MEDIA KIT 2026

Hello, I'm

Ishita Malhotra

Beauty Creator · Skincare Enthusiast · Makeup Artist

Beauty & Skincare **Mumbai, India**

ishita.prvanta.in



ABOUT ME

Honest beauty, made for Indian skin

I'm Ishita, a beauty and skincare creator from Mumbai. I share honest product reviews, easy everyday makeup looks and skincare routines made for Indian skin and weather. My community trusts me for real results, so I only recommend products I have tried myself. From affordable drugstore finds to new launches, I help brands reach people who genuinely care about what they put on their skin.

185K+	62K+	5.8%	70+
Instagram followers	YouTube subscribers	Avg. engagement rate	Brand collaborations

AUDIENCE

Who follows me

Gender

Women	78%
Men	22%

Age

18–24	41%
25–34	38%
35+	21%

Top cities

Mumbai · Delhi NCR · Pune · Bengaluru · Hyderabad · Ahmedabad

Figures shown in this sample media kit are illustrative.

MY CONTENT

What I create

Skincare routines

Step-by-step routines for oily, dry and combination Indian skin, with honest before-and-after results.

Makeup tutorials

Everyday office looks, quick 10-minute makeup and party glam that anyone can recreate.

Product reviews

Detailed, honest reviews of new launches and affordable finds, tested over days, not minutes.

Festive & bridal looks

Seasonal looks for Diwali, weddings and festivals that drive saves and shares.

WORK WITH ME

Collaboration options

- Instagram Reels
- Stories
- YouTube integrations
- Product reviews
- Unboxing
- Tutorials
- Launch campaigns
- Event appearances
- Long-term ambassador

RECENT LOOKS

A glimpse of my content






LET'S WORK TOGETHER

Have a brand collaboration in mind?

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