



MR. AJAY X RAJ SHAMANI

Podcast



Revealing Money Mantras



BRIEF

In the first episode of Money Mantra, Raj Shamani talks to StockGro CEO Ajay Lakhotia about his financial journey. He shares how he started investing at 18, achieved financial freedom, and follows the F.I.R.E. (Financial Independence, Retire Early) movement.

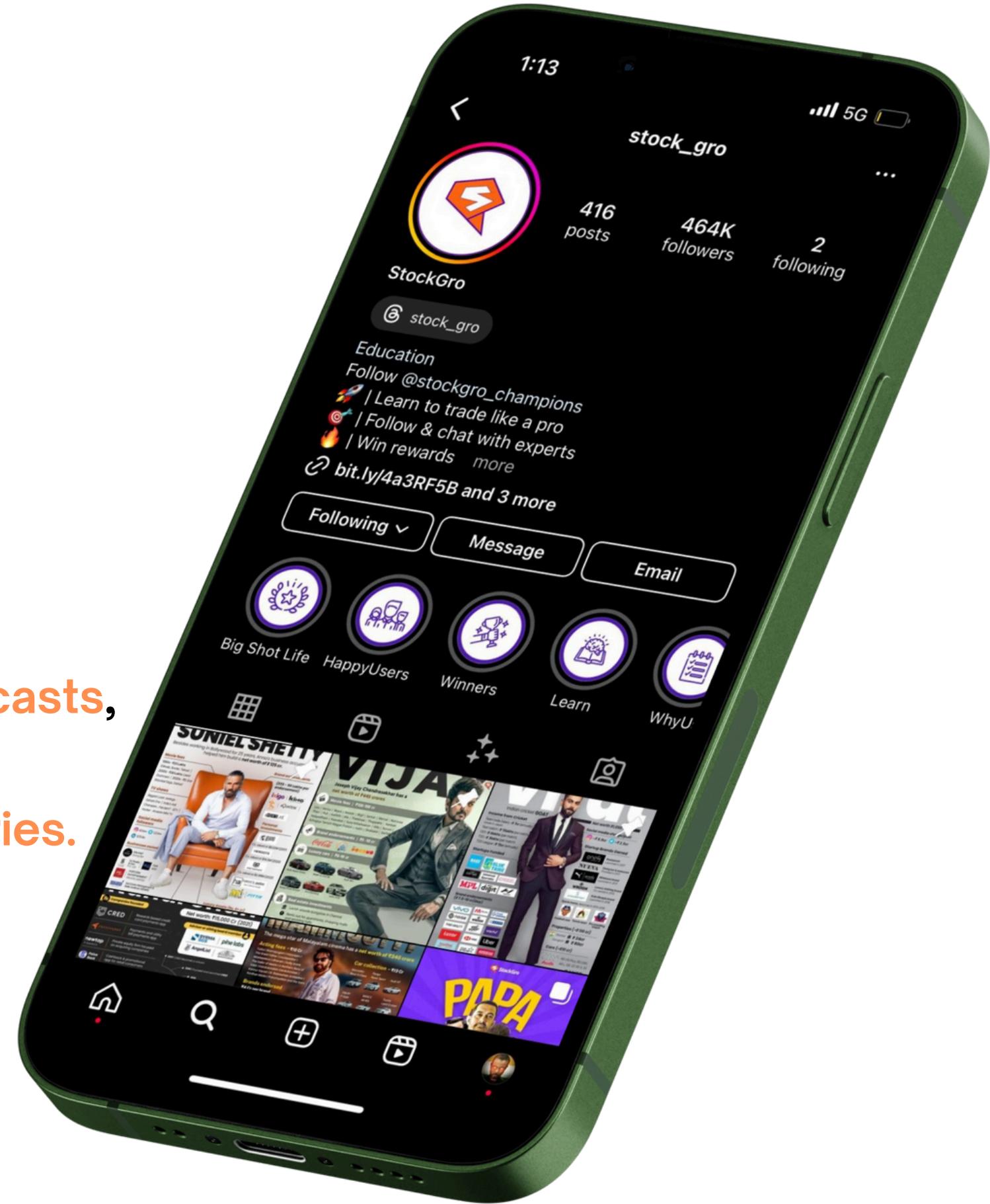
Objectives

- Amplification of the Podcast
- Social Media Hype Creation
- Revealing the creative approach of StockGro
- Sharing Financial Awareness
- Focus on Mr. Ajay's priorities



Ideation

During the ideation phase, we chose various categories of Instagram pages, including **Podcasts**, **Inspirational**, **Memes**, and **Sigma** pages. The deliverables focused solely on **Reels** and **Stories**.





Insights (Category-Wise)

Podcast



Total no. of pages: 10
Views: 133k+
Likes: 1.2k+
Shares: 118

Memes & Sigma



Total no. of reels: 12
Views: 2.02M+
Likes: 22k+
Shares: 32.1k+

Inspirational



Total no. of reels: 7
Views: 225k+
Likes: 2.2k+
Shares: 133

HERO REEL

(Collaboration of 3 Sigma Pages)



Views 1M+
Likes 11.1k+
Comments 422
Shares 21.9k+





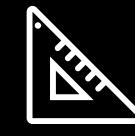
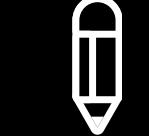
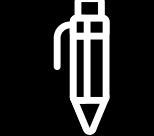
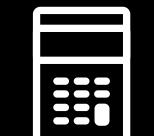
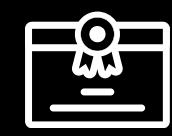
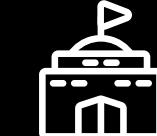
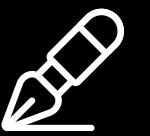
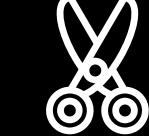
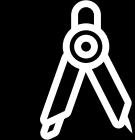
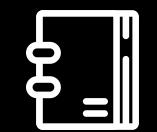
Total Insights

Views: 2.37M+

Likes: 25.6k+

Comments: 600+

Shares: 32.3k+



Comment Corner



kaha_jaa_rhee 3d

Surprise to see that level educated person reel on my feed

Reply



sigma_male.o 3d • Author ↗

The Real Fin-Tech Sigma @ajay_stockgro



Reply



rahulsaini4844 3d

Reality hits hard with Raj Shamani haters



5

Reply



kaisahairoman 3d

Raj bhai, so jao! @rajshamani @ajay_stockgro, yeh sab kya ho raha hai?



Reply See translation



aaditya.sinha_ 3d

This deserves more listeners.

Reply



faisalbaks_ 3d

Fucking true, guys! @ajay_stockgro @rajshamani ❤️✨👉 **Yeh kab hua, kahan se hua, kaise hua? Mujhe kuch samajh nahi aa raha!** 🤪

Reply



Thank You

A dark, semi-transparent image of a laptop keyboard and trackpad, positioned behind the main text elements.

Presented by -Yash