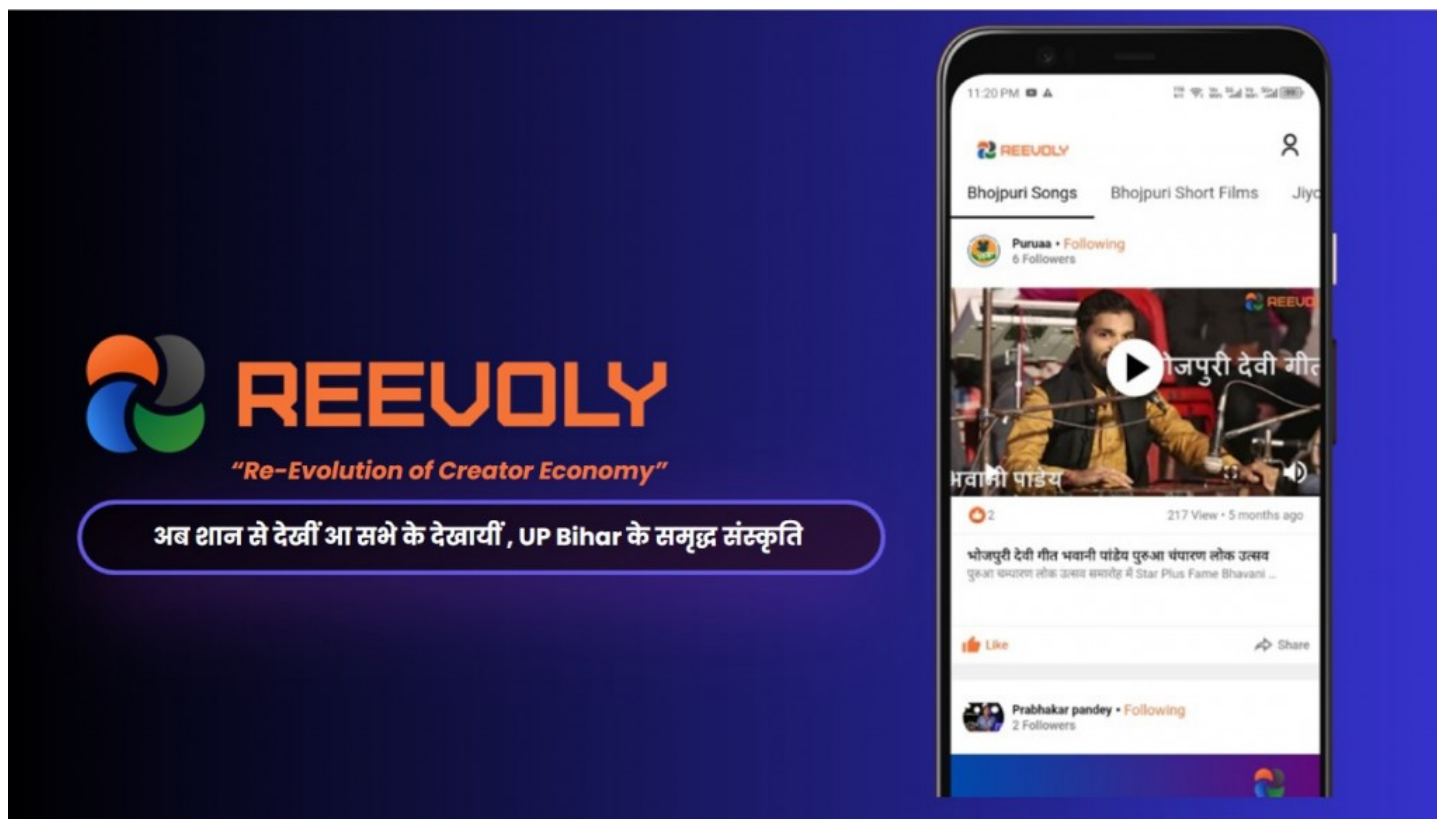


# Read how this App is challenging stereotypes about Bihar & UP

Reevoly: A New Entertainment Platform for Regional Creators from UP and Bihar



Patna, Bihar Sep 9, 2024 ([Issuewire.com](https://www.issuewire.com)) - Reevoly: A New Entertainment Platform for Regional Creators from UP and Bihar

In today's world, where everyone wants to showcase their talent to the world, a new digital platform called Reevoly has emerged. Reevoly is a regional entertainment platform that provides hyperlocal creators from UP and Bihar the opportunity to gain recognition and earn from their video content. The main aim of Reevoly is to promote creators who produce content rooted in their culture and heritage. On this app, you can enjoy quality and entertaining video content from folk singers, folk dancers, local travel vloggers, food vloggers, Bhojpuri humor creators, local artists, and Bhojpuri poets.

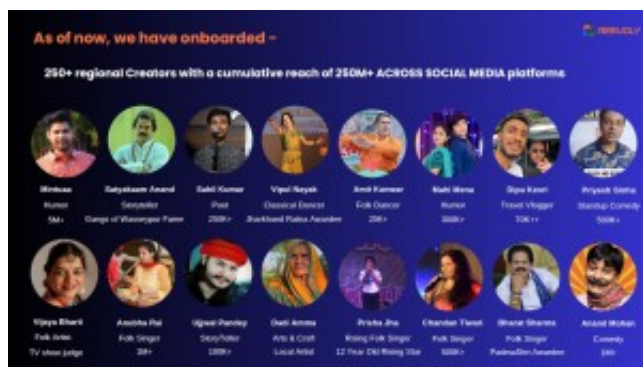
Reevoly, which aims to promote creators associated with the Bhojpuri language, wants to bring the cultural richness of the region to the forefront. Reevoly already has over 20,000 initial users and more than 250 creators, including names like Ujjwal Pandey, Mintuaa, Puruaa, Sarang Bhojpuri, Mahi Mena, Bhavani Pandey, and Prabhakar Pandey. Currently, there are more than 5,000 videos available on the platform, which have garnered over 750,000 views.

Reevoly's strategy focuses on small and medium enterprises (SMEs), given that over 4.5 million SMEs are active in UP, Bihar, and Jharkhand. The platform is geared towards helping entrepreneurs who want to promote their businesses by collaborating with local creators for brand promotions.

Kunal Bhardwaj, CEO of Reevely, shared, “Entertainment from UP and Bihar has always been covered with a veil of obscurity under the guise of public demand. As a result, the languages of these states are viewed with disdain, to the extent that even the people of these states hesitate to speak in their native tongues.

However, languages like Bhojpuri, Magahi, and Maithili are incredibly rich. Beyond obscurity, these languages carry the earthy fragrance of Bihar and UP, and through Reevely, we want to spread this unique aroma across the globe.”

With this new platform, Reevely aims to create a renewed awareness of regional culture and language. So, if you want to immerse yourself in the vibrant culture of UP and Bihar, download the Reevely App available on the Android Play Store and support your favorite creators!



## Media Contact

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Source : Reevely

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