



CLUB FM **BHAGYAVAN** - SEASON 13

Kerala's Favorite Experiential Roadshow
ONAM - 2026

Celebrating 12 years of Luck, Excitement & Brand Marketing
Now with a high-tech immersive makeover!

12 YEARS OF KERALA'S FAVORITE ROADSHOW



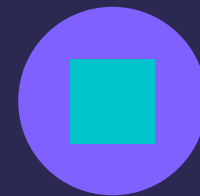
A Proud Legacy

Launched in 2012.
Gold winner at Golden
Mikes Awards for Best
On-Ground Promotion.



Onam Tradition

Consistently the #1 on-
ground highlight of
Onam celebrations
across Kerala.



Integrated Blast

Multi-channel
amplification across
Radio, Print, Digital &
On-Ground activations.



12 Successful Seasons

Reaching peak
engagement in 2025
with unprecedented
consumer interest.

RECAP OF BHAGYAVAN SEASON 12 - 2025



A Mathrubhumi initiative

ഭാഗ്യവാൻ VAN
Season-12

BROUGHT TO YOU BY
കേരള സാഹസിക കമ്പ്യൂട്ടർ കമ്പനി

DRIVE PARTNER
HONDA
The Power of dreams

PERSONAL CARE PARTNER
MEDIMIX

CONCRETE PARTNER
Chettinad cement

SCREENING PARTNER
LLOYD A MAYELLE Brand

GIFT PARTNER
nolta

MOVIE PARTNER
LOKAH

REGIONAL SPONSORS
COIRCRAFT
Koshamattam Finance Ltd.

SUPPORTED BY
Kerala Road Safety Authority

VENUE PARTNER
forum MARADU



RECAP OF BHAGYAVAN SEASON 12 - 2025



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RECAP OF BHAGYAVAN SEASON 12 - 2025



കൂബ് എഫ്എം 'ഭാഗ്യവാൻ സീസൺ-12' ഗ്രാൻഡ് ഫിനാലെ വിജയി അഖിലനാദാസ്, പ്രോഗ്രാം സ്റ്റാൻഡർമാർ, മാതൃഭൂമി കൂബ് എഫ്എം പ്രതിനിധികൾ, സഹമത്സരാർഥികൾ എന്നിവർക്കൊപ്പം

കൊച്ചി: മലയാളികൾ ആവേശത്തോടെ ഏറ്റെടുത്ത കൂബ് എഫ്എം 'ഭാഗ്യവാൻ സീസൺ-12' സമാപിച്ചു. ഫോറം കൊച്ചിയിൽ നടന്ന 'ഗ്രാൻഡ് ഫിനാലെ'യിൽ അഖിലനാദാസ് (വയനാട്) ഒരുലക്ഷം രൂപയുടെ വിജയിയായി.

രസകരമായ ഡിജിറ്റൽ ഗെയിമുകളും, ഭാഗ്യസമ്മാനങ്ങളുമായി കഴിഞ്ഞ ഔദ്യോഗികതരംഗങ്ങൾ. ഭാഗ്യവാൻ കേരളത്തിലുടനീളം ഓടിയെത്തി.

കേരള സംസ്ഥാന ഭാഗ്യക്കുറി, ഹോണ്ട, മെഡിജിക്സ്, ചെട്ടിനാട് സിമന്റ്, ലോയ്ഡ്, നോറാട്ട, എംവിഡി കേരള റോഡ് സെഫ്റ്റി അതോറിറ്റി, കേരള സ്റ്റേറ്റ് കയർ കോർപ്പറേഷൻ-കൊയർക്രാഫ്റ്റ്, കൊശമറ്റം ഫിനാൻസ്, വേഫെറർ മ്യൂവീസ്-ലോക-ചാപ്റ്റർ വൺ ചന്ദ്ര എന്നിവയുടെ സഹകരണത്തോടെയാണ് ഡിജിറ്റൽ ഭാഗ്യവാൻ ഒരുക്കിയത്. കൊച്ചി ഫോറംമാളായിരുന്നു വെന്യൂ പാർട്ണർ.



A MASSIVE ON-GROUND IMPACT



70+

Locations Covered

14

Districts Active

100K+

Live Spectators

₹10L+

Prizes Distributed

Bhagyavan connects directly with millions of customers in their regional hubs during Kerala's peak Onam shopping season — giving sponsors true pan-Kerala visibility.



AN UPGRADED IMMERSIVE EXPERIENCE



The newly designed interactive game — a perfect blend of luck and skill — is the **KEY ATTRACTION** of Bhagyavan Season 13. Launched last season, it instantly created a remarkable buzz across Kerala, delivering peak curiosity and entertainment to every viewer and player who experienced it.

The High-Tech Gaming Van

Our custom mobile stage serves as an interactive tech cabin, bringing a gamified television-studio vibe right to the public.

Equipped with responsive LED touchscreens, futuristic neon aesthetics, and specialized digital consoles.

Immersive Brand Integration

Seamless, native sponsor presence built directly into the game UI.

Sponsor products, logos, and offers are part of the core gameplay, ensuring visual attention is locked directly onto the brands during play.





STEPS TO BE A BHAGYAVAN



Step 1 — Shortlist Players

The MC engages the crowd with quick spot-quizzes. Ten players are instantly shortlisted to play the main game.



Step 2 — Spin and Unblur

Contestants hit the physical buzzer to spin the digital wheel.

The wheel determines what percentage of the blurred challenge image will reveal itself.



Step 3 — Progressive Wins

Identify Movie Posters (Level 1), Celebrities (Level 2), and Dialogues (Level 3). Clearing Level 3 awards the regional cash prize of ₹10,000/-



The Bhagyavan Finale

Winners who clear Level 3 in each region will receive an exclusive invitation to the grand Bhagyavan Finale — held at a prominent venue in Kochi. Through the same thrilling game procedure, one ultimate Mega Bhagyavan will be crowned from among all regional winners, taking home the ultimate prize money of ₹1 Lakh!

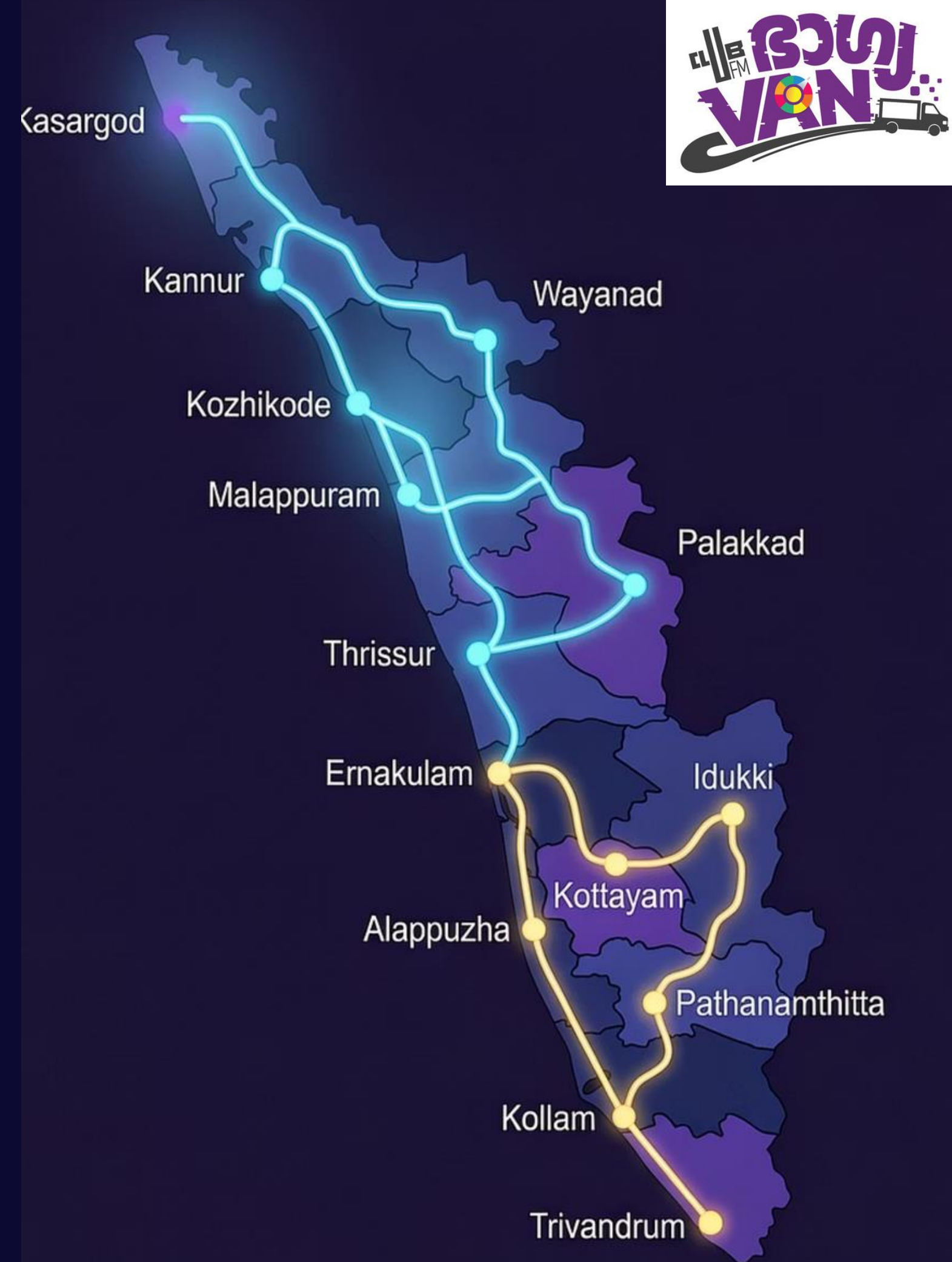
ROADS TO FIND THE BHAGYAVAN

Leg A: Ernakulam → Trivandrum

35 Key Hubs across:
Ernakulam, Alappuzha,
Kottayam, Idukki,
Pathanamthitta, Kollam,
Trivandrum

Leg B: Ernakulam → Kasargod

35 Key Hubs across:
Ernakulam, Thrissur,
Palakkad, Malappuram,
Kozhikode, Wayanad,
Kannur, Kasargod



Past Brand Partners



Past Brand Partners



A **HAVELLS** Brand



Bismi

Haier
Inspired Living





MEDIA AMPLIFICATION



Radio (Club FM)

High-frequency, high-impact promos,
Updates from on-ground locations,
daily RJ mentions, across 6 regional
stations.



Print (Mathrubhumi Daily)

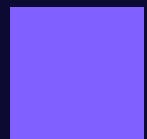
1 Quarter-page launch ad across
Kerala editions with partner-logo
listings reaching 10M+ readers.



Social Media

High-engagement short-format
Reels, Posters {Instagram &
Facebook} pushing sponsor brand
awareness.

NATIVE PARTNER INTEGRATIONS



Digital Screen Presence

Seamless placement of sponsor logo as part of the digital wheel system and the progressive prize box screens.



Branded Staff Merchandise

Emcees, coordinators, and game developers will sport uniform apparel with sponsor branding featured prominently.



Direct Footfall Drivers

Level 1 winners are gifted discount coupons & vouchers of the sponsoring brands, encouraging instant showroom walk-ins.

WHY SPONSOR BHAGYAVAN SEASON 13?



Peak Buying Season Activation

Kerala's consumer expenditure reaches its highest during the Onam season.

Bhagyavan leverages this critical window by directly interfacing with ready-to-purchase consumers in high-intent shopping hubs, boosting conversion metrics dramatically.



High-Recall Emotional Association

The joy of winning cash & premium merchandise builds long-term loyalty.

Associating with an award-winning, trusted Mathrubhumi group property embeds your brand directly into the positive emotional memory of the local target groups.

BHAGYAVAN - PARTNERSHIP PACKAGES

Choose the partnership tier that best fits your brand's ambitions — from full title ownership to strategic associate presence.

**Presenting (Title)
Partner**

Powered By Partner

Brought To You By

Associate Sponsor

PRESENTING PARTNER

On Ground Deliverables :

- Presence as “ Presenting Sponsor” of the Event in all the promotional Collaterals
- Brand Logo in the activity logo unit, Brand name in all marketing collaterals
- Permanent Logo presence in Box 3 the final box
- Sampling possibilities
- MC Mention throughout the Road Show

Media Promotions :

- Club FM :Radio Promo with 3 Sec client tag x 10 Nos x 12 Days x 6 Stations
- : RJ Mentions with Client mention x 3 Nos x 7 days x 6 stations
- Mathrubhumi Daily : Quarter page print ad in Mathrubhumi Daily – All Kerala Editions – 1 No.
- : Adequate event News Write up with Client Mentions – all Kerala editions
- Social Media : Logo Presence in event Poster / video to be circulated in Club FM Facebook Page & Instagram story
- Mathrubhumi News : Activity coverage in Mathrubhumi news channel :
- Commercial Deliverables : < Pl add the details >
- Investment : Rs ABC + 18% GST



POWERED BY PARTNER



On Ground Deliverables :

- Presence as “ Powered By Sponsor” of the Event in all the promotional Collaterals
- Brand Logo in the activity logo unit, Brand name in all marketing collaterals
- Brand Logo in Box 1 /2 on rotation
- Sampling possibilities
- MC Mention throughout the Road Show

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- Commercial Deliverables : < Pl add the details >
- Investment : Rs ABC + 18% GST



BROUGHT TO YOU BY PARTNER



On Ground Deliverables :

- Presence as “ Brought to you by Sponsor” of the Event in all the promotional Collaterals
- Brand Logo in the activity logo unit, Brand name in all marketing collaterals
- Brand Logo in Box 1 /2 on rotation
- Sampling possibilities
- MC Mention throughout the Road Show

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- Investment : Rs ABC + 18% GST



ASSOCIATE PARTNER



On Ground Deliverables :

- Presence as “ Associate Sponsor / Special Sponsor” of the Event in all the promotional Collaterals
- Brand Logo in the activity logo unit, Brand name in all marketing collaterals
- Brand Logo in Box 1 /2 on rotation
- Sampling possibilities
- MC Mention throughout the Road Show

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LET'S WIN TOGETHER!

Join the Bhagyavan Season 13 journey — where your brand meets 100,000+ live spectators, across all 14 districts of Kerala during the most powerful buying season of the year.

CLUB FM BHAGYAVAN - SEASON 13

ONAM 2026

A Mathrubhumi Initiative

