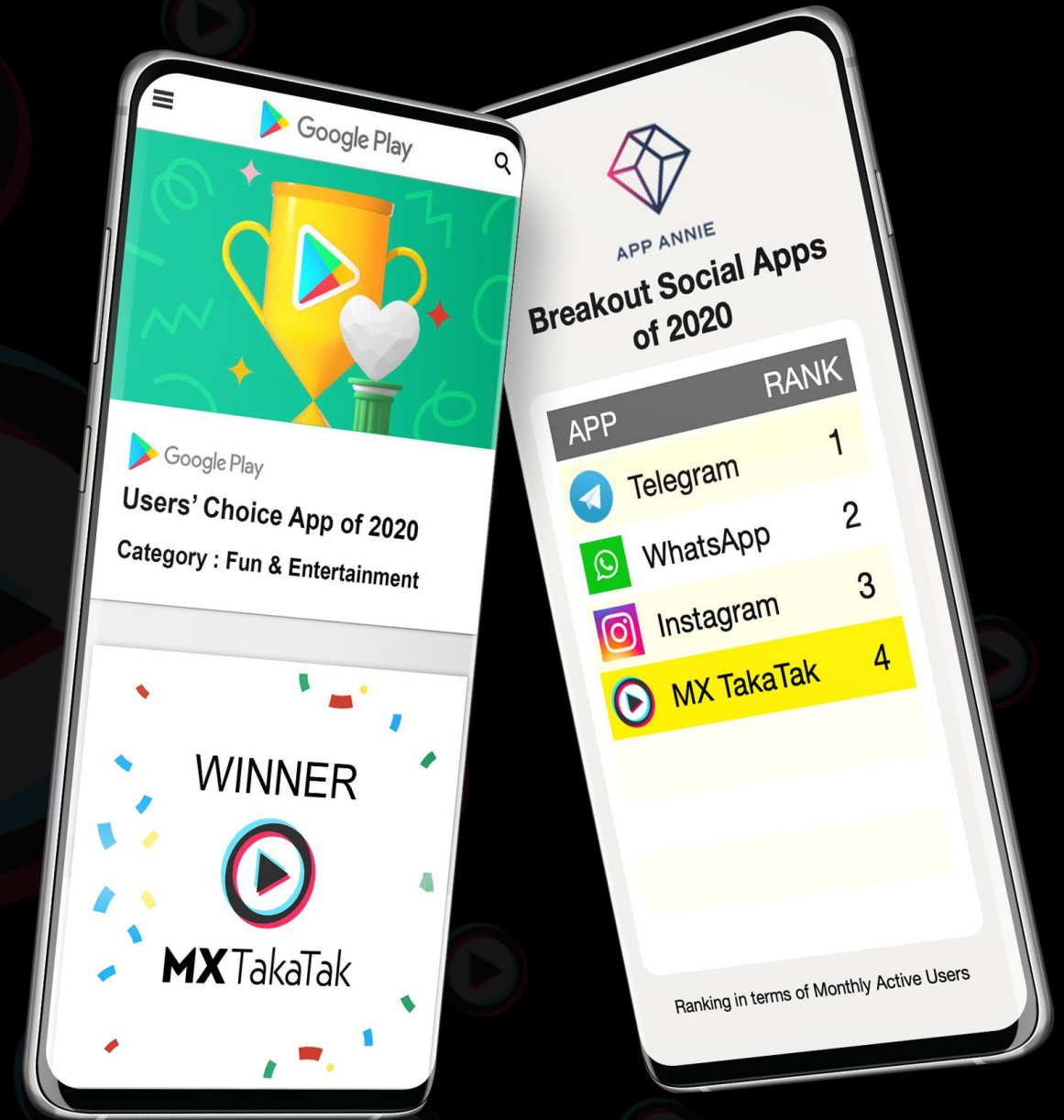




**MX**TakaTak



# TOPPING THE CHART!



\* Includes app that are classified under entertainment categories within iOS and Google Play | Source: The era of consumer A.R.T.

\*\* App Annie 2020 India HQ Top 10 Overall Publishers by Downloads | Source: App Annie 2020 Indonesia Top 10 Entertainment Apps by MAU

# INDIA'S NO. 1 SHORT VIDEO APP



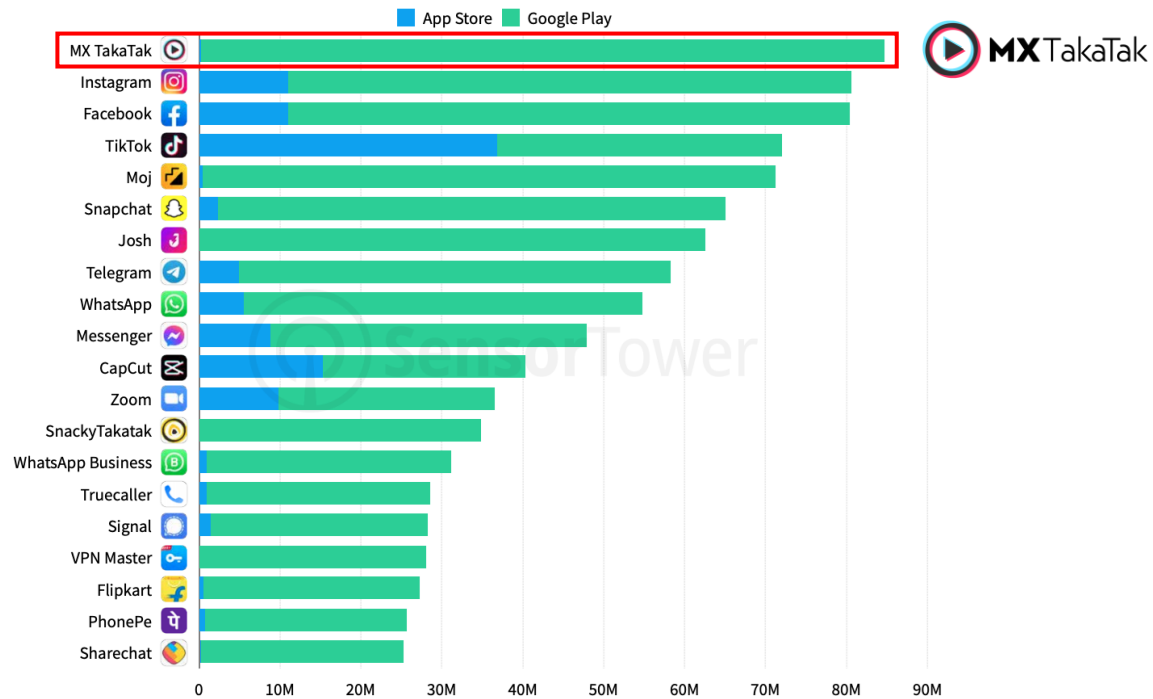
MX TAKATAK APP  
*Full service short video app*



MX PLAYER APP  
*Everytainment app*

# MX TAKATAK : TRENDING WORLDWIDE RANKINGS BY DOWNLOAD ( JFM'21)

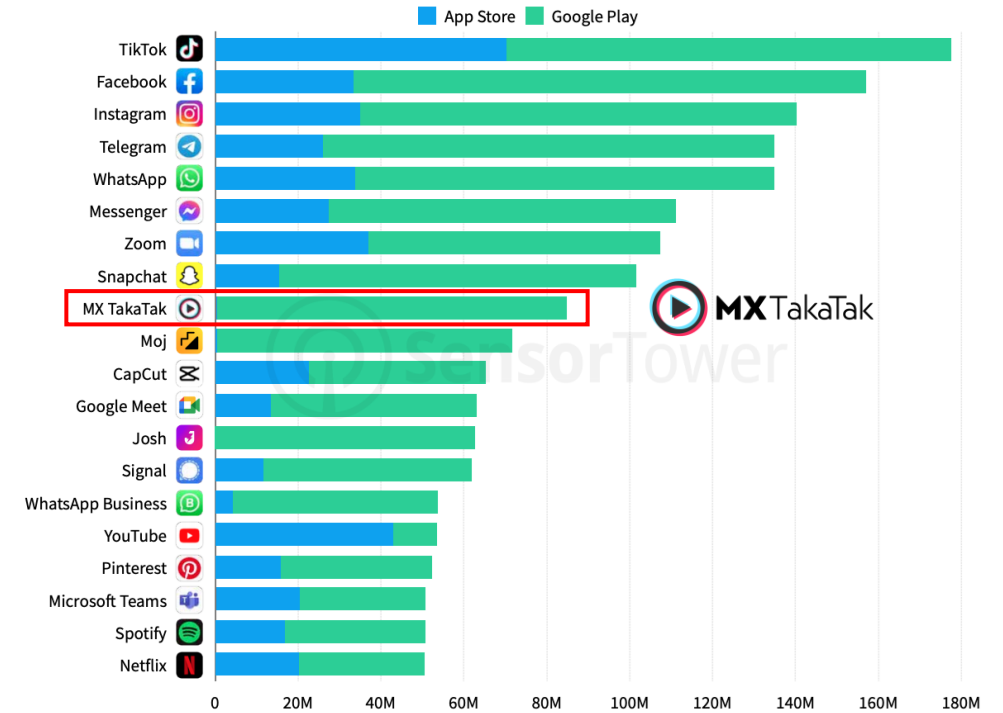
## Overall - Asia



Q1 Apps by Asia Downloads

15

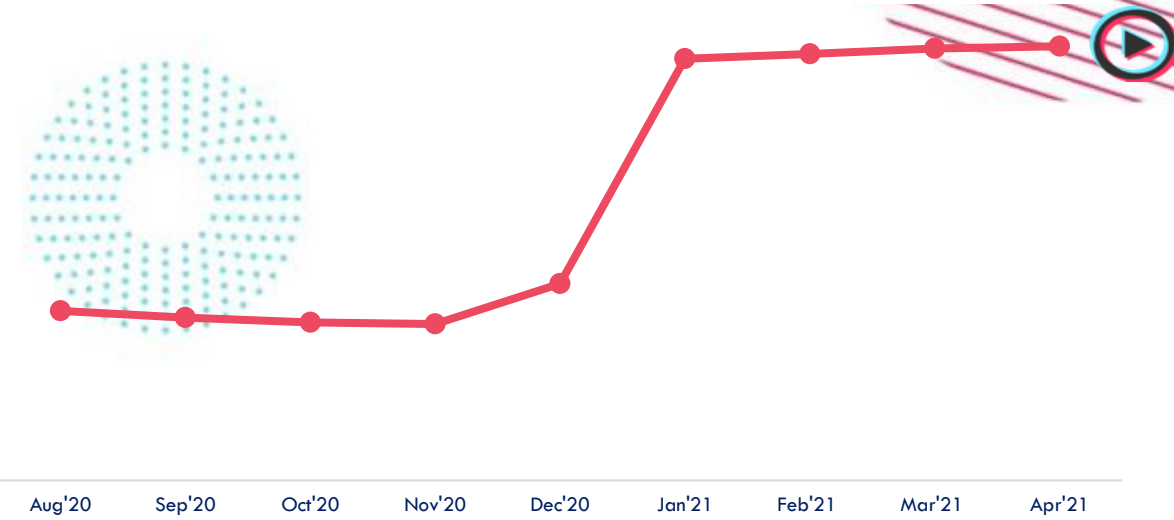
## Overall - Worldwide



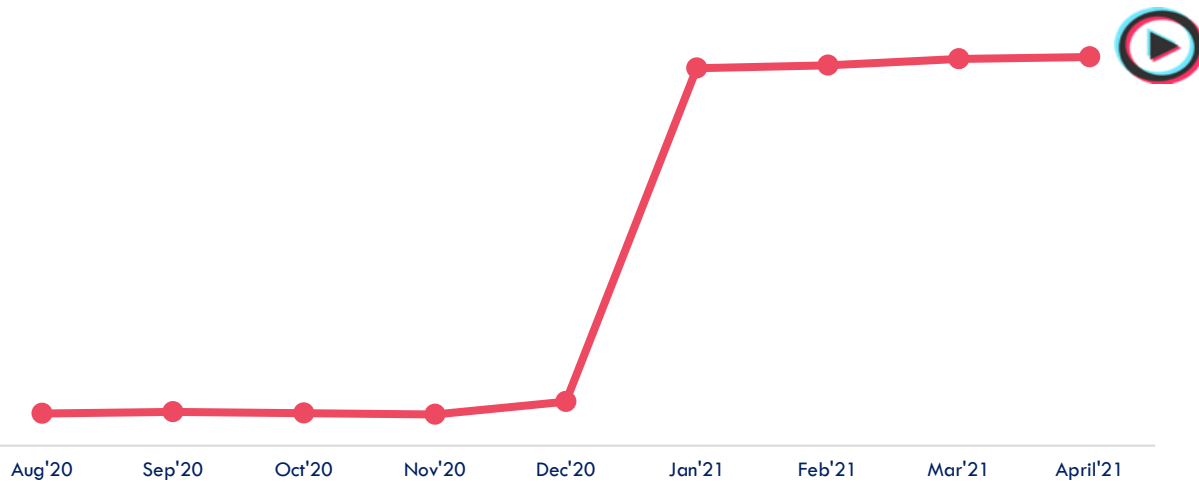
Q1 Apps by Worldwide Downloads

6

# NO. 1 SHORT VIDEO APP

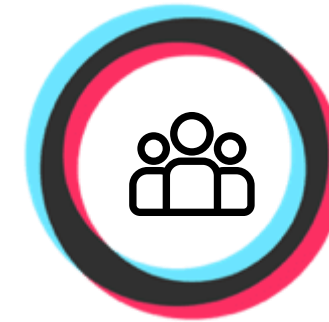


**Avg App MAU (Mn)**



**Avg Monthly App TimeSpent (Mn mins)**

**2.6 BN+ DAILY VIDEO VIEWS**



**27Mn+ DAUS**  
**150Mn+ MAUS**



**450Mn minutes**  
**daily engagement**



**350Mn+**  
**Cumulative Installs**



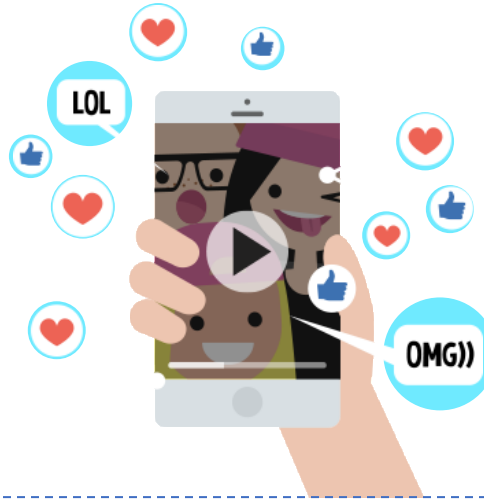
**1.1 Bn+**  
**Cumulative**  
**video downloads**



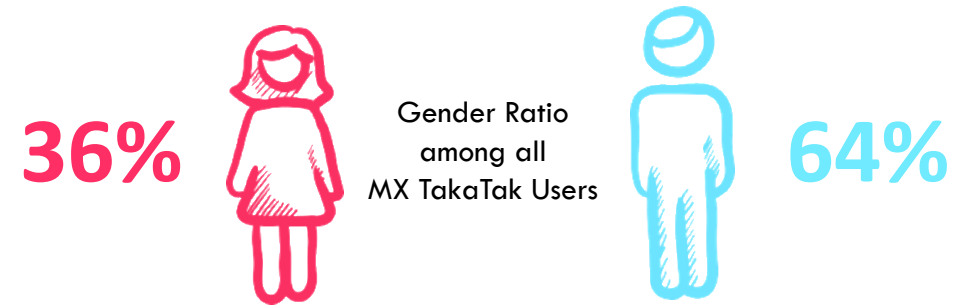
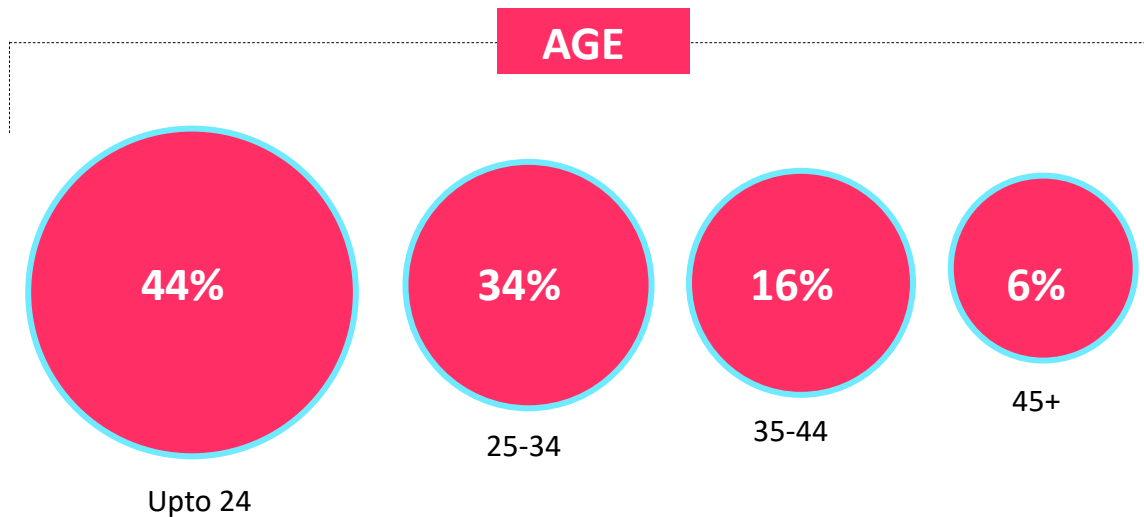
# ENGAGING AUDIENCES ACROSS DEMOGRAPHICS

MX Takatak's exponential growth is being driven by India's fastest growing demographic segment, the Millennials, with pan-India representation and a strong female to male ratio.

Loved by  
millennials



**44%+**  
of users are younger  
than 24 years





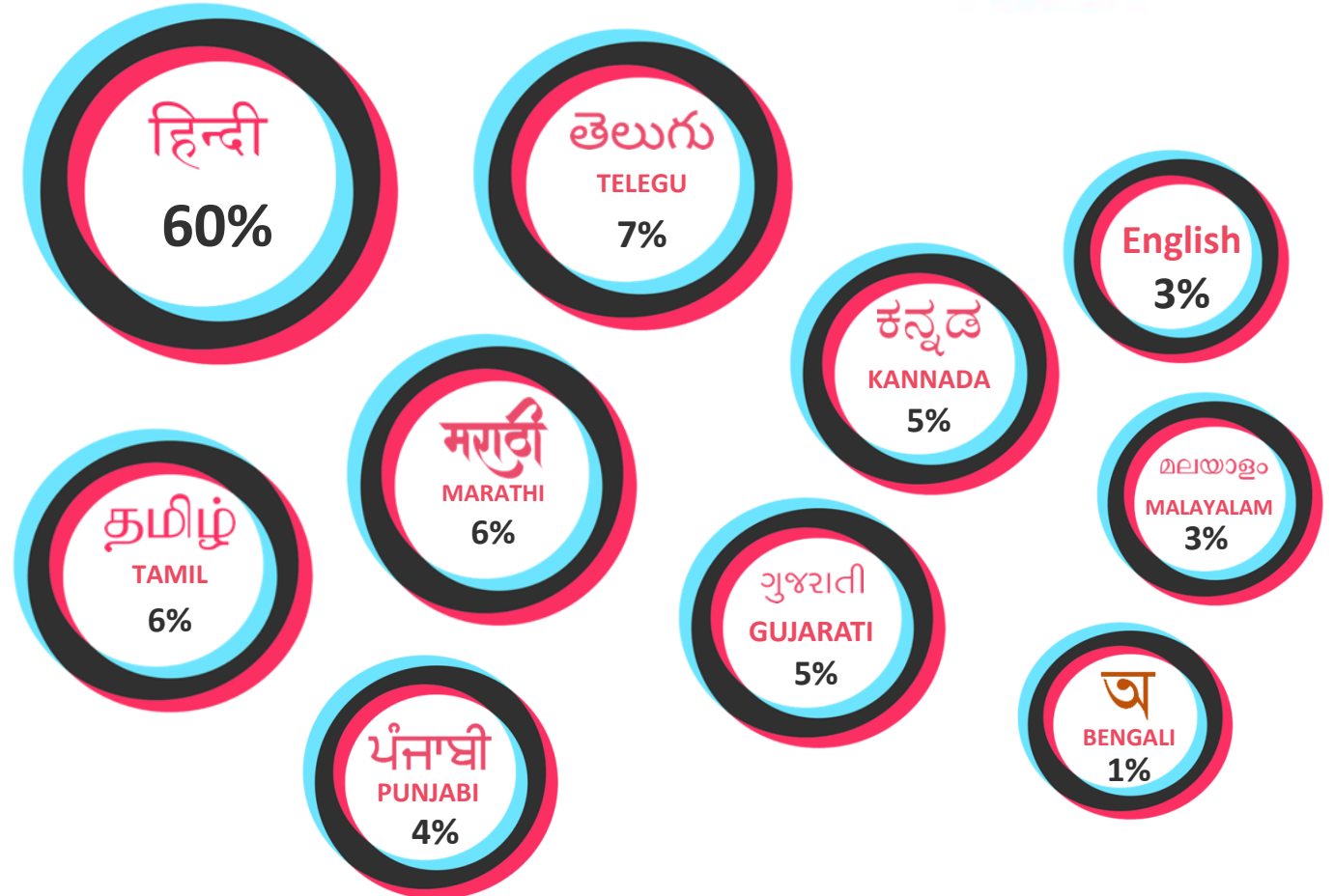
# ENGAGING AUDIENCES ACROSS INDIA



## TOP 20 CITIES

1. Delhi
2. Lucknow
3. Patna
4. Pune
5. Kolkata
6. Jaipur
7. Ahmedabad
8. Indore
9. Mumbai
10. Hyderabad
11. Bengaluru
12. Guwahati
13. Ludhiana
14. Jodhpur
15. Chennai
16. Nagpur
17. Raipur
18. Chandigarh
19. Surat
20. Machhagaon

## CONTENT CONSUMPTION





# **MX TAKATAK CONTENT**



# INDIA'S FAVOURITE CELEBS ON TAKATAK



**Virat Kohli**



**Suresh Raina**



**Neha Kakkar**



**Tony Kakkar**



**Yuzvendra Chahal**



**Rohanpreet Singh**



**Sonu Kakkar**



**Arjun Kanungo**



**Hardik Pandya**



**Gurudev  
Sri Sri Ravi Shankar**



# CELEBRITY LIVE STREAMING

## BOOST YOUR IMMUNITY AND LUNG CAPACITY

### Join Gurudev

Sri Sri Ravishankar on a Breathing and Meditation journey, live on the MX TakaTak app!

7:30 PM, EVERYDAY  
TILL THE 10TH OF MAY



KR\$NA

21 MAY  
8:30 PM

ANKUR  
TEWARI

20 MAY  
8:30 PM

ASH KING

24 MAY  
8:30 PM

ARJUN  
KANUNGO

23 MAY  
8:30 PM

DIVINE

(GULLY GANG)  
22 MAY  
8:30 PM



## SURESH RAINA AND JATIN SAPRU

LIVE ON MX TAKATAK

30th May

Tune in for music, fitness,  
cricket, and more!





# INDIA'S TOP INFLUENCERS



**ANGEL RAI**  
**14.6 M**



**NISHA GURAGAIN**  
**13.7 M**



**YASHI TANK**  
**13.5 M**



**KHUSHI CHOUDHARY**  
**13.1 M**



**AYUSH YADAV**  
**13.1 M**



**GIMA ASHI**  
**12.4 M**



**SALONI MITTAL**  
**12.2 M**



**RUGEES VINI**  
**9.4 M**



**SOMYA**  
**12 M**



**KHAN RIZWAN**  
**7.9 M**



**LUCKY DANCER**  
**9.9 M**



**AASHIKA BHATIA**  
**9 M**



**VICKY JOHN**  
**4.5 M**



**MUKESH JAISWAL**  
**5.3 M**



**WISH RATHOD**  
**8.2 M**



**AVNEET KAUR**  
**8.2 M**



**MELVIN LOUIS**  
**2 M**

**TRAINED BY NASACADEMY.**

# PROFESSIONALLY GENERATED CONTENT



Dedicated **Cricket-themed house** to empower top creators to collaborate and create cricket themed content during IPL season.



MX Fame House is a reality show hosted on MX Player. Influencers with most number of collaborations, videos and best talent would win the title of **"Fame Creator Of The Season"**



Super **Fame Opportunity** for creators to **collab with top creators** and reach millions of new fans daily. Assistance from MX TakaTak Creative & Styling Crew to produce top-notch content



**India's first Digital Dance championship**  
Event will be conducted in three rounds and winners will be selected by jury consisting of celebrity judge & top KOL's



# KHELTAKATAK

Official Short Video Partner of 7 IPL Teams | Exclusive IPL Content | Weekly Challenges



**#KheTakTak on MX TakaTak** enables users to catch their favorite cricketers at their candid best off the pitch, giving them a chance to get up-close and personal with their favorite cricket players through a live meet-and-greet as well as the chance to win some exciting merchandise as part of the in-app challenges.



# TOP UGC CATEGORIES



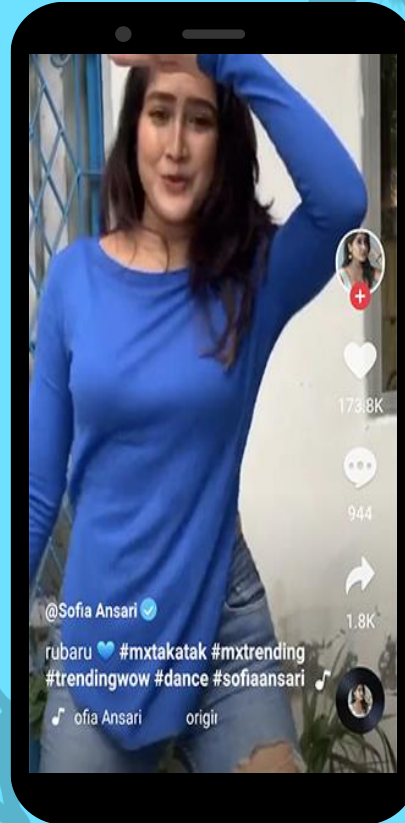
## Acting



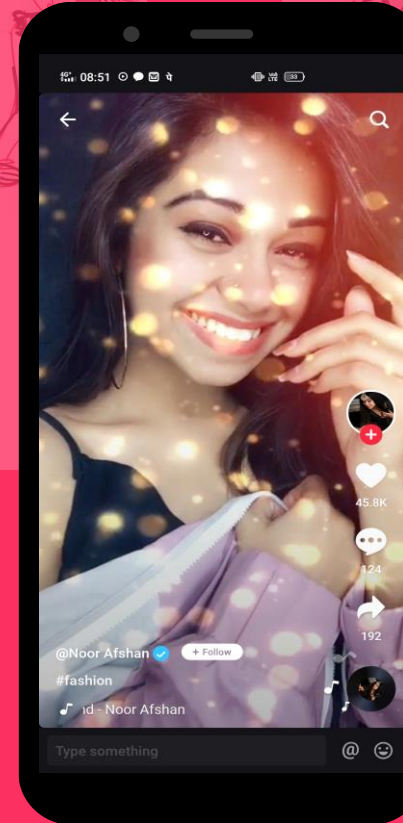
## Comedy



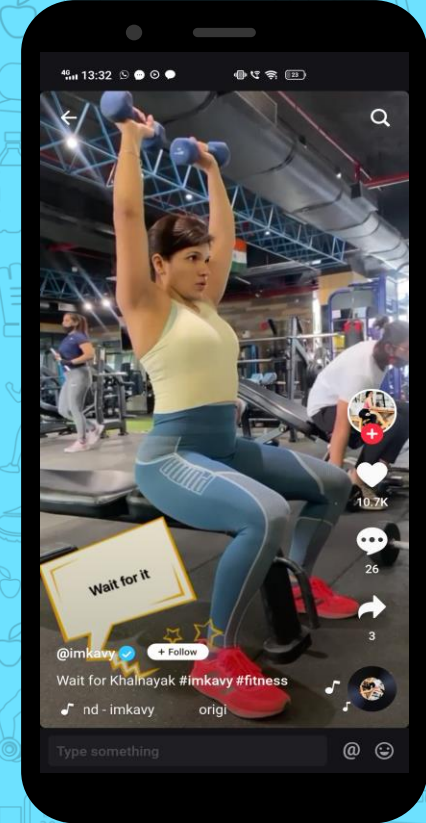
## Dance



## Fashion

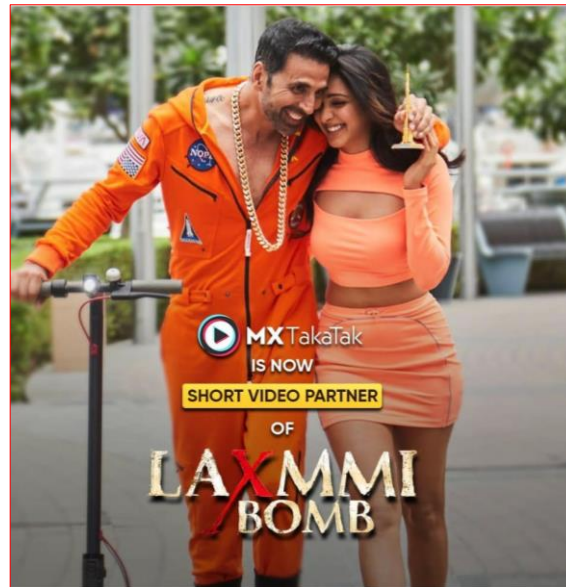
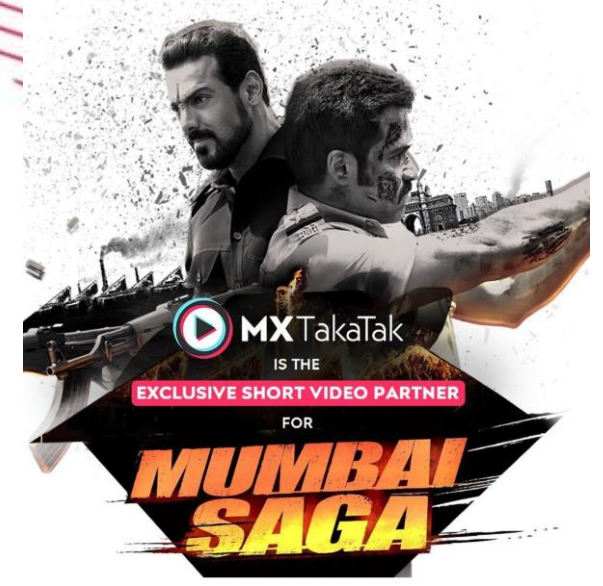
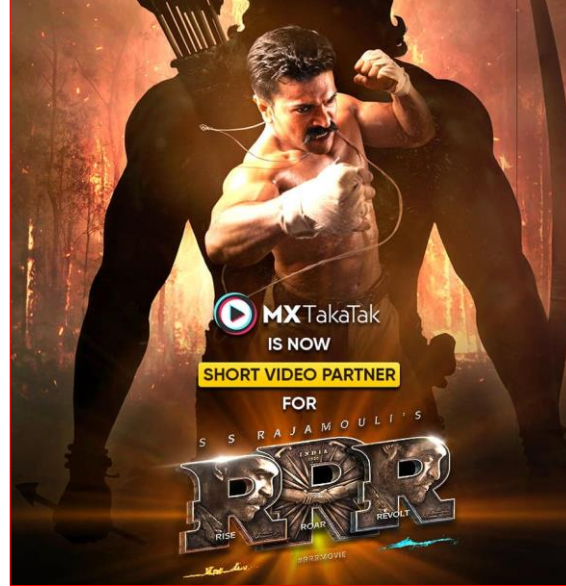


## Health & Fitness





# MOVIE TIE-UPS



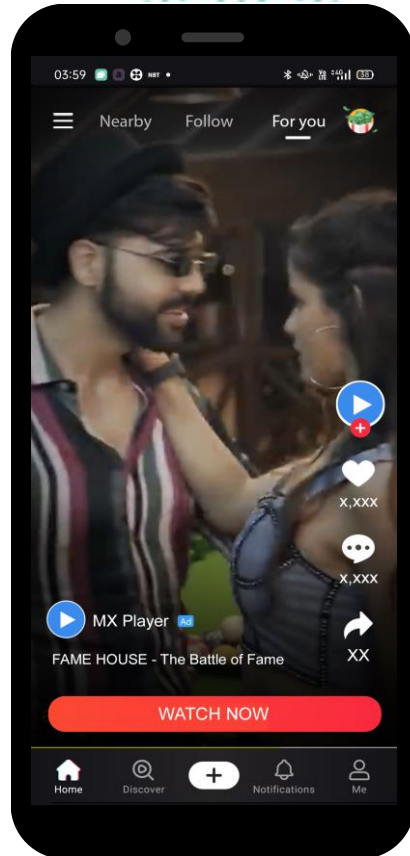




# **MEDIA OPPORTUNITIES FOR BRANDS**

# HIGH PERFORMING AD ASSETS

## THE INFEEED AD



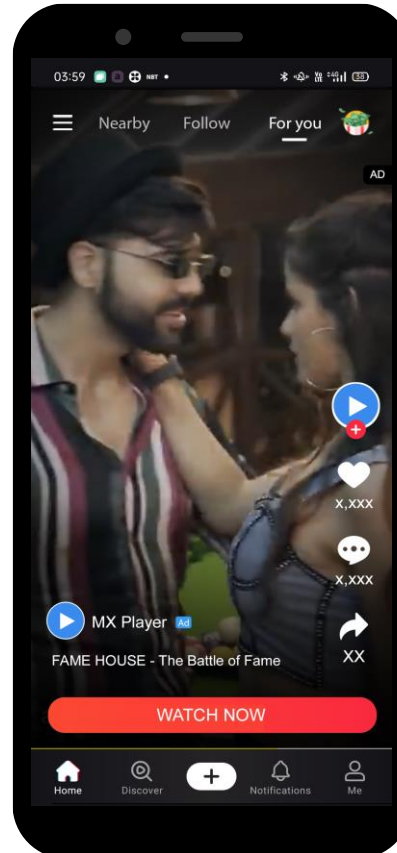
Full screen video ad  
Visible as user scrolls  
Engagement options for users

## THE TOP VIEW

### 1.Before Transition

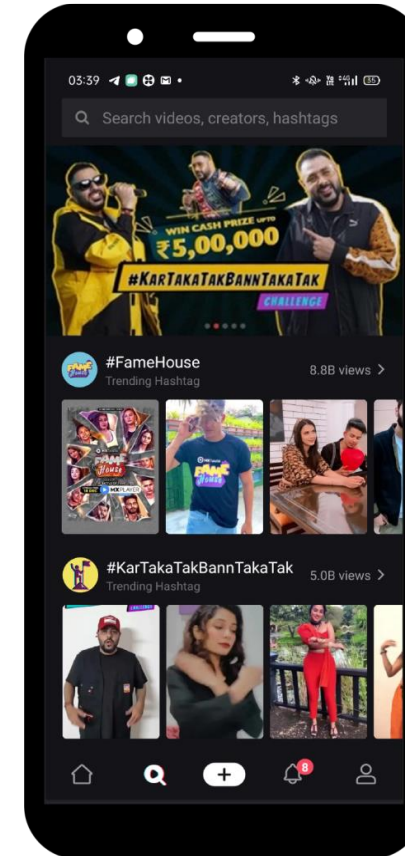


### 2.Post Transition

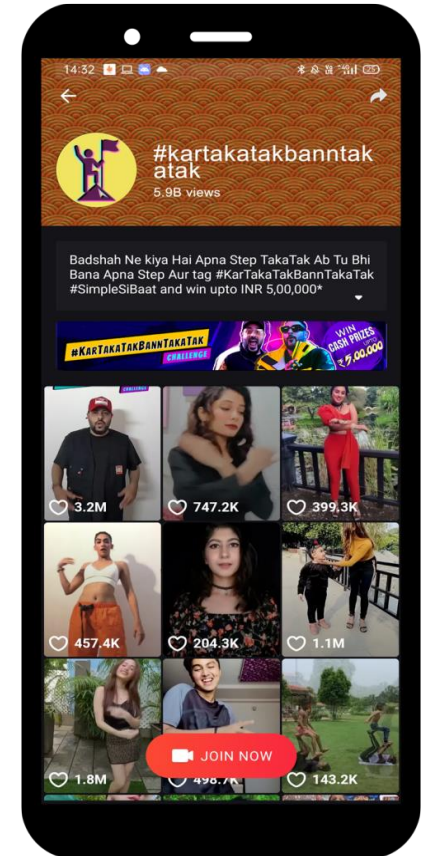


First full screen Video ad when user opens app  
Transitions to In-feed Video  
Engagement options post transition

## HASHTAG CHALLENGE



Discover Page Banner



Challenge Page

# TARGETING & MEASUREMENT



All standard ad inventory can be targeted to users segmented by the below mentioned categories.  
Targeting of users will be basis internal data derived from login information of users



Location



Age



Gender

## MEASUREMENT & TRANSPARENCY

**Impression , Viewability and Click Trackers  
Available**

nielsen

DV  
DoubleVerify

iab.

MOAT  
by ORACLE DATA CLOUD



# BRANDS ON IN-FEED VIDEO

## HIGH ENGAGEMENT



ONFIELD11



Vedantu

gaana



# BRANDS ON TOP VIEW

HIGH IMPACT & ENGAGEMENT



prime video

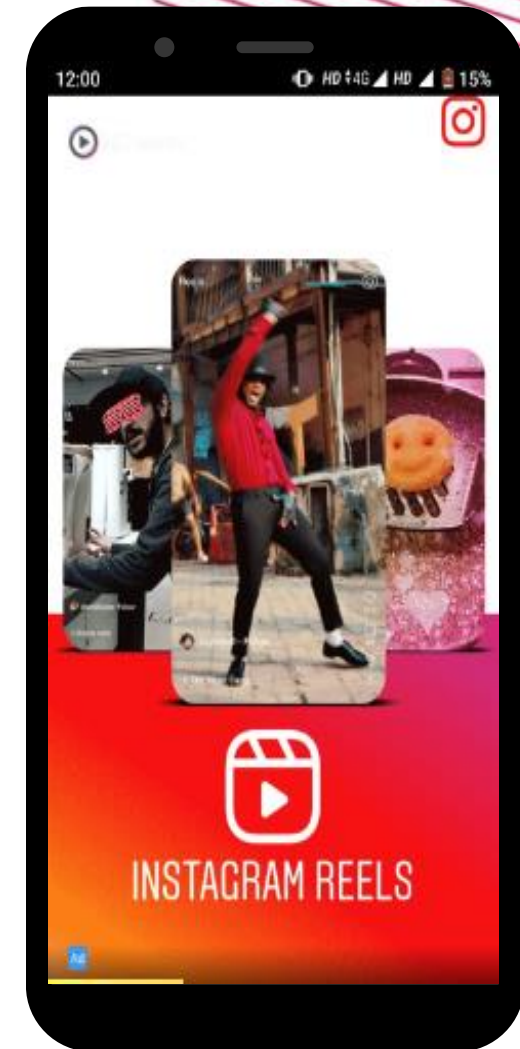


Infinix  
The Future is Now!

amazon.in



smule

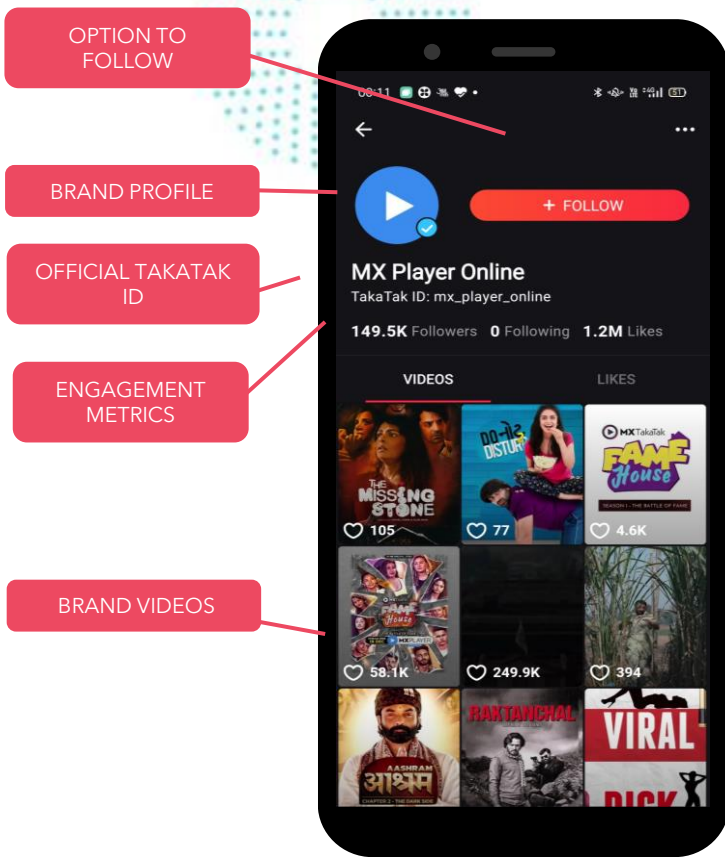




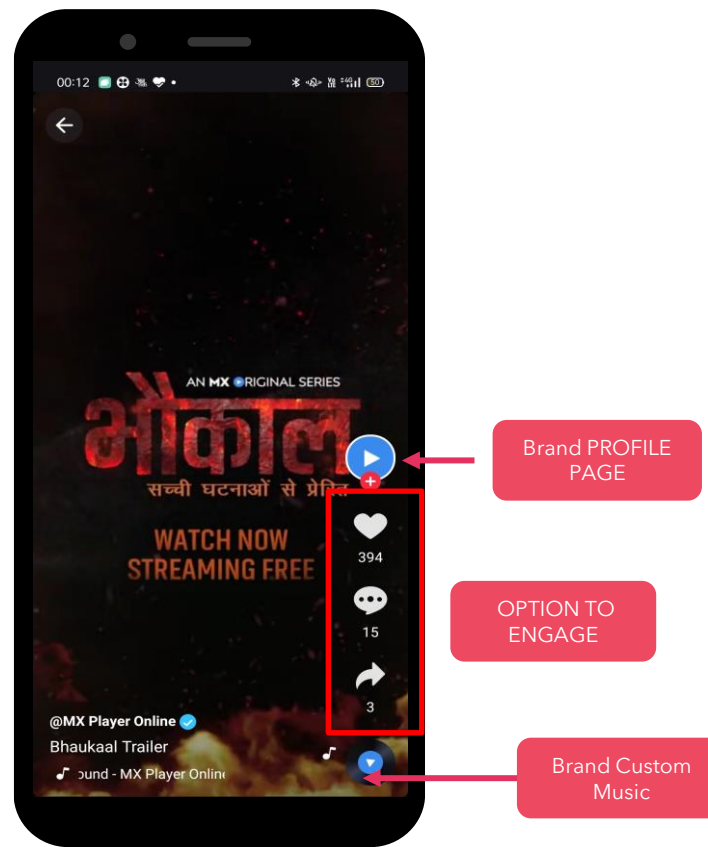
# CONTENT HOSTING



# CONTENT HOSTING



**OFFICIAL BRAND PAGE:**  
Users are directed to the brand official page



**Brand Videos hosted on Takatak**

## Host Brand Content on Verified Account

- Brand will be offered a **privileged account with verified blue tick** where brand content will be hosted
- Brand videos to be positioned in Trending section of the feed to drive views
- Programming teams to push engagement KPIs for the brand

# CONTENT HOSTING : UPSTOX GOLD



**OBJECTIVE:** Upstox sought to increase awareness about Digital Gold through an influencer-led activity

## **SOLUTION:**

- **150 influencers** created content educating users about Digital Gold & its functionalities
- **Verified Account** created for Upstox Gold for hosting videos

**CAMPAIGN DURATION:** 15 Days

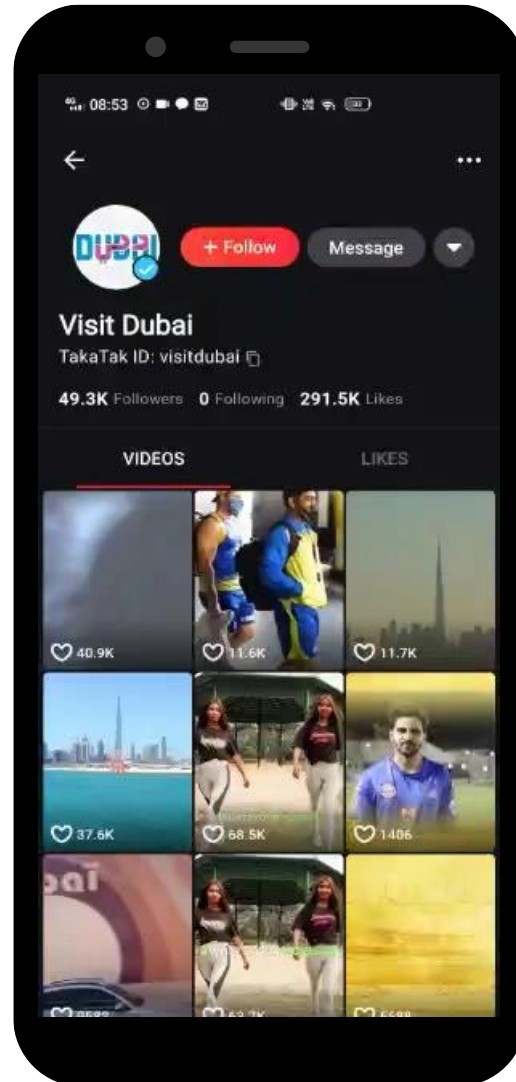
**CAMPAIGN PERIOD :** APR'21

## **RESULTS:**

- **1.5 Bn +** views generated



# CONTENT HOSTING : VISIT DUBAI



**OBJECTIVE:** Dubai Tourism sought to get high engagement and reach on their content

**SOLUTION:**

- Verified official Visit Dubai Account

**CAMPAIGN PERIOD:** OCT'20

**RESULTS:**

- **Over 150 videos hosted**
- **50 K followers**



# THE TAKATAK HASHTAG CHALLENGE

A highly engaging promotion format that invites the TAKATAK community of 50M creators to participate in a customized brand challenge using a unique hashtag and create content based on various themes.



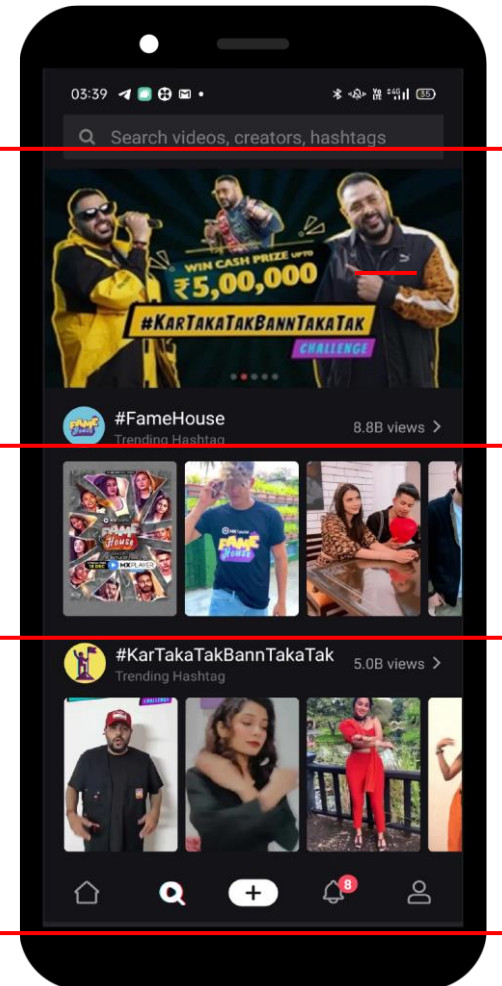
**1.  
CUSTOMIZED  
BRANDED  
HASHTAG**

**2.  
TAKATAK  
HASHTAG  
TENTPOLES**

# THE HASHTAG CHALLENGE

Reach the masses and drive higher recall by challenging users to generate content on a brand theme

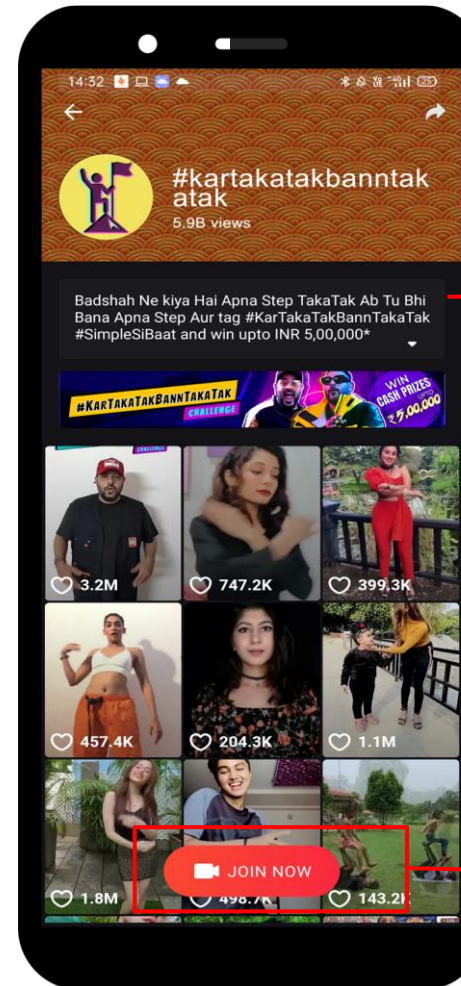
## DISCOVER PAGE



**BRAND BANNER**  
Click to be redirected to brand hashtag page

**HASHTAG CART**  
Tap to be redirected to brand hashtag page or official video

## HASHTAG PAGE



**CHALLENGE DESCRIPTION**

**OFFICIAL VIDEOS PINNED**

**JOIN NOW BUTTON**  
Use to create videos and join challenge





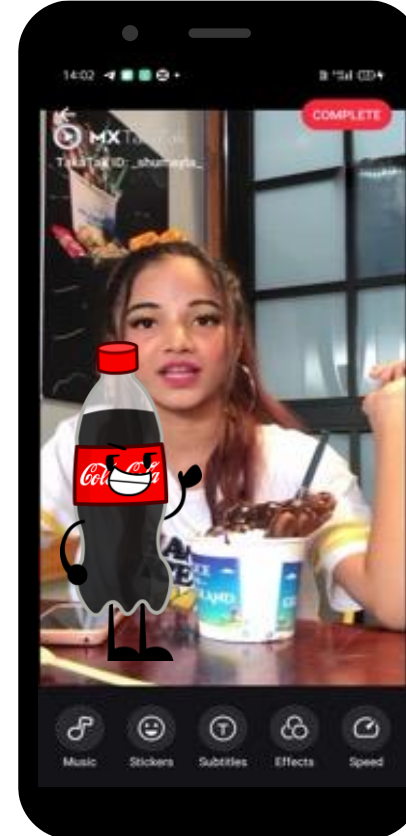
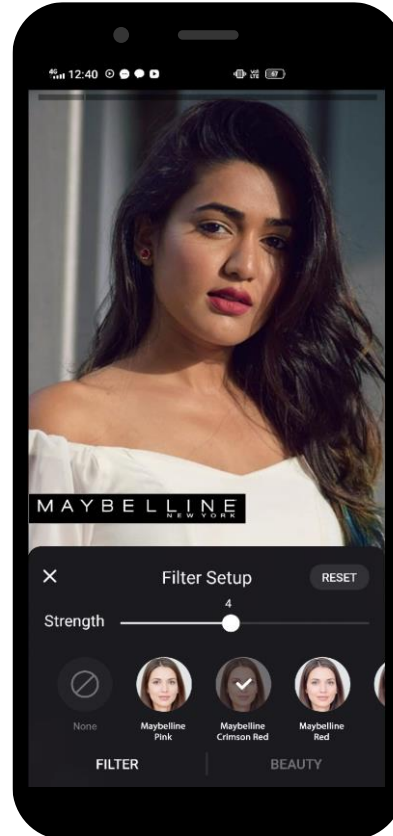
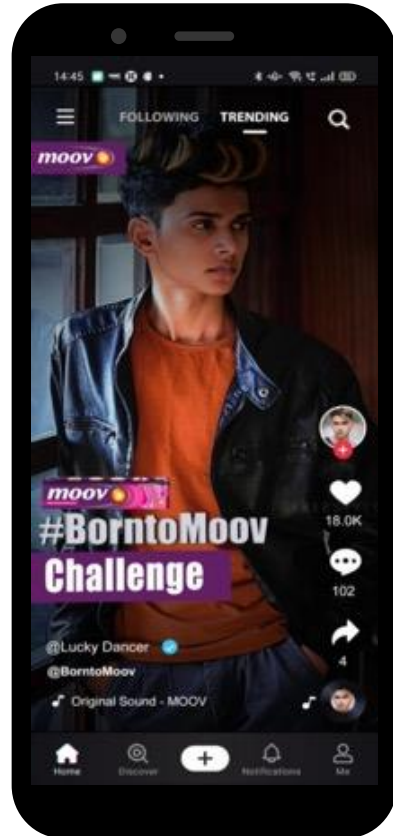
# **Enhance your branded Hashtag Challenge with Customized Effects**



# CUSTOMISED EFFECTS & STICKERS

**Create custom effects and stickers for your brand campaign that users can use while creating content**

Encourage deeper engagement and interaction | Showcase your brand's personality/product | Create a unique user experience



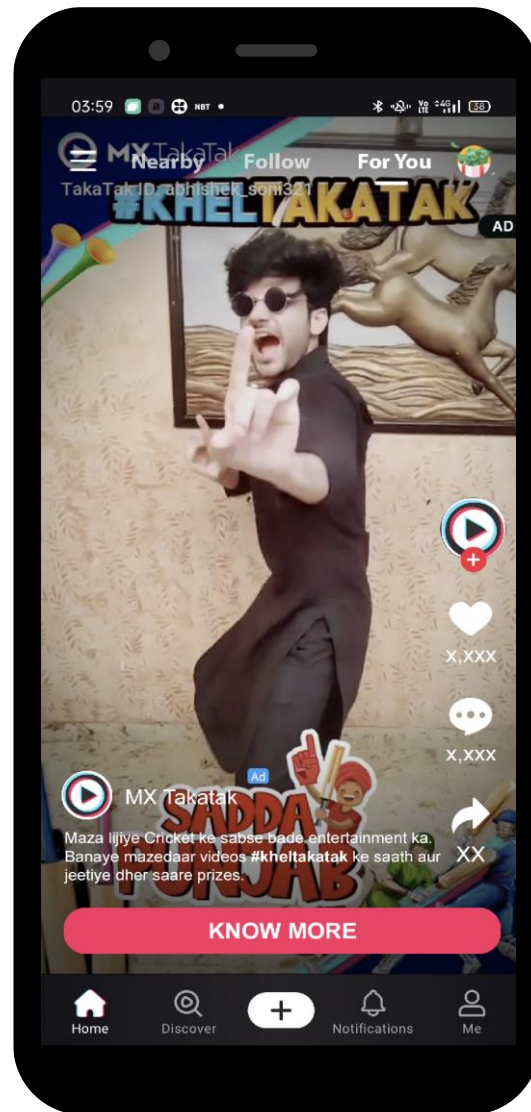
**Fun Custom Brand Effects**

**Custom Brand Stickers**



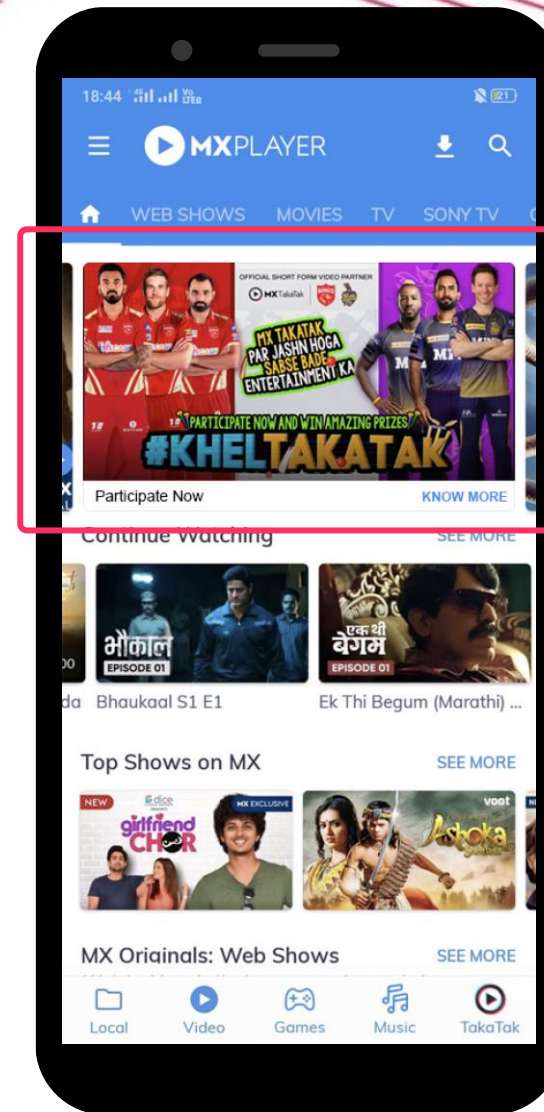
**Amplify your branded  
Hashtag Challenge with  
In-feed placement &  
MX Carousel**

## INFEEED PROMO



Interactive Full Screen Video Ad

## MX CAROUSEL



High Impact Carousel on MX





**Endorse your branded  
Challenge with over  
1000+ Key Influencers**



# INFLUENCERS THAT CATER TO DIVERSE AUDIENCE

MX TakaTak is home to over 1000 creators - creating content across genres and languages

DANCE

ACTING

COMEDY

TECH

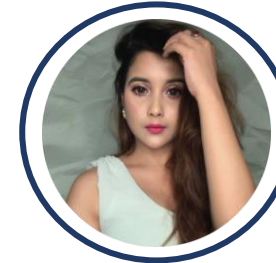
ART

MOTIVATIONAL

FITNESS

FASHION

MAKEUP



HINDI

ENGLISH

TAMIL

TELUGU

MARATHI

BENGALI

GUJARATI

KANNADA

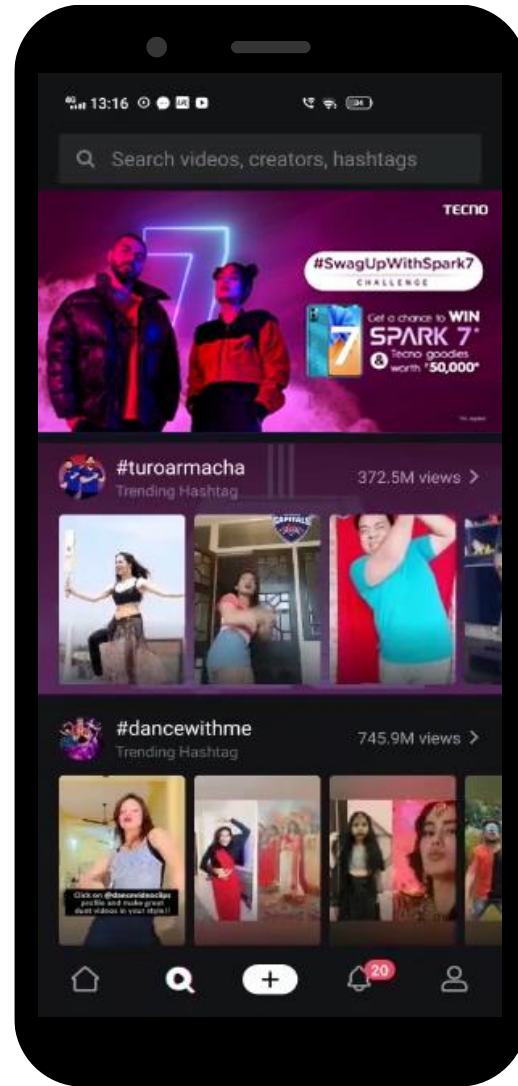
MALAYALAM



# **BRAND CASE STUDIES**

# TECNO

## #SwagUpwithSpark7 Challenge



[Click to Play](#)

**OBJECTIVE:** Popularize Tecno's new Swag Up anthem and engage with TakaTak users

**SOLUTION:**

- Dance hashtag challenge **#SwagUpwithSpark7** where users had to dance and flaunt their swag to the song
- **20 top influencers** from dance & entertainment categories joined the challenge

**CHALLENGE DURATION:** 15 Days

**CAMPAIGN PERIOD:** APR'21

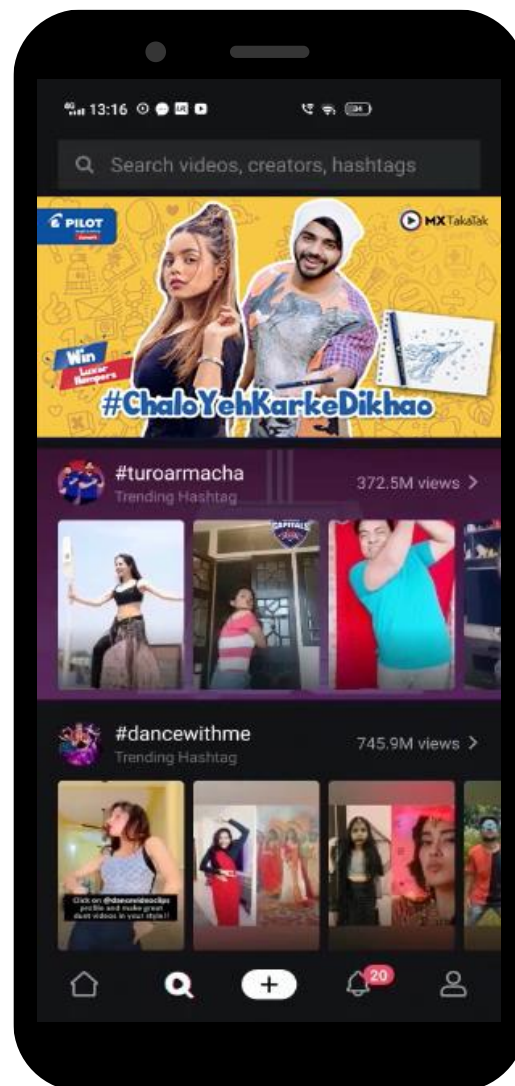
**RESULTS:**

- **1 Bn +** views





# #ChaloYehKarkeDikhao Challenge



[Click to Play](#)

**OBJECTIVE:** Pilot pens sought to engage with audience through a doodling challenge

**SOLUTION:**

- Hashtag challenge **#ChaloYehKarkeDikhao** users had to create videos showing their doodles
- **10 influencers** from art & entertainments categories joined the challenge

**CHALLENGE DURATION:** 6 Days

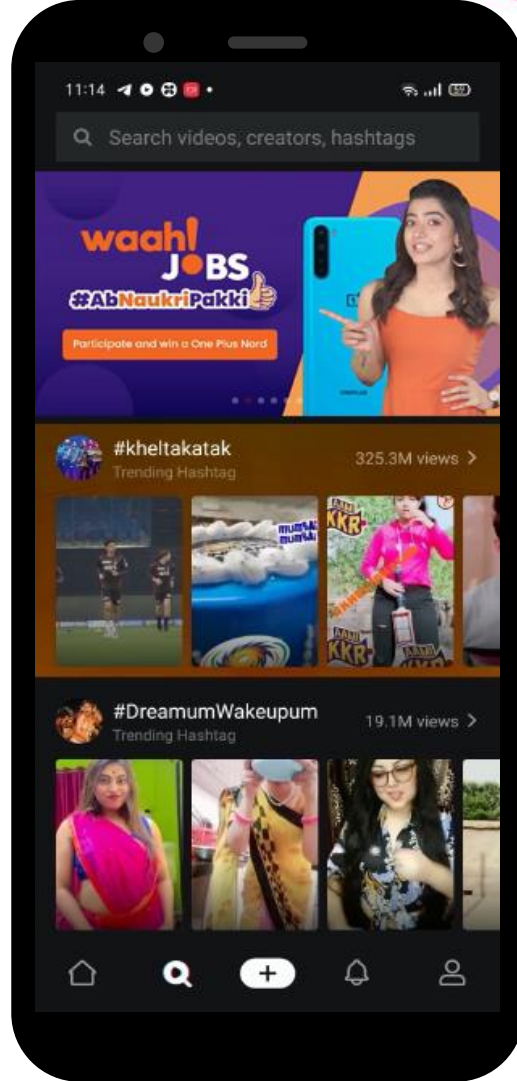
**CAMPAIGN PERIOD :** APR'21

**RESULTS:**

- **352 Mn +** views
- **91 K+** likes



## #AbNaukriPakki Challenge



[Click to Play](#)

**OBJECTIVE:** Waah Jobs sought to popularize their brand anthem and increase brand awareness

**SOLUTION:**

- Hashtag challenge **#AbNaukriPakki** where TakaTak users had to dance to the Waah Jobs Anthem and show their fun moves.
- **30 influencers** were roped in to build content and drive the challenge

**CHALLENGE DURATION:** 9 Days

**CAMPAIGN PERIOD:** MAR'21

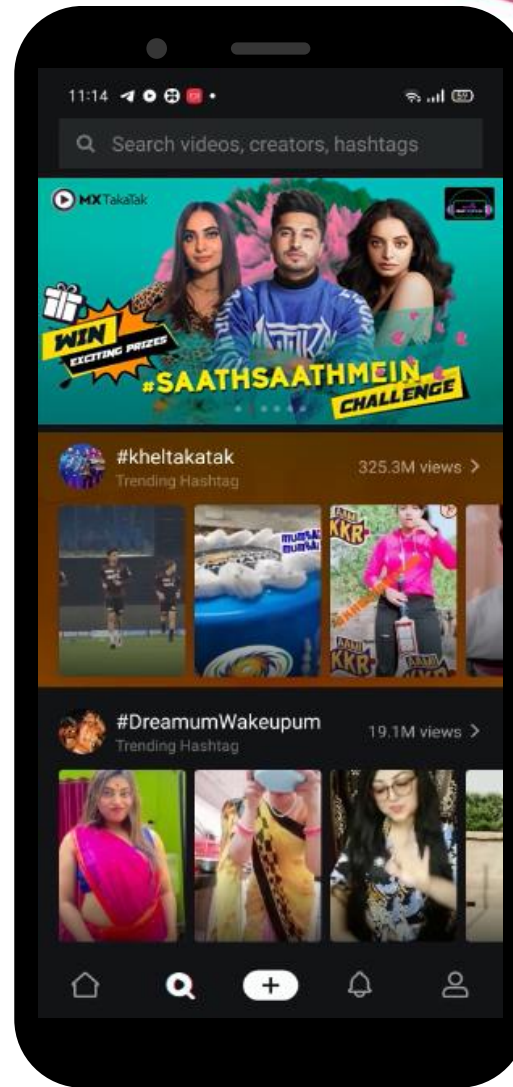
**RESULTS:**

**271 Mn+** views generated

**7.9 Mn** UGC videos



## #SaathSaathMein Challenge



[Click to Play](#)

**OBJECTIVE:** SMULE sought to promote their new 'Saath Saath mein' song and music video and leverage TakaTak audience to generate UGC and engagement

**SOLUTION:** Hashtag challenge **#SaathSaathMein** where users had to recreate the hookstep and share dance videos to the song. **30 entertainment influencers** promoted the challenge by creating dance videos recreating the hookstep

**CHALLENGE DURATION:** 10 Days

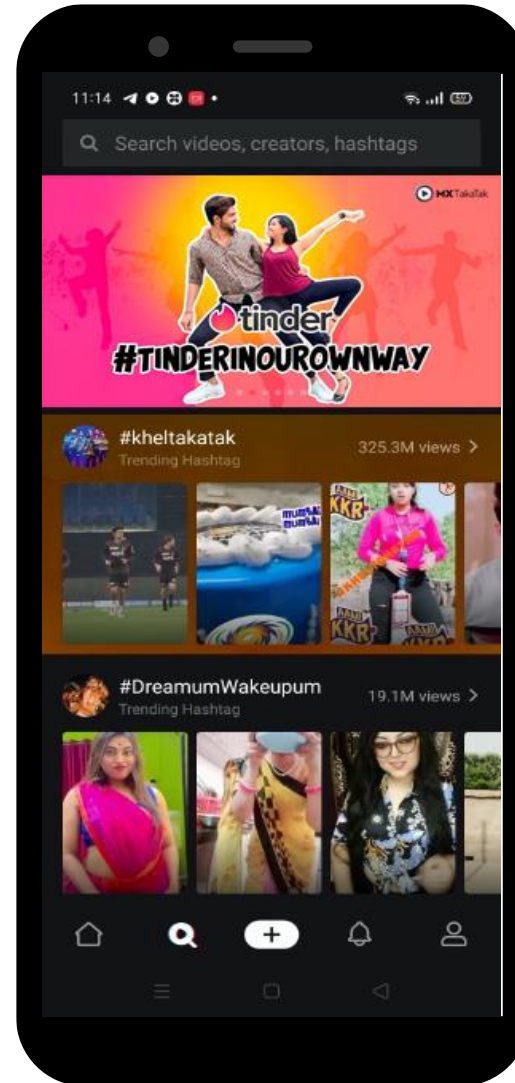
**CAMPAIGN PERIOD:** DEC'20

### RESULTS:

- **171 Mn+** views generated
- **1.8 Mn+** Likes on challenge videos



# #TinderinOurWay Challenge



[Click to Play](#)

**OBJECTIVE:** Tinder sought to craft an engaging campaign to increase brand awareness

## **SOLUTION:**

- Hashtag challenge **#TinderinOurWay** where users had to do a duet dance by copying the last step of their partner .
- **25 entertainment influencers** were roped in to build content and drive the challenge

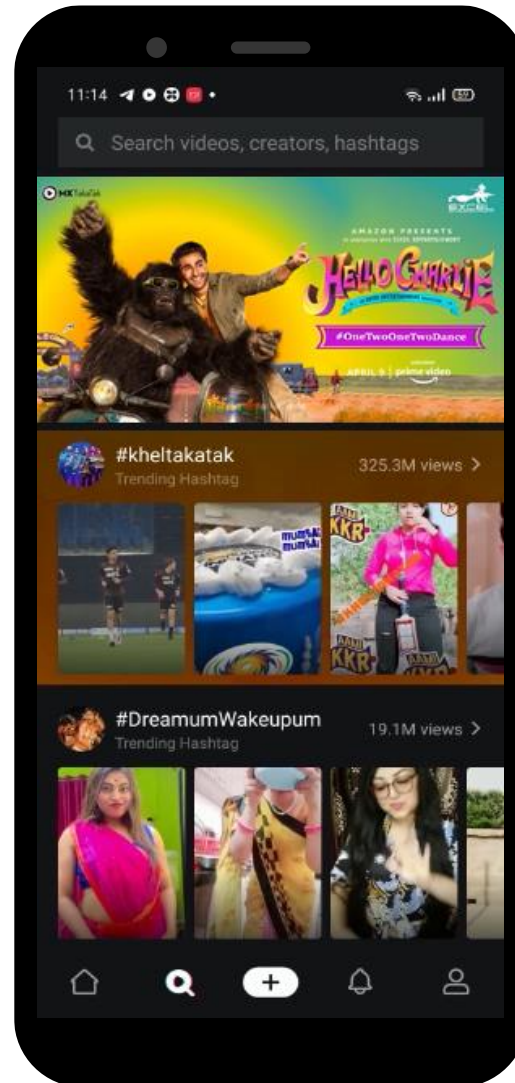
**CHALLENGE DURATION:** 6 Days

**CAMPAIGN PERIOD:** DEC'20

## **RESULTS:**

- **202 Mn+** views generated
- **3.5 Mn+** Likes on challenge videos

# #OneTwoOneTwoDance Challenge



[Click to Play](#)

**OBJECTIVE:** APV sought to promote their upcoming movie "Hello Charlie"

**SOLUTION:** Dance Hashtag challenge **#OneTwoOneTwoDance** where users had to recreate the hookstep and share dance videos to the song from the film. **25 entertainment influencers** promoted the challenge by creating dance videos recreating the hookstep

**CHALLENGE DURATION:** 10 Days

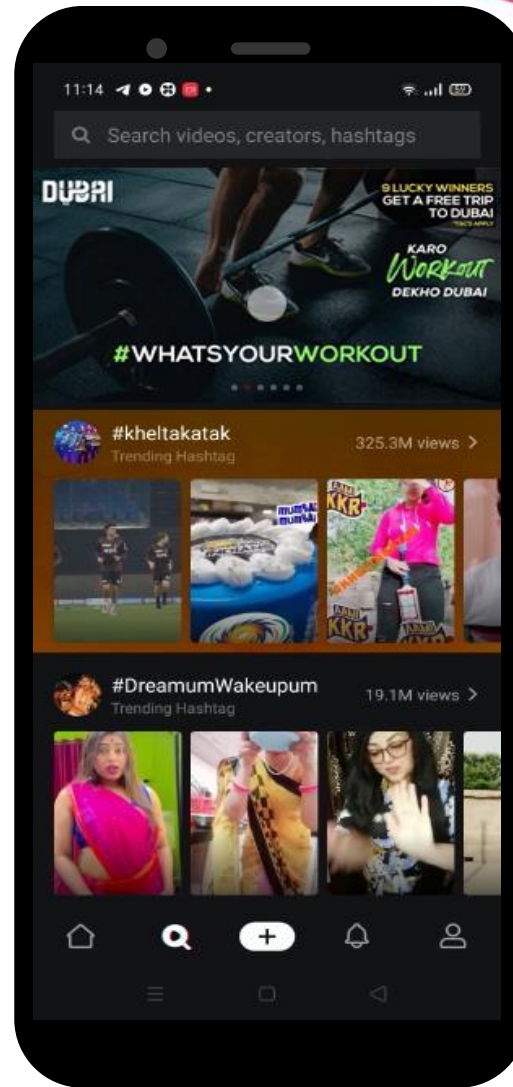
**CAMPAIGN PERIOD:** APR'21

## RESULTS:

- **110 Mn+** views generated
- **3.2 Mn** Likes on challenge videos



## #WhatsYourWorkout Challenge



[Click to Play](#)

**OBJECTIVE:** Dubai Tourism sought to **increase brand awareness** by leveraging top influencers on TakaTak and drive UGC

**SOLUTION:** Workout challenge **#WhatsYourWorkout** where users had to create videos showing their workout. **50 top influencers** promoted the challenge by creating videos with the hashtag. 9 winners got an all expense paid trip to Dubai

**CHALLENGE DURATION:** 8 Days

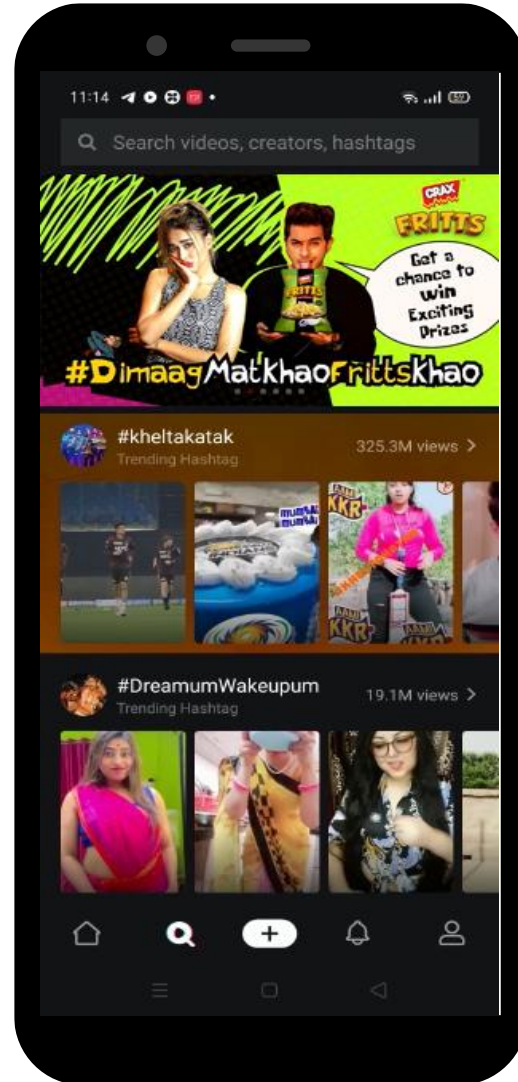
**CAMPAIGN PERIOD:** OCT'20

**RESULTS:**

- **500 Mn+** views generated
- **5 Mn+** likes on challenge videos



# #DimaagMatKhaoFritsKhao Challenge



[Click to Play](#)

**OBJECTIVE:** Crax sought to increase brand awareness in an engaging and shareworthy manner

## **SOLUTION:**

- Hashtag challenge **#DimaagMatKhaFrittsKha** where users had to lipsync to the audio.
- **3 entertainment influencers** were roped in to build content and drive the challenge

**CHALLENGE DURATION:** 6 Days  
**CAMPAIGN PERIOD :** FEB'21

## **RESULTS:**

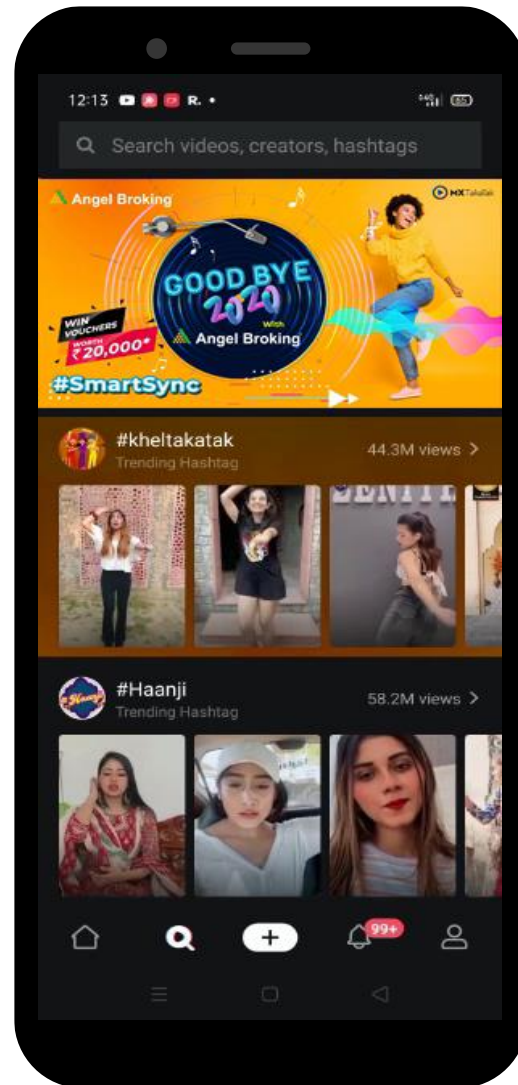
- **20 Mn+** views generated
- **291 K** Likes on challenge videos



**Angel Broking**

Service Truly Personalize

# #SmartSync Challenge



[Click to Play](#)

## OBJECTIVE:

ANGEL BROKING sought to popularize their official **Goodbye 2020** song to increase brand awareness, and use TakaTak to fuel unique and engaging UGC for the campaign

## SOLUTION:

- Hashtag challenge **#SmartSync** where users had to create innovative videos using the Goodbye 2020 song to stand a chance to win exciting prizes.
- **13 top dance influencers** were looped in to drive the challenge and make official videos.

**CHALLENGE DURATION:** 6 days

**CAMPAIGN PERIOD :** DEC'20

## RESULTS:

- **14 Mn+** views generated
- **283 K** Likes on challenge videos



## **2. TAKATAK HASHTAG TENTPOLES**



# TAKATAK HASHTAG CHALLENGE LINE-UP



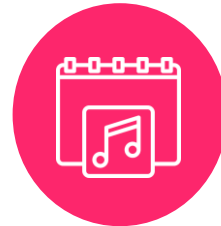
**WORLD YOGA DAY**

**FITNESS CHALLENGE**



**FATHER'S DAY**

**ACTING CHALLENGE**



**MUSIC DAY**

**SINGING CHALLENGE**



**#HEALTHYATHOME**

**FITNESS CHALLENGE**

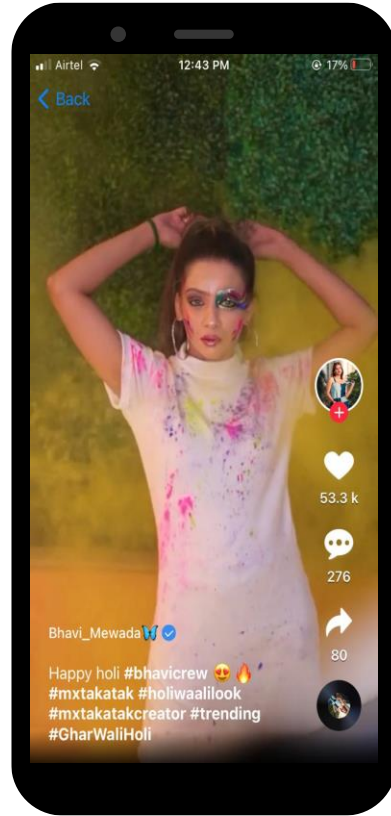
# TAKATAK HASHTAG CASE STUDIES



**#MyWOWWomen**

**Date: Mar'21**

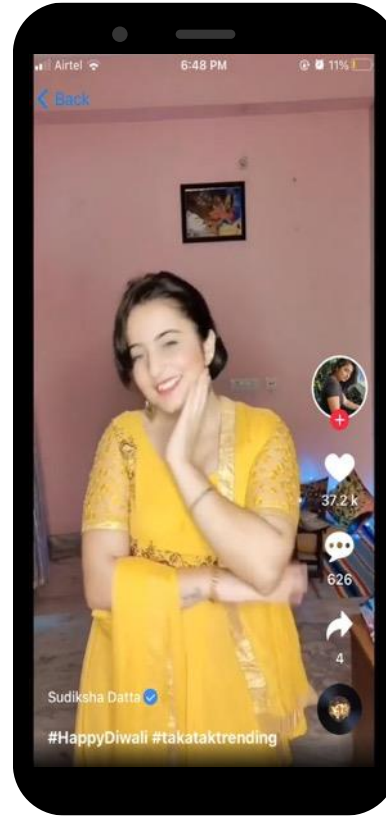
**1.8Bn+ Views**



**#GharWaliHoli**

**Date : Mar'21**

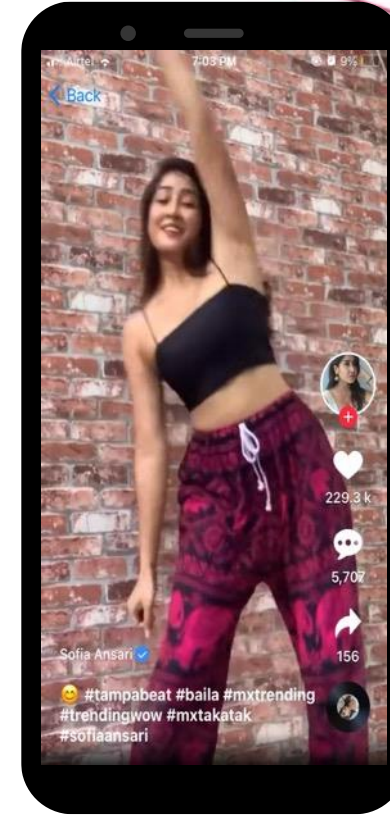
**2.6Bn+ Views**



**#HappyDiwali**

**Date: Nov'20**

**1.7Bn+ Views**



**#TampaBeat**

**Date: Oct'20**

**5.5Bn+ Views**



**#MXTheatre**

**Date: Oct'20**

**5.8Bn+ Views**

Views generated in 15 days



**LET'S CHAT..**