

20<sup>th</sup> November - 27<sup>th</sup> November



**the world of  
new social platforms**

[click for the full scoop](#)

There are some social apps made by Indian tech companies that have gained popularity with time. On many levels, they have heavily resonated with the Indian crowd owing to its options of having regional languages which has been a major crowd puller. Here are 5 such apps to explore to woo your audience by creating snackable content & striking exclusive partnerships with influencers.

# ShareChat



ShareChat



A language-first app, it was initially launched for content sharing only, but later added a series of exciting features that connected like-minded people on the basis of their behaviour.

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The platform encourages users to communicate in their preferred dialect, offering Private Messaging, Shake-N-Chat & Open Tagging.

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They have enabled micro-influencers to work closely with brands, creating unique brand experiences through UGC.

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Over the months, they've worked with 25+ brands, including Facebook, Coca Cola, Oyo, MTR, Airtel, Pepsi, Future Group, MXPlayer & Snapdeal through local language-focused advertising campaigns.

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**15**

Indic Languages

**60M+**

Monthly Active Users

**\$600M**

Value

# Chingari



This app was developed just for the Indian audience and supported the Make in India program.

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Primarily for sharing & creating short videos, Chingari boasts features like chats, downloads & seek feed for others' content.

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Content creators on the platform are paid based on content virality & awarded points, which are exchangeable for each video's rewards.

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ALTBalaji entered a partnership with the app to aid both the platforms in strengthening their reach & increasing their audience base across the country.

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**14**

Languages

**400%**

Growth in Likes

**500%**

Growth in Clicks

# Roposo



Roposo was very smart with its app, dividing its entertainment into categories, which was appreciated by the Indian audience for they could choose their content.

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It allows the users to create content, adding various filters & effects like time-lapse, portraits, natural light, studio light, stickers & many more.

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Users can record videos, add effects & filters, watch videos & can earn & transfer money via the app.

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Keeping in tune with their 'TV for the People' concept, they have multiple channels to browse & consume content.

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**12**

Languages

**22M+**

User Base

**160M**

Daily Video Views



# MX Takatak



This app created a massive video community of Indians & struck a chord with the crowd with the option to choose languages for participation in content creation.

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The app offers videos ranging from Dialogue Dubbing, Comedy, Gaming, DIY, Food, Sports, Memes & more that can be shared on social media.

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It caters to all, from nurturing young influencers' talent, curating personalized content buckets & reaching out to segmented audiences for advertisers.

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The app includes features such as Beauty Cam, Video Editor, Photo Editor, Music Library & more.

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**10**

Languages

**1B+**

Daily Video Views

**600**

Influencers

# Mitron



This platform enabled Indians to connect with people & at the same time showcase their talents to become the next 'desh ka star.'

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It's a free short video sharing app designed for people to flaunt their innovative videos online with a theme of light humor.

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It provides an easy & seamless interface for users to create & share their videos while browsing through a library of videos worldwide.

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It boasts a refreshing music library for brands to leverage with original in-app tracks for different campaigns for users & creators.

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**11**

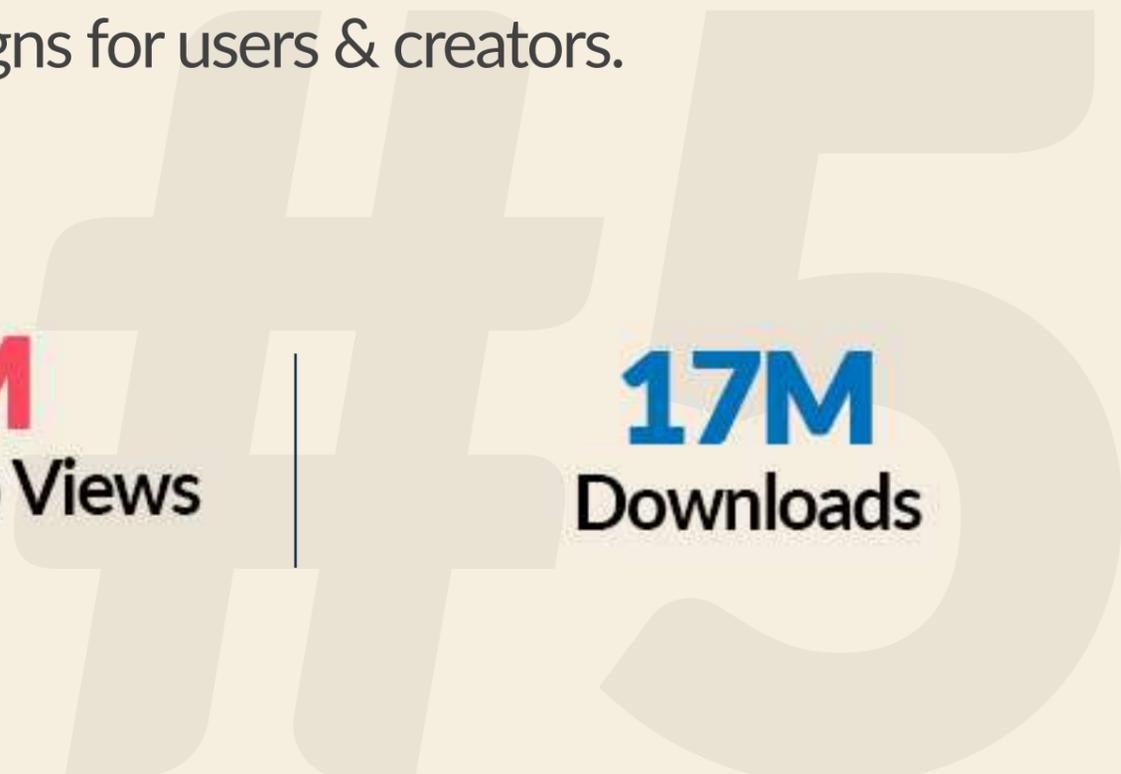
Languages

**24M**

Hourly Video Views

**17M**

Downloads





Align your social media strategies to tap the huge pool of audience on these emerging platforms.

## Get in touch with us!

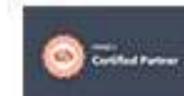
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