

MR. AJAY X RAJ SHAMANI

# Podcast



**StockGro**

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.

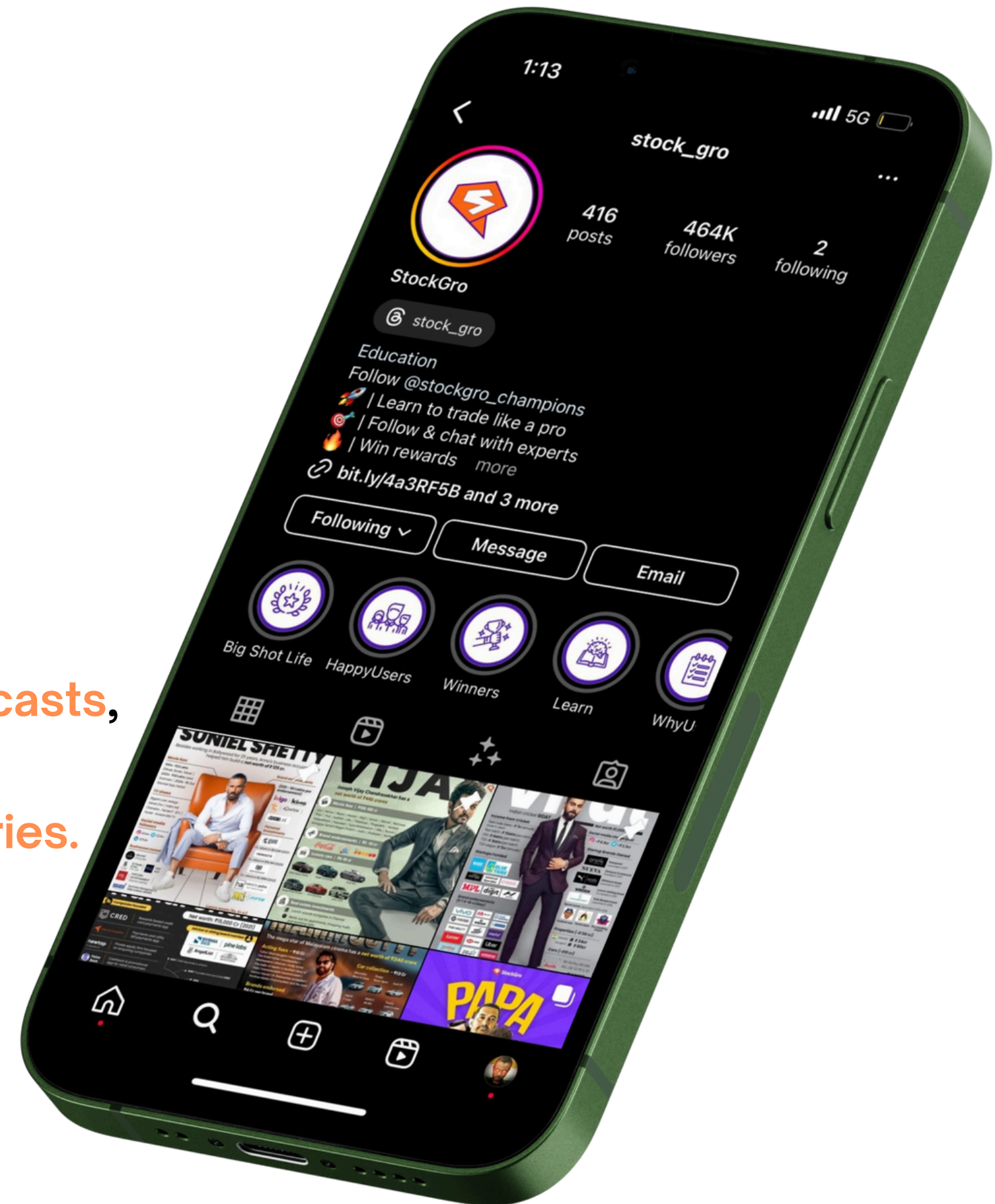
## Objectives

- 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+

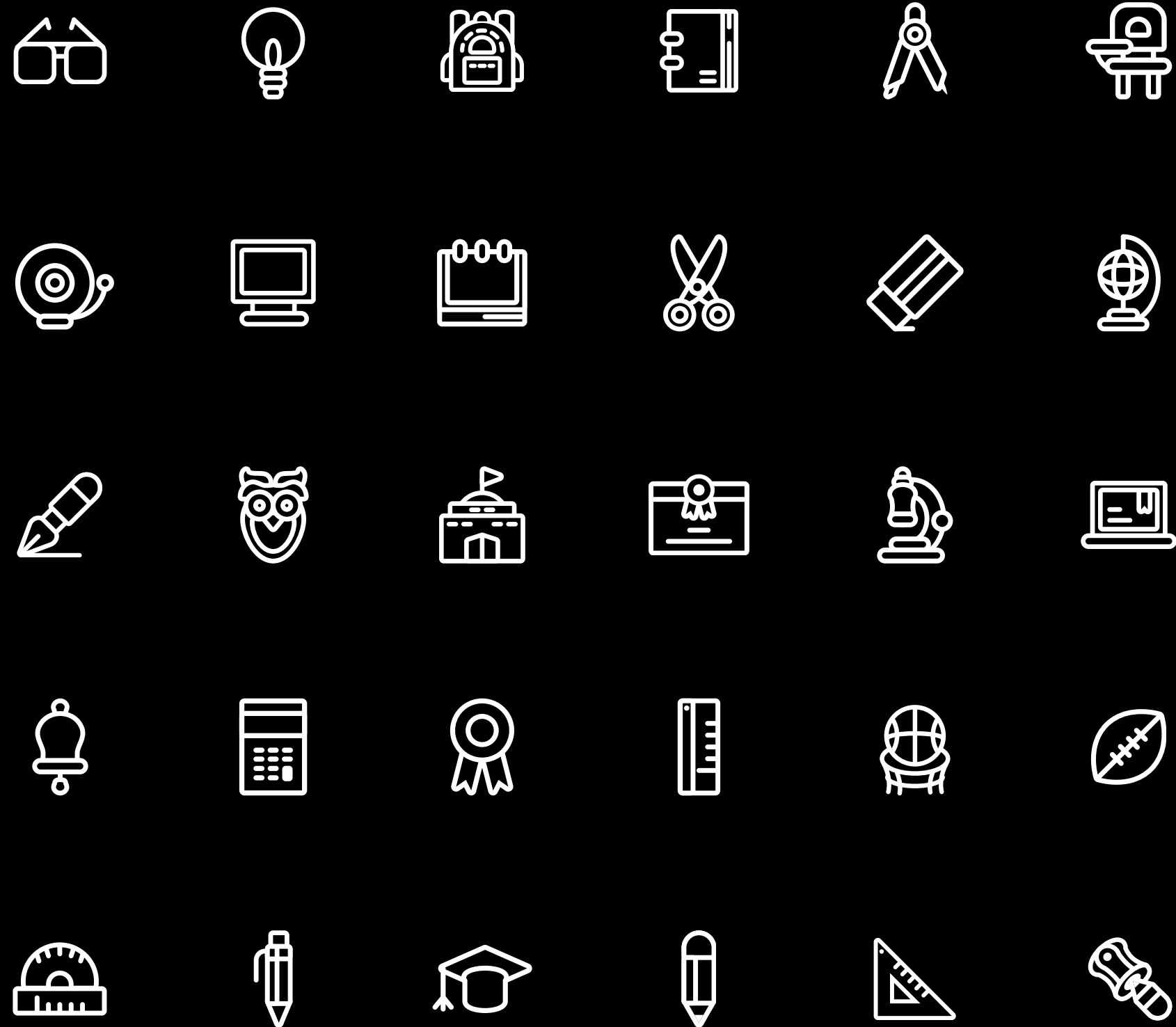






# Total Insights

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



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

Presented by -Yash