

CREATOR MEDIA KIT · 2026

THARUN KUMAR

Entrepreneur · Content Creator

EST. 2019 · CHENNAI / BENGALURU / GLOBAL

796K

YOUTUBE SUBSCRIBERS

263K

INSTAGRAM FOLLOWERS

88.6M

LIFETIME YT VIEWS

[YouTube @tharunkumar2.0](#) · [Instagram @tharunkumar.co](#) · [tharunkumar.co](#)

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ABOUT ME

Who I am, who watches, and what I refuse to post.

I started training at 16 as the overweight kid in town and ended up on a physique stage. That switch — body first, then everything else — is the whole reason I make content.

Today I run Fit-X 120, an online coaching brand, and document the build in public: the training, the food, the money it takes and the money it makes. My audience is young Tamil-speaking men in their twenties who want a body and a bank balance at the same time, and who are tired of being sold shortcuts.

So the content is deliberately unglamorous: what I actually did, what it cost, what failed. Nothing gets recommended on this channel unless I have used it long enough to defend it.

NICHE

Fitness & body transformation, crossed with money and self-discipline content — Tamil first, English subtitled.

PERSONALITY

Blunt, evidence-led, zero hype. Coach voice rather than influencer voice.

PHILOSOPHY

Test it on myself, show the receipts, only then recommend it. One brand per category at a time.

CREATOR POSITIONING

Four content categories. Every video, reel and partnership sits inside one of them.

01

ENTREPRENEURSHIP

Starting and running a business from zero — offers, pricing, hiring, and the numbers behind it. Built from what I run, not theory.

02

PERSONAL FINANCE

Earning more, spending deliberately, saving and investing. Practical money decisions for people early in their careers.

03

SELF-IMPROVEMENT

Skills, systems and habits that compound. How to get consistently better at something over years rather than weeks.

04

LIFE & CAREER

Career moves, decision-making and the long game. Ambition without the burnout, and no motivational theatre.

SOCIAL MEDIA PRESENCE

Verified counts as of 17 August 2026. Refresh before each send.

YouTube @tharunkumar2.0	198 videos · since Jul 2020	796,000	SUBSCRIBERS
Instagram @tharunkumar.co	Reels-led · 105 posts	263,000	FOLLOWERS
Facebook [handle]	Long-form and reel syndication		FOLLOWERS
X [handle]	Commentary and threads		FOLLOWERS
LinkedIn [handle]	Business and brand-side audience		FOLLOWERS

Combined verified following: 1.06M+ · Primary platform: YouTube long-form · Fastest-growing: Instagram Reels

AUDIENCE DEMOGRAPHICS

Pull these from YouTube Studio › Audience and Instagram Professional Dashboard.

AGE

13-17	—
18-24	—
25-34	—
35-44	—
45+	—

GENDER

Male	—
Female	—

LANGUAGE

Tamil (primary)	Confirmed
English (secondary)	Confirmed
Subtitled	Long-form

TOP GEOGRAPHIES

India (Tamil Nadu, Karnataka) leads. Add exact splits plus diaspora markets
— UAE, Singapore, Malaysia, US, UK.

Top cities: Chennai · Bengaluru · [add 3 more]

Top countries: India · [add 4 more with %]

AUDIENCE INTERESTS

- Gym & strength training
- Sports nutrition & supplements
- Personal finance & side income
- Self-improvement & discipline
- Grooming, apparel, footwear
- Health tech & wearables

PERFORMANCE METRICS

YouTube figures are public and verifiable. Instagram figures come from your dashboard.



PLATFORM BREAKDOWN

Where the audience sits, and what each platform is actually good for.

YOUTUBE

@tharunkumar2.0

Subscribers	796,000
Total views	88,592,043
Videos published	198
Views / 30 days	465,935
Subs / 30 days	+3,000
Channel since	July 2020
Avg. views per video	~447,000
Avg. view duration	—
Best for	Deep trust, search longevity

INSTAGRAM

@tharunkumar.co

Followers	263,000
Posts	105
Avg. reel views	—
Reach / 30 days	—
Story views (avg.)	—
Engagement rate	— %
Saves + shares / reel	—
Link-click rate (Story)	— %
Best for	Reach spikes, launch weeks

Recommended structure: YouTube integration for the argument, Instagram Reels for the reach, Stories for the click.

CONTENT FORMATS

What I make, and what each format is built to do for a brand.

1 Long-form YouTube

8–15 min, Tamil. Full explainers and transformation breakdowns. Highest trust, longest tail.

2 Dedicated video

Entire video built around one product or programme. Strongest conversion asset I offer.

3 Brand integration

60–90s woven into a relevant video. Non-skippable placement inside real context.

4 YouTube Shorts

Vertical, 30–60s. Discovery engine for the long-form catalogue.

5 Instagram Reels

Vertical, hook-led. Fastest reach, best for launch weeks and offer windows.

6 Stories

3–5 frame sequence with link sticker. Built for clicks, not impressions.

7 P2C / affiliate

Trackable code or link with a landing page. Performance-priced, revenue-shared.

8 Live / webinar / event

Q&A, gym activations, expo appearances, on-stage segments.

PREVIOUS BRAND COLLABORATIONS

Selected partners across supplements, grooming, fintech and activewear.

Traya

MuscleBlaze

Axe

HealthKart

INDmoney

Athflex

CashKaro

Categories worked across: sports nutrition · grooming · hair & personal care · fintech & savings · activewear

BRAND FIT

Categories that sit naturally inside my content — and the ones I turn down.

OPEN TO

- Fintech, investing & banking
- Business tools & SaaS
- Career, hiring & professional services
- Smartphones, laptops & audio
- Men's grooming & personal care
- Travel, hospitality & mobility
- Edtech, courses & skill platforms
- Productivity & workspace apps
- Books, media & learning subscriptions
- Insurance & health cover
- Apparel, footwear & watches
- D2C food & beverage

NOT A FIT

- × Betting, gambling & speculative trading
- × Guaranteed-return or get-rich-quick schemes
- × Unregulated crypto and F&O tipping
- × Tobacco, vaping & alcohol
- × Anything I have not personally used
- × Competing brands inside an exclusivity window

Saying no publicly is why the yes converts.

DELIVERABLES

Buyable units. Mix and match into a package, or take the bundle.

Dedicated YouTube video	Full video built around the brand. Concept, script, shoot, edit, publish.	1 asset
YouTube integration	60–90s segment inside a relevant upload, with pinned comment and description link.	1 asset
YouTube Short	Vertical 30–60s, published to the channel.	1 asset
Instagram Reel	Hook-led vertical, in-feed, with caption and CTA.	1 asset
Story sequence	3–5 frames with link sticker and swipe-up CTA.	1 sequence
Static post / carousel	In-feed educational or product carousel.	1 asset
UGC creative pack	Unbranded ad-ready videos for your paid social. Not posted on my channels.	3 variants
P2C / affiliate campaign	Trackable code or link, landing page, ongoing mentions.	Per campaign
Event / on-ground	Expo appearance, gym activation, on-stage segment, meet-and-greet.	Per day

Standard turnaround 10–14 days from brief approval · 2 rounds of revision included · Organic usage rights 30 days, extendable

COLLABORATION MODELS

How we can structure the deal.

01

Sponsored content

One-off paid post or video. Flat fee against a defined deliverable list and a guaranteed publish window.

02

Long-term ambassador

3, 6 or 12 months. Category exclusivity, retainer pricing, and a content calendar agreed up front.

03

Campaign partnership

Multi-asset burst across YouTube and Instagram tied to a launch, sale or seasonal window.

04

UGC / creative-only

I produce ad creative for your paid media. No posting on my channels, licensed for a defined term.

05

P2C / performance

Affiliate code, revenue share or CPA. Lower fixed fee, upside tied to actual sales.

06

Digital rights & licensing

Whitelisting, boosting, paid amplification, and reuse on your owned channels — priced by term and territory.

TESTIMONIALS

Short quotes from brands and agencies. Get written permission before publishing a name.

“

[Two lines on what it was like to work with you — delivery, professionalism, and the result they got. Ask for a specific number if they will give you one.]

[Name], [Title] — [Brand or agency]

logo

“

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Client transformation testimonials from Fit-X 120 can sit alongside these — social proof from the audience side is just as persuasive.

RATE CARD

Indicative starting points. Final pricing depends on scope, rights and exclusivity.

SINGLE ASSET

- Instagram Reel
- YouTube Short
- Story sequence (3–5 frames)
- Static post / carousel

From ₹ —

YOUTUBE

- 60–90s integration
- Dedicated video
- Pinned comment + link
- Description placement

From ₹ —

PACKAGES & RETAINERS

- Launch bundle (YT + 2 Reels + Stories)
- Monthly retainer
- 3 / 6 / 12-month ambassador
- UGC pack (3 variants)

On request

Pricing loads for: paid amplification / whitelisting · exclusivity beyond the campaign window · usage rights past 30 days · scripted or brand-owned creative · rush turnaround

Barter and product-only collaborations are considered case by case for brands in these categories.

CONTACT

Fastest route in.

EMAIL

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Preferred first contact

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[+91 99401 45644](https://wa.me/919940145644)

Business hours, IST

WEBSITE

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Work, enquiries and full profile

SOCIAL HANDLES

[YouTube @tharunkumar2.0](https://www.youtube.com/@tharunkumar2.0) · **[Instagram @tharunkumar.co](https://www.instagram.com/tharunkumar.co)** · [add remaining handles]

Chennai / Bengaluru · available for shoots across India and for remote delivery worldwide.

LINKS

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