



# TOP SOCIAL MEDIA INFLUENCERS

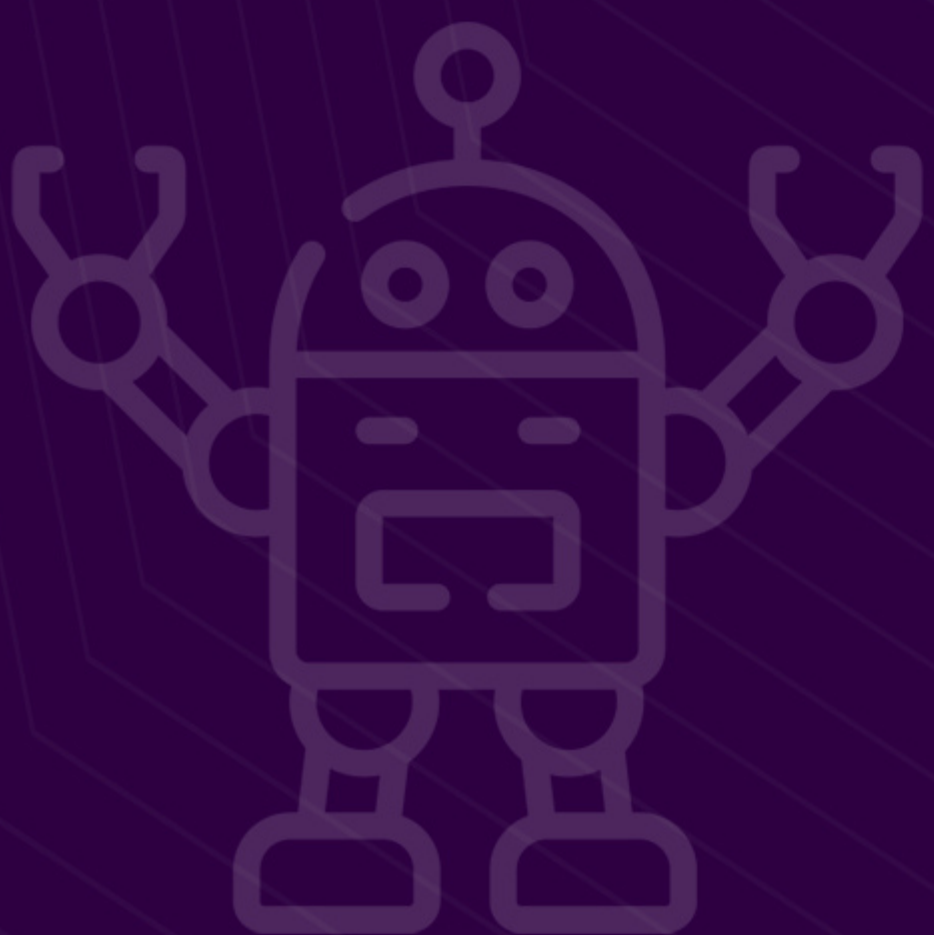


*WHO CAN HELP  
GROW YOUR BRAND*

**2023 Edition**

**Niche**

**Technology**



**VAVO**  
DIGITAL



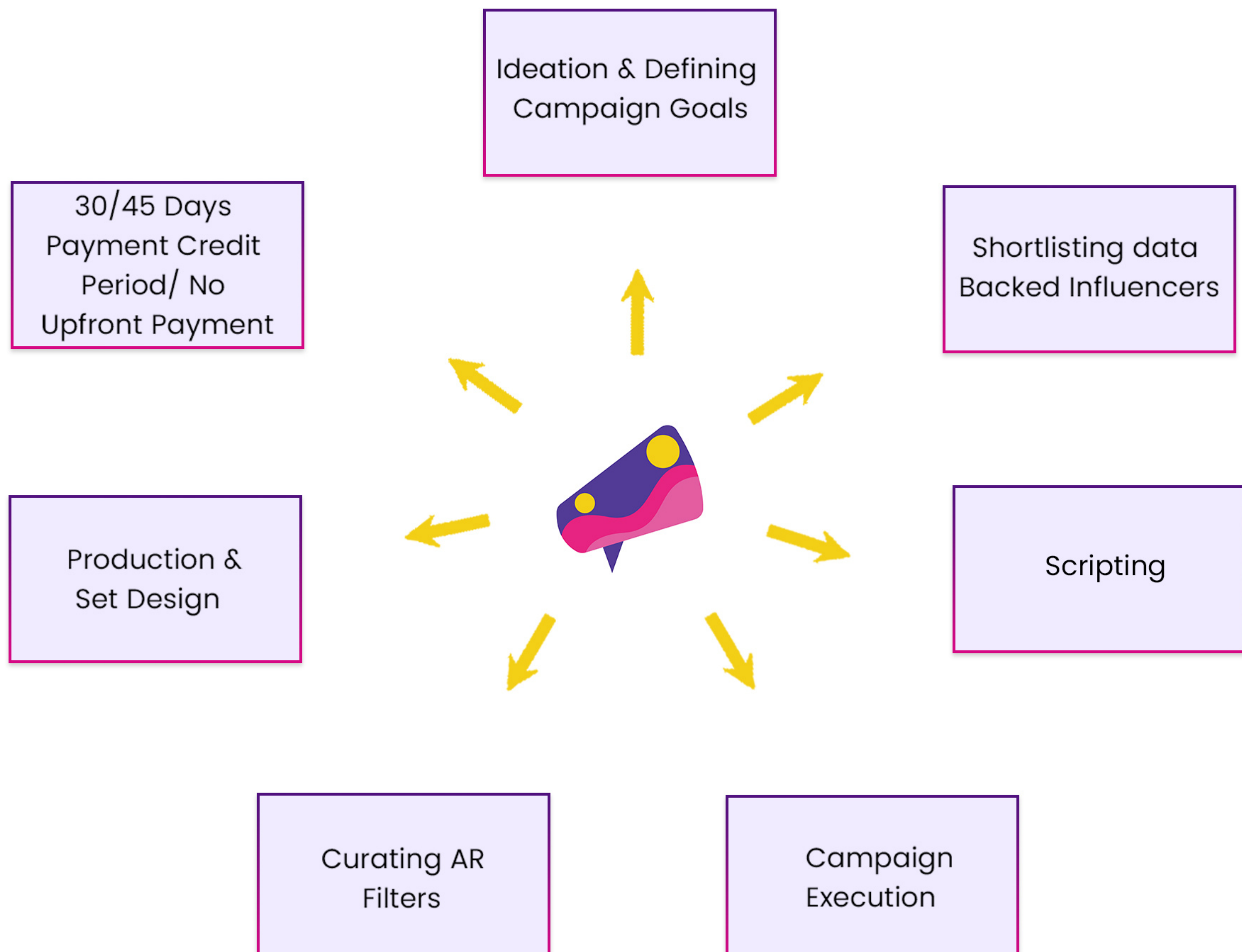
# Vavo Digital The Influencer Marketing Solution

"**Influencer marketing**" was unheard of a decade ago, but it is now one of India's and the world's fastest-growing sectors. The Influencer marketing industry is estimated to be worth **Rs 900 crore by 2025**. In the business sector, however, there is far too much information available. It is tough to distinguish authentic messaging from genuine brands. That is why people seek authenticity and connection, and we recognised that data-driven, strategic influencer marketing could change the game for brands.

**Vavo Digital** is an **influencer marketing domain** that serves clients via its offline division and streaming and structuring influencer marketing via a new tech-enabled and data-backed **self-service barter application**.

We have rapidly expanded as an **award-winning agency** and a leader in the sector. With our two offices in **Mumbai & Delhi**, we are building a client portfolio of some of the biggest brands and deploying thousands upon thousands of influencer activations. And we're not stopping there.

## Our Services



# Top Influencers Of 2023

**TECHNOLOGY**

# TECHNOLOGY











NAME	GENDER	FOLLOWERS	ER%	REEL VIEWS	LOCATION	AGE SPLIT	MALE RATIO	FEMALE RATIO
 Abhijeet mukherjee 	Male	46,600	3.88%	3,923	Delhi	18-35	68%	32%
 Abhimanyu Thakur 	Male	325,000	3.18%	93,080	Mumbai/Delhi	18-36	27.5%	72.5%
 Abhinav Ranjan Jha 	Male	749,000	4.29%	427,400	Bihar	18-37	36%	64%
 Akash Pal 	Male	532,000	4.30%	195,800	Tripura	18-38	44.5%	55.5%
 Akshay Jadhav 	Male	118,000	5.64%	54,900	Mumbai	18-39	53%	47%
 Amit agarwal 	Male	5,425	3.15%	1,980	Delhi	18-35	70%	30%
 Amit Bhawani 	Male	103,000	3.58%	3,923	Delhi	18-38	68%	32%
 Anmol Jaiswal 	Male	177,000	5.72%	37,920	Delhi	18-35	87%	13%
 Arun Prabhudesai 	Male	144,000	5.78%	52,720	Pune	18-35	52%	48%
 Bharat Nagpal 	Male	137,000	3.80%	29,600	Delhi	18-35	53%	47%
 Dhananjay Bhosale. 	Male	520,000	5.34%	143,000	Mumbai/Delhi	18-35	58%	42%
 Elementec 	Male	979,000	3.79%	436,400	Mumbai/Delhi	18-35	55%	45%
 Gaurav Choudhary 	Male	2,300,000	4.66%	573,600	Dubai	18-35	64%	36%
 Gogi Tech 	Male	30,300	3.27%	5,829	Delhi	18-35	65%	35%
 Harsh Punjabi 	Male	229,000	3.20%	60,300	Pune	18-35	68%	32%

\*Data is arranged in alphabetical order

# TECHNOLOGY

NAME	GENDER	FOLLOWERS	ER%	REEL VIEWS	LOCATION	AGE SPLIT	MALE RATIO	FEMALE RATIO
 Kiran nagar   	Female	26,300	3.88%	9,134	Delhi	18-35	52%	48%
 Mani Sandhu   	Male	257,000	5.11%	85,900	Uttaranchal	18-35	54%	46%
 Manoj Saru    	Male	822,000	5.94%	415,400	Delhi	18-35	46%	54%
 MD Kashif Ali   	Male	472,000	5.69%	163,000	Delhi	18-35	73%	27%
 Mohit Verma  	Male	483,000	3.78%	177,600	Rohtak	18-35	56%	44%
 Naman Deshmukh   	Male	1,200,000	3.78%	895,600	Madhya Pradesh	18-35	55%	45%
 Nitasha Singh  	Female	73,300	3.51%	54,900	Mumbai	18-35	59%	41%
 Praval Sharma   	Male	103,000	3.02%	3,738	Jaipur	18-35	59%	41%
 Rakesh   	Male	82,400	5.50%	199,560	Madhya Pradesh	18-35	77.4%	22.6%
 Ranjit Kumar   	Male	50,200	5.76%	29,600	Hyderabad	18-35	60%	40%
 Ruheez    	Male	287,000	3.19%	91,420	Mumbai	18-35	45%	55%
 Sanchit Shokeen    	Male	182,000	5.69%	52,820	Delhi	18-35	90.6%	9.4%
 Shivam Patle  	Male	298,000	4.36%	183,300	Uttar Pradesh	18-35	95%	5%
 Shlok Srivastava    	Male	2,200,000	4.45%	927,800	Delhi	18-35	56%	44%
 Shradha sharma    	Female	13,700	4.69%	8,613	Bangalore	18-35	67%	33%

# TECHNOLOGY

NAME	GENDER	FOLLOWERS	ER%	REEL VIEWS	LOCATION	AGE SPLIT	MALE RATIO	FEMALE RATIO
 Utsav 	Male	14,600	4.82%	21,133	Delhi	18-35	81.8%	18.2%
 Vaibhav Dhone 	Male	307,000	4.47%	105,360	Mumbai	18-35	76%	24%
 Vikas Singh 	Male	197,000	5.71%	72,580	Indore	18-35	52%	48%
 Yash Tiwari 	Male	320,000	5.65%	371,000	Delhi	18-35	54%	46%
 Yogi Yogendra 	Male	95,900	5.14%	18,500	Rajasthan	18-35	71%	29%

## Conclusion

When consumers are tired of advertising and celebrity endorsements, tech influencers may provide the authenticity that brands require. Big IT companies like **Microsoft** and **Adobe** are increasingly turning to these influencers as part of their marketing strategies since they consistently provide genuine content about the things they care about. They have legitimate voices and devoted followers who believe in what they advocate.

## CTA

Influencer marketing will advance and change over time. To succeed, stay current on market changes, social media updates, and collaborative efforts with like-minded brands and influencers.

We've executed campaigns with influencers in practically every niche and across different platforms. Please don't hesitate to contact us to learn more about how we may assist you in accomplishing your influencer marketing objectives.

**Curious to know more about us? Then, check out the hub of influencer marketing by scanning the QR code below:**

