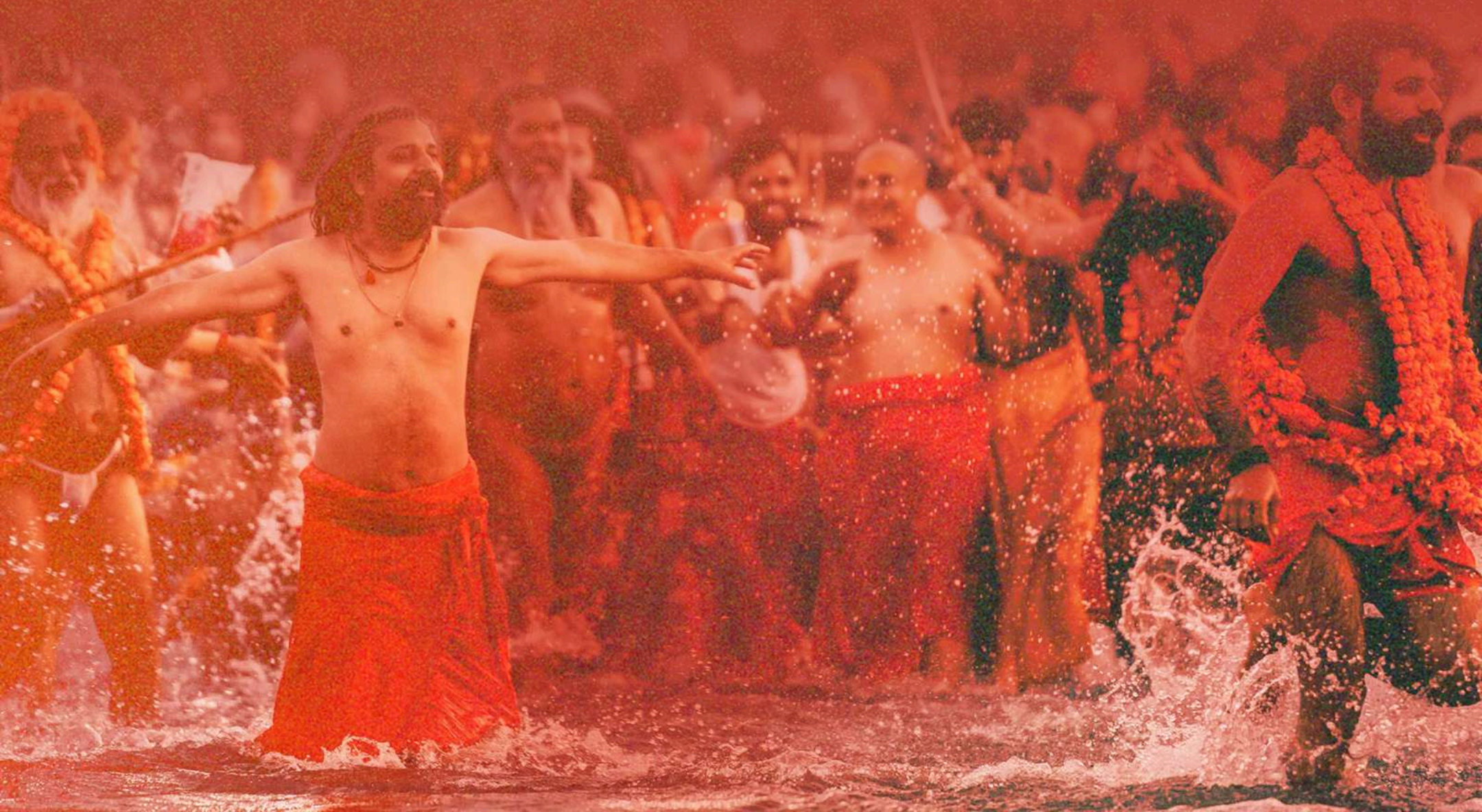


# The Maha Economy of Mahakumbh 2025

---

An Economic Powerhouse





# Quick Summary

---

The Mahakumbh 2025 exemplified the powerful economic force of religious tourism. This grand confluence, **attracted 66 crore (660 million) attendees, including tourists from 76 countries, generated Rs 3 lakh crore (approximately US\$36 billion) in transactions.** From 12 kms of paved ghats to economic influence rippled outwards, impacting regions within a 150-kilometer radius. Mahakumbh provided a substantial boost to various sectors, including payments, travel, tourism, hospitality, local economy and others, **highlighting its role as a major economic driver within the broader religious tourism landscape.**





# What's behind the significance of the Maha Kumbh 2025

---

**Rare Celestial Event:** While the Kumbh Mela occurs every 12 years, **this year's Maha Kumbh was a once-in-144-years event** due to a rare celestial **alignment of the Sun, Moon, and Jupiter**. This alignment amplified its spiritual significance, making it exceptionally purifying.

**Prayagraj – Heart of the Kumbh:** Prayagraj, the **confluence of the Ganges, Yamuna, and Saraswati** rivers, holds the most revered status among Kumbh sites, making it the most sacred site.

**Global Phenomenon:** While the Rio Carnival draws 7 million, Haj attracts 2.5 million, and Oktoberfest sees 7.2 million visitors, the Mahakumbh has broken all records with nearly 660 million attendees. This staggering scale underscores its unmatched magnitude and global importance, solidifying its position as one of the largest gatherings on the planet.



# What is the Religious Tourism Economy?

---

Religious tourism encompasses travel undertaken for religious or spiritual purposes, such as pilgrimages and visits to sacred sites. It's a significant sector of the global tourism industry, and India is a major destination.

## Key Statistics

### Economic Impact:

In 2022, religious tourism in India saw 1439 million tourists and generated ₹1.34 lakh crore (approx. US\$16 billion) in revenue.

### Opportunity:

The sector is projected to generate US\$59 billion in revenue by 2028 and create 140 million jobs (temporary and permanent) by 2030.

The sharp rise in numbers highlights the growing appeal of India's spiritual and cultural heritage, both domestically and globally.

### Growth Estimate:

Religious tourism in India is projected to grow at a CAGR of over 16% from 2023 to 2030.

### Growth Trend:

The Maha Kumbh 2025 demonstrated a substantial increase in religious tourism, far exceeding 2022's figures by 670 million domestic and 1.05 million international religious tourists.





# The “Maha” Economic Impact

---

The substantial investment in infrastructure and the diverse economic activities associated with the Mahakumbh highlight its importance as a major driver of economic growth. Now let’s look at the different sectors and how they contributed to the economy:

## Attendees

---

Total Visitors

**663 million attendees**

---

Domestic Visitors

**660 million were domestic visitors**

---

International Visitors

**3 million**

---

Visitors from countries

**76 countries**

---

Devotees from Nepal

**50 lakh**

## Travel

---

Trains stationed

**17,000 trains** handled over  
4 crore passengers

---

Flights scheduled

**24,512 passengers** departed  
and arrived on **236 flights**  
on a single day at Pragyraj  
Airport (21st Feb’ 25)

---

Airport Footfall

**exceeded 300,000  
passengers**





## Employment

---

Direct and indirect  
employment

**60 lakh people**

---

State Revenue

**54,000 crores**

## Banking and Financial Transactions

---

Banks branches  
in mela premises

**16**

---

Bank Branch  
Transaction

**Rs. 37 crore**

---

ATMS Booths

**55, including 50  
mobile ATMs**

## Estimate for commerce

---

Pooja Essentials

**Rs 2,000 crore**

---

Flowers

**Rs. 800 crore**

---

Groceries (Vegetables,  
Utilities, Dairy,  
other commodities)

**Rs. 11,5000 crore**

---

Hospitality

**Rs. 2,500 crore**

---

Travel

**Rs. 300 crore**

---

Boatmen

**Rs. 50 crore**



## Infrastructure

---

Paved Ghats  
**12 kilometers**

---

Parking space  
**1,850 hectares**

---

Pontoon bridges  
**30**

---

Streetlights  
**67,000**

---

Toilets  
**1.5 lakh**

---

Public accommodations  
**25,000**

## Health Services

---

Hospitals  
**43**

---

**23 hospitals** with a total capacity of **360 beds**

---

**2 sub-central hospitals**  
(25 beds each)

**8 sector hospitals**  
(20 beds each)

**2 infectious disease hospitals**  
(20 beds each)

**Air ambulances** were stationed for rapid medical response

Sanitation workers  
**15,000**

Ganga Sevadut  
**1800**

Sources: [Reuters](#), [India Today](#), [Indian Express](#), [Hindustan Times](#), [Indian Eagle](#), [Hindustan Times](#), [Money Control](#), [Business Standard](#), [Pib.Gov](#)





# Startups present at Maha Kumbh

---

*“Bichhad gaye toh Swiggy par milte hain”* – turning an age-old Kumbh dilemma into a modern, relatable moment.

The 2025 Maha Kumbh provided a unique platform for startups to showcase their innovations and engage within the spiritual economy.

## 1. Spiritual Startups – offered virtual access to the event

- **Vama**, Delhi-based spiritual startup introduced services like *live kathas*, *Gangajal delivery*, and virtual rituals making religious ceremonies more accessible and personalised.
- **Sri Mandir**, this Peak XV-backed spiritual startup offered things like the *Maha Kumbh Ashirvad Box*, guided pilgrimages, and online pujas. It also partnered with religious trusts to offer *VIP Snan services and Triveni Sangam Jal delivery*.
- **AstroYogi**, this Gurugram-based startup allowed devotees who couldn't attend the event in Prayagraj to tune in virtually via its app





## 2. Quick commerce –

ensured that pilgrims had seamless access to essentials

- **Blinkit** had set up up a 100-square-foot temporary store—a first for the platform—strategically **placed to deliver essentials across key locations** within the Maha Kumbh.
- **Swiggy Instamart** set up a stall at the Maha Kumbh Mela not only **provided essential supplies** but also introduced a **life-sized S-pin logo**, serving as a meeting point for lost visitors via QR code.

## 3. Fintech & AI: Streamlining Payments & Logistics –

making transactions and logistics smoother than ever before

- **Paytm** introduced the a Maha Kumbh special QR code, **Bhavya Mahakumbh QR**, a merchant-specific QR code for seamless payments.
- **ParkPlus** tackled congestion with its **AI-powered smart parking system**, integrating fast-tag-enabled payments and 24/7 security.
- **Amazon India** launched an initiative titled "**Aapki Suvidha Ke Liye, Aaram Ki Delivery**", repurposing its **delivery boxes into upcycled beds**, which were distributed for free to pilgrims, offering a sustainable solution to rest and comfort.

Through a blend of convenience, technology, and accessibility, the startups made the event smoother and more inclusive for millions, redefining how spiritual events can be experienced in the modern age.



# Fun Facts from Maha Kumbh Mela 2025: Unique Business Ventures!

The Maha Kumbh Mela 2025 also inspired some unique and innovative business ideas. Here are some fascinating examples of how people leveraged innovation to make the most of this grand gathering:

Devotees often **throw coins** and offerings into the Sangam River as a symbol of faith. One entrepreneur used a **magnet to fish out these offerings** from the riverbed, earning almost **₹40,000 in a single day!**

Entrepreneurs took advantage of the Mela's spiritual significance by **selling the sacred river water online.**

On February 11, a **group of seven men from Bihar embarked on a 550 km journey to Prayagraj by boat.** Remarkably, they navigated their route using Google Maps. The voyage lasted two days, with manually rowing the boat at times due to overheating.

Ever heard of a "**digital photo snan**"? One enterprising individual at the Mela offered devotees the chance to send their photos via WhatsApp and receive a **digitally enhanced version of their spiritual experience, all for ₹1,100.**

**Post Event Initiatives:** CM Yogi Adityanath's announcements, such as a Rs 5 lakh insurance scheme for registered boat drivers and a Rs 10,000 bonus for sanitation and health workers.



# Notable celebrity sightings

---

The Mahakumbh 2025 attracted a diverse group of notable figures, including **Coldplay's Chris Martin, along with Dakota Johnson and Laurene Powell Jobs.** Bollywood celebrities such as **Vicky Kaushal, Katrina Kaif, Hema Malini, Rajkummar Rao, Shankar Mahadevan, Tamannaah Bhatia,** and many more were also spotted at the event.

**Anupam Kher** remarked, "My life became successful after taking a dip in the Ganga at Mahakumbh." **Akshay Kumar** expressed gratitude to Uttar Pradesh Chief Minister Yogi Adityanath for the excellent arrangements made for the event.

Diplomatic representatives from 76 countries, along with prominent industrialists like **Mukesh Ambani**, Chairman of Reliance Industries, and **Gautam Adani**, head of Adani Group, also attended. Politicians, artists, and sports personalities further enhanced the global appeal of the gathering. Indian cricketer **Suresh Raina** described his visit as a "karm bhoomi" after his ritual bath.





# What's next for the Religious Tourism Economy?

---

Home to over 450,000 religious and cultural heritage sites, India is a treasure trove of pilgrimage and sacred landmarks.

- This sector is projected to reach USD 60 billion revenue by 2028, growing at a CAGR of 16% thereby boosting tax revenues and infrastructure investments.
- The surge in religious tourism is expected to generate up to 200,000 job opportunities in the next 4–5 years.
- Efforts to promote domestic tourism, particularly religious tourism, have intensified. The establishment of a unified federation encompassing approximately 3.2 million temples aims to systematically develop and manage tourism circuits, making religious sites more accessible to the public.
- Tourism-related income in cities like Varanasi has increased by 20–65%, with employment in the sector rising by 34.2%, underscoring the positive impact on local communities.



# Are you looking to navigate opportunities in religious tourism, event-based businesses, or large-scale economic ventures?


---


The Mahakumbh 2025 showcased the immense potential of religious tourism and its economic impact. Whether you're a startup, investor, or business navigating India's evolving market, Treelife can help you stay ahead with expert financial, legal, and compliance solutions.

**We are Problem Solvers.  
And take Accountability.**

 [support@treelife.in](mailto:support@treelife.in)

 [www.treelife.in](http://www.treelife.in)

 +91 99301 56000  
+91 22 6852 5768

 Mumbai | Delhi | Bangalore |  
GIFT City