

UGC & CREATOR RATE CARD

Starting rates in INR · Faceless product storytelling for beauty, skincare, fashion, accessories and lifestyle brands.

UGC production

Service	Starting rate	Includes
Single UGC video	■10,000	One short-form video, concept direction, filming/editing, captions or on-screen text, one revision round. Brand posting not included.
Three UGC videos	■27,000	Three coordinated short-form videos, filming/editing, captions, one revision round per video. Brand posting not included.
Five UGC videos	■42,000	Five coordinated short-form videos, planning, filming/editing, captions, one revision round per video. Brand posting not included.

Instagram publishing

Service	Starting rate	Includes
Dedicated Instagram Reel	■20,000	One dedicated Reel published on @witharshiya, concept, filming/editing and one pre-publication revision.
Three Instagram Stories	■8,000	Three coordinated Story frames, product integration, CTA and link sticker where available.
Reel + three Stories	■25,000	One dedicated Reel plus three supporting Story frames and one pre-publication revision.

Campaign packages

Package	Starting rate	Deliverables
Content Starter	■15,000	One UGC video delivered to the brand + one Story frame published.
Social Spotlight	■25,000	One dedicated Instagram Reel + three Instagram Story frames.
Campaign Edit	■42,000	Two Instagram Reels + three Instagram Story frames.

Usage & licensing

Organic usage: Standard rates include organic usage only, unless otherwise agreed in writing. Paid advertising, whitelisting, boosting, website usage, marketplace usage, raw footage, category exclusivity and extended licensing are quoted separately. Fees depend on usage duration, platforms, territory, advertising spend, content type and exclusivity requirements.

Important: UGC production does not automatically include posting on @witharshiya. Paid usage and additional rights must be discussed and agreed in writing before the collaboration is confirmed.

Enquiries: witharshiya.ugc@gmail.com · Instagram: [@witharshiya](https://www.instagram.com/witharshiya)

All prices are starting rates in INR. Final quotes depend on the brief, production complexity, timelines, taxes, shipping and agreed rights. Views, sales and conversions are not guaranteed.