

Shyam Metalics Presents 'Shakti Ek Roop Anek'- a One-of-a-Kind Durga Puja Spectacle Celebrating the Many Forms of Shakti



Chennai, 16 Oct 2026: This Durga Puja, Shyam Metalics is set to bring Kolkata alive with 'Shakti Ek, Roop Anek'—a distinctive celebration of creativity, culture and compassion that explores the many expressions of Shakti in everyday life. Rooted in the brand's core values of Shakti, Suraksha and Samvedana, the campaign brings together immersive installations, inspiring stories of hope and meaningful community initiatives to create memorable festive experiences across the city.

Moving beyond the grandeur of traditional Puja celebrations, 'Shakti Ek, Roop Anek' celebrates Shakti through three powerful expressions: Ummeed (Hope), Yaadein (Memories) and Sukoon (Comfort and Care). From turning heartfelt wishes into possibilities and celebrating the art and culture of Bengal to recognising the tireless efforts of Bengal Police, the initiative reflects a simple yet powerful belief: Shakti is not merely a symbol of strength, but a force that nurtures dreams, creates lasting memories and brings comfort when it is needed most.

At the heart of the campaign is the Wall of Shakti, a distinctive installation crafted using SEL Tiger TMT Bars and featuring a prominent structure of Maa Durga. Visitors can place their wishes on the wall, with Shyam Metalics undertaking to fulfil selected wishes and bring its promise of “Sapne Pure Honge” to life. The initiative celebrates the transformative power of hope and demonstrates how meaningful support can help turn aspirations into reality.

Adding to the festive experience, the Shakti Tunnel will offer visitors an immersive celebration of Bengal's art, culture and the spirit of Durga Puja through striking visuals and interactive selfie experiences. The installation aims to create a memorable space where visitors can engage with the many cultural expressions of Shakti while capturing moments of their festive celebrations.