

SIBLING WARS

A Raksha Bandhan gamification campaign designed to turn the ultimate sibling rivalry into real rewards.

CHOOSE YOUR SIDE

INVITE YOUR SQUAD

WIN COUPONS

EVERY SIBLING DUO HAS FOUGHT OVER THIS.

The remote. The last piece of cake. Sibling rivalry is the longest-running, most relatable war in every Indian household — and it never really ends.

Gen Z

+ Millennials

100%

Relatable rivalry



SIBLING WARS

PICK A SIDE. PULL FOR YOUR TEAM. WIN TOGETHER.

- Users land on the app and join Team Bro or Team Sis in a live tug-of-war.
- Invite your squad to unlock Power punch — activate it once for an instant score surge and Free Cash.
- When the timer ends, everyone on the winning side unlocks a coupon.

CHOOSE YOUR SIDE

INVITE OTHERS

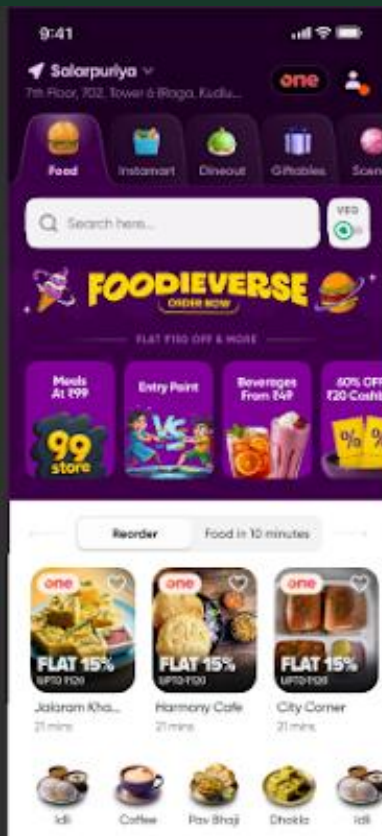
WIN COUPONS

REMATCH



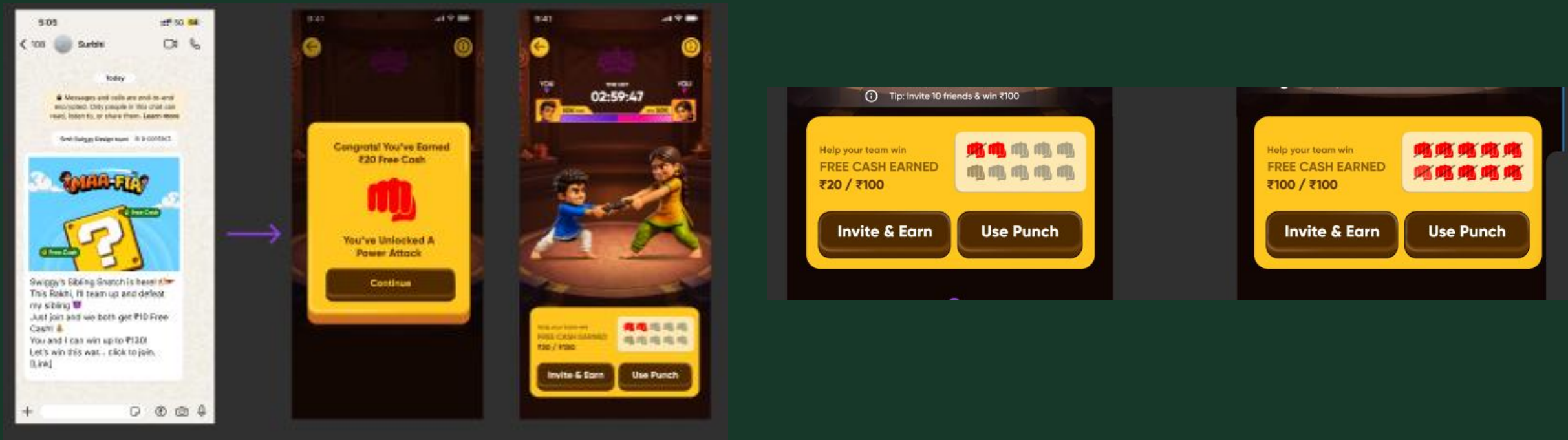
FLOW — CHOOSE A SIDE, START THE WAR

MECHANIC: Pick Team Bro or Team Sis · Live tug-of-war timer · Invite squad to unlock Power punches · Activate for score surge + Free Cash



FLOW — INVITE, WIN & REMATCH

MECHANIC : Share via WhatsApp · Friend joins & picks a side · War plays out · Winning side unlocks upto ₹100



WHERE YOUR BRAND WINS THIS RAKSHA BANDHAN

BRAND LOGO INTEGRATION

Your brand logo on the battle screen — visible at the highest-emotion moment when a side wins the war

CREATE VIRALITY

The invite-to-boost mechanic drives users to pull siblings and friends in, generating strong organic reach and word-of-mouth

AMPLIFICATION ON POST ORDER SCREEN

High visibility on premium properties on POS with ~15 Mn impressions

TARGET WINDOW

Campaign Live **26–28 AUG**

Raksha Bandhan **28 AUG**

Audience **GEN Z + MILLENNIAL**

FROM IN-APP WAR TO INTERNET-WIDE BUZZ

To build buzz beyond the app, a press release on the campaign will be sent out to leading Advertising and Marketing portals—spotlighting the initiative as this year's most talked-about Raksha Bandhan format. The partnership will be amplified via editorially driven stories and posts across media channels to maximise PR reach.

EDITORIAL FEATURES

Leading Advertising and Marketing platforms spotlight Sibling Wars— framing it as this year's most talked-about Rakhi initiative.

Target media includes Adgully, exchange4media, The Viral Vault, Impact, Agencyfaqs, etc.

6-8 media posts expected across media.

JOIN THE CAMPAIGN



DON'T LET YOUR BRAND MISS THE SIBLING SHOWDOWN

Raksha Bandhan is 28 August. The rivalry is universal.
The virality is built-in. The platform reach is unmatched.

26–28 AUG

Campaign Window

GEN Z + MILLENNIAL

Primary Audience

1:MANY

Virality Model

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