



COMMUNITY FOR FOOD, FASHION, FICTION & MUSIC

@THEBLENDCOMMUNITY



WE ARE THE BLEND COMMUNITY

Everything Food, Fashion, Fiction and Music

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.



RAZIA ALI
FOUNDER



HARI SHETTY
CEO & CO-FOUNDER



BACKGROUND

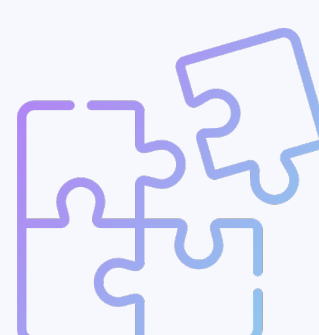
A simple search for relevant content across multiple pages, brands and forums, ignited a passion to start something niche and led to 'The Blend Community' being born.

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

WHAT WE CREATE



EDITORIAL
CONTENT



CO-CREATED
CONTENT



USER-GENERATED
CONTENT

WHAT OF WE OFFER?



BRAND
PROMOTION



SOCIAL MEDIA
CONTENT CURATION



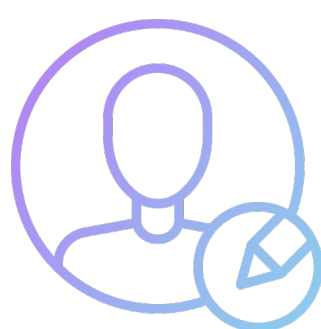
PRODUCT
SHOWCASE



INFLUENCER
CAMPAIGNS



LIVE
SESSIONS



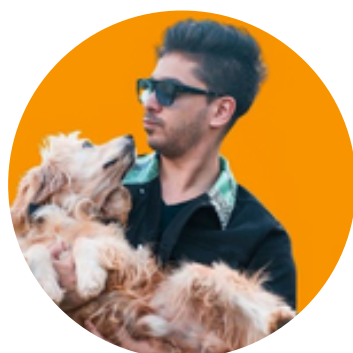
BUSINESS
DISCOVERABILITY

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



Working 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



WEEKLY REACH
700K+



600+

COMMUNITY MEMBERS
ADDED EVERY MONTH

FIND US ON
SOCIAL
MEDIA

WEEKLY REACH
300K+



35+

BRAND
COLLABORATIONS

PRESS COVERAGE



COMMUNITY CREATORS



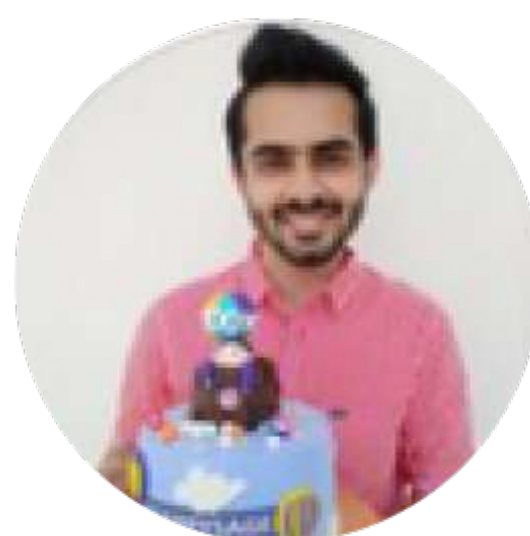
SRIJANIBHAT
DIGITAL CREATOR



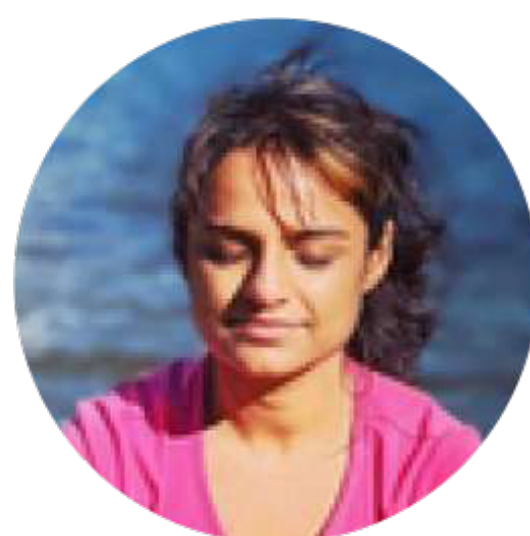
SAHIL BHALLA
BLOGGER



LAKSHAY
DIGITAL CREATOR



CHIRAG
FOOD/LIFESTYLE
BLOGGER



RITIKA KALRA
CERTIFIED HOLISTIC
NUTRITIONIST



**SIDDHI
MAHAJANKATTI**
ACTOR



ZAFIR SYED
FOOD CONTENT CREATOR



JEEVITHA
DIGITALCREATOR



VARNA P
BLOGGER



RAJEEV RAJGURU
FOOD BLOGGER



AGNES
DIGITALCREATOR



SHAFI
DIGITAL CREATOR

BLEND COLLABORATIONS

