

COMMUNITY FOR FOOD, FASHION, FICTION & MUSIC



@THEBLENDCOMMUNITY

WE ARETHE 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, cocreate content, share stories, exchange insights, support and motivate the creator economy.

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 Shety co-founded 'The Blend' 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.



RAZIA ALI FOUNDER









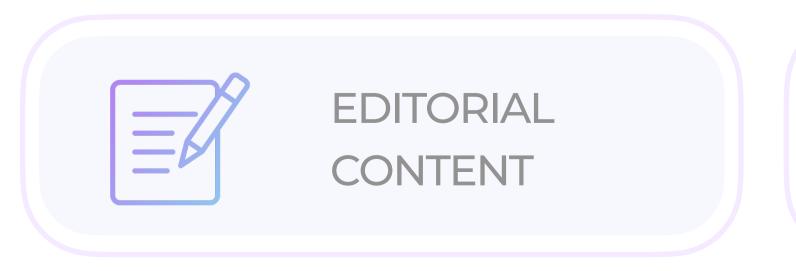
HARI SHETTY CEO & CO-FOUNDER

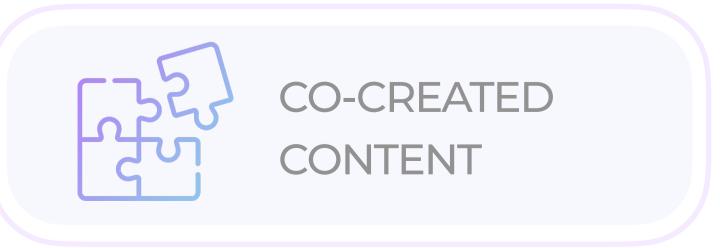


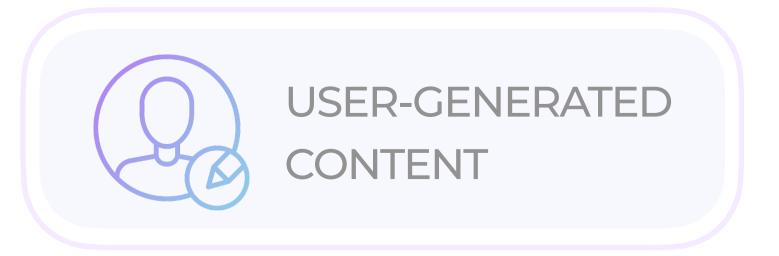




WHAT WE CREATE







WHAT OF WE OFFER?

TESTIMONIALS



BRAND PROMOTION



SOCIAL MEDIA CONTENT CURATION



PRODUCT SHOWCASE



INFLUENCER CAMPAIGNS



LIVE SESSIONS



BUSINESS DISCOVERABILITY 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!





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





PRESS COVERAGE











COMMUNITY CREATORS



SRIJANIBHATDIGITAL CREATOR



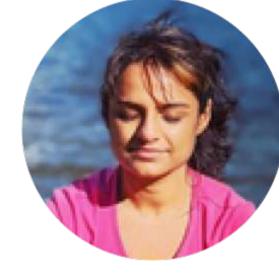
SAHIL BHALLA
BLOGGER



LAKSHAYDIGITAL CREATOR



CHIRAG
FOOD/LIFESTYLE
BLOGGER



RITIKA KALRA

CERTIFIED HOLISTIC
NUTRITIONIST



SIDDHI MAHAJANKATTI ACTOR



ZAFIR SYEDFOOD CONTENT CREATOR



JEEVITHADIGITALCREATOR



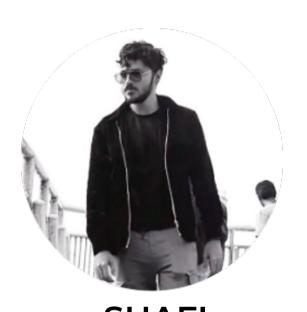
VARNA P
BLOGGER



RAJEEV RAJGURU
FOOD BLOGGER



AGNESDIGITALCREATOR



SHAFIDIGITAL CREATOR

BLEND COLLABORATIONS

































































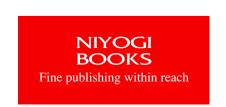












MaaS CAMPAIGN

The primary objective of this strategic campaign is to bolster brand recognition and drive transactions by highlighting the unique and captivating Exotic Menu, as well as sharing the brand's story through captivating visual storytelling. Leveraging our established community on social media, we aim to create multiple pieces of engaging visual content crafted by a talented pool of creators.



Marzad Rehman

Founder, Qissa

It was an amazing event conducted by The Blend Community for our restaurant to promote our new menu at Qissa and the outcome was crazy as we have the restaurant filled with N number of customers. Hats off The Blend Community.



Goutham Kumar

Founder, The Brownie Circle

It was great working with one the huge community called The Blend Community, The Bloggers activity was done mindful and got good engagement for the brand from the content the creators created.

Looking forward to work with you team.



Razin

Founder, Kunafa Story

It was great working with one the huge community called The Blend Community, The Bloggers activity was done mindful and got good engagement for the brand from the content the creators created.

Looking forward to work with you team.



Prthiv

Founder, Café Azzure

One of the best event conducted by The Blend Community for our restaurant to promote our Christmas menu at Cafe Azzure and we were sold out for the movie under stars concept within 3 days. Hats off Team Blend.

LET'S WORK TOGETHER!

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'l blend well together!

Reach us at: +91 9620991119 | community@theblend.co.in