

Patriotism, Popcorn & Partnerships: Bank of Maharashtra Lights Up Pune's Independence Day Celebration

Category: Business

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Pune came alive this Independence Day with a grand celebration that blended patriotism, entertainment, and powerful brand collaborations. At the heart of this vibrant event was **Bank of Maharashtra**, the title sponsor and driving force behind an evening that seamlessly merged national pride with cinematic magic.



L-R: Mansha Singh, Vinay Kanojia, Hiteshi Gitay

On the evening of **August 14**, as the nation eagerly awaited the midnight hour, select Puneites were already immersed in celebration. Bank of Maharashtra hosted an exclusive screening of the highly anticipated film War 2, offering complimentary tickets to its special guests. The atmosphere was electric – with the tricolor held high, cheers echoing through the auditorium, and the collective spirit of pride palpable in the air.

This wasn't just another movie screening. It was an expertly curated experience brought to life by BrandM, the event management agency that transformed the Bank's vision into an unforgettable reality. From seamless coordination to swift execution, BrandM assembled a coalition of partners and orchestrated a celebration that was both timely and timeless.

Adding a touch of sophistication to the event was **Seasons**

Banquet, one of Maharashtra's most respected names in hospitality. Their involvement brought elegance and excellence, ensuring the venue matched the grandeur of the occasion.

Guests were further delighted by exclusive **goodie hampers**, thoughtfully curated to extend the joy beyond the big screen. Among the highlights were beauty gifts from **Vibes Beauty and Wellness**, inviting attendees to indulge in self-care through their premium treatments and wellness services. These weren't just gifts – they were tokens of appreciation, offering a personalized touch to each guest's experience.

This Independence Day, Pune didn't just celebrate – it experienced a symphony of patriotism, partnerships, and pure joy, led by Bank of Maharashtra and a league of exceptional collaborators.

