

Marketers, FMCG Cos Take the Field for Right Connect

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NEW DELHI | MUMBAI

From talent hunt to free sample distribution to branding rotis, marketers are pulling out out-of-the-box ideas to connect with pilgrims at the Maha Kumbh, the world's largest religious congregation. Emami, Dabur, Coca-Cola, Hindustan Unilever and Amul are among those that have come to the holy confluence in Allahabad, praying for a space in pilgrims' mind space.

"Kumbh is a great way to connect and engage with new potential consumers," says Harsh Aggarwal, director at the Kolkata-based Emami, which has launched a talent hunt programme for women at Kumbh for its Boroplus antiseptic cream

brand. The talent hunt called 'Mele ka Big Star' has three rounds — general knowledge, singing or dancing, and a task such as, for example, how many vegetables a contestant can chop in one minute. While there are daily winners, one overall winner will be chosen from the nearly two-month congregation to participate in a grand final, which will be telecast live on Big-CBS channels. The talent hunt is a property of Big-CBS Network, a JV between Reliance Broadcast and CBS Studios, of which Emami is a key associate. Emami has also branded aarti booklets with Boroplus, set up Boroplus gaming zones and Navratna hair oil massage counters, and has hired stilt walkers in and around the mela venue to attract consumers.



Bollywood actress Preity Zinta at the Maha Kumbh in Allahabad — PTI

Top beverage maker Coca-Cola, meanwhile, has revisited the ₹5 price point especially for Kumbh Mela where it is selling its flagship

cola in 150 ml cups through 15 exclusive outlets, supported by 140 coolers. A Coca-Cola India spokesperson says the company is using the platform for insights and learnings.

Amul, the country's largest dairy brand, had a surprise in store with its ice cream proving one of the best sellers at the mela despite a harsher than normal winter. "Usually, carts don't do much business in winters, but at Kumbh, our ice-creams are doing very well," says RS Sodhi, MD, Gujarat Cooperative Milk Marketing Federation that owns Amul brand.

Dabur has tied up with several restaurants at the mela venue to serve its Hajmola digestive candy sachets free instead of the usual saunf and mishri at the end of meals. Dabur is

also handing out free samples of its mosquito repellent Odomos at the mela. "While the space may seem cluttered, it offers the opportunity to get consumers touch, feel and experience products," says George Angelo, executive director-sales at Dabur, which is selling its Amla hair oil, Glucose, Hajmola and Odomos brands at Kumbh.

Hindustan Unilever has launched one of the most eye-catching promotions with its 'Roti reminder'. As reported by ET on Friday, the company has tied up with over 100 eateries at Kumbh to serve rotis stamped with the message 'Lifebuoy se haath dhoye kya?' (Have you washed your hands with Lifebuoy?)

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