

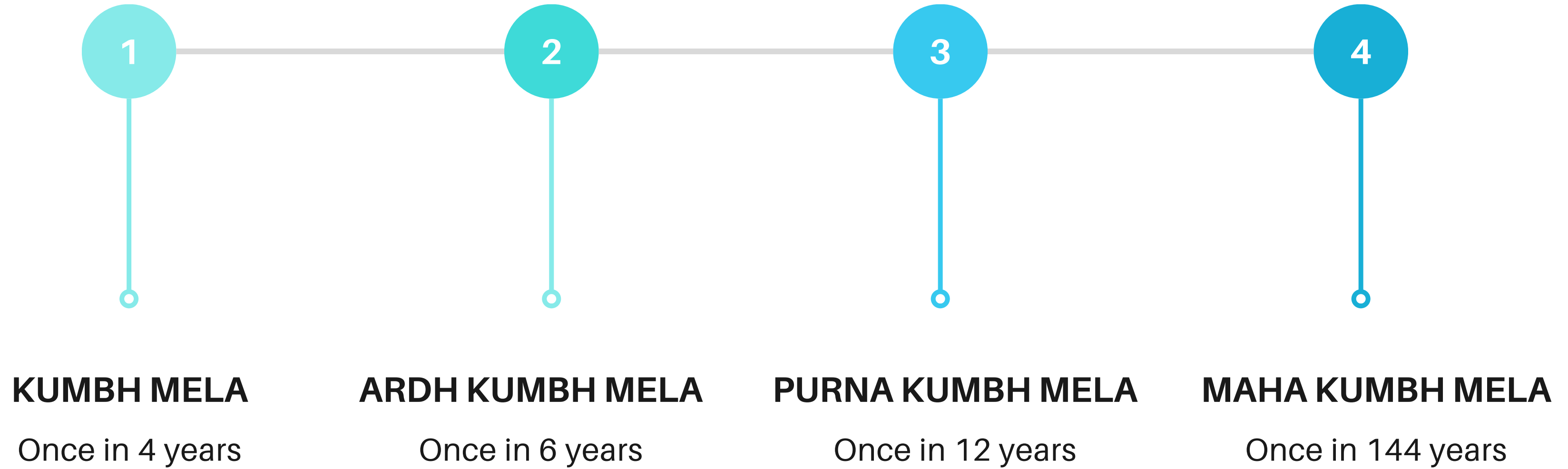
Insights Unwrapped

Economic Blessings from Maha-Kumbh 2025

Mahakumbh 2025: A Historic Gathering of Faith

- The Mahakumbh Mela 2025 (13 January, 2025 – 26 February, 2025), hailed as the largest gathering of the Hindu faith, is set to host an estimated **400-450 million devotees** from India and around the world. This grand spiritual congregation is centered around the Triveni Sangam in Prayagraj, Uttar Pradesh.
- This Mahakumbh is particularly special, **occurring after a span of 144 years** due to a rare and auspicious astronomical alignment of planets and stars.
- The event's **estimated budget is INR 6,382 crore (USD 800 Mn)** for event management and infrastructure development, marking a 72% increase compared to the budget allocated for the 2019 Kumbh.

Kumbh Mela Timeline



Financial boost to the economy.

Assuming an average expenditure of INR 6,000–8,000 per person (compared to an average of INR 5,000 per person in 2019), incurred by approximately 80% of the anticipated 40–45 crore devotees, the Kumbh Mela could generate financial transactions totaling INR 2–2.5 lakh crore (USD 25–30 billion) over 45 days. This would account for an estimated 0.5–0.8% of the country's GDP.

	Purn Kumbh 2013	Ardh Kumbh 2019	Maha Kumbh 2025*
Tourist arrival (nos.)	~8 Cr	~24 Cr	~40-45 Cr
Budget allocation (INR Cr)	1,300	3,700	6,400
Financial Transaction (INR Cr)	12,000	1,20,000	2,50,000
Financial Transaction (USD Bn)	2	17	31
Financial Transaction (% of GDP)	0.12%	0.63%	0.77%
Data source: CII, PIB			

Economic Impact of the Kumbh Mela

- **State Revenue Generation:** Approximately INR 25,000 Cr (USD 3 Bn) is expected to be generated through indirect taxes, service charges, rentals, tolls, and municipal charges.
- **Consumer Spending:** Potential spending on consumer goods, travel, logistics, hotels, and other sectors is estimated at INR 2-3 Lakh Cr (USD 25-30 Bn), covering both organized and unorganized transactions.
- **Infrastructure spending** related to the event is projected to contribute INR 6,500-7,500 Cr (USD 1 Bn) to GDP.
- The event is expected to create approximately **6 lakh jobs** across various sectors.

*Overall, the Kumbh Mela is poised to **boost economic growth** by an estimated **USD 30-35 Bn** within a span of just 45 days.*

Sectors Likely to Benefit

In addition to its religious significance, the Kumbh Mela is set to boost the economy as well. The government is expected to generate additional revenue through various channels, while businesses are actively preparing to capitalize on the event through branding and marketing efforts. Companies have collectively allocated a budget of INR 3,000 crore (USD 350 million) for the event.

Below is a list of key sectors expected to thrive during the Kumbh Mela

Sector	Listed companies likely to benefit
FMCG	ITC, Prataap Snacks, Nestle, Britannia, Bikaji, Varun Beverages, Dabur
Tourism and Logistics	IRCTC
Security and Technology	SIS, Allied Digital, Bharti Airtel
Events and Tourism	Thomas Cook, Yatra, Exhicon Events Media Solutions, etc
Digital Payment	Paytm, One Mobikwik Systems

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