

 Locobuzz

# SHARK TANK





**Objective:**

To understand the market buzz around the Shark Tank India S2



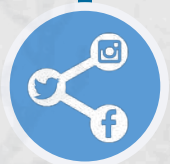
**Time frame:**

1<sup>st</sup> Jan- 31<sup>st</sup> Jan'2023



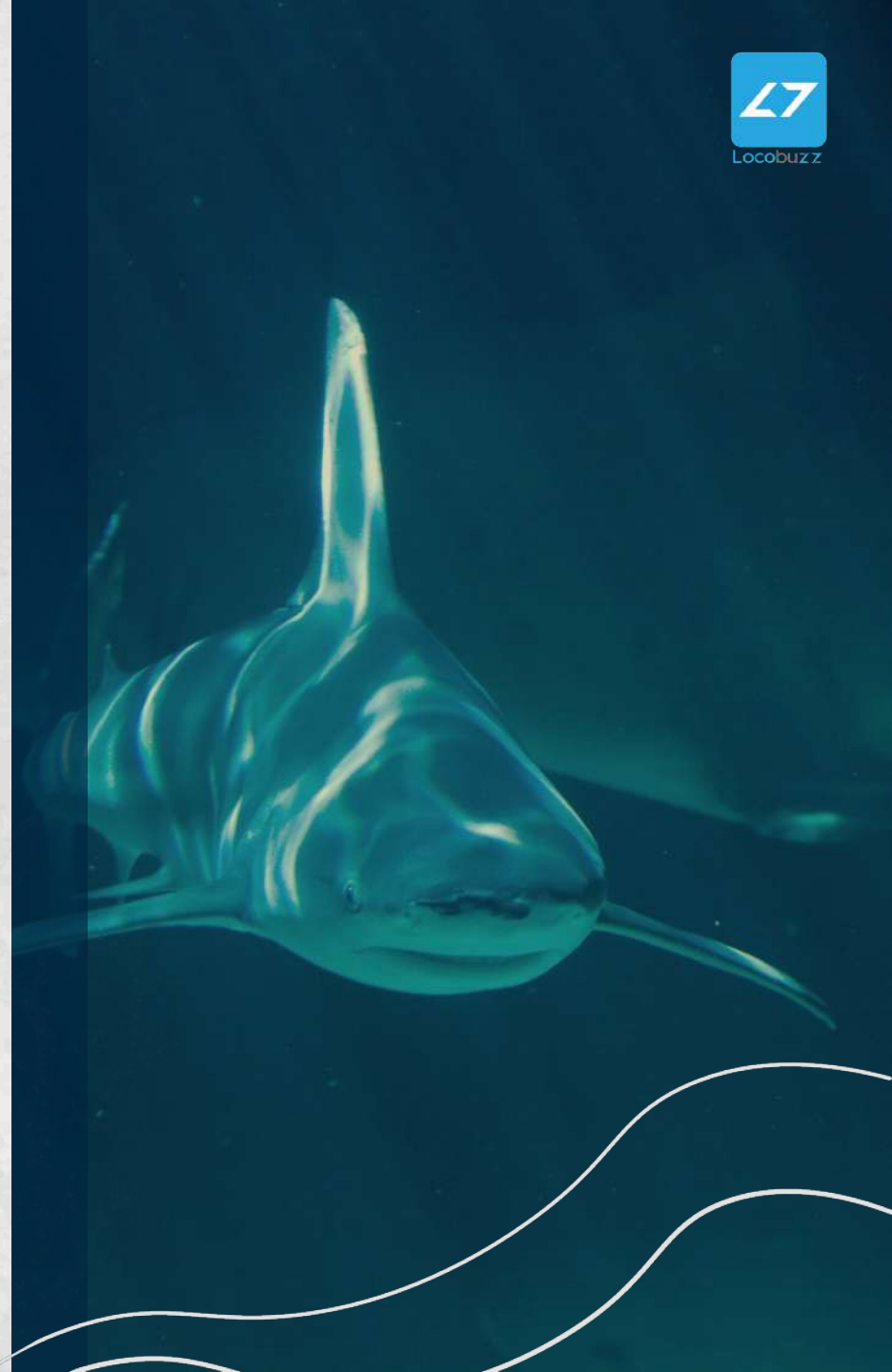
**Language:**

English + Regional

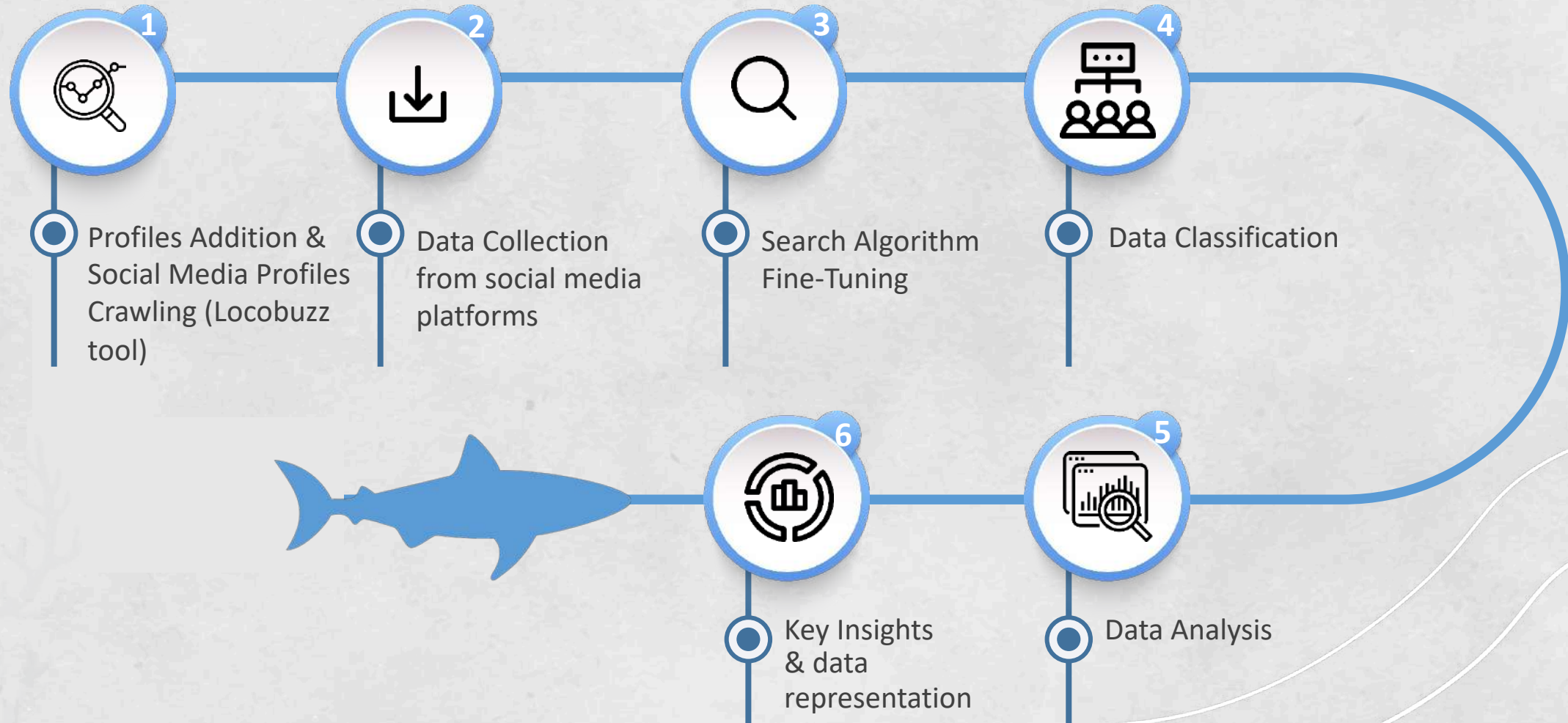


**Platforms covered:**

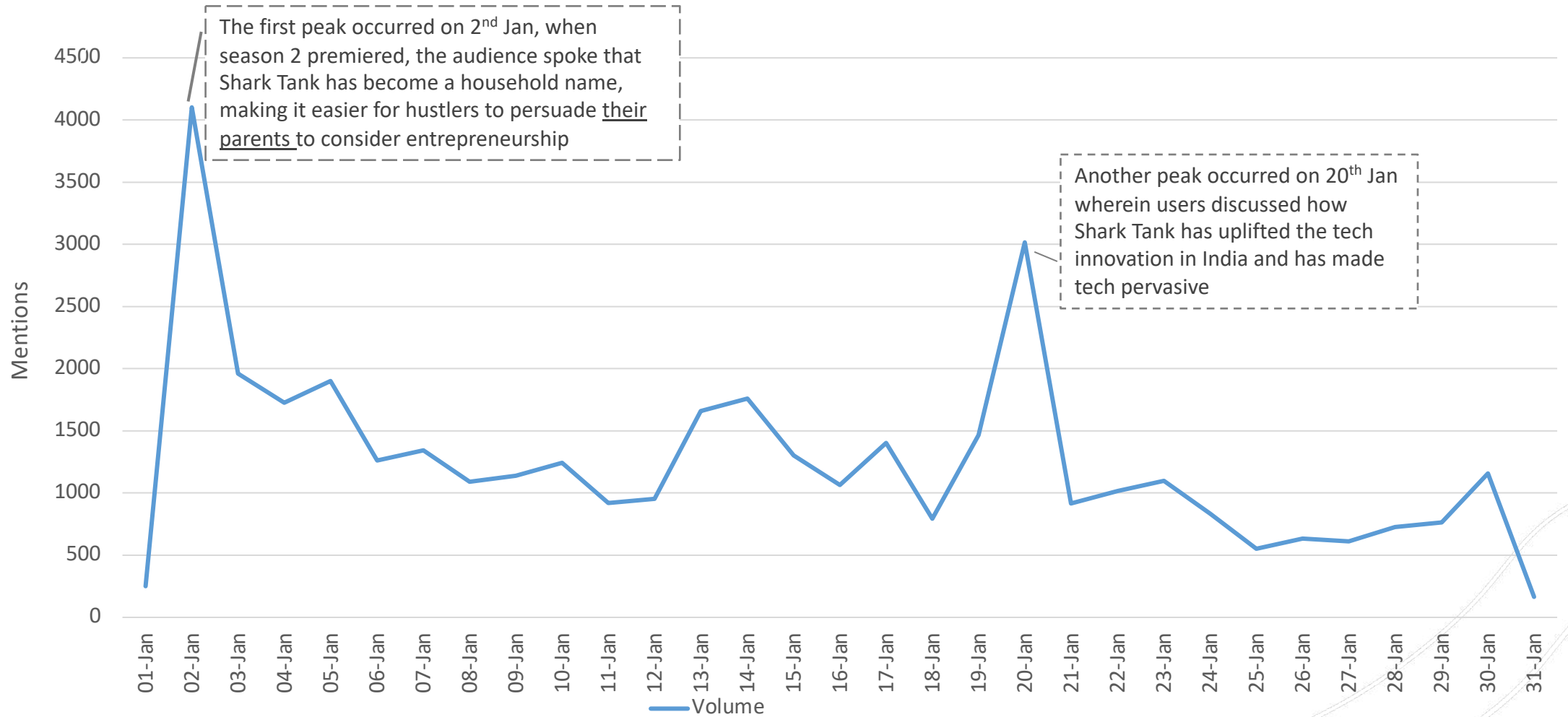
Twitter, Instagram, Facebook, YouTube & News



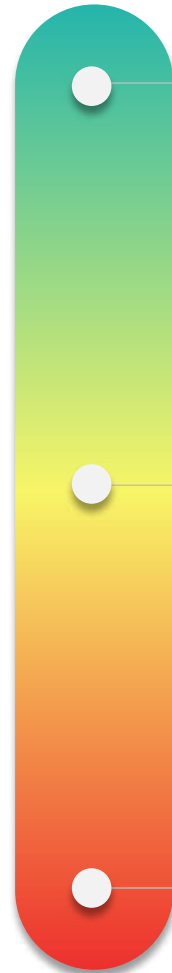
# METHODOLOGY



# MENTIONS TREND



# SENTIMENTS ABOUT THE SHOW



## 40% | POSITIVE

The show gained notoriety among Indians, who praised it vociferously for introducing the start-up wave and thrusting India into transformation. Furthermore, the audience claimed that this program could revolutionize the nation in the future

## 41% | NEUTRAL

Viewers vouched that Shark Tank is the best platform to market any start-up and expand its presence among the audience

## 19% | NEGATIVE

The audience questioned the profitability of the sharks, claiming that they are incurring enormous losses in their respective ventures. Additionally, emotional stories behind the start-up escalated negative remarks

Total Mentions: 39K



# CONVERSATIONS GLIMPLES

 **Arun Kumar**  
@ArunKur94

Shark Tank India is making waves in the startup scene! It's exciting to see the positive impact it's having on [#StartupIndia](#) [#Entrepreneurship](#) [#Innovation](#) [#SharkTankIndiaS2](#)

7:05 AM · Jan 20, 2023 · 153 Views

2 Retweets 1 Like

 **Dr. Omkar Rai**  
@Omkar\_Rai

What we are witnessing is revolution of a kind. Drones are becoming pervasive, thanks to startups. From aerial photography to agri applications to surveying to lats-mile delivery, these UAVs are everywhere. [@Insidefpvdrones](#) [@ChowdharyArth](#) [@dronefed](#)



businessinsider.in  
The under-grads who built a business of plug-and-fly drones insideFPV manufactures India's first to Plug and Fly FPV drones, where customers just have to plug the battery in the drone and f...

4:56 PM · Jan 20, 2023 · 622 Views

10 Retweets 17 Likes

 **Shreyansh**  
@Shreyansh3951

Shark Tank india is not about investment anymore, It is the best platform to market your product...

10:21 AM · Jan 20, 2023 · 98 Views

 **Rishi Bagree**  
@rishibagree

Shark Tank India, where mega loss-making entrepreneurs judge and humiliate profit-making entrepreneurs

10:07 PM · Jan 16, 2023 · 1M Views

1,854 Retweets 84 Quote Tweets 18K Likes

 **Karan Singh**  
@karansinghmagic

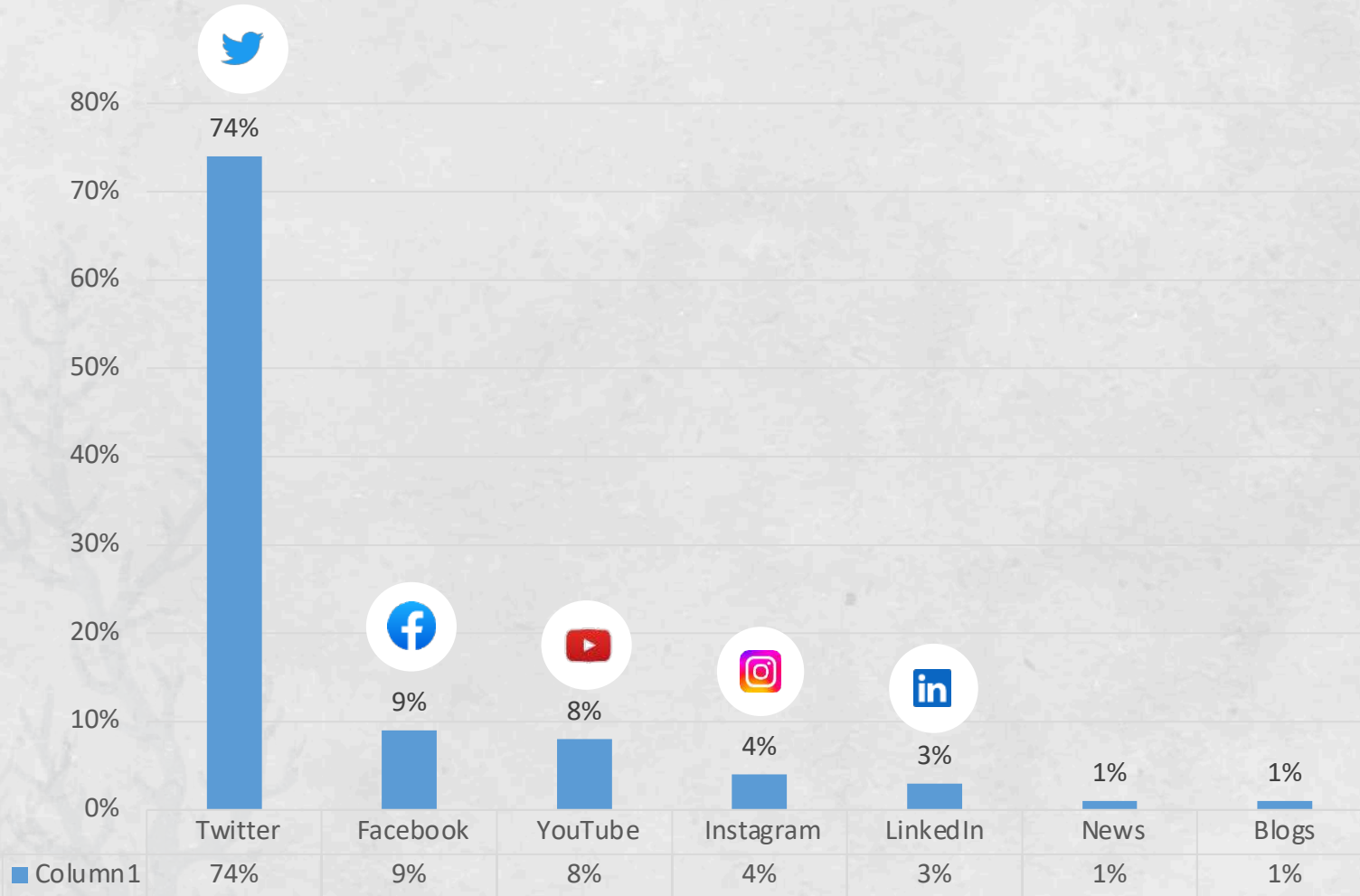
Yaar bc Shark Tank mein bhi rona dhona chaalu kar diya. Koi show dhang se chal ra hota Indian producers soch te hain ke nahi, ismein do laashe daal do, ghar barbaad kar do kisi ka, phir maza dekho. Nonsense.

[Translate Tweet](#)

3:12 PM · Jan 20, 2023 · 12.2K Views

18 Retweets 1 Quote Tweet 390 Likes


# PLATFORM-WISE ANALYSIS



**Total Mentions: 39K**

- ▶ In a span of a month, 39K conversations occurred around Shark Tank and 21K users were involved in the conversations
- ▶ The core of discussions took place on Twitter where 74% of the total conversations were captured. Audience discussed the pitches, sharks' reactions and their overall behavior and perception
- ▶ On Instagram, users shared reels around the best moments of the pitches and circulated memes using the shark's punch
- ▶ On FB users commented on Sony's official pages, furthermore, a majority of the audiences expressed that they are missing Ashneer Grover

# WHAT PROFESSIONALS ON LINKEDIN CONVERSE ABOUT SHARK TANK

 **Siddhant Gupta** • 2nd [+ Follow](#) ...  
Tax Analyst at EY GDS | Goe...  
2w • Edited • 🌐


The trio (mother-son-son's friend) have done bangers all over the Internet. Here's how and what are the major key takeaways?

- Undoubtedly, Patil Kaki is one of the best women entrepreneurs seen to be on the sets of Shark Tank India S2. She started her business with an investment of only Rs. 5000. Thus, proving "to start" is necessary. All you need is courage, determination and planning.
- It was after her husband losing job in 2016 when she started serving breakfast to the employees at an office. The appreciation she received for her delicacies prompted her to launch her own business in the lockdown.
- Not to forget the fact that her son and his friend are dropouts. The clarity they both possess in respect to performance marketing, logistics and operations at such a tender age is beyond impeccable. Indeed, maturity comes with experiences not with age.

Hence, yet again, you need not be an IIT or IIM graduate to run a successful business.

Photo Courtesy: Instagram [#patilkaki](#)

[#entrepreneurship](#) [#sharktankindiaseason2](#)  
[#sharktankindia](#) [#selfwritten](#)

 **Mohit Chand** • 2nd [+ Follow](#) ...  
Hardware Design Engineer ...  
1d • 🌐

If all Sharks are interestingly crazy about the deal, it means somewhere you have undervalued your startup!

[#startup](#) [#sharktank](#) [#sharktankindia](#) [#valuation](#)

🗨️ 14 2 comments

 **Keshav Agrawal** • 3rd+ [+ Follow](#) ...  
Audit Associate at EY  
1w • 🌐

Some people said "This year toxicity is out from [#SharkTankSeason2](#) "

But [Ashneer Grover](#) ke bina logic aur business bhi out hai yaha se

Typical reality show bana diya hai isse bhi just like Indian Idol etc.

Isse acha ek CSR campaign start kar dete agar rona dhona hi dikhana hai bas

Waiting for Neha Kakkar to join next season 😊

🗨️ 1,048 39 comments • 3 reposts

- ▶ Multiple business professionals, founders, and business enthusiasts expressed their POV about the pitches
- ▶ Users ousted that without Ashneer the show isn't adding much logic to the pitches
- ▶ However, users appreciated the Pitches such as Patil Kaki, Flatheads, and Paradyes was mentioned for sharks controversies to bag the offer



# HOW NEWS MEDIA PROMOTED THE SHOW

## 'Its Day Zero Again' Flatheads Co-Founder To Relaunch Brand Soon With 'Shark Tank India' Investor Input

Balakrishnan shared that they are celebrating Day Zero in collaboration with their friends at Kingdom of White Official.

By [Saran Sharma](#) Jan 29, 2023



## In Season 2 of Shark Tank India, the toxicity is out for good says Namita Thapar

By [SRISHITI MAGAN](#) | JAN 9, 2023, 17:47 IST



## Ashneer Grover says he won't watch Shark Tank India 2: 'I even unfollowed all the sharks, tumhari game hai, tum khelo'

TV  
Published on Jan 07, 2023 10:33 AM IST

Ashneer Grover said he had unfollowed all the sharks from Shark Tank India season 1 on social media, as he had moved on from the show. The first episode of Shark Tank India season 2 premiered on January 2.



Ashneer Grover in Shark Tank India season 1.

## Shark Tank India returns for a 50-episode Season 2, clocks 3x revenues on SonyLIV

Possibly India's most talked about reality show at present, the second season of 'Shark Tank India' premieres tonight. Official broadcaster Sony has roped in a bevy of fintech and other startups as partners



Sohini Mitter  
Updated Jan 02, 2023, 2:19 PM IST



## Shark Tank India 2 Fame Peyush Bansal Offers Blank Cheque to Entrepreneur; Here's What Happened Next

By: [Entertainment Bureau](#) • Edited By: [Aditi Giri](#) • [News18.com](#) • Last Updated: JANUARY 27, 2023, 10:11 IST • [Mumbai, India](#)



Peyush Bansal is the co-founder and CEO of Lenskart.

For the first time, an entrepreneur gets open offers from 'sharks'; at the current episode of Shark Tank 2, Peyush Bansal is seen giving out a blank cheque, after listening to a pitch.

Follow us: [Facebook](#) [Twitter](#)  
[Instagram](#) [Telegram](#)  
[Google News](#)

**S**hark Tank India 2 is currently one of the most talked about reality shows in the television space. In one of the recent promos of the show, the 'sharks' were seen giving open offer to an entrepreneur. In the upcoming episode, Kalpit Patel, founder of an electric car brand impressed Peyush Bansal, Anupam Mittal, Namita Thapar, Vineeta Singh and

Media outlets such as Business Insider, Hindustan Times, & Business Today actively circulated the news and updates about Shark Tank S2

# THE TOP LIKED CATEGORIES OF THE PITCH



## SKINCARE/BEAUTY

The audience widely discussed the beauty brand Recode and expressed with the sharks for mocking them and for not investing. Other pitches such as GharSoaps & Winston also received mentions

Mentions | 31%



## TECH/ELECTRIC

Users appreciated the tech innovations in the healthcare space and mentioned #AyuSynk and #Cardiotocography and called them game-changer. Moreover, smart watches for children & gear motor also received multiple mentions

Mentions | 29%



## FOOD/SNACKS /BEVERAGES

India has a great appetite for trying different foods. Wherein Patil Kaki garnered the audience's love and young enthusiasts expressed love for The Simply Salad. Diabexy also garnered the social space for rejecting the sharks offer

Mentions | 25%



## ORGANIC/HERBAL PRODUCTS

Spirit of the Flathead founder received loud noise on social for the organic shoe brand. On the other side, people expressed hilarious opinions about organic smoke and for encouraging the audience to try smoke

Mentions | 9%



## CLOTHING/FASHION

House of Chikankari received the audience's love for being raw and artistic. Whereas Anghrakha also received mentions

Mentions | 7%

Total Category Mentions: 2K





# THE TOP 2 MOST DISCUSSED PITCHES | FLATHEADS

## Mentions 253

- As the pitch aired, it created a massive impact on the minds of the Indians and they came up to support
- Users expressed that a single episode turned the fortunes of the entrepreneurs
- Aman's slang #DownButNotOut received multiple mentions on Twitter & LinkedIn and the audience appreciated Aman for motivating the young hustlers



**100x Entrepreneur** (@100xEntr)  
Ganesh's tenacity & perseverance in the face of rejection are an inspiration to all entrepreneurs 🙌  
Tune in to hear this inspiring DOWN BUT NOT OUT story of Flatheads Founder Ganesh Balakrishnan 🔥  
Links 📌  
#DownButNotOut #SharkTankIndia

Ganesh Balakrishnan and 2 others  
11:42 AM · Jan 23, 2023 · 2,325 Views  
5 Retweets 12 Likes

**thi\_thinker** (@yasarar14171574)  
How a failed shark tank pitch got successful after it was aired?  
The story of resilience of flatheads shoes owner balakrishnan  
[link.medium.com/STHOyoqeLwb](https://link.medium.com/STHOyoqeLwb)  
#flathead #SharkTankIndiaS2 #SharkTank #Entrepreneur

**Ankit Aggarwal** (... · 2nd · Follow)  
Founder & CEO, Unstop (fo...  
1w · 🌐

I am sure that Flatheads Ganesh Balakrishnan would have wanted the Shark Tank India episode, in which he cried on National Television, to not be aired.  
However, that single episode on #sharktankindias2 changed his life and gave him a second chance with everyone on LinkedIn, #media channels, and youth platforms talking about #Flatheads and his journey along with getting inspired by his spirit.  
Sometimes, what you don't want is what you need which takes you places.  
Never says never to any #opportunity. You never know how game-changing it can be.  
223 8 comments · 1 repost



# ALL SHARKS DEAL | SNITCH

## Mentions 46

- Snitch founder Siddharth received major appreciation from the viewers and users seemed inspired by his start-up story
- However, few audiences raised suspicion about the low equity deal stating that just .3% for each shark is less. Moreover, mentioned how such low equity excites the sharks



**Rishev Agarwal | Picxele**  
@Rishev96agarwal

I never posted about any startup which aired on @sharktankindia

But this is one which is really special after listening to the pitch

The way Siddharth built Snitch remaining Bootstrapped

Having 44Cr Revenue in FY22 and aiming for 100Cr in FY23 is commendable

1:27 PM - Jan 28, 2023 - 15.9K Views

4 Retweets 51 Likes

**Viraj Sanghi**  
@bombaywala77

Replying to @sharktankindia @smangupta0303 and 12 others

Just one question. I have seen all sharks participating for Snitch with just 1.5% equity. Which is just .3 percent for each shark, do such low equity really excites you?

7:28 PM - Jan 28, 2023 - 25 Views

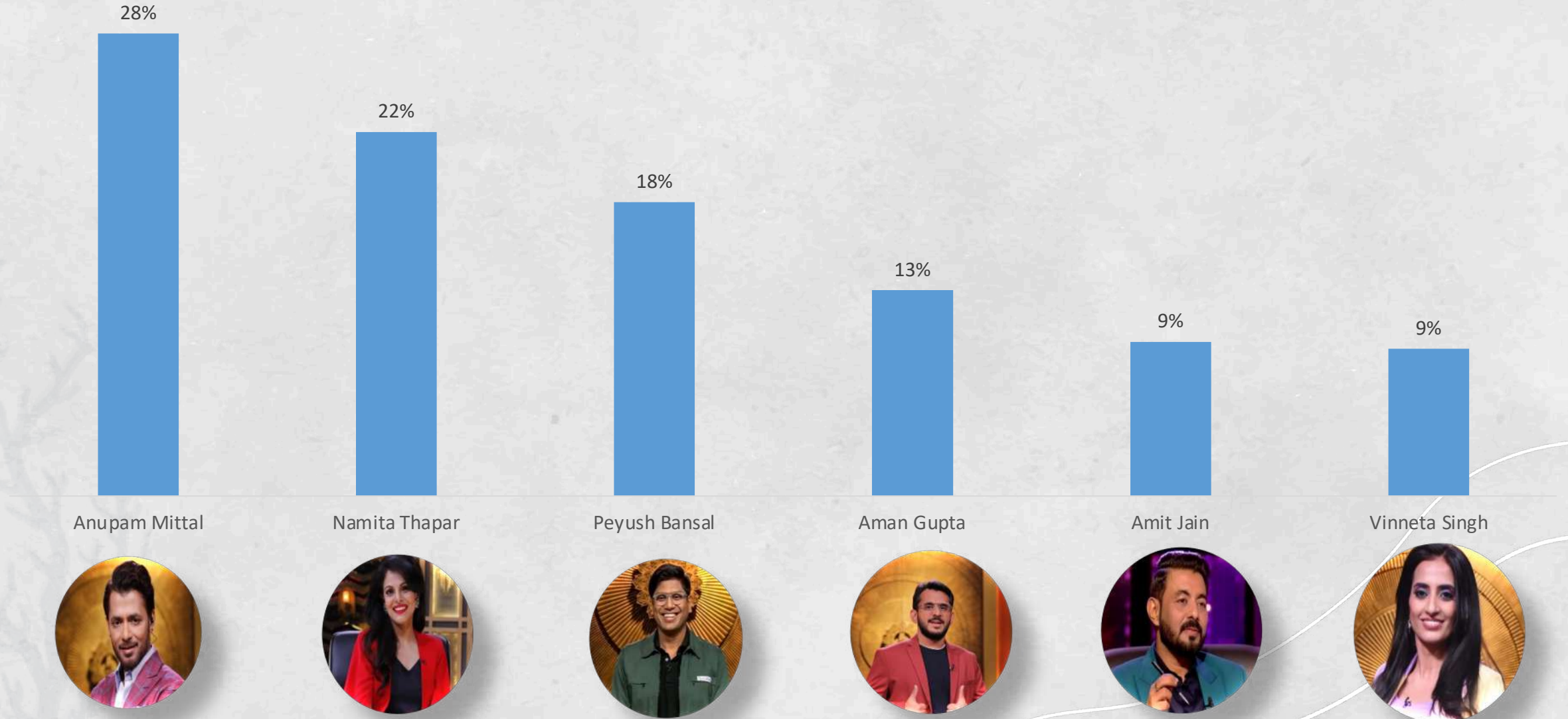
**kalpit gejjar**  
@kalpit\_gejjar

Truly inspired by the story of the founder of snitch ! #SharkTankIndiaSeason2

11:53 AM - Jan 28, 2023 - 78 Views

7 Likes

# SHARE OF VOICE





# SHARK | ANUPAM MITTAL – 2697 MENTIONS



## Anupam Mittal

Anupam Mittal, known as one of the most experienced and revolutionary entrepreneurs, formed the People Group (Shaadi.Com) and now serves as its CEO. On December 23, 1971, he was born in Maharashtra to Bhagwati Devi Mittal and Gopal Krishna Mittal.

Positive | 40%

Neutral | 45%

Negative | 16%

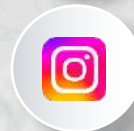
ANUPAM MITTAL won the hearts with his humbleness. Moreover, people called Anupam the **Quora of Shark Tank India**. Further, the audience applauded his way of dealing with the new-age entrepreneurs



4.2K followers



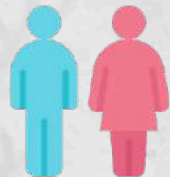
181.7K Followers



1.1M followers



452,620 followers



Male fans remained more vocalized on social media

**Vibhor Varshney** (@nakulvibhor) ✓

Looks like @AnupamMittal is the new boss in Shark tank season 2

From offering job to investing in business

Loved the way he deals with new entrepreneurs specially focusing on their journey, background etc

His fav line is -"last month Kitna sales kia" 😄

4:53 PM · Jan 12, 2023 · 86.2K Views

14 Retweets 1 Quote Tweet 477 Likes

**Jayanth Vasahit** (18.5) (@jayanthv)

Replying to @AnupamMittal and @sharktankindia

Instead of normalising dropping out of education, can't we flip this and instead say "college degree alone doesn't provide clarity". Life needs multiple skills and being a graduate or not being one, doesn't guarantee success.

7:52 PM · Jan 6, 2023 from Bengaluru South, India · 12.2K Views

5 Retweets 1 Quote Tweet 196 Likes

**সুভম পোদ্দার (সুভম)** (@suvam\_poddar13)

Replying to @AnupamMittal

Idk but i definitely know that anupam mittal is the Quora of "shark tank India" ❤️👍

1:10 AM · Jan 22, 2023 · 5,585 Views

21 Likes

# SHARK | NAMITA THAPAR – 2123 MENTIONS

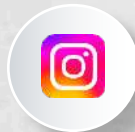


## Namita Thapar

*Namita Thapar is a remarkable lady who gained popularity after appearing on the American television-inspired show Shark Tank India. Emcure Pharmaceuticals' Executive Director is her title. She is a well-educated woman who was born and raised in Pune.*



150.1K Followers



778K followers



82%

18%

Male fans remained more vocalized on social media

Positive | 44%

Neutral | 43%

Negative | 12%

**NAMITA THAPAR** grabbed the audience's attention as she opened about her **body-shaming experience**, and many audiences expressed relatability with this. However, some users believe this lady shark **isn't adding much value** to the show. Furthermore, Namita's take to not invest in the sharks category of the business received agitation on social





# SHARK | PEYUSH BANSAL – 1713 MENTIONS



## Peyush Bansal

*Peyush Bansal, 36, was born and raised in New Delhi and is the founder and CEO of Lenskart.com. He earned his bachelor's degree from McGill University and his master's degree in MPEFB management from IIM Bangalore.*

Positive | 44%

Neutral | 43%

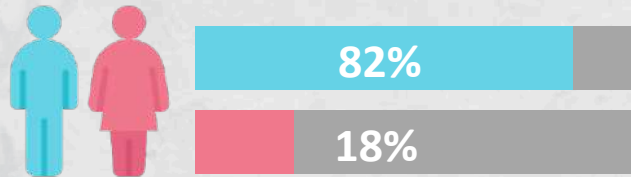
Negative | 12%

PEYUSH BANSAL POV to support the start-ups of similar lines received well among the audience and they appreciated Peyush's move *to invest in similar nature of the business* that sharks are venturing into

166.9K Followers

637,142 followers

675K followers



Male fans remained more vocalized on social media



# SHARK | AMAN GUPTA – 1200 MENTIONS

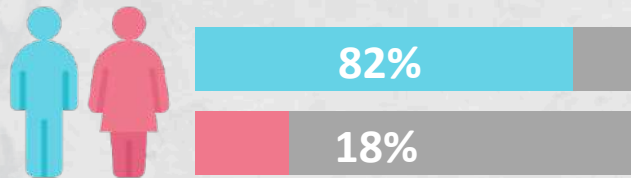
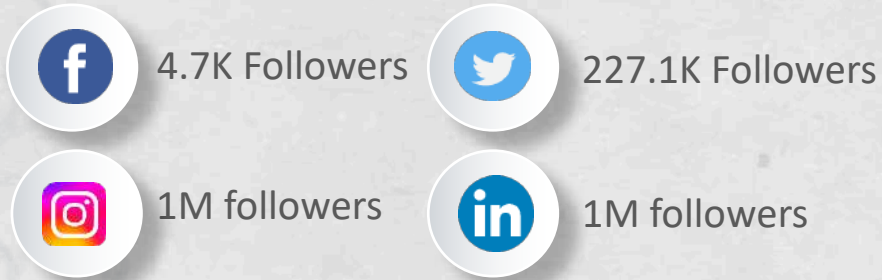


## Aman Gupta

Aman Gupta, who was born and raised in Delhi, is one of the most successful young entrepreneurs. He is the CMO and Co-Founder of boAt, an Indian electronics firm.



AMAN GUPTA received the tag of the *coolest and the most humorous* shark among his fellow sharks. However, the audience seemed disappointed with Aman's reaction to the *Magic of Memories* pitch and called it pathetic. Hence, contributed to negative sentiments



Male fans remained more vocalized on social media

**Tejas Patil** (@\_digitaltejas) Replying to @rajshamani  
 Aman Gupta is definitely my favorite shark in Shark Tank India because he has a great personality and is very humble. He always entertains us watch on the show and brings a sense of humour and fun to the panel. Overall, Aman Gupta is a great role model...  
 10:29 PM - Jan 8, 2023 - 3,185 Views  
 7 Likes

**Alok Ranjan** (@slok\_rshukla)  
 Apart from Aman Gupta's BoAt, All Shark Tank India judges are in huge losses. aur Pitchers se puchte hai profit kitna ...?  
 #SharkTankIndiaS2  
 2:34 PM - Jan 19, 2023 - 389 Views  
 1 Retweet 13 Likes

**Kashika Dusad** (@kashikadusad)  
 Aman Gupta's reaction on today's magic memories pitch was pathetic.  
 #sharks #SharkTankIndiaSeason2  
 11:11 PM - Jan 11, 2023 - 630 Views



# SHARK | AMIT JAIN – 899 MENTIONS



## Amit Jain

Amit Jain is the Chief Executive Officer of the relevant corporate group and is known for co-founding CarDekho. He rose to prominence after CarDekho became a significant leading alternative in the online market for reselling and purchasing second-hand vehicles.

Positive | 43%

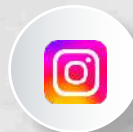
Neutral | 49%

Negative | 8%

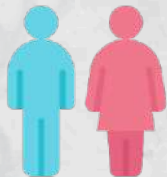
AMIT JAIN, the newest shark, inspired young entrepreneurs to be grounded and humble. Moreover, users mentioned that Amit brought positive vibes and intelligence to the show. However, a fraction of users seemed upset with Amit's investment in a non-veg food chain due to his Jainism roots



1,693 Followers



69.4K followers



81%

19%

Male fans remained more vocalized on social media



# SHARK | VINEETA SINGH – 858 MENTIONS



## Vineeta Singh

Vineeta Singh is a well-known female entrepreneur who is one of the Shark Tank India judges. She co-founded SUGAR cosmetics with her husband and is now the company's CEO.



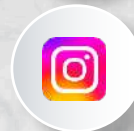
VINEETA SINGH **constructive feedback** received appreciation and made her one of the best things. But few people perceived that Vineeta is **gender-biased** while investing. On the other side, fans seemed disappointed with the Vineeta's reaction to the Recode pitch and for mocking the founders



4.1K followers



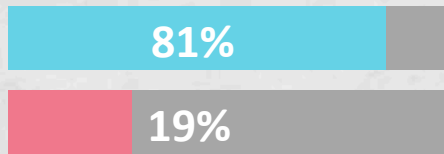
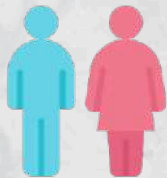
108.2K Followers



704K followers



546,071 followers



Male fans remained more vocalized on social media





# MENTIONS OF SONY TV | 1788

The business owners thanked Sony TV on Twitter for giving the platform and shared their appreciation. The audience, however, expressed their POV claiming that Rahul Dua was not the best option for the role of Shark Tank host. They also claimed that Sony TV had turned season 2 of Shark Tank into an imitation of Indian Idol by introducing an emotional or painful element


**Unnamed Indian**  
 @SUN\_EXPRESS

Kis gadhe ko Rahul Dua kisi bhi angle se Shark Tank host karne wala laga tha.

[@SonyTV](#)

[Translate Tweet](#)

8:36 AM · Jan 20, 2023 · 92 Views


**Kshitij Mundra**  
 @KshitijMundra07

Ye Sony TV walo ne [#SharkTank](#) ko akhir kaar [#IndianIdol](#) bna hi diya..

[Translate Tweet](#)

10:21 PM · Jan 8, 2023 · 82 Views


**Vineet Saraiwala**  
 @VineetSaraiwala

Thank you Sony TV & Shark Tank for treating my story with Grace so that we can take our Nation forward into an Inclusive world

Do remember that this world will not decide what a person with disability can or cannot do! (n/n)

8:28 AM · Jan 12, 2023 · 425 Views

---

10 Likes


**IndiaTV ShowBiz**  
 @IndiaTVShowbiz

"#SharkTankIndia2 is the best of all reality shows on tv right now," say netizens as the reality show starts airing on Sony TV. However, fans miss ex-shark [#AshneerGrover](#)'s quirky comments.

[#SharkTankIndiaS2](#)



indiatvnews.com  
 Shark Tank India Season 2: Netizens give thumbs up but miss ...  
 'Shark Tank India season 2 is the best of all reality shows on TV right now,' say viewers as the reality show starts airing on Son...

10:09 AM · Jan 3, 2023 · 189 Views

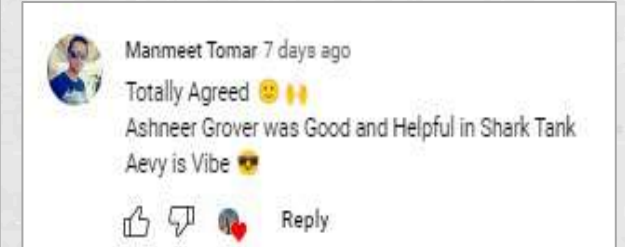
# AUDIENCE EXPRESSED NOSTALGIA- S1 SHARKS



## ASHNEER GROVER

**MENTIONS | 1492**

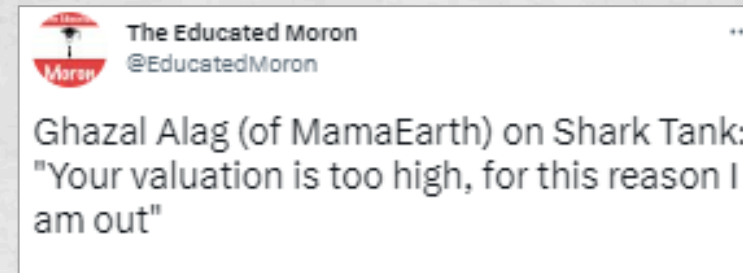
A loud noise has been observed wherein people vouched to bring back Ashneer Grover. His brutal honesty and upfront behavior made him the won the hearts in the past. People vouched that without Ashneer the show isn't entertaining and funny



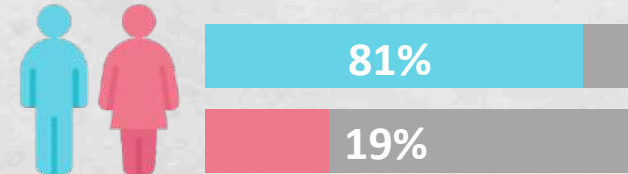
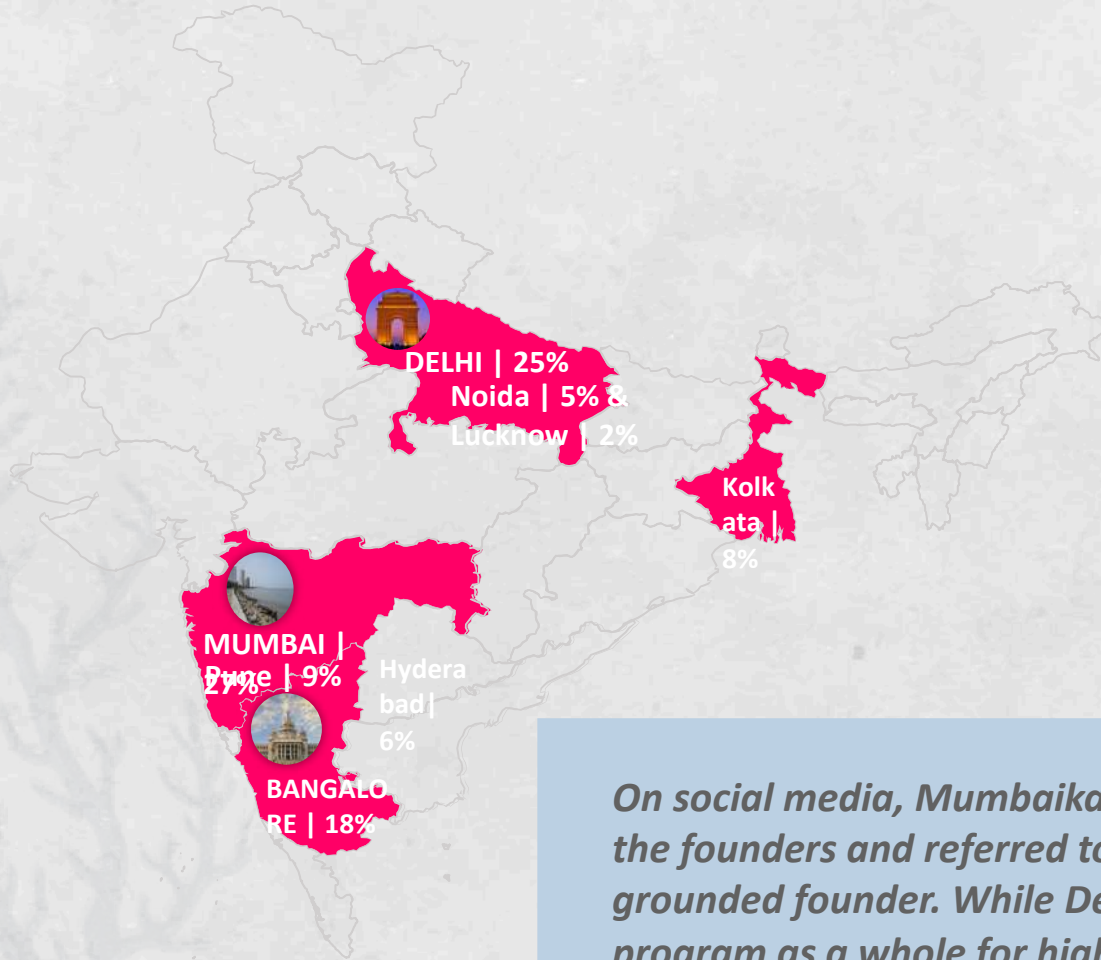
## GHAZAL ALAG

**MENTIONS | 41**

Minimal mentions were observed around the MamaEarth founder Ghazal, wherein most of them were related to controversies about the upcoming IPO



# FROM WHERE THE BUZZ IS COMING



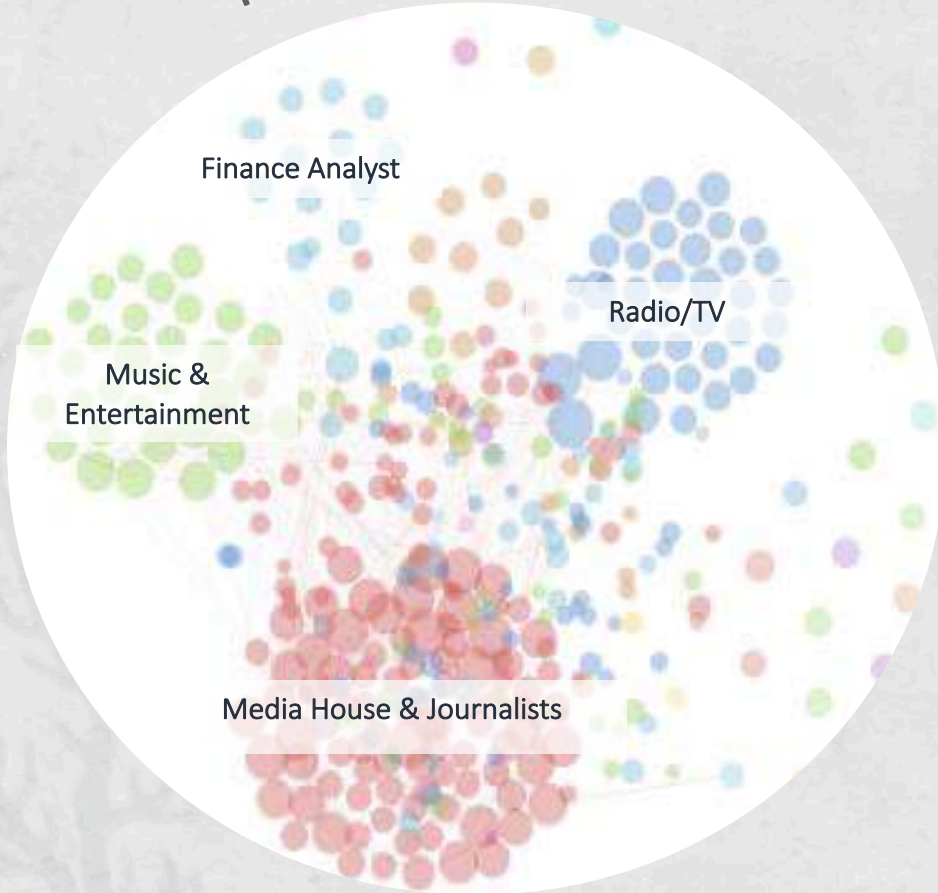
As a remarkable fact, 81% of the audience is male

*On social media, Mumbaikars mostly discussed the founders and referred to Peyush as a grounded founder. While Delhites praised the program as a whole for highlighting the start-up culture and the tech boom.*



# KEY DIGITAL OPINION LEADERS

Interests/ Professions as  
per their Bio Information



@hvgoenka | Harsh Goenka  
1.7M Followers  
Post: [Link](#)



@TajinderBagga | Tajinder Pal  
1M Followers  
Post: [Link](#)



@GabbbarSingh | Gabbar  
1.4M Followers  
Post: [Link](#)



# COMPARISON FROM S1 TO S2



## ***SHARKS***

Many observers compared the previous season to the current one and noted that Ashneer was the show's mainstay; as a result, his departure rendered S2 less compelling.



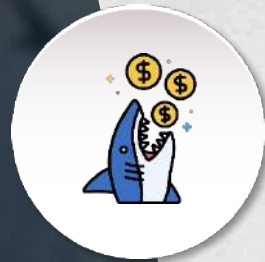
## ***PITCHES***

Drawn parallels between the pitches of S1 & S2 and mentioned that they saw a similar flavor pitch in the S1



## ***ENTERTAINMENT***

Viewers vouched that S1 was more realistic and was like a treat to watch however, S2 is more dramatic and emotional which led people to compare shark tank S2 with Indian Idol



## ***INVESTMENTS***

Viewers stated that founders are more focused on building personal branding in S2 rather than equity & investments. Hence, expressed disappointment

# COMPARISON FROM S1 TO S2- CONVERSATIONS GLIMPSE

**Mayukh Saha**  
@mayukhsaha

Shark Tank S1 was Real  
But In S2 the entrepreneurs are focusing more on their Self Branding Rather Than Equity & Investments and the person who always focused On Business is Also Not There In This Season At the End The Audience Is Disappointed  
[@sharktankindia](#)

2:39 PM · Jan 15, 2023 · 26 Views

**Manoj Gouda**  
@Manu\_\_10

Season 1 shark tank was more fun and realistic.... Season 2 sounds like simple chapters....  
[#SharkTankIndiaS2](#)

11:21 PM · Jan 16, 2023 · 198 Views

**AB**  
@eyebhii

Replying to @rishsamjain and @sharktankindia

Seriously the S1 was good..but this season it turned into indian idol with all the emotional pitches..and lines like I don't invest in my friend's competitors is the highest point of being a baggage to the show and spoiling the opportunity for the entrepreneur who's pitching.

4:59 AM · Jan 16, 2023 · 119 Views

**Dhruv Sharma**  
@DhrvSharma

Season 2 is more about dramatics and less about business. [#SharkTankIndiaSeason2](#)

In S1, [@Ashneer\\_Grover](#) was brutal at times, yet honest with his responsibility. From the current lot, peyush bansal looks most organic and real.

**Rishi Bagree** @rishibagree · Jan 16  
Shark Tank India, where mega loss-making entrepreneurs judge and humiliate profit-making entrepreneurs

2:07 AM · Jan 17, 2023 · 125 Views

**Heisenberg**  
@imvamsi389

Replying to @Ravisutanjani

There is already a company.. don't remember the name but remember seeing the pitch in Shark tank India S1

10:02 PM · Jan 16, 2023 · 341 Views

**Rofi Gandhi 2.0**  
@RofiGandhi\_

Log bata rahe hain ki Shark Tank season-2 mein ye wali baat nahi hai.

[Translate Tweet](#)



1:19 306.4K views

From Rofi Gandhi 2.0

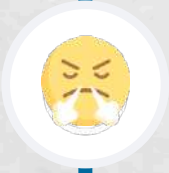
10:32 PM · Jan 13, 2023 · 247K Views

1,501 Retweets 75 Quote Tweets 6,583 Likes

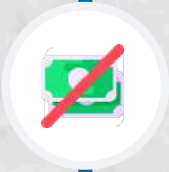
# FINDINGS



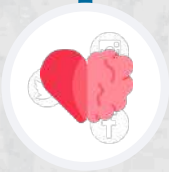
A loud noise has been observed wherein the viewers vouched to bring Ashneer back and Ashneer received 1.4K mentions which is way higher than a few other sharks



A pie of the audience discussed that Rahul Dua is not a good fit as a Shark Tank host and urged Sony to explore alternatives. Moreover, claimed that season 1 was better



The shark's decision not to invest in the shark's particular category received harsh disapproval from viewers



In season 2 a pinch of an emotional element is showcased by the entrepreneurs which went wrong and people draw parallels with the Indian Idol





# HOW LOCOBUZZ CAN HELP



STAY AHEAD OF COMPETITORS

UTILIZE

Competitive Intelligence and Benchmarking

KEEP A CONTINUOUS PULSE ON

ON

Consumer, Brand, and Industry insights



CREATE STRATEGIC SOCIAL CONTENT

WITH

Active Social Media Monitoring



# THANK you

Shubhi Agarwal  
shubhi@locobuzz.com  
COO Locobuzz Solutions

Ravindra Sahu  
ravindra.sahu@locobuzz.com  
Analytics Head

