



Adhyatmas Branding Proposal for Kumbh Mela 2025

Adhyatmas is a team of creative experts dedicated to designing a memorable and successful Kumbh Mela experience for your brand.

About Adhyatmas

Mission

Adhyatmas bridges the gap between tradition and innovation, creating meaningful connections between brands and people at the Kumbh Mela.

Vision

To be the leading brand promotion agency for Kumbh Mela, helping businesses reach their target audience and achieve their marketing goals.



History Behind Kumbh Mela

1

Mythological Origins

The Kumbh Mela is rooted in the legend of Samudra Manthan, where drops of nectar from the pot of immortality fell at four locations, making them sacred.

2

Ancient Mentions

The Kumbh Mela is referenced in scriptures like the Puranas and by the traveler Xuanzang in the 7th century.

3

Significance

The Kumbh Mela is celebrated for its spiritual cleansing, cultural unity, and astronomical timing based on the alignment of celestial bodies.

Why Kumbh Mela 2025 is Special

1 Global Significance

The Kumbh Mela is one of the largest religious gatherings in the world, attracting millions of pilgrims and tourists from across the globe.

2 Unmatched Opportunity

Kumbh Mela 2025 offers an unparalleled chance to connect with a vast audience, build brand awareness, and promote your products and services.

3 Cultural Immersion

The Kumbh Mela provides a unique platform for cultural immersion and engagement, allowing you to connect with the rich traditions and heritage of India.





Seize the Opportunity

500M

Visitors

Reach a global audience of over 500 million people at the Kumbh Mela, a once-in-a-lifetime opportunity for brand exposure.



Important Event Dates at Kumbh Mela

Sun	Tul	Won	Tut	Oet	Sat	Sett
Saturday	Hanay	Tuesday	Monday	Tiasts	Munday	Janday
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	1 6- Wee-22 15p Tue-2at 16p Tue-2at 23p Tue-2at 7ap Tue-2at	10 8- Wee-31 15p Tue-2at 11p Tue-2at 23p Tue-2at 7ap Tue-2at	14 6- Tue-2at 11p Tue-2at 11p Tue-2at 20p Tue-2at	10 6- Tue-2at 12p Tue-2at 11p Tue-2at 7ap Tue-2at	21 5- Wee-31 15p Tue-2at 25p Tue-2at 23p Tue-2at 7ap Tue-2at	17 7- Tue-2 11p Tue-2 21p Tue-2 7ap Tue-2
11 5- Tue-15at 15p Tue-2at 7ap Tue-2at	12 6- Tue-2at 14p Tue-2at 7ap Tue-2at	17 8- Tue-15at 15p Tue-2at 7ap Tue-2at	18 9- Tue-15at 16p Tue-2at 40p Tue-2at	19 9- Tue-2at 13p Tue-2at 7ap Tue-2at	19 9- Tue-2at 15p Tue-2at 7ap Tue-2at	10 9- Tue-2 15p Tue-2 41p Tue-2
13 6- Tue-2at 11p Tue-2at 15p Tue-2at 15p Tue-2at 25p Tue-2at 20p Tue-2at	12 6- Tue-2at 11p Tue-2at 15p Tue-2at 15p Tue-2at 25p Tue-2at 20p Tue-2at	13 6- Tue-2at 15p Tue-2at 15p Tue-2at 25p Tue-2at 20p Tue-2at	19 9- Tue-2at 16p Tue-2at 15p Tue-2at 25p Tue-2at 40p Tue-2at	16 4- Tue-12at 15p Tue-2at 15p Tue-2at 20p Tue-2at	21 5- Wee-31 15p Tue-2at 25p Tue-2at 23p Tue-2at 7ap Tue-2at	17 7- Tue-2 11p Tue-2 21p Tue-2 7ap Tue-2

Date	Day	Event
13 Jan 2025	Monday	Paush Purnima
14 Jan 2025	Tuesday	Makar Sankranti
29 Jan 2025	Wednesday	Mauni Amavasya
3 Feb 2025	Monday	Basant Panchami
4 Feb 2025	Tuesday	Achla Saptami
12 Feb 2025	Wednesday	Maghi Purnima
26 Feb 2025	Wednesday	Maha Shivratri

Our Plans

Basic Plan

Starting at \$19,000, this plan is ideal for small-scale businesses seeking a basic level of brand presence at the Kumbh Mela.

Standard Plan

Starting at \$39,000, this plan offers advanced features and targeted marketing strategies for businesses seeking increased brand visibility.

Premium Plan

Starting at \$59,000, this comprehensive plan is designed for large-scale businesses seeking maximum brand exposure and engagement at the Kumbh Mela.



Our Customized Plans

Product	Inventory	Size	Duration	Price Per Item
Hoardings-Flex	300	20*10	Mela Period	₹15,00,000
Gantry/Box Gate	50	50*12*4	Mela Period	₹35,00,000
Electric Poles	8000	2.5*4	Mela Period	₹30,000
Watch/Media/Fire Tower	100	15*6*4	Mela Period	₹1000000
Charging Stand Point	180	6*6	Mela Period	₹550000
Sky Advertising Balloon	8	Up to 50 Metres Height	Mela Period	₹850000
Activation Zones (As per land location)	264 Stalls	9*10	Mela Period	₹700000
Digital Screens	50	20*10	Mela Period	₹3000 rs per spot

Kumbh Mela Advertising: Reach Millions of Visitors

Reach millions of visitors during the Kumbh Mela with strategic advertising across key transportation hubs in Prayagraj.



Airport Side: Premium Visibility

Key Opportunity

Digital screens and hoardings at the airport target international and domestic travelers.

Exclusive Reach

Reach visitors traveling for the Kumbh Mela, business travelers, and leisure travelers.

Train Stations: High Footfall

1 Key Opportunity

Hoardings and digital screens at waiting areas, platforms, and entrances.

2 Mass Reach

Target pilgrims, tourists, and daily commuters.

3 Time Slot

Long exposure with people waiting and traveling throughout the day and night.





Bus Stands: Local and Regional Reach

Key Opportunity

Hoardings, flex banners, and digital screens in high-traffic areas.

Local and Regional Audience

Travelers from nearby cities and rural areas.

High Frequency

Frequent foot traffic with buses arriving and departing throughout the day.



Private Vehicle Parking Zones: Urban Visitors



Key Opportunity

Billboards, digital screens, and charging stands at parking areas.



Target Audience

Local and urban travelers who are likely to spend more time at the Mela.



Convenience

Ads placed where visitors have time to engage with your brand before heading into the event.



City-Wide Exposure: Comprehensive Reach

Integrated Branding: Seamlessly connect your brand across multiple touchpoints in Prayagraj.

High Frequency: Continuous visibility for both short and long-term travelers.

1

2

3

End-to-End Coverage: Capture attention during key travel moments – whether it's at the airport, on the train, or while parked at a vehicle zone.

Interactive Digital Campaigns: Real-Time Engagement

1

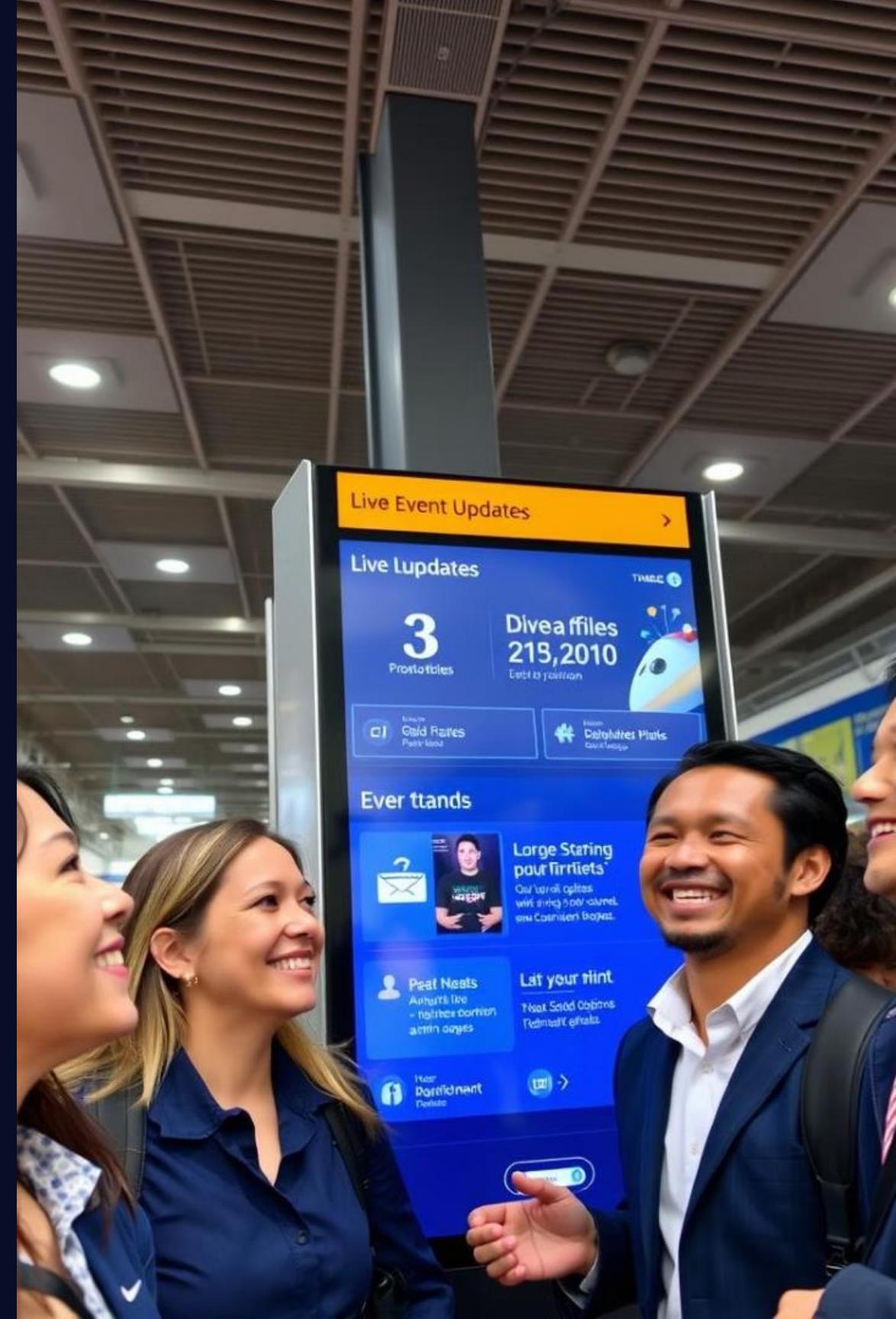
Key Opportunity: Interactive digital screens for engaging travelers in high-traffic locations.

2

Instant Interaction: Share live event updates, discounts, or promotions related to Kumbh Mela.

3

Engaged Audience: Travelers and attendees can interact with the brand immediately, leading to higher recall and engagement.



Global



Key Takeaways: Reach, Connection, and Integration

1

Huge Audience Reach

Target visitors heading to the Kumbh Mela—a global cultural event.

2

Cultural Connection

Aligning your brand with such a large-scale religious and cultural gathering increases credibility and trust.

3

Multi-Channel Integration

A mix of traditional billboards, digital screens, and interactive setups across multiple transportation hubs ensures your brand is front and center for a diverse audience.

Contact Us



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Adhyatmas

Let's make your brand a part of the Kumbh Mela story. Contact Adhyatmas today to discuss your marketing goals and unlock the potential of this global gathering.