

নতুন সাথে নন্দিনী পাঠা

August
2026

Sponsorship Partnership Proposal

Bengal's Fastest Growing Digital Awareness Platform —

Scale your brand with Bengal's fastest growing voice.





Who We Are

NPSN is a Bengali Digital Media Platform that helps brands educate, engage and influence Bengali-speaking audiences through trusted conversations. NPSN has built around authentic conversations, culture, and community stories. In under six months, it has grown into one of the most actively watched Bengali video channels on Facebook – reaching audiences far beyond its own follower base.

We publish consistently, across formats, every single week – giving sponsors reliable, repeated visibility rather than a one-off placement.

171 K+

Facebook
Followers

23 M+

Monthly
Facebook
Views

15 K+

Monthly
YouTube
Watched Hours

last 60 days, 13 Jun– 11 Aug 2026

40 M

Total Views

+99 %

22 M

3-Sec Views

+92 %

5 M

1-Min Views

+60 %

10,081 D

Watch Time (12h+)

+71 %

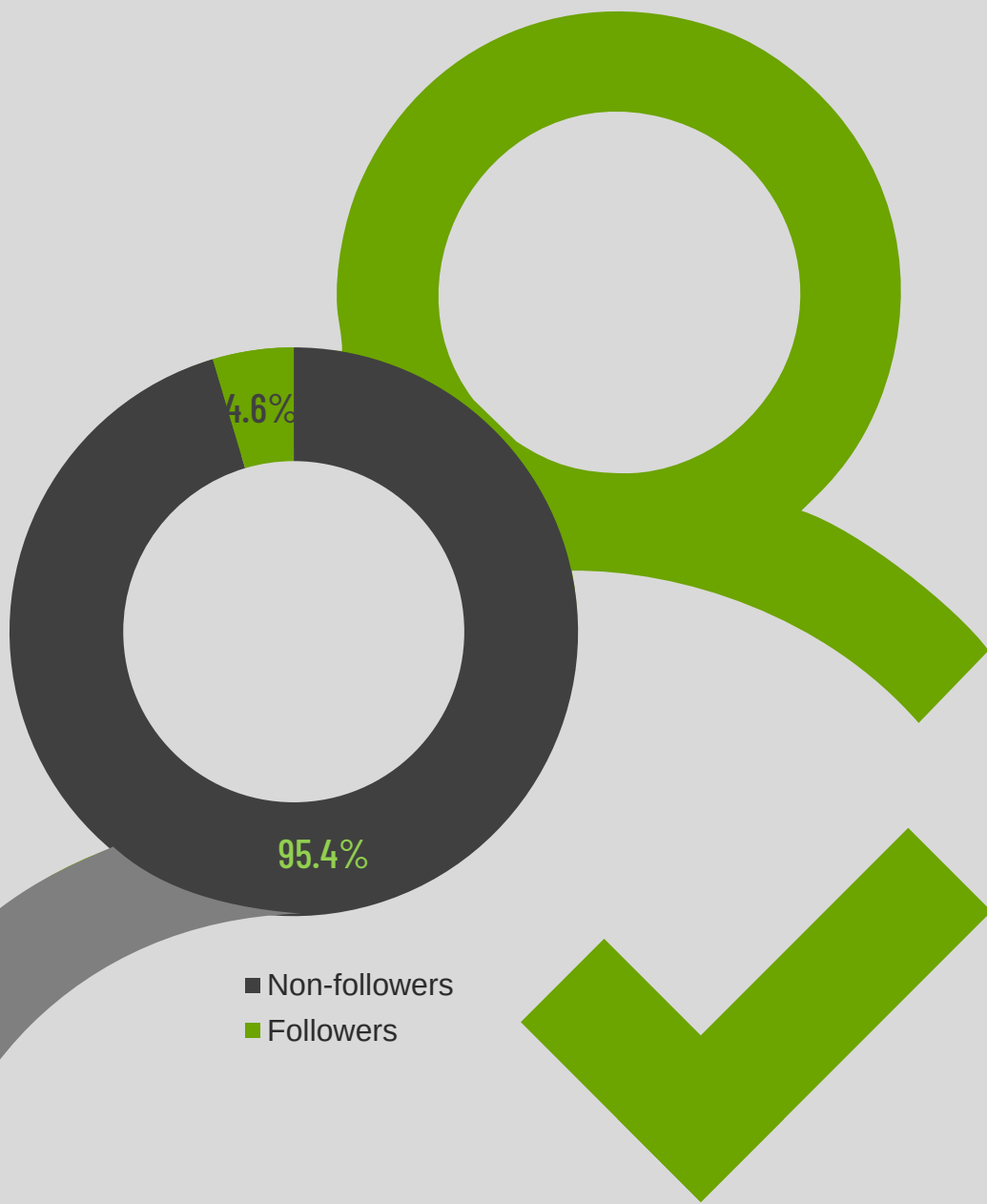
The Extended Reach Advantage



Facebook Insights

1 in every 5 viewers watches for at least one minute.

Nine out of ten views on the channel happen in a single 60-day window of growth – sponsor visibility compounds week over week, not just on the day a post goes live.



A Discovery Engine.

Not Just a Fanbase!

95.4% of our audience discovers us organically — the algorithm is actively pushing NPSN content to new audiences every day.

What does this mean?

A sponsor placement isn't just seen by an existing loyal circle — it's introduced to fresh, local viewers at scale, every week.

The most valuable

For businesses that depend on new-customer discovery (not just repeat visits), this is the single most valuable number in this deck.

Consistent, Multi-Format Weekly Output

9 Videos Published/ Episode

Sponsors get repeated, predictable
placement opportunities



Cross-Platform Reach: YouTube

Lifetime channel performance
sponsors get visibility on two platforms,
not one



1.1 M

Lifetime Views



42 K

Watch Time (hours)



21 K

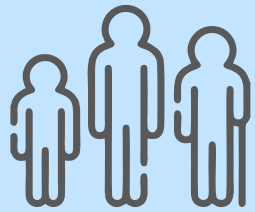
Subscribers

YouTube adds a second, complementary discovery surface — longer average watch sessions (40K total watch hours) mean sponsor mentions inside long-form videos get sustained attention, not a 3-second scroll-past.

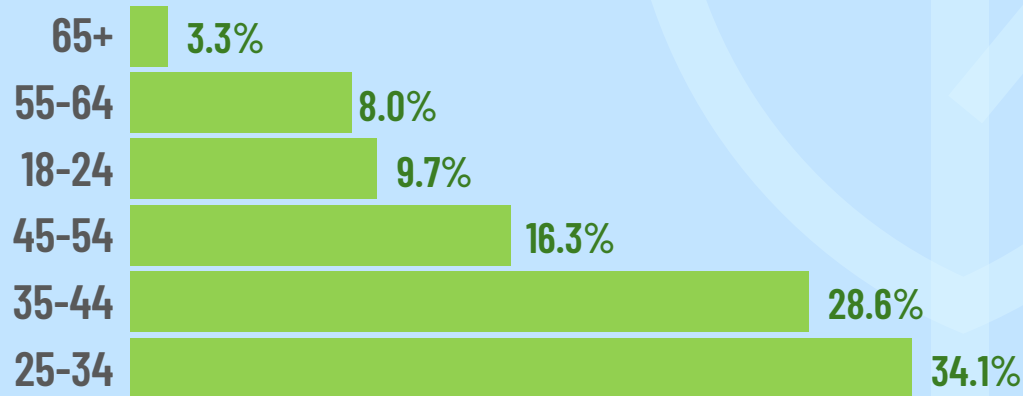
Together, Facebook + YouTube give sponsors both breadth (Reels discovery) and depth (YouTube watch-through) in a single partnership.

Who's Actually Watching

Facebook audience insights — lifetime

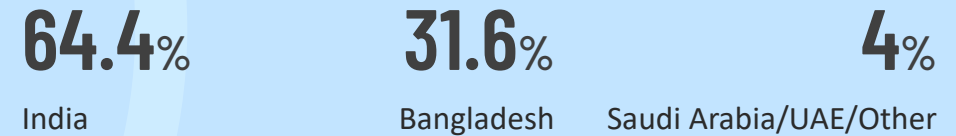


Age Distribution

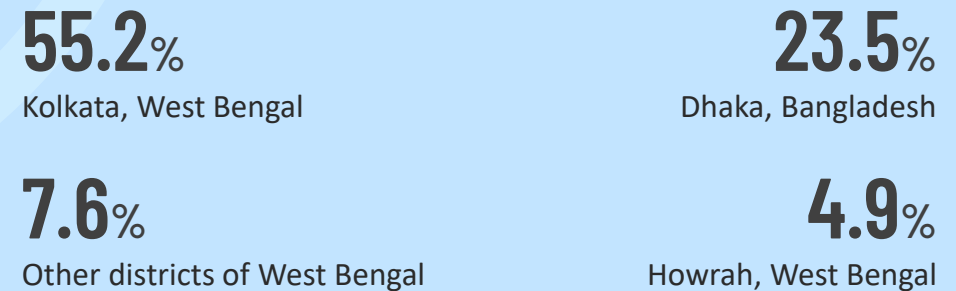


62.7% of the audience is aged 25-44 — the core household decision-making, working & parenting demographic.

Geography (by Country)



Top Towns/Cities (share of total audience)



Nearly 1 in 2 viewers is based in Kolkata itself — the strongest possible number for a hyperlocal sales pitch.

Why Local Businesses Partner with NPSN



Hyperlocal - Bengali-First Audience

55% of the audience is in Kolkata itself, with content and conversation entirely in Bengali — the exact customer base local businesses want to reach.



Proven, Growing Organic Discovery

40M views and 95%+ non-follower reach in 60 days sponsors ride real algorithmic momentum, not a stagnant page.



Trust-Based Storytelling Format

Podcast & interview formats build credibility differently than a scrolling ad — viewers associate the sponsor with a trusted voice, not an interruption.



Accessible Pricing vs. Mainstream Media

A fraction of the cost of local TV or print, with far more measurable, trackable engagement.



Sponsorship Packages

Brand integration & Title sponsorship

Brand Sponsorship

₹30,000/-

No need to participate in a podcast episode

- ✓ L-shaped brand visibility on selected long-form videos for 1 week
- ✓ Personal verbal acknowledgement by our host
- ✓ Facebook + YouTube distribution
- ✓ Brand logo/name throughout the sponsored content

Branded Episode

₹50,000/-

5 reels + 1 full episode + 1 long video

- ✓ A full podcast episode
- ✓ Facebook + YouTube + Instagram distribution
- ✓ Brand mention in description
- ✓ Brand logo/name throughout the sponsored content

Trusted Partner

₹1,00,000/-

Brand sponsorship for whole month

- ✓ Title sponsorship for 4 episodes
- ✓ L-shaped brand visibility on selected long-form videos for 1 month
- ✓ Personal verbal acknowledgement by our host
- ✓ Brand Logo/name integration

The proposal is valid till 31st August 2026

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- 1 Share your business details & target customer profile
- 2 We'll recommend the right package & content format
- 3 Go live within your next content cycle – first results in weeks, not months

Let's Partner



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