CREATOR MEDIA KIT

Borscht & Biryani

INDIA x RUSSIA | CULTURE | TRAVEL | RELATIONSHIPS

An Indian-Russian couple turning cultural differences, travel and everyday married life into highly shareable stories for Indian audiences.

36K Instagram followers	**54K** Facebook followers	**15K** YouTube subscribers	**105K** combined platform followers / subscribers
70K avg. Instagram Reel views	**35K** avg. Facebook video views	**50K** avg. YouTube Shorts views	**20K** avg. YouTube long-form views
28M total Instagram views	**6M** total Facebook views	**10M** total YouTube views	**44M** combined total views

Why brands work with us

Our strongest content does not feel like an advertisement. We build a simple human story first - an Indian husband discovering something through his Russian wife, or a Russian wife reacting to India - and place the brand, destination or experience naturally inside that story.

Best fit: tourism boards, hotels, airlines, travel experiences, culture-led brands, language/translation products and India-Russia initiatives.

Uddeshya & Kseniia | @borschtandbiryani

AUDIENCE

A travel-ready Indian audience

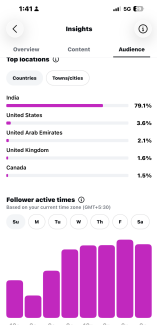
India is the dominant market across Instagram, Facebook and YouTube, with the strongest age bands concentrated in travel-relevant 18-44 / 25-44 audiences.

Instagram
79.1% India
70.2% age 25-44
Top: Delhi, Bangalore, Mumbai, Chennai, Pune

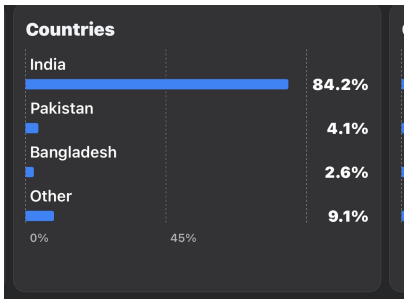
Facebook
84.2% India
72.4% age 25-44
Top: Delhi, Mumbai, Kolkata

YouTube
85% India
76% age 18-44
25-34 largest segment
62% male / 37% female

INSTAGRAM Geography



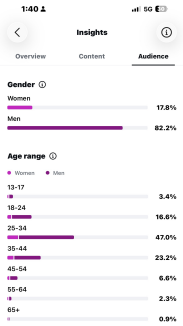
FACEBOOK Geography



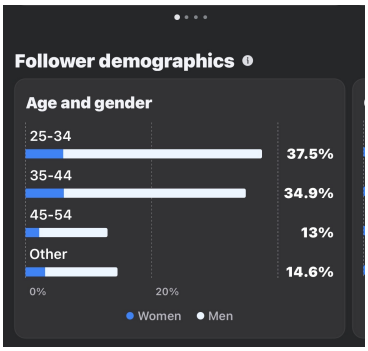
YOUTUBE Geography



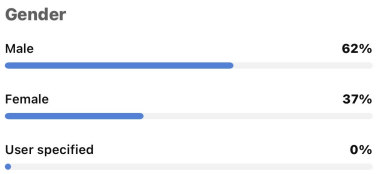
INSTAGRAM Age + gender



FACEBOOK Age + gender



YOUTUBE Age + gender



Audience screenshots shown as platform-native analytics for verification.

CREATIVE

Story-first partnerships

Borscht & Biryani works best when the partnership becomes part of an authentic India-Russia story rather than a standalone product pitch.

Short-form hero video	Dedicated Reel / Short distributed across Instagram, Facebook and YouTube Shorts.
Long-form integration	Organic integration inside a YouTube travel or cultural episode.
Stories & live moments	On-location Stories, arrival moments, room/experience walkthroughs and calls to action.
Destination storytelling	A city, hotel or experience becomes the setting for a larger cultural-discovery narrative.

Creative territories

INDIA x RUSSIA
Cultural differences, traditions, language and relationships.

TRAVEL DISCOVERY
A Russian rediscovering her country with her Indian husband - and vice versa.

HUMOUR & REACTION
Fast hooks, relatable misunderstandings and genuine reactions.

USEFUL EXPERIENCES
Hotels, food, transport, activities and products integrated into a real journey.

RECENT PARTNERSHIP

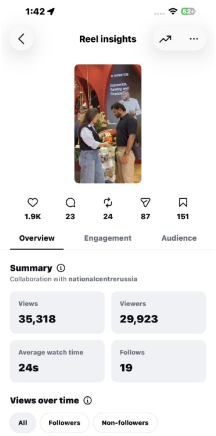
National Centre RUSSIA

INNOPROM India 2026 - culture-led storytelling connecting Russian products, experiences and identity with an Indian audience.

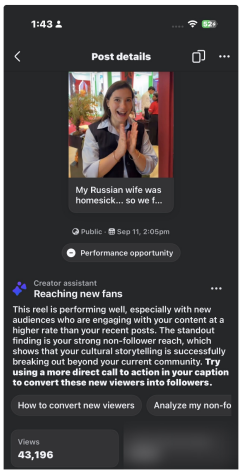
88.5K+	35,318	43,196	10K
combined documented views	Instagram views	Facebook views	YouTube views

Instagram: 29,923 viewers | 24s avg. watch time | 1.9K likes Facebook: 3.9K engagements

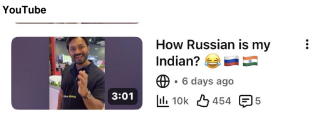
INSTAGRAM



FACEBOOK



YOUTUBE



Campaign Reel: instagram.com/reel/DdIbZoxpW0T/

RECENT PARTNERSHIP

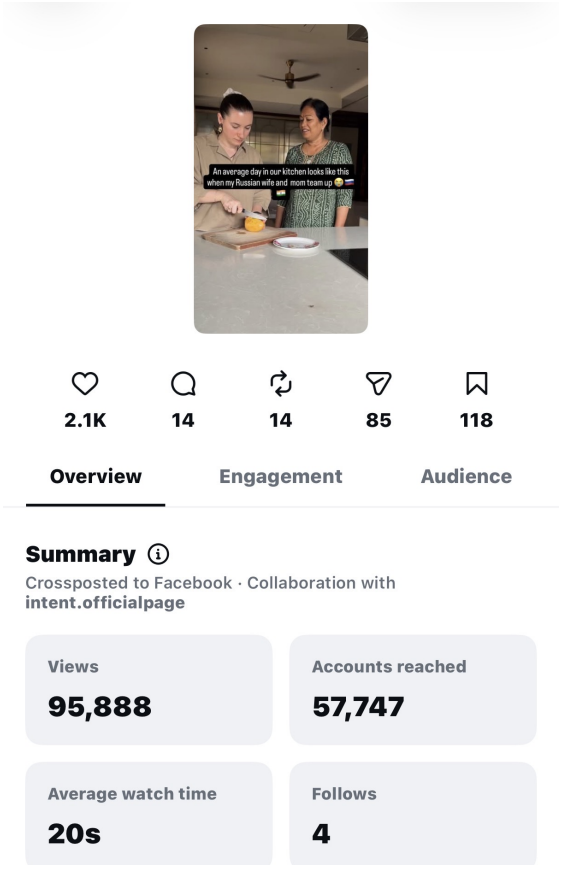
Intent - Translation App

A translation-app partnership integrated naturally into language, family interaction and cross-cultural communication.

95,888	57,747	20s	2.1K
Instagram views	accounts reached	avg. watch time	likes

Additional engagement: 118 saves | 85 shares

CAMPAIGN PERFORMANCE



Why it worked

The product solved a real friction point in an Indian-Russian relationship: language. That made the integration relevant to the channel's everyday world rather than a separate product advertisement.

Partnership takeaway

Useful products can be demonstrated through story, humour and genuine family interaction - while still giving the brand clear visibility.

95,888 views

Strong proof that native integration can scale.

Campaign Reel: instagram.com/reel/DY0v6IozD72/

PARTNER WITH US

Build the experience into the story.

We are open to hosted stays, destination partnerships, travel experiences, brand integrations and longer-term India-Russia collaborations.

Instagram @borschtandbiryani	**Facebook** Borscht & Biryani
YouTube @borschtandbiryani	**Email** uddeshyas169@gmail.com

Current platform snapshot

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