

About Us



Mint Of Influence was created to showcase the amalgamation of brand communication and creativity of influence, curating unique marketing campaigns and experiences. Creativity and efficiency is the core essence of our foundation!



We're a **boutique marketing agency based in Mumbai, India**



MOI is a **key partner to multiple brands** in various sectors such as beauty, fashion, health & wellness, self care, etc.



Our holistic solutions include a blend of Influencer Marketing & Management, Public Relations & Mass Communication, Experiential Events, Content Curation & Brand Building Strategies.



Our Focus



CREATIVITY

Innovative solutions, impactful content and unique ideas are our key focal drivers.



STRATEGY

To work around client objectives by delivering customised 360° effective plans to target the relevant audience.



EFFICIENCY

We work towards getting the best results with each campaign, focusing on bringing out the most efficient ROI.

Our Services



Influencer Marketing



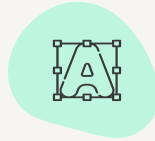
Public Relations & Mass
Communication



Content Curation



Influencer Management



Branding & Digital Strategy



Video Strategy & Production



Experiential Events

Our Story

Our founders Mahtab Elavia & Anirudh Jain crossed paths while working at Nykaa. Blending their strengths together, they created a digital first marketing agency, focusing on weaving the greatness of creativity and communication alike.

From
Colleagues to
Co-founders...



Mahtab Elavia

Co- Founder

She has more than a decade of experience in Public Relations, Content Creation and Digital Marketing for numerous brands across various different sectors such as beauty, fashion, tech, fitness, etc.



Anirudh Jain

Co- Founder

He has a rich 8 years of marketing & account management experience with diverse roles across his career. He has catered to numerous brands across various sectors.

Influencers We Manage, Exclusively!



Ritika Amru

Beauty Influencer



Cyrus Dhabhar

Tech & Auto Journalist



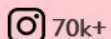
Neha Agarwalla

Fitness Enthusiast



Natasha Patel

*Beauty Journalist
& Lifestyle Influencer*



Ritika Amru is a beauty & lifestyle content creator since over 5 years, with a follower base of over 1 lakh on Instagram and over 2 lakh subscribers on YouTube. She has a strong female following of over 90%, who are all primarily makeup junkies or skincare enthusiasts! She has worked with brands across the board, from top international brands such as HUDA, Murad, Pixi, Lime Crime, Estee Lauder Group, etc to massy brands like as Maybelline, Garnier, Lakme as well as Indian brands such as Nykaa, Dot & Key, Lotus, Mama Earth, etc.

Cyrus is an automotive journalist by profession, as well as tech & automotive obsessed by passion. He currently is the head of content at Powerdrift and has been in and around some of the best cars not only in the country, but also in the world. With a sizeable and unique car and bike collection of his own, his stature is as one of the premier automotive journalists in the country and a certified food gobbler. His other hobbies include model cars, automotive art and memorabilia, classic watches as well as most things old & classic! He has a predominantly male following, currently at 15,000+ niche auto and tech enthusiasts. He's also an avid and popular Twitterati with over 4500 followers.

Neha is the coach and co-owner of 303 Crossfit Drive which was started around 4.5 years ago with her partner Vishist Kapoor. She has also ranked among top 3 of the Fittest Women in the country at the Annual Reebok CrossFit Open every year since 2017. She is now a CrossFit Level 3 coach, one of the highest CrossFit qualifications one can hold. Her goal has diversified to become stronger and fitter and to be better every single day, which she uses to inspire many women across the board on a daily basis through her Instagram handle with 90,000+ followers.

Having worked as an Editor and Deputy Features Director at one of the biggest multimedia company in the entertainment space in India, Natasha Patel brings over 7 years of work experience in the field of beauty and fashion content space. Her work speaks for volumes with the many Instagram and YouTube videos created over the years. She has worked extensively with brands across the board, from top international brands such as Estee Lauder, M.A.C, L'Oreal, Kerastase, Lakme, etc to local giants such as Nykaa, Myntra, Purple, etc.

Our Brand Partners

LOVE
beauty
AND
planet

NYKAA

KIRO
CLEAN BEAUTY



pixi!

S

SHOPPERS STOP
START SOMETHING NEW

BIG BAZAAR
NAYE INDIA KA BAZAAR

MYPROTEIN



orowealth

JO MALONE
LONDON



spykar

SBeAUTY
BY SHOPPERS STOP



Case Studies

Love Beauty And Planet



Campaign: Shampoo Variant Launch



No Of Content
Pieces (Paid + PR)

115



Total Campaign
Impressions

43,06,109



Paid Campaign
Impressions
(18 Influencers)

24,23,487



Average
Engagement
Rate

4.6%



Kiro Beauty

Campaign: Eye Makeup Launch



No Of Content
Pieces (Paid + PR)

106



Total Campaign
Impressions

39,35,271



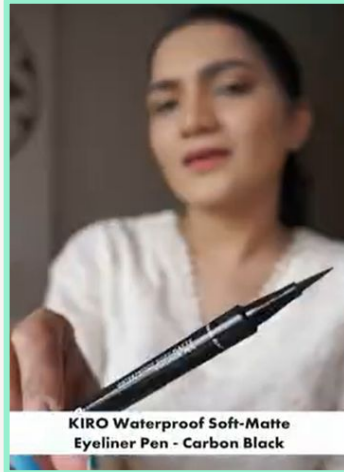
Paid Campaign
Impressions
(20 Influencers)

22,67,461



Average
Engagement
Rate

3.9%



KIRO Waterproof Soft-Matte
Eyeliner Pen - Carbon Black





Pixi Beauty x Nykaa

Campaign: Glowtober



No Of Content
Pieces (Paid)

270



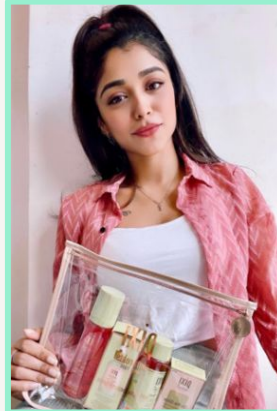
Campaign
Impressions

2,210,444



No Of Micro
Influencers

120





Shoppers Stop Beauty

Campaign: Black Friday 2021



No Of Content
Pieces (Paid)

126



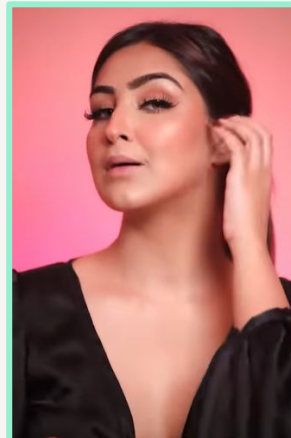
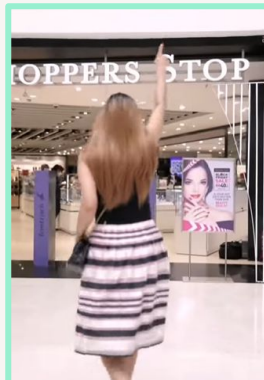
Paid Campaign
Impressions
(34 Influencers)

43,33,445



Average
Engagement
Rate

6.3%



Shoppers Stop

Campaign: SS Birthday 2021



No Of Content
Pieces (Paid)

31



Paid Campaign
Impressions
(8 Influencers)

16,54,216



Average
Engagement
Rate

9.3%





Shoppers Stop x Jo Malone

Campaign: Store Launch



No Of Content
Pieces (Paid)

30



Paid Campaign
Impressions
(6 Influencers)

647,938



Average
Engagement
Rate

1.5%



Spykar



Campaign: Denim Destination



No Of Content
Pieces (Paid)

6



Paid Campaign
Reach

3,25,297



Average
Engagement
Rate

5.7%



Oreka Wellness



Campaign: Sports Recovery Oil



No Of Content
Pieces (Paid)

15



Paid Campaign
Impressions

354280



Average
Engagement
Rate

3.7%



Contact Us



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