

The background image shows a DJ, Martin Garrix, performing on a stage. Behind him is a large, white, illuminated cross-shaped structure. The stage is filled with vibrant, colorful smoke in shades of pink, magenta, and cyan. Two vertical beams of light, one pink and one cyan, shoot upwards from the stage. The overall atmosphere is energetic and festive, typical of a Holi celebration.

MARTIN GARRIX

SUNBURN ARENA HOLI TOUR 2027

India's Biggest Holi Music Celebration Returns

The return of Martin Garrix to India during Holi positions the tour as a national cultural music moment, not only a concert series.

Music Meets India's Biggest Festival Moment

March in India is emotion, celebration, color, energy, and music-it is the perfect stage for a stadium-scale EDM experience.

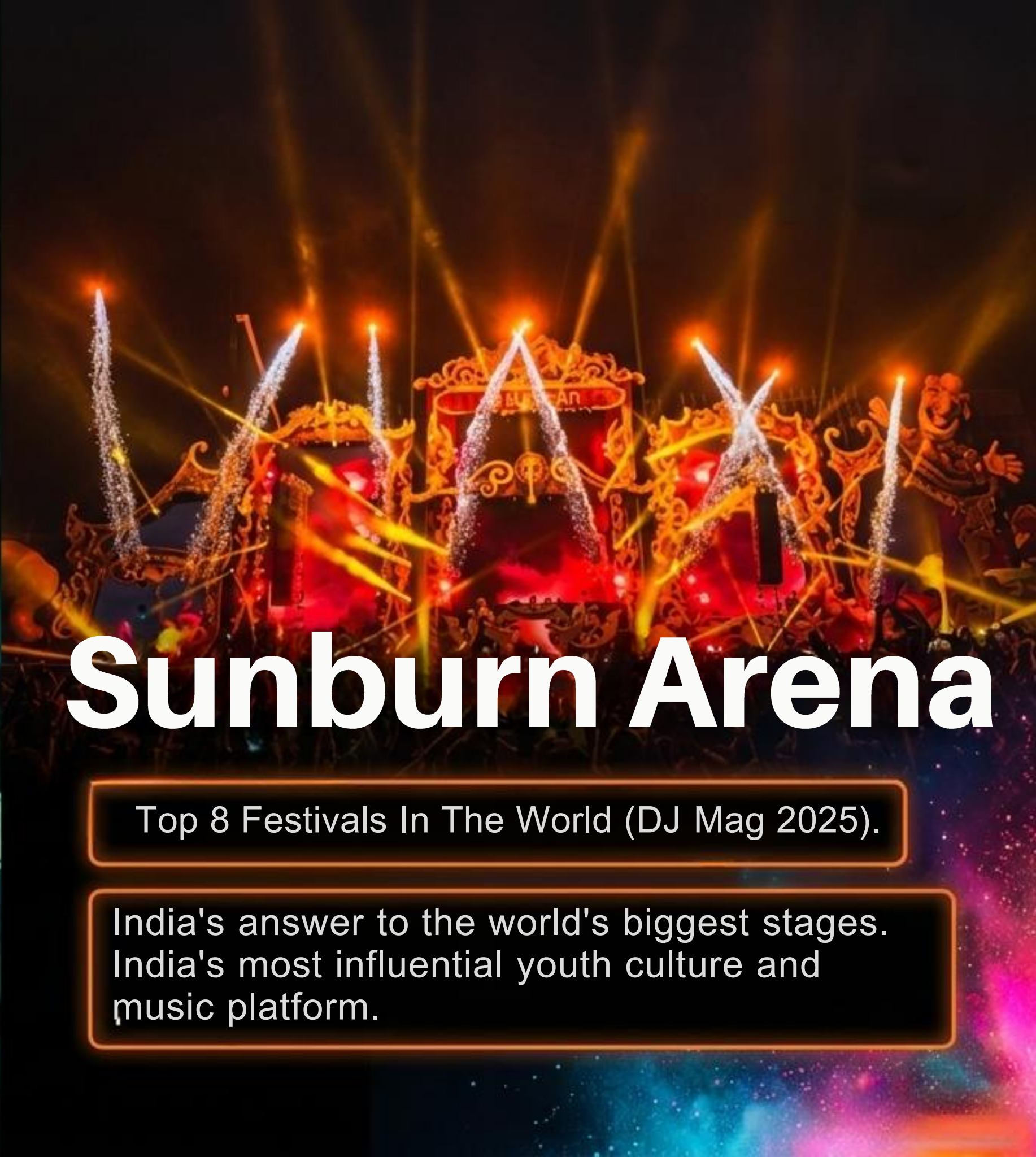
ARTIST	PLATFORM	OCCASION	SCALE	MONTH
Martin Garrix	Sunburn Arena	Holi 2027	10-City India Tour (First time a 10-city artist tour in India)	March 2027



Martin Garrix

Multiple-time World No. 1 DJ (DJ Mag).

Global Headliner (Tomorrowland, Ultra, Coachella). Sustained relevance across the EDM festival circuit with strong Gen Z resonance and mass digital streaming footprint.



Sunburn Arena

Top 8 Festivals In The World (DJ Mag 2025).

India's answer to the world's biggest stages. India's most influential youth culture and music platform.

India Is a Long-Running Garrix Stronghold

India has consistently stood out as one of Martin Garrix's strongest global markets, where each return builds anticipation beyond the concert itself.

01

Sold-out demand

Past performances across India have filled arenas and high-capacity venues.

02

Stadium-scale success

The India story has expanded from shows into large-format festival moments.

03

EDM community depth

His tours help mobilize one of the country's strongest youth-led dance music communities.

04

Sunburn legacy

The Sunburn platform repeatedly turns international artist tours into unforgettable festival experiences.

"Every Martin Garrix India tour becomes more than a concert, it becomes a cultural moment."

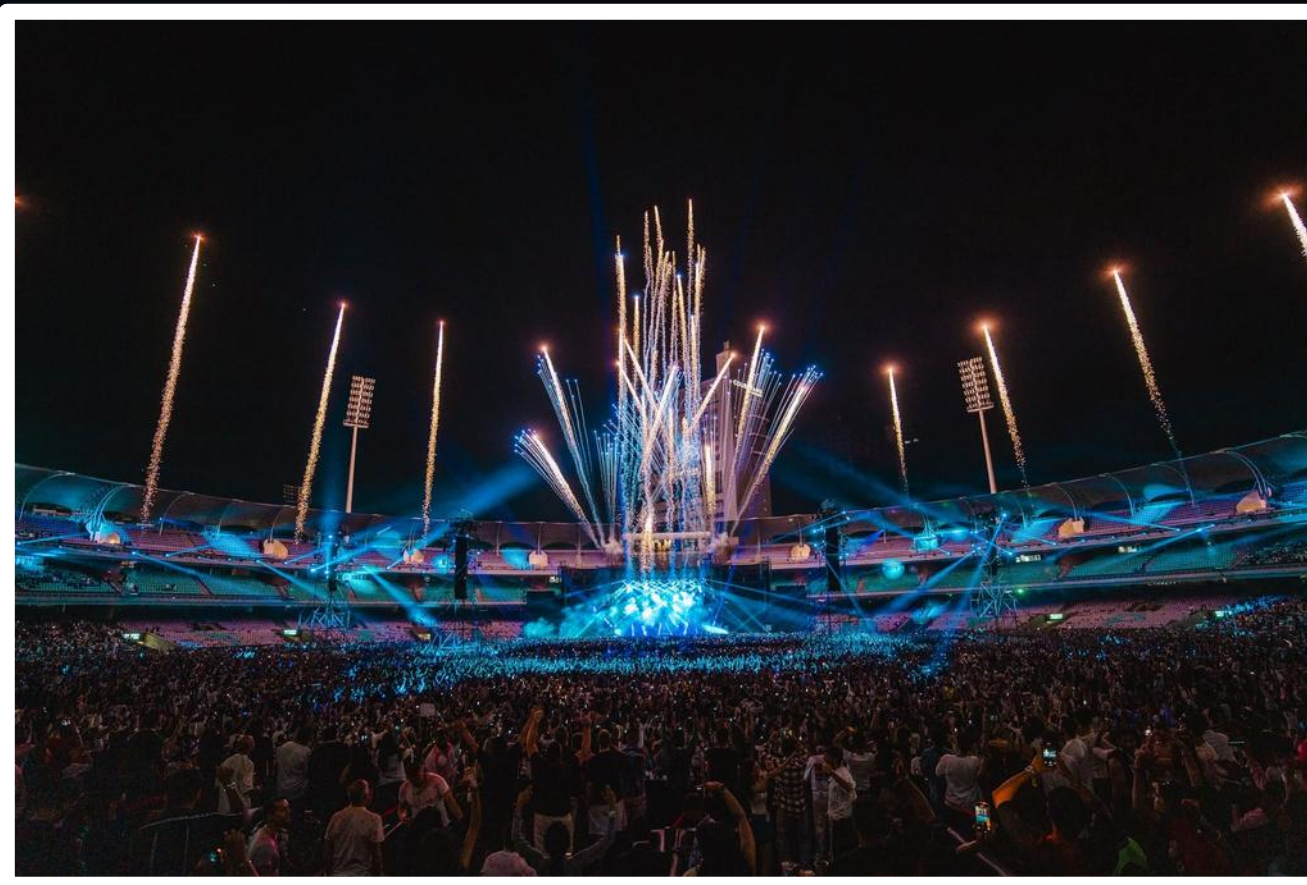
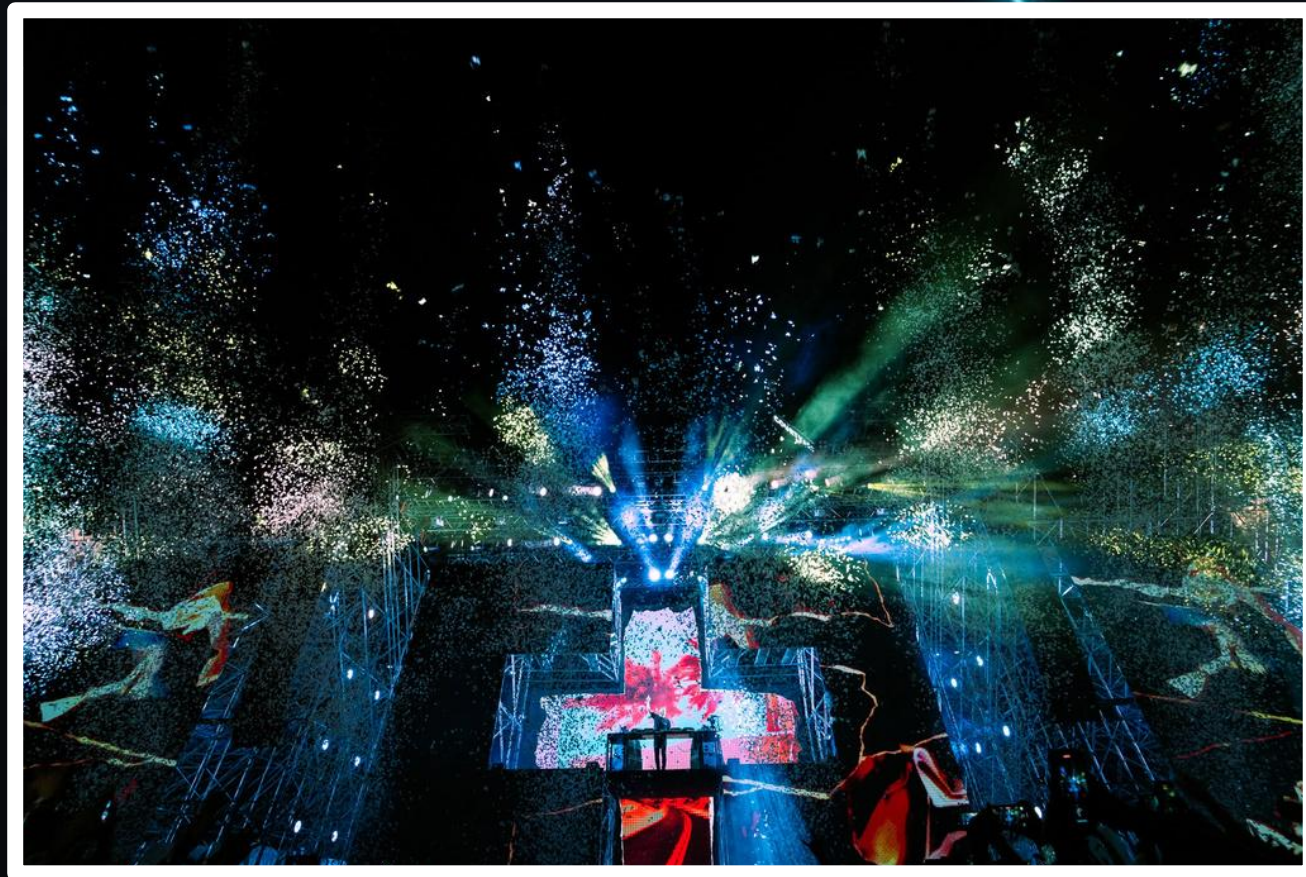
Where Music Met Color at Stadium Scale

The historic March 2025 stadium show serves as the blueprint for India's biggest Holi electronic music experience.

50,000+
Crowd at the Event.

- Viral Moments: Special appearance by Arijit Singh for their Bollywood style music release 'Angels for Each Other'.
- Full Spectacle: Stadium-scale production, large-format stage architecture, pyro, lasers, and confetti.
- Color Integration: Holi powder perfectly integrated into the show's narrative and drop sequences.





Bigger, Louder, More Colorful

A nationwide Holi celebration tour built for immersive visuals, color integration moments, and India's youth culture.

01 Music.

Global headline performance energy led by Martin Garrix, designed for mass singalong and peak-hour festival release.

02 Holi.

India's most vibrant celebration amplified through color bursts, powder rituals, and shared visual moments.

03 Community.

Thousands celebrating together across cities, creating a youth-led cultural moment that travels nationwide.

04 Spectacle.

Fireworks, lasers, CO2, confetti, immersive screens, and festival-grade special effects at arena scale.

EXPERIENCE PROMISE: A national collision of color, sound, culture, and stadium-scale energy.

Not Just a Concert, A Holi Festival Experience



Step 1: Immersive Entry Tunnels.

High-impact arrival sequences built for anticipation, color, photography, and first impressions.

Step 2: Social-First Installations.

Giant visual structures and immersive brand integrations designed for creator-led amplification.



Step 4: Premium VVIP Lounge.

Elevated hospitality, exclusive sightlines, curated service, and premium social moments.

Step 3: Holi Zones & Décor.

Color-led festival environments, themed installations, curated F&B, and Holi celebration areas.

India's Youth Culture at Scale

Blending EDM fandom, lifestyle aspiration, creator behavior, and premium urban festival spending.



Core Age (18-34 years)

Music-first festival-goers with strong live entertainment appetite.



Generational Pull (Gen Z + Millennials)

Digitally native audiences who turn events into social narratives.



Lifestyle Segment (Premium Urban Youth)

High interest in elevated experiences, fashion, travel, and status-led moments.



Behavior (High Social Sharing)

Color, crowd, lights, and artist moments built for creator-style amplification.

Sponsorship Integration & Deliverables



CO - POWERED

- Logo presence on all digital collaterals
- Space Allocation 20ft x 20ft for branding/product
- Onground presence across all offline creatives and collaterals
- Shoutout on all executed PR and influencer activity
- Artist Meet & Greet (Upto 3)
- Aftermovie & radio shoutouts
- Complimentary tickets – 8% of the sponsorship value
- Category Exclusivity



IN ASSOCIATION

- Logo presence on all digital collaterals
- Space Allocation 15ft x 15ft for branding/product
- Onground presence across all offline creatives and collaterals
- Shoutout on all executed PR and influencer activity
- Artist Meet & Greet (Upto 2)
- Aftermovie & radio shoutouts
- Complimentary tickets – 8% of the sponsorship value
- Category Exclusivity

Calendar & Investment

					INVESTMENT	
EVENT TYPE	ARTIST	DATE	CITY	FOOTFALL	CO-POWERED	IN-ASSOCIATION
Sunburn Arena Holi	Martin Garrix	10th March	Ahemdabad	15,000	INR 1,50,00,000/-	INR 80,00,000/-
		12th March	Bhubaneswar	15,000		
		13th March	Chennai	15,000		
		14th March	Bengaluru	15,000		
		16th March	Shillong / Guwahati	15,000		
		17th March	Kolkata	20,000		
		19th March	Hyderabad	15,000		
		20th March	Delhi NCR	20,000		
		21st March	Mumbai	20,000		
		22nd March	Pune	15,000		
Total				165,000		

A large crowd of people is gathered in a stadium at night, celebrating the Holi festival. The scene is illuminated by vibrant stage lights in shades of blue, purple, and orange. In the background, a large firework bursts in the dark sky, creating a heart-like shape. The crowd is dense, and many people are holding up their phones to capture the moment.

MARCH 2027

India Celebrates Holi with Martin
Garrix

A nationwide collision of music, color,
culture, and stadium-scale festival energy.