

INTERNATIONAL COUPLE • LIFESTYLE CREATORS

# Nithi & Kate

Culture + comedy + real relationship moments

We're Nithi (India) and Kate (Russia) — a cross-cultural couple sharing the fun side of international relationships: language learning, everyday misunderstandings, cooking together, and exploring new places. Our content is light, relatable, and built for high shareability.

Contact US

# Quick Stats

Last 30 days performance (7 Dec – 5 Jan)

5.2M

Total Views

5,194,573

2.2M

Total Views

+51.3% growth

97.4%

Discovery Rate

from non-followers

Community: 19.5K+ followers



TWO CULTURES  
One Story

# About Us

We create short-form lifestyle videos that blend:

- Cross-cultural relationship humor
- Language learning (and the chaos that comes with it)
- Food + cooking at home
- Date nights & restaurant experiences
- Everyday couple life + travel moments

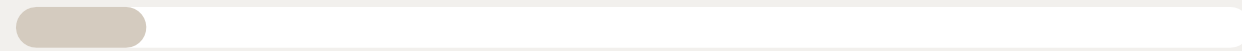
Our audience follows us for authentic chemistry, light comedy, and real moments that feel like a series.

## Top Countries

India **63.5%**



United Arab Emirates **10.3%**



United Kingdom **4.1%**



Saudi Arabia **3.5%**



Qatar **2%**



## Age Range

25-34 **48%**



35-44 **31.5%**



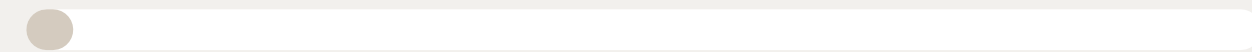
18-24 **9.7%**



45-54 **7.5%**



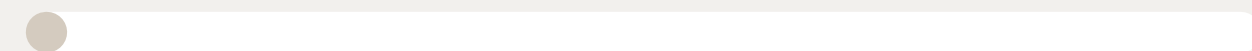
13-17 **1.2%**



55-64 **1.2%**



65+ **0.5%**



# What We're Known For

## Content Pillars

01

### Culture & Relationship Comedy

Relatable couple situations, playful misunderstandings, "he said / she meant" moments.

02

### Culture & Relationship Comedy

Funny, wholesome, and highly shareable — viewers love watching progress and "fails."

03

### Cooking & Food at Home

Cross-cultural recipes, tasting, kitchen teamwork, quick hacks.

04

### Lifestyle & Exploring

Date ideas, everyday routines, travel days, "come with us" storytelling.

# Why Brands Work With Us



## High discovery

Most views come from non-followers, which helps brands reach new people fast.



## Native integration

We build ads that feel like our usual content (not forced, not scripted).



## Cross-cultural positioning

Perfect for brands targeting India + GCC and global relationship/lifestyle audiences.



## Short-form first

We specialize in hooky, rewatchable videos designed for shares.

# Partnership & Deliverables

## Main Deliverables

- Short-form video (Reels)
- Brand-integrated storytelling
- Voiceover or on-camera
- Skit-style or "day in the life" style
- Product demo / use-case / unboxing (natural style)

## Add-ons

- Story frames (before/after, link + CTA)
- Comment pin + engagement prompts
- Usage rights / whitelisting (available upon request)
- Skit-style or "day in the life" style
- Multi-video series (best for recall + conversions)

## Integration Style Examples

"Kate tries to say this in his language... (sponsored)"

"Cooking this recipe from his/her country - using [Brand]"

"Couple challenge: only using [Product] for 24 hours"

"Relationship problem solved by [Brand] (funny skit)"

"What we pack / use when we go out — [Brand] included naturally"

## Brand Fit

Best fits: Lifestyle, FMCG, food, kitchen/home, travel/hospitality, apps, couple gifting, language/learning, fashion basics, grooming, telecom, marketplaces.

Our promise: We keep it fun, clean, and aligned with our audience's expectations — authenticity first.

# Work With Us

Want to collaborate? Send us:

- Campaign goal (awareness / traffic / conversions)
- Product/service details
- Deliverables needed + timeline
- Usage rights/whitelisting needs (if any)

EMAIL  
nithiandkate@gmail.com

WhatsApp  
+447490339212

Instagram  
@nithiandkate



# Nithi & Kate

Two cultures. One story.

[Instagram](#)

[Contact](#)

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