

# CONNECT WITH SOUTH ASIAN AUDIENCES



## EXPAND YOUR BRAND PRESENCE!

Sanskar Savvy connects brands, products, and events with the South Asian community across North America through targeted digital campaigns, meaningful storytelling, and deeply human experiences. With over 300,000 email subscribers and partners like A.R. Rahman and Major League Cricket, we deliver real reach and tangible results. Our curated programs take customers from initial discovery to brand advocacy and peer-to-peer championship.

### \$155,000

Indian Americans represent the wealthiest ethnic demographic in North America, with a median household income of over \$155,000 USD, nearly double the national average

### 50% ↑

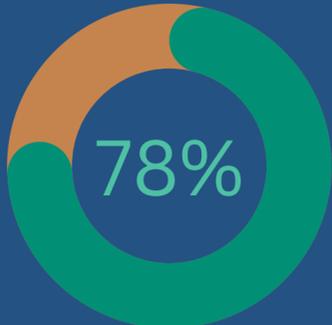
The Indian American population grew by 55% over the past decade and surpassed Chinese Americans as the largest "Asian-alone" group. The South Asian population is now the fastest-growing ethnic group in the United States, doubling between 2003 and 2023.

### 77% ↑

77% of Indian Americans aged 25 and older have a bachelor's or advanced degree, making this demographic the most educated amongst all population segments in North America.

## RESULTS THAT DRIVE IMPACT & REVENUE

Sanskar Savvy delivers powerful engagement by connecting brands with community through culture activations that foster the deeply human experience shaping today's fast-growing South Asian audience.



### Audience Demographics

78% of Sanskar Savvy's audience is between 18 and 34 years old. This gives brands direct access to the most digitally active and culturally engaged consumer group in North America.

### Audience Growth Across All Platforms

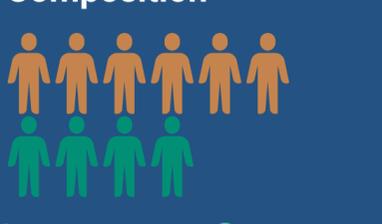
Cross-platform growth highlights the strength of our ecosystem and ensures high-impact visibility for partner campaigns.



### Audience Rating of Event Coverage

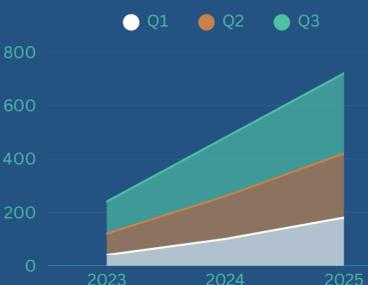


### Website Traffic Composition



### Email Subscriber Growth

This growth demonstrates the expanding reach of Sanskar Savvy's email community, giving brands consistent access to highly engaged South Asian audiences.



## ARE YOU READY TO ELEVATE ENGAGEMENT THROUGH CULTURAL CONNECTION?



Hello@Sanskarsavvy.com