

MEDIA KIT — 2026

Your Lil Cook

KUMKUM KALAM

*A Bangladeshi kitchen
with a global appetite.*

2.2M+

CROSS-PLATFORM COMMUNITY

563M

VIEWS · 90 DAYS

18M

FACEBOOK ENGAGEMENTS

50+

SUPPERCLUBS HOSTED

CONTENTS

The Document

A working summary of the Your Lil Cook platform: who the audience is, how the content performs, where the brand travels, and the ways a partner can enter it.

All performance figures are drawn from first-party platform analytics captured 3–5 August 2026. Reporting periods are stated on every page.



01	The Creator	04
02	The World of Your Lil Cook	05
03	Platform Snapshot	06
04	Reach & Performance	07
05	Audience Profile	08
06	Global Footprint	09
07	Platform Breakdown — Facebook & Instagram	10
08	Platform Breakdown — TikTok & YouTube	11
09	Content Pillars	12
10	What Travels — Selected Performance	13
11	The Supperclub	14
12	Selected Partners	15
13	Partnership Opportunities	16
14	Campaign Packages	17
15	Why Your Lil Cook	18
16	Contact	19



POSITIONING

*“Bengali food has never had a **visibility** problem. It has had a **presentation** problem.”*

Your Lil Cook exists to close that gap. The recipes are inherited and unaltered. Everything around them — the light, the brass, the styling, the pace of the edit — is built to the standard of any global food title.

The result is a platform that a Bangladeshi grandmother and a Melbourne art director both recognise as theirs.

01 The Creator

KUMKUM KALAM



AT A GLANCE

Based in	Melbourne, AU
Heritage	Bangladeshi
Languages	English, Bangla
Primary format	Short-form video
Live work	Supperclub, events

Kumkum Kalam cooks the way she was raised — *generously, precisely, and with the door open.*

Kumkum Kalam is a Bangladeshi chef, creator and host based in Melbourne. She founded Your Lil Cook to put Bengali cooking where she believed it always belonged: at the centre of the table, filmed properly, and made legible to an audience outside its own diaspora.

What began as a record of family recipes is now one of the largest Bangladeshi food platforms on social media — a community of more than 2.2 million across Instagram, Facebook and TikTok that turned over half a billion views in a single quarter.

Her work sits at an unusual intersection. She has the technical authority of a cook and the presence of a host: full glam, gold jewellery, a hand-hammered brass pan on the stove. That combination is the product. It is why a kosha mangsho and a beauty routine sit comfortably in the same feed, and why partners across food, cookware, beauty, fashion, travel and hospitality can each find a credible place in her work.

She is also unusually close to her audience. The Your Lil Cook Supperclub has hosted more than fifty private dinners across Melbourne — the same community, in the same room, at her table.

TERRITORIES

BENGALI & SOUTH ASIAN

GLOBAL FUSION

HOSTING & HOSPITALITY

BEAUTY

FASHION

TRAVEL

HOME & LIFESTYLE

02 The World of Your Lil Cook

THREE ROOMS, ONE HOUSE

The platform is built from three connected parts. Each carries a different commercial opportunity, and each reinforces the other two.



I The Kitchen

Heritage recipes cooked without shortcuts and shot with a camera's discipline. Kosha mangsho, bhuna khichuri, Eid and Qurbani menus — dishes that routinely draw nine and ten million views apiece because they are made properly and photographed beautifully. This is the engine: where discovery happens, and where food, cookware and grocery partners integrate most naturally.



II The Table

Food as a reason to gather. The Supperclub takes the feed off the screen and into a room — more than fifty intimate dinners hosted, cooked, plated and styled by Kumkum across Melbourne. It gives brands something rare in creator marketing: a physical, photographable environment with a guest list already loyal to the host.



III The Woman

Glamour is not a distraction from the cooking; it is part of the argument. Kumkum presents modern Bangladeshi womanhood without apology and without translation — and in doing so opens the platform to beauty, fashion, jewellery and lifestyle categories a conventional food creator cannot credibly hold.

03 Platform Snapshot

REPORTING PERIOD · 90 DAYS

2.2M+

COMBINED COMMUNITY

Instagram, Facebook and TikTok followers added together. A cross-platform total, not unique individuals.

563.4M

VIEWS IN 90 DAYS

Facebook, TikTok and YouTube combined, 6 May – 3 Aug 2026. Instagram reported separately.

+367K

NET NEW FACEBOOK FOLLOWERS

90 days · up 86% on prior period

18M

FACEBOOK ENGAGEMENTS

90 days · up 28% on prior period

41,261

YOUTUBE WATCH HOURS

90 days · long- and short-form

+21,506

NEW YOUTUBE SUBSCRIBERS

90 days

COMMUNITY BY PLATFORM

Facebook

1.2M+

Instagram

667,974

TikTok

298,664

YouTube

655.3K MONTHLY AUDIENCE

FACEBOOK

The scale engine — highest reach, fastest growth.

INSTAGRAM

The brand surface — the most considered work.

TIKTOK

The youngest audience — 88.5% aged 18–34.

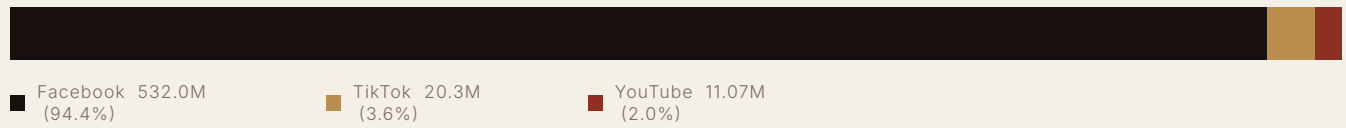
YOUTUBE

The long tail — 19% watched on a television.

Sources & definitions. Instagram and TikTok follower counts are exact figures read from in-app analytics. The Facebook figure is read from the platform's follower-growth chart (period start about 910K, plus 367K net adds) and is stated conservatively as 1.2M+. YouTube publishes a monthly audience figure (655.3K, 7 Jul – 3 Aug 2026) rather than a comparable follower total, so it is excluded from the 2.2M+ community figure. Views, engagements and interactions are distinct platform-defined metrics and are never summed across different definitions.

04 Reach & Performance

WHERE THE 563.4M CAME FROM



THE DISCOVERY ENGINE — SHARE OF VIEWS REACHING PEOPLE WHO DO NOT YET FOLLOW HER



A campaign here does not stop at the follower list. On every platform the majority of the audience is new — the content is doing acquisition work, not just retention.

ENGAGEMENT VOLUME BY PLATFORM

Each platform counts engagement differently. These figures are reported separately and are not added together.

Facebook engagements · 90d	18M
— reactions	10M
— comments & replies	176K
— shares	129K
Instagram interactions · 30d	763,004
TikTok likes · 90d	688.4K
TikTok shares · 90d	32.9K

INSTAGRAM · LAST 30 DAYS

6 Jul – 3 Aug 2026

9.56M

VIEWS

2.60M

ACCOUNTS REACHED

VIEWS BY FORMAT

Reels	6M
Stories	2.9M
Posts	605K

Reporting periods. Facebook, TikTok and YouTube figures cover 6 May – 3 Aug 2026. Instagram Overview figures cover the 30 days to 3 Aug 2026 and are shown separately rather than merged into the 90-day total. Facebook "engagements" is a platform-defined composite; Instagram "interactions" and TikTok likes and shares are counted differently and are not comparable.

05 Audience Profile

FEMALE-LED · 18-34 · MOBILE-FIRST

The same person shows up on every platform: a woman between eighteen and thirty-four who cooks, watches on a phone, and shares what she likes.

GENDER — WOMEN AS A SHARE OF AUDIENCE

67.4%

INSTAGRAM

followers

61.8%

YOUTUBE

views, last 28 days

61.0%

FACEBOOK

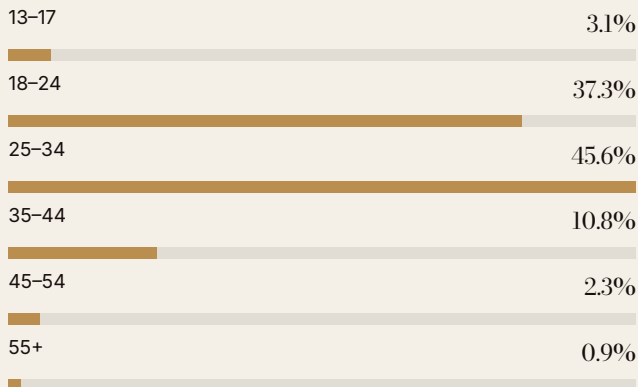
followers

58.0%

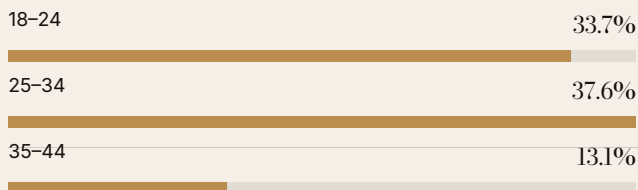
TIKTOK

viewers

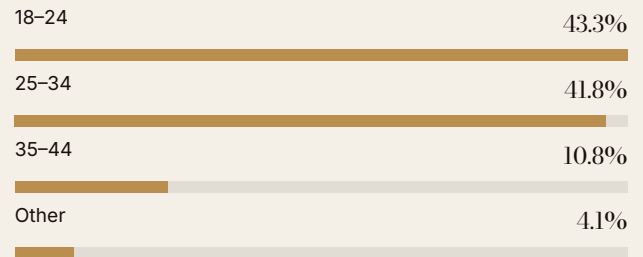
AGE — INSTAGRAM FOLLOWERS



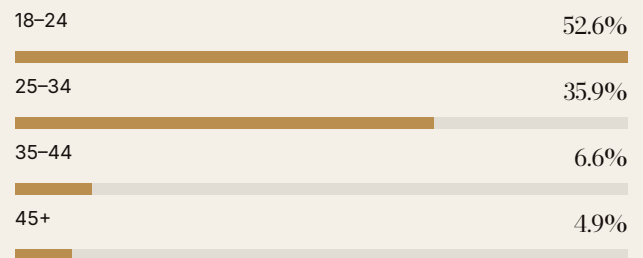
AGE — YOUTUBE VIEWS, LAST 28 DAYS



AGE — FACEBOOK FOLLOWERS



AGE — TIKTOK VIEWERS



82.9%

INSTAGRAM
AGED 18-34

85.1%

FACEBOOK AGED
18-34

88.5%

TIKTOK AGED
18-34

75%

YOUTUBE
WATCH TIME ON
MOBILE

Note. Instagram and Facebook percentages describe followers. TikTok and YouTube percentages describe viewers, which is a different population and is labelled as such. Instagram 55+ combines the platform's 55-64 (0.5%) and 65+ (0.4%) bands; TikTok 45+ combines 45-54 (2.2%) and 55+ (2.7%). YouTube age and gender data covers views in the 28 days to 3 Aug 2026.

06 Global Footprint

ONE HOME MARKET, ONE DIASPORA

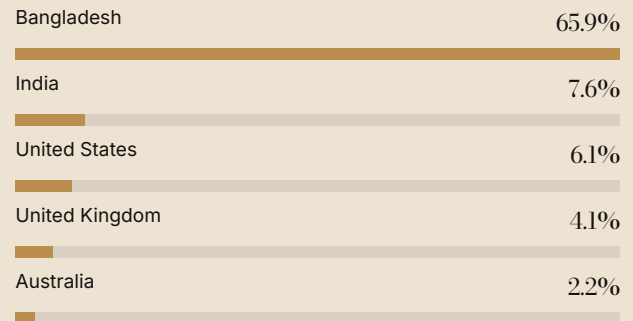
Two audiences, reachable in a single campaign.

Bangladesh is the core. Between 66% and 85% of the audience on every platform sits inside Bangladesh — a young, mobile-first market of roughly 175 million people whose consumer brands are still competing for a definitive food voice. Your Lil Cook is already one of the largest.

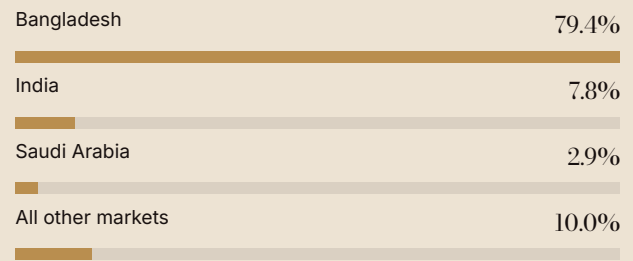
The diaspora is the margin. Beyond Bangladesh sits a durable secondary audience across India, the Gulf, the United States, the United Kingdom, Australia and Europe — higher-spending, English-comfortable, and reachable through the same content without re-shooting or re-versioning.

For a brand with both a South Asian market and a Western diaspora strategy, that is one creator serving two briefs.

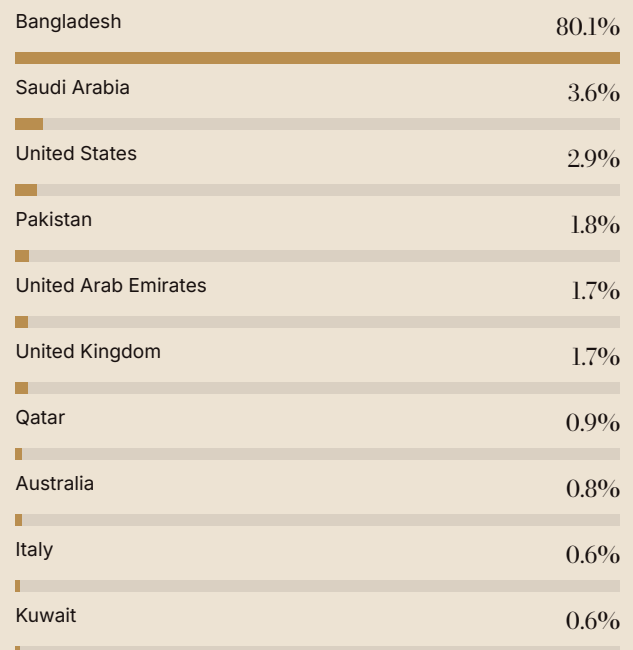
INSTAGRAM · FOLLOWER LOCATION



FACEBOOK · FOLLOWER LOCATION



TIKTOK · VIEWER LOCATION, TOP TEN



Note. Instagram and Facebook figures describe follower location. TikTok figures describe viewer location, 5 Jun – 3 Aug 2026. YouTube geography for the 28 days to 3 Aug 2026 is Bangladesh 84.2%, India 6.8%, United States 1.8%. The Bangladesh population figure is a widely published national estimate, not a platform metric.

07 Facebook & Instagram

THE SCALE ENGINE · THE BRAND SURFACE

Facebook @YOURLILCOOK

6 MAY – 3 AUG 2026

The largest and fastest-growing surface. Facebook delivered 94% of all views across Facebook, TikTok and YouTube this quarter, and added more than a third of a million net new followers. Three quarters of those views reached people who do not follow her — this is a discovery channel operating at national scale.

1.2M+	532M	62M	18M	+367K	245M
FOLLOWERS	VIEWS · +73%	VIEWERS	ENGAGEMENTS · +28%	NET FOLLOWERS · +86%	3-SECOND VIEWS

AUDIENCE

Women	61%
Aged 18–34	85.1%
Bangladesh	79.4%

BEHAVIOUR

Views from non-followers	76%
Engagement from non-followers	60%
Best-performing length	15–30s

WHAT TO BUY HERE

Mass-reach Reels, awareness launches, national campaigns in Bangladesh, and anything that needs to be seen by people who have never heard of the brand.

Instagram @YOURLILCOOK

30 DAYS TO 3 AUG 2026 · FOLLOWERS TO 2 AUG 2026

The most considered surface, and the one that shares hardest. A single reel in the period drew 2.8 million views and 151,100 shares — the audience does the distribution. Stories are a genuine second channel here, not an afterthought, carrying 2.9 million views in thirty days.

667,974	9.56M	2.60M	763K	2.9M	67.4%
FOLLOWERS · +4.6% / 90D	VIEWS · 30D	ACCOUNTS REACHED · 30D	INTERACTIONS · 30D	STORY VIEWS · 30D	WOMEN

AUDIENCE

Aged 25–34	45.6%
Aged 18–34	82.9%
Outside Bangladesh	34.1%

BEHAVIOUR

Views from non-followers	49.3%
Reel share of views	63%
Interactions on Reels	636K

WHAT TO BUY HERE

Considered brand integrations, product storytelling, Story sequences with link-outs, launch moments, and the diaspora audience in the US, UK and Australia.

08 TikTok & YouTube

TREND VELOCITY · THE LONG TAIL

TikTok @YOURLILCOOK

6 MAY – 3 AUG 2026

The youngest room in the house: 88.5% of viewers are between eighteen and thirty-four, and 1.5 million of the quarter's viewers had never seen her content before. TikTok is where a format is tested before it is committed to elsewhere.

298,664	20.3M	3.6M	1.5M	688.4K	194K
FOLLOWERS	POST VIEWS · 90D	TOTAL VIEWERS	NEW VIEWERS	LIKES · 90D	PROFILE VIEWS · 90D

AUDIENCE

Female viewers	58%
Aged 18–34	88.5%
Bangladesh	80.1%

BEHAVIOUR

Shares · 90d	32.9K
Net new followers · 90d	+12.9K
Peak viewing	Mon 8–9am

WHAT TO BUY HERE

Trend-led formats, Gen Z-facing product moments, hashtag and sound-driven campaigns, and fast creative testing before a larger Facebook or Instagram spend.

YouTube @YOURLILCOOK

6 MAY – 3 AUG 2026

The only platform where the audience chooses to stay. More than 41,000 hours were watched in ninety days, and almost a fifth of that time happened on a television rather than a phone — the closest thing in the portfolio to broadcast. Content keeps earning views long after it is posted.

11.07M	41,261	+21,506	655.3K	19%	61.8%
VIEWS · 90D	WATCH HOURS · 90D	SUBSCRIBERS · 90D	MONTHLY AUDIENCE	WATCH TIME ON TV	FEMALE VIEWERS

AUDIENCE

Aged 25–34	37.6%
Bangladesh	84.2%
Watched on mobile	75%

BEHAVIOUR

New viewers	45.4%
Regular viewers	14.3%
Watch time from non-subscribers	79.1%

WHAT TO BUY HERE

Long-form recipe features, integrated brand segments, tutorial and demonstration formats, and evergreen assets that continue working months after the campaign closes.

09 Content Pillars

SIX ENTRY POINTS FOR A PARTNER

Six recurring content territories. Each one is already established with the audience, which means a brand enters an existing format rather than asking viewers to accept a new one.

01

The Bengali Canon

Heritage recipes cooked without compromise — kosha mangsho, bhuna khichuri, biryani, the dishes that made the platform. The highest-performing content she makes.

PARTNER FIT

Cookware, appliances, rice, oil, spice, grocery and retail.

02

The Everyday Table

Serialised, unglamorous, deeply watched — *Meals I Actually Eat* runs to double-figure episodes and consistently draws 245K–340K views per instalment on Instagram alone.

PARTNER FIT

FMCG, dairy, staples, meal solutions, delivery and everyday nutrition.

03

Occasion & Festival

Eid, Qurbani and festival menus. Four of Facebook's six best-performing posts this quarter were occasion-led, each above nine million views.

PARTNER FIT

Seasonal retail, gifting, remittance and financial services, telco, confectionery.

04

Glam in the Kitchen

Full hair, make-up and jewellery at the stove. The pillar that makes beauty and fashion partnerships credible on a food account rather than incongruous.

PARTNER FIT

Beauty, skincare, haircare, fragrance, jewellery, fashion and eyewear.

05

The Supperclub

Hosting, tablescapes, guests and service. The only pillar that produces a physical room, a guest list and a full day of photography from a single activation.

PARTNER FIT

Hospitality, homeware, glassware, linen, florals, beverage, venues and tourism boards.

06

Life & Home

The personal register — home, travel, routine, the cat. Lower volume, higher intimacy, and the reason the audience treats her recommendations as advice rather than advertising.

PARTNER FIT

Travel and destination, home, tech, wellbeing, lifestyle retail and services.



10 What Travels

TOP-PERFORMING CONTENT, THIS QUARTER

FACEBOOK · 90 DAYS

Weekend specials	13M
Kosha mutton on a rainy cold day	10M
Qurbani special	9.8M
Reposting cause you guys loved the last...	9.3M
Another Eid specials	9.2M
Another Qurbani special	9.2M

YOUTUBE · 90 DAYS

Eid special — beef bhuna khichuri	2.5M
Rainy day specials — beef bhuna khichuri	427K
Friday special	306K
Anything for him	285.5K

INSTAGRAM · 30 DAYS

What are you having for dinner?	2.8M
My life is so full	559.2K
Hydrabadi shaadi wala chicken	375.4K
Meals I actually eat — ep 9	337.9K
4-ingredient malai kulfi at home	325.3K
Meals I actually eat — ep 10	307.6K
Brown butter banana chocolate cake	274.9K

ANATOMY OF ONE POST

“What are you having for dinner?”

2.8M 246.2K 151.1K 2.0K

VIEWS LIKES SHARES REPOSTS

THREE THINGS THIS DATA SAYS

Occasion beats novelty.

Eid and Qurbani menus took four of Facebook's six best-performing posts of the quarter, each above nine million views. Brands with a seasonal calendar should be booking against it.

Shares are the mechanism.

One Instagram reel produced 151,100 shares against 2.8 million views — a 5.4% share rate. The audience does the distribution, which is why reach so consistently exceeds the follower base.

One video can build a channel.

A single Eid upload delivered 2.5 million YouTube views and 7,500 of the quarter's 21,506 new subscribers — 35% of all subscriber growth from one piece of content.

Note. Titles are reproduced as published, including original spelling. Facebook and YouTube figures cover 6 May – 3 Aug 2026; Instagram figures cover the 30 days to 3 Aug 2026. Rankings are as shown in each platform's own top-content report.



EXPERIENTIAL

The Your Lil Cook Supperclub

An immersive dining experience where food, culture and storytelling meet. Kumkum has hosted more than fifty Supperclubs across Melbourne — intimate private dinners, brand evenings and community gatherings built around shared plates and long conversation.

Every element is hers: the menu, the cooking, the plating, the table, the flowers, the room. Guests arrive because of the feed and leave having eaten the food they have only ever watched being made.

For a brand, this is the rarest thing in creator marketing — a controlled, beautiful, physical environment with an audience that is already loyal to the host, and a full day of photography and film that lives online long after the last guest leaves.

FORMATS AVAILABLE

Branded supperclub evening

Curated menu collaboration

Product integration on the table

Press & influencer dinner hosting

Launch & activation hosting

Content capture package

Live cooking & demonstration

50+

SUPPERCLUBS HOSTED TO DATE

12 Selected Partners

CONFIRMED COLLABORATIONS

Brands Your Lil Cook has worked with across cookware, food and services — including partners headquartered in the United States and Australia, her two priority Western markets.

COOKWARE

HexClad

United States

COOKWARE

Baccarat
Australia

Australia

COOKWARE

P-TAL
Cookware

KITCHEN

The Nikos
Knife

FOOD

Tru Fru

United States

COOKWARE

Crumble.co

SERVICES

Taptap Send

AND OTHERS

Available
on request

Partnerships here are built, not booked — every brand on this page arrived through content that looked like everything else she makes.

REFERENCE CAMPAIGN

Choco fudge pan brownie, produced with Tru Fru and published on YouTube, is one of the channel's top-performing subscriber-acquisition videos of the quarter — a straightforward demonstration of how a product integration performs inside her ordinary recipe format.

OPEN CATEGORIES

Beauty · Fashion · Jewellery · Travel & tourism · Hospitality · Grocery & FMCG · Appliances · Beverage · Homeware · Financial services · Telco · Media & streaming

Partner list carried forward from the 2025 media kit and verified against it. Additional collaborations exist that are not itemised here; a fuller campaign history is available on request. No partnership is listed that could not be confirmed from supplied materials. Partner markets shown reflect each brand's headquarters and are included for territory context.

13 Partnership Opportunities

WAYS TO WORK TOGETHER

Campaigns are built to a brief rather than sold from a fixed menu. These are the formats most often commissioned.

CONTENT

Sponsored short-form video

Reels, TikTok and YouTube Shorts, delivered per platform or as a cross-platform set.

Recipe development

Original recipes built around a product, with full photography and film.

Product integration

Placement inside an existing series rather than a standalone ad.

Long-form YouTube feature

Integrated segments in evergreen content that keeps earning views.

Dual-language versioning

English and Bangla cuts for home market and diaspora.

CAMPAIGN

Multi-platform campaign

Sequenced across Facebook, Instagram, TikTok and YouTube with a single creative spine.

Brand ambassadorship

Multi-month retained partnership with agreed cadence and category exclusivity.

Seasonal & festival campaigns

Eid, Qurbani, Ramadan and festival calendars — historically her highest-reaching content.

Whitelisting & amplification

Paid media run through her handles or the brand's, by arrangement.

Licensed content & usage

Assets licensed for owned channels, retail, OOH or paid media for an agreed term.

LIVE & EXPERIENTIAL

Branded supperclub

A full evening hosted around a brand, with menu, styling and content capture.

Event hosting & live cooking

On-stage or in-store demonstration, panel hosting and MC work.

Travel & destination

Destination storytelling for tourism boards, hotels, airlines and regional food bodies.

Retail & in-store activation

Appearances, sampling and launch support.

UGC & creative-only

Production without distribution, delivered for the brand's own channels.

INVESTMENT

Starting investment and package options are set out on the following page.

The formats above are scoped and quoted individually, against deliverables, usage term, territory and exclusivity.

team@yourlilcook.com

Response within 1–2 business days

14 Campaign Packages

PACKAGE-BASED INVESTMENT

Three straightforward packages, built around sponsored Reels and posted across every platform. Larger and longer partnerships are always welcome.

Cross-Platform Campaign

One sponsored Reel, posted everywhere that matters.

STARTING INVESTMENT · USD

\$5,000

- One sponsored Reel featuring your brand or product
- Posted across Instagram, Facebook, TikTok and YouTube Shorts
- Supporting Stories and posts across all agreed platforms
- Planning, filming and editing
- 30 days of brand reposting rights

BEST FOR

A sponsored recipe, product feature, brand announcement or focused campaign.

RECOMMENDED

Campaign Series

Three sponsored Reels across a coordinated campaign.

STARTING INVESTMENT · USD

\$12,000

- Three sponsored Reels featuring your brand or product
- Each Reel posted across Instagram, Facebook, TikTok and YouTube Shorts
- Supporting Stories and posts throughout the campaign
- Planning, filming and editing
- A coordinated posting schedule
- 30 days of brand reposting rights
- A simple campaign-results summary

BEST FOR

Product launches, seasonal campaigns and brands wanting several opportunities to reach the audience.

Long-Term Brand Partnership

Flexible 3-, 6- or 12-month partnerships, created around your goals.

INVESTMENT

Tailored

Contact us for a custom proposal.

Together, we agree the sponsored Reels, supporting content, platforms and posting schedule before the partnership begins.

BEST FOR

Brands wanting regular visibility, a consistent relationship with the audience and an ongoing partnership built around their needs.

NEED SOMETHING DIFFERENT?

Seasonal campaigns, Supperclubs, event hosting, travel partnerships and custom brand projects are available by request. Contact the team for a tailored proposal.

INDIVIDUAL COMMISSIONS

Selected individual commissions are available for suitable briefs. Campaign packages are recommended for the strongest overall result.

Not sure which option is right for your campaign? Write to team@yourlilcook.com and we will help shape the right partnership for your goals.

The brand may repost included content on its own social pages for 30 days. Paid advertising, longer usage, exclusivity and additional requests are quoted separately.

15 Why Your Lil Cook

SIX ARGUMENTS

01 Scale that is genuinely rare in this category

More than 2.2 million followers across three platforms and 563 million views in a single quarter. Very few food creators in South Asia or its diaspora operate at this volume, and fewer still can show it growing.

02 Reach that goes far past her own followers

76% of Facebook views and 49.3% of Instagram views come from people who do not follow her. A campaign here is an acquisition channel, not a broadcast to an audience the brand could already reach.

03 A position that cannot be easily copied

Bengali culinary authority, technical cooking skill, full glam presentation and a live hospitality arm in one person. Each element is findable elsewhere; the combination is not.

04 Two markets, one production

A dominant position inside Bangladesh alongside a real diaspora audience in India, the Gulf, the US, the UK and Australia — served in English and Bangla without re-shooting, and already proven with HexClad (US) and Baccarat (Australia) as current partners.

05 An audience that redistributes the work

151,100 shares on a single Instagram post. Sharing is the primary growth mechanism here, which means paid reach is amplified by organic behaviour rather than replaced by it.

06 Campaigns that leave the screen

Fifty-plus Supperclubs mean a brand can buy a room as well as a feed — a physical activation, a guest list and a day of photography from the same partnership.

Every claim on this page is traceable to a figure elsewhere in this document, and every figure is traceable to a platform screenshot.

ENQUIRIES

Let's build something.

PARTNERSHIPS & PRESS

team@yourlilcook.com

WEBSITE

yourlilcook.com

ALL LINKS

linktr.ee/yourlilcook

INSTAGRAM · FACEBOOK · TIKTOK · YOUTUBE

[@yourlilcook](#)

BASED IN

Melbourne, Australia

Please get in touch and the team will respond within one to two business days.