



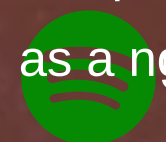
nadaaniyan
akshath

ABOUT THE ARTIST



AKSHATH ACHARYA

Akshath Acharya, a 24-year-old boy known for his cutting-edge creativity and popularity on social media - made significant waves in the music industry with his releases in the realm of Indie pop. His journey has been marked by viral successes and chart-topping hits propelling him into the spotlight as a notable talent.



9.3 Million Listeners



355M Reach

STORY OF NADAANIYA

The song "Nadaaniya" is a heartfelt romantic song that captures the nuances of young love and the emotional intricacies involved.

The song was first teased by Akshath on Social Media platform - which garnered over 70K+ shares, with over 5M Views. This led to fans urging him to release the full version of the song.



WHAT WE

DID After the teaser blew up, we immediately released the song. We quickly identified the signs on the track and started a pages campaign on it, followed it up by an influencer campaign with very simple expressions and lipsync content that was easy to replicate, which started performing and got many organic creations, leading to celebrities like Shraddha Kapoor, Ishaan Khattar, Remo Dsouza etc organically making reels on the song.

This song really made a mark in the indie scene and proves to be a case study for how the right marketing strategy, even on a small budget can make a big impact.



RESULTS

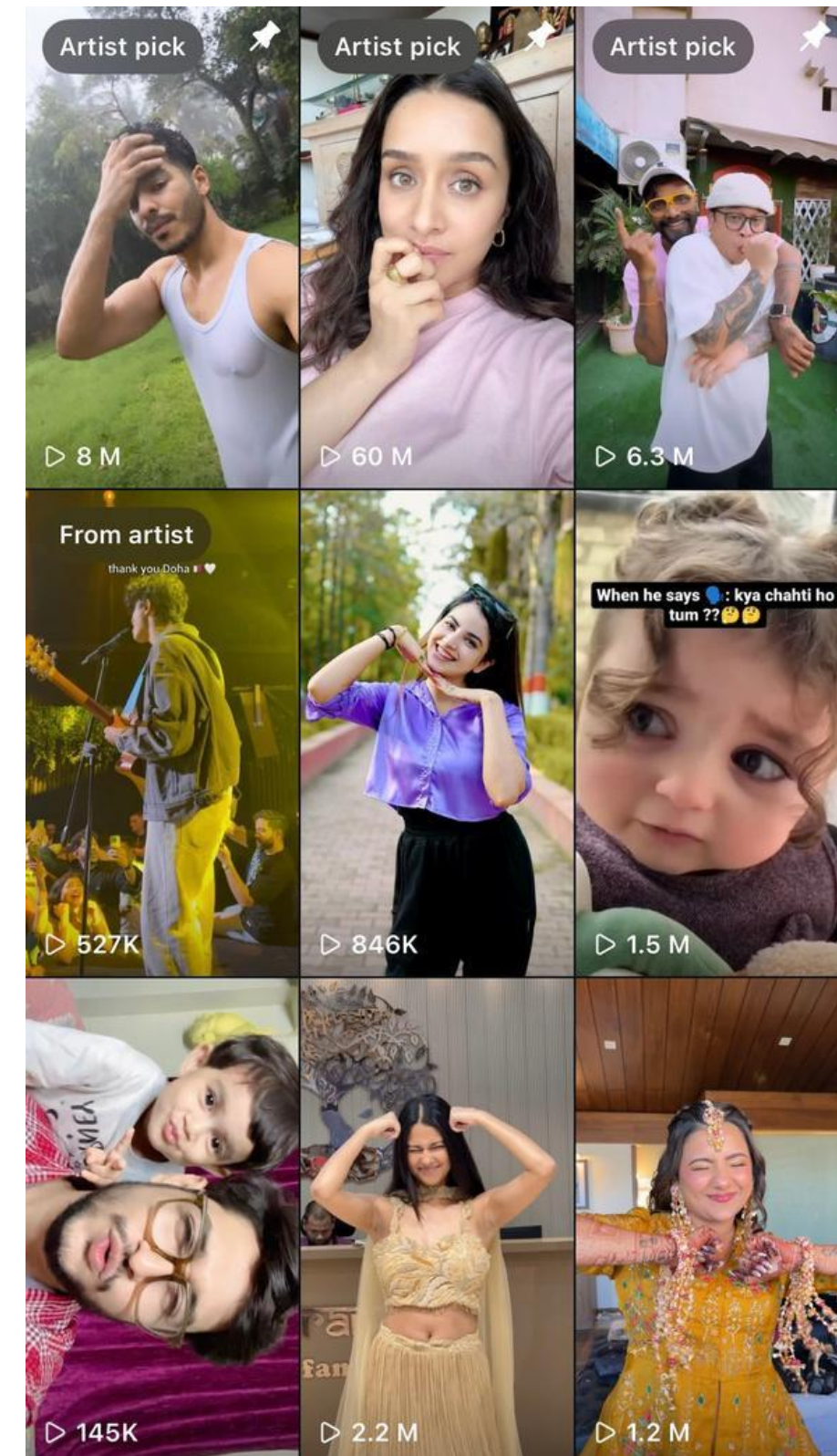
Total streams : 100M

YT views : 136M

Instagram Reels : 2.2M

YT Shorts : 1.3M

Meta consumption : 10Bn



GLOBAL VIRALITY



Viral Songs Global

June 24, 2024

#1

nadaaniyan
Akshath



Viral Songs India

June 18, 2024

#1

nadaaniyan
Akshath

Daily Viral Songs UAE



#1 JUN 25
nadaaniyan
Akshath

Daily Viral Songs Pakistan



#1 JUN 25
nadaaniyan
Akshath

#1 IN INDIA, PAKISTAN &
UAE

#1

ALSO CHARTING ON SPOTIFY VIRAL CHARTS ACROSS
BANGLADESH
VIRAL SONG
GLOBALLY

WITHIN FIRST WEEK OF
RELEASE

SAUDI ARABIA, SINGAPORE &

GROWTH THROUGH THE WEEKS



BROKE INTO SPOTIFY TOP 10 IN INDIA AT #4 AND TOP-50 IN PAKISTAN & UAE

SURPASSING THE BIGGEST BOLLYWOOD SONGS OF ALL TIMES ON THE "MOST STREAMED" CHARTS IN INDIA

APPLE MUSIC + SHAZAM DOMINATION

#16 ON APPLE MUSIC INDIA CHARTS: OVERALL

#2 POP SONG IN INDIA

CHARTING ACROSS APPLE MUSIC OVERALL MUSIC CHARTS IN NEPAL, QATAR, UAE, FIJI, SRILANKA, MALDIVES & SAUDI ARABIA

#3 MOST SHAZAMMED SONG IN THE UNITED ARAB EMIRATES

#126 MOST SHAZAMMED SONG IN THE WORLD INCLUDING CANADA, SINGAPORE, SAUDI ARABIA

Top 100: India

Shubh

11

Not Like Us

Kendrick Lamar

...

Kinni Kinni

12

Diljit Dosanjh

...

Tum Se (From "Teri Baaton Mei...)

13

Sachin-Jigar, Raghav Chaitanya, Varun J...

...

Soni Soni (From "Ishq Vishk Reb...)

14

Darshan Raval, Jonita Gandhi & Rochak...

...

Pehle Bhi Main

15

Vishal Mishra & Raj Shekhar

...

nadaaniyan

16

Akshath

...

INDIA

Top 200

The most Shazamed tracks in India this week

TOP 200

DISCOVERY

CITIES

9 Top 200

FE!N (feat. Playboi Carti)

Travis Scott

1

nadaaniyan

Akshath

Apple Music

Playlisted on Top 100: Fiji

by Apple Music

nadaaniyan

Akshath

Playlisted on Top 100: United Arab Emirates

by Apple Music

nadaaniyan

Akshath

Indian Pop

Top Songs

1

Softly

Karan Aujla & Ikky

...

2

nadaaniyan

Akshath

...

3

Lover

Diljit Dosanjh

...

4

G.O.A.T.

Diljit Dosanjh

...

5

Born to Shine

Diljit Dosanjh


...

CHARTS AND MORE

LATEST UPDATES

Top Songs UAE

July 1, 2024




#69 nadaaniyan Akshath

Spotify Charts

Top Songs Pakistan

June 30, 2024




#25 nadaaniyan Akshath

Spotify Charts

Viral Songs Singapore

July 1, 2024




#11 nadaaniyan Akshath

Spotify Charts

Viral Songs Saudi Arabia

July 2, 2024




#20 nadaaniyan Akshath


Spotify Charts

Taking over South Asian Pop Culture by Storm

Top Searches



Please Please Please
Sabrina Carpenter - Pl...




nadaaniyan
Akshath - nadaaniyan

One of the most searched songs in INDIA


Hindi: India Superhits Top 50

207.5K Followers
50 Songs


Download



Sajni
Ram Sampath, Arijit Singh, Prash...



Apna Bana Le
Sachin-Jigar, Arijit Singh




nadaaniyan
Akshath


Entered TOP 100 on all major indian streaming platforms

Wynk Top 100

Play All Download All



nadaaniyan
18.1L plays • Akshath



Akhiyaan Gulaab (From "Teri Baato...")
4.2Cr plays • Mitraz

Youtube

Top Songs On Shorts

1




nadaaniyan Akshath



nadaaniyan
@akshathacharya31
1.4M Shorts

Preview Save

1.4MN + shorts on Youtube and is the #1 song on shorts chart



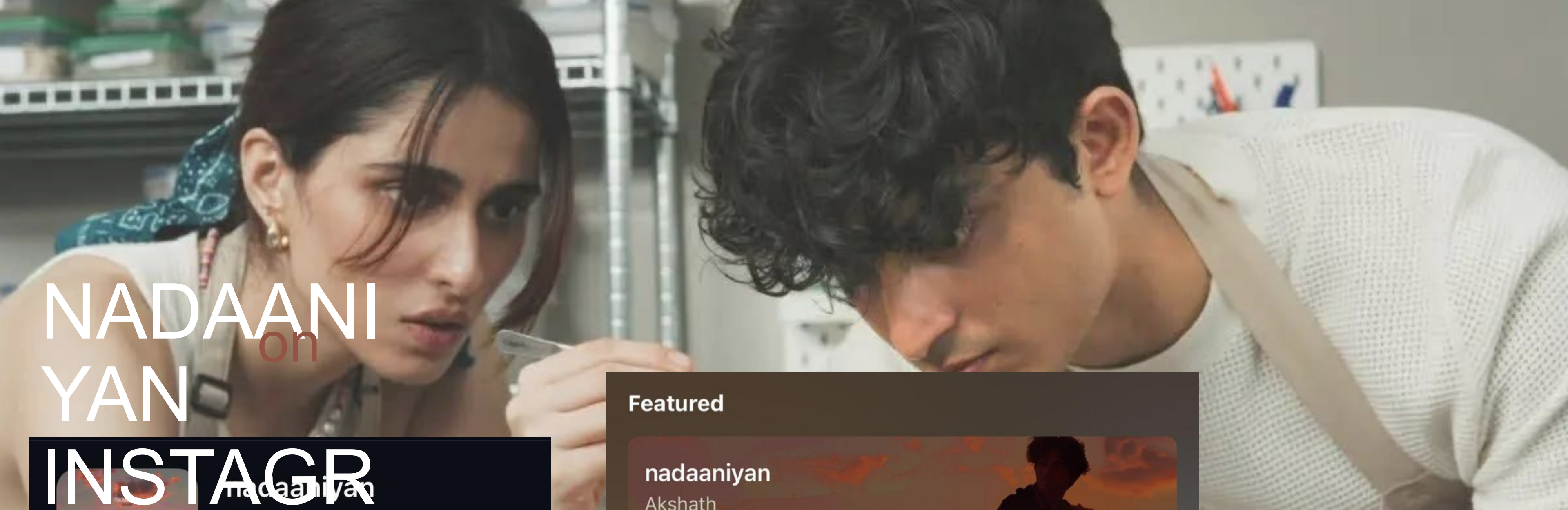
Akshath - Nadaaniyan (Official Video)
Aisha Ahmed
Akshath Acharya · 96M views · 3 months ago

96M views in just 3 months



Akshath Acharya
@akshathacharya31
717K subscribers · 48 videos

He gained 700K+ new subscribers after the release



NADAANI
YAN

on

INSTAGR
AM

nadaaniyan



akshathacharya

2.5M reels

Trended on IG with over 2.5M
reels and gained a banner as
well in the span of few weeks

He gained **200K** followers
after the release of the song.

Featured

nadaaniyan

Akshath



For you

See More



nadaaniyan

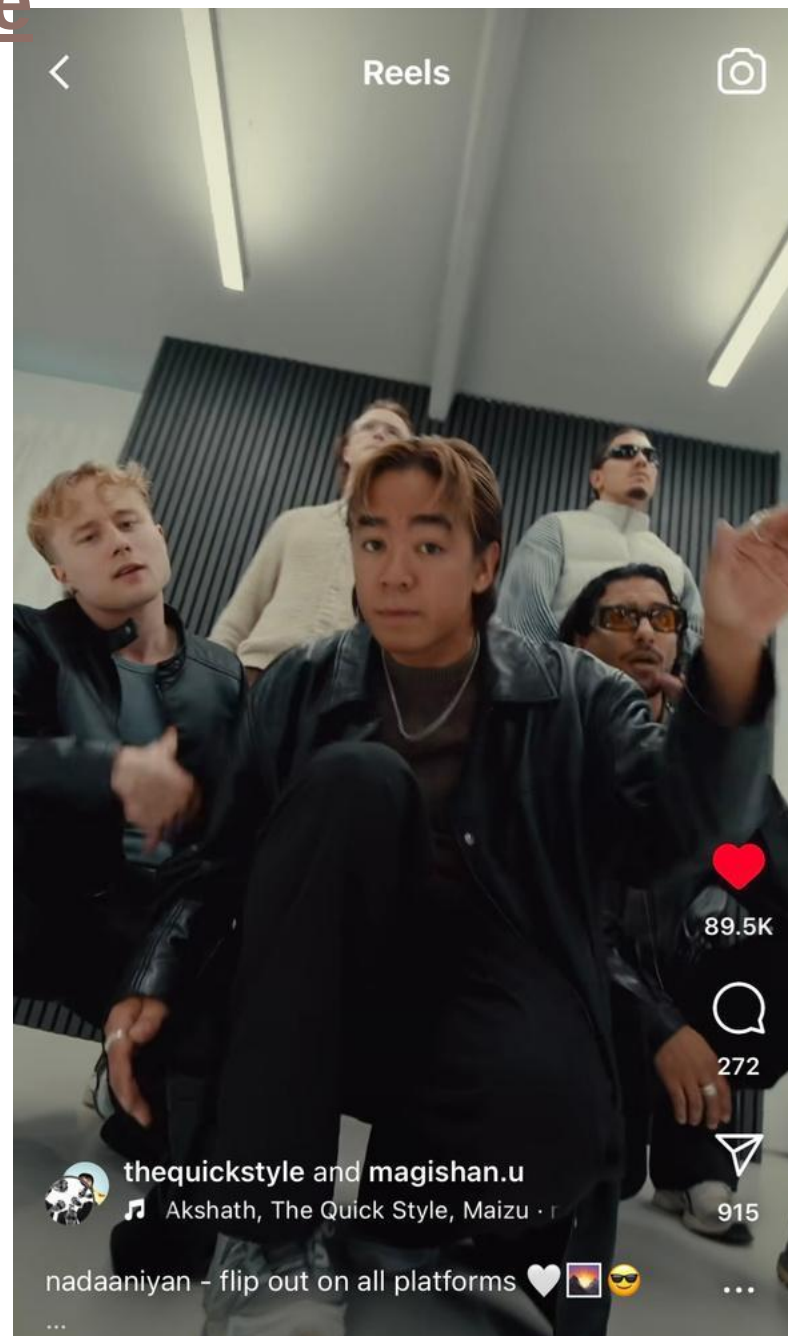
➤ Akshath · 203K reels · 2:51



COLLABORATIONS

Quickstyle's Maizu jumped on the song and did a remix and the boys made a dance video on it and also used it in their YT vlog.

Reel link [here](#)



Jonita Gandhi added her verse to the song and they performed this version at YT Fan fest

Reel link [here](#)

