

Be
relevant

PORTFOLIO

TURNING IDEAS INTO

I
'M
P'A
CT

WHO ARE WE?

YOUR STRATEGIC PARTNER.

We'll undertake end-to-end content creation and production for your social media- with reels, carousels, memes, threads, broadcasts, tweets, groups, and daily stories.

We eat, sleep, and breathe content, mastering Lifestyle, UGC, Voxpop, & Infotainment. We turn up the volume on your brand's voice, captivating your audience with every click, like, and share—keeping you in the spotlight.

Let's create stories that stick, visuals that pop, and experiences that connect.

MEET THE FOUNDERS

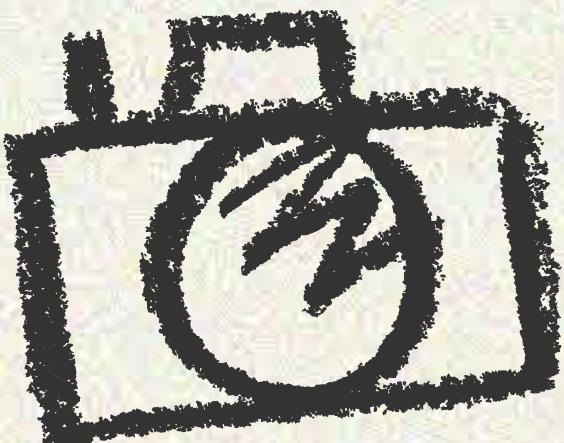


Be
relevant

DEV CHOPRA

Co-founder & CEO

ACTOR | DIRECTOR | PRODUCER



"NAAM BANN JAYEGA ,
TOH KAAM BANN JAYEGA ."

© @devchopraa

📞 +91 9654 290 220

✉️ devchopra@berelevantmedia.in



Be
relevant

SIDDHARTH SETHI

Co-founder & CMO

ACTOR | DIRECTOR | PRODUCER



"CONTENT THAT CONNECTS, CONVERTS.
GOOD ADS LET THE INVISIBLE
BE IRRESISTIBLE!"

© [@siddharth.s26](https://www.instagram.com/@siddharth.s26)

📞 [+91 9711 900 003](tel:+919711900003)

✉️ siddharthsethi@berelevantmedia.in

WHAT WE OFFER

CONTENT IS KING. AND WE MAKE AMAZING CONTENT.

Lifestyle

We catch the latest trends & spin them into storytelling gold, giving your brand a personality that keeps people coming back for more.

Infotainment

Knowledge is currency. Our infotainment swaps viewers' time for valuable insights — and eventually, their cash.

P.S. No-fluff videos delivered straight to the camera.

Vox-Pop

We hit the streets and chat with real people, turning their insights into interactive content. It's offline magic, online.

UGC

Testimonials by people from the comfort of their personal space — real, authentic, & designed to boost sales. Because who can resist a genuine thumbs-up?

SEE OUR WORK

ਮਲਮਲ

MEASURING IMPACT

Services

Scripting
Direction

Creators

-

Industry

Fashion

Content Category

Lifestyle Videos

Reach

Combined- 700k+
Average- 80k



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MEASURING IMPACT

Services

- Scripting
- Creator Management
- Production
- Post Production

Creators

5+

Industry

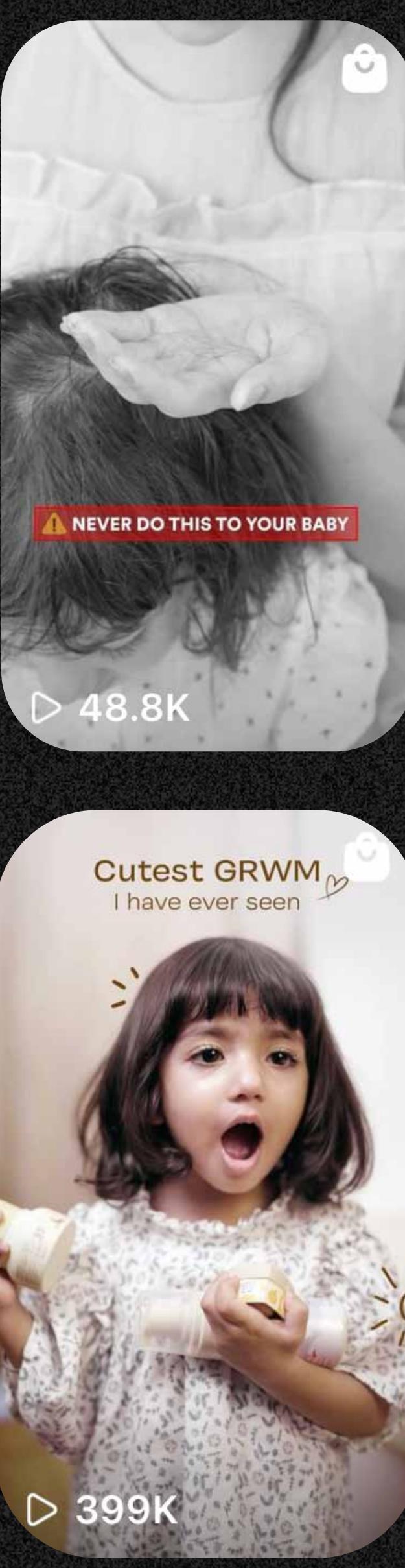
Babycare & FMCG

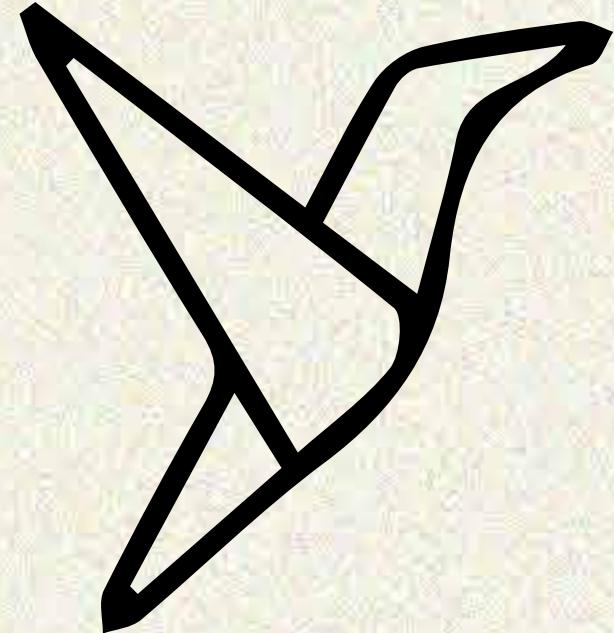
Content Category

- Lifestyle Videos
- UGC

Reach

- Combined- 1M+
- Average- 75k





yoho

MEASURING IMPACT

Services

Creator Management
Production
Post Production

Creators

5+

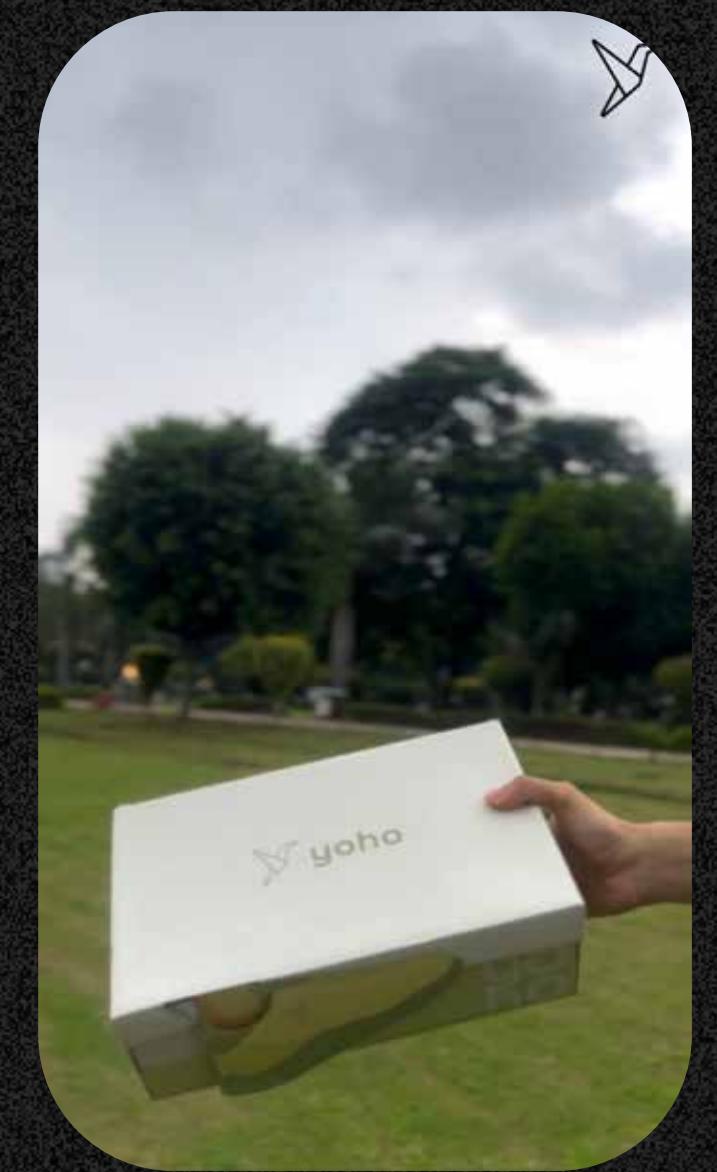
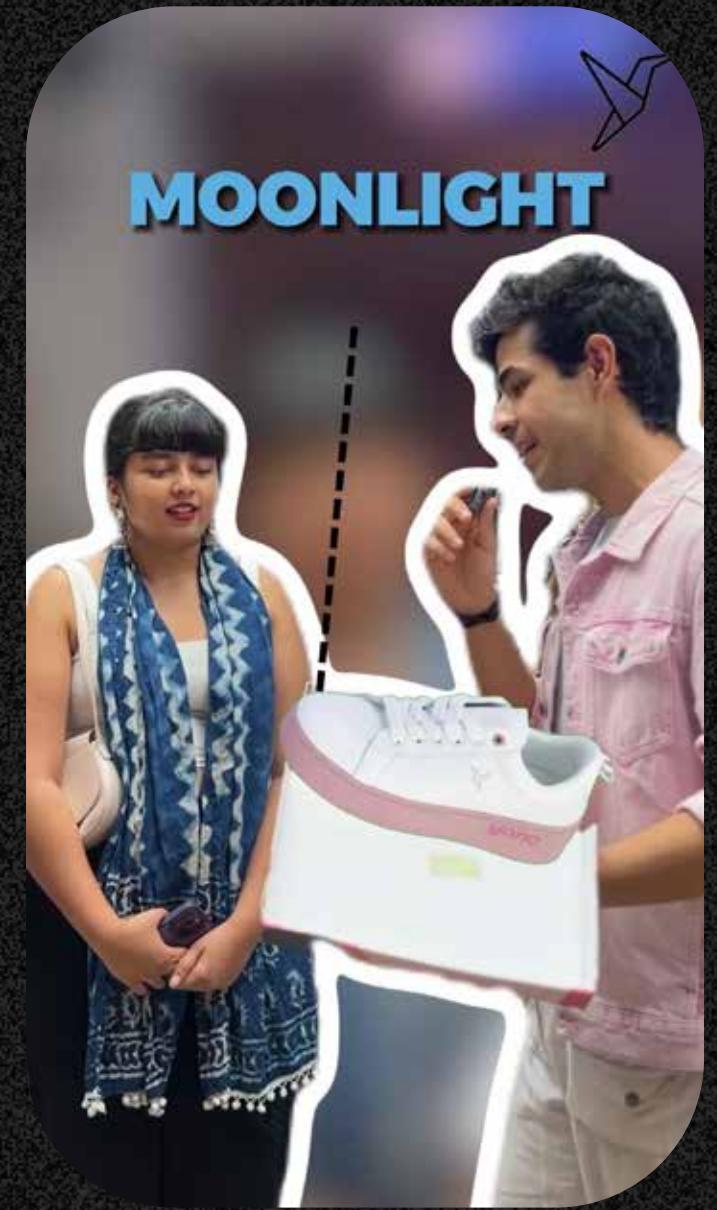
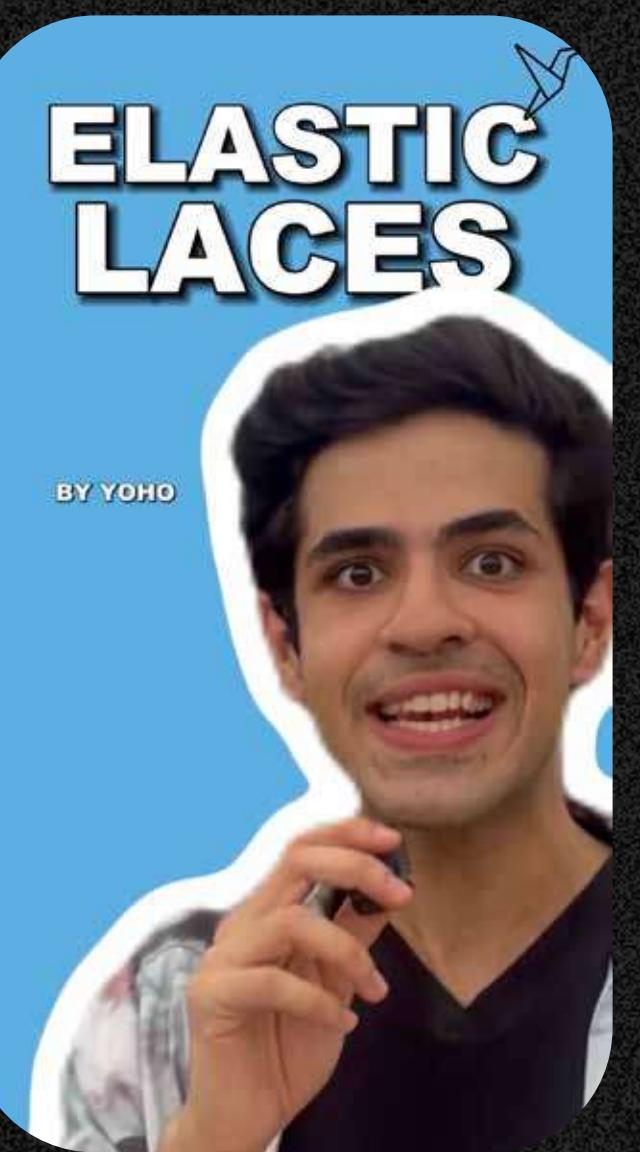
Industry
Fashion

Content Category

VoxPop

Reach

Combined- 650K+
Average- 95k



.JUNIO

MEASURING IMPACT

Services

- Scripting
- Creator Management
- Production
- Post Production

Creators

20+

Industry

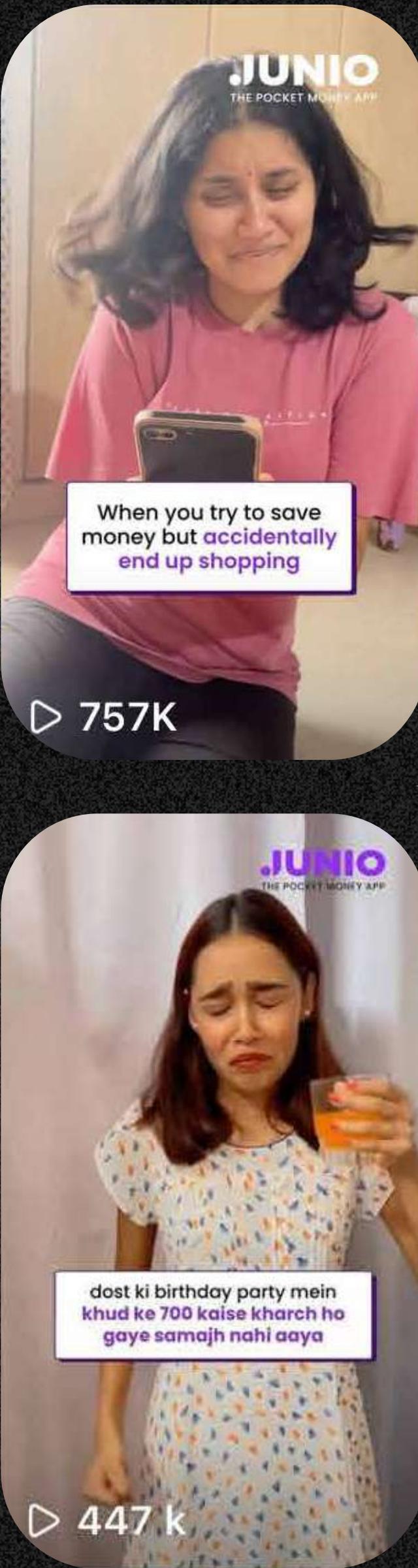
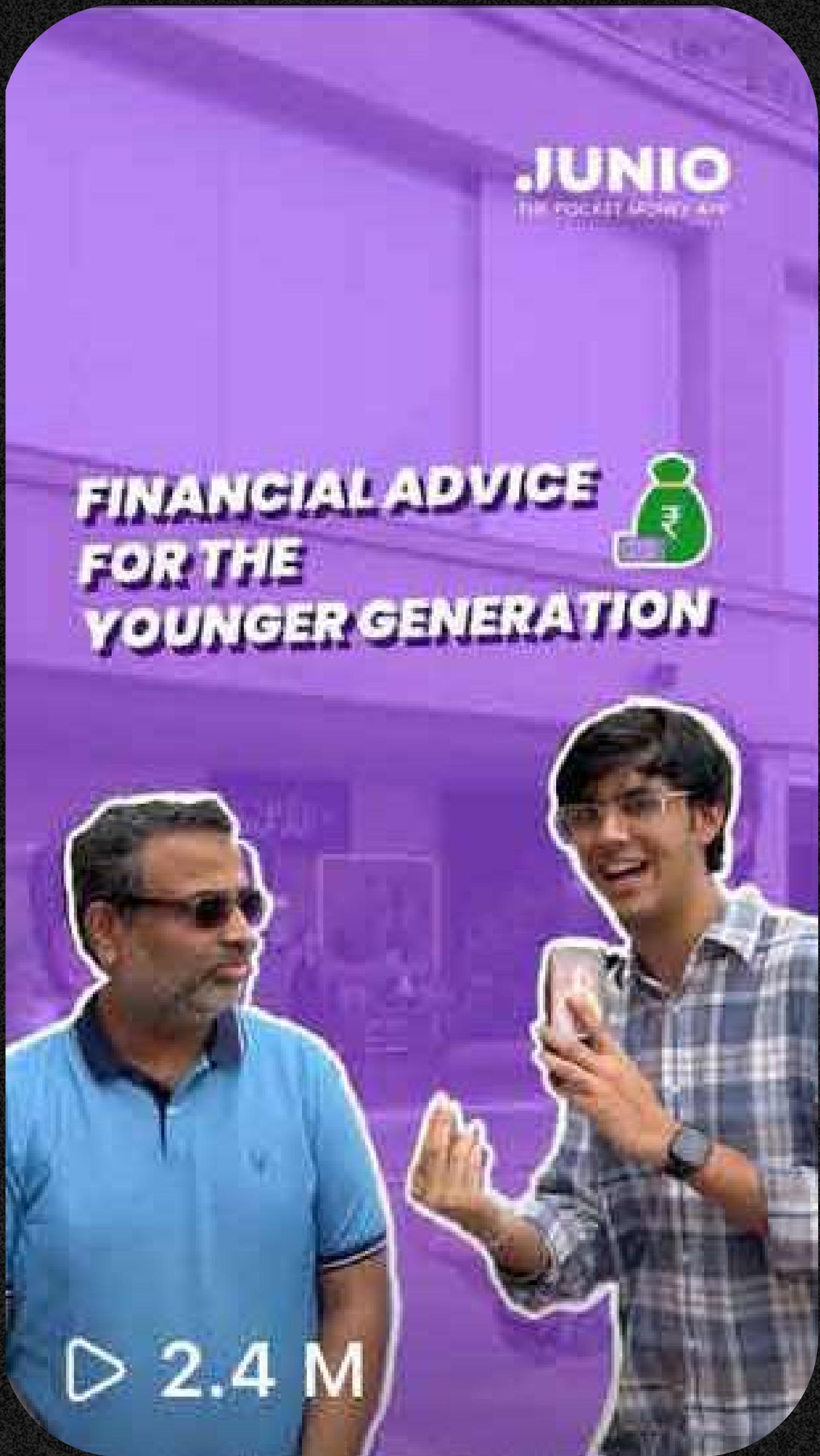
Finance

Content Category

- Lifestyle Videos
- UGC
- VoxPop

Reach

- Combined- 10M+
- Average- 95k





PokerBaazi

MEASURING IMPACT

Services

Scripting
Creator Management
Production
Post Production

Creators

15+

Industry

Real Money Gaming

Content Category

Lifestyle Videos
UGC
VoxPop
Infotainment

Reach

Combined- 6M+
Average- 80k

WHY IS POKER IDEAL FOR ENTREPRENEURS?

FT. GAGAN ARORA

#POKER
TANK



▷ 484K

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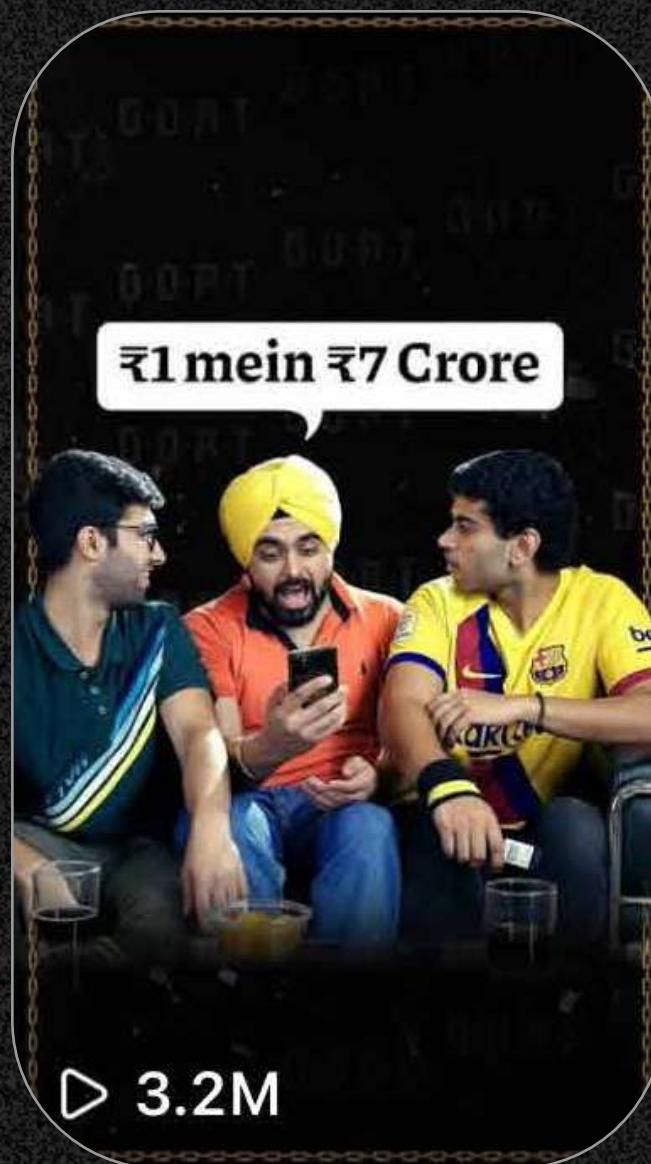


▷ 553K

POKER GUPSHUP
WITH IMT GZB



▷ 2.8M



▷ 3.2M

Step up challenge
GOAT edition



▷ 269K

WHY IS POKER IDEAL FOR ENTREPRENEURS?

FT. KESHAV SADHNA

#POKER
TANK



▷ 582K

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MEASURING IMPACT

Services

Scripting
Creator Management
Production
Post Production

Creators

13+

Industry

Real Money Gaming

Content Category

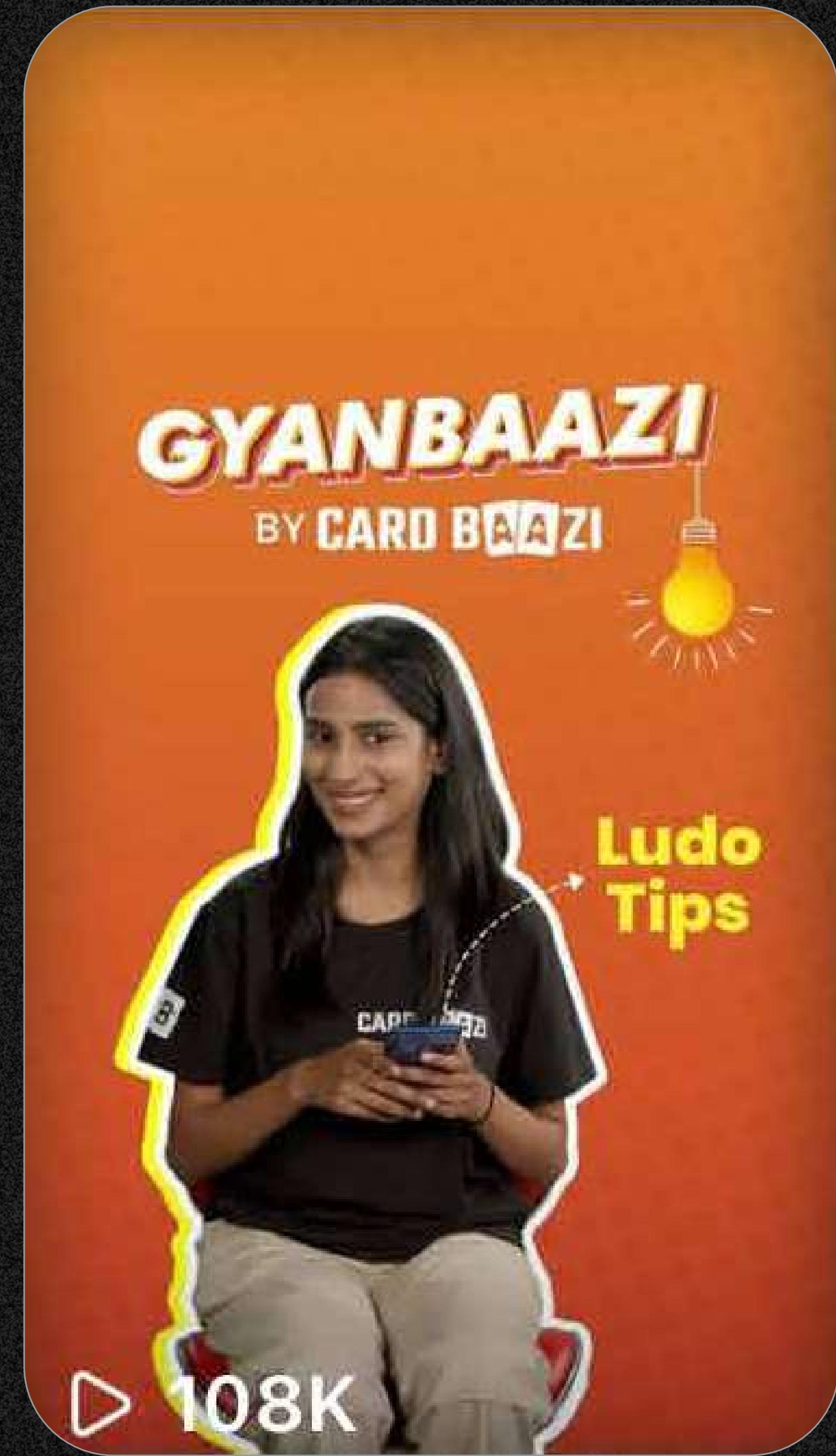
Lifestyle Videos
UGC
VoxPop
Infotainment

Reach

Combined- 2M+
Average- 73k

FactBaazi

BY CARD BAAZI





MEASURING IMPACT

Services

Scripting
Creator Management
Production
Post Production

Creators

20+

Industry

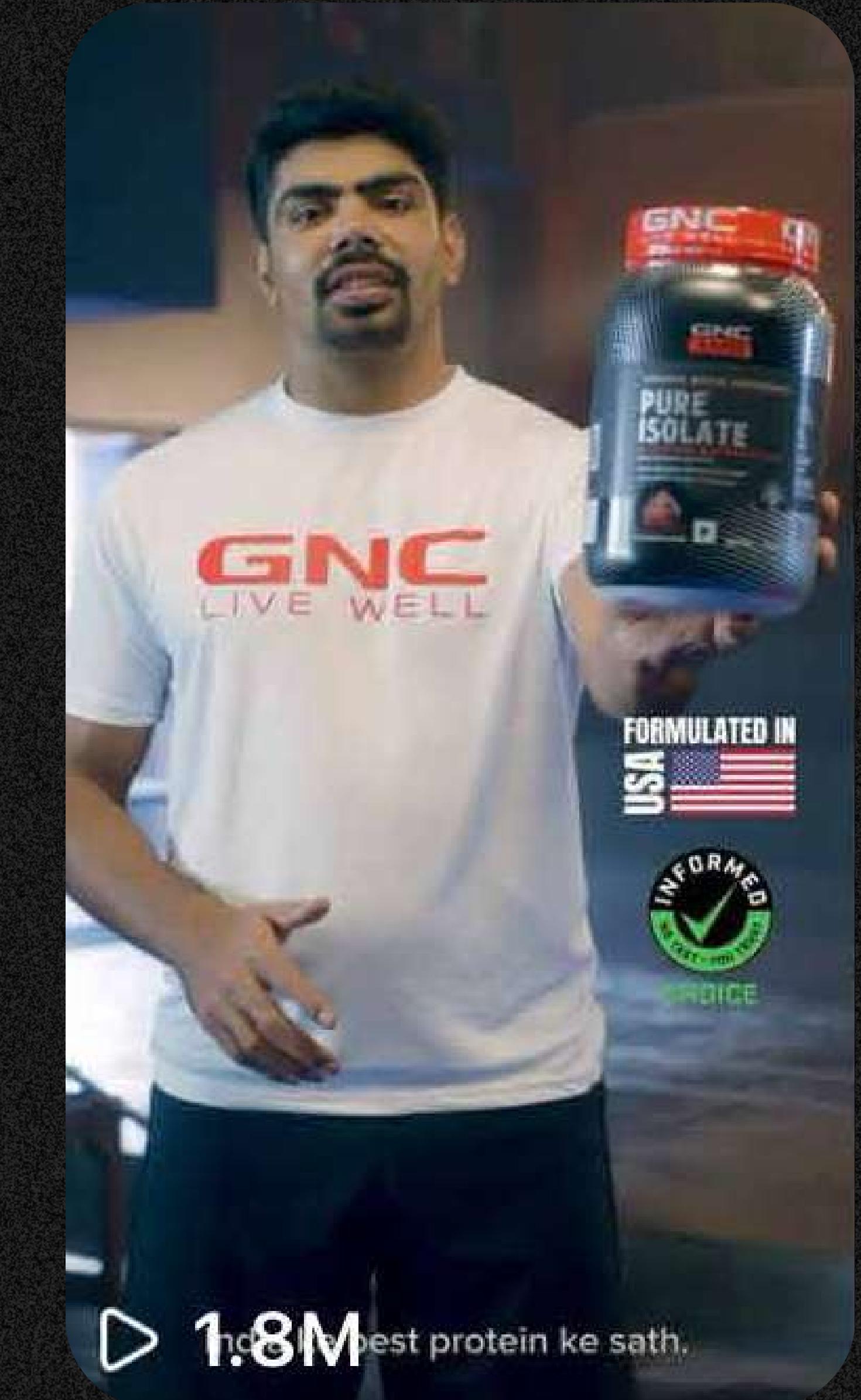
Health and Fitness

Content Category

Lifestyle Videos
UGC
VoxPop
Infotainment

Reach

Combined- 8M+
Average- 300k





MEASURING IMPACT

Services

Strategy
Scripting
Creator Management
Production
Post Production

Creators

6

Industry

Real Money Gaming

Content Category

Lifestyle Videos
UGC
VoxPop
Infotainment

Reach

Combined- 1M+
Average- 45k





MEASURING IMPACT

Services

Scripting
Creator Management
Production
Post Production

Creators

12+

Industry

Real Money Gaming

Content Category

Lifestyle Videos
UGC
VoxPop
Infotainment

Reach

Combined- 3M+
Average- 135k

BAAZITALES by BalleBaazi



Why is
Australia vs England Test Series
Called "The Ashes"



17:37



17:37



Dahi Shakkar
Se
Shubh
Shuruat!



DELHI

INDIAN T20 LEAGUE

▷ 5,642

▷ 5,642

▷ 5,642



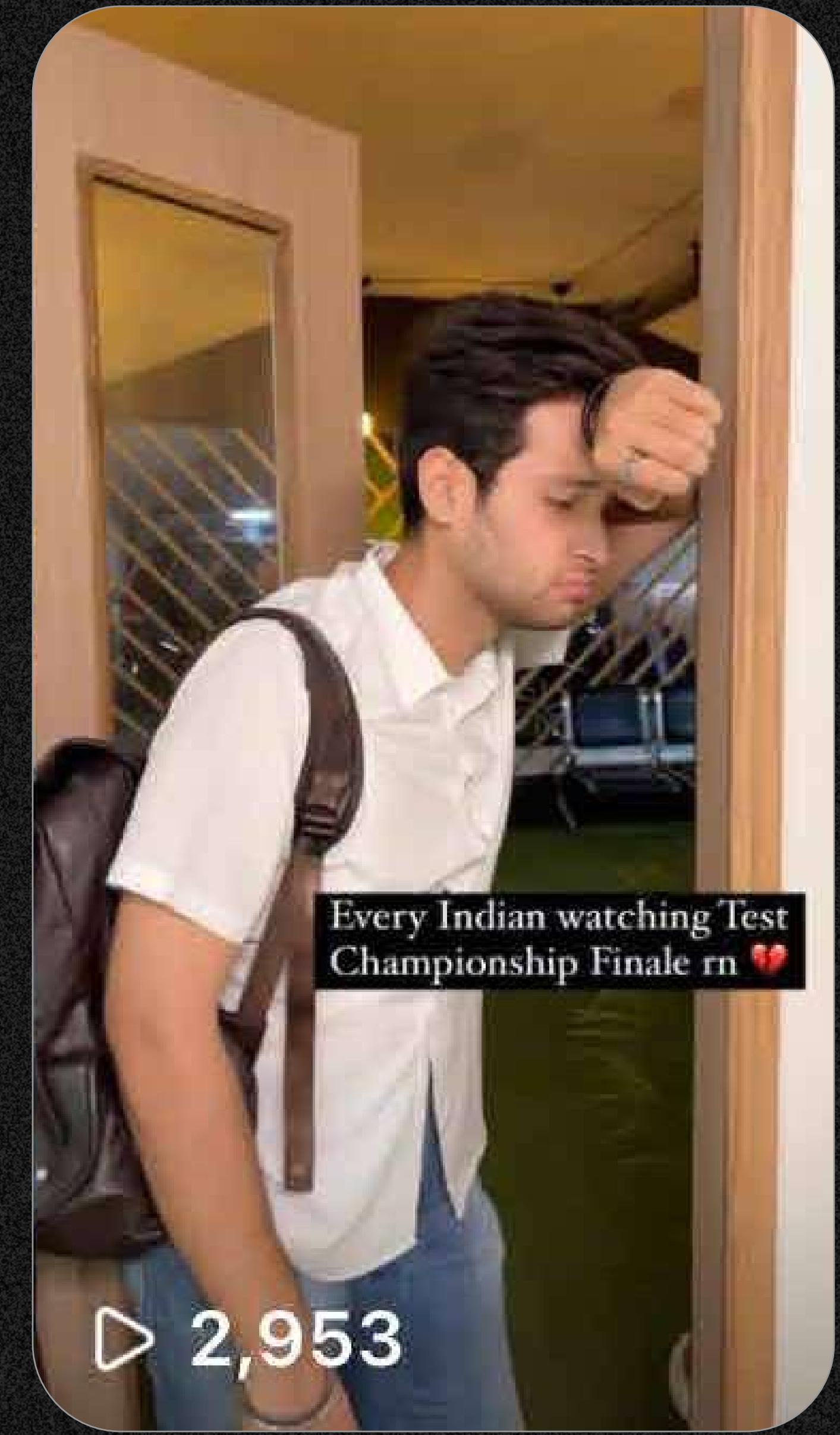
BALLEBAAZI.COM
STATS
FANTASY
Kaise Khelein
Aur
Jeetein

▷ 2,972

▷ 5,642

▷ 5,642

▷ 5,642



Every Indian watching Test
Championship Finale rn ❤️

Sporyt Barbie



MEASURING IMPACT

Creators

2

Scripting & Strategy
Creator Management
Production
Post Production
Collaborations

Industry

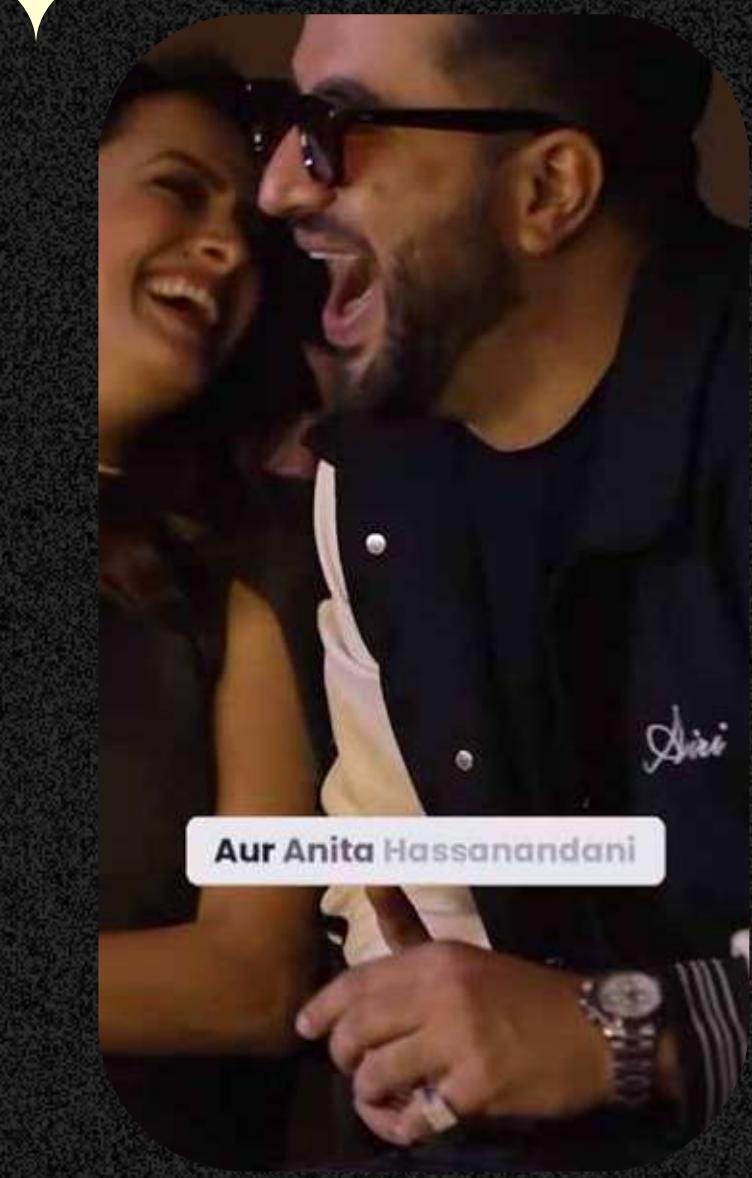
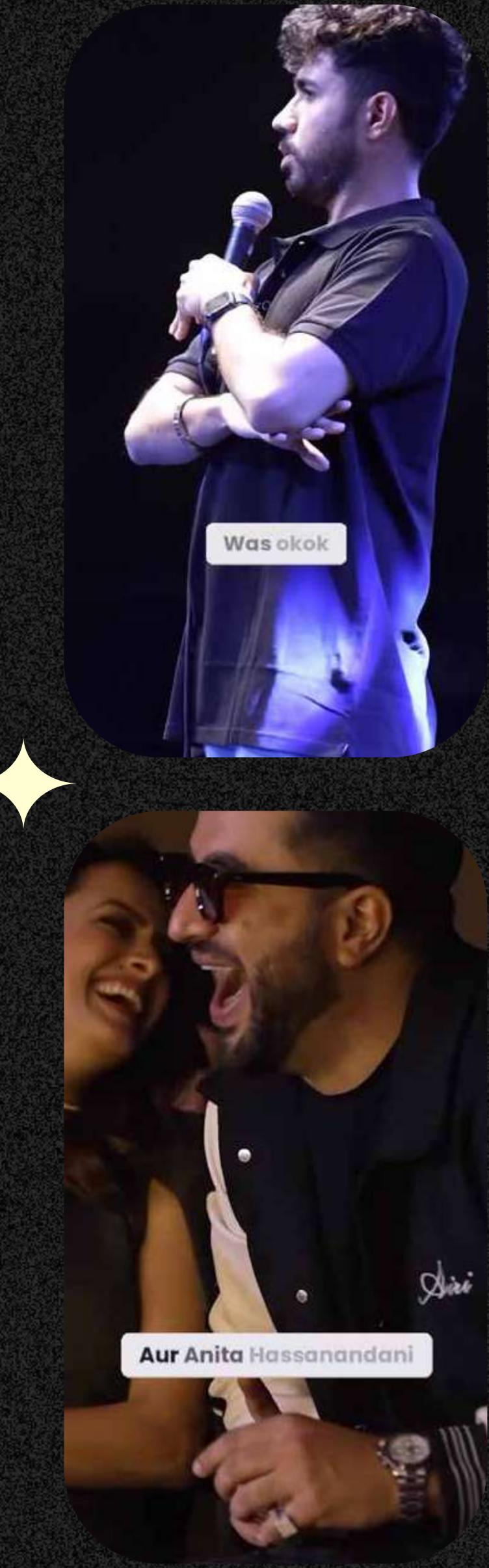
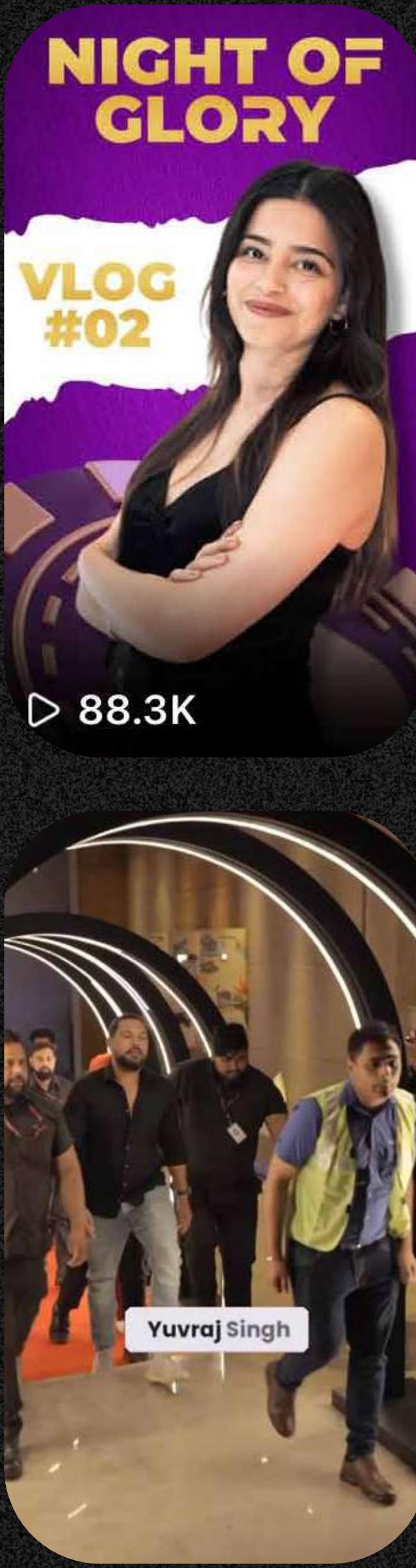
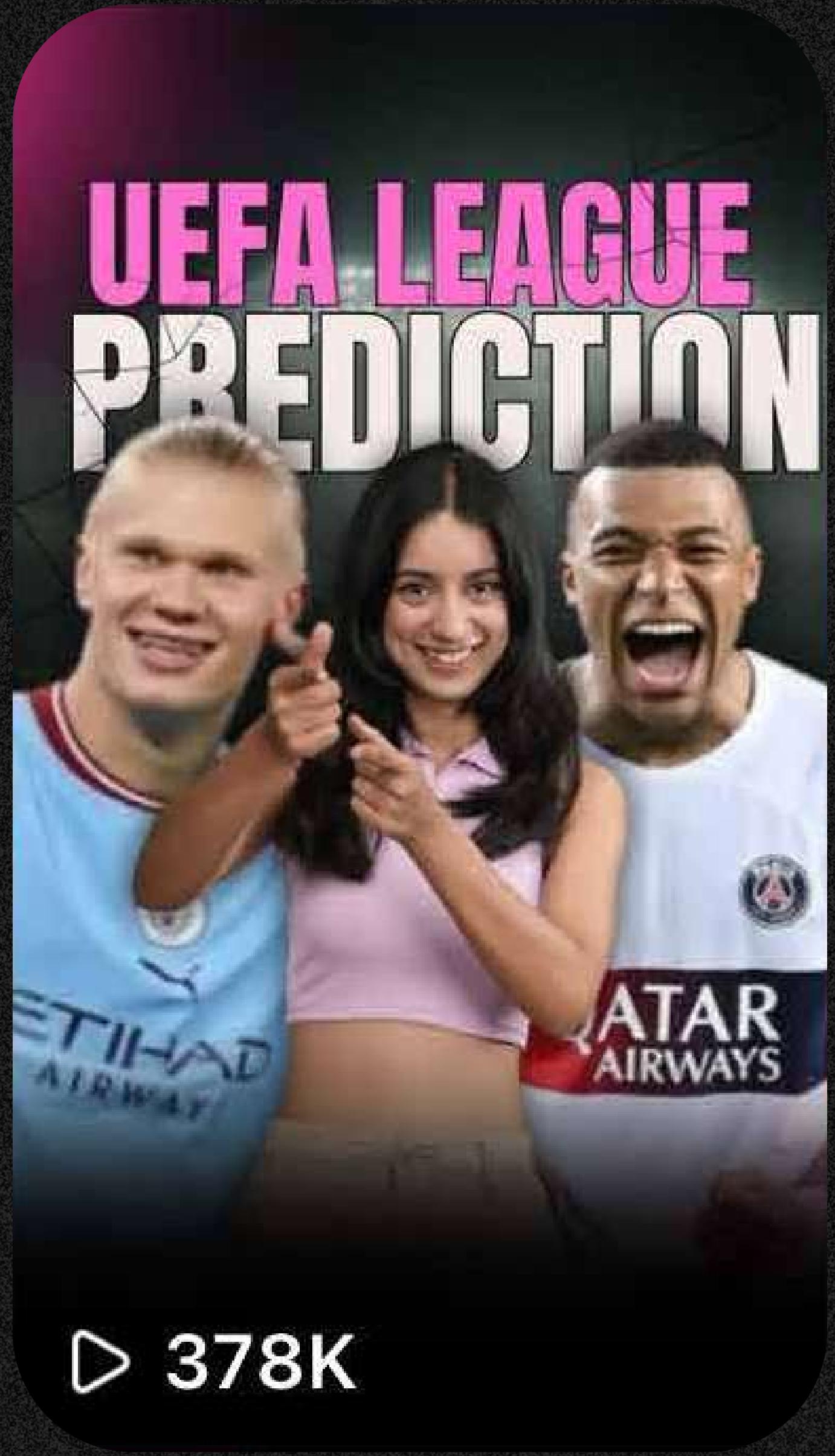
Non-Branded Content

Content Category

Lifestyle Videos
UGC & VoxPop
Broadcast Channel,
Threads & Stories,
Infotainment

Reach

Combined- 10M+
Average- 350k



Foundation Gift

MEASURING
IMPACT

Services

Strategy
Scripting
Creator Management
Production
Post Production

Creators

15+

Industry
Gifting

Content Category

Lifestyle Videos
UGC

Reach

Combined- 4M+
Average- 92k





MEASURING IMPACT

Services

Scripting
Creator Management
Production
Post Production

Creators

24+

Industry

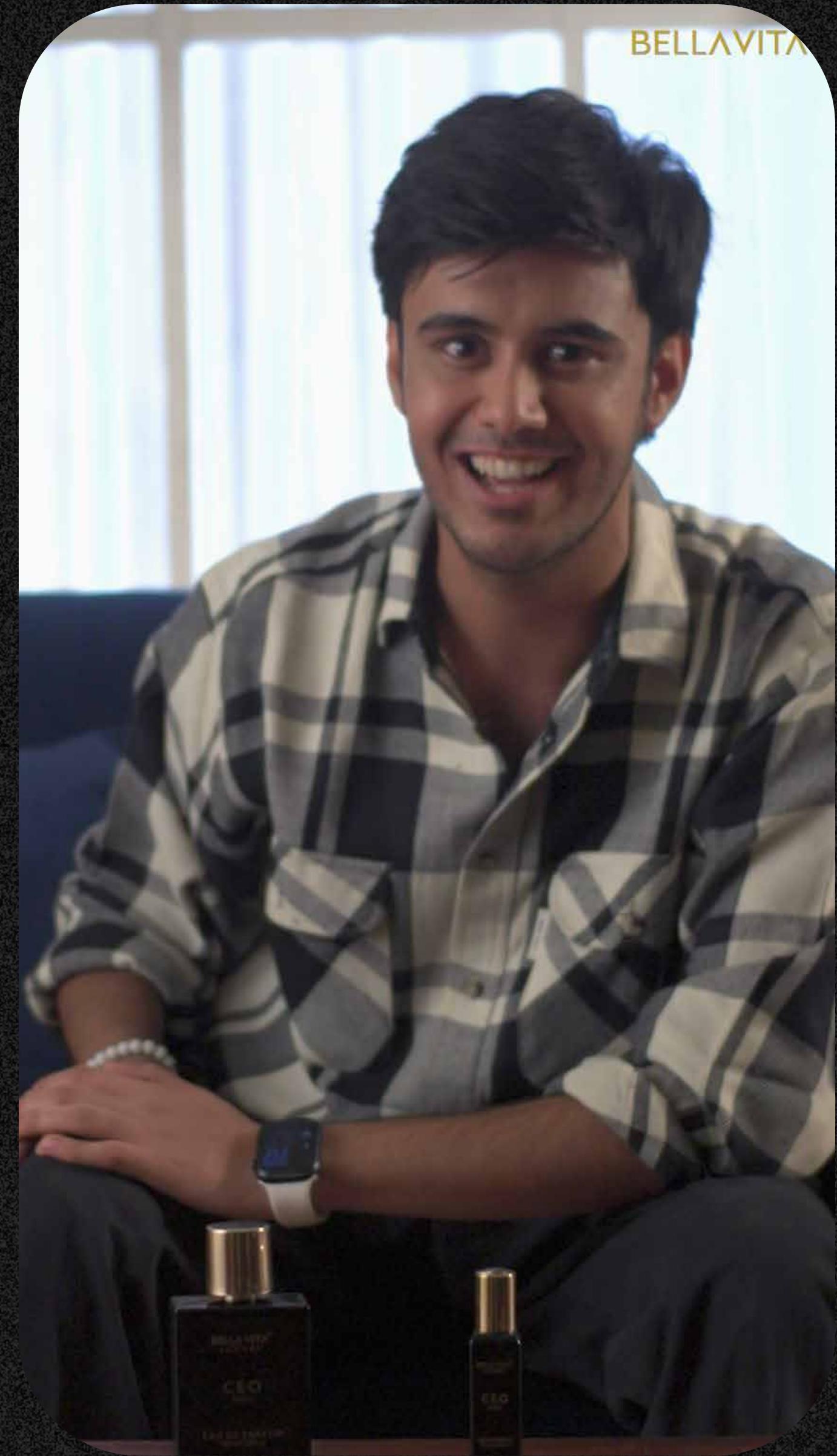
Personal Care
& Cosmetics

Content Category

Lifestyle Videos
UGC
VoxPop

Reach

Combined- 12M+
Average- 250k





BEVZILLA

MEASURING IMPACT

Services

Scripting
Creator Management
Production
Post Production

Creators

10+

Industry

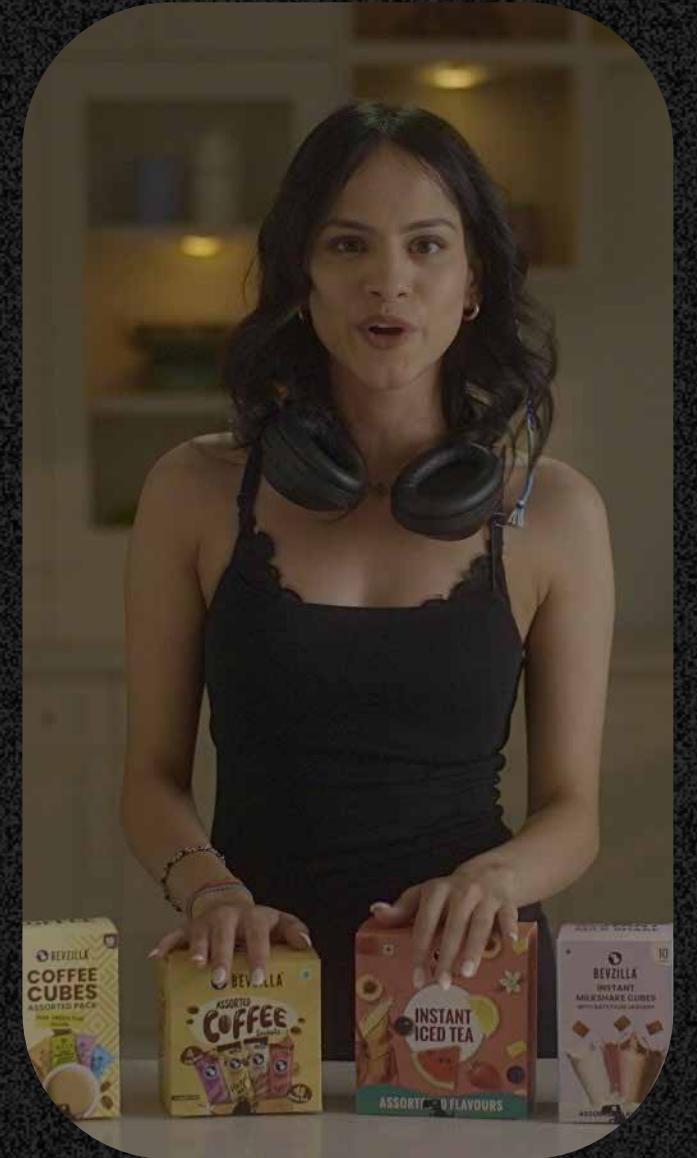
FMCG

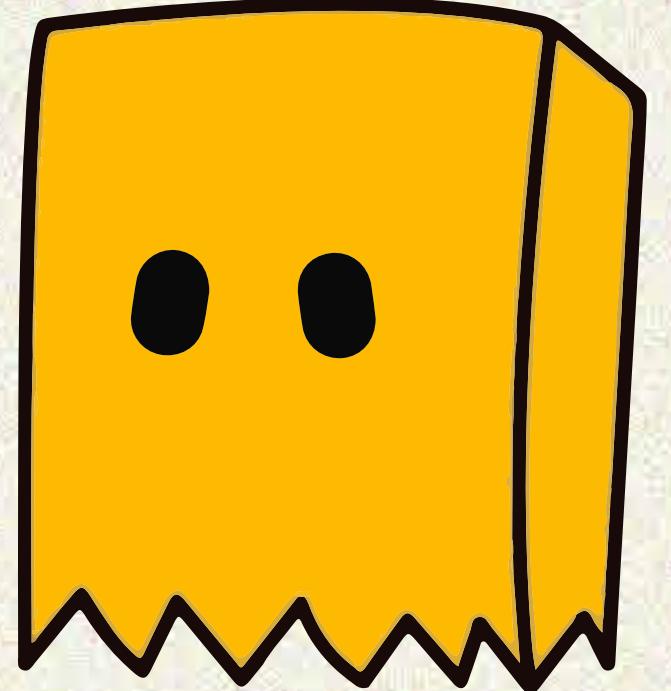
Content Category

Lifestyle Videos
UGC

Reach

Combined- 1M+
Average- 20k





hunch

MEASURING IMPACT

Services

Creator Management
Production
Post Production

Creators

5+

Industry

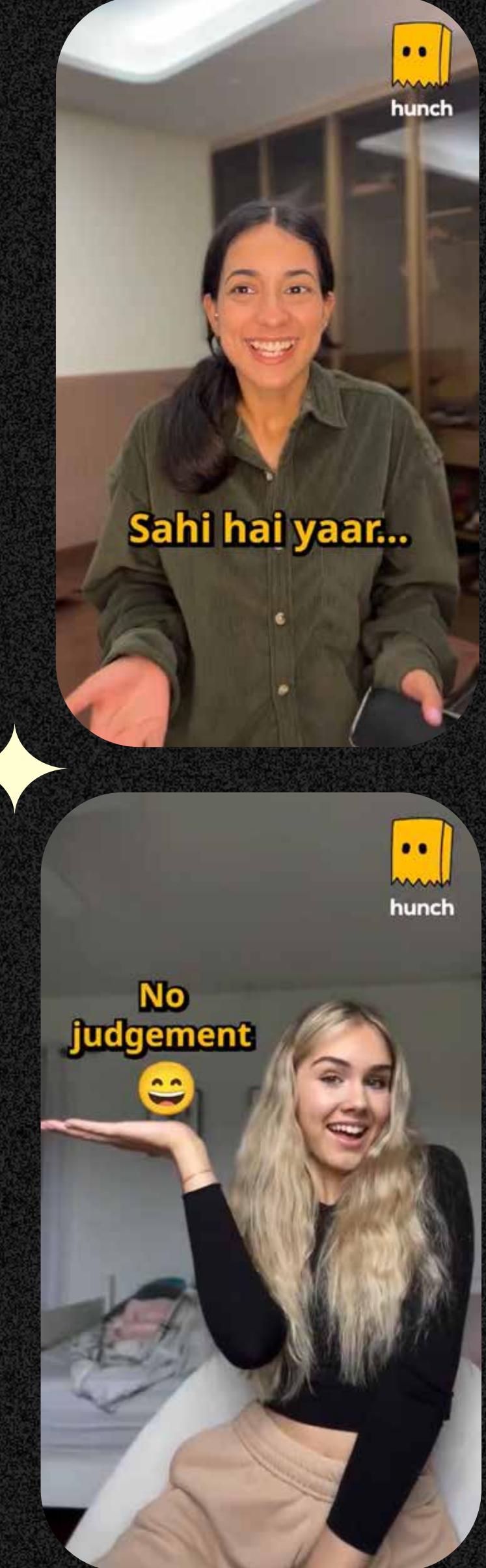
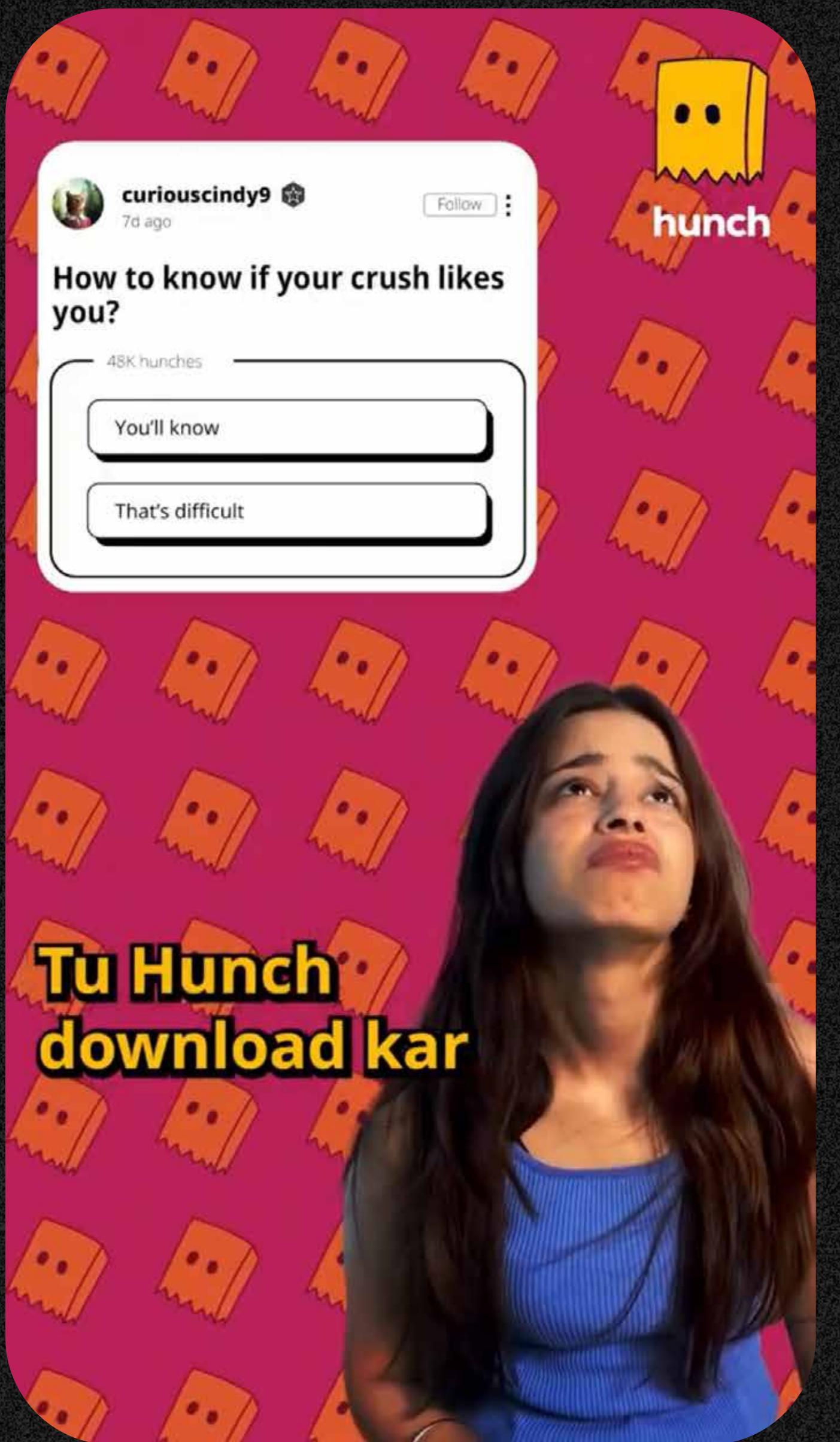
Social Networking
& Dating

Content Category

UGC

Reach

Combined- 100k+
Average- 25k



Shakti

ENCHANTED GANGA

MEASURING
IMPACT

Services

Scripting
Creator Management
Production
Post Production

Creators

5+

Industry
Pooja Essentials

Content Category

Lifestyle Videos
UGC

Reach

-





duolop

MEASURING IMPACT

Services

Scripting & Strategy
Creator Management
Production
Post Production
Collaborations

Creators

2

Industry

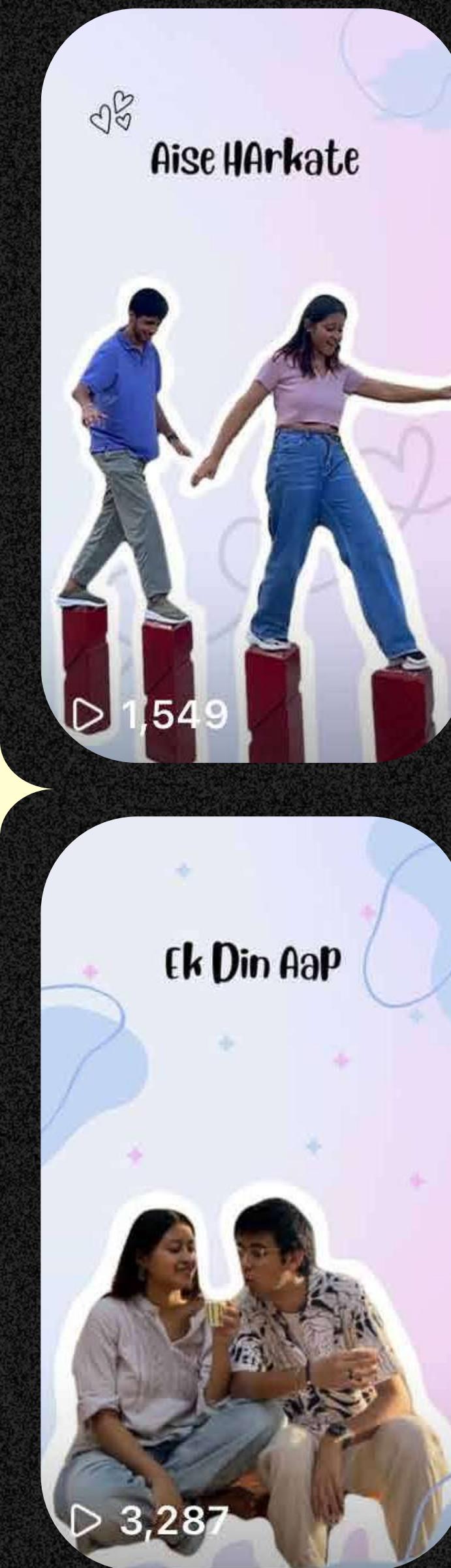
Social Networking
& Communication

Content Category

Lifestyle Videos
UGC
VoxPop

Reach

Combined- 2M+
Average- 63k



Be
relevant

PRODUCTIONS

Welcome to Be Relevant Productions: our creative powerhouse.

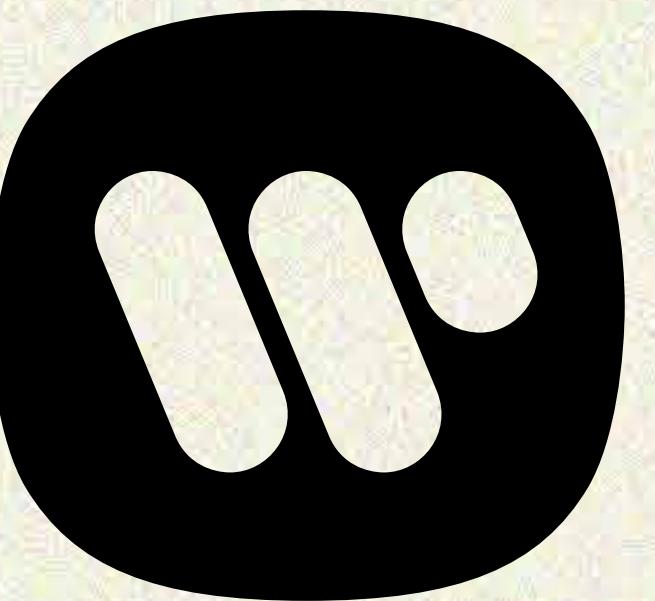
Where storytelling meets strategy.

Specialising in ad films and shows, we don't just capture attention- we steal the spotlight! Be Relevant production creates content that hooks, charms, and converts. As the dynamic arm of the Be Relevant family, we boast state-of-the-art equipment, including industry-leading cameras and tech forward post production tools.

Our talented team comprises industry experts, from skilled camera operators, film-makers, editors to seasoned copywriters ensuring that every project exceeds expectations.

Experience the difference firsthand.

SEE OUR WORK



**WARNER
MUSIC
GROUP**

MEASURING IMPACT

Services

Screenplay
Creator Management
Production
Post Production

Quantity

2

Industry
Music

Media Format

Music Video

Platform

Youtube
• Melt- 1.6M
• Kutta- 613K

MELT

FEATURE SONG





KUTTA

FEATURE SONG

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MEASURING IMPACT

Services

Scripting
Direction

Quantity

6

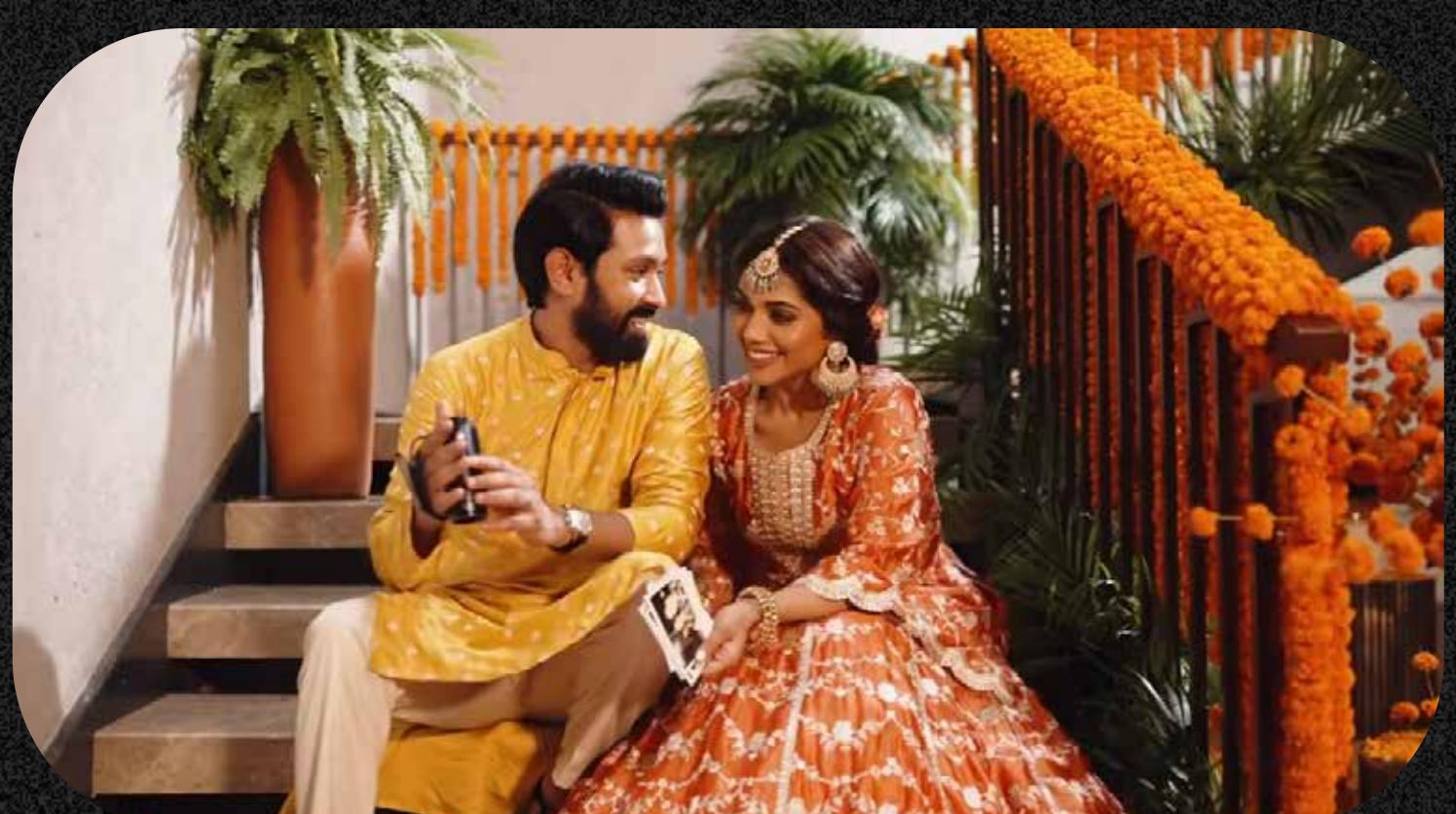
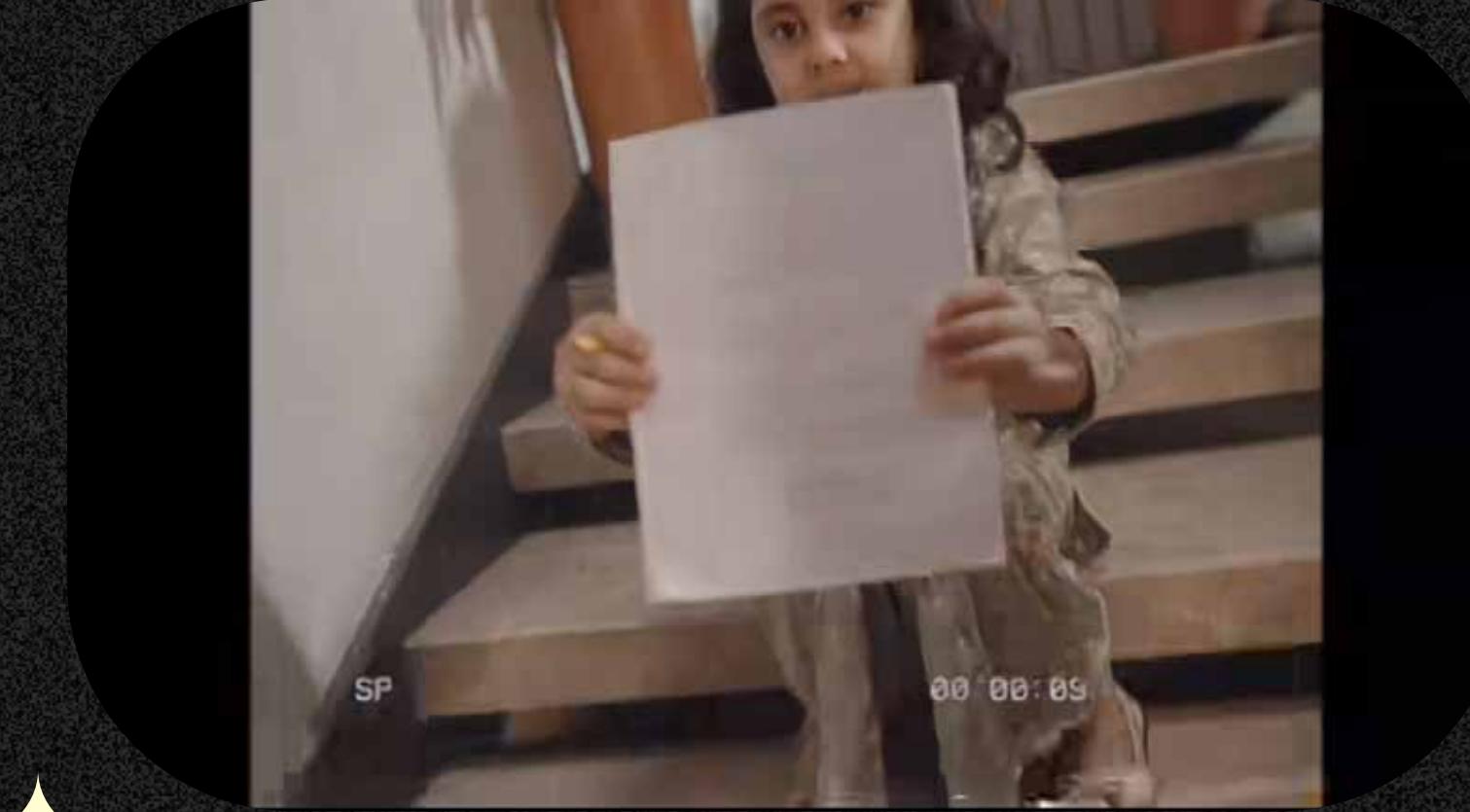
Industry
Fashion

Media Format

Brand Film

Platform

Digital





lendingplate

MEASURING IMPACT

Services

Scripting
Creator Management
Production
Post Production

Quantity

10

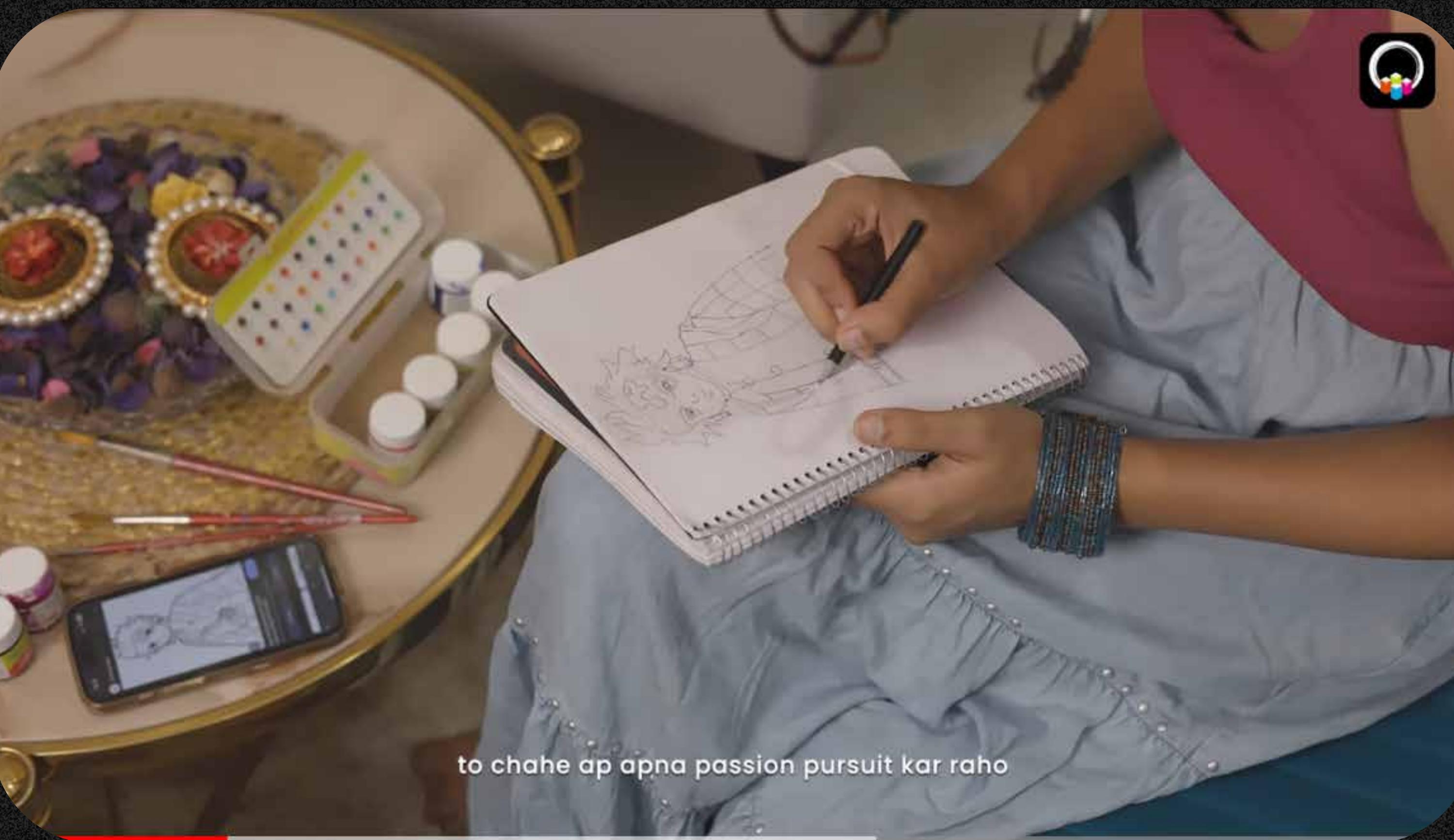
Industry
Finance

Media Format

Brand Film

Platform

Digital



Mix With Vasudev

MEASURING IMPACT

Services

Scripting
Creator Management
Production
Post Production

Quantity

4

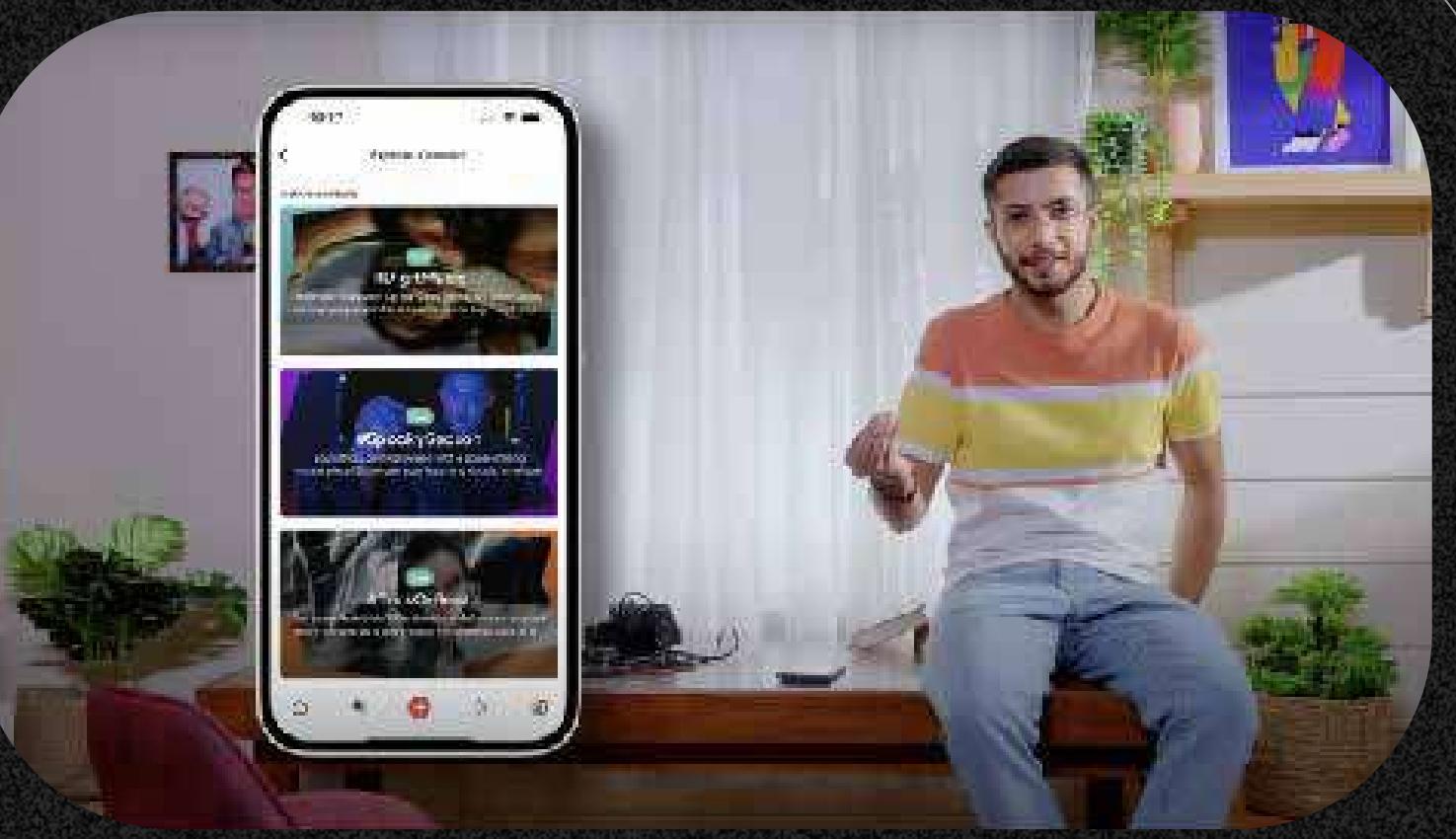
Industry
Education

Media Format

Courses

Platform

Digital





PokerBaaazi

MEASURING IMPACT

Services

Scripting
Screenplay
Creator Management
Production
Post Production

Quantity

6

Industry

Real Money Gaming

Media Format

Brand Films

Platform

Digital





MEASURING IMPACT

Services

Scripting
Screenplay
Creator Management
Production
Post Production

Quantity

4

Industry

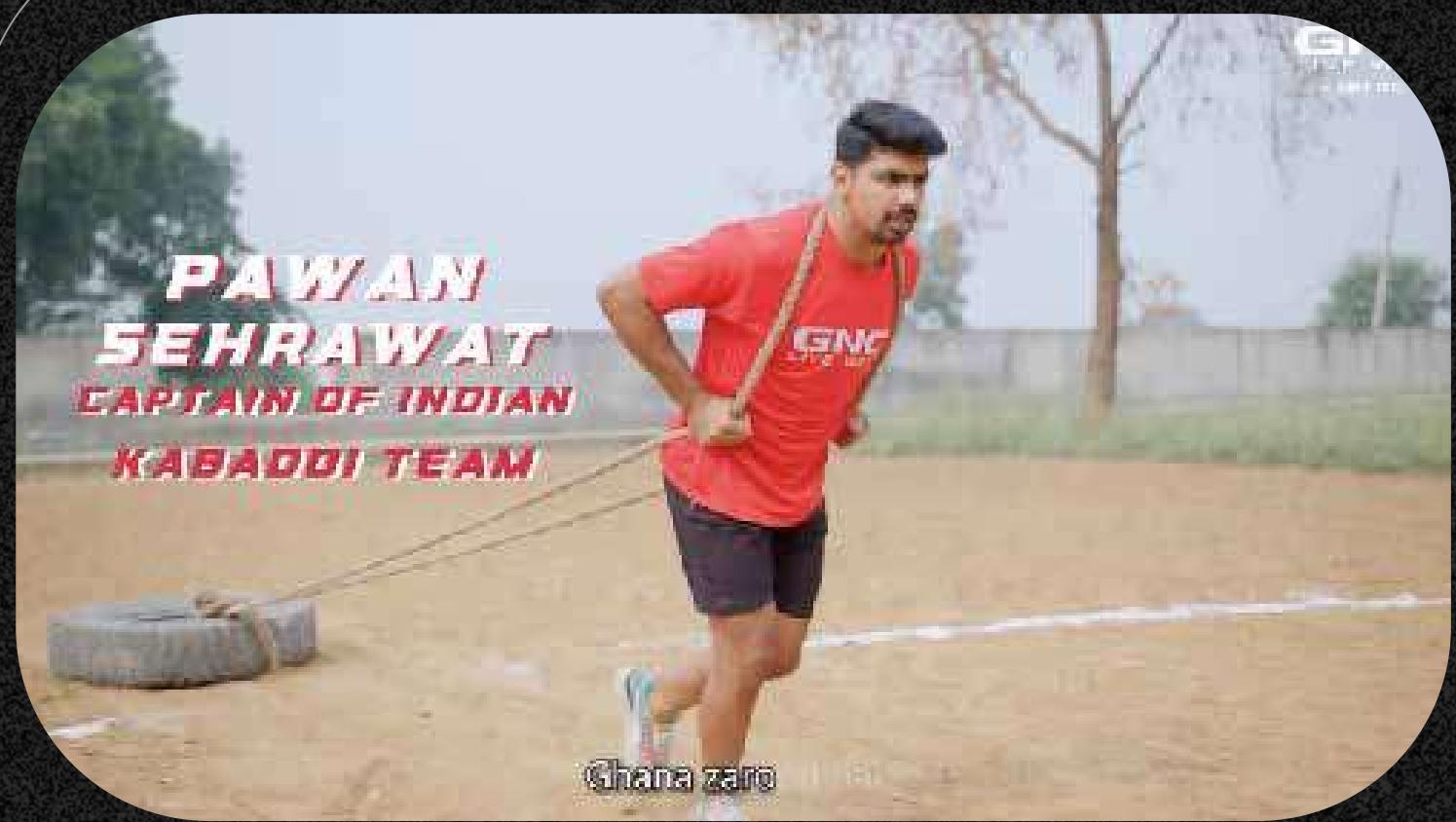
Health and Fitness

Media Format

Brand Films
Performance Ad

Platform

Digital





MEASURING IMPACT

Services

Scripting
Screenplay
Creator Management
Production
Post Production

Quantity

6

Industry

Real Money Gaming

Media Format

Brand Films

Platform

Digital



MEASURING IMPACT

Services

Scripting
Creator Management
Production
Post Production

Quantity

1

Industry

Social Networking
& Communication

Media Format

Brand Film

Platform

Digital

unikon.ai



MEASURING IMPACT

Services

Scripting
Screenplay
Creator Management
Production
Post Production

Quantity

4

Industry

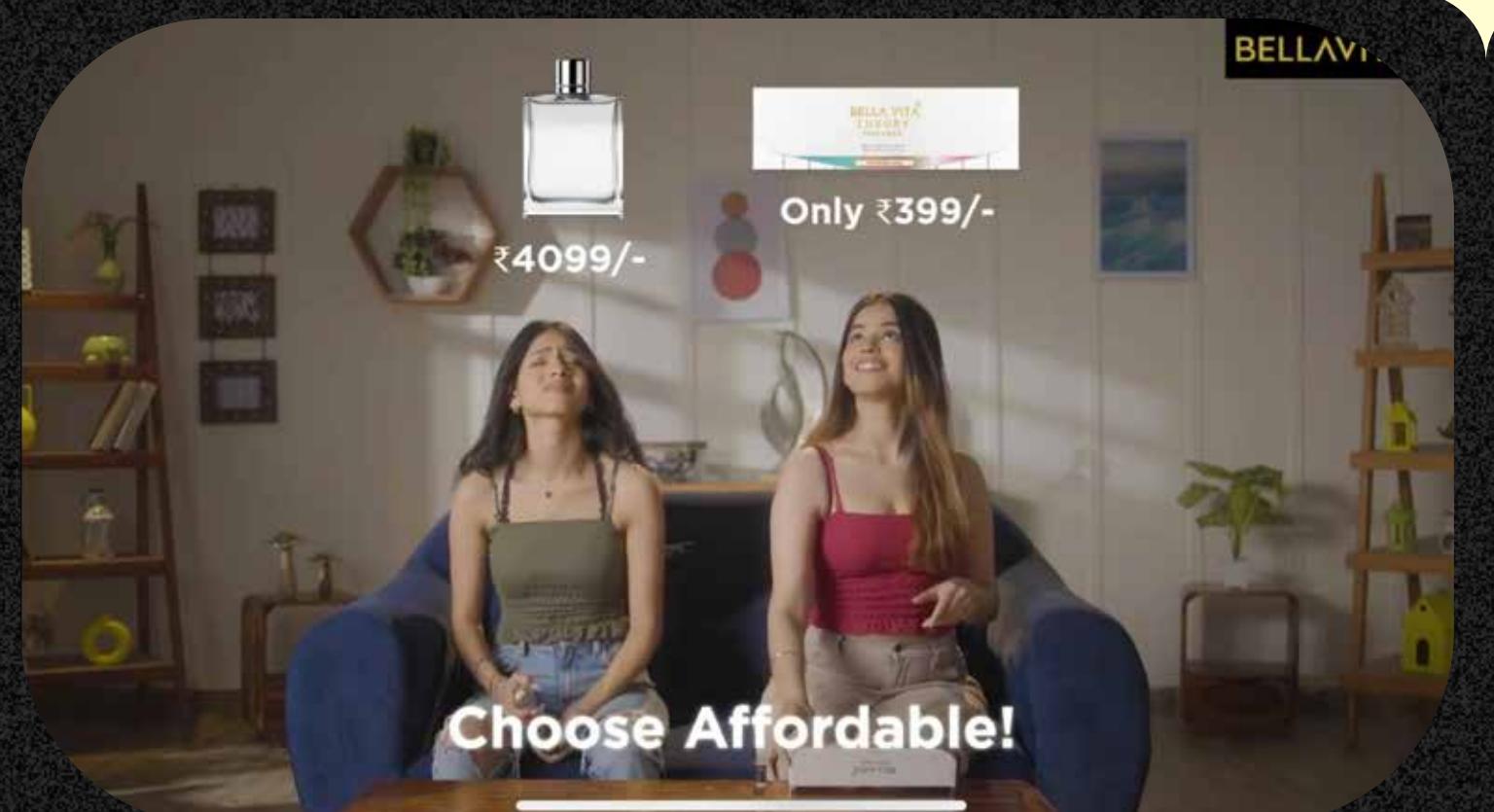
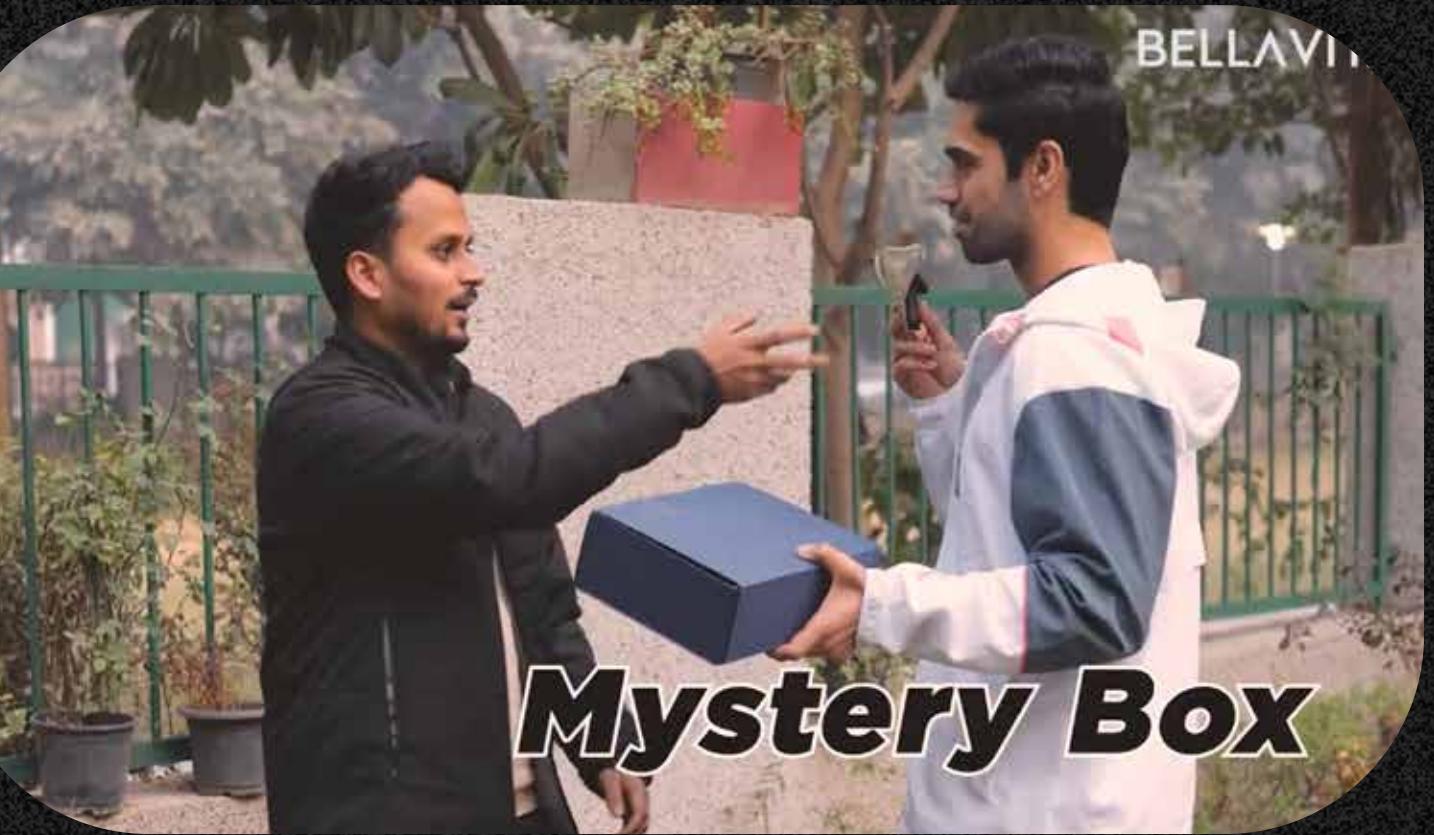
Personal Care
& Cosmetics

Media Format

Brand Films
Performance Ad

Platform

Digital





Baazi Games

MEASURING IMPACT

Services

- Scripting
- Screenplay
- Creator Management
- Production
- Post Production

Quantity

6

Industry

Real Money Gaming

Media Format

CSR,
League Promos

Platform

Digital



SATVIC MOVEMENT

MEASURING IMPACT

Services

Scripting
Screenplay
Creator Management
Production
Post Production

Quantity

6

Industry

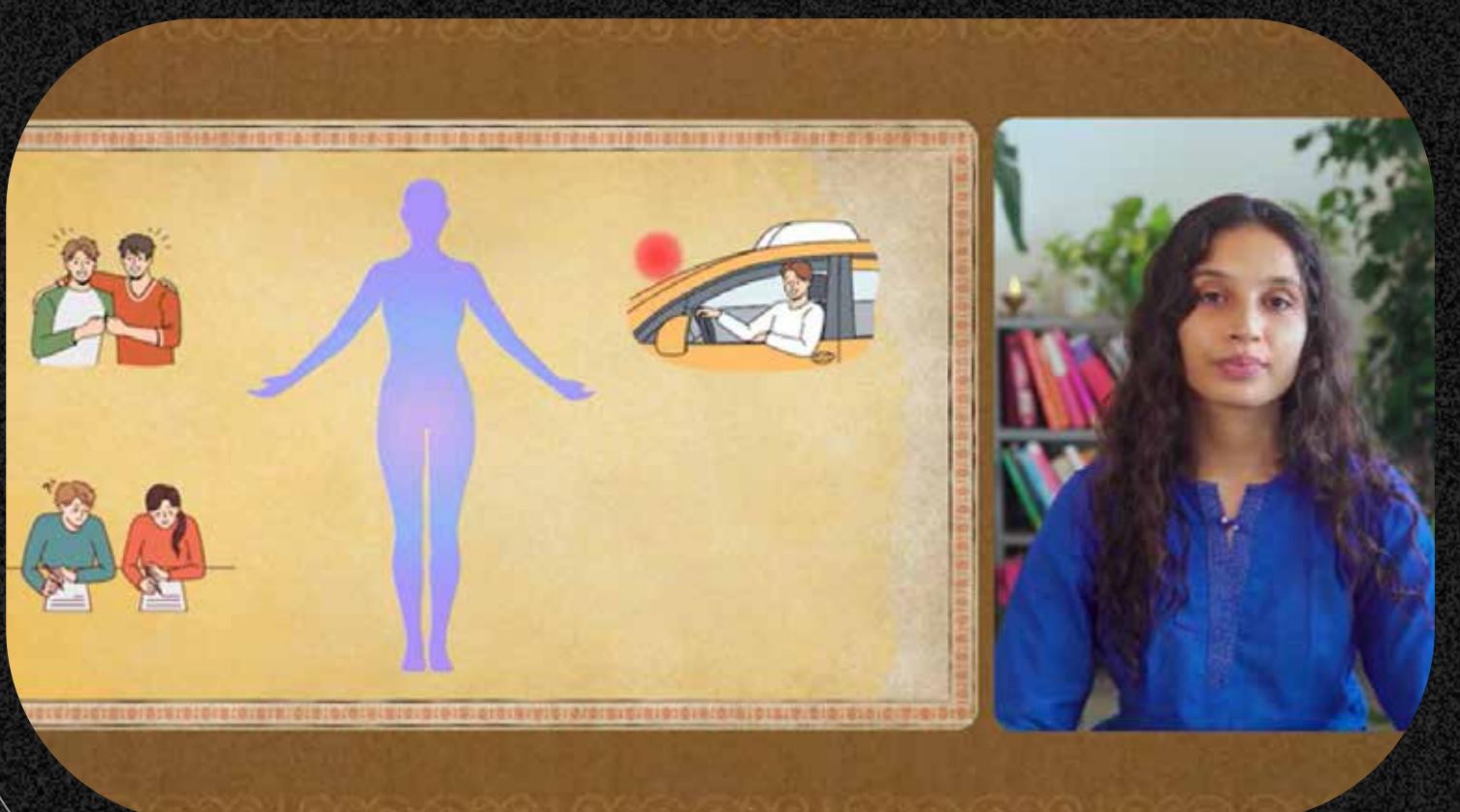
NGO- Healthcare

Media Format

Educational Films

Platform

Digital

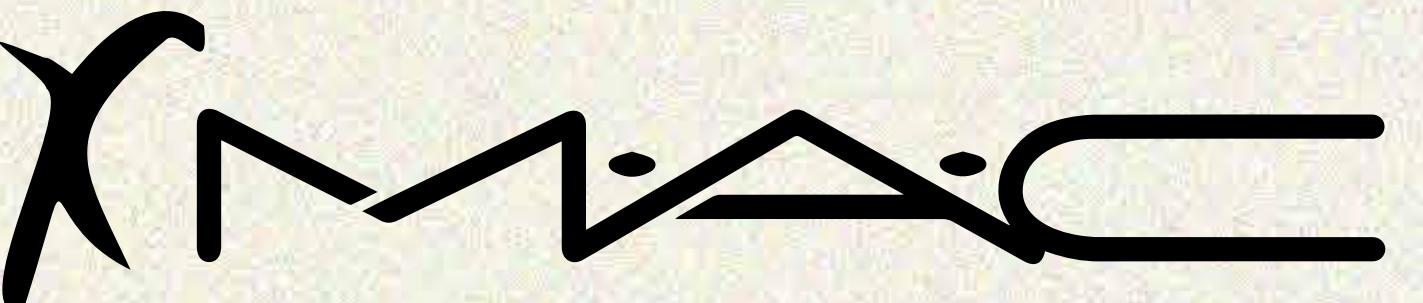


7-DAY SATVIC FOOD CHALLENGE

Health Begins in Your Kitchen



GET THE LOOK



MEASURING IMPACT

Services

Scripting

Quantity

10

Industry

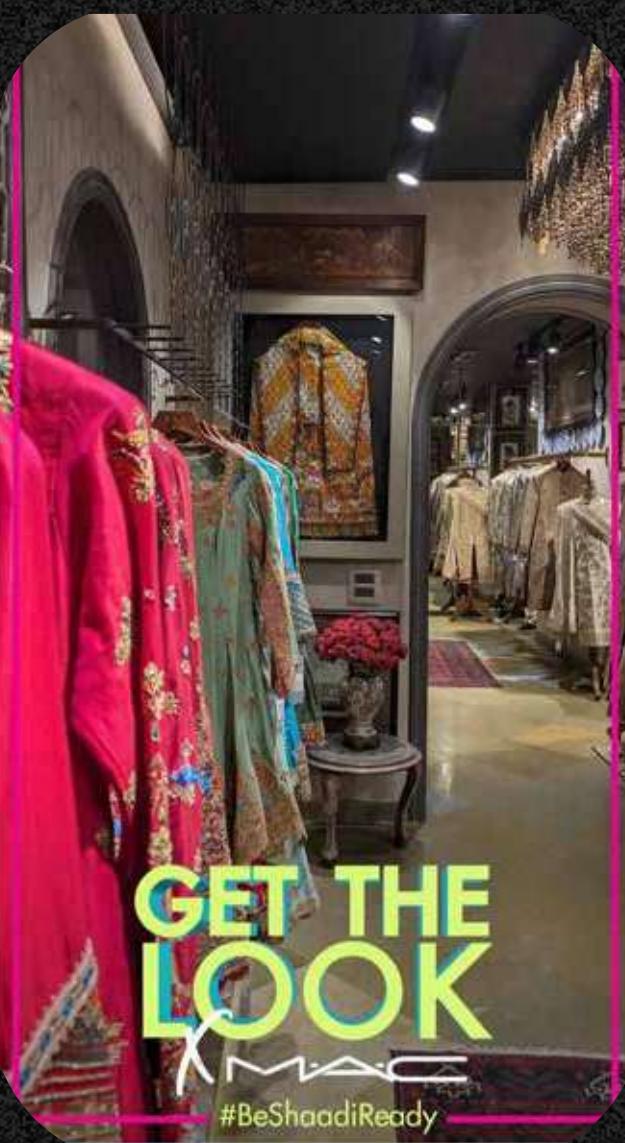
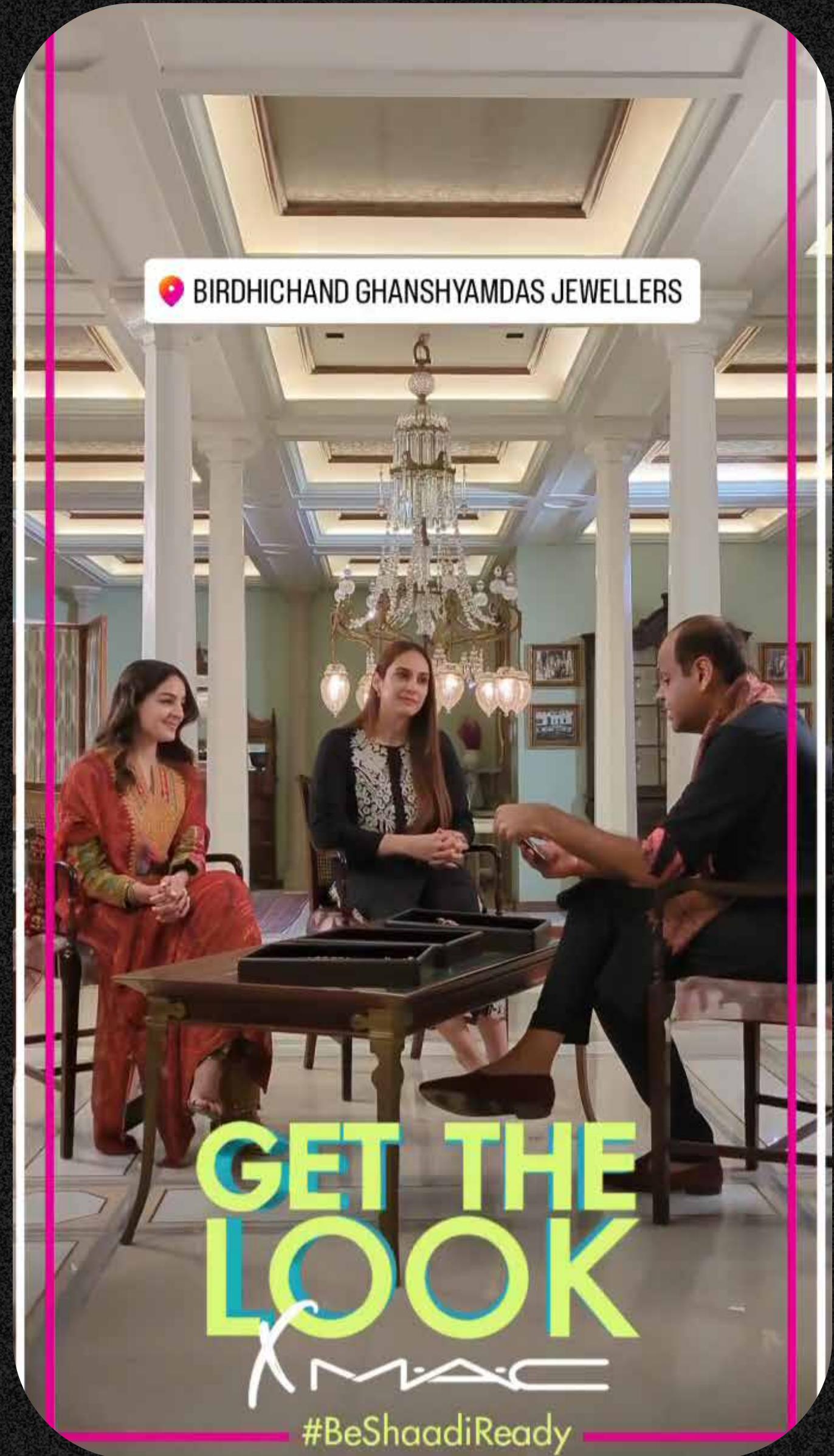
Reality TV

Media Format

Television
OTT

Platform

Digital



THAMES

MEASURING IMPACT

Services

Scripting
Creator Management
Production
Post Production

Quantity

1

Industry
Furniture

Media Format

Brand Film

Platform

Digital



THAMES
PIL GRANDE UNE MIE



MEASURING IMPACT

Services

Scripting
Creator Management
Production
Post Production

Quantity

3

Industry

Music

Media Format

Lifestyle Vlog

Platform

Digital





GOLD JEWELLERY MART

MEASURING IMPACT

Services

Scripting
Creator Management
Production
Post Production

Quantity

1

Industry

Music

Media Format

Brand Film

Platform

Digital





MEASURING IMPACT

Services

Scripting
Creator Management
Production
Post Production

Quantity

1

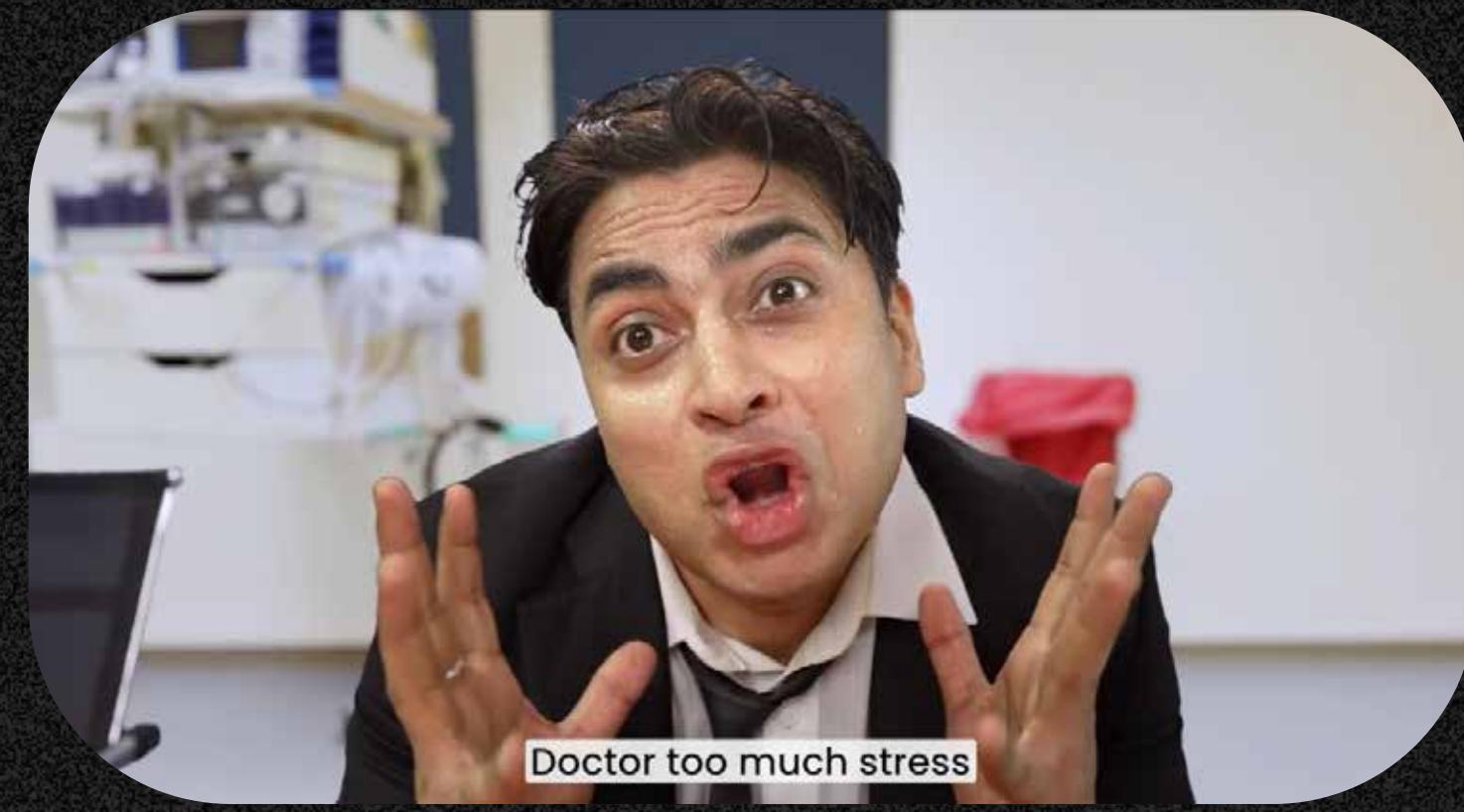
Industry
Music

Media Format

Brand film

Platform

Digital



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 **duolop**

Foundation
Gift

 **BEVZILLA**

GNC
LIVE WELL

Mix With Vasudev

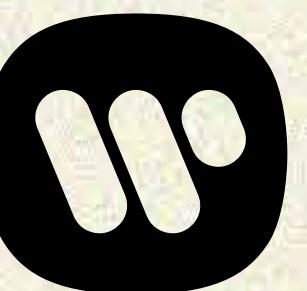
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SATVIC
MOVEMENT

GET THE LOOK


Unikon.ai

 **Sporty
Barbie**



**WARNER
MUSIC
GROUP**



PokerBaazi

BAAZI
MOBILE GANG

BELLAVITA®

 **maate**

CARD BAAZI

 **SPORTS
BAAZI**

 **KALESHI
TALKIES**



Baazi Games

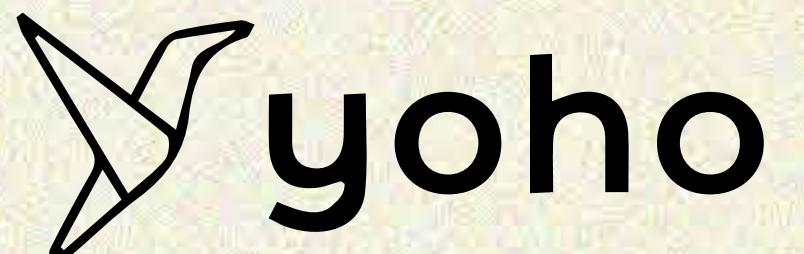
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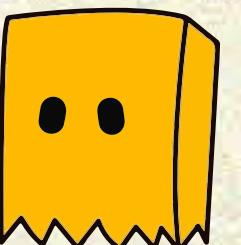


lendingplate

THAMES

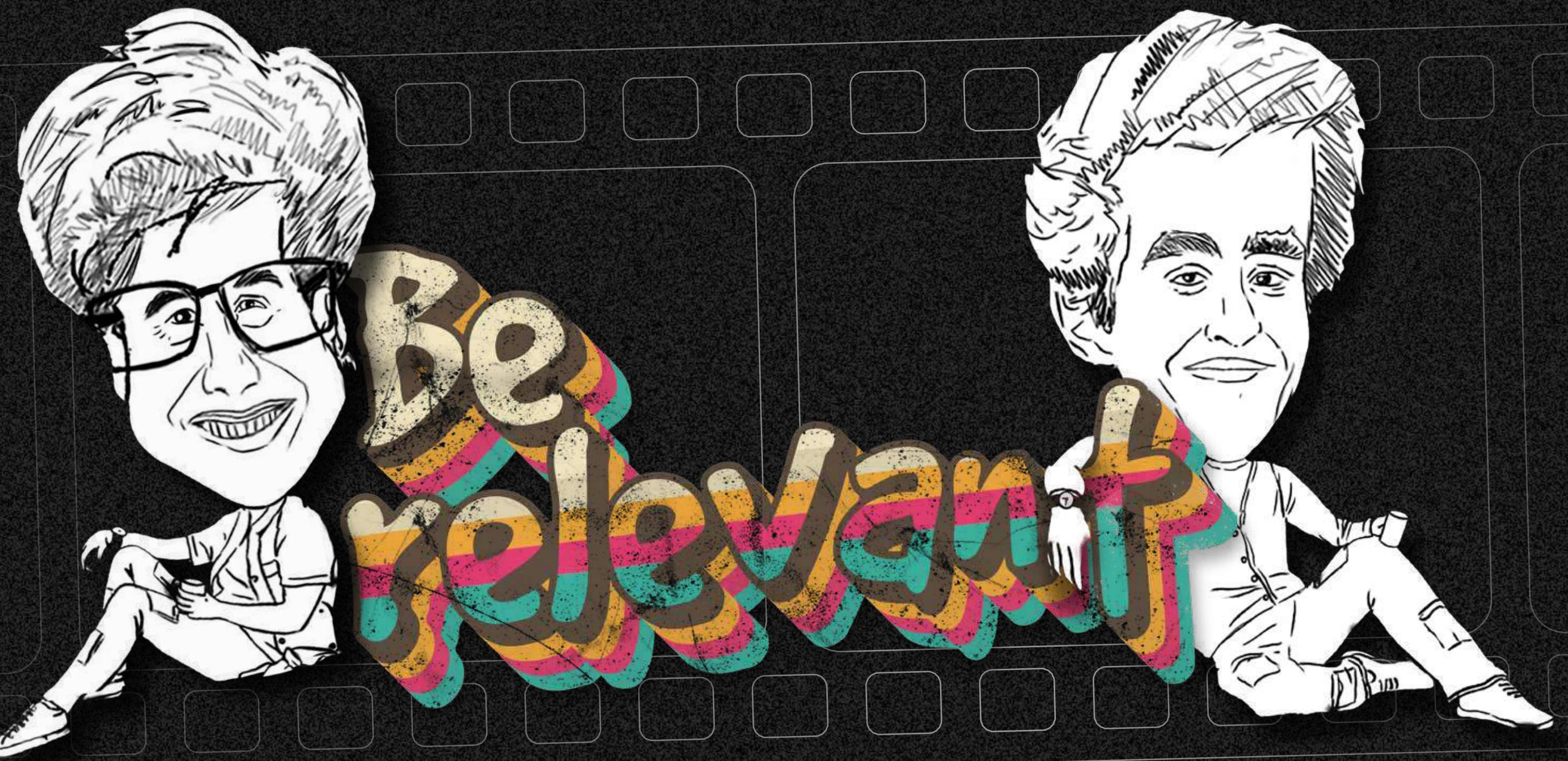


 **yoho**



hunch

Shakti
ENCHANTED GANGA



Ricardo

Sebastián