



SAMPLE DISTRIBUTION OF MUNCHILICIOUS GRANOLA AND SNACK VARIANTS



User-Generated Content Created	20+
Footfall Engagement	700+
Sample Distribution	150+

GenZDealZ.ai collaborated with Munchilicious to create a dynamic brand presence at the Maker Mela 2024, one of Mumbai's leading student innovation festivals. The initiative aimed to introduce Munchilicious' range of nutritious snack mixes to the student community through experiential marketing blended with a digital cashback offer.

- **Sample Distribution:** 150 packets of assorted Munchilicious granola and snack variants were distributed to attendees.
- **Cashback Integration:** Each sample included a unique QR code offering an exclusive GenZDealZ.ai cashback deal to encourage future purchases and platform engagement.