

**PRESS RELEASE**

*For Immediate Release*

**DS Group and MOMS bring Lalbaugcha Raja's pandal to life with AI-Powered Experience**

**Mumbai, 16<sup>th</sup> September 2024:** The Dharampal Satyapal Group (DS Group) is one of India's leading diversified business organizations, with a strong presence in various sectors, including FMCG, hospitality, packaging, and agro forestry. This Ganesh Chaturthi, along with its Outdoor partner MOMS, Pulse Candy's latest campaign, 'Pulse Ek, Avatar Anek,' made its debut at India's most prominent Ganesh pandal, transforming devotees' visions of Bappa into stunning AI-generated visuals.

The campaign, which was conceptualized and executed by MOMS, involved for the first time ever, devotees at the Lalbaugcha Raja experiencing an interactive AI-powered booth that brought their imaginations of Bappa to life. With just a few clicks, devotees could select their preferred Swaroop, Bhava, and background, and watch as their personalized form of Bappa was generated and projected on a grand screen. The booth offered a perfect blend of culture and technology, turning each visualization into a beautiful and unique depiction of Bappa.

Commenting on this innovative experience, **Arvind Kumar, GM, Marketing DSFL**, said, "*Maharashtra is a key market for our hard-boiled candy business, with the Pulse Ganesh Mahotsav, we aim to resonate with the young audience, ensuring that the brand remains both relevant and cherished. By blending tradition with technology, the Pulse Ganesh Mahotsav allows us to connect with the youth and the community at large, offering them a memorable experience that resonates with the spirit of the festival. Through this initiative, we aim to celebrate the diversity of choices and the vibrancy of devotion, much like our Pulse candy flavours.*"

Speaking about the campaign and its idea, **Jayesh Yagnik, CEO, MOMS**, said, "*We are thrilled to introduce 'Pulse Ek, Avatar Anek' and witness the incredible fusion of technology and tradition. By leveraging AI to create personalized avatars of Bappa, we've not only enhanced the celebratory experience but also engaged devotees in a truly interactive and memorable way.*"

**MOMS** is a part of Madison World, India's largest homegrown communication agency established in 1988, that operates several brands in OOH including Platinum Outdoor, Activation specialist - Madison TURNT, Rural specialist - Anugrah Madison and Retail Specialist – MRP. MOMS handles marquee clients like Asian Paints, Raymond, Bandhan MF, Lodha, Bajaj Auto, Blue Star, Maruti Suzuki, Sony Network, DS Group, Swatch group, Xiaomi, Godrej amongst many others. Madison World through its 11 Units served last year, as many as 500 Advertisers.



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For more information, please contact, Aditi Madappat at [aditi.madappat@madisonindia.com](mailto:aditi.madappat@madisonindia.com)

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