



BOSS WALLAH MEDIA
BE THE BOSS

Media Kit



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About Boss Wallah Media

Boss Wallah Media is a digital-first media and production company with a large-scale presence across YouTube, Facebook, and Instagram. The platform reaches a community of over **20 million followers** and generates approximately **400 million monthly views** across its owned media network.

Boss Wallah Media operates with in-house production infrastructure spanning **six full-scale studios** and publishes content in **seven languages** — English, Hindi, Telugu, Tamil, Kannada, Malayalam, and Marathi. Its ecosystem is supported by a distributed network of **1,000+ vetted creators**.

The organisation combines owned media distribution, creator-led storytelling, and AI-assisted production workflows to operate at high volume while maintaining consistency across platforms and regions.

Boss Wallah Media works across sectors including finance, health, technology, AI, e-commerce, and digital products, and is recognised for executing multilingual and regional content at scale within a unified media ecosystem.





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Audience Snapshot

- **Total Audience:** 20M+ followers
- **Monthly Views:** ~400M across platforms
- **Age Range:** Predominantly 18–35, with strong engagement up to 44
- **Geography:** Global-facing audience with strong regional-language consumption
- **Languages:** English, Hindi, Telugu, Tamil, Kannada, Malayalam, Marathi



Boss Wallah Media's audience engages deeply with both long-form and short-form video content across platforms.



Scale & Reach



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16.1M
subscribers

220M
monthly views

YouTube



2.85M
followers

150M
monthly views

Facebook



1.15M
followers

30M
monthly views

Instagram



Total Community

20.1M+
followers

Total Monthly
Views

400M+

- 30 anchors, 30 editors & creative team
- 6 full-scale production studios
- 200+ videos produced weekly
- Content published in 7 languages

Production



Content Formats

Boss Wallah Media produces a wide range of video formats across its owned platforms and for third-party organisations.

Formats include:

- Short-form video for social platforms (Reels / Shorts)
- Long-form video content
- UGC-style creator videos
- Branded storytelling videos
- Corporate and institutional videos
- Product explainers and demo videos
- Platform-specific ad creatives
- Regional-language adaptations



Some of Our Trusted Brand Collaborations

We've partnered with leading brands across finance, health, edtech, and digital products:



Policy Bazaar



Paisa Bazaar



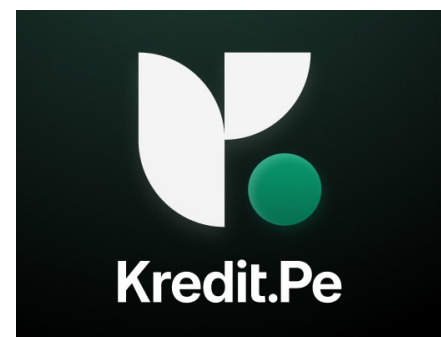
Axis Max Life Insurance



Star Health Insurance



Zet App



Kredit Pe



Wint Wealth



Cash Karo



Growth School



Perplexity

Trusted by industry leaders for impactful campaigns & measurable ROI.



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Our Team

The leadership powering the Boss Wallah Media



Sashi Reddi

Founder & Chairman

Founder of Boss Wallah with 15 years in entrepreneurship.



Sanju Pillai

CEO

Dynamic leader with 10+ years of experience in entrepreneurship, driving the media business with vision, excellence, and growth focus.



Sharath M S

Senior VP – Content

Creative leader focused on content strategy and execution.



Paramesh G

VP – Business Development

Driving strategic growth, partnerships, and revenue expansion for the organization.



Jeril Sebastian

VP of Technology

Leading innovation, AI, product development, and tech strategy to drive business growth and excellence.



Shaveta Luthra

AVP – HR

HR leader driving culture, performance, and growth.



Brand Assets

Logos, Colors & Fonts

Official Boss Wallah Media logo



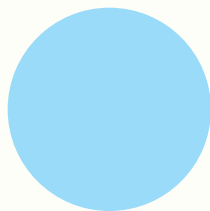
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Brand Colours



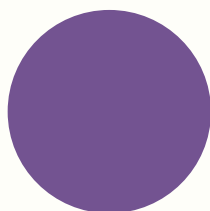
Orange (Tangelo).

#f15f22
rgb (241, 95, 34)



Clear Blue

#99dbf9
rgb (153, 219, 249)



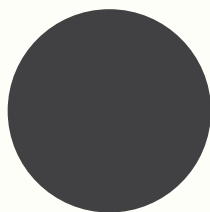
Dark Amethyst

#735391
rgb (115, 83, 145)



White

#ffffff
rgb (255, 255, 255)



Onyx

#414042
rgb (65, 64, 66)



Dominant White
50%

Brand Accent - Orange
30%

Grey
20%

Brand Font

Fira Sans

Heading 1 - Semi Bold	Playing with fonts is fun
Heading 1 - Medium	Playing with fonts is fun
Heading 1 - Bold	Playing with fonts is fun
Heading 2 - Semi Bold	Playing with fonts is fun
Heading 2 - Medium	Playing with fonts is fun
Subhead - Medium	Playing with fonts is fun
<i>Subhead - Medium Italic</i>	<i>Playing with fonts is fun</i>
Body Copy 2	Playing with fonts is fun
Body Copy 2	Playing with fonts is fun
Body Copy Base	Playing with fonts is fun
Body Copy Base	Playing with fonts is fun
Footnote - Regular	Playing with fonts is fun
Footnote - Light	Playing with fonts is fun
Error and Success Message - Regular	Playing with fonts is fun
Error and Success Message - Regular	Playing with fonts is fun





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Get in Touch

“Let’s Create Impact Together”



Placement Inquiries:

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Thank You