



Kurkure[®]

CHATPATE
se
सब PATEIN

Our campaign went LIVE....

TEASER



Sara Ali Khan recreates dad Saif Ali Khan's iconic 'Dil Chahta Hai' scene - fans react!

etimes.in / Feb 15, 2024, 16:37 IST



कौन है संजय? जो सारा अली खान की सुनना ही नहीं चाहता बात, गुस्से में बोली एक्ट्रेस- 'मैं अपनी शादी...'

सारा अली खान अपने चुम्बुले अंदाज से फैस का दिल जीतना बखूबी जानती हैं. हाल ही में एक्ट्रेस ने अपने इंस्टाग्राम पर एक वीडियो शेयर किया है, जिसमें वह किसीसंजय नाम के याक्स को कुछ समझने की कोशिश कर रही हैं, लेकिन वह इनकी एक नहीं सुनना चाहता. आखिर कौन है ये संजय?

कौन है ये संजय जो सारा अली खान को फोन पर नहीं दे रहा जवाब, वीडियो हुआ वायरल

सारा अली खान ने इंस्टाग्राम पर एक वीडियो शेयर किया है. इस वीडियो में वो संजय नाम के किसी लड़के से बात करती दिख रही हैं.

VIDEO: कौन है संजय? जिसे दुल्हन बन सारा अली खान समझाने की कर रही हैं लाख कोशिशें

VIDEO: सारा अली खान का एक वीडियो फिर सोशल मीडिया पर काफी वायरल हो रहा है, इसमें एक्ट्रेस किसी संजय से बात करती नजर आ रही है, इसी के साथ अब दर कोई यह समझाने लगते हैं कि आखिर सारा की मिस्ट्री में क्या है.

Written by - Zee Hindustan Web Team | Last Updated | Feb 15, 2024, 09:47 PM IST

- सारा अली खान का एक वीडियो वायरल
- संजय से बात करती दिखी सारा



ट्रेडिंग तस्वीरें



यहां बाकी पुराना ही नहीं है 5 दिनों की है राजस्थान की शांति, एक बार जरूर ले इनका स्वाद



Reach
1.8M+

Views
7.4M+

Media
22M+

Organic PR Value
~2cr.



Outlook



Hindustan Times

INDIA TODAY

The Indian EXPRESS



THE TIMES OF INDIA



TVC LAUNCH



Reach
182M+

Views
190M+

Avg. VTR (YT**) **52%**

Organic PR

Media
27M+

PR generated
1.55cr.

Consumers

- divya_roy.pd** 2w
Kon kon yaha meri tarah funny comments padhne aye ho like krke jana 😊 11
Reply See Translation
- sakt_9095** 2w
Kya matlab ab sanjay naam ke boss, overtime karwana chodhh denge. 🤔🔥 13
Reply See Translation
- sakt_9095** When life is too short to argue just say KAAM DOWN nd move on. 🤔🔥 5d 7 likes Reply
- yashbirla10** 5 d
Ab to itne kurkure kha jaunga itne kurkure kha jaunga kisi n sochi na hogi 🤔 26
Reply See translation
- akshit_aayan** 2w
Ayo the script is wild 🤔🤔 101
Reply
- navidistic** 2w
🤔🤔 You have killed it Sara. Perfect comic timing!! 🤔🤔 No one could pull it off the way, you have 🤔🤔 Calm down everyone!!! 6
- ursturely_kumari_nidhi** 2w
Wow ❤️❤️ 26
Reply

Working Prof. and Brands

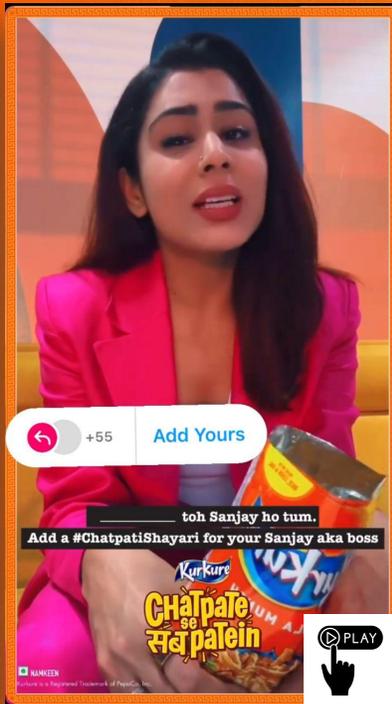
- Alpana Titus** · 2nd General Manager at Reckitt 1w ...
25 years! So gratifying to have been part of the foundational journey of this lovemark brand...which continues to grow from strength to strength. Kudos on the strong branding in the ad and the tagline
Like · 🗨️ 2 Reply
- Rakshit Chopra** · 3rd+ Providing creative solutions to brands helping... 13h
Amazing concept. I am pretty sure it would immediately catch the eye of the younger generation. From Tedha Hai Par Mera Hai to Chatpate Se Sab Patein – amazing catchphrase :D 🤔
- Siddharth Gupta** (He/Him) · 2nd Brand Marketing, Communication & Growth 1w ...
"Chatpate se sab patein"
Such a well crafted tagline for a tongue in cheek brand film that cleverly spotlights the product.
Would love to see how this new positioning plays out! :)
- manyavar** 5d
Shaadi mein bina taiyaar hue kaun aata hai? Sanjayyyyy! #TaiyaarHokarAaiye 1
Reply See Translation
- sodelhi** 1w
Reply
- Arunita Sen** (She/Her) · 2nd Being Built By BrandSheep - A marketi... 1w ...
Love the insight.
- anuja chauran** 1w ...
adwoman, author, columnist, screenwr...
Lovely work, Sam 🤔🤔

**Industry VTR benchmark is 30%

Sanjay became an overnight SENSATION....

Surround Byte

Brands participated organically – 20 brands
1.4M+ reach



Reach
74M+

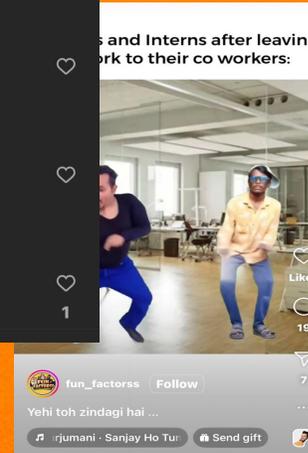
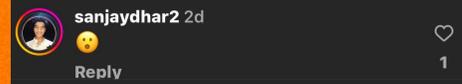
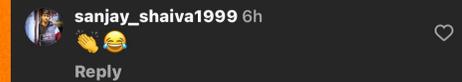
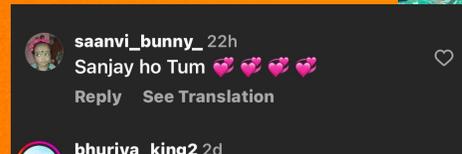
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133.2M+

Comments
275+

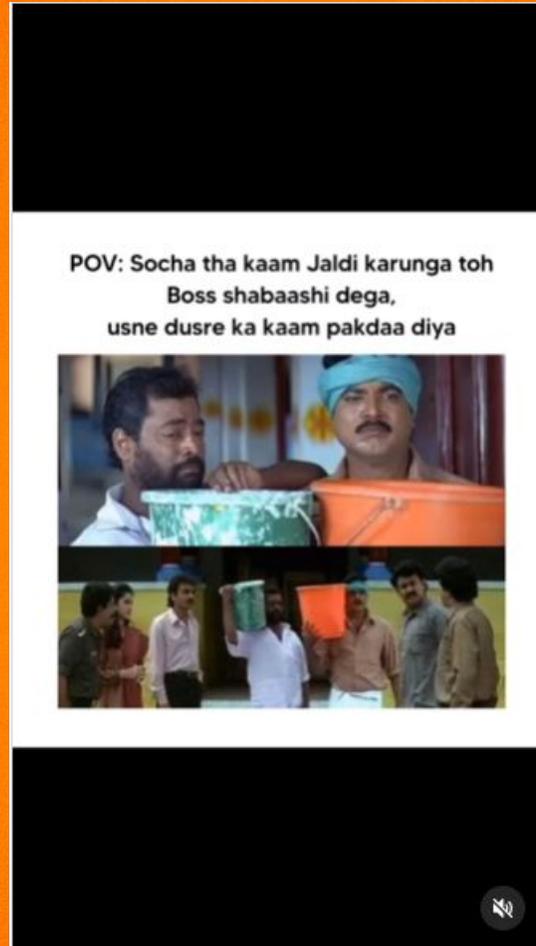
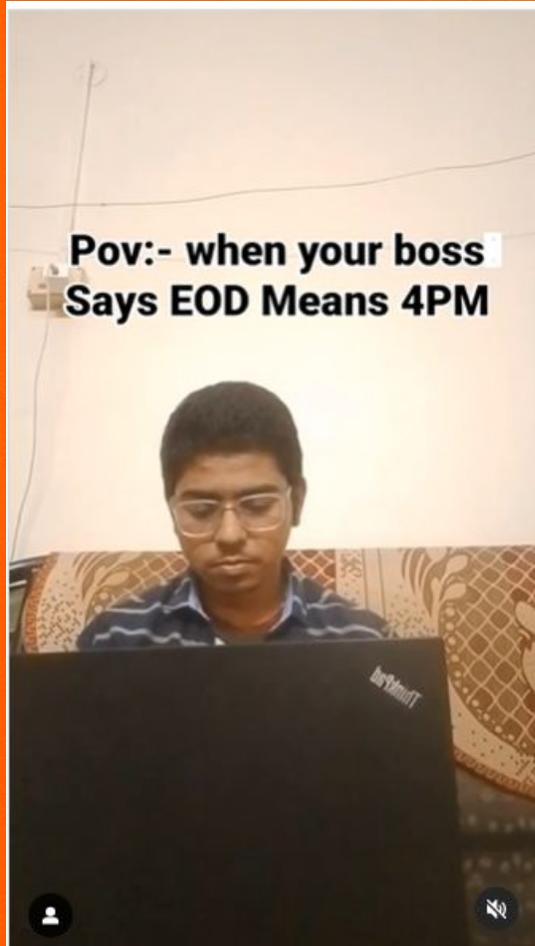
No. of Entries
1000+

SANJAY HO TUM Song Becomes a HIT

Memers and Micro also joined us



Micro and Memers also joined us..



Total posts
1,247

Total Reach
82M+

Total Views
160M+

Total Engagement
568K+

Organic posts
218

Let's rant about our bosses but with a twist



Asstag
739K Followers



Amit Tandon
234K Followers



Kiran Datta
1.5M Followers



Rahul Dua
581K Followers



William
2.6M Followers

Total Reach
410K+

Total Views
740k+

Total Engagement
50K+

Pranking our boss will be FUN? HELL YES!

RJ Naved Pranks?



Total Reach
120K+

Total Views
200k+

Total Engagement
5K+

Get ready for some **Chatpate Comebacks...**

Kurkure **Chatpate सबपतेin**

**IT'S 8:30 PM NOW.
CAN WE HAVE THE REPORT
BY TOMORROW MORNING?** 8:30 PM

**SURE SIR, AAP AUR MAI
SAATH MEIN KARLENGE TOH
KAL SUBHA TAK HO JAYEGA.** 🤔 8:31 PM

**ACTUALLY,
JUST START IT TOMORROW...** 8:31 PM

COMMENT BELOW WHAT YOU WOULD SAY
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Kurkure **Chatpate सबपतेin**

**URGENT HAI!
CHUTTI PE HO MAGAR
LAPTOP HAI NA?** 8:30 AM

**LAPTOP BHI
CHUTTI PE HAI SIR.
GHAR PE!** 8:30 AM

COMMENT BELOW WHAT YOU WOULD SAY
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Coming Soon.....