

Alphabeta Mumma

Brand Portfolio · The brands I’ve worked with

Bangalore, India

Mom & parenting creator · Host of Rave & Radiate

AT A GLANCE

Real families, real routines, real stories.

Alphabetamumma is a Bangalore mom creator sharing parenting, play and everyday family life. She builds community offline too, with mom meet-ups across the city and her own sold-out event, Rave & Radiate. Brands come to her for warm, relatable storytelling that parents trust.

159

brands she has worked with

Collaborations, guest listings, invites, venues, schools, press and awards

7

staycations

Family stays shared with her community

5

guest-listed brand events

Curated mamas at store launches and events

11

hosted & invited

Hosted evenings, launches and celebrations

11

meet-up venues

Mom meet-ups hosted across Bangalore

5

schools & preschools

Early-years centres she has featured

14 categories ◆ **2** awards ◆ **3** press features ◆ **2** sold-out Rave & Radiate editions

Every logo in this portfolio links to her post for that brand.

BRANDS SHE HAS WORKED WITH · TAP A LOGO TO SEE HER POST

01 Featured In

Press coverage of her work with Bangalore's new mothers.

DH DECCAN HERALD

“New mom? Bengaluru-based support groups for you”

Newspaper clipping (Metroplus) and online article

Deccan Herald ›

BangaloreMirror

“Baby steps to a new age of fun”

Article on Rave & Radiate · May 2026

Bangalore Mirror ›

her

“How One Mom’s Journey Became A Safe Space For Many Mothers”

Featured story and collab reel

Her Circle ›

Recognised for building a village for mothers



MomJunction · M-PACT Awards Bengaluru

M-PACTful Mom Appreciation Award

MomJunction M-PACT Awards 2026

Presented at Hilton Bangalore · September 2026



On the stage panel
See her post ›



M Social · Mrs Social 2026

Mrs Social 2026

Runner-Up (M Social)

Selected among the Top 10 from Bangalore

Grand Finale in Goa · September 2026



The Grand Finale, Goa
See the finale post ›

BRANDS SHE HAS WORKED WITH · TAP A LOGO TO SEE HER POST

03 Staycations

Family getaways and villa stays she has shared with her community.

Kosh Retreat

Sanctity Ferme
Also a venue

Oro Circle

Vrihi Goa

Villa Heliconia

OhStayz

Aalterra Wayanad

04 Guest Listing

She brings a curated guest list of Bangalore mamas to a brand's store launch or event.

1. Curated guest list
Bangalore mamas who match the brand's customer

2. A full house
At your store launch or brand event

3. Stories from the day
Shared in her Guest Listing highlight

CaratLane

Amrapali Jewels

Wondr Diamonds

Aukera Jewellery

Furlenco

BRANDS SHE HAS WORKED WITH · TAP A LOGO TO SEE HER POST

05 Hosted & Invited

Launches, hosted evenings and brand celebrations she was invited to.

Hilton Embassy

Courtyard by Marriott
Hebbal

Sheraton Grand

Ember Cookware

Hamleys

House of Berunda

Rare Ones

Aurya Diamonds

Maya Medi Spa

Angadi Silks

Isharya
Maharani-ish

Rave & Radiate
Her own event
Completely sold out

06 Event Venues

Mom meet-ups hosted across Bangalore.

Ubika, Ekyavana and Stepping Stones (Schools) and Sanctity Ferme (Staycations) also hosted her meet-ups.

- **Cubbon Park**
- **The Firefly Terrace**
- **Klayzo**
- **Play O'Clock Kids**
- **Hobby Ghar**
- **Skadoosh Play Area**
- **Big Barn**
- **Cafe Nuvio**
- **TD4BT**
- **Healthland Clinics**
- **Shakesbierre**

07 Schools

Preschools and early-years centres she has featured.

- **Junior Toes**
- **Stepping Stones**
  Also a venue
- **Ekyavana Early Years**
  Also a venue
- **Ubika Preschool**
  Also a venue
- **Chimes Montessori**

BRANDS SHE HAS WORKED WITH · TAP A LOGO TO SEE HER POST

08 Baby & Kids

Everyday essentials, nursery comforts, books and keepsakes.

- Mamaearth
- Himalaya Baby Care
- FirstCry
- BabyHug
- Amazon
- Huggies
- Flipkart
- Smart Bazaar
- 8 Roots
- Blush Baby
- Famyo
- Hueue
- Littlebum
- My Baby Store
- My Discovery Box
- Remember When Memory Book
- Zookeeper
- Smoopy
- Gubgub
- Lilcoo
- Zooboo Story
- LuvLap
- MiniKlub
- Baby Organo
- Banaav

08 Baby & Kids

Continued

- SuperZeno Kids
- Mothersparsh
- Rosada Baby
- Peekonow
- JustCircleIt
- PrintShoppy
- Book My Tale
- AK Books

09 Toys & Play

Play, learning toys and family play spaces.

- LEGO
- Decathlon
- Curious Kids
- Kapier Kids
- Veda Play
- Toycra
- PepPlay
- Kee&Ka
- Edison Lab
- Einstein Box
- Bekidomaa
- MyCurioSprout
- PingoPlay Toys
- Play 'N' Learn
- Seraphina Toys

BRANDS SHE HAS WORKED WITH · TAP A LOGO TO SEE HER POST

09 Toys & Play

Continued

Wishluck

Yarn and Yawn

Big Monk

APAV

Dabble Play Art

Tinkerbuds

Tot Toys

The Games of Moh

Banana Funana

Tumble House

Corospace

BRANDS SHE HAS WORKED WITH · TAP A LOGO TO SEE HER POST

10 Fashion

Ethnicwear, kidswear and footwear, styled for real family life.

- Soch
- Flipkart Fashion
- Flipkart Kids Fashionland
- Nap Chief
- Aretto
- Artsy Doodle Co
- Berry Tree
- Guugly Wuugly
- Angel & Rocket
- Babymonk
- Kaumakids

11 Jewellery, Lifestyle & Luxury

Fine jewellery, home and lifestyle stories.

- Ethera Diamonds
- Virasaah
- MG Magnus

BRANDS SHE HAS WORKED WITH · TAP A LOGO TO SEE HER POST

12 Health, Wellness & Learning

Paediatric care, wellness, self-care and learning for mothers and little ones.

- Apollo 24/7
- La Roche-Posay
- Hoola Health
- Amaha Health
- Upyogaa
- Bhanzu
- Skaleups
- Outlive
- Yango Kids
- SRMD Divinetouch
- SRMD Dharampur
- Nutrinest with Megha
- Curapod
- Let's Resolve
- PARSEC
- QShala
- MySchoolAdmission
- Rhythm n Rhyme

BRANDS SHE HAS WORKED WITH · TAP A LOGO TO SEE HER POST

13 Food & Cafés

Snacks, kids' nutrition and Bangalore's family-friendly cafés.

- Happilo
- Tiggle
- True Grain Foods
- Pure Project
- FirstClub
- Garden by Su
- Adukale Foods
- Clean & Green Café
- Over Coffee
- Water Monkey Cafe
- Tiger Aero

BRANDS SHE HAS WORKED WITH · TAP A LOGO TO SEE HER POST

14 Events & Community

Festivals, community events and experiences for families.

- WhatsApp Business
- Sixth Sense Festival
- Vowzee
- Community Premier League
- When Chai Met Toast
- Kaun.versation
- The Art Ffaire
- Happy Eaters Club
- Olympian Circus
- Namu Recommends
- DNA Networks
- The Big Feed
- Lemonade Sangria

EVENTS & EXPERIENCES · HER OWN COMMUNITY EVENT

Rave & Radiate

Completely sold out community event

Bangalore's first toddler rave party: a day of music, play and self-care for mothers and their little ones. Alphabetamumma created, curated and hosted it herself.

EDITION 01

Mother's Day Edition

10 May 2026

The first edition, a celebration of mothers and their little ones.

· **Completely sold out**

EDITION 02

Father's Day Edition

21 June 2026

Rave & Radiate 2.0: a Baby Rave for the whole family.

· **Completely sold out**

2

Editions in 2026

Sold out

Both editions

See the RNR1 and RNR2 highlights on her profile ›



Let's collaborate

Warm, honest stories for brands that make family life better.

@alphabetamumma

Bangalore, India