

Aashram Season 3 sponsorship helping brands across categories reach a mass audience



OBJECTIVE

Drive Brand Awareness and maximise reach amongst the target audience

SOLUTION

India's biggest webshow – Aashram was coming back with its third season and we leveraged it as an opportunity for brands across categories to reach their audience at scale

LEADING TO STELLAR RESULTS

100M Views

Within 32 Hours

1Bn+ Mins

of engagement on single day of show launch

200M Views

Within 2 weeks

5 Brand Sponsors

Across Presenting, Co-Presenting & Special partners

Shows	Reach	Unique viewers (In Million)*
Aashram S3 (Mx Player)	5.51%	20.10
She S2 (Netflix)	2.55%	9.31
Suzhal – The Vortex (Amazon Prime)	1.70%	6.20

No. 1 Show as per Chrome OTT

