

## CASE STUDY . THE BRAND DOC

Krishna Bhumi Arcade by Infinity Group × The Brand DOC  
Real Estate | CSR | Event

# Beyond Construction: Crafting a Story of Seva and Sustainability with Krishna Bhumi Arcade

Shri Bihar Panchami Panchavati Mahotsav 2025

Media Relations & Communications Campaign



*The Brand Doc was entrusted with the PR and communications for Shri Bihar Panchami Panchavati Mahotsav 2025, with a larger objective beyond event visibility- to communicate the vision that Infinity Group seeks to bring to life through Krishna Bhumi Arcade.*

*Rooted in the philosophy of "Seva Parmo Dharma", service as the highest duty, the brand envisioned a narrative that went beyond real estate and commerce. At the heart of this vision stands Krishna Bhumi Arcade, India's first spiritual and cultural product mall, situated on the sacred land of Braj.*

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## THE BRIEF

# Rooting a Real Estate Brand in Sacred Purpose

Krishna Bhumi Arcade is India's first religious and cultural product mall, an initiative by Infinity Group in Vrindavan, Uttar Pradesh. Situated between Parikrama Marg and the Yamuna riverbank, the most spiritually dense and ecologically sensitive corridor in Braj, the project blends spiritual retail with environmental responsibility.

The idea was to announce a significant CSR-led ecological initiative in a way that positioned Krishna Bhumi Arcade not merely as a commercial project, but as an active custodian of Vrindavan's sacred identity. The event, Shri Bihar Panchami Panchavati Mahotsav, held 22–25 November 2025, would serve as that platform.

## THE OBJECTIVE

# Command Attention Across Every Tier of Media

The campaign carried three clear goals:

- Generate broad, multi-format coverage for the Maha Plantation Drive 2025 and the 140-acre Sacred Green Zone announcement.
- Position Krishna Bhumi Arcade as the lead voice in an eco-spiritual restoration narrative, achieving dominant share of voice versus category peers.
- Reach audiences in Hindi, English, and regional South Indian languages, demonstrating national relevance for a project rooted in Uttar Pradesh.

## THE STRATEGY

# Seva as the Story

The communications approach was to position the brand in the world of real estate viewing the world with the lens of seva. A company enacting its founding philosophy of seva parmo dharma (service is the highest duty), at the holiest address in Braj.

Three strategic decisions shaped the campaign:

### 1. Anchor the story to religious authority

108 revered Mahants and saints conducting the Panchavati plantation. The campaign ensured their presence was the lead visual and narrative hook.

### 2. Highlighting the ecological vulnerabilities

Coverage carried information around Vrindavan's ecological vulnerability, invasive species, rising pilgrim footfall projected from 2.45 crore to 6 crore annually by 2031, the need for a green buffer before the next Kumbh, positioning the 140-acre Sacred Green Zone as civic infrastructure.

### 3. Build a two-wave media strategy

A pre-event press conference on 21 November seeded the story in digital and broadcast media. The event itself (25 November) generated the second wave of print coverage in national and regional newspapers on 26 November, with long-tail digital coverage running through early December.

## THE EXECUTION

# From Vrindavan to the Nation

The pre-event press conference was attended by senior government officials including the Divisional Forest Officer, Mathura, and the ACEO of Uttar Pradesh Braj Teerth Vikas Parishad (BTVP), lending institutional credibility.

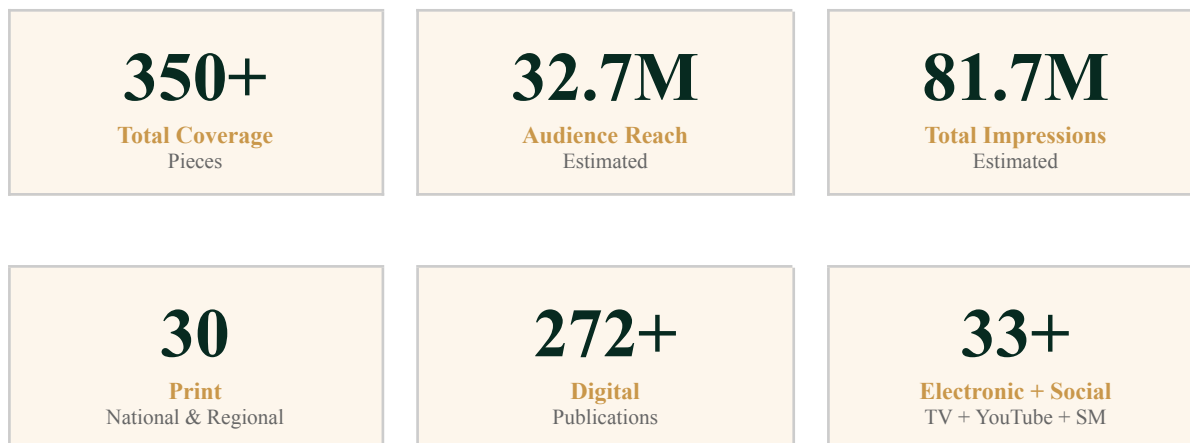
The event day featured 108 Mahants planting Panchavati clusters (Peepal, Banyan, Gular, Desi Aam, Paakad), inaugurated by the UP State Minister for Forests, Environment and Climate Change, Dr. Arun Kumar Saxena. Classical musicians including Grammy-nominated Pandit Vishwa Mohan Bhatt and Pandit Salil Bhatt lent cultural gravitas to the occasion.

Post-event, a secondary release anchored to the 140-acre green zone announcement generated a sustained digital tail through real estate, infrastructure, and lifestyle verticals, reaching South Indian publications in Kannada and Tamil by 29 November, and international platforms including MENAFN by 3 December.

*"Braj is not merely a place of spiritual significance, it is an ecological inheritance that holds thousands of years of cultural memory. As Vrindavan grows as a global spiritual destination, the responsibility to protect its natural identity only deepens." - Ravindra Chamriya, Chairman & MD, Infinity Group*

## THE RESULTS

# 350+ Pieces. 81.7 Million Impressions.



## WHAT WORKED

# The Craft Behind the Coverage

- PTI as infrastructure: Seeding the wire generated automatic syndication across Hindustan Times, The Wire, The Week, News18, and The Print, national credibility at scale.
- Two-wave timing: Pre-event digital seeding followed by post-event print coverage maximised the news cycle without cannibalising momentum.
- Institutional co-presence: The presence of government officials as co-participants elevated the story above press release territory.

- Vertical diversification: Real estate, environment, spiritual, and general news verticals were served with different angles, Kumbh 2031 prep for infrastructure media, ecological restoration for environment desks, cultural heritage for lifestyle titles.
- Long tail by design: Secondary releases and niche vertical outreach (real estate, South India, international) extended coverage from 25 November through early December.

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***When a brand serves something larger than itself, the press follows.***

The Brand Doc handled PR and communications for the Shri Bihar Panchami Panchavati Mahotsav 2025.