The photo of a flower carpet, taken from Facebook. The symbols of three major religions in Kerala—Hinduism, Islam and Christianity—are represented in this flower carpet.
An advertisement issued by the Kerala State Tourism Department in connection with the Onam festival 2013. Many symbols like Kathakali, boat, etc. are used in this advertisement as representative of Kerala culture.
The advertisement of a Restaurant in Chennai called “My Keralam” which invites people to relive their childhood memories with the Onam feast at the restaurant.
Advertisements Colombo Ambrellas and ORS Electronics. In the ads, Maveli is used for product/brand endorsement. This also shows how Onam has become an occasion of consumerism.

Onam and Ramzan wishes from Union Bank of India. A photo taken from Thalassery, 2013
The cover photo of a call for entries for an online competition conducted by Manorama online portal.

A poster issued by various students’ organizations on EFL University, Hyderabad questioning the dominant narratives of Onam.