

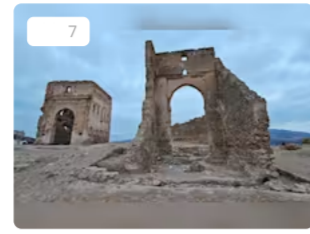
Acharya Prashant's Hindi YouTube Channel Crosses 60 Million Subscribers, Total Following Surpasses 100 Million

Acharya Prashant's Hindi YouTube channel has surpassed 60 million subscribers, making it the world's most-subscribed wisdom platform through long-form Vedanta.

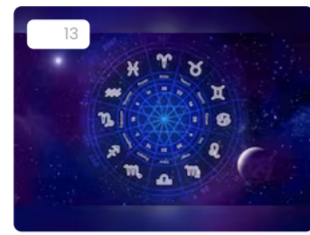
Written By [Priyanka Gupta](#) | Last Updated: Mar 27, 2026, 11:29 AM IST | Source:



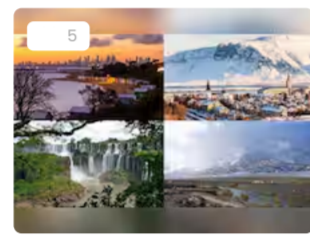
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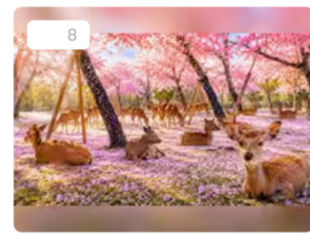
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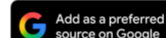


In a world where the algorithm of social media is designed to encourage distraction and newness, a philosopher who teaches wisdom books across the globe has managed to amass one of the largest digital followings in the world. The main Hindi YouTube channel of Acharya Prashant has already surpassed 60 million subscribers, becoming even stronger as the most subscribed wisdom YouTube channel in the world. On all platforms, his total fan base now has more than 100 million individuals.


It is not just a large figure. It is anomalous. Abnormal since social media is meant to be structurally hostile to the type of content that Acharya Prashant creates. His sessions are not minutes long, but hours, and the vast majority of them are uploaded on YouTube without severe editing. They require long-term focus, introspection and readiness to dismantle ones assumptions. They do not provide any simple comfort, inspirational slogans, or prescriptions of the way of life. His instruction is based on Vedanta, Bhagavad Gita, and wisdom books of the world, and it is based on one premise, namely that the cause of human suffering is the conditioned ego, and that no outer thing can be acquired to solve what is essentially an inner issue. It is not a viral message. But it has already reached out to 60 million on a single channel.

That channel, launched on YouTube in 2014, has accumulated more than 18,000 videos and over 5.4 billion cumulative views. The growth has been steady rather than spike-driven, which is itself significant. Audiences that return week after week, year after year, are not the product of a moment that caught the algorithm. They are the product of something that held.


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What makes the reach stranger still is its linguistic character. An IIT-Delhi and IIM-Ahmedabad alumnus who cleared the Indian Civil Services examination before choosing a different path, Acharya Prashant could have addressed the English-speaking cosmopolitan circuit that the international spiritual world typically rewards. While he does have a substantial following in the English speaking world as well, his primary work remains in Hindi. And not the formal Hindi of academic podiums or the ornamental Hindi of religious pravachans, but the direct, colloquial Hindi of the heartland. He has several English National Bestsellers to his name, but still his books remain predominantly in Hindi. His channel titles and thumbnails are in Devanagari script. This is not stylistic











distance that English provides. It is, structurally, the harder path.

The 100 million figure across platforms reflects a substantial institutional architecture built over a decade. The PrashantAdvait Foundation, a registered non-profit that Acharya Prashant founded in 2015, operates the Acharya Prashant app, downloaded more than 3.5 million times. The app carries live Gita sessions, a large archive of recorded discourses, over 80 books, and Ask AP, an AI feature trained on thousands of articles drawn from his teaching archive. At the start of 2026, the Foundation opened free enrollment in its structured Bhagavad Gita programme to over 1.2 million people, a decision it publicly acknowledged would likely prove financially adverse in the short term. It proceeded anyway, and the decision went on to benefit many from financially weaker backgrounds who were earlier unable to be part of the programme.

In June 2024, the India Book of Records recognised the Foundation for conducting the largest online Bhagavad Gita examination. In February 2025, a second recognition followed: for the longest cumulative discourse hours on Vedanta by a spiritual organisation. That April, the IIT Delhi Alumni Association conferred on Acharya Prashant its Outstanding Contribution to National Development Award. His campus sessions at IITs, IIMs, and IISc drew packed auditoriums and, in several cases, second invitations within the same year. At IISc Bangalore, where he addressed the Satish Dhawan Auditorium twice in

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2025, students were still queuing for book signings after sessions that had run past three hours.

The reach has taken forms beyond the screen. In 2025, India's largest cinema chain, PVR INOX, partnered with the PrashantAdvait Foundation to broadcast Acharya Prashant's live sessions across its multiplex network. The first event, at PVR Aura Mall, Bhopal, in April, filled every seat. On International Yoga Day, a live session from Goa went out simultaneously to 45 cities. On Janmashtami, hundreds gathered in person in Goa, thousands more sat in cinema halls nationally, and tens of thousands streamed the event online. These are spaces usually associated with films. On those days, they were something else.

The content driving these numbers spans a range unusual even by the standards of contemporary public intellectuals. Alongside extended commentaries on the Upanishads, the Gita, and wisdom literature from around the world, Acharya Prashant addresses climate change, compassion for animals, caste discrimination, women's autonomy, artificial intelligence, the psychology of war and other urgent global concerns. The philosophical framework is consistent across all of it; only the surface changes. Audiences that come with a question about relationships or career are taken, through the same logic, to the same place: the structure of the ego, the nature of borrowed identity, and the possibility of something free of both.

The 60 million milestone was not produced by virality. It is the accumulated weight of thousands of sessions, each one unscripted, each one placing the philosophy under live examination by audiences ranging from doctoral researchers to first-generation college students. The content that earned those subscriptions is largely antithetical to what subscription culture rewards. That is precisely what makes the number worth noting.

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