

MAHAKUMBH SPECIAL EDITION

Marketing Insights Newsletter of Marketing360.in

# PANORAMA MARKETING 360

महाकुम्भ

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# Marketing Campaigns

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सहायक

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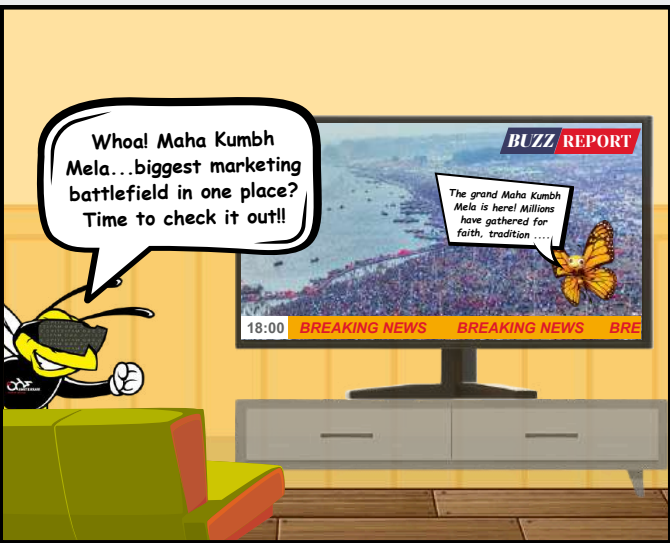
One exciting afternoon



Come on, take that wicket.



Hmm, my stinging sense are tingling, something big is happening somewhere....but where?



Whoa! Maha Kumbh Mela...biggest marketing battlefield in one place? Time to check it out!!

The grand Maha Kumbh Mela is here! Millions have gathered for faith, tradition....

Prayagraj, Uttar Pradesh



Whoa, this place is huge! Look at that crowd, you can smell its marketing potential. Come on, lets dive in.



Coca-Cola's hydration station to refresh everyone is sure making me thirsty! A cool way to stay top of mind!



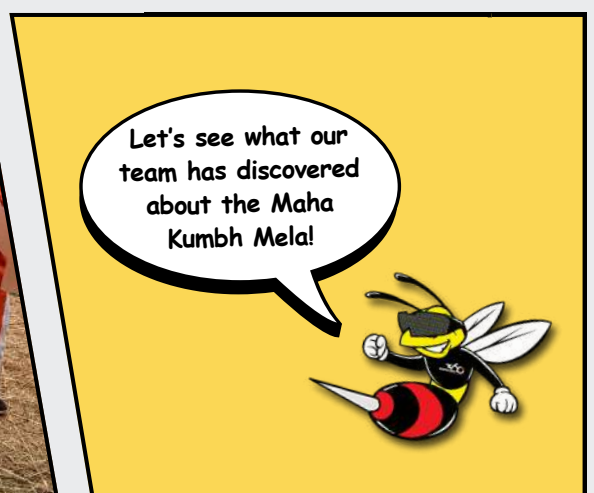
Bingo! I sure am in the mood for something tedha and medha.



Now that's a bright marketing strategy! PepsiCo's massive sting bottle is hard to miss!



Oh, A clean way to advertise hygiene & kill 99.99% germs. I'm gonna wash my hands right away.



Let's see what our team has discovered about the Maha Kumbh Mela!



# AMAZON

## Campaign at Mahakumbh



BY SAMIDHA SHINGTE

Amazon made Maha Kumbh 2025 easier for millions by offering portable beds from upcycled boxes and a Suvidha Kiosk for easy shopping, returns, and essentials. Convenience, comfort, and sustainability all in one!

Amazon set up a Suvidha Kiosk where visitors could order essentials like mobile chargers, clothes, shoes, pooja items, and blankets. Orders could be picked up from the kiosk or delivered within a 3-km radius. Returns were hassle-free too just initiate it on the Amazon app and drop it off at the kiosk.

The kiosk wasn't just for shopping! It also had seating, drinking water, mobile charging stations, and first aid, a perfect stop for tired pilgrims. Open daily from 7 AM to 10 PM until February 26, it was a hit among attendees.

Amazon made it cozier! Over 1,000 upcycled beds gave tired pilgrims 30,000+ hours of comfort, proving

that cardboard can do more than just hold deliveries. This eco-friendly initiative provided over a sleeping space to pilgrims, and post-event, usable beds were donated to local NGOs, making it a win-win for both comfort and sustainability.



Amazon's participation in the 2025 Maha Kumbh Mela showcased its ability to innovate and provide value in diverse settings, potentially leading to increased brand loyalty and recognition among attendees.



1,000+

UPCYCLED BEDS PROVIDED TO DEVOTEES

30,000+

HOURS OF SLEEP ENSURED DURING COLD NIGHTS

12+

HOURS OF SERVICES THROUGHOUT THE EVENT

## Campaign at Mahakumbh



BY MUSKAAN THAKUR

In the heart of Mahakumbh, where millions gathered in devotion, Blinkit became a game-changer, just as it always surprises us. It brought everyday essentials straight to pilgrims and locals, saving them from the struggle of navigating crowded streets and long queues.

With just a few taps on their phones, people could order anything, be it fresh fruits, dairy products, medicines, or other daily necessities. No more walking for miles or waiting in long lines, as everything arrived within minutes. For a tired traveler needing quick supplies or a local preparing for rituals, Blinkit made their life easier.

What made Blinkit special was its ability to adapt to the unique energy of Mahakumbh. Despite the massive crowds and constant movement, deliveries were smooth and fast. The service blended perfectly into the festival, allowing people to focus on their spiritual journey without worrying about basic needs.

For many, Blinkit was more than just a delivery app. It was a helping hand in a place where comfort was hard to find. It proved that modern convenience and tradition could go hand in hand, making the Mahakumbh experience smoother and more stress-free.

As millions came together in faith, Blinkit quietly worked in the background, ensuring that essentials were never out of reach.



100+

PICKUP POINTS NEAR GHATS AND CAMPS FOR EASY ACCESS TO NECESSITIES

5,00,000+

PACKAGED FOOD ITEMS, MEDICINES, AND HYGIENE KITS DELIVERED

24/7

SERVICE TO CATER TO THE MASSIVE FOOTFALL AT THE EVENT



# CENTER FRUIT

## Campaign at Mahakumbh



BY SAMIDHA SHINGTE

What's a festival without flavors? As millions gathered at the Maha Kumbh Mela 2025 for their spiritual journey, Center fruit took them on a different kind of journey, one filled with the most mouth watering street food experiences!

Center Fruit made the Maha Kumbh Mela 2025 even more exciting by placing 200+ food banners with the tagline "Chakana na bhule jeebh lablabane vala khaana", helping attendees easily find must-try food vendors. Billboards and cab signs guided crowds to the best street food hotspots, ensuring they didn't miss out on local favorites like chaats and jalebis.

### Why This Campaign Stood Out ?

- Center Fruit became part of the festival experience, making food adventures even more fun.
- With 400 million attendees over 45 days, the brand gained incredible exposure.

- Aligning with local flavors and traditions boosted brand recall and connection.
- This strategic promotion directed a large influx of visitors to these stalls, potentially increasing sales and customer engagement for local businesses.



### A Successful Experiential Marketing Strategy

While exact ROI figures remain undisclosed, the sheer scale of engagement suggests strong brand recall. By seamlessly integrating into the Maha Kumbh Mela, Center Fruit proved that great marketing isn't just about visibility it's about becoming part of people's experiences.

200+

FOOD BANNERS FOR GUIDING VISITORS TO THE MOST EXCITING STREET FOOD STALLS

5,00,000+

FREE CHEWING GUM PACKS DISTRIBUTED TO KEEP DEVOTEES REFRESHED

24/7

AVAILABILITY AT LOCAL STALLS AND CONVENIENCE STORES



# COCA COLA

## Campaign at Mahakumbh



BY DEVENDRA POTNIS

Coca-Cola India launched the "Maidaan Saaf" campaign at Maha Kumbh Mela, a pioneering initiative intertwining sustainability with cultural celebration. In collaboration with partners such as the PHD Rural Development Foundation (PHDRDF) and the Prayagraj Mela Authority (PMA), the company had transformed over 10,000 kilograms of plastic waste into 21,500 jackets for sanitation workers, boatmen, and volunteers. This effort not only provided essential protective gear but also underscored the potential of recycling in environmental conservation. To further promote eco-friendly practices, Coca-Cola India installed Reverse Vending Machines (RVMs) at strategic locations within the Mela grounds, encouraging attendees to participate in PET waste recycling. Additionally, the company had set up hydration carts approximately every 400 meters, offering beverages like Coca-Cola, Thumbs Up, Sprite, Maaza, and Fanta, ensuring pilgrims remain refreshed throughout their journey. Enhancing the cultural ambiance, Coca-Cola India also introduced Maha Kumbh-themed packaging for select products reflecting India's rich heritage and

inculcating a deeper connection with consumers. Interactive installations, including selfie zones and 3D displays, had been established to engage visitors and create lasting memories.



### Promoting eco-friendly practices

These initiatives were launched to integrate sustainability with cultural participation, enhancing the overall experience for millions of pilgrims. By addressing environmental concerns and promoting recycling, Coca-Cola India demonstrated a commitment to corporate social responsibility, setting a precedent for future large-scale events.

10,000

KILOGRAM OF  
PLASTIC WASTE  
RECYCLED

per 400

METERS HYDRATION  
CART SET-UP

21,500

JACKETS MADE FROM  
RECYCLED PET  
BOTTLES





# DETTOL

## Campaign at Mahakumbh



BY SAMIDHA SHINGTE

Over 400 million pilgrims benefited from improved hygiene at the Maha Kumbh Mela 2025 in Prayagraj. Dettol made a strong mark on public health by promoting hygiene and well-being among millions of pilgrims. Under its flagship initiative, Dettol Banega Swasth India (DBSI), the brand led a series of activities that underscored its commitment to a healthier community.

Dettol joined forces with top organizations like the Global Interfaith WASH Alliance (GIWA), AJ Foundation, Plan India, and Jagran Peהל. These collaborations helped amplify the reach and effectiveness of its hygiene programs.

Millions of soaps were handed out at food-serving areas, encouraging pilgrims to wash their hands before and after meals. Nearly 15,000 sanitation workers received training and access to soaps, ensuring cleaner surroundings for everyone.

Specially designed umbrellas with clear hand hygiene messages were distributed to remind pilgrims of the importance of cleanliness.

Engaging street performances (nukkad natak) highlighted the benefits of regular handwashing and proper hygiene practices.



Dettol set up handwashing stations and provided clean water facilities to promote overall health and hygiene.

By turning a major cultural event into a chance to promote hygiene, Dettol not only made the festival safer but also encouraged millions of Indians to live healthier lives.

# 15,000

SANITATION WORKERS TRAINED

SPECIAL ATTENTION WAS GIVEN TO KALPVASIS (DEVOTEES STAYING THE FULL 45 DAYS), WHO RECEIVED SOAPS AND HYGIENE AWARENESS MESSAGES THROUGHOUT THEIR STAY



# DIVINE HINDU

## Campaign at Mahakumbh



BY VIDHI SINGH

Divine Hindu, a spiritual products brand founded in 2024, made a strong impact at Maha Kumbh Mela 2025 by blending tradition with modern marketing. Their approach helped them connect with millions of devotees while promoting spiritual awareness and engagement.

Before the event, Divine Hindu actively promoted their Rudraksha Malas, puja essentials, and sacred accessories on Instagram and social media, keeping followers engaged with informative posts and videos. They collaborated with Hindu influencers and spiritual figures, who shared their experiences with the brand's products. This created a sense of trust among their audience, making their offerings more appealing to religious devotees.

At the Kumbh Mela, Divine Hindu set up stalls at key locations near the ghats, where pilgrims gathered for their holy rituals. They distributed free samples of spiritual soaps, malas, and

bracelets, while also explaining their religious significance. Their efforts extended beyond product promotion as they educated pilgrims through pamphlets, banners, and spiritual talks, deepening their connection with the devotees.



In addition to their digital presence, they used traditional marketing strategies, placing flyers, posters, and banners across key locations to attract pilgrims and reinforce their brand's message.

By combining modern marketing with deep-rooted spiritual values, Divine Hindu made a meaningful contribution to Maha Kumbh Mela 2025, strengthening its presence in the religious community.

1,000,000+

DEVOTEES ENGAGED THROUGH ON-GROUND AND DIGITAL OUTREACH

50+

STALLS SET UP AT KEY LOCATIONS FOR DIRECT INTERACTIONS WITH PILGRIMS

10,000+

FREE SAMPLES OF RUDRAKSHA MALAS AND SACRED BRACELETS DISTRIBUTED

# ENO

## Campaign at Mahakumbh



BY SAMPADA PURANIK

ENO, a leading antacid brand, made a strong impact at the Maha Kumbh Mela 2025 with a well-planned activation strategy aimed at addressing digestive issues among attendees. Given the vast crowd at the event, ENO ensured maximum visibility and engagement through multiple initiatives.

A major attraction near the Hanuman Mandir had a 20-foot ENO installation reminding them of quick relief from acidity. The brand even set up an interactive stall that allowed visitors to play games while learning about acidity and the effectiveness of ENO's 3-in-1 formula. An exclusive soundtrack drove home the idea of the effectiveness of the product.

To provide on-the-spot relief, ENO gave out free samples and passes to all participants. The brand also reached the highway travelers towards Prayagraj. The brand reached out to more than 1,000 dhabas and was stocked with branded tumblers and inflatables.

ENO's activations attracted an impressive footfall, with over 5,000 visitors engaging daily at the interactive stalls and an additional 7,000 visitors drawn to the life-sized installation in the Food Zone.

By combining strategic placement, direct engagement, and product sampling, ENO effectively leveraged experiential marketing to connect with its audience. Its presence at such a massive cultural event not only strengthened brand awareness but also reinforced consumer trust. The campaign successfully positioned ENO as an essential companion for travelers and food lovers, ensuring relief from digestive discomfort during the grand event.



5,000

VISITORS  
ENGAGING DAILY  
AT THE  
INTERACTIVE  
STALLS

7,000

VISITORS DRAWN  
TO THE LIFE-  
SIZED  
INSTALLATION IN  
THE FOOD ZONE

1000+

DHABAS



# FEVICOL

## Campaign at Mahakumbh



BY SAMPADA PURANIK

In past Kumbh Melas, up to 38,000 people have gone missing in a single day. To address this problem of people getting separated from their families due to the massive crowd, Fevicol distributed specially designed t-shirts that allowed three people to wear them together.

These t-shirts had up to three head holes and six arm holes, ensuring that family members or friends stayed connected. The t-shirts were bright neon yellow and featured Fevicol's logo along with the slogan "We will stick together".

This campaign was a form of guerrilla marketing, where Fevicol turned its brand message of strong bonding into a physical experience. By providing a practical solution to a common problem, Fevicol created a memorable brand interaction that resonated with attendees and also sparked massive social media buzz.

The campaign received widespread acclaim on social media, with many praising Fevicol for its innovative approach. It not only highlighted the brand's creativity but also demonstrated how a company can use its brand message to solve real world problems.



# 38,000

PEOPLE MISSING IN ONE DAY, FEVICOL BUILT A CAMPAIGN ON A SIMPLE OBSERVATION

FEVICOL TURNED ITS BONDING MESSAGE INTO A REAL-WORLD EXPERIENCE

LOW COST HIGH IMPACT STRATEGY GENERATED WORD OF MOUTH.





# HAVELLS

## Campaign at Mahakumbh



BY VIDHI SINGH

Marketing is not just about showing ads—it’s about understanding people and their needs. Havells, in partnership with Tribes Communication, proved this with their “Coolest Hot Ad” campaign at Maha Kumbh 2025. Instead of just talking about their heating products, they provided real warmth to millions of devotees facing the harsh winter.

Maha Kumbh is one of the largest religious gatherings in the world, with pilgrims braving freezing temperatures to take a holy dip. Havells recognized this challenge and set up heating stations at key locations. These stations used advanced thermal technology to offer instant warmth, allowing people to feel the effectiveness of their energy-efficient heaters rather than just seeing an advertisement.

This campaign was more than just a promotion—it was a solution to a real problem. By building on this simple

observation, Havells built trust and created a strong emotional connection with the devotees. People didn’t just hear about the brand; they experienced its impact firsthand.



Havells also increased its advertising budget by 38% in 2025, focusing on customer engagement. With this campaign, they proved that marketing works best when it genuinely helps people, turning a simple product into an unforgettable experience.

### 50+

HEATING STATIONS  
INSTALLED AT KEY  
LOCATIONS NEAR  
GHATS

### 1,00,000+

DEVOTEES  
EXPERIENCED  
WARMTH FROM  
HAVELLS’ HEATING  
STATIONS

### 15+

DAYS OF  
CONTINUOUS  
SERVICE DURING  
THE COLDEST PHASE  
OF THE EVENT

## Campaign at Mahakumbh



With over 400 million pilgrims at the Maha Kumbh Mela, medical aid was crucial. IIFL Foundation launched 15 boat ambulances, offering emergency care on the river, an initiative never seen before at such a scale.

Navigating through the dense crowds and sacred waters, the 15 boat ambulances offered immediate medical aid, reinforcing IIFL's commitment to public health. The initiative was a result of a strategic collaboration with Bharat Scouts and Guides and Maha Kumbh Mela authorities, ensuring seamless execution.

To further strengthen healthcare support, IIFL also established a dedicated health center, staffed with two qualified doctors and essential medical equipment. This hub provided crucial medical attention to pilgrims in need, making healthcare more accessible amidst the grand spiritual gathering.

The introduction of boat ambulances was a unique, first-of-its-kind healthcare solution at Kumbh. With over 400 million attendees, this initiative had a far-reaching effect on ensuring safety and well-being. Collaborating with local authorities enhanced efficiency and trust among pilgrims.



With millions gathered at the event, timely medical care was critical. IIFL's initiative was the first major effort to offer water-based emergency healthcare at the Mela. By combining innovation with impact, they ensured pilgrims had access to life-saving aid when they needed it most.

BY SAMIDHA SINGHTE

THE FIRST MAJOR  
WATER-BASED  
EMERGENCY  
HEALTHCARE  
SOLUTION AT THE  
MELA

15

BOAT  
AMBULANCES  
DELIVERING  
RAPID  
EMERGENCY  
CARE

A DEDICATED  
HUB WITH 2  
EXPERT  
DOCTORS,  
READY FOR  
EMERGENCIES

# IODEX

## Campaign at Mahakumbh



BY SAMPADA PURANIK

Iodex, a trusted pain relief brand, successfully connected with millions of pilgrims through a well-planned marketing campaign. Understanding the physical strain of long walks, standing in queues, and participating in rituals, the brand positioned itself as the perfect solution for muscle and joint pain relief.

Iodex set up dedicated relief zones where attendees could experience instant pain relief massages using their products. Trained professionals assisted pilgrims, demonstrating the fast-acting formula of Iodex. Additionally, the brand distributed free sample sachets, ensuring that visitors could carry relief with them during their journey. To maximize reach, Iodex also engaged travelers along highways leading to Prayagraj, placing branded kiosks at rest stops.

The campaign's impact was further amplified through interactive street plays and digital displays, reinforcing the brand message.

By blending experiential marketing with real consumer needs, Iodex strengthened brand trust and visibility, ensuring that pilgrims remembered it as a reliable companion for pain relief.



200+

RELIEF KIOSKS TO PROVIDE INSTANT PAIN RELIEF TO DEVOTEES

50,000+

FREE SAMPLES OF IODEx PAIN RELIEF BALM AND SPRAY

24/7

AVAILABILITY OF IODEx PRODUCTS AT MEDICAL STORES AND CAMPS

# ITC MANGALDEEP

## Campaign at Mahakumbh



BY VIDHI SINGH

ITC Mangaldeep made a significant impact at Maha Kumbh Mela 2025 by blending tradition with innovation. To help devotees who couldn't attend in person, they launched a 3D Augmented Reality (AR) experience, allowing people to virtually participate in sacred rituals like the Shahi Snaan, Deep Daan, and Aarti from anywhere.

Taking it a step further, Mangaldeep introduced a hybrid Deep Daan ceremony, where virtual offerings made through AR were physically carried to the Ganges every week. This ensured that even digital prayers turned into real-world devotion.

One of their most talked-about innovations was the Jalbatti, a water-dissolvable incense stick made from alum powder. It allowed pilgrims to offer prayers without polluting the river. Initially launched with 10,000 units, it quickly expanded to 100,000 due to high demand.

To make the experience more personal, Mangaldeep also introduced

a special devotional filter, enabling users to create and share their own Maha Kumbh souvenirs.

By combining digital technology with spiritual traditions, ITC Mangaldeep enhanced the Kumbh Mela experience for both those who attended and those who participated from home. It was a perfect example of how brands could create meaningful, immersive experiences that connected with people on a deeper level.



5,00,000+

FREE INCENSE STICKS  
DISTRIBUTED FOR  
DEVOTIONAL RITUALS

100+

DEDICATED PRAYER  
ZONES SET UP ACROSS  
MAJOR GHATS, TEMPLES,  
AND ASHRAMS

1,00,000

JALBATTI DIYA KITS  
PROVIDED TO  
DEVOTEES FOR  
EVENING AARTIS

# KUKU FM

## Campaign at Mahakumbh



BY MUSKAN THAKUR

In the heart of Mahakumbh, where millions gathered in search of faith and tradition, a unique radio station emerged which was Kuku FM. More than just a station, it became a companion to pilgrims, filling the air with soulful music, inspiring stories, and meaningful discussions.

From the early morning chants to the peaceful hymns at night, Kuku FM played a variety of content that touched the hearts of listeners. Devotional songs uplifted spirits, while talks on spirituality, philosophy, and culture gave people something to reflect on. The lively RJs weren't just voices on the radio; they felt like friends, sharing wisdom, laughter, and warmth. Not just this but it also unveiled its Bhakti app at Mahakumbh, offering a vast library of spiritual content, including over 2000 hours of devotional songs 500+ bhajans, audio books and inspiring stories. This app aims to provide a unique spiritual experience, fostering a sense of

community and devotion among it's users.

What made Kuku FM special? It was its power to connect people. No matter where someone came from or what language they spoke, the music and stories brought everyone together.



Also the background noise of chants, bhajans reminded everyone that sound has the power to heal, inspire, and bring joy. As its melodies flowed through the crowd, Kuku FM became a symbol of togetherness, spreading happiness and positivity to all.

## BHAKTI APP

WAS UNVEILED AT MAHAKUMBH

500+

BHAJANS, AUDIO BOOKS AND INSPIRING STORIES FEATURED

SET UP OF FOOT MASSAGERS AND CHARGING STATIONS AT ITS ON-GROUND CENTRE AT KUMBH

KUKU FM

# PAYTM

Campaign at Mahakumbh

paytm

सुरक्षा और सुविधा  
का संगम



At the Maha Kumbh 2025, Paytm played a crucial role in enabling seamless digital transactions for millions of pilgrims and merchants. The company, owned by One97 Communications Limited (OCL), deployed its Soundbox and card machines across key locations, including parking areas, food stalls, and transport hubs, ensuring hassle-free payments throughout the event.

A major highlight was the introduction of the 'Bhavya Mahakumbh QR', specifically designed for merchants. This initiative helped small businesses and vendors accept quick and secure payments, reducing their dependence on cash. Pilgrims benefited from multiple payment options, including Paytm UPI, UPI Lite, and card payments, with the added convenience of linking RuPay credit cards for direct mobile transactions.

The initiative received an overwhelming response, with thousands of merchants

adopting Paytm's payment solutions. Pilgrims appreciated the ease of cashless transactions, especially in crowded areas where handling cash could be difficult.



By integrating digital payment technology into one of the world's largest religious gatherings, Paytm successfully demonstrated the power of financial inclusion and innovation. Its presence at Maha Kumbh 2025 not only strengthened merchant networks but also contributed to the broader vision of a cashless economy in India.

SOUNDBOX  
AND CARD  
MACHINES  
WERE  
DEPLOYED  
ACROSS KEY  
LOCATIONS

'BHAVYA  
MAHAKUMBH  
QR' WAS A  
MAJOR  
HIGHLIGHT

THOUSANDS OF  
MERCHANTS  
ADOPTED  
PAYTM'S  
PAYMENT  
SOLUTIONS





# VIM

## Campaign at Mahakumbh



BY SAMIDHA SHINGTE

Vim made a huge splash at the Maha Kumbh Mela 2025 by blending culinary innovation with community support. This leading dishwashing brand set a new record with its "Vim Maha Kadhai," where around 10,000 kg of halwa was prepared in a gigantic kadhai that stood 6.5 feet tall and measured 15 feet in diameter, weighing a total of 1,800 kg. The recipe called for about 1,300 kg of ghee, and after cooking, the massive kadhai was cleaned using a Vim bar, showcasing Vim's powerful cleaning ability.

In addition to its record-setting culinary feat, Vim also partnered with the Om Namah Shivay Seva Group to support community meals (Bhandaras) for over 1 crore pilgrims. To ensure these meals were served in a clean and sustainable environment, Vim installed solar-powered branded light poles, known as 'Chamakta

Chaurahas,' and set up dishwashing stations across the event grounds.

Vim's approach not only created a memorable culinary experience but also played a key role in the event's success by supporting community meals and maintaining high hygiene standards. This strategic engagement is set to boost Vim's visibility and highlight its strong commitment to community welfare and sustainability.

# 10,000

KILOGRAMS HALWA WAS PREPARED

# 1 CRORE PILGRIMS

RECEIVED MEALS THROUGH A PARTNERSHIP WITH THE 'OM NAMAH SHIVAY SEVA' GROUP



# CONCLUSION

The 2025 Maha Kumbh Mela was a monumental event which became a massive economic and branding phenomenon. With over 400 million attendees over 45 days, the event fueled local industries, from mithai and agarbatti to boat services and taxis.

A boatman's family operating 130 boats earned ₹30 crore, translating to ₹50,000–52,000 per boat daily. The mela's economic impact reached ₹2 lakh crore, benefiting vendors and businesses alike.

Brands leveraged this once-in-144-years opportunity to integrate marketing with utility. Reliance Consumer Products provided refreshments and wayfinding signboards, while ITC's Bingo! engaged visitors with cultural activities. Mangaldeep enhanced the spiritual atmosphere with its agarbatti offerings. Dettol supported 15,000 sanitation workers, and Coca-Cola's 'Maidaan Saaf' campaign promoted waste management. PepsiCo's 30-foot Mountain Dew bottle and 500 charging points ensured brand visibility and convenience.

With ₹3,600 crore spent on marketing, businesses didn't just sell products—they enhanced the pilgrim experience, blending devotion with commerce. Maha Kumbh 2025 exemplified how brands can embed themselves in cultural moments, turning faith into a powerful touchpoint for engagement. The event was a marketplace where spirituality met strategy, creating a ripple effect across the economy.

Source: Mint and Economic Times



**PROJECT  
LEAD**



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Shah**

**GRAPHICS  
TEAM**



**Manasi  
Patil**



**Mrunmayee  
Bhopalkar**



**Shail  
Mehta**



**Rudra  
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TEAM**



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Singh**



**Muskan  
Thakur**



**Sampada  
Puranik**



**Samidha  
Shingte**



**Devendra  
Potnis**

**PROOFREADING  
TEAM**



**Ayush  
Rathor**



**Wajid  
Khan**

**ASSISTANCE  
TEAM**



**Saish  
Sankhe**

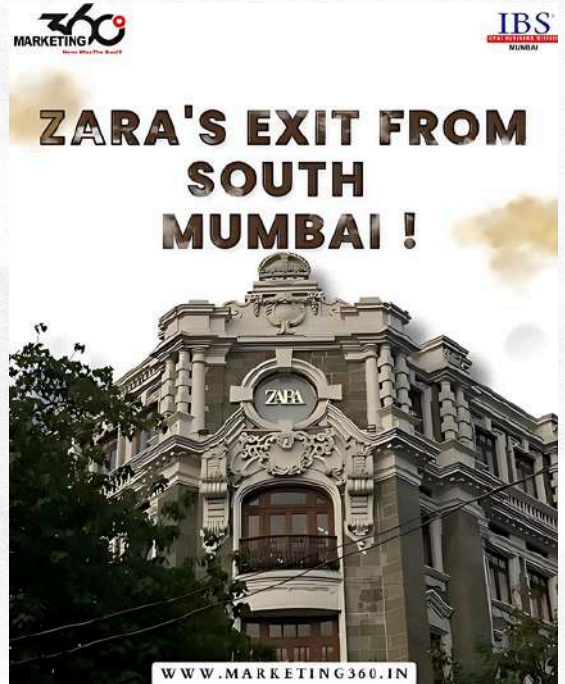


**Amzad  
Alam**



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# PANORAMA



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