



Intro to IndieMa

A Disciplined Revolutionary Social Media Platform



www.indiema.in

By Info Pluto Media Works Pvt. Ltd.



A Disciplined Revolutionary Social Media Platform

Uniting Humans by Default

A Sassy, Revolutionary Social Media Platform for the disciplined ! **Uniting Humans by default** with a level playing field online. Welcome to **IndieMa**, that's here to save you from the algorithmic chaos, troll-infested swamps, and wallet-draining ad traps of the internet! Born from the quirky, rebellious mind of Arunkanth V, a filmmaker, an entrepreneur from **Coimbatore**, **IndieMa** is a product of Infopluto Media Works Pvt Ltd. The co-founder & additional director of IndieMa is Vaishnavi Arunkanth. The couple is set to make social media a welcoming place where creativity meets discipline and a level playing field where the algorithm doesn't bombard you with posts that it think you like. Rather you as a user be clear on what you need and view only the topics that matter to you at any given moment. Let you mind be free of junk thrown at you by the software.

After a year of diving deep into the murky waters of social media's pain points—think endless scroll regrets, privacy invasions, and posts lost in the algorithmic void—Arunkanth cooked up IndieMa to flip the script and launched it in September 2025. His mission? To create a level playing field where every voice shines, no matter your follower count or ad budget. Oh, and guess what? He even ran as an independent candidate in the recent Lok Sabha elections from Coimbatore, because why not shake things up in real life too?

Top Features of IndieMa Social Media Platform :

- **Affordable Reach That Won't Break the Bank :** Forget coughing up your life savings for a boosted post. With IndieMa, content visibility is organic and affordable. Public posting costs just ₹1,000 a year (yep, you read that right), and content consumption plus private networking? Totally free. Your wallet can finally breathe.
- **You're the Boss, Not Some Algorithm :** Sick of algorithms deciding your fate like a grumpy matchmaker? IndieMa hands you the reins. Choose who sees your posts and what pops up in your feed. No more algorithmic gatekeepers—control is back where it belongs, with you.
- **Targeted Postings & Feeds :** Get Your Post directly to your dream audience with post validity options and dual links for easy sharing. Curate your feed with ninja-level filters, including geographical precision, so you're not wading through irrelevant cat memes (unless that's your thing).
- **Positive Vibes Only :** Our content-first approach keeps the spotlight on what you post, not who you are—until you choose to reveal it. Appreciate others' work with specific shout-outs, spreading good vibes like confetti. No ego, just awesome content.
- **Negative Filters to Yeet the Yuck :** Done with toxic trends or political rants? Use our negative filters to zap unwanted topics from your feed faster than you can say "unfollow." Your social space, your rules.
- **Privacy That Doesn't Spill the Tea :** Chat with others securely without flashing your email address to the world. IndieMa's privacy game is so strong, even your nosy neighbour can't snoop.
- **Troll-Free Zone :** Public comments? Trolling? Not on our watch. IndieMa's a safe space where you can express yourself without dodging virtual tomatoes. Post fearlessly, friends.
- **Private Networking: No Drama.** Build your own VIP network with all the bells and whistles. Cross-chapter communication lets you collaborate seamlessly, whether you're plotting world domination or just swapping recipes.
- **Join concept groups to vibe with like minded people.**
- **Connect & Interact with Indians across all states in India and also connect Indians living abroad.**

Our Mission: Make Social Media Less of a Digital Dustbin and more like a Library. After a year of research into the soul-crushing biases of social media—shadow bans, pay-to-play schemes, and follower-count snobbery—IndieMa is crafted to positively disrupt the status quo. We're here to empower indie creators, artists, and startups, Entrepreneurs, Freelancers and everyday humans across India and beyond. No more begging for visibility or dodging trolls. IndieMa's a movement to make every voice matter, no clout required.



Uniting Humans by Default !

Content Visibility is Finally Affordable & Organic

No more paying big bucks to get your posts seen! On this platform, your content shines naturally, like a sunflower in a field, without algorithms playing hide-and-seek. Everyone gets a fair shot to be visible, no wallet required. It's like shouting from a rooftop, and the whole town actually listens. Organic reach is back, baby.

Control Your Posts and Feed with Total Privacy

Tired of algorithms deciding your vibe? Here, you're the boss of who sees your posts and what pops up in your feed. It's like having a remote control for your social life—click, and it's private! No sneaky data peeks, just pure, unfiltered you. Privacy just got a high-five.

Post Directly to Your Target Audience

Why yell into the void? This platform lets you send your posts straight to the people you want, like a paper plane hitting the right desk. With pinpoint accuracy, your message lands where it matters. No more hoping the right eyes catch it—it's direct delivery, folks.

View Precise Feeds with Advanced Geographical Filters

Want to see what's buzzing in your city or even in your area pincode? Use fancy filters to zoom in on feeds with precision. It's like having a social media telescope—spot the good stuff, skip the noise. Your feed, your rules, your neighborhood.

Appreciate Others with a Specific Reason

Forget boring likes—here, you give shoutouts with a reason! Tell someone their post is awesome and why, like a virtual high-five with a note attached. It makes your own posts glow brighter too. Spread love, not just clicks, and feel the warm fuzzies.

Use Negative Filters to Ditch Unwanted Topics

Done with seeing rants about pineapples on pizza? Negative filters let you zap annoying topics away instantly. It's like a magic wand for your feed—poof, negativity gone! Keep your social space as chill as a sunny beach. You choose the vibe.

Mail Each Other with Total Privacy

Send messages without flashing your email to the world! It's like passing secret notes in class, but digital and super secure. Chat privately, share ideas, and keep your inbox incognito. No one's snooping on your convo—safe and sound.

No Public Comments or Trolling—Express Freely

Say goodbye to trolls and mean comments! This platform keeps things friendly, so you can share your thoughts without fear of a keyboard warrior attack. It's like a cozy café where everyone's nice. Speak your mind, and keep the haters out.

Set Post Validity and Watch It Vanish

Want your post to disappear like a magician's rabbit? Set a timer, and poof—it's gone after its big moment. No lingering posts haunting your profile. You decide how long your content stays in the spotlight. Abracadabra, control is yours.

Add Dual Links to Your Posts

Why settle for one link when you can have two? Attach dual links to your posts to share more—maybe a website and a fun video! It's like giving your audience a double scoop of ice cream. More connections, more clicks, more awesome.

Private Networking with Cross-Chapter Communication

Build your own VIP network and chat across groups like a social superhero. Manage your crew, share ideas, and connect chapters without the chaos. It's like hosting a private party where everyone's invited to mingle. A chatroom is available for instant messaging as well.

No Friend Requests, Just Instant Connections

Forget the awkward friend request dance! Here, everyone's connected by default—no numbers game, no popularity contest. It's like walking into a room where everyone's already your buddy. Ditch the rat race and start vibing instantly.

Content-First Approach for a Level Playing Field

Your posts take center stage, not your profile pic! What you share shines, and who posted it is a click-away secret. It's like a talent show where the performance matters, not the performer's name. Fair, fun, and all about the content

Concept Groups

IndieMa frequently launches its official Concept Group to unite people who are like-minded based on various topics at National, State and City Zones. Users can now collaborate, network & vibe with other users who have similar interests.

Join IndieMa concept groups to collaborate with like-minded people.



More info on your fans

Here are seven situations

where a person might feel frustrated with existing social media platforms. See how IndieMa's features address these issues in a welcoming way.

1. Frustration: Posts get buried by algorithms, barely reaching anyone.

You pour your heart into a post, but it's lost in a sea of algorithm-driven content. IndieMa's organic visibility ensures your posts shine naturally, reaching your audience without paying a dime. It's a fair shot for everyone to be seen!

2. Frustration: No control over who sees your content or what you see.

Random ads and irrelevant posts flood your feed, ignoring your preferences. IndieMa hands you the reins with complete privacy and control over your audience and feed. You decide what's in and what's out, no algorithm nonsense!

3. Frustration: Trolling and negative comments ruin your vibe.

Mean comments and trolls turn sharing into a nightmare. IndieMa bans public comments, creating a safe space to express yourself without fear. It's like a friendly chat room where haters aren't invited!

4. Frustration: Hard to connect with the right audience.

Your posts miss the mark because you can't target the right people. IndieMa's direct posting and geographical filters let you reach exactly who you want. It's like sending a message straight to your dream crowd!

5. Frustration: Feeds are cluttered with unwanted topics.

You're stuck scrolling past posts about things you hate, like bad memes. IndieMa's negative filters let you zap annoying topics instantly. Your feed stays clean, fresh, and full of what you love!

6. Frustration: Privacy concerns with messaging and data.

Sharing your email or chatting feels risky with prying eyes around. IndieMa's private mail system keeps your chats secure without exposing your email. Talk freely, like passing secret notes, but digital!

7. Frustration: Obsession with followers and likes creates pressure.

The numbers game of friend requests and likes feels like a popularity contest. IndieMa connects everyone by default, focusing on content, not clout. No rat race—just pure, stress-free sharing!

Each situation highlights a common social media pain point and shows how IndieMa's features offer a refreshing, user-friendly solution.

"Stop Counting Views: Why Chasing Followers Is the New Mental Maze"

In a world obsessed with numbers—friend requests, followers, likes, and shares—it's easy to get sucked into the vortex of virtual validation. The pursuit of social media clout has become a modern-day mental disorder, a relentless chase that leaves people breathless, anxious, and often empty. The glowing promise of digital fame is a mirage, a social myth that lures us into a rat race for numbers that hold no real substance. It's time to step back, rethink, and embrace organic growth and meaningful connections over hollow metrics.

The numbers game starts innocently enough. A new profile, a few posts, and the first trickle of followers feels like a pat on the back. But soon, the thrill of a single-digit notification morphs into an insatiable hunger for more. Ten followers become a hundred, a hundred become a thousand, and suddenly, you're checking your phone every five minutes, refreshing feeds, and tweaking posts to game algorithms. It's not about sharing ideas or sparking conversations anymore—it's about cracking the code to go viral. This obsession isn't just exhausting; it's a psychological trap. Studies suggest that excessive focus on social media metrics can spike anxiety, lower self-esteem, and even trigger depression when the numbers don't add up.

Why does this happen? Because chasing numbers is chasing a shadow. A thousand followers don't mean a thousand friends, and a hundred likes don't guarantee a hundred people care. The dopamine hit of a notification is fleeting, and when the likes dwindle or the algorithm shifts, the crash is real. The social myth of fame—where a big follower count equals success—crumbles under scrutiny. It's a hollow victory when your audience is a faceless crowd, not a community. The pressure to keep up appearances, to post for clout rather than connection, turns creativity into a chore and communication into a performance.

The antidote? Stop playing the numbers game and start building a network that matters. Organic growth isn't about racking up followers; it's about fostering genuine connections with a relevant audience. Share what you're passionate about, not what you think will trend. Engage with people who resonate with your ideas, not those who'll boost your stats. A small circle of meaningful interactions—where your words spark discussions, inspire ideas, or solve problems—is worth more than a million bots or silent followers. Quality trumps quantity every time. A single thoughtful comment from someone who gets you beats a hundred likes from strangers who don't.

Post with purpose—whether it's a hobby, a skill, or a cause you care about—and let your audience find you naturally. Respond to comments, join conversations, and build relationships, not just a follower list. This approach not only feels more fulfilling but also protects your mental health. When your worth isn't tied to a number, you're free from the rollercoaster of validation and rejection. You're creating for yourself, not for an algorithm.

The beauty of organic growth is its sustainability. A network built on relevant communication grows slowly but steadily, rooted in trust and shared interests. It's not about being the loudest voice in a crowded room; it's about being the one worth listening to. When you focus on what matters, you attract people who care about the same things. These connections—whether professional or creative—add meaning to your life, not just numbers to your profile.

Chasing friend requests and followers is a mental maze with no exit. It's a game rigged to keep you running, comparing, and doubting yourself. The moment you step off the treadmill, you reclaim your time, energy, and sanity. Let go of the social myth that fame equals worth. Build a network that reflects your values, not your vanity. When things fall apart—and they will, if you're chasing shadows—you'll find that real connections hold you up, not numbers that fade.

Careers at IndieMa, Infopluto Media Works Pvt. Ltd.

IndieMa by Infopluto Media Works Pvt Ltd. is a fun to work environment where you are respected for your behaviour, talent & self interest to learn.

No need any resumes. Just walk in to our Office and let's have a chat. All we look for is your communication skill and discipline.

Contact : +91 99447 42045 and fix an appointment for a discussion.

Office Timings : Morning 10 AM to 5 PM
Weekdays.

Note : If you think you have a talent and if you can contribute in anyway to the development of IndieMa, feel free to get in touch and we shall create a role for you to be a part of our team.



Careers at IndieMa

We have Part Time and Full Time Jobs in various roles. Let's see where you fit in after our chat.



Content Manager & Moderator - Create interesting Posts on various topics for IndieMa Public Feed. Moderate posts of other users and recommend ways to improve their posts by our QC process.



Awareness Enhancers - Create Awareness about IndieMa online and offline using various tailored inbound marketing strategies that we use. All you need to do is be like honey. Attract bees.



Public Interaction Executives - Meet & Greet people in public places (Coimbatore City), politely and interact with them by taking quirky surveys on various topics and occasionally make video surveys as well.



Spotlight Executives - Find positive news about people online and offline (Coimbatore City) and initiate a conversation with them about their work. Coordinate with the Content Team to make posts about them. Let's bring deserving people to the spotlight.



Private Network Builder - Find Organisations, Clubs, Associations, College Alumni Chapters, Family Groups, or any Concept Groups and initiate a conversation with them and explain about IndieMa's private networking features.



Event Managers - Create daily events, contests and quizzes and generate participants and support the Awareness Enhancers team of IndieMa. Bring out Quirky ideas to create a positive engagement with users and spread joy.

www.indiema.in/careers



Creative & Professional Communication

IndieMa

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Join IndieMa at ₹1,000/- Per Year

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