Incorporating local seasonal events, such as Diwali and Holi, into our promos has been highly effective. Fanboy Games and 8 Ball Pool (Chief Strategy Officer, Miniclip) often introduces new cues for culturalization.\n\n---
\n**Recommendations for Developers**

- Prepare and use seasonal event-themed creatives
- Sales or free gifts to drive conversion
- Provide more value to users through event related promotions
- Introduce local items/theme related to local events
- Engage influencer networks and social media
- Purchase or trade-in deals/offers and LiveOps around local events

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**Top seasonal festivals to India:**

<table>
<thead>
<tr>
<th>Festival</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diwali</td>
<td>November</td>
<td>Festival of lights, origins from the Hindu religion.</td>
</tr>
<tr>
<td>Holi</td>
<td>April 13-15</td>
<td>Festival of colors, originating from the Indian subcontinent.</td>
</tr>
<tr>
<td>Songkran</td>
<td>April 13-15</td>
<td>Water festival, marks the beginning and end of fasting during Ramadan.</td>
</tr>
</tbody>
</table>

**Top seasonal festivals across Asia:**

<table>
<thead>
<tr>
<th>Festival</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunar New Year</td>
<td>February</td>
<td>Festival that celebrates the beginning of a new year on the traditional lunisolar Chinese calendar.</td>
</tr>
<tr>
<td>Ramadan</td>
<td>March</td>
<td>Holy Month of Ramadan is a cornerstone of Islamic holidays.</td>
</tr>
</tbody>
</table>

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**Recommended Critical Aspects:**

- Enable a character to mutate and take on new skills
- Stigma (a feature that increases units' damage) for Honkai Impact 3

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**Below are some key India and Southeast Asia local moments—such as Lunar New Year, Ramadan, and Diwali—across Southeast Asia.**

- Malaysia and Indonesia alone account for 245 million Muslims.
- India and Southeast Asia’s smartphone penetration rates are increasing.
- Local events and holidays have seen exponential growth.

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**Important Events: Ramadan:**

- In 2020 Lilith Games introduced a special Ramadan Gifts bundle in Rise of Kingdoms. Their players loved it.
- Supercell added several festivities on Clash of Clans to celebrate the 2021 Lunar New Year. It called Stars and Moon; it contains an Islam Theme Frame, Tome of Kingdoms, and their players loved it.

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**Important Events: Songkran:**

- From 9 to 15 April 2020 miHoYo created Rita: Songkran, a Songkran exclusive stigma. These bundles offered a discount of around 80% to players in India. The local moments have shown that the past campaigns for Southeast Asia. However, making inroads into user behavior in India and Southeast Asia, then tying themed game promotions and Avatars and Surprise Boxes for Holi.

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**Important Events: Holi:**

- Introduce water-gun activities to regional events and holidays can be a highly effective strategy.
- India. Gifting and spending money on new things is considered auspicious.

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**Important Events: Diwali:**

- Diwali is a festival of light, predominantly celebrated in northern, western, and central India. It is celebrated mainly in the Buddhist calendar, this water festival marks the end of summer and important holiday. An important event on the Buddhist calendar, this water festival marks the end of summer and important holiday.