



AZADI KA AMRIT MAHOTSAV

Indian Central Railway pulls up an engaging cultural event under Azadi ka amrit Mahotsav to mark their 170th Anniversary.



KEY STATS

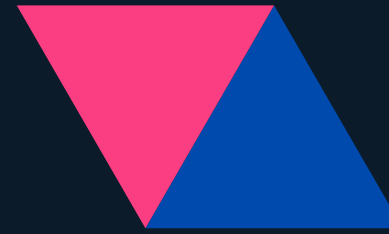
15000+
CONCURRENT
VIEWS

130 MINUTES
OF
UNINTERRUPTED
LIVESTREAMING



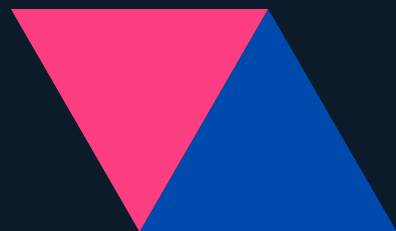
100+
DIGNITARIES, MEDIA
AT THE VENUE

HYBRID EVENT
LIVESTREAMED
ACROSS
4 CHANNELS



About the organization

Central Railway is one of the 18 zones of Indian Railways. Its headquarters is in Mumbai at Chhatrapati Shivaji Maharaj Terminus. It has the distinction of operating first passenger railway line in India, which opened from Mumbai to Thane on 16 April 1853. Today, Indian railway is the fourth-largest railway network in the world which runs 13,169 trains daily.



About the event

It was a cultural extravaganza as part of Railway week to celebrate the 170th birth anniversary of rail service in India. MultiTV worked with the railway authorities to pull up a hybrid event, over 80 high profile dignatories and guests were present at the venue, Plus 20–25 media people at CSMT heritage building, its a UNESCO Heritage Site. On the evening of 17th April 2022 the 15000+ audience witness the event live as we livestream it across Central railway's Facebook and Youtube channels.



Goal

- Create a immersive experience for guests and dignatories present at the event venue.
- Replicate a similar experience of audience watching online.
- Create a single end-to-end solution for the entire event.



Results

The Central railway and MultiTV events team toiled hard to pull up a cultural extravaganza. This unique light and sound performance show was livestreamed without any hiccups and had upto 15000 concurrent views during the event.

The choice of event venue added a special flavor to overall event experience. MultiTV and the railway teams ensured that venue is highlighted from right angles during the event.



Looking to reach a large audience?

MultiTV's Virtual Town Hall provides an easy and efficient way to network with more than any number of people in a single virtual space. Our platform is designed for businesses of all sizes and offers a variety of features that make networking easier than ever before.

Our exhibitor lounge provides the perfect opportunity for sponsors to showcase their products and services. With multiple TV screens and an exhibitor map, attendees will have no trouble finding your booth. Plus, our 1-to-1 networking option guarantees that each sponsor will have the opportunity to connect with every attendee.

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