse purchases and the regional influencer push can help drive trials and transactions for the brands.

Measure what matters

As the campaigns are designed, the right KPIs must be chosen to get the best measure of attainment. With evolution of language enabled environments and programmatic buying, most brands addressing Bharat can now plan for all the objectives through the funnel, ranging from reach & frequency through transactions on social commerce.



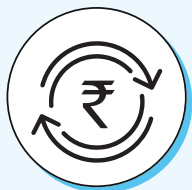
Brand awareness

Brand lift studies can help advertisers understand the impact of their campaigns, on-target reach or OTRs serve as an important base metric for the potential success. In addition to reach, click-through and view-through rates continue to be important metrics for measuring resonance with the campaign communication.



Engagement

Engagements driven by the content, shares and conversations and positive WOM driven are the key measures of success. Brands are increasingly monitoring the potential virality or incremental reach through content shares, which could be the measure of earned media. Social media platforms that provide active avenues for content sharing at a regional level will become even more critical in brands' media strategy.



Conversion

With lower funnel metrics such as click to visit or app installs, brands can measure how their campaigns are performing on business KPIs. Platforms are increasingly working towards enabling a full funnel content to commerce view, which could help optimize key objectives.

As each brand presents with a unique problem statement, the dynamic ecosystem provides with a range of permutations and combinations which can be adjusted with each run to strike the best spot and find out the best solution for the business. What remains important to note is that with the emergence of Bharat, there is a need to be experimentative and open to the local facets and colours of Indian internet.

ShareChat – The Torchbearer For Bharat

More brands are looking to nurture long-term relationships with Bharat, now considered a formidable force within the country's consumer landscape. However, brands need to be where Bharat is if they want to successfully tap into these next drivers of growth. Given the strong preference for Indic languages, it's critical for brands to identify such language - first platforms that are engaging Bharat at scale.



Bharat's preferred social media destination



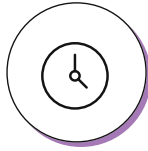
180 Mn

Monthly active users



92 Bn+

Monthly video views



31 mins

Average daily time spent by users

Source: ShareChat Consumption, 2021.

ShareChat users are active social media users who access social media at least once a day.

% of users active on social media

At least once a day

97%

100%

■ Total Users ■ ShareChat Users

Entertainment is top-of-mind for ShareChat users

ShareChat's users love entertainment – movies, songs, trailers or scenes – in sync with the average social media consumer.

Most active genres for ShareChat users



News



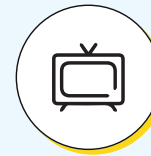
Pranks / Comedy



Education



Food / cookery



TV / web series



Online shopping

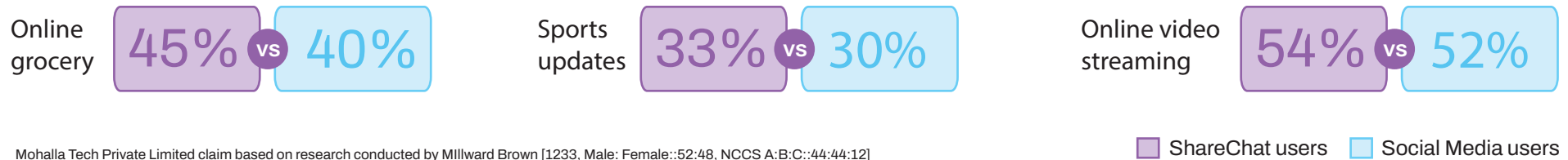


Entertainment / Movies / Songs / Trailers / Scenes

Apps that keep ShareChat users engrossed

ShareChat users are equally active on app categories such as online grocery shopping, sports updates and online video streaming as social media users in general.

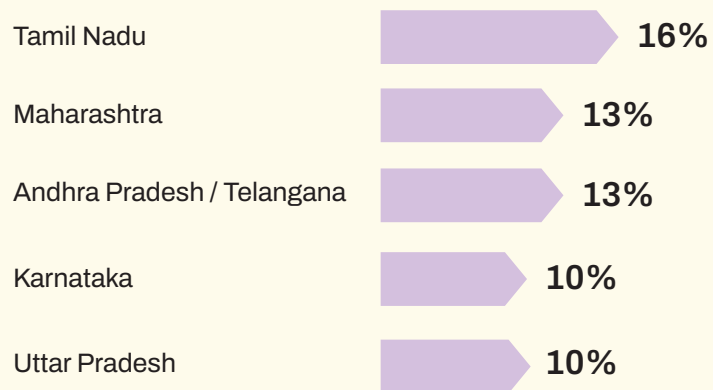
ShareChat users vs social media users



Driving engagements across the nation

ShareChat finds a ready acceptance throughout India.

Top states for ShareChat



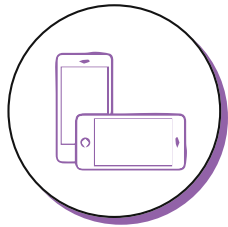
Sharechat is a great platform to reach Indic language users with interactive and immersive creative formats. Airtel used the platform to target vernacular users and was able to deliver far higher engagement rates across their campaigns.

Archana Aggarwal,
VP - Media, Airtel



A video is worth billions of views

Bharat is hooked to videos on ShareChat. This is evident from how users generated a massive 1000 Bn+ views in 2021. Videos especially see a remarkable uptick during festivals and major events.



ShareChat TV (SCTV) allows users to enjoy longer-duration videos > 2 mins. It brings users and influencers a lot closer as it enables the discovery of clips, shows, and vlogs from users' favourite creators. Available in six languages, SCTV features News, Sports, and Entertainment - thus covering the major video consumption categories online.

Bharat has embraced SCTV's longer-video offerings

Monthly Video Views **2 Bn** and growing



To ensure realme gets maximum reach, ShareChat was roped in as our partner looking at their high reach & affinity amongst the TG and communicating to users in their local language. A wide variety of content was created which resonated well with the core TG. This helped realme getting 1% CTR and 30% lower CPM during festive sale. The vernacular communication drove effective search intent towards the brand and product.

Manish Rana,
Head Media Buying and
Performance Specialist,
realme

realme

Donning the creative hat

ShareChat's rich User Generated Content (UGC) highlights how the network brings out the creative side of Bharat. Users are particularly creative during festive times, mostly while wishing their dear ones.

32 Mn+ Creator Community

75 Mn+ UGC creations a month

Source: ShareChat Consumption, 2021



While the mass media did a brilliant job of campaign awareness, ShareChat played a very crucial role in building consumer engagement for the two new flavors of Kurkure. We received a tremendous response with over 5000+ UGC. The language feature of ShareChat helped Kurkure engage with the audience in their own native language and thus drove a strong affinity for the brand.

Avinash Choudhary,
Associate Director,
Customer Marketing,
PepsiCo Beverages



Connecting with Live Audio Chatrooms



ShareChat Chatrooms is a live audio-based platform for users to form social connections. Users join Chatrooms based on their interests and have engaging conversations that often lead to lasting friendships. The ability to send virtual gifts to fellow participants enhances the interactive experience and translates into stronger bonds. A notable aspect of ShareChat Chatrooms is its massive scale. With over 3 lakh users tuning in for a single session and a peak concurrency of over 1 lakh users*, ShareChat Chatrooms is arguably India's largest live audio interaction platform.

Source: Shikhar Dhawan Live audio session, October 2021

B-town superstar Akshay Kumar leveraged ShareChat Chatroom and interacted with fans to promote his movie "Bell Bottom".



150 K+

Total Users

50 K+

Peak Concurrent Users

Cricketer Shikhar Dhawan joined ShareChat's live audio Chatroom session during the T20 cricket season.



300 K+

Total Users

100 K+

Peak Concurrent Users

Amazon India included 4 Indic languages in its app. The brand partnered with ShareChat Chatrooms to promote the new offerings.

319 K+

Total Users

126 K+

Peak Concurrent Users



amazon.in

आपकी अपनी दुकान बोले
आपकी अपनी जुबान



ShareChat Presents

बना राई का पहाड़
Episode 2
With RJ Abhinav

28th December, 6 - 7 PM



amazon.in

आपकी अपनी दुकान बोले
आपकी अपनी जुबान



ShareChat Presents

बना राई का पहाड़
Episode 1
With Pritam Pyare

27th December, 6 - 7 PM



Success Story



Godrej Expert Rich Creme is enriched with 10x more aloe vera and has a no-ammonia formulation. Its availability in easy-to-use sachets ensures that users can easily apply the colour in the comfort of their homes.

Objective

Through the Durga Pujo campaign on ShareChat, the brand wanted to engage new customers digitally during the festive season.

Brand's Ask

The goal of the campaign strategy was to widen market penetration, particularly to Bharat users.



ShareChat Solutions

Full-screen video ads in Bengali enabled users to conveniently discover the brand. Creator ads in Bengali ensured contextual message delivery through informative videos regarding hair colouring.

Results

6 Mn + impressions

Increase in brand awareness among buyers.



ShareChat became a key partner in getting our brand message across the Bengali-speaking audience. With Indic content through ShareChat, we established a better connection with the audience to make Godrej Expert Rich Crème the go-to-brand to get festive ready.

Pankaj Singh Parihar, VP & Head - Digital & Digital Transformation, GCPL



Success Story



Vivel Neem Oil & Aloe Vera body wash offers 99.9% germ protection besides cleansing pollution-related dirt.



Objective

The brand wanted to break the myths around the adoption and usage of body washes.



Brand's Ask

Vivel wanted to reach out to young Indian users and break the stereotypes that surround body wash usage – that they are time-consuming, consume too much water, and require a loofah.



ShareChat Solutions

Creator ads in Bengali helped users to understand that body washes can be used for a quick bath, without a shower or a loofah.

Interactive web cards helped to engage users and drive click-through rates.



Results

Increase in brand awareness and consideration among the target audience.

0.8 Mn + Impressions on web cards

6.7 Mn + video views on creator ads

69.7% VTR



It was interesting to engage with the ShareChat community. The creator videos enabled a direct connection to enhance the campaign's objective to engage in a conversation to bust category myths and encourage trials. Given that a huge set of creators have come up in the last few months, this was equivalent to channelizing their thought to deliver a specific message. The comprehension of the brand brief and the precision of delivery is commendable.

Jaikishin Chhaproo, ITC spokesperson



Success Story



Fanta, the second-oldest brand of the Coca-Cola company, is a fruit-flavoured soft drink.

Objective

The brand wanted to reach out to the younger Indian audience digitally and drive brand awareness around Holi.

Brand's Ask

Fanta aimed to increase its reach and engagement by leveraging the hype around Holi.



ShareChat Solutions

30 top Indic language creators were engaged to generate original content using the special Fanta lens. 334 K user-generated videos with the hashtag #YeHoliFantaWali.

Results

The views easily surpassed the targeted number of 150 million views. Indic languages helped in driving brand engagement, cross-platform promotion, and brand amplification during Holi.

600 Mn views

334K UGC videos

Success Story



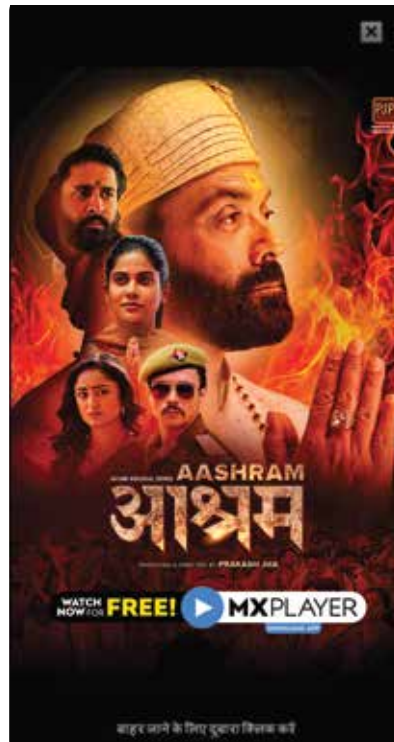
MX Player is an Indian video streaming and video-on-demand platform.

Objective

The brand wanted to create a buzz around the launch of its show, "Aashram", on the day of its release to ensure maximum viewership.

Brand's Ask

MX Player wanted to promote its show, "Aashram", on ShareChat to increase its viewership.



ShareChat Solutions

1-day Roadblock Ads and Banners allowed users to discover "Aashram". The trailer of the show was made available to every user interacting with the app.

Results

The campaign created an incredible impression and garnered a significant viewership for the show.

115 Mn+ views

569 K+ clicks

160 K+ shares

Success Story



Flipkart is an Indian e-commerce marketplace most loved for its special offers and discounts. To end the year 2021 on a happy note the brand launched an end-of-year campaign named “Big Saving Days” positioning it as the last chance for their customers to grab the Best offers of the year 2021.

Objective

Flipkart wanted to maximize its outreach to ShareChat users and create excitement around their 2021 year-end campaign “Big Saving Days.”

Brand's Ask

The brand launched a full-throttle all-India campaign in 6 different languages, making year-end discounts popular. The Marketplace rolled out their best offers and reached out to a large user base on the ShareChat app.



ShareChat Solutions

ShareChat created a sale communication in multiple languages including Hindi, English, Tamil, Telugu, Malayalam, and Kannada. To drive engagement, ShareChat used native banners that allowed quick viewership and engaged millions of users.

Results

32.4 Mn impressions

Methodology

This report is based on two separate researches commissioned by Mohalla Tech Private Limited, conducted by YouGov and Millward Brown Market Research Services India Pvt. Ltd. (a Kantar Group Company) as per the brief provided by Mohalla Tech Private Limited.

Primary Research Methodology

YouGov undertook the primary research to understand the profiling and online usage differences between consumers who interact with social media content in English vs. other Indic languages in India. The study was based on 3,432 online surveys conducted across 17 Indian states to understand their behaviour and usage patterns. Only those respondents who posted/consumed content on social media at least once a week qualified for this study.

Primary research was also undertaken by Millward Brown Market Research Services India Pvt. Ltd. (a Kantar Group Company) to understand the behaviour patterns of the population using social media apps for entertainment in India. The study was based on brand health study findings amongst 1233 respondents, conducted December 2021, amongst 16- 40 year old individuals from NCCS A, B or C who use social media apps for entertainment at least once a week in 11 cities.

Mohalla Tech Private Limited claims based on research conducted by YouGov, [3432, Male: Female::65:35, NCCS A: B::81:19] and Millward Brown Market Research Services India Pvt. Ltd. (a Kantar Group Company) [1233, Male: Female::52:48, NCCS A:B:C::44:44:12]

Knowledge Partners

YouGov

KANTAR

About

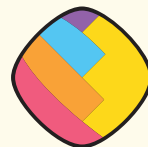


ShareChat is the leading Indian social media platform, with over 180 million monthly active users, that allows users to share their opinions, record their lives and make new friends - all within the comfort of their native language. Spearheading India's internet revolution, ShareChat is changing the way in which the next billion users will interact on the internet. Available on both iOS and Android.

GroupM India is a data-centric, digitally charged marketing services conglomerate. With our six agencies including Wavemaker, MediaCom, Mindshare, mSix, Motivator, Essence, and speciality services, GroupM India gives clients the advantage of global operation and learnings, along with local expertise and market insight. With our investment in data, technology, and diverse talent, GroupM India aims to shape the future and transform challenges into opportunities for our clients.

group^m

Connecting Brands with Bharat



ShareChat



<https://ads.sharechat.com/>



sales@sharechat.co