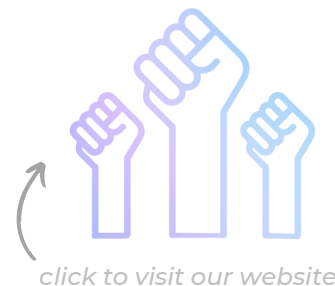




## Who we are:

The Blend is India's first PEOPLE POWERED COMMUNITY on Instagram for Food, Fashion & Fiction leveraging the power of social media to bring consumers closer to creators, brands and influencers onto a single platform. The community offers a niche forum to adopt trends, create, co-create content, share stories, exchange insights, support and motivate the creator economy.



## We are the Blend Community

Everything Food, Fashion and Fiction

click any to know more!



## Background:

A simple search for relevant content across multiple pages, brands and forums, ignited a passion to start something niche and led to 'The Blend Community' being born.

Razia Ali and Hari Shetty co-founded 'The Blend' with the vision of building a hub of creation, curation & celebration of stories- of creators, consumers and brands alike and not just serving 'fast' content.



*Razia Ali*  
Founder



*Hari Shetty*  
CEO & Co-Founder

click to connect on LinkedIn

## What do we offer?



Brand  
Promotion



Social Media  
content curation



Product  
Showcase



Influencer  
Campaigns



Live Sessions



Business  
Discoverability

## What we create



Editorial  
Content



Co-created  
Content



User-generated  
Content

click the icons to know more!



**700K+**  
Weekly Reach



**650+**  
community  
members added every  
month

Find us on

click to know more!



**300K+**  
Weekly Reach



**35+**  
brand  
collaborations

## Testimonials

"Collaboration is the new currency! I am a huge fan of new age media companies that are building communities around things that get people excited!"

Azaan Sait, Founder & Chief Happiness Officer, The Hub Bengaluru



click to know more!

"Working with The Blend was a great experience as everything was so compact and there were no issues with time management. Thanks for the collaboration!"

Chaitali Mandal on working with The Blend for The Blend x Green Theory collaboration



## Press Coverage

click to know more

THE HUB

DNA

94.3  
RADIO  
ONE  
INTERNATIONAL

## Community Creators

click to view their page



Srijani Bhat  
Digital creator



Sahil Bhalla  
Blogger



Lakshay Talreja  
Food  
Blogger



Chirag  
Food/lifestyle  
Blogger



Ritika Kalra  
Certified Holistic  
Nutritionist

## Blend Collaborations

click to any to more!

green  
theory

Z



THE HUB

Booknerds

THEME & CRUMPS  
BY RIDE BY BEANS



NIYOGI  
BOOKS  
For publishing in this book

ZED THE BAKER

mount bloom™

beruru®  
THE GARDEN RESERVE

Toscane

SANTÉ  
spa cuisine

guppy

nola

POMOGRENADE

Butter & Shutter

TOIT  
PREMIER

MILLERS  
46  
Steakhouse & Saloon

k a s s a

Huba Buba  
BANGALORE

PUNKAH  
HOUSE

#DramzDelhi  
Geist

BOMBAY BRASSERIE  
ALL DAY BAR & EATERY

THIRD WAVE  
COFFEE ROASTERS

Yogi-sthaan  
soulful living

## Hey There!

If you want the world to see your skills, have a cool start-up, want to set up a collaboration, or have a passionate opinion on food, fashion or fiction, contact us.

We have a feeling we'll blend well together!



click to view our linktree



<https://theblend.co.in/>



[community@theblend.co.in](mailto:community@theblend.co.in)



[@theblendcommunity](https://www.instagram.com/theblendcommunity)