

Jeep India's "Trail of Faith" Campaign, Executed by Xperia Group, an Unique and Innovative on Ground Brand Activation Campaign, on Ganesh Chaturthi, 2025

Category: Business

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Jeep India's unique initiative, Trail of Faith, has created a unique fusion of devotion and digital innovation during Ganesh Utsav, 2025, earning official recognition from the Asia Book of Records and India Book of Records for the Largest Digital Collection of Ganpati Wishes wrapped on a Jeep Wrangler.



Jeep India's "Trail of Faith" campaign, executed by Xperia Group enters Asia and India Book of Records on Ganesh Chaturthi

Blending culture, faith and innovation all the way to Bappa, the **"Trail of Faith"** was a path-breaking campaign on Ganesh Chaturthi. The campaign was co-created and executed by Jeep India and Xperia Group through an integrated mix of social, on-ground, dealership, community and radio activations.



Jeep Indias "Trail of Faith" Campaign is Executed by Xperia

Group

Launched on 27th August, 2025, the campaign captured the imagination of devotees nationwide, receiving more than 110,000 wishes in the first week alone and making it 196847 wishes by the day of Visarjan. At the iconic Khetwadi Cha Raja, one of Mumbai's most revered Ganpati pandals, the Wrangler became more than a vehicle, it stood as a messenger of faith. Devotees submitted their prayers digitally through QR code, Jeep India's website, dealerships, CRM outreach, and Jeep communities. Each wish was then printed on a vinyl wrap adorning the Wrangler, turning it into a canvas of devotion.

On 6th September 2025, during Visarjan, the Wrangler adorned with lakhs of prayers from across the nation took on the role of Bappa's vaahan. In a historic moment, the SUV pulled the Khetwadi Cha Raja idol for one kilometer, carrying the collective faith and devotion of people across India.

According to **Mr Kumar Priyesh, Business Head & Director, Automotive Brands, Stellantis India** said, *"The starting point for Trail of Faith was a simple yet powerful insight: Ganesh Utsav is about collective prayers and shared celebrations. By digitising this sentiment and then giving it physical form on the Wrangler, we created an experience where devotees could see their faith move with Bappa himself. The overwhelming participation that followed has now been recognised as a world record-making this celebration of devotion a truly historic one."*

The record-breaking initiative was brought alive through a 360-degree engagement strategy that spanned digital, physical, and broadcast channels. From QR-enabled entries and dealership activations to CRM outreach, Jeep communities, and nationwide amplification via social media and 92.5 Big FM (on-air, on-ground, and digital), the campaign ensured maximum visibility and inclusivity for devotees across India.

According to **Mr. Saibal Gupta, Managing Director of Xperia Group**, *"Ganesh Chaturthi marks the birth of Lord Ganesha, who is a symbol of wisdom, hope, prosperity, and good fortune. Modern day life throws multiple challenges, stress and unpredictability leaving people restless and hopeless. The rationale was to create a massive "Trail of Faith" campaign with Jeep for engaging devotees to come forward, participate, celebrate and deepen their faith in Lord Ganesha to make their wishes come true. The activation had an overwhelming response from the masses. The sheer enthusiasm of the crowd at the iconic Khetwadi Cha Raja Ganpati pandal was palpable and response to the campaign was unprecedented."*

For more details, please visit: www.jeep-india.com.

About Stellantis

Stellantis N.V. (NYSE: STLA / Euronext Milan: STLAM / Euronext Paris: STLAP) is a leading global automaker, dedicated to giving its customers the freedom to choose the way they move, embracing the latest technologies and creating value for all its stakeholders. Its unique portfolio of iconic and innovative brands includes Abarth, Alfa Romeo, Chrysler, Citron, Dodge, DS Automobiles, FIAT, Jeep, Lancia, Maserati, Opel, Peugeot, Ram, Vauxhall, Free2move and Leasys.

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About Jeep Brand

Built on more than 80 years of legendary heritage, Jeep is the authentic SUV with capability, craftsmanship, and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep line-up, is filled with benefits and exclusive perks to deliver Jeep

owners the utmost care and dedicated 24/7 support.

In India, the Jeep vehicle line-up consists of the Wrangler, Compass, Meridian, and Grand Cherokee. India is the first country for the Jeep brand outside of North America to make 4 models locally and for exports to other right-hand drive markets around the world. The Jeep brand is part of the portfolio offered by leading global automaker and mobility provider Stellantis.

