

Meet Rohan Khatri: The 'Born on Instagram' Creator from Odisha



Bhubaneswar, Odisha Jan 19, 2026 (IssueWire.com) - In the rapidly evolving world of digital content, few creators manage to bridge the gap between small-town roots and big-city dreams as effectively as **Rohan**. Recognized as a "**Born on Instagram**" creator, Rohan has successfully expanded his digital footprint beyond his home state of Odisha, establishing a strong presence in major hubs like **Pune, Mumbai, and Bhubaneswar**.

Rohan's journey is a testament to the power of authentic storytelling. Starting as a passionate creator, he has now become a go-to influencer for some of the biggest names in the market. His ability to blend lifestyle, fashion, and relatable content has earned him collaborations.

His influence is particularly strong in the men's grooming and lifestyle sector, where he has partnered with top-tier brands. Whether it represents the fast-paced life of Mumbai or the cultural depth of Odisha, Rohan's content resonates with a diverse audience across India.

More Than Just an Influencer: A Musical Soul While his professional career is defined by high-profile brand campaigns, Rohan remains a creative artist at heart. Beyond the screen and the brand deals, he finds his personal happiness in music. He recently released his track **"Khwaab-e-Wiraani"** [Listen On Spotify](#), a project born purely out of passion rather than commercial pressure.

"For me, creating content for brands is my profession, and I love the challenge," says Rohan. "But music is my escape. It is where I find my peace. I don't do it for the charts; I do it for the soul."

This unique balance between being a high-performing "Born on Instagram" influencer and a soulful artist makes Rohan a standout figure in the Indian creator economy. With a base now spanning across Odisha, Pune, and Mumbai, he continues to create content that inspires, entertains, and connects.

About the Author

Rohan is a recognized "Born on Instagram" digital creator and social media influencer. Based in Odisha with an active presence in Pune, Mumbai, and Bhubaneswar, he specializes in lifestyle and brand collaborations. Rohan has worked with leading brands including Rapido, Samsung, Domino's, and Flatheads, while also pursuing independent music as a personal passion.



Media Contact

Rohan

*****@gmail.com

Source : Rohan

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