



MIRCHI ONAM 2026

Sherikkum **ONAM 2026**

Bringing Kerala's Lost Onam Back To Life
A celebration of traditions, art forms, games, flavours and
memories that once defined Onam.

SHERIKKUM ONAM — ഇതാണ് ഓണം.
ശരിക്കും ഓണം.





Mirchi Sherikkum
Onam 2026

When Did Onam Become Just A Holiday or a One Day Celebration?



Pulikali dancers no longer roam the streets. Vallam Kali echoes only on television. Onathallu, the ancient martial art of Onam, is nearly forgotten. Thumbi Thullal exists only in memory. Family sadhyas have become instant sadyas or restaurant gettos. Community gatherings have faded. The rituals that once made Onam "Sherikkum Onam" — a real, living, breathing festival — have quietly disappeared. It's time to bring the REAL Onam back.



 **Mirchi Onam 2026**

Sherikkum Onam

**One Venue. One Festival. Many Districts.
Many Traditions. One Kerala.**

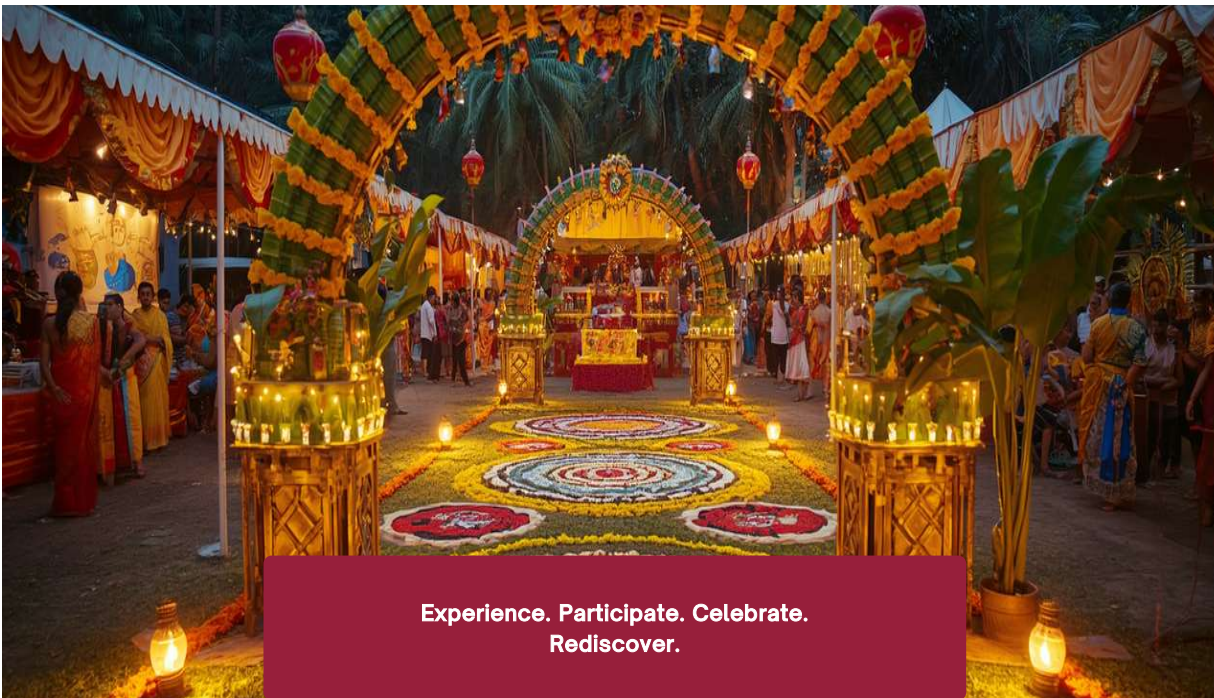
Relive the Onam specific artforms.





Mirchi Onam 2026

Mirchi Sherikkum Onam Flea Market (if sold)



Experience. Participate. Celebrate.
Rediscover.

Visitors journey through Kerala without leaving Kochi. Walk through district-wise immersive zones — from Thrissur's Pulikali grounds to Alappuzha's backwaters. Every corner tells a story. Every step revives a tradition. This is not an event. This is Kerala, alive.

- Food Stalls
- Clothing
- Onam Essentials
- Live Entertainment
- Homegrown brands
- District wise Pandhals for competition



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Arrive. Verify. Spin.
Win.

- RJ calls out the listeners to bring some authentic onam item like Thumbapoo, Onathappan, Mokkootti, Mullappoo, Coconut Shell, Nilavilakk etc.
- The listeners who bring in the item get the chance to spin the wheel.
- Assured prizes.





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Every Spin Wins

PRIZE TIERS

- 🌸 Gold Vouchers
- 🛒 Shopping Vouchers
- 📦 Gift Hampers
- 📦 Sponsor Products
- 🎫 Event Passes
- 🍷 Onam Kits
- 🌟 Instant Win Prizes

SPONSOR BRANDING

Single Sponsor Option: Entire wheel branded exclusively — logo on every segment, backdrop, and spin moment.
Multi-Sponsor Option: Each segment owned by a different brand — maximum visibility across all prize categories and daily activations.

MEGA JACKPOT

One lucky spinner each day wins the Mega Jackpot Entry — The jackpot entrants can be brought to sponsor client's site for another on ground activation for selecting the grand prize winner.



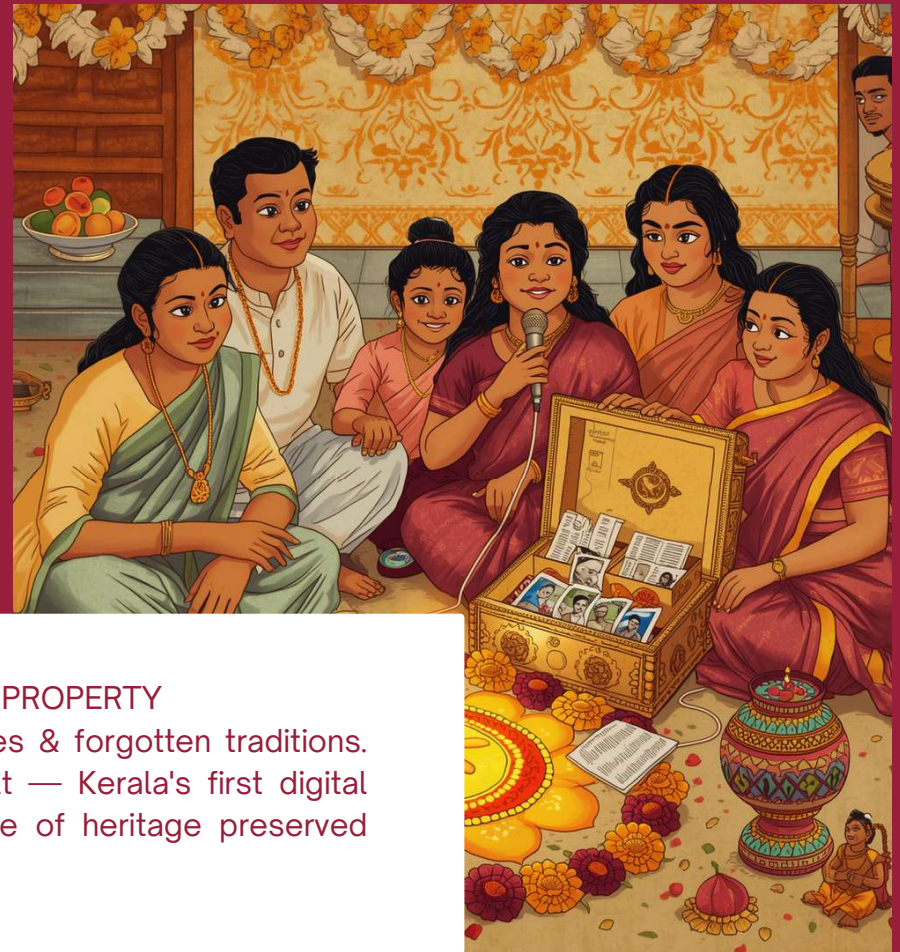
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LOCK YOUR
ONAM MEMORY

നിങ്ങളുടെ ഓണം ഭാവിയിലേക്ക് സൂക്ഷിക്കാം | ON-AIR PROPERTY

Listeners share Onam memories, family photos, voice notes & forgotten traditions. Selected memories are archived in the Mirchi Onam Vault — Kerala's first digital Onam time capsule. Every story shared becomes a piece of heritage preserved forever.

 Share. Archive. Preserve. Celebrate.





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Onam Special OAP

AIതിഹ്യം

Onam is a festival filled with stories. Every flower in the Pookalam, every ritual, every dish on the Sadya, and every character in our folklore has an **ഐതിഹ്യം** (a belief) behind it. But today's Gen Z is curious in a different way. Instead of asking grandparents, they ask AI.

AIതിഹ്യം is Mirchi's innovative Onam content property that bridges Kerala's timeless traditions with the curiosity of the digital generation. In every episode/capsule, a Gen Z youngster asks AI a simple yet intriguing question about Onam. "Why is Onathappan made this way?", "Why are ten flowers used in a Pookalam?", "Did Mahabali really visit every home?", "Why is Sadya served on a banana leaf?" AI responds with fascinating, fact-based, and entertaining answers in a conversational format.

Presented as engaging on-air capsules, social media reels, videos, and podcasts, **AIതിഹ്യം** transforms cultural learning into snackable content that is informative, relatable, and highly shareable.

The property also creates seamless integration opportunities for sponsors through branded questions, AI-powered quizzes, audience participation, giveaways, and digital engagement.

AIതിഹ്യം. Where AI meets ഐതിഹ്യം.

MIRCHI 104 FM *It's hot!*

ഈ ഓണം ചോദ്യങ്ങൾക്കുള്ള ഉത്തരം ഇനി **AI** ൽ നിന്ന്!

ഓണത്തിന്റെ അറിവുകൾ... പാരമ്പര്യത്തിന്റെ പുതിയ അവതരണം!

AIതിഹ്യം

ഓണത്തിന്റെ കഥകൾ, AIയുടെ ഉത്തരങ്ങളിൽ!

AI ചോദ്യം, പൂക്കളും എന്താണ്? ഓണസദ്യയിൽ എന്തെല്ലാം ഉണ്ട്?

പൂക്കളാതിന്റെ നിറങ്ങളിലൂടെ ഐക്യവും സമൃദ്ധിയും... സദ്യയിലെ വിഭവങ്ങളിലൂടെ സംസ്കാരത്തിന്റെ രുചിയും... എല്ലാം അറിയാം, ചോദിക്കൂ!

നി ചോദിക്കൂ ഓണം, പാരമ്പര്യം, കഥകൾ, നാട്ടാചാര്യങ്ങൾ, പൂക്കൾ, ആചാരങ്ങൾ... എന്തും ചോദിക്കൂ!

AI പറയുന്നു അർത്ഥം, കൃത്യമായി, വിശ്വസ്യമായി വിവരങ്ങൾ നൽകുന്നു!

ഓൺ എയർ & ഡിജിറ്റൽ മിറച്ചി 104 FM-ൽ AIതിഹ്യം ഓൺ-എയർ ആയി!

ചോദ്യത്തിന് സമ്മാനം മികച്ച ചോദ്യങ്ങൾക്കു, ആകർഷക സമാഹരണം നേടുന്നുള്ള അവസരം!

ഈ ഓണം... അറിയാൻ **AIതിഹ്യം!**

AIതിഹ്യം - ഓണത്തെ AIയുടെ അടുത്തിൽ നിന്ന് അറിയൂ!

ഓണം അറിയാം, പാരമ്പര്യം പഠിക്കാം, AIയിലൂടെ!

MIRCHI 104 FM *It's hot!*

നിങ്ങളുടെ ചോദ്യങ്ങൾ ഇവിടെ അയക്കൂ!

QR Code



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Why Brands Will Love This

REACH & ENGAGEMENT

High footfall at on-ground venues. Daily on-air brand mentions across Mirchi network. Multiple sponsor activation touchpoints. Spin & Win drives repeat audience visits. Deep community participation and engagement.

VISIBILITY & CONTENT

Strong digital visibility across platforms. Organic UGC content creation by participants. Branded reels, stories and winner moments. Sponsor logo on Spin Wheel, event collaterals, food street signage, and digital assets.

CULTURAL RELEVANCE

Authentic association with Kerala's Onam traditions. Emotional connect with Malayali audiences statewide. Festival-first brand storytelling. Align your brand with community, culture, and celebration at scale.



MIRCHI ONAM 2026

ഇതാണ് ഓണം. ശരിക്കും ഓണം.



One Memory. One Tradition.



We are not merely celebrating Onam.



One Community. At a time.



We are preserving it.



MIRCHI ONAM 2026

Deliverables



AOM title sponsorship = 5 tags per hour x 13 hours x 16 days = 1040 tags



Promos – 13 rotates x 16 days = 208 tags



Gifts for Spin and Win – 2 mentions x 4 shows show for 13 days



Song Tags – 13 tags per hour x 16 days = 208 tags



OAP x 13 rotates x 16 days = 208 tags



On Ground activation brand presence - title and associate sponsorships



RJMs – 1 per show x 4 shows x 14 days = 56 tags



Digital Reels with product integration can be ideated.