



WWW.DFOODIEZ.COM

The Online Dining Table

Featured top of the
list amongst the
most recommended
Food groups/Blogs In
India By ICICI Bank
and featured in
Business standard

DFZ Proposes to launch a one of its kind viral campaign across its various social media platforms & if required across other platforms in partnership with your brand .

DFZ Proposes to do the following for Your brand

1)Educate



2)Engage



3)Entertain



The Campaign Shall be for a mutually decided duration ranging between 2-12 weeks wherein we choose from a mix of various posts to:

- Educate :*** Viral discussions on the DFZ community with a specific Brand Feature like timely delivery , Easy Interface etc
- Engage :*** Viral Weekly contests with giveaways in the form of Discount Vouchers
- Entertain:*** Viral Videos posted on the DFZ platforms

The Main aim of this campaign is to drive a positive word of mouth and positive organic brand image for you amongst various stakeholders of the food ecosystem in Delhi NCR & India . The DFZ community members comprise of food lovers , industry professionals , producers , brands , restaurants , bloggers as well as social media influencers

Why Should You Choose DFZ ?

- A Unique opportunity to reach out to thousands of Food lovers
- Completely organic , viral and positive word of mouth for your Brand Image.
- A premium high class , online and internet savvy audience. Imagine the viral effect , Our members are always online and always conversing . **Each and every member is a food lover or related to the food industry in some manner, making our member base a really premium one.**
- ***It is a well known fact that people tend to respond and are more receptive when they are addressed by an Influencer rather than the Brand Directly***
- Ripple effect . Our members are not just active on the DFZ platform but across all popular and large social media communities



Why Should you Choose DFZ ?

- Real users ✓
- Real Comments ✓
- Real Traction ✓
- Genuine Likes ✓
- Actual Traction ✓
- 100 % Organic Engagement ✓
- Opportunity to reach and engage thousands of food lovers , industry professionals , influencers and almost everyone in the food ecosystem ✓

YOU ONLY GET ONE FIRST IMPRESSION.

Make sure your BRAND is unique





Who are we ?

- DFZ is a community backed food based network which works as a catalyst between all the stakeholders of the food ecosystem including food lovers , industry professionals , producers , brands , restaurants , bloggers as well as social media influencers.
- Provides a unique opportunity to brands and marketing professionals to influence , reward and create a viral dialogue amongst its TG in a unique, refreshing & rewarding manner .
- Currently one of the most active & engaging social media communities in India
- Members gather online around an online dining table and exchange foodie conversations.
- It uses social media platforms to create engaging food based conversations through its 75,000 + Strong evergrowing community.



DFZERS : A fast growing foodie tribe.

Members join in & engage amongst fellow foodiez in a moderated yet free manner , together we are popularly known as DFZERS

Current Social Media Presence :

FB Page

<https://www.facebook.com/DFoodiez/>

FBGroup

<https://www.facebook.com/groups/Delhifoodiez/>

Instagram

<https://www.instagram.com/instadfz/>

Twitter

<https://twitter.com/DFoodiez>

“EXCLUSIVE HEALTH YEATING COMMUNITY :

HTTPS://WWW.FACEBOOK.COM/GROUPS/HEALTHYDFZ “

A wooden spoon and a wooden fork are lying on a wooden surface. The spoon is positioned horizontally at the bottom of the frame, with its head pointing to the left. The fork is positioned diagonally at the top left of the frame, with its handle pointing towards the top left corner. The background is a wooden surface with a visible grain pattern.

DFZ has successfully done lots of contests , sponsored discussions with various brands regularly on its platforms , The DFZ members are ready and very receptive towards such campaigns , In the upcoming slides let's have a close look at the DFZ platform and also some examples of past campaigns

Recent Campaigns & sponsored posts : A Glimpse

- In the next few slides , we have shared some examples how brands use the DFZ Platforms to connect with their TG in innovative & engaging ways , a number of brands used the ongoing Lockdown period to engage with our members
- **Festive special** messages , Occasion Based announcements
- New product Launches (Campaign extension/Supporting msgs)
- Branded **recipes** , health tips etc
- Specially designed **viral contests**
- Brand messages
- CSR Messages
- Extending their existing campaigns on the DFZ platforms.
- **Testing new products / Sampling**

Recent Campaigns & sponsored posts : A Glimpse - Dettol

Jyoti Kohli Admin • 8 Apr at 18:03 • Convosight • 📷

Hey moms, there are a lot of products available to maintain hygiene for our kids and families and to keep our homes clean. But I want to request you all to please use the products as per the usage instructions mentioned on the back of the pack...

Here I am using the Dettol Handwash, but I always use it as per the instructions on the pack. Also mo... See More



👍❤️ You, Jyoti Kohli and 21 others 24 Comments

📍 Love Comment

Jyoti Kohli Admin • 7 Apr at 18:33 • Convosight • 📷

Hey moms, there are a lot of products available to maintain hygiene for our kids and families and to keep our homes clean. But I want to request you all to please use the products as per the usage instructions mentioned on the back of the pack...

Here I am using a dettol product but I have made sure that I am using it as per the instructions. Als... See More



📍 SponsoredPosts

👍❤️😮 You, Jyoti Kohli and 90 others 65 Comments

📍 Love Comment



Jyoti Kohli

Admin • 18 Jun at 22:00 • Convosight •

Like Father Like Kid

Hello Moms,

A parent plays a special role in their child's growth and as Father's day is coming up, let's talk about the huge role a father plays in building a strong foundation for the kid's future!!

At a very young age my husband learnt from his father the importance of being grateful and thankful for what we have. Everyda... See More



#AllGrowthAllPossibilities

with **NANGROW**

You, Jyoti Kohli and 136 others

98 Comments

Recent Campaigns & sponsored posts : A Glimpse - Nangrow

Hello moms,

Our kids are at home these days and we are doing everything to ensure that they grow and develop properly even during these times. All of us are trying to make our kids follow new and simple activities that will help them to learn better. To thank all the parents for the efforts they are putting in to open up a new world of possibilities for their children, Nestle Nangrow dedicates this film, Growth ki Nayi ABC to all of us.

As a mom, I could relate to this as I am also trying new activities with my kid. Mommies, watch this video and tell me what you are doing to provide new experiences for your kids and tag 2 more moms in the comments below with [#Allgrowthallpossibilities](#).

I tag @A and @B



SponsoredPosts

You, Jyoti Kohli and 34 others

59 Comments

Recent Campaigns & sponsored posts : A Glimpse - **Pediasure & Goodtogo**



Admin • 30 Apr at 16:00 • 🧑

["http://bit.ly/PDScc01"](http://bit.ly/PDScc01)

Hey Parents, low immunity causes a lot of illnesses which leads to poor development of our kids. I recently came across this expert video which talks about how important are micronutrients like Zinc, selenium, etc for immunity building.

I make sure to give a healthy start to my kid's day with a spoonful of chyavanprash which acts as an immunity booster.

One other thing that has helped me ensure proper nutrition and right growth is the free immunity-boosting counseling session from a nutritionist offered by PediaSure. You can also get this free guidance just by filling this form- <http://bit.ly/PDScc01>

Parents, share what all things you do to boost immunity for your child in the comments with the **#iboostimmunity** & **#staysurewithPediasure**

P. S : Form Link in first comment.



Adit Kohli

Admin • 17 Apr at 17:59 • 🧑

Hey Dfoodiez,

Looking for Safe, hygienic and tasty non veg options delivered to you, in the comfort of your own home ?

To order download the good to go app today or visit <http://www.goodtogostore.com/>

Happy ordering, Happy Dfzing. ... See More

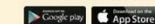
We are Delivering Fresh Chicken, Mutton & Fish

Hygienic & Sanitized Kitchens

Your safety is our priority, all our staff members carry individual thermometers for anyone to check for their assurance.

#CombatingCoronavirus

www.goodtogostore.com



SponsoredPosts

👍❤️😮 You, Jyoti Kohli and 39 others

33 Comments



Love



Comment




Rupesh Kumar

Much appreciated

Recent Campaigns & sponsored posts : A Glimpse -

Inatur herbals , On1y spices and Sunshine Tea



DFZ Any Time Meal Contest

Simply share the pic of a meal which you can have any time !!

*That's it!
Now keep your fingers crossed
To win some exciting prizes!*

*Use the below Hashtags
#DFZContests
#AnyTimeMeal*

Prizes Up for Grabs :
Inatur Herbals, All Purpose Cream ,
Sunshine Tea, Tea Sticks ,
On1y Seasonings

*3 Lucky Winners
Prize for Maximum Entries
Wildcard Winner !!
Decision Of DFZ Admins Final*

Conditions Apply

Contests

You, Jyoti Kohli and 106 others

468 Comments

Love Comment

Recent Campaigns & sponsored posts : A Glimpse

Dear Dfzers we are proud to announce an exclusive contest just for the DFZ family !!

Presenting the "Tupperware Dabba Exchange Festival Contest" Exclusively for DFZERS !!

3 Lucky winners stand a chance to win an exclusive "Tupperware Executive Lunch Set " Worth INR 1000/- each !!!

Simply Share your most memorable Office Dabba memory in comments below, the top three comments win !!

Go grab these amazing Executive Lunch Sets DFZERS !!

Contest is now open !!

#DFZcontests #winwithDFZ #DFZ

DFZ

Contest Alert!

The Tupperware Dabba exchange festival has come to DFZ !!

Here is your chance to win the amazing Tupperware Executive Lunch set Worth INR 1000/- each !

"Simply share your most memorable office Dabba memory in comments below"

(P.s : Exchange your old lunch set and get 20 % of on the Tupperware Executive Lunch set as part of the ongoing tupperware Dabba exchange festival)

Win Win Win Win Win

the dabba exchange festival

Tupperware

Which has been your most memorable office Dabba ?

You, Tikulli Dogra, Kavisha Mehra and 37 others

82 Comments



Recent Campaigns & sponsored posts : A Glimpse

TANGLE[®] TEEZER

The right diet & the right brush can go a long way in ensuring good hair
This Mothers day weekend we are giving you the good brush ,
you give us some good hair raising recipes,diet tips,superfoods etc ...
(Asking your mom might just help)

- 1)Like the tangle teezer page , link in post.
- 2)Share a recipe or a pic of a dish or a food item that is good for hair
- 3)Post the same in the comments section below
- 4)Post on the group

Two lucky winners daily get a premium world class Tangle Teezer hair brush*
Decision of DFZ admins is final

*Conditions apply



Recent Campaigns & sponsored posts : A Glimpse



Rice for Life
CONTEST



DFZ in association with SAAMITHAIR
proudly present the "Rice for life" week.

A week long celebration of Rice with a curated
offering of activities and Rice themed contests
Culminating at AAHAR 2016 **

WIN UPTO 50 KGS OF PREMIUM BASMATI RICE !! *



**India's Biggest Food Exhibition



Rice for Life
CONTEST
Terms & conditions apply **



How to make the most of this Final Mauka to win ?

- 1) Click a picture of any rice dish
it can be home made or from a
restaurant/takeaway/vendor/hotel/club etc.
- 2) Post it on the DFZ group
<https://www.facebook.com/groups/Delhifoodiez/>
- 3) Write the name of the dish
in the comments section here and comment "Done"

Please note the pic has to be an original !!

This is your Final "Mauka-Mauka"
To win some more Premium Aromatic basmati !!

Results to be announced at 6 pm on 19/3/2016
so that all of us can enjoy Pakistan get another "Mauka"
to Beat India in a world Cup !!

'Final Mauka - Mauka !!'

Recent Campaigns & sponsored posts : A Glimpse

Enter the Hair Raising Recipes Contest*

Father's Day Weekend Special !

How to Participate & win :

- 1) Like the kent Hair Brushes India FB page
(Link in comments and pinned post)
- 2) Share a pic of a food item or a meal that is good for hair growth
(Has to be an original pic)
post the pic in comments here
- 3) Repost the same on the group .
- 4) Like this post
That's It , All the best,
..... Happy Contesting !!!!!



4 lucky winners
to be announced
tonight and tomorrow
night..... !!

Father's day
Give Away !!

8 Lucky Winners to be rewarded !!

*DFZ admins judgement is final
Conditions apply .

Recent Campaigns & sponsored posts : A Glimpse



The graphic is set against a light orange background with white cloud cutouts. In the top left, a brown silhouette of a helicopter carries a couple. To its right, the text 'Love at first flight!' is written in a playful font, with the 'o' in 'Love' being a donut. The top right corner features the 'm.o.d. mad over donuts' logo and the tagline 'Love at First Bite!'. The center contains the text 'I want a date among the clouds because _____'. The bottom left has a dark brown banner with the text 'Win box of 12 Donuts!' and '3 best answers stand a chance to win.' The bottom right shows three heart-shaped donuts with various toppings, a 'NEW' badge, and a '100% EGGLESS' logo. A small 'DFZ' logo is in the bottom right corner.

m.o.d.
mad over donuts
Love at First Bite!

Love
at first
flight!

I want **a date** among the clouds
because _____

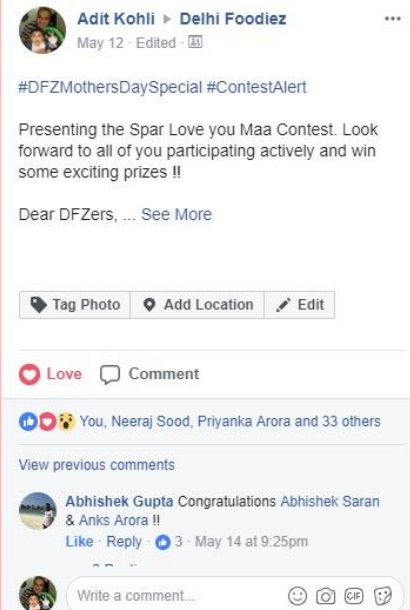
Win box of 12 Donuts!
3 best answers stand a chance to win.

NEW

100%
EGGLESS

DFZ

Recent Campaigns & sponsored posts : A Glimpse





I never come home without green vegetables

What's your #MustPick?

*WIN EXCITING PRIZES

DFoodiez • Delhi Foodiez
Published by Adit Kohli [?]
Page Liked · July 7, 2017 · Edited · [?]

Nachos, notebooks, or coriander?

What's that one product you buy every time you visit a grocery store? Tell us what's your #MustPick in the comments section below to win an exciting prize, one lucky winner to be picked from the comments!

A sponsored discussion by Spar.

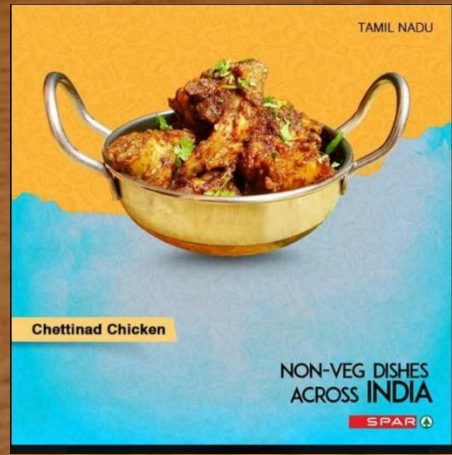
#DFZGiveaways #DFZ

Tag Photo Tag Products

Add Location Edit

Love Comment Share

You, Saloni Puri Kanwar, Neeraj Sood and 22 others



Adit Kohli • Delhi Foodiez
September 17 · [?]

Hey D'Foodiez

It's the last Sunday before Navratras. Let's try making some authentic Chettinad Chicken today.

Originating from the Chettinad region of #TamilNadu, this is a classic Indian dish made with Chicken. Now you can also make this delicious dish at home! Here is the #recipe for Chicken Chettinad - ... See More

Tag Photo Add Location Edit

Love Comment

You, Suneel Devgan, Sarita Bhat and 25 others

View 2 more comments

Abhishek Gupta Wow
Like Reply · 1 · September 17 at 11:59am
1 Reply

Write a comment...



SPAR

Beat Diabetes

Prep up

with red peppers

Don't give diabetes a chance

Proud Moments for DFZ, a glimpse ...

MONDAY, 24 DECEMBER 2018
A page in Business Standard
NEW DELHI (CITY)
₹8.00
ECONOMY & PUBLIC AFFAIRS P.6

Business Standard

www.business-standard.com

How markets performed last week

Index	High	Low	Open	Close	Change
Sensex	35,762	35,742	35,742	35,742	+0.6
Nifty	10,754	10,754	10,754	10,754	+0.5
BSE	22,441	22,441	22,441	22,441	+0.5
Midcap	6,333	6,333	6,333	6,333	+0.4
Smallcap	25,753	25,753	25,753	25,753	+1.1
Bank Nifty	26,146	26,146	26,146	26,146	+5.7
Gold	6,721	6,721	6,721	6,721	+1.8
Oil	10,636	10,636	10,636	10,636	+2.1

Bartering is back, on new-age platforms

You can swap movie tickets, event passes and suchlike, but it has got to be an exchange. You can't sell your stuff for cash

Adit Kohli, founder of DFZ, a platform for foodies, offers space to brands in return for giveaways from them

forms. DFZ is a platform for foodies. "Brands get space on our platform to converse with a niche social media savvy audience in exchange for goods and services, which the DFZ team uses as giveaways and also retains some as transaction fee," says Adit Kohli, founder of DFZ.

How to get started: Adit Kohli, founder of DFZ, a platform for foodies, offers space to brands in return for giveaways from them

and Adit Kohli, offers its services on barter platforms

simultaneously and cannot take

DFZ

Recommended Foodie Groups And Blogs

Favorite [Go Back](#)

S.No	Group Name	Bio
1	Delhi Foodies	An endeavour to bring food lovers on a one to one platform and share everything about food specially from India Discover the

It is with great pleasure & immense happiness that I share with you a proud moment for all of us . DFZ has been featured top of the list in ICICI Bank's 'Live Your Passion' Recommended Foodie Groups And Blogs.

A big heartfelt thanks to all members of the DFZ Family , **Congrats** everyone & Happy DFZING.

LIVEYOURPASSION.IN

Recommended Foodie Groups and blogs | Live Your...

To further indulge your taste buds, we have curated an ensemble of famous Foodies/groups on Face...

Announcements

You, Jyoti Kohli and 265 others

170 Comments

A wooden rolling pin is positioned diagonally in the upper left corner, and a wooden spoon with a fork-like end is positioned horizontally in the lower half of the image. Both are resting on a wooden surface.

*Let's Plan a foodilicious
campaign for you, Lets
connect at*

delhifoodiesinfo@gmail.com

