# Mann Ki Rath

## Blending Brainwaves, Spirituality & Banking

Ujjivan Small Finance Bank's 'Maan Ki Rath' uses Brainwaves to Drive a Virtual Rath Yatra

📍 Bhubaneswar | Cuttack | Puri

# About the Campaign

- The Grand Rath Yatra procession is celebrated widely across Odisha and many parts of the world in which the devotees pull the holy chariot of Lord Balabhadra, Jagannath & Goddess Subhadra. Lakhs of devotees attend the festival in the land of Puri, Odisha and participate in the procession of the Rath Yatra with lots of emotions. But, many devotees who are willing but are not able to reach Puri to attend the procession due to various reasons especially senior citizens.
- Ujjivan Small Finance Bank launched the “**Mann Ki Rath**" campaign during the Rath Yatra season, blending the themes of spirituality, technology, and banking into a unique customer engagement experience. This initiative merged cutting-edge neurotechnology with the symbolism of the Rath Yatra—a major festival in eastern India—by inviting participants to move a virtual chariot using their brainwaves.
- This unique activation uses **Electroencephalogram (EEG) neuro-sensing headbands** to detect brainwaves, such as focus and calmness. This is done through brain-computer interface technology. When participants wearing headbands concentrate, the virtual rath begins to move, thereby blending **spirituality with neurotechnology,** in a first-of-its-kind experience.
- The experience promises to offer an immersive journey, that blends spirituality with mindful financial decision-making. Using the chariot as a metaphor for direction and purpose, the campaign strengthens Ujjivan SFB’s positioning as a thoughtful and trusted financial partner, who prompts its customers to follow mindful banking services.

# Details of the Campaign



## Objective

- Offer a deeply immersive spiritual-tech experience to customers
- Reinforce Ujjivan SFB's brand as a thoughtful, trusted financial partner
- Promote mindful financial decision-making using the chariot as a metaphor for purposeful banking journeys



## Target Audience

- Senior citizens
- Local residents
- Branch customers
- Festival Visitors



## Investment

- 3 lakh Rupees

# Innovative Elements




## EEG Headbands

- Neuro-sensing devices to measure participants' focus and calmness.



## Brain-Computer Interface (BCI)

- Translated brainwaves into virtual chariot movement, enabling users to "pull" the rath with their mind.

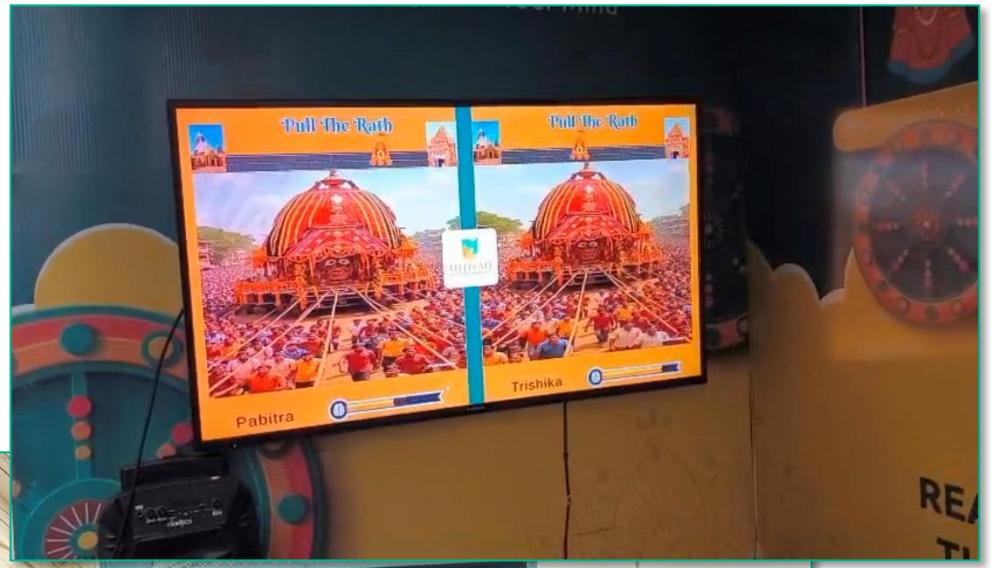



## Spiritual Metaphor

- Virtual chariot's movement symbolized the journey of disciplined, mindful financial choices.

# Execution Photos









# Execution Photos







# Execution Photos









# Impact

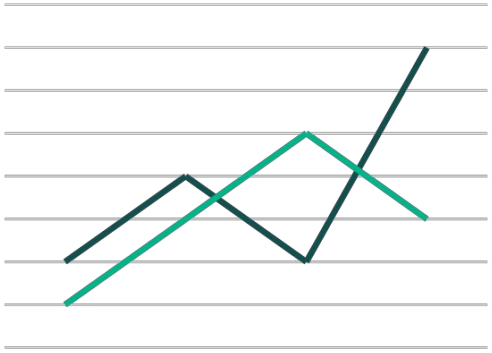


26%

## Conversion Rate

Achieved 260 conversions, 26% above goal

**Demonstrating strong lead-to-customer conversion**

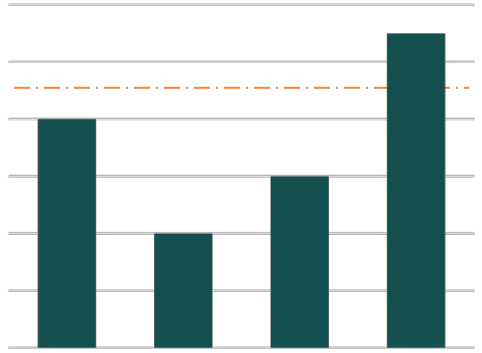


6+

## Media Coverage

Extended reach through 6+ newspaper coverage

**Boosting visibility and positioning Ujjivan SFB as an innovator**



36%

## Lead Generation

Exceeded target by 36% with 1,356 leads

**Showcasing campaign effectiveness**

# ₹13 Cr

- ✔ Boosted sales by ₹13cr
- ✔ Exceeded target by ₹11cr
- ✔ Highlighted significant revenue growth contribution

# Campaign Insights

## Pioneered spiritual-tech engagement

Integrating EEG brainwave sensing with a culturally significant festival

## High emotional resonance

Participants, fostering deep brand connection

## Strengthened brand trust

Through unique, memorable, and meaningful customer experiences

## Return on Investment

Achieved impressive ROI, indicating a highly successful and cost-effective campaign

## New experiential benchmark

In blending tradition, spirituality, and cutting-edge technology in banking outreach

# THANK YOU