

# HYDERABAD BLOGGERS

TM  
AUG 2023 - ISSUE 13

hyderabadbloggers.com

Digital Magazine

**Barbie**  
concept  
Influencing Young Influencers

## Power of Micro Influencers

How Small Followings Can Lead to Big Impact

## Mastering Instagram

Learn How to Leverage the Latest Features for Growth

## Sahib's Barbeque By Ohris

Feasting like Royalty

**COVER FEATURE**  
THE BARBIE INFLUENCER

# Tanya Choudhury

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## Publisher's Note

Greetings from Hyderabad Bloggers! As the monsoon showers bring a refreshing change to the city, we are excited to present our August issue, which is dedicated to the remarkable influencers who call Hyderabad home. In this edition, we pay tribute to the local influencers who have made a significant impact on our community and beyond.

This month, we are thrilled to present a very special feature that embodies the spirit of positivity and inclusivity - "**The Barbie Concept**." Inspired by the iconic Barbie doll, this feature is a tribute to breaking stereotypes and embracing individuality.

We also thank you, our valued readers, for being part of this uplifting journey. Let's embrace our uniqueness, support each other's dreams, and inspire positive change together.

Wishing you an August filled with beauty, empowerment, and boundless possibilities!

**Aamer Siddiqui**

founder & curator

 /aamersiddiqui

 /hyderabad.bloggers

[www.HyderabadBloggers.com](http://www.HyderabadBloggers.com)

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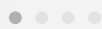
# INTERVIEWS

*"Beyond the Feed: A Closer Look at  
Influencer Experiences"*



PRIYANKA\_V23  
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#Lifestyle

1. Can you tell our readers about yourself?

My Name is Priyanka, I am from Mangalore Karnataka, and settled in Hyderabad, I am a professional fashion model/influencer and an F&B Manager working for a multinational food service company.

2. Describe how you first got into blogging? How do you stay motivated?

I participated in and won a beauty pageant, that sparked my interest and became a turning point. Positive feedback and appreciation for my work are very encouraging and keep me motivated.

3. How do you manage to blog?

I balance my profession and my interests well and manage to take out time for blogging as I am very passionate about it.

4. What has been the most memorable part of your blogging journey?

Seeing posters of myself as a brand ambassador across Telugu-speaking states

5. What do you think is the best strategy if someone wants to try his hands at blogging, where to start?

Find your interests first and initial mistakes are common however keep at it without being discouraged.

6. Do you plan your content for the month in advance? If yes, how?

No, I don't, most of the ideas are spontaneous ones, however, there are a few series that are planned.



PRIYANKA\_V23  
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7. Do you see yourself five years from now? Why?

To become a serious influencer, inspiring young minds positively with the power of social media and good content.

8. What would you say is the biggest challenge in the blogging industry in Hyderabad?

It's not a challenge but finding your audience may take some time.

9. Barbie has been an iconic toy for generations and has an impact on young minds, what message would you like to see Barbie convey to the next generation?"

Break the stereotype of what is perceived as perfect by society's standards, for example, fair complexion, good looks, etc.

10. What message do you wish to convey to your followers?

Keep thriving to make your dreams come true.



KEERTHIKOLLIPARA  
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#### 1. Can you tell our readers about yourself?

I am Keerthi Kollipara, 24 years old. A happy, joyful, emotional and cute girl. I live for little things/little happy moments in life and I live to eat.

#### 2. Describe how you first got into blogging? How do you stay motivated?

I did not start blogging with the intention of blogging actually. I was just sharing my happy and real moments on instagram when later I started receiving messages from random people saying looking at my posts make them happy, they relate to me, they connect to me and they are getting influenced to stay happy and joyful in life.

#### 3. How do you manage to blog?

I just do it when I feel like sharing my moments with my instagram friends. Mostly my posts and reels are all random and straight from heart. Few are planned though. More than calling it blogging I would like to call it connecting to people openly.

#### 4. What has been the most memorable part of your blogging journey?

It has always been the messages I receive saying that I inspire them to be joyful in life. When they say that my posts and stories make them smile.

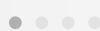
#### 5. What do you think is the best strategy if someone wants to try his hands at blogging, where to start?

Honestly, I don't know the strategies yet. Haha even I want to know!



KEERTHIKOLLIPARA  
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6. Do you plan your content for the month in advance? If yes, how?

Honestly most of time I do not.

7. Do you see yourself five years from now? Why?

I would like to see myself in a happy place wherever I am in life. Because I feel that's the most important thing in life. When you're happy in life you achieve much more.

8. What would you say is the biggest challenge in the blogging industry in Hyderabad?

Ufff.. there are toooo many amazing people who are pro at it. I am proud of all the girls.

9. Barbie has been an iconic toy for generations and has an impact on young minds, what message would you like to see Barbie convey to the next generation?"

I feel barbie is not just a toy. It empowers. They are beautiful and strong they convey the little girls to be strong and beautiful. They show that girls can be strong and beautiful and be comfortable in their own skin at the same time. They teach the young girls to fight for their space in the society.

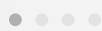
10. What message do you wish to convey to your followers?

Happiness is not overrated at all. Happiness and satisfaction is what is needed for all. Just stay happy and keep that beautiful smile on



BEAUTIFUL.\_HEADACHE  
your profile >>

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#Lifestyle

### 1. Can you tell our readers about yourself?

Hi, My name is Drishika Shah. I'm 24. I'm from Hyderabad. Also I'm a professional beautician and a fashion enthusiast.

### 2. Describe how you first got into blogging? How do you stay motivated?

I've always had an incredible interest and passion in beauty and skin care. If one's interest and love craves for the work which an individual is looking for then I believe this self motivation keeps me motivated. I started learning things in a very early age so this helped me to understand how exactly this stream works. Post that people had already started recognising me because of my work and then I started getting active on social media. This is how my journey began.

### 3. How do you manage to blog?

There is nothing you manage, it's just priorities which make things happen and you take time out for it. I work in a MNC also but out of all the hours I make sure I'm prioritising my passion for which I'm working hard.

### 4. What has been the most memorable part of your blogging journey?

The most memorable and rewarding part of my journey was when a lil girl crossed my way and recognised me by my username saying "beautiful.\_headache right?" This was my lifelong cherishing moment.

### 5. What do you think is the best strategy if someone wants to try his hands at blogging, where to start?

In simple terms, if someone wants to start blogging then the person should know what interests him/her. Then the journey will take a good start and can be sustained. If thinking of it bores you then things won't work.



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6. Do you plan your content for the month in advance? If yes, how?

My plans aren't always scheduled but they are synced with my mindset which means by hook or by crook I will be sharing my content in so and so period. I keep my things on paper wherein I'm able to see the reality of my progress.

7. Do you see yourself five years from now? Why?

Of course! I see myself not looking at the price tag while I'm shopping. For me this is not just a motivational line it genuinely gives me an adrenaline rush to work. Reason because since my childhood I've always been by myself with no ones support.

8. What would you say is the biggest challenge in the blogging industry in Hyderabad?

The biggest challenge is not getting enough recognition, but as always good things take time and I guess it is worth the wait.

9. Barbie has been an iconic toy for generations and has an impact on young minds, what message would you like to see Barbie convey to the next generation?"

Barbie, says make yourself the most favourite person of yourself. This will help you touch heights in life. Beauty of dreams will glorify your life like heaven and beauty isn't having a flawless skin and perfect body, it is how you carry yourself with confidence.

10. What message do you wish to convey to your followers?

Friends, don't ever compromise on your dreams, do what it takes to get it accomplished. Respect yourself and chase your dreams.



TRAVEL.EAT.ND.REPEAT  
your profile >>

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1. Can you tell our readers about yourself?

I'm thalapalli ekshitha, an internet blogger who loves exploring new food and places and I love sharing my experiences with people.

2. Describe how you first got into blogging? How do you stay motivated?

It all started with my sister she was a food blogger and I followed in her foot steps. My wanderlust, my love for food and audience keeps me motivated.

3. How do you manage to blog?

I am still an undergraduate student so it's a bit hard but if you are living life to the fullest and be present and actually look around you will find that life has something new to offer everyday.

4. What has been the most memorable part of your blogging journey?

Not everything was pleasant and not everything was horrible but the whole journey has been memorable.

5. What do you think is the best strategy if someone wants to try his hands at blogging, where to start?

The best strategy for new bloggers would be quality content and consistency.

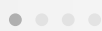
6. Do you plan your content for the month in advance? If yes, how?

Sometimes it's planned and sometimes spontaneous.



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7. Do you see yourself five years from now? Why?

yes,i envision myself having a thriving online experience with a significantly larger audience. my goal is to be a trusted source for food enthusiasts,sharing delicious recipes,culinary insights,and restaurant reviews.additionally,i hope to have established partnerships with various food brands and businesses.

8. What would you say is the biggest challenge in the blogging industry in Hyderabad?

The biggest challenge in the blogging industry according to me is standing out in the sea of content. With millions of articles and posts being shared everyday gaining popularity and an engaging audience is difficult. Plus the algorithms and trends are ever changing.

9. Barbie has been an iconic toy for generations and has an impact on young minds, what message would you like to see Barbie convey to the next generation?"

I have never been a fan of barbie and i dont know what is is about.

10. What message do you wish to convey to your followers?

Dont give up,go where your heart takes you and do that first thought in your head tells you.



100% Unani medicine to soothe all your common ailments.



[/zindatilismath](https://www.instagram.com/zindatilismath)

A man with a pompadour hairstyle, wearing a dark suit, is shown in profile from the chest up. He is holding a professional video camera mounted on a tripod. The camera has a large, fluffy microphone attached to the top. The background is a plain, light gray. The overall image has a dark, semi-transparent overlay.

# .ARTICLES

*"The Art of Influence: A Glimpse into the World of Influencer Marketing"*

# Creating Killer Content: 7 Tips to Boost Your Engagement and Reach

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In the crowded digital landscape, creating content that captivates and resonates with your audience has become the key to standing out as an influencer. Whether you're a seasoned content creator or just starting your journey, crafting killer content that boosts engagement and expands your reach is vital to building a loyal and enthusiastic following. In this article, we share seven essential tips that will help you create content that leaves a lasting impression and drives meaningful connections with your audience.

## Know Your Audience Inside Out Focus on High-Quality Visuals

The foundation of killer content lies in understanding your audience like the back of your hand. Conduct thorough research to identify your target demographic, their preferences, pain points, and interests. Engage with your followers through polls, surveys, and comments to gather insights into what type of content they find valuable. Armed with this knowledge, you can tailor your content to meet their needs and deliver content that resonates with them on a personal level.

## Tell Authentic Stories

Authenticity is the currency of the digital age. Your audience seeks real, relatable stories that showcase your genuine personality and experiences. Share personal anecdotes, triumphs, challenges, and lessons learned. Be vulnerable when appropriate, as it helps humanize your brand and fosters a deeper connection with your followers. When your audience feels a genuine connection with you, they are more likely to engage with your content and advocate for your brand.

In the visual-centric world of social media, eye-catching content is essential. Invest in creating high-quality visuals that align with your brand identity. High-resolution images, professional photography, and visually appealing graphics will elevate your content and leave a memorable impression on your audience. Incorporate a consistent color palette and aesthetic across your posts to create a cohesive and recognizable brand image.

## Master the Art of Storytelling

Craft compelling narratives that draw your audience in and keep them engaged from start to finish. Whether it's through videos, blog posts, or captions, a compelling story creates an emotional connection and captures your audience's attention. Utilize the power of the "hook" to grab attention within the first few seconds and then maintain their interest through an engaging narrative arc.

## Embrace Video Content

Video content has become a dominant

force in the digital world, with higher engagement rates compared to static images and text-based posts. Embrace the power of video by creating engaging vlogs, tutorials, behind-the-scenes clips, or even short-form entertaining content like TikTok videos. Leverage the potential of live streaming to interact with your audience in real-time and foster a sense of community.

## Encourage Two Way Communication

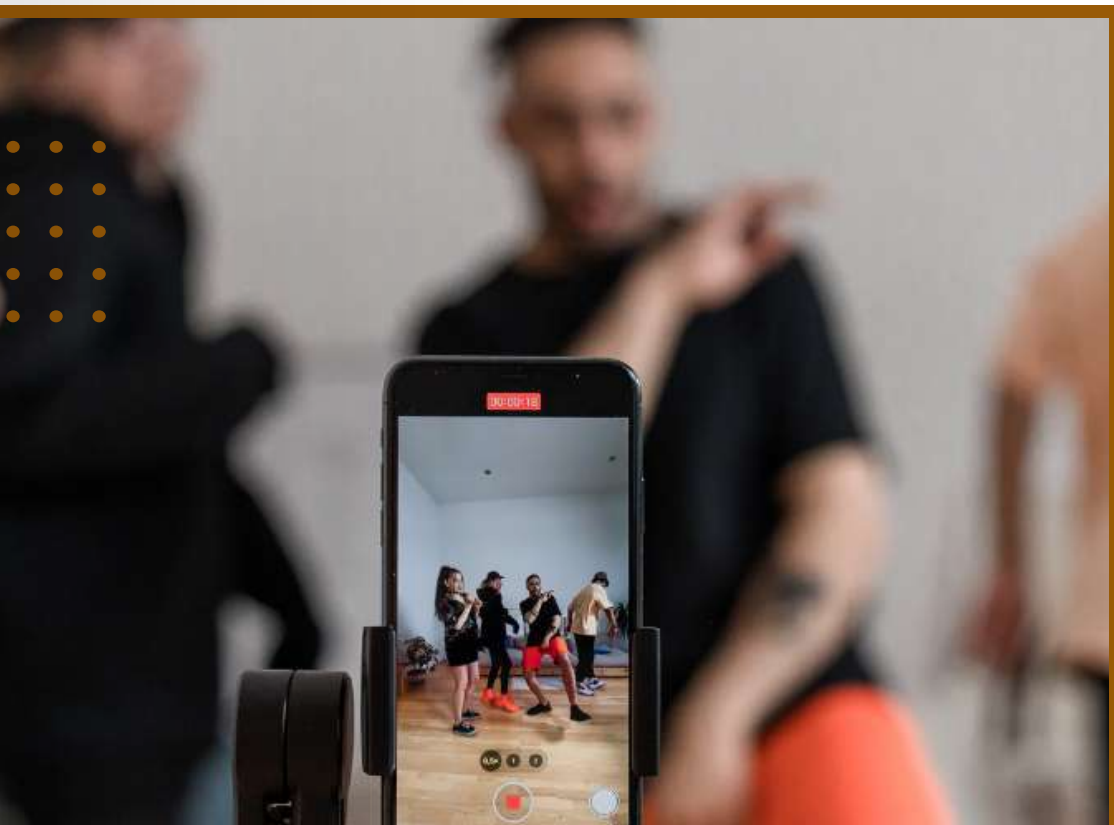
Engagement is a two-way street. Encourage your audience to participate actively by asking questions, running polls, and seeking their opinions on various topics. Respond promptly to comments, messages, and direct interactions. This interaction shows your followers that you value their input, fostering a sense of belonging and loyalty.

## Optimize for Platform Algorithms

Each social media platform has its own algorithm, and understanding how they work can significantly impact your reach and engagement. Stay updated on the latest algorithm changes and adjust your content strategy accordingly. Consistency, timing, and frequency of posts are also vital factors in maximizing your content's visibility. Use analytics tools provided by platforms to gain insights into the performance of your content and refine your approach continually.

## In a nutshell

Creating killer content is an art that requires a deep understanding of your audience, a commitment to authenticity, and a mastery of storytelling. By knowing your audience inside out, leveraging high-quality visuals, embracing video content, and encouraging two-way communication, you can captivate your audience and boost engagement. Stay adaptable, keep learning from your audience's feedback, and optimize your content strategy to align with platform algorithms. Remember, killer content not only expands your reach but also forges meaningful connections, turning your followers into loyal advocates of your brand. So, embrace these tips and embark on a content creation journey that leaves a lasting impact on your audience.



# Mastering Instagram: How to Leverage the Latest Features for Growth

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With over one billion active users, Instagram continues to be one of the most influential and popular social media platforms. To stay ahead in the competitive world of Instagram, influencers and content creators must constantly adapt and leverage the platform's latest features and tools. In this article, we'll explore the newest Instagram features and provide actionable strategies to help you master them for accelerated growth and engagement.



## Embrace Reels for Short-Form Video Content

Instagram Reels, the platform's short-form video feature, has quickly gained traction and is an excellent tool for increasing engagement and reach. Embrace Reels to showcase your creativity, entertain your audience, and share quick and informative content. Consider leveraging trending audio, using eye-catching visual effects, and experimenting with different video lengths to see what resonates best with your followers. Remember, Reels appear in the Explore page, giving you an opportunity to reach a broader audience beyond your followers.

## Connect Authentically with Live

Instagram Live allows you to host live broadcasts with up to other people, fostering deeper connections with your audience and other creators. Use Live Rooms for Q&A sessions, interviews, collaborations, or virtual events. By engaging with your followers in real-time and involving other influencers or experts, you can attract new viewers and build a sense of community around your brand.

## Utilize Instagram Guides for Curated Content

Instagram Guides enables you to curate and organize content around specific topics or themes. Use this feature to share valuable tips, recommendations, and resources for your niche. Whether it's a collection of your best travel destinations, favorite products, or step-by-step tutorials, Guides can showcase your expertise and keep your audience engaged and informed.

## Leverage Shopping Features

Instagram's shopping features have evolved, making it easier than ever for creators to monetize their content and for businesses to showcase their products. If you're an influencer, consider joining the Instagram Affiliate Program to earn commissions from the sales of products you promote. Use product tags and the "Shop" tab on your profile to direct your audience to featured products seamlessly. Authentic, visually appealing content that showcases products in real-life scenarios drives conversions and boosts sales.

## Prioritize Instagram Stories

Instagram Stories remain a powerful tool for engagement. Take advantage of the latest interactive stickers, such as polls, questions, quizzes, and countdowns, to encourage audience participation. Use Stories Highlights to categorize and save your best stories, making them accessible to new followers and reinforcing your brand message. Additionally, try cross-promoting your Reels, IGTV videos, and Guides through Stories to maximize their visibility.



## Analyze Insights for Data-Driven Decisions

Instagram Insights provides valuable data about your audience's behavior and preferences. Regularly analyze your insights to identify trends, peak engagement times, and top-performing content. Use this information to refine your content strategy, posting schedule, and target audience to optimize your reach and engagement.

## In a nutshell

Mastering Instagram requires a combination of creativity, authenticity, and adaptability. By embracing the platform's latest features like Reels, Live Rooms, Instagram Guides, and shopping tools, you can drive growth and engagement for your brand. Prioritize Instagram Stories to keep your audience engaged, and make data-driven decisions using Instagram Insights. Remember, staying ahead in the Instagram game means continuously evolving your content strategy and leveraging the platform's latest innovations to forge meaningful connections with your audience and grow your influence. So, take these tips, stay updated with Instagram's latest developments, and unlock the full potential of this dynamic social media platform.

# The Power of Micro-Influencers: How Small Followings Can Lead to Big Impact

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In the ever-evolving landscape of social media marketing, the rise of micro-influencers has been nothing short of remarkable. While mega-influencers with millions of followers continue to dominate the limelight, it's the micro-influencers with their smaller, niche audiences who are proving to be incredibly influential in the digital realm. In this article, we delve into the reasons why micro-influencers wield such power and explore how they can achieve a big impact despite their modest followings.

## Authenticity and Trust

One of the main reasons micro-influencers are gaining traction is their authenticity. With smaller followings, they are often perceived as more relatable and genuine compared to their celebrity counterparts. Their close-knit communities trust their recommendations and opinions, creating a sense of credibility that is invaluable in today's marketing landscape. By maintaining strong connections with their followers, micro-influencers can inspire meaningful engagement and foster loyal relationships, enhancing the effectiveness of their campaigns.

## Niche Expertise

Micro-influencers are known for their expertise in specific niches. Whether it's beauty, fitness, travel, gaming, or any other area, they possess in-depth knowledge and passion for their chosen subjects. This expertise allows them to create highly targeted content that resonates with their audience, leading to higher levels of engagement and conversion rates. Brands benefit from this focus, as micro-influencers can precisely target consumers who are genuinely interested in their products or services.

With fewer followers, they can dedicate more time to respond to comments, interact with their audience, and build meaningful connections. As a result, their followers feel more valued, leading to increased loyalty and trust in the influencer's recommendations.

## Word-of-Mouth Effect

Micro-influencers thrive on word-of-mouth marketing. When a micro-influencer recommends a product or service, their followers are more likely to share that recommendation with their own social circles. This ripple effect can amplify the reach of the brand's message, generating organic buzz and exposure far beyond the influencer's initial reach. Harnessing the power of genuine word-of-mouth promotion can lead to exponential growth and brand recognition.

## Agility and Adaptability

In the rapidly changing digital landscape, agility is crucial for success. Micro-influencers often have the advantage of being more adaptable and responsive to trends and platform changes. They can quickly pivot their content strategies to align with new algorithms or emerging trends, ensuring their relevance and visibility in an ever-evolving social media ecosystem.

## In a nutshell

The era of micro-influencers has ushered in a new paradigm in social media marketing. Their authenticity, niche expertise, cost-effectiveness, higher engagement rates, word-of-mouth effect, and adaptability are qualities that make them powerful and influential voices in the digital space. Brands that recognize the potential of micro-influencers and embrace their unique advantages can tap into highly engaged, niche markets and achieve significant impact even with a relatively modest following. As the influencer marketing landscape continues to evolve, the influence of micro-influencers is undoubtedly set to grow, shaping the future of brand-consumer relationships.

## Cost-Effectiveness

Compared to macro-influencers or traditional advertising, collaborating with micro-influencers can be significantly more cost-effective. Many micro-influencers are open to partnership opportunities with smaller brands, and some even accept products or services in exchange for promoting them. This flexibility in compensation makes micro-

influencer marketing accessible to businesses with varying budgets, enabling them to tap into niche markets without breaking the bank.

## Increased Engagement Rates

A smaller following doesn't mean diminished engagement. In fact, micro-influencers often boast higher engagement rates compared to influencers with massive followings.



# Feasting like Royalty: Culinary Journey at the Majestic Mughlai Buffet

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Step into a world of opulence and indulgence at our Mughlai Buffet restaurant, where the aromas of rich spices and delectable flavors beckon you to an unforgettable culinary journey. With over 50 mouthwatering dishes on offer, our buffet presents an extraordinary feast fit for royalty, all at an affordable price.

## Sahib's Barbeque By Ohris

### Live Kebabs: An Experience Unlike Any Other

Sahib's barbeque Restaurant takes pride in its live kebab station, a culinary spectacle that never fails to captivate diners. The skilled chefs prepare an assortment of kebabs, including succulent tandoori delicacies and flavorsome skewers, right before your eyes. The enticing aroma and sizzling sounds will whet your appetite, setting the stage for a truly unforgettable dining experience.

### The Majestic Non-Veg Delicacies

For meat aficionados, Mughali Restaurant boasts an array of mouthwatering non-vegetarian dishes that embody the essence of Mughlai cuisine. A standout among them is the world-renowned Hyderabad Biryani, an aromatic blend of long-grain Basmati rice, succulent pieces of tender meat, and a secret blend of spices that create an explosion of flavors. Each bite is a tantalizing experience, transporting diners to the royal courts of Hyderabad.

No visit to Mughali Restaurant is complete without savoring the signature Mutton Marg. Slow-cooked to perfection, this dish showcases tender mutton infused with fragrant spices and rich gravies, making it a true indulgence for meat lovers.

Another gem of their non-veg offerings is the quintessential Haleem, a traditional dish with a perfect balance of lentils, meat, and wheat, simmered for hours to create a hearty stew-like consistency. With each spoonful, you'll be enchanted by its melt-in-your-mouth goodness.

### Vegetarian Bliss

Mughali Restaurant ensures that vegetarians have an equally enchanting culinary journey. With an impressive selection of vegetarian dishes, the restaurant elevates plant-based dining to an art form.

The Daal Makani, a rich and creamy lentil dish simmered to perfection, promises to delight even the most discerning palates. Its velvety texture and subtle blend of spices make it a crowd-pleaser.





For those seeking an authentic taste of Mughal cuisine without meat, the Veg Biryani is a must-try. Every spoonful is packed with the aroma of aromatic spices, mixed vegetables, and the finest Basmati rice, creating a delightful symphony of flavors.

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### **A Sweet Symphony**

To conclude the feast on a sweet note, Mughali Restaurant offers a selection of delectable desserts that celebrate the legacy of Mughal sweet delicacies. From the creamy and aromatic Shahi Tukda to the luscious Phirni, each dessert is a celebration of the rich culinary heritage that leaves guests with a sweet aftertaste of nostalgia.

### **In a nutshell**

Sahib's barbeque Restaurant stands as a beacon of the past, preserving and celebrating the essence of Mughal cuisine while offering a diverse and sumptuous dining experience for all food enthusiasts. Whether you're a non-vegetarian looking to indulge in the richness of meat or a vegetarian seeking an explosion of flavors without compromising on taste, Mughali Restaurant caters to all with its diverse array of dishes. So, take a step back in time and embark on a gastronomic journey fit for royalty at Mughali Restaurant.





## The Barbie Concept: Influencing Young Influencers in a Changing World

For decades, Barbie has been more than just a doll; she has become an enduring cultural icon that has left a significant impact on young minds worldwide. With her diverse range of careers, styles, and personalities, Barbie embodies the essence of empowerment and inspires young influencers to dream big and challenge societal norms. In this article, we explore the Barbie concept and how it has influenced the outlook and aspirations of young influencers in an ever-changing world.

### Breaking Stereotypes

Barbie's evolution from her initial portrayal as a fashion model to a diverse range of careers has played a pivotal role in breaking traditional gender stereotypes. Young influencers who grew up with Barbie have witnessed her transforming into a doctor, scientist, astronaut, and other professions once considered male-dominated. This portrayal has encouraged them to believe that they, too, can pursue any career they desire, regardless of their gender.

### Embracing Diversity and Inclusion

The Barbie concept has undergone significant transformations to reflect the world's diversity. Mattel's efforts to release dolls with diverse skin tones, body types, and cultural

### Gender

backgrounds have taught young influencers the importance of inclusivity and embracing differences. By seeing dolls that represent various races, ethnicities, and body shapes, these young influencers are more likely to develop empathy and an understanding of the world's rich tapestry.

### Fostering Imagination and Creativity

Barbie's versatile wardrobe, accessories, and playsets encourage young influencers to use their imagination and creativity during playtime. As they customize and style their Barbie dolls, they learn the art of storytelling and role-playing. This imaginative play not only aids in their cognitive development but also sparks their creative flair, which often translates into their content creation as young influencers.

### Promoting Positivity and Self-Expression

With the introduction of Barbie dolls in different body shapes and sizes, the Barbie concept has championed body positivity and self-expression. Young influencers who have grown up with diverse Barbies are more likely to accept and celebrate their unique appearances. This newfound body confidence can empower them to embrace their authentic selves and promote body positivity through their social media presence.

### Encouraging Responsibility and Activism

In recent years, Barbie has ventured beyond the realm of fashion and careers to address pressing societal issues.

### Body and

### Social and

Barbie dolls that promote social causes like environmentalism, mental health awareness, and gender equality have influenced young influencers to take a stance on issues that matter to them. Many young influencers have used their platforms to raise awareness, encourage donations to charities, and participate in activism, following Barbie's example of using her influence for positive change.

### Instilling the Value of Friendship

Barbie's circle of friends, such as the iconic duo of Barbie and Midge or Barbie and Nikki, showcases the value of friendship and the importance of supportive relationships. Young influencers who engage with Barbie dolls and her friends learn the significance of camaraderie, empathy, and being there for each other, fostering a sense of community and connection in their own lives and online communities.

## HYDERABAD INFLUENCERS TURNED BARBIE



*Barbie has been a cultural icon and toy brand for many years, and it has been marketed as a source of inspiration for girls to believe they can achieve anything they set their minds to, just like boys.*

*When children create imaginary worlds and role play with dolls like Barbie, it prompts them to talk about thoughts about others' emotions and feelings. This can have positive long-lasting effects on children, building social and emotional processing social skills like empathy.*

 [iba\\_khann35](https://www.instagram.com/iba_khann35)



*Barbie, that one doll out of many which had been an inspiration for me from my childhood. I have seen barbie as a fashion icon. Used to dress up the doll & imagine myself being one.*

*As I grew up I turned into a model which has deep roots of inspiration from the doll. When I walk the ramp & get into different costumes I feel like a barbie. In my profession I feel it comes naturally to be a barbie. Barbie has a big role to play in my life & instigating the dreams & ambitions I have.*

 [\\_sindhu13](#)

### IN A NUTSHELL

The Barbie concept has transcended generations and continues to inspire young influencers in profound ways. From challenging gender stereotypes to promoting diversity, self-expression, and social responsibility, Barbie has played a significant role in shaping the outlook and aspirations of young minds. As young influencers create content and engage with their followers, they carry forward the empowering lessons learned from the iconic Barbie doll. In a rapidly changing world, the Barbie concept



*Barbie has always fascinated me and what fascinated me more was that barbie had so many careers where she can be pretty and aspirational at the same time . She normalised having her own identity while being unmarried.*

 [rimideka29](#)



*Barbie has continued to evolve in the modern world to stay relevant and adapt to changing times. She promotes inclusivity, diversity, and positive representation in their dolls.*

*In recent years, Barbie has introduced a more diverse range of dolls with different skin tones, body shapes, and hair types to better reflect the diversity of the real world. The brand has launched dolls representing various professions, empowering young girls to dream big and pursue their ambitions.*

 [priiibee\\_](#)



Tanya Choudhury:  
The True Barbie spirit, an influencer turned actor

# Cover Story



HYDERABAD  
BLOGGERS

Cover  
Story  
★ ★ ★ ★ ★



# The Barbie Starlet

In the enchanting city of Hyderabad, a dazzling star has emerged, seamlessly transcending the world of fashion to captivate audiences on the big screen and in web series. Meet Tanya Choudhury, the epitome of elegance and talent, who has embraced the Barbie ideology to gracefully explore new opportunities in the realm of acting.

From commanding fashion runways to commanding the screen, Tanya Choudhury has taken her artistic journey by storm. As a fashion influencer, she effortlessly charmed her audience with her impeccable style and poise, but her heart yearned for more. Fuelled by the indomitable spirit of Barbie, she delved into the world of acting with sheer determination.

Her transformation from a fashion icon to a lead actress began with a groundbreaking performance in the acclaimed web series "Gali." Portraying a multi-dimensional character, Tanya Choudhury proved her mettle as a versatile performer, earning praise from critics and audiences alike. Her portrayal showcased the essence of Barbie - adaptable, bold, and capable of owning any role she embraces.

The silver screen beckoned, and Tanya Choudhury answered with grace and aplomb. In movies like "Sukhi Bhava" and "Kalki," she exuded a magnetic on-screen presence, effortlessly transitioning from fashion diva to lead actress. Embracing the Barbie ideology, she embodies the concept of being limitless and taking on diverse roles with unwavering confidence.

In a candid interview, Tanya Choudhury shared, "The Barbie ideology is at the core of everything I do - from fashion to acting. It empowers me to break barriers and believe in my abilities to portray strong, independent characters. Every role I take on is a new opportunity to inspire others, just like Barbie has inspired generations."

# DETERMINED

HYDERABAD  
BLOGGERS

Cover  
Story  
★ ★ ★ ★ ★

## AMBITIOUS



With each new project, Tanya Choudhury continues to uphold the Barbie ethos, challenging societal norms and defying expectations. As a lead actress, she empowers women and embraces the idea that they can conquer any challenge that comes their way.

Even amidst her rising stardom, Tanya Choudhury remains connected to her fashion roots, blending her innate sense of style with her on-screen avatars. Her wardrobe choices exude sophistication, much like the various Barbie dolls that have been trendsetters for generations.

The impact of Tanya Choudhury's journey is felt not only within the entertainment industry but also among her legion of followers. Her social media platforms serve as a testament to the power of the Barbie ideology, encouraging self-belief and fearlessness in pursuing one's dreams.

Hyderabad takes immense pride in Tanya Choudhury's accomplishments, celebrating her not only as a fashion icon but also as a trailblazing lead actress. Her commitment to keeping the Barbie ideology alive resonates deeply with her audience, making her a relatable and inspiring figure for aspiring artists and dreamers.

## ADAPTABLE



As Tanya Choudhury continues her journey of exploration, we can't help but be in awe of her ability to effortlessly embody the essence of Barbie - a symbol of empowerment, ambition, and grace. With her infectious charm and remarkable talent, she is well on her way to leaving an indelible mark in both the fashion and acting worlds.

As we eagerly await Tanya Choudhury's next exciting chapter, we know that her career will continue to thrive, guided by the timeless ideology of Barbie - an ever-evolving symbol of strength, beauty, and boundless potential.



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# FOOD REVIEWS

*"Foodie Diaries: Exploring the  
Gastronomic World of an Influencer"*



Hyderabad as a city has been buzzing with plethora of cafes post lock down . One cafe that fascinated me ticking all the right boxes has to be Ps Cheese cafe , the first Artisanal Cheese cafe of Hyderabad where they make inhouse cheese ,a first in the city .It's been months since it has been open to public and yet there is no sign board or name of the cafe . The cafe has got distinct bright yellow and white tones with a glass Rooftop which has become an identity of the cafe . A must visit cafe for coffee and cheese fans . One of my favourites in city where I can spend entire time to devour the food especially the breakfast. Right from smoothie bowls to all English breakfast platters paired with the finest coffee from Roastery Coffee House .

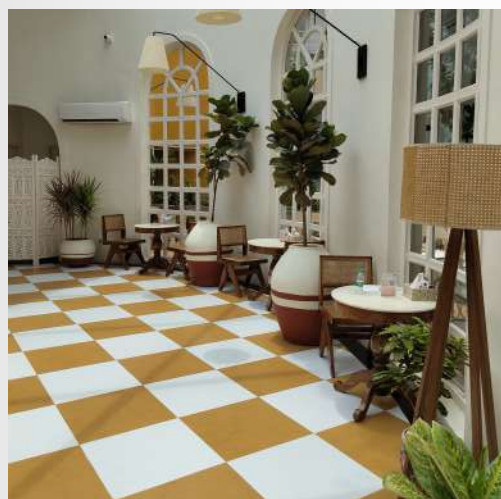


The hospitality is actually top notch and the pricing is decent for the vicinity when compared to other cafes . There are ample Insta worthy spots for one to take selfies . The good part is each table has charging dock making it work friendly cafe .

Everyday they make upto 2 litres of cheese including Feta , Mozzarella,Ricotta along with Burrata . Also they do allow customers to try tier hands on the process behind the cheese making in their factory.

**My favourite recommendations to try here are**

- Signature Cheese platter
- Avocado smoothie bowl
- Granola fruits smoothie
- Mutton keema sandwich
- Peri peri chicken wings
- Egg Florentine
- Cranberry coffee
- Pour over



# Ps Cheese cafe



I'm a big Italian food fan. I love cheese mozzarella, pasta delizioso!!! Anything Italian, I'll take it.

Looking for some fine Italian cuisine and delectable desserts in Hyderabad? Well, head to Churrolto and it's one of my favourite! A charming Italian cafe that has gained immense popularity for its delectable churros and Italian delicacies. As you all know this place is famous among all hyderabadis. The best Part? You would even find ketogenic and vegan options here. I love their Vegan Blueberry & vegan chocolate ice creams & lite brownie dessert. This cosy eatery offers a wide range of Italian dishes, including freshly baked pizzas, creamy pasta, and flavourful risottos. Their vegan churros with dairy milk dip, risotto, Margarita Pizza, pesto sandwich, Spaghetti Pesto Olio, buttermilk fried chicken and blueberry cheese cake, tiramisu is a must try. Whether you're looking for a quick bite or a leisurely meal, Churrolto is a must-visit for Italian food enthusiasts.



# Churrolto

ZAINASGRAM





### Think Hummus Think different !

Straight out of the streets Surat the diamond city of india Hummus house has recently opened its door to Hyderabad the city of Nizams . The menu at Hummus house is diverse and has offered a range of flavorful Mediterranean dishes from classic falafel , Lebanese sides to mouthwatering pizzas and pastas . let's talk about the food! Each dish was a masterpiece, beautifully presented and bursting with flavours and the attention to detail by the chef and use of the fresh ingredients was evident in every bite, and the flavours were well-balanced. I particularly enjoyed their unique spin on traditional Mediterranean cuisine which added an exciting twist to the dining experience. The dishes are highly recommended are the original falafel sandwich , the beetroot hummus with garlic pita bread and the Lebanese manakish. In addition to the exquisite food, the restaurant also boasted an impressive selection of their mocktails such us Lebanese limonana and the watermelon mojito which perfectly complements the meal. The servers were more than happy to recommend pairings, enhancing the overall dining experience. Whether you're a vegetarian or not, this restaurant is a must-visit for anyone who appreciates exceptional Mediterranean flavours and a welcoming atmosphere. What truly sets this restaurant apart is the passion and dedication of the entire team. Their commitment to providing exceptional service and culinary excellence truly shines through.



# Hummus House

THEDECCANFOODIE





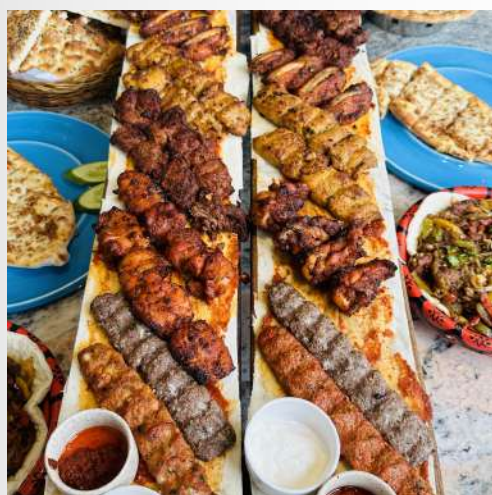
Featuring another amazing place for all your meat cravings. This beautiful restaurant Levant, is one of the oldest restaurants in town. I've great memories here, when I was in college, levant was my go to place with friends and family. Their Service and quality of the food is top notch, You'll have a Gastronomical Experience.

They are famous for serving Levantine cuisine.

Levantine cuisine is the cuisine from the Levant region of the Middle East. This region comprises Turkey, Lebanon, Palestine, Israel, Jordan, Cyprus, and Syria. However, a broader definition of the Levant region includes Egypt, Greece, Libya, and Iraq.

My favourites and must tries are the Mushakkal Meat Platter, Zarb, Tovak Pasha Steak (Serving imported lamb streaks), Manakeesh and Mix Mezze- a mixture of hummus, baba ganoush and olives.

It will cost you around 1500/- for two approximately.



# Levant

ADDAPINCHWITHNAAZ





# THE TRENDING

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A woman with long dark hair, wearing a yellow tank top and blue jeans, is holding a smartphone in front of a ring light. She is looking at the phone with a serious expression. The background is a blurred indoor setting with vertical bars.

# SPOTLIGHT

*"A New Era of Influence: Embracing  
the Power of a New Voice"*

## ABOUT

Meet Deepshikha, a dedicated fashion enthusiast who has always had a natural flair for being in front of the camera. With a strong passion for fashion, she carved her path in the industry as a model and fashion influencer, showcasing her unique styling ideas through captivating content. With four years of experience in modeling and fashion influencing, Deepshikha has built a strong presence in the digital world. Remarkably, she manages to balance her career in the corporate world as an HR professional at Deloitte, seamlessly juggling her profession with her true passion for fashion.

## BRANDS WORKED WITH

Lenskart

Indya

Caratlane

Sugar Cosmetics

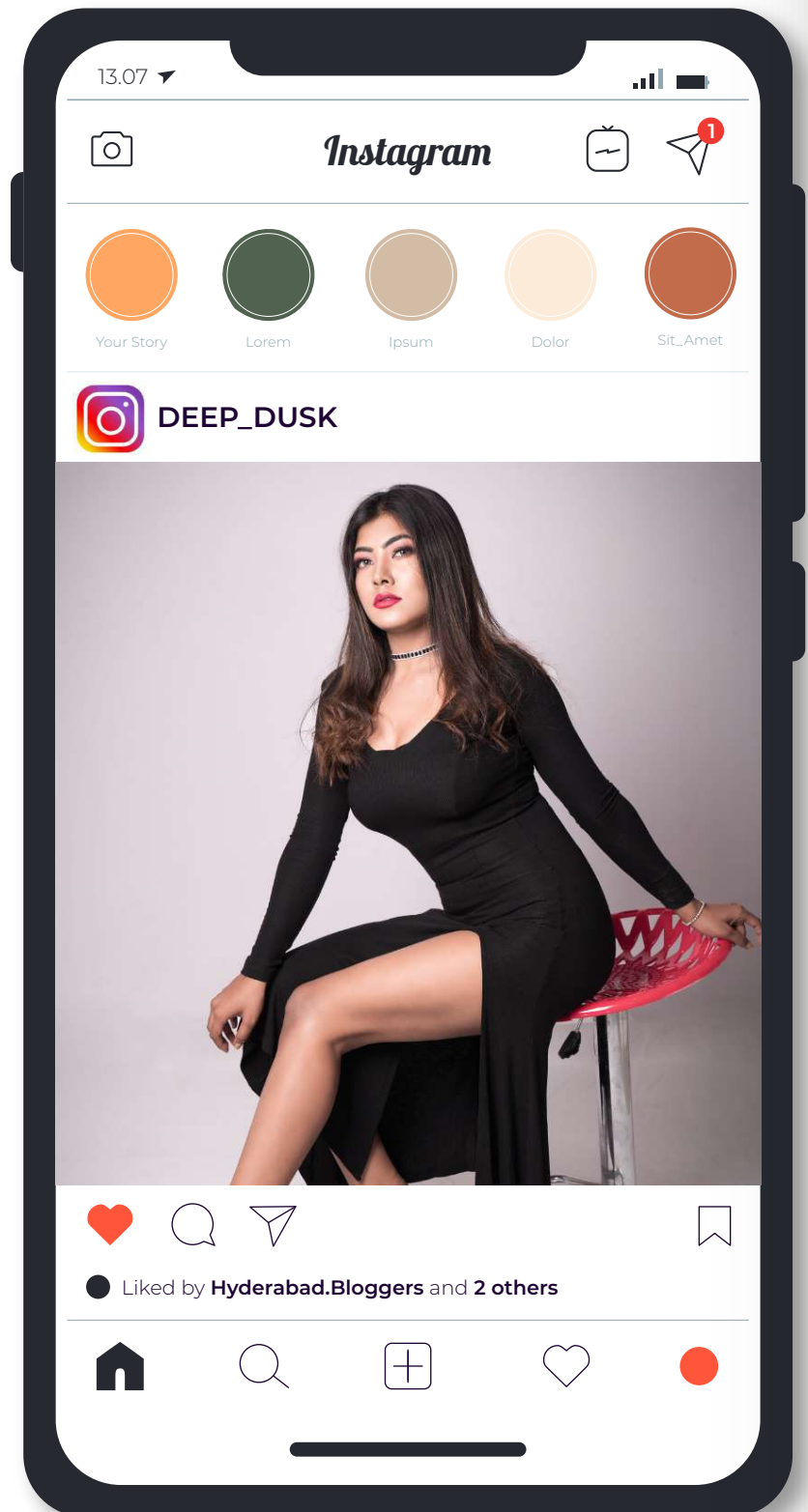
blue heaven

Giva

Wella Professional

Hardrock cafe

Kushals Jewellery



## ABOUT

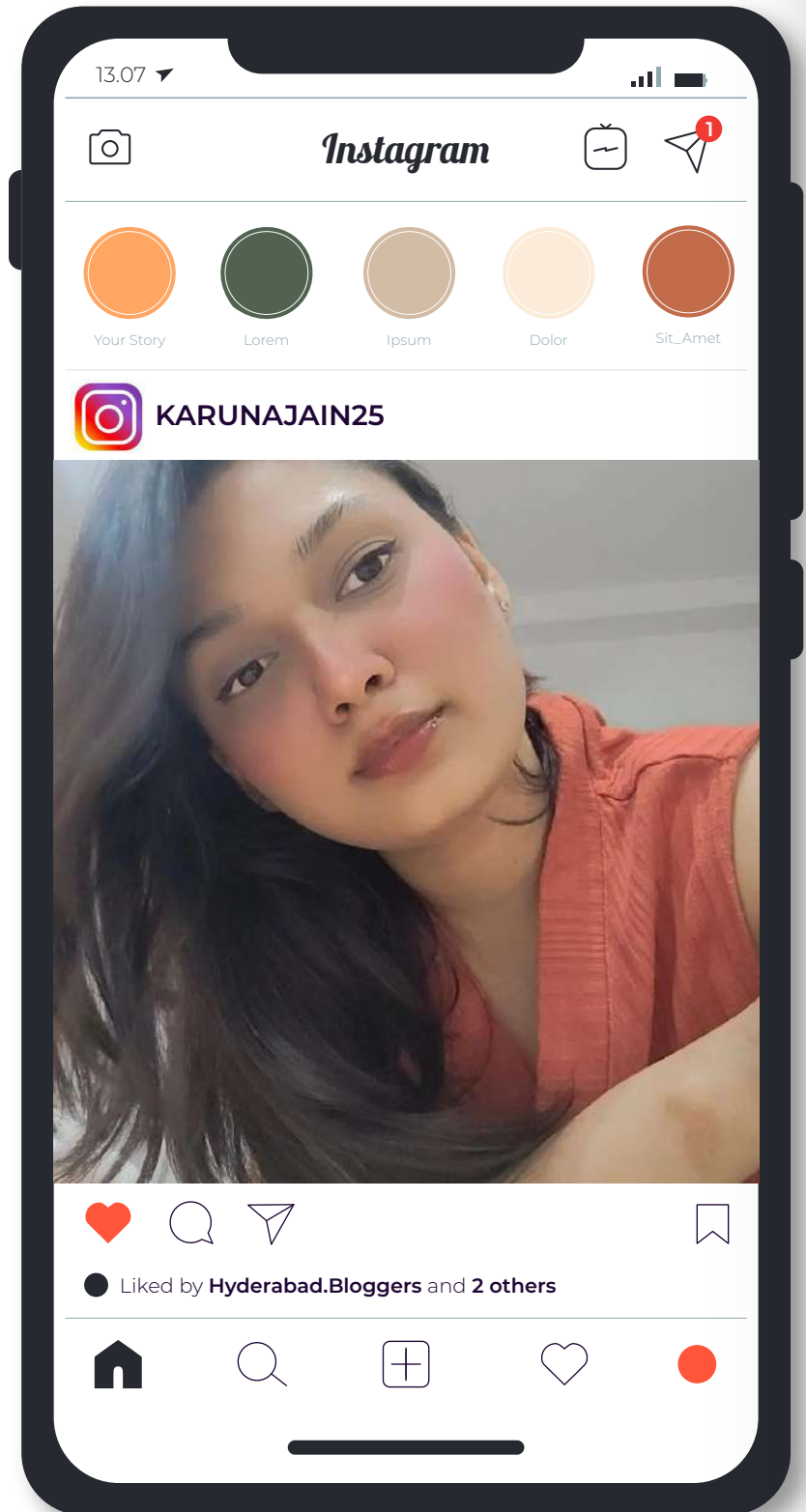
Hello there! I am Karuna Jain, a passionate individual with a diverse background in marketing and digital media. Armed with an MBA in Marketing, I have honed my skills as a digital marketer and currently serve as the lead for a cutting-edge AI Research & Development Company based in the United States.

Beyond my corporate role, I embrace my creative side as a freelance marketer, assisting various brands in navigating the ever-evolving landscape of digital marketing. This journey has led me to explore new avenues and has sparked my interest in the captivating world of content creation a couple of months ago.

As a beauty and lifestyle content creator, I relish the opportunity to share my experiences, insights, and ideas with an engaged audience. Having a firm grasp on the backend of content creation, my digital marketing expertise enhances the way I curate and deliver content, ensuring it resonates with audiences and stands at the forefront of the digital revolution.

My passion for connecting with people is what propels me forward, driving me to embrace the camera and engage with viewers on a personal level. As I embark on this content creation journey, I am excited to blend my marketing acumen with my creative flair to bring forth meaningful and captivating content that leaves a lasting impression.

I want to explore the limitless potential of content creation and the incredible impact it can have in the digital landscape.



## ABOUT

Aishwarya is a talented and dynamic individual, excelling in both the realms of modeling and acting. With her captivating presence and innate charm, she has established herself as a sought-after model in the fashion industry. Beyond the glitz and glamour, Aishwarya's passion for the performing arts led her to the world of acting, where she continues to impress audiences with her remarkable performances on the silver screen. However, her achievements don't end there; she has also successfully completed her Bachelor's degree in Commerce, specializing in Chartered Accountancy (CA). This unique combination of beauty, talent, and academic excellence defines Aishwarya as a true multi-faceted personality, inspiring others to pursue their dreams with determination and versatility.

## BRANDS WORKED WITH

Malabar

Shlipa story

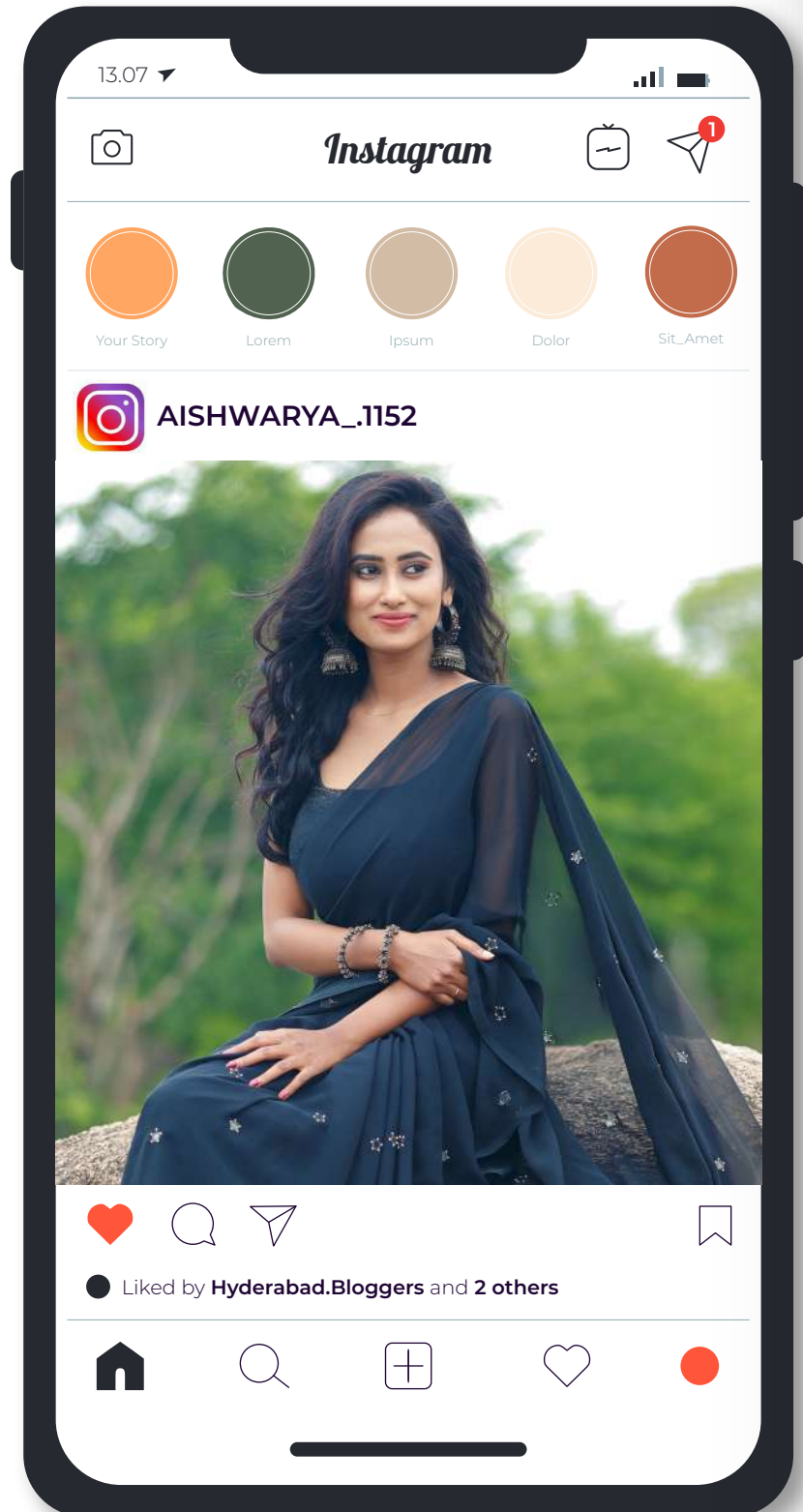
Ponneyan Selvan movie

Madrasi gang movie

Designer shoots

Ramp walk

Jewellery shoots



## ABOUT

In the world of fashion and digital influence, Sabnam emerges as a dynamic personality with a fervent passion for blogging and fashion influencing. With a keen eye for fashion, beauty, and lifestyle, Sabnam uses her platform as a means to share her distinctive perspective and inspire others. Through her blog, social media presence, and brand collaborations, she is driven to infuse creativity, authenticity, and positivity into the lives of her audience. Alongside her pursuits in the fashion industry, Sabnam also finds immense fulfillment in her role as a data scientist. Balancing both professions, she is excited to connect with her audience and share her unwavering enthusiasm for both spheres of her work.

## BRANDS WORKED WITH

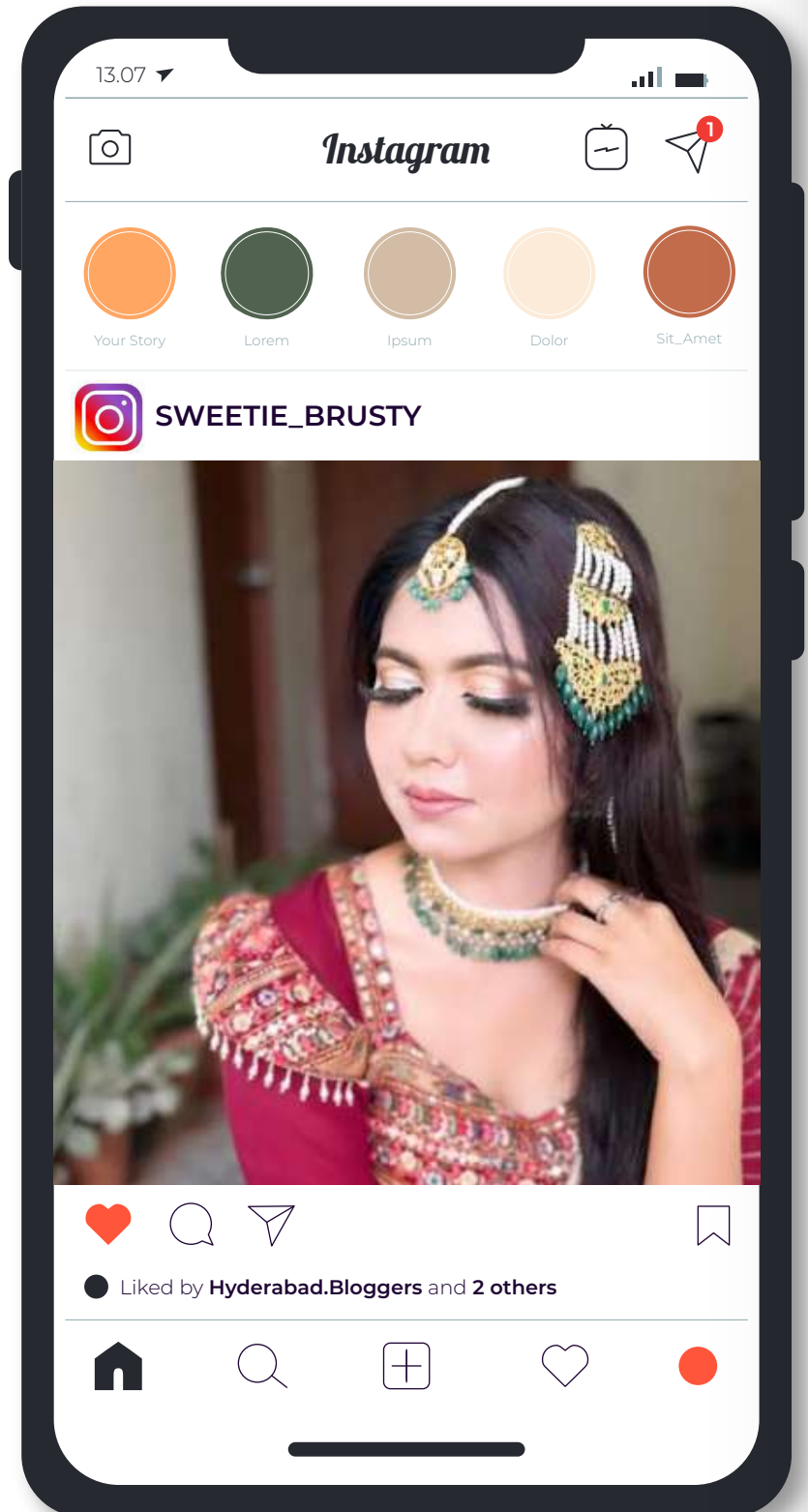
Bioderma

Dominos

wavesoflove

jadaujwellers

mantra engineering



# Tina Ahmed

## Lifestyle Blogger

HYDERABAD  
BLOGGERS

Spotlight

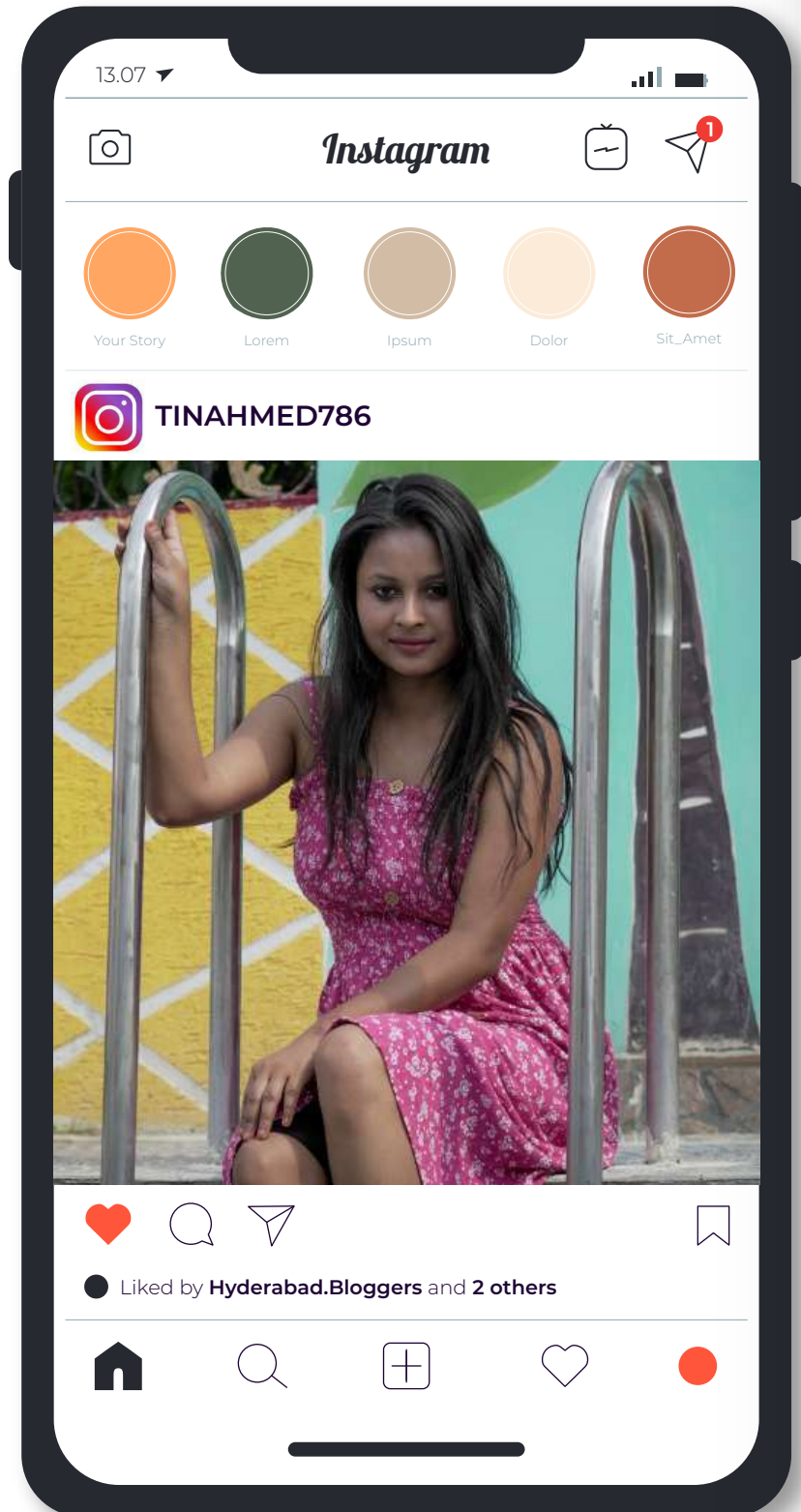
### ABOUT

Tina is a remarkable individual with a passion for both medicine and modeling. As a medico person, she is deeply committed to the field of healthcare, continuously striving to expand her knowledge and skills to provide the best care for her patients. Beyond her medical endeavors, Tina has also embraced her creative side by venturing into the world of modeling as a freelancer. This combination of professions reflects her dedication to explore diverse interests and pursue personal growth. Always eager to learn and improve, Tina approaches life with an insatiable thirst for knowledge, making her an inspirational role model for others aspiring to be well-rounded and continuously evolve into a better version of themselves.

### BRANDS WORKED WITH

Malabar

mama Earth





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