

Be  
relevant

P O R T F O L I O



TURNING IDEAS INTO

I

WE

W

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





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relevant

# DEV CHOPRA

## Co-founder & CEO

ACTOR | DIRECTOR | PRODUCER



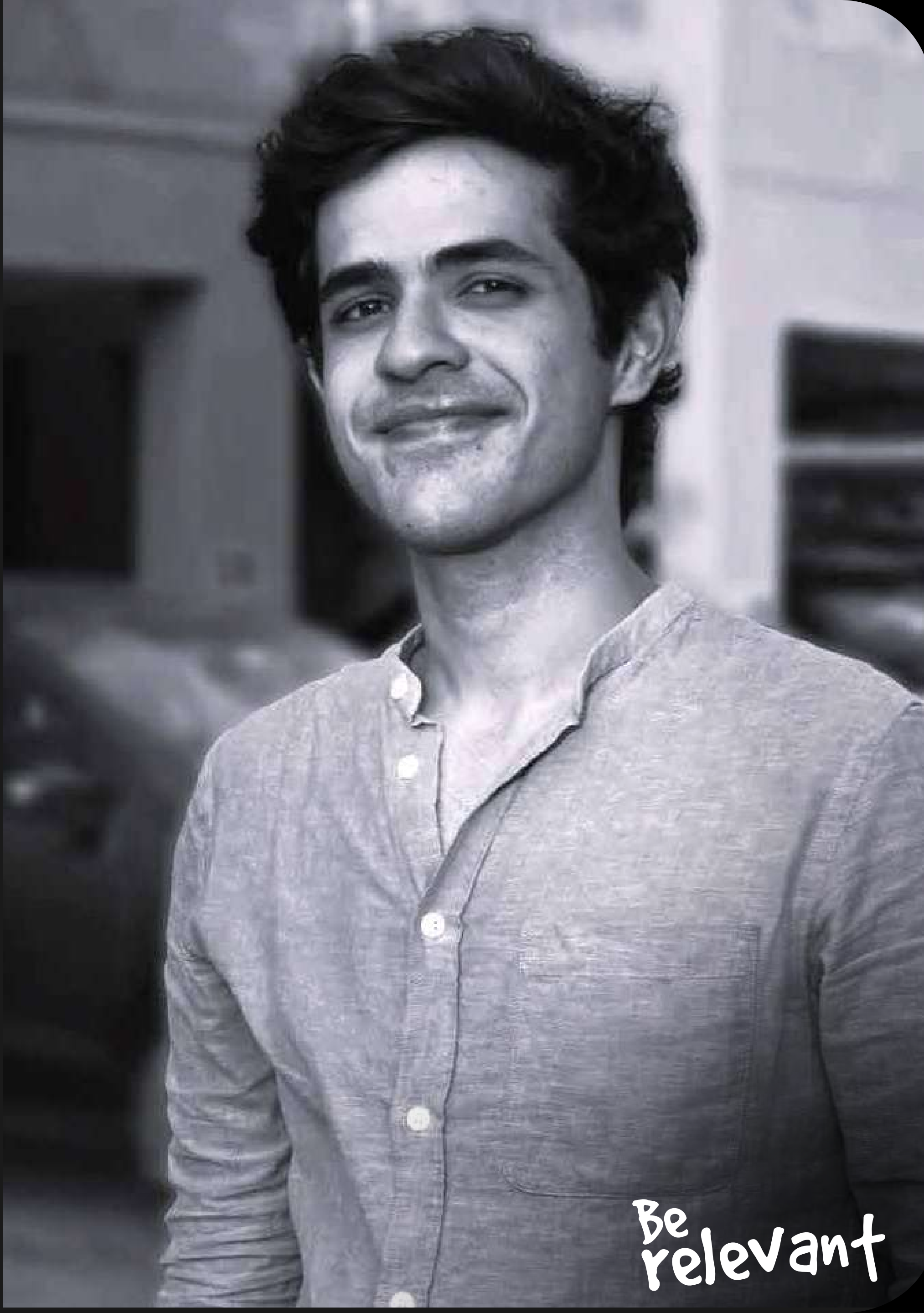
"NAAM BANN JAYEGA,  
TOH KAAM BANN JAYEGA."

📍 @devchopraa

📞 +91 9654 290 220

✉ devchopra@berelevantmedia.in





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# SIDDHARTH SETHI

## Co-founder & CMO

ACTOR | DIRECTOR | PRODUCER



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

📧 @siddharth.s26

📞 +91 9711 900 003

✉ 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.

## Vox-Pop

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

## 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.

## 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



# मलमल

**Industry**

Fashion

MEASURING  
IMPACT

**Services**

Scripting  
Direction

**Content Category**

Lifestyle Videos

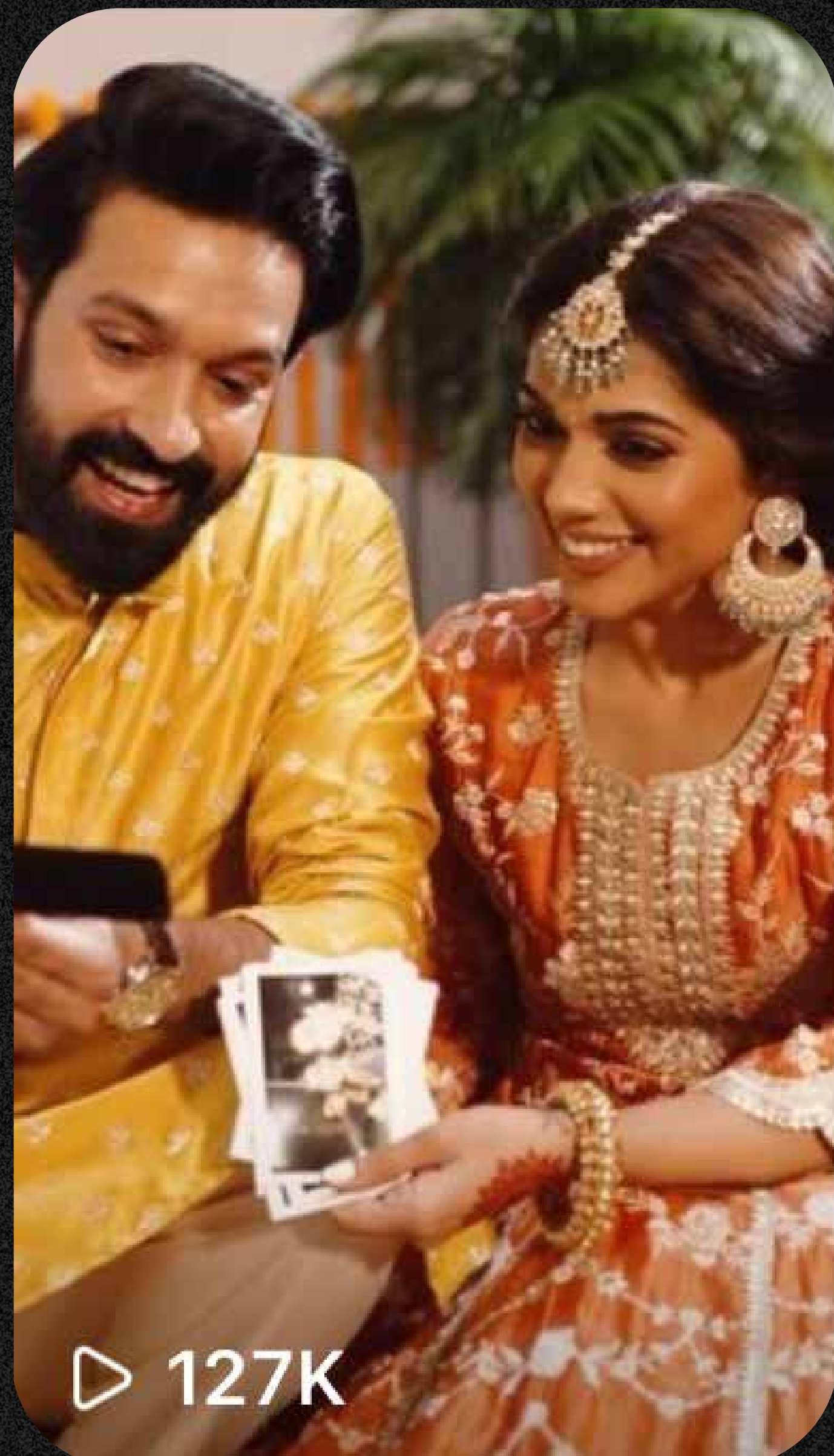
**Creators**

-

**Reach**

Combined- 700k+  
Average- 80k









## Industry

Babycare & FMCG

# MEASURING IMPACT

## Services

Scripting  
Creator Management  
Production  
Post Production

## Content Category

Lifestyle Videos  
UGC

## Creators

5+

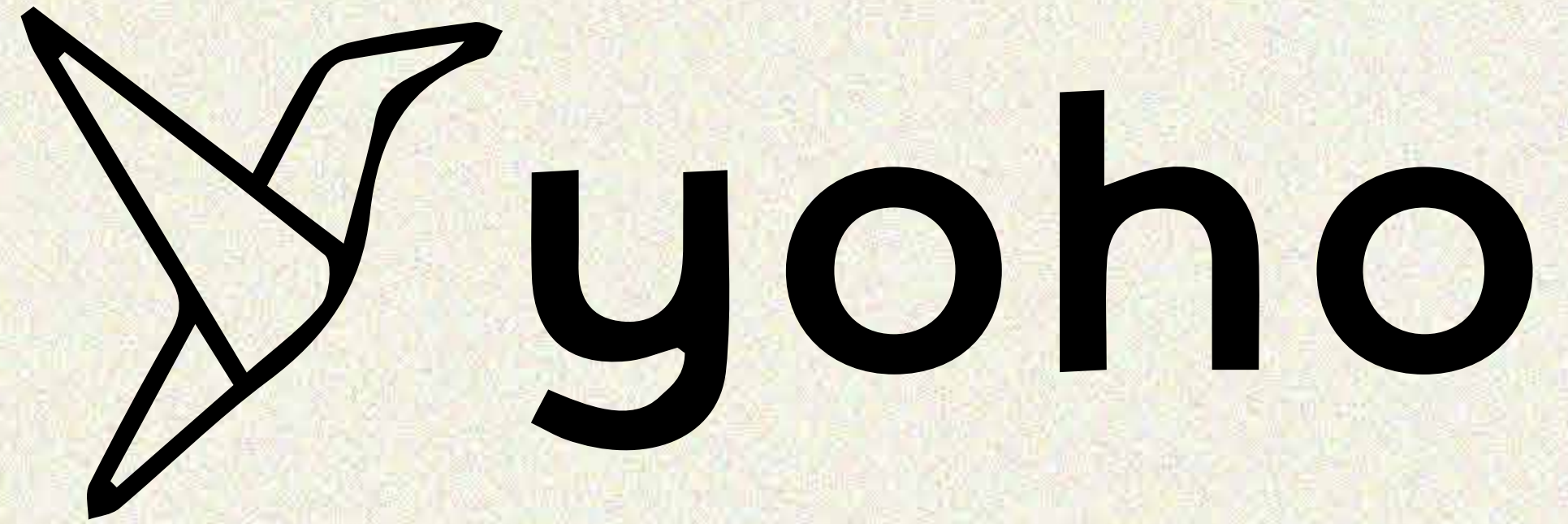
## Reach

Combined- 1M+  
Average- 75k









**Industry**

Fahion

MEASURING  
IMPACT

## Services

Creator Management  
Production  
Post Production

## Content Category

VoxPop

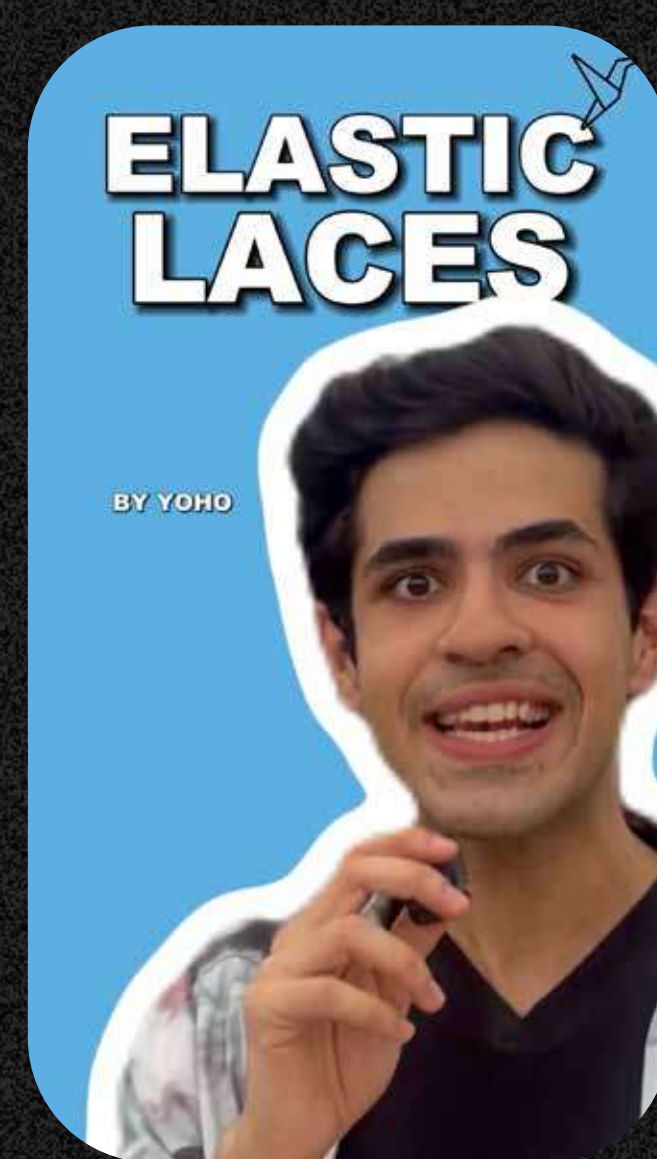
## Creators

5+

## Reach

Combined- 650K+  
Average- 95k







# .JUNIO

**Industry**

Finance

MEASURING  
IMPACT

## Services

Scripting  
Creator Management  
Production  
Post Production

## Content Category

Lifestyle Videos  
UGC  
VoxPop

## Creators

20+

## Reach

Combined- 10M+  
Average- 95k



**JUNIO**  
THE POCKET MONEY APP

**FINANCIAL ADVICE  
FOR THE  
YOUNGER GENERATION**



▶ 2.4 M

**JUNIO**  
THE POCKET MONEY APP

When you try to save money but accidentally end up shopping



▶ 757K

**JUNIO**  
THE POCKET MONEY APP

Send this to someone who needs to see this.



▶ 477 k

**JUNIO**  
THE POCKET MONEY APP

dost ki birthday party mein khud ke 700 kaise kharch ho gaye samajh nahi aaya



▶ 447 k

Things about Moms that don't make sense



**JUNIO**  
THE POCKET MONEY APP

▶ 1.1M

**Why Parle G has been the same price since forever?**



▶ 1.5M





# PokerBaazi

## Industry

Real Money Gaming

## MEASURING IMPACT

### Services

Scripting  
Creator Management  
Production  
Post Production

### Content Category

Lifestyle Videos  
UGC  
VoxPop  
Infotainment

### Creators

15+

### Reach

Combined- 6M+  
Average- 80k



WHY IS POKER  
IDEAL FOR  
ENTREPRENEURS?

FT. GAGAN ARORA

#POKER  
TANK



▶ 484K

This game may be addictive. Please play responsibly.



▶ 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

This game may be addictive. Please play responsibly.





## Industry

Real Money Gaming

# MEASURING IMPACT

## Services

Scripting  
Creator Management  
Production  
Post Production

## Content Category

Lifestyle Videos  
UGC  
VoxPop  
Infotainment

## Creators

13+

## Reach

Combined- 2M+  
Average- 73k



# Fact Baazi

BY CARD BAAZI



▶ 246K

CARD BAAZI  
Entertainment ko banao apna  
**PARTNER**



▶ 198K

CARD BAAZI  
FAKE REWARDS KI  
**BHOO BHULAIYAA**  
SE BACHO



▶ 494K



▶ 281K

CARD BAAZI

**CRICKET  
FANTASY**

NOW LIVE



#CricketBhiKheleJa

▶ 209K

This game is habit-forming or financially risky.  
Play responsibly.

# GYANBAAZI

BY CARD BAAZI



Ludo  
Tips



▶ 108K





## Industry

Health and Fitness

# MEASURING IMPACT

## Services

Scripting  
Creator Management  
Production  
Post Production

## Content Category

Lifestyle Videos  
UGC  
VoxPop  
Infotainment

## Creators

20+

## Reach

Combined- 8M+  
Average- 300k







# BAAZI

## MOBILE GANG

### Industry

Real Money Gaming

## MEASURING IMPACT

### Services

Strategy  
Scripting  
Creator Management  
Production  
Post Production

### Content Category

Lifestyle Videos  
UGC  
VoxPop  
Infotainment

### Creators

6

### Reach

Combined- 1M+  
Average- 45k









## Industry

Real Money Gaming

# MEASURING IMPACT

## Services

Scripting  
Creator Management  
Production  
Post Production

## Content Category

Lifestyle Videos  
UGC  
VoxPop  
Infotainment

## Creators

12+

## Reach

Combined- 3M+  
Average- 135k



# BAAZITALES by BalleBaazi



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



▶ 2,311

IND vs PAK

Dahi Shakkar  
Se  
Shubh  
Shuruaat



▶ 4,053

DELHI

INDIAN T20 LEAGUE



▶ 5,642



▶ 191K

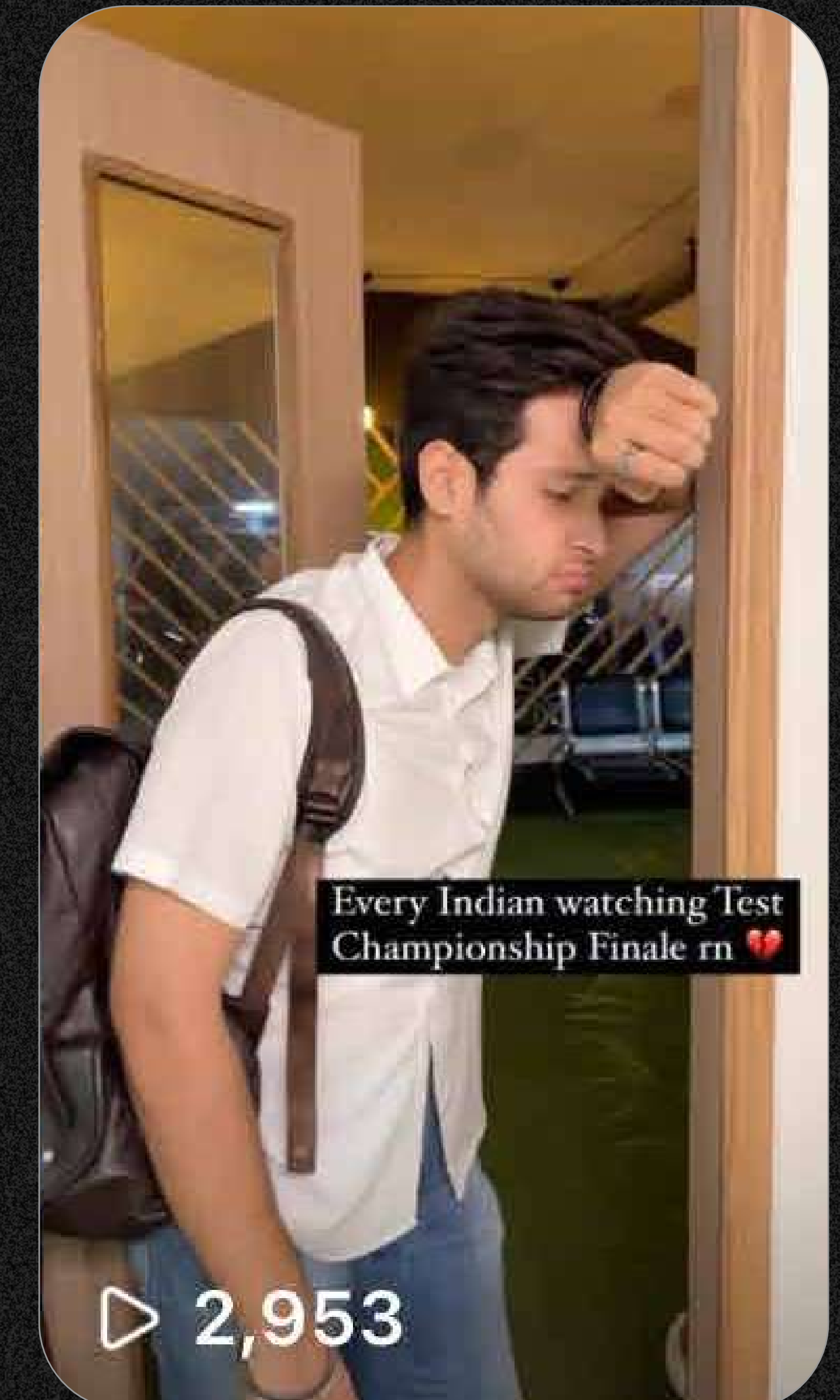
BALLEBAAZI.COM

STATS  
FANTASY

Kaise Khelein  
Aur  
Jeetein



▶ 2,972

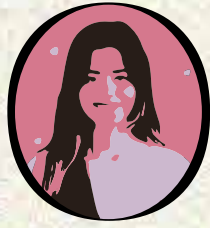


Every Indian watching Test  
Championship Finale rn ❤️

▶ 2,953



# Sporty Barbie



## Industry

Non-Branded Content

## MEASURING IMPACT

### Services

Scripting & Strategy  
Creator Management  
Production  
Post Production  
Collaborations

### Content Category

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

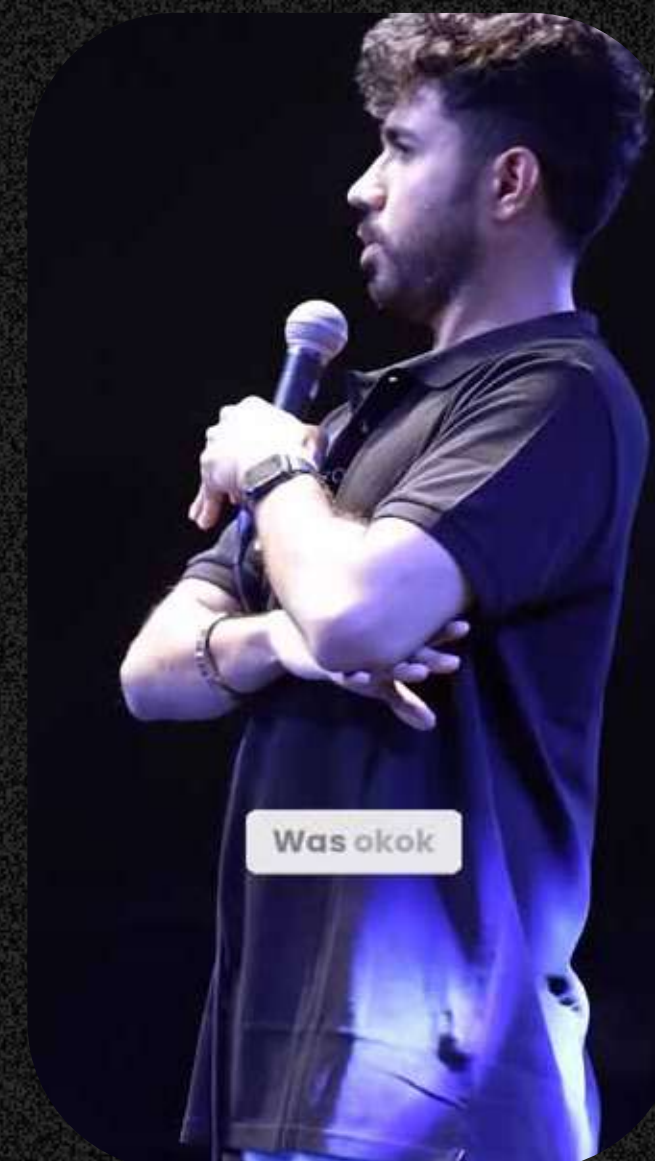
### Creators

2

### Reach

Combined- 10M+  
Average- 350k







# Foundation

## Gift

**Industry**

Gifting

MEASURING  
IMPACT

### Services

Strategy  
Scripting  
Creator Management  
Production  
Post Production

### Content Category

Lifestyle Videos  
UGC

### Creators

15+

### Reach

Combined- 4M+  
Average- 92k







# BELLAVITA®

## Industry

Personal Care  
& Cosmetics

MEASURING  
IMPACT

## Services

Scripting  
Creator Management  
Production  
Post Production

## Content Category

Lifestyle Videos  
UGC  
VoxPop

## Creators

24+

## Reach

Combined- 12M+  
Average- 250k









# BEVZILLA

**Industry**

FMCG

MEASURING  
IMPACT

## Services

Scripting  
Creator Management  
Production  
Post Production

## Content Category

Lifestyle Videos  
UGC

## Creators

10+

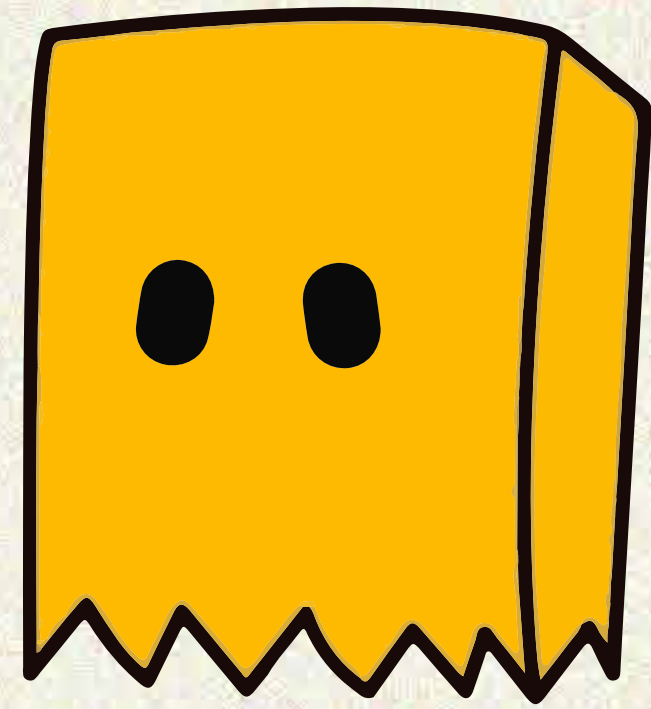
## Reach

Combined- 1M+  
Average- 20k









# hunch

## Industry

Social Networking  
& Dating

MEASURING  
IMPACT

## Services

Creator Management  
Production  
Post Production

## Content Category

UGC

## Creators

5+

## Reach

Combined- 100k+  
Average- 25k



**curiouscindy9** 7d ago Follow

How to know if your crush likes you?

48K hunches

You'll know

That's difficult

**Tu Hunch download kar**

**hunch**

Hunch-Find friends who get you

3.7 ★ 3K reviews 62 MB Rated for 12+

Install

**hunch**

**Sahi hai yaar...**

**beththebeaut** 7d ago Follow

Is Lacome Mascara worth it?

28K hunches

Nooo 32.8%

I love it 67.2%

**I put up a poll...**

**hunch**

**No judgement**

**hunch**

**But is it safe?**



# Shakti

## ENCHANTED GANGA

Industry

Pooja Essentials

MEASURING  
IMPACT

### Services

Scripting  
Creator Management  
Production  
Post Production

### Content Category

Lifestyle Videos  
UGC

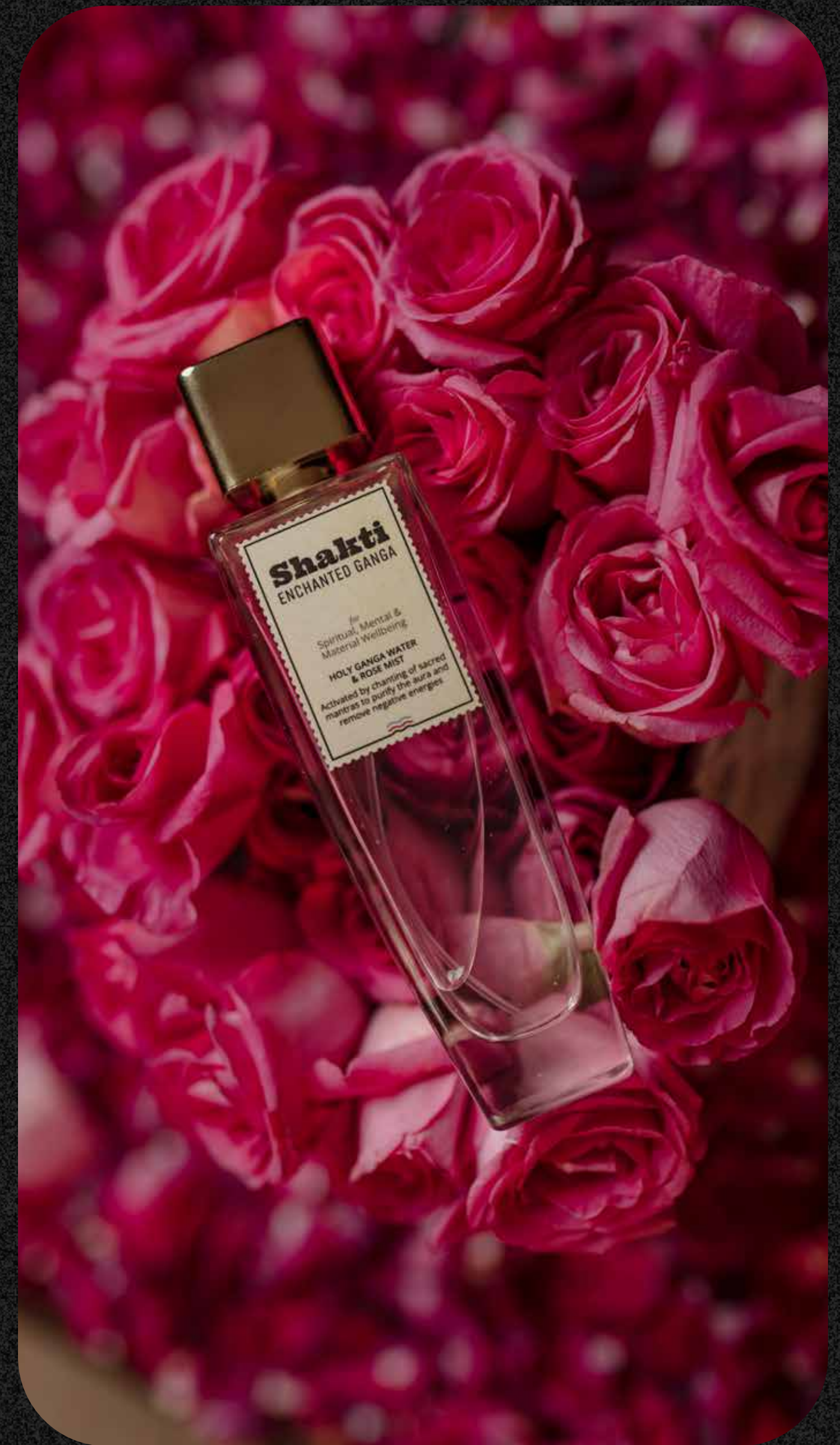
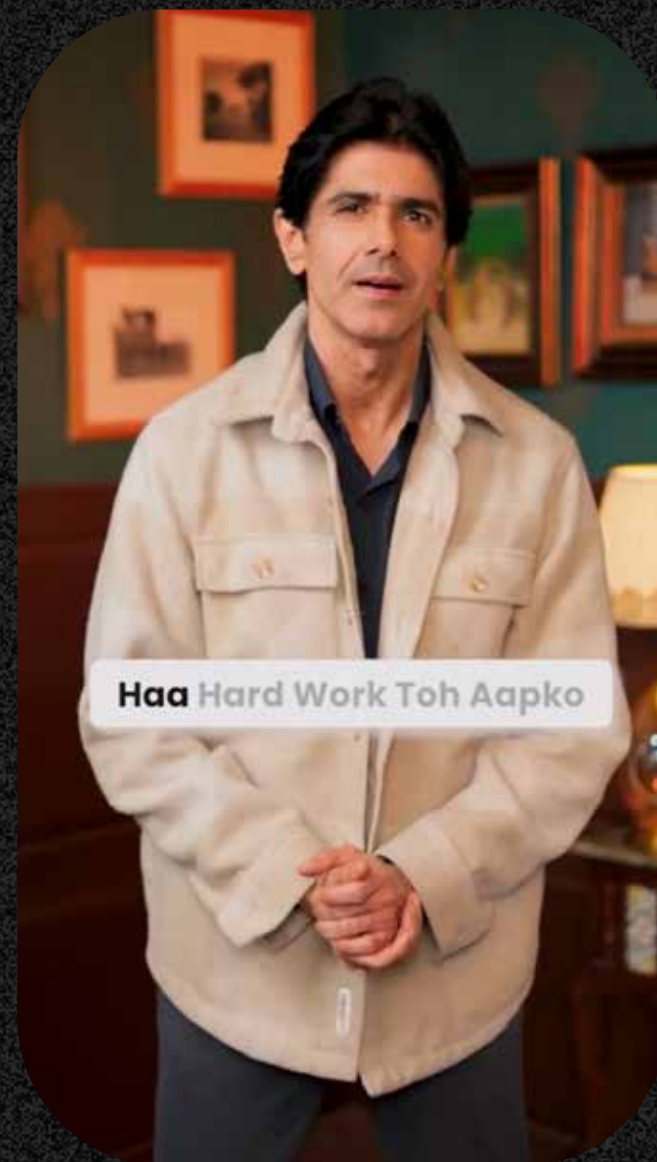
### Creators

5+

### Reach

-









## Industry

Social Networking  
& Communication

# MEASURING IMPACT

## Services

Scripting & Strategy  
Creator Management  
Production  
Post Production  
Collaborations

## Content Category

Lifestyle Videos  
UGC  
VoxPop

## Creators

2

## Reach

Combined- 2M+  
Average- 63k



BB  
'us when' found




▶ 1,405

Shared Moments




▶ 1,864

♡♡  
Aise HArkate




▶ 1,549

Tu hi toh Jannat meri



▶ 1,425

Ek Din Aap



▶ 3,287

♡♡♡  
Back home



▶ 7,845



Be  
relevant

P R O D U C T I O N S



*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.

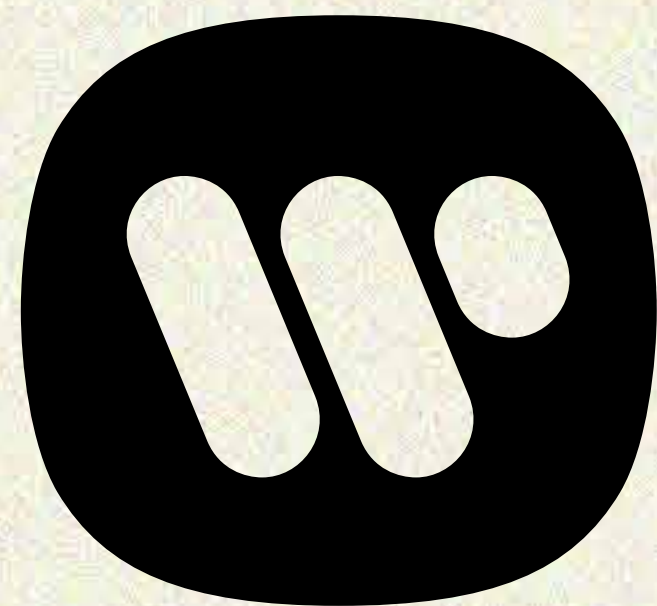
Experience the difference firsthand.



SEE OUR WORK

PRODUCTIONS





**WARNER  
MUSIC  
GROUP**

**Industry**

Music

**MEASURING  
IMPACT**

## **Services**

Screenplay  
Creator Management  
Production  
Post Production

## **Media Format**

Music Video

## **Quantity**

2

## **Platform**

Youtube  
• Melt- 1.6M  
• Kutta- 613K



# MELT

FEATURE SONG







# KUTA

FEATURE SONG





# मलमल

**Industry**

Fashion

MEASURING  
IMPACT

**Services**

Scripting  
Direction

**Media Format**

Brand Film

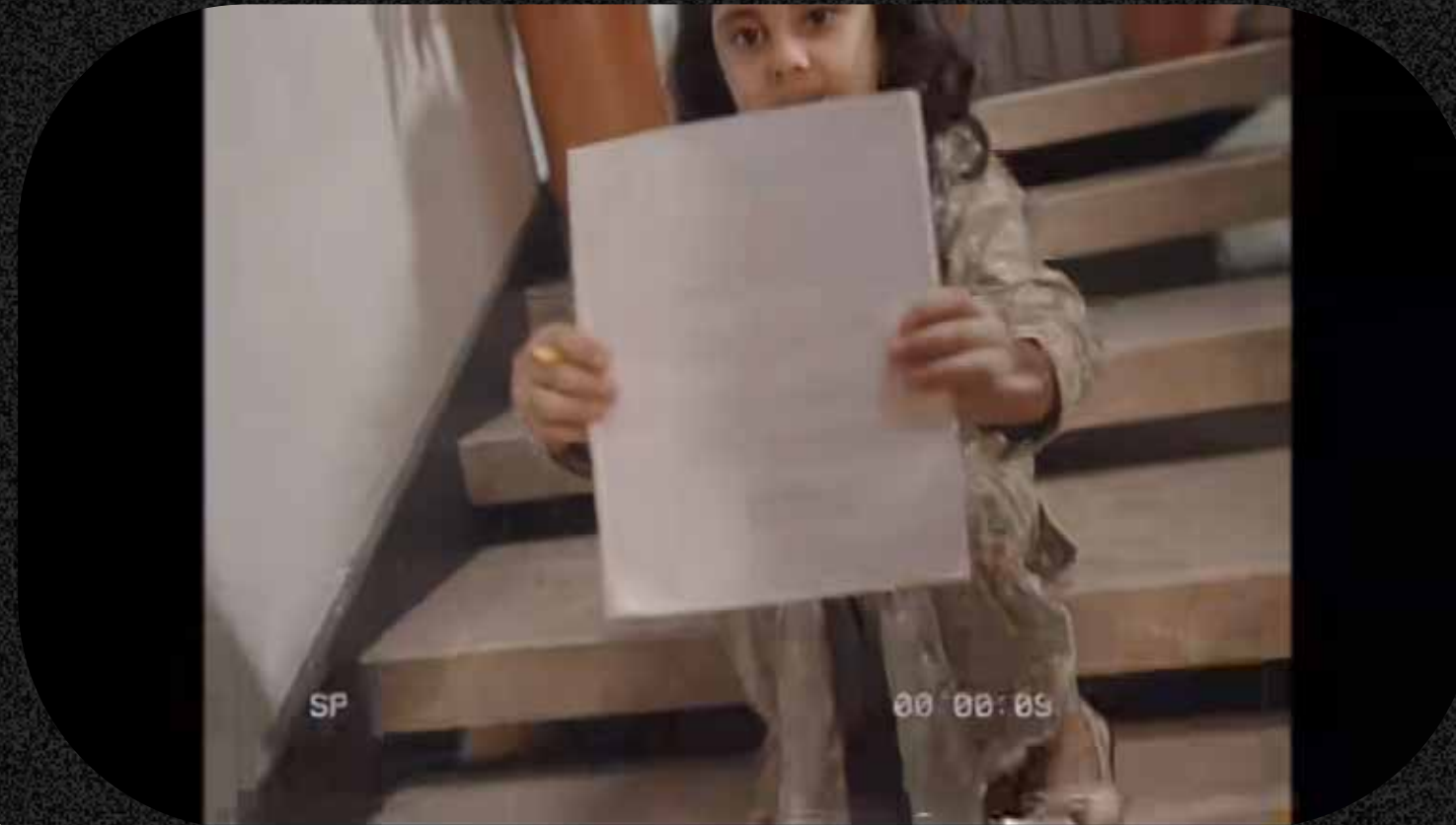
**Quantity**

6

**Platform**

Digital









# lendingplate

**Industry**

Finance

## MEASURING IMPACT

**Services**

Scripting  
Creator Management  
Production  
Post Production

**Media Format**

Brand Film

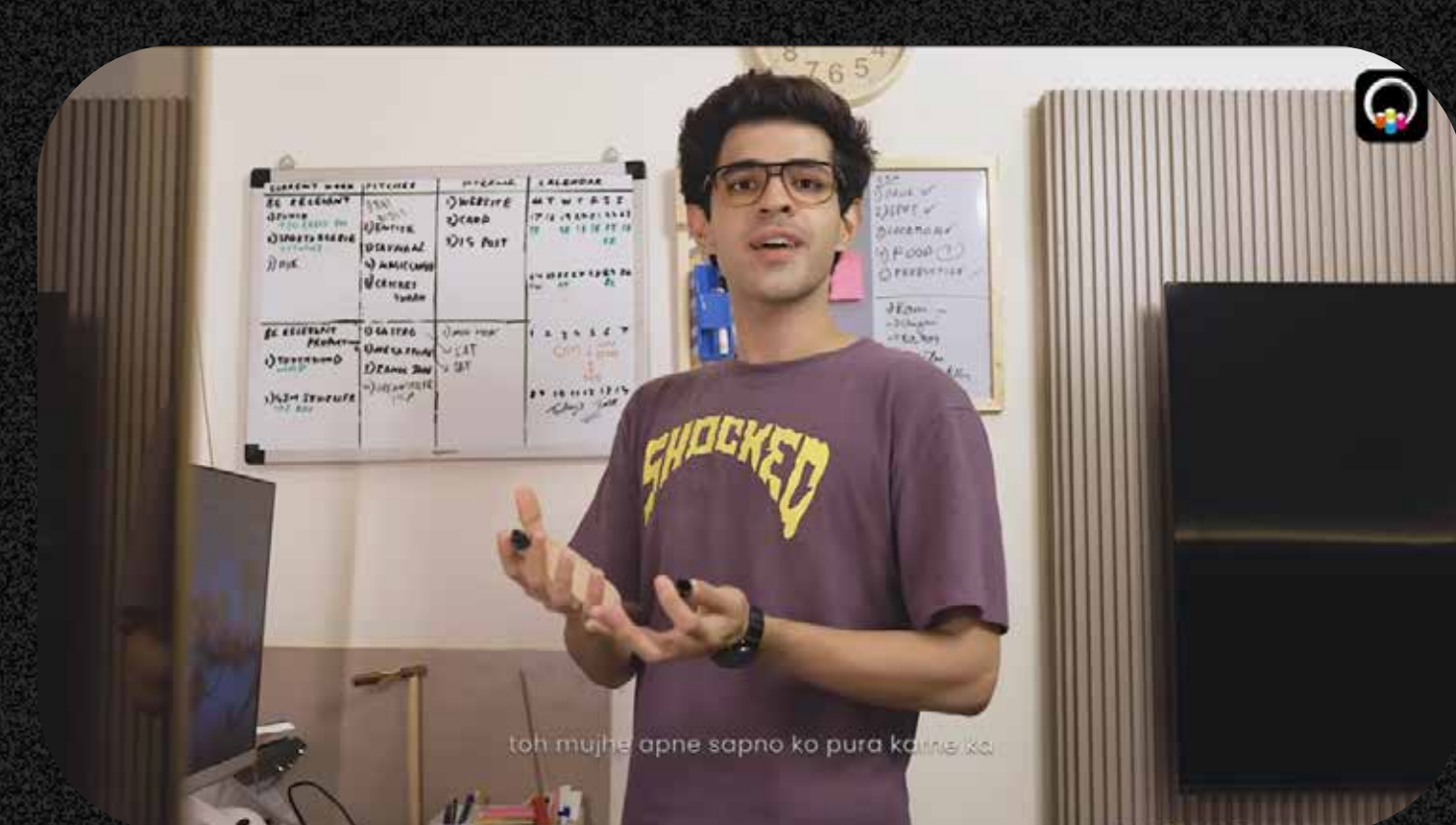
**Quantity**

10

**Platform**

Digital







# Mix With Vasudev

**Industry**

Education

MEASURING  
IMPACT

## **Services**

Scripting  
Creator Management  
Production  
Post Production

## **Media Format**

Courses

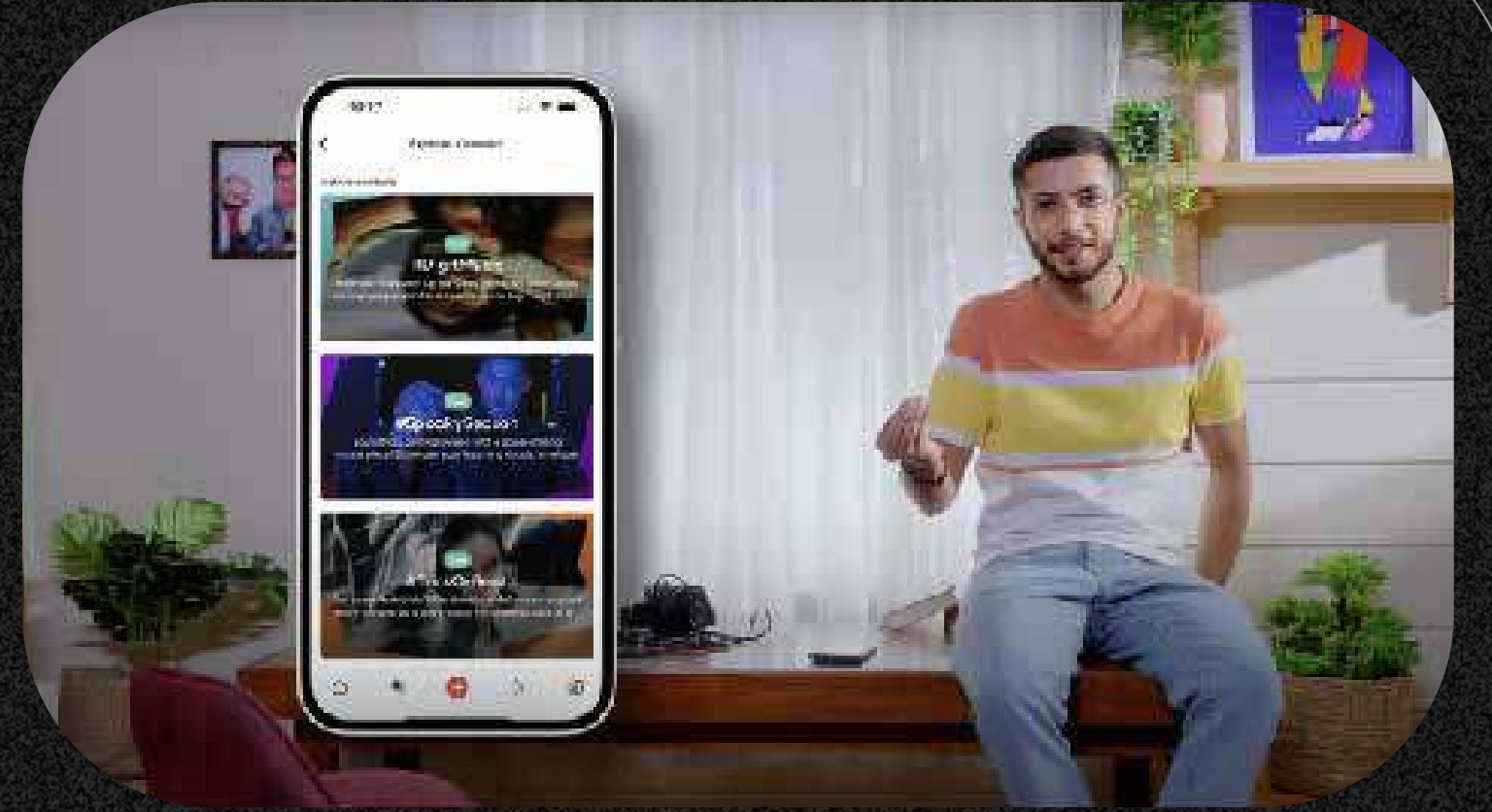
## **Quantity**

4

## **Platform**

Digital









**Industry**

Real Money Gaming

MEASURING  
IMPACT

## Services

Scripting  
Screenplay  
Creator Management  
Production  
Post Production

## Media Format

Brand Films

## Quantity

6

## Platform

Digital









## Industry

Health and Fitness

# MEASURING IMPACT

## Services

Scripting  
Screenplay  
Creator Management  
Production  
Post Production

## Media Format

Brand Films  
Performance Ad

## Quantity

4

## Platform

Digital







# CARD BAAZI

**Industry**

Real Money Gaming

MEASURING  
IMPACT

**Services**

Scripting  
Screenplay  
Creator Management  
Production  
Post Production

**Media Format**

Brand Films

**Quantity**

6

**Platform**

Digital







# Unikon.ai

## Industry

Social Networking  
& Communication

MEASURING  
IMPACT

## Services

Scripting  
Creator Management  
Production  
Post Production

## Media Format

Brand Film

## Quantity

1

## Platform

Digital



**unikon.ai**



**ANY**

**TIME**





# BELLAVITA®

## Industry

Personal Care  
& Cosmetics

MEASURING  
IMPACT

## Services

Scripting  
Screenplay  
Creator Management  
Production  
Post Production

## Media Format

Brand Films  
Performance Ad

## Quantity

4

## Platform

Digital





**BELLAVITA®**

**Surprise him with  
a luxurious gift**

Starting from **₹599/-**

**SHOP NOW**

The image shows four bottles of Bellavita Luxury perfume in a gold-colored box. The bottles are labeled 'OUD', 'KLUB', 'GOAT', and 'CEO'. The box is placed on a purple, glowing circular base.





# Baazi Games

**Industry**

Real Money Gaming

MEASURING  
IMPACT

## Services

Scripting  
Screenplay  
Creator Management  
Production  
Post Production

## Media Format

CSR,  
League Promos

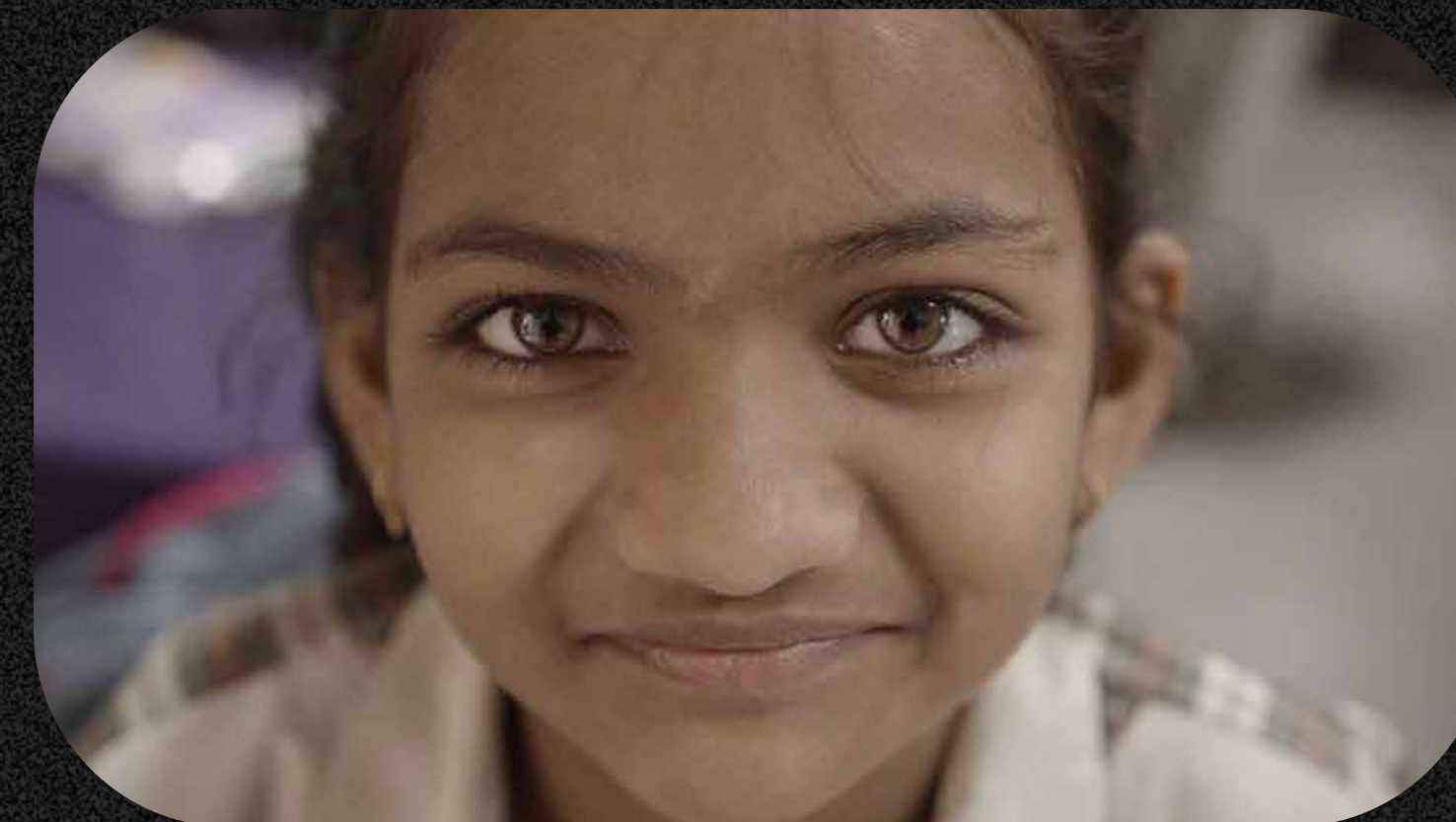
## Quantity

6

## Platform

Digital







# SATVIC MOVEMENT

## Industry

NGO- Healthcare

## MEASURING IMPACT

### Services

Scripting  
Screenplay  
Creator Management  
Production  
Post Production

### Media Format

Educational Films

### Quantity

6

### Platform

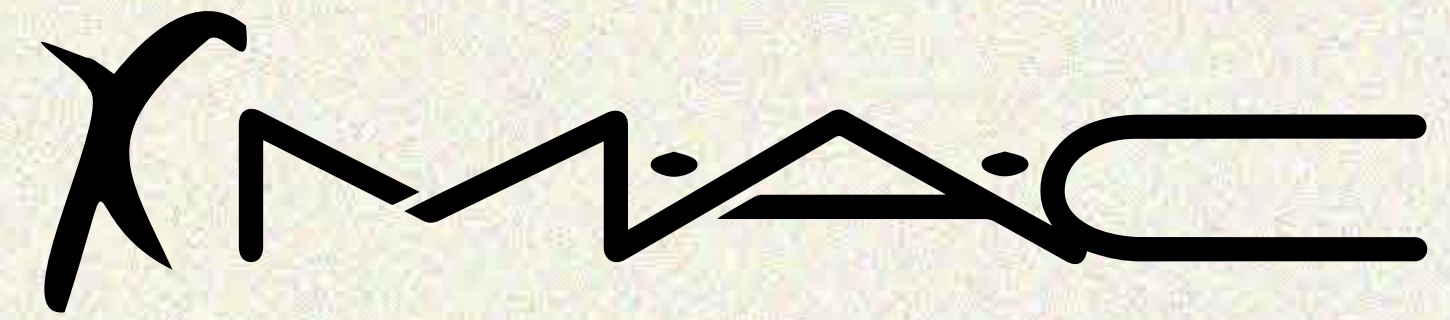
Digital







GET THE LOOK



**Industry**

Reality TV

MEASURING  
IMPACT

**Services**

Scripting

**Media Format**

Television  
OTT

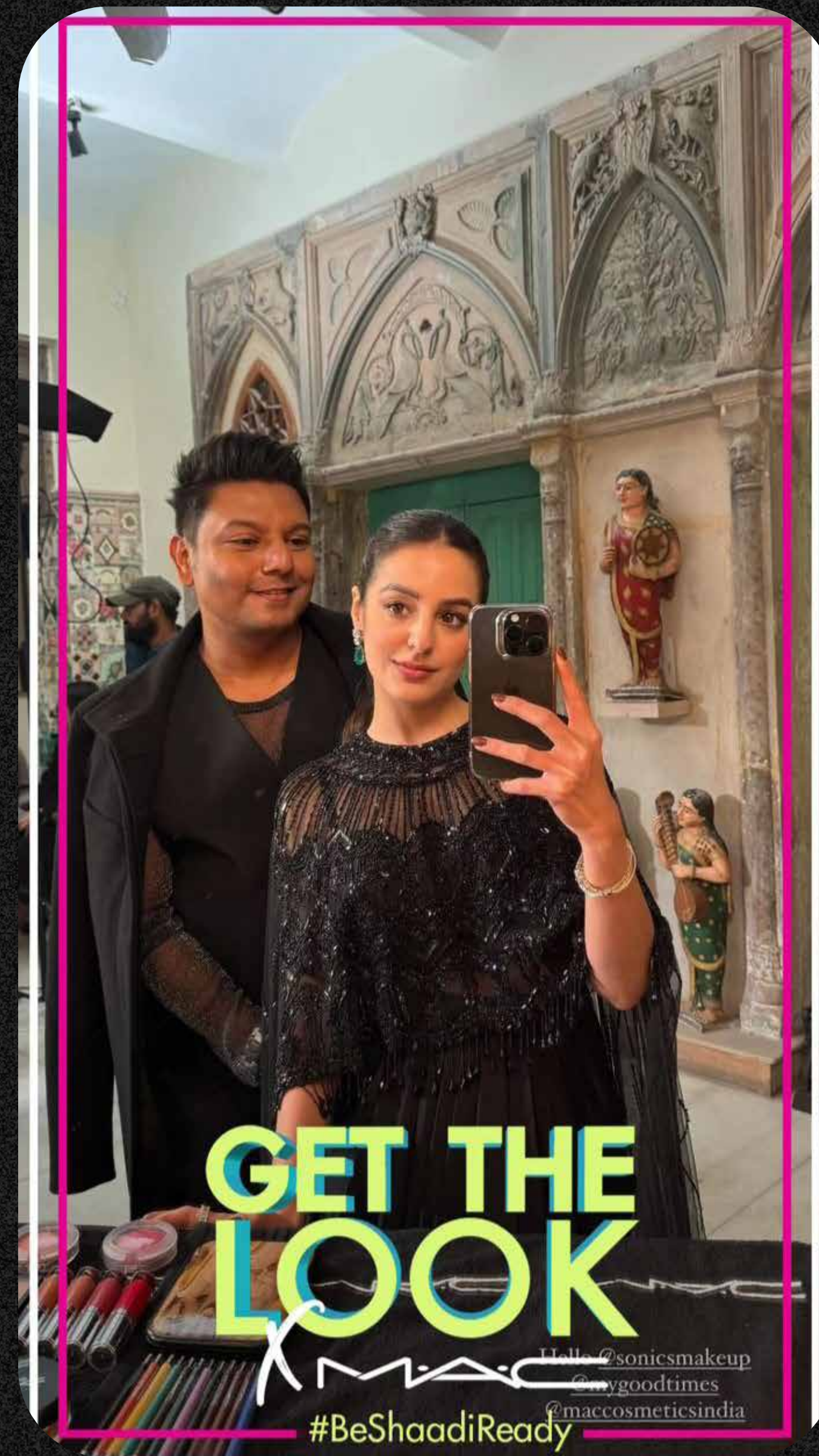
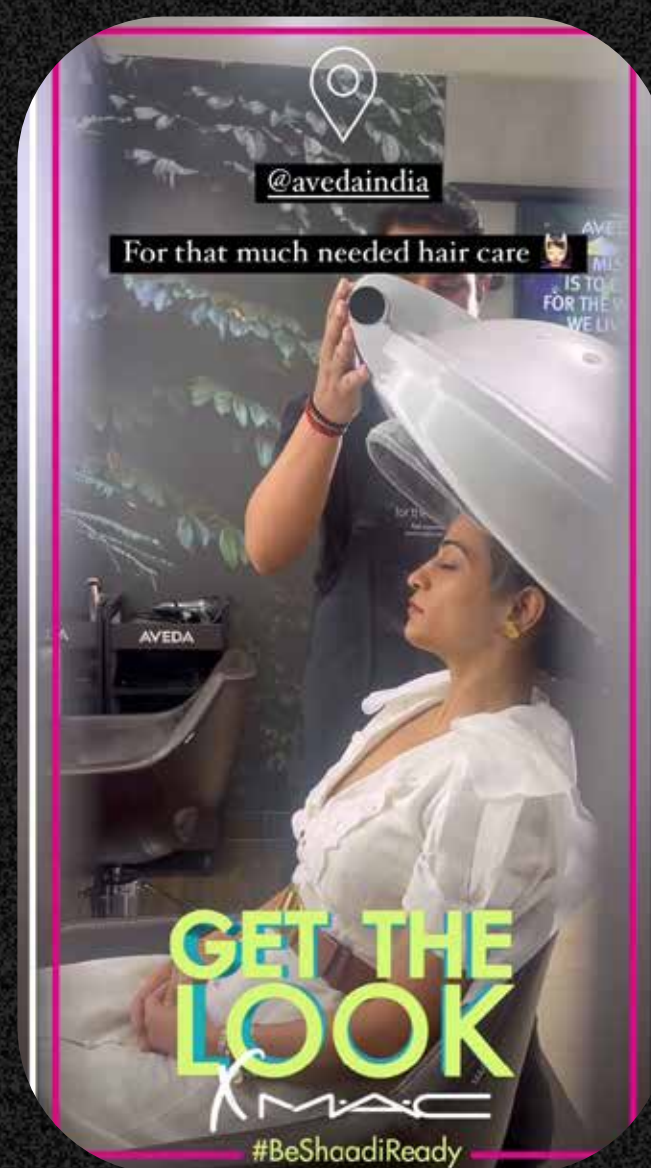
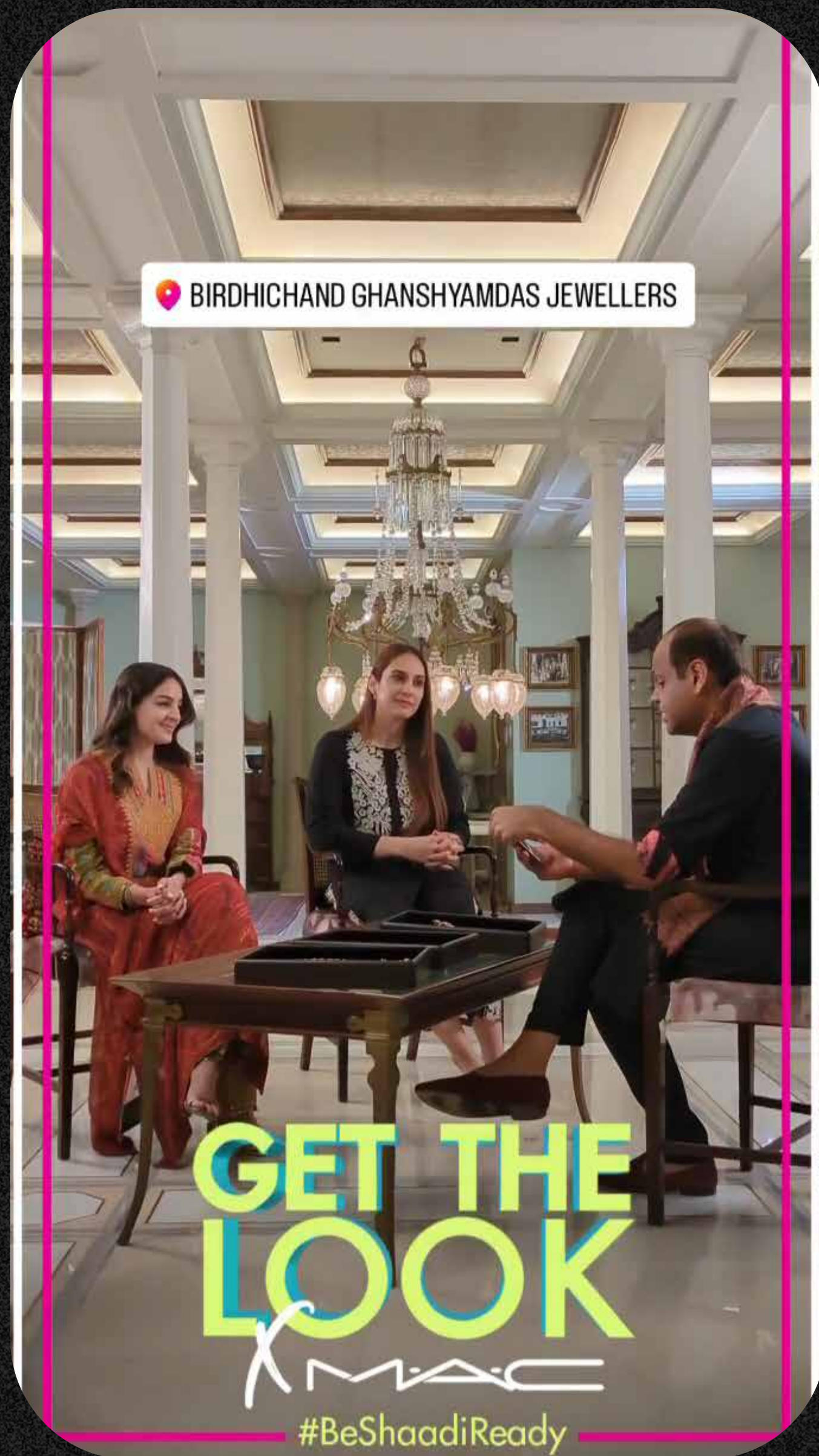
**Quantity**

10

**Platform**

Digital







# THAMES

**Industry**

Furniture

MEASURING  
IMPACT

## Services

Scripting

Creator Management

Production

Post Production

## Media Format

Brand Film

## Quantity

1

## Platform

Digital









## Industry

Music

# MEASURING IMPACT

## Services

Scripting  
Creator Management  
Production  
Post Production

## Media Format

Lifestyle Vlog

## Quantity

3

## Platform

Digital









GOLD JEWELLERY MART

**Industry**

Music

MEASURING  
IMPACT

**Services**

Scripting  
Creator Management  
Production  
Post Production

**Media Format**

Brand Film

**Quantity**

1

**Platform**

Digital







# Vi<sup>✈️</sup>acation<sup>🌍</sup>

**Industry**

Music

MEASURING  
IMPACT

**Services**

Scripting  
Creator Management  
Production  
Post Production

**Media Format**

Brand film

**Quantity**

1

**Platform**

Digital







**.JUNIO**



**Foundation**  
Gift



**GNC**  
LIVE WELL

Mix With Vasudev

**मलमल**

SATVIC  
MOVEMENT

GET THE LOOK  
**XMAC**

**Unikon.ai**

Sporty  
Barbie



**BAAZI**  
MOBILE GANG

**BELLAVITA®**

**maate**

**CARD BAAZI**

**S** **SPORTS™**  
**BAAZI**



**V** **vacation**



**THAMES**



**yoho**



**Shakti**  
ENCHANTED GANGA





*Punch*

*Subhanth.*