

# SAURABH CHANDRA



*Content Creator*

## MEDIA KIT 2025

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# ABOUT ME



**BEYOND CONTENT CREATION, SAURABH IS ALSO A CO-FOUNDER OF GOFORGOMTI, A SOCIAL INITIATIVE DEDICATED TO CLEANING AND PRESERVING THE GOMTI RIVER. HIS WORK HAS BEEN RECOGNIZED BY LEADING BRANDS AND ORGANIZATIONS, AND HE HAS BEEN INVITED AS A SPEAKER AT TOURISM PANELS AND BRAND EVENTS.**

*Saurabh Chandra*

Saurabh Chandra is a leading content creator and digital influencer from Lucknow, known for his expertise in city exploration, travel, and lifestyle. As the face behind @things2doinlucknow\_, he shares engaging recommendations on the best experiences, places, and events.

With a talent for storytelling and a deep understanding of his audience, Saurabh creates high-quality content that drives engagement across tourism, lifestyle, automobiles, and food industries. His collaborations go beyond promotion, crafting authentic narratives that resonate with his community.



# REACH



instagram

**230K**

Followers

Avg. Views

**6.4M** /m

Top Reel

**2.9M** /m

Top Country

**96%**  
INDIA

Avg Follower

**231K** /m

# AUDIENCE

Gender

**77.8%**

Male

Age Range

**85%**

18-34 Years

Location

**23%**

Lucknow,UP

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# PORTFOLIO

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## WHAT I OFFER?

- City-based Content Creation – Showcasing brand integration in real-life experiences.
- High-Engagement Reels & Stories – Crisp, informative, and entertaining video content.
- Event Coverage & Promotions – Amplifying brand presence through immersive storytelling.
- Voxpop & Street Interviews – Engaging audience interactions for authentic brand recall.
- Social Media Endorsements – Promoting brands in a non-intrusive, relatable way.



## WHY WORK WITH ME?

- Hyperlocal Reach – Strong engagement with the Lucknow audience.
  - Authentic Storytelling – Seamless brand integration in content.
  - Proven Engagement – High interaction and organic reach on reels.
  - Customized Campaigns – Content tailored to brand objectives.
  - Professional & Timely Deliverables – On-time execution with quality production.
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# RATES



Insta story

**₹2000**



Insta Reel

**₹20K**



**Event Coverage Reel**

**CUSTOMIZED AS PER  
PROJECT SCOPE**



**Full Campaign**

For customized campaigns  
& bulk collaborations, feel  
free to discuss tailored  
pricing.

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# PAST COLLABORATIONS

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I HAVE SUCCESSFULLY COLLABORATED WITH LEADING BRANDS ACROSS INDUSTRIES, INCLUDING:

- ✓ **NIKE** – SPORTS INFLUENCER MARKETING CAMPAIGN IN LUCKNOW.
  - ✓ **UTTAR PRADESH TOURISM** – PANEL DISCUSSIONS AND RESPONSIBLE TOURISM CAMPAIGNS.
  - ✓ **WOODEN STREET** – FURNITURE STORE LAUNCH AND SHOWROOM PROMOTION.
  - ✓ **SUZUKI (SRM SUZUKI)** – TWO-WHEELER DEALERSHIP PROMOTIONS.
  - ✓ **CASHIFY** – HOLI-THEMED GADGET REPAIR CAMPAIGN.
  - ✓ **WROGN** – FASHION BRAND STORE PROMOTION.
  - ✓ **HINDUSTAN NEWSPAPER** – MEDIA COLLABORATION.
  - ✓ **LUCKNOW SUPER GIANTS (LSG)** – IPL TEAM COLLABORATION.
  - ✓ **OLA ELECTRIC** – ELECTRIC SCOOTER REVIEW AND EXPERIENCE PROMOTION.
  - ✓ **INFINIX**- PHONE PROMOTION.
- ...AND MANY MORE.

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SAURABH CHANDRA, THE FACE BEHIND @THINGS2DOINLUCKNOW\_, IS A LUCKNOW-BASED CONTENT CREATOR SPECIALIZING IN CITY EXPLORATION, TRAVEL, AND LIFESTYLE. HE CRAFTS ENGAGING STORIES AND COLLABORATES ACROSS TOURISM, LIFESTYLE, AUTOMOBILES, AND FOOD, ENSURING AUTHENTIC AND IMPACTFUL BRAND CONNECTIONS.

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# BRAND COLLABORATION

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**GET IT DONE IN 30 DAYS**

**Let's  
collaborate  
and create  
something  
extraordinary  
together!**

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