

# Famous YouTubers in India: A Revolution in Digital Content Creation

In recent years, YouTube has become one of the most popular platforms for content consumption across the globe, and India is no exception. The rise of digital media has transformed the entertainment industry, and Indian YouTubers have played a pivotal role in shaping this change. From entertainment and comedy to education and technology, Indian YouTubers are creating a wide variety of content that resonates with millions of people. These content creators have not only amassed millions of subscribers but have also paved the way for the digital economy in India. Here, we take a look at some of the most [famous YouTubers in India](#) who have achieved massive success.



## 1. CarryMinati (Ajey Nagar)

Arguably one of the most well-known YouTubers in India, Ajey Nagar, popularly known as CarryMinati, has made a name for himself with his comedic commentary and roast videos. [CarryMinati](#) started his journey in 2010 by uploading videos related to gaming, but it was his

"roast" videos that earned him widespread recognition. His channel, with over 40 million subscribers (as of 2025), is one of the most subscribed in India. CarryMinati's witty humor and sharp commentary have garnered a massive fan following, with his videos going viral within hours of release. Despite the controversies that occasionally surround his content, CarryMinati remains a dominant figure in the Indian YouTube space.

## 2. Ash Chanchlani

Ash Chanchlani is another YouTube sensation who has made a significant impact in the world of entertainment. His channel, Ashchanchlani Vines, features comedic skits, parodies, and relatable content that resonates with Indian audiences. With over 35 million subscribers, Ash has created a niche for himself by blending humor with social issues. His content is not only funny but also thought-provoking, making him one of the most influential YouTubers in India. Ash has also collaborated with several Bollywood celebrities, further cementing his place in the entertainment industry.

## 3. Emiway Bantai

Emiway Bantai is one of the most famous rappers and YouTubers in India. Known for his raw and unfiltered rap songs, Emiway has garnered a massive fanbase, especially among the youth. His channel, which has over 25 million subscribers, features rap music videos, freestyle performances, and collaborations with other artists. Emiway's rise to fame can be attributed to his underground rap style and his ability to connect with the struggles and dreams of the common man. His videos often focus on themes like self-expression, overcoming obstacles, and the pursuit of success. Emiway's success has helped bring Indian rap into the mainstream.

## 4. BB Ki Vines (Bharat Puri)

BB Ki Vines, created by **Bharat Puri**, is a YouTube channel that has captivated audiences with its humorous take on everyday life. Bharat, known for his hilarious characters and witty dialogues, has built a fanbase of over 22 million subscribers. His channel primarily features short comedic skits, in which he often portrays multiple characters, ranging from the serious but funny "Papa" to the quirky and humorous "Baba." BB Ki Vines has been one of the pioneers of the digital comedy scene in India, and Bharat's relatable humor and down-to-earth personality have made him a favorite among viewers.

## 5. FactTechz (Fact Techz)

FactTechz, led by a tech enthusiast, focuses on providing insightful tech content and gadgets reviews. With a subscriber count that exceeds 14 million, FactTechz has become a trusted source of information for tech lovers across India. The channel covers a variety of topics, including product reviews, unboxings, tutorials, and tips related to the latest gadgets and

technology trends. What sets FactTechz apart is its ability to explain complex technological concepts in a simple and engaging way, making it accessible to a wide audience, including those who are not tech-savvy.

## 6. Sandeep Maheshwari

[Sandeep Maheshwari](#) is one of the most influential motivational speakers in India, and his YouTube channel, Sandeep Maheshwari, is a go-to source for millions seeking inspiration. With over 20 million subscribers, Sandeep's channel focuses on personal development, self-motivation, and practical life advice. His simple yet profound approach has resonated with individuals from all walks of life. Sandeep's sessions often address common life challenges, helping his audience to develop a positive mindset and realize their true potential. What makes Sandeep's content unique is his ability to connect with people on a deeply personal level, making him one of the most beloved motivational speakers in India.

## 7. Techno Gamerz (Ujjwal Chaurasia)

Techno Gamerz, led by Ujjwal Chaurasia, is one of the biggest gaming channels in India. With more than 35 million subscribers, Ujjwal has built an empire around gaming content, including playthroughs, tutorials, and game reviews. Techno Gamerz focuses on popular games like PUBG, GTA V, and Free Fire, attracting millions of gamers from across India. Ujjwal's engaging gameplay and energetic commentary have earned him a loyal fanbase. His content is not just for gaming enthusiasts but also for people who want to learn more about the gaming world. Ujjwal is often regarded as one of the leading figures in the Indian gaming community.

## 8. Prajakta Koli (Mostlysane)

Prajakta Koli, known by her YouTube moniker **Mostlysane**, is a prominent YouTuber who creates content revolving around humor, lifestyle, and social commentary. With more than 8 million subscribers, Prajakta's relatable, funny videos often touch on topics that Indian youth can identify with. From dealing with social pressures to exploring everyday challenges, Prajakta's content is both entertaining and thought-provoking. She has also been a voice for social causes, such as mental health awareness, women's rights, and LGBTQ+ representation. Prajakta has also ventured into acting and has appeared in several web series and collaborations with mainstream celebrities.

## 9. Tanmay Bhat (Tanmay Bhat)

Tanmay Bhat is one of the leading figures in Indian digital comedy. Initially part of the comedy collective **AIB (All India Bakchod)**, Tanmay now runs his solo channel where he continues to engage his fans with a mix of humor, roasting, and discussions on current events. With over 3 million subscribers, Tanmay's content often blends satirical humor with insights into pop culture

and the world of internet trends. His candid and humorous takes on societal norms have earned him a dedicated following, and his ability to laugh at and reflect on contemporary issues resonates strongly with his audience.

## 10. Mumbiker Nikhil

**Mumbiker Nikhil**, led by Nikhil Sharma, is one of India's most popular travel and lifestyle YouTubers. With over 3 million subscribers, Nikhil has captured the attention of audiences with his travel vlogs, motorcycle adventures, and lifestyle videos. His channel takes viewers on exciting journeys across India and abroad, where he shares his experiences, challenges, and personal moments. Nikhil's engaging storytelling, coupled with his love for adventure, has made him a favorite among travel enthusiasts and fans of vlogging.

## Conclusion

The landscape of YouTube in India is constantly evolving, and these YouTubers are at the forefront of this digital revolution. From comedy and entertainment to education and technology, they represent a broad spectrum of content that appeals to diverse audiences. Their success has not only contributed to the growth of YouTube in India but has also created new opportunities in digital marketing, influencer collaborations, and entrepreneurship. With millions of subscribers and billions of views, these content creators have changed the way India consumes digital media, inspiring a new generation of creators to follow in their footsteps.

## FAQ

### 1. Who is the most subscribed YouTuber in India?

As of 2025, **CarryMinati** (Ajey Nagar) is the most subscribed YouTuber in India, with over 40 million subscribers. He gained popularity through his roast videos, gaming content, and comedic commentary.

### 2. How do Indian YouTubers make money?

Indian YouTubers primarily make money through various revenue streams such as YouTube's ad revenue, brand partnerships, sponsorships, merchandise sales, and crowdfunding platforms like Patreon. Influencers also collaborate with brands for promotions and campaigns, which further boosts their earnings.

### 3. Can anyone become a successful YouTuber in India?

Yes, anyone can become a successful YouTuber in India with creativity, consistency, and dedication. However, standing out among millions of content creators requires understanding your audience, producing high-quality content, and keeping up with trends and demands.

#### **4. What type of content is most popular on YouTube in India?**

Content related to comedy, gaming, education, music, and lifestyle is immensely popular on YouTube in India. Channels that cater to specific niches, like tech reviews, motivational content, or travel vlogs, also have large audiences.

#### **5. How do YouTubers in India deal with controversies?**

Controversies are not uncommon for popular YouTubers. In such cases, many creators choose to address the issue directly with their audience through apology videos or clarifications. Others may choose to ignore the controversy and continue producing content. Ultimately, their ability to navigate controversies and maintain fan support often determines their long-term success.