



Onam

ONARADHAM

2026

ONARADHAM – A GRAND ONAM ROADSHOW

This Onam season, get ready for a cultural celebration like never before with “Onaradham”, an electrifying Onam special roadshow that brings the spirit of the festival to life across the length and breadth of Kerala.

Over the course of **14 vibrant days**, our beloved Maveli and his festive crew will travel from Kasaragod to Trivandrum, spreading joy, tradition, and entertainment to people in every corner of the state.

A JOURNEY ACROSS KERALA

30 COLORFUL STOPS

- The roadshow will make **two stops per day**, amounting to **28 engaging destinations** that span across districts.
- Each location is carefully selected to ensure maximum community engagement and footfall, turning every stop into a local celebration of Onam.



DISTRICT ROUTE & SCHEDULE

1. KASARAGOD	09-08-2026
2. KANNUR	10-08-2026
3. WAYANAD	11-08-2026
4. KOZHIKODE	12-08-2026
5. MALAPPURAM	13-08-2026
6. PALAKKAD	14-08-2026
7. THRISSUR	15-08-2026

8. ERNAKULAM	16-08-2026
9. ALAPPUZHA	17-08-2026
10. KOTTAYAM	18-08-2026
11. IDUKKI	19-08-2026
12. PATHANAMTHITTA	20-08-2026
13. KOLLAM	21-08-2026
14. TRIVANDRUM	22-08-2026

LIVE CULTURAL EXTRAVAGAN

At every destination, the event will host a variety of captivating activities:

- **Traditional and contemporary cultural performances**, including Thiruvathira, Pulikali, Chenda Melam, and other regional art forms.
- **Onam-themed games and activities** to involve the public — fun competitions, floral carpet contests, and interactive segments with Maveli.
- **Live musical shows and performances** by popular **Flowers TV artists and entertainers**, making each evening a memorable festivity for attendees.



BRANDED CONVOY & LED TRUCK

A MOVING BILLBOARD

One of the standout features of Onaradham is its **branded vehicle convoy** that moves in style:

- The **LED-branded truck** will function as a dynamic visual platform, **screening content from sponsors and partners**, ensuring high-impact branding and visibility.
- The convoy will travel through highways, towns, and localities, turning heads and attracting massive attention wherever it goes — essentially a **roaming celebration and marketing opportunity**.
- Each vehicle in the convoy will carry **vibrant Onam-themed visuals**, Flowers TV branding, and messages from associated brands, offering an unmatched promotional reach.



MEDIA COVERAGE & AUDIENCE REACH

- The entire journey will be **documented and broadcast** on Flowers TV and its digital platforms, including social media coverage, live updates, behind-the-scenes reels, and daily highlight videos.
- This multiplatform exposure offers **tremendous mileage for sponsors**, amplifying their presence both on-ground and across media.



PRESENTER - PRAJITH KUNHIMANGALAM





FLOWERS

THANK YOU

**ONARADHAM IS MORE THAN A
ROADSHOW — IT'S A TRAVELING
FESTIVAL.**

Blending tradition with entertainment, and culture with commerce, it's the perfect celebration of Kerala's most beloved festival, Onam — on wheels.