

Radhika Thotakura

@radthot · NYC-based South Asian creator · radthot.com · rad@radthot.com

NYC-based South Asian creator redefining what desi lifestyle content looks like — from mother-daughter moments that break stereotypes, to restaurant crawls, dance videos, and late-20s life in the city. Authentic, unapologetic, and community-first.

Reach & platforms

TikTok @radthot (primary)	65.9K	followers · 2M+ total likes
Instagram @radhikathotakura	9,447	followers · 128 posts
YouTube @radthot	Vlogs	travel & dance
TT post views (365d)	9.4M	past 365 days
TT total likes	2M+	all time
FYP traffic	86.6%	for you page
TT profile views (365d)	122K	past 365 days

* TikTok: May 2025–May 2026. Instagram: Feb–May 2026.

Audience profile — TikTok @radthot

Gender	Age range	Top countries
Male · 52%	25–34 · 44.5%	USA · 29.9%
Female · 48%	35–44 · 27.2%	UK · 5.4%
	18–24 · 14.8%	Canada · 4.6%
	45–54 · 9.9%	UAE · 4.4%
	55+ · 3.6%	Mauritius · 3.7%

Audience profile — Instagram @radhikathotakura

Gender	Age range	Top countries
Male · 60.5%	25–34 · 62.2%	USA · 55.2%

Female · **39.5%**

35–44 · **20.0%**

India · **26.6%**

18–24 · **9.6%**

UK · **3.2%**

45–54 · **5.8%**

Canada · **2.8%**

55+ · **2.0%**

Australia · **1.5%**

Content pillars

Dance Bollywood, contemporary & trending audio	Food & dining NYC restaurant guides, South Asian eats
Travel Vlogs, guides, cultural exploration	Mom & me Redefining desi mother-daughter bonds
NYC life Late-20s South Asian woman in the city	Culture & identity South Asian representation & storytelling

What sets me apart

→ Authentic desi representation

I spotlight the South Asian experience in a way that's rarely seen: joyful, modern, and deeply rooted in culture without the clichés.

→ Mom content that hits differently

My mother-daughter content resonates deeply with South Asian audiences who grew up in households where that bond wasn't openly celebrated.

→ NYC insider perspective

Hyper-local NYC food, bar, and lifestyle content that speaks to young professionals navigating the city.

→ Real spending power

Over 70% of followers are aged 25–44: established professionals with disposable income for dining, travel, tech, and lifestyle.

→ Highly engaged micro community

Micro-influencer audiences trust and act on recommendations at higher rates than macro accounts. 9.4M views in a year with 65.9K followers.

Ideal brand partners

★ **Priority categories:** South Asian & desi brands · Events & entertainment · NYC restaurants & bars · Tech & devices · Travel & hospitality

Also open to: Beauty & skincare · Fashion & accessories · Food & beverage · Wellness & lifestyle · Cultural festivals

Collaboration types

Sponsored posts & reels Organic integrations on TikTok or Instagram	Restaurant & bar features NYC dining guides, tastings, venue highlights
Travel & hotel partnerships Destination vlogs & cultural travel storytelling	Brand ambassadorships Long-term partnerships aligned with my values

Event coverage

Launch events, concerts, cultural festivals

Product reviews & gifting

Tech, beauty, fashion, and lifestyle products

Rate card

Deliverable	Rate	Notes
TikTok video	\$400–800	per dedicated post
Instagram reel	\$300–600	per post
IG story set	\$150–300	3–5 slides
YouTube vlog	\$500–1,000	integrated mention
Multi-platform	Custom	bundle pricing available
Ambassadorship	Let's talk	monthly retainers

* Rates are estimates based on influencer industry standards and are fully negotiable — pricing may vary based on mutual interest, brand investment, campaign timing, content usage rights, and more.

Services & strategy

Creator Partnerships

TikTok content · Instagram Reels · Event coverage · Food / travel / lifestyle content

Marketing & Strategy

Creator sourcing · Campaign ideation · Social audits · Trend analysis · UGC strategy · Audience insights

Speaking & Events

Panels · Hosting · Experiential events · Restaurant launches

Let's work together

Email: rad@radthot.com **Site:** www.radthot.com **Location:** New York City, NY

Response time: 24–48 hours · Open to gifted collabs, paid partnerships, and brand trips.