

CREOKALA

COMPANY CREDENTIALS DECK





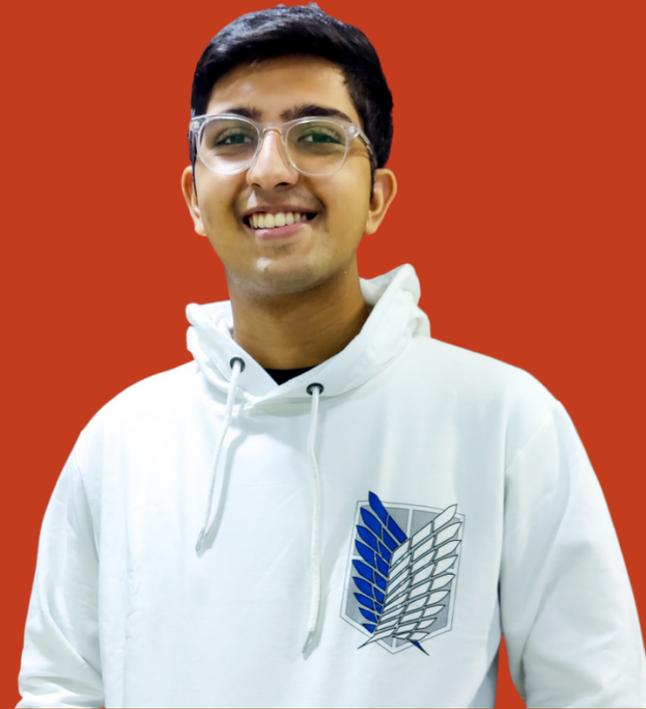
About CreōKala

Creating a seamless integration of brand values through music & influencer marketing, CreōKala is a 360 management agency covering artist management, influencer marketing, client servicing & booking agency for multiple artists both exclusive and non - exclusive.

From concerts/events to delivering influencer marketing campaigns, the idea of creō - creative Kala - art lies at the heart of what we do at creo. We bring high quality end to end services for both artists & brands where their growth is at the centre of our goals. We bring together the essentials such as artist management, marketing, public relations, and digital creatives all under one roof to facilitate the holistic growth of the artists/brands.

We aim to be a one-stop-shop for our artists so that they can focus on their craft while we handle the rest. For our brands we aim to offer end to end services such as marketing, technology & production.

Meet Our Founders



Arjun Doshi

CEO

Arjun is a data-driven person and a computer science undergraduate who shows a keen interest in music, media and management. With a strong passion for the start-up culture, he is associated with the Atal Incubation Centre in the capacity of Director of a student initiative.



Rian Jain

COO

Rian, a second-year BBA student is an events enthusiast who takes a keen interest in music, personal finance and the entertainment industry. Events, fest and live shows form an integral part of him topped with his un-ending love for concerts, whether it's organising one or attending one!



Ammar Netterwala

CFO

Ammar is a finance geek, pursuing financial management. He has a background in event management where he enjoyed planning and organizing events and fests. Apart from that he is fascinated by technology, loves music, travelling and playing cricket.

OUR 3 PILLARS



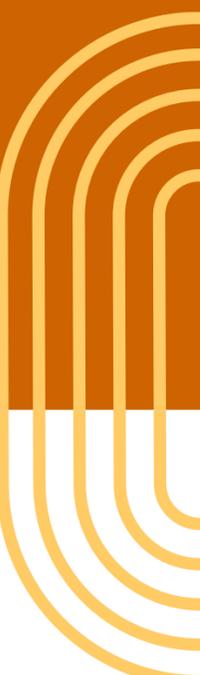
**ARTIST
MANAGEMENT**



**INFLUENCER
MARKETING**



ARTIST CURATION



01

ARTIST MANAGEMENT

Our Approach

Team Building

We build a team of creative professionals & mentors around our exclusive artists allowing their creativity to pour out.

Strategising

From scheduling song releases & events to bringing out the most from their social media, we strategize an end to end plan to get you to trend :)

Network

A strong professional network with brands, producers and music professionals we bring the bigger players to the table ensuring good exposure

Content Co-creation

An in-house team of digital artists and video production takes care of small scale projects easing the burden from the artists.

Growth and Performance Analysis

Analysis and performance is at the heart of how we plan out our strategies. The right guidance with seeing which improvements give maximum performance and growth is key to growing independently.

About Dikshant

Who is Dikshant?

A singer-songwriter from Aamchi Mumbai, Dikshant has built his space in the independent music space with his latest release 'Aankhon se Batana'.

Having a grasp of Hindi, Marathi & English he aims to push the boundaries of his music with his upcoming track 'Muskaan'.

Having topped Global Charts on Spotify at Number 1 on Viral 50, we believe his next song will be even better.

CreoKala x Dikshant

The journey of CreoKala & Dikshant started in late 2021 when a promising young artist and a performance-driven management came together to deliver two power-packed songs - Aasmaan & Aankhon se Batana.

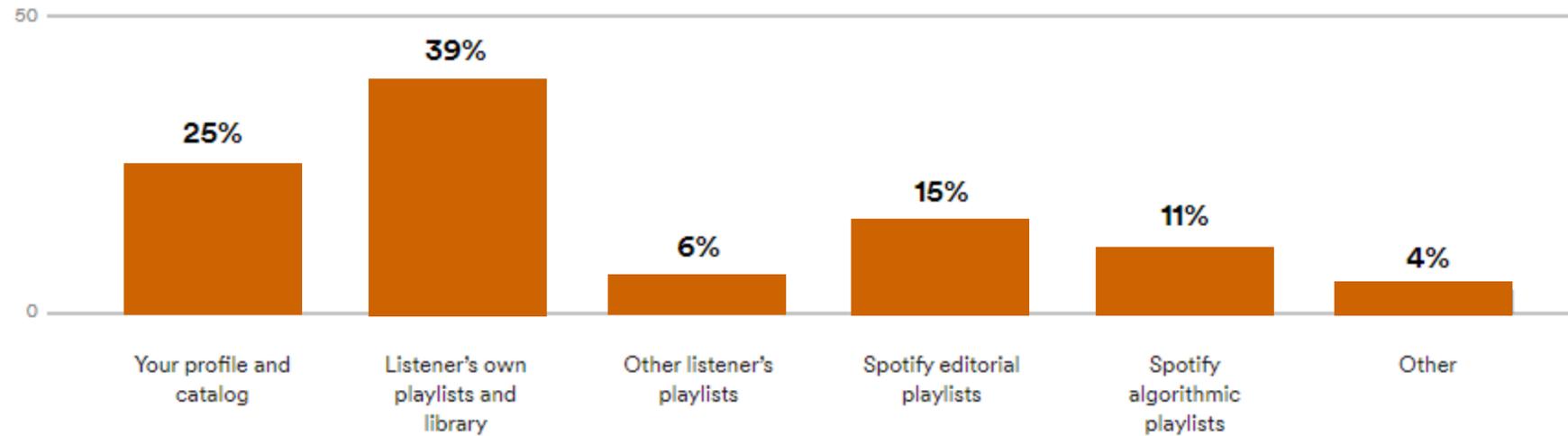
From brand deals to global charts and Label deals, CreoKala has been with Dikshant from 0 to 100. We aim to create a brand around him allowing him to reach crazy heights with his upcoming projects



Top 98 of 102,350 playlists for this song

Source of streams

Streams • Last 28 Days



| Last 28 Days | | Streams |
|--------------|----------------------|-----------|
| 1 | India | 4,699,134 |
| 2 | United States | 49,435 |
| 3 | Pakistan | 43,196 |
| 4 | Canada | 20,998 |
| 5 | United Kingdom | 19,787 |
| 6 | Germany | 9,552 |
| 7 | United Arab Emirates | 9,263 |
| 8 | Bangladesh | 8,962 |



Aankhon Se Batana
Dikshant

Release Date Apr 12, 2022

First entry date May 13, 2022

First entry position 1

Total days on chart 25

SOME STATS

Charts, Playlists, Cities & more

The overall response to the song and dikshant has been very organic & we have been able to generate over **15M streams across all platforms in less than 3 months.**

Having seen success with the influencer marketing campaigns we have been able to pull off with dikshant, we will cover more indepth analytics for the same.

02

INFLUENCER MARKETING

OUR APPROACH

01

CREATIVE CONCEPTUALISATION

The Big Idea that will connect your brand ethos, product and influencers in the most creative way. A thought, a plan, a purpose to capture your audience's interest and amplify your brand in every possible way.

02

SOURCING

Finding socially savvy individuals who make the perfect fit for your brand and through amazing content that they produce. A list of creators will be tailor made as per your niche.

03

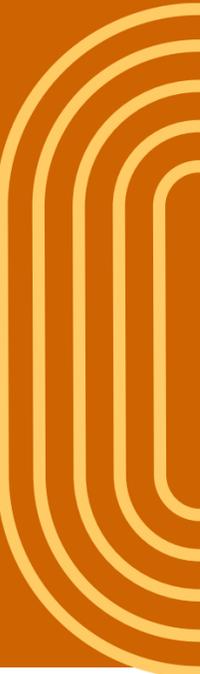
EXECUTION

The influencers have been boarded and the content is set in motion, it's now time to take off! Coordination and communication with the creators to finally post the creatives on their page.

04

BRANDS GET BOOSTED

Did our campaign work? Were the goals met? Did we create a buzz? Get all your questions answered through a post campaign analysis in the form of campaign wise reports. It's time to talk numbers!

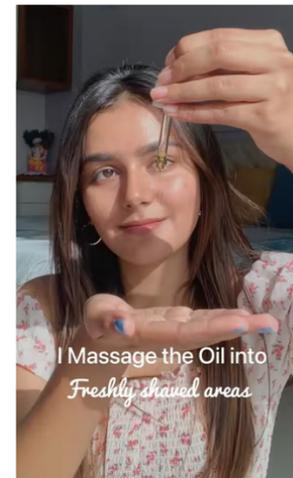
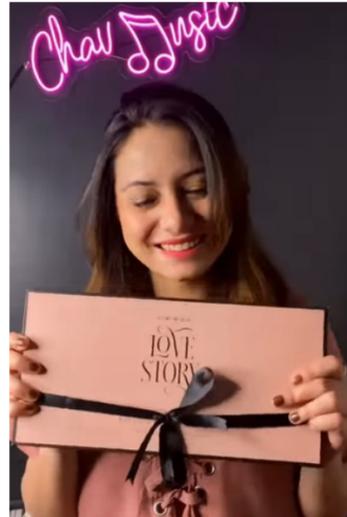


Creokala X Kimirica



Squalane Oil

Body Lotion and Shower Gel



Love Story Experience Set (Aankhon se Batana)

Coconut Oil

Jojoba Oil

Why choose Creokala?

01

CAMPAIGN EXECUTION

We execute end to end campaigns from ideation to execution.

02

TOP INFLUENCERS

Access to top micro & macro influencers in the country.

03

DEDICATED TEAM

A team specifically to cater to the needs of your client ensures your brand vision

04

DATA DRIVEN

We follow a data driven approach for all our campaigns ensuring effective analysis

05

UTMOST QUALITY

We maintain a high quality of standards for the content for your brand.

06

INCREDIBLE TEAM

An experienced team that has worked on multiple campaigns and executed brilliant concepts merging brand vision & creativity.

03

ARTIST CURATION

Our Approach

Event Line ups

We provide a line up of artists across languages & genres to provide a unique experience to our clients.

Sourcing Artists

A tailor-made list of artists for the gigs and end to end communication.

Marketing & Promotions

From social media to public relations to outdoor media, we will cover it all.

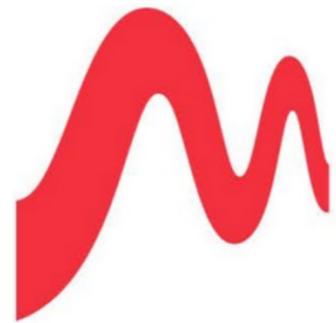
Exclusive & Non Exclusive roster

We work with other agencies to provide artists from our exclusive & non - exclusive roster

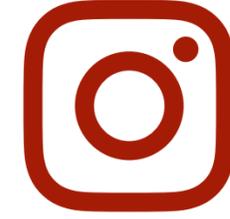
Gallery



Companies we have worked with



Stay in touch with us!



@creokala



CreoKala



CreoKala



creokala.in



info@creokala.in