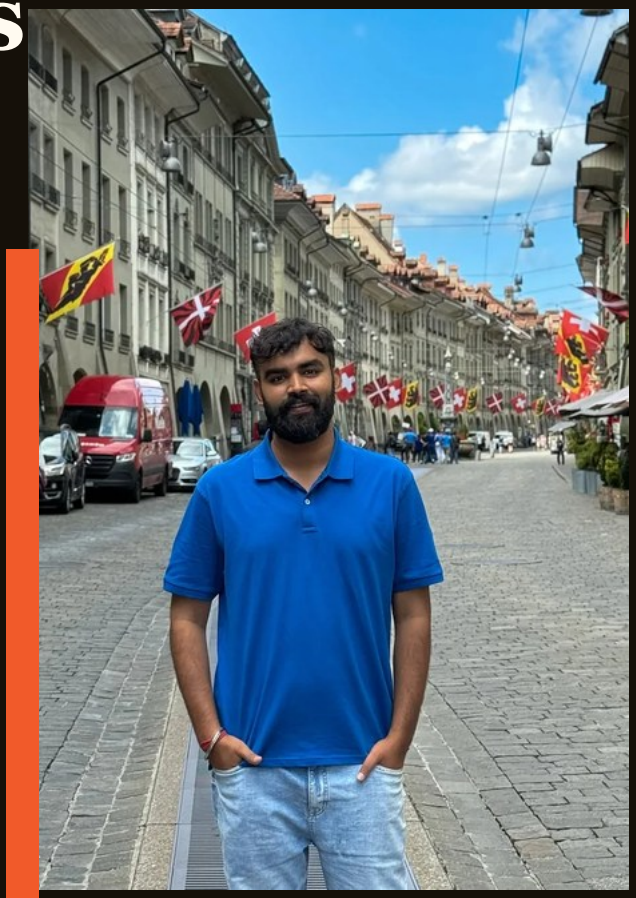
Regional stories *brands belong in.*

Hindi and Chhattisgarhi creator, on-camera host and brand-integration storyteller.



215K+
combined audience

42
paid partnerships

34
documented campaigns

9+
years across media and brands

AVAILABLE ACROSS INDIA

Creator collaborations | Branded reels | Hosting | Regional campaigns

@rjsiddhantcg

rjsiddhant.com/media-kit

Why this audience works *for your brand.*

AUDIENCE

145K Instagram + 70K Facebook

Built organically from zero, with Hindi and Chhattisgarhi content at the centre.

CREATIVE FIT

Content first, brand second

Regional humour, public-interest conversations and relatable integrations designed to feel native.

COMMERCIAL PROOF

42 paid partnerships

34 campaigns across automotive, technology, banking, health, jewellery, lifestyle and real estate.

EXECUTION

9+ years on camera

Radio, digital video, live hosting, creator partnerships and corporate brand communication.

WHAT BRANDS CAN BUY

A regional voice with *national campaign readiness.*

- Short-form branded video and scripted integrations
- Hindi and Chhattisgarhi campaign storytelling
- Founder, expert and public-figure conversations
- Event hosting, launch coverage and live appearances
- Concept, scripting, performance and publishing support

Proof across clear *content categories.*

Top performance, politicians, public figures, celebrities and regional hits. Click any thumbnail to open the original post.



POLITICIANS

712,276 plays 65,456 likes

Bhupesh Baghel interview

OPEN ON INSTAGRAM >



REGIONAL HITS

291.8K likes 1.6K comments

Chhattisgarhiya Wale Party

OPEN ON INSTAGRAM >

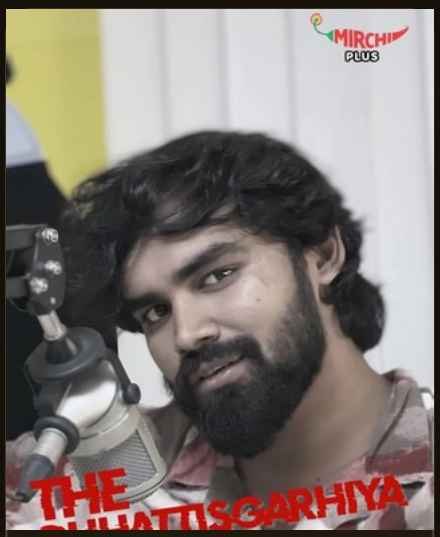


PUBLIC FIGURES

268,143 plays 34,897 likes

IPS Abhishek Pallav feature

OPEN ON INSTAGRAM >



REGIONAL HITS

122.9K likes 662 comments

Chhattisgarhiya Body

OPEN ON INSTAGRAM >



CELEBRITIES

9,498 likes Direct engagement

Ashish Vidyarthi engagement

OPEN ON INSTAGRAM >



ENTERTAINMENT

5,033 likes 37 comments

Lead villain in Suhaag

OPEN ON INSTAGRAM >

Public metrics were verified from the linked posts and can continue to change.

Brand integrations with visible reach.



NISSAN

91K+ public views

Situational showroom integration



JAWA YEZDI

133K+ combined views

Two public reels built around a regional film reference

DOCUMENTED CAMPAIGN ARCHIVE

25 paid posts. 19 carry Instagram's Paid partnership label.

AUTOMOTIVE

Maruti Suzuki, Nissan, Honda, Skoda, Kia, Renault, Jawa Yezdi

TECHNOLOGY

Samsung, Reliance Digital, iNSPiRE Apple Store

FINANCE

HDFC Bank, IndusInd Bank

HEALTH

Horizon Hospital, Ramkrishna CARE

LIFESTYLE

TBZ and regional retail

REAL ESTATE

Launches and on-ground activations

Built around the brief, *not a rate-card template.*

Branded reel

Concept, script, on-camera performance and native integration

Reel + stories

A hero reel supported by sequential story frames

Event hosting

Launch, retail, public and cultural events

Interview format

Founder, expert, customer or public-figure conversation

Regional adaptation

Hindi or Chhattisgarhi concept and performance

Campaign package

Multiple assets, appearances and distribution touchpoints

SIMPLE WORKING PROCESS

01

Brief

Objective, audience, timing, deliverables and mandatory claims

02

Concept

A native angle, script direction and approval path

03

Production

Shoot, edit, brand review and final delivery

04

Publish

Posting, tags, disclosures and agreed reporting

QUOTE INPUTS

Deliverables | timeline | usage rights | exclusivity | location | production needs

Have a campaign worth *making memorable?*

Send the objective, deliverables, timeline, budget range and usage requirements. A tailored quote follows the brief.

REQUEST A QUOTE

rjsiddhantsharma@gmail.com

@rjsiddhantcg

Based in Raipur, Chhattisgarh. Available for campaigns across India.

RECOGNITION

- RJ of the Year, Golden Mikes
- Mirchi Dabang, Top 5 RJs
- Five-time Flamethrower Award
- Media4Child and Immunization Champion
- India's First Creator Fellowship, Nas Academy

OPEN THE FULL MEDIA KIT