

HEAD

IN

THE

CLOUDS



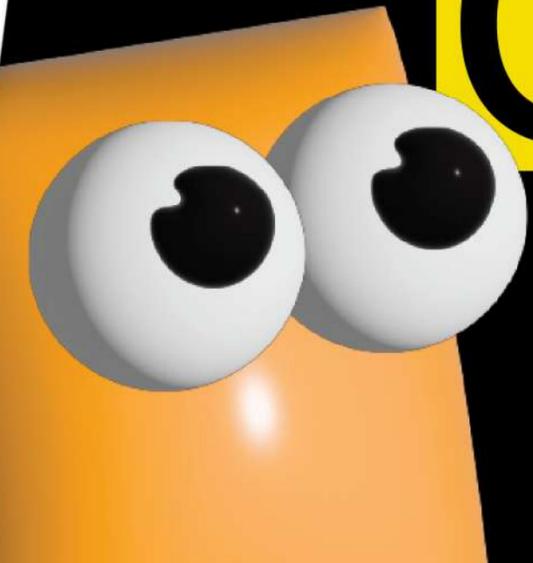
SUMMIT

-YEET-

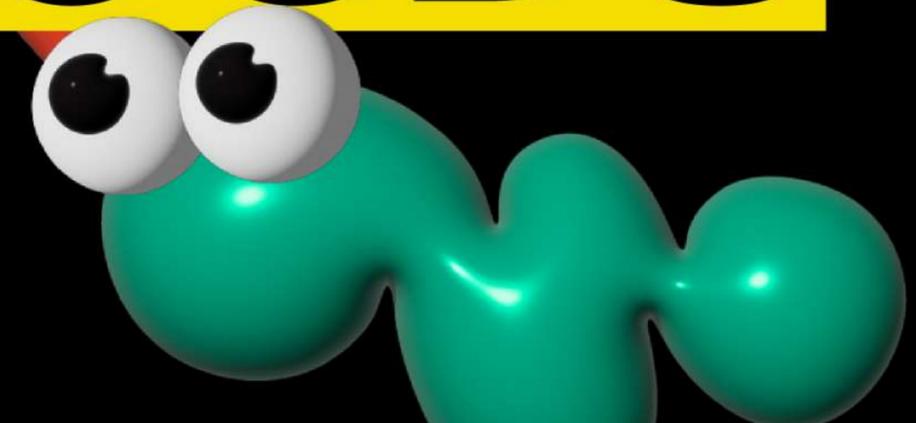
Pune & Bangalore



OMG!!



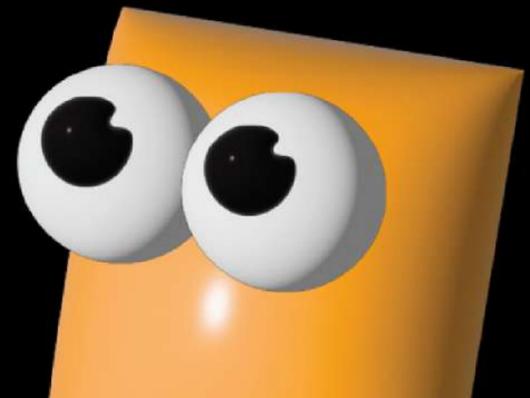
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UNDER 25 SUMMIT

The Under 25 Summit is an annual congregation of youngsters, thought leaders, brands and creators to come together via experiences, content, technology and shared moments of celebration.



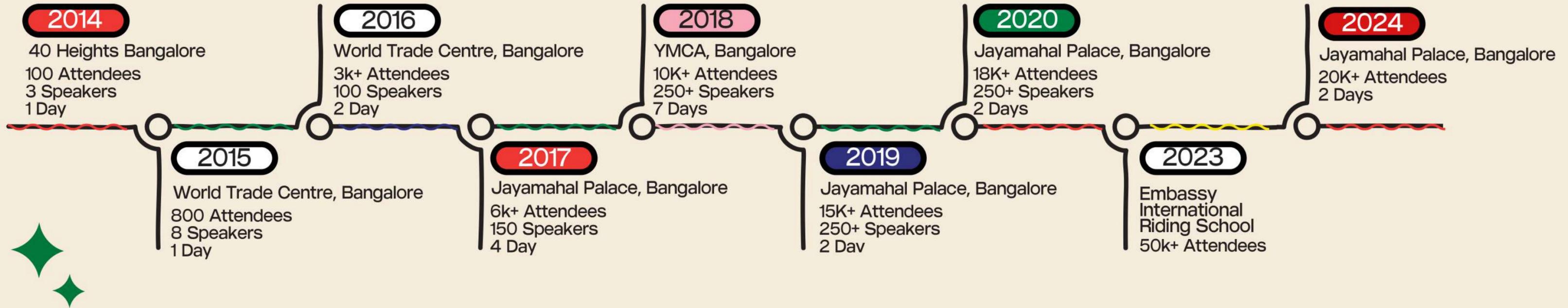


UNDER 25 SUMMIT – HISTORY



In 2013, we established Under 25 Summit to help youngsters unlock their creative potential.

In 2023, Under 25 has empowered over 317,000 + students make new connections, discover opportunities and learn from industry experts.





PREVIOUS PARTNERS



 bumble



FREAKINS




duolingo



NETFLIX



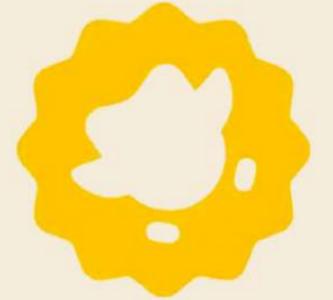
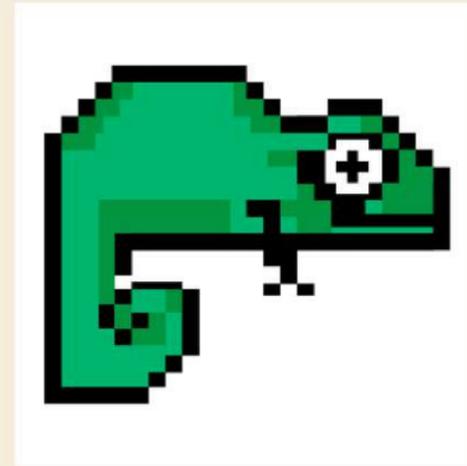




PREVIOUS PARTNERS



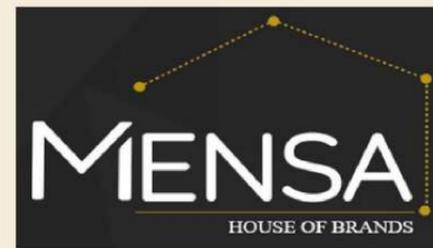
LIVE
LOVE
LAUGH



duolingo
english test



COMET



PÂTISSERIE • BOULANGERIE • CAFE

EGIN.

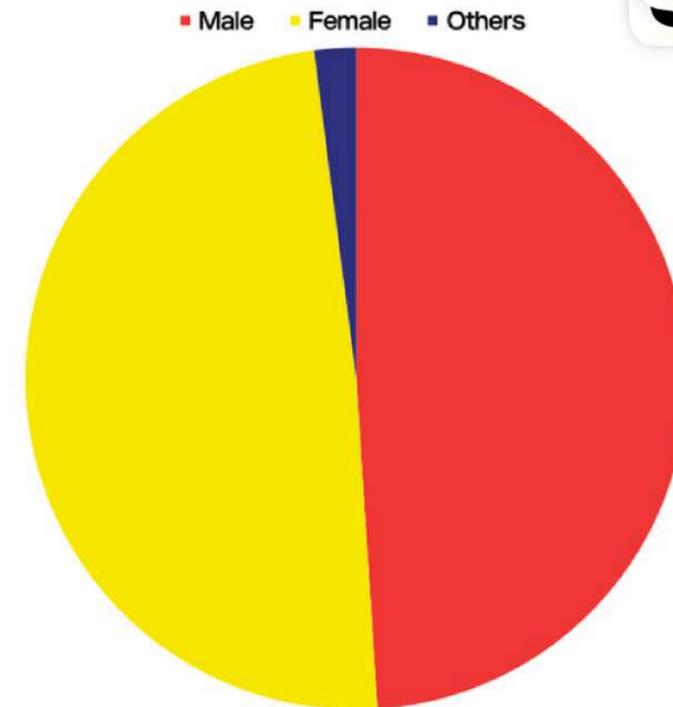
Under 25 Summit Demographics



TOP 20 PARTICIPATING INDUSTRIES

- Marketing / Advertising
- Film / Television
- Music
- Computer Technology
- Press / Media Education
- Health / Wellness
- Financial Services
- Design
- Computer Service

- Non-Profit
- Government Consumer
- Goods Digital
- Entertainment
- Web / Internet Services
- Event Services
- Food & Beverages
- Apparel & Fashion
- VC / Private Equity
- Gaming / Games



Gender:

Male: 48%
 Female: 48%
 Other: 2%

Audience Insights

- Students Seeking Opportunities
- College Going + First Jobbers + Second Jobbers
- Highly Experimental



Date: 9th, 10th March 2024

Location: Jayamahal Palace, Bangalore

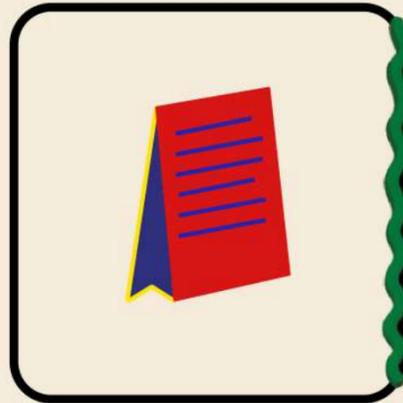
UNDER 25 SUMMIT 2024



20K
Attendees



100+
Thought
Leaders



50+
Experience
Zones



300+ Media
Representatives



2000+
Campuses





Thought Leaders 2024



March 9th & 10th
Jayamahal Palace, Bengaluru

MOSES KOULL
ACTOR & MUSICIAN

SUMMIT 2024
powered by Cornetto



March 9th & 10th
Jayamahal Palace, Bengaluru

VIKRANT MASSEY
ACTOR

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March 9th & 10th
Jayamahal Palace, Bengaluru

SIDDHANT CHATURVEDI
ACTOR

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March 9th & 10th
Jayamahal Palace, Bengaluru

PEARLE MAANEY
ACTOR & CONTENT CREATOR

SUMMIT 2024
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March 9th & 10th
Jayamahal Palace, Bengaluru

BABIL KHAN
ACTOR

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March 9th & 10th
Jayamahal Palace, Bengaluru

RIDA THARANA
CONTENT CREATOR

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Jayamahal Palace, Bengaluru

GURUDEV SRI SRI RAVI SHANKAR
GLOBAL SPIRITUAL LEADER

SUMMIT 2024
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March 9th & 10th
Jayamahal Palace, Bengaluru

ANKUSH BAHUGUNA
ACTOR & CONTENT CREATOR

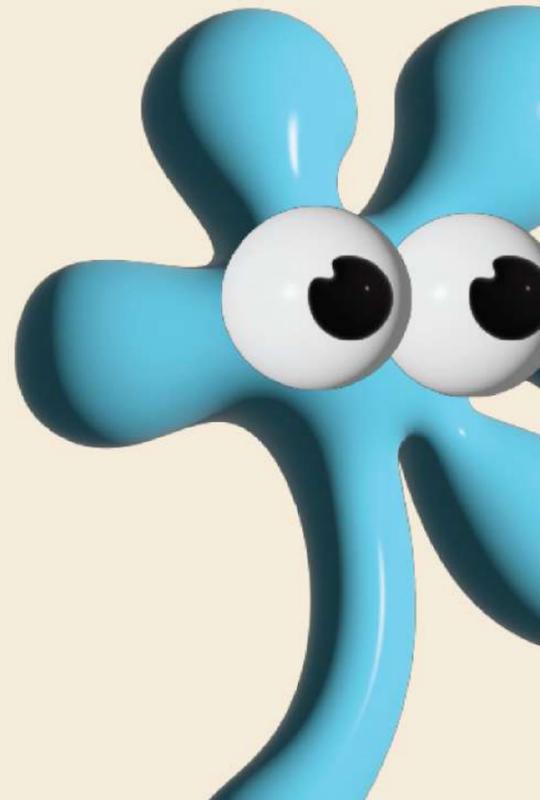
SUMMIT 2024
powered by Cornetto



March 9th & 10th
Jayamahal Palace, Bengaluru

SAHIBA BALI
MARKETEER, ACTOR & CREATOR

SUMMIT 2024
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Thought Leaders 2024

celebrate confusion • Celebrate Confusion • Celebrate Confusion • Celebrate Confusion • Celebrate Confusion

TANMAY BHAT
Comedian, Entrepreneur

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ANUPAM MITTAL
Angel Investor & CEO – People Group (Shaadi.com)

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NIHARIKA NM
Content Creator

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DISHA MADAN
Actress

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SABA AZAD
Actor & Musician

SUMMIT 2024

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SRISHTI GARG
Content Creator & Writer

SUMMIT 2024

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RITVIZ
Singer, Songwriter Performer

SUMMIT 2024

March 9th & 10th | Jayamahahal Palace, Bengaluru

AND 100+ MORE.



Promotional Opportunities

YEET



The following are a few ideas of what's possible at the Under 25 Summit

Branding

Printed Items

Digital Items

Transportation

Advertising

Content & Social Media

Branded IPs

Programming Integration

Digital Posts

Events & Activations

Lounges

Stages

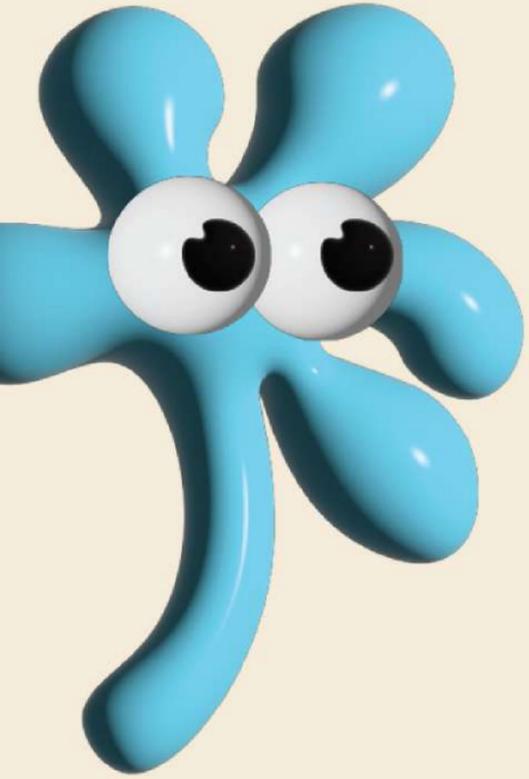
Camps

Domes

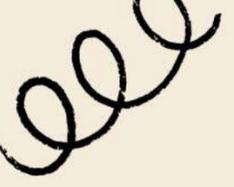
Pre-Events

After parties



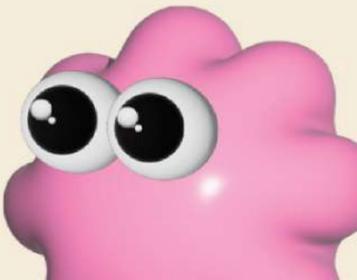
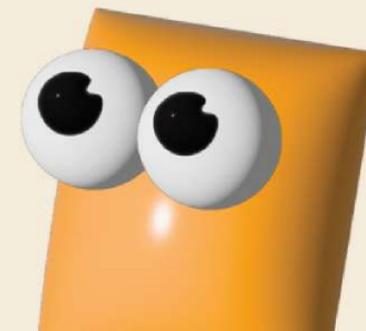


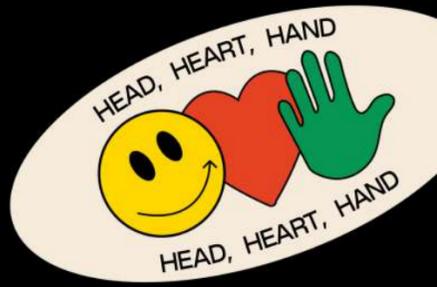
Head In The Clouds · Head In The Clouds · Head In The Clouds



Past Brand Integrations

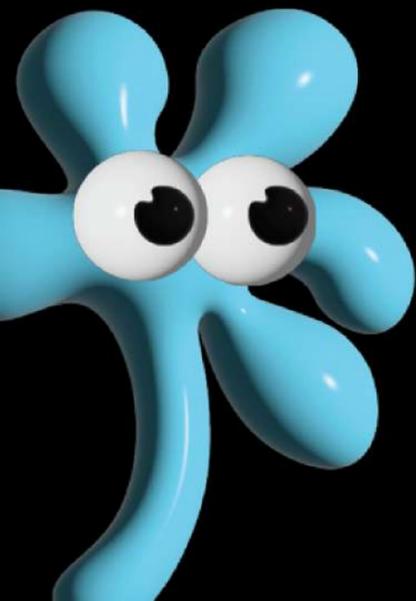
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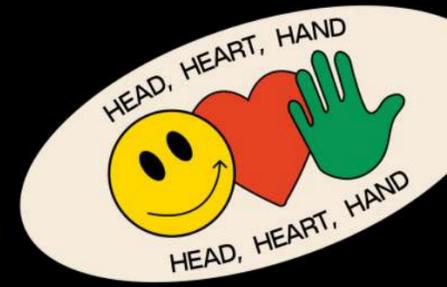




Virgio - Fit Check Space

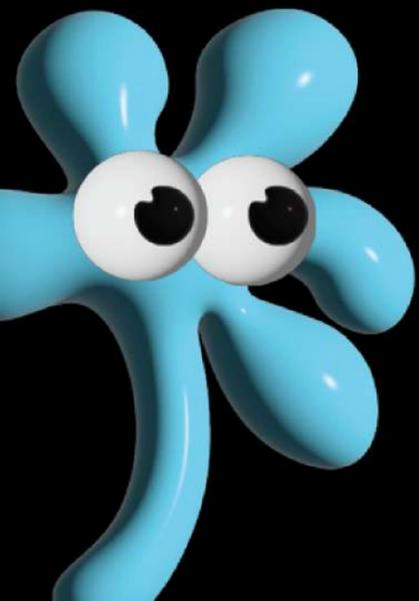
This space is designed to display the limited edition merch drop + create an immersive atmosphere for attendees to explore and appreciate fashion styles, displays or apparel.

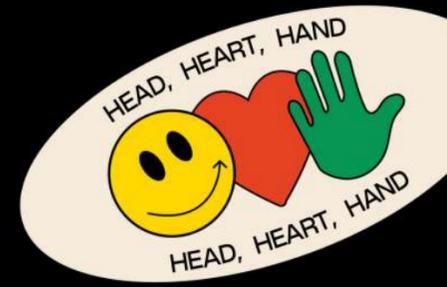




Kotex - Period Cramp Stimulator

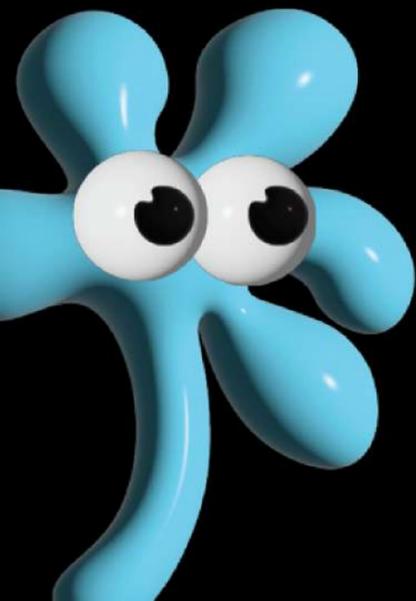
Set up a wellness lounge or relaxation area at the festival grounds. Offer samples of the product, along with information on managing period cramps naturally. This creates a zone where festival-goers can relax and learn about the brand and menstrual hygiene, along with creating awareness.

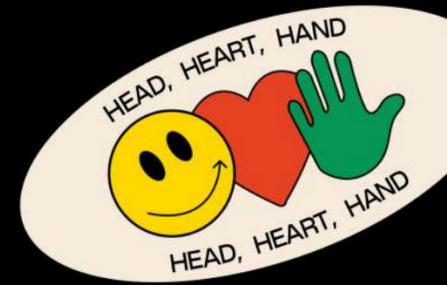




Mochi - Game Room [Spin It To Win It]

A space to activate a better brand interface for festival attendees wherein they can purchase products from the pop up, play games to unlock vouchers as well as spin the wheel to unlock exciting rewards.





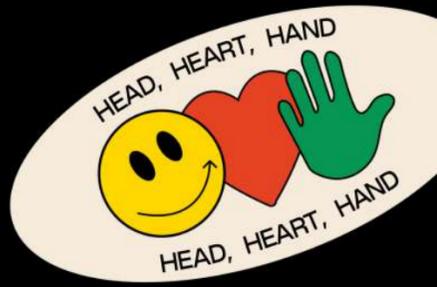
Bumble - Speed Networking

A speed networking zone focused on helping attendees interact and strike conversations with each other.

Participants engage in brief, structured conversations lasting 3 minutes each, facilitated by prompts provided on branded cue cards placed on the tables.

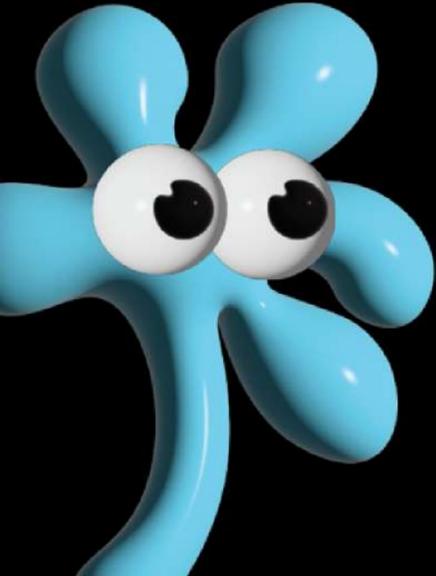
The goal is to foster connections and facilitate collaborations among like-minded individuals.

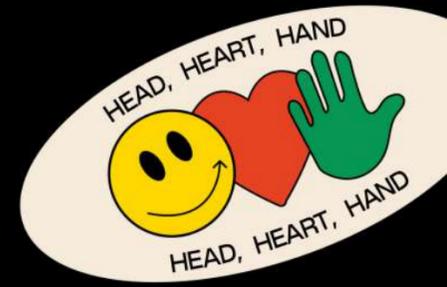




Budweiser Beats - Influencer Collabs

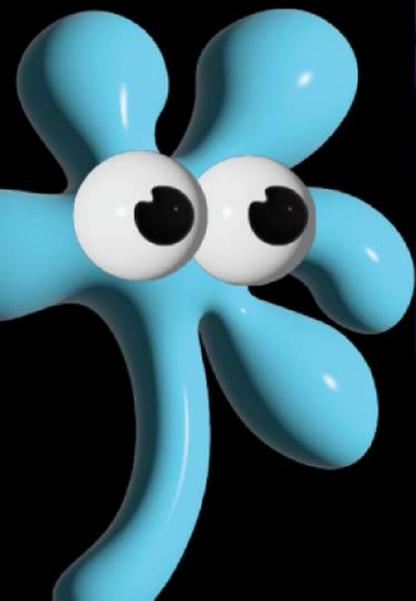
Collaborate with locked speakers at the festival for added brand visibility generating buzz towards the new launch via content collaborations.

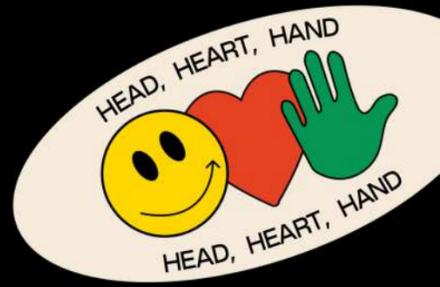




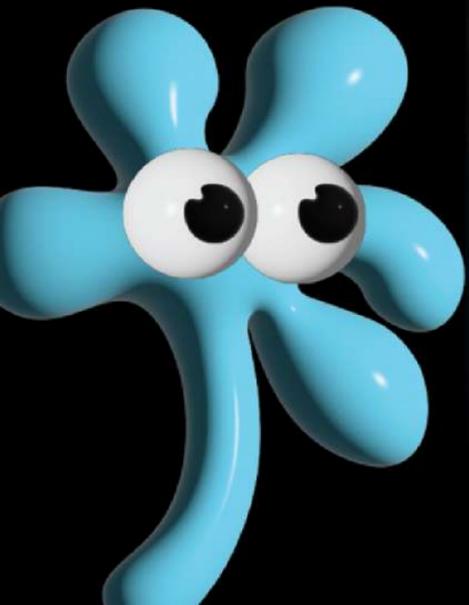
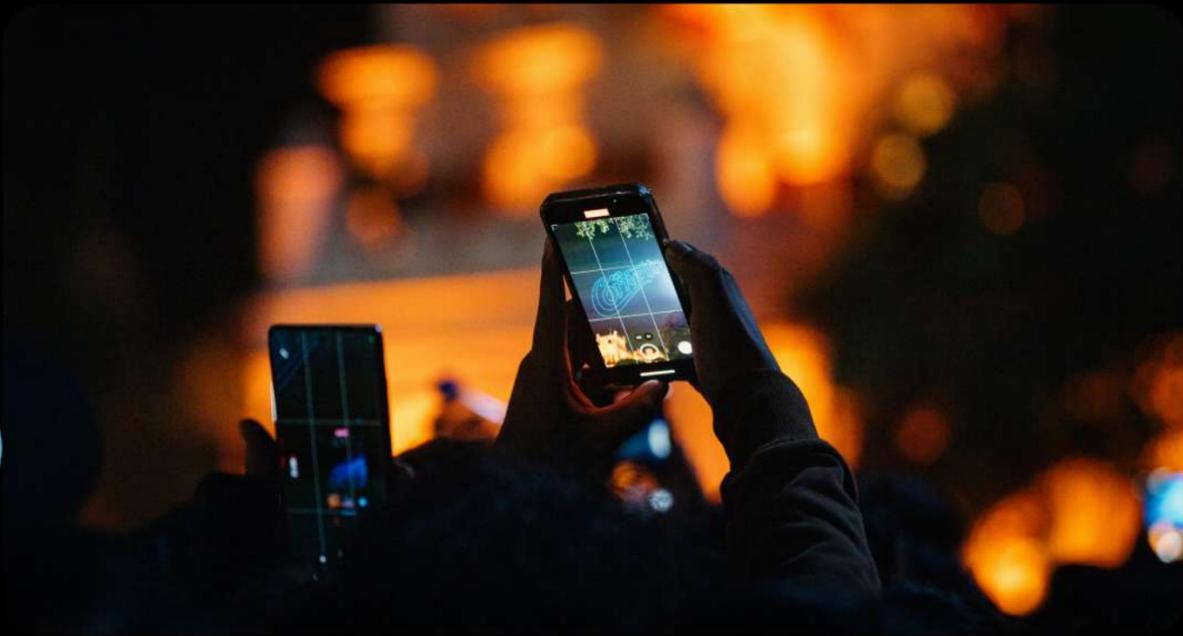
Coke - Pre Launch Teaser

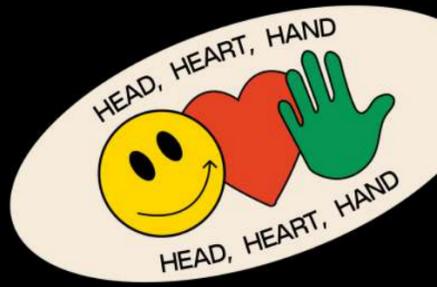
Utilize the festival's main screens to showcase a pre-launch teaser, offering attendees a sneak peek into the features and capabilities of a new product launch or service



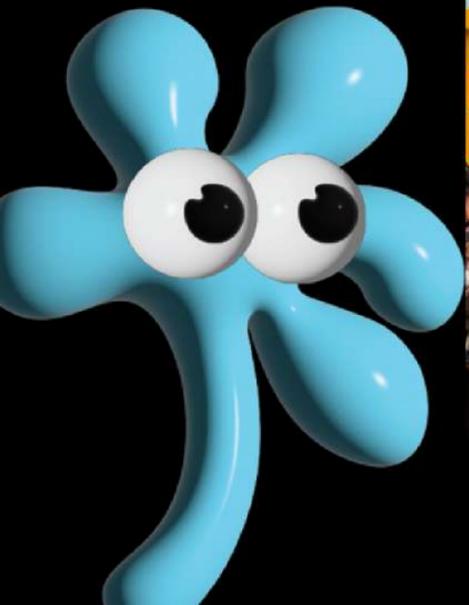


✦ Cornetto





Myntra



Brand Integrations Onground

- Flags
- Crew Cards
- Wrist Bands
- Standees
- Banners
- LED Screens
- Cubes

And More.



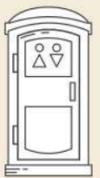
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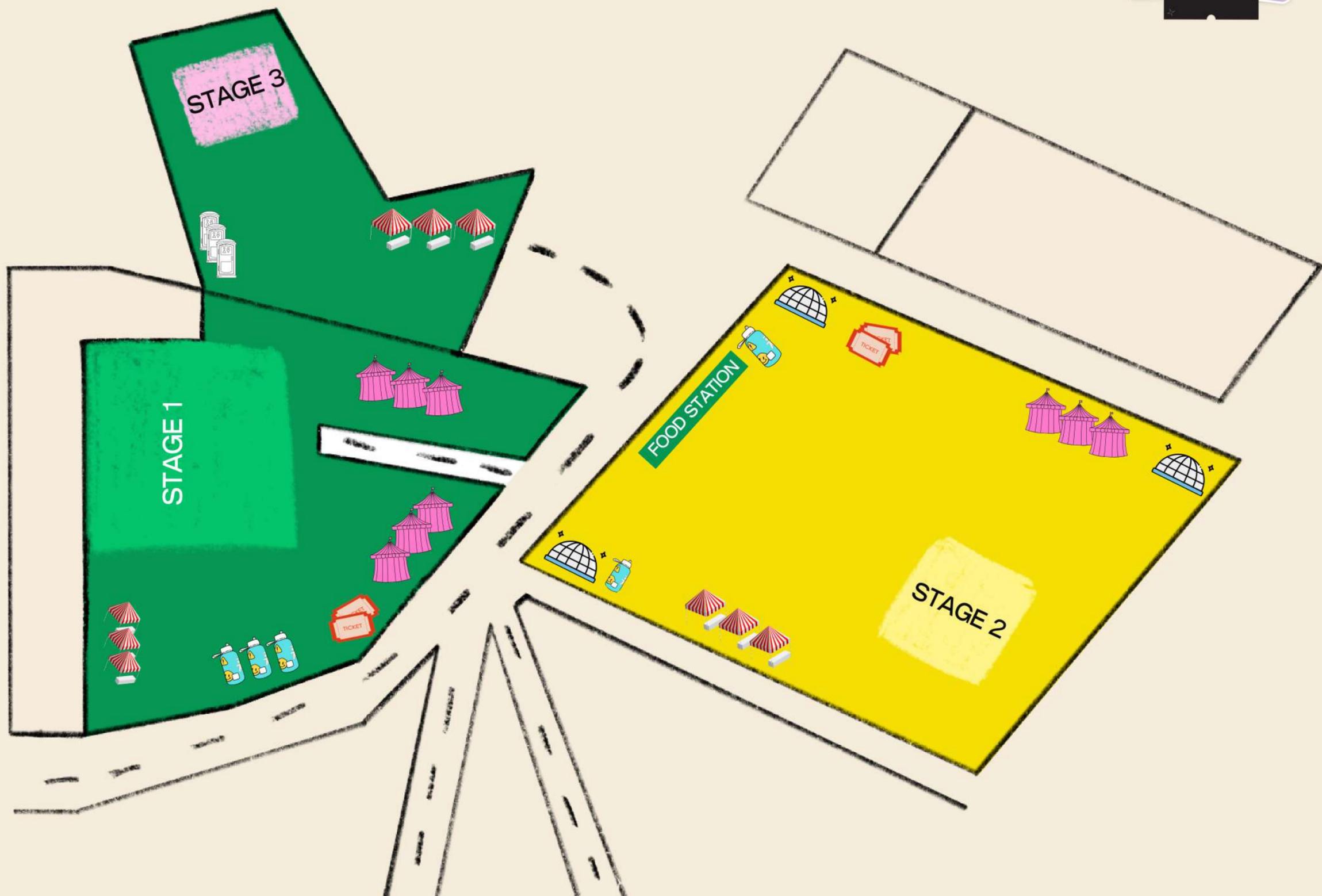


FESTIVAL MAP

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-  **Branded Experience Zone**
-  **Toilets**
-  **Experience Zone**
-  **Hydration Zone**
-  **Flea Market**
-  **Coupon Counter**



WORLD'S LEADING YOUTH FESTIVAL



9th-10th
March

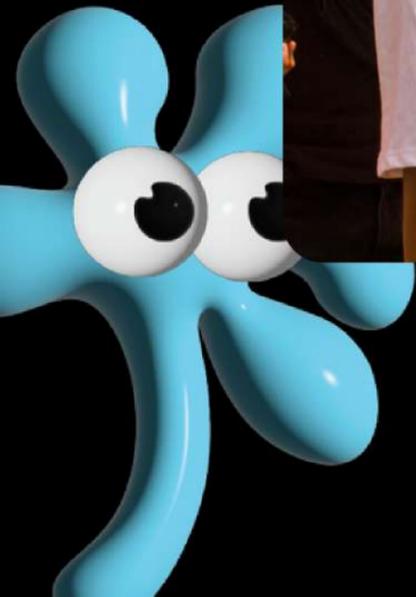
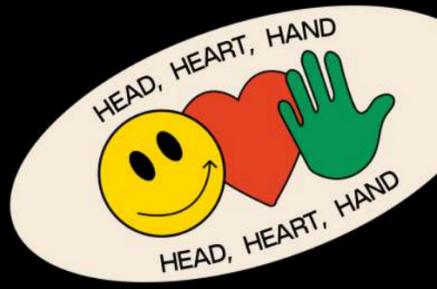
Jayamahal Palace,
Bengaluru

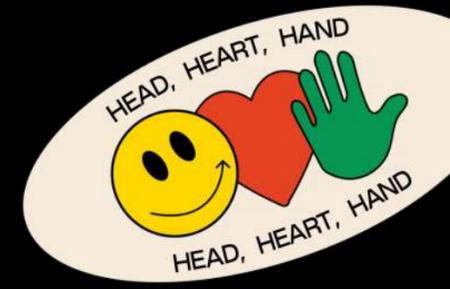
www.under25summit.com





Summit 2024 Highlights





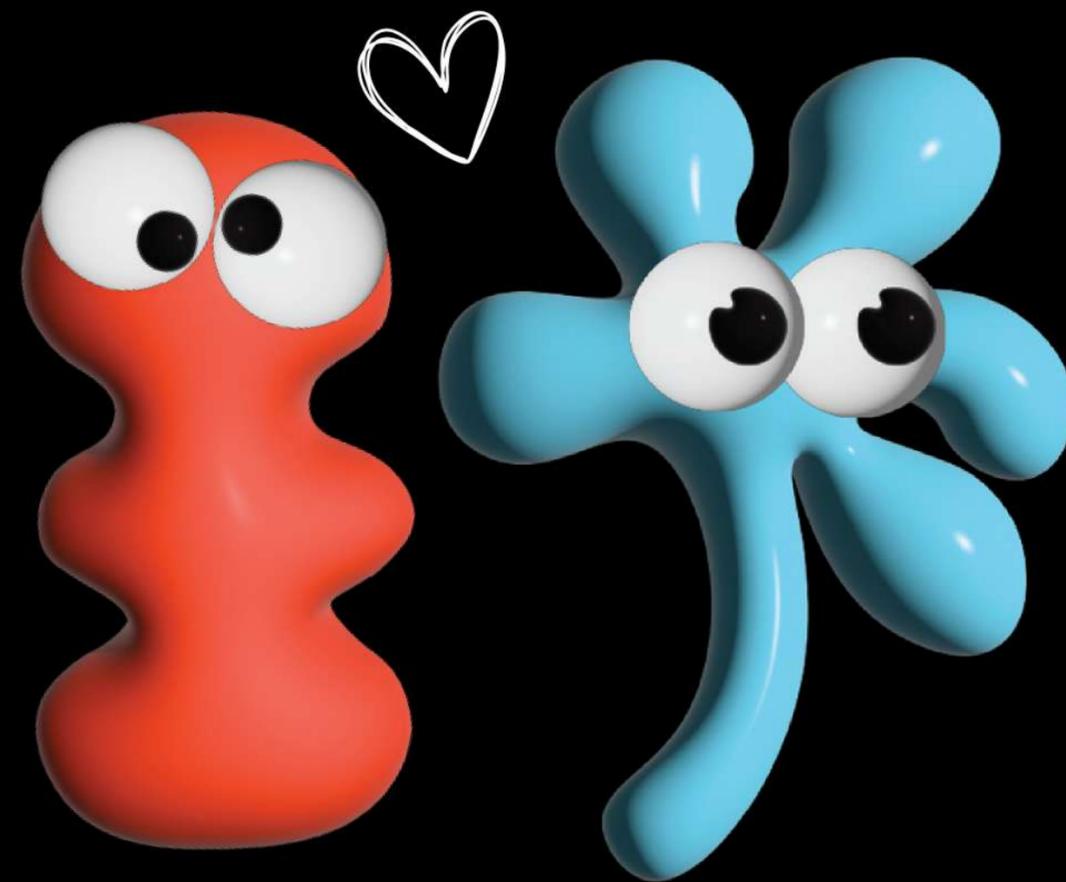
Summit 2024 Highlights





Summit 2024 Highlights



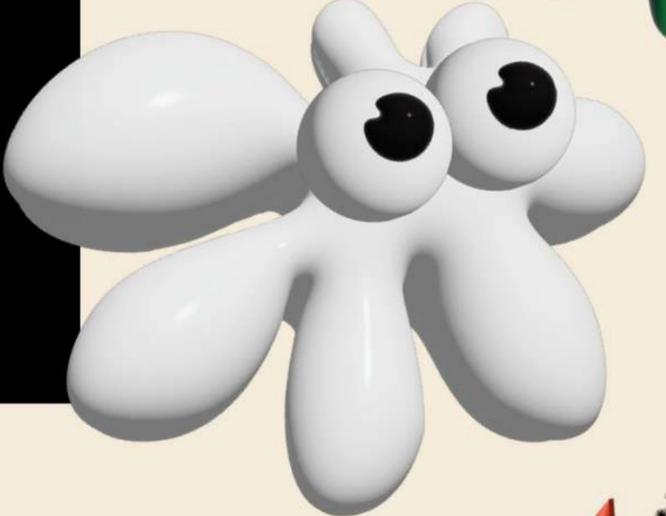
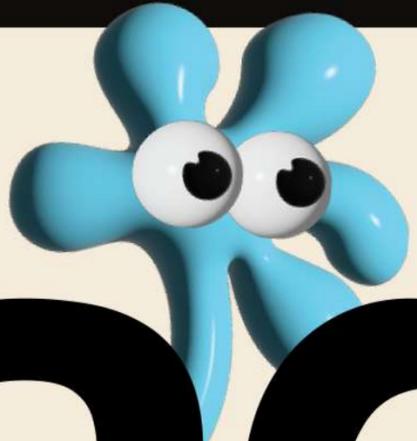


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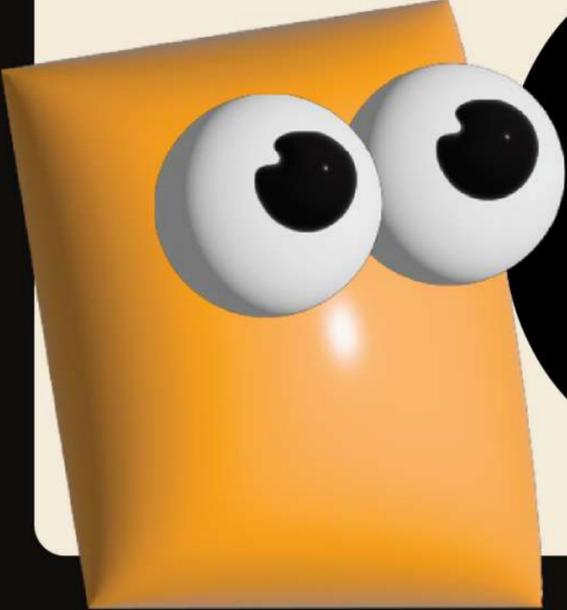
UNDER 25™

SUMMIT

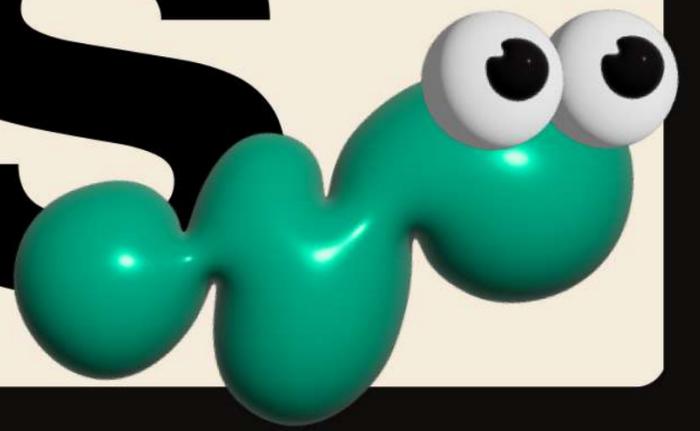
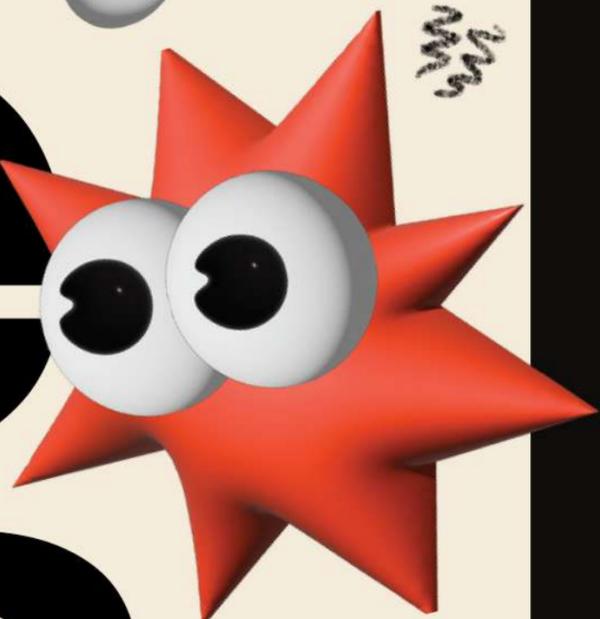
2024

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**Head
in
the
clouds**



WWS

