

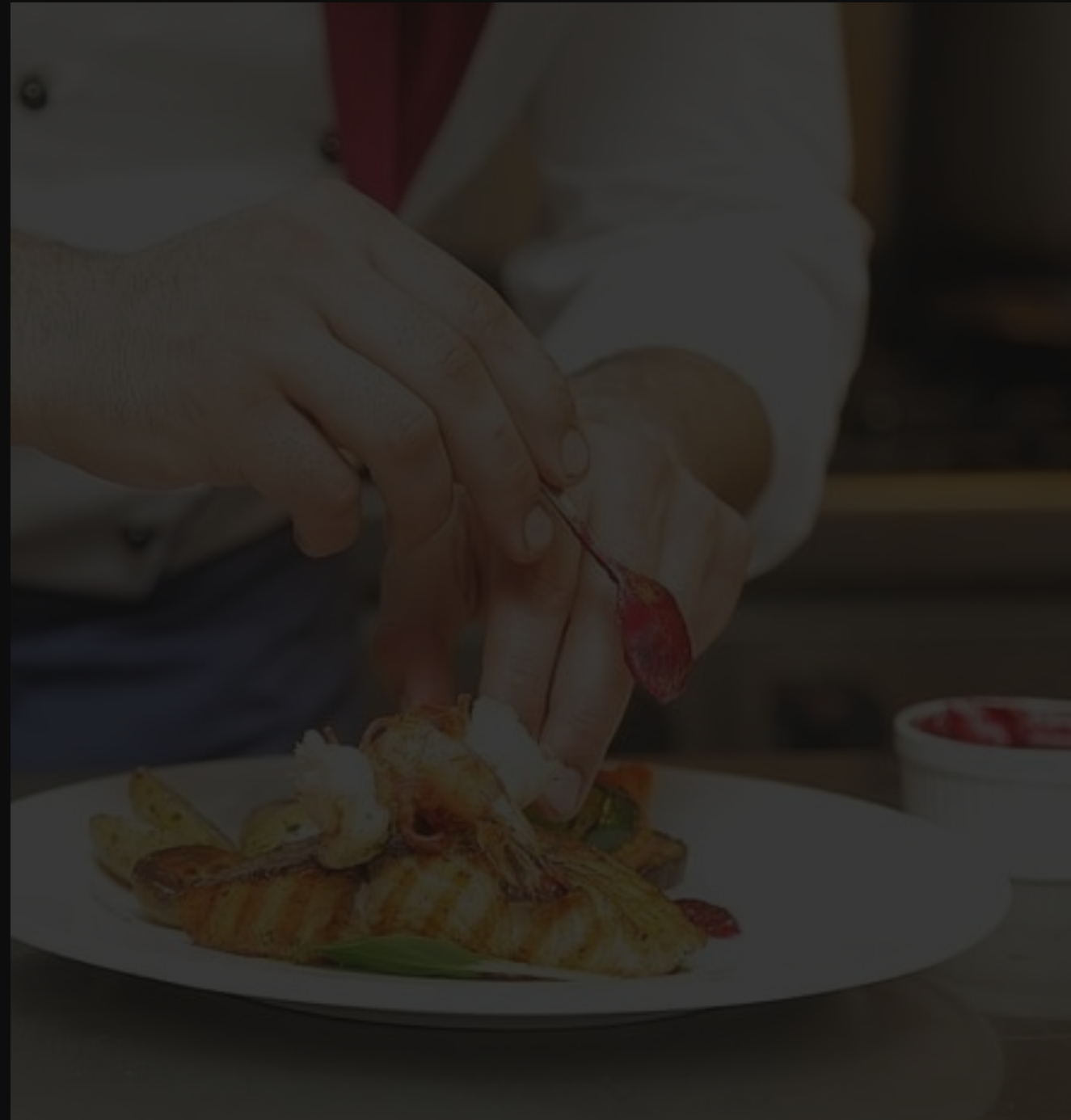


STRATEGIC PARTNERSHIP

Chef Nepal & Your Brand

Own the Culinary Conversation in Nepal

Connect with chefs, hospitality businesses, food consumers and the global Nepali culinary community through one specialised media ecosystem.



What Chef Nepal Is?

From national television breakthrough to culinary media and gastro-community platform.

Chef Nepal started in 2022 and introduced Nepal's first competitive cooking reality TV show on Kantipur TV in 2023/24. Today, Chef Nepal has evolved into a culinary media ecosystem connecting chefs, restaurants, hotels, brands, learners, viewers and the Nepali diaspora.

2022

Founded as a culinary media vision

2023/24

National TV breakthrough on Kantipur TV

Now

Growing media, membership, affiliation and brand ecosystem



The TV show built recognition. The ecosystem now creates year-round commercial value.

Proven Traction & Market Validation

Reported figures as of 2025, combining platform analytics and internal records.

75

Paid chef members
Nepal + diaspora

2.5M+

Cumulative YouTube
views

25M+

Historical social
media reach

National TV

Chef Nepal Season 1
Kantipur TV

40K

Viber channel
subscribers

51K+

FB + TikTok + IG
reported followers



Detailed analytics screenshots can be shared during partnership discussion.



Who Your Brand Reaches?

Chef Nepal offers both consumer visibility and direct access to culinary and hospitality decision-makers.

- Chefs & culinary professionals
- Restaurant owners & operators
- Hoteliers & HORECA stakeholders
- Food lovers & digital audiences
- Culinary students & learners
- Nepali diaspora restaurants



B2C audience + B2B HORECA access

The Chef Nepal Ecosystem

One platform. Five connected engines for year-round brand engagement.

Media & Shows

Chef Nepal, The Professionals, GastroPod, Foodie Friday, digital shows

Culinary Community

Chef membership, Board of Culinary Directors, diaspora chefs

CHEF NEPAL
Media + Community Hospitality

Hospitality Network

Restaurant, hotel and global Nepali restaurant affiliations

Academy & Experiences

Masterclasses, training, events, food experiences

Brand Partnerships

Sponsored stories, content integration, campaigns, activations

Why Partner With Chef Nepal

A specialised route into food, hospitality and Nepali gastronomy — not just another media buy.

01 Always-on visibility

Sustained exposure across portal, social, video, shows and events.

02 Authentic culinary storytelling

Chef-led content that feels useful, credible and culturally rooted.

03 HORECA access

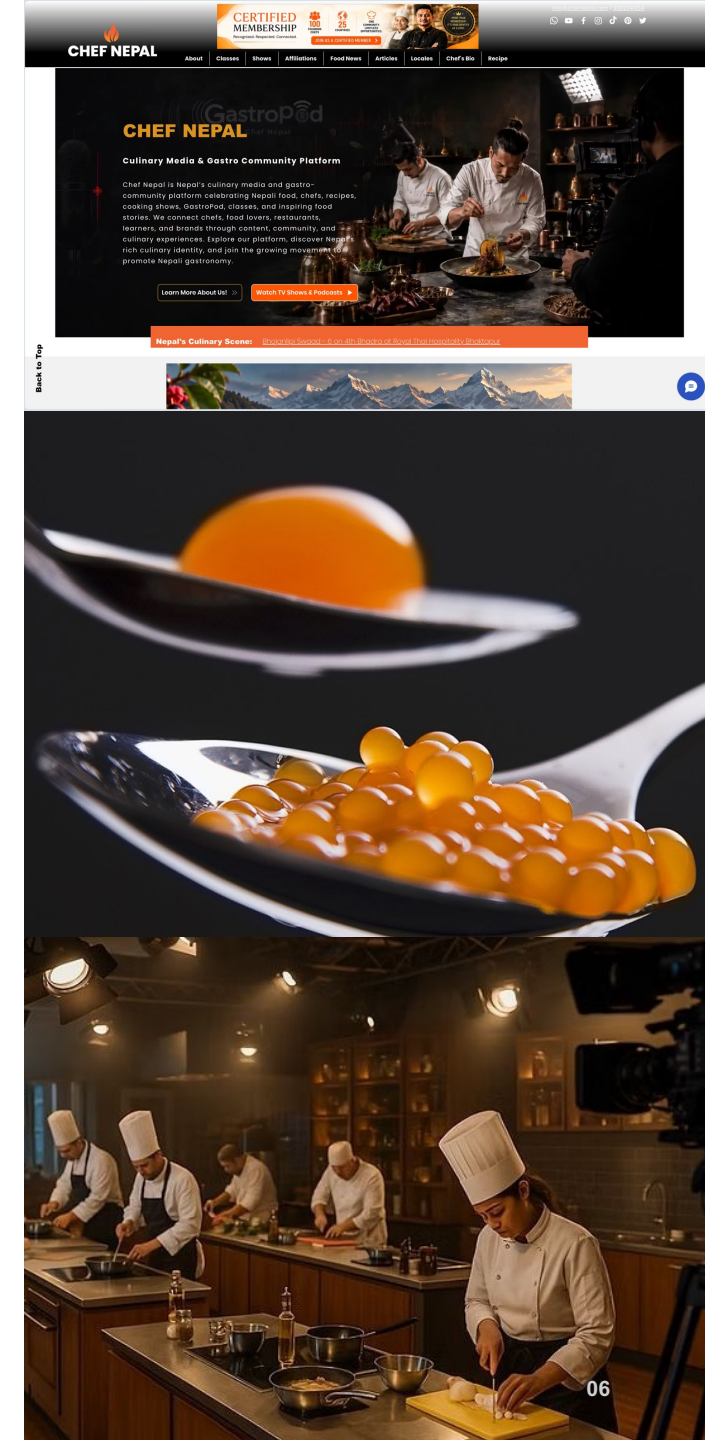
Reach professionals who influence product choice in kitchens and outlets.

04 Category leadership

Own a clear position inside Nepal's growing culinary movement.

05 Performance reporting

Quarterly reporting for visibility, engagement and campaign value.





Brands Have Already Trusted

Season 1 and early media activity proved that food, hospitality, finance, technology and consumer brands can integrate naturally into Chef Nepal.

TV & Show Sponsorship

Brand presence inside high-attention culinary programming.

Digital Amplification

Long-form video, short clips, articles and social posts extend campaign life.

Product Integration

Ingredient, appliance, beverage, service categories can be shown in context.

Chef & Event Access

Brands can engage with chefs, learners, restaurants and hospitality stakeholders.



Partnership Opportunities

Your brand can integrate through media, content, community, events and experiences.

Branded Editorial

Sponsored stories, partner features and product education.

Short-form Video

Reels/shorts designed around festivals, recipes and product use.

Event & Award Presence

Visibility in food mela, awards, masterclasses and activations.

GastroPod Integration

Host-read mentions, visual placement and topic-led collaboration.

Chef-led Content

Recipes, demos, tips and endorsement-style storytelling.

Category Partnership

Annual leadership position within a defined product/service category.



Strategic Partnership Tiers

Annual partnership fees. Detailed deliverables can be customised by brand category.

Bronze	Visibility Partner	Entry-level association with Chef Nepal’s growing culinary ecosystem.	NPR 5 Lakhs
Silver	Content Partner	Consistent digital presence and selected brand integration.	NPR 10 Lakhs
Gold	Integrated Partner	Always-on multi-platform visibility with stronger content collaboration.	NPR 15 Lakhs
Platinum	Category Partner	Premium category leadership, priority integration and strategic access.	NPR 25 Lakhs

Category exclusivity, major event integration, TV/show sponsorship and bespoke campaigns can be negotiated separately.

Measurable Partnership Impact

Every serious partner should receive evidence of value, not just logo placement.



Content Output

Published stories, reels, episodes, event assets and brand integrations.

Digital Performance

Reach, impressions, views, watch time, engagement and click activity.

Audience Insight

Platform breakdown, audience location and campaign learning.

Activation Evidence

Event presence, QR scans, leads, chef/community participation if relevant.

Quarterly Partner Report

A clear summary of campaign activity, visibility, performance and recommended next steps.

**Report → Learn →
Improve → Renew**



Let's Build the Next Culinary Success Story Together.

Partner with Chef Nepal for premium visibility, authentic storytelling, chef-led content and year-round presence inside Nepal's culinary ecosystem.

Book a Strategic Partnership Discussion

www.chefnepal.com | info@gmail.com | +977 980-234-1234



Dharma Raj Pandey

Founder / Producer / Creative Director

Strategic Partner (Bronze)

Entry-level visibility and brand association within Chef Nepal's growing culinary ecosystem.

- Brand mentions across selected Chef Nepal digital content.
- Logo visibility in selected digital and event collaterals.
- Basic brand presence across relevant portal/social placements.
- Access to selected collaboration and event opportunities.
- Quarterly summary of visibility and campaign outputs.



ANNUAL PARTNERSHIP FEE

NPR 5 Lakhs

Best fit for

**SME, FMCG, & brands
starting their culinary
engagement**

Custom integrations available for show sponsorship, events, category exclusivity and bespoke campaigns.

Strategic Partner (Silver)

Targeted visibility and consistent content presence for brands seeking stronger recall.

- Partner features and selected branded editorial opportunities.
- Consistent presence across digital-first content and social posts.
- Limited brand integration in relevant content formats.
- Access to selected collaborations, events and chef-led activities.
- Quarterly partner performance report.



ANNUAL PARTNERSHIP FEE

NPR 10 Lakhs

Best fit for

brands needing consistent presence

Custom integrations available for show sponsorship, major events, category exclusivity and bespoke campaigns.

Strategic Partner (Gold)

High visibility with stronger integration across Chef Nepal's content ecosystem.

- Stronger portal, social, video and event visibility.
- Brand integration across selected shows and digital formats.
- Partner storytelling around product, category or brand purpose.
- Participation in key campaigns, masterclasses or events where relevant.
- Priority access to collaboration opportunities and quarterly reporting.



CHEF NEPAL

ANNUAL PARTNERSHIP FEE

NPR 15 Lakhs

Best fit for

**brands seeking integrated
visibility**

Custom integrations available for show sponsorship, major events, category exclusivity and bespoke campaigns.



CHEF NEPAL

ANNUAL PARTNERSHIP FEE

NPR 25 Lakhs

Best fit for

**brands aiming to
lead a category**

Custom integrations available for
show sponsorship, major events,
category exclusivity and bespoke
campaigns.

Strategic Partner (Platinum)

Premium category leadership, priority access and maximum year-round brand integration.

- Prime brand placement across agreed Chef Nepal platforms.
- Priority discussion for category exclusivity where available.
- Deeper integration across shows, digital content, campaigns and events.
- Co-branded campaign concept development with Chef Nepal Brand Studio.
- Strategic review meetings and quarterly performance reporting.