NXG STUDIOS
PODCAST VISUALS

PERSONAL BRAND CASE STUDY

One mic. A borrowed classroom. India's No. 1 podcast.

How Raj Shamani, a soap business owner from Indore, turned a podcast nobody asked for into Figuring Out: the show that beat Joe Rogan in India. And what a business owner can actually copy from it.

SUBJECT	TIMEFRAME	READ TIME	BY
Raj Shamani, Figuring Out	2021 to 2026	7 minutes	NXG Studios, Podcast Visuals

THE SHORT VERSION

From X to Y, in five years.

X

2021: THE START

- A 23 year old running a family cleaning products business in Indore
- First episodes recorded in a coaching centre classroom on a single microphone
- First guest: his own tuition teacher
- Later episodes shot from his bedroom and over video calls
- No studio. No team. No famous guests.

Y

2025 TO 2026: NOW

- No. 1 podcaster in India on Spotify Wrapped 2025, ahead of Joe Rogan and Diary of a CEO
- Ranked 76th globally, the only Indian name in the global top 100
- Guests include Bill Gates and Emmanuel Macron
- A dedicated studio and a production team of 50+ people
- A creator brands venture (House of X) and 20+ early stage startup investments

18.7M

YouTube subscribers on the main channel (Aug 2026)

2.3B

Total channel views across 2,500+ videos

20M

Views in 4 days on a single episode (Vijay Mallya, June 2025)

THE STARTING POINT

He wasn't a creator. He was a business owner.

This matters more than any number in this document. Raj Shamani did not start as an influencer looking for a niche. He started as someone running a business, which is exactly where most of our clients are today.

At 16, after his father's health crisis put the family's finances under pressure, he stepped into the family business. He learned how to make soap from YouTube tutorials and his father's experience, and in 2012 launched a dishwashing liquid called Jadugar Drop. He grew it society by society, getting homemakers to sell it in exchange for a cut.

In 2015 his brand merged with his father's chemical trading business to form Shamani Industries, a household cleaning products manufacturer and distributor. Around the same time he started giving talks, and then started making content: short videos about business, sales and money, aimed at growing his business and his reach.

By the time he launched a podcast in 2021, he already had three things most people starting out don't: real business experience to talk about, a habit of showing up on camera, and something to sell.

> **He made content to grow a business. The business of content came later.**

WHY THIS CASE, NOT A CELEBRITY

Most "personal brand" success stories start with someone who was already famous. That's useless to a doctor, lawyer or founder starting from zero. Raj started with a product, a city that isn't Mumbai, and no media connections. The playbook is copyable. The fame was the result, not the input.

THE REAL LESSON

Your expertise is the content. You don't need to invent a persona. The work you already do every day is the raw material your audience can't get anywhere else.

THE TIMELINE

Nothing happened overnight. Look again.

2012 — **Launches Jadugar Drop**, a dishwashing liquid, with his family's support. Learns production from YouTube.

2015 — **Shamani Industries** is formed by merging his brand with his father's chemical trading business. Represents India at a UN youth programme.

2016 — **Starts speaking globally**, going on to address organisations such as Reliance, TCS and Jaguar Land Rover across 26 countries.

2021 — **Launches Figuring Out.** One mic, a coaching centre classroom, his tuition teacher as the first guest. Then bedroom recordings and remote calls.

2022 — **Publishes his first book**, Build, Don't Talk. The podcast becomes a platform for everything else.

2024 — **Speaks at the National Creators Award**, addressing Prime Minister Narendra Modi.

2025 — **June:** Vijay Mallya's first public interview in nine years crosses 20 million views in four days. **December:** named India's No. 1 podcaster on Spotify Wrapped, ranked 76th globally.

2026 — **18.7 million subscribers** on the main channel by August, plus separate clips and shorts channels feeding it.

Nine years of business and content before the podcast. Four years of weekly reps before No. 1. The overnight success took a decade. The good news: most of that time was spent learning things you can now skip.

WHAT ACTUALLY DROVE IT

Five moves you can copy this month.

01 He started before he was ready.

A classroom, one microphone, a guest he already knew. The early episodes were never meant to be perfect. They were reps. Every great host you watch today has 50 bad episodes behind them that you never saw.

Steal this: Record episode one with someone you already know. A client, a mentor, a peer.

02 He stayed in his lane.

Business, money, growth and life lessons from people who have done it. That's the territory a business owner can talk about credibly. He didn't chase whatever was trending. He built a library around one promise: helping people figure things out.

Steal this: Pick the three questions your clients ask you most. That's your first season.

03 He climbed the guest ladder.

Tuition teacher first. Founders and experts next. Bill Gates and heads of state later. Each guest brings credibility and an audience, and each bigger name becomes possible because of the episodes before it.

Steal this: Interview people one step above you, not ten. Ask each guest for one introduction.

04 One conversation, many assets.

The full episode lives on the main channel. The best moments are cut into a separate clips channel and a shorts channel. Long form builds trust. Short form does discovery. Same recording, three jobs.

Steal this: Never publish an episode without at least 3 to 5 clips cut from it.

05 Production grew with ambition.

Classroom, then bedroom, then remote, then a dedicated studio with professional lighting, full production and a team. As the guests got bigger, the show had to look the part. Visual quality became part of the brand.

Steal this: Look like the level you want to reach. Guests and clients judge in the first 5 seconds.

THE CONTENT ENGINE

The podcast isn't the product. It's the factory.

Here's the part most people miss. Figuring Out isn't one show. It's a system where one recording session feeds several channels, and those channels feed businesses.

INPUT

One long conversation

Long form, often one to four hours with one guest, shot properly so every moment can be reused.

PROCESSING

Cut, clip, caption

The best moments are pulled into clips and vertical shorts, each with its own hook and title.

Full episode

Main channel. Builds depth and trust. 18.7M subscribers.

Clips channel

Highlights for people who won't sit for 90 minutes. 1.5M+ subscribers on its own.

Shorts and reels

Vertical cuts for discovery on YouTube Shorts and Instagram.

Sponsorships

Brand partners including Hostinger, CRED and Groww.

Ventures

House of X, a platform helping creators launch consumer brands.

Access

Guests become relationships. Relationships become investments and deals.

THE PART NOBODY PUTS IN A CASE STUDY

Reach is leverage. It cuts both ways.

A bigger platform means every guest and every claim is held to a higher standard. Figuring Out has taken real hits on this, and they're worth learning from before you hit record.

GUEST VETTING

Who you platform is a statement.

In 2025 the show faced backlash for hosting a self proclaimed trader whom viewers accused of being linked to scams. The episode was deleted. The Vijay Mallya interview drew a record audience and heavy criticism that it let a controversial figure tell his side unchallenged.

CLAIMS ON AIR

Your guest's words become yours.

In 2025, in a matter before the Delhi High Court, the show agreed to edit out parts of an episode after a brand objected to claims a guest made about its product. Separately, actor Anupam Kher publicly criticised how his interview was edited.

THE RULE FOR BUSINESS OWNERS

Your podcast is your reputation with a microphone. Research every guest. Don't let anyone make claims about competitors, products or people that you couldn't defend. And edit for clarity, never in a way that changes what someone meant. The trust you build over 50 episodes can be lost in one.

WHAT THIS MEANS FOR YOU

You don't need 50 people. You need the right 3 things.

Raj built a full in house media company because he was building a media business. You're building trust with clients. Here's the scaled down version of everything Figuring Out does, and who handles it.

WHAT FIGURING OUT HAS	WHAT YOU ACTUALLY NEED	HOW TO GET IT
A dedicated studio	A set that looks professional on camera	**Book a studio** instead of building one
Multi camera production	2 to 3 angles, proper lighting, clean audio	Handled by the studio crew
Dedicated clips channel	3 to 5 short clips per episode	Cut from the same recording
50+ person team	You, a guest list, and one editor	Outsource editing, keep the voice yours
500+ episodes and counting	A consistent schedule you can sustain	Batch 3 to 4 episodes in one session
Bill Gates as a guest	Clients, peers and local experts	Start one step above you

THE HONEST MATH

Raj's first episodes were not good. Neither will yours be. The gap between episode 1 and episode 100 is reps and production quality. You can't buy reps. You can buy production. That's the one shortcut that's actually available.

Your episode one starts here.

Raj started in a borrowed classroom. You can start in a studio built for it. Walk in with your topic and your guest. Walk out with a full episode and clips ready to post.

NEXT: THE CONTENT PLAYBOOK

One recording. 30 days of content.

- How to pick your first season of topics
- Episode structures that keep people watching
- How to cut one episode into 10+ posts
- Hooks and titles that get clicks
- A 30 day posting calendar, ready to use
- How to turn viewers into enquiries

STUDIO

NXG Studios
Ulsoor, Bengaluru

BOOK A SESSION

[Booking link]
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This case study is based on publicly available information from the sources listed on the following page. Figures are as reported at the time of writing (November 2026) and may have changed. NXG Studios is not affiliated with, endorsed by, or connected to Raj Shamani, Figuring Out or Figuring Out Media. All trademarks belong to their respective owners. The analysis and lessons are NXG Studios' own.

SOURCES

Where the numbers come from

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