

# MEDIA KIT

## Debjani Chatterjee Alam

Food Blogger & Influencer

### About Debjani and Her Blog!

**Blog:** <http://kitchenofdebjani.com>  
**Facebook:** <https://www.facebook.com/foodofdebjani/>  
**Twitter:** <https://twitter.com/foodofdebjani>  
**Instagram:** <https://instagram.com/foodofdebjani/>  
**Flickr:** <https://www.flickr.com/photos/debjani-chatterjee-alam/>  
**Zomato:** <https://www.zomato.com/foodofdebjani>  
**Linkedin:** <https://www.linkedin.com/in/debjani-chatterjee-alam>



I am Debjani Chatterjee Alam, a food blogger by passion and by profession a Finance analyst working for the Development Sector since last 9 years. I have worked with a few United Nations Organizations that include World Health Organization, UNICEF and UNDP and also for MIT's Economics Research Lab and I have handled Grants and Financial analysis as part of my professional Career. At present I am associated with an International Microfinance Organization working in India. I presently am based out of Kolkata and am married to an Architect and I am mother to a sweet little girl Renaissance.

My blog is where I write about the things I am passionate about. I travel a lot and that do reflects in my writing. I have started my blog back in 2011 and named it "**Debjanir Rannaghar**". Rannaghar is a Bengali Word depicts for Kitchen and I have chosen this particular name as I wanted to give my blog a special personal touch. Initially, the blog started with only to record the recipes but over the period of time, I started writing Travel diaries, Reviews, fine-dine or street food experience etc. At present, I do food reviews, street food expedition, Food Photography, Review of Restaurant, Service and Products.

### Community

∞Page Views∞  
60,000/ month

∞Unique Visitors∞  
45,000/ month

∞Facebook∞  
6500+

∞Twitter∞  
2500+

∞Instagram∞  
4000+

### Services Offered!

**Sponsored Posts**  
**Recipe Development**  
**Social Media Influencing**  
**Partnership Packages**  
**Brand endorsement**  
**Food Photography**  
&  
**Workshop & public speaking**

My blog comprises of Recipes, Product Reviews, Restaurant reviews, Travel diaries, lifestyle and parental posts. In addition to the blog I do have strong social media presence on Facebook, Twitter, Instagram, Pinterest and my Zomato profile is a verified one. Apart from developing and writing about recipes, reviews of various brands, products and restaurants I am a photography enthusiasts and I regularly do opt for food photography, street photography and kid photography. In addition to my blog I write for famous Bengali food magazine "Sananda" and "Hyangla Hneshel". **Rediff** recently featured me as one of the **authentic food instagrammer** from Kolkata.

Below are a few links of my work featured in different platforms which includes [Polka Cafe](#), [Storypick](#), Asian Age, [Huffingtonpost](#), and several times at Rediff Get Ahead ( [Rediff Diwali Recipe](#), [Rediff Bengali Sweet](#), [Rediff Christmas post](#), [Rediff Bengali lost Recipe](#), [Rediff Obama Recipe](#), [Rediff World Pancake Day Recipe](#)).

## BRAND ASSOCIATION

