



Season 1 | Post Evaluation Deck



India's First Creator-Led Rural IP

A Show That Celebrated The Untold Progress Stories Of Communities That Form The Backbone Of India





A Show That Brought Joy And Inspiration To The Spaces In The Smaller Corners Of India

A Show That Transformed Spaces With Pride, Turning Them Into Symbols Of Progress.



And, A Show Made For The Heartland Of India, Resonated With Millions of INDIANS



Asian Paints : Neo Bharat

3 videos, 1800+ comments

Overall Sentiment Score: 0.78



A sentiment score above 0.2 is considered to be good

Sentiment : Proud Moment for Bharat

Viewers had very strong sense of pride & nationalism towards their roots & culture

COMMENTS (807)

- Apke upar proud Hai Bhai Ki koi apne jamir ke leyi ye sab karata hai
- मिट्टी क मजा हि कुछे ओर ह अंकित भाई ❤️
- Proud haryanvi 🙏
- shabd nahi hai kehne ke liye but jo bhi dil khush ho gaya bhai @ankitbaiyanpuria @asianpaints
- Bharat ❌ Roshan ✅ Good message in last.. ❤️❤️
- Yahi log real influencer h . Actor ko deke koi add mat karao aur
- Real hero ! Jai hind bhai ji ! Punjab-Haryana wale like karo 🙏



+0.85

Pahalwans /
Akhadas

Sentiment: Unsung Heroes of India

Viewers expressed gratitude
to the unsung heroes -
Truckers community

COMMENTS (906)

- Respect for my india truck driver 🙏🙏🙏🙏🙏🙏🙏🙏
- Rajesh Bhai's efforts are promoting a social cause of a community that works tirelessly at the back end of the Indian economy.
- Asian paint 📈📈📈
- Respect dil se respect 😊
- Salute asian paints company Dhaba wale ka din badalne ke liye
- Rajesh uncle ne truk drivers ko clebrety bna diya



Sentiment: Indian Farmers

Overwhelmingly positive towards Asian Paints and the Santosh bhai for their support of agriculture

COMMENTS (67)

- Great work indian farmer ❤️❤️❤️❤️
- Farmer vale like kare ❤️
- Celebrating Farmers !!! 🇮🇳🎉
- You are great sir I proud of India farmers ❤️❤️❤️
- u r a great farmer ❤️❤️❤️❤️ one hand towards farmer is a great work everyone should think and help like u
- Bahut hi acchi parustiti hai Santosh bhai ❤️ kafi urja or mehnat se kam kiya hai sabne 🙏

रातों रात हुआ इतना बड़ा बदलाव देखिए मंडी का नया अवतार!



**WE PROMISED
WE DELIVERED**

84.6M+

Cumulative Views

Let the Numbers Talk

Total Number of
Episodes

3

Total YT Views

38.7M+

Total Views on
Social Deliverables

45.9M+

Total Engagement


1.47M+

Total Cumulative Views

84.6M+



YT Channels Activated




Asian Paints

@asianpaints · 1.2M subscribers · 2.7K videos

We aspire to partner with our consumers in their journey

asianpaints.com and 4 more links




Ankit Baiyanpuria

@Ankitbaiyanpuria · 4.59M subscribers · 792 videos

For contact- ankitbaiyanpuria@gmail.com ...more

[instagram.com/ankit_baiyanpuria?igsh=MWx0dG4c2x4dmdmdw==&utm_sou...](https://www.instagram.com/ankit_baiyanpuria?igsh=MWx0dG4c2x4dmdmdw==&utm_sou...) and 1 more link

Subscribe View channel stats




R Rajesh Vlogs

@RRajeshVlogs · 2.18M subscribers · 1K videos

Daily Vlogs of Indian truck driver ...more

[instagram.com/r_rajesh_07?igshid=YmMyMTA2M2Y=](https://www.instagram.com/r_rajesh_07?igshid=YmMyMTA2M2Y=) and 1 more link

Subscribe View channel stats



Indian Farmer

@IndianFarmer · 4.82M subscribers · 2.2K videos

Empowerment, Sustainability, Community ...more

indianfarmer.in/learn-tomato-farming and 3 more links

Subscribe View channel stats

IG Handles Activated




asianpaints

Follow Message

4,615 posts 353K followers 39 following

Asian Paints

Product/service
Adorning India's Homes Since 1942.
Follow us to explore the latest colour trends, complete decor solution
www.asianpaints.com + 4



ankit_baiyanpuria


Following Message

1,930 posts 8.1M followers 504 following

Ankit Singh

ankit_baiyanpuria

समय धर्म
Sb moh maya h Bhagat
Athlete @muscleblaze
Use discount code > ANKITMB
W... more
appopener.com/yt/uqao1exdm + 2



r_rajesh_07

Following Message

194 posts 1.5M followers 23 following

Rajesh Rawani

Hello I am Rajesh Truck Driver Vlogger.
Editor @subh_kaar
Business Managed By : @hextech.media
youtube.com/rrajeshvlogs?si=l4Ft5cd6oxEQW1z



indianfarmer

Follow Message

1,942 posts 1.8M followers 215 following

Santosh Jadhav

indianfarmer

Agriculture
किसान Entrepreneur
Empowerment, Sustainability, Community
Business.indianfarmer@gmail.com
Our Courses
indianfarmer.in/learn-tomato-farming

Buzz around Asian Paints Pragati ke Rang




Search icon Login

Branded Content

Asian Paints' 'Pragati Ke Rang' series highlights local creators driving community transformation

The first season features four YouTube creators, each from a small town, who are making a difference in their local areas

03 Oct 2024 09:35 IST • Updated On 07 Oct 2024 16:08 IST




Home | Post Now

Asian Paints' NeoBharat Latex Paint Presents 'Pragati Ke Rang' Content Series

Asian Paints' NeoBharat Latex Paint Present 'Pragati Ke Rang' Content Series

BY REALTY PLUS
Published - Friday, 20 Sep, 2024



Subscribe To Print Edition
E-PAPER



Search icon

Asian Paints NeoBharat teams up with YouTube creators for Pragati Ke Rang



Asian Paints, paint and décor brand dedicated to enriching homes and lives across India, proudly presents 'Pragati Ke Rang', a content series that captures the spirit of progress embodied by Asian Paints' NeoBharat Latex Paint. The series celebrates inspiring stories of YouTube Creators and individuals from small towns, showcasing their transformative journeys towards a brighter future. *Pragati Ke Rang not only highlights





www.mediabrief.com

Asian Paints NeoBharat partners with YouTube creators to showcase rural India's 'Pragati Ke Rang'

By MBDesk1 - September 19, 2024






Asian Paints, the paint and décor brand dedicated to enriching homes and lives across India, presents 'Pragati Ke Rang', a content series that captures the spirit of progress embodied by Asian Paints'

Branded Content Latest Stories


Asian Paints NeoBharat teams with YouTubers to highlight Rural India's 'Pragati Ke Rang'

The 3-part series has been conceptualised by Monk Entertainment and produced by SOL Entertainment.

03 Oct 2024 18:07 IST




Follow Us



Subscribe

Asian Paints, a paint and décor brand presents Pragati Ke Rang, a content series that captures the spirit of progress embodied by Asian Paints'





BRIDGE | CREATIVE | SERVICE

Asian Paints NeoBharat Teams Up With YouTube Creators To Paint Rural India's 'Pragati Ke Rang'

Asian Paints has launched 'Pragati Ke Rang', a content series that captures the spirit of progress embodied by Asian Paints' NeoBharat Latex Paint. The series showcases stories of YouTube Creators and individuals from small towns, highlighting their transformative journeys towards a brighter future.

By MM Desk | Published on September 25, 2024





Asian Paints Pragati Ke Rang Episodes



Views - 190K
Engagement - 19K

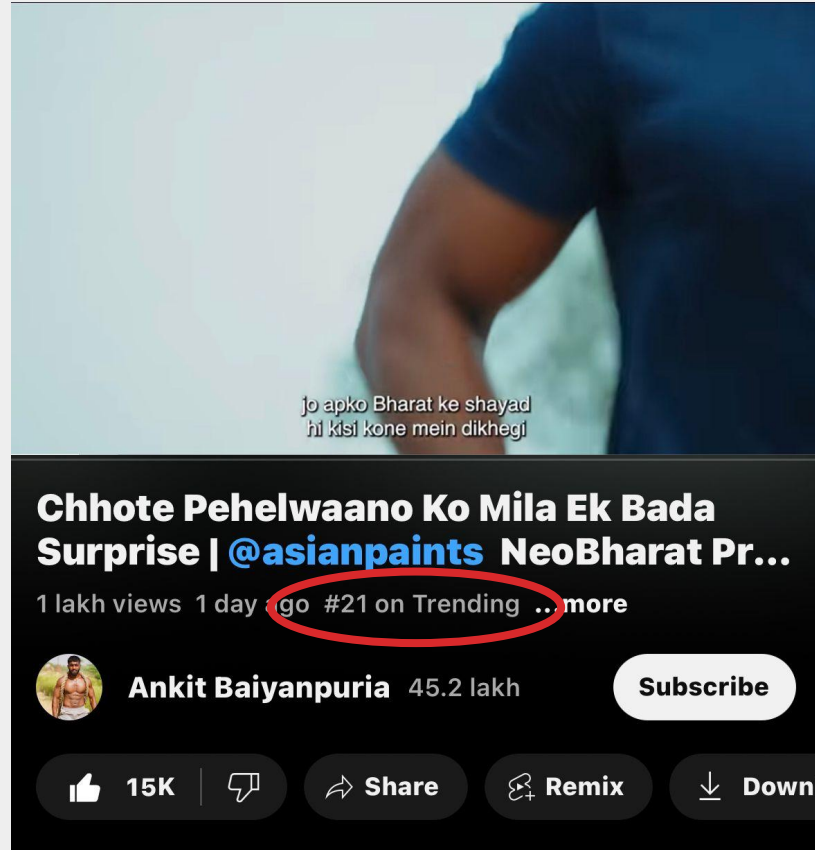


Views - 334K
Engagement - 22K



Views - 25K
Engagement - 1K

Ankit's Episode was trending on #21



Going the Extra Mile



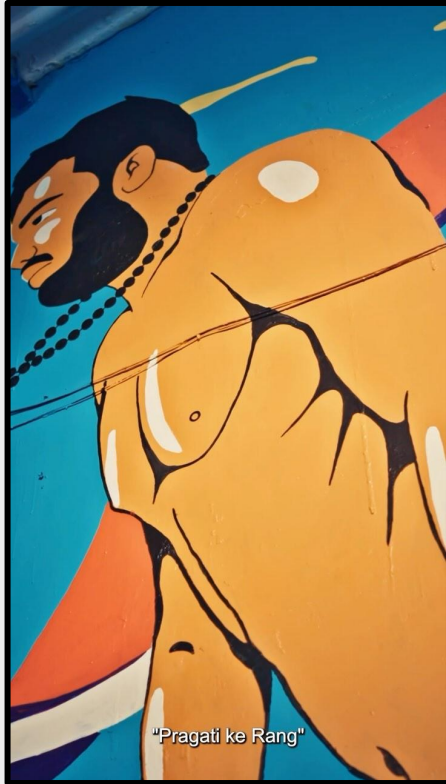
Pragati Ke Rang made waves across major news outlets, with all key media publications abuzz about the show.

But the excitement didn't stop there! On Instagram, the show created an equally powerful impact.

We took things up a notch by collaborating with The Tatva India, a leading Instagram page, to share the vision, mission, and purpose of Pragati Ke Rang.

Likes - 124K
Comments - 133

Highest Viewed PKR - YT Shorts



Views - 548K
Engagement - 20K

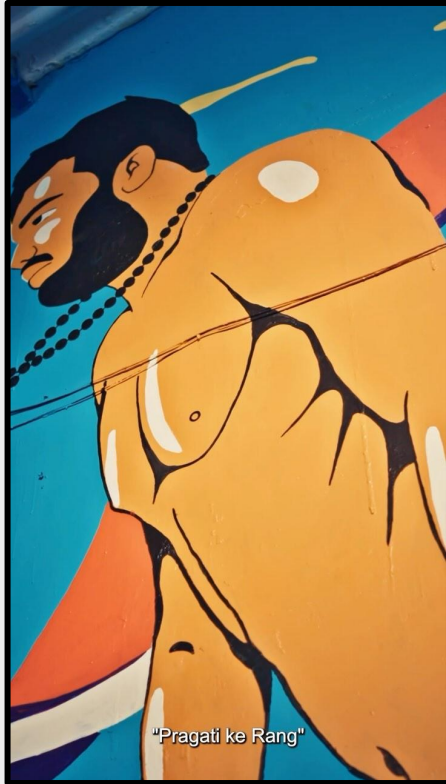


Views - 429K
Engagement - 469K



Views - 955K
Engagement - 2.4K

Highest Viewed PKR - IG Reels



Views - 4.9M
Engagement - 575K



Views - 4.2M
Engagement - 469K



Views - 286K
Engagement - 16K

Visual Representation of Asian Paints



Show Packaging



Paint Buckets



Asian Paints T-Shirt



Aston Bands in mid-episode

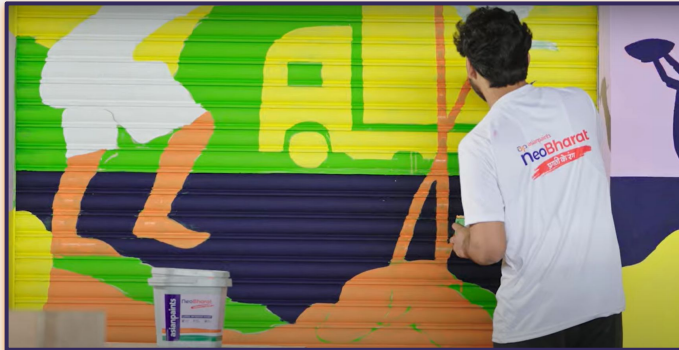
Visual Representation of Asian Paints



Logo on Mural



End Slate



Painting Shots



Paint Shots

Hitting all the right notes with our audience

Here's how Ankit's comment section looked like

@tapanrai • 3 mo ago
Asian paints fulfilling it's corporate social responsibility greatly 🍀👍
Respect for Asian paints and Ankit baiyanpuria for showcasing it and providing others the inspiration to take such initiative 🙏

Khelega India tabhi toh mazboot (strong) banega india.



@gunvlogs5 • 2 mo ago
Phela esa insaan dekha h jisne apne sponsorship apne gav k baccho k liye use kre h ---- khush rho bhai , khoob tarakki kro -- Bholebaba hmesha kripa bnaye rakhe --- JAI HIND

@Harsh-jz9hn • 3 mo ago
Bahot सुन्दर,
Ankit bhaiya or asianpaint ko dil se धन्यावाद 🍀

@sithanshupathak4763 • 3 mo ago
Bohot badhiya Ankit bhaiya. Aur keep it up @asianpaints..... Hatts off to the person who thought this much beautiful idea and a great collaboration with a great human ANKIT BAYANPURIYA 🍀🙏🍀

Have a look at what Rajesh's Audience had to say

@Sanketroy07_entertainment • 3 mo ago
Yaar Sach main Bahut accha transform kiya hai Dhaba ko aur Bahut accha message diya hum logo ko 🍀🍀🍀, Proud of all our Truck Drivers of India 🇮🇳🇮🇳🇮🇳, And especially Rajesh Uncle ji 🍀🍀🍀

@musicvibes_2007 • 3 mo ago
Ase hi age bahd te rahi ye or sabhi driver ko bhi mera dil sukriya jo itna mehenat karte hamra re liye 🍀🍀🍀🙏

@aniruddhahalter1 • 3 mo ago
This is what we call success: branding for the most valuable company in India.
Take a bow Rajesh Ji.

@indic43 • 3 mo ago
Apko salam , i am proud of you, ap sare driver bhaiyo ke liye kuch ese kam karke jsiye jese pura desh apko yad rakhega.

Indian Farmer's Audience also showered their love and how...

@sachinrajgure8490 • 2 mo ago
Thanks for Asian paints Neo Bharat... विना सहकार नाही उद्धार

@flyingdutchman5 • 2 mo ago
सांगलीचं नाव अख्ख्या भारतात जगात नेलं.. मोठं केलं एका शेतकऱ्यानं यूट्यूबच्या माध्यमातून...
हॅट्स ऑफ भावा....👍
वावर है तो पॉवर है...👍

@RavizoneFarmingLeader • 2 mo ago
Bahut hi acchi parustiti hai Santosh bhai 🍀
kafi urja or mehnat se kam kiya hai sabne 🙏

@RabiGore2 • 2 mo ago
The development of farmers means development of our nation. Agriculture has been the backbone of our economy for centuries, sustaining our populations and shaping our cultures. Yet, in the rush of modernization and urbanization, we must not forget the fundamental truth: the prosperity of our farmers directly translates to the prosperity of our country. 🍀 Thank You 🙏

FIN.