



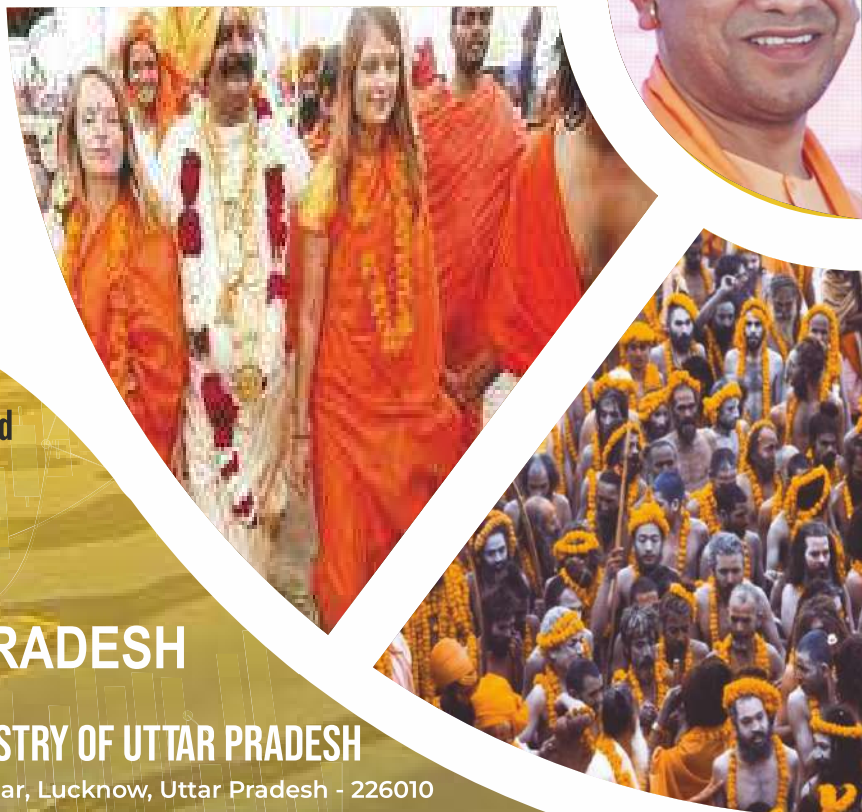
Associated Chamber of Commerce and Industry of U.P.-U.K.

# MAHA KUMBH

## INTERNATIONAL SPIRITUAL, CULTURAL & TOURISM CONCLAVE - 2025

(INVESTMENT, COLLABORATION, TRADE & TECHNOLOGY EXCHANGE, BILATERAL TRADE)

31th January - 01 February 2025



Associated Chambers of Commerce and Industry of U.P.-U.K.

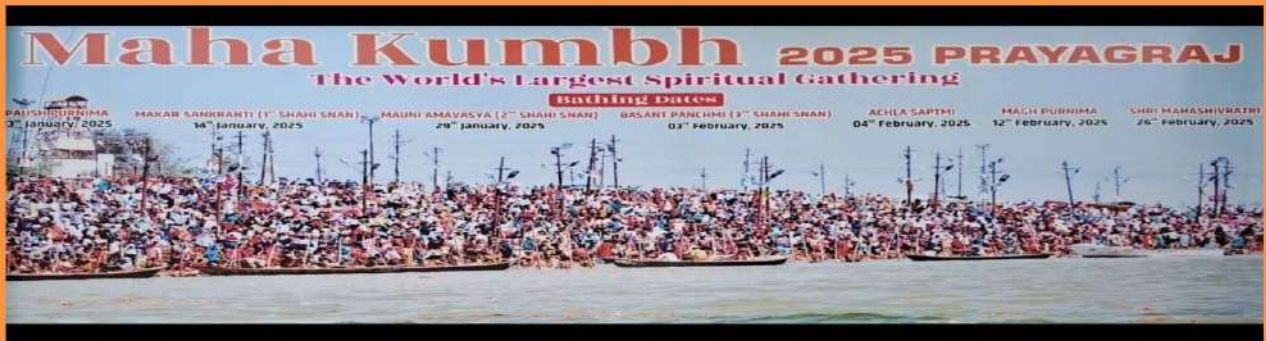


PRAYAGRAJ, UTTAR PRADESH

ASSOCIATED CHAMBERS OF COMMERCE & INDUSTRY OF UTTAR PRADESH

2nd Floor, Smriti Bhawan, R-6/7, Vipul Khand, Gomti Nagar, Lucknow, Uttar Pradesh - 226010

## Associated Chambers of Commerce & Industry of U.P



### International Spiritual, Cultural & Tourism Conclave

On occasion of MAHA KUMBH-2025

Prayagraj, Uttar Pradesh, India

31th January - 01 February 2025

The Maha Kumbh Mela in Prayagraj, India in 2025 is a significant global event with spiritual, cultural, and economic importance. Arguably, the world's largest 4,000-hectare 'tent city' is underway in Uttar Pradesh (UP) to host the world's largest congregation of humanity, an estimated 400 million pilgrims at the Prayagraj Maha Kumbh 2025. The unification of 400 million people, equalling the combined population of the US and UK, during the auspicious 45 days of Maha kumbh in January-February 2025, would be 1.6 times the current reckoning of UP, pegged at 250 million.

Guests from all cultures and religions are welcomed and respected in this event. No boundaries of nationalities are accessed during this event. The whole event is celebrated with a single concept World is One.

This is the time when all yogis are meditating for Immortality by diving into the holy water of rivers considering it as an elixir of life. This time it is being celebrated at the confluence of the Holy Rivers Ganga and Yamuna. Maha kumbha mela is one of the strong and special example of multidimensional culture of India. It's an ancient tradition that is continuing to thrive the chaos of modern technology and industrial development.

It's a gathering of souls charged with devotion. It's essentially the get-together of Sadhus, Sanyasis, and Yogis of the world. Above all, this is the only event when the world's most mysteriously living yogis Naga Sadhus are appearing in their real avatars in this event. It's an absolutely thrilling and mind-changing event that will transform you into completely divine being from an ordinary human being.

## **Cultural Exchange and the Spread of Knowledge**

The Maha Kumbh Mela serves as a massive cultural exchange platform, where people from different regions, languages, and cultural backgrounds come together. This gathering fosters a unique blend of ideas, customs, and practices, enriching the cultural fabric of the nation. It is common to see people from various states of India, each bringing their regional traditions, attire, and food, contributing to the festival's vibrant and diverse atmosphere.

## **Global Significance – Kumbh Mela 2025 Significance**

The Maha Kumbh Mela, while deeply rooted in Hindu tradition, has transcended its origins to become a global phenomenon. Its significance extends far beyond the religious and spiritual realms, influencing global culture, tourism, and intercultural dialogue. As the world's largest peaceful gathering, the Maha Kumbh Mela attracts not only Hindu devotees but also spiritual seekers, academics, and tourists from around the globe. The 2025 Maha Kumbh Mela is expected to continue this trend, highlighting the festival's role in promoting India's cultural heritage and fostering international understanding.

## **Attraction of International Tourists and Spiritual Seekers**

International tourists are often fascinated by the diversity and intensity of the rituals performed during the Kumbh Mela. From the grand Shahi Snan (royal bath) to the intricate ceremonies conducted by various akharas (monastic orders), the festival provides a living demonstration of Hindu religious practices. For many visitors, the Kumbh Mela is a chance to gain a deeper understanding of Indian spirituality, explore the teachings of Hinduism, and connect with spiritual leaders and practitioners.

Moreover, the Kumbh Mela has become a destination for spiritual seekers from around the world who are drawn to its transformative energy. These seekers often come to the festival in search of enlightenment, inner peace, or a deeper connection to their spirituality. The presence of numerous ashrams, spiritual camps, and religious discourses at the Mela provides ample opportunities for learning, meditation, and personal growth. The Maha Kumbh Mela plays a vital role in showcasing India's rich cultural heritage to the world. Through the Kumbh Mela, India presents a unique aspect of its culture that resonates with people across the globe, fostering a greater appreciation for its spiritual and cultural contributions to the world. The global interest in the Kumbh Mela also provides an opportunity for cultural exchange. Visitors from different parts of the world bring their perspectives and traditions, contributing to a rich intercultural dialogue that enhances the overall experience of the festival. This exchange helps to break down cultural barriers, build mutual understanding, and create lasting connections between people from diverse backgrounds.

## **Impact on Global Media and Popular Culture**

The Maha Kumbh Mela has captured the imagination of global media and popular culture. The sheer scale and vibrancy of the event make it a compelling subject for documentaries, news reports, and feature films. Major international media outlets, such as the BBC, CNN, and National Geographic, have produced extensive coverage of the Kumbh Mela, bringing its sights, sounds, and stories to audiences around the world.

The Maha Kumbh Mela 2025 is more than just a religious event; it is a global cultural phenomenon that continues to captivate people around the world. From attracting international tourists and spiritual seekers to its recognition by UNESCO, the Kumbh Mela plays a vital role in promoting India's cultural heritage on the global stage. Its impact on media, popular culture, and intercultural dialogue highlights the festival's significance as a powerful symbol of unity, spirituality, and the shared human experience. As the world becomes increasingly interconnected, the Maha Kumbh Mela serves as a reminder of the enduring relevance of ancient traditions in fostering global understanding and harmony.



# 72 Countries Ambassadors / High Commissioners attend KUMBH MELA Prayagraj 2019





# Sponsorship opportunities

The Conference provides an excellent opportunity for organizations to promote their product & services to the focused audience besides networking during tea/coffee and lunch intervals. The sponsorship details are as under:-

## Conference Partner - ₹50.0lakh

- Logo visibility on event Backdrop
- Logo in newspaper advertisement
- Speaking opportunity in Inaugural Session
- Corporate Video Play at conference during the Tea and Lunch break
- Logo/ Name Branding on the event Mailers
- Logo will be on the Organizer event Webpage
- Branding in Social Media Platform
- Complimentary exhibition space of at the Conference venue
- Insertion of Company's brochure into the documentation pack
- 10 Complimentary Passes to attend

## Principal Partner - ₹25.0lakh

- Logo visibility on event Backdrop
- Logo in newspaper advertisement
- Speaking opportunity as Panelist in Technical Session
- Corporate Video Play at conference during the Lunch break
- Logo/ Name Branding on the event Mailers
- Logo will be on the Organizer event Webpage Branding in Social Media Platform
- Complimentary exhibition space of at the Conference venue
- Insertion of Company's brochure into the documentation pack
- 6 Complimentary Passes to attend

## Co - Sponsor - ₹10.0lakh

- Logo visibility on event Backdrop
- Logo in newspaper advertisement
- Speaking opportunity as Panelist in Technical Session
- Logo/ Name Branding on the event Mailers
- Logo will be on the Organizer event Webpage Branding in Social Media Platform
- Complimentary exhibition space of at the Conference venue
- 4 Complimentary Passes to attend

## Supporter - ₹5.0 lakh

- Logo visibility on event Backdrop
- Logo in newspaper advertisement
- Logo Name Branding on the event Mailers
- Logo will be on the Organizer event Webpage Branding in Social Media Platform
- 2 Complimentary Passes to attend

## PRIME EXHIBITOR BOOTH: -

For 6 Sq.m INR 75,000 + GST.  
For 9 Sq.m INR 1,00,000 + GST.

## DELEGATE REGISTRATION : -

For General Registration INR 7500 +GST.  
For NETWORKING DINNER INR 15,000 + GST.

## In case of Standee (as per Conclave Norms)

Pricing: INR 25,000 + GST.

## In case of Canopy (as per Conclave Norms)

Pricing: INR 50,000 + GST

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## Bank Details:

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A/c no-11510090119 IFSC code - IDFB0021252



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