

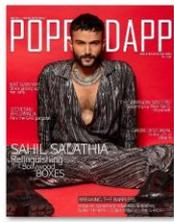
# POPP DAPP

MEDIA KIT 2022-23

# POPP DAPP



# POPP DAPP





# FASHION

POPP DAPP is a fashion portal & magazine trying to project a varied sense of understanding of the fashion world. When creativity is amalgamated with acumen, a blend is created that has both pace & sustenance. With this magazine they are trying to unveil different aspects of societal creations, experiences, certain not-so-regular people and red-hot fashion shelves.

A fashion literature which would not just be perceived a glam-trick, but a platform that is unnerving the hidden emotions & ideations of people. Creativity is always juvenile; art is always unimpeachable and style is always unquestionable.

POPP DAPP depicts transfix & charm, hereby promise to give the readers a 361st degree view towards topics & discussions.

# POPP DAPP

## TEAM

EDITOR

Anuja Mathur

FASHION EDITOR

Aman Mathur

BRANDING & MARKETING

HEAD

Sushmita Chatterjee

FASHION ASST.

Neha, Swati, Kunal, Sara &  
Ahanah

STYLISTS

Sahil, Dominic & Priyank

ASST. CONTENT CREATOR

Pratyusha & Vanetya

FINIANCIAL

OFFICER

Ashok Kumar

PUBLISHER

Kushagra

OPERATIONS

MANAGER

Riya

ADVERTISING

& SALES

Kabir, Arpita & Karan

FASHION

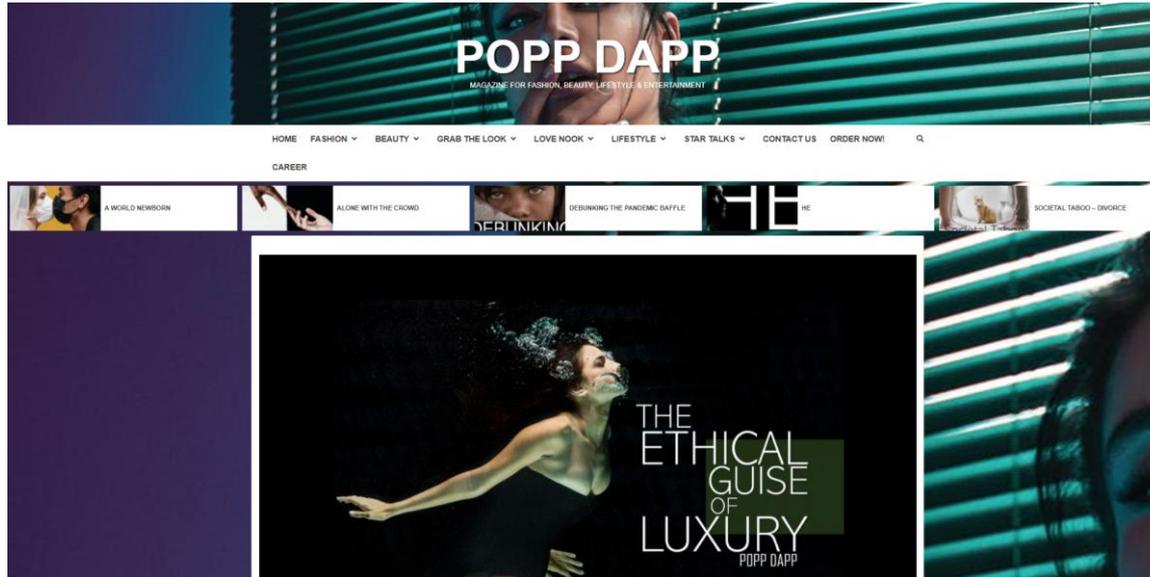
PRODUCTION

Maqsood, Mansoor &  
Taufail



# POPP DAPP

## UNIVERSE



[www.poppdapp.com](http://www.poppdapp.com)



Print magazine



Popp Dapp social search

POPP DAPP



# POPP DAPP

## MARKET STATISTICS

### PRINT

PUBLISHING : Quarterly (Jan-Apr-Jul-Oct)

CIRCULATION : 50,000+ (Niche circulation)

AVERAGE AGE OF READER : 35

READERSHIP : 1,50,000 (Including online subscriptions)

# POPP DAPP

## READERSHIP & CIRCULATION



CIRCULATION : 50,000+

READERSHIP : 1,50,000 (Including online subscriptions also)

### Regional distribution

- North (NCR) (10K)
- West (Gujrat) (10K)
- East (Telangana) (10K)
- South (Maharashtra) (10K)

### Readership & Distribution

1. Hyatt
2. Lebu
3. Zao
4. Hilton Garden
5. Additional readership (Digital + Print): 5K

### Targeted close-knit distribution (15K)

- Celebrity clients
- Celebrity Managers
- Subscribers

# POPP DAPP

## ORGANISATIONAL STRUCTURE

Editor-in-Chief | MS. ANUJA MATHUR  
(Conceptualization, content scrutiny, and finalization)

CELEBRITY MANAGEMENT	SPREAD CREATION	INTERNATIONAL CONTENT & SPREAD	BRANDING, MARKETING & ADVERTISING	PRINTING, LAYOUTING & PUBLISHING	DISTRIBUTION (50K+)
Headed by SARA D'SOUZA, Mumbai	Creative Head MR. AMAN MATHUR	Headed by Alessio Filippelli	Branding & Marketing Head MS. SUSHMITA CHATTERJEE	Aastha Publishers & Printers	Regional distribution
Coordination with celebrity managers (Mumbai & Pune)	North (Delhi) Team Sahil Gulati	US (California) Team Alessio	Marketing Manger – North MS. SHOROMISHTHA BANERJEE	Lay outing, page creation, and printing	<ul style="list-style-type: none"><li>• North (NCR) (10K)</li><li>• West (Gujrat) (10K)</li><li>• East (Telangana) (10K)</li><li>• South (Maharashtra) (10K)</li></ul>
Coordination with PR firms (Pan India)	West (Ahmedabad) Team Dominic Christian	US (Beverly Hills) JV Agency	Marketing Manager – South MR. PARAS MEHTA	At Aastha Printers, Lucknow Facility	Targeted distribution (15K)
Coordination with personal celebrity managers (Mumbai)	East (Shillong) Team Rajat Chand	ME (Dubai) Team Sudhanshu Singh	DIGITAL MARKETING		<ul style="list-style-type: none"><li>• Celebrity clients</li><li>• Celebrity Managers</li><li>• Subscribers</li></ul>
	South (Mumbai) Team Ravi Dixit	RUSSIA Team Iryna Sapozhnik	Prabhaskar Pandey, Partner Radiant Media, Delhi Digital marketing & distribution Advert story coordination		

# POPP DAPP

## INTERNATIONAL FEATURES

Ensuring that POPP DAPP has a diverse range of contributors and content creators



Kat Graham



The dragon sisters



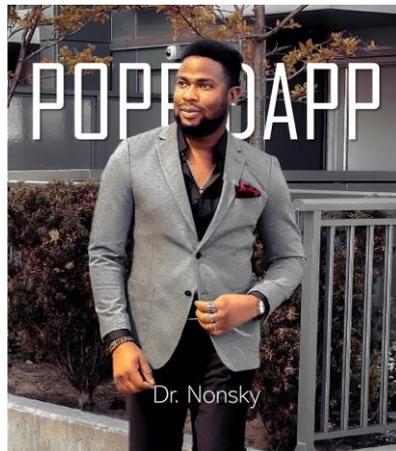
Kabir Sehgal



Caroline Labouchere



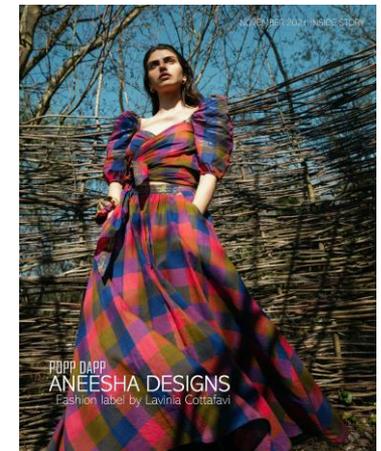
Ram Shergill



Dr. Nonsky



Elena Fernandes



Lavinia Cottafavi

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Elisabetta Bertolini



Cloe Wilder



Brighton Peachy



Sobia Ameen



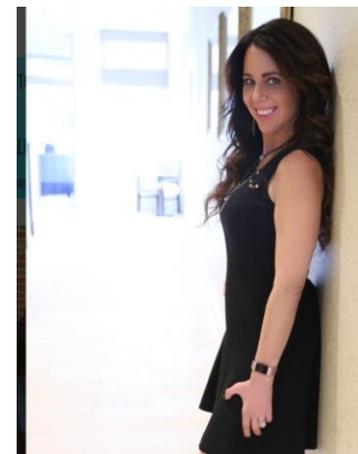
Madeline Rosene



Marry



James



Lainie Ishiba  
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COVERAGES



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RANBIR KAPOOR PROMOTES 'TU JHOOTI MAIN MAKKAR'



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## SPLASH OF VENGEANCE – Story with Deepika Padukone



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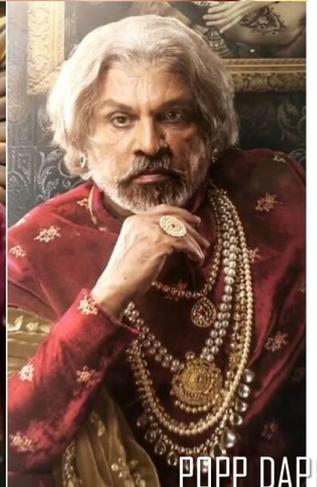
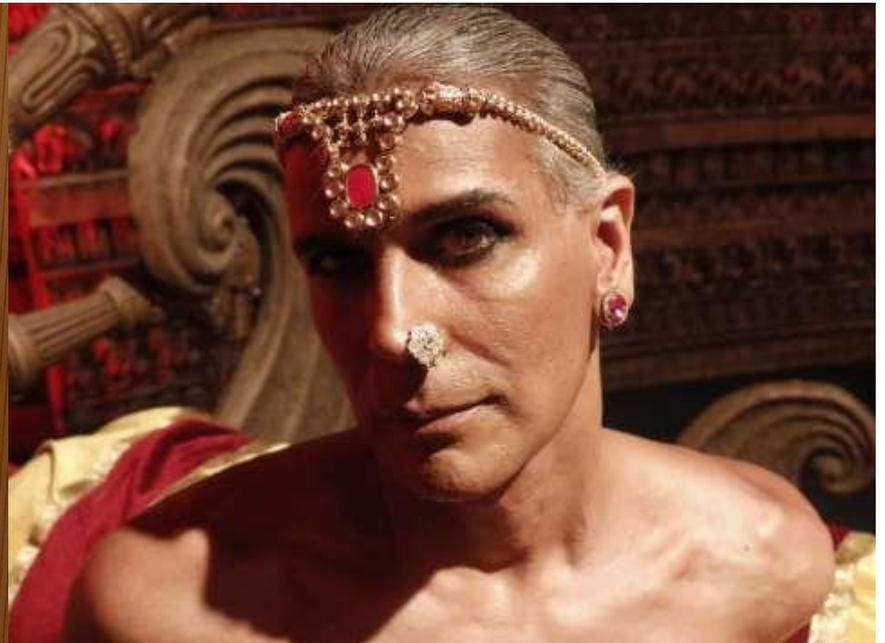


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Story with Rani Shilpa Shinde and Polomi Das for *'Paurashpur'*

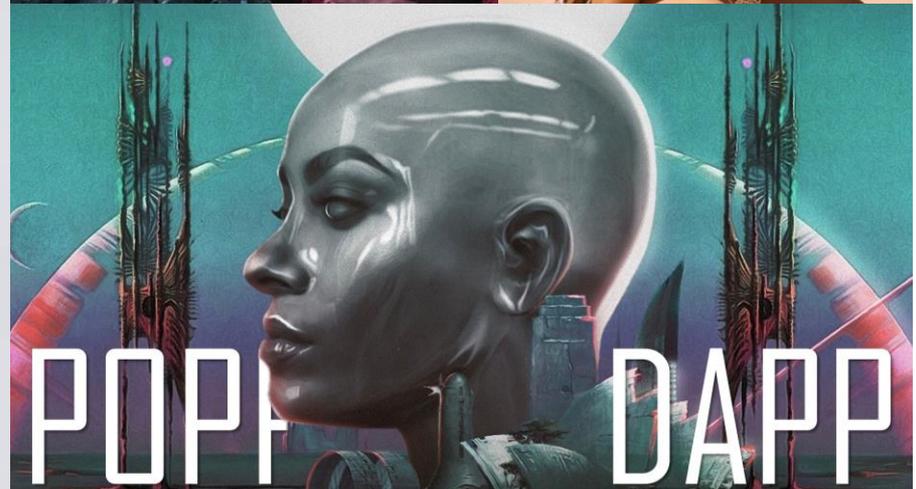
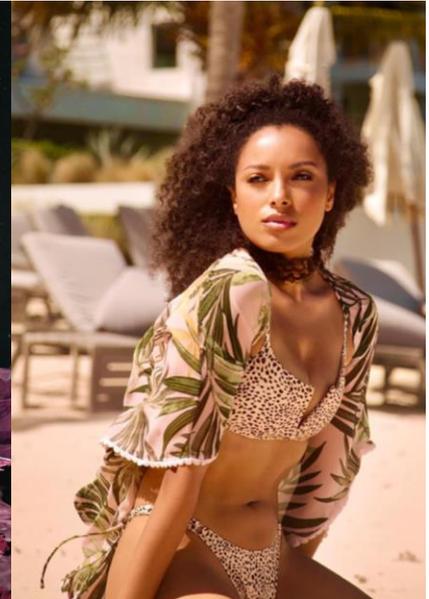


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# POPP DAPP

Story with Kat Grahamn for 'Galactica'



# POPP DAPP

x

HALEY GOLD for her new single!



EXCLUSIVE INTERVIEW

HALEY GOLD

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A LEAGUE OF HER OWN with Niti Taylor



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POPP DAPP X THE TIMES GROUP



**THE TIMES  
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RUHI SINGH



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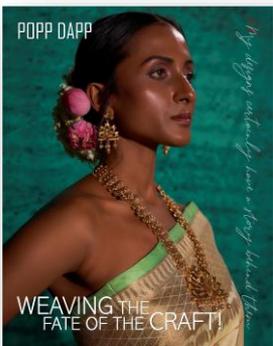


ANUSHKA LUHAR

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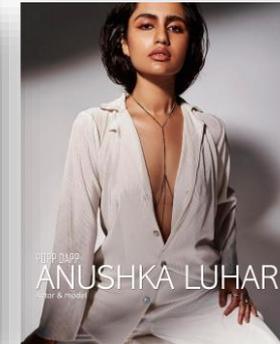
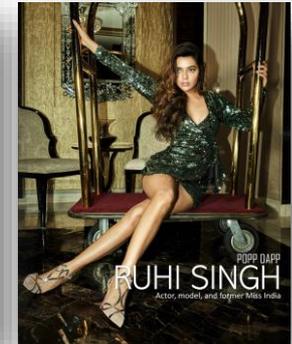
Ensuring that POPP DAPP has a diverse range of contributors and content creators



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Palak Muchhal



Priya Banerjee



Jinita Sheth



Nathalia Kaur



Archana Puri



Lavinia Cottafavi



Samiksha Pednekar



Manya Singh



Shveta Salve



Madhurima Tuli



Mandana Karimi



Anushka Menon



Rohina Anand



Elena Fernandes

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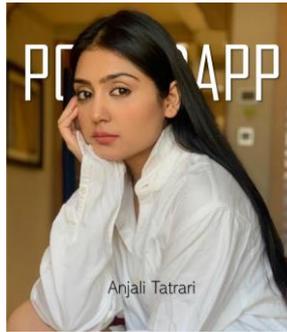
Kiran Dembla



Caroline Labouchere



Avina Shah



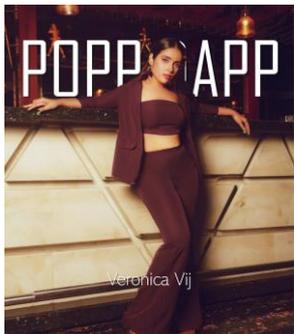
Anjali Tatrari



Monica Shah



Ram Shergill



Veronica Vanij



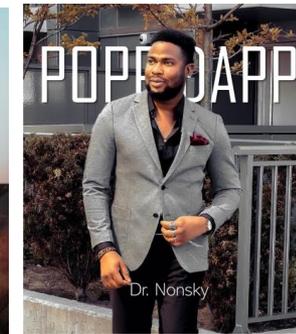
Shweta Kapur



Krissann Barretto



Pranati Rai



Dr. Nonsky



Malvi Malhotra

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Gauri Devidayal



Jeeveshu Ahluwalia



Kat Graham



Aishwarya Shridhar



Kabir Sehgal



The dragon sisters



Sobia Aseem



Sunil Menon

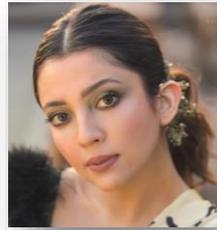
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## CONTRIBUTORS

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Nikhil Chinapa  
(Vj, Rj, Actor)



Barkha Singh  
(Actor, content creator)



Rohit Roy  
(Actor)



Alankrita Sahai  
(Actor)



Cloe Wilder  
(Singer)



Vishakha Rajani  
(Myntra Fashion Superstar)



Harshit Srivastava  
(Stylist, YRF)



Madeline Rosene  
(Singer)



Sumedha  
(Influencer)



Ranveer Brar  
(Celebrity Chef)



Tanaaz Irani  
(Actress & life coach)



Aman Mathur  
(Fashion designer & stylist)

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FASHION, BEAUTY, & EDITORIAL SPREADS

Bushes of sequin, asymmetric minis, a no-rule length – when it comes to this season's ensemble creation, don't let anything constrain you!

## POPP DAPP LUMINOUS

PHOTOGRAPHER PRIYANK NANDWANA MODEL LEEEA ROSE MUA GAYATRI COUTURE  
ROCKY STAR PRODUCTION MAYRA FASHION STUDIO



PHOTOGRAPHER  
PRIYANK NANDWANA  
MODEL LEEEA ROSE  
MUA GAYATRI COUTURE  
ROCKY STAR  
PRODUCTION MAYRA  
FASHION STUDIO

PHOTOGRAPHER PRIYANK NANDWANA MODEL LEEEA ROSE MUA GAYATRI COUTURE ROCKY STAR  
PRODUCTION MAYRA FASHION STUDIO

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I bloom into new,  
I bloom into you,  
I bloom into all,  
I bloom into few.  
Away from rituals apart from rule,  
I shine as sun - I glow as moon!

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FASHION, BEAUTY, & EDITORIAL SPREADS



PHOTOGRAPHER PRIYANKK  
NANDIWANA PHOTO ASSIST T.J  
STUDIO & DHRUV MODELS  
KAROL MASSUD & ANCA BELLU  
HAIR NITU TAMANAG STYLING  
SAYALI PRADEEP ANGACHEKAR  
RETOUCHER OM  
ROOPCHANDANI PRODUCTION  
MAYRA FASHION STUDIO

## YOU DO YOU!

Amid the worldly chaos of being uptight and perfect, here's an abode to your own true self – with a pinch of 'drama'. Helping you to get through the time with the power of chunky accessories, statement jewelry, and bold color combinations!



PHOTOGRAPHER PRIYANKK  
NANDIWANA PHOTO ASSIST T.J  
STUDIO & DHRUV MODELS  
KAROL MASSUD & ANCA BELLU  
HAIR NITU TAMANAG STYLING  
SAYALI PRADEEP ANGACHEKAR  
RETOUCHER OM  
ROOPCHANDANI PRODUCTION  
MAYRA FASHION STUDIO



PHOTOGRAPHER PRIYANKK  
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FASHION, BEAUTY, & EDITORIAL SPREADS



PHOTOGRAPHY DOMINIC CHRISTIAN MODEL RUTH MUA & HAIR AANAL SAVALIYA STYLIST DHYANI CHHEDDA RETOUCHER ABHISHEK GINIYA



PHOTOGRAPHY DOMINIC CHRISTIAN MODEL RUTH MUA & HAIR AANAL SAVALIYA STYLIST DHYANI CHHEDDA RETOUCHER ABHISHEK GINIYA

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FASHION, BEAUTY, & EDITORIAL SPREADS

ART  
IS IN THE  
AIR

Maran Rajapandian has skillfully amalgamated the essence of rustic couture and the enchanting domination of feminine energy into the spread.

DIRECTION & PHOTOGRAPHY: MARAN RAJAPANDIAN | OUTFIT & ACCESSORIES: SAROJ JALAN | CONCEPT & STYLING: HARSH VARDHAN JALAN | MODELS: PREETHY KARAN, PRITI JANA, TANISHA DE, & DEEPA BISWAS | VIDEO: ARSHAD KHAN | MAKEUP & HAIR: MAINAK | PRODUCTION & ART DIRECTION: SUPRIYO SAMANTA, ASSISTED BY TARINMAY & SOHAM MUKHERJEE



DIRECTION & PHOTOGRAPHY: MARAN RAJAPANDIAN | OUTFIT & ACCESSORIES: SAROJ JALAN | CONCEPT & STYLING: HARSH VARDHAN JALAN | MODELS: PREETHY KARAN, PRITI JANA, TANISHA DE, & DEEPA BISWAS | VIDEO: ARSHAD KHAN | MAKEUP & HAIR: MAINAK | PRODUCTION & ART DIRECTION: SUPRIYO SAMANTA, ASSISTED BY TARINMAY & SOHAM MUKHERJEE

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PHOTOGRAPHY & CC PRIYANK  
NANDWANA MODELS BAIBOON  
ARUNPREECHACHAI, MORAGA KA, &  
BRUNA MUA SOMKID DUANGPHON-ON  
HAIR VIN LAS STYLING & ART  
HARSHAD (JIMMY) RETOUCHING  
RAHUL NANDA PRODUCTION AURA  
PRODUCTIONS BANGKOK

CALLING THE HEAT



LABEL NAUTANKY BY JAGRUTI BONDRE  
PHOTOGRAPHY & CC PRIYANK  
NANDWANA MODELS BAIBOON  
ARUNPREECHACHAI, MORAGA KA, &  
BRUNA MUA SOMKID DUANGPHON-ON  
HAIR VIN LAS STYLING & ART  
HARSHAD (JIMMY) RETOUCHING  
RAHUL NANDA PRODUCTION AURA  
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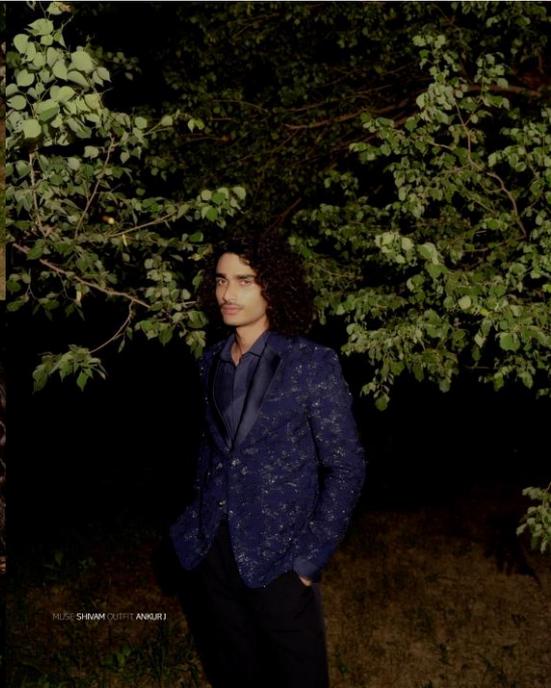


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PHOTOGRAPHY & CC PRIYANK  
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BRUNA MUA SOMKID DUANGPHON-ON  
HAIR VIN LAS STYLING & ART  
HARSHAD (JIMMY) RETOUCHING  
RAHUL NANDA PRODUCTION AURA  
PRODUCTIONS BANGKOK

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FASHION, BEAUTY, & EDITORIAL SPREADS



## THE DAZED DAZZLE

There's a mystery, necromancy & warlock in the sartorial depiction. Muses are conveying authority, confidence, wit & depth through intuitive yet lucid postures.

PHOTOGRAPHY: HARMEET SINGH SANA | STYLING: SAHIL GULATI | MAKEUP: ANISHA JAHANAVI | HAIR: SAROJ AGENCY | PURPLE THOUGHTS  
MUSE: MOKSHA | OUTFIT: ROHIT GANDHI RAHUL KHANNA | JEWELRY: ZARIN | FOOTWEAR: JEETINDER SANDHU  
MUSE: SHIVAM | OUTFIT: ROHIT GANDHI RAHUL KHANNA | FOOTWEAR: DMODOT

OUTFIT: ANISHA JAHANAVI | MAKEUP: ANISHA JAHANAVI | HAIR: SAROJ AGENCY | PURPLE THOUGHTS

MUSE: MOKSHA | OUTFIT: SAMREEN MADAN | MAKEUP: ZARIN | FOOTWEAR: PAO  
MUSE: SHIVAM | OUTFIT: JEETINDER SANDHU | JEWELRY: ZARIN | FOOTWEAR: JEETINDER SANDHU

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PHOTOGRAPHY DOMINIC CHRISTIAN STYLING AANAL SAVALIYA MAH ORANGE the salon MUSE ANKITA JADAV  
OUTFIT NAUTANKY RETOUCHER DILIP KUMAR



THE  
MATRIARCH  
REGALIA



PHOTOGRAPHY DOMINIC CHRISTIAN STYLING AANAL SAVALIYA MAH ORANGE the salon MUSE ANKITA JADAV  
OUTFIT NAUTANKY RETOUCHER DILIP KUMAR



PHOTOGRAPHY DOMINIC CHRISTIAN STYLING AANAL SAVALIYA MAH ORANGE the salon MUSE ANKITA JADAV  
OUTFIT NAUTANKY RETOUCHER DILIP KUMAR

# POPP DAPP

FASHION, BEAUTY, & EDITORIAL SPREADS



# VA VA VOOM

Metallic, spangle, and glimmer dresses clear the avenue for the festive season va va vroom!



PHOTOGRAPHY: RAJAT CHAND | OUTFIT: AMAN MATHUR | ASSISTED BY: NEHA YADAV | STYLING: AQSA NOOR & SWATI MUA RAVI  
PARKASH RAO | MUSE: HARSHITA SINGH | RETOUCHER: AJINKYA PATIL | LOCATION: BLACK BREWHOUSE

PHOTOGRAPHY: RAJAT CHAND | OUTFIT: AMAN MATHUR | ASSISTED BY: NEHA YADAV | STYLING: AQSA NOOR & SWATI MUA RAVI  
PARKASH RAO | MUSE: HARSHITA SINGH | RETOUCHER: AJINKYA PATIL | LOCATION: BLACK BREWHOUSE

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FASHION, BEAUTY, & EDITORIAL SPREADS



## HER POWER PROVINCE

The composure of classical sagacity ushers those who come after. Here, passion flows where the wind blows!

CREATIVE DIRECTOR, PROJECT MANAGER & PRODUCER: ALESSIO FILIPPETTI | HAIR: AMANDA HUGINIKISS | PHOTOGRAPHY: SOPHIA PAVLITS & VIDEOGRAPHER: MANUEL PERUGINI | SADDLE BAG: DIOR | DRESS: SHEIN | ACCESSORIES: DOLCE & GABBANA



CREATIVE DIRECTOR, PROJECT MANAGER & PRODUCER: ALESSIO FILIPPETTI | HAIR: AMANDA HUGINIKISS | PHOTOGRAPHY: SOPHIA PAVLITS & VIDEOGRAPHER: MANUEL PERUGINI | SADDLE BAG: DIOR | DRESS: SHEIN | ACCESSORIES: DOLCE & GABBANA



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CREATIVE DIRECTOR, PROJECT MANAGER & PRODUCER: ALESSIO FILIPPETTI | HAIR: AMANDA HUGINIKISS | PHOTOGRAPHY: SOPHIA PAVLITS & VIDEOGRAPHER: MANUEL PERUGINI | SADDLE BAG: DIOR | DRESS: SHEIN | VINTAGE JACKET: ETRO | ACCESSORIES: CHANEL | ARCHIVE

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# POPP DAPP

FASHION, BEAUTY, & EDITORIAL SPREADS

## THE MAN MASK

We've been conditioned to associate the ability to dominate, control, and succeed-at-all-costs with 'man' and emotional intelligence, creative expression, and submission with 'woman'. It's time to throw these connotations up in the sky and let all genders strive equally to choose what they want and value individuality over conformity. Let's fix this misplaced sense of superiority that has created a faux masculinity mask and is suffocating all genders equally!



PHOTOGRAPHY RAW DIXIT MUSE SUVANSH DHAR STYLIST SHIVANI RAITHITHA & MARIYAM HUSSAIN MUAH DHWANI DAVE  
WARDROBE LINE OUT LINE PRODUCTION TO THE MARS



## SHE UNWIND

PHOTOGRAPHY RAW DIXIT MUSE DRIDHA RAJPUT

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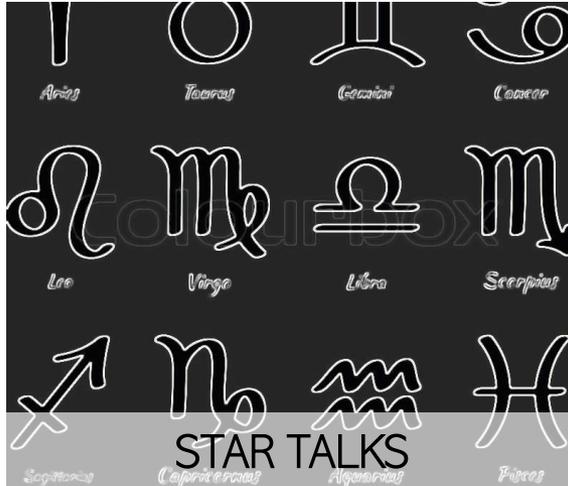
CELEBRATING THE SARTORIAL OPULENCE

(SPRING SUMMER 2022 SPREAD)



# POPP DAPP

## CONTENT OVERVIEW



RNI No. UPENG201978567

# POPP DAPP

VOL IV ISSUE II (Jan-Feb 2023)  
Rs. 150

I AM  
SOUNDIOUS MOUFAKIR

Anushka Kaushik  
In the  
SPOTLIGHT

ECLECTIC, CHIC  
& EDGY  
Vanessa Calderon

Isha Koppikar Narang  
HER SILVER STREAK

The pursuit of grace & grandeur  
WITH ASHA PUTHLI

FIRE  
&  
LIGHT  
Janine Shroff

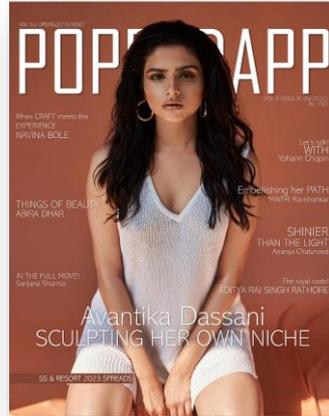
You GOT this!  
Dr. VARUNA

SHE'S IN MOTION   
HASLEEN KAUR

POPP DAPP  
VOL IV ISSUE II  
JAN-FEB 2023  
(Latest Issue)

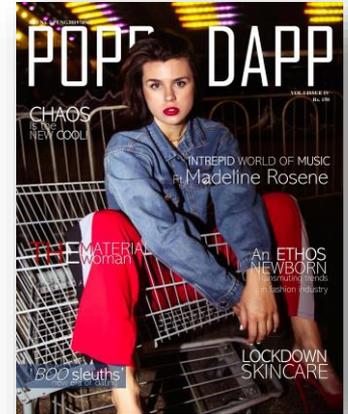
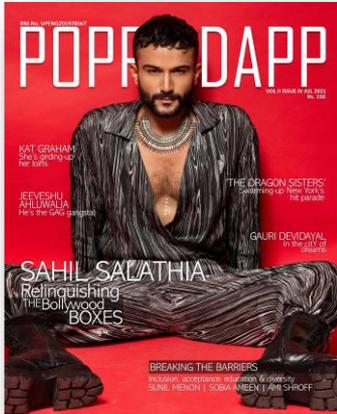
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## EDITION REPERTOIRE



# POPP DAPP

## EDITION REPERTOIRE



# POPP DAPP

PODCAST



Bringing you a fresh perspective from our lens!

Episode 1 - Financial independence for a new-age woman! With Yogesh Chabria

Financial independence for a new-age woman! | Yogesh Chabria | Popp Dapp Podcast | Episode 1



**POPP DAPP / PODCAST**  
Anuja Mathur, Editor-In-Chief of POPP DAPP  
in conversation with MR. YOGESH CHABRIA

Importance of financial independence  
**LISTEN NOW**

Watch on  YouTube

## LINED UP FOR THE MONTH

TEDx IIM Ranchi



**The Era of Concerted CHAOS**

**DEEPIKA BHARADWAJ**



**TRACY DE SA**



**ABIRA D. POPP DAPP**

RD  
LUCK KNOW



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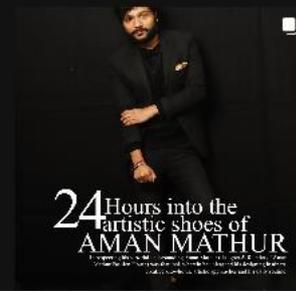
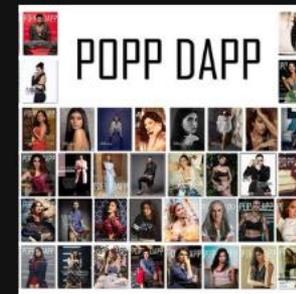
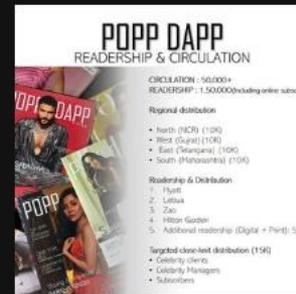


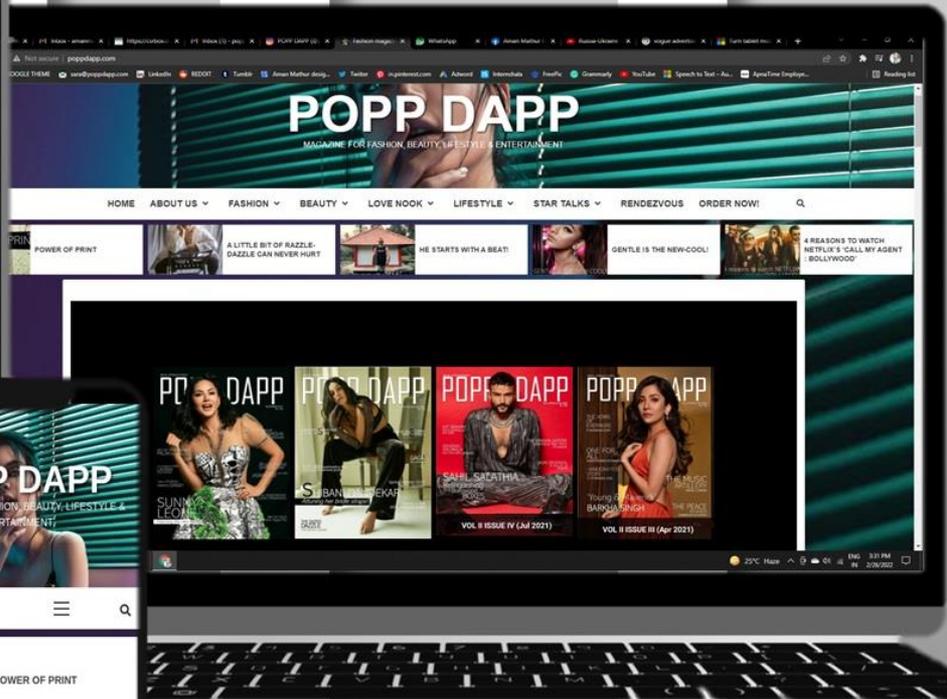
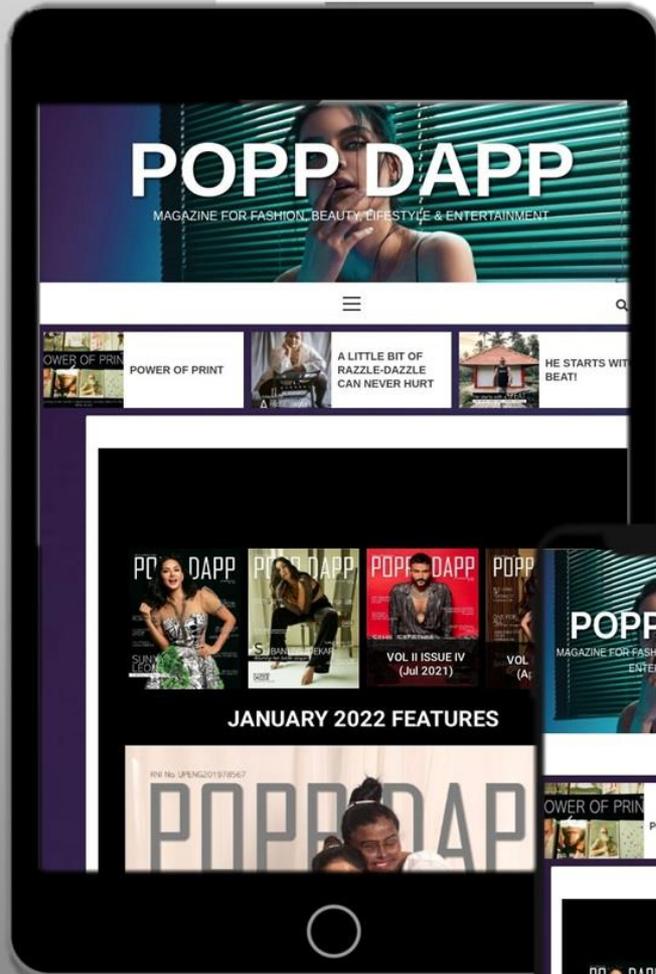
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