GOLD EXPRESS

Sone ka Sahi Istemal along with E-Rickshaw Roadshow

Impact Of Ujjivan's Theme –Based Festive Activation in Rural & Semi-Urban Communities

Location :Patna

Ujjivan Gold Loan Xpress

Gold Express | “सोने का सही इस्तेमाल”

A high-impact Nukkard Natak(Street Theatre) campaign driving financial inclusion in urban and rural Patna.

Crowd Slogan

“Ujjivan Bank – सुरक्षित सोना, आसान लोन!”

2+ Crore
Business generated across segments

5 Days
Intensive local drive targeting specific catchments





Campaign Challenge & objective

THE CHALLENGE

01 Perceived “Naatak” (Drama)
Customers have deep-seated doubts surrounding the safety of their gold, hidden terms, and unfair valuation.

02 Market Trust Barrier
Highly competitive lending market where established legacy players dominate, creating a high barrier for new trust.

03 Diverse Target Demographics
Need to appeal to urban and rural Patna simultaneously, including small business owners(like Ramesh), farmers(like Kaka) and students families.

CAMPAIGN OBJECTIVES

01 Build Trust & Clarity
Directly address and resolve audience concerns regarding 100% gold safety and transparent valuation through clear storytelling.

02 Drive Qualified Business Leads
Convert engagement into tangible business outcomes, driving immediate footfalls and fast disbursals for Ujjivan Gold Loan Xpress.

03 Generate Cultural Talkability
Create strong word-of-mouth visibility through highly participative, entertaining street theatre formals using the central message “Soney Ka Sahi Ishtamal”.

Strategic Approach



Why Nukkad Natak?

01

Leveraging a live, local and high-attention medium. This highly emotive and participative format instantly captures the audience`s attention in crowded rural and

Cultural Connect

02

The story mirrors real-world personas that locals easily recognize: Ramesh(businessman), Pooja(student), Kaka(farmer) and the sarcastic community observer, Golu.

Message Architecture

03

Uses the relatable “No Natak” Pain-point framing to position Ujjivan Gold Loan Xpress as a simple, safe, transparent solution

BTL Activation

04

Strategically targeted high-footfall sports. Relies on authentic vernacular delivery and highly memorable slogan recall lines like “Bina Kisi Natak Ke”.

Execution Excellence

Ramesh
Aspiring Businessman

Pooja
Ambitious Student

Kaka
Sceptical Farmer

Golu
Sarcastic Observer

Ujjivan Employee (The Resolver)
Calmly addresses doubts with clear facts & assurances.

The Hook & Props : Energetic Narrator builds the beat with a small dhol, Capturing attention. Visual cues include placards and a golden key prop to signify unlocking value.

THE SCRIPTED JOURNEY & FLOW

1. The Gathering & Hook

Chorus builds rhythm. Campaign hits key city junctions and rural haats/marketplaces across Patna district.

2. Voicing the Conflict

Characters freeze, then step forward to voice common doubts – the "Natak" surrounding safety, transparency and high interest.

3. The Ujjivan Resolution

The Ujjivan rep enters calmly. Addresses safety, transparent valuation(saaf saaf) and hassle- free processing without drama.

4. Collective Slogan & Climax

High-energy crowd interaction culminating in the unifying chant : "Ujjivan Gold Loan – Bina Kisi Natak Ke!"

5. On- Grond Conversion

Post- performance engagement : handling on – spot queries, explaining "Soney Ka Sahi Ishtamal" and driving immediate branch walk-ins.

Results & Impact

2+ Crore
Business Generated

Achieved in just 5 days of targeted activation across Patna.

High Recall
Strong Trust Cues

“Soney Ka Sahi Ishtamal” firmly positioned Ujjivan as safe & transparent.

Lean & Fast
High Cost-Effectiveness

Rapid street-to-branch conversion driven by a highly focused BTL footprint.

KEY SUCCESS FACTORS

Cultural Storytelling: Characters precisely mirrored local rural & urban personas, building instant rapport.

Simple Proof Points: Script directly addressed safety and transparent valuation to remove the “natak” stigma.

Micro-Market Focus: Hyper-targeted deployment at specific high-footfall junctions and rural haats.

Consistent Repetition: Rhythmic delivery created mass appeal and high recall of the core slogan.

LEARNINGS FOR REPLICATION

Vernacular is Key: Local language delivery is non-negotiable for overcoming mass-market financial skepticism.

Frequency Over Duration: Short, high-frequency performances outperform single, long-duration events.

A Replicable Playbook: This framework acts as a ready-to-deploy strategy for Ujjivan across other Tier-2/3 cities and deep rural belts.

Execution Photos











THANK YOU