



## Top Personal finance Instagram influencers in India (6 mins read)

### Description

Today, every business wants to leave a mark on social media due to the reach it provides. This has given birth to a very attractive but competitive career – Social Media Influencing. On average, an Indian with the Instagram app on their mobile phone spends 45 minutes using the app. In these 45 mins, we come across a large volume of content that has a direct impact on our minds. The content that we see on the app depends on the kind of Instagram influencers we follow. TSo, if you want to gain knowledge about fashion then follow fashion designers, for cricket follow cricket experts, and for finances follow personal finance Instagram influencers in India.

Following personal finance Instagram influencers in India can be the first thing that we do towards having a good financial life. We say so because the information that we intake in the form of pictures or video tends to stay for a longer period in our minds. Therefore we recommend that you follow the top personal finance Instagram influencers in India from the list that we have compiled for you in no particular order.



## 1. CA Rachana Ranade

**Rachana Ranade:** She is a 2008 batch CA. After that, she did a PG diploma in Business Management followed by Masters in Business Studies, both from Savitribai Phule University. Along with her PG diploma, she also taught at Sinhgad Business School. She was also an audit faculty at Excellent Professional Academy Pvt. Ltd. from 2009 to 2015. In 2008 she found Rachana Ranade and Associates. Through her organization, she aims to teach about the stock market in a very simplified manner.

**Instagram –** [ca\\_rachanaranade](https://www.instagram.com/rachanaranade) with 648k followers.

You can follow her to gain knowledge about stock market investing. She gives tips on stock market investing. She also shares about new IPOs that are about to come, the financial results of companies, and day-to-day updates about the Indian Stock Market.

## 2. Sharan Hegde (Finance with Sharan)

**Sharan Hegde:** He is a 2018 graduate Mechanical Engineer from R.V. College of Engineering. He worked with KPMG for 2 yrs and 5 months. He followed his passion and started Finance with Sharan on YouTube and Instagram 14 months back. Along with his very successful career in personal finance, he is currently working with PWC.

**Instagram** – [financewithsharan](#) with 1.6M followers.

If you want to learn about day-to-day personal finance in a fun way then Financewithsharan is the account that you can follow. He delivers his message in the form of short mono acting reels which are an absolute treat to watch. The topics that he covers in his reels are things that you will face very frequently in your financial life like credit cards, loans, mutual funds, etc. He has gained so much popularity that this list of top personal finance Instagram influencers in India would have been incomplete without him.

### 3. Neha nagar

**Neha Nagar:** She did her B Com. from Delhi University and MBA, Finance (General) from Guru Gobind Singh Indraprastha University. After her post-graduation, she was a Relationship Manager at IIFL for 1 yr. Presently, she is CEO of Taxationhelp.in which she herself founded.

**Instagram** – [iamnehanagar](#) with 910k followers.

She covers anything and everything about personal finance. From the stock market to insurance, from insurance to pan card linking, from pan card linking to loans, if you want to know about anything, follow her on Instagram and you will get all your answers.



## 4. Ankur Warikoo

**Ankur Warikoo:** He did B.Sc. Physics from Hindu College followed by MS in Astronomy and Astrophysics from Michigan State University. He then did MBA, Finance from ISB. Then he worked as an Associate in A.T. Kearney. Along with his job he was the Co-Founder of Accentium web which he left after working for 3 yrs and 6 months in it. He served as Venture Partner with Rocket Internet GmbH for approx 1.5 yrs. After this, he was CEO, India of Group on which he converted into nearbuy.com after a management buyout. He is currently a Co-Founder and board member of nearbuy.com after stepping down from the position of CEO in Nov 2019.

**Instagram** – [ankurwarikoo](#) with 1.6M followers.

Ankur Warikoo's Instagram account will offer you something on all the things you need to focus on, to become successful. He will teach you those things about personal finance that are of utmost importance. His Instagram account is full of information about growth, entrepreneurship, personal finance, etc.

## 5. Sayali Rai and Nayati Thaker (Fincoktail)

**Sayali Rai:** She did her Bachelor of Science degree in the field of Finance, Marketing Grade Graduate honors Cum Laude from NYU Stern School of Business in 2012. She then pursued an MBA degree in Finance from Babson College – Franklin W. Olin Graduate School of Business. On the work front, she has worked as Research Assistant at NYU Stern School of Business, marketing associate at Nykaa.com. He then worked as a Graduate tutor at Babson College followed by an investment banking analyst at Citi Bank. In Aug 2020 she Co-founded Fincoktail with Nayati Thaker.

**Niyati Thaker:** She did her bachelor's degree in the field of Business Administration and Management from Kingston University in 2012. She is a Level 3 CFA. As far as her professional background is concerned, she has worked as a Manager (Private Wealth) in the ASK group.

**Instagram** – [fincoktail](#) with 146k followers.

The Instagram account of this duo is full of personal finance tips that you would definitely want to know. They cover everything under the personal finance cloud be it credit cards, vehicle purchases, income tax, mutual fund investing, different instruments of investing, etc.

If you want to read the stock market investing tips from the top investors of all time then [click here](#).

## 6. Raj Shamani

**Raj Shamani** – He did his Bachelor's degree in Business Administration in 2016 from Prestige Institute of Management and Research followed by an MBA degree in business management, marketing, and related support in 2021 from SP Jain Institute of Management and Research. He has spoken at United Nations, Ted conference. He is the young founder of Shamani Industries.

**Instagram** – [rajshamani](#) with 1M followers.

His Instagram account is full of entrepreneurial stuff along with personal finance tips. He even has a podcast with CA Rachana Ranade. He also shares content on life learning that will help you in life decisions and live a sorted life.

## 7. Pranjal Kamra (Myfinology)

**Pranjal Kamra:** He did his LLB in Banking, corporate, and securities law from Hidayatullah National Law University, Raipur. He then did his post-graduation from the National Institute of Securities Markets. He is currently the CEO of Finology

**Instagram** – [myfinology](#) with 378k followers.

This Instagram account will help you stay updated about what's new in the finance and investing world. Recently they posted about NFTs and then about metaverse. The content that they post is easy to understand. They will tell you about the IPOs, stocks you can buy and they also post short case studies like “how coca-cola killed thumbs up” or “ why is the airline industry struggling?”.



## 8. Anushka Rathod

**Anushka Rathod:** She did B.Com. and Post Graduation Diploma in Audit and Taxation from Veer



Narmad South Gujarat University in Surat. She did internships with various firms like Damos Capital Pvt Ltd, Parag Parikh Financial Advisory Services Limited, and Proficio Advisors. Currently, she is a digital creator and has a good following on Instagram.

**Instagram** – [anushkarathod98](#) with 403k followers.

She covers a wide range of topics, so people having different kinds of investment instruments can find something of their use on her account. She posts content on cryptocurrency, income tax filing, NFTs, real estate, credit cards, mutual funds, etc.

## 9. Shashank Udupa

**Shashank Udupa:** He did his bachelor's in finance markets from SIES College of Commerce and Economics after which he served as a Project Manager in Securens Systems Pvt. Ltd. He then went on to do Master's in International Management at Strathclyde Business School. After his master's, he worked as a Manager in IIFL Wealth Management Ltd. which was his last stint in "9 to 5". He Co-founded Avalon Labs in 2017 and is currently working there.

**Instagram** – [shashank\\_udupa](#) with 163k followers.

On his Instagram account, he has posted a good amount about topics that are not covered in detail by others, like cryptocurrencies (in cryptocurrency he has posted a lot of content on individual crypto coins (such as ethereum, bitcoin, dogecoin, etc.), NFTs, metaverse, etc. He has also covered regular topics like the stock market, life insurance, mutual funds, etc.

## 10. Anamika Rana (Financewithanamika)

**Anamika Rana:** She graduated from Shri Ram College of Commerce in 2012 with a bachelor's degree and went up to pursue Chartered accountancy. After her CA, she worked as a chartered accountant in audit across Big-4 accounting firms, first in KPMG for 4 yrs then in Ernst and Young, and finally in Deloitte India. Along with her Instagram influencing, she has founded Arika Creations which provides crystals for career, relationship, and self-empowerment in the form of jewelry and healing crystals.

**Instagram** – [financewithanamika](#) with 69.5k followers.

She covers all kinds of topics that you can ask for in the field of personal finance. She has posted content on income sources (how to earn through social media, content creation, etc.), cryptocurrency, NFTs, Metaverse, saving hacks, stock market.

**WealthDrift Instagram:** [https://www.instagram.com/wealth\\_drift/](https://www.instagram.com/wealth_drift/)

So, readers, these are some of the top personal finance Instagram influencers in India that you must follow. Doing this will help you stay on the path to prosperity. You will get new tips that you can follow and improve your financial situation.

Share this article with your friends and loved ones so that they also get benefitted. Let us know your thoughts through the comment section below.

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## Category

1. General

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