

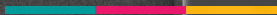
PRESENTING



mixed route juice 2.0

GLASS

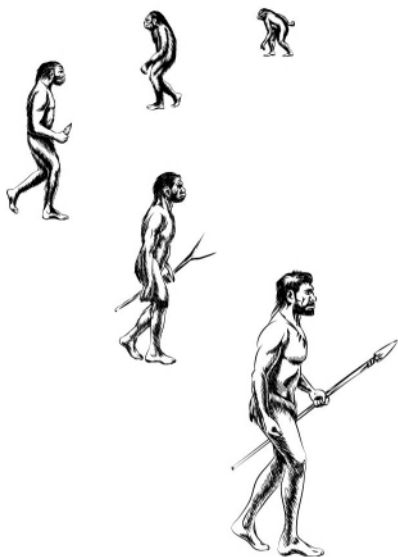
FOR THINGS
THAT NEED 100%
TRANSPARENCY
AND CLARITY.



2020

was a phenomenal year.

The rise of creators



Who knew, the
once coy Indians
would come out
from the shackles
and stream their
lives away?



Still wondering what
we're talking about?

INFLUENCERS



KOLS



ADVOCATES



CREATORS



**Get
engaged
with your
audience.**



**Create
content that
connects.**

**Build
a bond
stronger
than \$.**



56%

more ROI

Industry wide, these influencers yield 56% more ROI than regular brand content.



Engagement rate over

10%



See your brand credibility
shoot through the roof.

10,000

enlisted influencers and
creators across categories.



A lot of agencies will
give you numbers,
but we'll tell you what
to do with them.

THE TEAM



Sandy



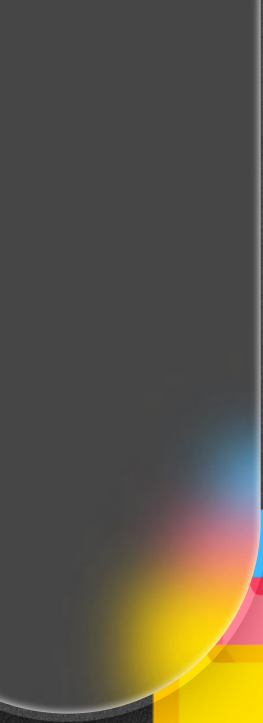
Amrita



Rajat



Sameer



A FEW CASES

CASE STUDIES

Vivo India

India's longest standing influencer loyalty program

#Vivographer

Started in circa 2018, It has now resulted in India's best Instagram feed in mobiles and related categories and 80000 devout followers.

Ft: India's top 20 photographers advocating for India's top 3 phone brands.

Ajay Menon & Vimal Chandran

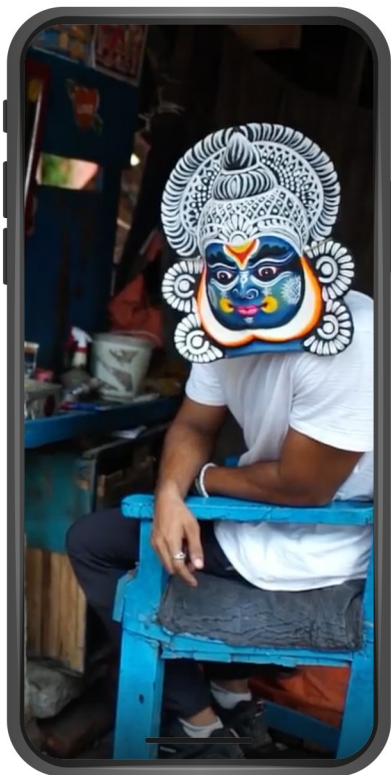
#ShotOnX70Series



[CLICK HERE TO WATCH](#)

Ganesh Vanare & Dev Dodia

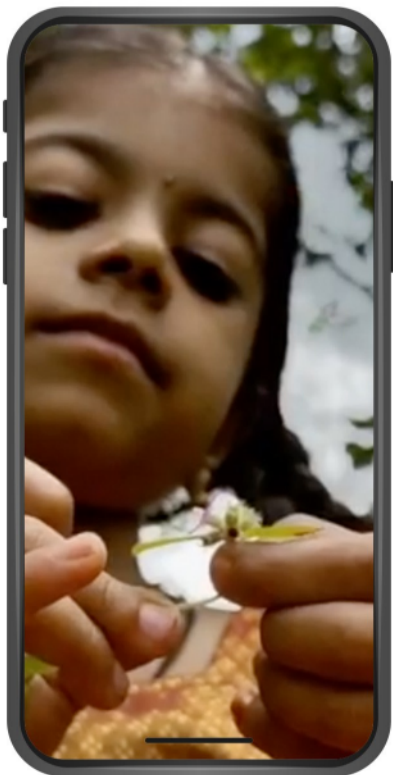
#ShotOnX70Series



[CLICK HERE TO WATCH](#)


Ajay Menon & Vimal Chandran

#vivoX50Series



[CLICK HERE TO WATCH](#)

Dhara Oil

A man with a mustache, wearing a red shirt and a white apron, is smiling and looking down at a pan on a stove. A woman in a patterned sari is standing next to him, holding a white mug and looking at him. The background is a kitchen with green cabinets.

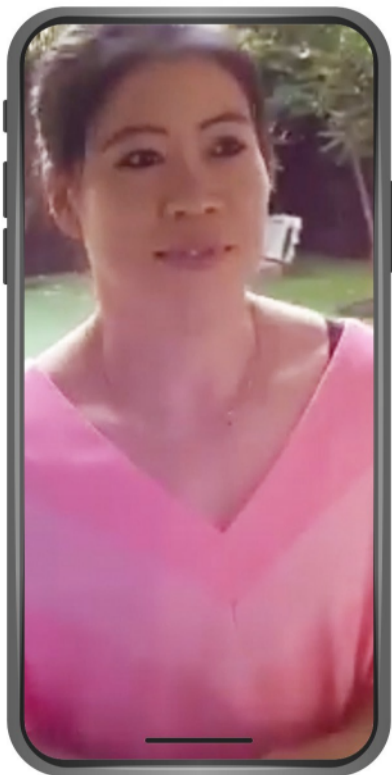
**We gave India's
richest legacy
brand yet another
reason to connect
with its audience.**

We got it back with super slick engagement rates of upto 37% and UGC that now runs into thousands.

Ft: Mary Kom, Smriti Mandhana, Indian Ocean, Rannvijay Singha, Soha Ali Khan, Sameera Reddy, Chef Ajay Chopra

Mary Kom

#RestartIndia



[CLICK HERE TO WATCH](#)

Indian Ocean

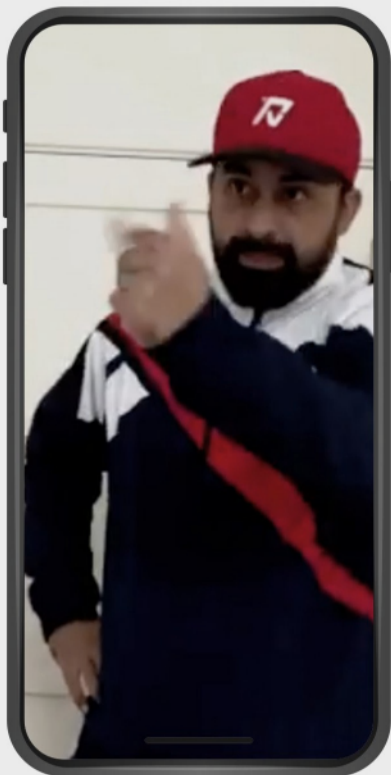
Dhara Jingle Re-Sung



[CLICK HERE TO WATCH](#)

Rannvijay Singha

#MyDaddyStrongest



[CLICK HERE TO WATCH](#)

@TheMiniKitchen

Brand Collaboration



[CLICK HERE TO WATCH](#)

@akshay_partha - Go Daadi!

#ImmunityHarDin



CLICK HERE TO WATCH

@yourregularmom

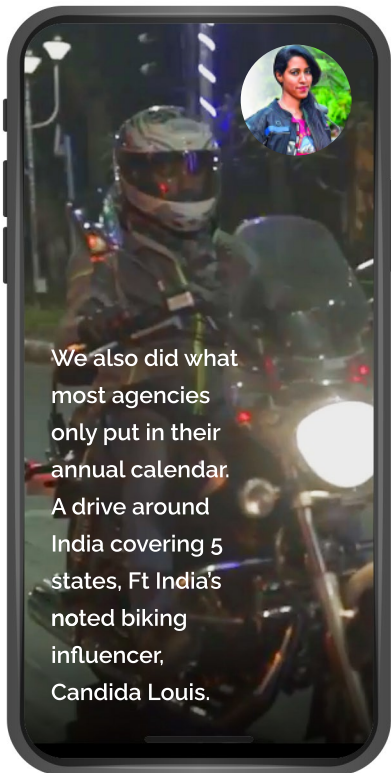
Belt pura aa raha hai na?



[CLICK HERE TO WATCH](#)

@candidalouis

#ChhaunkLeIndia



We also did what most agencies only put in their annual calendar. A drive around India covering 5 states, Ft India's noted biking influencer, Candida Louis.

[CLICK HERE TO WATCH](#)

CASE STUDIES

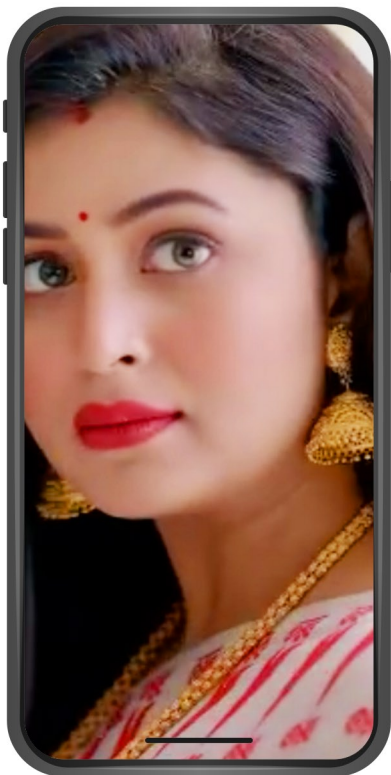
JOVEES

We just don't
do digital with
Influencers, we
take them on TV.

Jovees Shonar Chomok, a
bangla TVC featuring
Ritabhari Chakraborty.

Ritabhari Chakraborty

Shonar Chomok - Bangla TVC



[CLICK HERE TO WATCH](#)

CASE STUDIES

Adidas India

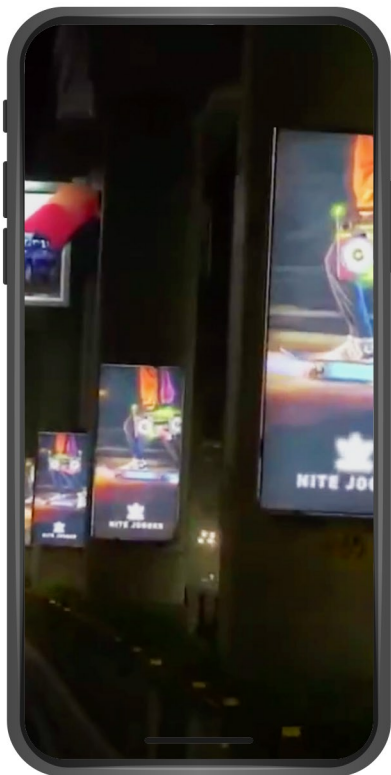
Whenever
they get
bored with
their runs,
we help
them sprint
it up a bit.

We take our
creators seriously.
And we take them
to OOH campaigns.

NITE JOGGER

@metrooodle

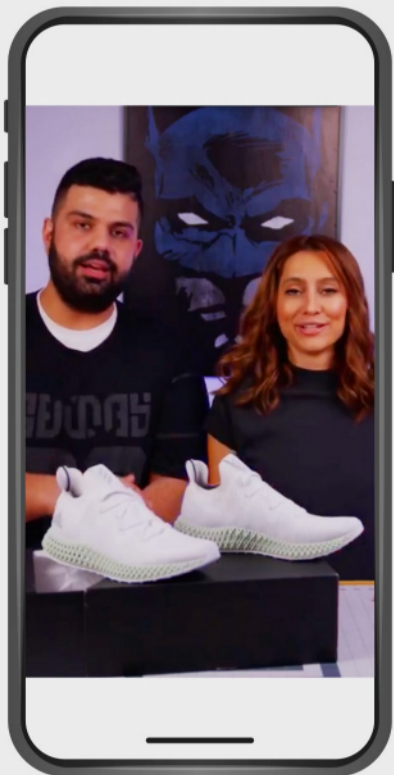
Adidas Nite jogger



[CLICK HERE TO WATCH](#)

Bharat Nagpal & Anusha Dandekar

Adidas AlphaEdge



[CLICK HERE TO WATCH](#)

CASE STUDIES

Samsung India

Influencer collaborations for launches of S7, C7, J5/ J7, Smart Oven, Smart class

We also hosted
India's first live
launch, streamed
through Multi TV.

Gaming Central:
India's biggest
gaming community.

[CLICK HERE TO WATCH](#)

Sonali Swami

#LeanIsTheNewMean



[CLICK HERE TO WATCH](#)

Have we tempted you enough?

Drop us a line for India's best creators.

Amrita Sharma

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amrita@mixedroutejuice.com

Sameer Varma

+91 9540543461

sameer@mixedroutejuice.com



mixed route juice 2.0

HUNDREDS OF CELEBRITIES.
THOUSANDS OF KOLS/ CREATORS.
MILLIONS OF REACH.