

MEDIA KIT & COLLABORATIONS

Punjabi words that *move people* — and the numbers to back it.

Harry Dhaliwal Shamashpuria is a Punjabi lyricist, shayar, and storyteller building an engaged, emotionally invested audience across music, writing, and short-form content. This kit covers everything a brand or label needs to know before reaching out.

**Based
In**

Winnipeg,
Canada

Languages

Roman,
Gurmukhi &
Punglish

Contact

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WhatsApp

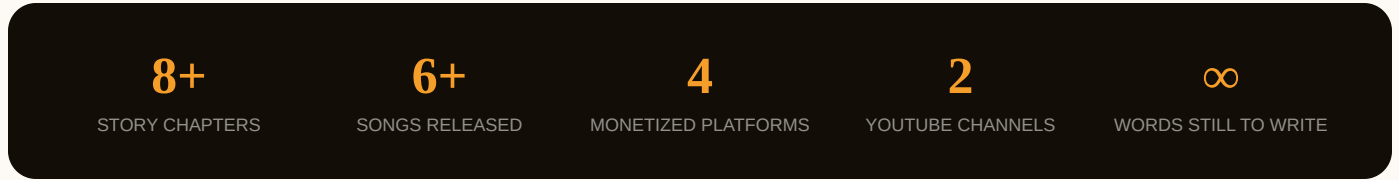
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WHY WORK TOGETHER

A creative track record

Punjabi-language content with a real creative voice — not a generic influencer template. Every collaboration is written, not just posted.



Original Punjabi Lyrics & Songs

Custom songwriting for releases, brand jingles, or campaign anthems — written in authentic Punjabi with real poetic craft.

Shayri & Storytelling Content

Emotionally resonant shayri, captions, and serialized stories that an engaged Punjabi-reading audience actually stops to read.

Brand & Product Integration

Reels, posts, and video features that weave a product naturally into music or storytelling — not a disconnected ad read.

ORGANIC REACH

Recent platform performance

Last 14 days · No paid promotion

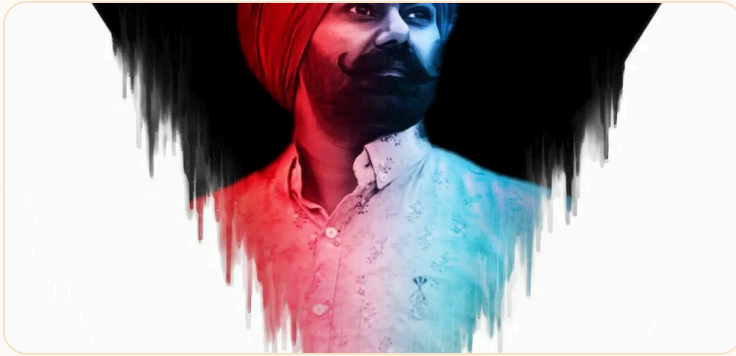


All figures are organic reach from in-app analytics, no paid promotion. Numbers reflect a rolling 14-day window and fluctuate post to post — full historical data available on request.

PORTFOLIO

A look & feel brands can borrow

A small selection of visual treatments used across releases and promo.



WHERE TO FIND THE WORK

Active platforms

Content is published consistently across these channels — ideal touchpoints for cross-promotion.



Instagram

Shayri, reels, BTS



YouTube — Artist

Music & vlogs



YouTube — Label

Villager Beats Studio



TikTok

Short-form clips



Spotify

Streaming releases



Apple Music

Streaming releases



Facebook

Page & profile



Blog

Punjabi storytelling

WHO'S LISTENING

The audience behind the words

A reader and listener base built on emotional connection — not just reach.

LANGUAGE

Primarily Punjabi-speaking — across Roman, Gurmukhi, and Punglish content, reflecting how the diaspora actually reads and writes.

GEOGRAPHY

Strong base across Punjab and the global Punjabi diaspora — Canada, UK, and India, with content built to travel across borders.

CONNECTION

Followers come for the writing itself — shayri, lyrics, and stories shared and saved, not scrolled past.

Let's build something *worth reading*.

Whether it's a song, a campaign, or a one-off collaboration — reach out and let's talk about what makes sense.

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