

INFLUCRAFT PRIVATE LIMITED

Press Release & Company Fact Sheet

Bhubaneswar, Odisha — May 2026

Influcraft Private Limited today announced the development and upcoming MVP launch of its AI-powered creator operations platform designed to help creators, brands, and agencies manage influencer campaigns, collaboration workflows, and payments from one unified system.

Official Press Release

Influcraft is building infrastructure for the creator economy — transforming fragmented influencer campaign management into a structured, AI-powered operating system. The platform combines campaign management, creator collaboration tools, AI workflow automation, creator CMS capabilities, and escrow-backed payment systems into one integrated ecosystem. Today's creator economy often operates through disconnected WhatsApp chats, spreadsheets, PDFs, and manual payment coordination. Influcraft aims to replace that chaos with structured workflows, real-time visibility, and automated operations. The platform is designed for creators, influencer marketing agencies, and brands that want to manage campaigns at scale while improving transparency, accountability, and execution speed. Influcraft's core innovation is its AI Workflow Automation Engine, which can parse campaign briefs, extract deliverables, generate workflows, assign tasks, and automate milestone tracking. The company is also building escrow-backed financial infrastructure to reduce payment anxiety for creators and provide brands with verified execution systems. The MVP platform includes: Campaign Management System for brands and agencies Creator CMS with blogging, newsletters, scheduling, and link-in-bio tools Creator Studio for team collaboration and task management AI Workflow Automation Engine for campaign execution Financial Wallet & Escrow System for milestone-based payouts Influcraft was founded by Subodh Kumar Pradhan and Purusottam Mohanta in Bhubaneswar, Odisha. The company officially incorporated on January 20, 2026. The company is currently preparing for its MVP rollout while engaging with creators, agencies, and early ecosystem partners.

“The creator economy runs on chaos. Influcraft is building systems — so creators stop being freelancers and start being businesses.”

— Subodh Kumar Pradhan, Founder, Influcraft Private Limited

Company Fact Sheet

Company Name	Influcraft Private Limited
Industry	Creator Economy · Creator-Tech · AI + SaaS
Founded	January 20, 2026
Corporate Office	Bhubaneswar, Odisha, India
Founders	Subodh Kumar Pradhan & Purusottam Mohanta
Mission	To elevate creators into businesses.
Product Type	AI-powered creator operations and campaign management platform.
Target Users	Creators, brands, influencer marketing agencies, creator teams.
Core Modules	Campaign Management, Creator CMS, Creator Studio, AI Workflow Engine
MVP Target	July 2026
Business Model	SaaS + creator-tech infrastructure platform
Core Problem Solved	Fragmented creator campaign workflows and payment coordination

About Influcraft

Influcraft Private Limited is a creator-tech startup building AI-powered infrastructure for the creator economy. The platform helps creators, brands, and agencies manage campaigns, collaboration, content operations, and financial workflows from one centralized operating system.

Media & Partnership Contact

Influcraft Private Limited
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