



HYPE
SERIES

HYPE
SERIES

HYPE
SERIES

REAL STORIES. REAL BUILDERS. REAL IMPACT.

HYPE SERIES

HYPE
SERIES

INDIA'S BIGGEST STUDENT CONVERSATION

HYPE
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HYPE SERIES

PARTNER WITH US.

Season 2 — Partnership Deck

India's biggest student conversation platform.

Real conversations. Real students. Real impact.

BY THE NUMBERS

893+

Season 1 Registrations

186

Colleges Reached

21

States

117m

Avg Watch Time

65%

Tier 2/3 India

Gen Z doesn't watch ads.

They skip them, block them, ignore them. But they watch Hype Series for 117 minutes.

Banner Ads

0.5% CTR

Students have trained their eyes to skip every banner. Your logo in a corner gets zero attention.

Sponsored Posts

3 sec view

Scrolled past in 3 seconds. No connection. No memory. No trust with the audience.

College Fests

One college

One event, one college, one day. Limited reach, high cost, forgotten by next week.

Hype Series

117 min attention

Your brand lives inside a conversation students chose to be part of. That's not advertising. That's belonging.

✦ THE HYPE SERIES DIFFERENCE

AUDIENCE PROFILE

The audience your brand can't reach anywhere else.

65%**Tier 2/3 India**

Underserved, aspirational, brand-loyal. No other platform reaches them at this scale.

49%**Women attendees**

One of highest female engagement rates in student platforms in India.

18-24**Core age group**

Peak purchase decision years. First jobs, first brands, first loyalties.

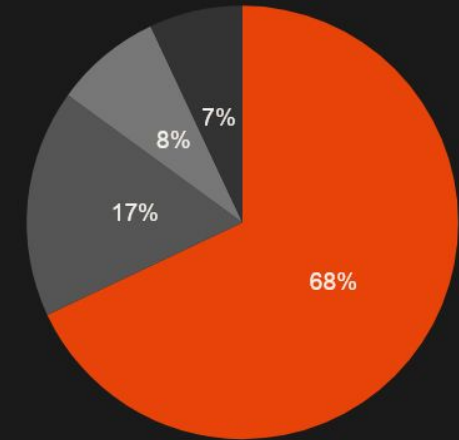
117m**Avg watch time**

Not impressions. Actual engaged attention. 17x longer than any digital ad.

40%**Q&A participation**

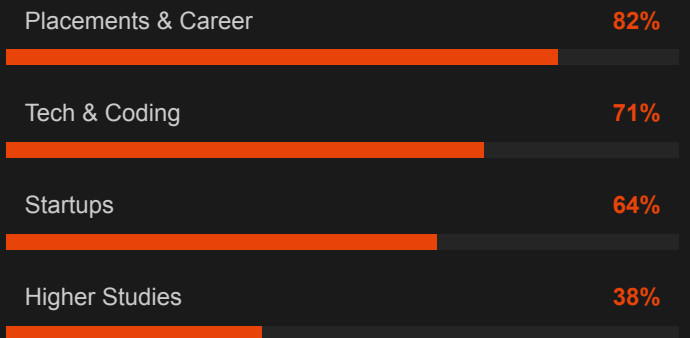
Students don't just watch. They participate. That's the deepest engagement metric.

STUDENT BREAKDOWN



Engineering/CSE IT/Apps MBA/Commerce Others

TOP INTERESTS



HYPE SERIES

INDIA'S BIGGEST STUDENT CONVERSATION

HYPE
SERIES

HYPE
SERIES

real stories.
real builders.
real impact.

HYPE
SERIES

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TWO FORMATS. ONE MOVEMENT.

Online Episodes + Campus Editions.

Your brand inside both.

FORMAT 01 · ONLINE EPISODE

- ✓ 60 – 90 minute live recorded conversation
- ✓ Hosted on Zoom with YouTube livestream
- ✓ Students attend from any college in India
- ✓ Full video + 10-20 short clips produced
- ✓ Live Q&A — students ask directly
- ✓ Brand integrated: opening, reel, logo

Reach: Pan-India · Audience: 500–5,000+ · Content shelf life: 12+ months

FORMAT 02 · CAMPUS EDITION

- ✓ Live talk show in college auditorium
- ✓ 100–400 students in the room physically
- ✓ Host + guest on stage — pure live energy
- ✓ Swag, selfie booth, games with prizes
- ✓ Brand: stage banner, standee, emcee mention
- ✓ Selfie booth with your logo — 100s of photos

Reach: City-specific · Audience: 100–400 live · Organic content: 2,000+ social posts

WHY PARTNER

Not logos in a corner. Actual presence inside the conversation.

Inside the Conversation

Students associate your brand with the value they received — not an ad they were forced to watch. That's trust money can't buy.

Tier 2/3 India First

65% of our audience is from colleges brands have never activated. You're not competing with anyone here.

117 Minutes of Attention

The average Indian YouTube ad is skipped in 5 seconds. Our students stay for 117 minutes. Your brand lives in that attention.

Content That Outlives the Episode

Full video, 10-15 short clips, selfie booth photos, standee appearances — content that keeps working for months after the event.

Authentic Integration

Your brand is mentioned by the host, by the guest, in the WhatsApp blast, on the stage banner. Not screaming. Belonging.

Post-Episode Report

College-wise data, state breakdown, watch time analytics, social reach. Real proof your investment worked.

CHOOSE YOUR LEVEL

Four ways to own the conversation.

TITLE PARTNER

Season Exclusive

₹75,000

1 SLOT ONLY — Season-wide

- Name in show title — 'Powered by [Brand]'
- All episodes branded — online & offline
- Opening + closing host mention every episode
- Largest logo on stage screen
- 5 dedicated Instagram reels featuring brand
- LinkedIn brand mention — all episodes
- 4 standees at every campus edition
- Selfie booth with your branding

+ 4 more benefits

POWERED BY PARTNER

Multi-Episode

₹40,000

2 SLOTS — Multiple episodes

- Opening host mention every episode
- Large logo on stage screen
- 3 dedicated Instagram reels featuring brand
- LinkedIn brand mention
- 2 standees at campus editions
- Selfie booth branding
- Limited guest networking access
- WhatsApp channel brand feature

+ 4 more benefits

CATEGORY PARTNER

Episode Sponsor

₹20,000

3 SLOTS — Per episode basis

- Opening host mention in episode
- Medium logo on stage screen
- 2 dedicated Instagram reels
- LinkedIn brand mention
- 1 standee at campus edition
- Selfie booth branding
- Limited guest networking
- WhatsApp channel mention

+ 4 more benefits

CAMPUS PARTNER

City Edition

₹10,000

Per campus edition — multiple slots

- Opening host mention — campus edition
- Small logo on stage screen
- 1 Instagram post collaboration
- 1 standee at the campus edition
- Selfie booth with logo
- Certificate branding
- Audience goodie insert
- WhatsApp channel post

+ 4 more benefits

PARTNER WITHOUT CASH

No budget? No problem. Support us differently. We'll make it worth it.

IN-KIND PARTNERSHIPS — WHAT YOU GIVE vs WHAT YOU GET

 VENUE PARTNER	 MERCHANDISE PARTNER	 BEVERAGE PARTNER	 COMMUNITY PARTNER
YOU PROVIDE: Auditorium / event space + basic AV for Campus Edition YOU GET: ✓ Logo on website + registration page ✓ 1 Instagram post collaboration ✓ 2 standees at the event ✓ Selfie booth branding ✓ Opening host mention at the episode IN-KIND / CASH	YOU PROVIDE: Branded merchandise — tshirts, caps, bags — for attendees YOU GET: ✓ EXCLUSIVE RIGHTS to merchandise category ✓ Logo on all distributed merch ✓ 1 Instagram reel + 1 post ✓ Standee placement at event ✓ Audience goodie insert IN-KIND / CASH	YOU PROVIDE: Refreshments / beverages for Campus Edition attendees YOU GET: ✓ EXCLUSIVE RIGHTS to beverage category ✓ Water bottle branding (your label) ✓ 1 Instagram post collaboration ✓ Standee at refreshment table ✓ Selfie booth logo IN-KIND / CASH	YOU PROVIDE: Promote Hype Series to your community across India YOU GET: ✓ Logo on website ✓ 1 Instagram post collaboration ✓ Certificate co-branding ✓ Mention in season recap video ✓ WhatsApp channel cross-promotion IN-KIND

All in-kind partnerships are fully negotiable. We work around what you can offer.

BENEFITS BREAKDOWN

Every partner gets value. Scaled by investment.

BENEFIT	TITLE PARTNER	POWERED BY PARTNER	CATEGORY PARTNER	CAMPUS PARTNER	COMMUNITY PARTNER	VENUE / IN-KIND
Logo on Website	✓	✓	✓	✓	✓	✓
Logo on Registration Page	✓	✓	✓	✓	—	✓
Opening Host Mention	✓	✓	✓	✓	—	✓
Closing Host Mention	✓	✓	—	—	—	—
Logo on Stage Screen	Largest	Large	Medium	Small	—	Small
Standees at Venue	4	2	1	1	—	2
Selfie Booth Branding	✓	✓	✓	✓	—	✓
Instagram Posts	5 Posts	3 Posts	2 Posts	1 Post	1 Post	1 Post
Dedicated Reels	2 Reels	1 Reel	1 Reel	—	—	—
LinkedIn Mention	✓	✓	✓	✓	✓	—
WhatsApp Channel Feature	✓	✓	✓	✓	✓	✓
Certificate Branding	✓	✓	✓	✓	✓	—
Pamphlet Distribution	✓	✓	✓	—	—	—
Audience Goodie Insert	✓	✓	—	—	—	✓
Guest Networking Access	Full	Limited	Limited	Limited	—	—
Season Recap Video	✓	✓	—	—	✓	—
Analytics Report	Full	Episode	Episode	Event	—	—
Exclusive Category Rights	✓	—	—	—	—	✓

BRAND INTEGRATION POINTS

15+ touchpoints in a single episode.

Not one banner. Fifteen moments.

Episode opening

Host mentions your brand by name in the first 60 seconds. 100-400 students hear it live.

Selfie booth

Your logo on every selfie taken. Students post to Instagram, WhatsApp, LinkedIn organically.

Stage standees

Your brand visible in every photo, video clip and behind-the-shot throughout the episode.

Stage screen logo

Your logo on the main screen behind the guest and host — every audience photo includes it.

Swag bag insert

Your brand physically in the hands of every student who attends. Taken home, used daily.

Pamphlet distribution

Your message distributed to the full audience before the episode starts. High dwell time.

Certificate branding

Every attendee gets a certificate. Your logo on theirs. Shared on LinkedIn by hundreds.

Reel feature

A dedicated short clip from the episode featuring your brand. Posted to our full audience.

WhatsApp blast

Your brand in the pre-episode WhatsApp announcement to 1000+ registered students.

Instagram post

Co-branded post from Hype Series official account to our full follower base.

Guest mention

Host prompts guest to mention your brand organically in conversation — most powerful.

Post-episode video

Full episode video + clips posted with your branding in thumbnails, titles and descriptions.

If students are your audience, you should be inside this conversation.

EdTech Platforms

Internshala, PW, Unacademy, upGrad, Unstop
— students deciding which platform to trust.
Be the brand they hear from inside the conversation.

Hiring Brands & Startups

Series A/B startups hiring freshers. Your
brand = the company students want to work at
before they even apply.

Fintech & Neo-Banks

First salary account, first UPI, first credit card.
Catch them before any other brand does.

D2C Consumer Brands

Fashion, electronics, food, lifestyle. Gen Z's
first independent spending decisions are
happening right now.

Study Abroad & PG Prep

IELTS, GRE coaching, visa consultancies,
MBA programs. Planning happens in 2nd and
3rd year.

SaaS & Dev Tools

GitHub, Notion, Figma, AWS. Student plans
today = enterprise contracts in 5 years.

NBFC & Insurance

First personal loan. First health insurance.
Students are financially active for the first
time.

Gaming & Entertainment

Most engaged gaming and streaming
demographic in India. Reach them
authentically.

893 students. 186 colleges. 21 states.

Season 1. Zero paid marketing. Zero celebrity guests. Just real conversations.



EP 1

45

Offline, Jaipur



EP 2

155

Online, 3× growth



EP 3

220

Online, 5× growth



EP 4

408

Online, 9× total

893+

Season 1 Registrations

117m

Avg Watch Time

40%

Q&A Participation

49%

Women Attendees

65%

Tier 2/3 India

"First event where the guest answered my question honestly."

— VIT Vellore — S1 attendee

"Stayed 2 hours and didn't check my phone once."

— NIT Trichy — S1 attendee

"The Tier 2 college angle hit different. Finally someone got it."

— JNTU Hyderabad — S1 attendee

SEASON 2 SCALE

Season 1 proved the idea. Season 2 builds the platform.

 ONLINE EPISODES

4–6 episodes

Pan-India reach. Format innovations: debate, build-with-me, roast my resume.

 CAMPUS EDITIONS

21+ states

Coimbatore, Jaipur, Chennai, Hyderabad, Pune — and wherever our campus partners are.

 STUDENT REACH

893+ students

Combined online + offline registrations across Season 1.

 CONTENT OUTPUT

40+ clips

Reels, shorts, LinkedIn videos — all branded, all shareable, all organic.

 CAMPUS REACH

186+ campus

Official Hype Series campus hosting episodes across India.

 WHATSAPP REACH

1,000+ members

Direct WhatsApp channel audience for every episode announcement and brand feature.

**HYPE
SERIES**

VOICES
THAT
MATTER.

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VOICES
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Let's build Season 2 together.

GET IN TOUCH

hypeseries@growbinar.com

hypeseries.in

WhatsApp for fastest response



Title Partner: 1 slot only · Powered By: 2 slots · Category: 3 slots per episode

In-kind partnerships: open to all · Community partner: always open