

Do It Tibara'

Cast: Cricketers-
K Srikant
(1984 World Cup Winning Team)

Harbhajan Singh
(2011 World Cup Winning Team)

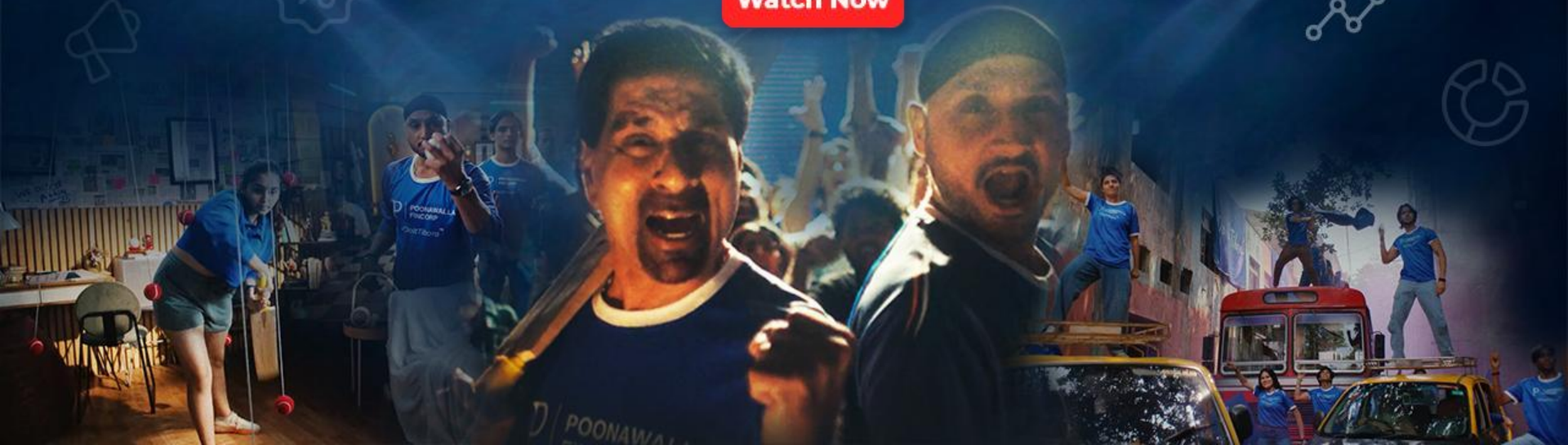
Lyrics:
Dhiraj Kumar

Composer:
Amit Trivedi

Production House:
Lucifer Circus

Agencies:
Motivator & Mastra Media

[Watch Now](#)

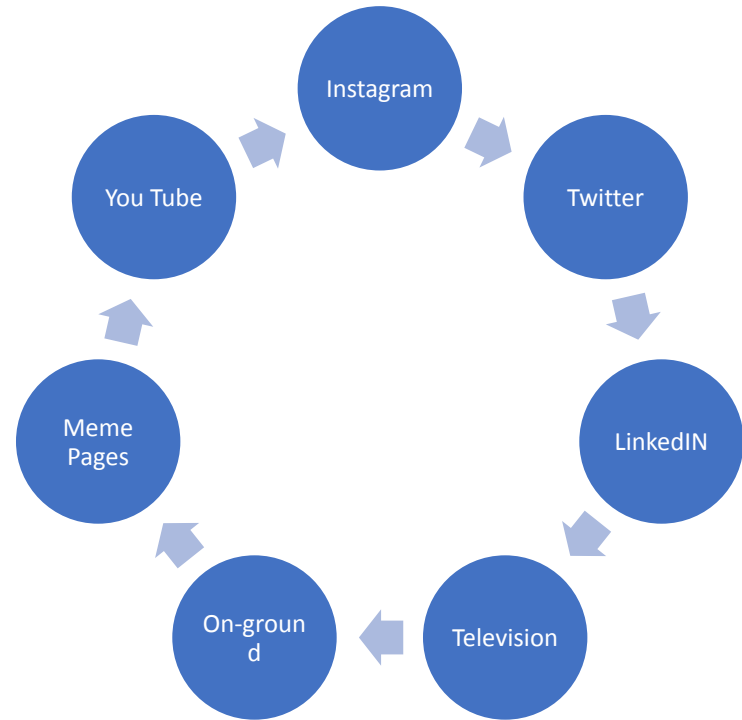


Entry Details

Idea: Harp on the cricket fever during the men's ICC cricket world cup 2023 to generate brand awareness and leads

Objective: To make Do It Tibara the unofficial anthem of men's ICC cricket world cup 2023 by doing **Ambush Marketing** on social media

Execution: Multi platform influencer amplification campaign to convey the brand message with the help of influencers across multiple categories, genres and platform



Platforms Covered

Campaign Background

Cricket is a religion in India, and the world-cup, its Mecca.

After being crowned the champions in 1983 and 2011, 1.4 Billion Indians were waiting to bring the cup home for the third time, <Tibara>

We wanted to create a **brand message of “cheer for team India”** and wanted it to resonate with the audience as they support the men in blue, and so an **unofficial anthem - Let’s #DoltTibara**, was born.

But how do we reach out to a billion fans in a cluttered marketing? Of course, with one of the **"largest influencer amplification"** of the season for one of the biggest sporting events in the world.





Do It Tibara

Reel-ing with the Stars

Instagram

Harmanpreet Kaur



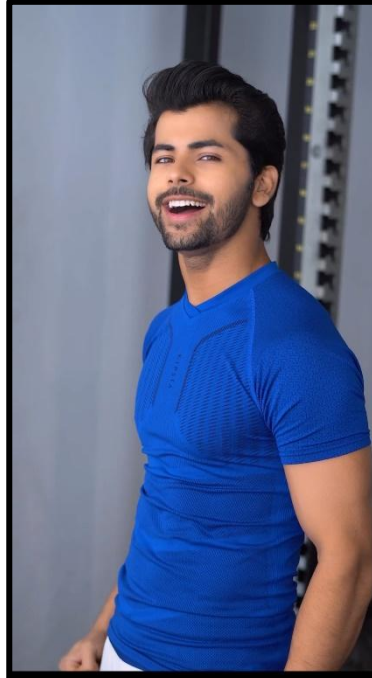
[Live Link](#)

Irfan Pathan



[Live Link](#)

Siddharth Nigam



[Live Link](#)

Ruhee Dosani



[Live Link](#)

Anita H Reddy



[Live Link](#)

Instagram

Shikhar Dhawan



[Live Link](#)

Karishma Tanna



[Live Link](#)

Dhanashree Verma



[Live Link](#)

Awez Darbar



[Live Link](#)

Bhumi Pednekar



[Live Link](#)

Instagram

Akriti Agarwal



[Live Link](#)

Kedar Jadav



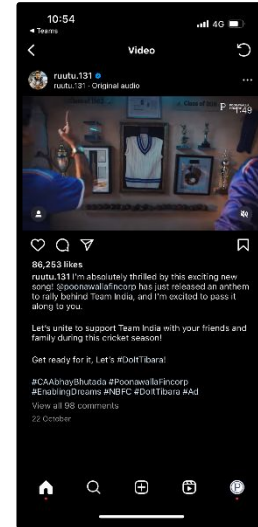
[Live Link](#)

Sonali Bhadauria



[Live Link](#)

Ruturaj Gaikwad



[Live Link](#)

Instagram - Views

Name	Followers	Video Link	Live Date	Views
Shikhar Dhawan	1500000	https://www.instagram.com/reel/Cykdsh8yus3/	19-10-2023	2800000
Dhanashree Verma	5800000	https://www.instagram.com/reel/Cykferfovho/	19-10-2023	3200000
Karishma Tanna	7600000	https://www.instagram.com/reel/CykfF2-PyBN/	19-10-2023	371000
Awez Darbar	30500000	https://www.instagram.com/reel/CykoQ30IFF1/	19-10-2023	3200000
Anita H Reddy	7500000	https://www.instagram.com/reel/CynFbtJt5cg/	20-10-2023	354000
Bhumi Pednekar	9200000	https://www.instagram.com/reel/CynEj5yo3Jj/	20-10-2023	284000
Siddharth Nigam	11500000	https://www.instagram.com/reel/CynFUrMo48i/	20-10-2023	802000
Ruhee Dosani	2200000	https://www.instagram.com/reel/CytOoKuyFOR/	22-10-2023	258000
Irfan Pathan	4600000	https://www.instagram.com/reel/Cy8TUzRPCie/	29-10-2023	1300000
Harmanpreet Kaur	2000000	https://www.instagram.com/p/Czp_XvuoOw/	15-11-2023	372000
Raturaj Gaikwad	2856325	https://www.instagram.com/p/Cys5Yv_P--t/	22-10-2023	1073518
Kedhar Jadhav	1461429	https://www.instagram.com/p/CzqVXelrP_F/	15-11-2023	346579
Sonali Bhadauria	962306	https://www.instagram.com/p/Czqh2viPkc4/	15-11-2023	259880
Akriti Agarwal	3216,247	https://www.instagram.com/p/CzxzclTP6y6/	18-11-2023	465999

Instagram

Meme and PR



trolls_official · Following
Original audio

trolls_official 6d
We all agree with this right guys?

Let the cricket fever take over as you listen to Poonawalla Fincorp and Amit Trivedi's anthem.

@poonawallafincorp

Let's #DoItTibara
#PoonawallaFincorp #EnablingDreams
#NBFC #DoItTibara

anjali7912 6d
Available now ❤️❤️❤️

1 like Reply

kajal_singh_here_02 6d

28,534 likes
6 DAYS AGO

Add a comment...

Students energy level in other periods

Students energy level in Games period



**ME AND MY FRIENDS
AFTER 2 SHOTS**

sarcastic_us · Following
Original audio

sarcastic_us 1w
Can't find a more relatable post than this 🤔

Also, you know Poonawalla Fincorp and Amit Trivedi bring you a cricket anthem that's a perfect match for the game.

@poonawallafincorp

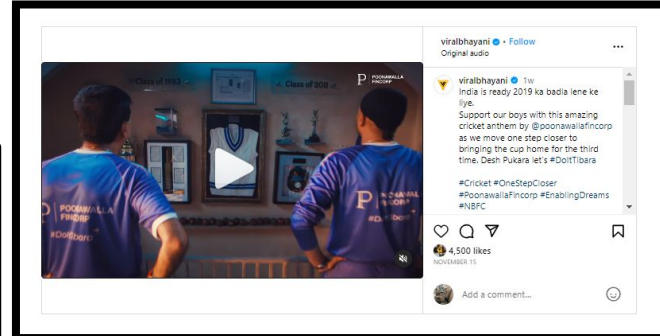
Let's #DoItTibara
#PoonawallaFincorp #EnablingDreams
#NBFC #DoItTibara

gnana_sri_vid 1w
Cheeka is happier man than everyone...those who watched tamil commentary knows 🤔❤️

6 likes Reelv

17,576 likes
7 DAYS AGO

Add a comment...



viralbhayani · Follow
Original audio

viralbhayani 1w
India is ready 2019 ka badla lene ke liye.
Support our boys with this amazing cricket anthem by @poonawallafincorp as we move one step closer to bringing the cup home for the third time. Desh Pukara let's #DoItTibara

#Cricket #OneStepCloser
#PoonawallaFincorp #EnablingDreams #NBFC

4,500 likes
NOVEMBER 15

Add a comment...



manav.manglani · Follow
Original audio

manav.manglani 2w
This peppy cricket anthem by @poonawallafincorp sure makes us groove to its beats, it has caught our attention for all the right reasons and got us saying come on, India, let's #DoItTibara.

#PoonawallaFincorp #EnablingDreams #NBFC #DoItTibara

I_arni_sha 2w
1 like Reply

342 likes
NOVEMBER 12

Add a comment...



Do It Tibara'

How We Won Twitter

Virender Sehwal

Profile Link: <https://x.com/virendersehwal>

Followers: 23,343,442

Post Insights

Reposts : 421

Quotes : 4

Likes : 2,330

Bookmarks : 12

Comment : 37

Total Engagement : 2,804

Engagement% (Basis Followers) : 0.01%

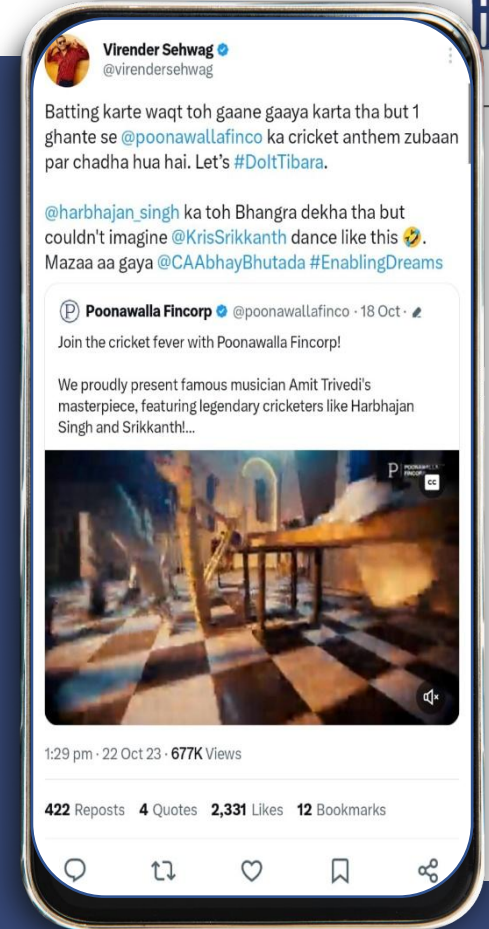
Engagement% (Basis Impression) : 0.41%

Impression : 678,000

Impression% : 2.90%

Post Link : <https://x.com/virendersehwal/status/1716001326415696333>

Live Date: 22nd Oct



DHONism

Profile Link: <https://x.com/DHONism>

Followers: 1,154,520

Post Insights

Reposts : 324

Quotes : 2

Likes : 370

Bookmarks : 2

Comment : NA

Total Engagement : 698

Engagement% (Basis Followers) : 0.06%

Engagement% (Basis Impression) : 0.14%

Impression : 496,500

Impression% : 43.00%



Post Link : <https://x.com/DHONIism/status/1716004635918410052>

Live Date: 22nd Oct

Apoorv Sood

Profile Link: <https://x.com/Trendulkar>

Followers: 1,288,556

Post Insights

Reposts : 240

Quotes : 2

Likes : 376

Bookmarks : 3

Comment : 13

Total Engagement : 634

Engagement% (Basis Followers) : 0.05%

Engagement% (Basis Impression) : 0.25%

Impression : 255,200

Impression% : 19.81%



Post Link : <https://x.com/Trendulkar/status/1715976448706793849>

Live Date: 22nd Oct

Rajdeep SardesaiProfile Link: <https://x.com/sardesairajdeep>

Followers: 8,926,769

Post Insights

Reposts : 206

Quotes : 3

Likes : 385

Bookmarks : 6

Comment : 24

Total Engagement : 624

Engagement% (Basis Followers) : 0.01%

Engagement% (Basis Impression) : 0.13%

Impression : 481,200

Impression% : 5.39%

Post Link : <https://x.com/sardesairajdeep/status/1715994208878624788>Live Date: 22nd Oct

Abhishek Asthana

Profile Link: <https://x.com/GabbbarSingh>

Followers: 1,463,528

Post Insights

Reposts : 205

Quotes : 2

Likes : 299

Bookmarks : 8

Comment : 21

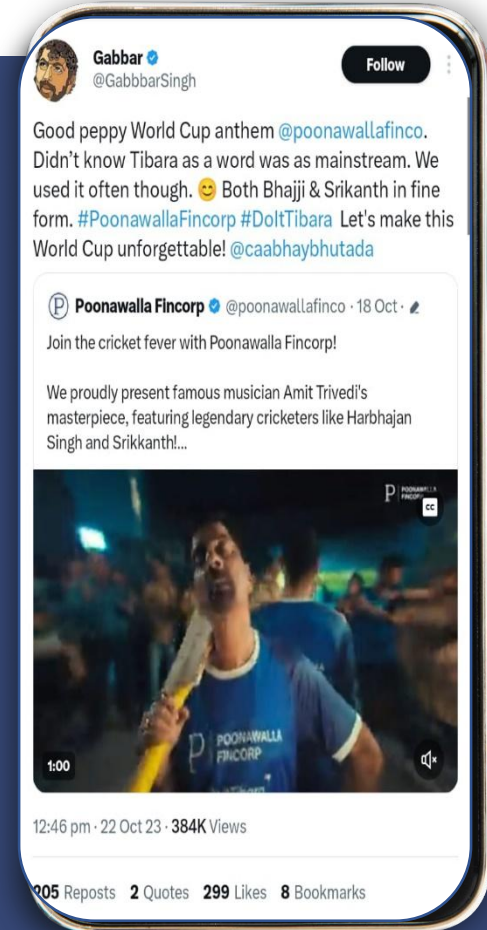
Total Engagement : 535

Engagement% (Basis Followers) : 0.04%

Engagement% (Basis Impression) : 0.14%

Impression : 384,100

Impression% : 26.24%



Post Link :

<https://x.com/GabbbarSingh/status/1715990563067949539>

Time Date: 22nd Oct

Harsha Bhogle

Profile Link: <https://x.com/bhogleharsha>

Followers: 9,065,439

Post Insights

Reposts : 168

Quotes : 2

Likes : 605

Bookmarks : 7

Comment : 18

Total Engagement : 800

Engagement% (Basis Followers) : 0.01%

Engagement% (Basis Impression) : 0.14%

Impression : 573,000

Impression% : 6.32%



Post Link : <https://x.com/bhogleharsha/status/1715978170250506637>

Live Date: 22nd Oct

Aakash Chopra

Profile Link: <https://x.com/cricketaakash>

Followers: 4,215,655

Post Insights

Reposts : 158

Quotes : 2

Likes : 352

Bookmarks : 2

Comment : 19

Total Engagement : 533

Engagement% (Basis Followers) : 0.01%

Engagement% (Basis Impression) : 0.15%

Impression : 362,700

Impression% : 8.60%

Post Link :

<https://x.com/cricketaakash/status/1715986998937403900>

Link Date: 22nd Oct



Kedar Jadhav

Profile Link: <https://x.com/JadhavKedar>

Followers: 763,322

Post Insights

Reposts : 100

Quotes : 0

Likes : 110

Bookmarks : 1

Comment : 1

Total Engagement : 212

Engagement% (Basis Followers) : 0.03%

Engagement% (Basis Impression) : 0.14%

Impression : 146,800

Impression% : 19.23%



Post Link : <https://x.com/JadhavKedar/status/1716107208876769567>

Live Date: 22nd Oct

Circle Of Cricket

Profile Link: <https://x.com/circleofcricket>

Followers: 165,232

Post Insights

Reposts : 44

Quotes : 2

Likes : 48

Bookmarks : 1

Comment : NA

Total Engagement : 95

Engagement% (Basis Followers) : 0.06%

Engagement% (Basis Impression) : 0.16%

Impression : 58,900

Impression% : 35.65%



Post Link : <https://x.com/circleofcricket/status/1716075361421722005>

Live Date: 22nd Oct

Rahul Prajapati

Profile Link: <https://x.com/RahulReply>

Followers: 51,285

Post Insights

Reposts : 31

Quotes : 2

Likes : 34

Bookmarks : 1

Comment : NA

Total Engagement : 68

Engagement% (Basis Followers) : 0.13%

Engagement% (Basis Impression) : 0.34%

Impression : 19,900

Impression% : 38.80%

Post Link : <https://x.com/RahulReply/status/1716078709202178495>

Live Date: 22nd Oct



Post Link : <https://x.com/RahulReply/status/1716078709202178495>

Live Date: 22nd Oct

Saravanan Hari

Profile Link: <https://x.com/CricSuperFan>

Followers: 57,276

Post Insights

Reposts : 30

Quotes : 2

Likes : 42

Bookmarks : 1

Comment : NA

Total Engagement : 75

Engagement% (Basis Followers) : 0.13%

Engagement% (Basis Impression) : 0.37%

Impression : 20,500

Impression% : 35.79%



Post Link : <https://x.com/cricsuperfan/status/1716076026059710608>

Live Date: 22nd Oct

Nikhil Popat

Profile Link: <https://x.com/CricCrazyNIKS>

Followers: 78,510

Post Insights

Reposts : 30

Quotes : NA

Likes : 35

Bookmarks : 1

Comment : 1

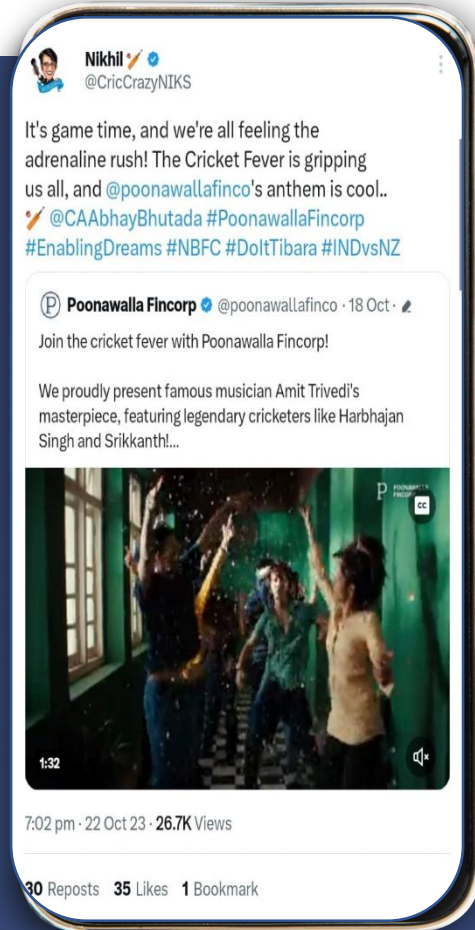
Total Engagement : 67

Engagement% (Basis Followers) : 0.09%

Engagement% (Basis Impression) : 0.25%

Impression : 26,700

Impression% : 34.01%



Post Link : <https://x.com/CricCrazyNIKS/status/1716085162549940434>

Live Date: 22nd Oct



Do It Tibara

AMPLIFICATION PLAN

LINKEDIN

LinkedIn

Creators

 **Vedika Bhaia** • 2nd
I help busy founders create personal brands that 10x their ...
1mo • 

+ Follow ...

My love for cricket has been passed on from my grandfather.

I've heard some amazing stories from him about cricket during his time and the same from my dad.

I remember the time we were all gathered around in front of the TV to watch India claim victory after 28 years.

This year it's the same.
Three generations of my family are geared up to see India emerge victorious for the third time!

I've enjoyed my share of cricket anthems, whether it's for short format cricket or the grandest cricket tournament on the planet.

But let me tell you, this year's anthem by [Poonawalla Fincorp](#) tops them all. Why?

It's got just the right beats and perfectly captures the excitement of us Indians for this year's cricket league.

I can't help but groove to the rhythm even before the matches kick off. After all, Amit Trivedi's music is pure magic.



But what really stands out is how Poonawalla Fincorp seamlessly integrated their brand into the anthem. Did you catch that logo on the T-shirt?

This song serves as a reminder that the cricket fever is alive and well, and some things, like our passion for the game, only get stronger with time.
And, oh, let's not forget the "Do It Tibara" spirit – we're aiming for a third win this time!






I'm eagerly looking forward to the matches! Kudos to [CA Abhay Bhutada](#) and his team for showing this 🙌

[#DoItTibara](#) [#PoonawallaFincorp](#) [#EnablingDreams](#) [#TeamIndia](#) [#collab](#)

[Live Link](#)

 **Nishant Chahar** • 2nd
SDE @ Microsoft | 350k+ Subs on YT | Teacher | NSIT
1mo • 

+ Follow ...

1983  
2011  
2023  ?

Many companies came out with the advertisement concept of anthem, but this anthem by [Poonawalla Fincorp](#) is by far the most interesting one.

The word "Tibara" on Amit Trivedi's music and seamless brand integration of Poonawalla Fincorp makes it a complete package.
However this word "Tibara" is of great significance keeping in mind that we are looking forward to win world's biggest cricket tournament and there is a whole generation waiting to witness this amazing feat.
Amazing work by [CA Abhay Bhutada](#) and his team.

Let's do it Tibara!! 🙌 IN

[#DoItTibara](#) [#PoonawallaFincorp](#) [#EnablingDreams](#) [#collab](#)

[Live Link](#)

 **Sahil Vaidya** • 2nd
Co-Founder, The Minimalist | Forbes 30 Under 30 Asia
1mo • 

+ Follow ...

Visit my website
1mo • 

The world can really do without one more cricket-centric campaign.

But this new anthem by [Poonawalla Fincorp](#) for the world's biggest cricket tournament is a breath of fresh air.

Brands try to link their offerings to such events and it often becomes too forced.

But with "Do it Tibara" this brand anthem isn't only one of the catchiest this season, they've also hit a common sentiment the country is feeling.




There are shorter edits of the anthem as well, do check them out! I think it has come out really well.

It's always good to see campaigns where brands aren't hellbent on making it all about their product!

Great stuff [CA Abhay Bhutada](#)

[#DoItTibara](#) [#PoonawallaFincorp](#) [#EnablingDreams](#) [#collab](#)

[Live Link](#)

 **Radhika Bajoria**  • 2nd
Founder - Radically Yours Inc USA | Building India's first po...
1mo • Edited • 

+ Follow ...

One thing that binds us all Indians together - cricket!

As an Indian, cricket has always been in my heart, and when I came across the below anthem by [Poonawalla Fincorp](#), I couldn't get it out of my mind as the music is just so catchy!

The ad brilliantly showcases the Indian spirit with Harbhajan Singh in frame, and Amit Trivedi's musical brilliance shines through, infusing the anthem with boundless energy.

A brand stands stronger not when it communicates what they do, but what they stand for. This ad is one such way of communicating what Poonawalla Fincorp believes in. Kudos to [CA Abhay Bhutada](#) & team for showcasing this.

Watching the below ad not only brought back one of my fondest memories of watching cricket with my entire family but also has brought the entire nation together in hope and joyous celebration of our beloved sport.

So India, let's [#DoItTibara!](#) :)

[#PoonawallaFincorp](#) [#EnablingDreams](#) [#collab](#) [#ad](#)

[Live Link](#)



Do It Tibara

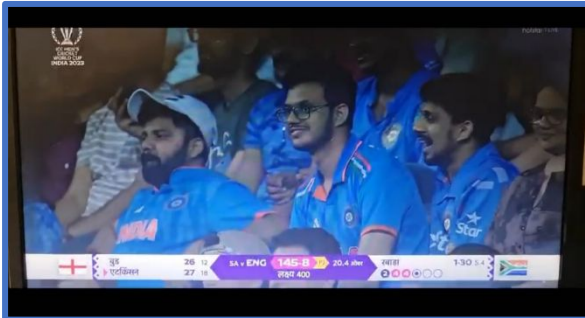
AMPLIFICATION PLAN

BEYOND DIGITAL

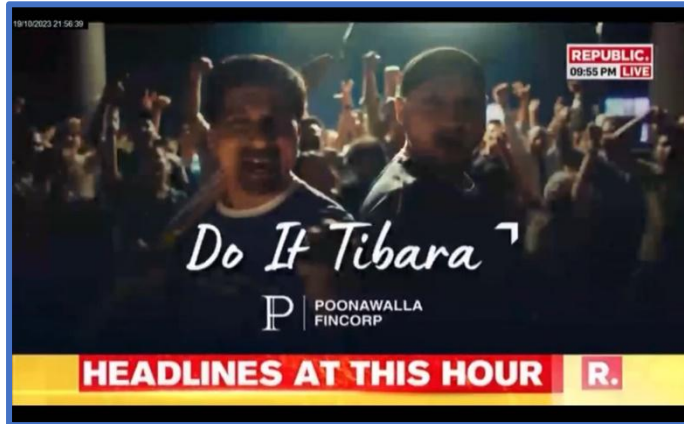
Television, On-ground, Spotify and Twitter Trending



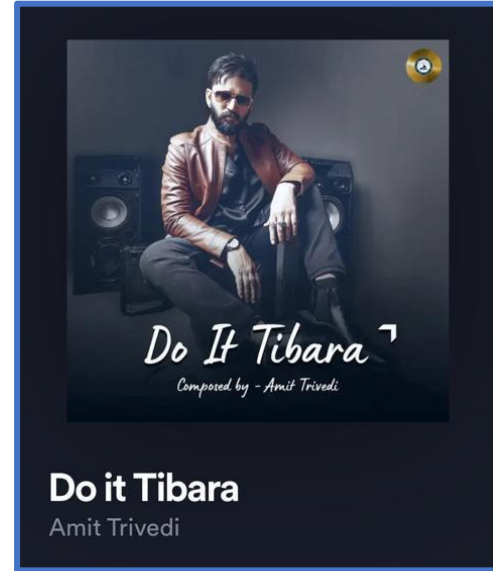
Played during Navratri



Commentary Mention during WC



Played by Republic, mentioned by Arnab Goswami



Do it Tibara

Amit Trivedi

Spotify



Do It Tibara

A POLITICAL WAR CRY

FOR THE PM'S THIRD TENURE VICTORY

Ravindra Nath Tripathi @Ravindranathbjp

Humm Tibara and watch the magic unfold - Team India's World Cup success & the future triumph for PM Modi! A dual-purpose hit by @poonawallafinco & @caabhaybhutada #DoltTibara

Poonawalla Fincorp @poonawallafinco · Nov 18
The stage is set, India is just one match away from winning the cup for the 3rd time. Let's celebrate the spirit of cricket and support our team with this cricket anthem of the year.

Good luck India, let's #DoltTibara ...
[Show more](#)

Vikas Singh @INDVikasS

Singing Tibara, envisioning Team India's World Cup glory and PM Modi's anticipated third term win! @poonawallafinco & @caabhaybhutada, this melody's a vision of dual victories. #DoltTibara

Poonawalla Fincorp @poonawallafinco · Nov 18
The stage is set, India is just one match away from winning the cup for the 3rd time. Let's celebrate the spirit of cricket and support our team with this cricket anthem of the year.

Good luck India, let's #DoltTibara ...
[Show more](#)

Abhishek Dubey @Ab4Bjp

Tibara, the song that paints the colors of Team India's cricketing win and the bright canvas for PM Modi's forthcoming triumph! @poonawallafinco & @caabhaybhutada, weaving together dual celebrations. #DoltTibara

Poonawalla Fincorp @poonawallafinco · Nov 18
The stage is set, India is just one match away from winning the cup for the 3rd time. Let's celebrate the spirit of cricket and support our team with this cricket anthem of the year.

Good luck India, let's #DoltTibara ...
[Show more](#)

MLADhananjayKannouja @Dhananjay4bjp

Tibara's beats resonate with Team India's World Cup dream and the upcoming triumph of PM Modi's third term! @poonawallafinco & @caabhaybhutada, this rhythm feels like a premonition. #DoltTibara

Poonawalla Fincorp @poonawallafinco · Nov 18
The stage is set, India is just one match away from winning the cup for the 3rd time. Let's celebrate the spirit of cricket and support our team with this cricket anthem of the year.

Good luck India, let's #DoltTibara ...
[Show more](#)

Dr. Ashishrao R. Deshmukh @AshishRDeshmukh

With every beat of Tibara, sensing Team India's World Cup win and the political success for PM Modi @poonawallafinco & @caabhaybhutada, this melody's an anticipation of dual successes. #DoltTibara

Poonawalla Fincorp @poonawallafinco · Nov 18
The stage is set, India is just one match away from winning the cup for the 3rd time. Let's celebrate the spirit of cricket and support our team with this cricket anthem of the year.

Good luck India, let's #DoltTibara ...
[Show more](#)

Atul Kushwaha @RealAtulsay

Tibara, a melody that hums of Team India's World Cup glory and the anticipated triumph for PM Modi @poonawallafinco & @caabhaybhutada, this tune's a tale of dual successes. #DoltTibara

Poonawalla Fincorp @poonawallafinco · Nov 18
The stage is set, India is just one match away from winning the cup for the 3rd time. Let's celebrate the spirit of cricket and support our team with this cricket anthem of the year.

Good luck India, let's #DoltTibara ...
[Show more](#)

Raam Ji Rajawat @RaamJI_Rajawat

Team India's poised for a third World Cup win, echoing the anticipated victory of PM Modi's third term in 2024. @poonawallafinco & @caabhaybhutada's Tibara anthem amplifies these forthcoming triumphs. #DoltTibara

Poonawalla Fincorp @poonawallafinco · Nov 18
The stage is set, India is just one match away from winning the cup for the 3rd time. Let's celebrate the spirit of cricket and support our team with this cricket anthem of the year.

Good luck India, let's #DoltTibara ...
[Show more](#)

Priyal Bhardwaj @Ipriyalbhardwaj

Hearing Tibara, feeling the thrill of Team India's World Cup conquest and PM Modi's third victory! @poonawallafinco & @caabhaybhutada, this melody's scripting dual success stories. #DoltTibara

Poonawalla Fincorp @poonawallafinco · Nov 18
The stage is set, India is just one match away from winning the cup for the 3rd time. Let's celebrate the spirit of cricket and support our team with this cricket anthem of the year.

Good luck India, let's #DoltTibara ...
[Show more](#)

Rohit Gangwal @rohitgangwalind
Hearing Tibara, feeling the thrill of Team India's World Cup conquest and PM Modi's third victory! @poonawallafinco & @caabhaybhutada, this melody's scripting dual success stories.
#DoltTibara

Poonawalla Fincorp @poonawallafinco · Nov 18
The stage is set, India is just one match away from winning the cup for the 3rd time. Let's celebrate the spirit of cricket and support our team with this cricket anthem of the year.
Good luck India, let's #DoltTibara ...
[Show more](#)



Dr Pramendra Maheshwari @DrPramendr
Tune into @poonawallafinco & @caabhaybhutada's Tibara anthem - a musical journey mirroring India's third World Cup conquest and the expected third term victory for PM Modi in 2024.
#DoltTibara

Poonawalla Fincorp @poonawallafinco · Nov 18
The stage is set, India is just one match away from winning the cup for the 3rd time. Let's celebrate the spirit of cricket and support our team with this cricket anthem of the year.
Good luck India, let's #DoltTibara ...
[Show more](#)



Manindra Shukla @l_manindra
Tibara, the anthem that hums victory tunes for Team India's World Cup triumph and PM Modi's forthcoming political win. Cheers to @poonawallafinco & @caabhaybhutada for this dual-celebratory melody!
#DoltTibara

Poonawalla Fincorp @poonawallafinco · Nov 18
The stage is set, India is just one match away from winning the cup for the 3rd time. Let's celebrate the spirit of cricket and support our team with this cricket anthem of the year.
Good luck India, let's #DoltTibara ...
[Show more](#)



pallavi patil @pppallavii · 2m
Modi ji will make his grand comeback again in 2024 [#DoltTibara](#)

Aditi Jadhav @AdiJadhav325056 · 2m
cricket and politics both have many links this must go forward [#DoltTibara](#)

[@KrisSrikkanth](#) [@Lucifermusic666](#)
[@LuciferCircus](#)

DHONISM™ ❤️ 🗣️ @DHONIism · 2h
It's time to turn up the volume for Team India! 🏏🎧 @poonawallafinco's Let's [#DoltTibara](#) is the anthem of cricket season. Let's amplify the cheers with this energizing track 🎵🇮🇳

Devgn fan Shweta @maraathimanus · 4m
india making the noice in world Cup again with back to back wins. [#DoltTibara](#)

Aadesh Jadhav @BackUpAdesh · 4m
this anthem is really very powerful and giving goosebumps each time [#DoltTibara](#)

Suresh Ojha @OjhaAsansol · 1h
Yes

Anil Saini @sainiani186 · 2h
Far better than Worldcup2023's song.

ARVIND JAISWAL @arvindthebanker · 1h
Yar sharm to ati nahi hai tumhe itna paisa wala hokar kamla pasand ka ad karte ho Hadd hai chuttyape ki

MS @mak_7788 · 1h
Kitne paise mile ye muh me lane ke liye

More replies

Vivek Kumar Mishra @vivek23mishra · 1h

Sadma rana @Sadamrana10 · 3h
Har Jary K bad TV to nhi toro gya ?

Koshik Singh @Koshiksingh10 · 3h

Aayush Sharma @aayushsharma · 3h
All set

Chinmay Malikk @ChinmayMalikk · 3h
Hip hip hoorayyyy [#DoltTibara](#)

Akhil bhatiya @AkhilBhatia08 · 3h
This is the time [#DoltTibara](#)


manik Shah @ManikShah02 · 3h
Let's [#DoltTibara](#)

Dhivyam Ahuja @dhivyamahuja · 3h
Let's [#DoltTibara](#) and make unforgettable memories

13:54

Post

FAISAL WASEEM @FAIS... · 1d
Good luck to Team Pakistan for the World Cup 2023! 🇵🇰🏏 With the upcoming matches in Chennai and our track record against SA, Bang, New Zealand, and England, we have a great chance to make it to the semis. Don't lose hope! 🙌
[#PakistanZindabad](#) [@TheRealPCB](#) [@babarazam258](#)



Anil Saini @sainiani186 · 5m
Far better than Worldcup2023's song.

Sandy @Sandy291091 · 3h
👍👍👍

Neha @Neha55 · 3h
AAj kaun jeetega??

Ayushi @Ayu42 · 3h
My prediction for today: India win by 2 wickets

कुंवर विजयेंद्र सिंह @_mahakaLok · 3h
good song

Arjun singh @Arjunsingh_1 · 3h
New Zealand is favourite today bhai

Sahas @Sahas009 · 3h
Kapil Dev, MS Dhoni & Rohit Sharma

Tarun @2kumartarun · 3h
INDIAAAAAA

Tulika Pandey @TulikaPandey14 · 3h
better than jashn jashn 🙌🙌🙌

India trends

#BeACryptoPlayer
Unlock Web3 with OKX Wallet
Promoted by OKX

- 1 · Cricket · Trending **#INDvAUS**
158K posts
- 2 · Cricket · Trending **#WorldcupFinal**
110K posts
- 3 · Cricket · Trending **#DoltTibara**
17.9K posts
- 4 · Cricket · Trending **#LargeHumaaraHai**
4,740 posts



Amrish Kumar @theamrishkumar · 5m ·

Tibara' get ready to hear this for quite some time as the third win is in the pipeline! First at the cricket ground and second is the political ground for Modiji. [#DoltTibara](#)



25

11

79



ASHISHA SINGH RAJPUT @AshishaRajput19 · 5m ·

I am gonna get obsessed with this Tibara song for whole cricketing season now. Plus will recite it for PM Modi.

[#DoltTibara](#)



30

12

74



TONY STARK FAN @ItsSatish30 · 14s

.As we gear up for an exciting cricket season, let's keep an eye on the upcoming elections. Tibara is our rallying cry for success, both on and off the field. [#DoltTibara](#)



Roy @Roy81769699 · 2m

It is very important for all of us to understand the importance of elections [#DoltTibara](#)



1

11



13:55

Post

Satyia Prakash @Satya_Pra... · 24m
Sir, aaj Poonawalla ko TM tak pahucha hi dege asp

Zulficar Ali Langah @Xulfie · 23m
It's beautiful

Hare Krishna @hkrnak0101 · 23m
Super cool!

Sajid Waseem (Leader of... @sajidwaseem · 24m
Let's see

AKHILESH YADAV @Aky21... · 24m
Great

Bharata @meta_flix · 10m

Post your reply

14:34

Kumar Rishabh Singh @mahakal_lok · 2h
good song

Ayushi @Ay42 · 2h
My prediction for today: India win by 2 wickets

Sandy @Sandy291091 · 2h

Arun Singh @Arjunsingh_1_2h
New Zealand is favourite today hhai

Neha @Neha55 · 2h
Aaj kaun jettega??

Tulika Pandey @TulikaPandey14 · 2h
better than jashn jashn

Sahas @Sahas009 · 2h
Kapil Dev, MS Dhoni & Rohit Sharma

Post your reply

14:36

Post

12:46 - 22/10/23 from Earth · 116K Views

1 Report 2 Quotes 51 Likes 2 Bookmarks

Jassi Chaudhary @JassiBh... · 1h
Okay

शशाङ्करी @SachinTayal · 1h
Very melodious yet Peppy & Foot tapping song...Having all Qualities of becoming a great World Cup Anthem...

Pulsar Finance Ad @PulsarFinance Ad
HUGE NEWS!

Pulsar is now the most complete portfolio manager in the entire Web3 space.

Post your reply

14:37

Jassi Chaudhary @JassiBh... · 1h
अस्य जोशिला विषय काय गान @दुर्गावतनिकेरी।
मग हीं वल न कि तिबरा एन शब्द के वन में
कुम्भार ने। शशी और शोका दोन अशी वल में
कि। अशुभलनिकेरीं अशुभलनिकेरीं आरु इन
विषय का को अविमलर्रीय वानुं। @कायमनुगत

RUN AND ALL X @onlyFun24X · 1h
Tibara I use it too often.

>Eightynex @warsking · 1h
Right

Samarth Sharma @samshar... · 1h
This is just so heartwarming. Come on India!

Zulficar Ali Langah @Xulfie · 1h

Sana Khan @sanakhan889 · 1h
Poonawalla finto best

Post your reply

14:37

Gautam Kashyap @gkash77 · 1h
Now this done with some purpose tune & beat

Uncle Chaudhary @Uncle Ch... · 1h
Tibara may not be a mainstream adopted word but must have better mass reach.

Esha Srivastava @EshaS... · 1h

Unpadh @Jakharr_R · 1h
Better than the DJ Jasan Jasan bole

Gajofar J @GajofarJah0902 · 1h
गबर मे कितने बने चारु दीपा

Rahul Chopra @ChopraRahu... · 1h
Better than official

DSDimpal @DimpalDeoAssam · 1h
Wow Gabbar ji..... mind blowing

Post your reply

14:37

Satyia Prakash @Satya_Pra... · 1h
Poonawalla rocking today. They choose best day for promotion

CricloverShanky @Criclover... · 1h
Rain = chance

The Peaceful Me @thepea... · 1h
year ye dosti bhi naa.

The Peaceful Me @the... · 6h
It's hit very hard. Probably their last ODI World Cup together.

A big salute to ours greatest of all time Virat Kohli and Rohit Sharma!

Post your reply



Do It Tibara

IMPACT ON BUSINESS

Impact

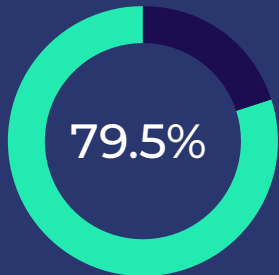


Impact On Business

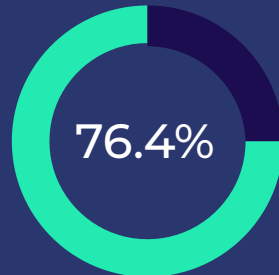
- Product: Instant Personal Loan

Duration	1 Sep - 30 Sep	17 Oct - 19 Nov
Total Leads	73,107	▲ 128,963
Total Disbursal	460,466,223	▲ 826,873,449

- Disbursal Increase



- Lead Increase



Sentiment Analysis

- Poonawalla Fincorp



YouTube

- Video Quality Analysis



Impact



Engagement Trend by Source



- On November 15th, imharmanpreet_kaur's Instagram post garnered the most significant engagement compared to other platforms. The engagement was related to #DoltTibara Song

Mentions / Engagement



- Total mentions increased by 616% compared to the previous period
- Twitter received the most number of mentions followed by News and Instagram
- Average daily mentions were close to 241 per day
- Total engagement was 145k with a daily average of 1.43k

Most Engaged Content

PFL - Oct

Poonawalla Fincorp
Join the cricket fever with Poonawalla Fincorp! We proudly present famous musician Amit Trivedi's masterpiece, featuring legendary

Virender Sehwal
[QT] OT @poonawallafincorp : Barring Karte waqt ton gaane gaya karta tha but 1 ghante se @poonawallafincorp ka cricket anthem zubaan par chadha hua

- Brand Post
- Virender Sehwal is a Indian Cricketer with 23.6M followers

Most Engaged Content

PFL - Nov

Instagram
season created by @poonawallafincorp. Semi finals mein fir ek baar desh pukara, come on India let's #DoltTibara #poonawallafincorp #DoltTibara

Instagram
our guys You also get ready with this catchy tune and cheer for Team India. Let's #DoltTibara! #poonawallafincorp #EnablingDreams #NBFC

- imharmanpreet_kaur has 2M followers and is the captain of the India women's national cricket team
- kedarjadhavofficial has 1.04M followers is an Indian cricketer who plays currently for Maharashtra, and Royal Challengers Bangalore

- Twitter attracted the highest engagement, particularly for Amit Trivedi's masterpiece, Tibara Song for World Cup 2023

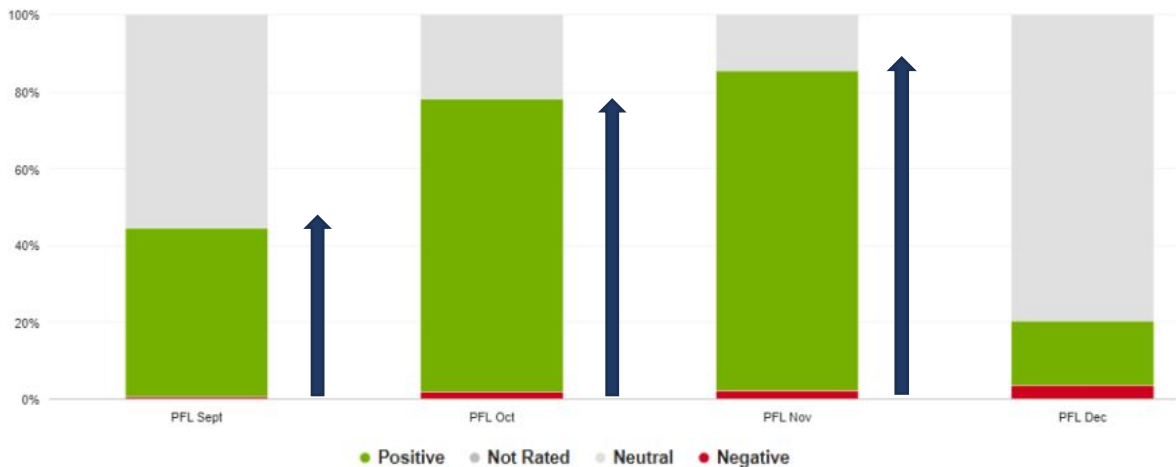
- Instagram garnered the most significant engagement compared to other platforms. The engagement was related to #DoltTibara Song

Impact



Sentiment Source

Positive Sentiments almost doubled during the campaign



Impact



Twitter Key Metrics

• PFL - Oct

Mentions ⓘ

8.4k ↑ 74%
Previous period 4.83k



Authors ⓘ

3.34k ↑ 7%
Previous period 3.13k



Views ⓘ Est. Reach ⓘ Est. Impressions ⓘ

7.29M ↑ 882% **68.4M** ↑ 817% **143M** ↑ 822%

Previous period 740k Previous period 9.5M Previous period 14M



Twitter Key Metrics

• PFL - Nov

Mentions ⓘ

12.3k ↑ 12%
Previous period 11k



Authors ⓘ

4.37k ↑ 1%
Previous period 4.31k



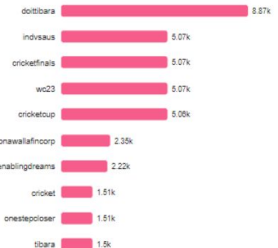
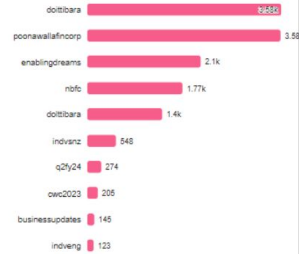
Views ⓘ Est. Reach ⓘ Est. Impressions ⓘ

1.09M ↓ 86% **9.96M** ↓ 88% **28.5M** ↓ 81%

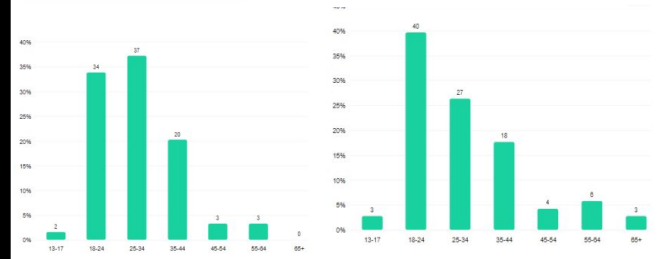
Previous period 7.17M Previous period 72.9M Previous period 150M



Top Hashtag



Age Breakdown



Impact



CAT A Celebs & Influencers

Total Views
15.14 Mn

Total Engagement
1.09 Mn

Total Reach
8.9 Mn



Micro-Influencers

Total Views
8,75,000

Total Engagement
70,000

Total Reach
3,50,000



Meme Marketing

Total Views
1.8 Mn

Total Reach
33,00,000

Total Likes
1,50,000



LinkedIn Creators

Total Impressions
70,600

Total Likes
1,100



Twitter Amplification

Total Impressions
1.7 Mn

Retweets
4,400

Likes
5,300

Engagement Rate
5,300

Thank You!