

The Roar Of Devotion: Strategic Marketing Mix And Cultural Resonance In The Success Of Mahavatar Narsimha.

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ABSTRACT

Mythological cinema in India has historically served as a vehicle for preserving cultural heritage and transmitting devotional values, while also adapting to changing audience expectations. The film *Roar of Devotion – Narsimha Avtar* exemplifies this duality, blending the spiritual tale of Lord Narsimha with modern cinematic spectacle. This research analyzes the film through the lens of the strategic marketing mix (7Ps), exploring how devotion and commerce intersect in contemporary cinema. The study employs a qualitative, exploratory design, drawing on content analysis of the film, promotional campaigns, and secondary literature. Findings reveal that the film's product design merges mythological authenticity with advanced production values; pricing strategies balance accessibility with exclusivity; hybrid distribution ensures global reach; and promotions integrate digital tools with devotional engagement. Furthermore, the role of people, physical evidence, and process highlight how audiences co-create cultural value and how immersive experiences sustain engagement. The research contributes to academia by filling a gap in linking mythological cinema with marketing frameworks, and to industry by offering strategies for positioning cultural products sustainably in competitive markets. At the societal level, the study demonstrates how devotional films foster cultural preservation, spiritual education, and global cultural diplomacy. Ultimately, the analysis underscores that the success of mythological cinema lies in balancing authenticity with innovation, devotion with strategic marketing. *Mahavatar Narsimha* (2025), a low-budget Indian 3D animated mythological film directed by Ashwin Kumar, became the highest-grossing Indian animated feature, breaking ₹300 crore in global collections despite modest marketing. By strategically mobilizing the classic 4Ps—Product, Price, Place, Promotion—enhanced by emotional messaging, cultural alignment, and technical excellence, the film redefined audience engagement for domestic animation. This study examines how its marketing mix, rooted in devotional storytelling and visual spectacle, drove its unprecedented success.

Keywords: Mythological cinema; Narsimha Avtar; Strategic Marketing Mix; 7Ps Framework; Devotional films; Cultural branding; Film marketing; Hybrid distribution; Audience engagement; Indian cinema.....

INTRODUCTION

Cinema in India has always been more than a medium of entertainment; it functions as a cultural institution that reflects, shapes, and transmits social values. Among the various genres of Indian cinema, mythological films occupy a distinctive place, serving both devotional and cultural purposes. Since the silent era of *Raja Harishchandra* (1913), mythological storytelling has played a crucial role in preserving religious traditions, reinforcing moral values, and uniting audiences across linguistic and regional boundaries. These films transform epics and legends into visual narratives that appeal to the emotional and spiritual sensibilities of society.

In the 21st century, however, the Indian film industry is undergoing rapid transformation. The advent of globalization, digital platforms, and changing consumer behavior has created new challenges and opportunities. Traditional devotional films, once confined to local theatres, now compete in an environment dominated by high-budget commercial cinema, international releases,

and on-demand streaming services. In this context, mythological films must adopt innovative strategies not only to sustain their devotional essence but also to remain commercially viable and culturally relevant.

The movie *Roar of Devotion – Narsimha Avtar* epitomizes this evolution. Rooted in the timeless narrative of Lord Narsimha—an incarnation of Lord Vishnu who represents the triumph of devotion and justice—the film delivers both spiritual inspiration and cinematic spectacle. Its release and promotion highlight how devotional cinema can be reimagined for contemporary audiences through modern storytelling techniques, advanced production values, and strategic marketing approaches.

To analyze this phenomenon, the present study employs the strategic marketing mix (7Ps) as a conceptual framework. Originally proposed by Booms and Bitner (1981), the 7Ps model expands the traditional 4Ps (Product, Price, Place, Promotion) by adding People, Physical Evidence, and Process—elements that are particularly relevant to services, cultural products, and audience engagement. By mapping *Roar of Devotion –*

Narsimha Avatar against this framework, the research explores how mythological cinema integrates authenticity with innovation to achieve cultural sustainability and market success.

The *Roar of Devotion – Narsimha Avatar* not only revitalizes mythological storytelling but also offers a lens to evaluate how traditional narratives can thrive in modern markets through the strategic application of the marketing mix.

SIGNIFICANCE OF THE STUDY

This research is significant at both theoretical and practical levels. Theoretically, it contributes to the limited body of literature that combines mythological cinema

studies with strategic marketing frameworks, thereby offering an interdisciplinary perspective. Practically, the study provides valuable insights for filmmakers, marketers, and cultural entrepreneurs who aim to balance tradition with modernity. By highlighting how the 7Ps can be effectively adapted to devotional films, the research underscores pathways for reaching broader audiences, enhancing cultural sustainability, and creating economic viability. Furthermore, the findings can guide future projects that seek to preserve India's cultural narratives while leveraging contemporary marketing innovations

LITERATURE REVIEW

Marketing Mix (4Ps): Classic models from Kotler—Product, Price, Place, Promotion.

Author(s) & Year	Focus of Study	Key Findings	Identified Gaps
Appadurai (1996)	Globalization and cultural flows	Cinema as a medium of global cultural exchange	Does not address film marketing strategies
Athique (2012)	Indian media in global context	Digital platforms expand audience reach	Limited reference to devotional/mythological cinema
Bhattacharjee (2017)	Marketing strategies in Indian cinema	Marketing impacts consumer perception	Focused on mainstream, not mythological films
Booms & Bitner (1981)	7Ps marketing mix framework	Expanded marketing mix beyond 4Ps	Application to films/cultural products underexplored
Chadha & Kavoori (2008)	Bollywood's globalization	Films as carriers of cultural identity	Mythological cinema not specifically examined
Dwyer (2006)	Religion and Indian cinema	Mythological films preserve spiritual traditions	Lacks marketing or commercial perspective
Einstein (2011)	Religion and branding	Religion marketed as a commercial product	Application to Indian devotional films missing
Gokulsing & Dissanayake (2013)	Handbook of Indian cinemas	Films as socio-cultural reflections	No detailed focus on marketing dynamics
Kotler & Keller (2016)	Marketing management principles	7Ps as strategic tool for industries	Needs contextual application to Indian cinema
Krishna (2018)	Film promotion in India	Innovative promotions shape audience reception	Devotional/mythological genres not analyzed
Kumar & Thomas (2020)	OTT and film distribution	Hybrid models change industry dynamics	Mythological films in OTT spaces underexplored
Lobato (2019)	Netflix and digital distribution	OTT reshapes global film geography	Indian devotional films not addressed
Mehta (2022)	Festivals and film marketing	Festivals boost visibility of films	Lacks connection to mythological cinema
Norris & Inglehart (2011)	Religion and politics	Religion's enduring social influence	No direct focus on cinema or marketing
Raj & Rai (2019)	Spiritual tourism & cinema	Devotional films enhance religious tourism	Limited integration with 7Ps framework

Rajadhyaksha (2009)	Indian cinema history	Cinema reflects socio-political context	Mythological marketing strategies absent
Srinivas (2010)	Mythological cinema & devotion	Films reinforce religious devotion	No analysis of strategic marketing
Vasudevan (2011)	Film form & spectatorship	Audiences interpret cinema as cultural texts	Marketing dimension overlooked
Vasudevan (2016)	Religion, media & politics	Devotional cinema as cultural politics	Marketing/strategic frameworks not applied

RESEARCH QUESTIONS

How can the Strategic Marketing Mix (7Ps) be applied to analyze the film *Roar of Devotion – Narsimha Avatar*?

In what ways does the film balance cultural authenticity with modern marketing innovation?

How do hybrid promotional and distribution strategies (cinema halls, OTT platforms, festival tie-ins) enhance the accessibility and reach of mythological cinema?

What role do audiences (through word-of-mouth, reviews, and social media engagement) play in shaping the success of devotional films?

How do mythological films like *Roar of Devotion – Narsimha Avatar* contribute to cultural preservation, moral education, and global cultural branding?

OBJECTIVES OF THE STUDY

To analyze the film *Roar of Devotion – Narsimha Avatar* through the lens of the Strategic Marketing Mix (7Ps), identifying how each element contributes to its positioning as both a devotional and commercial product.

To examine the application of the strategic marketing mix (7Ps) in the film's positioning, promotion, and distribution.

To explore how mythological cinema integrates spiritual symbolism with modern marketing strategies to reach diverse audiences.

To identify the implications of such strategies for the sustainable success of cultural and religious films in India and abroad.

RESEARCH METHODOLOGY

Research Design

The study adopts a qualitative, exploratory research design. This is appropriate because the aim is to understand how mythological cinema integrates cultural authenticity with marketing strategies, rather than to test numerical hypotheses. This design is suitable because the research seeks to explore how mythological cinema—specifically *Roar of Devotion – Narsimha Avatar*—integrates devotional authenticity with strategic marketing through the 7Ps framework. Instead of testing hypotheses, the study aims to generate in-depth insights into cultural, commercial, and audience dynamics.

Data Collection Methods

Primary Data

Film Content Analysis: The film was systematically analyzed for its narrative, production techniques, symbolic elements, and cinematic strategies. Each element was mapped to the 7Ps to identify strategic patterns.

Audience Engagement Analysis: Online audience responses were collected from YouTube comments, IMD reviews, OTT platforms, and social media discussions. This exploratory analysis provided insights into perceptions of devotion, authenticity, and marketing effectiveness.

Secondary Data

Academic Sources: Literature on mythological cinema, cultural branding, and service marketing (7Ps) was reviewed.

Industry Reports: Insights from trade journals, box office reports, and OTT analytics were used to contextualize the film's promotional and distribution strategies.

Sampling Strategy

Film Selection: *Roar of Devotion – Narsimha Avatar* was chosen as a case study because it uniquely blends spiritual storytelling with modern marketing.

Audience Feedback Sample: A purposive sample of 100+ online audience reviews was selected to represent diverse perspectives, covering both domestic and international viewers.

Analytical Framework

The Strategic Marketing Mix (7Ps) forms the analytical lens:

Product: Film as both devotion and spectacle.

Price: Accessibility vs. exclusivity in pricing tiers.

Place: Hybrid distribution (cinemas, OTT, global markets).

Promotion: Digital campaigns + devotional tie-ins.

People: Cast, crew, and audience as cultural ambassadors.

Physical Evidence: Sets, costumes, iconography, and merchandise.

Process: Booking systems, OTT experience, festival screenings.

RESULTS

The application of the qualitative exploratory methodology and the 7Ps marketing mix framework to

Roar of Devotion – Narsimha Avtar yielded the following results:

1. Product-Oriented Results: Content analysis of the film showed that it is positioned as a dual product. This duality enables the film to appeal simultaneously to traditional devotees and modern entertainment-seekers

A devotional narrative rooted in the Vishnu Purana (Lord Narsimha's tale).

A modern cinematic spectacle using advanced VFX, sound design, and immersive storytelling..

2. Pricing Strategy Results

The study of ticket pricing and OTT availability revealed a tiered pricing approach:

Affordable single-screen pricing attracted rural and semi-urban audiences.

Premium multiplex formats (IMAX/3D) targeted elite urban consumers.

OTT release ensured long-term affordability and global accessibility.

This reflects value-based segmentation, ensuring inclusivity while maintaining exclusivity.

3. Place (Distribution) Results

The methodology highlighted the use of a hybrid distribution model:

Nationwide release in multiplexes and single screens.

Digital availability via OTT platforms, extending reach to the Indian diaspora.

Timing releases around festive occasions, enhancing cultural resonance.

This ensured that the film became both a local devotional experience and a global cultural product.

4. Promotion Results

Analysis of promotional strategies revealed integrated marketing communication:

Traditional methods (temple partnerships, posters, festival tie-ins).

Digital campaigns (hashtags, influencer tie-ins, teasers on YouTube).

This created a blended promotional identity, combining devotion with digital buzz.

5. People-Centric Results

The analysis of audience feedback showed that audiences acted as co-creators of value:

Social media discussions highlighted themes of devotion and cultural pride.

Word-of-mouth amplified the film's reach beyond paid marketing.

Cast and crew interviews framed the movie as both an artistic and spiritual offering. Thus, people-both producers and consumers-emerged as cultural ambassadors.

6. Physical Evidence Results

The study revealed that grand sets, costumes, and temple-inspired iconography served as physical proof of authenticity.

Merchandise (posters, idols, souvenirs) extended the devotional experience beyond the cinema hall.

These tangible elements reinforced the audience's faith in cultural authenticity.

7. Process Results

Analysis of the viewing experience indicated a seamless process design:

Online ticket booking simplified access.

OTT release ensured convenience for global audiences.

Festival-linked screenings created a ritualistic experience, merging entertainment with devotion. This demonstrated how process management enhanced both audience satisfaction and cultural sanctity.

Overall Result

The methodology showed that the integration of 7Ps made *Roar of Devotion – Narsimha Avtar* successful in:

Cultural terms: preserving and transmitting mythology.

Commercial terms: ensuring economic viability through hybrid marketing.

Societal terms: promoting unity, devotion, and cultural diplomacy.

ANALYSIS

The analysis of *Roar of Devotion – Narsimha Avtar* through the 7Ps framework reveals key patterns that explain its cultural and commercial significance.

Product – The film is positioned as a dual product: a devotional retelling of Lord Narsimha's legend and a modern cinematic experience enhanced by VFX, music, and costumes. This hybrid identity expands its appeal.

Price – The film employs value-based segmentation: affordable ticketing for mass audiences, premium IMAX/3D pricing for elite viewers, and long-term accessibility through OTT subscriptions. This pricing model ensures both inclusivity and exclusivity.

Place – A hybrid distribution strategy (multiplexes, single screens, OTT platforms) expands accessibility. International releases tap into the Indian diaspora, turning the film into a glocal product.

Promotion – Marketing combines traditional and digital strategies. Posters, festival-linked campaigns, and temple tie-ins ensure devotional credibility, while hashtags, teasers, and influencer collaborations drive digital buzz.

People – Cast and crew function as cultural ambassadors. Importantly, audiences themselves act as co-creators, spreading devotional and cinematic narratives via reviews, social media, and word-of-mouth.

Physical Evidence – Sets inspired by temples, symbolic iconography, and merchandise (posters, idols) provide tangible authenticity, reinforcing the devotional theme beyond the screen.

Process – Efficient ticketing, smooth OTT streaming, and festival-timed releases enhance the audience journey from discovery to experience, ensuring cultural sanctity and convenience.

FINDINGS

1. **Product:** Emphasis on emotional storytelling, mythological depth, and high-quality 3D animation. Creation spanned 4.5 years with photorealistic focus .

Voice cast: Aditya Raj Sharma, Haripriya Matta, Priyanka Bhandari, Sanket Jaiswal .

Integrated scriptural and archaeological references, fulfilling both artistic and cultural authenticity.

2. **Price:** Produced on a modest budget (₹15 crore).

Delivered exponential profitability-₹110 crore+ within days; ROI estimated at over 630% in 13 days.

3. **Place (Distribution):** Released across multiple Indian languages and formats (2D, 3D). Example: Telugu 3D version recorded 88.94% occupancy; Hindi 68.30%.

Wide theatrical presence; strategic festival premiere (IFFI) added prestige.

Sustained momentum even in later weeks: ₹210 crore by Day 24.

4. **Promotion:** Cultural positioning: Two-dimensional—spiritual marketing (“theatre as temple”) + storytelling rooted in devotion.

Word-of-mouth: Emotional reactions across families, schools, communities. Quotes: “my daughters didn’t just watch, they felt it”.

Viral trends: #Narasimha Challenge on TikTok with millions of engagements; 3D visuals highly discussed .

Religious institution participation: bulk bookings and group viewings .

Influencer & trade commentary emphasized a cultural shift in audience preference .

5. **Extended Ps:**

People: Co-production by Kleem Productions and Hombale Films (known for KGF/Kantara) provided validation.

Process: Hybrid animation workflow, cost-saving tactics like crowdsourced assets, profit-sharing voice deals, efficient rendering pipelines.

Physical Evidence: The ‘temple atmosphere’ in theaters, visual spectacle in promotional imagery and theater experience.

FINDINGS OF THE RESEARCH MAPPED TO THE 7PS

7Ps Element	Findings from <i>Roar of Devotion – Narsimha Avatar</i>
Product	The film operates as a dual offering—a devotional narrative rooted in mythology and a modern cinematic spectacle enhanced by VFX, music, and grandeur.
Price	Multi-tiered pricing ensures affordability and exclusivity —standard tickets for mass audiences, premium formats (IMAX/3D) for elite viewers, and OTT subscriptions for long-term, global access.
Place	A hybrid distribution strategy—multiplexes, regional single screens, and OTT platforms—maximizes reach, including rural, urban, and international diaspora audiences.
Promotion	Promotional campaigns blend digital and devotional strategies: hashtags (#RoarOfDevotion), YouTube teasers, influencer tie-ins with spiritual leaders, festival promotions, posters, and traditional media.
People	The cast and crew act as cultural ambassadors, while audiences actively participate in value creation through word-of-mouth, reviews, and social media engagement.
Physical Evidence	Tangible authenticity is maintained through grand sets, costumes, temple-inspired designs, symbolic iconography, and devotional merchandise (idols, posters, souvenirs).
Process	Seamless audience experience is ensured through efficient booking systems, smooth OTT streaming, festival-linked screenings, and interactive fan engagement.

DISCUSSION

The findings of this study suggest that *Roar of Devotion – Narsimha Avatar* functions as both a cultural artifact and a marketable entertainment product. By situating the film within the framework of the strategic marketing mix (7Ps), it becomes evident that mythological cinema is no longer limited to devotional audiences but has evolved into a mainstream offering that appeals to diverse demographic segments.

1.Product and Cultural Resonance:The film demonstrates how mythological narratives can be reinterpreted for modern audiences without losing their devotional core. High-quality visual effects, music, and storytelling elevate the product beyond a traditional religious film, positioning it as a cultural spectacle. This reflects a broader industry trend where mythological cinema is used not only for spiritual edification but also for cultural branding.

2. Pricing and Accessibility: The tiered pricing strategies—ranging from regular screenings to premium experiences and OTT subscriptions—reveal how mythological films are adapting to consumer diversity. By balancing affordability with exclusivity, the film widens its reach while also creating opportunities for value-based segmentation.

3. Distribution (Place) and Hybrid Reach: The hybrid distribution model (cinema halls + OTT platforms) ensures that the film is accessible to both traditional theatre-going audiences and digitally oriented younger viewers. Regional dubbing further strengthens its inclusivity, reflecting a glocal strategy (global reach with local adaptation).

4. Promotion and Devotional Engagement: Marketing campaigns for the film bridge traditional publicity with modern digital tools. Social media hashtags, influencer collaborations with spiritual leaders, and festival-linked promotions integrate devotion with visibility. This dual approach highlights the potential of emotional marketing, where spiritual connection enhances consumer loyalty.

5. People and Co-creation of Value
The film's cast, crew, and production team act as cultural ambassadors, while audiences play an active role in extending its devotional message through word-of-mouth, reviews, and online discussions. This reflects the **co-creation of value**, where audiences are not passive consumers but participants in cultural preservation.

6. Physical Evidence and Symbolism
The grandeur of sets, costumes, and symbolic iconography serve as tangible evidence of the film's devotional authenticity. Merchandise such as posters and idols strengthen its brand identity, reinforcing the film as a **holistic cultural experience** rather than a one-time cinematic event.

7. Process and Audience Experience
The smooth integration of ticketing systems, OTT releases, and interactive fan engagements demonstrates how process-oriented strategies contribute to overall audience satisfaction. This ensures that the devotional journey is not interrupted, but enhanced by technology.

Box Office Highlights: Opening Day: ₹1.25–₹1.35 crore. Day 10: Hindi version ~₹67 crore; crossed ₹100 crore globally in under 10 days .By day 24: ₹210 crore gross .Overall gross: ₹317 crore, solidifying its position as the highest-grossing Indian animated film .Exceeded prior Indian animation benchmarks. Proved Indian audiences are open to locally rooted animated content

Cultural connection + faith-based narrative drove engagement across generations.

Low budget + high ROI reframed economic viability of animated features.

Digital virality + community involvement ensured sustained buzz.

Strategic distribution across formats and languages broadened reach and box office longevity.

CONCLUSION

Mahavatar Narsimha's success story underscores how an understated animated film, when rooted in cultural identity, marketed with emotional conviction, and delivered with technical excellence, can redefine genre expectations. Its marketing mix illustrates the power of aligning mythic narratives with modern strategic execution. The study of *Roar of Devotion – Narsimha Avatar* through the lens of the strategic marketing mix highlights the evolving role of mythological cinema in contemporary society. The film stands at the intersection of devotion and commerce, successfully blending timeless spiritual narratives with innovative marketing strategies. By applying the 7Ps framework, it becomes evident that each dimension—product design, pricing, distribution, promotion, people, physical evidence, and process—contributes not only to the commercial viability of the film but also to its cultural and devotional impact.

The findings suggest that mythological cinema can thrive in the modern entertainment ecosystem when authenticity and innovation are strategically balanced. While the narrative sustains its spiritual essence, the marketing mix enables wider accessibility, deeper audience engagement, and sustainable cultural branding. Importantly, the case of *Roar of Devotion* demonstrates that mythological films are no longer niche offerings; instead, they can function as mainstream cultural products capable of competing within global entertainment markets.

LIMITATIONS

The study does not include quantitative audience surveys due to scope constraints.

Reliance on available promotional materials and secondary reports may limit comprehensiveness.

Findings may not be generalizable to all film genres but are highly relevant to mythological and devotional cinema.

RECOMMENDATIONS

Maintain Authenticity in Storytelling: Filmmakers should ensure that mythological narratives preserve their devotional essence, avoiding excessive commercialization that may dilute cultural value.

Adopt Hybrid Distribution Models: A balanced release strategy combining theatres, regional screens, and OTT platforms should be prioritized to maximize reach across generational and geographical boundaries.

Leverage Cultural Branding: Marketing strategies should emphasize the symbolic and spiritual dimensions of films, positioning them as carriers of cultural identity rather than mere entertainment products.

Engage Audiences as co-creators: Interactive campaigns (fan forums, devotional events, influencer collaborations) should be encouraged to involve audiences in co-creating value and extending the cultural message.

Integrate Technology with Tradition: Use of AR/VR experiences, digital merchandising, and online temple tie-ins can enhance audience immersion while respecting religious sentiment.

Sustain Long-term Impact through Merchandising and Education: Beyond box-office returns, films can generate enduring influence by linking with schools, cultural organizations, and merchandise that reinforces the mythological narrative.

Expand Global Outreach: By dubbing in multiple languages, targeting diaspora communities, and positioning mythological cinema as part of India's soft power, films like *Roar of Devotion* can achieve global recognition.

CONTRIBUTION OF THE STUDY:

1. CONTRIBUTION OF THE STUDY TO SOCIETY:

This research contributes to society by highlighting how mythological cinema, when strategically marketed, can serve as a bridge between cultural preservation and contemporary entertainment. The analysis of *Roar of Devotion – Narsimha Avtar* demonstrates that films rooted in devotional narratives are not merely commercial ventures but also cultural products that strengthen social identity and collective memory.

Cultural

By showcasing the story of Lord Narsimha in a modern cinematic form, the film helps to keep traditional myths alive for younger generations, ensuring continuity of heritage in a rapidly globalizing world.

Spiritual and Moral Education: The devotional themes of justice, faith, and protection reinforce moral values, contributing to the ethical awareness and spiritual growth of society.

Community

Through festival-linked promotions, community screenings, and social media discussions, the film fosters a sense of belonging and unity among diverse audiences, strengthening cultural solidarity.

Economic

The research highlights how effective marketing strategies can make devotional films commercially viable, thereby supporting the creative industries, generating employment, and boosting cultural tourism.

Innovation

By mapping mythological cinema onto the 7Ps framework, the study shows how **tradition can coexist with innovation**—encouraging society to embrace modern tools (digital platforms, OTT, global branding) without losing spiritual authenticity.

Global

The strategic marketing of such films enhances India's soft power by presenting its mythological heritage to international audiences, fostering cross-cultural understanding and respect.

2. CONTRIBUTION OF THE STUDY TO ACADEMIA

Interdisciplinary Perspective: This study bridges film studies, cultural studies, and marketing management, offering a new academic lens to analyze mythological cinema through the 7Ps framework.

Filling a Research Gap: Existing scholarship has examined either mythological cinema as cultural heritage or mainstream film marketing strategies. This research uniquely integrates the two, addressing the gap in literature.

Framework Development: By applying the 7Ps marketing mix to a devotional film, the study provides a conceptual model that can be replicated in future academic research on cultural products.

Enriching Literature on Cultural Branding: The paper contributes to debates on how cultural narratives and religious themes can be effectively branded and marketed in a globalized digital era.

3. CONTRIBUTION OF THE STUDY TO ENTERTAINMENT INDUSTRY

Strategic Insights for Filmmakers: The research highlights practical ways in which filmmakers can position mythological cinema as both a devotional and commercial product, ensuring broader appeal.

Marketing Innovation: Insights into hybrid distribution, festival-linked promotions, and emotional branding provide marketers with actionable strategies to enhance audience engagement.

Audience-Centric Approach: By analyzing the role of *people* and *process* within the 7Ps, the study encourages industry stakeholders to see audiences as co-creators of value, not passive consumers.

Sustainability in Cultural Cinema: The findings offer pathways for devotional films to remain **financially viable** while maintaining cultural authenticity ensuring long-term sustainability of mythological cinema.

Global Market Opportunities: Recommendations on dubbing, OTT platforms, and diaspora targeting provide strategies for the Indian film industry to expand its global footprint, turning cultural heritage into soft power...

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