



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.

5.3 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

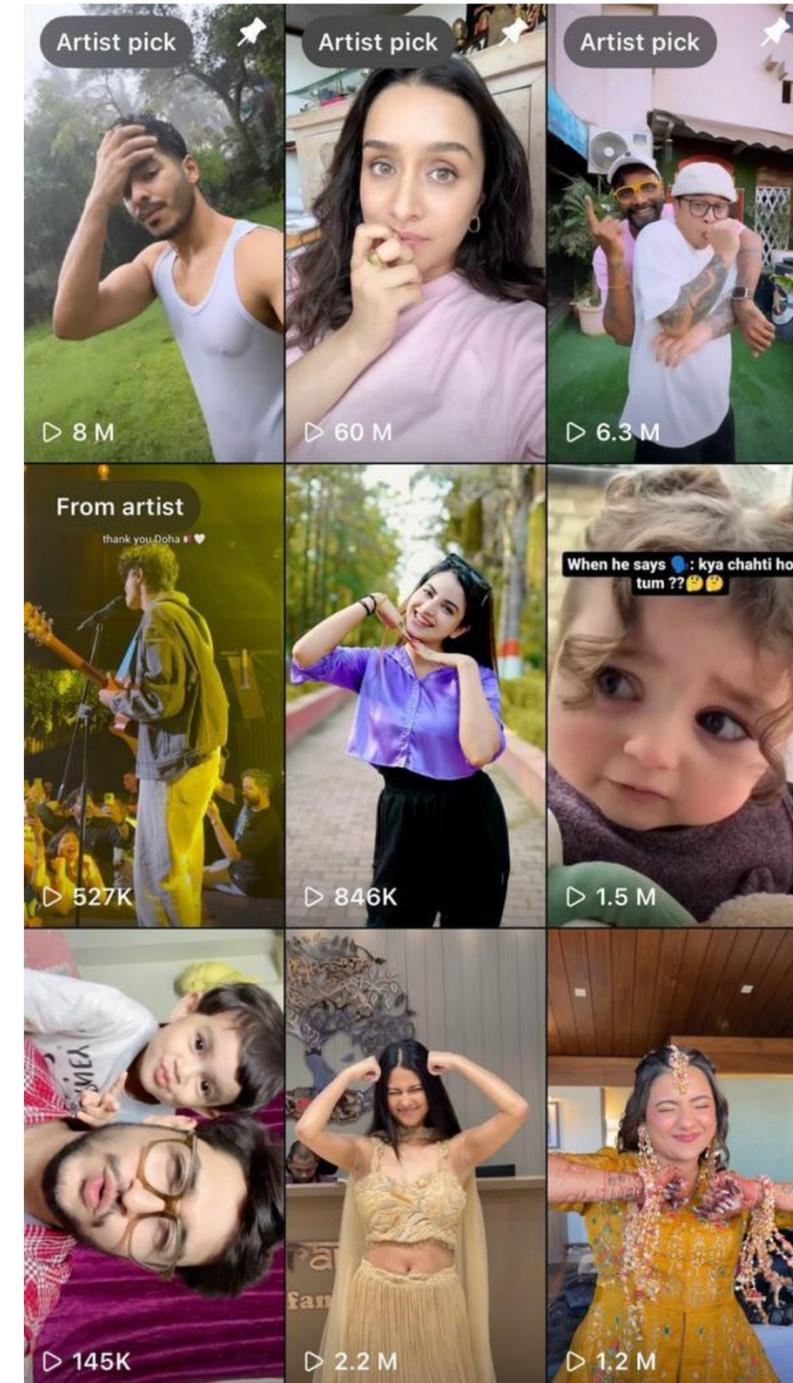
Total streams : 100M

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 Pakistan



Daily Viral Songs UAE



#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



nadaaniyan
akshath

Top Songs India

Week of June 14 - 20, 2024

#71

nadaaniyan
Akshath

Spotify Charts



nadaaniyan
akshath

Top Songs India

June 28, 2024

#4

nadaaniyan
Akshath

Spotify Charts



nadaaniyan
akshath

Top Songs India

Week of June 21 - 27, 2024

#15

nadaaniyan
Akshath

Spotify Charts



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

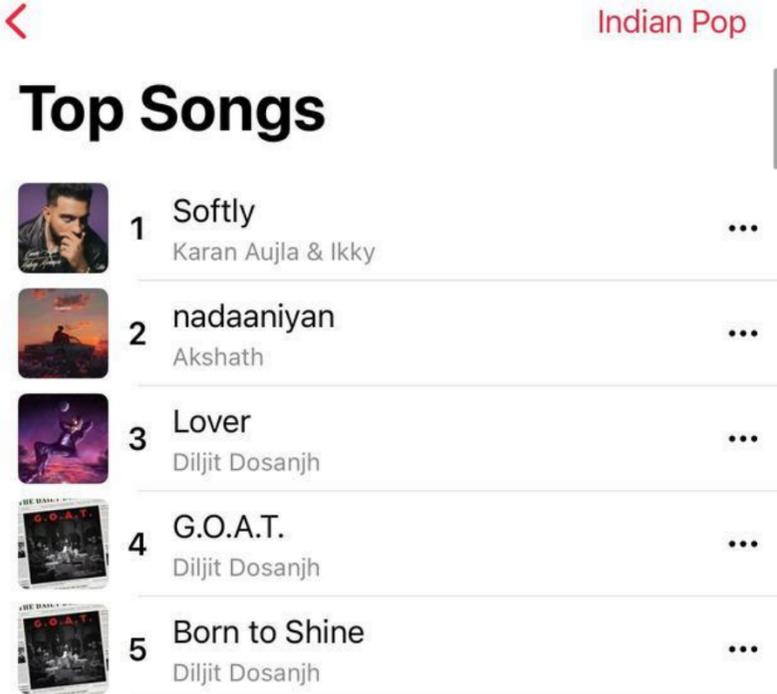
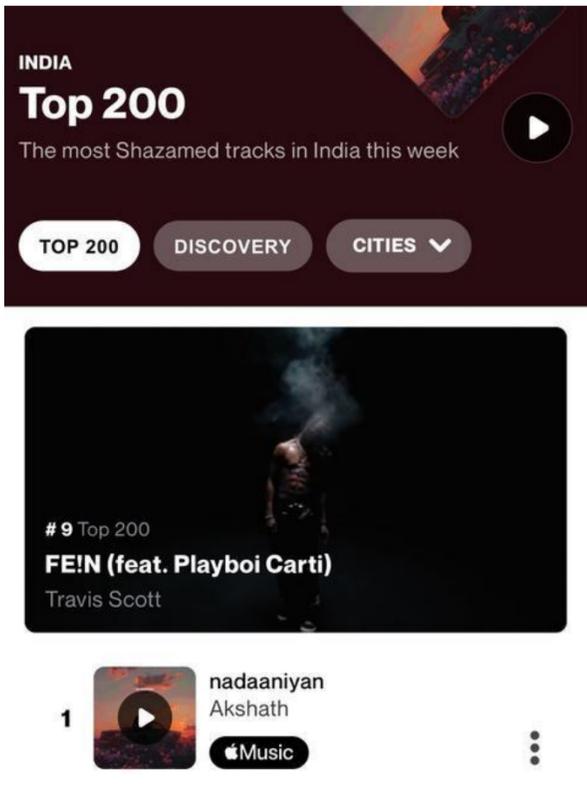
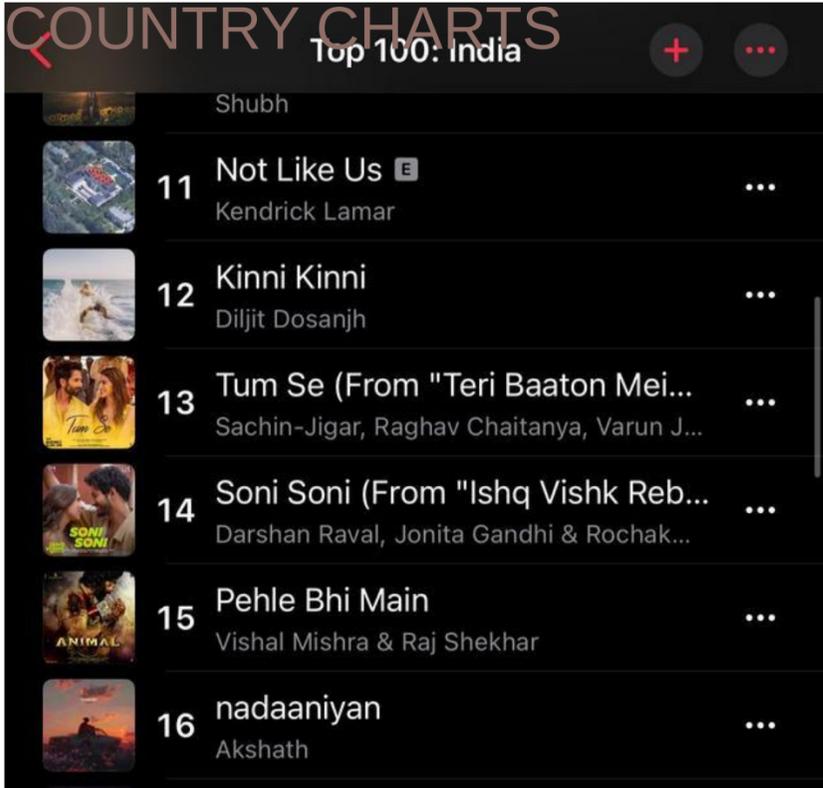
#16 ON APPLE MUSIC INDIA CHARTS: OVERALL

#2 POP SONG IN INDIA

CHARTING ACROSS APPLE MUSIC OVERALL MUSIC CHARTS IN NEPAL, QATAR, UAE, FIJI, SRI LANKA, MALDIVES & BAHRAIN

#3 MOST SHAZAMMED SONG IN THE UNITED ARAB EMIRATES

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



CHARTS AND MORE LATEST UPDATES

Top Songs UAE
July 1, 2024
#69 nadaaniyan Akshath

Top Songs Pakistan
June 30, 2024
#25 nadaaniyan Akshath

Viral Songs Singapore
July 1, 2024
#11 nadaaniyan Akshath

Viral Songs Saudi Arabia
July 2, 2024
#20 nadaaniyan Akshath

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

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

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

nadaaniyan
@akshathacharya31
1.4M Shorts

Preview Save

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

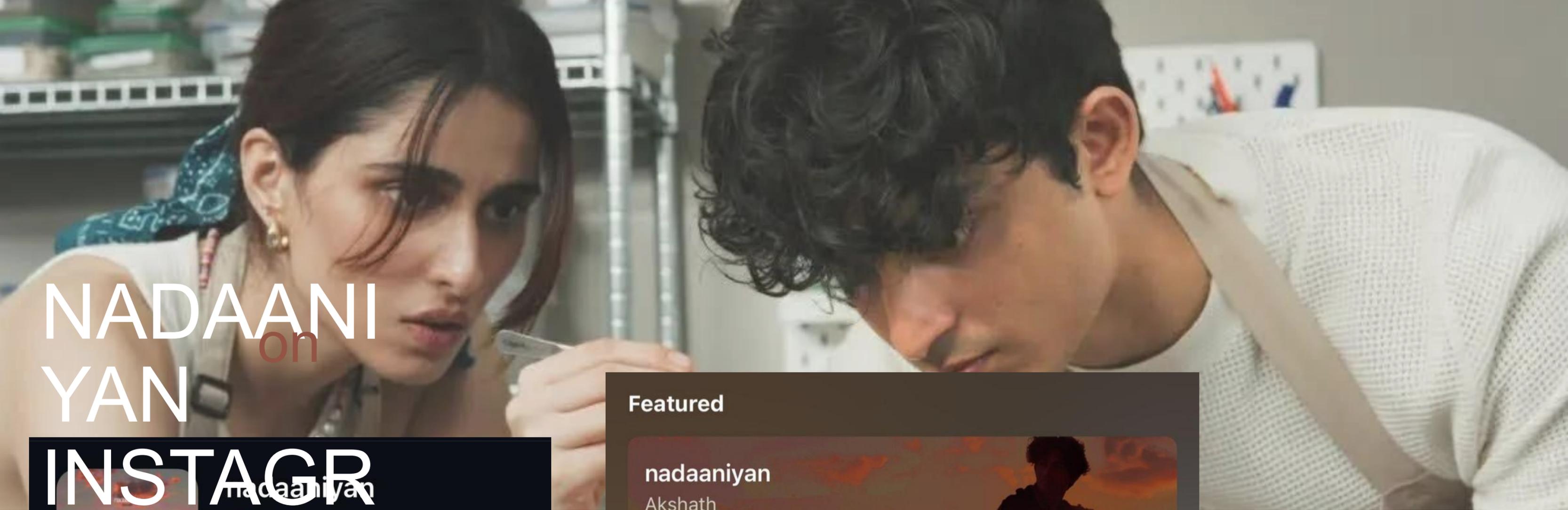
96M views in just 3 months

Akshath Acharya
@akshathacharya31
717K subscribers · 48 videos

He gained 700K+ new subscribers after the release

Entered TOP 100 on all major indian streaming platforms

Taking over South Asian Pop Culture by Storm



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

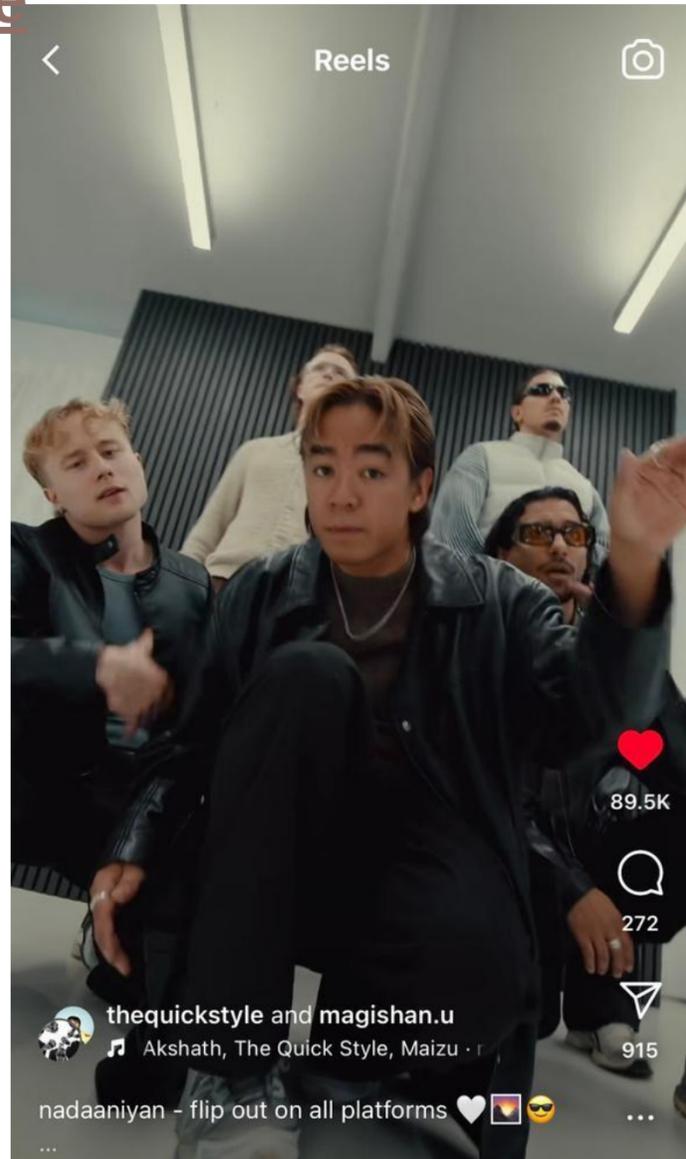
For you See More

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](#)

