

Tiktok rival Lomotif launches in India with strategic partner Socialkyte

Socialkyte reports over 30mn+ views across all social platforms within the first 48 hours of the launch

DELHI, NEW DELHI, INDIA, November 22, 2021 /EINPresswire.com/ -- New Delhi, November 2021: With Tiktok's ban in India, the country continues to witness a rise in content creators who are

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ever experimenting with short video formats, and apps that become a voice for them to showcase their talent, we have yet another popular USA-based app: [LOMOTIF](#) that joins the bandwagon today. Featuring the currently, very popular short video format, the app has entered the Indian market at just about the right time with the space constantly evolving.

Founded by Singapore-based Paul Yang, and acquired by [ZASH Global](#) Media and Entertainment, the app provides

access to a global audience, and its patent technology allows users to immerse themselves in a super-engaging reel format of content. At the same time, with a comprehensive platform such as LOMOTIF, competitors can beware because they are here to stand out. Here's how - Since TikTok was banned, the country has seen several local apps emerge and try to stir creators into telling their stories. LOMOTIF, firstly, does not just want the users to create their stories, but do so, uniquely and in a way that will make their audience MOVE by just being themselves. Secondly, they want the creators to create and foster global partnerships and that itself makes them a winner. So, with pre-build editing and mixing available and constant endeavors by the app creators to localize content for the Indian audience, we sure have a winner materializing.

'We were very excited with the initial response to the beta testing of our app in India, which led to launching the app in India today with the support from [Socialkyte](#), our strategic partner. The content creation market is ever-growing and LOMOTIF will emerge as a platform where we can see a spirit of collaboration, build a community of creators who want to showcase their realness via their content and a source of entertainment for the viewers. I thoroughly enjoyed the launch and the response was overwhelming.' says Ted Farnsworth, Chairman & Co-Founder of ZASH Global Media and Entertainment.

Gurjot Batra, Co-founder of Socialkyte says “We always believed Lomotif would be a huge

success in India and to see our initial response from the Indian market even exceeded our expectations."

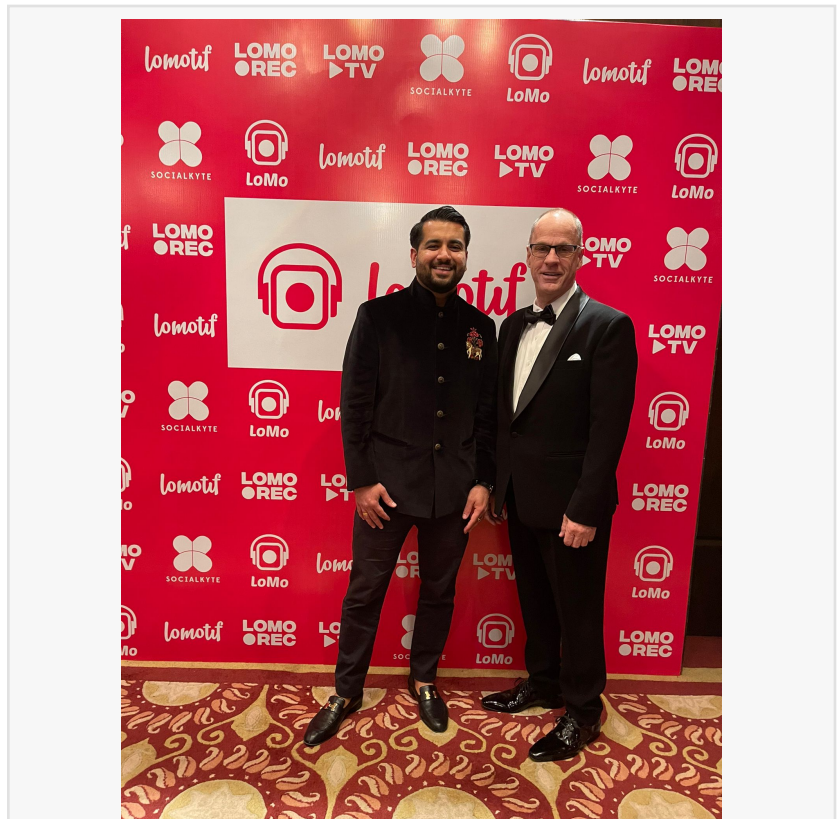
Vidur Mahajan & Bharat Agarwal, co-founders of Socialkyte add, "We are very excited to tap into our network of creators to onboard on Lomotif and to encourage the creators and artists there to explore their talents fully."

Interestingly, with a soft launch, they have already kickstarted and initiated a dance-off challenge with none other than the Dance King himself i.e. Remo D'souza. They also had several exciting challenges executed like a #DanceRemix with Shakti Mohan spearheading the same. Several artists have already started using the app to launch their music videos from the likes of Arjun Kanungo and more.

On a side note, they have exclusively partnered with Socialkyte, which is a network of 100,000 influencers collaborating and growing together. They have a specialised dashboard with advanced filters that enables brands to find the right creators for their campaigns.

With these common goals and interests, this partnership is bound to be a successful one.

Taking all of this into consideration, it's evident that their vision is simple: to get creators to create diversified and unique content to grow exponentially. LOMOTIF comes in on a Friday bearing good news for all you creators and users who love consuming such content. You can download the app from the App Store and from the Google Play Store.



Gurjot Batra Co-founder Socialkyte with Ted Farnsworth Chairman & Co-founder Zash Global



Ted Farnsworth Chairman & Co-founder Zash Global with India creators & celebrities at the Lomotif Launch India 2021

Bharat Agarwal

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