

Hemen Bhatia Report

T Be Decided
Media.



Objective

We set out to shine a spotlight on Hemen Bhatia , the ED and CEO of Angel One. We focused on connecting more people with Hemen Bhatia and his ideology.

Our goal was to make him as relatable and well-known as Angel One itself by building a genuine and engaging presence on platforms like Instagram . Through thoughtful storytelling and consistent communication, we aimed to showcase what he believes in, how he defines his journey and moreover what a great man he is.

Methodology

We built our strategy around the heart of Hemen Bhatia's message in his podcasts. Using his honest insights on hard work and dedication we crafted relatable content.

By sharing thoughtful yet bite-sized takeaways on his journey we were able to connect with people on a more emotional level. The response on Instagram was strong , with high engagement and organic reach that exceeded our initial goals.

Campaign Outcomes

Total Reach

5,182,641

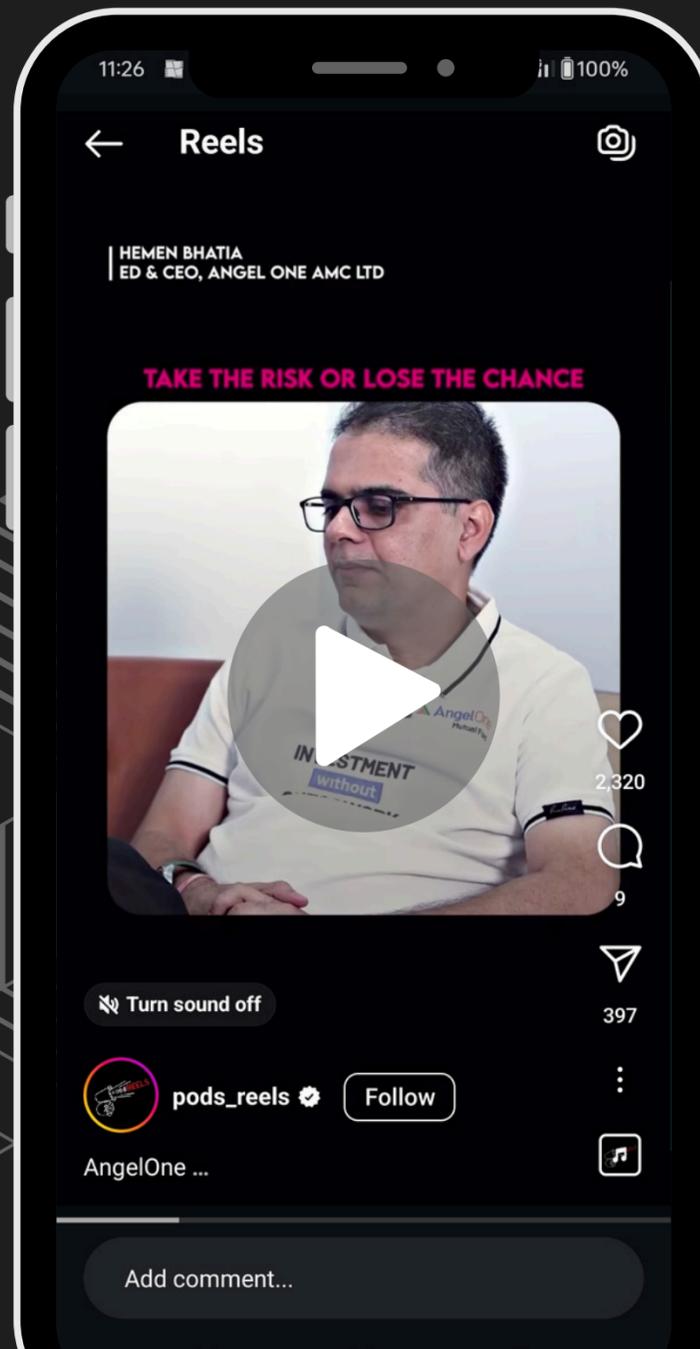
Total Engagement

197,499

Total Posts

70

Best Performing Posts

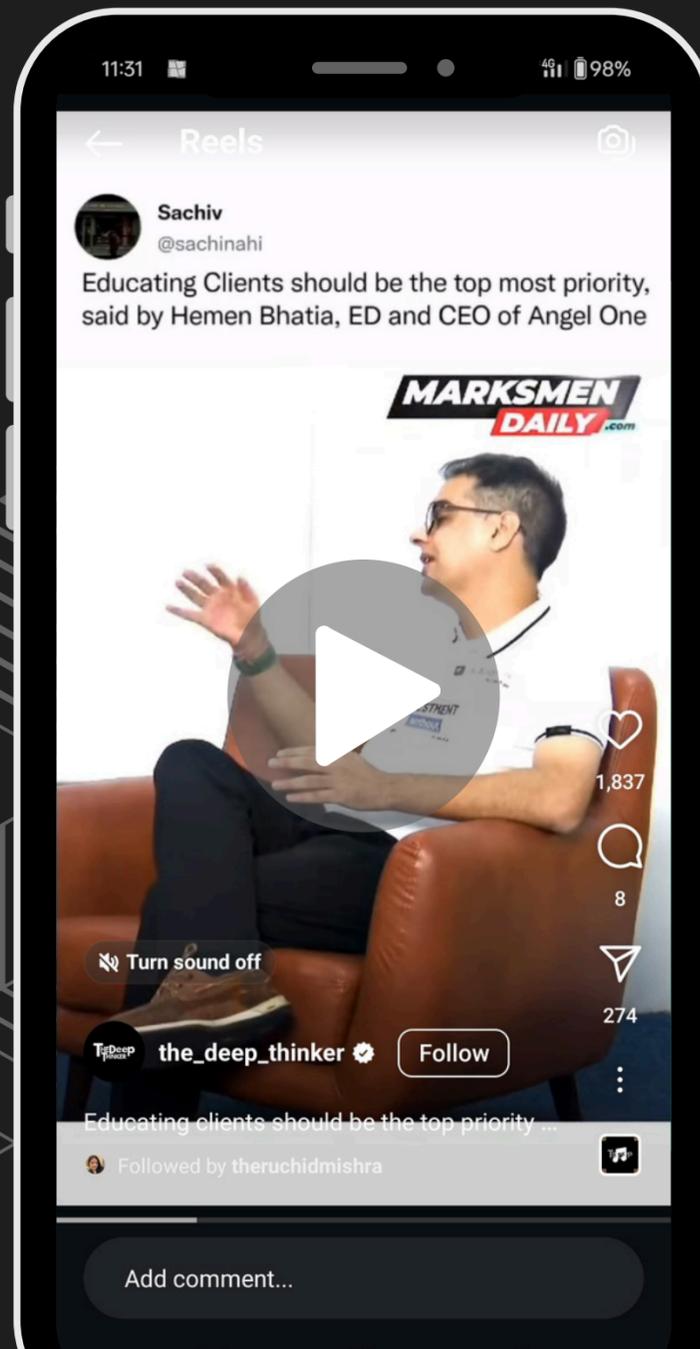


Likes
2,320
Views
222,419

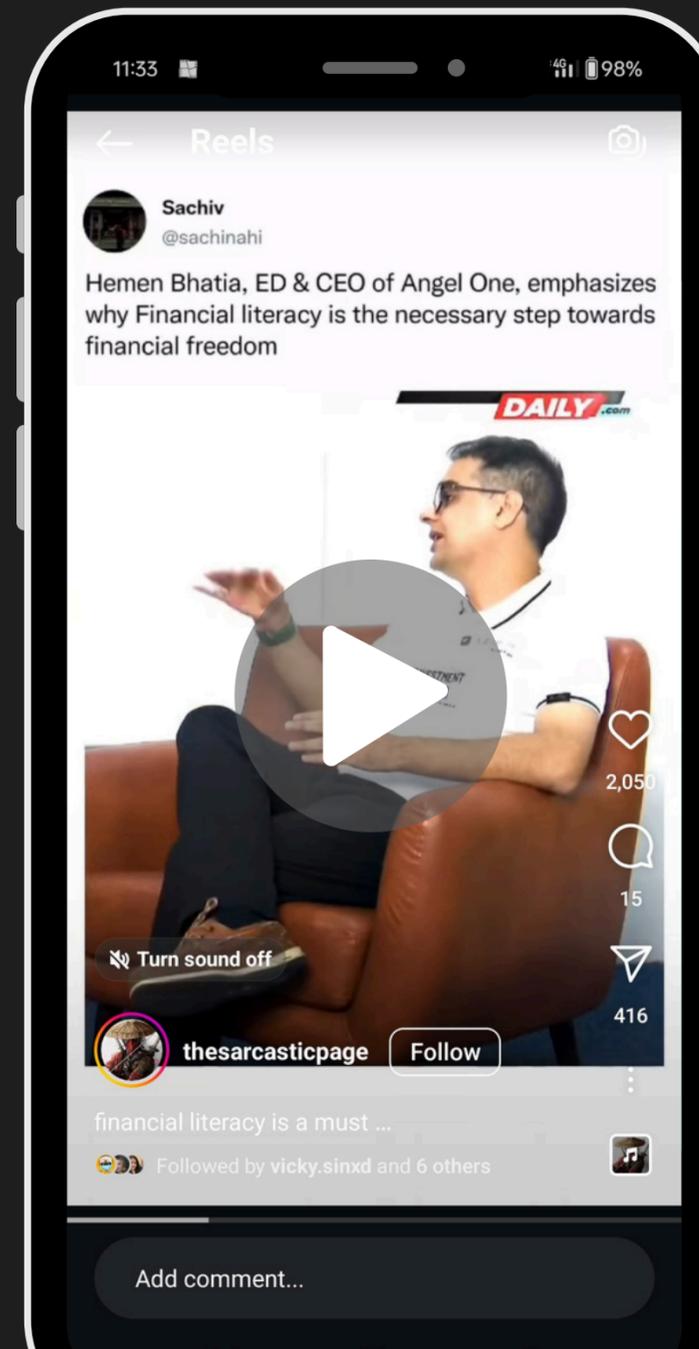


Likes
2,089
Views
116,314

Best Performing Posts



Likes
1,837
Views
134,064

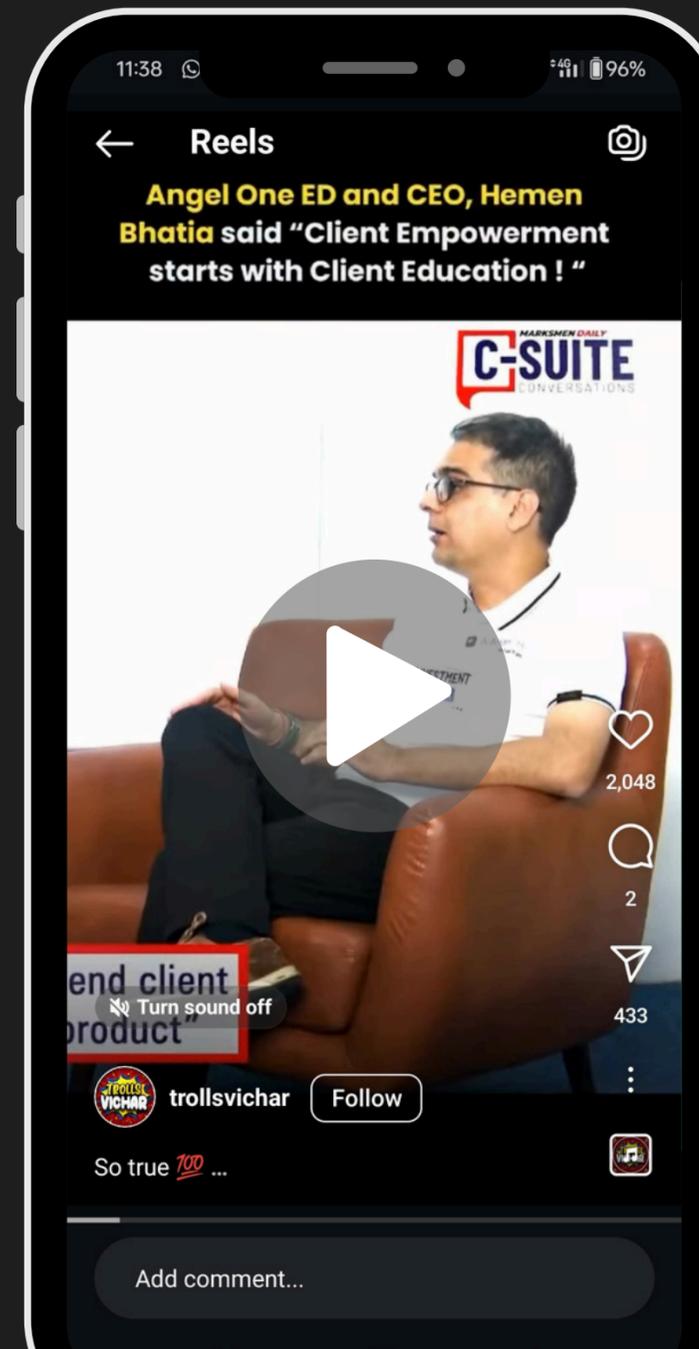


Likes
2,050
Views
119,005

Best Performing Posts



Likes
1,859
Views
98,873



Likes
2,048
Views
84,165

Viewers' Sentiment



harsh_jain_0001 2w

Respect button for hemen Bhatia 🙌

Reply



sravanti_desai 2w

Tagged my entire team—this episode's too good not to share

Reply



akansh_patil156 2w

This podcast makes passive investing sound powerful, not boring

Reply



surya_v044 2w

That part about building resilient teams hit home

Reply



abhishek_ahir175 2w

Every point in this episode felt like something I could apply immediately

Reply



faruq_154 2w

This episode makes you want to become a better leader and investor

Reply



Thank You



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